

Elemica @ BASF

Elemica Roadshow

November 18, 2008

Andrew Pike

President Information Services BASF Group



The Chemical Company

BASF – The Chemical Company



- Das weltweit führende Chemieunternehmen
- Intelligente System-Lösungen und hochwertige Produkte für fast alle Branchen
- Sales 2007: €57,951 Millionen
- EBIT 2007: €7,316 Millionen
- Angestellte Ende 2007: 95,175

BASF – Geschäftsbereiche



Chemicals



Plastics



Performance Products



Functional Solutions



Agricultural Solutions



Oil & Gas

Inorganics

Performance Polymers

Acrylics & Dispersions

Catalysts

Crop Protection

Oil & Gas

Petrochemicals

Polyurethanes

Care Chemicals

Construction Chemicals

Intermediates

Performance Chemicals

Coatings

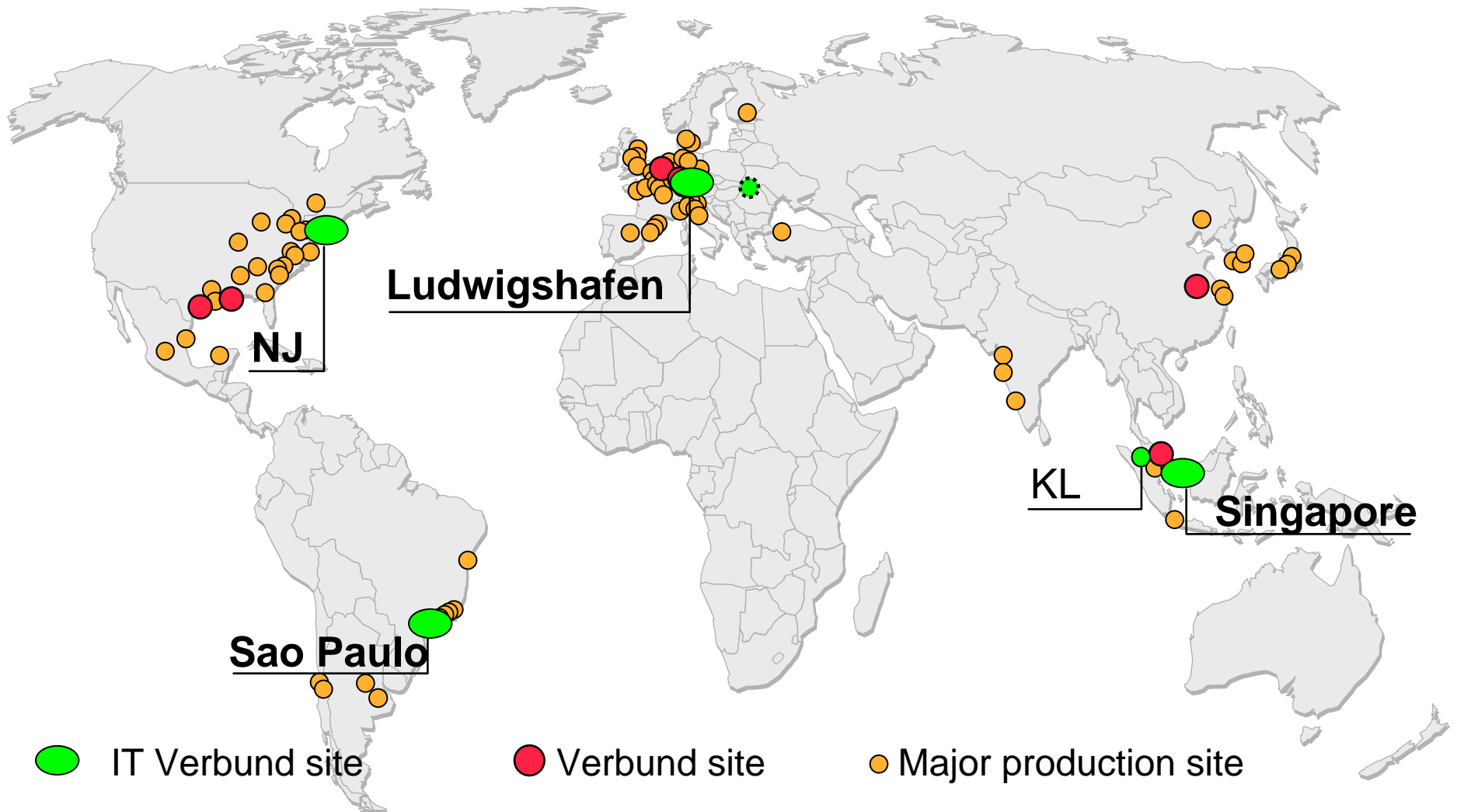
BASF World Headquarters, Ludwigshafen, Germany – Verbund concept



