



Science For A Better Life

Measuring the impact your Communications efforts has on your company's bottom line (Not Impressions)

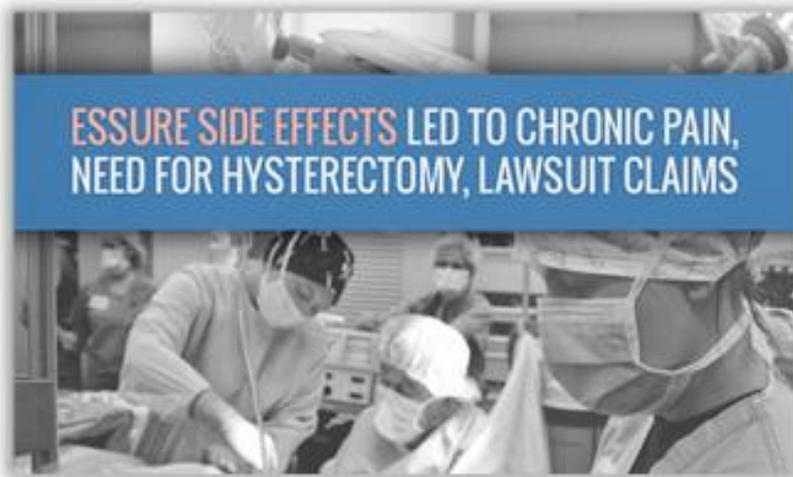
Ray Kerins

SVP, Corporate Affairs

Bayer U.S.



Reputation management is 24/7/365

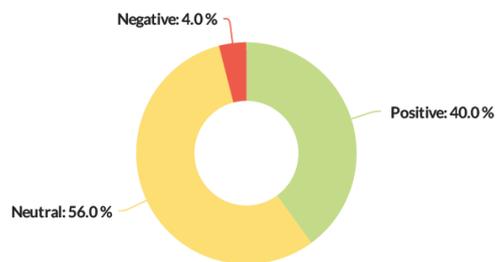
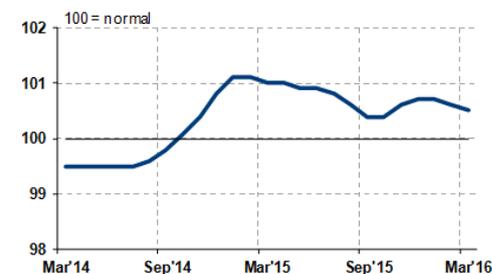
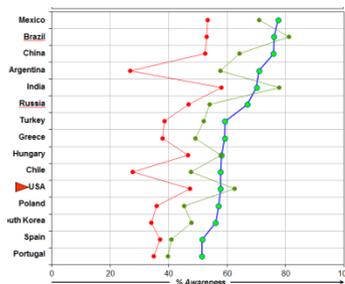
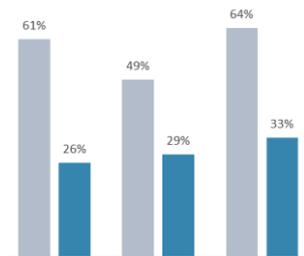


Monsanto shareholders approve merger with Bayer

In a near unanimous vote, shareholders at US agribusiness giant Monsanto have approved a merger with German company Bayer - a major step toward forming the world's biggest seed and pesticide producer.



What *DON'T* We Measure?



Country	08	04	09	08	08	06	10	04
UK	07	10	01	10	00	07	00	11
FR	03	00	05	00	00	04	01	00
DE	22	14	23	10	18	17	08	17
IT	08	29	16	17	18	14	10	09
ES	16	20	18	14	18	19	22	29
JP	38	35	30	45	38	37	56	29



REPUTATION (PULSE)

