

150 years



News Release

BASF to set up new global business unit combining all pigments activities

- **BASF intends to establish separate legal entities for the pigments business**
- **New organization enables the business to better adapt to the challenges in the pigments industry**

Hong Kong, China / Ludwigshafen, Germany – July 22, 2015 – BASF will form a global business unit (GBU) combining all of its pigments activities effective January 2016. In the second half of 2016, BASF intends to carve out its pigments business and establish separate legal entities.

With sales of about €1 billion in 2014 and 2,500 employees globally, BASF holds a leading position in the pigments market, offering the broadest portfolio of products and technology. The new GBU will likely be headquartered in the Ludwigshafen area. All employees who are dedicated to the pigments business will be transferred to the new GBU.

“We have achieved and maintained a leading position in the pigments market through acquisitions and a series of successful restructuring measures. The new global business unit will fully concentrate on the pigments business and thus be even more focused on supporting the needs of our pigments customers,” said Dr. Markus Kramer, President of BASF’s Dispersions & Pigments division.

Dr. Alexander Haunschild, Senior Vice President of the regional business unit Pigments and Resins Europe and appointed head of the GBU, stated: “By creating an organization fully dedicated to pigments, we will adapt better to the challenges in the pigments industry.

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Our customers will benefit from tailored services and higher responsiveness.”

BASF’s pigments business serves a variety of industries including paints & coatings, printing & packaging and plastics. The portfolio comprises of color pigments such as phthalocyanines, high performance pigments, azo pigments, effect pigments, inorganic pigments, dyes and pigment preparations.

About BASF’s Dispersions & Pigments division

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for coatings and paints, printing and packaging products, construction chemicals, adhesives, fiber bondings, plastics, paper as well as for electronic applications such as displays. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit www.dispersions-pigments.basf.com.

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 over €74 billion in 2014 and around 113,000 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.