

# News Release



## **BASF launches online version of “Creating Chemistry” magazine**

- **Corporate online magazine informs about future challenges**
- **Easy access via tablets and smartphones**
- **Videos, animations and graphics provide in-depth information**

Ludwigshafen, Germany – June 12, 2013 – BASF has launched an online version of its global magazine “Creating Chemistry.” At [www.creating-chemistry.basf.com](http://www.creating-chemistry.basf.com) the company provides insights into future challenges in the areas of resources, environment and climate; food and nutrition; and quality of life. The online edition of the print magazine deals for example with the question of how future cities can adapt to population growth and limited resources.

The online magazine is specifically tailored to the needs of internet users with different online devices. Contents are automatically adapted to the particular screen size and can therefore be easily accessed from desktop computers, tablets and smartphones. “This enables users to read our magazine comfortably, both while on the move and at home,” said Elisabeth Schick, Senior Vice President Communications & Government Relations BASF Group. “Additionally, the online version provides in-depth information through videos, animations and graphics.” It also offers quick access to BASF’s social media channels, such as Facebook, Twitter and LinkedIn.

The topics in the magazine are assessed from a variety of viewpoints. Experts from politics, business, science and society

June 12, 2013  
P314/13e

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share their views. The first printed edition of the magazine was published in January 2012. It addresses BASF customers, business partners and the interested public worldwide. The magazine is published one to two times a year, and distributed for example as a supplement in "The Wall Street Journal" in North America and Asia Pacific as well as at international airports.

**About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).