



Leveraging Brand Potential,
creating Business Value

Unleashing the Bayer Brand's full Potential



Communications

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Chicken or Egg

– what comes first?

Strategy?

R&D success?

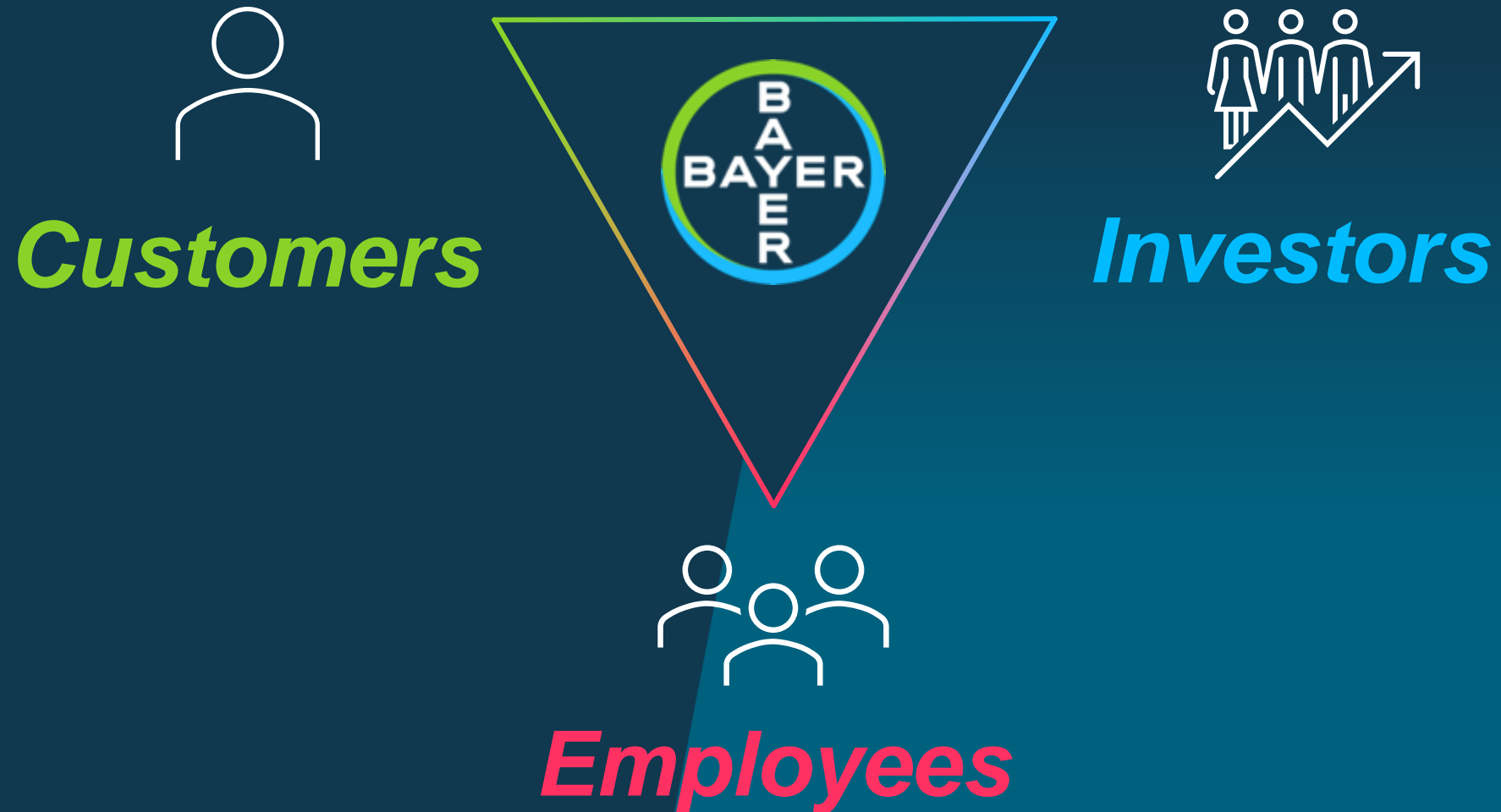
Strong business?

Brand and Reputation?

