



Science For A Better Life –  
Health through medical progress

Cover (from left to right):  
Dr. Katrin Nowak,  
Head of Laboratory Cell Biology  
Dr. Amaury Fernández-Montalván,  
Head of Laboratory Biochemistry  
Mandy Busch,  
Biological Laboratory Technician  
Huyen Dan Tran,  
Scientist Assistant  
Alexander Dimerski,  
Biological Laboratory Technician

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Commitment to Health

## Our company at a glance

*Bayer Schering Pharma AG is one of the ten largest international manufacturers of specialty pharmaceuticals. We offer our prescription-only products in more than 100 countries and generated total net sales of about €10.5 billion in 2009.*

More than 36,000 employees – with more than 5,800 of them in research and development – work for Bayer Schering Pharma around the world. With our products, we enable doctors to arrive at the right diagnosis quickly and accurately, to treat or alleviate diseases, and to improve people's quality of life. We focus on researching and developing innovative medications and new therapeutic approaches. At the same time, we continue to improve our established products. Our success is based on more than 120 years of experience. We concentrate on four business fields where we intend to make a material contribution to medical progress:

**Diagnostic Imaging** Contrast media for the precise and early detection of disease patterns

**General Medicine** Medications for high blood pressure, venous thromboembolism, coronary heart disease, pulmonary hypertension, diabetes, infectious diseases as well as erectile dysfunction and testosterone deficiency in men

**Specialty Medicine** Treatment options for multiple sclerosis, hemophilia as well as various types of cancer

**Women's Healthcare** Hormonal contraception, menopause management and gynecological therapies

Dr. Claudia Bacher-Stier

is engaged as a nuclear physician  
in evaluating innovative  
molecular imaging approaches.



Dr. Claudia Bacher-Stier,  
Nuclear Medicine Specialist

Diagnostic Imaging

Enhancing diagnosis. Empowering care.

*Bayer Schering Pharma is a world market leader in the development and marketing of contrast media for X-ray/CT scans and magnetic resonance imaging (MRI).*

We use our expertise in diagnostic and therapeutic areas for offering a comprehensive range of services enabling early diagnosis and life-prolonging therapies management. Our focus is on the requirements of clinical practice, and on a safe, fast and precise diagnosis.

In the course of the diagnostic process, the patient should receive the most optimal imaging procedure possible in terms of diagnostic accuracy and tolerability. We are working on improving the current in-vivo imaging procedures even further, and at the same time developing innovative approaches so the correct diagnosis can be obtained even earlier and with advanced specificity.

As world market leader in the field of in-vivo diagnostics, we are pioneers in the development of new, organ-specific MRI contrast media for detecting and characterizing liver tumors and metastases. In addition, we support the optimized use of our contrast media even in new and extremely demanding generations of scanners. We concentrate our activities in research and development on finding specific tracers for molecular imaging in clinical practice, e.g. in the fields of dementia/Alzheimer's disease, oncology, and cardiovascular disease.

Dr. Dagmar Kubitzka, Dr. Frank Misselwitz and Dr. Elisabeth Perzborn

have developed a new compound for the prevention of life-threatening blood clots.



General Medicine

Partner for patients and physicians

Dr. Dagmar Kubitzka,  
Clinical Pharmacology Leader  
Dr. Frank Misselwitz, Head Therapeutic Area  
Cardiovascular/Coagulation  
Dr. Elisabeth Perzborn,  
Head of Laboratory & Principal Scientist

*In our General Medicine business unit, we develop and market products for the treatment of high blood pressure, venous and arterial thromboembolism, pulmonary hypertension, cardiovascular disease, coronary heart disease, diabetes and infectious diseases, as well as erectile dysfunction and testosterone deficiency in men.*

### Thromboembolism

Bayer Schering Pharma has researched and developed a promising product for preventing life-threatening blood clots. In clinical studies with patients after elective hip- or knee-replacement surgery, we have demonstrated that our new oral direct Factor Xa inhibitor is more effective than the current standard treatment – while maintaining a similar safety profile. The compound has meanwhile been approved and introduced for this indication. A major clinical development program is currently evaluating the product's suitability for preventing and treating acute and chronic blood-clotting disorders.

