

INTRODUCING
YOU Magazine
(from you@BASF)

+ PLUS

**THE BASF
ALL-STARS**

See how your
colleagues get
the most out
of BASF

PERIODIC TABLE

- > ENJOY**
- > REWARD**
- > GROW**
- > LIVE**

Create your own chemistry with
you@BASF. See The Periodic
Table to learn how.



YOU

SUMMER 2012 ISSUE ONE

YOUR PERKS +
YOUR BENEFITS +
YOUR REWARDS =
you@BASF!

The all new: you@BASF

Learn about all the benefits
and rewards available to you

**MEET
SARAH KENNY**

ONE OF 11 BASF ALL-STARS
(featured inside)

BASF
The Chemical Company

AN EXTRA HAND ALWAYS HELPS

CONCIERGE SERVICES@BASF

Not enough time in the day to pick up your dry cleaning? Or maybe you need help planning your daughter's wedding? How about some good ideas for a vacation spot? Concierge Services can help with **errands, events, gifts, leisure, travel,** and even **home management.**

Visit our website or give us a call anytime for assistance. Concierge Services are available to free up your time and help make your life easier.

EMPLOYER ID: BASF

1-800-BASF-877
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CONTENTS

SUMMER 2012 ISSUE ONE



FEATURES



07 PERIODIC TABLE Get the most out of work and life by creating a benefits and rewards package that's perfect for you. Our you@BASF Periodic Table highlights all the opportunities available to you to create your own chemistry at BASF.



10 Meet Sarah Kenny
Cover All-Star

04 THE BASF ALL STARS
What makes a BASF All-Star? Someone who knows how to get the most out of work and life. See how our All-Stars take full advantage of what BASF has to offer.

ENJOY

YOUR BENEFITS

02

Learn about the benefits available to you.

REWARD

YOUR COMPENSATION

12

Find out about your opportunities for compensation.

GROW

YOUR DEVELOPMENT

14

Take advantage of our development programs to advance your career.

LIVE

YOUR ENVIRONMENT

16

Create a work environment that supports you.

OPPORTUNITIES ADVANTAGES GREAT BENEFITS

Our support doesn't end when the work day does. We provide opportunities and benefits for you and your family that help you manage your life, at home and at work. It's our way of showing appreciation for all you do.



EDUCATION BENEFITS

COLLEGE BOUND HIGH SCHOOL STUDENTS

We've partnered with some of the best educational organizations to help you and your child successfully navigate the process of applying, preparing and paying for college.

BASF SCHOLARSHIP PROGRAM

BASF awards 20 scholarships to graduating high school students each year. Scholarships are awarded to Merit Scholars named by the National Merit Scholarship Corporation and outstanding students selected by Scholarship America. Each award is \$2,000 per year and is renewable up to four years.

COLLEGE COACH

Assistance in preparing, selecting, applying and paying for college. Our fall *Paying for College* webinar is on September 25, 2012 at 12 p.m. EST. To register or find out more, visit: <http://northamerica.basf.net/hr>.

MATCHING GIFTS TO HIGHER EDUCATION

Double the impact of your donation! Through our Matching Gifts to Higher Education Program (HEP), you can double the value of your gift to an institution of higher learning.

WELLS FARGO STUDENT LOAN CENTER

Learn about student loans with Wells Fargo's planning tools, calculators, loan counselors and step-by-step guidance. You get through the loan process 1-2-3.

KAPLAN ACADEMIC ADVANTAGE

Standardized testing classes to help prepare your child for the PSAT, SAT or ACT. Employees are also eligible for a 10% discount on other Kaplan services.

