

News Release

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Caren Hoffmann appointed as Vice President for BASF mining solutions

Caren Hoffman has been appointed to lead the global mining solutions business, effective January 1, 2023. It focuses on the development and marketing of innovative chemistries and digital applications that offer sustainable solutions for the mineral processing industry.

“My goal is to increase awareness about what our innovative chemistry, coupled with our scientific artificial intelligence solutions, can do to meet some of the mining industry’s pressing challenges. We can design chemistry to tackle specific problems and, with our digital solutions, target them very precisely. Imagine if nickel could be extracted from laterites in a simple manner, or sulfides could be floated without xanthates, or even if chalcopyrite could be leached efficiently. I am looking forward to tackling some of these challenges with our customers,” said Caren Hoffmann.

Caren has an accomplished career that spans over 25 years. Prior to her current role, she was heading new business development for the mining solutions business. She started her career in 1997 with BASF in Ludwigshafen, Germany, where she held various positions in marketing, business development, strategy, sales, and distribution. Caren holds a Master of Business Administration from the University of North Carolina at Greensboro.

About BASF mining solutions

With innovative products, global field support and industry leading technical expertise, BASF mining solutions provides sustainable solutions which increase productivity, recovery, and flexibility throughout the hydrometallurgical process of mining operations in leaching, solvent extraction, flotation, solid/liquid separation and tailings management and Intelligent Mine digital solutions for the control and optimization of mining processes. Further information can be found at www.mining-solutions.basf.com.

BASF mining solutions is part of BASF's Performance Chemicals division. The division's portfolio also includes fuel and lubricant solutions, plastic additives, as well as oilfield chemicals. Customers from a variety of industries including Chemicals, Plastics, Consumer Goods, Energy & Resources and Automotive & Transportation benefit from our innovative solutions. To learn more, visit www.performancechemicals.basf.com

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.