



News Release

April 15, 2020

Colors & Effects® donates 1,000 trees in Haiti on behalf of customers through an incentivized customer survey

- **Colors & Effects supports global reforestation and eco-consciousness by partnering with *One Tree Planted*, a non-profit organization dedicated to environmental restoration**
- **Customers share their opinions and feedback while contributing to environmental preservation in the process**

LUDWIGSHAFEN, GERMANY, April 15, 2020 – Colors & Effects® gives back to the environment while connecting with customers in an authentic way to better understand customer needs.

Over the past six months, Colors & Effects conducted a global customer survey, which was distributed to customers from the Printing, Cosmetics and Agriculture industries, to assess the company's performance in meeting customer needs. To encourage survey responses, Colors & Effects partnered with [One Tree Planted](#), a non-profit organization focused on global reforestation, and committed to plant one tree for each completed customer survey along with a 1:1 company match.

Colors & Effects selected trees as the customer survey incentive because of the vast environmental, societal and economic benefits that trees provide. Partnering with *One Tree Planted*, whose mission is to make it simple for anyone to help the environment by planting trees, supports sustainability efforts across the globe. In 2019, 4 million trees were planted around the world by *One Tree Planted*, and the organization aims to plant 15 million trees in 2020.

"The topic of sustainability is universal, and most industries and individuals can relate to the importance of trees," said Brian Marsicano, Head of Global Business Management, Printing, Specialties & Cosmetics, Colors & Effects. "Offering a tree in

exchange for a few minutes of our customers' time gives customers and Colors & Effects an easy way to make a positive impact on the environment. Seemingly small efforts add up to make a big difference.”

In total, Colors & Effects donated 1,000 trees to *One Tree Planted* on behalf of customers through this initiative. Each customer received a personalized certificate representing the tree to be planted in their name, and all trees will be planted in Haiti – a region that will reap both environmental and societal benefits from the planting of additional trees.

To learn more about Colors & Effects' commitment to sustainability, click [here](#).

About the Colors & Effects brand

The Colors & Effects brand encompasses BASF's well-known expertise in colorants and effect pigments for the coatings, plastics, printing, cosmetics and agriculture markets. Fueled by entrepreneurial spirit, BASF's experts enable innovation and growth. For our customers and our company: We live colors. We boost effects. For more information about the Colors & Effects brand, visit www.colors-effects.eu.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

About One Tree Planted

As an environmental charity, we are dedicated to making it easier for individuals and businesses to give back to the environment, create a healthier climate, protect biodiversity and help reforestation efforts around the world. **All by planting trees!** Started in 2014, we have more than doubled the number of trees planted year over year. Fast-forward to today, we now work with awesome reforestation partners in North America, South America, Asia, and Africa who help us get trees in the ground to restore forests after fires and floods, create jobs, build communities, and protect habitat for biodiversity. To learn more, visit One Tree Planted's [website](#).