

A smiling woman with long brown hair is carrying a young girl with long brown hair on her shoulders. They are both smiling and looking towards the camera. The background is a bright blue sky with a green curved shape at the bottom. The text is overlaid on the left side of the image.

***Claritin***<sup>®</sup>

**Global Brand  
Sustainability Playbook**

2026

WELCOME TO OUR

# Sustainability Playbook!

This document provides guidance to our Claritin community **worldwide** on **how to activate sustainability** in markets, consistently aligned to the brand's unified sustainability strategy, ideology and positioning.

# What you find in this **Playbook**

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1

## **INTRODUCTION**

The basics of sustainability at large, for Bayer, and for Claritin.

2

## **CHAMPIONS & DEFENDS**

Sustainability topics we will champion vs. defend from.

3

## **AMBITION & COMMITMENTS**

Becoming a more sustainable brand by 2030.

4

## **ACTION ROADMAPS**

Step-by-step cross-functional collaboration to 2030.



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# 1 Introduction

# Before we start, let's clarify what sustainability means to Bayer

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A growing and aging population and the increasing burden on ecosystems are among the biggest challenges humanity faces. As the world's leading company in healthcare and nutrition, Bayer contributes to solving these global challenges by **sustainably improving farming and access to nutrition and healthcare** – and thus people's lives.

Thinking of the 17 **Sustainable Development Goals**, adopted by the United Nations as a global framework to reach peace and prosperity for all people by 2030, across our three divisions we can influence many different areas, having the biggest corporate impact on those highlighted to the left.

For Bayer, and consequently all its brands, **sustainability holds environmental, societal and economic lenses**: as a company, we must find ways to minimize our impact on the planet while commercially delivering self-care solutions and literacy to people all around the world.

**It is important to remember that sustainability is more than CSR.** It safeguards business success by unlocking opportunities for optimization in our operations and inclusive growth, acting as a key driver for innovation. While embracing non-commercial approaches and donations remains part of our responsibility to society, we must go beyond and make sure **sustainability itself becomes sustainable**, embraced by all areas of the business and our brands with a **long-term commercial mindset**.

Note: For more details on Bayer's corporate sustainability strategy, click [here](#); For more details on the UN SDGs, click [here](#).



# But then what does it mean to Consumer Health Brands?

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A sustainable brand is one that has **successfully integrated a relevant mix of environmental, economic and social issues into its end-to-end value chain**. It surprises and delights all its stakeholders, today and in future generations, by being good and doing good for **people, planet, and profits** too.

Becoming a sustainable brand takes time and effort – thinking of the sustainability maturity scale below, getting to a high level requires **improving businesses practices holistically**, be it how ingredients are sourced, how products are manufactured and distributed, how consumers are represented in media and advertising.

It is important to remember that given each of our brands is uniquely positioned and holds its own value, beliefs, and purpose, naturally their **sustainability expressions will also be unique**. While on Corporate level Bayer focuses on a core set of SDGs, some of our brands might go beyond and explore links with other SDGs, which are closer to their **DNA** in a more organic way.



*Sustainability is not part of the brand at all*

## Level 0 Below Threshold

Sustainability is led by the corporate brand and its intent.

THRESHOLD

## Level 1 Conventional

Brands is compliant with the regulatory basics of sustainability.

## Level 2 Getting Started

Brand is activating sustainability ad hoc whilst beginning its strategic thinking.

## Level 3 Promising Progress

Sustainability is an emerging priority for the brand and is beginning to show in its mixes.

## Level 4 Emerging Leader

Brand leads bold sustainability initiatives that protect against threats and enhance its image with stakeholders.

## Level 5 Catalyst For Change

Brand is recognised as a catalyst for positive change across all parts of its value chain and beyond.

*Sustainability is fully embedded in core of the brand and its value chain*

# For Claritin specifically, sustainability is around social and environmental impact for those who are limited by **allergies**



Allergies have become a global health challenge, affecting people across all backgrounds. As we navigate the consequences **of a warming planet, rapid urbanization, and shifting lifestyles, allergies are no longer seasonal or regional**—they're a constant, borderless issue that shapes how people experience the world around them.

**Air quality** is at the core of our strategy—because it shapes more than just physical health. It influences confidence, connection, and comfort. Claritin is committed to defending every breath and restoring the freedom to live fully, wherever life happens.

As an allergy expert, we recognize that not everyone is safe **outdoors**—or has access to healthy **indoor** environments. That's why our mission is to improve both—especially for children and underserved communities—so they can live healthier, happier lives, **inside and out**.

For children in particular, allergies can restrict their ability to play freely, focus in the classroom, or feel at ease in their own homes.

Claritin Champions & Defends is our response to this growing need. It tackles the triple challenge of environmental triggers, poor indoor air quality, and unequal access to allergy-safe spaces. From reconnecting communities with nature to improving indoor conditions in homes and schools, our focus remains clear: creating healthier, safer environments for all.

# Sustainability for Claritin is connected to 3 Key SDGs as Core

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In the upcoming chapters of this playbook, you will deep-dive in the **strategic pillars and commitments** that led Claritin to connect and contribute to Sustainable Cities and Communities, Good Health and Wellbeing and Climate Action as **brand-specific, core SDGs**:

## 11 SUSTAINABLE CITIES AND COMMUNITIES



Calls for making cities and human settlements inclusive, safe, resilient and sustainable, focusing on providing universal access to safe and accessible, green and public spaces, specially for women and children, older persons and persons with disabilities.

