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Bayer Takes Center Stage at ASCO

▶▶ The 43rd annual convention of the American Society of Clinical Oncology (ASCO) held in Chicago on June 1-5 represented the first major appearance of Bayer HealthCare Pharmaceuticals in Oncology. And with 30,000 people from more than 40 countries around the world in attendance, Bayer made quite an impression.

In fact, this was Bayer's largest presence ever at ASCO – the world's largest and most prestigious oncology meeting.

"We received the highest

visibility in the history of our company," says **Paolo Pucci**, Senior Vice President and President, Global Oncology Business Unit, BSP. "We had a terrific showing – scientifically, organizationally, commercially, and with our key customers – thanks to the efforts of the entire global oncology team."

With two 7,000 square-foot exhibit spaces, one for its global business and another for its U.S. business, Bayer was able to showcase both its new branding

and expanded oncology portfolio. What's more, the Sorafenib HCC Assessment Randomized Protocol (SHARP) study, presented by **Dr. Josep Llovet**, was selected for the plenary session.

"It's a special event for any company," says **Dr. Gunnar Riemann**, Member of the Bayer HealthCare Executive Committee and President of BSP, "but it's especially noteworthy that Bayer's young oncology organization has earned such high visibility at the main scientific session of the

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Center Stage

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world's largest and most prestigious oncology educational and scientific forum.”

ASCO selected four abstracts for this year's plenary session from among the more than 7,000 submitted. To be chosen for the plenary session, topics must be in Phase III results and present novel, landmark scientific data.

The abstract on Nexavar was selected for the main plenary session based on its breakthrough success in treating patients with liver cancer. The placebo-controlled SHARP trial found that Nexavar significantly extends overall patient survival by 44 percent – the first agent ever to demonstrate a significant survival benefit for those with liver cancer.

The SHARP findings also were included in the official ASCO press package. “Only a handful of presented studies get this kind of international exposure,” says Gunnar. “Indeed, Nexavar is a stellar example of Bayer's approach to the development of innovative oncology therapies.”

Throughout the course of the five-day event, Bayer presented more than 60 scientific papers and abstracts. **Michael Hicks**, Bayer's Deputy Director of Medical Marketing for U.S. Oncology, who was in charge of coordinating Bayer's activities at ASCO this year, says the company received positive feedback from the plenary session,



Paolo Pucci speaks at ASCO as Dr. Gunnar Riemann looks on.

and its overall presence at ASCO.

“We received tremendous exposure during this year's meeting, and being awarded the plenary was a huge compliment to our brand,” he says. “Bayer was clearly recognized as an emerging, important oncology partner with a promising pipeline.”

J. S. Demelier, Vice President of Global Oncology, agreed saying, “ASCO was a huge success for Bayer in terms of the groundbreaking data that was presented, as well as the immediate global coverage the company received as a result. ASCO propelled Bayer as a leading oncology company.”

According to **Shannon Campbell**, Vice President of U.S. Marketing for Bayer Oncology, the company also debuted its oncology franchise advertising and marketing campaign, which highlights the company's commitment to

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Integration Expands Oncology Portfolio

The Bayer/Berlex integration has resulted in many complementary strengths and 21 specialty products – five of which can be found in Bayer's expanded oncology portfolio.

“Bayer's leadership and growth in oncology is fueled by a commitment to innovative therapies with targeted drug development, organic discovery, and strategic alliances,” says **Susan Kelley**, Head of the integrated Therapeutic Area Oncology within BHC Bayer Schering Pharma Global Development Global Clinical Development (BHC BSP GD GCD).

Bayer's innovative therapies support solid tumors, hematological malignancies, and supportive care (see *In the Limelight*.) Already, the

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In the Limelight

►► To say that Bayer received an enormous amount of recognition at this year's American Society of Clinical Oncology (ASCO) meeting is an understatement. Bayer, in fact, held the spotlight for a majority of the five-day affair with two expansive booths, more than 60 scientific papers and abstract presentations, numerous customer events, and the highlighted abstract for the esteemed ASCO plenary session.

But even with all this attention during ASCO, what is equally impressive was the extensive media coverage that followed. According to **Mark Bennett** of Bayer Public Relations, more than 15,000 people attended the Nexavar plenary session – including many reporters. “During the first 36 hours, there were more than 500 story placements and over 200 million impressions,” says Mark. “Virtually every major media outlet throughout the United States and Europe picked up the SHARP trial findings that Nexavar can significantly extend overall survival by 44 percent in liver cancer patients. This kind of coverage doesn't

happen often, and it does wonders to enhance a brand image and get out the good news to thousands of patients around the world who may benefit from Nexavar.”