### Cardiovascular risk management

Cardiovascular diseases remain one of the main causes of disability and death world-wide. Our extensive range of products in the fields of blood-pressure monitoring, heart attack, stroke, and diabetes management helps physicians and patients not only to treat acute diseases, but also to prevent them.

### Pulmonary hypertension


Pulmonary hypertension (PH) is characterized by increased pressure in the arteries, veins and capillaries of the lung. PH patients have a markedly decreased exercise tolerance and a decreased quality of life. Pulmonary hypertension is a life-threatening condition which can lead to heart failure and death. Bayer Schering Pharma is working on the development of drugs that dilate blood vessels and reduce blood pressure for patients suffering from various types of pulmonary hypertension.

### Bacterial infections

We offer effective drugs for fighting bacterial infections, such as respiratory- and urinary-tract infections. We are currently further enhancing established active substances for the treatment of pneumonia as well as for lung infections in patients with cystic fibrosis. Novel therapy approaches shall transport the active substances directly to the site of the infection, deep inside the lung.

### Men's healthcare

Nearly 70 percent of men with erectile dysfunction have an underlying condition, often accompanied by low testosterone levels. Among these conditions are high blood pressure, dyslipidemia or diabetes. In these cases, testosterone levels should always be tested as well, after erectile dysfunction is diagnosed. Bayer Schering Pharma offers a wide range of therapeutic options for these clinical pictures.



Dr. Tobias Marquardt  
and his team can determine  
complex structures e.g. for  
cancer therapy.

Specialty Medicine

Alleviating the symptoms of serious illnesses

Dr. Tobias Marquardt,  
Head of Laboratory Structural Biology

*In our business area Specialty Medicine, we offer innovative treatment options which can significantly improve the quality of life of people living with serious, chronic and life-threatening medical conditions. These include products for multiple sclerosis (MS), hemophilia and certain types of cancer.*

### Multiple sclerosis

About 2.5 million people world-wide suffer from MS, a chronic inflammatory, usually intermittent disease of the central nervous system. We were the first company to offer a treatment option for this autoimmune disease. Our product can reduce the frequency of relapses and is shown to delay the progression of MS.

### Hemophilia A

Hemophilia A is a rare genetic blood-clotting disorder which primarily affects men. The disease as such is incurable.

However, this illness can be treated effectively by replacing the missing blood-clotting factor. Bayer Schering Pharma is one of the world's main suppliers of products to treat this hereditary disease. The focus of our research is on searching for drugs with a long-term effect, which has the potential to improve the treatment outcome for the patients.

### Macular degeneration

Age-related macular degeneration is one of the most common, non-infectious causes of blindness. We are developing a product for treating this eye disease with the aim of significantly improving and permanently stabilizing the patients' acuity of vision.

### Cancer

While much progress has been made in the treatment of cancer, there is still a need for new specific diagnostic procedures and improved treatment options. As our understanding of the complex mechanisms behind each type of cancer deepens, so does our ability to develop innovative, targeted approaches to combat the disease.

We develop biotechnological preparations like small molecules and new conjugates with cancer-specific antibodies, which can directly influence the course of the disease.

Our understanding of the signals used by cells to communicate with each other is progressing rapidly. This has led to the development of innovative drugs, e.g. an oral medication for the treatment of liver and kidney tumors which has already been approved in many countries. We are also investigating this compound in other indications like breast cancer, thyroid cancer, colorectal cancer and lung cancer.

### Holistic treatment concept

In the framework of our holistic treatment concept, we provide comprehensive support programs and services for patients and their healthcare teams. Furthermore, we are engaged in cooperations in the fields of therapy and technology, and we search for new options in our strategic partnerships.



Annette Stöckel

is a reliable partner for any questions that gynecologists may have about our products.

Women's Healthcare

Specialist in women's healthcare

Annette Stöckel,  
Field Service Women's Healthcare

*Building on more than 80 years of expertise, Bayer Schering Pharma is the leading provider in women's healthcare today. We focus on three key areas: contraception, menopause management and gynecological therapies.*

#### Hormonal contraception

Bayer Schering Pharma is the global market leader in the field of hormonal contraception. Our innovative contraceptives enable women to make a conscious decision on the size of their families. We offer a wide range of products to suit women's individual needs. This includes low-dose contraceptives with additional indications.