## 3 GOOD HEALTH AND WELL-BEING



Ensures healthy lives and promotes well-being for all at all ages, with substantially reduction of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination as focus areas within Claritin scope.

## 13 CLIMATE ACTION



Calls for taking urgent action to combat climate change and its impacts, focusing on integrating climate change measures into strategies, planning and national policies areas within scope (indicator: total GHG emission per year).

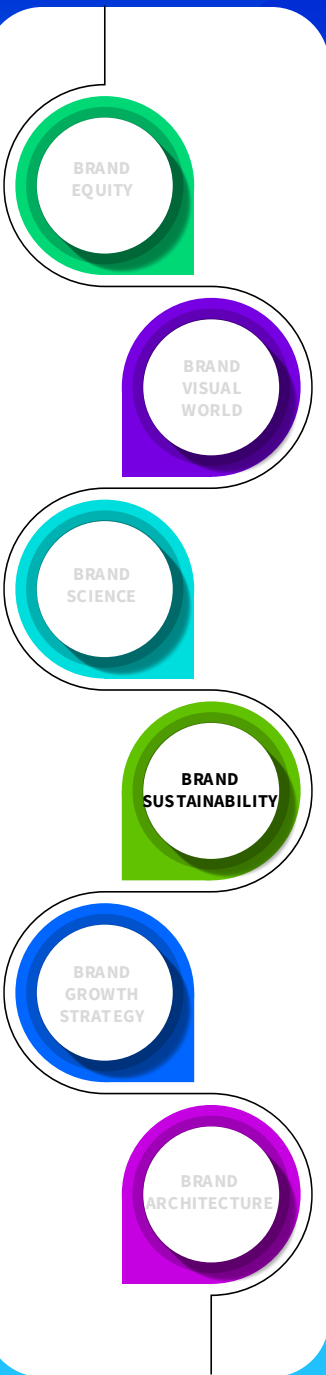
# Brand Sustainability

## OUR COMMITMENT TO PEOPLE & PLANET

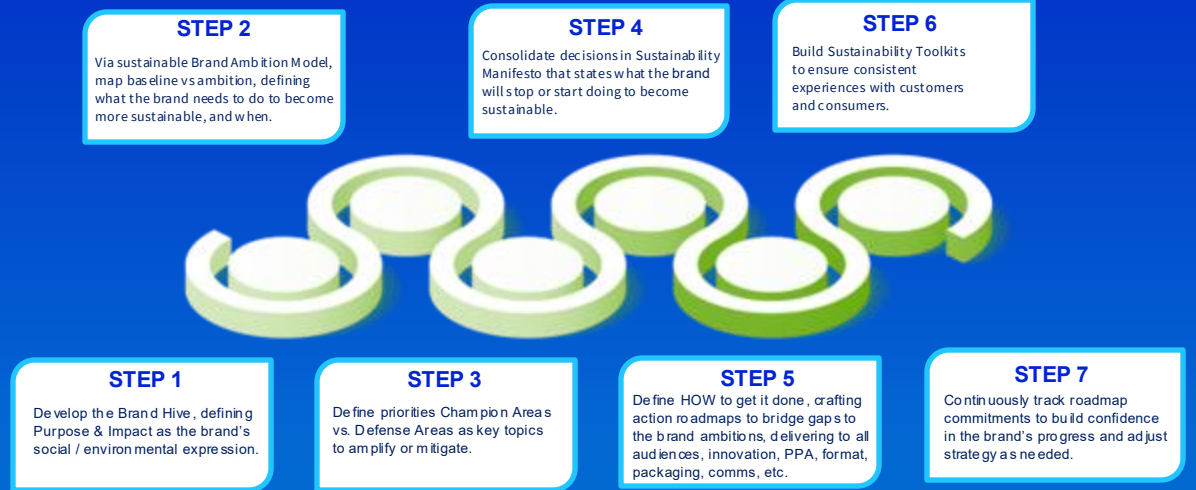
Sustainability **strengthens brand trust and reputation**, driving long-term positive impact not only for the business (ie. brands with strong sustainability grow 69% faster than the rest) but people, society, planet. That is why it is another key brand frame for us.

Beyond playing an important part in Bayer's Road To Billion vision of helping billions live healthier lives, **our brands can have their own unique contributions to the world**, depending on their chosen sustainability territories that best fit with their equity.

To craft powerful sustainability strategies for our brands, CH has created the **Sustainable Brand Journey**, helping each brand identify the right territories to Champion or to Defend from, and how to evolve over the years to achieve its sustainability ambition to 2030 (and beyond), aligned with the UN SDGs.



### How we craft authentic brand sustainability strategies?



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### PURPOSE & IMPACT

We help people to experience life and live better – as if they don't have allergies.

#### CHAMPION

1. Accessible Green Spaces
2. Safe & Healthy Indoor

#### DEFEND

1. Clean Air (CO2 and Air Pollutants)
2. Sustainable Pkg

Claritin.

# Our Champions & Defends



# Starting Point

For Claritin, our strategic starting point is our **Brand Hive**, especially our **Purpose**, the reason we exist beyond making a profit, and our **Impact**, as our social and/or environmental expression in the world.

Our sustainability strategy was built true to how we think as a brand, following the principle that all efforts must be **connected and coherent to the brand ideology** adding value to consumers, customers, partners, and unlocking business growth in a **meaningful way for our brand** (building, and not harming, equity).

Our **sustainability manifesto** and the **pillars of our strategy**, called **Champions & Defends**, follow these guidelines – as outlined in next chapters.