This breakthrough news was covered by all major newswires, as well as print, broadcast and online media.

Top Tier Wire Coverage

- “Study: Liver cancer breakthrough found,” Lindsey Tanner, Associated Press, June 4, 2007
*The AP story was picked up by a vast number of U.S. media, including *Newsday*, *The Wall Street Journal*, *San Francisco Chronicle*, *The Boston Globe*, *The Seattle Times*, *The Miami Herald*, *Houston Chronicle*, *The Washington Post*, *The Washington Times*, FOX News
- “Bayer, Onyx liver cancer drug extends life 3 months,” Kim Dixon, Reuters News, June 4, 2007
- “Nexavar Extends Survival In Liver Cancer Patients,” Jennifer

Corbett Dooren, Dow Jones News Service, Dow Jones Commodities Service, June 4, 2007

- “Bayer says Nexavar extends overall survival by 44 percent in liver cancer patients,” AFX International Focus, AFX News Limited, June 4, 2007
*Picked up online by Forbes.com

Top Tier Print Coverage

- “Drug Helps Liver Cancer Patients, Doctors Say,” Andrew Pollack, *The New York Times*, June 4, 2007
*Picked up by *The Chicago Tribune*, Los Angeles Daily News online, The Denver Post online
- “New Drugs Show Promise For Liver Cancer,” Marilyn Chase/Jennifer Corbett Dooren, *The Wall Street Journal* (US/EU/Asia), June 4, 2007
- “Liver cancer: Kidney drug buys time,” Liz Szabo, *USA Today*, June 4, 2007

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Staffing Announcement

Look here each week for the most recent appointments to positions throughout Bayer HealthCare Pharmaceuticals.

Duncan Lamb – VP of Commercial Analytics and Support

[Click here for full story](#)



In the Limelight

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Top Tier Broadcast Coverage

- “Doctors say a drug used to treat kidney cancer can help patients with advanced liver cancer live longer,” NBC Today Show, June 4, 2007
- “The first effective, systematic treatment for liver cancer,” ABC America This Morning, June 4, 2007

- “Doctors have a new drug to help extend the life of liver cancer patients.” CNBC Squawk Box, June 4, 2007
- “Headlines from the American Society of Clinical Oncology meeting in Chicago,” Bloomberg Morning Markets, June 4, 2007
- “A development in the fight against liver cancer tops our “Quick Hits,” CNN American Morning, June 4, 2007

Top Tier Online Coverage

- “Drug May Be Breakthrough for Liver Cancer,” Matthew Herper, Forbes.com, June 3, 2007
- “Study: Bayer drug helps liver cancer patients,” Aaron Smith, CNNMoney.com, June 4, 2007
- “Bayer-Onyx drug shows promise for liver cancer,” Val Brickates Kennedy, MarketWatch, June 4, 2007 ■

Planning for ASCO – Without a Hitch

►► The secret of good planning is the ability to make it look easy, which is exactly what the Meeting and Convention Planning groups from Bayer’s West Haven and New Jersey locations did for this year’s American Society of Clinical Oncology (ASCO) meeting. For more than nine months, they planned, coordinated, checked and double-checked the many details and logistics that go into such an event and pulled off a hugely successful appearance.

According to **Julie Dunn**, Manager, Meetings and Conventions in West Haven, the planning effort involved lots of coordination and cross-functional work, as well as an eye for logistical detail and many late nights. “It was a huge undertaking,” she says. “Our work spanned almost every

aspect of the meeting – from coordinating two 7,000 square-foot exhibit spaces, planning small meetings and customer events, to coordinating speakers and audio-visual production for the larger meetings, arranging transportation, and booking hotel accommodations.”

But, Julie adds that their hard work paid off. “We had an incredible team from several functions at both legacy companies who all worked so well together,” she says. “It was remarkable to stand back and see just how much we were able to accomplish.”

Dr. Gunnar Riemann, Member of the Bayer HealthCare Executive Committee and President of BSP, agreed, expressing his views in a message to the entire Oncology team. “I have been

deeply impressed by all of our preparations and by the flawless execution as you navigated a very complex meeting that is critical to Bayer from both a medical and business standpoint,” he wrote. “You have all far exceeded my expectations and, I believe, have reset the competitive bar in many ways. I am convinced we have a team that is among the best, if not THE best in the industry.”

