



News release

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For the good of our four-legged friends:

Comprehensive care and protection

Successful Bolfo[®] and Bay-o-Pet[®] product ranges available in pet shops

Nuremberg / Leverkusen – Shampoos, powders, collars, dental chew strips, terrarium strips: just some of the wide range of articles manufactured by Bayer HealthCare for the protection and care of four-legged companion animals. “With our Bolfo[®] and Bay-o-Pet[®] product lines, we have a wide range of OTC medicines, biocides, care products and diet supplements on the market,” stresses Anna Nowak, Product Manager at Bayer HealthCare, Animal Health Division.

In Germany, the company plays a leading role in the market for OTC (Over The Counter) medicines sold in specialist pet shops. The situation is also similar in other countries. In Italy, for example, Bayer markets a well-established range of pet food products called “Progres”, which comprises a wide range of moist and dry pet food as well as snacks, while a range of pet foods called “MIRA” was recently launched in Argentina. Bayer HealthCare also markets numerous other OTC care products such as shampoos, dietary supplements or malt pastes biscuits in Italy and in other countries like Spain.

Most of these new products were developed in Monheim, Germany; after all, optimization of the product range necessitates a constant search for new products and improvements to existing products. Bayer HealthCare’s Animal Health Division will present its comprehensive range of products from 10 countries at the Interzoo in Nuremberg, Germany. The organizer of the world’s leading trade fair

for pet supplies with approximately 1,250 exhibitors will expect more than 30,000 visitors.

Feline and canine friends have taken on an important role as members of the family. Germany is currently home to almost seven million cats, five million dogs, four million ornamental fish and countless terrarium inhabitants. Recently, they have been joined by smaller pets such as rabbits, guinea pigs, hamsters and chipmunks, which are becoming increasingly popular throughout Europe. Around 35 million dogs and 32 million cats are counted in the European households.

The animal is healthy, its owner feels the benefit, too

All of these animals can become infested with parasites or suffer infections. Thanks to Bayer products, however, any such troublesome pests have no chance of survival – not even in the terrarium. The Bolfo[®] terrarium strip in Germany puts paid to vermin within just a few days. Dental care for dogs and cats is also on hand. The chewable rolls for cats and chewable strips for dogs are designed to clean teeth and gums perfectly. Whether for the ears, skin or joints; Bayer HealthCare's range of products is designed to provide complete care and comprehensive protection against parasites – for the good of the owner. After all, when the animal is healthy, its owner feels the benefit, too.

With small pets in particular, many diseases are attributable to being kept in poor conditions. "We attach great importance to information and further education," stresses Christian Behm, Head of Animal Health at Bayer Vital GmbH. Bayer Vital, the German sales organization of Bayer HealthCare AG, is the only company in the veterinary medicine industry to market such a comprehensive range of animal health products to specialist pet shops.

New services directly benefit pet owners

As health is so important and special knowledge is required for proper use of these high-quality products, Bayer HealthCare has developed new methods as a leading provider of animal health products and services for specialist pet shops. These new services directly benefit pet owners. The advice service supports consumers in choosing the right product at the right time for the problem in question. At the same time, Bayer's experts work together with retailers to determine the potential customer base, establish the level of existing innovative knowledge, and help them to contact customers directly.

Satisfied customers – or rather, pet owners: that is the objective for those involved in animal health. It makes it all the easier to go on holiday with the family pet, safe in the knowledge that everything possible has been done to keep the four-legged members of the family healthy!¹

About Bayer HealthCare AG:

Bayer HealthCare, a subgroup of Bayer AG, is one of the world's leading innovative companies in the health care and medical products industry. In 2005, the Bayer HealthCare subgroup generated sales amounting to some €9.4 billion. Bayer HealthCare employs approximately 33,800 staff worldwide.

The company combines the activities of the divisions Animal Health, Consumer Care, Diabetes Care, Diagnostics and Pharmaceuticals. The divisions Pharmaceuticals and Biological Products were combined effective January 1, 2006. The new Pharmaceuticals Division comprises the Oncology, Hematology/Cardiology, and Primary Care business units.

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

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Just a click away – our press service with a photo on this topic online:
www.viva.vita.bayerhealthcare.com

¹ In Spain: www.bayervet.net; in Germany: www.bauernhofurlaub.com

Forward-looking statements

This news release contains forward-looking statements based on current assumptions and forecasts made by Bayer Group management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in our public reports filed with the Frankfurt Stock Exchange and with the U.S. Securities and Exchange Commission (including our Form 20-F). The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.