- *Weltweit größter Produktionsstandort*
- *Mehr als 8.000 Verkaufsprodukte*
- *10 km² Produktionsfläche am Standort*
- *2.000 Gebäude*
- *Über 115 km Straßennetz*
- *Über 200 Produktionsanlagen am Standort Ludwigshafen*
- *33.000 Mitarbeiter*
- *Produktionsstandort seit 1865*



BASF - IT worldwide

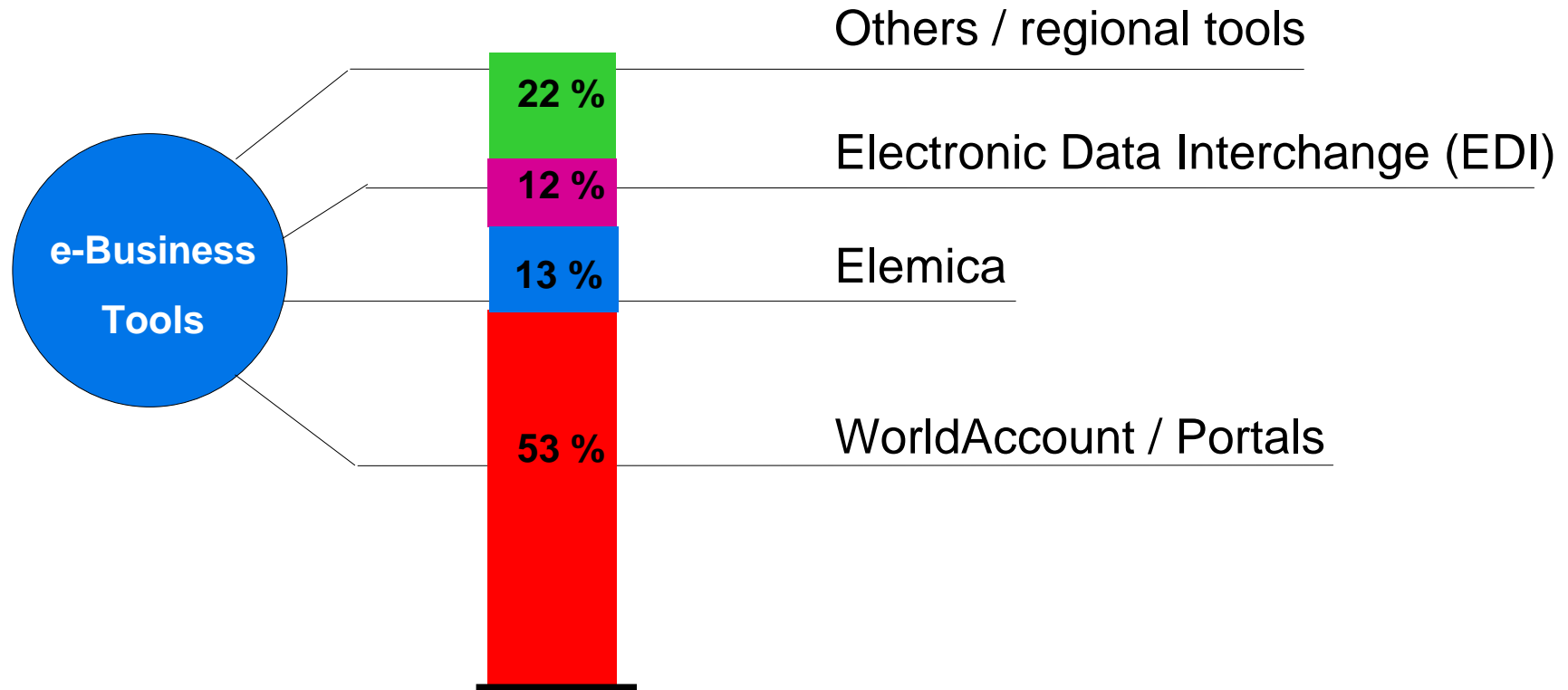