## Sustainability Strategy

# Our Champion & Defend Areas

As captured in our Brand Hive, **our brand purpose and impact** is “We help people to experience life and live better – as if they don’t have allergies”.

Naturally, the **sustainability territories we choose to speak up about and be known for**, which are called our “Champion Areas”, are aligned to our purpose as both **social and environmental impact**. Although environmental aspects across the value chain will be mostly featured as our “Defend Areas”, meaning topics we must work on and mitigate for defensibility.

As our chosen sustainability territories, **our Champion Areas are to be consistently brought to life around the world.**

### CHAMPION AREAS

1. Accessible Green Spaces
2. Safe & Healthy Indoor Living

### DEFEND AREAS

1. Clean Air (CO2 and Air Pollutants)
2. Sustainable Packaging

# IMPORTANT GUIDANCE

You have now seen our selected Champions & Defends and how they translate into our Manifesto.

**But how is exactly is our Manifesto meant to be used? What is its role in our strategy?**

## STRATEGIC BACKBONE

Our manifesto summarizes to Bayer teams, in a short, crisp sentence, **what our sustainability focus is all about**. Being reflective our Swords as the topics we want to be famous for, it serves as backbone that links strategy to implementation, **inspiring and steering some of our core actions** (later outlined in Actions Roadmap chapter).

## NOT EXTERNAL FACING

While our manifesto is meant to inspire and steer our focus sustainability actions that show up to the world, it is **not an external facing copy in itself**. It isn't meant to be amplified externally with consumers, customers, partners, as what they will see is rather **what we choose to do to bring our manifesto and swords to life**.

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DEEP DIVE  
INTO OUR  
CHAMPIONS



# The Unique Challenge Claritin can contribute with



## A Changing Climate

Warmer temperatures and higher atmospheric carbon dioxide levels caused by climate change are altering flowering seasons worldwide, [lengthening pollen seasons](#) and increasing the amount of [pollen in the air in parts of the world](#).

And it's not just pollen. Climate change can also impact other airborne allergens. A rise in carbon dioxide emissions could substantially worsen mold allergies, for example, [easing common fungus' allergenic protein growth](#).

## Co2 Induced Warming



## A Rising Urban Living

Atmospheric pollutants (ie. exhaust fumes) directly impact physical, chemical, and biological properties of pollen grains making them [more allergenic](#). Air pollution also makes us more susceptible, more easily triggering allergic responses.

Urban landscapes bring other problems, creating what are called heat islands, areas several degrees warmer than surrounding rural areas. In these, trees and plants can turn green earlier and stay green longer during the year and thereby [produce more pollen](#).

## City Landscapes & Air Pollution



## A Shielded Generation

From a fall in breastfeeding, to more time spent indoors and away from the social contact of sport and outdoor activities, less exposure to diverse microbes that help our immune system develop from a young age can increase the risk of developing allergies.

Microbial exposure in children is linked to greater [protection from asthma, hay fever and allergic sensitization](#).

## Lack of Microbial Exposure

# How we bring to life our sustainability **Champion Areas**

## **Accessible Green Spaces & Safe and Healthy Indoor Living**

### **WHAT OUR CHAMPIONS ARE ABOUT**

We focus on the triple global challenge impacting allergy health: climate change, urbanization, and indoor air pollution. Whether indoors or outdoors, these factors shape allergy sufferers—live, breathe, and feel. Every **Claritin sustainability effort** ties back to our core purpose: enabling healthier living for all.

Claritin understands that our consumers are affected by these challenges no matter where they are—on the street, at school, or at home, and that for many, clean air and comfortable housing are not a given—they're a privilege they can't afford.

**That's why our sustainability approach must be grounded in real-world impact**—not just good intentions. We have a unique responsibility to support air quality and environments for those who need it most. This means being honest about what we offer, staying grounded in action over promises, and pursuing meaningful progress over perfection—across our entire value chain.

### **HOW TO ACTIVE OUR PURPOSE**

We act with integrity—always aligning our message with our products, services and purpose, pursuing consistency and authenticity, especially when speaking to parents, caregivers, and educators who trust us to support children's health—at home, in school, and at play. Every action we take should reflect who we serve.

We focus on areas where Claritin offers proven solutions, while responsibly expanding our reach through new partnerships and innovations, through:

- **Outdoors:** Supporting underserved communities—especially children—in reconnecting with nature. We invest in the creation of safe, green public spaces and offer engaging, educational tools to inspire outdoor play and learning.
- **Indoors:** Addressing allergy triggers like mold, dust, and pests that compromise children's health and learning, particularly in low-income housing and schools..

# Unpacking Our Sustainability Champions

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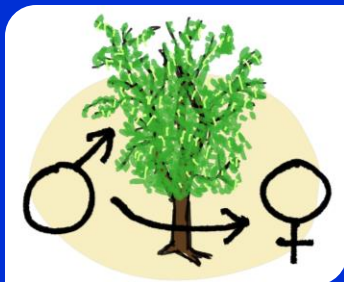
## CHAMPION AREA 1: Accessible Green Spaces

### How Claritin Helps The Triple Challenge

**Time outdoors is more than a luxury—it's a lifeline.** It supports mental health, builds resilience, and nurtures development, especially in children. But for many, especially those in underserved urban areas, **safe and accessible green spaces are simply out of reach.** Entire communities grow up surrounded by concrete, with little to no access to parks, trees, or safe places to gather. **Lack of access to the outdoors is more than an inconvenience—it's a form of exclusion.**

These inequities—rooted in systemic issues like poverty, poor infrastructure, and environmental neglect—can deeply impact mental health, social development, and overall quality of life.

