



Press Information

Bayer HealthCare
Consumer Care
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Bayer Announces Personnel Change:

Meelis Reidla appointed Country Division Head Consumer Care

Newbury, Berkshire, 18 August 2009 – Bayer plc has announced the appointment of Meelis Reidla as Country Division Head for the Consumer Care division, based at the company's UK/Ireland headquarters in Newbury.

Meelis (38) will be leading an experienced OTC team developing and delivering brand growth strategies and marketing initiatives for the division's multifaceted product portfolio, which includes the Bayer flagship brands Rennie® and Canesten® as well as growth drivers such as Berocca®, Bepanthen® and Feminax®.

Prior to joining the team in Newbury, Meelis spent three years as Global Strategic Business Unit Leader Nutritionals for Bayer Consumer Care, based in Basel, Switzerland.

He brings a wealth of strategic and operational experience to the role, with previous positions in Roche Consumer Health, which was acquired by the Bayer Group in January 2005, Novartis Consumer Health and Pharmacia & Upjohn.

"I am pleased to be joining a strong and dynamic team, which has consistently demonstrated a pioneering spirit, and delivered great results, across all areas of the business," he says. "There is a lot of heritage, strong equity and consumer trust associated with many of our brands, all of which still have untapped growth potential. My background in the self medication sector helps me bring a great deal of global experience to the role, which I can apply to further grow the Consumer Care

business in the UK. I'm looking forward to working with a first-class team of people and a first-class portfolio of brands."

Meelis graduated as a medical doctor in 1994 from the University of Tartu, Estonia.

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Notes to Editors

About Bayer HealthCare

The Bayer Group is a global enterprise with core competencies in the fields of healthcare, nutrition and high tech materials. Bayer HealthCare, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of Consumer Care, Animal Health, Bayer Schering Pharma and Medical Care divisions. Bayer HealthCare's aim is to discover and manufacture products that will improve human and animal health worldwide. Find more information at www.bayerhealthcare.com