



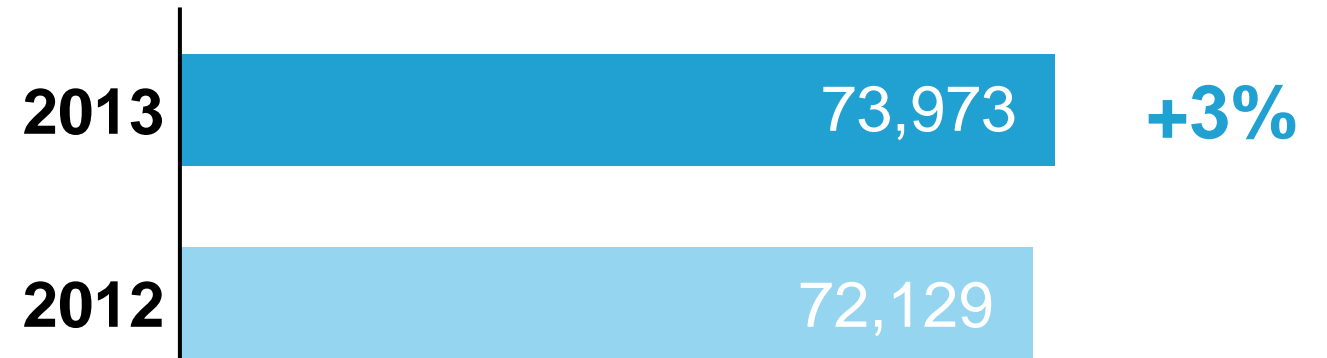
Annual Shareholders' Meeting 2014

Dr. Kurt Bock
Chairman of the Board of Executive Directors of BASF SE

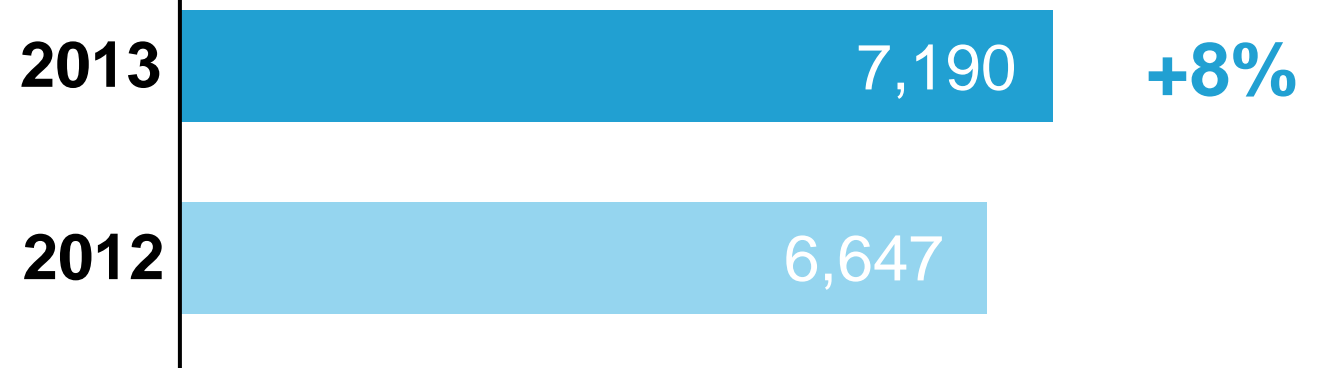
Business development 2013

Million €

Sales

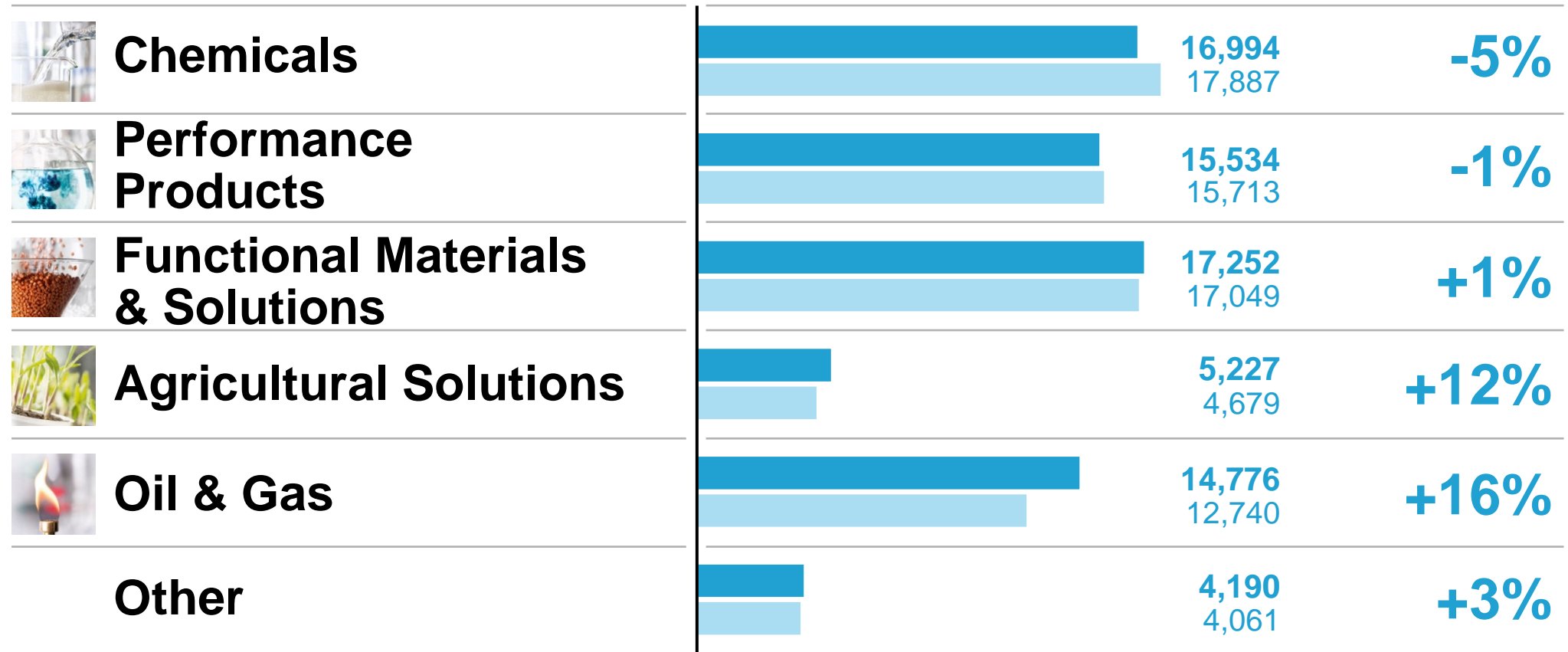


EBIT before special items



Sales by segment 2013

