

News Release

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Gisela Pinheiro appointed as head of Personal Care Europe business unit at BASF

- **Effective June 1, 2023, Gisela Pinheiro succeeded Tatiana Kalman as Senior Vice President**
- **Pinheiro was simultaneously appointed Managing Director of BASF Personal Care and Nutrition GmbH based in Monheim**

BASF has appointed Gisela Pinheiro as head of the business unit Personal Care Europe and as the new Managing Director of BASF Personal Care and Nutrition GmbH, effective June 1, 2023. She succeeds Tatiana Kalman who held these positions since 2022 and is leaving the company at her own request.

Prior to her current role, Pinheiro was Senior Vice President at BASF's Care Chemicals division, leading the global key account management, the global business unit for detergent enzymes, the global strategic marketing, supply chain and IT.

Pinheiro holds a master's degree in Business Administration from IBMEC Business School, São Paulo, Brazil, and an economics degree from Northern Michigan University, USA.

She started her career as a consultant at Ernst & Young, São Paulo, Brazil, and then worked for Dow Chemicals in Brazil and the US for 14 years in several multi-functional and business roles – strategic as well as operative. In 2017 she joined BASF as Vice President Functional Materials and Solutions South America. She

took over the role of Vice President Global Key Account Management at BASF's Care Chemicals division, located in Ludwigshafen, Germany, in 2019. In April 2022, she has been promoted to Senior Vice President taking up the additional responsibilities of her current role.

"I am determined to ensure a smooth transition for our customers and my team alike. The whole industry is facing challenging times, and I am very much convinced that we have the right people and mindset to overcome all hurdles and steer into a successful future," says Pinheiro. "Our promise is summarized in our positioning [Care 360°– Solutions for Sustainable Life](#). Caring is at the core of our business strategy."

BASF's Personal Care business in Europe is headquartered in Monheim, Germany. Close by, Duesseldorf is home to BASF's third largest site in Europe and the world's largest and most important BASF site for the production and development of cosmetic ingredients.

About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergents and cleaners industry, and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at www.care-chemicals.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 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 €87.3 billion in 2022. 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.