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

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







INVITATION

Meet Management - Leverkusen

March 2014 I Germany

Ladies and Gentlemen,

We take pleasure in inviting you to 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)

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

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 first day

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

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

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 Klingen 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.

Flight Recommendations

To/From Cologne Airport (CGN)

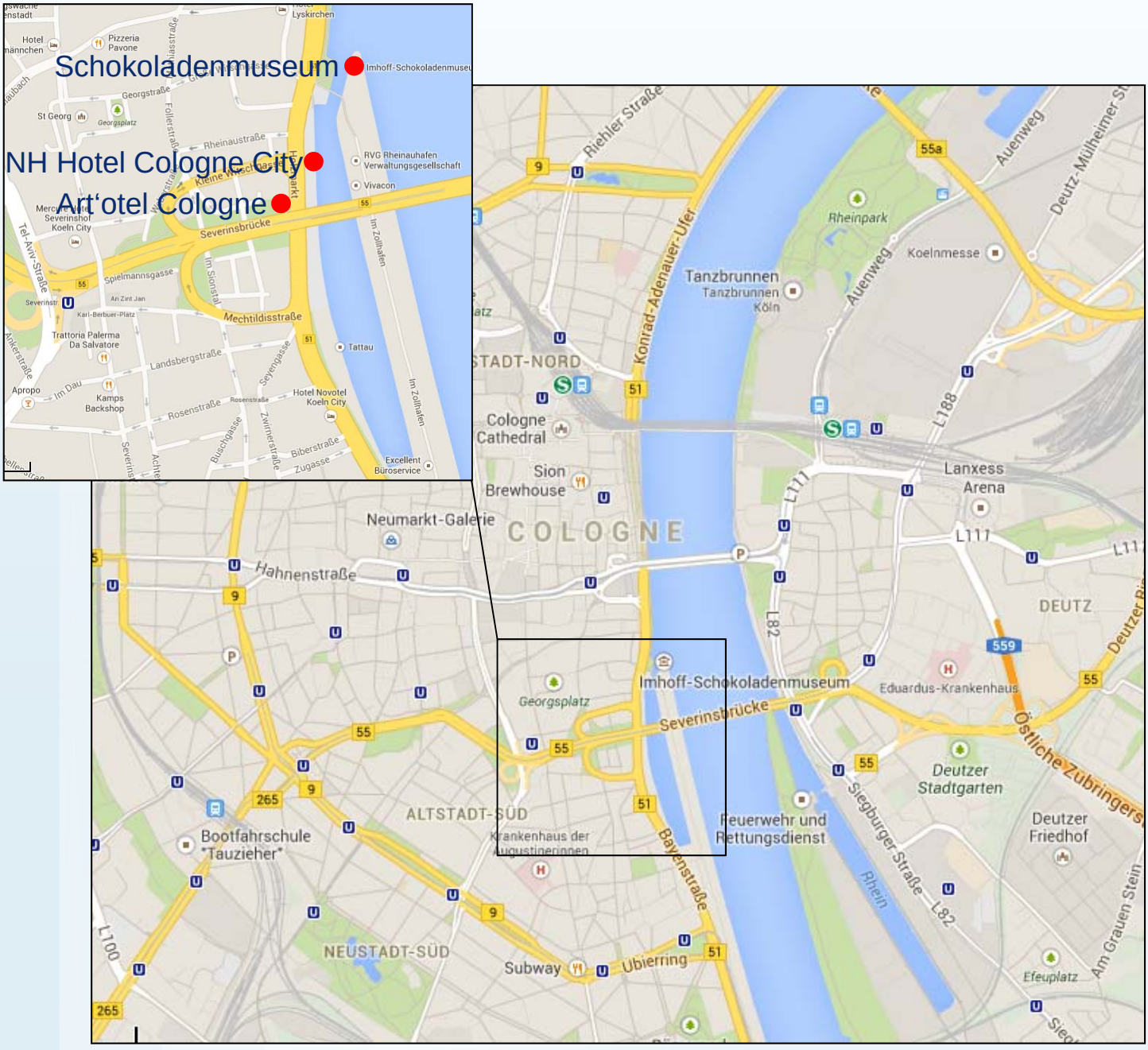
Arrival 16:50 at CGN from MUC	LH 1990
Departure 18:05 from CGN to LHR	GW 4U468
Departure 18:50 from CGN to MUC	AB 6125

To/From Dusseldorf Airport (DUS)

