

News Release

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BASF's Care Creations® opens the doors to its virtual showroom in March

- **BASF Personal Care Europe will showcase its latest innovations and concepts at its second virtual Beauty Days taking place March 29 to 31**
- **No participation in this year's in-cosmetics Global, April 5 to 7 in Paris, France, due to safety reasons**

Monheim am Rhein, Germany – February 16, 2022 – From March 29 to 31, BASF's Care Creations® will host its second virtual Beauty Days event. On a digital customer platform, the company will present its latest ingredient solutions and concepts. The virtual showroom will serve both as an information hub and a central meeting place for live events and one-on-one chats with specialists.

BASF counts on the virtual event as a proven way to keep in touch with customers, also in view of the decision to not take part in the in-cosmetics Global trade fair in Paris. "This was not an easy decision for us, as we were very much looking forward to meeting our customers in person. However, the persistently high infection rates and the associated uncertainty about the further development of the COVID-19-pandemic worldwide have prompted us to take this step," explained Dr Marko Grozdanovic, Senior Vice President of Personal Care Europe.

Getting closer: experiencing the power of emotions and senses

This year's Beauty Days will center around the motto "Getting closer". As long as travel is limited, people do not get to enjoy all the sensory pleasures that come with

exploring foreign countries, such as new colors, shapes, smells, and tastes. With a variety of innovative personal care formulations, the company aims to bring this experience into consumers' homes. The sensory-appealing formulations contain perfumes and active ingredients from all over the world, and are intended to convey one thing above all: a feeling of well-being and connectedness with one's own emotions and senses, as well as with nature. The range covers all application areas from facial care to body lotions, hair care and sun protection products.

Expert-led live events on a wide variety of topics

The virtual showroom will also set the stage for a versatile program based on the company's key priorities: innovation, digitalization, and sustainability. Among others, BASF will unveil an extension of its biopolymer portfolio for personal care applications. With the newly launched Emollient Maestro, customers can experience a powerful digital product designed to identify optimal emollient mixes based on various parameters. During Beauty Days, the company will also introduce a comprehensive sustainability program for its bioactives portfolio. It aims to combine innovative ingredients with the principles of empowering people and protecting the planet and its resources for future generations. These and other topics will be presented in expert-led live events. Registration will be activated soon.

About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergents and cleaners industry, and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at www.care-chemicals.basf.com.

About BASF

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 www.basf.com.