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News Release

Bayer's Berocca Becomes Official Energy Partner of Quetta Gladiators

Karachi, December 4, 2019 – Bayer, a leading life science company in the fields of health care and nutrition, is sponsoring Quetta Gladiators, one of the most successful teams of the Pakistan Super League, for PSL 2020.

Bayer's Consumer Health brand Berocca, a vitamin and mineral supplement which fulfills the energy needs of fitness conscious people globally, shall be one of the sponsors of Quetta Gladiators during the upcoming season, as the Official Energy Partner of the team.

Pakistan Super League is a one-of-a-kind national event that is held on an annual basis. It is also the only franchise sports league in the country. To further the worthy cause of sports promotion and development, the management of Bayer feels that it is important that corporations extend their support. Bayer has the distinction of being the first and only life science company in Pakistan to invest in the PSL.

Quetta Gladiators, the Reigning Champions of Season 4 of the PSL are proud to announce Bayer as one their partners during the next season. Only one of the two teams to reach 3 finals in 4 seasons, Quetta Gladiators has achieved success not only on the field, but off the field as well.

Mr Nadeem Omar, owner of Quetta Gladiators, said, "We at Quetta Gladiators are extremely proud to have the first life science company in the PSL as one of our respected sponsors. One of our strengths is sponsor retention. By partnering with brands such as Berocca, we are not only increasing our brand equity but also ensuring that strong and recognisable brands are part of the biggest sports event in Pakistan."

CEO and Managing Director of Bayer Pakistan, Dr. Imran Ahmad Khan said at signing ceremony, "Bayer Pakistan is delighted to have Berocca and Quetta Gladiators join hands. With Berocca, the Quetta Gladiators athletes have a specifically tailored vitamin and mineral supplement that will help enhance their mental and physical performance." He added that Berocca Performance helps improve alertness, concentration and physical stamina, and reduces tiredness and fatigue.

"Bayer's Consumer Health division intends to continue supporting sports in Pakistan to promote healthy, active lifestyles among our youth," added Mr Mirza Khalid Naseem Baig, Country Head of Bayer's Consumer Health division.

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About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to benefit people by supporting efforts to overcome the major challenges presented by a growing and aging global population. At the same time, the Group aims to increase its earning power and create value through innovation and growth. Bayer is committed to the principles of sustainable development, and the Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2018, the Group employed around 117,000 people and had sales of 39.6 billion euros. Capital expenditures amounted to 2.6 billion euros, R&D expenses to 5.2 billion euros. For more information, go to www.bayer.com

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