



150 Years
Science For A Better Life



Bayer: 150 Years | The Anniversary Year 2013



150 Years
Science For A Better Life



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Bayer organized a wide range of activities throughout the world to celebrate the 150th anniversary of the company's foundation.

Dear readers,



Life has taught me that things don't always go as perfectly as one might perhaps have wished for. So when my expectations are not only met but clearly exceeded, the experience is all the more remarkable and valuable.

And that's just what happened on many occasions during Bayer's 150th anniversary year. I know from the many positive and in some cases highly enthusiastic reactions – both from our employees and from our numerous guests – that I was not alone in this experience. The airship, the anniversary song, the party in the stadium, the official anniversary ceremony, the anniversary book, Celebration Day, the Anniversary Tour, My Bayer Story, the “Science For A Better Life” Symposium or the volunteering project: all of these left an impression on people.

Our anniversary celebrations also underscored the fact that Bayer is one of the world's leading innovation companies, with products that have become indispensable in everyday life. Time and again over the past 150 years, Bayer's inventions have helped to improve people's quality of life. This great tradition also represents an obligation for the future

– fully in line with our mission “Bayer: Science For A Better Life.”

This publication recalls the highlights of the anniversary year. It looks back on the many emotional and spectacular moments we enjoyed and is intended to inspire you, the readers, to continue devoting your energy, passion and creativity to our company. After all, these are the qualities that have made us so successful for 150 years. And I firmly believe they will continue to do so in the future.

My special thanks go to all those colleagues around the world who have helped to make this anniversary year an unforgettable experience for everyone.

Sincerely,

A handwritten signature in blue ink that reads "Marijn Dekkers". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dr. Marijn Dekkers

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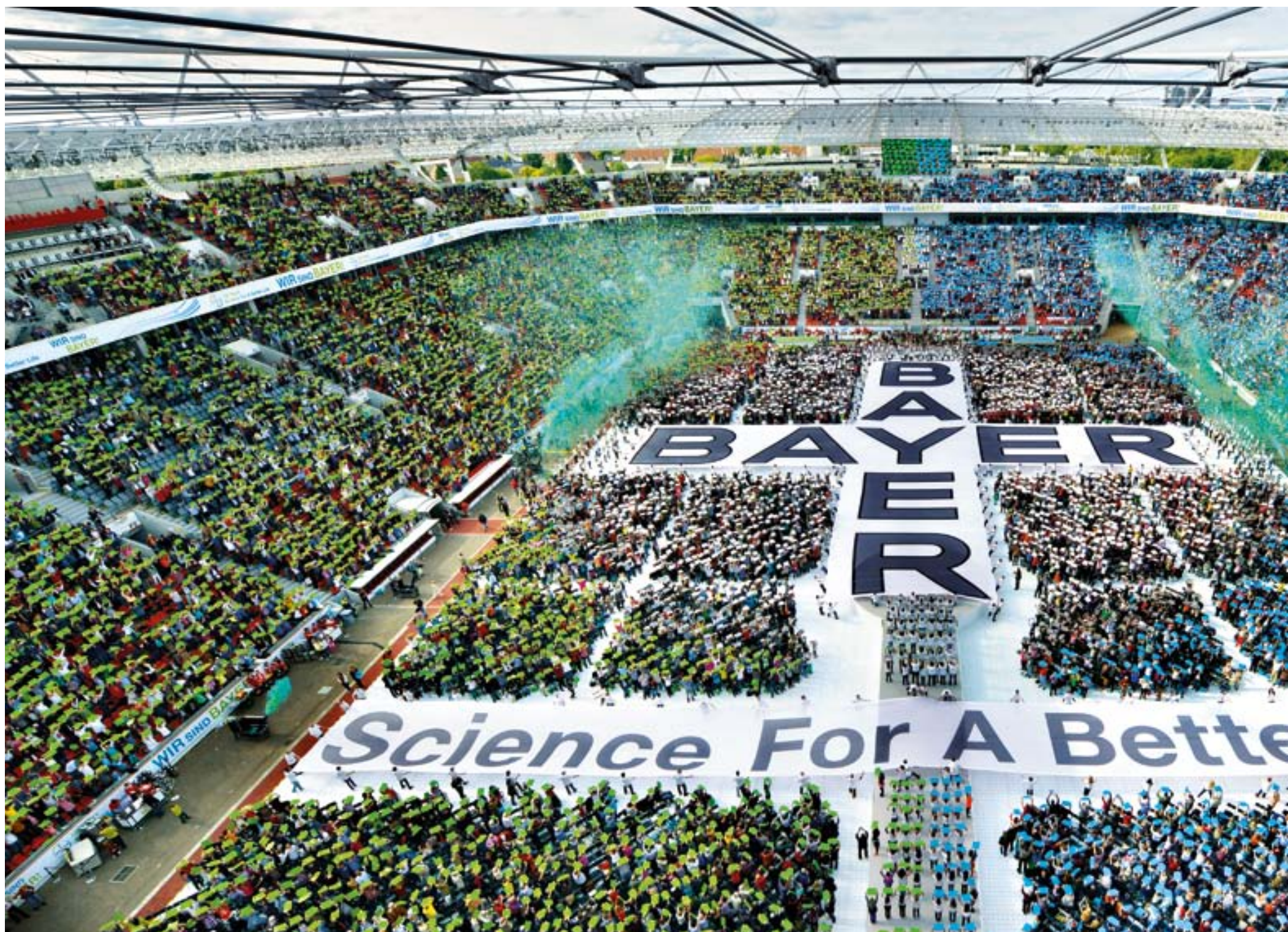


A heavenly ambassador represents Bayer on world tour

The anniversary year saw the giant Bayer airship appear in the heavens over New York. But not just there. The silent giant with the 8-meter Bayer Cross on its envelope also floated over metropolises on every populated continent. From New York to Sydney to Rio – the striking brand ambassador enthralled people worldwide and drew attention to Bayer and its mission, “Science For A Better Life.”

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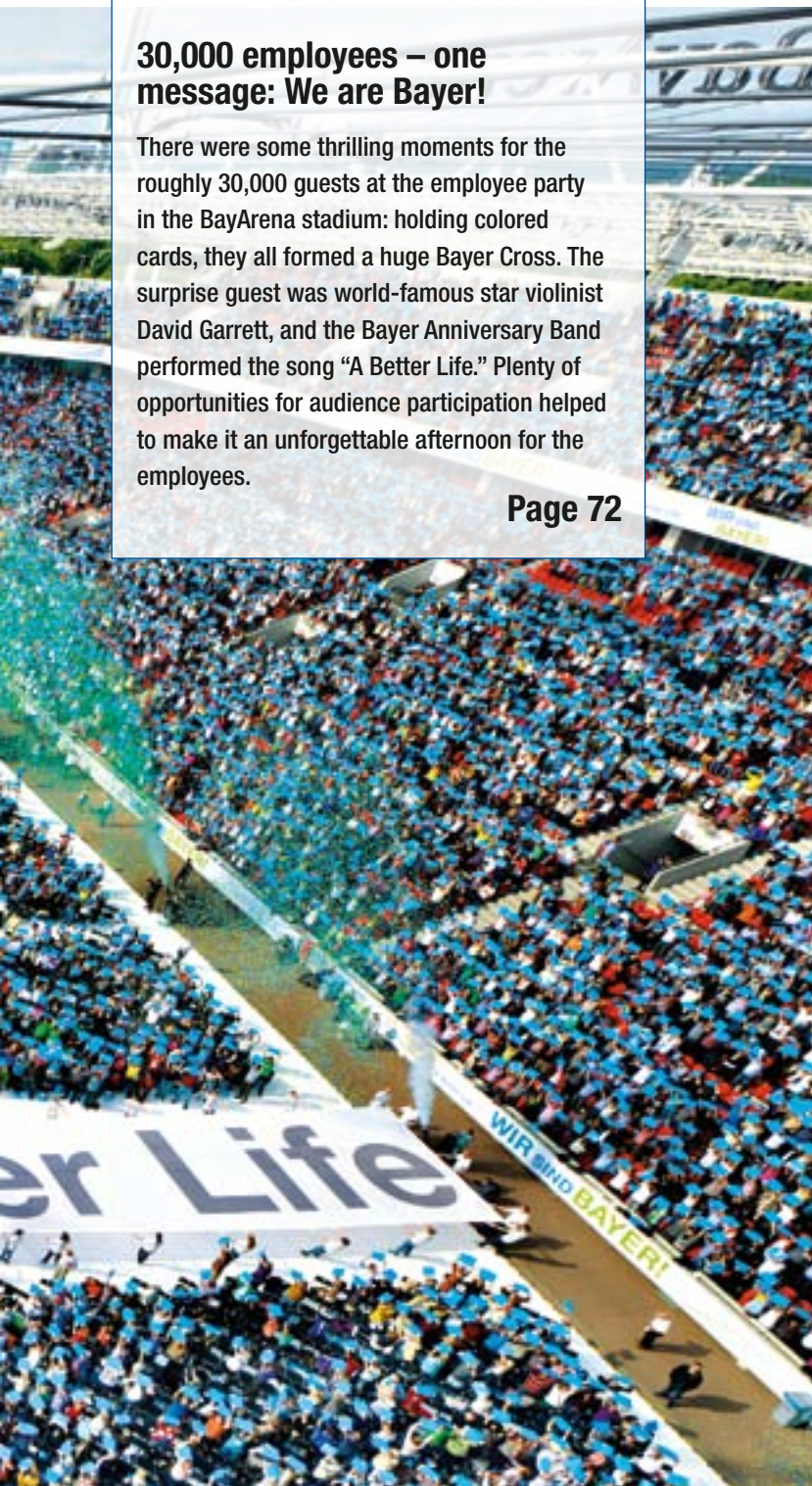




30,000 employees – one message: We are Bayer!

There were some thrilling moments for the roughly 30,000 guests at the employee party in the BayArena stadium: holding colored cards, they all formed a huge Bayer Cross. The surprise guest was world-famous star violinist David Garrett, and the Bayer Anniversary Band performed the song “A Better Life.” Plenty of opportunities for audience participation helped to make it an unforgettable afternoon for the employees.

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German Chancellor celebrates with Bayer

Chancellor Angela Merkel came to the Cologne trade fair center to personally congratulate Bayer on the 150th anniversary of its foundation. She described the company as an outstanding advertisement for Germany as an industrial location. The 1,000 guests were treated to an exciting stage show illustrating everyday situations in which Bayer products make a contribution to a better life.

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An interactive exhibition on world tour

Bayer developed a traveling exhibition comprising interactive boxes to mark the company's 150th anniversary. The boxes display oversized letters which, together, spell out Bayer's mission: "Science For A Better Life." The boxes contain interesting elements that make science a hands-on experience.

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Mr. Großvater (mütterlicherseits)
Carl Zöll geb. 12. 11. 1866 in Jangford bei Schleiden
in der Eifel als "Oberheizer" in der Ultramarin-
fabrik, in der blauer Farbstoff hergestellt wurde.
In I. verkusen-Wiesdorf um die Jahrhundertwende

The Bayer Pioneer and the Gold Coin ...

My Bayer Story: More than 1,200 employees recalled very personal experiences with the company.

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Employees worldwide celebrate the company's birthday

Wherever you were in the anniversary year: the message was "Happy Birthday, Bayer."

Page 54





Ten employees sing Happy Birthday

The winners of the Bayer Anniversary Song competition recorded the song "A Better Life" together and performed it at the employee party "We are Bayer."

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Bayer Collection attracts a large number of visitors

From Beckmann to Warhol – the title of the exhibition speaks for itself. Bayer put selected works by a range of world-famous artists on display for the first time in Berlin to mark its anniversary. The pictures form part of the company's own art collection, one of Germany's most important and traditional corporate collections. The exhibition proved to be a major attraction, with some 50,000 visitors.

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Bayer helps young scientists get started

During the finals of “Jugend forscht,” school students from all over Germany presented their science projects at Bayer in Leverkusen.

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A thousand cakes for a birthday menu

On Celebration Day, all the employees worldwide enjoyed a special meal prepared in honor of their company's 150th anniversary.

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Gold medallion and book for every employee

Bayer thanked its employees worldwide with the gift of a gold medallion and an attractive anniversary book.

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Bayer donates masterpiece to Wuppertal

Tony Cragg's bronze sculpture symbolizes the work of the famous Bayer scientist and Nobel prizewinner Gerhard Domagk.

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Amateurs versus the Bayer 04 Leverkusen professionals

SV Merten played against Bayer's Bundesliga squad after winning first place in a soccer contest. The final tally from the soccer festival: eight great goals, stars up close and personal, and generous earnings for the amateur club's coffers.

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Bayer: 150 Years – Science For A Better Life



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Overview

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Activities worldwide



Bayer celebrations worldwide
The anniversary celebrations will be multi-faceted and international focusing on employees and their families – but neighbors, customers, partners and the scientific community are also to be included in the celebrations. [more >](#)

Volunteering Program



Being a role model pays off!
To mark the company's anniversary, the Bayer Cares Foundation was looking for 150 employees and retirees around the world who are active as volunteers in clearly defined social projects near the Bayer sites. [more >](#)

Play and Win



Enter the "150 Years of Bayer" Quiz
Guess the terms our young researchers are describing in our anniversary quiz and win great prizes. Till November ten rounds of the quiz offer lots of puzzle fun. [more >](#)

News

September 5, 2013
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Newsletter

[Our newsletter informs you regularly about "150 Years of Bayer".](#)

Event Calendar

[Overview of dates to 150 years Bayer](#)

Follow us



Book of Congratulations



Your congratulatory messages are very welcome
We are looking forward to reading all your contributions, which you are welcome to submit in your own language. [more >](#)

E-cards



New designs available!
Select your favorites from numerous image motifs from the Bayer world or our anniversary activities and give others a pleasant surprise. [more >](#)

Bayer Anniversary Tour



Interactive exhibition visits Vietnam and Australia
Let's go to Ho Chi Minh City or Sydney: the Anniversary Tour will be on display in Ho Chi Minh City, Vietnam on November 10th and in Sydney, Australia on

Competitions, prize drawings and exciting stories from the world of Bayer – internet users from all over the world followed the company's anniversary on the redesigned Group website.

JANUARY 2, 2013

Web and social media activities

Everyone could join in on the internet

**Thanks to the internet and social networks, people were able to share in
Bayer's anniversary celebrations throughout the year.**

The big anniversary – what an event! It goes without saying that there were exuberant celebrations throughout the year. And of course we wanted everybody around the world to be a part of it. The Internet and Social Media team therefore prepared a large-scale internet campaign to draw attention to the 150th anniversary, using competitions, prize drawings and comprehensive reports about the many anniversary activities.

Their most important project was the relaunch of the Bayer website. The site was launched on January 2, 2013, and marked the beginning of the activities for the 150th anniversary. A special new aspect of the redesigned website was that it was always full of the latest information about the 150th anniversary and highlighted the many activities. There was also a timeline charting the history of the company and its greatest moments. With its clean, fresh design, the Group's website invited users to even greater interaction. The aim was to provide a conduit for discovering the fascination of Bayer.

