



Joint News Release

August 20, 2026

BASF and NEO Corporate Launch Strategic Partnership to Advance Innovation in Personal Care Solutions

- **Driving next-generation Personal Care concepts through advanced formulation technologies, novel ingredient approaches, and emerging consumer trends.**
- **Enabling brands to bring differentiated products to market while enhancing user experiences and supporting sustainable growth.**

Bangkok, Thailand – August 20, 2026 – BASF and NEO Corporate Public Company Limited announced a strategic partnership to advance next-generation Personal Care solutions through the joint development of innovative formulations, ingredient technologies and trend-driven product concepts.

The collaboration combines BASF's global expertise in ingredient and formulation science with NEO Corporate's deep understanding of consumer preferences and product development, creating a platform for future innovation opportunities. Together, the companies will transform emerging trends into differentiated concepts that help brands deliver greater value and unlock new opportunities for growth.

"The future of Personal Care lies in translating scientific expertise into solutions that create meaningful value for consumers," said **Dr. Chang Wang, Vice President, Personal Care Solutions Asia Pacific, BASF**. "By combining BASF's strengths in science-driven innovation and formulation expertise with NEO Corporate's market insights, we can accelerate the development of concepts that help our customers bring compelling products to market."

Nitchamon Thakolsri, Deputy Chief Executive Officer, Business Innovation at NEO Corporate Public Company Limited, added: "Today's consumers look for products that not only deliver core performance, but also provide experience and relevance. This collaboration brings together complementary capabilities that enable us to translate emerging trends into distinctive concepts and create new opportunities for brands."

Through this partnership, BASF and NEO Corporate aim to accelerate the development of high-performance Personal Care solutions that address evolving consumer needs, drive customer success and help shape the future of the 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 NEO Corporate Public Company Limited

NEO Corporate Public Company Limited is a leading Thai consumer goods company with a commitment to be Asia's innovative FMCG company who aims to uplift consumers' quality of life via product innovations under the slogan "Uplift the Essentials for Everyday Betterment". With over 37 years of experience in the market, the company has four distinctive product segments: Household Products, Personal Care Products, Baby & Kids Products and Pet Care Products; under nine renowned brands: Fineline, D-nee, BeNice, TROS, Eversense, Vivite, Smart, Tomi and LovliTails. For more information, visit <https://neocorporate.com/>.

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