

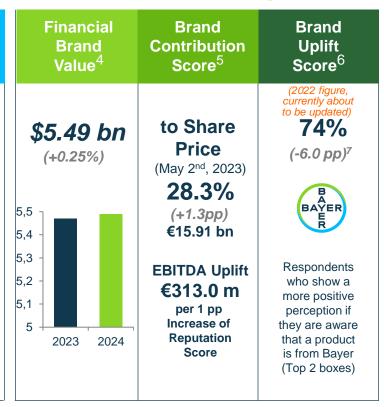
Dashboard Figures Reflect the Bayer Brand's Resilience With a Strong Level Well Maintained in 2024

Bayer Brand & Reputation Dashboard 2024

BRAND EQUITY

Global Global **Future Employee** Mission & Most Awareness¹ Reputation **Behavior** Leadership **Promoter Admired** (aided) Index¹ Score² Companies³ Index¹ Index¹ 115.0%* 110.2%* 115.3%* (+2.1pp)(+1.4pp)(n/a)87.3% 76.8% 64% Like-Compepurchase Health for all. ability tence invest Hunger for none engage (+3.5pp)115.6% 115.2% (-1.3pp)// recommend Agreement to (+2.4pp)(+0.8pp)four statements around 'Health for Percent of all, Hunger for **Promoter** Baver staff who Trust Score: 6.4 none', vision. recommend Index* transformation (on 10 point scale) 108.7%* Bayer as a "Great and leadership 133.3% Place to Work" (-2.0pp)(on 5-point scale) (+1.9pp)

BRAND VALUE



Footnotes: 'Relative compared to key competitors (Relevant Set) // 'Proprietary online survey among overall 11,000 respondents of general population in Bayer's top 11 global markets, conducted in March 2024 // ² Bayer Employee Voice, internal global survey conducted in September 2023 // ³ Survey 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 and CH 2022 vs. 2020