The following is a glimpse of the enormity of the task:

- Housed in eight different hotels, the 800 Bayer participants were from 40 countries and included 350 physician key opinion leaders sponsored to attend ASCO by Bayer offices in 35 countries
- 103 small meetings were planned and detailed – four of [Click to continue on next page...](#)



Bayer Provides Quality Customer Care

►► As the largest and most prestigious oncology event in the world, The American Society of Clinical Oncology (ASCO) provided Bayer with a unique opportunity to recognize its core customers and make contact with new ones.

And, Bayer did just that, making more than 5,000 contacts at its U.S. and global exhibit spaces and hosting more than 3,000 of its core customers at a series of small meetings, dinners, and receptions as part of its ASCO events.

According to **Shannon Campbell**, Vice President of U.S. Marketing for Bayer Oncology, some of Bayer's most vital customer contact was during these one-on-one interactions.

"These events are tremendously valuable and important in building partnerships, providing our core customers access to our senior-level management, and giving recognition to the importance of customer voice at all levels of our organization," she says. "We want our customers to know they are valued and their voices are heard."

More than 1,000 guests attended Bayer's premiere customer reception, which included all internal Bayer attendees, senior management, as well as key customers, such as doctors, nurses, patient advocates, advisory board members and investigators. Bayer also sponsored a satellite symposia, which had an attendance of 400

and provided important clinical data on Nexavar and its potential application for treating other types of cancer.

"Tackling cancer requires the strength, determination, and prowess of the entire oncology community," Dr. Gunnar Riemann, Member of the Bayer HealthCare Executive Committee and President of BSP, said during his opening remarks at the customer reception. "Our efforts are only as strong as the partnerships we forge with the community – including those of you here tonight – and through those efforts we can keep our focus on what matters most: the patients." ■

Planning for ASCO

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which involved 100 people or more – at four hotels over a five-day period

- The meetings team had on-site offices at three hotels
- Planned a customer event with 1,005 attendees at the Adler Planetarium, as well as two U.S. receptions and one global reception at restaurant venues – each with more than 150 customers in attendance
- The Meetings and Conventions team designed a website

specifically used by Bayer to register participants and communicate Bayer at ASCO details to Bayer employees around the world

- Handled logistics for two 7,000 square foot exhibit booths (one U.S. and one global)
- Bayer shipped more than 150,000 pieces of promotional literature and giveaways to the convention

Behind the scenes team

Michael Hicks, Project Leader for ASCO 2007

Julie Dunn, Meetings and Conventions Team Leader

Sunny Yang, Diane Wilhelm - Coordinated U.S. booth logistics with Marketing

Marilyn Walker - Coordinated Global booth logistics with Marketing

Steve Hunter, Tracy Schatten - Coordinated Bayer meetings and events

Debra Brogan, Mary Lenahan - Coordinated hotel rooms

Andrea Messina - Coordinated executive scheduling and support ■





Center Stage

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oncology. “This campaign features the vision of Bayer HealthCare Pharmaceuticals with a special focus on our commitment to oncology, together with an overview of our oncology-directed research and development platforms,” she says. “Our goal was to clearly demonstrate the depth and breadth of Bayer’s expanding oncology portfolio and communicate our commitment to improving the lives of those touched by cancer.”

More than 350 people from both legacy companies were involved in making this year’s ASCO a success, including

Product Development, Medical Affairs, Marketing, Sales, Meeting and Conventions, and Training groups. “Thanks to all of you who have traveled near and far to represent Bayer Oncology,” Paolo told the Oncology team at the meeting. “I congratulate those of you who have made it possible for us to have a major presence at ASCO. Wear your badges proudly for it symbolizes our wealth of knowledge about our products, the breakthrough scientific data we will share during the meeting, and our passion and commitment to finding solutions for patients with cancer.” ■

Oncology Portfolio Expands

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company has marketed therapies for solid tumors and hematologic malignancies, and a research and development focus on antiangiogenic, antiproliferative, and chromatin modulating agents.

What’s more, there is promising data supporting pipeline agents, such as Phase II results for sagopilone (ZK EPO) in ovarian cancer. Sagopilone is an epothilone that inhibits the dynamic assembly and dismantling of microtubules that are essential for cancer tumor growth, and Bayer is evaluating its potential in a Phase II program across several tumor types.

And, there’s Nexavar – a breakthrough agent already approved to treat advanced kidney cancer – which is now demonstrating promising results in patients with liver cancer by extending the overall survival by 44 percent. Nexavar, in fact, is the first agent ever to show a significant survival benefit for those with liver cancer and there were more than 40 abstracts presented exploring the utility of Nexavar across multiple tumor types at this year’s ASCO meeting.