The Online team created the “Story of the day” section to do precisely that. Each day brought a new insight into the Bayer world – on various topics that whetted the appetite for more. There were also exciting activities that encouraged people to visit the site. For example, there was a quiz with ten rounds in total, with an iPad and lots of other prizes to be won. Participants had to guess terms from the world of Bayer that were described by children in short videos. Many employees were also caught up in the guessing game: “I took part in every round of the quiz, and finally won something in round seven,” said Nadine Fassbender, now the proud owner of an iPad.

Other interactive elements of the 150th anniversary web special included electronic greetings cards and the online Book of Congratulations. Internet users sent e-mail postcards with designs taken from the world of Bayer and left their personal messages of congratulations for the 150th anniversary on the website. Hundreds of current and retired employees, as well as customers and fans of the company,



① Amateur photographers rushed to take part in the airship photo competition on Facebook.

② E-cards with various designs were sent around the world as greetings.

③ In ten exciting rounds, there were opportunities to win fantastic prizes in the anniversary quiz.

④ There was a new story from the world of Bayer to bury yourself in every day.

⑤ The timeline offered a multimedia journey through the history of Bayer.

⑥ Users could follow the anniversary activities geographically on an interactive world map.



took this opportunity to congratulate the Group and provide anecdotes of their experiences with Bayer. For example, Nguyen Thanh Huong from Vietnam writes: “I am proud to be part of the Bayer family and wish Bayer much success in the coming years.” Retiree Bernd Stahl also expressed his thanks for the anniversary gift: “Some of the personal contributions from notable employees and scientists in the book really brought back some memories for me. After all, 37 years at a company shape and form your personal relationships and life-long friendships.”

Of course, the huge employee event in the BayArena was broadcast live over the internet. As they were encouraged to do at the beginning of the celebration, participants then posted their photos from inside the stadium live on the Group’s Facebook page. This enabled people around the world to share in the event from many different individual perspectives. The airship tour competition was similarly successful. Amateur photographers the world over posted fascinating shots of the Bayer Airship on its Facebook page. Internet users then voted on who had uploaded the best

photo, with the winner receiving a Bayer surprise package and an exclusive flight in the airship.

The “My Bayer Story” and “Anniversary Song” events also used the possibilities of social media – and reached far more employees than anticipated. Around 1,200 employees worldwide wrote about their personal experiences at Bayer for “My Bayer Story.” This meant there was a new story on the company website each week for internet users to read. And hundreds of staff members worldwide uploaded videos for the anniversary song competition. The final version of the song “A Better Life” even sounded so good that Bayer decided to market it on the Amazon, iTunes and Musicload music platforms.

As you can see, the internet activities marking the 150th anniversary of the company were a pinnacle of digital communication for Bayer. Digital media were an effective means of deriving maximum benefit from creative, carefully conceived and ultimately successful projects – in some cases even making them possible in the first place. ●



Book of Congratulations

“Congratulations on this amazing milestone.”

Mary Beth Donnelly, United States

“I’m proud to be part of Bayer.”

Nguyen Thanh Huong, Vietnam

“Congratulations to Bayer for so many years of innovation, discipline, success and teamwork.”

Carolina Orozco B., Colombia

“150 years promoting a better life all over the world!”

Same Mehmar, Brazil

“It’s nice to have been part of this Bayer family for 38 years.”

Jürgen Schopp, Germany

① Kristin Green from the U.S. described what it felt like to be pictured on the cover of Bayer's 2011 Annual Report.

② Laila Yassin from Dubai tells the story of a blanket made from a Bayer material that her father Wael Yassin owned when she was a child.

③ Glory Bai from Shanghai founded the first Bayer Volunteer Association in China, her mission being to arouse people's sense of responsibility.

④ Justin Gleeson recalls a couple of amusing incidents caused by his lack of knowledge of German when he first arrived in Germany.



JANUARY 2, 2013

The first "My Bayer Story" is published on the Bayer News Channel

Anecdotes from Bayer employees

More than 1,200 employees sent in their personal Bayer story to mark the company's anniversary.

What is it that makes Bayer so special? For Michaela Duisberg it is epitomized by a family anecdote that has been handed down through the generations: the story of the gold coin. Her great-grandfather Karl Zöll worked as a stoker at the power plant in Leverkusen in the late 19th century. One morning, Bayer's General Director Carl Duisberg came to visit. He asked Karl Zöll how he and his wife were. "My great-grandfather replied that they were expecting their eighth child (which was quite normal in those days), and Carl Duisberg sent his regards to his wife," says Michaela Duisberg, who works for Currenta in Leverkusen. "When the General Director had left, great-grandfather continued his breakfast. He picked up the white enamel coffee pot. Underneath he found a gold coin, which was apparently worth quite a lot in those days, probably about one month's salary."

For Michaela Duisberg, this story symbolizes Bayer's attitude to its employees: "The big boss took a personal interest in the welfare of his employees." Michaela Duisberg's family still tells this story and she decided to submit it in response to the "My Bayer Story" appeal. Towards the end of 2012 Bayer

asked employees to submit personal anecdotes about the company.

The response was overwhelming. In just six weeks, more than 1,200 employees from 66 countries submitted some remarkable tales about Bayer. Regardless which country they came from, they were all filled with a clear sense of pride and passion: passion for the mission "Bayer: Science For A Better Life" and pride in belonging to the Bayer organization. Their stories testify to the diverse and exciting world of Bayer. Many people described Bayer as an employer, while others reported on a personal experience such as their first day at the company, or submitted positive anecdotes about Bayer products.

Every week throughout Bayer's anniversary year, one of these remarkable stories was published in Bayer's online media. Employees enjoyed reading them so much that Bayer has now published all 53 in a booklet. ●

► You can find it inside the cover of this brochure.

1,200

stories were submitted by employees within six weeks.

53

stories were published on Bayer News Channel.

66

was the number of countries the stories came from.

The Bayer Airship on its round-the-world tour, here in South Africa.



FEBRUARY 28, 2013

Airship journey

Heavenly ambassador on world tour

In celebration of its company anniversary, Bayer had an airship built. As a brand-name ambassador in blue and green, it drew all eyes skyward – worldwide.

Be it in New York, Rio or Sydney: Bayer amazed people around the globe in its anniversary year. In numerous big cities all around the world, people stopped in their tracks, threw back their heads and pointed to the blue-green airship circling in the sky. On the occasion of its 150th anniversary, Bayer sent the aircraft on a sensational journey around the world. It also was seen floating in the sky in many locations in its home country.

Wherever the impressive brand-name ambassador appeared, it immediately fascinated people, because the Bayer airship is an unusual sight. The 41 meter-long envelope was decorated with an eight meter-high Bayer Cross above the slogan “Science For A Better Life” running 18 meters across. The latest materials were used to build the aircraft: The blue-green outer envelope was made from 1,500 square meters of silicone-coated nylon, the gondola cladding from the transparent plastic Makrolon from Bayer MaterialScience and the gondola’s frame from 123 tubes of aircraft steel.



In May, the Bayer Airship circled the Statue of Liberty in New York.

The airship premiered on February 28 at the Financial News Conference in Leverkusen, Germany, and embarked immediately from there on its grand tour. The airship was first shipped to Australia, packed in containers. Traveling with it was the crew: chief pilot Haimo Wendelstein, chief of ground control Marjolein Mondria and Michael Albold as technical support. The launch in Sydney initially appeared too risky due to gusting winds. For a moment, it seemed the kickoff of the international tour was in danger of failing. “This is the hardest part of our job,” said Wendelstein, “– deciding whether to fly.”

Finally, against all expectations, the wind died down and Captain Wendelstein gave the signal for takeoff. The airship lifted majestically into the air, rising silently over the skyline of the megacity. Thousands of people spotted the aircraft, which floated weightlessly through the sky like a whale in the ocean. Many were fascinated and followed every move of the Bayer advertising medium. “It was a smooth take off,” said Wendelstein with great satisfaction. From this moment on, the

An eye-catching sight in the sky over Barcelona: the blue-green Bayer ambassador.





The airship attracted attention wherever it appeared, such as South Africa.



The airship premiered in February at the Financial News Conference in Leverkusen.

weather no longer was a problem for the team. On the contrary, the crew was able to take off much more frequently than hoped, and the tour was a tremendous success.

The airship attracted a great deal of attention everywhere it went, also because it was scheduled to appear among others at festivals and major events. Impressively, but still quietly and unobtrusively, the gentle giant followed events on the ground.

Many Bayer employees had the chance to admire the aircraft not only from the ground; they were able to take a flight on it as well. The tour offered this unique opportunity to a total of more than 500 passengers.

Bayer employee Amos Mlangeni was one of those who fulfilled his dream of flying. The employee from South Africa was totally overwhelmed by the experience: "This moment will stay with me my whole life." To make this unforgettable

experience possible for employees, the project team in South Africa – the airship's second stop – made a huge organizational effort in terms of logistics and obtaining the necessary flight permits. The airship had hardly taken to the sky the first time before the South Africans started posting photos with hundreds of comments on the newly created Facebook page – a huge response.

From South Africa the airship moved on to one of the most spectacular scenic flights of the entire tour. The Bayer ambassador circled the skies above the world-famous Statue of Liberty in New York City. Many people took advantage of the opportunity to snap photos as the blue-green aircraft flew past the landmark. After its excursion to the "Big Apple," the airship returned to Europe, where it had a full schedule. In Barcelona, it floated in the sky over a Bayer employee party; in Italy, it flew over Lago Maggiore and Milan; in Switzerland, it attracted the eyes of visitors to the



The Bayer Airship photographed through a fish-eye lens as it lifts off from Berlin in August 2013.

In the heart of the city: Hundreds of visitors admired the Bayer Airship in Cologne's Rhine Park.



The airship over Acapulco Bay.

Zürich Festival; in Antwerp, it took off with Flemish Minister President Kris Peeters on board; and in France, it took to the skies for the “Lorraine Mondial Air Ballons” Festival in Hageville. The silent giant could also frequently be seen in Germany. The airship made stops at Bayer’s Leverkusen, Berlin, Monheim and Wuppertal sites, and it flew over the cities of Cologne and Frankfurt. Numerous employees, politicians and even several soccer players from the Bayer 04 Leverkusen team took a flight on the giant.

After Europe the tour moved on to the next continent: Asia. In Japan, the airship not only visited the famous Mount Fuji, it also flew over the region around Ichinoseki, which had been so devastated by a severe earthquake, and plied the skies over the small coastal town of Rikuzentakata, which was entirely destroyed by the subsequent tsunami. Thanks to donations from Bayer employees, an orphanage will be opened there this year for the victims of the disaster.

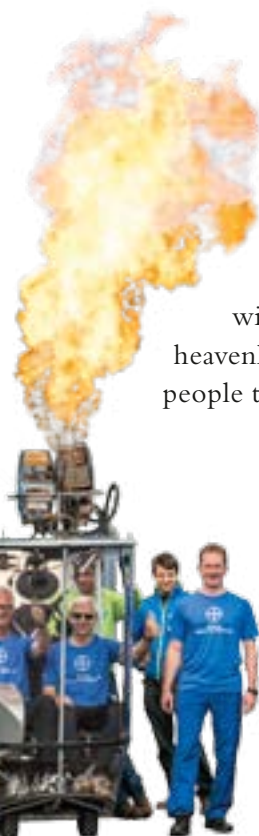


One-of-a-kind experience: Employees, customers and friends of the company enjoyed flights.



Spectacular scene: The airship over Lake Maggiore near Baveno, Italy.

The tour ended in South America. In Acapulco, Mexicans were spellbound when they spotted the blue-green aircraft. The sensational ruins of Teotihuacán, 45 kilometers northeast of Mexico City, were another unforgettable landmark in the long list of prominent locations visited by the airship. For the final leg of the tour, the people of Brazil



also had a chance to see the airship in the sky. The aircraft returned home to Leverkusen at the end of the year. It belongs to the Bayer Aviation Club, which uses it to train pilots. It will be deployed again in the coming years as a heavenly ambassador for Bayer, prompting many more people to stop and gaze up into the sky.

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The airship's envelope is 41 meters long. It sports an eight-meter-high Bayer Cross and the 18-meter-long slogan "Science For A Better Life".



The airship crew with Bayer employees in Frankfurt in June 2013.



"Science For A Better Life": The Anniversary Tour – a traveling exhibition – offers some vivid impressions of Bayer research. The exhibits were first presented in the foyer of the Group headquarters building in Leverkusen.

MARCH 1, 2013

Interactive traveling exhibition

Science For A Better Life Tours the World

An interactive traveling exhibition that went on display during the anniversary year illustrates the ways in which Bayer's research activities and innovative products help to improve the lives of millions of people.

Please touch!" The visitors at the "Science For A Better Life" traveling exhibition don't need to be asked twice. In São Paulo and Sydney, Shanghai and London – people all over the world are keen to experiment and investigate. Bayer developed a traveling exhibition to mark the company's 150th anniversary. It consists of 21 boxes a good two meters high, each displaying an oversized letter. Together, the letters spell out Bayer's mission: "Science For A Better Life." There is also an anniversary box. Each letter represents a specific topic close to Bayer's heart, ranging from A for Aspirin, through E for energy-efficient mobility and R for rice, to S for science. What makes the exhibition so special is that it not only provides background information about Bayer's research activities but also features some fascinating interactive elements.

A hands-on approach is the only way to truly appreciate them. Visitors try to beat the clock in a buzzer quiz that involves fighting insect pests and weeds with Bayer products. In a heart-simulator game visitors have to squeeze a rubber ball hard enough to make it pump like a heart and keep the circulation going. And in the crop protection puzzle they have

to insert the correct building blocks into the DNA of wheat to knock out the plant's stress genes and make it more robust. The topics covered by the boxes are as wide-ranging as the company's activities. One is dedicated to sources of renewable energy and the benefits of wind turbines made of polyurethane. Here too, visitors are able to perform a small experiment: a wind turbine shows how many watts of energy are generated by the power of their lungs. Other boxes also showcase innovative materials developed by Bayer, and one illustrates a new roofing system from Bayer that protects against rain, insulates and collects energy from the sun – all at the same time.

The exhibition also recalls major highlights in Bayer's history. A film features U.S. astronaut Buzz Aldrin, who took Aspirin to the Moon on board his space ship. The medicine eases the headaches and muscle pain encountered during space flights and was an important component of NASA's on-board medical supplies. A box bearing many numbers illustrates the history of the company and its anniversary. When visitors press a number, representing a year, a film showing the events of that year starts.



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display cases contain plenty to discover.





The Bayer Anniversary Tour stopped in 30 places around the world. In October the exhibition was set up in front of the Finnish parliament building in Helsinki.



Visitors to the exhibition in São Paulo.



German Chancellor Angela Merkel with North-Rhine Westphalian Premier Hannelore Kraft, Bayer CEO Dr. Marijn Dekkers (left) and Supervisory Board Chairman Werner Wenning.

The exhibition tour has been a tremendous success. During the anniversary year, more than 50,000 people visited the Bayer boxes – almost 9,000 in Germany alone. The response from visitors is certainly enthusiastic. “It’s great that the exhibition is so interactive,” said Franziska Schulin, who visited the exhibition at Bayer’s communication center BayKomm in Leverkusen. “It’s a very entertaining way of presenting information.” Her colleague Johannes Butterweck added, “It’s amazing to realize that Bayer is also involved in areas that you wouldn’t normally associate with the company.”

