

News Release



Xemium[®], BASF's novel fungicide, receives registration for the Brazilian market

- **Solution to help soybean growers combat a broad range of diseases, including Asian soybean rust**

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Limburgerhof, Germany – October 01, 2013 – BASF has received registration approval from the Brazilian authorities for Xemium, its latest blockbuster fungicide from the carboxamide family. BASF can now offer Brazilian soybean growers a novel technology and new mode of action to combat and strengthen fungal resistance management.

The first Xemium-based product to be commercialized in Brazil is Orkestra[™]. With a unique combination of two active ingredients (Xemium and F500[®]), Orkestra will help growers to combat Asian soybean rust, one of the most damaging threats to soybean yields. It combines two different modes of action, which provides growers a built-in resistance management tool. Furthermore, Orkestra delivers benefits that increase plant health, offered under the AgCelence[®] brand: With Orkestra, soybean plants can transform water, light and nutrients into energy and grains more efficiently.

“We are pleased that Xemium is now available to Brazilian soybean growers, which means that we deliver on our promise to offer novel solutions to those growers who ensure the global availability of soybeans,” said Rolf Reinecke, Vice President, Global Strategic Marketing Fungicides, BASF Crop Protection. “Xemium builds on our long and innovative history in the area of carboxamide fungicides,

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which began in 1974. We will keep investing in this and other areas of fungicide research, so that we can continue helping growers increase the quality and quantity of their yields.”

Xemium-based products are planned to be launched in more than 100 crops in 50 countries around the globe. Xemium is expected to achieve a peak sales potential in excess of €400 million and will further strengthen BASF's leading position in the fungicide market.

About BASF's Crop Protection division

With sales of around €4.7 billion in 2012, BASF's Crop Protection division provides innovative solutions in crop protection, turf and ornamental plants, pest control and public health. Its portfolio also includes technologies for seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. BASF's Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance the quality of life for a growing world population. Further information can be found on the web at www.agro.basf.com or follow us on our [social media channels](#).

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of €72.1 billion in 2012 and more than 110,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.