

Press release for medical, pharmaceutical trade and financial press

Martin Dawkins to head Bayer Schering Pharma in UK/Ireland

Newbury, Berkshire – 14 April, 2008 – Martin Dawkins, Chief Executive Officer of Bayer's UK/Ireland operations, has taken on the additional role of Bayer Schering Pharma Country Division Head in the UK.

Bayer Schering Pharma includes the combined businesses of Bayer and the Berlin-based Schering which was acquired in 2006 and, at €16.5 billion, was the largest acquisition in Bayer's 140 year history.

Since 2006, Mr. Dawkins has overseen all local integration operations, including the move of Schering's local operations from Burgess Hill, West Sussex, to Bayer's Newbury, Berkshire HQ, and the creation of a new consolidated business structure.

Bayer Schering Pharma (BSP) has six main business groups, including:

Women's Healthcare – market leader in hormonal contraception, providing both oral and non-oral contraceptives, in addition to therapies for gynaecological and menopausal complaints.

Oncology – providing innovative products for the targeted treatment of certain forms of leukemia and lymphomas, as well as solid tumours.

Primary Care – a well-established portfolio of products for GPs and hospital doctors, which includes men's healthcare treatments for erectile dysfunction and hormone preparations to treat testosterone deficiency in men, as well as antibiotics used to treat respiratory tract, skin and surgical infections.

Haematology and Cardiology - developing effective drug therapies for the treatment of circulatory disorders and cardiovascular diseases, as well as being one of the world's leading providers of products for treating the bleeding disorder haemophilia A.

Diagnostic Imaging - Bayer Schering Pharma are among the world's leading manufacturers of contrast media for classic X-ray procedures, computed tomography (CT), and ultrasound. In fact, BSP is the world-market leader in the field of contrast media for magnetic resonance imaging (MRI) and is playing a pioneering role in magnetic resonance angiography (MRA).

Specialised Therapeutics – offering a range of products for people with severe chronic diseases such as multiple sclerosis and pulmonary hypertension. BSP set a historic milestone in the treatment of multiple sclerosis when it launched an approved drug to treat this condition.

The integration of Bayer's pharmaceutical business with Schering has created a company that now ranks amongst the top ten global pharmaceutical companies. A recently announced €2.8 billion on group-wide R&D for the coming year means the further enrichment of an already healthy pipeline.

BSP employs 394 people in the UK/Ireland and had total annual sales of £214 million in 2007. "Bayer Schering Pharma completed its integration rapidly and is now positioned as a major pharma company in the region, with market leading products and sound marketing strategies that will add value for the company and major benefits for customers and end users." says Mr.

Dawkins, "Having overseen the integration stage of the business, I am now excited at this hands-on opportunity to make what is already a good company, into a great one."

Mr. Dawkins joined Bayer plc in 2006 from Bayer in Leverkusen, Germany, where he headed Bayer HealthCare's European Haematology/Cardiology. He joined Bayer in 1986 through the acquisition by Bayer Diagnostics of Technicon Instruments. Since then, he has held numerous international posts in England, the USA, Japan and Denmark. His work has been chiefly in the diagnostics and medical equipment businesses and, latterly, with cardiology and haematology products.

His overall responsibility in the region includes all of Bayer's main businesses - MaterialScience, CropScience and HealthCare.

Mr. Dawkins, 48, will continue to be based at the company's UK/Ireland headquarters in Newbury, Berkshire.

Caption:

Martin Dawkins, CEO of Bayer plc, and MD of Bayer Schering Pharma in the UK and Ireland.

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Note to Editors

Bayer is an international, research-based group with major businesses in HealthCare, CropScience and MaterialScience. With some 106,200 employees worldwide, the group recorded net sales of €32,385 million in 2007.

Bayer's activities in the UK/Ireland broadly mirror those of Bayer AG. With famous brands like Rennie, Canesten, Germolene, Baby Bio and Makrolon in its portfolio, the company is also a major supplier of raw materials to the automotive, electrical and chemical industries, as well as agriculture, and is a major supplier of pharmaceuticals and medical equipment to the health service.

Bayer has been present in the UK/Ireland for over a hundred years and employs 1,419 people in the region.

For more information, go to www.bayer.co.uk

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