



Joint News Release

BASF and siHealth Ltd partner to market personalized technology to the personal care industry

Ludwigshafen, Germany – June 4, 2019 – BASF and siHealth Ltd, a UK start-up in the health care industry, today announced their strategic alliance, including an equity investment. This alliance allows BASF to exclusively market a scientifically-based satellite and optronic technologies to the personal care industry globally. This will extend BASF's offerings, enabling new solutions to the industry, for example towards personalized products. The latest advanced technology will be introduced by siHealth to the technical community at the International Sun Protection Conference at the Royal College of General Practitioners in London, UK from June 4 to 5, 2019.

Individualization of personal care products is a global key trend. To meet this growing need, a combination of interdisciplinary know-how is required. Together, BASF and siHealth will build upon their respective expertise to offer these digital technologies to the personal care market.

“With this equity investment in siHealth, we are able to commercialize siHealth's technology exclusively in the personal care industry,” states Robert Parker, Director, New Business Development at Care Chemicals, BASF. “Our initial products will enable new possibilities to support our customers providing sun care solutions to the market.”

“Scientific collaboration for me also means to have an innovative spirit,” says Piyada Charoensirisomboon, Vice President Global Development Personal Care Solutions, BASF. “By combining this new digital technology with our broad expertise and formulation know-how in UV protection and cosmetic ingredients we are an innovative partner for our customers.”

“We are proud to become a member of the BASF ecosystem,” adds Emilio Simeone, Founder and CEO, siHealth Ltd. “Our company is focused on innovative digital technology for healthcare. This partnership with BASF paves the way for bringing our know-how and technology into the personal care market.”

BASF and siHealth aim to globally introduce the technology to the market starting today. siHealth will present the technology to the technical community with a booth at the International Sun Protection Conference in London. BASF experts will be on-site.

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About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. 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 siHealth

siHealth Ltd is an emerging UK-based start-up in the healthcare sector. It develops cognitive mobile healthcare solutions to get the best health benefits through a controlled and personalised relationship with the environment. The company is a spin-off of Flyby – an Italian aerospace SME – who developed the very first integrated, satellite-based, sun photoprotection system supporting healthy lifestyle and skin diseases prevention. siHealth provides also innovative digital solutions for health diagnostics and skin cancer therapy. siHealth technologies have been developed thanks to the scientific outcomes and the on-field user operational tests obtained in different projects in collaboration with the European Space Agency (ESA), InnovateUK, Science and Technology Facilities Council (STFC) and Public Health England (PHE). siHealth is based at Harwell Campus in Oxfordshire and it is a member of both the Harwell Health Tech Cluster and the Harwell Space Cluster. Further information at www.sihealth.co.uk.

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