The boxes were opened for the first time in Leverkusen, where employees were able to visit them from March 1 to 3. The Bayer Event Team then packed the boxes into containers and sent them on their way to destinations in Germany – Krefeld, Monheim, Bitterfeld and Berlin – and beyond. The itinerary took the exhibition all over Europe, to North and South America, Asia, Africa and Australia. It included so many destinations that a second, identical exhibition did the

rounds at the same time – the only way to organize 28 events in the space of a year.

Whether in China, France, Australia or Brazil: Many of Bayer’s sites hosted receptions to which customers, journalists and prominent guests were invited. In Barcelona Ana Mano, the Spanish Minister for Health, Social Affairs and Equal Opportunity, and Boi Ruiz, the Minister of Health in the Catalan government, attended the event. In Milan the city’s Mayor, Giuliano Pisapia, gave the opening speech, and at the event in London the U.K. Minister of State for Universities and Science, David Willetts, praised Bayer’s research activities in a video message. “In a turbulent and changing world, companies like Bayer that have been around for 150 years show how research-led innovation brings long-term success,” he said.

Many Bayer sites also organized a program of activities to tie in with the exhibition. In Brussels, for example, Bayer



More than **50,000** people had viewed the exhibition by the end of November. The picture shows the exhibition truck in Helsinki.



In Barcelona, Senior Bayer Representative Rainer Krause (right) guided politicians Ana Mato and Boi Ruiz around the anniversary exhibition.



Visitors in Brussels were fascinated by the exhibition.

In Dormagen, Germany, Joachim Theelen (left) and Bernhard Braun tried out the interactive features.



In London, the exhibits were seen by around 1,000 people including many school students.



The exhibition truck by the Brandenburg Gate in Berlin.

invited students to take part in a Discovery Day and hosted a discussion between experts from politics, research and business. A celebration in Toronto honored selected Canadians for their services to science and innovation. Bayer also invited some 300 school students to visit the exhibition there. In Warsaw, workshops for children introduced them to the exciting world of science. The Bayer site at Research Triangle Park in North Carolina used the occasion to mount a special exhibition that explained how Bayer is promoting bee health. Bayer's second "Bee Care" center is currently being set up at this U.S. site; the first is already up and running in Monheim, Germany.

Bayer's employees took part in special events and family days around the world, organized to welcome the exhibition to their sites. The response was huge. In Krefeld the first visitors

were waiting at the entrance at 8.00 a.m; in Brunsbüttel the Easter holiday did not deter employees from taking a peek into the boxes; and in Cape Town, South Africa, the exhibition welcomed 15,000 visitors.

Attendance was much higher than anticipated at many sites: 9,500 people in Mexico City, 3,800 in Moscow and roughly 2,800 in Istanbul. They all really enjoyed their visit to the world of Bayer. "It's great to see how enthusiastic and involved the visitors are here," commented Dr. Axel Hamann, Bayer Senior Country Representative in Turkey. "The children, in particular, are having great fun joining in the activities and discovering what innovations are all about." And maybe the exhibition sparks an interest in research in some of them. The fun is set to continue – the exhibition will still be touring after the anniversary year has ended. ●



The big day had arrived: At the gala event for employees in the Leverkusen BayArena, Reza Maulana (2nd from left), Hiromu Sugiyama (2nd from right) and Seon Woo Kim (right) performed the anniversary song together with other winners of the Bayer song competition.

MARCH 4, 2013

The Bayer song competition is launched

A hit to celebrate Bayer's anniversary

**Ten Bayer employees teamed up to record the anniversary song
"A Better Life"**

Ayoh, Ayoh, Ayoh – the chorus from Bayer's Anniversary Song had people singing along throughout the year. The catchy tune has a real feel-good factor. "The song is bright and breezy, yet full of energy," says the well-known composer Hans Steingen from Düsseldorf, who wrote the song to celebrate Bayer's anniversary. "Ayoh" is intended to represent an international greeting linking Bayer employees around the world.

However, Steingen only composed the basic version of the song. It was the creativity of Bayer's employees that turned it into a hit during the company's anniversary year. Employees around the world were asked to come up with their own interpretations of this special composition. Anyone could take part – no matter what their individual style: singers, musicians and dancers, bands and soloists, classic, rock and pop fans. To encourage people to enter the contest, a special prize was offered for the ten best entries: a chance to record the final version of "A Better Life" in Germany and perform the song at the big employee celebration at the BayArena in Leverkusen.

The response was amazing. The competition was launched on March 4 and shortly afterwards Bayer employees around the globe started to upload their interpretations of the song in the intranet. The range was enormous – from Japanese hard rock to Mexican mariachi music, with a great deal in between. From popular renderings and groove to rock and rap – creativity knew no bounds. Bayer's employees in Indonesia submitted their own stage show while people in Ottawa, Canada, initiated a flash mob at a staff assembly. From Korea came a ukulele version, and there were jazz interpretations from the United States and rock versions from Russia. This unique music project brought together colleagues around the world.

Nearly 200 videos from 50 countries were uploaded by the closing date at the end of April, a tremendous response. To choose among so many clearly talented colleagues was very difficult. However, musical ability was not the only criterion for the jury, which included Hans Steingen and the successful ballroom dancer Markus Schöffl, who is on the jury of the German TV show "Let's Dance." Originality, creativity and conviction were also important.

200

versions of the song were uploaded by Bayer employees around the world in the space of eight weeks.

50

was the number of countries the entries came from.



MUSIC PRODUCER HANS STEINGEN



① Dr. Marijn Dekkers (3rd from left) and the musicians keenly awaited their appearance in the BayArena.

② Singer Tanja Kostic recorded the song in the Düsseldorf sound studio along with the other winners. Everyone worked hard to ensure the final version of the song sounded just right.

③ Thomas Helfrich (left) had a hard time choosing the winners. Another jury member was producer Hans Steingen (2nd from right). Ariane de Hoog and Florian Schwalbach (right) also contributed to the song's success.



BIANCA NASSENSTEIN



REZA MAULANA



ANA ROSA ORTA



GEOFF PERKINS



SHELLY ANN WARD



CHRISTOPHER DUPREE



TANJA KOSTIC

Finally, the winners were chosen. Ten employees from Barbados, Korea, the United States, Australia, China, Indonesia, Japan, Mexico, Germany and Serbia met up for a week in Düsseldorf to record the final version of the song in Hans Steingen's studio. A truly international ensemble! The project was a completely new challenge for Hans Steingen, who has worked with famous groups such as the German band "Die Toten Hosen." "All the participants had a different cultural and musical background," he says. "And I wanted all of them to make a clearly identifiable contribution to the final version." He therefore gave all ten winning versions their own prominent part in the final version of the song.

The recording was a very special experience for the employees. For many of them, it was their first time in a professional recording studio. "Working with such a professional producer is a one-off chance for me," commented Hiromu Sugiyama, an innovation manager at Bayer MaterialScience in Amagasaki, Japan. "I'm happy to give up a few hours' sleep for that!" He spent the whole night before the recording practicing his guitar solo.



HIROMU SUGIYAMA



SEON WOO KIM



JIANLEI YANG

The group worked hard for a week – and the outcome was impressive. The ten musicians also performed their song at the big celebration for 30,000 Bayer employees in the BayArena stadium in Leverkusen. The "Ayoh" fever caught on straight away! After just a few bars, the stadium was filled with the sound of rhythmic clapping. And the refrain had everyone on their feet. "It was the best feeling in my life. My heart was racing faster than ever before," admitted singer Shelly Ann Ward after the performance. She had flown to Leverkusen from Barbados especially for the event. Even producer Hans Steingen was impressed by the employees' tremendous performance. "It was just great," he said afterwards. "It's amazing what these ten musicians managed to achieve in such a short time."

By then, the song had already become a favorite with many employees. It was also available for download from all well-known music platforms. The proceeds will be donated to the UN initiative "Global Alliance for Clean Cookstoves" which is campaigning for safe cookstoves around the world to reduce the number of accidents.

①



**FROM
BECKMANN
TO
WARHOL**

ART OF THE 20TH
AND 21ST CENTURIES

VON BECKMANN BIS WARHOL

**KUNST DES
20. UND
21. JAHRHUNDERTS**

MARTIN-GROPIUS-BAU BERLIN
22. MÄRZ – 9. JUNI 2013

Eine Ausstellung der Bayer AG in Zusammenarbeit
mit dem Berliner Festspielen, Martin-Gropius-Bau



②



③



① “From Beckmann to Warhol” was the title of the spectacular exhibition of the Bayer Collection in the Martin-Gropius-Bau in Berlin.

② Photographs by Marven Graf, one of a total of 89 artists whose work featured in the exhibition.

③ The painting “Red in the Center” by Ernst Wilhelm Nay is one of the exquisite art treasures that Bayer presented to the public for the first time.

MARCH 21, 2013

Art exhibition in Berlin

World premiere for the Bayer Collection

Some 50,000 people visited the exhibition of major works from the Bayer Collection in Berlin.

Max Beckmann, Ernst-Ludwig Kirchner, Pablo Picasso, Joan Miró, Andy Warhol and Gerhard Richter are just some of the famous artists from the modern era whose work was featured in an outstanding exhibition staged by Bayer to mark the company's 150th anniversary. The finest works from the legendary Bayer Collection, one of the most important and longest-standing corporate art collections in Germany, were on display in the Martin-Gropius-Bau in Berlin. It was the first time they had been on view to the general public – a world premiere. The official opening took place on March 21 in the presence of around 1,000 guests, and the exhibition drew huge crowds right from the start. Over the following two and a half months, some 50,000 people visited the museum to see the 240 exquisite works of art – far more than had been expected.

“In its function as ‘art at the workplace,’ the Bayer Collection was and is not normally accessible to the general public. We are therefore all the more delighted that our 150th anniversary has given us the opportunity to present this important art collection for the first time to culture-lovers outside the company,” said Michael Schade at the opening. Schade was

Head of Corporate Communications at Bayer at the time and responsible for organizing the 150th anniversary celebrations. (He is now the new managing director of Bayer 04 Leverkusen soccer club.) “With this exhibition, Bayer is providing everyone with the opportunity to view a real treasure,” commented Bernd Neumann, former Federal Government Commissioner for Culture and the Media.

Perfect lighting conditions and optimum hanging ensured that the pictures on display in the Martin-Gropius-Bau were shown off to full advantage. Visitors were amazed at the size and quality of the Bayer Collection. The organizers' concept proved successful: the selection was intended on the one hand to show the highlights of the collection and on the other hand to convey a coherent impression of 20th- and 21st-century art.

The works on view represent only a small part of the Bayer Collection, which comprises some 2,000 items, including paintings by many notable artists: Expressionists such as Emil Nolde, painters from the Ecole de Paris such as Georges Braque and Marc Chagall, representatives of post-war art and Art Informel such as Ernst Wilhelm Nay and Bernhard

50,000

people visited the exhibition in Berlin

240

works by 89 artists were on display in the Martin-Gropius-Bau

2,000

works of art make up the Bayer Collection



① The sculpture “Metamorphosis” (in the front) by Hildegard Tolkmitt was one of the eye-catching works in the exhibition. “Liliris Blanc” by Joan Hernández Pijuan likewise impressed the visitors.

② Two works by pop-art icon Andy Warhol: on the left “Portrait of a Young Woman” (after Lucas Cranach), on the right a portrait of Nastassja Kinski.

③ The official opening was attended by around 1,000 guests, and a total of about 50,000 people visited the exhibition.

④ The VIP guests at the official opening included TV presenter Günther Jauch and his wife Thea.



© Gerhard Richter, 2013

Gerhard Richter, Abstract Painting (555), 1984, oil on canvas, 250 x 250 cm

Schultze, and artists from the 1970s to the present day, including David Hockney and Andreas Gursky. “The Bayer Collection is part of the history of Modernism in Germany,” said Prof. Gereon Sievernich, Director of the Martin-Gropius-Bau, at the opening of the exhibition “From Beckmann to Warhol.” For works illustrate how the each of the artists addressed the social issues of his or her time. The paintings from the 1950s, for example, frequently portray the relationship between man and technology, while many of the works from the 1970s are by young artists who experimented with new materials and adopted an entirely new approach to art.

Bayer was then already supporting avant-garde artists with materials and scholarships – and to this day the company sees it as its social responsibility to help young artists. For example, as part of its “stART” program, it regularly purchases works by art school graduates – some of which were on display in the



© VG Bild-Kunst, Bonn 2013

Max Beckmann, Still Life with Orchids and Green Bowl, 1943, oil on canvas, 60 x 90 cm

“I had no idea that Bayer has an art collection and that it contains such treasures.”

GÜNTHER JAUCH

“The Bayer Collection is part of the history of Modernism in Germany.”

PROF. GEREON SIEVERNICH



© VG Bild-Kunst, Bonn 2013

Marc Chagall, The Monsters of Notre-Dame, 1954, lithograph, 36 x 27.5 cm

Martin-Gropius-Bau. In this way, many visitors got to know a totally different side of Bayer. Very few of them were aware of the company’s many cultural activities – despite the fact that it was presented with the “International Sponsoring Award 2012” in the “Culture” category and was named “Cultural Investor of the Year 2011.”

The foundations for the Bayer Collection were laid over a century ago, at the beginning of the 19th century, by the company’s first General Manager Carl Duisberg, and new works of art have been purchased regularly since then. Duisberg was not so much interested in building up an impressive corporate art collection as in giving employees the opportunity to adorn their offices with attractive paintings – a unique idea at the time. The concept of “art at the workplace” is still practiced today. In Bayer’s “Artothek,” employees can borrow works of art – including the ones featured in the exhibition – for their conference rooms and offices.



Three-wheeled ambassadors: Employees enjoy a tuk-tuk ride in Cambodia.

International birthday greetings

For a whole year, every site celebrated Bayer's birthday – with lots of colorful activities, official receptions and social projects.

The Bayer Cross had an even higher profile than usual in the anniversary year. The unmistakable symbol was suddenly lighting up somewhere, rushing past or popping up unexpectedly at the side of the road. All round the world, Bayer employees came up with eye-catching birthday greetings, drawing attention to the 150th anniversary of the company.

Bayer CropScience employees, for example, landed quite a coup immediately adjacent to Frankfurt Airport. On April 17, after a great deal of preparation, they cut a Bayer Cross with the words “150 years” into a wheat field directly in the approach path. Until it was harvested in August, the Bayer logo thus welcomed thousands upon thousands of passengers as they came in to land at Germany's biggest airport.

In Mumbai, India, the trademark kept cropping up in street traffic as the roughly 350 employees traveled to the office in nine specially-designed Bayer buses. A large sign with the company logo hung on each one.

The staff of the Pymble plant in Australia had a similarly spectacular birthday surprise. The main building there was transformed into a 100 x 15-meter “Science For a Better Life” package. The Bayer headquarters in New Zealand and Warsaw were also decorated for the occasion. And in the Netherlands, pedestrians on Amsterdam's big Museum Square learned more about the company through 20 photo boards. The Bayer Cross could also be seen in North America. At an ice hockey game in Ottawa, it was shown on all of the screens in the arena – and therefore broadcast on television across the country. And in China, the Bayer Cross traveled all over the country on a spare wheel cover. Bayer employee Zhansen Tian had decorated the wheel on the tailgate of his 4x4 with the Bayer cover. He then went on a three-week tour of China.

