



Bayer Corporate Policy “Responsible Marketing & Sales”

Bayer’s corporate culture is an important factor in the company’s success. Central to this culture are our values: **Leadership, Integrity, Flexibility and Efficiency**, summarized by the term LIFE. In the marketing of our products and services, Integrity means:

“To comply with laws, regulations and good business practices”

We are committed to ethical sales & marketing practices that meet the standards set by external regulations & codes of practices, in particular

- all laws and regulations dealing with marketing practices
- all applicable global, regional and local industry codes relevant for our business
- privacy of customer or consumer information and data protection
- recommendation and promotion only of lawful uses, e.g. no off-label promotion for medicinal products

In addition, we are committed to observe company-specific regulations, most of all “The Bayer Corporate Compliance Policy”. It draws attention to a number of principles that are of particular significance in practice and gives guidance to all Bayer employees world-wide.

“To be honest and reliable”

We are committed to accurate and scientifically substantiated communication, in particular

- clarity: no misleading statements
- accuracy: all advertising to undergo internal review for accuracy & compliance
- transparency: evaluation of risks and proper information about any risk associated to our products in accordance with industry practices and relevant requirements
- consistency of information irrespective of form and forum (e.g. press information, social media, customer letter)
- good ethical behavior and transparent business practices

“To listen attentively and communicate appropriately”

We are committed to openness and transparency, in particular

- transparent product information
- implementation of efficient, reliable internal management systems
- responsible interaction with all stakeholders groups
- transparent lobbying activities
- collect feedback and consider outside views

“To care about people, safety and the environment”

We are committed to implementation and monitoring of procedures, systems and processes, in particular

- assess risks: regularly review marketing business operations to assure highest quality of our products as well as safeguarding people and the environment
- prevent: training in order to help employees understand laws and regulations as well as internal rules
- act: corrective actions where required and transparent reporting on reassessments
- change: adapt (including restrict) marketing of products to the extent required by risk assessments

This Policy is valid for Bayer AG and all Group companies and applies to all marketing activities and sales activities.

Additional regulations of the Group companies provide more detailed information and guidance on industry specific issues and internal management systems.

– Master version English, other languages will follow –