



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

## Bayer Brand & Reputation Dashboard 2024

### BRAND EQUITY

### BRAND VALUE

Global Awareness <sup>1</sup> (aided)	Global Reputation Index <sup>1</sup>	Future Behavior Index <sup>1</sup>	Mission & Leadership Index <sup>1</sup>	Employee Promoter Score <sup>2</sup>	Most Admired Companies <sup>3</sup>	Financial Brand Value <sup>4</sup>	Brand Contribution Score <sup>5</sup>	Brand Uplift Score <sup>6</sup>				
<p><b>87.3%</b> (+3.5pp)</p>	<p><b>115.3%*</b> (+1.4pp)</p> <table border="1"> <tr> <td><b>Like-ability</b></td> <td><b>Competence</b></td> </tr> <tr> <td>115.6%* (+2.4pp)</td> <td>115.2%* (+0.8pp)</td> </tr> </table> <p><b>Trust</b> 108.7%* (-2.0pp)</p>	<b>Like-ability</b>	<b>Competence</b>	115.6%* (+2.4pp)	115.2%* (+0.8pp)	<p><b>115.0%*</b> (+2.1pp)</p> <p>// purchase // invest // engage // recommend</p> <p><b>Promoter Index*</b> 133.3% (+1.9pp)</p>	<p><b>110.2%*</b> (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><b>76.8%</b> (-1.3pp)</p> <p>Percent of Bayer staff who recommend Bayer as a "Great Place to Work" (on 5-point scale)</p>	<p><b>64%</b></p> <p><b>Score: 6.4</b> (on 10 point scale)</p>	<p><b>\$5.49 bn</b> (+0.25%)</p>	<p><b>to Share Price</b> (May 2<sup>nd</sup>, 2023)</p> <p><b>28.3%</b> (+1.3pp)</p> <p><b>€15.91 bn</b></p> <p><b>EBITDA Uplift</b> <b>€313.0 m</b> per 1 pp Increase of Reputation Score</p>	<p>(2022 figure, currently about to be updated)</p> <p><b>74%</b> (-6.0 pp)<sup>7</sup></p> <p>Respondents who show a more positive perception if they are aware that a product is from Bayer (Top 2 boxes)</p>
<b>Like-ability</b>	<b>Competence</b>											
115.6%* (+2.4pp)	115.2%* (+0.8pp)											

**Footnotes:** \*Relative compared to key competitors (Relevant Set) // <sup>1</sup>Proprietary online survey among overall 11,000 respondents of general population in Bayer's top 11 global markets, conducted in March 2024 // <sup>2</sup> Bayer Employee Voice, internal global survey conducted in September 2023 // <sup>3</sup> Survey among executives, board members and financial analysts of chemical industry, published in Fortune Magazine, conducted in Q4 2023 // <sup>4</sup> Calculated by Brand Finance: amount a potential buyer would need to pay for using the Bayer brand // <sup>5</sup> Calculated via portfolio studies and difference regression by Institute for Market-based Management, LMU Munich // <sup>6</sup> Proprietary online survey among customers of CS and CH, conducted in April 2022 in 9 countries // <sup>7</sup> Across CS and CH 2022 vs. 2020