



# Bayer HealthCare

## Diabetes Care

### OUR MISSION

Bayer HealthCare Diabetes Care will help simplify the lives of people with diabetes, empowering them to take charge of their health and happiness.

### OUR VISION

We will become the most admired diabetes care company and the provider of choice for diabetes monitoring and management solutions, attracting and sustaining customer loyalty around the world.









We will relentlessly strive to exceed customers' expectations by delivering tomorrow's innovative customer solutions today to help simplify life for people with diabetes.

Quality and integrity are in our hearts and minds encompassing all of our activities. By our actions and compliance, we are living examples of how to communicate, measure, recognize, reward, and continuously improve quality.

Together, we will build an organization that inspires personal, professional, and business success.

### OUR VALUES

OUR DAILY ACTIONS ARE DRIVEN BY:

-  Understanding and connecting with people with diabetes and their caregivers
-  Staying attuned to the expectations of today's empowered customers
-  Developing and growing our people
-  Recognizing the power of people diversity and celebrating our differences
-  Conducting business with honesty and integrity in compliance with high ethical standards in all our operations
-  Ensuring the health and safety of our employees and customers
-  Protecting the environment and supporting sustainability
-  Delivering on our promises...Always