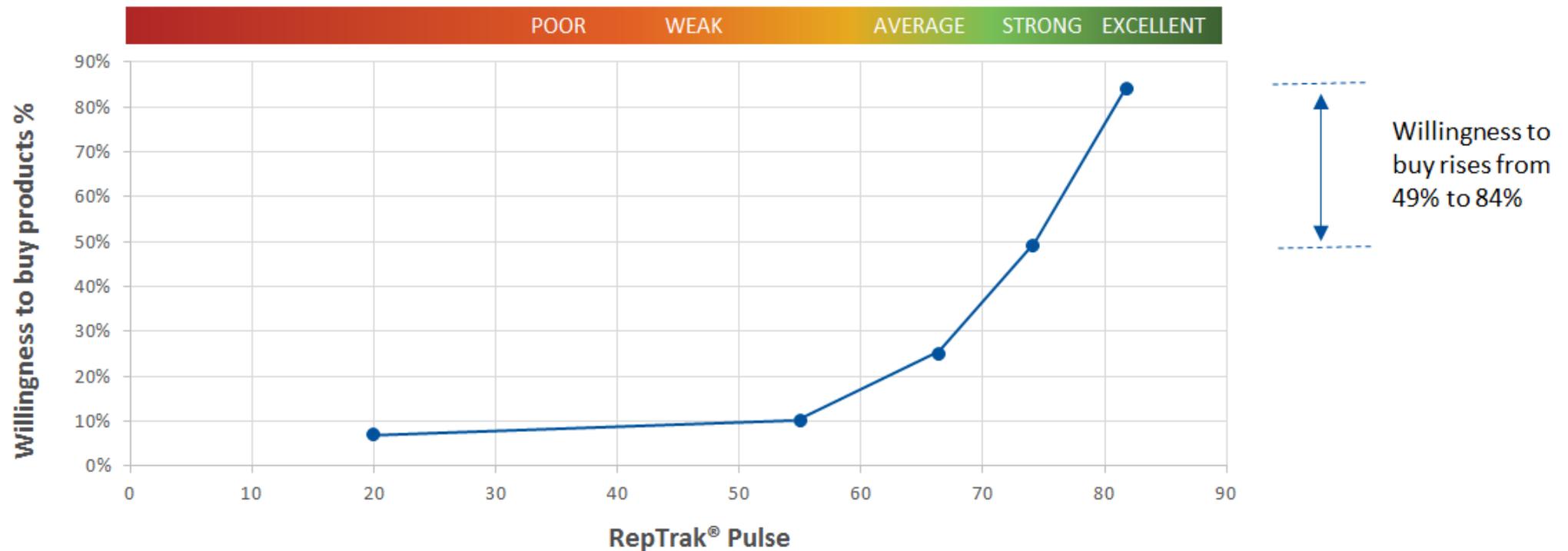
- PURCHASE
- RECOMMEND
- CRISIS PROOF
- VERBAL SUPPORT
- INVEST
- WORK

SUPPORTIVE BEHAVIORS



Reputation matters for your business

Willingness to buy accelerates when a company goes from strong to excellent reputation





