



Bayer AG
Communications
51368 Leverkusen
Germany
Phone +49 214 30-1
www.bayer.com/en/media

News Release

Bayer Expands Open Innovation Network in China with New Hub in Shandong Province

- Second China Center of Innovation and Partnership (CCIP) launched in Shandong, building on the inaugural Shanghai hub opened in October 2024
- Platform-based model connects industry, academia and research to accelerate the development of trusted self-care solutions in skin health and digestive health

Leverkusen, June 15, 2026 – Innovations co-developed in China will reach consumers in Australia, Asia-Pacific and beyond – reinforcing Bayer's global cycle of innovation from local insight to international scale

Bayer Consumer Health recently inaugurated its second China Center of Innovation and Partnership (CCIP) in Shandong province, marking a significant expansion of the company's open innovation ecosystem in one of the world's fastest-growing consumer health markets. The new hub, established in collaboration with Jewim Pharmaceutical Co., Ltd. and the Shandong Institute for Food and Drug Control, will focus on co-developing science-led self-care solutions in skin health and digestive health.

The launch advances Bayer Consumer Health's innovation ambition — turning scientific expertise and consumer insights into trusted self-care solutions for everyone, everywhere, everyday — and underscores China's growing strategic role in the company's global R&D network.

From Local Insight to Global Impact

China is Bayer Consumer Health's second-largest market worldwide and an increasingly important source of innovation across its global portfolio. The CCIP model is designed to shorten the path from scientific discovery to real-world consumer solutions by integrating

partners across the full innovation value chain — from early-stage research and co-development through to regulatory support and manufacturing scale.

Since the first CCIP opened in Shanghai in 2024, the platform has delivered tangible results. Co-developed products include Kangwang® Minoxidil Liniment for hair-loss management (with Jewim Pharmaceutical Co., Ltd.), Talcid® Lactulose Oral Solution for digestive health (with Jewim Pharmaceutical Co., Ltd.), and probiotic innovations with Jiangnan University that have entered Asia-Pacific markets. Active pharmaceutical ingredients co-developed with Xinhua Pharma are being exported to multiple countries, and products created with Sirio Pharma are expected to reach consumers in Australia. “The establishment of the Shandong CCIP further strengthens our open innovation network in China and elevates our cooperation model from project-based collaboration to a platform-based model,” said David Evendon-Challis, Chief Science Officer, Bayer Consumer Health. “It also reflects Bayer Consumer Health’s enduring commitment to the China market and marks another milestone in advancing our ‘In China, for Global’ concept.”

Why Shandong

Shandong province offers a robust industrial base, a supportive policy environment and a mature innovation ecosystem — conditions that enable innovations to move more efficiently from the laboratory to large-scale production.

Tiejun Li, Chairman and General Manager of Jewim Pharmaceutical Co., Ltd., said, “Over the years, Jewim Pharma and Bayer have continuously strengthened cooperation across product innovation, quality management, and industrialization, building a strong foundation of mutual trust. The launch of the CCIP in Shandong creates a more open and efficient collaboration platform for both parties and broader ecosystem partners. As a key link in industrialization and an active participant in joint R&D, Jewim Pharma will fully leverage its end-to-end capabilities—from research and development to manufacturing—to bridge the ‘last mile’ from joint laboratory innovation to large-scale commercial production.”

Innovating for Everyday Health

As consumer expectations shift from reactive treatment toward proactive prevention and daily self-care, Bayer Consumer Health is building innovation ecosystems that can respond at pace. The CCIP model reflects this shift — combining deep consumer understanding with data-driven insights and cross-sector collaboration to develop solutions that meet evolving everyday health needs.

"As self-care needs continue to evolve, the consumer health market is entering a new phase—shifting from 'passive treatment' to 'proactive prevention,' and from single products to scenario-based solutions," said Sophia Li, Head of R&D, Bayer Consumer Health China. "Bayer remains committed to a consumer-centric and science-driven approach, building an open and collaborative innovation ecosystem while leveraging digital empowerment to enhance both R&D efficiency and consumer user experience. The launch of the Shandong CCIP further expands Bayer Consumer Health's innovation network and brings China innovation to the world."

A Growing Cycle of Innovation

The Shandong launch is part of a broader transformation in how Bayer Consumer Health approaches innovation globally. At the heart of this approach is a cycle of innovation: deep, local understanding of consumer needs feeds the development and scaling of flexible global platforms that are then adapted to meet local needs in markets around the world. Through the CCIP network, Bayer is strengthening this cycle — combining global scientific expertise with local insight to deliver trusted self-care solutions to more people, in more places.

Looking ahead, Bayer Consumer Health will continue to expand its partnerships with academic institutions, research organizations and industry partners through the CCIP platform, with a focus on accelerating the development of high-quality, science-based self-care solutions.

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 2025, the Group employed around 88,000 people and had sales of 45.6 billion euros. R&D expenses amounted to 5.8 billion euros. For more information, go to www.bayer.com.

Contact for media inquiries:

Joss Tosoni

Email: joscelin.tosoni@bayer.com

jt (2026-0099e)

Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.

Bayer AG is a holding company with operating subsidiaries worldwide. References to "Bayer" or "the company" herein may refer to one or more subsidiaries as context requires.