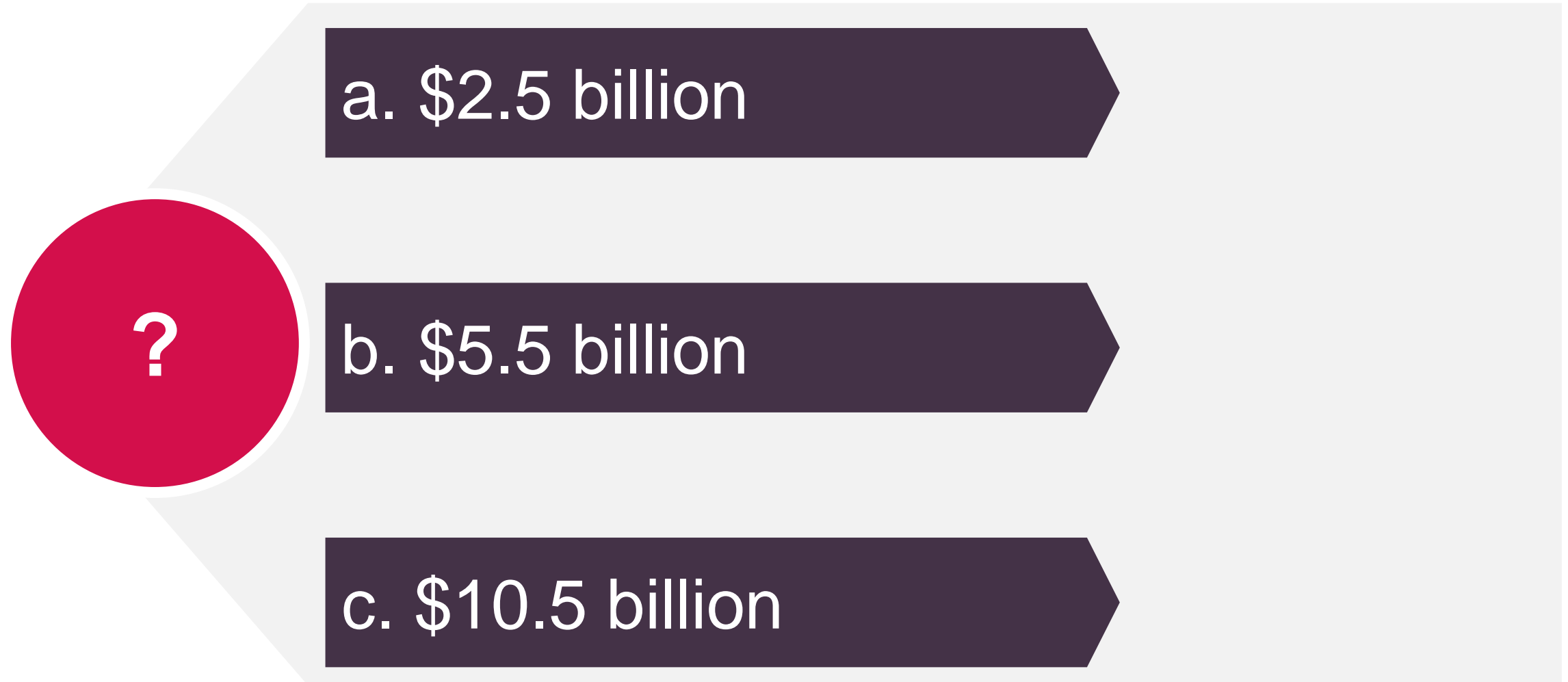
**Leveraging
brand potential**

*Creating
business
value*

Our brand creates value in three ways




Interaction – Financial Brand Value



A red circle with a white question mark is positioned on the left side of the slide. Three dark purple arrow-shaped boxes point to the right, each containing a multiple-choice option. The options are: a. \$2.5 billion, b. \$5.5 billion, and c. \$10.5 billion.

- a. \$2.5 billion
- b. \$5.5 billion
- c. \$10.5 billion



Bayer is a strong corporate brand and an asset that creates value across the company



