



Bayer Sales Overview

BY NICOLE KLUCK

Company History

Bayer – Science for a better life.

Began in 1863 – Purple dye and the development of synthetics.

Created modern Aspirin in 1897

Began growing beyond pharmaceutical production in the 1990's with Polysar.

Purchased:

- Aventis crop science in 2001
- Monsanto in 2016

Sales Data

2018 Annual report: Sales price of 39.6 Billion

Pharmaceutical sales were higher with lower earnings.

Consumer Health sales declined.

Share Earnings were up.

Crop Science sales were on the board for the first time.

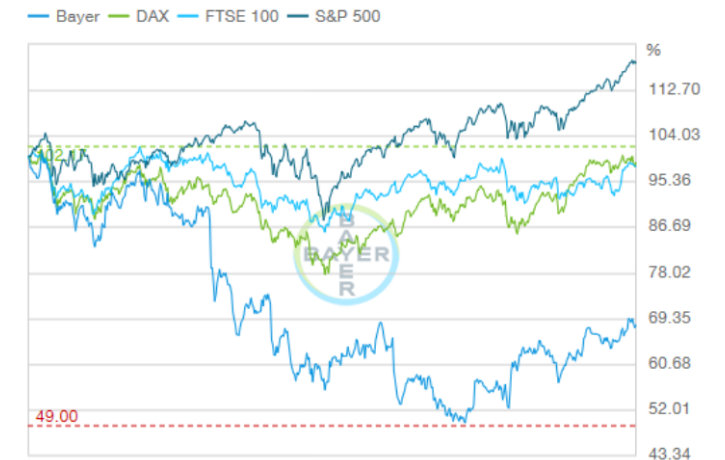
Total income at 1.7 Billion



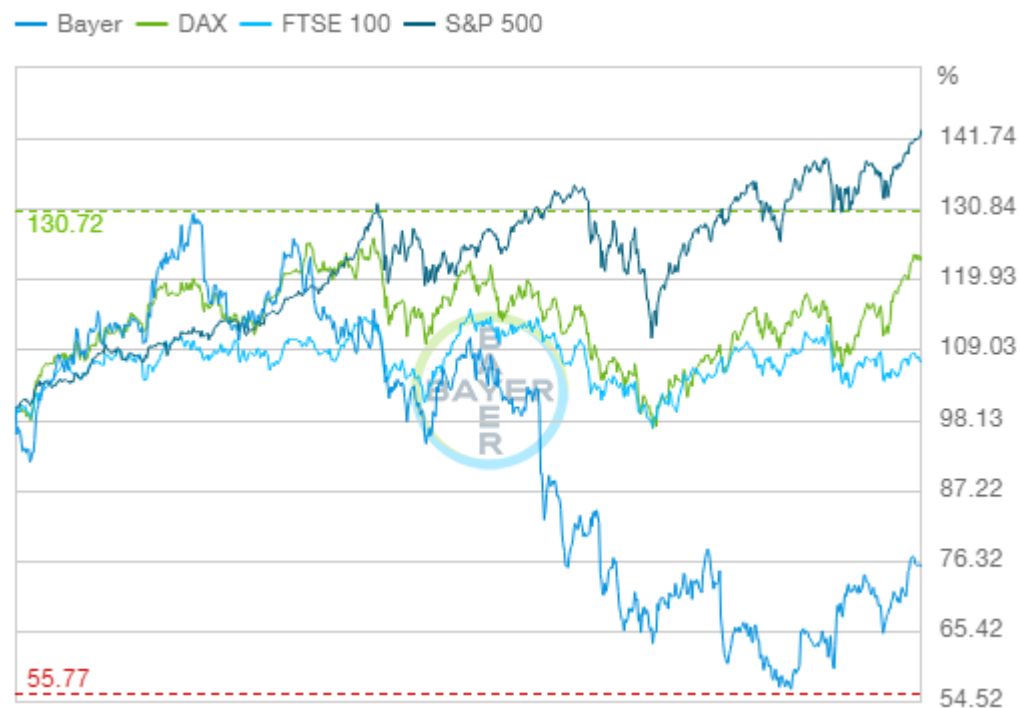
Indexes

☒ DAX ☒ Euro STOXX 50 ☒ FTSE 100 ☒ S&P 500

☐ Show news ☒ Ad-hoc ☒ Investor News ☒ Dividends



Comparison from 2016-2019



Performance Comparison: 16/11/2016 – 16/11/2019

Exchange:	Bayer AG
Change:	-24.49 %
Open:	93.27
Last price:	70.43
High:	121.34
Low:	52.53

