



News release

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Veterinary congress in the United Kingdom: positive verdict for new animal health product

Bayer HealthCare launches new multitalent: new, highly effective animal health product for dogs and cats in Europe

Simultaneous effective against internal and external parasites

Leverkusen/Birmingham (UK) – The Animal Health Division of Bayer HealthCare AG has started 2005 with the launch of Advocate[®], a new, multitaled product that protect dogs and cats not just externally against parasitic pests such as fleas and mange mites, but is also the first product to combat all development stages of internal parasites such as heartworms and other roundworms. In addition, Advocate[®] is also effective against ear mites in cats and sarcoptic mange mites in dogs. This combination of properties is a pioneering achievement, the like of which has never been seen before in the veterinary drug market. The product rounds off the range of successful parasitocidal products that have already given Bayer HealthCare a leading role in this market segment worldwide.

At the congress of the British Small Animal Veterinary Association (BSAVA) in Birmingham, United Kingdom, which is the world's largest meeting of experts of its kind with some 6,000 veterinarians and scientists attending, Professor Leon Fourie, ClinVet International, Bloemfontein (South Africa), explained the benefits of the parasiticide: "Veterinarians now have access to an animal health product that is simple to use yet effective against the serious canine infection caused by sarcoptic mange mites. What's more, the product can also be used against worm infections."

In Europe, Bayer HealthCare launched the product immediately after being granted marketing authorization for the product by the European regulatory authorities in January 2005. "Initial verdicts from veterinarians about our new product have been

extremely positive,” emphasized Dr. Norbert Mencke, Head of Technical Service Companion Animals in Bayer HealthCare’s Animal Health Division. Market launches are also under way in Canada and South Korea, while South Africa will follow in 2006. The multitalent has already been proving its worth in Australia since 2004.

The new animal health product extends Bayer HealthCare’s range of spot-on products, a few drops of which are applied to the animal’s skin, making them easy to administer to cats as well. The new prescription-only animal health product contains the familiar active ingredients imidacloprid and moxidectin. The trick for the research team was to optimize the different properties of the active substances so that they would reach their targets – the parasites – while keeping the application quantities to a minimum. The scientists achieved this objective, with Bayer HealthCare once again performing pioneering work in parasite research.

The Animal Health Division of Bayer HealthCare AG is one of the world’s leading manufacturers of animal health products for companion animals and livestock, and posted sales of €786 million in 2004. Its main products include innovative antiparasite products for dogs and cats such as Advantix[®], Advantage[®] and Drontal[®], and antibiotics (Baytril[®]) against severe bacterial infections for all species of animal.

About Bayer HealthCare AG

Bayer HealthCare AG, a subgroup of Bayer AG with sales of approximately €8.5 billion in 2004, is one of the world's leading, innovative companies in the health care and medical products industry.

The company combines the global activities of the divisions Animal Health, Biological Products, Consumer Care, Diagnostics, Diabetes Care and Pharmaceuticals. 35,300 people are employed by Bayer HealthCare worldwide in 2004.

Our aim is to discover and manufacture innovative products that will improve human and animal health worldwide. Our products enhance well-being and quality of life by diagnosing, preventing and treating disease.

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Forward-Looking Statements

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