



Bayer Brand & Reputation Dashboard 2023

Status: 2023-06-13

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>82.9% <i>(-4.8pp)</i></p>	<p>113.7%* <i>(+2.0pp)</i></p> <table border="1"> <tr> <td>Like-ability</td> <td>Competence</td> </tr> <tr> <td>112.4%* <i>(+2.1pp)</i></td> <td>114.7%* <i>(+2.0pp)</i></td> </tr> </table> <p>Trust 111.1%* <i>(+2.6pp)</i></p>	Like-ability	Competence	112.4%* <i>(+2.1pp)</i>	114.7%* <i>(+2.0pp)</i>	<p>113.4%* <i>(+2.6pp)</i></p> <p>// purchase // invest // engage // recommend</p> <p>Promoter Index* 135.6% <i>(+2.0pp)</i></p>	<p>109.6%* <i>(+2.4pp)</i></p> <p><i>Science for a better life</i></p> <p>Agreement to five statements around "Science for a better life"</p>	<p>80% <i>(±0.0pp)</i></p> <p>Percent of Bayer staff who recommend Bayer as a "Great Place to Work" (on 5 point scale)</p>	<p>61%</p> <p>Score: 6.1 (on 10 point scale)</p>	<p>\$5.47 bn <i>(+0.4%)</i></p>	<p>to Share Price (May 2nd, 2023)</p> <p>28.3% <i>(+1.3pp)</i></p> <p>€15.91 bn</p> <p>EBITDA Uplift €313.0 m per 1 pp Increase of Reputation Score</p>	<p>74% <i>(-6.0 pp)</i></p> <p>Respondents who show a more positive perception if they are aware that a product is from Bayer (Top 2 boxes)</p>
Like-ability	Competence											
112.4%* <i>(+2.1pp)</i>	114.7%* <i>(+2.0pp)</i>											

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 March 2022 // ²Bayer "Employee Voice", internal global survey conducted in March 2023 // ³Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2022 // 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 2022 in 9 countries // ⁷Across CS and CH 2022 vs. 2020



Road to 10: Unleashing our
Brand's full Potential

Brand & Reputation Performance Update



Communications

June 13, 2023



RESTRICTED