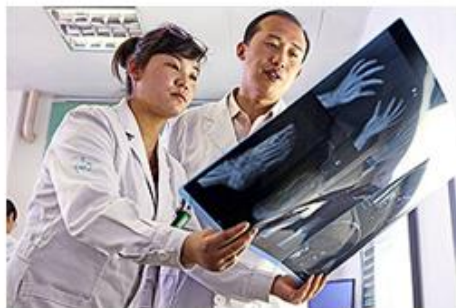
2019 Q1

Bayer: strong operational start to the year

- // Group sales increase to €13.0 billion (Fx & portfolio adj. + 4.1%)
- // EBITDA before special items advances to €4.2 billion (+ 44.6%)
- // Crop Science posts substantial sales and earnings gains following the acquisition
- // Pharmaceuticals shows encouraging sales and earnings growth
- // Consumer Health below the prior-year quarter; full-year outlook confirmed
- // Net income of €1.2 billion (– 36.5%) held back as expected by special items related to the acquisition and restructuring
- // Core earnings per share €2.55 (+ 13.8%)
- // Business outlook for 2019 confirmed

Products

Pharmaceuticals



Crop Science



Consumer Health



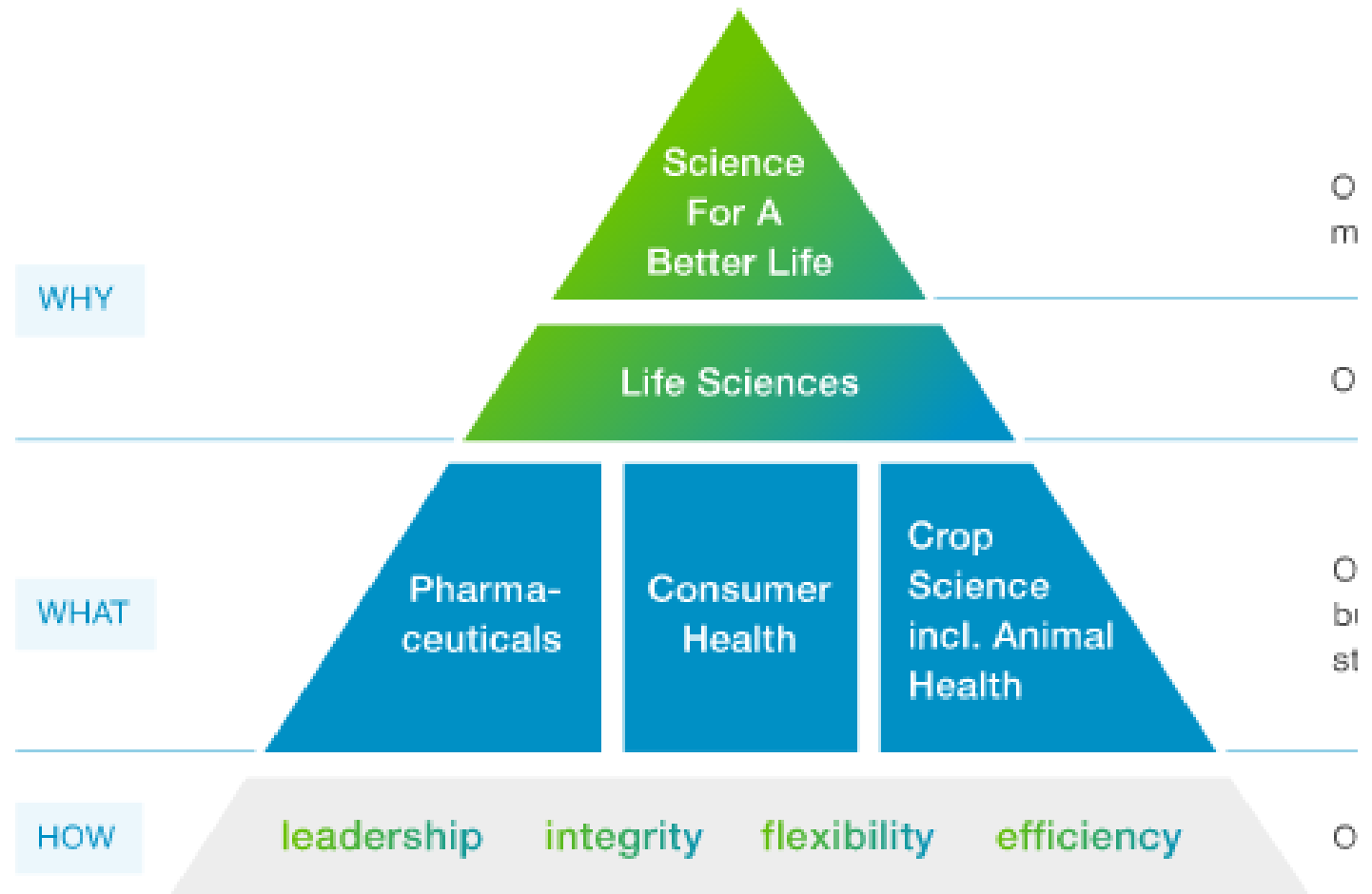
Animal Health



Commercial Strategy

“The steadily growing and aging global population presents fundamental challenges in health care and nutrition. How will we feed up to ten billion people by 2050 while contending with the impact of climate change? How will we ensure quality of life for an ever-increasing number of elderly people?”

The Bayer Strategy

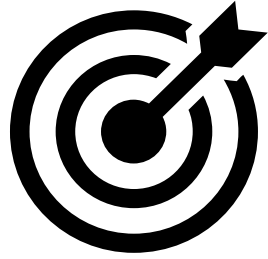




Features and Benefits

<https://youtu.be/8yZJLWkzYyE>

Features and Benefits - Aspirin



Feature

- Bayer made the product non-irritable
- Types for headache, muscle ache, and fever.
 - Specific doses
 - Orange Flavor
 - Grip tight cap



Benefits

- More easily available to the public
- Targeted pain relief for an active lifestyle
- No breaking tablets or measuring
- No fighting kids to take medicine
- Children don't take it on their own

Integrated Sales and Marketing

Demographics

- Geographic's
- Gender

+Sales Data

+Customer Feedback

=Target Marketing



<https://youtu.be/KhtD7Arnx4c>

Customer Relationship Management

Role in Agriculture

Learn about
Glyphosate
and Its Use

| [READ MORE](#)



Environment & Biodiversity

Explore How
Glyphosate
Preserves the
Environment and
Biodiversity

| [READ MORE](#)



Health and Safety

Explore Glyphosate
's Safety Profile and
Related Health
Studies

| [READ MORE](#)



FAQs

Get Answers