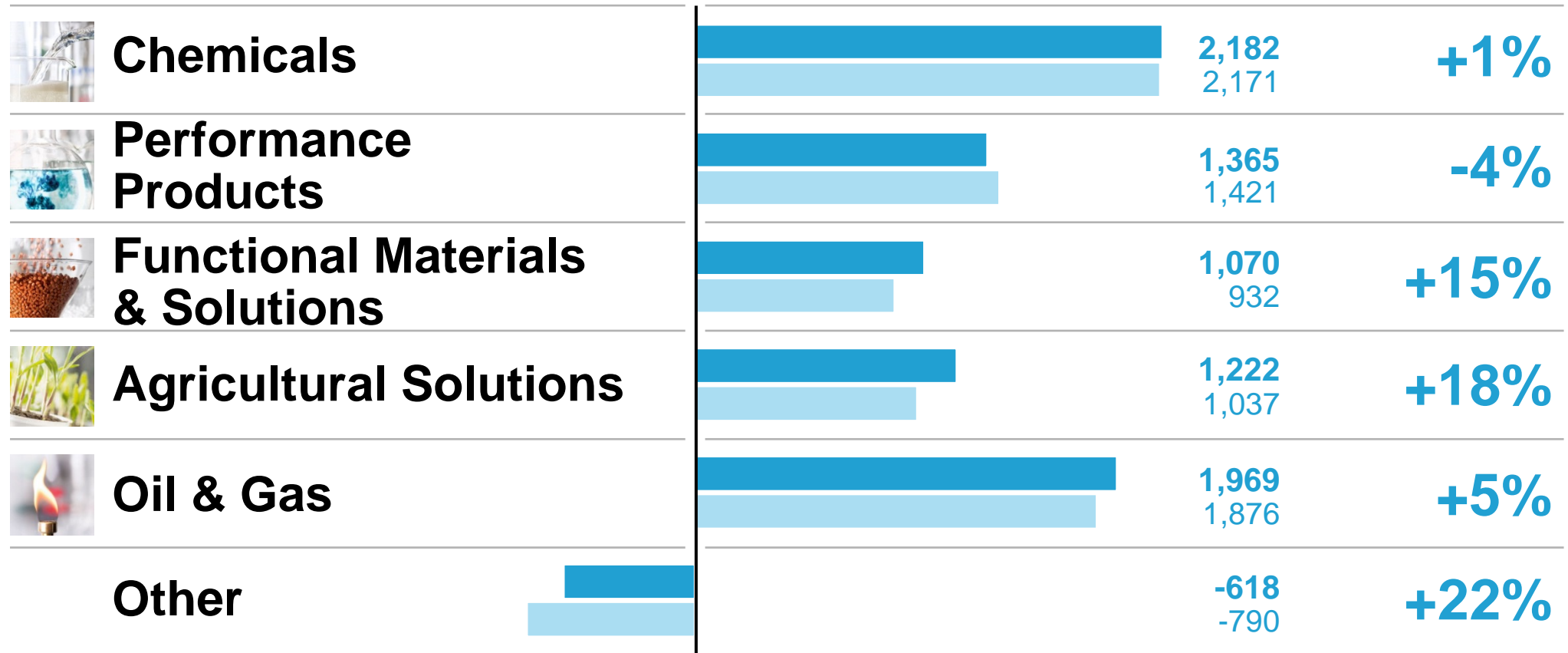
Million €



■ 2013 ■ 2012

EBIT before special items by segment 2013

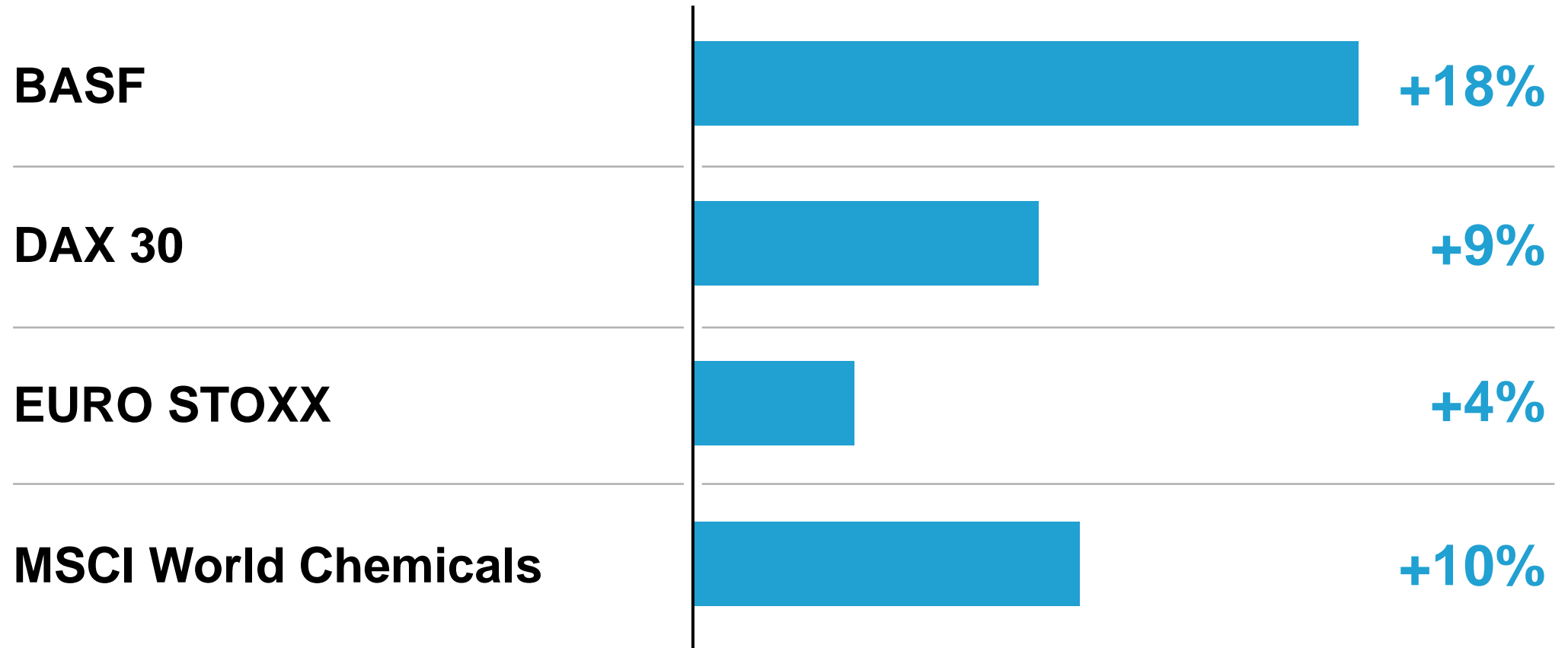
Million €



■ 2013 ■ 2012

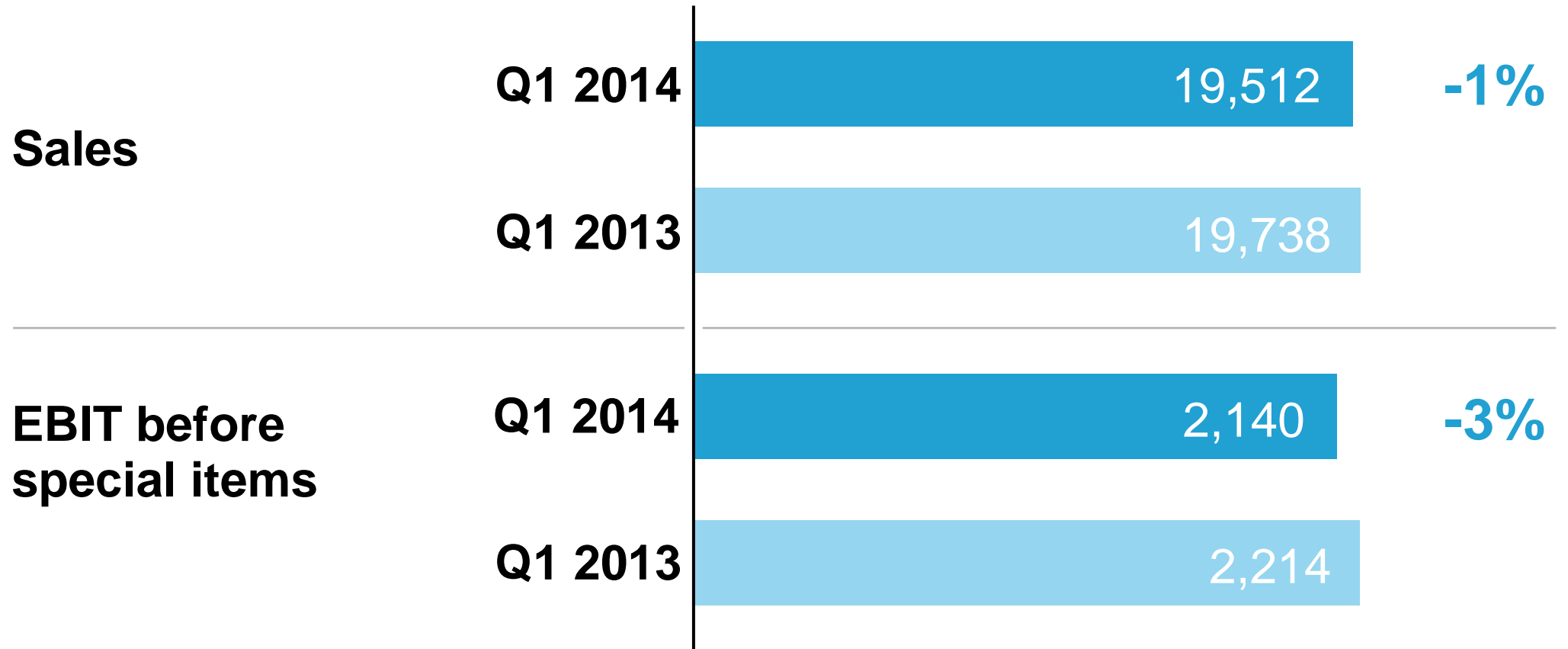
BASF shares compared with indices

Average annual performance* 2003 – 2013



