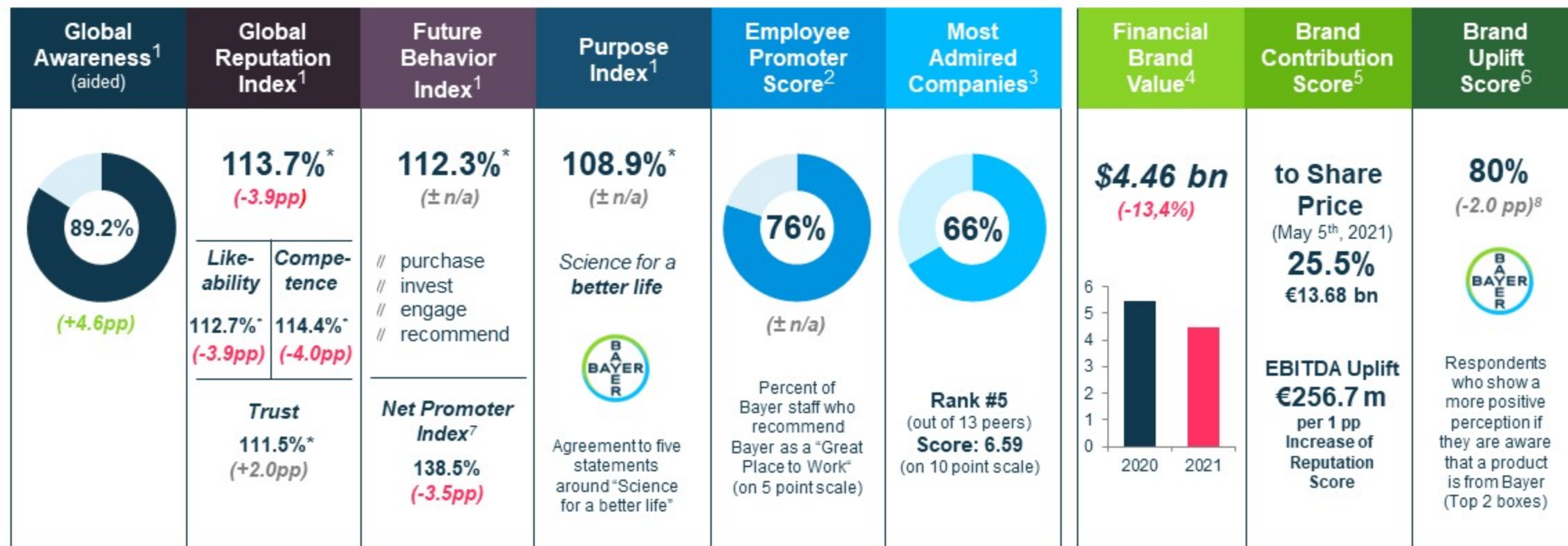




Bayer Brand & Reputation Dashboard 2021

BRAND EQUITY

BRAND VALUE



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 2021 // ²Bayer "Employee Voice", internal global survey conducted in April 2021 // ³Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2020 // 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) //