The financial value of the Bayer brand

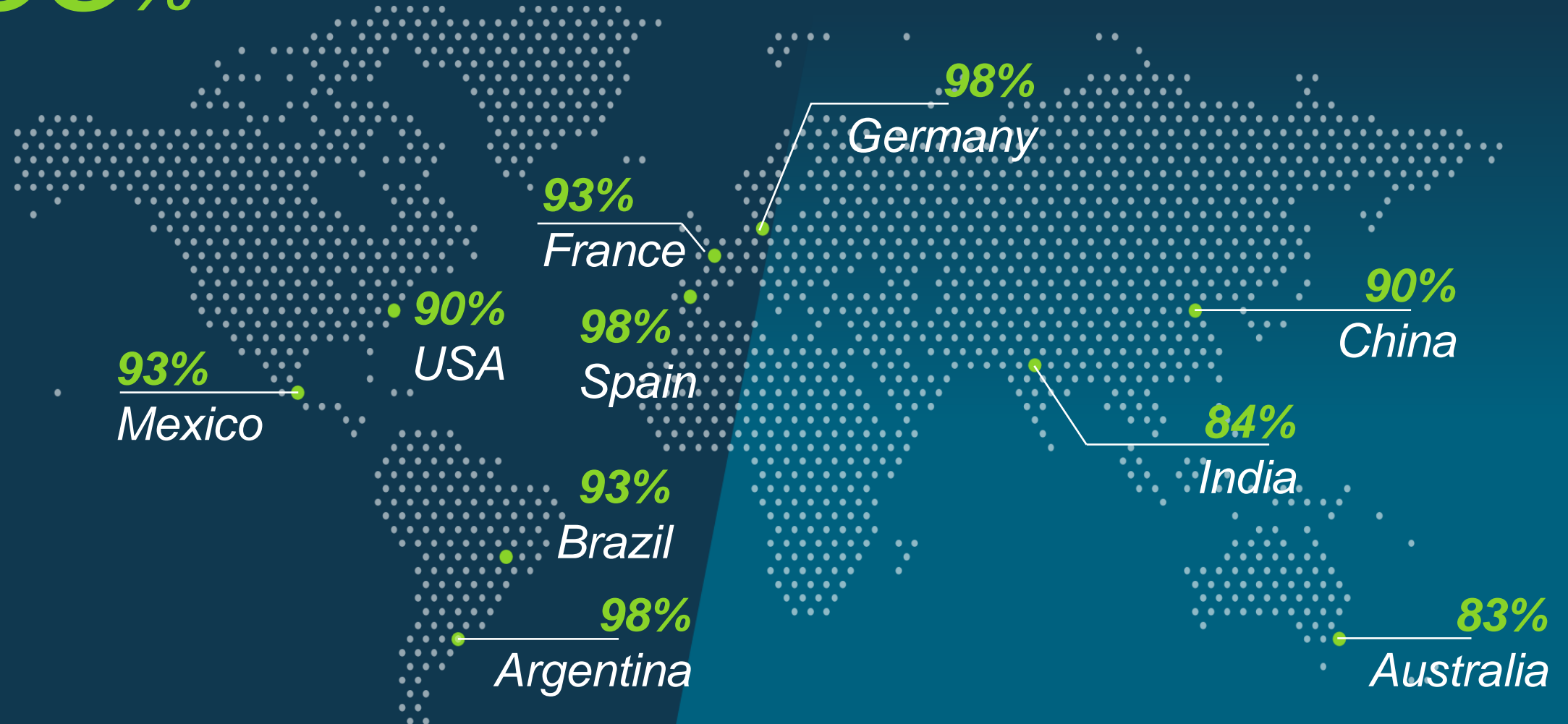
\$5.471 *bn*

Brand Finance[®] Global 500 2023

#6 most valuable global Pharma brand
#1 most valuable AgriScience brand

One of the leading brands worldwide

88% aided awareness across our top 20 countries



Interaction – Brand Equity

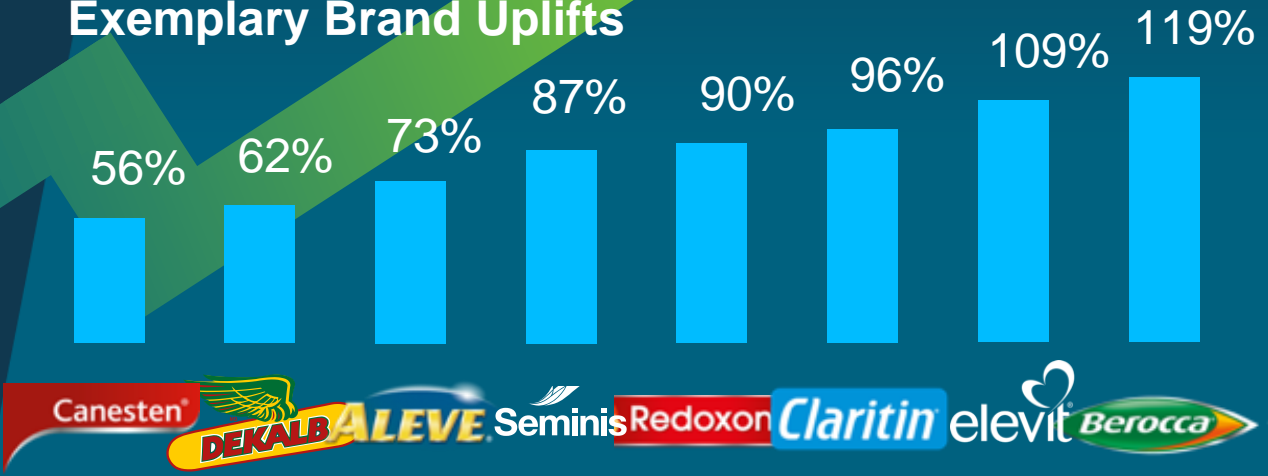
What are the **main characteristics**
Bayer is associated with?

Our product brands are on average evaluated

74% more positive when

Bayer as manufacturer is known

Exemplary Brand Uplifts

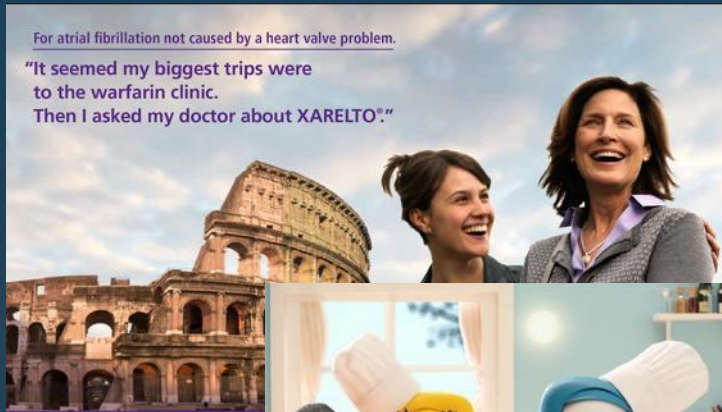


Supporting product brands across divisions


Pharmaceuticals

For atrial fibrillation not caused by a heart valve problem.

