



13/12/2011

Bayer Healthcare to increase affordability and access for Jadelle implants

Dear Madam, dear Sirs

Bayer Healthcare has decided to increase access for Jadelle implants for women in least resourced countries by reducing the price of Jadelle implants. Jadelle provides contraceptive security for up to 5 years. We believe that this step will allow more women to decide for this long-acting reversible contraceptive method.

The new price for Jadelle is :

- * 19,00 USD for volumes above 500.000 units per year and at a lead time of 6 month
- * 19,50 USD for volumes below 500.000 units per year

Bayer HealthCare has decided to take its already existing family planning efforts further to realize the vision of universal access to sexual and reproductive health services by 2015, as recommended by the International Conference on Population and Development. Within this scope, Bayer aims at enhancing access to contraceptive methods by partnering with the UN Foundation and the Pledge Guarantee for Health to implement a finance mechanism to help donor funds go further. The company is, moreover, an active member of the Reproductive Health Supply Coalition and is committed to the HANDtoHAND campaign which

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pledges to have 100 million new users of modern contraceptives of their choice by 2015.

Bayer HealthCare is aware of its special responsibility for family planning because of the company's position as worldwide market leader in oral hormonal contraception. With our Family Planning Programs, which have been running for over 40 years, we are supporting the UN Millennium Development goals 4 and 5 to reduce child mortality and improve maternal health.

Bayer Healthcare offers a broad range of different high quality products (OC's, injectable, Implants) prequalified by WHO as well as knowledge, skills and global networking. Our initiatives contribute to global health and they combine sustainable market growth with improved access to medicines.

The World Health Organization estimates that of around 210 million pregnancies worldwide each year (approximately as 38 percent) are unplanned. Particularly in many developing countries and emerging markets with high mortality rate for mothers and children, women do not have any possibility to protect themselves against unplanned pregnancies.

Bayer Healthcare thanks the Reproductive Health Supply Coalition for initiating and enabling the open discussions between Bayer and the family planning community that has brought us to this mutually agreeable approach for improved access.

We appreciate the collaboration with all organizations to achieve the goal of the Hand to Hand Campaign by 2015 and are looking forward to even closer cooperation in the future for the benefit of women seeking contraceptive security.

With kindest regards

A handwritten signature in blue ink, appearing to read "ppc. Brill".

Klaus Brill
Vice President
Corporate Commercial Relations

A handwritten signature in black ink, appearing to read "Annette Velleuer".

Annette Velleuer
Director Family Planning
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