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News Release

Accelerating Precision Health Ambitions

Bayer partners with innovative hormone monitoring device start-up

- Funding to advance early-stage research efforts
 - Potential to address key consumer needs across categories
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Basel, Switzerland, October 24, 2024 – Bayer today announced a partnership with Imphi, an innovative, deep-tech start-up in precision care. Imphi's goal is to advance women's health and deliver the first real-time hormone monitoring device – making fertility more accessible, safer and more successful.

With hormones playing a critical role in many of our body's systems and functions, real-time monitoring can help unlock key insights necessary to make smarter, more precise decisions about a person's healthcare.

Terms of the partnership were not disclosed, but it is intended to advance early-stage research while exploring a variety of potential use cases for hormone monitoring and providing Imphi with access to Bayer's global innovation ecosystem. The partnership is the result of Imphi winning a Bayer-sponsored innovation challenge at the HLTH Europe conference earlier this year.

"New technologies are helping us answer one of the largest consumer unmet needs: better understanding what is happening in their own body and what it means for managing their health journey," said Aquil Harjivan, Head of front-end innovation for the Consumer Health division of Bayer. "We are excited to join cutting-edge innovators like Imphi to explore the exciting frontiers of making health care more precise for every individual."

“Reimagining women's hormonal health is more than a challenge; it's an opportunity to innovate and transform lives. The opportunity to break barriers together with a pioneering leader in the field such as Bayer is not just exciting—it's a chance to create meaningful change and deliver better outcomes for everyone.” said Anna Luisa Schaffgotsch CEO, Impli.

Bayer sees potential for advancements across its self-care categories with deeper understanding of a person's hormones and their potential impact on conditions like stress, sleep, weight management, cardiovascular health, women's health, or bone health.

Accelerating Precision Health Ambitions

Since launching a new business unit focused on Precision Health, Bayer has emerged as an industry leader in partnering with innovative companies bringing new digital tools to consumers to help them manage their health. Earlier this year in the U.S., Bayer launched the One-a-Day Age Factor ecosystem to help consumers better understand and manage their personal aging journey at the cellular level.

“Each of us are on a unique health journey,” added Harjivan. “Better insights and diagnostics coupled with trusted self-care products pave the way for us all to better manage our own journeys.”

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 2023, the Group employed around 100,000 people and had sales of 47.6 billion euros. R&D expenses before special items amounted to 5.8 billion euros. For more information, go to www.bayer.com.

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Forward-Looking Statements

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