

Press release



BASF presented AgroStart for the first time at international agribusiness event in the US

- **AgroStart is a pioneering initiative in Latin America for management and acceleration of agribusiness startup projects**
- **The World Agri-Tech Innovation Summit brought together the leading experts in digital agriculture**

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São Paulo, April 5, 2017 – On March 28 and 29, BASF presented at the *World Agri-Tech Innovation Summit* in San Francisco, United States. The event is considered one of the largest forums for innovative technology for increasingly sustainable agriculture.

At its third edition in the United States, the *summit* brought together specialists from over 20 countries to debate the main challenges and opportunities for partnerships to drive the adoption of digital tools in the Latin American agriculture chain.

In the workshop “Partnerships and Collaboration to accelerate growth in an emerging innovation ecosystem” the BASF Digital Marketing Manager, Crop Protection, for Latin America, Almir Araújo, showed how the AgroStart program has contributed to accelerating the growth in agribusiness-focused solutions in Latin America.

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“Taking part in the *World Agri-Tech Innovation Summit* was one way of confirming Latin America’s potential for developing agriculture-focused digital solutions, as well as demonstrating how BASF, via AgroStart, can support the development of these entrepreneurs”, Almir Araújo pointed out.

Entrepreneurs from South America interested in taking part in the program are encouraged to submit their ideas in five different categories: crop management, automation in the field, inventory management, precision agriculture and traceability. Further information can be found at our website: <http://bit.ly/2o5l4YZ>.

About AgroStart

- Investments of up to R\$ 150,000 for each selected start up were made in South America.
- Based on a collaboration with ACE, a company with proven experience in start-up acceleration.
- Start-ups get access to a comprehensive acceleration program, which includes training, business and team development, as well as management professionalization.
- Coaching and mentoring is provided by business people and mentors who are well known in agribusiness and start-up development.
- Consultancy and support is given for innovation and growth in planning and controlling, operations, marketing and sales.
- The entrepreneur can rely on BASF's experience, organization and customer base and get access to the national and international networks of BASF and ACE.
- At the end of the program, BASF will evaluate investment opportunities via its own fund, BASF Venture Capital. Partnerships with BASF can also be established to look for

funding, procurement or distribution of their products and services.

About the BASF Crop Protection Division

With a rapidly growing population, the world is increasingly dependent on our capacity to develop and maintain sustainable agriculture and healthy environments. BASF's Crop Protection Division works with farmers, agricultural professionals and specialists in pest management to help make this possible. With the cooperation of these partners, BASF is able to support a robust R&D pipeline, an innovative portfolio of products and services and teams of experts, both in the laboratory and in the field, to help our clients succeed in their businesses. In 2016, the BASF Crop Protection Division generated sales of over €5.6 billion. For more information, go to our website at www.agro.basf.com or visit us on social media.

About BASF

At BASF, we transform chemicals for a sustainable future. We combine economic success with environmental protection and social responsibility. The BASF Group has approximately 114,000 staff working to support our customers' success in almost all sectors and countries worldwide. Our portfolio is organized into five segments: Chemicals, Performance Products, Materials and Functional Solutions, Agricultural Solutions, and Oil and Gas. BASF generated sales of over €58 billion in 2016. BASF shares are traded on the stock market in Frankfurt (BAS), London (BFA) and Zurich (AN). For more information, go to: www.basf.com.br.

About ACE

ACE is the Best Start-up Accelerator for Latin America for the third consecutive year, according to LatAm Founders. The group comprises a complete ecosystem for high-impact business people, with two acceleration programs, ACE Start, for start-ups in formation, and ACE Growth, aimed at companies in the growth stage. It also has an education and business experience unit, ACE University; a vertical organization that promotes innovation in major companies, ACE Corp; and an exclusive group of investors, ACE Angels. Since it was formed in 2012, when it was called Aceleratech, it has already accelerated over 100 start-ups, with six exits.