**Claritin believes outdoor access shouldn't be a privileged and** supports equitable urban planning by incentivizing community engagement, investment, and maintenance or restoration of recreational infrastructure and programs that promote outdoor activities especially in underserved urban areas.



# Unpacking Our Sustainability Champions



## CHAMPION AREA 1: Accessible Green Spaces

### Activation Case Example




Claritin created **the Diversitree Program** in 2023 as an initiative designed to promote allergy awareness and support diverse communities affected by allergies. This platform educated and empowered individuals to manage their allergies effectively. With over 30% of adults and 40% of children in the U.S. affected by allergies, the urgency for action is clear. A 2012 study predicts that pollen levels will double by 2040, largely due to the prevalence of pollen-producing male trees, which were recommended for planting in a 1949 USDA report over female trees that produce no pollen.

The Diversitree Program advocated for the planting of more female trees to create healthier outdoor environments for everyone. It was established to meet the increasing demand for allergy awareness and resources, particularly in underrepresented communities, bridging the gap in information and support for those disproportionately affected by allergies. By empowering individuals from diverse backgrounds, the program fostered a strong sense of community.

**Claritin commits to helping restore the botanical balance one female tree at a time.** Example activations include funding the first female forest in Richmond Virginia in 2022, one of the worst US cities for allergies. Reducing pollen levels one female tree at a time.



**Join the fight for DiversiTree**  
Every female tree helps remove pollen from their male counterparts.

 <b>Juniper</b>	 <b>Red Maple</b>	 <b>Ginkgo</b>
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# Unpacking Our Sustainability Champions

Claritin.

## CHAMPION AREA 2: Safe & Healthy Indoor Living

### How Claritin Helps the Triple Challenge

In underserved communities, **poor housing conditions** often mean exposure to allergens like mold, dust mites, pet dander, and rodent droppings. Add the effects of climate events like flooding and hurricanes, and the risks multiply. These invisible triggers aren't just uncomfortable—they **fuel chronic conditions like asthma and allergies**. Children in low-income, urban areas are especially vulnerable, they're more likely to live in older, poorly ventilated homes where indoor **air quality is rarely a priority**.

While going outside could offer relief, many lack access to safe outdoor spaces, **making their exposure to indoor allergens constant and unavoidable**. Claritin believes both indoor and outdoor air quality shouldn't be a luxury- but a right. Examples of partnership could include collaborating with healthcare professionals to empower parents and even schools with tools for allergy management, supporting legislation such as "Healthy Schools Act" to create safe, allergy-free environments where children can truly focus and flourish. Another partnership could be for clean-up after natural disasters like hurricanes, wildfires, etc. which could create allergen growth such as mold, air pollutants, etc.



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DEEP DIVE  
INTO OUR  
DEFENDS



# Unpacking Our Sustainability Defend Areas

Claritin.

## DEFEND AREA 1: Safe CO<sub>2</sub> & Air Pollutants

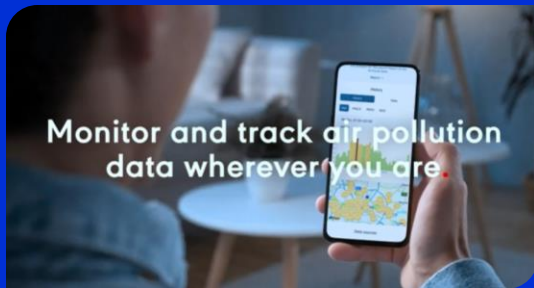
### Defending Our Air Territory

A responsible approach to emissions means minimizing Claritin's environmental impact across operations, while reinforcing our leadership in **the air health space**. As awareness of climate change grows, and brands like Otrivin take visible action, Claritin must be seen as part of the solution. Air pollution and CO<sub>2</sub> emissions directly impact respiratory health—our core territory—so inaction risks credibility and trust.

Claritin is aligned with Bayer's 2030 climate goals, as part of BCH Sustainability agenda. This is a Defend Area—crucial for compliance, reputation, and consumer expectation, but not where we aim to differentiate. Our goal is to stay working with key suppliers to reduce emissions and improve upstream sustainability, its crucial for compliance, reputation, and consumer expectation, but not where we aim to differentiate. Our goal is to stay responsible, transparent, and aligned—without making this our headline.



Monitor and track air pollution data wherever you are.



### Actions to Breathe Cleaner

Over 80% of people live in areas where air quality is below guidelines set by the World Health Organisation (WHO). This new, exciting programme from **Otrivin** will educate your pupils on what air pollution is, the impacts on our health and what we can do about it! Inspiring, curriculum-linked resources will captivate pupils and there some fascinating facts to learn.

COP26: "Air Bubble" installation harnesses the power of nature, to clean the polluted air children breathe.

# Unpacking Our Sustainability Defend Areas

Claritin.

## DEFEND AREA 2: Sustainable Packaging

### A Guilt-free Experience with Packaging

For Claritin, sustainable packaging means doing more with less—reducing waste, improving recyclability, and aligning with our air quality and environmental mission. We are evolving our packaging to use fewer materials, switch out plastic where possible, and make recycling easier through clearer labelling and design.

Guided by the “Midori/Jagger” packaging initiatives, this work supports Claritin’s broader commitment to Accessible Green Spaces—helping consumers feel good about choosing products that are lighter on the planet and easier to use.