"It seemed my biggest trips were to the warfarin clinic. Then I asked my doctor about XARELTO®."



XARELTO® — No regular blood tests.



EYLEA

Consumer Health



NEU

DOPPELT SO SCHNELL?!*



ASPIRIN 300 MG LIBERZUGEBE TABLETTEN

MICROAKTIV TECHNOLOGIE

*Die MicroAktiv-Technologie führt zu einer doppelt so schnellen deutlich spürbaren Schmerzlinderung im Vergleich



Iberogast

Pflanzliches Arzneimittel

Bei Magen-Darm-Erkrankungen mit Beschwerden wie

- Magenschmerzen
- Völlegefühl, Blähungen
- Magen-Darm-Krämpfe
- Übelkeit

Iberogast® Prescribed by Nature



Live *Claritin Clear*®



Non-Drowsy®

Claritin 24

Indoor & Outdoor Allergies

Crop Science

WINNING FROM THE



DEKALB

WINNING HAS ROOTS.




DELARO Complete

THE 5-BEAN PODS ARE OUT THERE.

GROW WITH ASGROW.

With advanced genoplasm and Genus® "Roundup Ready 2 Yield" technology, farmers are experiencing more 3-, 4- and 5-bean pods with Asgrow® - leading to more bushels in the bin.

Talk to your local Asgrow Dealer.



ASGROW DELIVERS

A 5-YEAR, LOW-DOSE ALTERNATIVE TO DAILY OC®? GET PILL OUTTA HERE!



Relevant, unique and distinctive position



Our Purpose & Why:
Science for a **better life**



Our Vision & Where:
Health for **all**,
Hunger for **none**



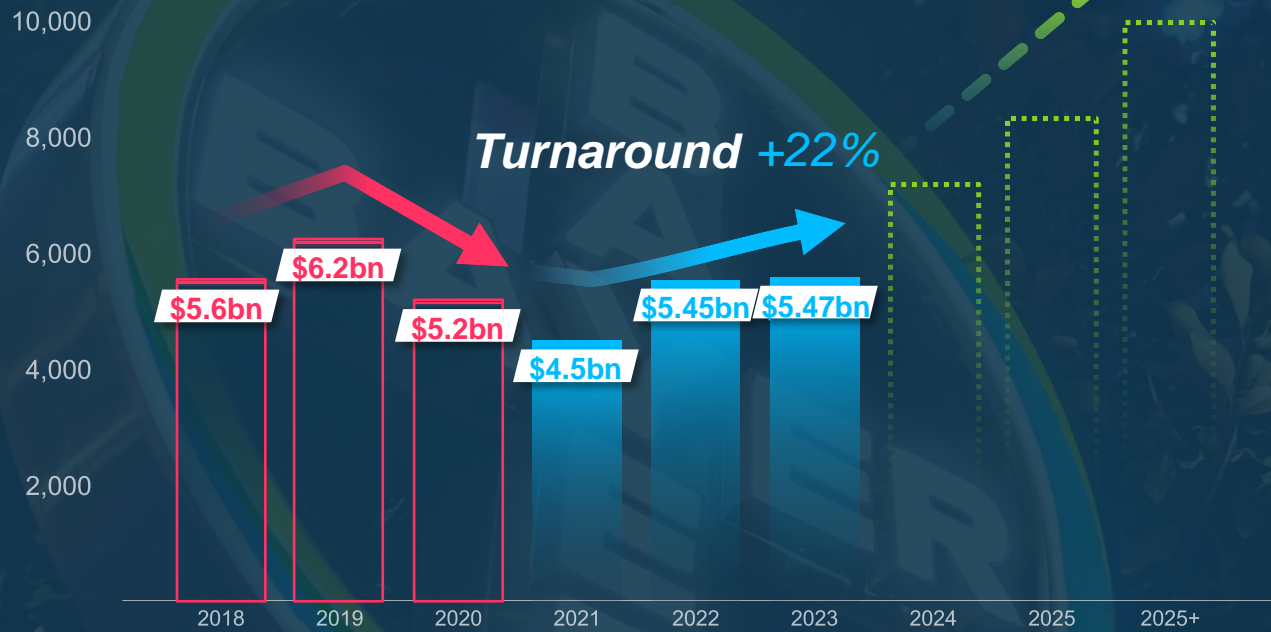
Our Personality & How
Visionary, Optimistic, Passionate

**Building on
strong
foundation**

*And we can
do even
better...*

Road to 10

Consistent brand implementation



Turnaround +22%

2018 2019 2020 2021 2022 2023 2024 2025 2025+



Status: Back to old strength



Next Step: Unleash full potential

Investment

Equity

Performance

Interaction – Reputation Advantage



a. Competence

b. Likeability

For Customers: Familiarity Opportunity

“Medicines“, “Aspirin“,
“Chemicals“, “Big
Company“, “High Quality“,
“Monsanto“,
...

