

Company:	Bayer
Sector:	Chemicals and Health Care
Report Year:	2010
Headquarters:	Leverkusen
Standard Application:	GRI G3 A+, ISAE3000
Format:	Matrix

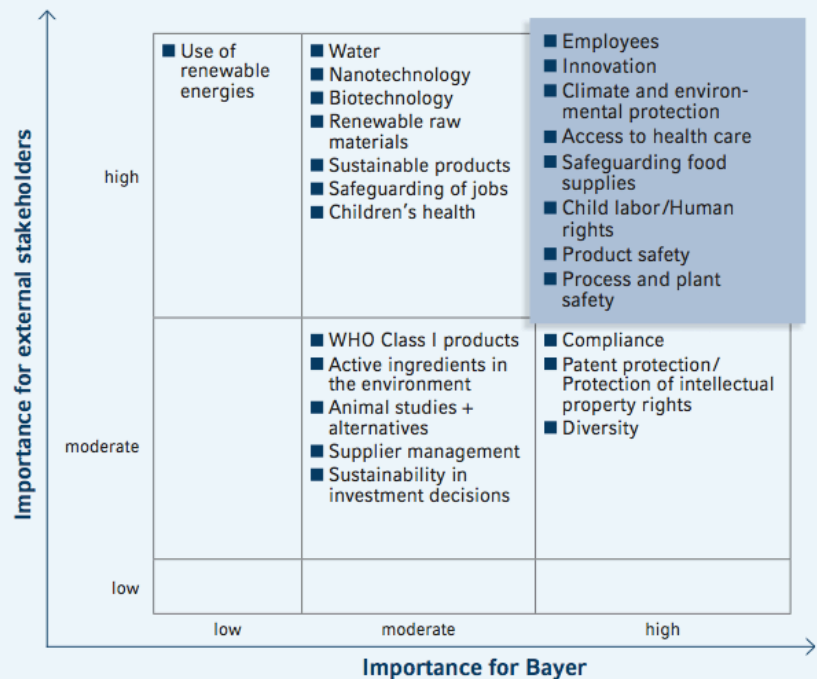
Essential issues

This materiality matrix juxtaposes the importance of various issues from the viewpoint of our stakeholder groups with their importance to Bayer: through regular surveys, we determine which issues are particularly important to our stakeholder groups. In addition, information from our diverse dialogues enables us to systematically assess the relevance of issues. This information is applied in the further development of our sustainability strategy.

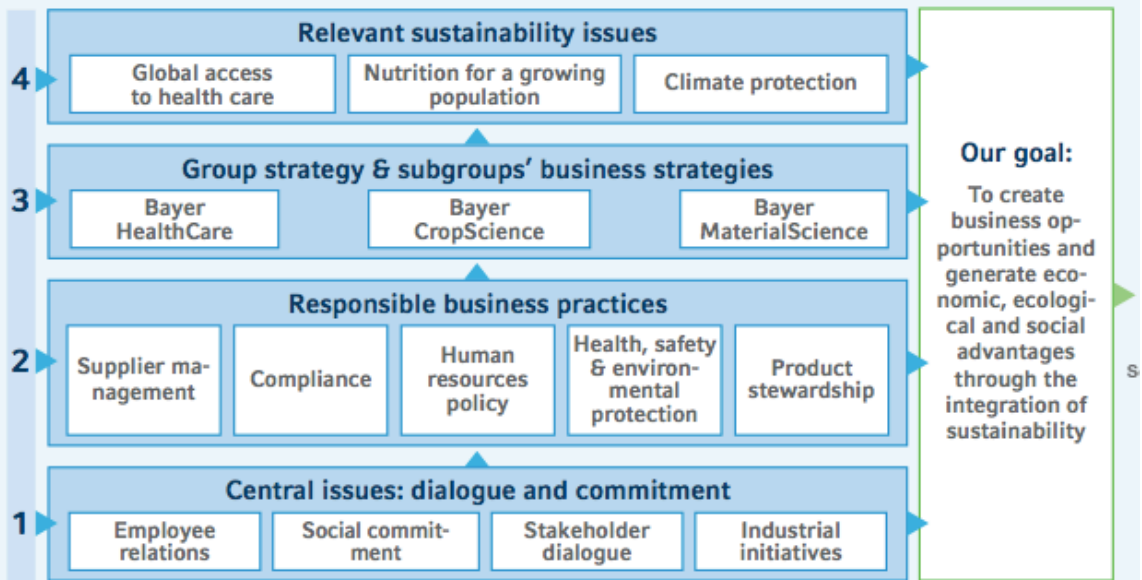
To allow the importance of issues to be determined equally systematically from the company's perspective, workshops with management representatives from all subgroups have been held since 2009. We have outlined the rank in importance of issues for the Bayer Group as a whole.

This juxtaposition in the so-called "materiality matrix" shows which issues we must focus on most urgently.

Renewable energies will generally be an important issue for the future but they are currently not available in sufficient amounts to make sense for energy-intensive chemical production.

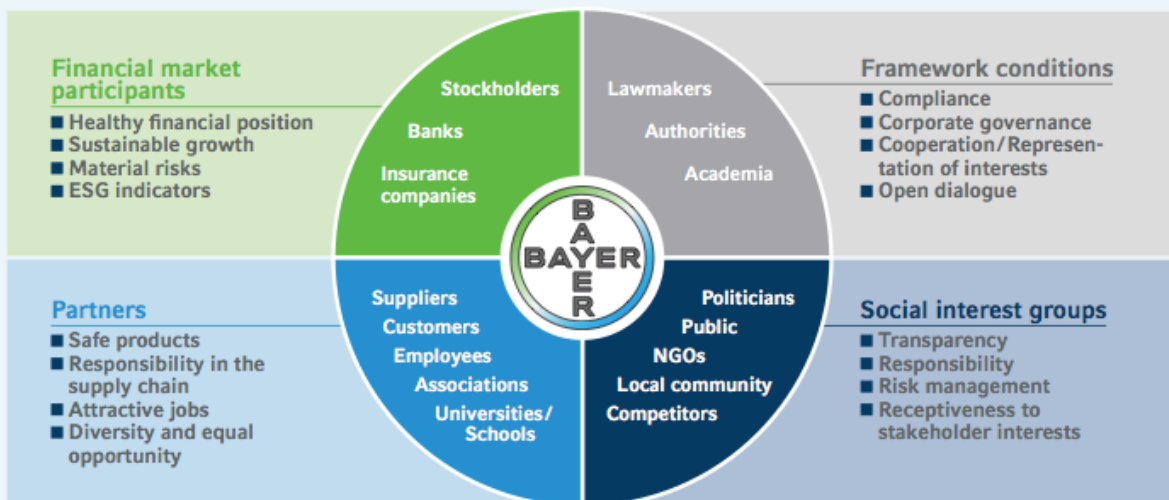


Bayer's Sustainability Strategy



We realize at four levels our goal of balancing ecological and social responsibility with corporate interests.

Overview of our most important stakeholder groups and their main areas of interest



Our most important stakeholder groups can be divided into four major areas. Each respective stakeholder has different areas of focus.