In 2009, we launched a new oral contraceptive that delivers estradiol, an estrogen identical to the one produced by the female body. Our portfolio also includes a hormone-releasing intrauterine contraceptive which offers non-daily contraception for up to five years.

#### Menopause management

Menopause is associated with a decline in female hormone production. In this life phase, many women experience symptoms – including hot flashes, night sweats and sleeping disorders – that may significantly impair their quality of life. Bayer Schering Pharma offers therapies which alleviate menopausal complaints quickly and effectively.

#### Gynecological therapies

Bayer Schering Pharma is developing new treatment options for gynecological diseases with a high unmet medical need. These include menstrual disorders, painful periods, endometriosis (growth of uterine lining tissue outside the uterine cavity) and uterine fibroids (benign tumors of the uterus musculature). A specific therapy for endometriosis has recently been approved in Europe.

## 50 YEARS OF THE PILL

Celebrating Women, Celebrating Innovation



### A small Pill changed the world forever

*Probably no other medical innovation had such an impact on society as the Pill. It enables women to decide if, when and how many children they want to have. The Pill was a milestone towards women's independence allowing them to be fully active in many areas of life.*

#### Tradition in hormone research

Bayer Schering Pharma has been active in hormone research since the 1920's. At that time, this was an unexplored field of medicine. More than 70 years ago, our scientists developed ethinylestradiol, which to this day is still the estrogen component in almost all combined Pills. In 1961, the company introduced the first Pill in Europe. This was less than a year after the first oral contraceptive had been approved in the USA.

In the early 1960's, the contraceptive effect of the Pill was perceived as so revolutionary that it could hardly be mentioned as an indication. Today over 34 million women use an oral contraceptive from Bayer Schering Pharma.

Since the approval of the first Pill 50 years ago, Bayer Schering Pharma has continuously broadened the range of hormonal contraceptives with a number of innovations. Pills in calendar packs, low-dosed Pills and Pills with new dosage regimens have been introduced.

We are also collaborating with non-governmental organizations to distribute hormonal contraceptives either free or at reduced prices to women in developing countries so that family planning methods are accessible to women across the world irrespective of their economic situation.



Dr. Karsten Parczyk  
and his team search for the  
right candidate to develop into  
a product.

Dr. Karsten Parczyk,  
Head, Drug Discovery – Screening Berlin

Research and Development

Innovations for better health

*Our research focuses mainly on therapeutic areas with a high unmet medical need. This is why we invest between 15% and 17% of our total net sales into research and development every year. In the search for new active substances, we concentrate on new approaches in cancer therapy, in the treatment of cardiovascular and hematological diseases, in gynecological therapy and in molecular imaging.*

#### New developments and enhancement of existing options

In the development of new candidates, we focus on identifying and optimizing low-molecular substances and developing new biologics. Apart from research and development of new drug candidates, we also work on enhancing our already approved products. This product-accompanying development is aimed at realizing the full potential of a drug in the treatment of diseases. Some examples include the extension of indications or improved tolerability of the drug.

#### Innovation and success with excellent partners

One important aspect of our strategy is co-operation with external partners from academic institutes or industry. Our partners share their special know-how with us and join us in the development and marketing of new products. In our global network, we co-operate with partners in all phases – from research and development to production and marketing of a drug. Together, we can contribute to the successful introduction of new compounds as well as to the improvement of existing therapies.



Dr. Ulrich Madeja  
provides access to  
medicines for patients  
in developing and  
emerging countries.

Social Commitment  
Acting responsibly

Dr. Ulrich Madeja,  
Executive Director  
Social Healthcare Programs

*Our social commitment is focused on providing access to medicine to as many people as possible – independently of their origin or income. In doing so, we cooperate with both state-run and non-governmental partner organizations all over the world.*

#### Facilitating family planning – world-wide

Providing the means for self-determined family planning at affordable prices is the major goal of our commitment in family planning. As the world-wide market leader in the field of hormonal contraception we are committed to offering women, together with our partners, a broad range of family planning methods in more than 135 countries.

