

Innovative solutions for a more resilient and sustainable agriculture

- **BASF Reaffirms its Commitment to Innovation and Farmer Partnerships at Winter Symposiums**
- **Gabor Krasznai is the New Country Manager for BASF Agricultural Solutions Romania & Moldova**

Alexandria, January 22, 2025 - BASF's strategy is based on growth through innovation. With over 2.5 million hectares covered locally with the company's products in 2024, BASF is committed to delivering advanced crop protection technologies and sustainable solutions tailored to the specific needs of Romanian farmers, actively contributing to the development of local agriculture.

"Innovation means providing farmers with the tools and knowledge necessary for sustainable growth, both now and for future generations. We focus on delivering efficient and customized solutions that inspire resilience and success at all levels", emphasized Gustavo Palerosi Carneiro, Senior Vice President BASF Agricultural Solutions EMEA & CIS, at the press conference held at the beginning of a series of events dedicated to farmers, organized in the main agricultural regions of Romania.

Events dedicated to solutions for current challenges

The series of events, launched on January 14, announces the new campaign "For the love of farming, the biggest job on Earth" and includes open discussions with farmers and industry experts. Together, they share valuable and complex perspectives on the current context and challenges facing the agricultural market in Romania: climate change, regulations, and increasing requirements for economic efficiency.

"Agriculture in Romania is undergoing continuous transformation, and BASF's objective is to help farmers achieve new levels of productivity, sustainability, and profitability. I am honored to take on this responsibility and contribute to the success of the local agricultural community", said Gabor Krasznai, the new Country Manager for BASF Agricultural Solutions Romania and Republic of Moldova.

With extensive experience in the agricultural industry and leadership positions within the BASF group, Krasznai aims to strengthen the company's local presence and support farmers with innovative solutions. By strengthening partnerships, investing in innovative

solutions, and adapting to the changing needs of farmers, BASF remains dedicated to their success. In this context, the company announces the launch of 15 new products on the local market over the next 5 years, perfectly addressing the current challenges faced by Romanian farmers.

"At the end of the day, our goal is not just to be a supplier for farmers, but a true partner in their journey towards sustainable growth. We are proud of our evolution as an organization and remain committed to continuously improving and adapting to meet the ever-changing needs of our customers", added Gustavo Palerosi Carneiro.

About BASF's Agricultural Solutions division

Everything we do, we do for the love of farming. Farming is fundamental to provide enough healthy and affordable food for a rapidly growing population, while reducing environmental impacts. That's why we are working with partners and experts to integrate sustainability criteria into all business decisions. With €900 million in 2023, we continue to invest in a strong R&D pipeline, combining innovative thinking with practical action in the field. Our solutions are purpose-designed for different crop systems. Connecting seeds and traits, crop protection products, digital tools and sustainability approaches, to help deliver the best possible outcomes for farmers, growers and our other stakeholders along the value chain. With teams in the lab, field, office and in production, we do everything in our power to build a sustainable future for agriculture. In 2023, our division generated sales of €10.1 billion. For more information, please visit www.agriculture.basf.com or our social media channels.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 112,000 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 €68.9 billion in 2023. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.