Bayer employees in other countries also drew attention to their company's anniversary. For example, the employees in Taipei took a bag of Bayer cookies, baked specially for the occasion, to approximately 1,000 major Taiwanese customers, business partners and suppliers. A group of 60

70

The Bayer Cross employees cut into a field of wheat was 70 meters in diameter.

100

The main Bayer building in Pymble, Australia, was transformed into a 100 x 15-meter gift package.



① More than 120 employees and their families celebrated together in Seoul, Korea.

② There was no missing the 70-meter Bayer Cross in a wheat field in the approach path to Frankfurt Airport. A very special welcome for the international passengers coming in to land.

③ Bayer employee Zhansen Tian and his daughter traveled 7,000 kilometers through China in three weeks with the Bayer Cross on the tailgate.

④ For the company's birthday on August 1, Bayer placed advertisements and banners in over 30 different media, such as the Frankfurter Allgemeine Zeitung (FAZ).



⑤ Employees in Venezuela chose a particularly colorful way to celebrate the Bayer birthday. From the elegant dresses of the 1920s to the motley style of the Flower Power era, guests at the anniversary party wore fashions from the last 150 years.



international managers also came up with a special gift. At a week-long “BayWay” Bayer Academy seminar, they formed the number 150 for a photo, thus expressing how closely Bayer staff around the world work together.

In Germany, the home of the company, the 150th anniversary had a particularly high profile. On the exact birthday – August 1 – Bayer had advertisements and banners in over 30 different media. An anniversary stamp, which you can find on the inside back cover of this brochure, was affixed to the Bayer postal mail. And German Federal Chancellor Angela Merkel congratulated the company in her podcast, complimenting it on its success story and the wide acceptance it enjoys among the population, saying, “I hope I will be able to say the same in the decades to come.”

Numerous social projects were also launched. In New Zealand, Bayer finalized a partnership with the Motutapu Restoration Trust. The foundation aims to reintroduce native fauna to the island of Motutapu. Bayer donated 25,000 New Zealand dollars (16,000 euros) to this project, and committed itself to planting a native natural forest. Thanks to the donations of employees, Bayer Philippines was able to present 450 children with rucksacks filled with teaching materials. And in Vietnam and Cambodia, Bayer donated a children’s book

about climate change. In Istanbul, Turkey, employees’ children were treated to a science and art workshop.

Of course, the sites also invited prominent guests from business, politics and science to official receptions. At the Taipei site, the gala dinner was attended by Taiwan’s business minister, Dr. Chia-Juch Chang, Health Minister Dr. Wen-Ta Chiu and Agricultural Minister Dr. Chen Bao-Ji. Germany’s ambassador to France, Susanne Wasum-Rainer, and the former French minister for research and education Luc Ferry spoke at the nationwide “Anniversary Tour de France,” and German Ambassador Christian-Ludwig Weber-Lortsch attended the ceremony in Myanmar. In the Netherlands, Group CEO Dr. Marijn Dekkers joined over 200 guests in toasting the anniversary.

The celebrations at the Venezuela site were especially colorful. At a costume party, the 400 employees wore fashions from the last 150 years. In Taiwan, almost 850 Bayer employees from all over the country came to Taipei for a huge family day, and more than 120 employees and their families celebrated together in Seoul, Korea.

These are just a few of the great many activities that took place around the world. Wherever you went in this anniversary year, people were saying, “Happy Birthday, Bayer!” ●

100,000

The company donated 100,000 euros to Oranje-Fonds, a Dutch social welfare foundation, in joint celebration of 150 years of Bayer and 100 years of Bayer Netherlands.



The open-air photo exhibition on Amsterdam’s Museum Square provided visitors with information on scientific subjects.

① Michael König (4th from left), member of the Board of Management, with volunteers in Leverkusen.



② Kyoung-Yeon Yoo (right) organizes unique excursions for the blind in Seoul, South Korea.



③ Bayer employee Allwyn Sequeira distributes food to children living in the slums of Gamdevi in Mumbai.



④ Silvia Wüstenberg teaches children about nature and healthy eating in the school garden of the Leverkusen-Hitdorf Allotment Association.

⑤ Ratna Indah Puspitasari (left) works hard to promote improvements in science education. She teaches under-privileged children in Indonesia in her free time.



⑥ Dr. Angela Lockhoff allocates free tickets for events to people on a low income through the KulturDrehscheibe organization in Leverkusen.



Making the world a little better

The anniversary campaign “Being a role model pays off!” supported 150 volunteering projects by Bayer employees.

Every Sunday, Kyoung-Yeon Yoo gets into his car and drives – to church services, to restaurants, to theaters. However, he doesn’t travel around so much just because he likes going out. He’s busy serving as a driver for other people. In his spare time, the 49-year-old – who works in sales at Bayer HealthCare in South Korea – drives blind people through the streets of Seoul, giving them the chance to enjoy some unique excursions.

The work done by Kyoung-Yeon Yoo shows how little things like just giving someone a ride can make a big difference – and that’s why his driver service was one of the 150 volunteering projects selected to receive financial support from Bayer as part of the anniversary campaign “Being a role model pays off!”. The Bayer Cares Foundation set up the program to mark the company’s 150th anniversary. Since 2007, the foundation has supported the social commitment of current and retired Bayer employees and other citizens in Germany and certain South American countries. In the anniversary year, it provided a total of over 600,000 euros for 150 additional projects in 51 countries worldwide, all of them carried out by current or retired Bayer employees in areas close to the company’s sites.

“Another prominent feature of Bayer’s 150-year success story is the fact that both the company and its employees have embodied social responsibility from the very beginning,” says Michael König, Bayer AG’s Labor Director and member of the Executive Committee of the Bayer Cares Foundation. “The commitment to important social issues and social relationships in the community is a major part of our corporate culture.”

The anniversary year clearly reflected this, with “Being a role model pays off!” rapidly becoming an international success story. The Bayer Cares Foundation received 660 applications from 62 countries, an overwhelming result that demonstrated just how committed the company’s employees are to social issues. All around the globe, people at Bayer sites work to help people in need.

Allwyn Sequeira (40) is just one of them. The employee from Bayer CropScience in Mumbai founded “Help me live,” a voluntary initiative that helps some of the poorest people in his home city – the children in the slums of Gamdevi. Every week, he goes into the poverty-stricken

660

The number of applications submitted during the campaign

51

The number of countries where projects are supported by “Being a role model pays off!”.

① Martin Hahn is involved in Wuppertal's Junior University helping to teach young people about science and technology.



② The aim of Dr. Edmund Krauthausen's volunteering project in Cologne is to improve schoolchildren's foreign language skills and understanding of chemistry.



③ Herbert Scholz and his team of volunteers help keep Rheindorf's local library up and running in Leverkusen.



④ Making it a nice place to live – Bayer employees in Portugal invest their time for the benefit of the "Novo Futuro" organization.



⑤ Paulina Marchant (2nd from right) joins forces with students to help the homeless in Chile.



⑥ Joachim Stratmann (right) makes sure the patients at St. Josefshospital in Krefeld-Uerdingen have something interesting to read.



district to distribute eggs and milk to around 200 boys and girls.

“I’ve always felt that life has been pretty good to me,” he says. “The kids in the slums come from the most deprived sections of society and have very little prospect of a good quality of life.” Sequeira now has other volunteers and coordinates the work done by all these helpers.

Thanks to the volunteering program, “Help me live” can now go on expanding. On May 24, 2013, Sequeira’s initiative was one of 150 projects selected by a panel of judges from the Bayer Cares Foundation to be part of “Being a role model pays off!”. The foundation donated 5,000 euros to “Help me live,” the maximum amount permitted for individual projects. That meant a lot to Allwyn Sequeira. “I’m delighted that, thanks to Bayer’s support, we will now be able to provide food for even more children,” he says. “That motivates me to work even harder.” He now plans to expand “Help me live” to include training sessions on the importance of education and hygiene.

Like Sequeira’s work in India, all the projects selected support people living close to Bayer sites. They aim to improve educational opportunities, provide better health care or offer ways for people to spend their free time, for example. They help orphans and elementary school children, the sick and the poor, disabled people and the elderly. All the projects contribute to improving the lives of people across the globe.

Seven Bayer employees in Portugal set out to do exactly that by renovating houses run by the organization “Novo Futuro.” These buildings provide accommodation for children and young people suffering from poverty or neglect. The Bayer employees from Lisbon founded the staff initiative “Núcleo de Ação Social” (NAS) back in 2009 and, ever since then, have supported a different organization each year with donations and voluntary work. The organization chosen in the anniversary year was “Novo Futuro.” With the 5,000 euros awarded by the volunteering program, the team in Lisbon can now expand their activities and provide a welcoming home to children in need.

In Belgium, Nadine Mercier from Bayer HealthCare in Diegem supports the project “ForceDouce.” This charitable body organizes sailing trips for young people with physical, mental or social problems. “I’ve always been a fan of sailing,” says Mercier. “I really enjoy sharing my love of this sport with these young people. They become more self-confident and learn how to deal with difficult situations.” The organization currently has two sites in Belgium. The Bayer Cares Foundation donated 5,000 euros which will enable “ForceDouce” to set up operations in two other provinces.

Kyoung-Yeon Yoo, Allwyn Sequeira and Nadine Mercier are just three of the hundreds of Bayer employees doing voluntary work worldwide. All of them prove that a little help can make a big difference. Each in their own way, they are working to make the world a better place – and Bayer is helping them. ●

More than **600,000** euros was the total amount donated during the campaign.



The national winners of the 2013 “Jugend forscht” competition alongside German Chancellor Dr. Angela Merkel (center), Federal Minister for Education Prof. Johanna Wanka (on the left), Chairman of “Jugend forscht” Dr. Sven Baszio (to the right), and Dr. Monika Schütze from Bayer (to the left of Prof. Wanka).

JUNE 2, 2013

National final of “Jugend forscht”

A very inventive get-together

In its anniversary year, Bayer sponsored the national final of the “Jugend forscht” youth science competition – and organized a top-quality program.

High school graduate Frederik Dumele had a very special experience in Bayer’s anniversary year. The 18-year-old had the opportunity to complete an internship in the Innovation Center for drug research in San Francisco. He spent three weeks shadowing scientists at the center in the United States. “It was an unforgettable experience and so exciting to explore the laboratories, instruments and methods used,” remarked Frederik, who comes from Ludwigshafen in southern Germany. Bayer offered this exclusive internship as a special prize in the national “Jugend forscht” competition. Frederik won the prize for his work on the substance tropinone. The uses for this active ingredient include eye medicines.

To mark the anniversary, Bayer sponsored the national competition for the fourth time and took charge of organizing the big final. For CEO Dr. Marijn Dekkers, taking on this commitment was a no-brainer. “Furthering talent in science and technology is very close to our hearts. As an innovation company, we rely on having new generations of highly educated employees,” said Dekkers when announcing Bayer’s sponsorship of the event. “Promoting education is an integral part of our corporate philosophy.”

Bayer traditionally sponsors the “Jugend forscht” competition in the German state of North Rhine-Westphalia. In fact, as a founding member, it has been doing so since 1965/66. In the anniversary year 2013, over 80 school students from across the state presented their projects in the company’s BayKomm communication center in Leverkusen and proved just how creative and clever young people can be in searching for solutions. The presentations included printers that produce solar cells, useful apps for smartphones and hard-working robots for lazy people.

But it’s not only in North Rhine-Westphalia that the company supports this competition. Bayer sites in other German states are also committed to “Jugend forscht.” At Bayer HealthCare in Berlin, 100 school students presented projects including mathematical equations for the oscillation of a thread pendulum and surveys on media consumption and anorexia. Bayer Bitterfeld GmbH also organized a regional “Jugend forscht” competition. At this event, students explained how oats can regulate blood sugar, how effective drugs are in treating Alzheimer’s and when wolves will become reestablished in Germany.

188

The number of young people from all over Germany who took part in the final at the BayArena

107

The number of projects presented at the national final

4

The number of times Bayer has organized the national competition: in 1970, 1979, 1999 and 2013

① Julian Petrasch from Berlin won in the Earth and Space Sciences category.

② Maximilian Reif (left) and Michael Stark from Bavaria won in Technology.

③ Patrick Ziesel (right) and Joshua Rikker from Baden-Württemberg were delighted at their first place for the Working World.

④ Daniel Pflüger from Lower Saxony came first in Physics.

⑤ Chairman of the Bayer Board of Management Dr. Marijn Dekkers presented the competition winners' certificates in the BayArena ceremony.

⑥ The German President's Prize for outstanding achievement went to Lennart Kleinwort from Bavaria.

⑦ Korbinian Urban from Bavaria was proud to receive the German Chancellor's Prize for the most original submission.





At the end of May, the winners of the regional and state competitions traveled to the BayArena in Leverkusen for the award ceremony. For four whole days, the home stadium of Bundesliga soccer team Bayer 04 Leverkusen played host to talented up-and-coming researchers from across Germany. At the 107 project stands, the judges chatted with 188 young researchers about the results they had achieved in one of seven categories – working world, biology, chemistry, earth and space sciences, mathematics/informatics, physics and technology. German Minister of Education and Research Prof. Johanna Wanka also attended the event and commented: “My special thanks go out to sponsor Bayer AG for giving young people an insight into a global company with a strong tradition of research.”

To make these four days an unforgettable experience for the finalists, 65 Bayer trainees and many other employees got involved and organized a top-notch program. At an information evening with CEO Dr. Marijn Dekkers, cancer researcher Dr. Bernd Riedl recounted some fascinating stories from the world of science. The young researchers also had a chance to visit the German Sports and Olympics Museum in Cologne, where they got to test themselves against top athletes such as world champion javelin thrower Steffi Nerius and Paralympic gold medalist Markus Rehm. There was something for the judges, too, with an evening of music by the Bayer Philharmonic Orchestra in Morsbroich

Castle in Leverkusen. The participants were delighted. “The four days were full of new experiences. We got to meet lots of people and share all sorts of information and knowledge,” said Liam Kreutschmann. “The entire event was perfectly organized.”

There was one final highlight for the 65 winners – a reception in Berlin with German Chancellor Dr. Angela Merkel, who used this opportunity to stress just how important the competition is for Germany as a center for science and industry: “I would like to offer my sincere congratulations to those who have used their creativity to achieve so much. My thanks also go to Bayer for organizing the event and to everyone else who has worked hard to support the search for talented young researchers.” The organizers were equally impressed by the young people’s achievements. “The enthusiasm and skill the young researchers showed in presenting their work was remarkable” – that was the unanimous opinion of all parties involved.

Finalist Frederik Dumele returned from the United States full of motivation. “I’m very grateful to the company. The internship was really unique,” he enthused. So might Frederik end up working for Bayer one day? It’s possible – there are already a few “Jugend forscht” winners among the company’s workforce! ●

⑧ The Federal Minister for Education’s Prize for the best interdisciplinary effort went to Johannes Reinhart from Baden-Württemberg.

⑨ Jessica Lackas from Saarland won in the Mathematics/Information Technology category.

⑩ David Singer from North Rhine-Westphalia came first in Biology.

