

Bayer



goodneighbours

Science For A Better Life

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Think “Research” and you’ll probably think Discovery, Analysis, Application and Development. Now think outside the lab: Research is also a gateway to enriching lives for millions of people. An engine working to ensure the health of all Canadians. A series of milestones leading to patients having equal access to life changing therapies. It’s all happening right now, through Bayer’s partnership with a pioneering Canadian hospital, helping to realize our commitment to Science For A Better Life. To see how together, we’re redefining the power of research in the face of a ruthless disease, read on.

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One incredible partnership benefits thousands of Canadians.

Bayer boosts St. Michael's Multiple Sclerosis research with a lasting commitment and a healthy donation.

On February 13, 2008, Bayer's long-time partner, St. Michael's Hospital, personally honoured Bayer for its ongoing commitment to Multiple Sclerosis (MS) research. Bayer President and CEO Phil Blake and Bayer HealthCare Pharmaceuticals' Specialized Therapeutics team were recognized for the company's continuing support and for a recent donation of \$500,000 to establish a clinical research Chair in MS. For the 55,000 – 75,000 Canadians with the incurable disease, and for untold thousands more who may develop it, Bayer's support of St. Michael's Hospital research is nothing short of vital.

The new Chair will be crucial in continuing St. Michael's landmark MS research, as well as helping to deliver support for the MS community — a community on the rise, with MS being the most common neurological disease affecting young adults. These growing numbers — an estimated three new cases diagnosed each day — drive Bayer's dedication to fund and support efforts to defeat the disease, and to develop treatments that make the lives of patients better.

Bayer couldn't have a better partner in working towards these goals than St. Michael's Hospital — home to the world's largest MS clinical trial and research centre, and a pioneer with whom we share a proud

history of innovation in MS. The hospital was one of the earliest to use Betaseron®, Bayer's innovative MS product for patients at varying stages of the disease. Currently, the hospital is participating in the largest clinical trial for MS. With research continuing to span new areas, and an experimental compound in Phase III, we believe there are more firsts to come.

According to Darren Anderson, Head of Specialized Therapeutics, matching the challenges of MS with innovative thinking has long been the calling of both partners. "Working with St. Michael's, Bayer was instrumental in treating some of Canada's very first MS patients. And this month we're launching new technological enhancements for patients, making it easier for them to apply and monitor their therapeutic injections, including a wireless system helping them to communicate with our patient management program."

To Bayer, the partnership is testimony to our goal to make lives better — something that takes both a focused philosophy, and a will to nurture innovators who share our vision. By providing philanthropic support, and by working as partners both in our labs and in our hearts, we're living that vision, fueling research breakthroughs to tackle MS head on. We're seeing more and more reasons why St. Michael's Hospital is an invaluable partner in the fight against MS.



The View from Phil

Welcome to Good Neighbours where, as you'll see, good things are going on. Since our last issue, Bayer's commitment to communities has grown, right across the organization. More employees have embraced roles as participants in enriching lives. And Bayer's philanthropic efforts have continued to benefit organizations throughout Canada.

We're particularly proud of our recent contribution of \$50,000 to the Ontario Medical Association Student Bursary Fund. The fund supports medical students with financial challenges — helping

talented, dedicated minds to fulfill their potential. The donation reflects Bayer's commitment to providing Canada's doctors and patients with the best science. And that includes supporting medical students in their journey to becoming practicing physicians.

The journey towards making life better for others is our journey, too. You can see it in the actions of our employees. Through the commitment of our company. And of course, right here, in the pages of our own Good Neighbours.

Phil Blake, President and CEO, Bayer Inc.

Matching in motion.

Each year Shayla Girvan, a BC-based sales representative with Bayer HealthCare, Animal Health, steers financial support in the direction of Cops for Cancer, an annual fundraiser for the Canadian Cancer Society. The autumn spectacle involves police officers in each province cycling over 700 km in one week, pedaling to raise money for pediatric cancer.

Shayla's contribution goes a long way, thanks to Bayer's employee matching program doubling her donation's power. "It's wonderful to have the organization you work for helping to support your cause. It shows they care about what's important to their employees and their families," says Shayla, who hopes more of her Bayer colleagues will take advantage of the program. Her hopes are being met. So far in 2008, 48% more Bayer employees have taken part in employee matching, compared to 2007. Which means that for the causes people like Shayla support, the road ahead couldn't look better.