BASF – The Chemical Company

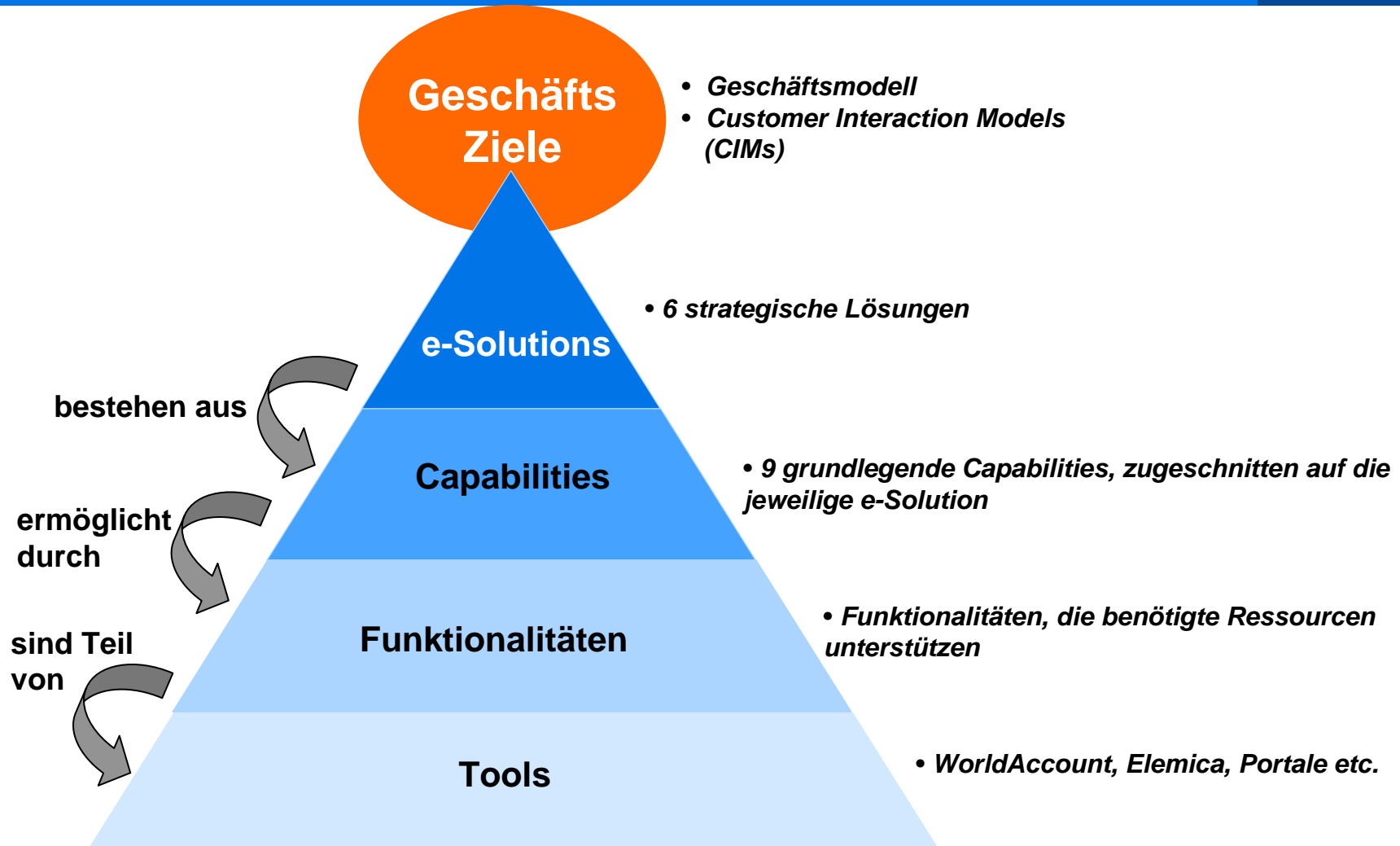
e-Business



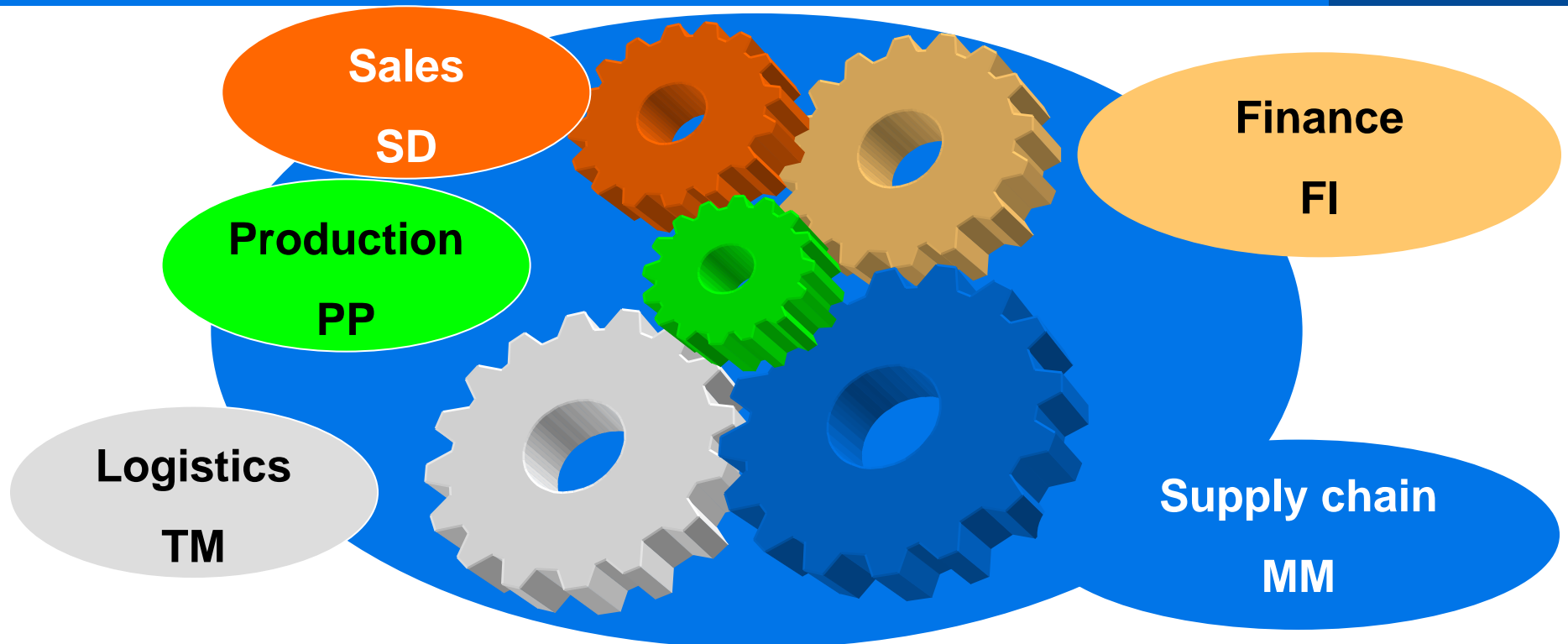
Global e-sales BASF 2007: est. 14.6 bn € (+ 7 % vs 2006)



