Joint News Release

November 9, 2026

BASF and S&J Sign MoU to Explore Collaboration in Sun Care Innovation

- **The collaboration brings together BASF's global expertise in ingredient science and UV filter technologies with S&J's formulation and product development capabilities.**
- **Reinforces a shared commitment to customer-focused innovation and long-term value creation.**

Bangkok, Thailand – November 9, 2026 – BASF and S&J International Enterprises Public Company Limited (S&J) have signed a Memorandum of Understanding (MoU) to explore a strategic partnership aimed at advancing innovation in sun care. By bringing together BASF's global expertise in ingredient science and UV filter technologies with S&J's formulation and product development capabilities, the two companies aim to accelerate innovation and unlock new opportunities in one of the most dynamic categories in personal care.

As consumer expectations evolve, sun care products are increasingly expected to deliver more than effective UV protection. Today's consumers seek solutions

that combine high-performance protection with superior sensory experiences, convenience and seamless integration into daily routines. Meeting these expectations requires closer integration of ingredient science, formulation expertise and consumer-focused product development.

Through this collaboration, BASF and S&J will leverage their complementary strengths to explore new opportunities across the sun care value chain.

"Sun care is a dynamic category in which scientific innovation and evolving consumer expectations continue to shape the future of product development. By exchanging knowledge and exploring new approaches, we aim to support meaningful innovation and strengthen the value delivered to our customers," said Dr. Chang Wang, Vice President, Business Management, Personal Care, Asia Pacific, BASF.

Mr. Thirasak Vikitset, Managing Director, S&J**,** added: "Innovation is at the heart of S&J's approach to product development. Partnering with BASF enables us to combine our formulation expertise with BASF's global scientific capabilities and ingredient portfolio. Together, we look forward to exploring new opportunities in sun care and translating shared knowledge into concepts that help meet the evolving needs of customers and consumers."

By connecting expertise across the innovation process, BASF and S&J aim to deepen their understanding of future sun care needs and support the development of high-performing, consumer-relevant solutions.

About the Care Chemicals division at BASF

The BASF division Care Chemicals offers a broad range of ingredients for personal care, home care, industrial & institutional cleaning, and technical applications. We are a leading global supplier for the cosmetics industry as well as the detergents and cleaners industry, and support our customers with innovative and sustainable products, solutions and concepts. The division’s high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients,

chelating agents, cosmetic active ingredients and UV filters. We have production and development sites in all regions and are expanding our presence in emerging markets. Further information is available online at www.care-chemicals.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. Our ambition: We want to be the preferred chemical company to enable our customers' green transformation. We combine economic success with environmental protection and social responsibility. Around 95,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises, as core businesses, the segments Chemicals, Materials, Industrial Solutions, and Nutrition & Care; our standalone businesses are bundled in the segments Surface Technologies and Agricultural Solutions. BASF generated sales of around €60 billion in 2025. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the United States. Further information at www.basf.com.

About S&J International Enterprises Public Company Limited

S&J International (SJI) and its eight subsidiaries are providing customers within beauty and personal care with a customized service portfolio and a one stop solution spanning the entire value chain – from sourcing of quality and safe raw materials, research & development of formulas and solutions, product development, design & packaging concepts, cost effective manufacturing in own cutting edge facilities, trade marketing and efficient logistics solutions.

Headquartered in Bangkok with more than 2,000 employees in Thailand and offices in Europe and Asia, SJI is supplying local and global customers, retailers and brand-owners in over 50 countries worldwide.

SJI is listed on the Thai stock exchange with the majority of the shares being held by the SAHA Group with more than 100,000 employees.

Media contacts:

BASF
Tarika Wahi Tyagi

Phone: +60 194747533
Email: tarika-wahi.tyagi@basf.com

S&J International Enterprises Public Company Limited
Patchapornwan Thanavejchapong
Chief Marketing Officer (CMO)
Phone: 098-259-0440