

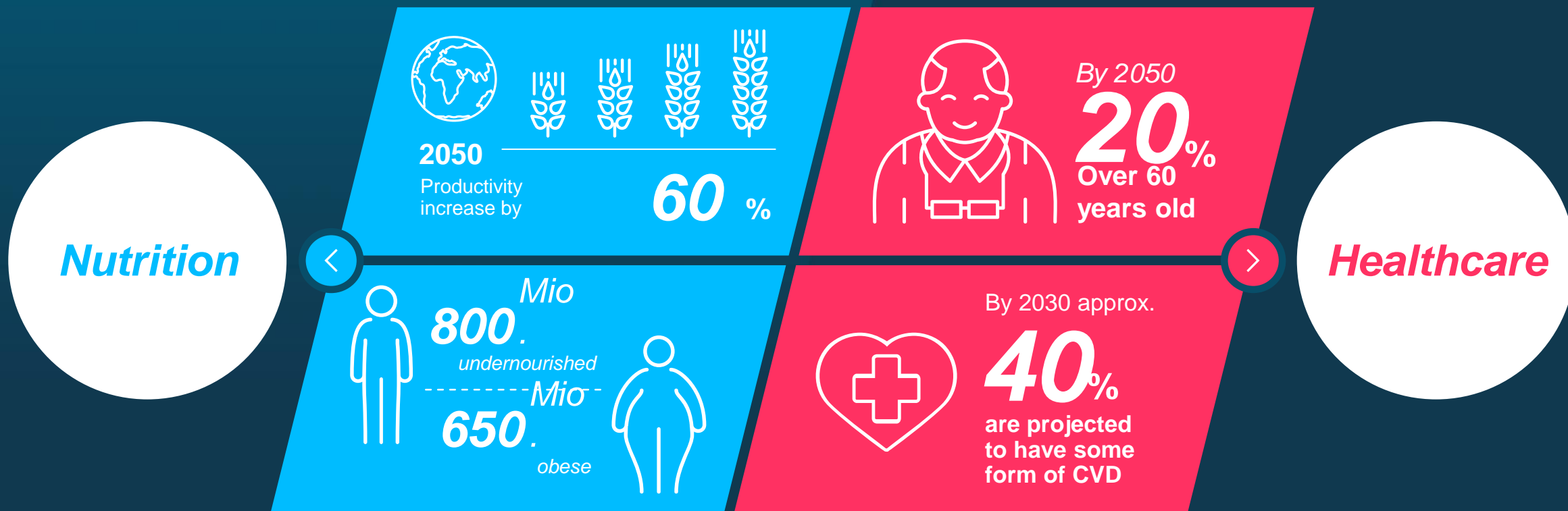


***The Bayer way to turn
innovative dreams
into real life!***





In this world of radical change and progress, innovation remains critical to help feed and heal a growing and ageing population





To further Advance Innovation, Bayer embraces a holistic approach focused on four strategic levers



*Building on our
core in **R&D***

*Leveraging the
convergence of
science & technology
driven by data*



*...Leveraging
Open Innovation*

*Building Innovation
Ecosystems to
collaborate & co-
create new solutions
with global partners*



*...strengthening
**Employee
Innovation***

*Enabling you to identify
customer needs &
translate insights into
new business
opportunities*



*...and driving
**Social
Innovation***

*Supporting and
partnering with social
entrepreneurs to drive
innovation impact and
improve lives*

The LifeHub Network forms the backbone of our OI activities

1

Connecting with the community through networking, mentoring and meetups

2

Exploring impactful answers by collaborating with customers, entrepreneurs and innovators

3

Incubating solutions by building new skills, technologies and business models

4

Partnering with experts through alliances that develop cutting edge technologies





OI Programs

Developing therapeutic and agricultural solutions to optimize output and effectiveness.



...funding of novel ideas via our crowd-sourcing **G4 programs**



...lab space via our global network of **CoLaborator programs**



...startup acceleration and collaboration via our **G4A programs**



Venturing

Some people call them impossible

We call them

*Targeting the breakthroughs that
could fundamentally change the
world for the better*

leaps





Venturing

Exploring disruptive technologies beyond our core investments through joint ventures / companies

Leaps by Bayer

→ Targeting the breakthroughs that could fundamentally change the world for the better



CRISPR/Cas9
to address
genetic
diseases



Cell therapies
to address
degenerative
disease



**Designer
microbes**
to enhance
sustainability
in agriculture

Bayer Growth Ventures

→ Bringing new technologies to agriculture and new solutions for farmers



Advancing Innovation is driven by the people of Bayer – every day

