

News Release



Efficiency and Flexibility with the right IT

- **BASF and Lorenz Snack-World conclude new frame agreement**
- **Cost reductions through on-demand SAP Hosting**

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The food manufacturer Lorenz Snack-World and BASF are continuing their collaboration in the areas of IT Hosting and IT Consulting which began in 2006. The two companies have defined specifics in a new frame agreement. Financial details on the contract were not available.

In the future, Lorenz will purchase Hosting and IT Landscape operations from BASF based on requirements (on demand). This means Lorenz will profit from even more flexibility and further cost reductions. The SAP Hosting will also be extended to include Lorenz Snack-World's Polish ERP system. Furthermore, BASF will take over the entire range of Application Management Services for the SAP Modules being used. The service range covered by the frame agreement is rounded out by User Helpdesk Service for the approximately 3,000 employees of the snack producer, headquartered in the German state of Hesse.

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Efficiency and Flexibility through SAP Hosting On Demand

Carsten Korthaus, CIO at Lorenz Bahlsen Snack-World GmbH & Co KG, emphasizes: "In our previous cooperation BASF has provided outstanding technical solutions, enhanced by the high expertise of its specialists. The new models for flexible deployment of our IT landscape have convinced us to continue working together."

Dr. Ralf Sonnberger, Managing Director of BASF IT Services Holding GmbH adds: "With our SAP Hosting-On-Demand-Model we help Lorenz to cut costs. We also make the Lorenz IT landscape even more flexible".

The Services at a Glance

The BASF IT experts will support the following SAP areas at Lorenz Snack-World:

- Hosting on Demand
- Finance and controlling
- Materials management and Production Planning
- Sales & Distribution (AD)
- Logistics Planning (APO)
- Reporting and Analysis

The IT systems are hosted in the BASF data centers in Ludwigshafen, which are certified under ISO 9001:2000 and ISO/IE 27001:2005.

About Lorenz Bahlsen Snack-World GmbH & Co KG

Lorenz Snack-World headquartered in Neu-Isenburg, Germany, is one of the leading European producers of savory snack products. With highly traditional brand name articles such as *ErdnußLocken* and *Saltletts* as well as younger, innovative brands such as *Crunchips* and *NicNac's*, Lorenz Snack-World has been among European leaders in its field for years. Many of these brands are at the top of the German market in their segment. The company employs a staff of over 3,000 in Europe.

About BASF IT Services Holding GmbH:

With the brand "Information Services – connecting to create value" BASF has consolidated its many years of experience in design, setup, integration, optimization and support of IT systems. In Europe these IT services are provided by BASF IT Services Holding GmbH. The company is a wholly-owned subsidiary of BASF with approximately 2,300 employees and annual turnover of approximately €481 million (2011). BASF IT Services Holding GmbH is certified under the international quality management standard ISO 9001:2000 as well as under the international standard for information security ISO 27001:2005. Additional information is available in the Internet at www.information-services.basf.com.

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, social responsibility and environmental protection. Through science and innovation we enable our customers in almost all industries to meet the current and future needs of society. Our products and system solutions contribute to conserving resources, ensuring healthy food and nutrition and helping to improve the quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF posted sales of about € 73.5 billion in 2011 and had more than 111,000 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.