Bayer's Reputation Impact



- 2016: #1 in category
- 2015: #2 in category
- 2014: Unranked



- 2016: #38
- 2015: #68
- 2014: Unranked

***Top 100 U.S. Companies
Three Consecutive Years***

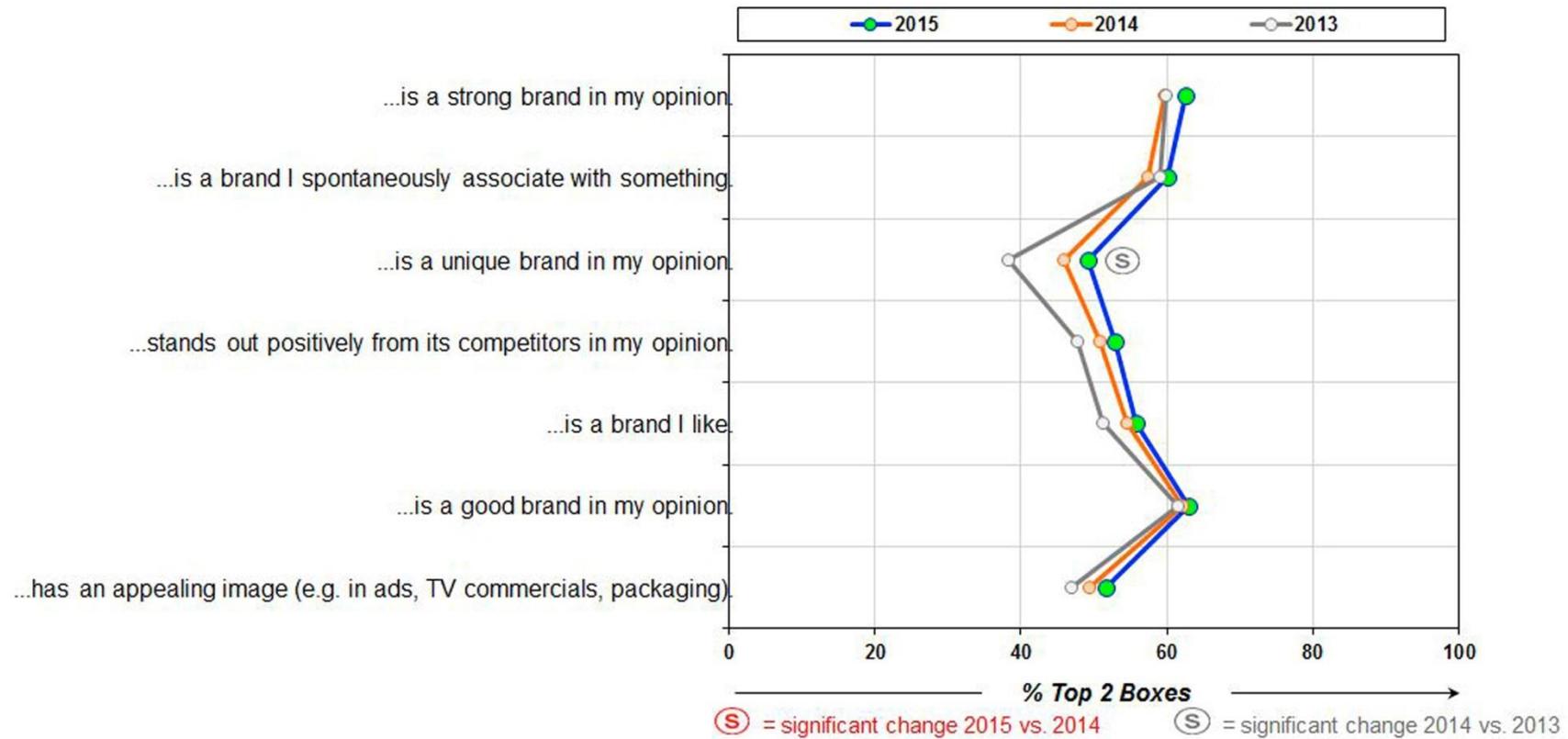
Recognition amongst our peers

***Back-to-back finalist for In-House PR
Team of the Year by PR Week***



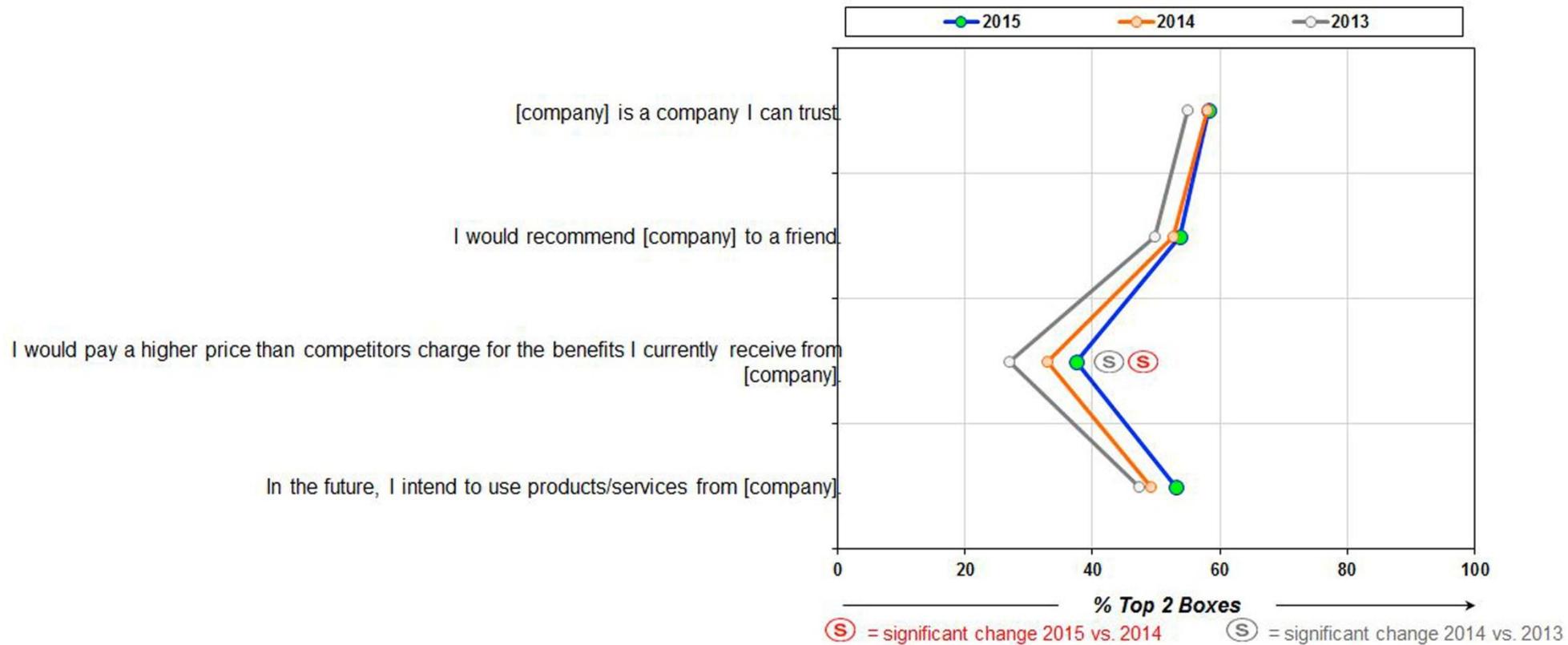
Brand Image - Bayer

Please rate the following statements on a scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").



Loyalty and Trust - Bayer

Please rate the following statements on a scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").



Level of Awareness

Relevant Set 2016 / 2015 / 2014

- Percentages -



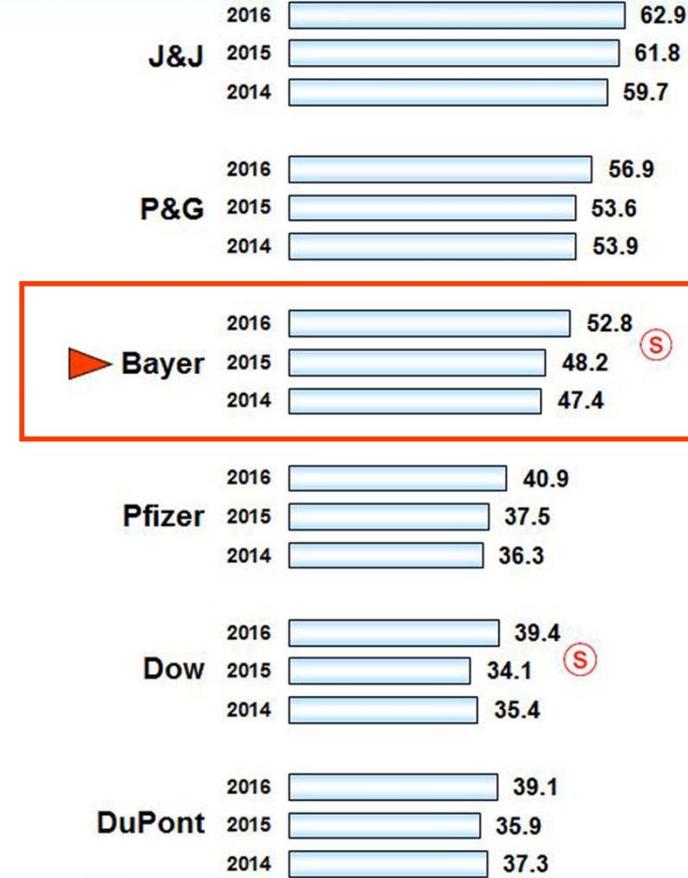
Values < 1% blanked out

(S) = significant change

Overall Acceptance

Relevant Set 2016 / 2015 / 2014

- Top 2 Boxes (%) -



(S) = significant change





#Thankful4Ag



PRESENTS

LUKE BRYAN

★ FARM TOUR 2016 ★



ACTUAL EXAMPLE



Reached over **6 million people** through targeted media;
23 million people across social media

- **Over 8000% viewer increase** for 2016 #Thankful4Ag PSA compared to 2015
- Engaged with **100,000 consumers** on-site and gave away almost **7,000 CH samples**
- **Over 2,000 employees** engaged with internal Luke Bryan content
- Engaged approximately **300 Bayer customers**
 - **Nearly 90%** said the experience improved their relationship with Bayer
- Partnered with Feeding America to **donate 500,000 meals** to hungry Americans
- **Country Music Association** recognition