Business development 1st quarter 2014

Million €



Outlook for full year 2014

- Sales likely to be slightly below 2013 levels, due to divestiture of gas trading and storage business planned for the middle of 2014
- Slight increase in EBIT before special items targeted compared to 2013



"We create chemistry" strategy

Strategic levers



Øyvind Hagen

Portfolio

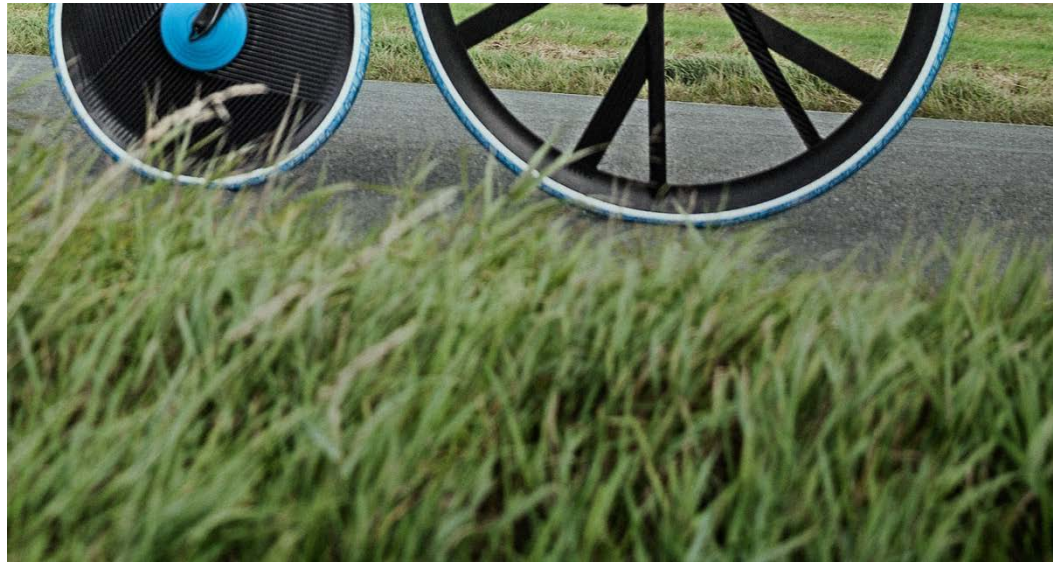


Investments



Innovation

What is an innovation?



Identify a problem, solve it scientifically – and be successful

How do we make our customers more successful?



Agriculture in the 1930s and today

Why should cars become lighter?



Volkswagen



BMW

Lightweight composites formerly only used in racing – today a general trend

How do we move Playmobil?



Playmobil

From almost molded in one piece – to today's various rotatable components

How do we combine knowledge?



BASF's concrete mix for highly specific demands



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