to Most-
Asked
Questions
about
Glyphosate

| [READ MORE](#)



“We were finally able to show the jury the secret, internal Monsanto documents proving that Monsanto has known for decades that ... Roundup could cause cancer.”
“...[Sent a] message to Monsanto that its years of deception regarding Roundup is over and that they should put consumer safety first over profits”. - Brent Wisner

<https://www.theguardian.com/business/2018/aug/10/monsanto-trial-cancer-dewayne-johnson-ruling>

Monsanto ordered to pay \$289m as jury rules weedkiller caused man's cancer

Court finds in favor of Dewayne Johnson, first person to take Roundup maker to trial



▲ DeWayne Johnson listens during the Monsanto trial in San Francisco last month. Photograph: Reuters



Bayer CEO Werner Baumann

“Among consumers and stockholders, it mainly caused uncertainty...Yet the facts have not changed: glyphosate is a safe product.” (2018 Annual Report)

“...widespread emergence of glyphosate-resistant weed(s) ...effects appear to be due to the increased use of glyphosate...” (Trends in Plant Science, Volume 11, Issue 7, July 2006) <https://www.sciencedirect.com/science/article/abs/pii/S1360138506001294>

“Glyphosate was detected ...and was found to be at an even higher concentration in the village soil... We do not find other relevant sources of pollution...Cancer incidence, prevalence, and mortality are between two and three times higher...”(Scientific Research Publishing, International Journal of Clinical Medicine, 02/2017)

<https://ri.conicet.gov.ar/handle/11336/56435>

Share prices

Bayer AG (XETRA) - Local Trading Time 09/01/2020 17:35 CEST 15 min. delay, in EUR

Last Price		Change %	Preday	Open	High	Low
BAY ▲	74.72	+0.97	74.00	74.98	75.42	74.63
Volume		Market Cap				
2,726,823		69,680,282,750				
Performance 52 Weeks %	52 Week Volume	52 Weeks High		52 Weeks Low		
+13.42	3,165,170	74.72 at 09/01/2020		52.53 at 17/06/2019		

California Glyphosate Case – Dewayne Johnson (Aug. 10, 2018)

“The verdict was wrong. We will appeal the jury’s opinion and continue to vigorously defend glyphosate...We are confident science will prevail...”