Claritin is also exploring long-term ambitions like carbon-neutral packaging, aligned with Bayer’s broader sustainability goals and supported by efforts across our manufacturing and supply chain.

**As a Defend Area**, sustainable packaging is essential for compliance and consumer trust—but not where we seek to differentiate. It protects our reputation and supports our role as a responsible, forward-looking brand in the health and wellness space.

For full details, see the Claritin section in the Sustainability Playbook.

#### Current Packaging



# Sustainability | Defend Area 2

Claritin

## New Sustainable Primary Packaging | Bottles

As a Defend Area, we are changing our bottle packaging solutions to minimize our environmental footprint & make them recycle ready.

# FROM

✗ Non recyclable bottles

- ✗ Mixed materials
- ✗ Pigmented PET
- ✗ Foil label
- ✗ Cylinder shape



# TO

✓ Recycle ready, recyclable mono-material solutions

- ✓ Mono-material components
- ✓ Recyclable materials
- ✓ Non-cylindrical shape for easier recycling recapture
- ✓ Potential for lighter weight bottles



2028+



\* New design awaiting confirmation with final research



# 2030 Ambition & Commitments

# To win in our **sustainability territory** we must understand where we are and set an ambition

*Sustainability is not part of the brand at all*

## Level 0 Below Threshold

Sustainability is led by the corporate brand and its intent.

## Level 1 Conventional

Brands is compliant with the regulatory basics of sustainability.

## Level 2 Getting Started

Brand is activating sustainability ad hoc whilst beginning its strategic thinking.

## Level 3 Promising Progress

Sustainability is an emerging priority for the brand and is beginning to show in its mixes.

## Level 4 Emerging Leader

Brand leads bold sustainability initiatives that protect against threats and enhance its image with stakeholders.

## Level 5 Catalyst For Change

Brand is recognised as a catalyst for positive change across all parts of its value chain and beyond.

*Sustainability is fully embedded in core of the brand and its value chain*

### WHERE WE ARE IN 2025

Claritin sustainability efforts are **ad-hoc** and still solely driven by Bayer's corporate sustainability strategy, **lacking connection to a brand-specific agenda**. While compliance is in place to operate (ie. packaging materials, GMP Good Manufacturing Practice), **we lack transparency on and mitigation** of our environmental impact across our value chain, as well as a **clear positioning** on how we want to drive sustainability moving forward.

### WHERE WE WANT TO BE BY 2030

By 2030, the ambition is for Claritin purpose and connectivity to SDGs **11,3,13** to be **recognized and admired externally**, with partners proactively engaged and seeking collaboration due to our brand's **high esteem for its positive impact on nature and well-being**. Our marketing mix, from product to pack, will have evolved to deliver on the commitment of nurturing greener, cleaner and safer urban living and healthy indoor living.

# Let's look at our 2030 Ambition in details

Together with countries & functions, we've mapped our 2025 starting point vs. where we want to get to by 2030:



0 = Below Threshold; 1 = Conventional; 2 = Getting Started  
3 = Promising Progress; 4 = Emerging Leader; 5 = Catalyst for Change

	Starting Point	2025 Ambition	2030 Ambition
Purpose	0.2	2.8	4.0
Brand Influence	0.4	2.0	4.0
Portfolios	0.4	1.5	3.0
Marketing Mixes	0.3	1.5	3.0
- Proposition	0.0	1.5	3.0
- Pack	0.4	0.9	3.0
- Price	0.3	0.8	3.0
- Place	0.4	1.4	3.0
- Promo	0.4	1.3	3.0



## PURPOSE: EMERGING LEADER (4.0)

Claritin's Purpose and its connectivity to SDGs are recognized and admired externally, with the brand making tangible and measurable difference and sustainability being a core expression of its value proposition, delivering competitive advantage.

## INFLUENCE: EMERGING LEADER (4.0)

Sustainability is acknowledged as a priority for Claritin, with internal stakeholders proud of what is being achieved, external parties are actively seeking collaboration due to the brand's high esteem for its positive impact (enviro TBC) and genuinely embracing external feedback for the greater good (ie. criticism from NGO's, environmental groups, other institutions).

## PORTFOLIO: PROMISING PROGRESS (3.0)

Product impact assessment completed on selected top SKUs, plans in place to improve the environmental footprint with clear product and packaging roadmaps in place. Innovation projects are being selectively exposed to sustainability by design principles. Work is ongoing and led by corporate in the upstream value chain (sourcing, manufacturing, supply chain etc) to enhance the sustainability credentials of the portfolio.

## MIXES: PROMISING PROGRESS (3.0)

Claritin is incorporating sustainability into its mix, leading with sustainable pack materials, as well as co-communicating with partners:

- **PROPOSITION:** Mixes beyond Product are integrating the Brand's chosen sustainability territory and champions.
- **PROMO:** Sustainability related communication is increasing across all media channels and there's a specific social media strategy in place. A partnership strategy is emerging and intentional with first partners engaged and active.
- **PACK:** Improvements have been made to fully incorporate the 3R's and are actively been communicated to consumers. Further areas of improvement are being explored.
- **PRICE:** sustainability is being leveraged to support price increases (as appropriate) with consumers and customers.
- **PLACE:** a customer engagement sustainability strategy is established at least in core markets / key accounts.