Investment:

CONFIDENTIAL

BUSINESSES IMPACTED:

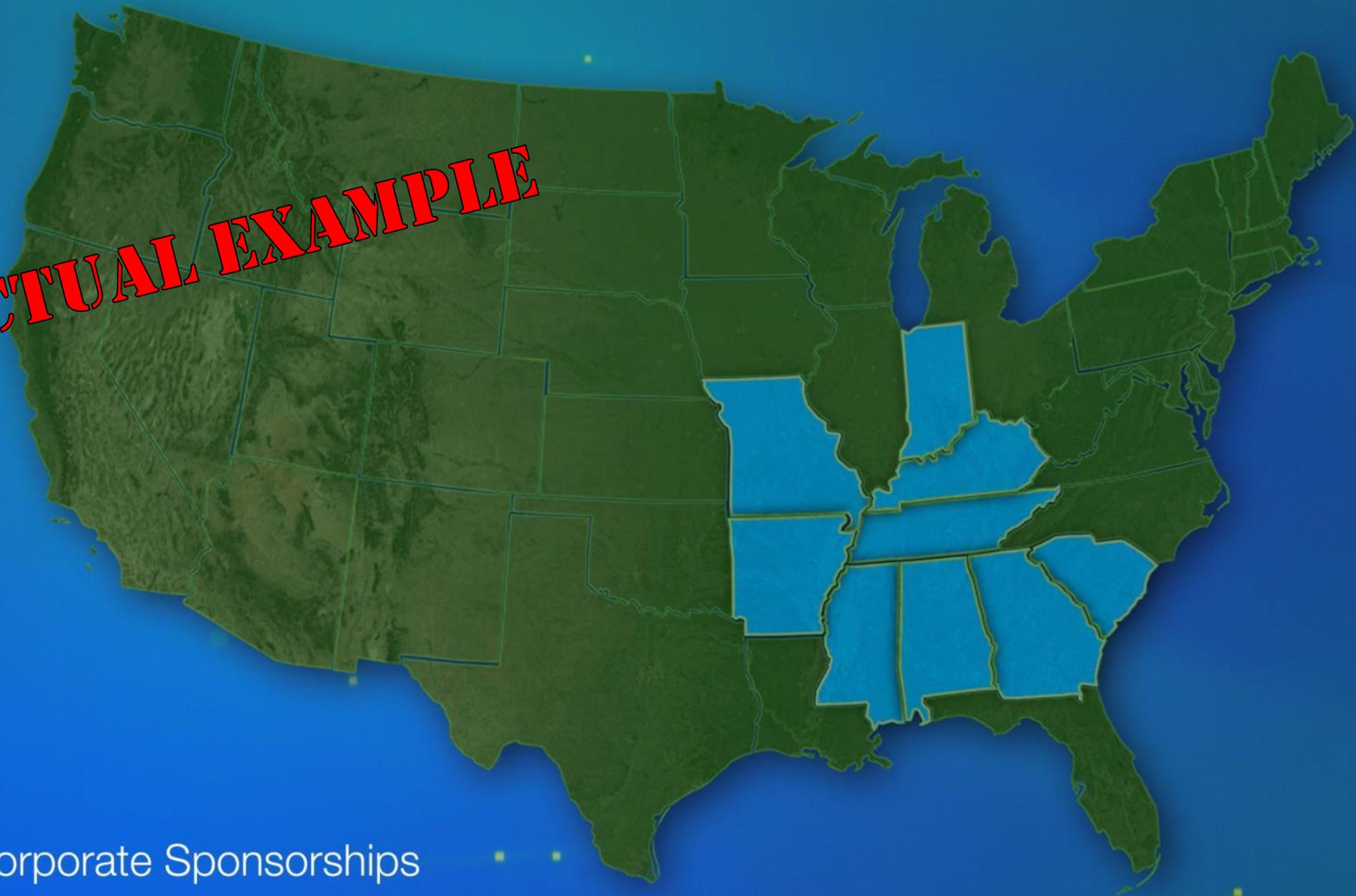
Crop Science

Consumer Health

Animal Health



ACTUAL EXAMPLE



Bayer Corporate Sponsorships





Media Based



ACTUAL EXAMPLE



WASHINGTON POST

Forbes

Investment:

CONFIDENTIAL

Washington Post Partnership:

- Reached over 5 million readers and 3,600 U.S. Legislators and staff
- Established STEM forum and sponsored Chasing Cancer program

Forbes Healthcare Summit Partnership:

- One of the most influential healthcare media events in the world

National Press Foundation Partnership:

- Funded Oncology-specific education programs for journalists
- Hosted holiday reception with reporters

Foreign Press Association Partnership:

- Established Bayer scholarships for aspiring journalists



BUSINESSES IMPACTED:

Pharmaceuticals

Crop Science



Reputational Impact

ACTUAL EXAMPLE

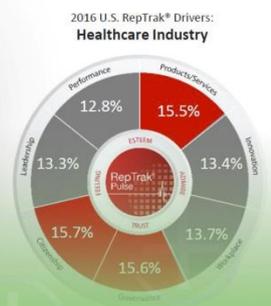
Fastest growing reputation among Top 100 U.S. companies

Highest Corporate Reputation since 2012

- #1 reputation** among Agriculture companies
- #2 reputation** among Pharmaceutical companies
- #3 reputation** among Consumer Health companies



2016 US RepTrak® Pulse Score



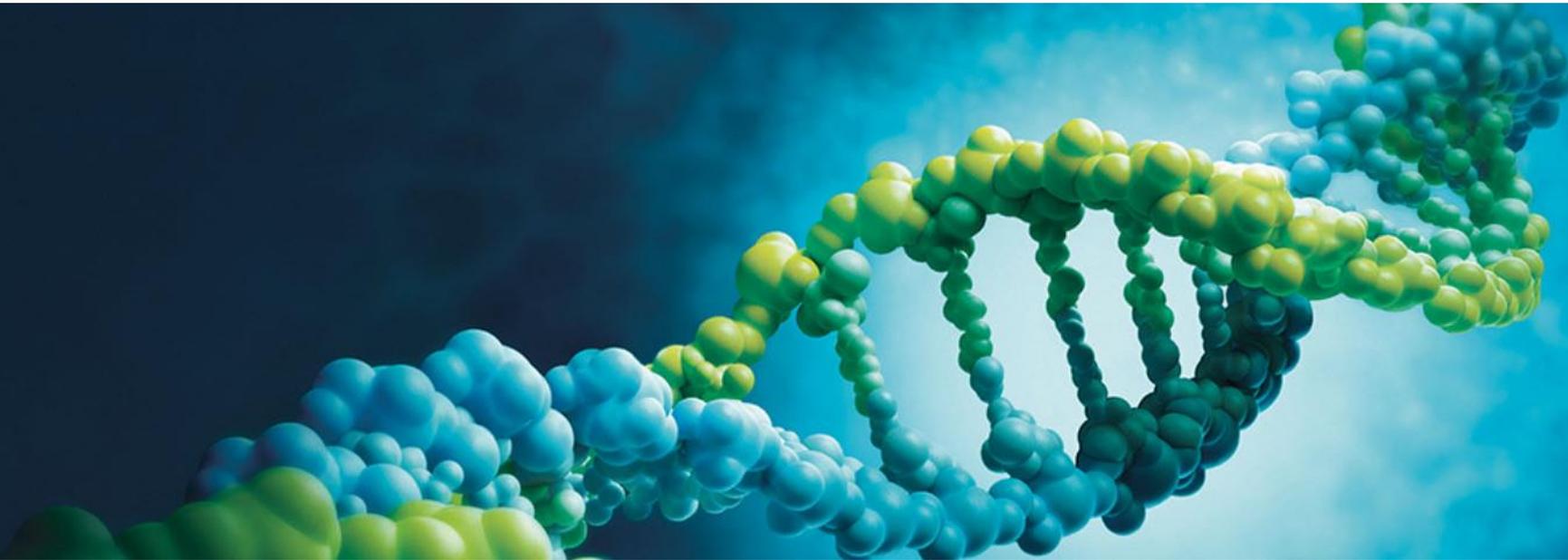


Key Takeaways

- Reputation counts—make sure your CEO knows that!
 - Measure what matters.
 - Your boss cares about the bottom line. Show him how you impact it.
 - You gotta fight for your right...to budget
 - Prove your teams' contribution to reputational success—then ask for more money!
-



Science For A Better Life



Thank you!