“Combined, these give oncology patients and practitioners much hope,” says Susan. “As a result of the integration, we have many complementary strengths and therapeutic-area expertise, and we are moving our oncology strategy forward with great confidence.” ■



Pharma on the Move

Business and Support Groups Begin Their Moves to New Jersey

IT and Sales Operations Begin Temporary Moves to Off-Site Location



To meet the challenge of creating additional office and meeting space for the Bayer employees relocating to New Jersey, all of the IT support groups from Montville and Wayne will temporarily move to leased space in Fairfield, N.J. beginning the end of this month. They will be followed by the Sales

Operation group, who will also make a temporary move later in July.

“The good thing to remember about the temporary moves is that they will be fairly transparent to the internal clients of the groups that are moving,” said **Russ Lanzafame**, Director, Corporate and Facility Services. “Phone

numbers and email addresses will remain the same. Four-digit extension number dialing between New Jersey locations will remain in effect. Literally, unless you see those people physically move, you won’t realize they are in a new location.”

The new off-site location is in a [Click to continue on next page...](#)

Bayer Switches Its Computer Leasing to Lenovo

►► Beginning in West Haven and Berkeley this month, and at former Berlex sites in July, Bayer will change its personal computer leasing vendor to Lenovo. During this changeover in vendors, there will be some overlap on computer leases from our existing vendor relationships.

Those employees relocating from West Haven and Berkeley, to a Bayer New Jersey site, should take their current equipment (Dell laptop) with them. If their Dell computer reaches the end of its lease before their move is scheduled, they will receive a Dell or Lenovo device. For new hires

and temporaries in West Haven or Berkeley, existing equipment on site will be issued for the next few months.

For employees in former Berlex sites, if they are moving to another location, they should take their HP equipment with them. And if their machine needs to be replaced or repaired before their move is scheduled, they will receive new HP equipment.

For new hires and temporary help located in New Jersey, managers should use existing equipment where possible, over the next few months.

Starting sometime in July,

employees who need a new computer will begin to receive Lenovo computers and laptops. Over time, as the leases expire on the existing Dell computers, they will also be replaced by Lenovo equipment, and the same process will take place as the HP computers become obsolete.

Any manager or employee with questions on their existing equipment should contact their respective IT Service Desk. In New Jersey locations, employees can call x 2400, in West Haven, x 5800, in Berkeley, x 4444, and in Richmond/Seattle/Puget Sound, x 2400. ■



Moving to New Jersey

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modern office building that has been customized for Bayer use and is only a few minutes away from both the Montville and Wayne facilities.

All this temporary moving is part of a larger plan to make space for groups that will be moving permanently into the Wayne and Montville facilities. The temporary moves are necessary until all the phases of the new construction at Wayne are completed, which is scheduled for early 2008.

“It’s a bit like a big chess game,” said Russ. “We are trying to accommodate each department and business’ needs and have space available as quickly as possible with the least amount of disruption to each impacted department.” He added, “Although it is our intent to minimize the number of employees who will need to move twice, it is a necessary aspect of moving people while renovation is in process. We appreciate the cooperation of those

affected and will do our best to maximize their satisfaction.”

That goal can certainly be a challenge at times, with few departments planning to move as a large group. Instead, what will take place over the next few months is that a department will begin its move in smaller ‘waves’ or groups of people. Move liaisons exist for every department to maximize move coordination and communication. ■

Wayne Construction ‘Moves’ Ahead



As all these office and people moves – permanent and temporary – take place, construction at the Wayne facility continues to ‘move’ ahead. Foundations and footings are now in place, and steel roof supports are being installed, all of which keeps the Wayne renovation project on schedule and anticipated to be completed by the end of 2007.

Renovations in the old QC (Quality Control) building are scheduled for completion in January 2008, and the Wayne cafeteria expansion is slated for completion later in 2007.

Who is Moving When?

That partial move tactic is what will be happening with the Pharmacovigilance group (formerly known as the Drug Safety department). They will move approximately a half dozen people into Wayne from West Haven at the end of June, and then another dozen or so employees will move over in late July.

Other groups are moving at different paces. Medical Communications hopes to move about a half dozen employees from West Haven to Wayne in late July. The Oncology Regional Business Unit will relocate a dozen people

from Seattle and West Haven to Wayne in July and August. And Global Market Research will move three employees – from various U.S. and European locations – to Montville in August.

Overall, it is anticipated that more than 200 additional positions will be accommodated in the New Jersey locations as part of Bayer’s Pharma integration plan. Some of these positions will be filled by Bayer employees moving from existing Bayer locations – like West Haven, Berkeley, Puget Sound and European locations – and some positions will be filled by new hires.