# Here is what we **commit to start, stop, or continue doing** to achieve our ambition

	PORTFOLIO (Level 3.0)	PACK (Level 3.0)	PLACE (Level 3.0)	PROMO (Level 3.0)	INFLUENCE (Level 4.0)
<b>START</b> commitments	<ul style="list-style-type: none"> <li>Conduct assessment across top SKUs as and clean-up portfolio as needed engineering 'allergy positive' in all innovation moving forward.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct pack assessment.</li> <li>Developing a pack / impression roadmap to reduce «surplus» packaging / shipping fresh air.</li> </ul> <p><b>Note:</b> Leverage <b>Projects Midori/Jagger to address this.</b></p>	<ul style="list-style-type: none"> <li>Build sustainability customer engagement strategy and identify potential customer partnerships.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a relevant Impact Platform that acts as an umbrella for the Champions.</li> <li>Define long-term comms strategy to amplify the importance of clean &amp; green living and healthy indoor living, communicating Claritin's stance to counter allergies (beyond immediate platform launch).</li> <li>Assess and mitigate enviro impact related to media sources (ie. digital media vs. carbon) via Media For Good.</li> </ul>	<ul style="list-style-type: none"> <li>Develop partnership strategy globally and locally to build long-term relationship public, NGOs, private orgs and experts related to chosen Champions.</li> </ul>
<b>STOP</b> commitments	<ul style="list-style-type: none"> <li>Innovation / Renovation projects that are MORE detrimental to the carbon footprint that current.</li> </ul>	<ul style="list-style-type: none"> <li>Mitigate usage of substrates in 1ary, 2ary, and 3ary pack portfolio that create enviro challenge / negative impact.</li> </ul> <p><b>Note:</b> Leverage <b>Projects Midori/Jagger to address this.</b></p>		<ul style="list-style-type: none"> <li>Usage of promotional assets/messages that create contradictions to brand's sustainability commitments.</li> </ul>	<ul style="list-style-type: none"> <li>Withdraw any Global or Local partnerships that contradict Claritin's Champions.</li> </ul>
<b>CONTINUE</b> commitments	<ul style="list-style-type: none"> <li>Ongoing sustainability initiatives in manufacturing, focusing on CO2 &amp; Pollutants creating Allergies.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to shift all Paper/Board to 3R commitments &amp; communicate to Consumers.</li> </ul> <p><b>Note:</b> Leverage <b>Projects Midori/Jagger to address this.</b></p>	<ul style="list-style-type: none"> <li>Programs for CO2 and water optimization in transport with PS / Order To Cash / manufacturing sites (systematically) subject to carbon offset ambition.</li> </ul> <ul style="list-style-type: none"> <li>Initiate "positive planting" around sites.</li> </ul>	<ul style="list-style-type: none"> <li>Connect and plan Claritin's narrative with Bayer CS narrative on carbon &amp; other allergy related pollutants to create a PR mitigation plan.</li> </ul>	

# Our Action Roadmaps



# There are 4 Key Roadmaps to activate our Sustainability Strategy

## Sustainable Packaging

Portfolio assessment to modernise our packaging experience, **creating guilt-free** experiences across pack platforms and **innovating** to grow as close as we can to a “carbon neutral” packaging.



## Accessible Green Spaces

Actively contribute to create **better outdoor spaces in underserved communities**, anchored by its authenticity on championing the “Outside for Better Health”.



## Safe & Healthy Indoor Living

Expansion of **partnerships, education and awareness** for consumers and society at large on the rights of safe housing, safe living conditions, safe schools, and safety post climate disasters.



## Clean Air

**Assessment, reduction and mitigation** of carbon emissions across our chain, in alignment with **Scope 3**.

# 01. Accessible Green Spaces Action Roadmap



## OUTDOOR ALLERGY IN ACTION

**Phases**      **Educate and Advocate on “Outside for Better Health”**      **Collaborating on Advancing Green Spaces**

**Objective**

Advocate for sustainable education that helps people understand the privilege of thriving amidst nature. To foster a culture of appreciating and benefiting from outdoor experiences for improved overall well-being.

As a champion for greener spaces, Claritin aims to actively assess the outdoor space needs of communities, focusing on enhancing respiratory health. We seek to reduce our environmental impact in regions where the Diversitree project can be expanded, while also exploring innovative ideas to further promote sustainability and green initiatives.

**Tasks**

Establish Outdoor Programs or Outdoor Partnerships. Identify campaigns to educate consumers and society about the benefits of embracing the outdoors for well-being. Can develop new campaigns that reinforce the objective, such as partnerships that encourage getting outside or partnerships with professional sports organizations that reinforce brand character – bold, optimistic, confident.

- (1) Identify suitable locations for new parks, playgrounds, and green spaces based on the needs assessment. Consider partners that reinforce clean, outdoor spaces where kids can be kids.
- (2) As in the case of the Diversitree program, advocate on promotion of female tree planting, fostering healthier balance between male and female plants and reducing pollen in cities where the program can be leveraged.

**Outcomes**

Partner with local sports clubs, environmental organizations, or even sponsorships of Professional sports organizations. Measure program success by participation rates.

