

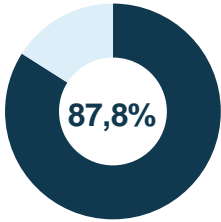

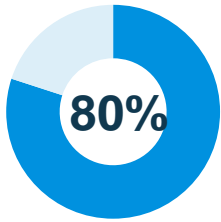
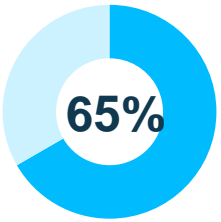
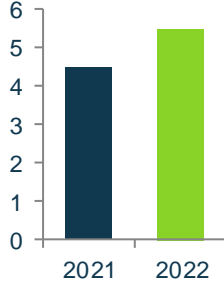



Bayer Brand & Reputation Dashboard 2022

Status: 06/08/2022

BRAND EQUITY

BRAND VALUE

Global Awareness ¹ (aided)	Global Reputation Index ¹	Future Behavior Index ¹	Purpose Index ¹	Employee Promoter Score ²	Most Admired Companies ³	Financial Brand Value ⁴	Brand Contribution Score ⁵	Brand Uplift Score ⁶				
 <p>87,8%</p>	<p>111.7%*</p> <table border="1"> <tr> <td><i>Like-ability</i></td> <td><i>Compe-tence</i></td> </tr> <tr> <td>110.3%*</td> <td>112.7%*</td> </tr> </table> <p><i>Trust</i></p> <p>108.4%*</p>	<i>Like-ability</i>	<i>Compe-tence</i>	110.3%*	112.7%*	<p>110.8%*</p> <p>// purchase // invest // engage // recommend</p> <p>Net Promoter Index*</p> <p>133.5%</p>	<p>107.2%*</p> <p><i>Science for a better life</i></p>  <p>Agreement to five statements around "Science for a better life"</p>	 <p>80%</p> <p>Percent of Bayer staff who recommend Bayer as a "Great Place to Work" (on 5 point scale)</p>	 <p>65%</p> <p>Score: 6.5 (on 10 point scale)</p>	<p>\$5.45 bn</p> <p>(+22% vs. 2021)</p> 	<p>to Share Price (May 2nd, 2022)</p> <p>26.8%</p> <p>€15.73 bn</p> <p>EBITDA Uplift</p> <p>€303.3 m</p> <p>per 1 pp Increase of Reputation Score</p>	<p>74%</p>  <p>Respondents who show a more positive perception if they are aware that a product is from Bayer (Top 2 boxes)</p>
<i>Like-ability</i>	<i>Compe-tence</i>											
110.3%*	112.7%*											

Footnotes: *Relative compared to key competitors (Relevant Set) // ¹Proprietary online survey among overall 20,000 respondents of general population in Bayer's top 20 global markets, conducted in April 2022 // ²Bayer "Employee Voice", internal global survey conducted in April 2022 // ³Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2021 // ⁴Calculated by Brand Finance: amount a potential buyer would need to pay for using the Bayer brand // ⁵Calculated via portfolio studies and difference regression by Institute for Market-based Management, LMU Munich // ⁶Proprietary online survey among customers of CS and CH, conducted in April 2020 in 9 countries; samples range 273-973 on global level // ⁷Would recommend Bayer to friend or colleague (relative to Relevant Set) // ⁸Across CH 2020 vs. 2018 (CS portfolio not comparable) //