THE MARKETPLACE

Get great discounts and special offers from the BASF Marketplace. Opportunities include:

- Discounted movie and theater tickets
- Special in-store retail events
- Travel bargains
- Unique offers from local vendors

To find out more visit: <https://basf.corporateperks.com>

PERKS

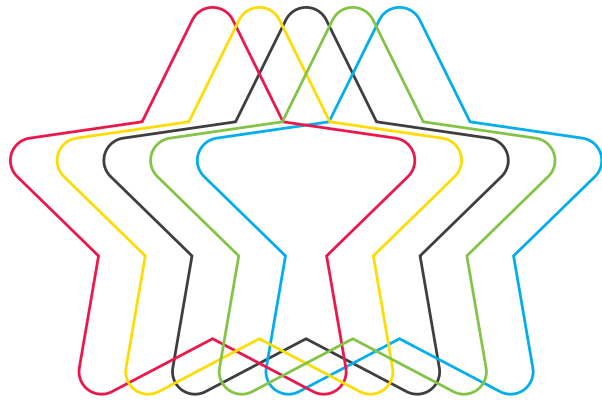
Raise a glass to toast the **BASF Wine List!** Twice a year, BASF makes it possible for U.S. employees to order and enjoy wines imported from its award-winning cellars in Germany. This unique service supplies Americans with fine German wines they won't find in their local wine shop.

DID YOU KNOW?

We provide access to back-up day care services for those times you need it.



Learn how to register for The Back-up Care Advantage program at <http://northamerica.basf.net/hr>.



Meredith Getty

*Marketing Assistant Senior
Houston, Texas*

Telecommuting means Meredith can get more work done—and spend more time with her family. With the time she saves commuting, she can get in some extra exercise. BASF helps keep her budget on track by helping pay for Weight Watchers. Same goes for the BASF Marketplace. With discounts on weekend outings and AT&T, Meredith saves money.

Megan Marino

*Director Strategic
Planning & Marketing
Iselin, New Jersey*

In the six years Megan's been at BASF, the company has been very supportive and open to new ideas. On days when Megan needs access to back-up day care for her kids, that support enables her to get to work for those important meetings and still stop in to have lunch with her son! Megan is a member of the Diversity and Inclusion Council and actively participates in BASF's mentoring program and ALLchemie, the GLBT employee resource group.

Bruce Norman

*Acetylene Technologist; Acetylene
Licensing and Production
Geismar, Louisiana*

Bruce likes the personal nature of the company and how BASF looks after its people. From little things like someone checking in on you if you're sick, to the big things, like BASF providing fuel for employees after Hurricane Katrina. And after Bruce ran the Olympic Torch through Baton Rouge, his supervisor bought the torch for him to keep. Talk about a unique souvenir—and true workplace camaraderie!

Stanley Lo

*Procurement Agent
Freeport, Texas*

Stanley has taken full advantage of what the company has to offer, from fitness reimbursements to career development programs to a flexible work schedule. His education through BASF's classes and programs have paved the way for him to advance in the company. Now he's using his flexible work schedule to organize and plan his upcoming wedding—for 400 guests!

Brandy McBeth

*Senior Process Technician
Port Arthur, Texas*

BASF helped Brandy—even before she was an employee! She went to college to earn her AAS in Process Operating Technology on a scholarship funded by BASF. When she graduated, BASF hired her. But Brandy didn't stop there. A few years later, she went on to earn her BA in Environmental Policy from Kaplan University. Now she's attending BASF professional development courses with the goal of further advancing her career.

Irina Baluyot

*Continuous
Improvement Manager
Windsor, Ontario*

BASF wasn't Irina's first experience working for a chemical company—her father owns a small chemical company. But when she decided she wanted to expand her experience, BASF was her ideal choice. Working at BASF, she's not only increased her experience, but branched out from her core skills and learned other aspects of business, like running meetings and auditing. She also offers her talents and time by serving as a Diversity + Inclusion Ambassador.

The BASF All-Stars

You make BASF great.

BASF is made up of shining individuals. You're the reason we're a success. Your hard work and ideas have helped make our company successful, and we want to give a big thanks to a few of our All-Stars.

Who are BASF All-Stars? They're your colleagues, officemates, and folks you have lunch with. They're the people who know how to get the most out of BASF—and give their best in return! They've taken advantage of what BASF has to offer. Read their stories and learn about all of the great programs at BASF.



David Marrero

Technician II Lab
Manati, Puerto Rico

David had his colleagues' full support and encouragement when he decided to pursue his bachelor's degree in Industrial Health & Safety from the Central University of Bayamon. He also had the support of the BASF tuition reimbursement program. And with his flexible work arrangement, David was able to attend day classes and work at night. On graduation day, his supervisor called to congratulate him and share in the celebration!



