



You are cordially invited to
Bayer's Meet Management Conference in Leverkusen:

Bayer's TOP Executives Host Roundtable Discussions with Investors and Analysts



Reminder

Meet Management - Leverkusen



March 2014 | Germany



Ladies and Gentlemen,

This is to remind you of our upcoming "Meet Management 2014" - Bayer Analyst & Investor Conference in Leverkusen.

The conference will start on Tuesday, March 11, 2014 at 6:30 p.m. CET and will end on Wednesday, March 12, 2014 at approx. 4:00 p.m. CET.

The program will begin with a dinner hosted by Marijn Dekkers, CEO of Bayer AG, on Tuesday evening. On Wednesday, analysts and investors will meet representatives of the Bayer AG and subgroup management boards in alternating sessions. The focus will be on dialogue and open discussions in small groups.

An outline of the **agenda** and some **travel information** are given on the following pages. A limited number of **hotel** rooms at negotiated rates is available at the Art'otel Cologne and the NH Hotel Cologne City. As there will be a fair in Cologne at the same time we ask you to make your reservation as soon as possible. For conference **registration** please use the link on page 4.

For your planning: As in the last years we will also host a Meet Management Conference in New York on June 5th. Details for this conference will follow in due course.

We look forward to welcoming you to Leverkusen.

Sincerely yours,

Alexander Rosar
Bayer Investor Relations



Meet Management 2014
Leverkusen





Agenda

Tuesday, March 11, 2014

- 6:30 p.m. Welcome and Cocktail Reception at the Schokoladenmuseum Cologne
- 7:00 p.m. Dinner with representatives from the Bayer AG and subgroup management boards, hosted by Marijn Dekkers, CEO of Bayer AG
- approx. 9:00 p.m. End of program
Individual walk to the Art'otel Cologne and the NH Hotel Cologne City - both in close walking distance

Wednesday, March 12, 2014

- Approx. 8:00 a.m. Pick up by bus from the Art'otel Cologne and the NH Hotel Cologne City to the BayArena VIP West – Leverkusen
- 2nd-day-only participants join at the BayArena**
Assignment to groups and meeting rooms
- 9:00 a.m. -
approx. 3:30 p.m. Alternating sessions in small groups with representatives from the Bayer AG and subgroup management boards
- Breakfast and lunch will be served
- approx. 4:00 p.m. Bus transfers to Düsseldorf and Cologne airports

All times are Central European Time (CET)



Meet Management 2014
Leverkusen





Travel Information

Hotel recommendation 1

Art'otel Cologne
Holzmarkt 4 (Parking available)
50676 Cologne
Reservation hotline +49 30 400 55 77 00
Email: acores@pphe.com
<http://www.artotels.com>

Starting point on the first day

Schokoladenmuseum Cologne
Am Schokoladenmuseum 1a
50678 Cologne
Parking: Recommended at the hotels
Detailed directions to the Schokoladenmuseum Cologne are given on page 6.

Hotel recommendation 2

NH Hotel Cologne City
Holzmarkt 47 (Parking available)
50676 Cologne
Reservation hotline +49 30 22 38 51 32
Email: nhkoeln@nh-hotels.com
<http://www.nh-hotels.com/>

Starting point on the second day

BayArena, Westtribüne, VIP West
Bismarckstraße 122-124 , 51373 Leverkusen
Parking: Lindner Hotel BayArena or
Marienburger Straße
Detailed directions to the BayArena are given on page 7.

For **conference registration**, please use this link:

[http://www.investor.bayer.de/index.php?id=230&tx_bayerirconference_bayerirconferenceform\[conference\]=30&L=1](http://www.investor.bayer.de/index.php?id=230&tx_bayerirconference_bayerirconferenceform[conference]=30&L=1)

A limited number of hotel rooms are available at the Art'otel Cologne and at the NH Hotel Cologne City. **Please make your reservation as soon as possible as there is a fair in Cologne at the same time as our conference takes place.** The negotiated prices are:

Art'otel: €119 per single room - ☎ +49 30 400 55 77 00 - Quote: "Meet Management Conference"
NH Hotel: €229 per single room - ☎ +49 30 22 38 51 32 - Quote: "Meet Management Conference"

Please make your own travel arrangements and indicate your arrival/departure times on the online registration form. A bus shuttle from Cologne Airport and Düsseldorf Airport to the dinner location will be at your service on Tuesday, if requested. The busses are expected to depart from the airports at around 5:45 p.m. Bus shuttles to both airports will also be available after the end of the conference on Wednesday.