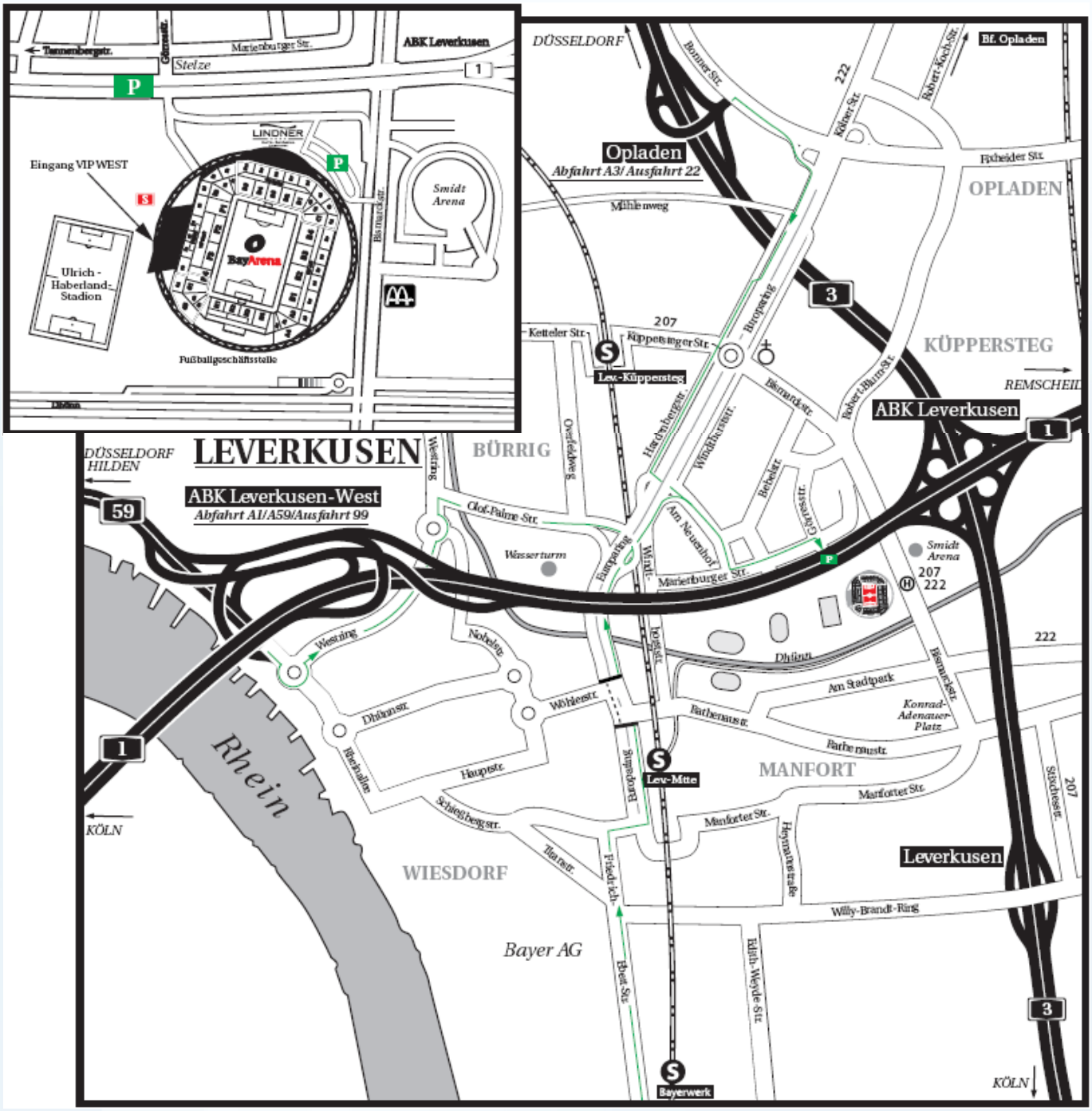
Arrival 16:45 at DUS from CDG	AF 1406
Arrival 17:00 at DUS from MUC	LH 2014
Arrival 17:00 at DUS from LCY	BA 3275
Arrival 17:15 at DUS from ZRH	LH 3137
Departure 18:00 from DUS to LCY	BA 3276
Departure 18:05 from DUS to MUC	AB 6021
Departure 18:10 from DUS to CDG	LH 3224
Departure 18:25 from DUS to LHR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

Detailed Direction to the Schokoladenmuseum Cologne



Detailed Direction to the BayArena



Meet Management 2014

Leverkusen