Nadya Silva

Human Resources Assistant
Mexico City, Mexico

Nadya takes full advantage of BASF's many benefits and perks, like the company's extensive health insurance, which allows her to have access to the best doctors in Mexico City. With her generous vacation time, she is able to unwind at the beach or with her family. But what she loves most about working for BASF is the energy her talented coworkers bring to the job each day.



Joseph Lupia

Director of Technology Innovation/
Customer Support
Florham Park, New Jersey

Joe is savvy, both at work and in life. When it came time for him to refinance his house, he used BASF's Wells Fargo mortgage program. He used the company's Volkswagen discount to get a new vehicle \$500 below the sticker price. And when it came time to send his first of two sons to college, Joe enlisted the support of BASF's college coach service. In the fall, his son will be attending Lafayette College. Through BASF, Joe will get a break on tuition for his son—he is one of 20 BASF National Merit Scholars!



Lynn Trescott

Accountant II
McIntyre, Georgia

As an accountant, Lynn knows numbers. And she knows a good deal—the BASF MarketPlace! She finds special offers that are fun for her and her family's life, like discounted tickets to Disney World and hotel savings. Lynn also knows a thing or two about subtraction. Using BASF's Weight Watchers at Work, she's been able to trim down. In fact, her entire group dropped 180 pounds in the first two months on the program.



COMBINE THE ELEMENTS IDEAL FOR YOU.

Open-ended and full of opportunities, **you@BASF** empowers you to make use of the **benefits, work environment, development, and compensation** elements that meet you and your family's needs—now and in the future.

ENJOY

YOUR BENEFITS

REWARD

YOUR COMPENSATION

GROW

YOUR DEVELOPMENT

LIVE

YOUR ENVIRONMENT

CREATE YOUR OWN CHEMISTRY AT BASF!

The ideal you@BASF. Take full advantage of all we have to offer. To learn more, contact your HR representative or visit <http://northamerica.basf.net/hr>.

you@BASF

PERIODIC TABLE

401(k) Match Contribution											Fitness Reimbursement
Auto Discounts	Pet Insurance								Wellness Programs	Employee Discounts	BASF Wine List
College Scholarships	Automatic 401(k) Contribution	Base Pay	Overtime Pay	Training Classes	Development Discussions	Development Roles	Transitions at Work	Employee Groups	Global Family Program	Matching Gifts	Life Insurance
Concierge Services	Home/Auto Insurance Discounts	PIC Bonus	Achievement Bonus	Goal Setting	Harvard & eCornell Online Academy	Tuition Reimbursement	Mentoring Program	New Computers	Safety First Work Environment	Cell Phone Discounts	Adoption Reimbursement
Health Insurance	Vision Care	Spot Awards	Recognition	Sales Incentive Plans	Internships	International Assignments	Take a New Role	Flexible Work Arrangements	Employee Referral Bonus	Back-up Care Service	Employee Assistance Program
Vacation	Dental Care	See Things 2020 Rewards	Merit Increases	Promotions	Leadership Training	Peer Coaching	Development Programs	Development Exchanges	Ergonomics Support	Flexible Spending Accounts	College Readiness Support

ICON Key

- Benefits
- Compensation
- Career Development
- Work Environment

Cover All-Star Sarah Kenny



Distribution Planner
Southfield, Michigan

Sarah knows logistics. It's part of her job to figure out transportation costs and manage quality control for the 7,000 plus coating totes. It definitely keeps her busy! But not so busy that she doesn't take full advantage of the opportunities at BASF. "The mindset and culture of the organization has changed in the last five years," she says. "Now, with you@BASF, I have a better work/life balance." Taking advantage of BASF's tuition reimbursement program, Sarah has been able to pursue an advanced degree. And during finals time, she was able to adjust her work schedule so she could focus on her studies.

But that's not all! Sarah has already put her newly gained MBA smarts to work. She's taken advantage of BASF employee benefits on everything from a discount on her new Volkswagen Jetta to reimbursements for her kickboxing and pilates classes. She'll be fit and ready to enjoy her vacation, whether it's on the beach or elsewhere.