⑪ The award for Chemistry went to Michael Laue from Saxony-Anhalt.

Celebration Day

Leverkusen | 18. Juni 2013



150 Years
Science For A Better



Bayer CEO Dr. Marijn Dekkers on Celebration Day with the trainees who helped to organize the national finals of "Jugend forscht."

A culinary journey round the world

On June 18, Bayer employees around the world celebrated their company's anniversary with a creative menu and plenty of activities.

It was a party that went round the whole world. The celebration spark ignited in New Zealand, then jumped to Australia and China, until finally the entire planet was aglow. Like a wave, one Bayer site after another got caught up in Celebration Day. For a full 24 hours, there were always Bayer employees somewhere in the world celebrating the company's anniversary and this was documented live in photographs of the activities that employees uploaded onto an interactive world map on the Bayer intranet.

We all know that food brings people together. That is why the company sent all its employees on a culinary journey around the world for its big anniversary party. This called upon the creativity of five Bayer chefs from every corner of the world. They put together an exquisite three-course meal that was as colorful and international as Bayer itself. The unusual celebratory meal was served to the employees at every site worldwide on June 18. A fantastic birthday party. In 60 countries, employees had a great time celebrating the company's 150th anniversary. Hardly a single member of staff missed the meal. The company restaurants and dining rooms have rarely been as full as they were that day. In China, approximately 10,000

employees came together at 36 sites. In Pittsburgh, United States, 3,000 members of staff celebrated, and at the two main sites in Japan – Tokyo and Osaka – 1,300 people took a joint lunch break, the same number as at the Turku plant in Finland.

In Germany alone, nearly 40,000 employees at more than 30 sites enjoyed the culinary creations of the five chefs. Among them was Renate Schwerbrock, chemical technician in microbiology at the Bergkamen site. "I don't usually go to the canteen at lunchtime, so it is even more of a treat for me today to have a really good meal with my coworkers." Many others felt the same way, turning the birthday party into an occasion to catch up with old acquaintances and make new ones. The guests were thrilled – all over the world. "This lunch break was simply wonderful. The food was delicious and it was fantastic to see almost all the Bayer employees in New Zealand," said Carol Bower, customer service representative at Bayer CropScience.

The rush to the feast was not entirely unexpected, as the menu had the ring of a top class restaurant. Ahead of the

120

sites in 60 countries celebrated the anniversary.



The members of the Board of Management mingled with the employees. In the picture: Labor Director Michael König in Dormagen.



Prof. Wolfgang Plischke, the board member responsible for research, enjoyed the birthday menu in Wuppertal along with volunteers who had helped to organize the science competition “Jugend forscht.”



Cocktails from the boss: Bayer's Chief Financial Officer Werner Baumann (left) surprised employees at Bayer's site in Krefeld-Uerdingen, Germany, by serving strawberry cocktails.



4,000

lunch boxes for employees in China who were not able to eat in the canteen – like here in Beijing.

celebratory meal, all five chefs had created complete menus for it. At a trial cooking session, the project team headed by Jürgen Wester, head chef for Bayer Gastronomie at the Leverkusen Kasino restaurant, chose the ten best dishes. Finally, the individual courses were decided, including rolled veal escalopes with a basil sauce on a bed of rata-touille and potato patties by Jürgen Wester; couscous salad with cinnamon almonds by chef Jeff Sinciline from Pittsburgh; “Kung Pao” chicken with spring onions and peanuts by Jianhua Bai from Chengdu, China; orange salmon by the head chef of Bayer Mexico, Silvia Maldonado Morales, and pasta with vegetables, pesto and asparagus by Alain Brunot, chef at the Bayer conference center near Lyon. For dessert, there were mascarpone tartlets with blackcurrants and fruit coulis and fruit skewers with raspberry coulis and dark chocolate.

The employees were impressed – and got stuck in. Bayer Gastronomie pulled off a logistical masterpiece that day. In

Germany alone, countless helpers stirred 1.6 metric tons of couscous salad and put together approximately 17,000 mascarpone tartlets. The kitchen staff also chopped 85 kilograms of parsley, cooked 1.5 metric tons of salmon filet and made 3,000 liters of tomato soup.

Despite the massive quantities involved, everything went off smoothly. The guests enjoyed a perfectly organized birthday meal. And, as Chairman of the Bayer Board of Management Dr. Marijn Dekkers emphasized on Celebration Day, the staff had earned it. “We owe the success of the company to the efforts of our employees. This meal and the accompanying program are our way of saying ‘Thank you’ while at the same time documenting the global sense of fellowship within our company.”

Dr. Marijn Dekkers immediately proved how sincerely he meant those thanks by joining his fellow Board members in serving strawberry cocktails to the staff. The Bayer CEO



① Employees in Nairobi, Kenya, were also impressed by the special menu.

② Bayer Celebration Day in Map Ta Phut, Thailand: here the staff danced in traditional costumes.



③ Employees in Osaka, Japan, made a cake to celebrate the company's birthday.



④ A colorful and entertaining stage show awaited employees in Seoul, South Korea.





① On Celebration Day, Bayer's site in Finland also held a family event that included a children's painting session.

② In Leverkusen, employees admired their group picture with the "150" on the photowall.

③ "A wonderful experience!" was how an employee of the Shawnee site in the United States described Celebration Day.

④ In Berlin, a group of three-year-olds from the company's day care center performed a dwarves' dance.



Bayer CropScience CEO Liam Condon (left) toasted Bayer's 150th anniversary with colleagues in Monheim, Germany.



"Happy Birthday, Bayer." A party atmosphere in Thane, India: colleagues celebrated the company's special day with strawberry cocktails.



Patrick Thomas, CEO of Bayer MaterialScience, with colleagues in Dormagen, Germany.

enjoyed the birthday meal at the company's headquarters in Leverkusen. He was joined by the trainees who had helped organize the national final of "Jugend forscht" in Leverkusen. The heads of the individual subgroups also mingled with the guests at various sites.

Every Bayer site worldwide had spent weeks in feverish anticipation of the big day. Many came up with special birthday activities and created the perfect atmosphere for the celebratory meal. They decorated canteens, booked function rooms and put up photo walls. There were parties with a great atmosphere, cake, shows and music everywhere. Each country celebrated in its own way. At the site in Pymble, Australia, conference rooms were transformed into karaoke bars and bowling rinks. In New Zealand, the staff ate in a function room decorated in green and blue. In Berlin and Pittsburgh, Bayer employees made up dances to the "Better Life" song. In India, the ladies painted their fingernails in the

Bayer colors. In Japan, the guests watched a video about Bayer's activities in their country while they ate. In Colombia, family members were able to follow the staff celebrations via video streaming, and in Monheim, the managers of Bayer CropScience and Bayer Animal Health marked the occasion by planting a lime tree. The celebrations went on and on – and on.

Finally, 19 hours after New Zealand, Celebration Day reached the State of California in the United States. Around 1,700 employees from Berkeley, Emeryville and San Francisco came together in Alameda County for a big party. Slowly but surely, the successful event was drawing to a close. "I am honored and happy to be part of Bayer in this anniversary year," said 30-year-old Masahiro Nakajima, who works in marketing at Bayer HealthCare in Osaka. "I am already looking forward to the 200th anniversary celebrations – I'll be 80!" ●

10,000

employees assembled at 36 sites in China.

1.6

tons of couscous salad were served at the German sites alone.

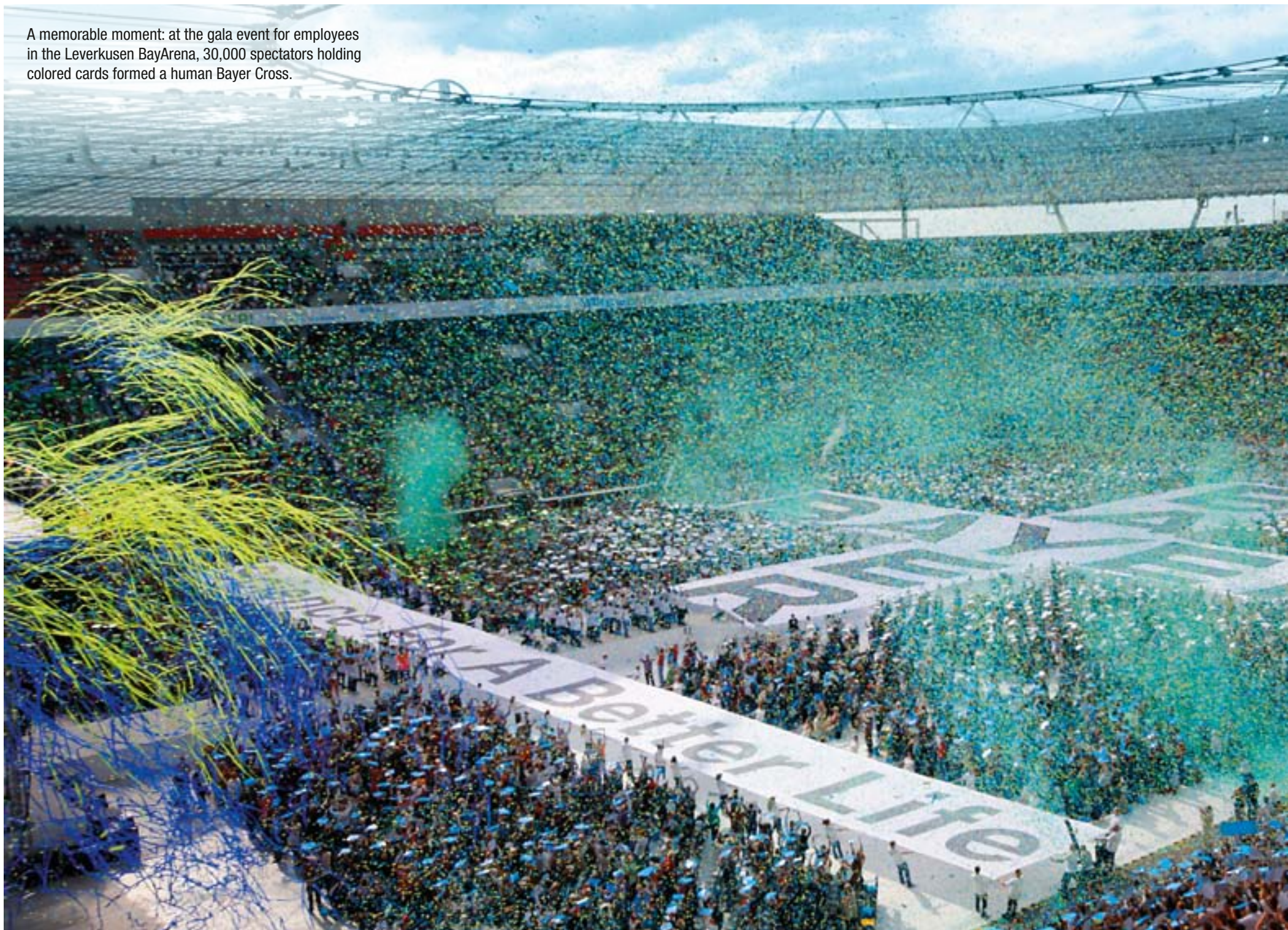
1,700

colleagues in California were the last to participate in the global Celebration Day.

3,000

liters of tomato soup were made in Germany, and 1.5 tons of salmon filet were cooked.

A memorable moment: at the gala event for employees in the Leverkusen BayArena, 30,000 spectators holding colored cards formed a human Bayer Cross.





11

JUNE 29, 2013

Employee celebration in the BayArena

We are Bayer!

At the main celebration for the employees, held in the BayArena, they weren't just spectators, but players too – it was a unique choreography played out by the company's own people.

This was surely the moment in Bayer's anniversary year that caused the most goosebumps: a green and blue flurry of confetti engulfed the stadium while the song "Perfect Day" played in the background – and in the middle of it all, an enormous Bayer Cross appeared. A Bayer Cross formed by the 30,000 employees, retirees and family members gathered at the BayArena in Leverkusen. They held aloft green, blue and white cardboard cards – and thus each became a part of the huge Bayer logo. The unique birthday celebration was placed under the motto "We are Bayer!" – which could be vividly experienced.

To mark its 150th birthday, Bayer offered its employees a festival of superlatives with a spectacular program that included a performance by world-famous violinist David Garrett, the breathtaking acrobatics of Freddy Nock on the "giant wheel" and a performance by the stand-out vocal group "The Wanderers." But the spectators were the main actors of the afternoon, ensuring some emotional moments in the course of numerous interactive activities.

Employees and retirees had traveled to the event with their families from all the German sites, and everyone joined in

enthusiastically even during the warm-up. Bayer sports stars and celebrities took turns appearing on the stage – including the Bayer 04 soccer club's sports director Rudi Völler, TV choreographer and "Let's Dance" judge Markus Schöffl and TSV Bayer 04 Olympic participants Britta Heidemann, Ulrike Nasse-Meyfarth, Steffi Neriuss, Simone Osygus and Markus Rehm. The afternoon's festivities were moderated by Guido Cantz, a comedian well known from German television, radio presenter and former Bayer Olympic athlete Anke Feller, and stadium announcer Klaus Schenkman, who together guided the audience through the program with witty commentary and dialogue.

The audience was overwhelmed when a surprise guest took the stage. For just under an hour, violin virtuoso David Garrett played a mix of rock, pop and classical music together with the Bayer Philharmonic Orchestra. There was music to suit every taste. Garrett had hardly begun his concert when the audience rushed toward the stage and clapped to the beat. One audience member was trainee Melanie Peitsch, who works at Bayer Business Services and came to the employee party together with her mother and her sister. The three



① Presenter Anke Feller interviewed Bayer CEO Dr. Marijn Dekkers on the stage.



② Rudi Völler, sports director of the Bayer 04 Leverkusen soccer club, was photographed together with fans following a stage interview about the club's future.



③ The employees in the control room attentively monitored all the activity on the stage and in the audience.



④ Violin virtuoso David Garrett enthralled his audience.



“Ayoh, ayoh, ayoh”. The band contributed to the happy atmosphere in the BayArena with the song “A Better Life.”



Thanks to the choreography taught to them by Markus Schöffl (center), all the guests could dance as well as sing along to the anniversary song.



Presenter Guido Cantz interviewed Renate Schwerbrock, who is involved with volunteering programs.

women could hardly believe that they had gotten the opportunity to see a global star. “What a terrific surprise guest. He has really good songs in his repertoire,” said Melanie Peitsch. Yet the true star of the afternoon was not Garrett, but the



TV choreographer Markus Schöffl performed with enthusiasm.

employees themselves. “With your passion and commitment, you have made Bayer great. That’s why we have achieved so much over the past 150 years,” Bayer Management Board Chairman Dr. Marijn Dekkers said in conversation with presenter Anke Feller.

Many employees contributed to the program and helped to make the event a tremendous success, with 1,500 volunteers from 13 Bayer sports clubs and cultural ensembles taking part as dancers, musicians or in other roles. Together with four samba groups, they accompanied the afternoon’s highlights with large-scale choreographies. Among the many helpers was Hardy Franken from sports club SC Bayer 05 Uerdingen, whose task was to unfold the banner for the gigantic Bayer Cross at the center of the arena. “I took time off work specifically for the rehearsals,” he said. For him it was “a matter of honor.” The contributions by the many club



30,000

employees attended the celebration in the BayArena.



