

News Release

BASF Wolman GmbH with new look and feel

Baden-Baden / Sinzheim, Germany – October 31, 2014 – BASF Wolman GmbH, the European market leader in wood protection, has officially launched its new corporate brand design during a two day customer symposium in Baden-Baden, Germany. About 90 global key customers and business partners attended the event.

The new design follows the recent name change of the legal entity from previously “Dr. Wolman GmbH” to “BASF Wolman GmbH” at the beginning of the year. It comprises of the red BASF color scheme and the reworked Wolman shield logo with a new graphical design element of yellow stripes in an interpretation of the traditional Wolman shield. With the new claim “Leading the Way in Wood Protection“ Wolman underlines that it stands for scientific expertise, partnership, technical competence and problem solving skills as well as

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professional service and state of the art products. "With the rejuvenated Wolman brand we are moving even closer to our parent company BASF and at the same time we are clearly demonstrating with confidence who we are and what we stand for", says Dr. Ralf Schulz, Vice President and Managing Director of BASF Wolman GmbH.

About 90 participants from 14 countries including China and Korea accepted Wolman's invitation to Baden-Baden. Delegates comprised of major players in the wood treatment and saw mill industry as well as representatives of research institutes, wood protection associations and the timber trade press. The program started with a visit at BASF SE corporate headquarters main site in Ludwigshafen. The delegates had the opportunity to visit a precursor plant for wood protection chemicals and get an impression of the largest integrated chemical production site worldwide. Additionally, all participants also had the chance to visit the upgraded production and logistics facilities at the Wolman site in Sinzheim near Baden-Baden. During the symposium, Wolman then introduced its novel "AS Solution" product and service package – an innovative scientific method to economically minimize the risk of blue stain or mould on sawn timber, comprising of biological risk analysis, climate data and adjusted chemical dosing. "AS Solutions" is offered to saw mills and timber treaters and has been already launched with pilot customers.

The guiding topic of the symposium was Wolman's long term strategy to further increase its competitiveness and to sustainably grow in its core segments. The company focus is on Innovation in R&D, marketing and service offering, on investment in its future and on Integration into BASF's platform and brand strategy. The strategy is being implemented full steam, with the recent investments at the

Sinzheim site and the migration into BASF's standard SAP system being prominent examples, that will substantially further improve Wolman's supply chain to even faster serve its customers and to smoothen the seasonal peaks. "The symposium marks a major milestone of our strategic journey to further underpin Wolman's claim "Leading the Way in Wood Protection" – we have been heavily investing into our brand, our strategy, our plants and the integration into the BASF systems – Wolman is ready to face the challenges of tomorrow", summarizes Schulz.

About Wolman

BASF Wolman GmbH is part of the Construction Chemicals Division of BASF. The company is developing, producing and distributing high performance Wood Protection chemicals for industrial use to protect timber against wood destroying fungi and insects, extending the life cycle and thus further increasing the sustainability of timber. The product portfolio comprises of wood protection solutions for impregnation of outdoor timber (e.g. deckings, utility poles), construction timber, as well as temporary protection of sawn timber (e.g. pallets). Wolman is the creator of modern wood protection and has been leading the wood protection industry for more than a century. BASF Wolman GmbH is located in Sinzheim close to Baden Baden, Germany and has approximately 130 employees. Further information is available on the Internet at www.basf.com/wolman.

About BASF

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, 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 about €74 billion in 2013 and over 112,000 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.