Consumers, growers, and customers can remain confident in the continued safe use of glyphosate. This decision in no way changes our existing registrations for our glyphosate-based herbicides.”

Main sales skills and methods

- Pharmaceuticals



Women's health



Heart Health



Oncology/Cancer
treatment, prevention and
radiology equipment.

- Highly technical and detailed
- B2B relationship
- High education needed
- Feature oriented

Main sales skills and methods

Claritin



- Consumer Health
 - Not as technical
 - B2C Relationship
 - Moderate education
 - Benefit Oriented

Final Consumer Relations

Bayer – One of Germany's Biggest Sports Sponsors



Innovations in Agriculture

Progress on the Farm
Is Just the Beginning

LEARN MORE



“Our culture supports its people through regular feedback...” - Bayer on Feedback Culture

The image shows the cover of a brochure titled "BEEINformed N° 8_2019". The cover features a green background with a red tractor in the background and a close-up of a bee on a flower in the foreground. The text on the cover includes "BEEINformed N° 8_2019", "Bayer", "bee care", and "Separating fact from fiction Bee Myths: Don't Believe Everything You Hear!".

BEEINformed

BEE MYTHS – FACTS & FICTION
Don't Believe Everything You Hear!

Everyone knows you shouldn't believe everything you read or hear. But how often do we take the time to read something and think "Is that really true?" Separating fact from fiction is the first step toward increasing our understanding on complex topics and allows us to make meaningful decisions about the world around us. Let's take time to fully explore some common beliefs about bees and how knowing the facts can provide greater insights into how we can protect them and our food.

BEEINformed N° 8_2019

Separating fact from fiction
Bee Myths:
Don't Believe Everything You Hear!

When it comes to the subject of bees, there is plenty of information that is instantly available with the touch of a few keystrokes – but much of it is unreliable. So, how do you separate fact from fiction?

bee care

LIFE EXPECTANCY IS INCREASING

ABOVE ALL IN DEVELOPED COUNTRIES

Population increase by 2050



THE WORLD POPULATION IS GROWING



MORE CARDIOVASCULAR DISEASES

People worldwide who suffer a stroke each year

Source: Statista



THE PER CAPITA AREA FOR CULTIVATION IS REDUCING

Per capita cultivation area in hectares



Buyer Motivations

Positioned for Growth

August 20, 2019 -Bayer to sell its Animal Health business

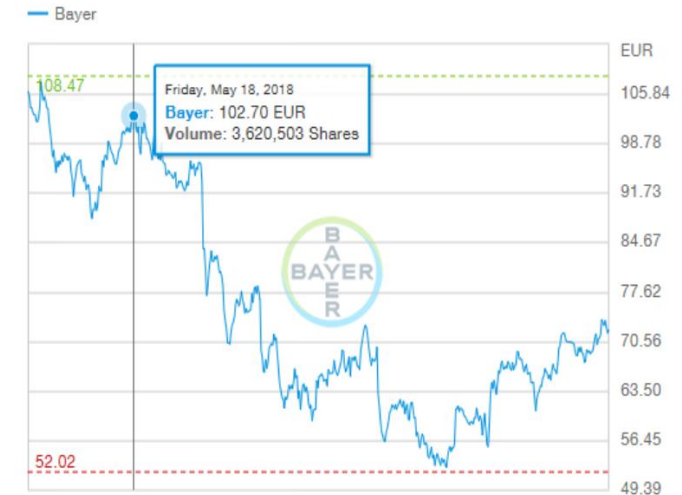
13 May 2019- Nivea Owner Buys Coppertone Sun Care for \$550 Million, “The German drug and chemical company has been wrestling with fallout from that deal, which has saddled it with more than 13,000 lawsuits related to its weedkiller Roundup.”

22 July 2019 - Bayer to Sell Dr. Scholl’s to Yellow Wood for \$585 Million

Third quarter of 2018- “Bayer has confirmed the outlook for the Group that was updated in the second quarter of 2018 to reflect the acquisition, while the forecasts for Consumer Health and Animal Health are now becoming increasingly ambitious.”

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Thank You