Giant wire puppets, worked by helpers using long rods, danced to the music too.



The audience enthusiastically joined in the action, creating a fantastic atmosphere in the stadium.

members made the employee event unique: As a bridge between the program and the audience, the sports clubs and cultural ensembles uniquely embodied the slogan ‘We are Bayer’ and made sure there were some real goosebump moments.

30,000 employees – one community. This was the slogan of the employee celebration. The Bayer employees proved their team spirit in program items such as the performance by the Drum Café percussionists: with rattles, drumsticks and cardboard cards, they followed the rhythm instructions of frontman Matthias Jackel – creating the sound of Bayer’s heartbeat. Even Matthias Jackel was surprised by the power of the massive percussion band. “Amazing!” he called out to the audience. “You are terrific.” There was only one thing left for Anke Feller to say: “We wanted to make the BayArena rock – and I think we did it.”



1,500 volunteers – young and old – from Bayer clubs and societies danced a huge group choreography.

The crowd produced just as much sound during the stage performance by the band that had won the contest to play the anniversary song “A Better Life” (see also page 46). The chorus of “Ayoh, Ayoh, Ayoh” echoed throughout the arena as the 30,000 spectators were transformed into a huge choir. Daniela Muhl also sang along at the top of her voice. A project manager at Bayer Animal Health, she knew all the lyrics by heart. “After all, it’s a great song that really puts you in a good mood,” she said. “I already downloaded it to my iPod a while ago.”

The celebration put the spotlight on the employees themselves. Presenter Guido Cantz chatted in the stands with Bayer employees who donate their time for social projects and help to make life better for people near the company’s sites worldwide. In addition, six couples who had met while working at the company told their own personal Bayer stories. And



The spectacular show featured some truly unusual items. Pictured here: the Flying Drums.

30,000 voices did a rendition of “Happy Birthday to You” for those who also had a birthday on that day.

It was the biggest birthday party in the company’s history – and an unforgettable experience for the spectators. And when the images of the gigantic Bayer Cross appeared on the big screens in the stadium, even presenter Anke Feller was impressed by the power of this symbolism: “This picture represents the way the company has continually reinvented itself, creating a steady stream of new molecules over a period of 150 years and using them to make products that people really need. That’s Bayer, that’s you, that’s all of us!” Jochen Ulrich from Bayer HealthCare in Wuppertal expressed how grateful the employees were for this event: “It’s really great that Bayer has organized a celebration like this and made sure employees from all the sites could attend. It doesn’t get any better.”



The Bayer clubs contributed impressive acrobatics.

1,500

members of Bayer clubs took part in the program.

40,000

liters of drinks, 5,000 kilograms of French fries and 45,000 hot dogs were ready for the guests.

45

kilometers of cable were laid at the BayArena in Leverkusen for the stadium event, and 126 spotlights with 126,000 watts of power were connected.



A TEAM PLAYER

Thorsten Dreier faced a choice: professional soccer or a chemistry degree? What remains is his team spirit – and his enthusiasm for a grass soccer field in the fall.

My interest in chemistry was aroused in the first lesson when our teacher – his name was Dr. Komossa and he had a gray beard – dominated the chemistry class. My other passion was that chemistry thing which fascinates most boys: soccer. I was not on the field but I was good in goal. My home club in Dillenburg put me forward for various selection squads and I made it into the youth team at Borussia Dortmund and then into the Profusil Münster squad. I sometimes dreamed of being a professional soccer player and often went straight from the industries to the soccer field. I trained with Stefan Klos, who went on to win the Champions League with Borussia Dortmund and a series of championships with Rangers Football Club in Glasgow.

One day, a second league club called wanting to sign me as a reserve player and I had to make a choice between the soccer field or the laboratory. I've never regretted my decision. My job as the head of a department in polyurethane process research is exciting and often on a global playing field. From any time as an active soccer player, I've come to value team spirit – and the ability to get the entire team to share one's objective. Even today, I still enjoy running across freshly mowed grass on a fall morning.

Thorsten Dreier
Dr. Thorsten Dreier was born in Münster in 1972. He studied there until 1994, then in the USA. He is married and has a young daughter. He and his family live in Garmisch, Germany.



Taking a closer look: Thorsten Dreier is always here in the laboratory. He is not only a soccer player but also a scientist. He is always here, always here, always here.



THUAT AND YOUR TABLETS
Thorsten Dreier is always here in the laboratory. He is not only a soccer player but also a scientist. He is always here, always here, always here.



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INNOVATION CENTER

At the heart of the innovation center is the research and development department. It is the heart of the innovation center. It is the heart of the innovation center. It is the heart of the innovation center.

RESEARCH AND DEVELOPMENT

At the heart of the research and development department is the research and development department. It is the heart of the research and development department. It is the heart of the research and development department.



A Professor from a past era of coffee. Bernard Pellissier in his home in France.

MONSIEUR AND THE TREE

At work in the lab, Bernard Pellissier looks for ways to strengthen plants. His free time is devoted to his own private forest. This is the story of a man who adds an entirely new dimension to the term "Sustainability."

BS
Bernard Pellissier
Bernard Pellissier is a French scientist who has been working in the field of plant biology for many years. He is a member of the French Academy of Sciences and has received many awards for his work. He is also a member of the French Academy of Letters and has written several books on his work.

NOVELTIES



A well-known scientist. Yin Ma has been working in the field of chemistry for many years. She is a member of the Chinese Academy of Sciences and has received many awards for her work. She is also a member of the Chinese Academy of Letters and has written several books on her work.

A GLOBETROTTER

After years abroad, Yin Ma returned to her home country to work on an ambitious project. Its success was due to her tenacity – and to Bayer's excellent research in China.

At the start, when I began building a network to establish the Global Drug Discovery Innovation Center (GDIC), I was traveling a lot. I was – half in – half out – but I spent one month of the first year in the air. The aim was to attract the brightest minds for our project in Beijing. That meant I had to familiarize myself with the innovation environment in China. Most, born to get to know and convince decision-makers. There was no day that was boring. At first, we had nothing more than an idea and a small group of highly motivated people. There were four of us, in the end, scientists from Germany, the United States and Asia. You

don't attract bright minds with funding alone but, above all, with ideas, a shared vision and a long-term outlook. What helped in our search was Bayer's very good reputation in China. Bayer stands for quality and trust. Even as a young girl, I loved chemistry. I was fascinated when, for example, a yellow liquid turned blue as a result of a chemical reaction. It was magical to me. My older brother brought home reagents, tools and apparatus from a laboratory and I would experiment in my parents' bathroom. I was once very fortunate when I mixed hydrochloric acid and sulfonic acid and it caused an explosion. The fact that no one remained and today wonder at my youthful recklessness.

Yin Ma
Yin Ma is a Chinese scientist who has been working in the field of chemistry for many years. She is a member of the Chinese Academy of Sciences and has received many awards for her work. She is also a member of the Chinese Academy of Letters and has written several books on her work.

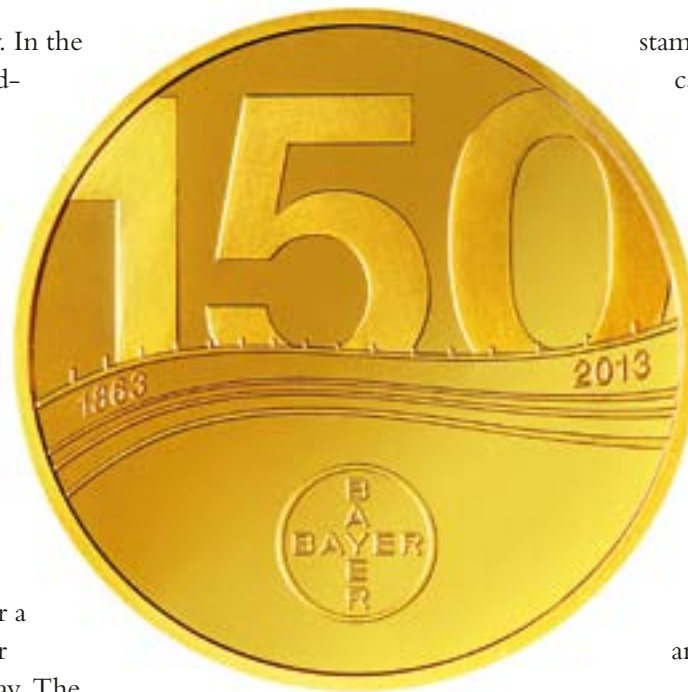
With many historical photos and emotive images, the anniversary book traces Bayer's development from a small dyestuffs factory in Wuppertal to a successful global enterprise.

A very special birthday gift

To mark its 150th anniversary, Bayer gave its employees a copy of the anniversary book and a gold medallion.

Bayer's workforce is worth a mint – quite literally. In the company's anniversary year, all employees worldwide received a gold medallion to accompany the anniversary book titled "The Inventor Company," together comprising a very special gift. One face of the 7.25-gram medallion displays the Bayer logo, the number 150 and a timeline; the other face bears the inscription "150 Years – Science For A Better Life."

The valuable medallion was produced specially for Bayer's anniversary by Münze Österreich. The mint in Vienna, Austria, was astounded to receive the unusual order from Bayer. "Although we often mint medallions for companies, this was the first time we were commissioned to make such a valuable gift for a company's entire workforce," says key account manager Sabine Deopito. The Austrians got to work straightaway. The first step was to produce the blanks. The precious metal was melted down, cast into strands and rolled into strips from which the craftsmen in Vienna punched the blanks that were



The anniversary medallion weighs 7.25 grams and is made of gold and silver.

stamped to make the medallions. "Each medallion was then carefully checked and packaged by hand, thus ensuring outstanding craftsmanship," explains Sabine Deopito.

While the mint in Austria was working flat out to produce the medals, a team in Germany pulled out all the stops to complete the second part of the anniversary gift. As well as the medal, each employee would receive a large-format book entitled "The Inventor Company: 150 Years – Thousands of Innovations – 150 Stories." On 380 pages, the book tells the stories of the inventions that have made Bayer strong and of the people behind them. It was especially important to the editorial team to create a book that reflects the company yet is fun to read. The goal was to make it emotive and easy to understand.

The result is a high-quality publication comprising narrative and portraits that are readable, entertaining, moving and informative. 45 Bayer researchers – renowned top scientists and young talents



① The stamp for producing the medallions was made at Münze Österreich in Vienna, Austria.

② Bayer employees Frank Sülzen (left), Nicole Völker and Ulrich Roskopf checked the first freshly minted medallions.

③ The gold first had to be melted to make the blanks for the anniversary medallions.



– describe their work and what drives them in their search for innovations. They all reveal very private aspects of their lives – not only in the portraits, but also in the accompanying photos. U.S. researcher Helen Free, for example, is pictured enjoying a coffee at her favorite bar. Cancer researcher Dr. Bernd Riedl arrived at the shoot on his motorbike, while chemist Dr. Thorsten Dreier pulled on a goalkeeper's jersey. The portraits of the researchers were written by bestselling author Stefan Krücken of Ankerherz Verlag, Hollenstedt, Germany.

While the book focuses on the people behind innovation at Bayer, it also provides an overview of the company's greatest inventions that have improved countless lives worldwide – from A for Aspirin to Z for Zephirol. It also traces the development of research at Bayer over the past 150 years – from the company's first patent in 1881 to the three sub-groups' ongoing research projects.

Through this narrative, one thing becomes very apparent: Bayer owes its success to each and every one of its employees,

which was why they were given the opportunity to make their own contribution to the book. Via an intranet blog, they were asked to submit their ideas for the future of Bayer and the world. Twenty of these were then selected for inclusion in the book.

The gift was ready for dispatch in July. Distribution to Bayer's employees and retirees worldwide was a major organizational challenge that culminated in the dispatch of more than 200,000 packages. Some 40 trucks were needed just to collect the books – weighing a total of around 700 tons – from the printer. The process also involved dealing with customs, tax and security issues.

The logistical feat achieved by the dispatch team meant that Bayer employees in Germany received their books and medallions in late August. Starting in September, the gifts were sent out to the Bayer sites in other countries, thus ensuring that all employees around the world received a lasting memento of the company's 150th anniversary. ●



200,000

gift packages were sent out to Bayer employees and retirees around the world.

Dance of the molecules: the spectacular ceremony in the Cologne trade fair center ended with an impressive stage show.





13

JULY 16, 2013

Official Anniversary Ceremony

Applause for Bayer at official anniversary ceremony

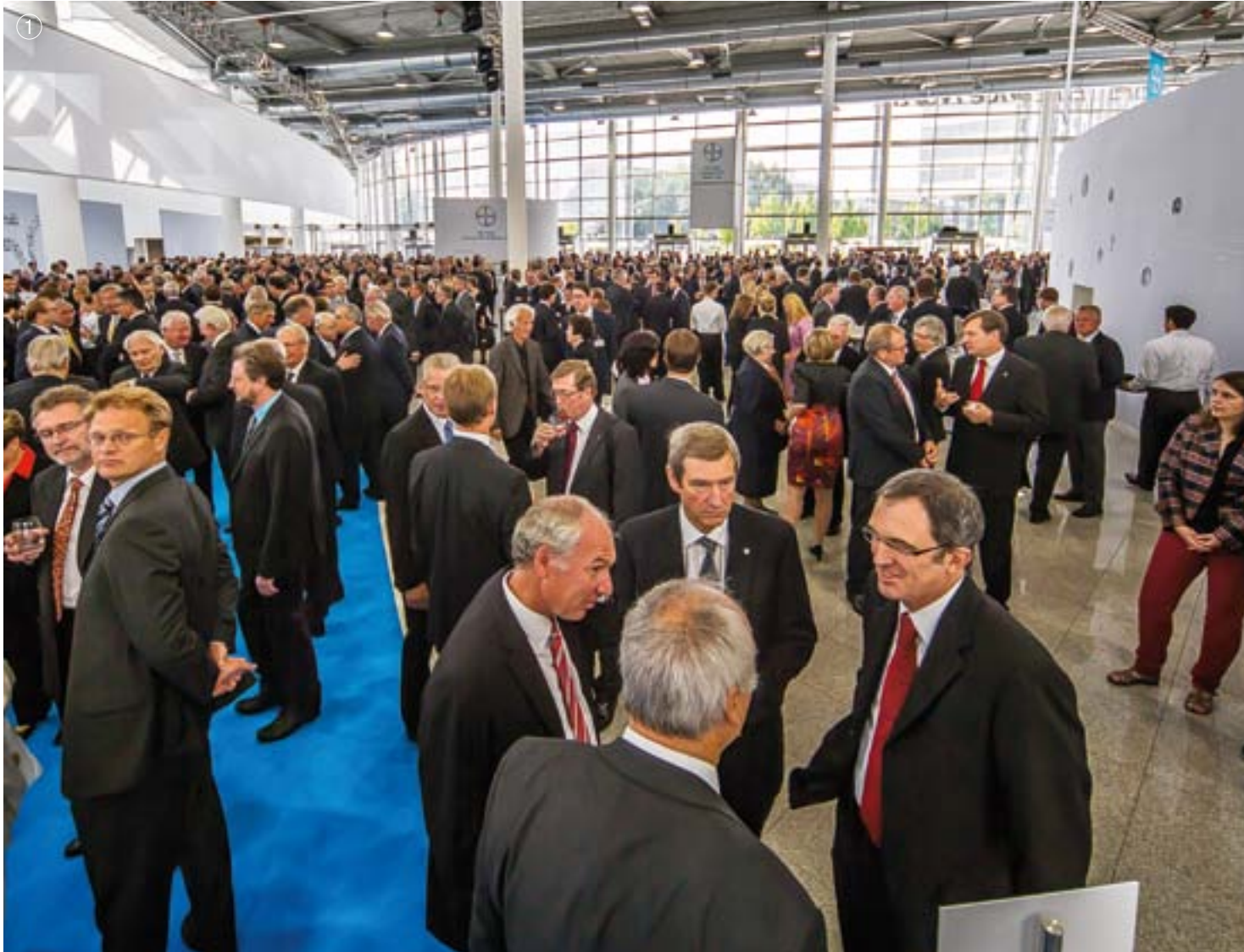
German Chancellor Dr. Angela Merkel and North Rhine-Westphalian Premier Hannelore Kraft paid tribute to the company's achievements.

