

News Release



Online interactive experiments help Korean children to explore the fun of chemistry

- **Children to learn science knowledge at BASF's Virtual Kids' Lab through fun animation and experiments**
- **Virtual Kids' Lab teaches the importance of chemistry and helps nurture future scientists**

Seoul, Korea – September 27, 2017 – BASF, the world's leading chemical company, today launched the Korean version of an interactive online chemistry education program, [Virtual Kids' Lab](#). The new platform, an extension of BASF's global hands-on chemistry education program Kids' Lab, provides a wide range of interactive experiments online, enabling children to experience the joy of chemistry anytime, anywhere, with ease and fun.

Three creative experiments, including "The Bubbling Refreshment", "The Red Stain Devil" and "Energy from the Sun", are available online.

- "The Bubbling Refreshment" explains how carbon dioxide makes beverages bubbly and fizzy.
- "The Red Stain Devil" shows how dye particles leach out of red cloth, and the working principle of color-care detergent.
- "Energy from the Sun" teaches the principle of generating energy from sunlight with solar cells.

Each step of every experiment contains easy-to-understand explanations from the animated Kids' Lab mascot Dr. Bubbles. New experiments are continuously added.

"BASF Kids' Lab aims to help children learn about the importance of

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chemistry. Through various full-filled experiments, we also want to raise children's interest in chemistry and help cultivate future scientists,” said WooSung Shin, Managing Director, BASF Korea. “With the launch of the Virtual Kids’ Lab, children can explore the wonders of chemistry at their fingertips, even if they have not attended Kids’ Lab in person.”

BASF Kids’ Lab, which celebrates its 20th anniversary this year, was first launched in 1997 in Germany and now takes place annually in about 40 countries around the world. In Korea, the program was first launched in Ulsan in 2003, and has since expanded to Seoul, Yeosu, Ulsan and Gunsan. Over 5,000 children have participated in BASF’s Kids’ Lab in Korea to date.

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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 40 countries across the globe, including China, 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.

About BASF in Korea

BASF has been a committed partner to Korea since 1954. As a leading foreign investor in the Korean chemical industry, BASF operates seven world-scale production sites in Korea. BASF maintains an R&D center in Suwon and four technical development centers in Korea. The Asia Pacific headquarters of BASF’s Electronic Materials business is located in Seoul. BASF posted sales to customers in Korea of approximately €1.1 billion in 2016, and employed 1,105 employees in Korea as at December 31, 2016. For further information, please visit: www.basf.com/kr.

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.