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News Release

BASF launches Pest Perks program to reward pest management professionals for year-long purchases across entire BASF pest portfolio

RESEARCH TRIANGLE PARK, NC, January 23, 2018 – Pest management professionals (PMPs) will now be able to receive rewards for purchasing solutions from the entire [BASF](#) pest portfolio through the company's [Pest Perks program](#).

The Pest Perks program provides cash savings on purchases, throughout the year, of general pest and termite solutions, including leading Termidor[®] termiticide/insecticide. Unlike other loyalty programs, there is no forced qualification period. PMPs have all year to achieve maximum savings by reaching the highest rebate level with qualifying purchases.

"Pest Perks works on PMPs' purchasing schedule, so they can buy when it's right for them," said Scott Cole, Marketing Manager, BASF Professional & Specialty Solutions. "We are combining the largest and most innovative pest control portfolio with a program that truly rewards customers, providing them with the best savings and solutions for every pest."

Customers qualify by purchasing a total of \$3,000 on two or more of BASF's newest pest innovations, including Trelona[®] ATBS Annual Bait Stations, Fendona[™] CS Insecticide, Selontra[®] Rodent Bait and Alpine[®] Cockroach Gel Bait Rotations 1&2, and by reaching one of five rebate levels with appropriate additional purchases. Once qualified, the rebate level applies to all BASF pest control purchases made throughout the year, including all discounted Termidor termiticide/insecticide products. The program runs now through December 31,

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2018, and PMPs that qualify are automatically enrolled.

To learn detailed program information, visit www.pestcontrol.basf.us/pestperks.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,500 employees in North America, and had sales of \$16.2 billion in 2016. For more information about BASF's North American operations, visit www.basf.com.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.