"With you@BASF,
I have a better
work/life balance."



Sarah's icons: Employee Discounts, Fitness Reimbursement, Auto Discounts, Vacation, Tuition Reimbursement, and Flexible Work Arrangements.

well on your way to wellness

Doing a few simple things can have big benefits to your health. Exercise doesn't have to be complicated. No special equipment, fancy shoes, or club membership needed! And switching up a few foods can help you feel and look better.

FIT AND FABULOUS FEELING

You'd be amazed how exercising for even 20 minutes a few times a week can improve your health. And it doesn't have to mean training to run a marathon or win a gold medal at the Olympics! It's all about being in motion, getting your muscles and heart working. Here are some ideas to get you going this summer.

snack attack

Drop that candy bar! Here are some healthy alternatives.

- Almonds
- Cucumbers and hummus
- Popcorn
- Grapes and mozzarella
- Hard boiled egg
- Nonfat latte
- Dry roasted edamame



switch up the snacks

We've all been hit by the between-meal craving. To make your snack a healthy, tasty bite that you feel good about:

Keep your snack around 200 calories to keep you powered up.

Make sure your snack has fiber. It helps sustain energy and makes you feel full.

Protein is important. Have at least 5 grams.

Watch the fat. Keep your snack under 12 grams of fat.

great & simple summer exercises

- Taking an evening stroll
- Going for a swim
- Dancing with friends
- Going for a hike
- Tending your garden
- Walking the dog
- Biking around the neighborhood



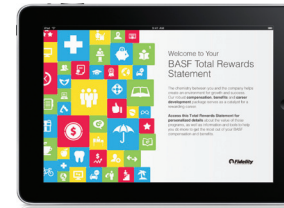
COMPENSATION REWARDS A GREAT PLACE TO WORK

Great talent is what makes our company great. One aspect of recruiting—and keeping—great talent is to offer competitive compensation and rewards. Here are **three** aspects to ensure you get the most for your work, talents, and efforts.

01 | COMPETITIVE COMPENSATION

At BASF, we know pay is a big deciding factor when joining a company. That's why our compensation team keeps a finger on the pulse of the industry, participating in more than 20 compensation surveys to get a clear idea of the pay for thousands of different roles across the industry and within Fortune 500 companies. We've established grade levels and salary ranges to manage base pay for both Exempt and Non-exempt jobs. For Exempt employees, we evaluate and group jobs of similar size and scope into nine grade levels (grades 3.2 to 7.2). For Non-exempts, we do the same; however, we evaluate jobs based on local site and market pay. We value your work, and we ensure your pay is competitive.

DID YOU KNOW? We participate in **more than 20 compensation surveys** to make sure you are competitively paid.



you@BASF

Check out your **Total Rewards Statement** and learn more about your total compensation at www.BASFTotalOffer.com.

02 | WORKING S.M.A.R.T.

You've written your goals—now make sure they are S.M.A.R.T. It'll help you excel at your job and give you a leg up on advancing your position and pay. The S.M.A.R.T. criteria:

- S** — **Specific**
A clear and concise statement of what will be accomplished.
- M** — **Measurable**
Concrete, observable statement of what will be different in cost, quantity, or quality once the goal is achieved.
- A** — **Attainable**
Feasible in terms of time, costs, and the challenges the goal presents.
- R** — **Relevant**
Tied specifically to company/business goals and objectives.
- T** — **Time-Limited**
To make sure you meet those goals.

03 | 2020 REWARDS

Pay is important. But so are opportunities for performance extras. We have three types of rewards for employees who go above and beyond through their demonstration of our Spotlight Behaviors. The behaviors include:

👍 THE BEHAVIORS

- Entrepreneurial Drive
- Innovation & Change Orientation
- Customer & Market Focus
- Leading People & Teams
- Teamwork & Collaboration


👍 THE REWARDS

- Cash for significant achievements
- Visa gift cards up to \$1,000
- Certificates of recognition for on the spot “thank you”

WHAT IS ROA? **131%**

Most people's bonuses in BASF are based on our “ROA” in addition to their individual achievement. **ROA means return on assets.** We take into account the performance of all of BASF's business units.

