

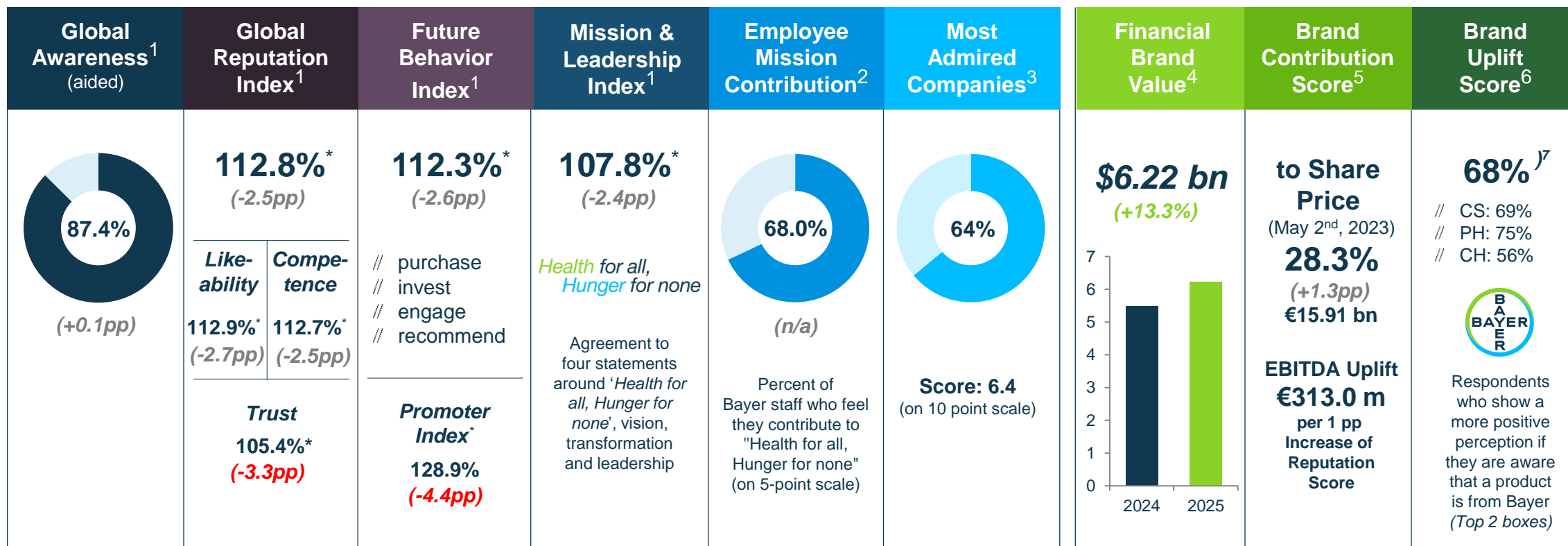


# Bayer Brand & Reputation Dashboard 2025

Status: 2025-05-22

## BRAND EQUITY

## BRAND VALUE



- Footnotes:** \*Relative compared to key competitors (Relevant Set) // <sup>1</sup>Proprietary online survey among overall 11,000 respondents of general population in Bayer's top 11 global markets, conducted in March 2024 // <sup>2</sup>Bayer Ownership Pulse, internal global survey conducted in September 2024 // <sup>3</sup>Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2024 // <sup>4</sup>Calculated by Brand Finance: amount a potential buyer would need to pay for using the Bayer brand // <sup>5</sup>Calculated via portfolio studies and difference regression by Institute for Market-based Management, LMU Munich // <sup>6</sup>Proprietary online survey among customers of CS and CH, conducted in April 2024 in 9 countries // <sup>7</sup>Across CS (14 brands in 5 countries among farmers), PH (Bayer vs. 6 competitors among general practitioners, cardiologists, endocrinologists, nephrologists, gynecologists, oncologists, urologists and ophthalmologists) and CH (16 brands in 9 countries among consumers)