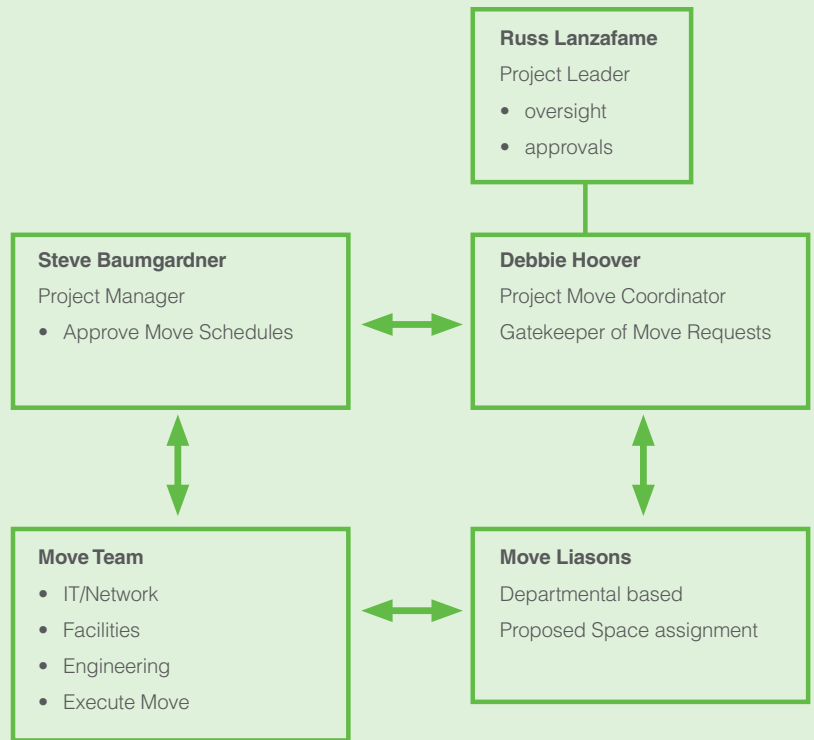
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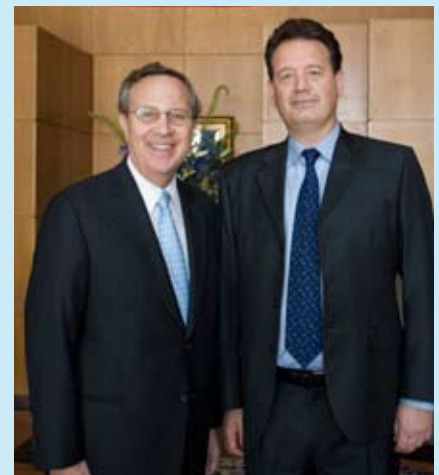
Temporary Moves Seek to Be Transparent

That many new positions require a lot of project management by Russ and the Relocation Task Force. Hence, the necessity for temporary moves, which will take place to meet the needs of the individual business units, and the timing and size of the moves.

See diagram for move management resources. ■



Yale University Acquires Bayer's West Haven Complex



►► On June 13, Yale University President Richard C. Levin, and Paolo Pucci, Head of Bayer's Global Oncology Business Group, announced that Yale would acquire the Bayer HealthCare complex in West Haven and Orange, Connecticut. The purchase of the facility will dramatically increase the University's ability to launch research programs addressing crucial issues affecting human health and quality of life. ■



Duncan Lamb, VP of Commercial Analytics and Support

I am pleased to announce that Duncan Lamb has been appointed to the position of VP Commercial Analytics and Support (CAS) effective immediately and reporting to me.

In establishing the Bayer HealthCare Pharma business in the U.S., there are a number of functions that will be required to support the organization and information needs for the rBU's and Sales and to provide a point of contact with corporate platform functions like Global Business Support. These roles will be consolidated in the newly configured CAS function.

CAS will be responsible for Commercial Analytics, e-Marketing, Convention Management and Project Management, as well as Sales and Marketing Effectiveness.

Commercial Analytics and Support will be comprised of four groups:

- Commercial Support – responsible for e-Marketing, Conventions Management and Sales Support
- Operational Analytics – comprised of the Business Analysis function, Data Warehouse Management and competitive intelligence
- Strategic Analytics – comprised of Business Liaison function, Sales and Marketing Effectiveness and Forecasting
- Project Management – providing expertise in the planning and execution of projects for BHP

Please join me in congratulating Duncan and supporting the development of Commercial Analytics and Support.

Reinhard Franzen
President
Bayer HealthCare Pharmaceuticals

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