

# News Release



## **BASF increases prices for Vitamin A**

- **Price increase by 20% globally**
- **Existing contractual obligations will not be affected**

**Ludwigshafen, Germany – February 3, 2016.** BASF globally increases prices for its Vitamin A products by 20% with immediate effect. Existing contractual obligations with customers will not be affected.

BASF is a worldwide leading producer of Vitamin A for the animal and human nutrition industries as well as the cosmetic industry.

### **About BASF**

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

February 3, 2016  
P120/16e

Nutrition & Health:  
Raga Mahmoud  
Phone: +49 621 60-48841  
[Raga.mahmoud@basf.com](mailto:Raga.mahmoud@basf.com)

Personal Care:  
Birte Kattelmann-Jagdt  
Phone: +49 2173 4995-464  
[birte.kattelmann@basf.com](mailto:birte.kattelmann@basf.com)

BASF SE  
67056 Ludwigshafen  
Phone: +49 621 60-0  
<http://www.basf.com>  
Media Relations  
Phone: +49 621 60-20916  
Fax: +49 621 60-92693  
[presse.kontakt@basf.com](mailto:presse.kontakt@basf.com)