



Background information

Facts & Figures

The Division Consumer Care

As of June 2007

Net sales 2006:	2.5 EURbn
Employees:	6,400
Global ranking:	2
Headquarters:	Morristown, USA

An increasing number of people worldwide are choosing their own medication for the prevention or treatment of non-severe diseases. Many of them trust in tried-and-tested non-prescription or over-the-counter (OTC) medicines offered by the Consumer Care Division of Bayer HealthCare. Take Aspirin for example: The global awareness of this over 100-year old brand is almost unrivaled.

Today, Consumer Care is a top-tier OTC consumer healthcare company. Following the successful acquisition of Roche Consumer Health in January 2005, the Division has a well-balanced portfolio of strong brands across most major OTC categories including analgesics, dermatologicals, gastrointestinal and nutritional. With over 170 brands around the world and eight global brands that have sales amounting to more than 100 million euros annually, Consumer Care is well positioned to capitalize on the continued projected growth of the OTC industry.

Analgesics, or pain relievers, play a significant role in Consumer Care, led by Aspirin, which is the best-selling OTC product offered by Bayer HealthCare and the number two OTC analgesic on the global market. Aleve is another strong brand in this category, which has seen tremendous growth in the US market over the last several

years. In the dermatologicals category, Canesten for the treatment of fungal infections and Bepanthen for wound healing and skin care each hold the number two spot in their markets. Consumer Care also manufactures and markets globally renowned products in the gastrointestinal field. The antacid, Rennie, has been successfully used in treating indigestion since the late 1920s, and the brand is one of the world's top ten non-prescription antacids. Talcid and Alka-Seltzer are also well-known treatments for stomach discomfort. In addition, Consumer Care has a strong presence in the nutritional category holding the number two position globally and offering a number of vitamin and minerals preparations, including Supradyn, Redoxon and Berocca, as well as the One-A-Day line of multivitamins, which is particularly well-known in the USA, and the number one children's multivitamin in the USA – Flintstones.

Tradition and innovation go together at Consumer Care. As an example, the range of applications for Aspirin has expanded considerably over the years. Clinical trials in 2006 showed that the active substance acetylsalicylic acid not only quickly and reliably helps in the case of tension headaches, but also with migraine attacks. Aspirin is also an effective, yet economical, risk reduction strategy for cardiovascular events and is recognized worldwide as a cornerstone therapy for prevention of second heart attack and stroke. It is approved in 35 countries for the primary prevention of cardiovascular events. In addition, several independent studies conclude that Aspirin may reduce the risk of being afflicted by certain types of cancer.

Furthermore, the Division is continuously creating new products and extending the spectrum of uses for its tried-and-tested brands by way of new forms or formulations. Among the newest products are Aleve Liquid Gels offering “liquid-fast” speed and convenient dosing for those who suffer from back and joint pain, Rennie Dual Action for the treatment of heartburn and indigestion, Canesten Oral and Cream duo for treating gynecological fungal infections, as well as One-A-Day Men's and Women's 50+ offering specialized nutritional support for individuals over the age of 50 with specific levels of key vitamins and minerals men and women each need to address their distinct health concerns.

Over 6,400 employees in over 100 countries contribute to the Division's success. Production for Consumer Care's global portfolio is divided amongst sixteen production sites located in every region of the world. The Division's headquarters are in Morristown, New Jersey in the USA. The Division generates nearly 50 percent of its total global sales in Europe. North America follows at just under 30 percent with the rest spread among Latin American and Asian countries.

With its strong global brands, excellent geographical coverage and potential for new developments and Rx to OTC switches, the Consumer Care Division is well positioned for above-market growth and to strengthen its leading position within the sector.

Bayer HealthCare

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Diabetes Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma and as Bayer HealthCare Pharmaceuticals in the US and Canada. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide.

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Forward-looking statements

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