Joint News Release

BASF and Nox Bellcow Cosmetics Sign MoU to Explore Strategic Collaboration in Personal Care

- **Driving next-generation beauty innovations through formulation science, ingredient technologies and collaborative product development.**
- **Combining consumer insights, ODM capabilities and scientific expertise to develop differentiated solutions for global markets.**

Hong Kong – November 10, 2026 – BASF and Nox Bellcow Cosmetics Co., Ltd. (NBC) signed a Memorandum of Understanding (MoU) to explore a strategic collaboration aimed at advancing personal care innovation through the joint development of next-generation formulations, ingredient technologies and performance-driven product concepts.

The collaboration combines BASF's global expertise in ingredient science, formulation development, regulatory support and innovation capabilities with NBC's extensive experience in cosmetic product design, development and manufacturing. Together, the companies plan to establish a platform for long-term collaboration focused on transforming emerging consumer needs into differentiated product solutions.

BASF and NBC plan to explore a range of innovation initiatives, including

advanced cleansing technologies, smart deposition systems, sunscreen performance enhancement, water-resistant formulation technologies, ingredient delivery platforms and efficacy substantiation programs for next-generation personal care products.

As consumer expectations continue to evolve toward higher performance, improved sensory experiences and science-backed benefits, the collaboration is designed to accelerate the development and commercialization of innovative solutions that create value for brands and consumers alike.

“Innovation in personal care increasingly depends on the ability to connect scientific expertise with evolving consumer expectations,” said Dr. Chang Wang, Vice President, Business Management, Personal Care, Asia Pacific, BASF. “By combining BASF's strengths in ingredient innovation and formulation science with NBC's product development capabilities and market responsiveness, we aim to drive the creation of differentiated solutions that help customers succeed in a rapidly evolving marketplace.”

Frankie Fan, Chairman and CEO of Nox Bellcow Holdings Co., Ltd., added, “NBC has always been committed to transforming innovative ideas into high-quality products that meet the needs of consumers and brand partners. We endeavor to further strengthen our innovation capabilities, expand our access to advanced technologies and create new opportunities to deliver differentiated products to both domestic and international markets.”

BASF and NBC aim to deepen technical collaboration, drive innovation cycles and jointly explore future opportunities in formulation technology, performance validation, sustainability and market-driven product development. Together, the two companies are committed to supporting brand innovation and helping to shape the future of the personal care industry.

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 Nox Bellcow Cosmetics Co., Ltd. (NBC)

Nox Bellcow Cosmetics Co., Ltd. was founded in 2004 and is headquartered in Zhongshan City, Guangdong Province. The Company is a professional cosmetics ODM (Original Design Manufacturer) enterprise integrating research and development, design and manufacturing, specializing in the production of facial masks, skincare products and wet wipes.

Nox Bellcow exports its products to more than 40 countries and regions worldwide. The Company's major clients include over 200 well-known international and domestic brands.

Nox Bellcow's vision is to "Be a 1st Class Beauty Enterprise in the World." The Company is committed to manufacturing more and better products to continuously fulfill people's aspirations for a beautiful and healthy lifestyle.

(Stock Code: 300132; Website: www.hknbc.com)

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