Please call Ms. Nina Klarzynski at **+49-214-30 81955** or Mr. Fabian Kligen at **+49-214-30 35426** or email ir@bayer.com if you have any questions concerning travel, transfer or accommodation or if you require any further assistance.



Meet Management 2014
Leverkusen





Flight Recommendations

To/From Cologne Airport (CGN)

| | |
|---------------------------------|----------|
| Arrival 16:50 at CGN from MUC | LH 1990 |
| Departure 18:05 from CGN to LHR | GW 4U468 |
| Departure 18:50 from CGN to MUC | AB 6125 |

To/From Dusseldorf Airport (DUS)

| | |
|---------------------------------|---------|
| Arrival 16:45 at DUS from CDG | AF 1406 |
| Arrival 17:00 at DUS from MUC | LH 2014 |
| Arrival 17:00 at DUS from LCY | BA 3275 |
| Arrival 17:15 at DUS from ZRH | LH 3137 |
| Departure 18:00 from DUS to LCY | BA 3276 |
| Departure 18:05 from DUS to MUC | AB 6021 |
| Departure 18:10 from DUS to CDG | LH 3224 |
| Departure 18:25 from DUS to LHR | LH 3386 |
| Departure 18:30 from DUS to ZRH | LH 3140 |

For information purposes only. Flight details may be subject to change. Please check with airlines.

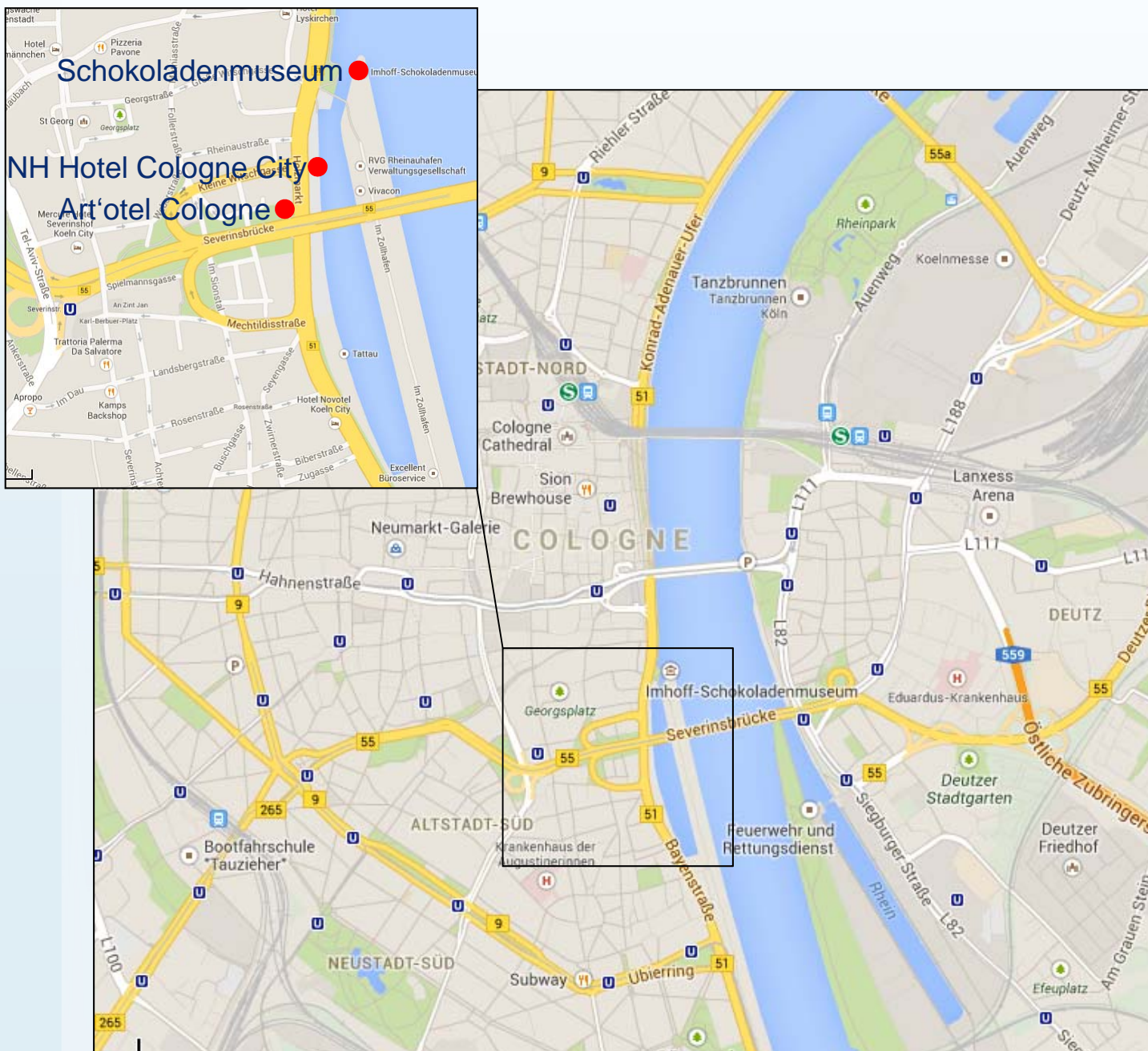


Meet Management 2014
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Detailed Direction to the Schokoladenmuseum Cologne