“Health for all and Hunger
for none”
“Science for a *better Life*
“Real Life Science”



Likeability ↗

Dynamic,
outward-oriented,
relatable, warm

Competence →

Competent, high-
quality, reliable,
trusted

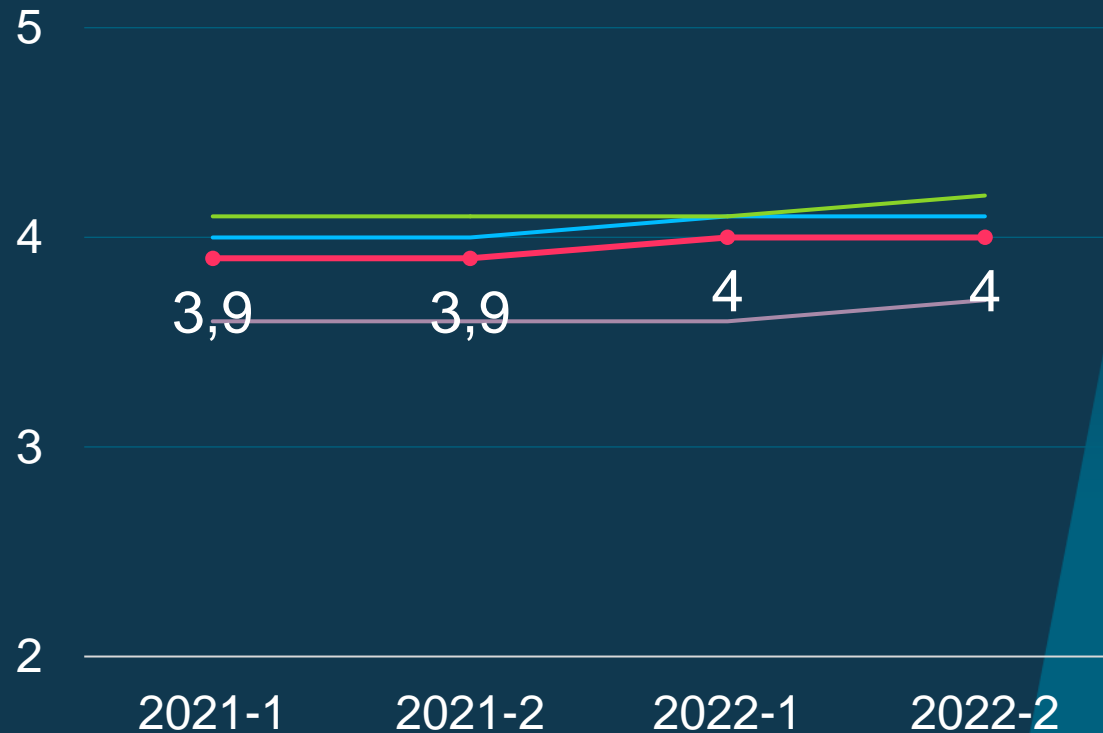
For Investors: Value Opportunity



Competitive set



For Employees: Engagement Opportunity



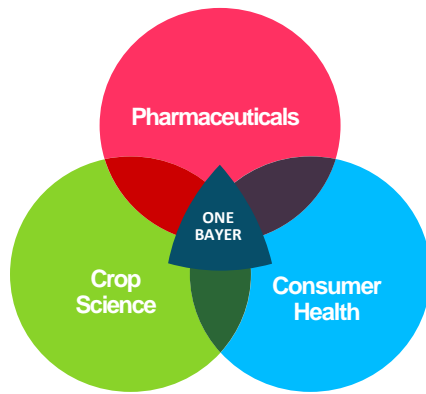
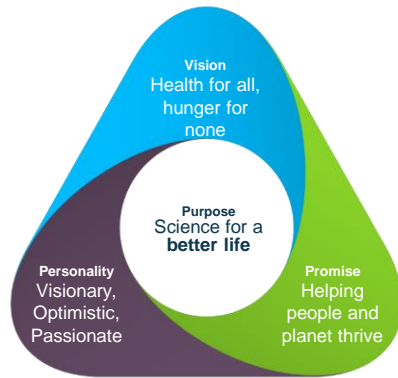
- **Overall Employee Engagement**
- I am proud to work for Bayer
- I am extremely satisfied with Bayer as a Place to work
- I rarely think about looking for a new job with another company

**Leveraging
brand potential**

*Energizing our
Purpose and
Vision*

Our unique Bayer DNA and story

Foundations



Science as our superpower

73%

Trust in scientists'

Edelman Trust Barometer



At the intersection of world-defining topics



To be heard: ONE Bayer brand communication

A photograph of a man and a woman dancing at a wedding. The man is on the left, wearing a brown suit and a blue tie, smiling broadly. The woman is on the right, wearing a white wedding dress with a lace-up back and a white veil, looking at the man. They are in a dimly lit room with string lights in the background. The image is framed by a large, stylized circular graphic composed of two overlapping arcs, one green and one blue.

Better is
being there

Our innovations to fight prostate cancer are giving dads like Mike the chance to be there.

