



We create chemistry

News Release

BASF named to Newsweek's list of Top 100 Most Loved Workplaces for 2022

■ BASF ranks among top 100 U.S. companies for employee sentiment and satisfaction

FLORHAM PARK, NJ, OCTOBER 7, 2022 – [Newsweek](#) has announced its annual rankings for the Top 100 Most Loved Workplaces® list, and BASF has ranked among these companies for the first time, coming in at #52. The 2022 Top 100 Most Loved Workplaces are the result of a collaboration with the Best Practice Institute (BPI), a leadership development and benchmark research company.

“We are very proud to make this list because it is based on how our people feel about BASF,” said Tobias Dratt, President, Region North America, Chief Operating Officer and Chief Financial Officer, BASF Corporation. “Reflecting employee feedback, Newsweek singled out the power of connection at BASF and the special communities we have built through our employee resource groups and other strong, caring, and connected networks. This recognition supports that our company values and commitments to safety, wellbeing, inclusion, and belonging have us well positioned to continue to attract and retain great talent as the core of our company.”

The results were determined after surveying more than 1.4 million employees from businesses with workforces varying in size from 50 to more than 10,000. The list recognizes companies that put respect, caring, and appreciation for their employees

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at the center of their business model and, in so doing, have earned the loyalty and respect of the people who work for them.

“Being named a ‘Most Loved Workplace is an honor, especially since it is derived mainly from feedback from our own employees,” said Krisanne Pook, Vice President, People Services USA, BASF Corporation. “It validates that the work we are doing to create a diverse, inclusive and positive employee experience, to provide a compelling total rewards package of employee-centered, family-friendly programs and benefits, and to include the voices and perspectives of all individuals really matters.”

The five critical areas measured to gauge employee sentiment were: How positive do workers feel about their future at the company, career achievement, how much employer values align with employee values, respect at all levels, and the level of collaboration at the firm. In addition, areas such as inclusion, diversity, equity and belonging, and company response and adaptability to the COVID-19 pandemic, such as return-to-office rules, were identified and analyzed in relation to the five critical areas measured.

“As a result of ‘The Great Resignation,’ more companies recognize the importance of focusing on employee satisfaction to not only attract but retain top talent,” said Nancy Cooper, Global Editor in Chief, Newsweek. “The businesses on this year’s list clearly demonstrated that commitment.”

"The companies on this list represent the best at placing love at the center of their employee's experience," said Louis Carter, CEO, Best Practice Institute. "The number of applications this year and analysis of survey data reinforces our original findings that love is the strongest predictor of the strength of a company's culture, employee engagement, and satisfaction."

For the full *Newsweek* list of 2022’s Most Loved Workplaces, please visit:

<https://www.newsweek.com/rankings/americas-100-most-loved-workplaces-2022>

Methodology

To identify the top 100 companies for the Newsweek ranking, companies were evaluated and scored as follows: 35% of the initial score was based on employee survey responses; 25% was derived from analysis of external public ratings from sites

such as Comparably, Careerbliss, Glassdoor, Indeed and Google; and 40 % came from direct interviews with and written responses from company officials. Newsweek then conducted additional research into every company on the list, as well as the top runners up, to determine the final list of 100 companies and their ranking. (The list includes both U.S. firms and companies with a strong U.S. presence that are based overseas.)

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 16,700 employees in North America and had sales of \$25.9 billion in 2021. 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. Around 111,000 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 comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

About Best Practice Institute

Best Practice Institute is an award-winning leadership and organization development center, benchmark research company, think tank, and solutions provider. BPI is the certifying body for Most Loved Workplace® and conducted the original research to create the model and criteria for becoming a Most Loved Workplace®. BPI's research proves that Most Loved Workplaces® produce 3-4 times better customer service, employee performance, and retention than companies not loved by their employees.

About Newsweek

Newsweek is the modern global digital news organization built around the iconic, over 85-year-old American magazine. Newsweek reaches 100 million people each month with its thought-provoking

news, opinion, images, graphics, and video delivered across a dozen print and digital platforms. Headquartered in New York City, Newsweek also publishes international editions in EMEA and Asia.