#### Fighting neglected and tropical diseases

In developing countries and emerging markets, diseases are mainly a problem for the poorest people. We contribute to reducing the disease burden and the mortality caused by tropical and infectious diseases in developing countries. For example, we cooperate with the World Health Organization (WHO) in fighting the hitherto neglected tropical 'Chagas Disease' in

Latin America, and also the African Sleeping Sickness. Together with the Global Alliance for TB Drug Development, we are working on the development of a new treatment option for tuberculosis which would shorten the treatment period.

#### Improving healthcare

In developing countries and emerging markets, many people have no access to adequate healthcare. Often, we are dealing with the same diseases that are so wide-spread in the industrialized countries: cancer, diabetes or cardiovascular diseases. In these countries, we help to fill the gaps left in the governmental health systems and develop special access to medicine programs which allow people in these countries to receive innovative therapies.



Giusy Chiovato Rambaldo, Michael Schöttler and Marco Annas  
are involved with health topics in  
politics and society.

Health Policy

Helping to shape sustainable healthcare systems

Giusy Chiovato Rambaldo,  
Head Health Policy & Public Affairs Europe  
Michael Schöttler,  
Head Health Policy & Public Affairs  
Marco Annas,  
Head Health Policy & Public Affairs Germany

*Healthcare systems today are facing huge challenges. The ageing population and increasing disease burden are putting tremendous pressure on limited public health budgets, and more pressure is added by the current economic crisis. At the same time, the pharmaceutical industry's ability to innovate is hampered by soaring R&D costs and a more complex regulatory framework. In addition, there are growing delays and inequalities in patient access to innovative treatments.*

#### Sustainable healthcare systems

Sustainable healthcare systems should strike the balance between the need of patients to get rapid access to lifesaving and life-enhancing drugs, the need of governments to manage limited resources and the need of pharmaceutical companies to get a fair reward of innovation so to be able to further research and develop new drugs. Sadly, many governments are focusing on short-term cost-containment measures which ultimately restrict patient access and undermine innovation.

To tackle these challenges, there is a need for public authorities to work together with the industry and other key stakeholders, and in particular to find ways to

increase efficiency in how resources are managed, diversify the sources of healthcare funding and ensure greater patient empowerment.

The pharmaceutical industry and its innovations should be perceived as part of the solution not the problem.

As a global pharmaceutical company, we are engaged in a constructive dialogue with authorities and healthcare stakeholders to help making healthcare systems more sustainable and efficient.

## Members of the Board of Management | Responsibilities



Andreas Fibig |  
Chairman of the Board of Management



Prof. Dr. Andreas Busch |  
Global Drug Discovery, Labor Director



Dr. Ulrich Köstlin |  
Regions



Dr. Kemal Malik |  
Global Development



Dr. Bernd Metzner |  
Central Administration & Organization

## Bayer Schering Pharma AG

## Facts and Figures

Activities Sales in 2009 Employees	> 100 countries worldwide approx. €10.5 billion > 36,000, > 5,800 of them in research & development
Research areas	Oncology, Women's Healthcare, Cardiology & Hematology, Diagnostic Imaging
Main research & development locations	Germany: Berlin, Wuppertal/ Cologne/ Leverkusen United States: Berkeley/California; Montville/New Jersey Japan: Osaka China: Beijing
Production locations	Europe, United States, Latin America, Asia
Research & development expenditure in 2009	> €1.5 billion

## Our best-selling products in 2009

Product	Business area	Net sales (€m)
Yasmin®/YAZ®/Yasminelle®	Women's Healthcare	1,278
Betaferon®/Betaseron®	Specialty Medicine	1,214
Kogenate®/Helixate®	Specialty Medicine	888
Adalat®	General Medicine	633
Nexavar®	Specialty Medicine	604
Mirena®	Women's Healthcare	490
Avalox®/Avelox®	General Medicine	460
Levitra®	General Medicine	360
Cipro®/Ciprobay®	General Medicine	331
Gadovist®/Magnevist®	Diagnostic Imaging	329
Aspirin Cardio®	General Medicine	315
Glucobay®	General Medicine	315
Ultravist®	Diagnostic Imaging	262
Iopamiron®	Diagnostic Imaging	199
Pritor®/Kinzal®	General Medicine	164

If you have any questions, we will be happy to answer them personally:

## Contact



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Bayer Schering Pharma

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More information is available in the Internet:  
[www.bayerscheringpharma.de](http://www.bayerscheringpharma.de)