In 2011, **BASF's ROA came in at 131%** against our target. Your individual effort contributed to BASF's strong overall business performance. **Great work!**



DEVELOP EXPAND GROW

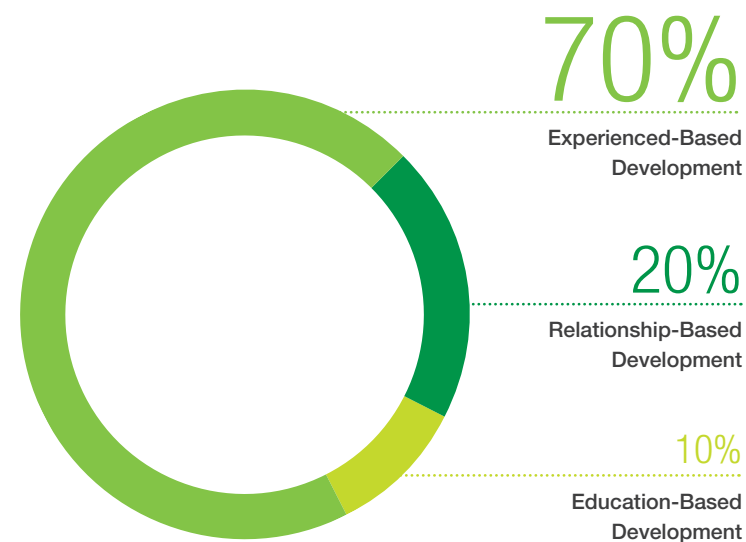
At BASF, we want to help you develop your skills, capabilities, and knowledge that will enable you to succeed in your roles both now and in the future. Experience builds learning, so the more opportunities you take advantage of, the more you grow. Ready to expand your career and get the most out of BASF? Then let's go!

CREATE A DEVELOPMENT PLAN

- 01** Make a quick assessment of your career. What are your strengths, interests, and motivations? How can you excel at your current position and prepare yourself for your next position? Enter your information in your Employee Profile on MyCareer@BASF. Think of this as your resume and include past work experiences, languages spoken, your career interests and more.
- 02** Sit down with your manager and discuss your career development, available opportunities, and your short and long-term aspirations. See what recommendations he or she might have.
- 03** Create one or two developmental competency goals in MyCareer@BASF.

70:20:10 YOUR WAY TO BETTERMENT!

Learning happens in a number of different ways. At BASF, we know that development happens mostly through experiences. Make certain you enhance your development with learning activities that include all three types of development.



COMING SOON!
Look out for a **NEW Employee Development Handbook** later in 2012.

DISCOVER **BASF!**

The Discover BASF! Program consists of five courses to help you learn about strategy, mission, history and culture of the company. It's a great way to meet and network with your colleagues—and have fun, too! Whether you've been with the company for a month or a decade, these courses will build your knowledge and sharpen your skills.

Welcome to BASF

Learn more about our global "We Create Chemistry" and regional North America 2020 strategies.

Career Management

This workshop introduces the Employee Development Process at BASF.

Apples & Oranges

Financial statements come to life through a simple yet profound model of a company.

MyCareer@BASF (System Overview)

An introduction to MyCareer@BASF, this course shows you the features and benefits of using the system.

Perspectives (Key Concepts Part A)

This Markets & Customers two-day workshop focuses on providing an in-depth understanding of customer-oriented value creation.

For more information about these classes, and for all other BASF course listings, visit <http://northamerica.basf.net/hr/learning>.

CONTINUAL LEARNING IN NORTH AMERICA

Our Learning & Development Center in Florham Park, NJ, provides a wide selection of learning opportunities for NA BASF employees. For our most popular courses, classes are also offered at various sites. Visit the Learning & Development Portal for a list of our offerings and training schedule, <http://northamerica.basf.net/hr/learning>.

Too far to travel or no time to sit in a classroom? No problem. We also offer two popular online options that allow you to learn at your own pace!

- Harvard Manage Mentor (HMM) ® provides self-paced online courses.
- eCornell features a number of courses and certification programs online.

