

News Release

BASF collaborates with Hotter to provide footwear that generates energy with every step taken

- **Initially developed for sports performance footwear, lightweight Infinergy adds athlete-endorsed energy return**
- **Greater flexibility with the sole of footwear made with world's leading high-performance responsive material by BASF, Infinergy[®]**
- **Infinergy complements Hotter's Cushion+ technology for classic styles and comfort for professionals on the go**

London, United Kingdom – September 23, 2021 – Hotter and BASF have joined hands to provide greater energy return in the footwear brand's market-leading comfort shoes. Infinergy[®], the world's first expanded thermoplastic polyurethane (E-TPU) and leading high-performance responsive material by BASF, provides exceptional cushioning. Professionals who are constantly on the go benefit from Infinergy in particular as it returns the energy in each step, reducing fatigue and dampening shock on joints.

Infinergy offers a natural cushioning effect at the heel and middle part of the foot in the sole of footwear. When combined with Hotter's Cushion+ technology, it adds athlete-endorsed energy return to over 41 styles. In Hotter's upcoming workwear collection, Infinergy's responsiveness and lightweight bring comfort to the next level.

The partnership makes Hotter one of the first casual shoe brands to use Infinergy, setting the standards for cushioning and comfort in shoes – particularly among its core audience of over 55s, as well as professionals battling long-standing hours at work and commute.

“We created Cushion+ to give our customers footwear they can confidently rely on regardless of their working activities and in which they can move comfortably over long durations,” said Claire Pearl, Chief Product Officer, Hotter. “Adding Infinergy’s unique rebound technology to these existing qualities means that together we have created a selection of footwear that works just as well whether you are frequently moving around at work or taking a stroll in the park after a long day. We are thrilled with this partnership, and we look forward to future collaborations.”

Initially designed for the world of sport, the partnership extends Infinergy into casual and formal wear, marking a milestone in footwear technology.

“Our collaboration with Hotter is a nod to business casual designs blended with innovative technology to deliver performance and style for professionals who are constantly on the go,” said Dr. Jens P. Dierssen, Global Business Management at Infinergy.

To find out more about how Infinergy is empowering movements around the globe, visit infinergy.basf.com.

The Hotter collection featuring Infinergy is now available globally at Hotter.com, through the Hotter app, or in stores. Visit www.hotter.com/gb/en/info/infinergy for more information.

About Hotter

Hotter Shoes (Hotter.com) is the UK’s biggest footwear manufacturer. Selling over 1.3 million pairs of shoes each year, the online retailer and specialist footwear brand employs 500 across its Skelmersdale HQ, and its 17 physical stores nationwide. Specialising in footwear for the over 55 audience, its product strategy is driven by its unique proposition of Customised Comfort and Precision Fit. For more information, visit Hotter.com.

About BASF’s Performance Materials division

BASF’s Performance Materials division encompasses the entire materials’ know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2020, the Performance Materials division achieved global sales of €5.63 bn. More information online: www.plastics.basf.com.

About BASF

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.