BASF e-Solutions basierend auf Business Requirements

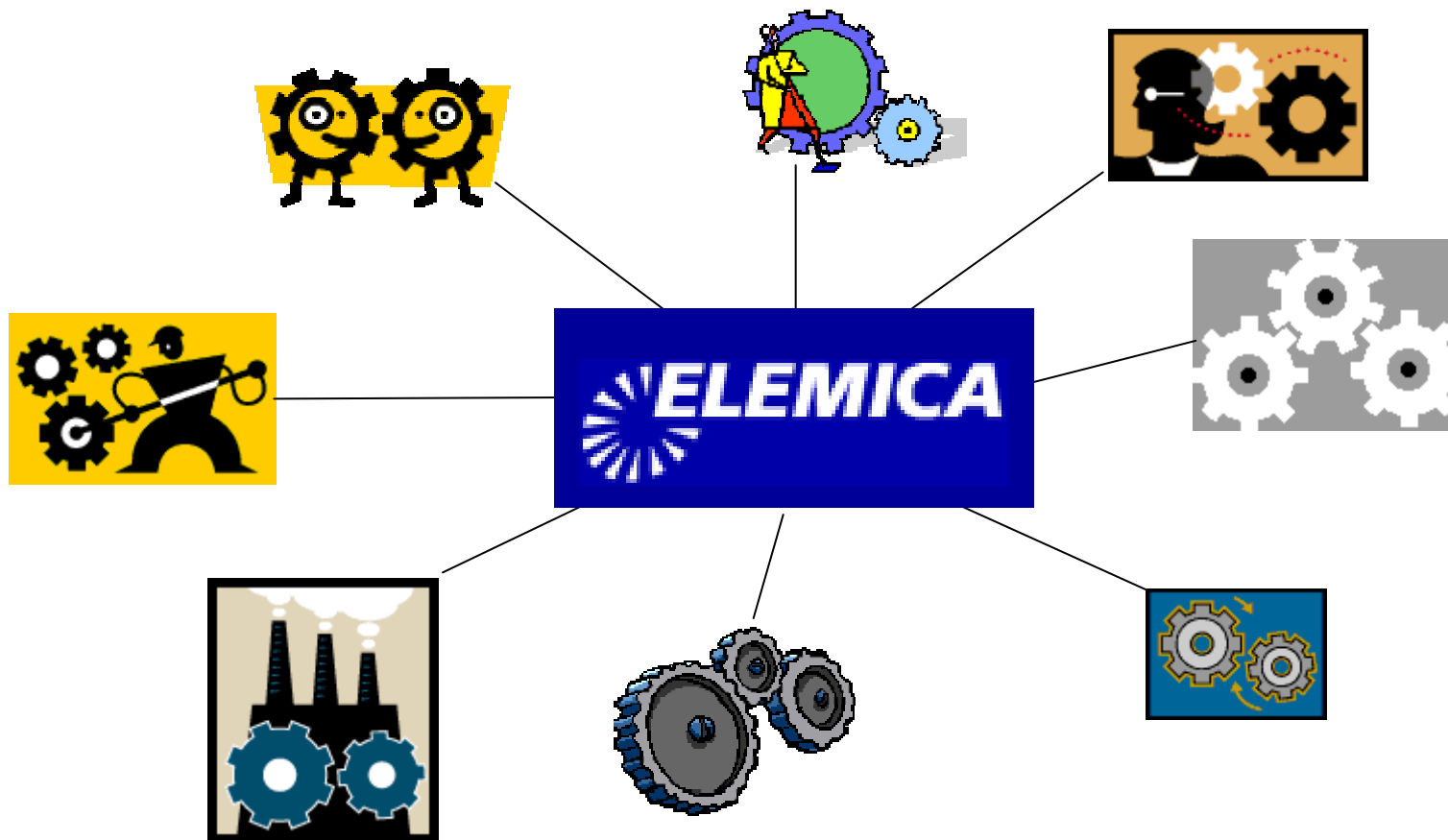


Elemica integrates all SAP functionalities with our business partners



- Today every function of the company is integrated via SAP, this does have an significant impact on the communication via Elemica with BASF business partners

Integrated systems require a different communications approach.....



Elemica, connected partners with BASF

Status August 2008

