

News Release



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BASF sets out path to enhance leading position in Japan's construction chemicals industry

- **BASF reorganizes and renames its subsidiary Taiko Shoji Ltd. as Pozzolith Solutions Ltd. as of April 1, 2017**
- **Pozzolith Solutions Ltd. will serve as the single point of contact for customer support and technical sales service of BASF's construction chemicals business in Japan**
- **Enhanced technical capabilities and solutions to meet unique construction needs of Japan**

Tokyo, Japan – October 17, 2016 – BASF is taking a series of measures to grow its construction chemicals business in Japan, including a new company structure and an enhanced focus on technical capabilities and new solutions.

Leveraging the success of the Pozzolith® brand in Japan, with its legacy of trust and innovation, BASF is reorganizing its construction

chemicals business in Japan by concentrating its sales and distribution management, field application and technical services in a new organization, Pozzolith Solutions Ltd., effective April 1, 2017.

In the new set up, Pozzolith Solutions Ltd. will act as a flexible, agile and customer focused organization. The company will integrate all customer facing functions which have been divided among BASF Japan Ltd. and the BASF subsidiary Taiko Shoji Ltd. so far. BASF Japan Ltd. will focus on production management, research and development as well as industry advocacy. BASF Japan Ltd. will reallocate the staff and job tasks of the construction chemicals team according to the new organizational set-up, to optimize operational efficiency and customer focus.

Takahiro Ikeda, Director of Construction Chemicals, BASF Japan Ltd. said, "Pozzolith Solutions Ltd. will be the one single point of contact for BASF customers in Japan's construction industry to get any support they need. Our customers will benefit from higher responsiveness and tailored services helping them to master the industry's challenges. With the trusted legacy of Taiko, Pozzolith Solutions Ltd. will connect the construction industry more efficiently with the right technologies and services."

There is hardly any construction market in the world as demanding as that in Japan. Unique features of Japan's construction market include the challenges of seismic reliability, high-performance transportation links, green building, sustainability, as well as the demographic change and focus on maximizing labor efficiency.

BASF is the market leader in the admixture business in Japan, and recently announced the expansion of its team at the Chigasaki Technical Development Center (TDC). The new set up, comprised of a team of six scientists in the Chigasaki TDC, will focus on specific innovation needs for improving durability properties of concrete, as well as new technologies to meet Japan's most demanding construction requirements.

Overview of New Company

Name: Pozzolith Solutions Ltd.

Postal Address: 2722 Hagisono, Chigasaki, Kanagawa (inside the BASF Chigasaki Technical Development Center)

Date of Establishment: April 1, 2017

President and Representative Director: Yushi Yoshizawa (currently, VP and Director of Taiko Shoji Ltd.)

Share: 60% held by BASF Japan Ltd., 40% held by President and Representative Director of Pozzolith Solutions Ltd.

Business: Sales management and technical services of BASF Japan's construction materials. Daily customer contact. Key account and distribution management.

About the Construction Chemicals division

BASF's Construction Chemicals division offers advanced chemicals solutions for new construction, maintenance, repair and renovation of structures: Our comprehensive portfolio encompasses concrete admixtures, cement additives, chemical solutions for underground construction, waterproofing systems, sealants, concrete repair & protection systems, performance grouts, performance flooring systems, tile fixing systems, expansion control systems and wood protection solutions.

The Construction Chemicals division's about 5,500 employees form a global community of construction experts. To solve our customers' specific construction challenges from conception through to completion of a project, we combine our know-how across areas of expertise and regions and draw on the experience gained in countless construction projects worldwide. We leverage global BASF technologies, as well as our in-depth knowledge of local building needs, to develop innovations that help make our customers more successful and drive sustainable construction.

The division operates production sites and sales centers in more than 50 countries and achieved sales of about €2.3 billion in 2015.

About BASF Japan

BASF started doing business in Japan in 1888. Activities cover four business segments including chemicals, performance products, functional materials & solutions and agricultural solutions. The main production sites are in Chigasaki (admixtures for concrete, construction materials), Kitatone (personal care ingredients), Isohara (plastic additives), Totsuka (coatings), and Yokkaichi (thermoplastic polyurethanes and polymer dispersions). Admixture plants for the Construction Chemicals division are also located nationwide. BASF maintains a strong research and development presence in Japan including the BASF Asia Composite Center, established in the Yokohama Innovation Center (engineering plastics), and the Research and Development Laboratory and Application Technology Center for Battery Materials in Amagasaki. As of the end of 2015, BASF employed 1,209 employees in Japan, and achieved sales of about €1.5 billion to customers in Japan. For further information please visit: www.basf.com/jp.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at www.basf.com.