

News Release

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D'lite: BASF's digital service to the personal care industry

- **Digital offer to holistically support the product development process of the customer**
- **Cooperation with leading partners has been key to launching this innovative digital platform**

Ludwigshafen, Germany, January 27, 2022 – D'lite is BASF's new digital subscription service for the personal care industry helping customers to identify the perfect cosmetic product offering. The right ingredients are defined by considering a huge amount of data while taking into account fast-changing market dynamics. BASF supports the customer in the complete product development process: from consumer understanding, market understanding, concept creation, market strategy development, formulation development up to the launch of the product via this platform.

“In 2020 more than 150,000 products in the personal care industry were launched globally. Being aware of this market dynamic we started working on a solution that would provide digital support to customers along the complete personal care product development process, enabling customers to create more innovative products and bring them to market faster based on better insights. Leveraging multiple feedback and improvement cycles, we now offer the digital platform D'lite globally to enable customers to access valuable knowledge being available 24/7”, says Martin Widmann, Senior Vice President Global Strategic Marketing, Supply Chain & IT at BASF Care Chemicals.

The offering combines the integration of multiple internal data sources, knowledge about the industry and data from leading external partners regarding market- and consumer intelligence. “Without our partners it would not have been possible to offer this digital innovation that combines market understanding and science. We are very pleased that we enlarged our cross-company collaboration with leading market intelligence and consumer intelligence partners as Mintel and Brandwatch”, says Robert Parker, New Business Development and Divisional Digital Officer at BASF Care Chemicals.

Mintel is a leading market intelligence agency. “We’re delighted that BASF chose to partner with Mintel to help them launch their new digital product. Mintel’s Global New Product Database (GNPD) is a catalogue of global product launches empowering BASF’s customers to help them gain more insights about the beauty and personal care market”, says Liz Westcott, Mintel European Managing Director.

Brandwatch is a leading consumer intelligence platform and consultancy. "It's been a privilege to support BASF on such an exciting project, one that is truly innovative and digital-first in its nature. For us, this type of approach is very much the future of how companies can harness digital data. We're excited to see how D'lite evolves and how we can assist the team further", says Jonny Davies, Vice President Customer Success EMEA at Brandwatch.

The new platform D'lite can process countless data on existing consumer products and personal care brands, as well as offer market analysis and consumer insights in real time by analyzing multiple social media pages, blogs, forums, and review sites. Subscribers to the service will have access to all of this and more, as the digital service evolves with additional functionalities and service modules in the coming months.

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 110,000 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 is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.