



Bayer Brand & Reputation Dashboard 2026

Status: 2026-05-18

BRAND EQUITY

BRAND VALUE

Global Awareness ¹ (aided)	Global Reputation Index ¹	Future Behavior Index ¹	Mission & Leadership Index ¹	Employee Mission Contribution ²	Most Admired Companies ³	Financial Brand Value ⁴	Brand Contribution Score ⁵	Brand Uplift Score ⁶				
<p>84.8% (-2.6pp)</p>	<p>113.3%* (+0.5pp)</p> <table border="1"> <tr> <td>Likeability</td> <td>Competence</td> </tr> <tr> <td>112.9%* (±0.0pp)</td> <td>113.6%* (+0.9pp)</td> </tr> </table> <p>Trust 108.9%* (+3.5pp)</p>	Likeability	Competence	112.9%* (±0.0pp)	113.6%* (+0.9pp)	<p>113.9%* (+1.6pp)</p> <ul style="list-style-type: none"> // purchase // invest // engage // recommend <p>Promoter Index* 131.2% (+2.3pp)</p>	<p>108.5%* (+0.7pp)</p> <p><i>Health for all, Hunger for none</i></p> <p>Agreement to four statements around 'Health for all, Hunger for none', vision, transformation and leadership</p>	<p>86%</p> <p>Percent of Bayer staff who feel they contribute to "Health for all, Hunger for none" (on 5-point scale)</p>	<p>64%</p> <p>Score: 6.4 (on 10-point scale)</p>	<p>\$6.48 bn (+4.2%)</p>	<p>to Share Price (April 1st, 2026) 24.7% (+1.0pp) €9.73 bn</p> <p>EBITDA Uplift €235.8 m per 1 pp Increase of Reputation Score</p>	<p>66%⁷</p> <ul style="list-style-type: none"> // CS: 69% // PH: 73% // CH: 56% <p>Respondents who show a more positive perception if they are aware that a product is from Bayer (Top 2 boxes)</p>
Likeability	Competence											
112.9%* (±0.0pp)	113.6%* (+0.9pp)											

Footnotes: *Relative compared to key competitors (Relevant Set) // ¹ Proprietary online survey among overall 11,000 respondents of general population in Bayer's top 11 global markets, conducted in March 2026 // ² Bayer Ownership Pulse, internal global survey conducted in September 2025 // ³ Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2025 // ⁴ Calculated by Brand Finance: amount a potential buyer would need to pay for using the Bayer brand // ⁵ Calculated via portfolio studies and difference regression by Institute for Market-based Management, LMU Munich // ⁶ Proprietary online survey among customers of PH, conducted in April 2026 in three countries, and among customers of CS and CH, conducted in April 2024 in nine countries // ⁷ 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)