

Press Information



Vila Isabel Samba School, sponsored by BASF, wins carnival championship in Rio de Janeiro

➤ *Theme based on the life of a Brazilian farmer welcomed by the public and critics*

Rio de Janeiro (RJ) – February 14, 2013 – With the samba-theme “Vila sings Brazil, the world's granary – add water to the beans; we have another guest...”, the Vila Isabel Samba School won the 2013 carnival championship in Rio de Janeiro. Sponsored by BASF, the school led the parade through the Samba street on February 11th, with approximately four thousand members who marched over a 1/3 mile along street, singing the samba-theme about the life of Brazilian farmers.

BASF's sponsorship is part of a larger set of initiatives acknowledging the value and hard work of Brazilian growers. Since the partnership with the samba school was announced, the company has achieved the goal of spreading the word about the importance of agriculture for all of civil society, especially urban centers. “Congratulations to the school and to the entire community of Vila Isabel for the great win! We succeeded in bringing our message to an enormous audience, since the entire country watches the Rio parade,” said Maurício Russomanno, Vice President, BASF's Crop Protection Unit for Brazil.

The figures behind the samba industry

To get an idea of the size and efforts to perform in a Samba parade it is important to highlight certain figures. In the case of Vila Isabel, they spent about 3 months to research and select the theme of their parade – that

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was announced in July 2012. In September, production started on the designs and allegorical costumes, together with the rehearsals. In order for all of this to go off without a hitch on the samba avenue as it did, historians, art managers, engineers and other professionals were needed and involved, totaling more than 130 permanent employees. Another 250 employees were hired under temporary contract to complete the work.

"I personally followed up on each phase of the project. We handled everything with the assistance of the school, seeking information about the true life of a farmer, and also facilitating the contact between them and the Vila researchers. We promoted a *laboratory* - a way of being able to realistically understand the routine, challenges and difficulties farmers face," said Russomanno. "We know that the initiatives to appreciate the value of farmers cannot and will not stop here. We are nevertheless extremely satisfied by these results. Growers felt recognized by this tribute, which was one of our main concerns. And that alone was worth all of our efforts," concluded the Vice President of BASF.

About BASF's Crop Protection Division

With sales of €4.1 billion in 2011, BASF's Crop Protection Division is a leader in agricultural defense and a strong partner of agroindustry in supplying fungicides, insecticides and herbicides that are well established and highly innovative. Farmers utilize BASF products and services to improve their profitability and the quality of their crops. Our products are also used in public health, structural/urban pest control, ornamental plants and lawns, control of vegetation and tree farming. BASF's objective is to turn knowledge into immediate success. BASF's Crop Protection Division seeks to be a leader in innovation by optimizing farm production, improving nutrition and thereby raising the quality of life for the world's steadily growing population. You can find more information at www.agro.basf.com.br, or follow us on Twitter: www.twitter.com/basfagro.

About BASF

BASF is the world leader in chemicals: The Chemical Company. Its product portfolio includes chemicals, plastics, performance products, products for agriculture, and even oil and gas. We combine economic success, social responsibility and environmental protection. Through science and innovation, we enable our customers in every industry to meet their company's current and future needs. Our products and solutions contribute to conserving resources, providing wholesome food and nutrition, and helping to improve quality of life. This contribution is summed up in our corporate strategy: "We create chemistry for a sustainable future." BASF posted sales of approximately €73.5 billion in 2011 and had more than 111,000 employees at the end of the year. BASF shares are currently traded on the Frankfurt (BAS), London (BFA) and Zurich (AN) stock exchanges. More information about BASF is available at www.basf.com or in our corporate profiles on Facebook (BASF Brasil) and Twitter (@BASF_brasil).

-Sales in South America totaled approximately €4.4 billion in 2011 (This result includes deals made by the Group's companies in the region, including Wintershall - a company located in Argentina, producing crude oil and gas).

- In South America, BASF had more than 6,200 employees at December 31, 2011.