

News Release

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BASF Aroma Ingredients launches Virtual Aroma Assistants – an online platform for a unique customer experience

- **Combines three services on products, regulatory, and sustainability features**
- **Easy-to-use and available 24/7 for customers**
- **Multi-device accessibility (PC / Tablet / Mobile)**

Miami / Ludwigshafen, *June 29, 2022*

Today, at the World Perfumery Congress 2022 in Miami, BASF Aroma Ingredients launched the Virtual Aroma Assistants, a new digital platform to simplify the navigation of BASF's Aroma Ingredients portfolio for customers from the Flavor & Fragrance industry.

The Virtual Aroma Assistants are accessible on virtual-aroma-assistants.basf.com.

“Our new Virtual Aroma Assistants reflect our passion to meet the demand of our customers for sustainable products, digital solutions and simplified processes,” says Steffen Götz, Vice-President Global Sales & Business Management, BASF Aroma Ingredients. “And it is an invitation to our customers to become part of our transformative and innovative activities for a sustainable future”.

The Virtual Aroma Assistants consist of three sections which are closely interlinked to support the customers' development processes for flavor and fragrance applications. They enable an intuitive product browsing experience guiding BASF customers through the Aroma Ingredients portfolio.

The three sections of the Virtual Aroma Assistants are:

Media Relations Nutrition & Health
Rebekka-M. Mueller
Mobile: +49 151 65570069
rebekka-martina.mueller@partners.basf.com

Global Communications
Aroma Ingredients
Juergen Loesch
Mobile: +49 173 3798086
juergen.loesch@basf.com

BASF SE
67056 Ludwigshafen
www.basf.com
presse.kontakt@basf.com

MyProductWorld

MyProductWorld is an all-in-one data base to navigate the BASF Aroma Ingredients' portfolio. It enables an intuitive and customized multi-filter search for, among others, area of use, odor type, application or physical properties to find the optimal solutions for many formulation challenges. The tool provides an integrated comparison between different product grades and the request of products and samples.

RegXcellence®

RegXcellence® allows the exploration of dozens of regulatory and quality topics. It is designed to streamline and simplify the compliance process by an instant download of regulatory and quality statements and certificates. Furthermore, the user will never miss a document update due to an automated notification function. Additionally, RegXcellence's Only Representative (OR) Service enables BASF's customers to import BASF aroma ingredients in countries with REACH like regulations without own registration obligations.

Sustainability

The sustainability section of the Virtual Aroma Assistants bundles comprehensive data and information on BASF's sustainability offers which focus on enabling the sustainability goals of our customers: biodegradability, renewability, reduction of greenhouse gas emissions as well as transparency regarding product carbon footprints.

About BASF's Aroma Ingredients Unit and BASF's Nutrition & Health division

BASF's Business Unit Aroma Ingredients is a part of BASF's division Nutrition & Health. BASF Nutrition & Health provides a comprehensive product and service range for human and animal nutrition, pharmaceutical, bioenergy and flavor & fragrance industries. BASF Aroma Ingredients offers a broad portfolio from six scent clusters (rose, citrus, lavender, muguet, mint, selected sensations) for the Flavor & Fragrance industry. We build on scientific strength, an excellent regulatory know-how, a global supply network and two world-scale aroma ingredients production sites in Ludwigshafen, Germany, and Kuantan, Malaysia. Our business is based on cooperation with our customers, a broad spectrum of innovation and technology partners and a perfumer network, all integrated into BASF's Production and Research Verbund. Isobionics® and BASF's Biotechnology drive the transformation to renewables-based aroma ingredients. Our products fulfill the highest safety, regulatory and sustainability standards. For more information, go to www.basf.com.

About BASF

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.