

News Release

BASF to launch Refinity™, an all-new, cloud-based digital platform for collision repair

- **Offers body shops and painters an exclusive new seamless digital experience for all their business solutions**
- **Multiple apps exclusively powered by Refinity™ cover six business categories**
- **Improved performance and user experience with BASF's industry-leading color spectrophotometer**

BASF's Coatings division launches Refinity, a new, cloud-based, digital platform for its body shop customers all over the world. Refinity will provide customers with a seamless digital experience designed to drive efficiency in the areas of color, business, training and support solutions. The platform will also feature links to selected partners offerings to further connect customers to industry digital offerings that drive profitability and efficiency into the overall body shop process.

“At BASF, we are committed to working together with our customers. We passionately share one vision towards digitalization which will see more and more smart digital solutions that make our customers' lives easier and more efficient. With Refinity, we will take a big step forward in the collision repair industry by creating a seamless digital experience that will help our customers grow in the long term and become that body shop of the future,” said Dirk Bremm, president of BASF's Coatings division.

Refinity is a new brand and an all-new global value proposition for refinish customers. It combines a number of different software solutions into one secure, easy-to-use cloud-based solution, increasing efficiency in time and resources. The

cloud platform will not only allow for automatic updates but will open the door for continuous improvement opportunities and future offerings.

“With its launch, BASF will become the first refinish paint company in the world to offer a single platform that incorporates all customer solutions in a one-stop shop offering with a simple user interface and designed for the body shop environment. By using cloud computing technology, Refinity is managed, maintained and updated centrally: one platform, one password, one setup,” said Christian Holland, Global Director of Digital and Data, BASF Automotive Refinish Coatings Solutions.

Refinity is currently available for customers online on a pay-as-you-go basis. Global country-wide rollouts will begin in October 2021.

About BASF’s Coatings division

The Coatings division of BASF is a global expert in the development, production and marketing of innovative and sustainable automotive OEM and refinish coatings, decorative paints as well as applied surface treatments for metal, plastic and glass substrates in a wide range of industries. The portfolio is completed by the “Innovation Beyond Paint” program which aims at developing new markets and businesses. We create advanced performance solutions and drive performance, design and new applications to meet our partners’ needs all over the world. BASF shares skills, knowledge and resources of interdisciplinary and global teams for the benefit of customers by operating a collaborative network of sites in Europe, North America, South America and Asia Pacific. In 2020, the Coatings division achieved global sales of about €3.1 billion.

Solutions beyond your imagination – Coatings by BASF. For more information about the Coatings division of BASF and its products, visit www.basf-coatings.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 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 is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. 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.