Access HMM or register for an eCornell class by visiting the Learning Programs section of the Learning and Development Portal at <http://northamerica.basf.net/hr/learning>.



WORK ENVIRONMENT AN IDEAL PLACE TO BE

Where you work isn't just about a location on a map. It's an environment. From the physical space, such as the office, lab, and even the break room, to the feeling you get every day, to your work schedule, we're committed to creating a place where you can do you best, feel your best, and balance your personal and professional lives.

FLEXIBLE WORK OPTIONS

Nine to five isn't ideal for everyone. That's why with Designed to Fit, you have options. Work with your manager and explore your opportunities to get work done at the time or place that fits your life—with flexible hours, a flexible schedule, or by teleworking.

Flexible hours

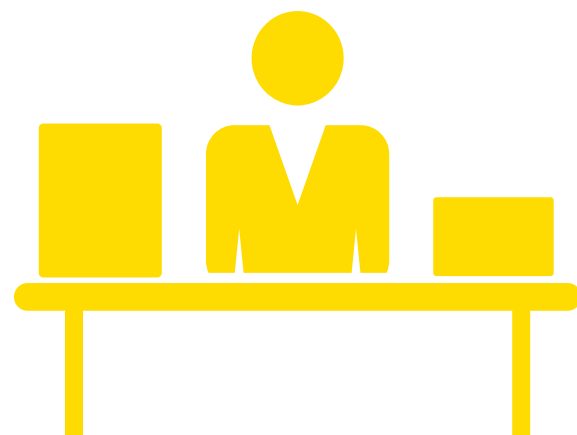
Flexible hours means that instead of "core hours" for a department or site, you can talk with your manager about the work start and end times that work for you and your department, keeping your total number of hours the same. That means if you like to get an early start on the day and avoid traffic, you can do that. Have to get the kids on the bus? Start later and end later—whatever works for you, and your manager.

Flexible schedule

A flexible schedule is a great way to compress your time in the office on a weekly or bi-weekly basis—and free up time for other important things in your life! Want a day off from your full-time schedule every other week? Consider working an extra hour on each of 8 consecutive work days; then take one of the remaining two days off.

Teleworking

Teleworking is about getting your work done at home or at another location offsite on a regular basis. Teleworking on a part-time or full-time basis may be a way for you to conserve some of your travel time and resources.



EMPLOYEE GROUPS

Your individuality isn't left at home when you head into work. At BASF, diversity is one reason we're such a great place to work. An inclusive and inspiring environment relies on the engagement of all employees. It means you're recognized and supported as an individual, not just a job title. Our employee groups are a great way to share experiences, ideas, and expand your horizons.

African American Employee Group (AAEG)

AAEG encourages managers and employees to recognize the value of diversity and create an environment in which people are judged on their individual merit and character.

ALLchemie

ALLchemie, BASF's gay, lesbian, bisexual, transgender (GLBT) and friends employee group, is not only for employees who identify as GLBT, but for everyone who fully values diversity in the workplace.

Asian Business Community (ABC)

ABC is dedicated to helping BASF attract, develop, promote and retain Asian employees. By addressing the challenges of changing business, family, and social demographics, ABC's mission supports our NA 2020 and global We Create Chemistry strategic goals to form the best team.

Latin American Employee Group (LAEG)

LAEG is dedicated to helping BASF attract, develop and retain Latin American employees, while sharing the rich heritage and cultures of Latin America.

Women in Business (WIB)

WIB is dedicated to providing women in business insights, experiences, and advice on succeeding at BASF.

Emerging Professionals and Friends (EP&F)

A group for employees who are launching or who are in the process of establishing their careers at BASF. They focus on networking and collaboration.

Energy Efficiency in Arkansas

A new administration building in West Memphis, Arkansas, features an energy efficient building envelope that reduces heat loss and air leaks.

Advancing Electric Mobility in Ohio

We are nearing completion of construction of the first facility for the large-scale production of battery materials in Elyria, Ohio, advancing electric mobility.

Co-Generation in Virginia

The Suffolk site uses "green" energy in the form of landfill gas from a nearby landfill to power boilers for steam generation, which accounts for more than half of the site's overall utilities.

