



News release

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Bayer HealthCare's Animal Health Division successful in the companion animals market

Veterinary drug products ensure animals' well-being

More quality of life for humans and animals necessitates veterinary research

Munich / Monheim – Ticks, mosquitoes, fleas, worms – parasites whose very names trigger a sensation of unease and which are the cause of serious veterinary diseases. “The increasingly intimate relationships between people and their animals and the high standards that we have for our four-legged friends are the driving forces for the development of new veterinary drug products,” emphasized Wolfgang Trebels, Head of Marketing at Bayer HealthCare's Animal Health Division, to journalists in Munich.

The occasion was the launch of the new antiflea, antitick and antimosquito product Advantix[®] in Europe. Advantix[®] rounds off Bayer's successful range of antiparasitic products and confirms Bayer HealthCare's role as the leading global provider of veterinary products. “We have great expectations for this innovative veterinary drug product, and the talks we have held with veterinarians indicate that the success it has enjoyed since it was launched in the United States one year ago is likely to be repeated in Europe,” added Trebels. Germany is one of the largest markets for veterinary medicine, giving this launch a piloting role for the veterinary prescription-only product.

“This new antiparasite product is almost like a protective shield for dogs,” reported Dr. Norbert Mencke, Head of Technical Services (Companion Animals) at Bayer HealthCare's Animal Health Division, who presented the research findings: the synergistic action of two active substances exerts a preventive and therapeutic effect against fleas while simultaneously exerting a repellent effect against ticks and mosquitoes.

According to marketing manager Trebels, the global market for veterinary drug products (companion animals and livestock) amounted to approximately €13.7 billion in 2002. Annual growth rates for the future are estimated at about two percent. The share

of Bayer HealthCare, which currently ranks fourth in the global veterinary medicine market, is roughly six percent. The Animal Health Division employs 600 members of staff and has its headquarters in Monheim, Germany. About 60 percent of the global veterinary medicine market is produced by ten companies.

The future also belongs to the dog and the cat, with companion animals playing an increasingly important role. Bayer HealthCare has adapted to suit these circumstances, confirmed the marketing manager responsible for the European business. For example, research at Bayer is devoted not just to classic major applications such as disorders transmitted by parasites or infectious diseases, fields in which Bayer's Animal Health Division has traditionally set standards in veterinary medicine. Work is also being focused on age-related disorders such as rheumatism, pain and cardiovascular complaints. As Trebels says, "We are making a significant contribution to improving the quality of life of animals, their owners and the entire family."

About Bayer HealthCare AG:

Bayer HealthCare AG as a subgroup of Bayer AG is one of the world's leading, innovative companies in the health care and medical products industry. Bayer HealthCare combines the global activities of the Animal Health, Biological Products, Consumer Care, Diagnostics and Pharmaceuticals divisions.

Bayer HealthCare's work is to discover and manufacture innovative products for the purpose of improving human and animal health worldwide. Our products enhance well-being and quality of life by diagnosing, preventing and treating disease.

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