

News Release



BASF Kids' Lab brings joy of research and discovery to children in Japan

June 28, 2017

- **Brand new “Clever Foodies” program celebrates 20th anniversary of BASF Kids' Lab**
- **Facilitation for children with hearing disabilities offered for the first time**
- **Kids' Lab returns to Totsuka Summer Festival in Yokohama on July 28; held in Roppongi, Tokyo on August 1 - 2**

Tokyo, Japan – June 28, 2017 – BASF will help children aged 6-12 to experience the joy of research and discovery through hands-on, fun-filled chemistry experiments at Kids' Lab. This annual program will take place in two cities – Tokyo and Yokohama – where BASF employee volunteers will guide children as they conduct experiments. In Tokyo, Kids' Lab will be held on August 1 and 2, 2017, as part of the Roppongi Hills Summer Kids' Workshop program. In Yokoyama, BASF will again bring the program to the Summer Festival at its production site in Totsuka on July 28, 2017, inviting neighborhood children to participate.

The Kids' Lab 20th Anniversary Program - “Clever Foodies” in Tokyo

Established in 1997 in Ludwigshafen, Germany, BASF Kids' Lab is celebrating its 20th anniversary this year. A brand-new experiment program “Clever Foodies” has been developed globally and will be introduced to children in Tokyo. This program focuses on a topic that affects us all: how can good food contribute to a healthy lifestyle? With the use of hands-on exploration, the program will help children to investigate the substances contained in foods and beverages, and

to understand what good eating a colorful range of vegetables and fruit does to their bodies. This topic also ties in with the UN Sustainable Development Goals (SDGs): end hunger and achieve food security (goal 2), ensure healthy lives and promote well-being for all (goal 3), and quality education (goal 4).

“BASF Kids’ Lab is designed to encourage children’s thirst for exploration. We want children to find research and science discovery beneficial and enjoyable,” says Dr. Joerg-Christian Steck, Representative Director and President of BASF Japan Ltd. “Through the ‘Clever Foodies’ experiments in a fun environment, children will learn about nutrition hands-on, and in doing so, encourage them to modify their eating habits in a positive way.”

To better open up learning opportunities to a diverse community, for the first time, facilitation for children with hearing disabilities will be offered at the session in Tokyo. Along with personal and technical communications assistance, children will also be supported by BASF employees with similar disabilities.

“Colorful Butterfly” Experiment in Yokohama

At BASF Kids’ Lab at the Totsuka site, children will learn about pH differences and their reactions by making their own “Colorful Butterfly.” Kids will color the paper butterfly with various materials they can find in their daily lives that have different pH levels, such as soap and lemon juice. The Kids’ Lab booth will be set up as one of the booths at the Totsuka Summer Festival, which has been held annually for neighborhood residents for more than 40 years.

About BASF Kids Lab

Education is the key to the future of our children, and it plays an important role in the development of society. With our Social Engagement Strategy, we want to open up learning opportunities and to encourage children's sense of discovery and teach good science methods and skills. This helps us to meet the challenges of tomorrow and to create a sustainable future.

The BASF Kids' Lab program is an interactive, fun and free chemistry education program designed for kids aged 6 to 12 years to discover the world of chemistry through simple and safe hands on experiments.

The program has been brought to more than 30 countries across the globe, including the U.K., the U.S., Australia, Singapore, India and Japan. It was established in 1997 in Ludwigshafen, Germany, and celebrates its 20th anniversary this year.

Taught by trained employee volunteers, Kids' Lab has been held in Japan since 2003, with more than 4,000 children participating to date.

About BASF in Japan

BASF has been a committed partner to Japan since 1888. Activities cover four business segments including chemicals, performance products, functional materials & solutions and agricultural solutions. The main production sites are in Totsuka (coatings), Chigasaki (admixtures for concrete, construction materials), Kitatone (personal care ingredients), 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 well as Chigasaki Technical Development Center in Kanagawa. As of the end of 2016, BASF employed 1,167 employees in Japan, and achieved sales of about €1.6 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 114,000 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 about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.