Investment directed to the Development of greener cities

**Governance**

MEGABRAND TEAM  
Decide: Amr Nada  
Own: Global Team or Markets  
Influence: Cheryl Thomas  
Trust: Markets

MEGABRAND TEAM  
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**Timings**      **2025 - 2030**      **2025-2030**

# 02. Safe & Healthy Living Action Roadmap



## INDOOR ALLERGY IN ACTION – FUTURE EVOLUTION

Phases	Raise Awareness and Educate	Advocate for living Conditions	Elevate Category Leadership
<b>Objective</b>	Create credible allergy management resources and launch a marketing campaign to raise awareness of indoor allergens and post natural disaster allergens, and Claritin's role in providing relief.	Research and identify policy opportunities that promote safe and healthy housing conditions for vulnerable populations.	Create thought-provoking content that positions Claritin as a trusted authority in the indoor allergy space.
<b>Tasks</b>	<ol style="list-style-type: none"> <li>(1) Collaborate with allergists, healthcare professionals, and industry experts and organization (WAO) to develop comprehensive allergy management resources for allergy sufferers.</li> <li>(2) Develop a campaign, informative materials for parents or HCPs, and/or partnerships centered around expertise of indoor allergen management or post climate disaster allergy management.</li> </ol>	<ol style="list-style-type: none"> <li>(1) Identify Relevant Policy Opportunities.</li> <li>(2) Identify and reach out to reputable housing and environmental organizations that align with Claritin's mission. This could involve Healthy Schools initiatives that are proponents of allergen-free schools.</li> </ol>	<ol style="list-style-type: none"> <li>(1) Leverage data and research findings to support key messages and recommendations.</li> <li>(2) Identify partnerships to elevate category leadership and efficacy perception – i.e. – brand tie-ins such as Clorox. Also consider advocating for living conditions that tie to natural disasters so Claritin can be part of the cleanup/restoration – fires, flooding, other environmental disasters</li> </ol>
<b>Outcomes</b>	(1) By partnering with allergists, HCPs and the WAO, we will create practical resources and campaigns to help allergy sufferers and their caregivers manage indoor allergens and post-disaster allergy risks.	(1) Monitor the progress and impact of collaborative efforts and continuously nurture these alliances for long-term cooperation.	(1) Implement strategies to engage consumers and society at large, building brand loyalty through interactive initiatives.
<b>Governance</b>	<p>MEGABRAND TEAM</p> <p>Decide: Amr Nada</p> <p>Own: Global Brand + Markets</p> <p>Influence: Cheryl Thomas</p> <p>Trust: Markets</p>	<p>MEGABRAND TEAM</p> <p>Decide: Amr Nada</p> <p>Own: Global Brand + Markets</p> <p>Influence: Cheryl Thomas</p> <p>Trust: Markets</p>	<p>MEGABRAND TEAM</p> <p>Decide: Amr Nada</p> <p>Own: Global Brand + Markets</p> <p>Influence: Cheryl Thomas</p> <p>Trust: Markets</p>
<b>Timings</b>	Q1 2027	Q2-Q4 2027	2027

# 03. Sustainable Packaging Action Roadmap



## SUSTAINABLE PACKAGING IN ACTION – FUTURE EVOLUTION

Phases	Craft the vision for the future pack	Consumer check-in on vision	Build the packaging roadmap
Objective	Craft the vision for the future Claritin end-to-end packaging experience, considering future materials, competitors, retail environments as well as consumer needs.	Recycle-ready blister packaging in market across low-barrier products.	Translate vision into tangible roll-out plan by aligning innovation program with sustainable technology roadmap and supply-chain investment strategy.
Tasks	<ul style="list-style-type: none"> <li>(1) Conduct Market Research and Consumer Surveys.</li> <li>(2) Competitor Analysis and Best Practices.</li> <li>(3) Collaborate with R&amp;D and Packaging Innovation.</li> <li>(4) Craft a Comprehensive Vision for the Packaging Experience.</li> </ul>	<ul style="list-style-type: none"> <li>(1) Feasibility Study and Supplier Engagement.</li> <li>(2) Collaboration with Recycling Facilities and Regulatory Authorities.</li> <li>(3) Consumer Education and Communication.</li> </ul>	<ul style="list-style-type: none"> <li>(1) Technology and Innovation Alignment.</li> <li>(2) Resource Allocation and Budget Planning.</li> <li>(3) Collaboration with Suppliers and External Partners.</li> </ul>
Outcomes	Sustainable Packaging Solutions. Competitive Advantage in the category in packaging impact.	Partnership agreements with recycling facilities for efficient processing. Effective communication strategies that promote recycling initiatives	Increase stakeholder engagement and support of the innovation programs
Governance	<p>Global Led Megabrand, Packaging Team</p> <p>Own: Cheryl Thomas, Edvin Illescas Influence: Marcus Blachford, David Baroody Trust: Markets</p>	<p>Global Led Megabrand, Packaging Team</p> <p>Own: Cheryl Thomas, Edvin Illescas Influence: Marcus Blachford, David Baroody Trust: Markets</p>	<p>Global Led Megabrand, Packaging Team</p> <p>Own: Cheryl Thomas, Edvin Illescas Influence: Marcus Blachford, David Baroody Trust: Markets</p>
Timings	Q3 2025	Q4 2025	Q1 2026

