



Bayer Brand & Reputation Dashboard 2024

Status: 2024-10-08

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>87.3% (+3.5pp)</p>	<p>115.3%* (+1.4pp)</p> <table border="1"> <tr> <td>Like-ability</td> <td>Competence</td> </tr> <tr> <td>115.6%* (+2.4pp)</td> <td>115.2%* (+0.8pp)</td> </tr> </table> <p>Trust 108.7%* (-2.0pp)</p>	Like-ability	Competence	115.6%* (+2.4pp)	115.2%* (+0.8pp)	<p>115.0%* (+2.1pp)</p> <p>// purchase // invest // engage // recommend</p> <p>Promoter Index* 133.3% (+1.9pp)</p>	<p>110.2%* (n/a)</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>68.0% (n/a)</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>\$5.49 bn (+0.25%)</p>	<p>to Share Price (May 2nd, 2023)</p> <p>28.3% (+1.3pp) €15.91 bn</p> <p>EBITDA Uplift €313.0 m per 1 pp Increase of Reputation Score</p>	<p>68%⁷</p> <p>// CS: 69% // PH: 75% // CH: 56%</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											
115.6%* (+2.4pp)	115.2%* (+0.8pp)											

• **Footnotes:** *Relative compared to key competitors (Relevant Set) // ¹Proprietary online survey among overall 11,000 respondents of general population in Bayer's top 11 global markets, conducted in March 2024 // ²Bayer Ownership Pulse, internal global survey conducted in September 2024 // ³Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2023 // 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 CS and CH, conducted in April 2022 in 9 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)