When Bayer celebrates a milestone birthday, the venue quickly fills up. Numerous personalities from politics, industry, science, society and the media as well as customers and employees attended the official celebration of Bayer's 150th anniversary at the Cologne trade fair center on July 16. Some 1,000 guests gathered on the blue carpet in the lobby to congratulate the company. They all awaited the day's guest of honor: Dr. Angela Merkel. The German Chancellor took the opportunity to personally convey her good wishes to Bayer on this momentous occasion. Camera teams, photographers and journalists jostled around the Chancellor's car as Management Board Chairman Dr. Marijn Dekkers and Supervisory Board Chairman Werner Wenning, accompanied by North Rhine-Westphalian Premier Hannelore Kraft, came to greet her.

The Chancellor had taken ample time out of her busy schedule for this special birthday celebration. She showed great interest as she was given a tour of the anniversary

exhibition "Science For a Better Life" in the lobby. Applause broke out and cameras flashed as Merkel, Kraft, Dekkers and Wenning entered the main hall. In her remarks, Merkel paid special tribute to the company and its achievements: "The name Bayer has a permanent place in the history of German industry. 150 years of Bayer – congratulations," Merkel said, thanking the company for serving as an outstanding advertisement for Germany around the world. She described the Bayer Cross as "a symbol of Germany as a base for innovation and high-tech industry that provides good, secure jobs, where management and employees work well together and where exciting challenges are addressed." The Chancellor said the secret of Bayer's success is obvious: "The ink this success story was written in is innovation."

Bayer – the inventor company. Bayer has been working hard for 150 years to improve people's lives with innovative products. A short film played on three large screens showed the guests how seriously the company takes its mission



① The approximately 1,000 invited guests met in the entrance hall of the Cologne trade fair center.

② Sportswomen Heike Henkel, Steffi Nerius and Heide Ecker-Rosendahl (from left).

③ In conversation: Supervisory Board Honorary Chairman Hermann Josef Strenger (left) with Dr. Klaus Schlede and Hans-Olaf Henkel (right).



④ Also in attendance were Bayer Supervisory Board Chairman Werner Wenning (right) and his predecessor Dr. Manfred Schneider (center).

⑤ Central Works Council Chairman Thomas de Win (left) and Bayer CEO Dr. Marijn Dekkers.





TV presenter Judith Rakers, pictured here with Bayer CEO Dr. Marijn Dekkers, guided the audience through the celebration program.

“Bayer: Science For a Better Life.” The film told the exciting story of a small dye factory founded in Wuppertal in 1863 that grew over the years into a global enterprise. Bayer CEO Dekkers left no doubt as to who is responsible for this success. He expressly thanked the employees, who have made Bayer what it is today: one of the most successful companies in its industry.

Dekkers said Bayer is working to find solutions to many of today’s challenges, such as providing food for a growing world population, rising life expectancy, scarcity of resources and climate change. “Research and development are essential if we are to overcome these challenges.” Effective medicines, robust rice varieties, the latest insulating materials – an animated film used bold images and figures to illustrate how Bayer’s products



The guests clearly enjoyed the varied program provided at the anniversary ceremony: Dr. Angela Merkel (2nd from right), Hannelore Kraft (left), Dr. Marijn Dekkers and Werner Wenning (right).

provide answers to tomorrow’s questions. For this purpose, the company invested some 3 billion euros in research and development in 2012 alone – a figure with nine zeros that stretched across all three screens.

North Rhine-Westphalia is proud of its model company, State Premier Kraft underscored in her remarks: “Throughout our state, we are pleased that from Bayer’s regional roots has grown an international company that is a true global player.” Kraft said her state has an obligation to create the right framework to keep Bayer in residence. “We want you to be able to continue growing and prospering here. North Rhine-Westphalia and Bayer don’t have just a fleeting relationship, but strong, durable and lasting ties.” Kraft spoke of her confidence in the company’s continuing success. She said the chemicals



The Bayer Philharmonic Orchestra formed part of an unusual mix of music, moving pictures and dance.



The perfect illusion: in the final performance of the day, dancers operated the huge screens like giant touchscreens.



Bayer's fields of research were represented in dance.

sector is an industry of the future, and that “Bayer is a prime example of a company working to ensure a better life and better health for millions of people – and has been for a century and a half. That’s exactly what the motto ‘Science For A Better Life’ expresses.”

Dr. Christiane Opitz from the German Cancer Research Center in Heidelberg, who received the Bayer Early Excellence in Science Award in 2012 for her work in tumor research, spoke about the fascination of research: “Research is a tremendous adventure, a voyage of discovery into mysterious, quite different worlds. That’s the message we have to get across if we are to arouse enthusiasm for research.” Science is a mission for Dr. Bernd Riedl as well. The Bayer researcher, who lost his mother to cancer, threw



The guests watched spellbound in the darkened hall. The semicircular arrangement of the screens enhanced the effect of the film shows.

down the gauntlet: “Cancer and I – we still have unfinished business.” Presenter Judith Rakers quoted this sentence during the ceremony. It exemplifies the tremendous motivation of Bayer’s scientists – a number of whom were profiled in a short film.

Rakers charmingly guided the audience through the celebration, at which the enthusiasm for Bayer was palpable. An artistic finale created an explosion of colors and shapes on the three big screens, while a flood of images held the audience spellbound. Dancers whirled to music from the Bayer Philharmonic Orchestra composed specially for the occasion. As they moved across the stage they operated what seemed like giant touchscreens, making scenes from everyday life all over the world flash into view. A multimedia collage of dance, video

and animation explained the message behind Bayer’s mission. To close the ceremony, children from the TSV Bayer 04 Leverkusen athletic club danced on the stage, accompanied by an energetic refrain of “Ayoh, Ayoh, Ayoh” – the chorus of the Bayer anniversary song. It was a rousing finale that deeply impressed the audience.

The 200 Bayer employees who had won tickets to the event were filled with pride. “Impressive. It was a tremendous occasion and a fitting tribute to the company,” said Anja Brüggemann. “I’m really pleased I could be here today.” Rolf Ebert was overwhelmed too: “It was an outstanding event. The organizers did an excellent job of presenting Bayer to the guests as a future-oriented and innovative company,” he said. “I’m proud to work for a company like that.” ●

1,000

invited guests were in attendance.



① Tony Cragg's 2.5-meter-high bronze sculpture stands close beside the entrance to Wuppertal Zoo.



② Wuppertal's mayor Jan-Phillip Kühme speaking at the unveiling ceremony.

③ After the ceremony (from left): Dr. Klaus Jelich, manager of Bayer HealthCare's Wuppertal site, Dr. Joachim Schmidt-Hermesdorf, Chairman of the Art and Museum Society, sculptor Tony Cragg, Jan-Phillip Kühme, mayor of Wuppertal, and Prof. Wolfgang Plischke of Bayer's Management Board.



Bayer donates sculpture by Tony Cragg

A 2.5-meter-high bronze sculpture by Tony Cragg honoring the work of Bayer scientist and Nobel prizewinner Gerhard Domagk was unveiled exactly 150 years after Bayer was founded.

The 2.5-meter-high bronze sculpture that has been standing outside Wuppertal Zoo since August is definitely an eye-catcher! Seemingly organic layers rise upwards, forming two turquoise-hued columns that fuse together in the middle before drifting slightly apart again. It is a striking work that is at once emotive and thought-provoking. The columns are an artistic portrayal of renowned Bayer researcher Gerhard Domagk. At the same time, they symbolize illness and the scientist's work in developing antibiotics. Domagk, who discovered the antibacterial effect of sulfonamides in Wuppertal back in 1935, was awarded the Nobel Prize for Medicine for his pioneering research.

The impressive sculpture is a gift from Bayer to the city of Wuppertal to commemorate the company's 150th anniversary. It was created by the internationally famous sculptor Tony Cragg, who has lived in Wuppertal for many years. "On Bayer's anniversary, we are very pleased to honor a scientist whose work symbolizes the company's innovative capability,"

said Bayer Management Board member Prof. Wolfgang Plischke when the sculpture was unveiled. "Following in the footsteps of Domagk, many research scientists at Bayer are working on developments that will improve the lives of countless people."

The location of the sculpture was carefully chosen: Domagk used to live close to the entrance of Wuppertal Zoo, which attracts around one million visitors a year. Now they can all admire the sculpture. "This impressive gift is also a mark of our esteem for this city and its citizens," said site manager Dr. Klaus Jelich. Along with its 150th birthday, Bayer celebrated a second anniversary in Wuppertal in 2013: 125 years of pharmaceutical research, which began in this city.

The idea for the sculpture came from the Wuppertal Medical and Scientific Society, which counted Domagk among its founding members. It was this society that set up the contact with Tony Cragg. ●

125

Bayer's pharmaceuticals research began in Wuppertal 125 years ago.

2.5

The turquoise-hued sculpture by Tony Cragg is 2.5 meters high and weighs around 4.5 tons.

910,064

people visited Wuppertal Zoo in 2012. Now the sculpture stands next to its entrance.



① The jury for the Bayer 04 soccer contest (from l.): Coach Sami Hyypiä, Sporting Director Rudi Völler, General Manager Michael Schade and team captain Simon Rolfes.

② Captain Rolfes (center) and Bayer Sports Coordinator Jürgen Beckmann present Theo Riegel (r.), Chairman of the SSV Merten sports club, with a jersey signed by all the players.

③ Media interest in the game between Bayer 04 Leverkusen and SSV Merten was high.

④ No holding back: Eren Derdiyok of Bayer 04 in action.



The Bayer 04 soccer team as an anniversary gift

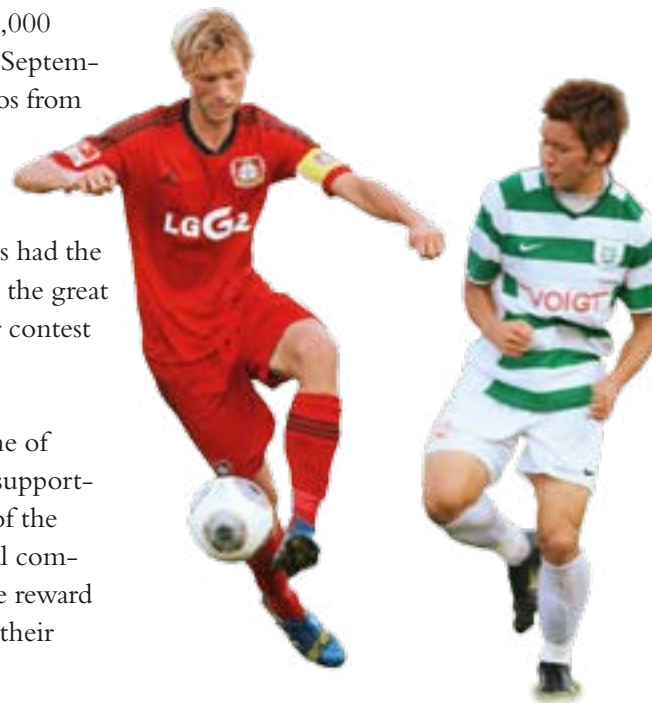
Bayer and sports: This relationship is nearly as old as the company itself.

No wonder then that the big soccer contest held in the anniversary year was a success.

A carnival atmosphere prevailed on the beautiful late summer day in Bornheim, Germany. Some 3,000 spectators flocked to the town near Bonn on September 5 to see the SSV Merten team play against the pros from Bayer 04 Leverkusen. And they were not disappointed. The final tally from the soccer festival: eight goals, national team stars up close and personal, and generous earnings for the club's coffers. The amateurs had the 150th anniversary of the Bayer company to thank for the great event. The match was the first prize in the big soccer contest in celebration of this occasion.

Thus Bayer continues a tradition. The company is one of Germany's biggest promoters of sports and has been supporting soccer in a variety of ways for decades. The aim of the soccer contest was to underscore the company's social commitment in the anniversary year, and at the same time reward amateur clubs for their community involvement and their local youth development activities.

The concept was a resounding success, because the response to the soccer contest, which began on May 15 under the



Simon Rolfes of Bayer 04 and Takahiro Higa of SSV Merten fight for the ball.

title "Your team versus Bayer 04," significantly exceeded expectations. A total of 303 applications from amateur teams all over Germany were received over the following six weeks using a Facebook app developed specifically for this purpose. The overwhelming response undoubtedly was also due to the communications campaign for the contest, which included everything from classical media work to social networks.

The number of interesting applications made the choice difficult for the contest jury, including Bayer 04 Sporting Director Rudi Völler, Bundesliga Head Coach Sami Hyypiä, team captain Simon Rolfes and new Bayer 04 General Manager Michael Schade. In addition to the game against the "works eleven" the jury awarded 16 other prizes, such as a professional practice session with Juniors Coach Sascha Lewandowski, a game against the Bayer 04 club's Under-23 team, a visit to the BayArena and high-quality soccer equipment. "The success of the Bayer anniversary soccer contest is very gratifying to me personally," said Michael Schade, "because it also shows what appeal the club and the Bayer 04 brand have far beyond Leverkusen."



① Some 380 scientists came to Leverkusen.



② Bayer hosted the two-day event at its "Kasino" hotel.

③ Ceremonial atmosphere – the modern stage in historic surroundings.



④ The symposium was opened by Dr. Marijn Dekkers.

⑤ Dr. Dominik Mumberg, Dr. Dirk Laurent, Prof. George Demetri and Dr. Jordi Rodon (from left) in conversation.



⑥ Viewing the posters: Dr. Mathias Gehrmann (l.) and Dr. Ingo Gaida.

World-leading scientists assemble at Bayer

Researchers from 14 countries presented their current projects at the “Science For A Better Life” symposium, held at Bayer’s “Kasino” hotel in Leverkusen.

Everything revolved around research for three days in November in Bayer’s “Kasino” hotel. To mark its 150th anniversary, Bayer held a “Science For A Better Life” symposium, with some 380 renowned scientists from 14 countries traveling to Leverkusen to discuss current projects. The participants included experts from 15 Bayer sites and high-profile representatives of universities and institutes with which Bayer collaborates.

