



# News Release

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For immediate release

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## **BASF appoints IMCD as its personal care distribution partner in the Southeast region of the US**

ROTTERDAM, THE NETHERLANDS, and FLORHAM PARK, NJ, September 20, 2016 – BASF signed an exclusive agreement with IMCD, a leading international distributor of specialty chemicals, to manage its portfolio of personal care products in the hair, sun, skin, and body care market. The product range includes UV filters, actives, hair colorants, stabilizers and surfactants. This agreement covers the Southeast territory of the U.S. including Florida, Georgia, Alabama, South Carolina, North Carolina, Virginia and Eastern Tennessee and becomes effective November 1, 2016.

“IMCD’s industry expertise and ability to support our customers makes them the right distributor for our personal care products in the Southeast region,” said Eduardo Padilla, Director of Corporate Distribution, BASF.

“We are delighted to expand our long standing and important partnership with BASF. Personal care is a strategic market segment for IMCD and an important part of our expansion strategy in North America,” commented John Mastrantoni, President of IMCD US LLC. “Our dedicated personal care organization looks forward to working closely with BASF and our customers in the future.”

**About IMCD N.V.**

IMCD is a market-leader in the sales, marketing and distribution of specialty chemicals and food ingredients. Its dedicated experts provide market-focused solutions to suppliers and customers across

EMEA, Asia-Pacific and Americas, offering a range of comprehensive product portfolios, including innovative formulations that embrace industry trends.

Listed at Euronext, Amsterdam (IMCD.AS), IMCD realized revenues of €1,530 million in 2015. In over 40 countries on 6 continents its dedicated team of more than 1,700 technical and commercial experts work in close partnership to tailor best in class solutions for around 32,000 customers and a diverse range of world class suppliers.

To find out more about IMCD, please visit [www.imcdgroup.com](http://www.imcdgroup.com).

## **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,500 employees in North America, and had sales of \$17.4 billion in 2015. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 112,000 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 more than €70 billion in 2015. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information at [www.basf.com](http://www.basf.com).