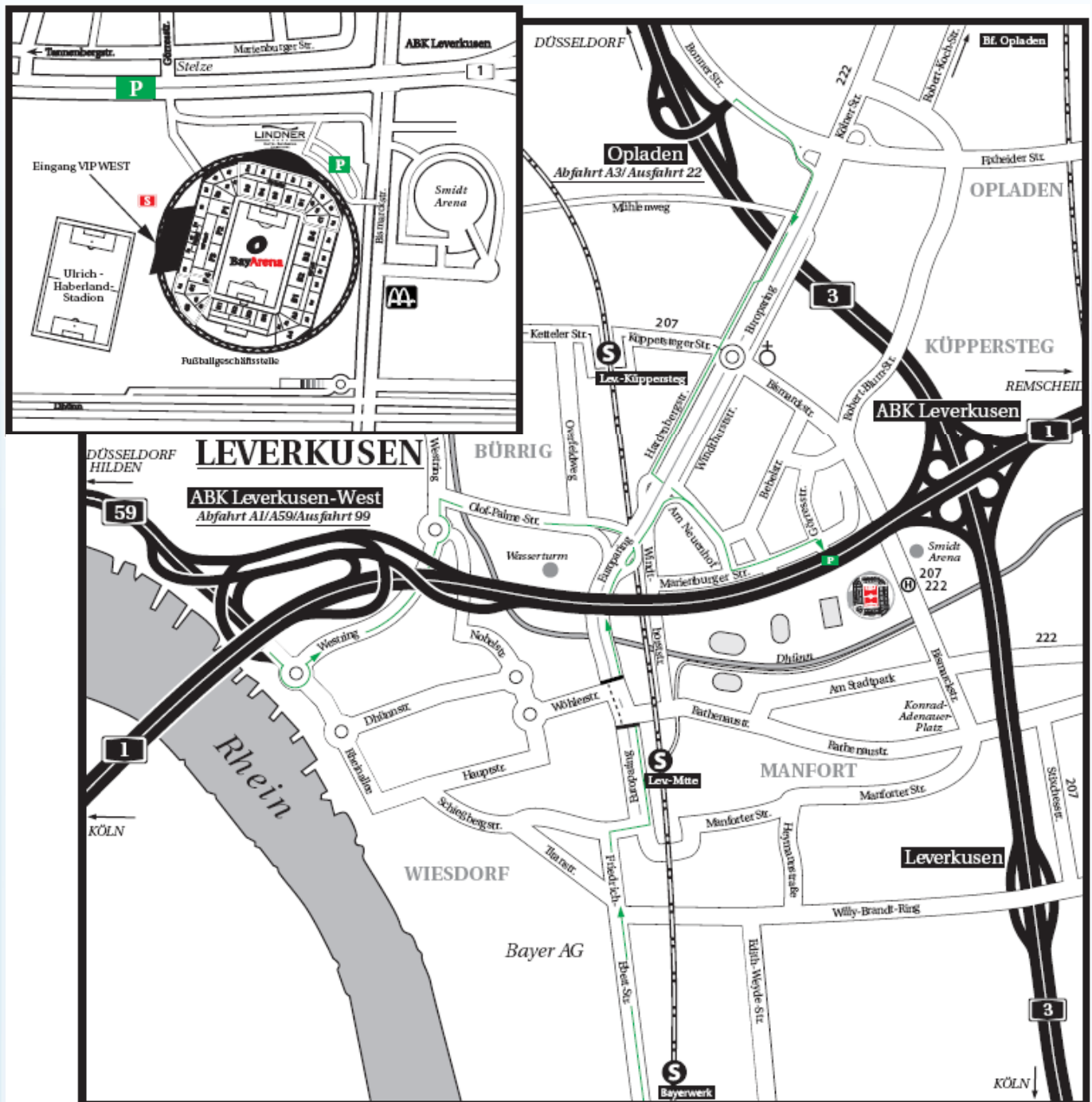


Meet Management 2014
Leverkusen





Detailed Direction to the BayArena



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Leverkusen