The conference was the last major event of the anniversary year and saw the celebrations draw to a close in the same place where they began with the Financial News Conference back in February – in Leverkusen. Against the historic backdrop of the Bayer Kasino, the researchers took to a state-of-the-art stage with two video screens to present developments from their research fields that were relevant to Bayer. “We are the only major company that focuses on the health of humans, animals and plants,” remarked Bayer CEO Dr. Marijn Dekkers. “We are initiating more and more projects to investigate how we can bring together our expertise in these three areas to generate new scientific knowledge and hopefully use it to develop new products.”

The event proved to be a high-quality discussion forum. Brain researcher Baroness Susan Greenfield from the University of Oxford spoke about new approaches resulting from her research on dementia. Other presentations from the field of medicine focused on cardiovascular research and cancer treatment. The scientists also spoke about strategies for agriculture and innovative breeding methods for plants and seeds. There were also discussions on backgrounds and concepts for holography and about lightweight materials. The discourse continued over lunch, with more than 30 posters in the foyer displaying information on projects undertaken by Bayer researchers, ranging from new ways to treat tumors to solutions for maintaining bee health.

Prof. Wolfgang Plischke, the member of the Board of Management responsible for research, was very satisfied with the symposium because it helped to forge new contacts and deepen existing ones. “This event will provide new impetus for our work,” he said. To round off the event, a TNS Emnid survey of the participating scientists gave insight into the research trends of the future.

380

researchers attended the Science Symposium.

60

universities and research organizations and 15 Bayer sites sent experts to the event.

14

countries were represented at the Science Symposium.



Bayer's birthday celebrated by media all over the world

Newspapers, online services, radio stations and television channels reported extensively on the 150th anniversary. More than a billion people followed the year's full program of anniversary celebrations this way.

From dye maker to global group." "Bayer in party spirit." "Product of the economic miracle." "The world's pharmacy." "From Aspirin to avantgarde." "The pain killer" – these were just some of the many headlines about Bayer in the anniversary year. All around the globe, newspapers, radio and television stations and online media carried detailed reports about the Bayer anniversary and the company's success story spanning 150 years. Australia's highest-selling daily paper "The Australian" published a profile of Bayer entitled "Healthy prospects for Bayer" while Vietnam's "Saigon Times Daily" announced that "Bayer pledges long-term investment and sustainable development." The Argentinian edition of "Forbes" magazine featured a detailed article on the Group's success.

The tours of the airship proved particularly media-effective. By this brochure's December 1 editorial deadline, print products with a total circulation of over 14 million had already reported on this blue-green ambassador for Bayer, including

"De Standaard" in Belgium, the "San Diego Union-Tribune" in the U.S., "La Stampa" in Italy and "La Vanguardia" in Spain. Italian TV station Studio Aperto showed images of the airship over Lake Maggiore and Catalan broadcaster Despi TV was on site as the craft took off over Spain. In Germany, TV reporter Simone Kienast from Hessischer Rundfunk was on board for a flight over Frankfurt am Main. It made a real impression: "An extraordinary sensation – a mix of hot air balloon and airship. Fantastic."

Many of the other anniversary activities also appeared in the media. South Korean newspapers "Seoul Economic Daily" and "Seoul Shinmun" reported on the "150 role models" project, while the "China Business Times" published an article titled "Bayer's 150 public welfare programs widely recognized." In Bolivia, news site "Jornadanet" was one of the media outlets to report on Celebration Day. The online edition of Venezuelan newspaper "El Universal" reported on the anniversary celebrations, as did the "Charlotte Observer"

1,000,000,000

Coverage of Bayer and its special anniversary reached an audience of more than 1 billion people worldwide.

14

Circulation figures for the airship tour reports in the print media were around 14 million.

60

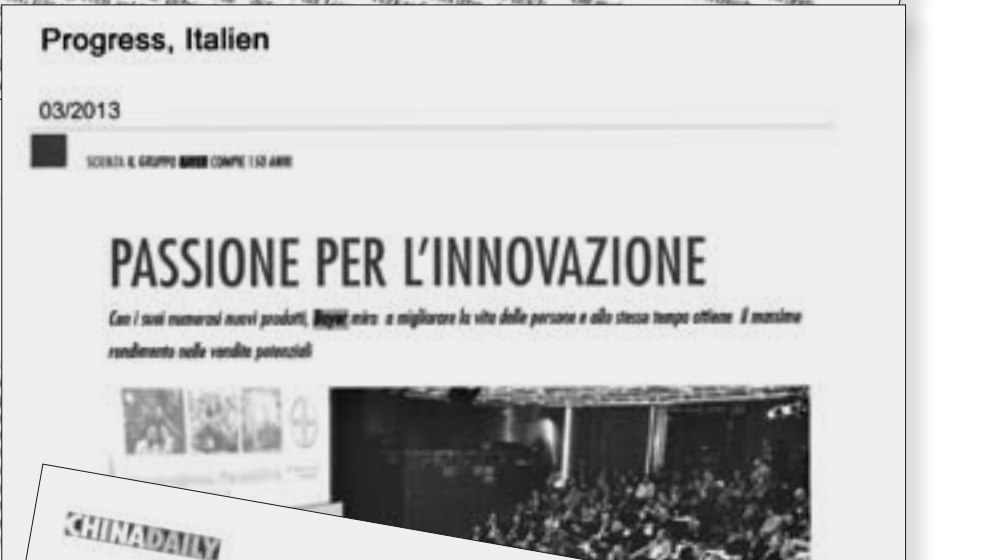
or more different local and inter-regional newspapers covered the celebration in the Cologne trade fair center alone.

in the U.S. state of North Carolina. Germany's "Bild" newspaper was impressed by the huge employee celebration in the BayArena in Leverkusen, noting: "Bayer celebrates its 150th anniversary in style!" German TV stations RTL and WDR also covered the stadium event.

The event that attracted by far the biggest reaction was the ceremony in the Cologne trade fair center, attended by German Federal Chancellor Angela Merkel. For the German media, the reception was the most important part of the day and the media response was correspondingly overwhelming. All the major German TV and radio stations and U.K. broadcaster Bloomberg TV reported on the event, and Germany's flagship TV news program ARD-Tagesschau showed images from the ceremony in its 8 p.m. bulletin. The following day, the papers were full of articles about the event. "How to turn chemistry into gold" (Westdeutsche Zeitung), "Merkel gala on Bayer's anniversary" (Bild) and "Pain-free anniversary" (Frankfurter Rundschau) reflect the tone of most of the headlines.

North Rhine-Westphalia's regional newspapers published particularly detailed reports. Cologne's "Kölner Stadtanzeiger" headlined with the quote "We want you to keep growing here," from North Rhine-Westphalia's State Premier Hannelore Kraft's speech at the celebrations. The "Westdeutsche Allgemeine Zeitung" wrote, "The 150-year-old company from Barmen threw a party yesterday, the like of which most of the many DAX managers present and President Grillo of the BDI (Federation of German Industries) had probably never seen. The highlight was a gigantic 3D light show that illustrated the capabilities of the chemical and pharmaceutical industry on huge video walls."







The leading German-language daily newspapers had already published lengthy company analyses and profiles in the run-up to the event. The “Süddeutsche Zeitung” observed that Bayer, BASF and Hoechst had between them “founded a global industry that remains a pillar of Germany’s current-day economy.” Switzerland’s “Neue Zürcher Zeitung” commended Bayer’s historical “ability to overcome numerous disruptions.”

A lot of the media marked the precise anniversary on August 1 with in-depth accounts of Bayer’s success story. Germany’s main public broadcaster ARD ran a 45-minute documentary examining the company’s history, and “Euro” business magazine concluded its substantial Bayer analysis with the words “the chemicals and pharmaceuticals group is well equipped for the future.” “Focus” weekly magazine chose the simple headline “150 years of Bayer” for its lengthy report, and radio stations WDR5 and WDR2 broadcast factual background reports on August 1.

Throughout Germany, many cultural media covered the “Bayer Collection” exhibition in Berlin and the Cragg sculpture Bayer donated to the city of Wuppertal. Other events such as the traveling exhibition and anniversary soccer match kept the Group in the media spotlight for the entire year. “We are delighted with the success of our communications activities, which have reached more than a billion people,” says Dr. Michael Preuss, project manager for the anniversary celebrations. Few people will have failed to notice that 2013 was Bayer’s 150th birthday year.





China WTO Tribune
12.11.2013
Seite - Cover Story

拜耳大中华区总裁：越融入中国，才会越成功
Summary: Bayer's core business and R&D coincide with the sustainable development need of China, said Johannes M. Dietsch, President of Bayer Greater China Group, at the news conference for Bayer's 150th anniversary on October 15. Bayer has set up a sustainability committee in China to ensure efforts in this drive. It brings volunteers convenience through innovative ways.

拜耳大中华区总裁：越融入中国，才会越成功
President of Bayer Greater China: More Integrating into China, More Success

访谈嘉宾：拜耳大中华区总裁康友汉

“拜耳”
拜耳大中华区总裁康友汉在柏林举行的拜耳150周年庆典上表示，拜耳将与中国在可持续发展领域展开合作，为中国的可持续发展做出积极贡献。

Handelsblatt
18.07.2013



Farbküche wird zum Weltkonzern

150 Jahre Bayer: Forschergeist und Erfindungen machten aus dem Farbküchler einen Weltkonzern

- Die Pharmazie muss heute über die Zukunft des Konzerns
- Die Wertschöpfungskette hat Bayer länger geklappt



Köln - Manchmal läuft das Glück einem zum-dest nie Stück hinterher! Heiko Müller (40) hat-ter test das Finale im BILD-Fotowettbewerb verpasst, weil er erst spät seine E-Mails kontrollierte. Schließlich soll er doch im Bayer-Luftschiff - und siegte auf den letzten Klick! DAS FOTO ZEIGT DEN SONNENUNTERGANG IM SÜDEN KÖLNS, DIE UN-KEHL-KRAFTWERKE VON NIEDERRAISEN UND NEU-BATH NEHEN SICH AB. Eine Jury aus BILD-Re-dakteuren und Bayer-Mitarbeitern wählte das letzte Bild aus.

Sieger des Fotowet-bewerbs „Mach BILD ein Bild von unserer Rei-mer“. Am Rande der Klä-ner Lichter wurde Son-ntag der Preis in Höhe von 10 000 Euro von Bayer übergeben.

„Ich wollte klar nicht einsteigen“, beschreibt Müller, seine Ge-heit. „Mit Sohn Jonas, der jetzt im Gymnasium ist, auch die Eltern des Krankenhauses im Ausland. Ich wollte abkommen. Der Hobbyfotograf hatte sich im Finale ge-macht acht Konkurrenten im letzten Bild aus.“

Santa Cruz Economico
06/2013

CELEBRACIÓN
Bayer cumple 150 años de vida a nivel mundial

DIE RHEINPFALZ
Gesamtausgabe
16.07.2013

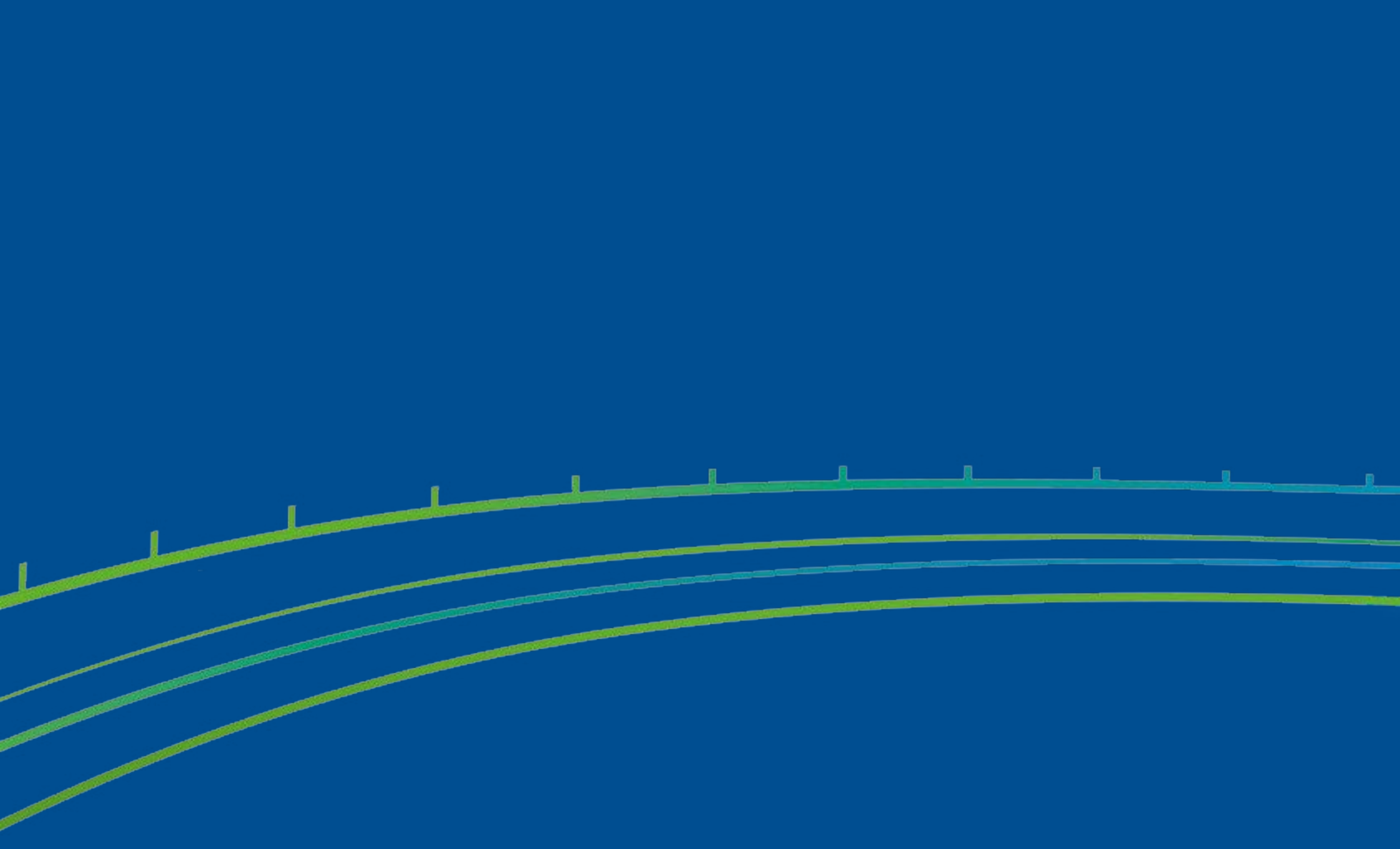
Auch die Kanzlerin gratuliert zum 150.

Bayer Konzern wird in diesem Jahr einhundertfünfzig Jahre alt.
- Anfänge mit Textilfarben - Bekanntestes Produkt ist Aspirin

LIEFERUNGEN: Bayer liefert in diesem Jahr zum 150. Mal Aspirin. Der Konzern wird in diesem Jahr einhundertfünfzig Jahre alt. Die Wertschöpfungskette hat Bayer länger geklappt.

150 Jahre und 150 Jahre lang ist Bayer ein Konzern, der die Welt verändert hat. Die Wertschöpfungskette hat Bayer länger geklappt.





Masthead

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