

# About BASF's Catalysts Division



**When the Right Reaction Matters ...**

**Petrochemical Businesses Trust BASF Catalysts**

**The global leader in catalysis, driving higher levels of productivity in Petrochemical Industry around the globe**

At BASF's Catalysts division – the global leader in catalysis with €2.289 billion in 2010 1<sup>st</sup> Half sales – we understand that the performance of our products is vital to our customers' productivity. And we recognize that creating the “right reaction” for customers means not only delivering the right catalysts, but also superior process expertise and technical support.

Through our commitment to innovation, which includes over 650 research and development experts specializing in catalysis, and our significant, ongoing investments in R&D, we are well positioned to offer petrochemical industry customers heightened performance across a broad range of process catalysts including petrochemical, refinery, fine chemical catalysts and adsorbents.

Our commitment extends to the engineering and scale-up of customized catalyst solutions to meet specific customer requirements, and the expansion of our resources to keep pace with our customers' evolving needs. By leveraging our global process expertise, passion for innovation and excellence in technical support, we develop unique solutions that drive our customers' success across Asia.

When you are seeking a catalyst partner who knows how to create the right reaction for you, trust BASF Catalysts. Learn more at [www.catalysts.basf.com/process](http://www.catalysts.basf.com/process).

### **About the Catalysts division**

BASF's Catalysts division is the world's leading supplier of environmental and process catalysts. The group offers exceptional expertise in the development of technologies that protect the air we breathe, produce the fuels that power our world and ensure efficient production of a wide variety of chemicals, plastics and other products. By leveraging our industry-leading R&D platforms, passion for innovation and deep knowledge of precious and base metals, BASF's Catalysts division develops unique, proprietary catalyst and adsorbent solutions that drive customer success.

### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals and oil and gas. As a reliable partner BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €50 billion in 2009 and had approximately 105,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).



Photo Caption: BASF catalysts drive petrochemical industry customers' success