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News Release

Not intended for UK Media

Bayer Launches Centafore™ Imaging Core Lab to Support Imaging for Clinical Trials and Software as a Medical Device Development

- Imaging Contract Research Organization (iCRO) from Bayer offering tailored services that will span the entire imaging study cycle from concept to completion
 - Supporting early research through Phase IV trials and Software as a Medical Device (SaMD) development for pharmaceutical, biotech, medical device, and digital health companies
 - 25+ years of expertise as the Imaging Core Lab for Bayer, supporting more than 200 clinical trials globally
 - Bayer will be showcasing Centafore™, its services and technology at this year's Annual Meeting of the American Society of Clinical Oncology (ASCO) in Chicago from May 30 till June 3
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Berlin, May 22, 2025 – Bayer today announced the launch of its Imaging Core Lab under the brand name Centafore™. With over 25 years of experience supporting more than 200 clinical trials at Bayer and its arm's length companies globally, Centafore™ is now positioned as a distinct imaging solution provider, offering tailored services for external customers to support their clinical trials and Software as a Medical Device (SaMD) development across diverse therapeutic areas and development phases. Attendees of the 2025 Annual Meeting of the American Society of Clinical Oncology (ASCO) will get the chance to learn more about the Centafore™ team, technology and its services in Chicago from May 30 till June 3 (Booth #24152).

Centafore™ provides technology and services for image management, processing, and interpretation, empowering study sponsors with expert project management and facilitating advanced analyses of imaging data. Its extensive network includes experienced imaging professionals such as board-certified radiologists, enabling customers to effectively manage studies across more than 50 countries.

“Centafore™ represents a significant leap forward in our commitment to enhancing the landscape of clinical trial imaging and advancing the development of new medicines and healthcare solutions,” said Nelson Ambrogio, President of Radiology at Bayer.

“By leveraging our extensive experience and expertise, we are dedicated to providing our customers with high quality imaging services that meet their specific needs in clinical research. Through Centafore™, we aim to enhance the reliability of trial outcomes and support informed decision-making in the development of investigational medicines, ultimately benefiting patients and improving their quality of care.”

The services support a wide range of therapeutic areas, including oncology, cardiovascular, central nervous system (CNS), dermatology, women’s health, pediatrics, and digital health. It aims to help pharmaceutical, biotech, medical device and digital health companies with early research through Phase IV trials and SaMD development, and adherence to regulatory and data privacy compliance standards.

As part of Bayer’s ongoing efforts to support global healthcare startups, the Imaging Core Lab Services of Bayer have been first presented at ECR 2024. Centafore™ is already collaborating with organizations such as OBIO® and Luxsonic Technologies to leverage clinical imaging as a critical tool for improving decision-making in clinical trials and software as a medical device development.

About Centafore™

Centafore™ is an Imaging Contract Research Organization (iCRO) that supports early research through Phase IV trials and Software as a Medical Device (SaMD) development for pharma, biotech, medical device and digital health companies.

For over 25 years, it has been the primary, trusted iCRO for Bayer, playing a vital role in advancing the company’s drug pipeline – and now, extended its expertise to external customers under the brand name Centafore™, delivering high-quality support for imaging studies and research initiatives across the industry.

About Bayer in Radiology

Building on a century of expertise, Bayer is committed to innovative products and high-quality services in diagnostic imaging to enhance patient care. Its leading radiology portfolio features contrast agents and devices for precise administration across modalities including computed tomography (CT), X-ray, magnetic resonance imaging (MRI), and

positron emission tomography (PET). Bayer's comprehensive offerings also include informatics solutions and a medical imaging platform with digital and artificial intelligence (AI) powered applications. In 2024, Bayer's radiology products generated €2.1 billion in global sales. Bayer continues to advance research and innovation in medical imaging, including the integration of AI.

About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. In line with its mission, "Health for all, Hunger for none," the company's products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2024, the Group employed around 93,000 people and had sales of 46.6 billion euros. R&D expenses amounted to 6.2 billion euros. For more information, go to www.bayer.com.

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