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News Release

BASF launches new digital tool to calculate crop protection value

The Grow Smart Advantage Tool provides an innovative way to find greater return on investment at harvest

RESEARCH TRIANGLE PARK, NC, March 31, 2021 – BASF has launched a new digital tool, as part of its Grow Smart Live app, that calculates the estimated value of a farmer's crop protection investment. The Grow Smart Advantage tool uses information about the farmer's operation to provide crop input recommendations as well as the estimated value of those recommendations versus alternative options that are driven by rebates.

When a user opens the tool, they are asked to input their state followed by specifics around the crop(s), acreage and inputs. The user is then asked to select the strength of the weed control and plant health program they need. Based on this information, the Grow Smart Advantage tool calculates the estimated performance results and dollar value of BASF products versus competitive products and rebates. These results provide users with a transparent cost overview of rebate programs using public data derived from independent third parties.

"This new tool really puts what is best for farmers at the forefront in regard to their crop protection inputs and yield results," said Nick Fassler, Technical Services Director for BASF Agricultural Solutions. "By providing sound agronomic recommendations, the Grow Smart Advantage tool is another example of how BASF continues to invest in digital tools that provide farmers with innovative ways to manage their operations and protect their investment."

More information on the Grow Smart Advantage tool can be found [here](#). The Grow

Smart Live app, which connects users with timely agronomic updates from BASF, and the Grow Smart Advantage tool can be accessed by contacting a BASF Agronomic Solutions Advisor.

About BASF's Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That's why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2020, our division generated sales of €7.7 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 17,000 employees in North America and had sales of \$18.7 billion in 2020. For more information about BASF's North American operations, visit www.basf.com/us.

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 <http://www.basf.com>.