Science for Better





To be remembered: ONE Bayer brand touchpoints

Create more presence where it counts

How could better use our product brands and solutions to convey our unifying and connecting vision and purpose?

Activation beyond the Bayer logo?



To be understood: ONE Bayer mindset

Stepping up our journey toward a fully brand-driven company



From Driving the brand

We are here

to brand-driven

And one last thing...

- Successful brand building requires leadership commitment.
- That is why we invite all of you to become

Top Leadership Brand Ambassadors

for Bayer :-)





Leveraging Brand Potential,
creating Business Value

Our Road to a holistic Brand Expression



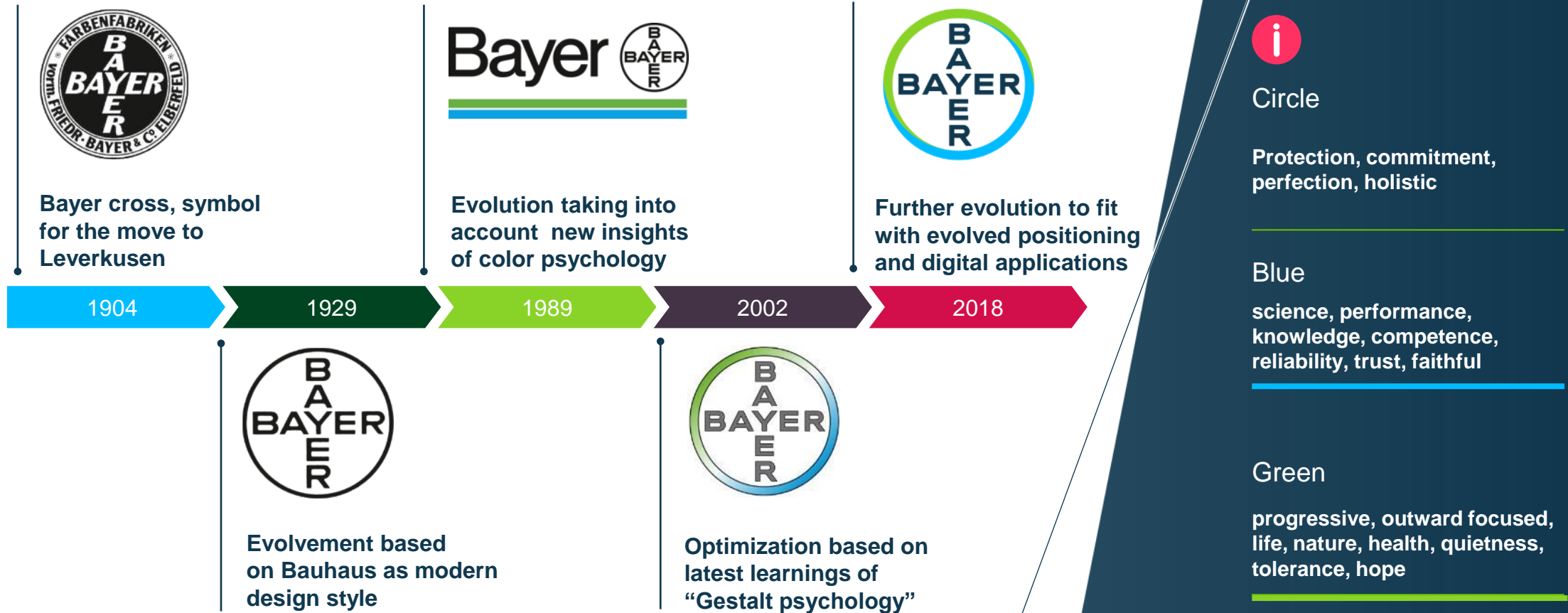
Communications
Global Brand Team



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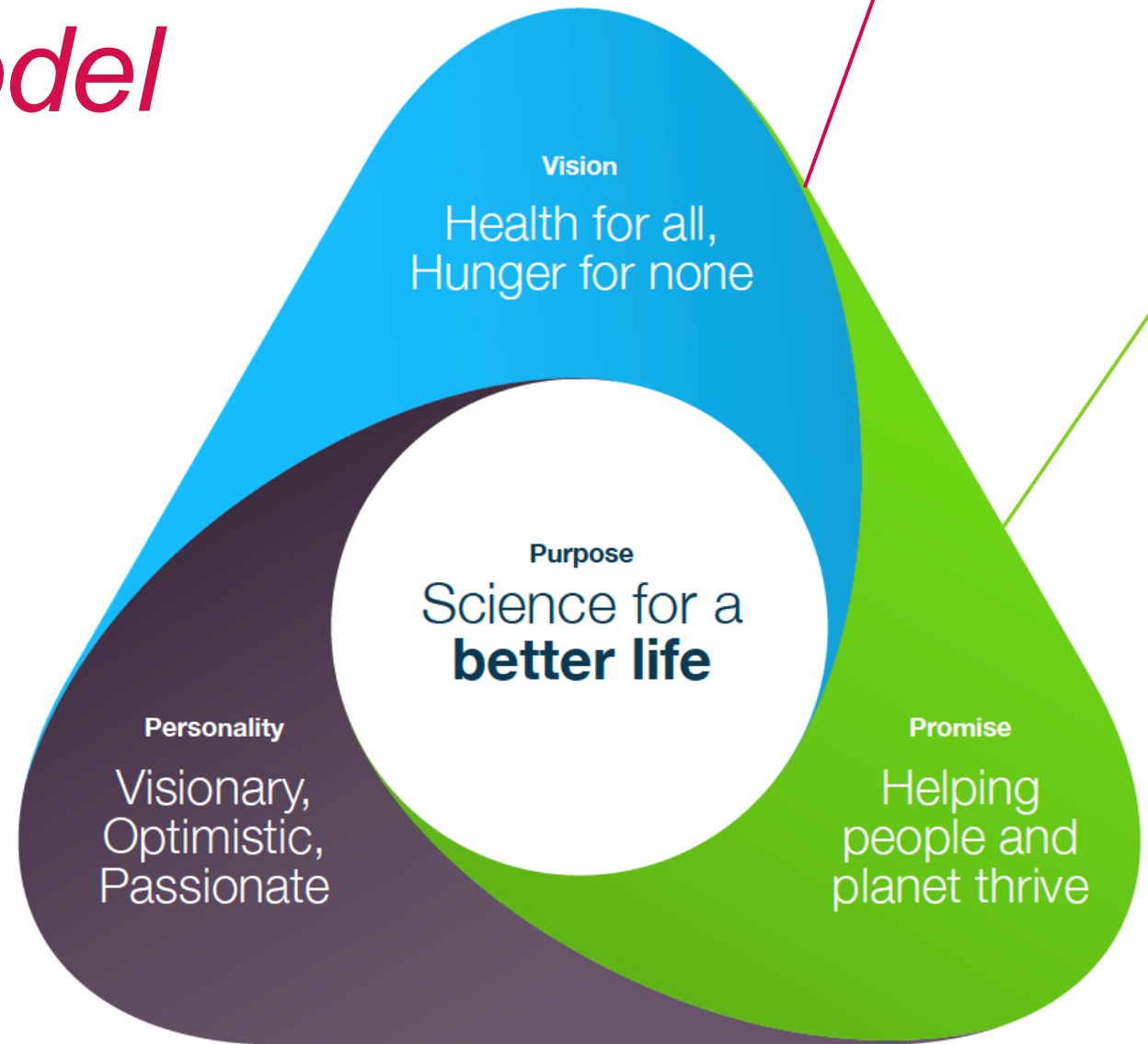
The evolution of the Bayer Cross

One of the world's most renowned and well-known trademarks



The Bayer *brand model*

- // Purpose (WHY)
- // Vision (WHERE)