To apply for employee matching, pick up Your Personal Guide to Corporate Responsibility or visit the CR section on myBay.

Planet Bayer



Gloria Ip Tung's winning painting.

Bayer helps kids paint the big picture on the environment.

On June 5 in Wellington, New Zealand, Bayer AG and its partner, the United Nations Environment Programme (UNEP), helped celebrate the triumph of young Gloria Ip Tung and her two powerful weapons against climate change: an imagination and a paint brush. Gloria was the winner of the 17th Children's Painting Competition on the Environment — an annual global event organized by Bayer and UNEP as part of our ongoing commitment to empowering young people's roles in creating a sustainable future.

Since 1990, over 190,000 children have participated worldwide, painting images of actions their countries could take to minimize the effects of global warming. 2008's competition boasted a record number of entrants from over 100 nations, painting a spirit of hope right across the global landscape.

To learn more about Bayer's UNEP initiatives, visit www.bayer.com/en/environment-and-nature.aspx

Kipling Corner

The science of making a difference.

Last spring, the buzz around North Kipling Junior Middle School (NKJMS) was all science during the school's annual Science and Technology Day. Bayer volunteers toured student projects — everything from exploration of diseases to mousetrap cars — and discussed the importance of science in our everyday world. The event capped weeks of visits from the volunteers, who, in the months prior, had stopped by NKJMS to advise students on their projects.

Volunteer Ernie Springolo, Head, Bayer MaterialScience, who attended with colleagues Dr. Shurjeel Choudhri, Head, Medical and Scientific Affairs, and Michele Kay, Director, Regulatory Affairs, Consumer Care, was both impressed and gratified. "The students had tons of amazing questions. It's a great way to spend an afternoon, and I encourage others to lend their time volunteering here." Clearly a big day for today's — and tomorrow's — big thinkers.



Bayer Canucks with NKJMS sports clinic participants.

Bayer's hockey champs turn PD Day into game day.

For a very special Professional Development day in April, NKJMS' gym became home ice to our own Bayer Canucks. Before heading off to win their second Canadian Pharmaceutical Hockey Championship in two years, the team ran a sports clinic at the school for over 50 students, getting kids off the bench and into floor hockey, basketball and soccer.

Paul Newman, Market Manager, Bayer HealthCare Pharmaceuticals, helped create the clinic, seeing it as a rewarding opportunity for all. Teammate Tyler Cowan, Associate Market Manager, Bayer HealthCare Pharmaceuticals, agrees: "The enthusiasm on every face gives back so much to you that, given the chance, you'd walk into that gym every morning," Newman added, "I'm up for putting together another day." For NKJMS' kids, that's an idea worth cheering for.

For more information on how to get involved with NKJMS, pick up Your Personal Guide to Corporate Responsibility or visit the CR section on myBay.

greenmatters

This year's employee BBQ in Bayer's Outback was the natural setting for the launch of Green Matters, Bayer Canada's new environmental program. The program establishes the tone and framework for Bayer's commitment to sustainable business practices, inviting our people to see green possibilities in everything we do, create and produce. At Bayer, Green is inherent to our day-to-day engagement with the world. It's a communal attitude that spurs the creation and implementation of Green innovation, imbuing our company and employees with a sense of stewardship towards our shared environment.

Stay tuned over the next several months as we announce new Green Matters initiatives. In the meantime, for tips on being more environmentally friendly at work and home, visit the CR section of myBay.



Community by Numbers

Bayer's multiple efforts in corporate responsibility this year — including employee volunteering, product and financial donations, and global programs — add up to impressive numbers for 2008, so far. The best part of the equation: the year's not over yet.

\$48,700

in philanthropic donations

166

bunches of daffodils sold to support the Canadian Cancer Society

36

units of Blood collected at Bayer's first blood donor clinic of 2008

\$20,000

to Women's College Hospital in Toronto

\$675

raised for United Way at employee bake sale at head office

\$5,016

in employee donations matched by Bayer to date

Transporting aid, transforming communities

Bayer product donations deliver around the world.

Whether it's a Chinese village victimized by an earthquake or a cyclone-stricken town in Myanmar, Bayer products are on the scene, transported into the hands of doctors via Physician Travel Packs (PTPs). Designed by Health Partners International of Canada (HPIC) to help medical professionals working in developing countries, each of these portable lifesavers contains a wide range of medicines and supplies capable of treating up to 1,000 people.