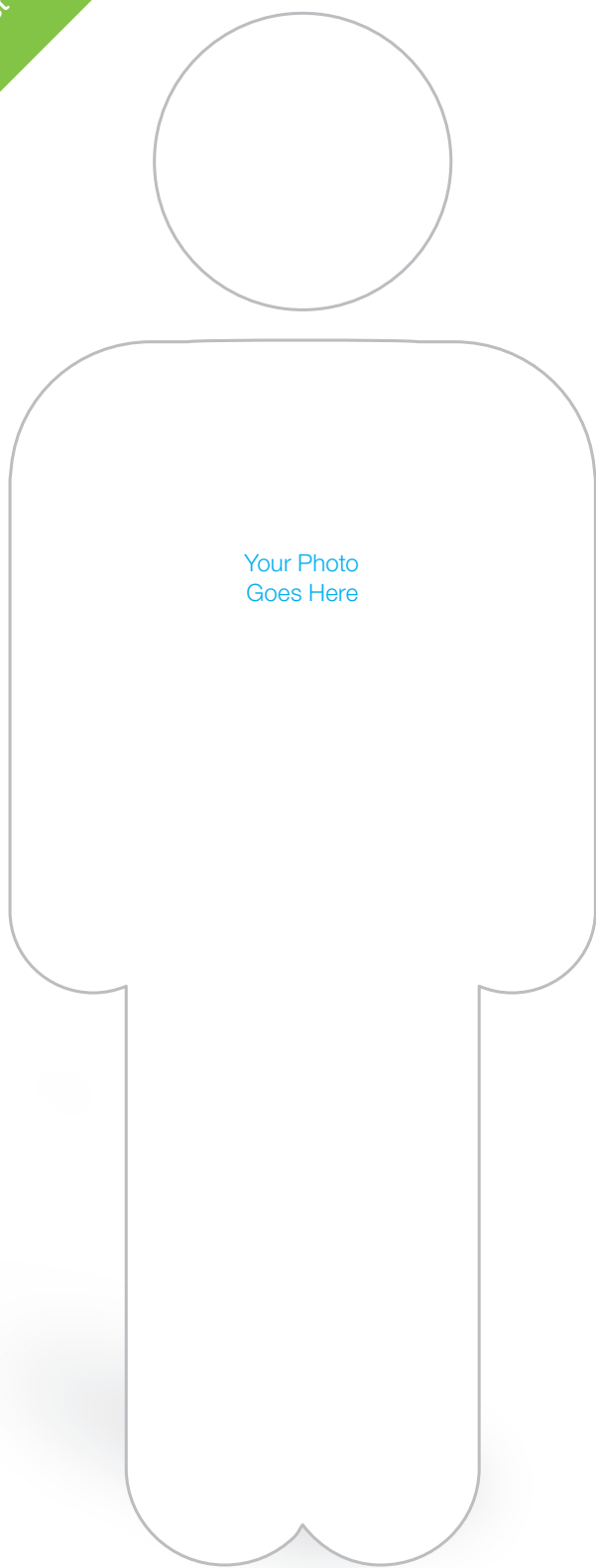
New Headquarters Building in New Jersey

The new North American Headquarters building contains many sustainable features like Low-E energy efficient glass, auto daylight dimming, and a rainwater collection system on the roof. It also incorporates BASF-enabled solutions like low-VOC paints and sealants, spray foam insulation and porous pavement to minimize storm water runoff.

CREATING A SUSTAINABLE WORKPLACE

Here are just a few examples of how we are creating a sustainable future at some of our own sites in North America.

Deadline for submissions:
August 30, 2012



Create Your Unique you@BASF

Tell us your story! Use the you@BASF Periodic Table stickers (see the insert in the middle of the magazine) to let us know how you take advantage of the you@BASF perks, benefits and rewards.

For a chance to **WIN an iPad***, please summarize your you@BASF story in **100 words or less**, then cut this page out and mail it to:

Mollie O'Brien
Mail Stop: 1C2
100 Park Avenue
Florham Park, NJ 07932

+ Don't forget to include your contact information: name, work site, phone and email.

* Winner will be selected at random from all submissions received.