- // Promise (WHAT)
- // Personality (HOW)



More information: [go/idnet](https://www.bayer.com/go/idnet)

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Our brand experience

is more than just logo and graphics



[go/idnet](https://www.bayer.com/go/idnet)

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Verbal Identity

is an integral part of our Bayer brand

// **Corporate Language** –
American English + exceptions
where needed

// **Company and divisions** –
Understandable, customer-
centric and value creating

// **Brand tonality** – Tone of
voice and style of writing

// **Formality and style** –
consistent and correct use of
language

// **Inclusive language** –
Reflecting inclusion and
diversity in context of language



How many shades are in the
Bayer palette?

- A) 3
- B) 6
- C) 12
- D) 18

But there's more to our visual identity than the logo



Logo



Typography
Neue Helvetica

Colors
12 shades

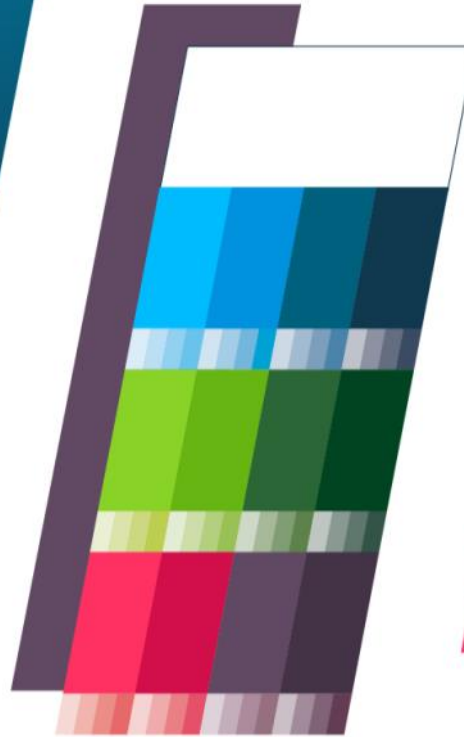
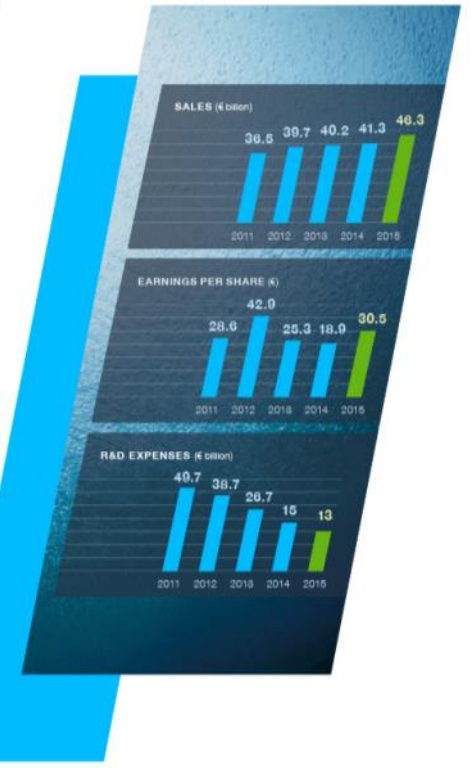