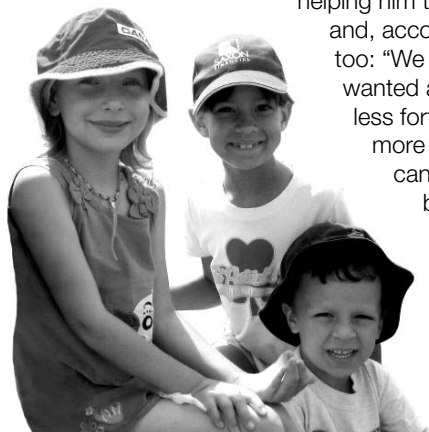
As a key part of Bayer's product donation commitment, which includes \$586,000 in donations this year, our sizable presence in each PTP arms doctors with tools to help communities deal with preventable and treatable diseases and infections.

Dr. Tony Tom of Vancouver always carries a PTP while volunteering in rural Guatemala. "Many patients here have advanced infections," he says, "making Bayer's Cipro the only option. I gave it to one patient with a very seriously infected leg and taught him wound care skills. Two weeks later he returned to thank me, his leg completely healed. I'd like to pass those thanks, along with my own, to Bayer."

My Backyard

Matthew opens a door for Chernobyl's children.

Bayer's backyard is as vast as the world around us. The same can be said of Matthew Sarabura's heart. This Bayer Manager, Government Affairs and Patient Access, has opened his imagination and his home, by supporting and participating in the Canadian Friends of Chernobyl's Children. The program offers kids living near the nuclear disaster site a "health holiday," inviting them to live with a Canadian family for six weeks each summer. The aim is to provide a regular alternative to their challenging living conditions, giving the kids' immune systems a chance to improve.



(left to right) Alesia, with Matthew's daughter Olivia and son Daniel.

Bayer's support of Matthew's involvement is helping him to enrich the lives of these children and, according to Matthew, his own kids, too: "We sponsor other programs, but wanted an opportunity to help someone less fortunate in a way that would be more real to our children. Hopefully we can have our sponsored child come back to us every year." At Bayer, it's a welcome we're deeply proud to be part of.

Let us know what you've been up to. Email us at: goodneighbours@bayer.com

WHERE IT'S AT

Keep yourself posted on the next four months of exciting CR volunteer opportunities and events.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>NKJMS Breakfast Club, Homework Club</p> <p>September 22 Bayer Environment Week</p> <p>September 29 United Way Employee Golf Tournament</p> <p>September 29 United Way Pledge Week</p>	<p>NKJMS Breakfast Club, Homework Club</p> <p>October 31 Head Office Blood Donor Clinic</p>	<p>NKJMS Breakfast Club, Homework Club</p>	<p>NKJMS Breakfast Club, Homework Club</p>

For sign-up information, talk with your manager or check out the CR section of myBay.

CR Central

Bayer's CR Committee helps bring to life Bayer's unique approach to corporate responsibility. The Committee:

- Receives, reviews and responds to employee and community requests for philanthropic support.
- Administers, organizes and implements community partnership initiatives and events.
- Coordinates employee volunteer activities.
- Manages the employee matching program.
- Manages product donations.

Bayer's corporate responsibility approach is built on four pillars.

Philanthropy Bayer forges community partnerships with charitable organizations, providing support such as financial contributions and employee volunteerism. We consider partnership candidates whose needs are seen to be among the greatest. Bayer also offers philanthropic resources to community initiatives in areas of health, wellness, science, innovation and education.

Employee Volunteerism Bayer dedicates employee time to our community partners, encouraging participation in partnership programs and events. Bayer also provides employees time off to volunteer for causes they personally support.

Employee Matching Bayer has a fund dedicated to matching employee contributions, dollar for dollar, up to \$200 per year for charitable initiatives they personally support.

Product Donations Each year Bayer works with partners such as Health Partners International of Canada (HPIC), donating thousands of dollars in health products towards humanitarian and disaster relief efforts internationally.

Hi. Looking to get involved with NKJMS, or want to apply for Employee Volunteerism or Employee Matching? Easy! Just pick up *Your Personal Guide to Corporate Responsibility*. For extra copies, visit Emily Hanft in Communications.

