

# News Release



## **Simplified navigation, more languages, improved service – new BASF website goes live**

- **Intuitive and fast access to all content**
- **Optimized for smartphones and tablets**
- **Global website in four languages**

Ludwigshafen, Germany – November 28, 2014 – Visitors to [basf.com](http://basf.com) now have improved access to all information about BASF. The simplified navigation delivers intuitive and quick guidance. Based on the responsive design method, the website adapts automatically to the display size of the device being used. BASF's global website is now available in four languages: German, English, Chinese and Portuguese.

“With our new website we offer customers, investors, journalists and job applicants even better service,” says Elisabeth Schick, Senior Vice President Communications & Government Relations BASF Group. “Users can now find all important information significantly faster than before, no matter where they are or which device they are using.”

The site is structured in three categories: *Company* contains the career, investor relations and news & media pages. In addition, users will also find information on BASF's strategy, history, R&D and the company's understanding of sustainability. The category *Products & Industries* addresses customers and business partners in particular, providing information on BASF's products and solutions for different industries. The category *We create chemistry*

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contains the online version of the “Creating Chemistry” magazine as well as information about the corporate advertising campaign.

Also the career pages have been fully revamped. There, employees introduce themselves and their jobs in short videos and interviews, and give insights into careers at BASF. The career website provides information about all vacant positions at BASF globally.

In addition to global content, the new website will also provide country-specific information – initially for Germany, Brazil, Spain, Turkey, the United States and Greater China. Content from further country websites will be integrated step-by-step.

### **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](http://www.basf.com).