Photo & Video

Graphics & Infographics



Photography

Our principles

Bayer Identity Net:

// go/mediapool

// [Photography](#)



Is vibrant and warm in color



Exudes movement, dynamism and energy



Feels natural and real, not posed or staged



Shows an inclusive and diverse world, full of life

Corporate Video

Our Principles: Diverse, colourful, positive, full of life, from close-ups to wide angle

Inclusive and diverse footage



Styling



People and Casting



Interviews



Find insightful tips and a checklist for videos here: [Video Checklist](#)

Our Sonic Identity

ONE Bayer Brand Sound

- /// Sonic Logo (*Hero*)
- /// Short Sonic Logo (*1 sec*)
- /// Sonic DNA Track
- /// Track Adaptation
- /// On-hold sound
- /// Sonic collection for Live Events
- /// Sonic assets by Topics



////////// Find our corporate sonic assets here: [Our Sonic Identity](#)



What is Bayer's brand *personality?*

- A)** *Wise, futuristic, innovative*
- B)** *Visionary, optimistic, passionate*
- C)** *Inclusive, Innovative, sustainable*
- D)** *Visionary, passionate, sustainable*

Brand Activation

Gain significant competitive advantage if audiences can connect with and are stimulated by our brands

////////// Make full use of our master brand and product brands.

From brand experience worlds
to administrative buildings



From temporary installations
to permanent architectures



From room concepts
to building concepts



From live to online / virtual



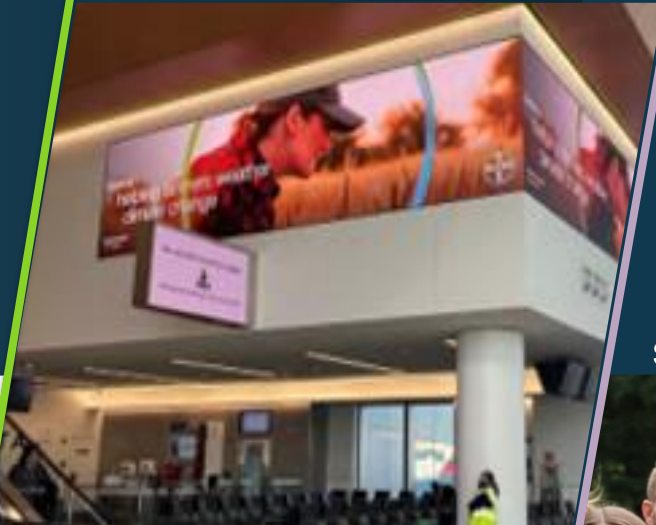
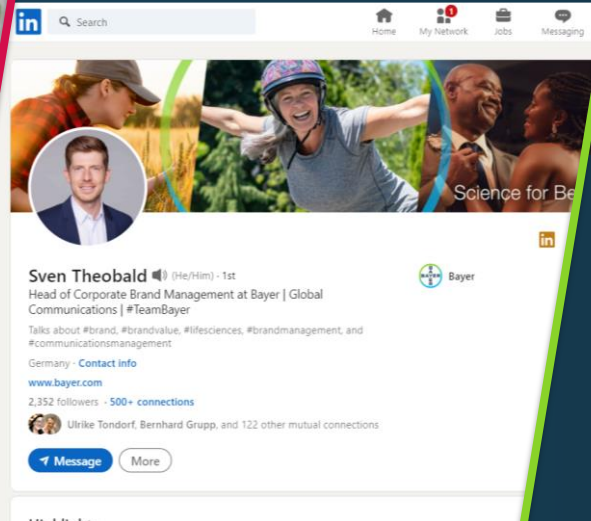
Bringing it all together

Every moment presents an opportunity to unleash Bayer's full potential

From speaker opportunities ...



... to your online presence,



... partnerships and sponsorships opportunities!

... external corporate and product brand campaigns,



Visit the [Brand Academy](#) on Bayer Identity Net



Corporate Brand Management – We're here to help



Bernhard Grupp
Brand Education & Enablement

+ Branding BP Crop Science



Olena Antonova
Brand Strategy & Identity

+ Branding BP Consumer Health



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Liza Lobo
Brand Communication & Partnerships

+ Branding BP Enabling Functions