

News Release



Interactive experiments online help Japanese children experience the joy of chemistry

August 1, 2017

- **BASF introduces Virtual Kids' Lab in Japanese for the first time, to celebrate the 20th anniversary of BASF Kids' Lab**
- **Children can conduct chemistry experiments with fun online simulations**

Tokyo, Japan – August 1, 2017 – BASF today launched the Japanese version of “[Virtual Kids' Lab](#),” an extension of its hands-on children’s chemistry program Kids’ Lab. This new platform offers a variety of interactive experiments online, to allow children throughout Japan to experience the joy of chemistry wherever and whenever they like.

BASF Kids’ Lab is a hands-on, fun and free chemistry education program designed to allow children aged 6 to 12 years to discover the world of chemistry through simple and safe experiments. First established in Germany in 1997, BASF Kids’ Lab has also been held in Japan since 2003, with more than 4,000 children participating to date.

“We believe that education is the key to our children’s future and it plays an important role in the development of society. As part of our social engagement strategy, BASF Kids’ Lab program demonstrates a long-term commitment to science education for new generations,” said Dr. Joerg-Christian Steck, Representative Director and President of BASF Japan Ltd. “In Japan, we regularly hold Kids’ Lab in summer in Tokyo where BASF Japan’s head office is located. Through the newly launched online platform, children can explore the wonders of chemistry at their fingertips, even if they have not

attended Kids' Lab in person.”

Three experiments are now available online:

BASF Virtual Kids' Lab provides three online experiments – “Sweet Bread”, “Cleaning Dirty Water” and “The Red Stain Devil”.

The “Sweet Bread” experiment is introduced under the “Clever Foodies” theme to celebrate the 20th anniversary of Kids' Lab. With a focus on health nutrition, it will teach children about enzymatic degradation as well as various nutrients contained in food.

The “Cleaning Dirty Water” experiment simulates the water recycling process using simple lab materials. “The Red Stain Devil” experiment shows how color-care detergent works.

Virtual Kids' Lab is a global online platform which provides interactive experiments now in four languages: English, German, Japanese, Traditional and Simplified Chinese. Three more languages will be coming soon: Spanish, Korean, Vietnamese.

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.