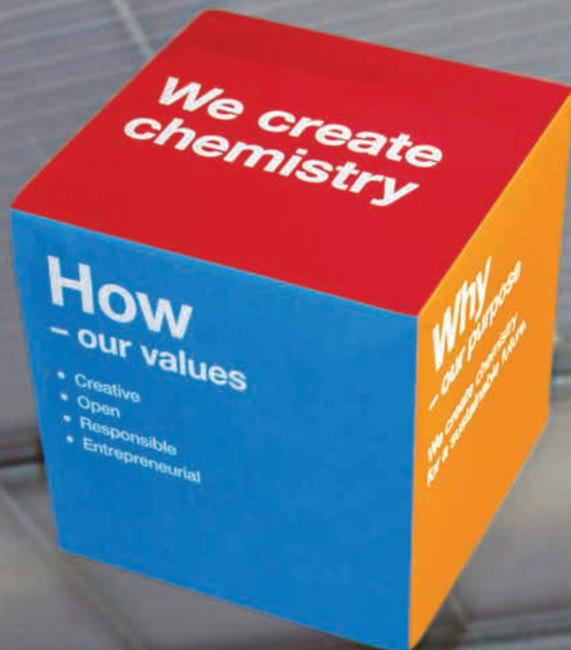


We create chemistry

Our corporate strategy



 **BASF**

We create chemistry

The BASF story

Ever since our foundation in 1865, we have been evolving to respond to the world around us.

As we look ahead at how we as a company contribute to a sustainable future, one thing is clear: We will continue to develop, to meet new challenges, to take advantage of new opportunities and to succeed.

To be successful, we need a common understanding of what we do, and why and how we do it. This provides us with a strong foundation to move forward together.

We prove every day that we don't just make chemicals, we create chemistry.



Why – our purpose

We are the world's leading chemical company. But what does that mean?

The answer to this question can be summed up in our purpose as a company.

We create chemistry for a sustainable future.

We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers to meet the current and future needs of society.

In 2050, more than nine billion people will live on our planet. The world population and its demands will keep growing, while the planet's resources are finite. If nothing changes, we will need the resources of almost three of our planets to meet the demands of the population. This will pose huge global challenges.

We see three major areas in which innovations based on our chemistry will play a key role.

Resources, environment and climate

Dramatically rising energy demand is one of the world's most pressing challenges. In addition, access to clean water and efficient use of resources are becoming increasingly important.



Food and nutrition

A growing world population obviously needs correspondingly more food. And it will be necessary to enhance nutrition quality.



Quality of life

Population growth and globalization present further challenges. Aspirations differ greatly from region to region and among different social groups, but there is a common ambition: people want to improve their individual quality of life.



What – our strategic principles

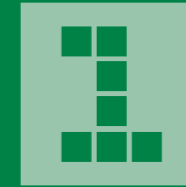
What will we do to respond to these challenges?

Our unique position as an integrated global chemical company opens up opportunities related to all the three areas of global challenges outlined earlier.

We do this by focusing on four strategic principles:

- We add value as one company.
- We innovate to make our customers more successful.
- We drive sustainable solutions.
- We form the best team.

To maximize our potential, we will connect our strengths as one company to better use the full range of the competencies that make us unique in our industry. We will explore and open up new growth markets by integrating more closely our R&D expertise, operational excellence, market knowledge and customer relationships. In this way, we will enhance our long-term success and that of our customers by offering sustainable products and solutions.



We add value as one company.



We innovate to make our customers more successful.



We drive sustainable solutions.



We form the best team.

How – our values

How we act is as important as what we do.

Whether we are successful in what we do – and in implementing our strategy – essentially depends on how we do it: our values. It is crucial that each and every member of the BASF team understands and lives our corporate values. Our values guide how we interact with society, our partners and each other.

Creative

- We have the courage to pursue bold ideas.
- We inspire each other and build value-adding partnerships.
- We constantly improve our products, services and solutions.

Open

- We value diversity – in people, opinions and experience.
- We foster dialog based on honesty, respect and mutual trust.
- We explore our talents and capabilities.

Responsible

- We act responsibly as an integral part of society.
- We strictly adhere to our compliance standards.
- We never compromise on safety.

Entrepreneurial

- We all contribute to our company's success, as individuals and as a team.
- We turn market needs into customer solutions.
- We take ownership and embrace personal accountability.

The BASF brand



Our purpose, strategic principles and values provide the strong foundation we need to move forward together. This, coupled with our expertise in chemistry, will ensure our future success.

To put the pieces together we need each and every employee to make a contribution: All of us act as ambassadors in creating a consistent perception of BASF. We bring the BASF brand to life by connecting everything we do.

We prove every day that we don't just make chemicals, [we create chemistry.](#)



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