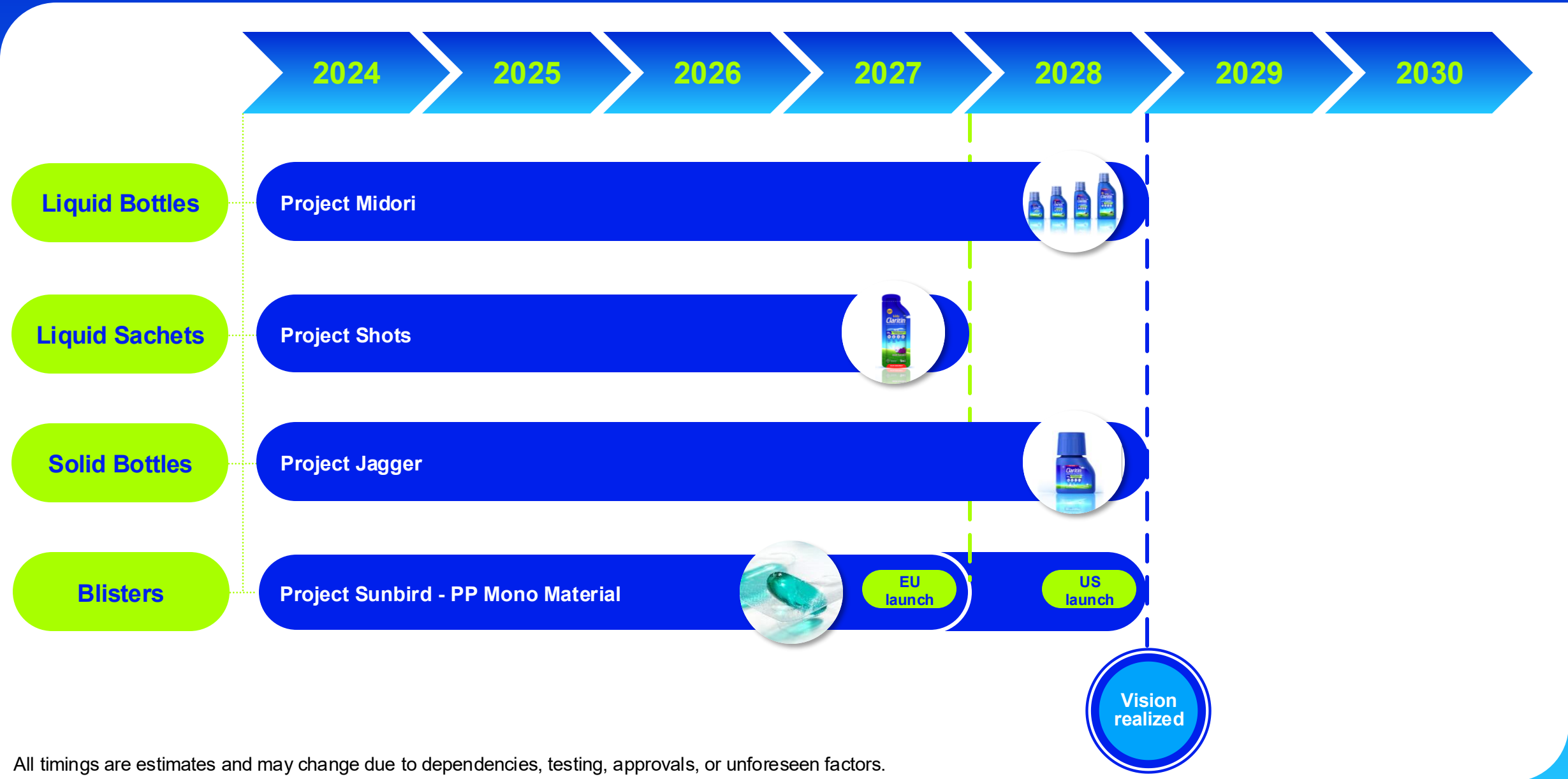
# 03. Sustainable Action Roadmap



## SUSTAINABLE PACKAGING IN ACTION – FUTURE EVOLUTION

Phases	Sustainable (PET) blister development	Modernize Syrup bottles	Modernize SOD bottles
Objective	Recycle-ready blister packaging in market across low-barrier products.	Switch SOD bottles from bottles to single material (pigmented PET to recyclable HDPE), aligning with new design aesthetic as we make the change.	Improve the stand-out and appeal of the pill bottle range.
Tasks	<ul style="list-style-type: none"> <li>(1) Material Research and Development:</li> <li>(2) Recycling Compatibility Assessment</li> <li>(3) Collaborate with R&amp;D and Packaging Innovation</li> <li>(4) Regulatory Compliance and Certification</li> </ul>	<ul style="list-style-type: none"> <li>(1) Material Evaluation and Selection</li> <li>(2) Packaging Design and Aesthetic Alignment</li> <li>(3) Supply Chain and Production Alignment</li> <li>(4) Consumer Education and Communication</li> </ul>	<ul style="list-style-type: none"> <li>(1) Visual Redesign and Branding</li> <li>(2) Sustainable Packaging Materials:</li> <li>(3) Consumer Perception and Testing</li> </ul>
Outcomes	Identification and development of sustainable materials that are suitable for recycle-ready blister packaging while keeping product stability	Launching of a SOD bottle in single ingredient material structure facilitating the recyclability	Positive consumer feedback on bottle usability and experience improvement
Governance	<p>Global Led Megabrand, Packaging Team</p> <p>Own: Cheryl Thomas, Edvin Illescas Influence: Marcus Blachford, David Baroody Trust: Markets</p>	<p>Global Led Megabrand, Packaging Team</p> <p>Own: Cheryl Thomas, Edvin Illescas Influence: Marcus Blachford, David Baroody Trust: Markets</p>	<p>Global Led Megabrand, Packaging Team</p> <p>Own: Cheryl Thomas, Edvin Illescas Influence: Marcus Blachford, David Baroody Trust: Markets</p>
Timings	Q4 2025	Q4 2025	2026

# 01. Sustainable Packaging Action Roadmap



All timings are estimates and may change due to dependencies, testing, approvals, or unforeseen factors.

# 4. Clean Air Action Roadmap



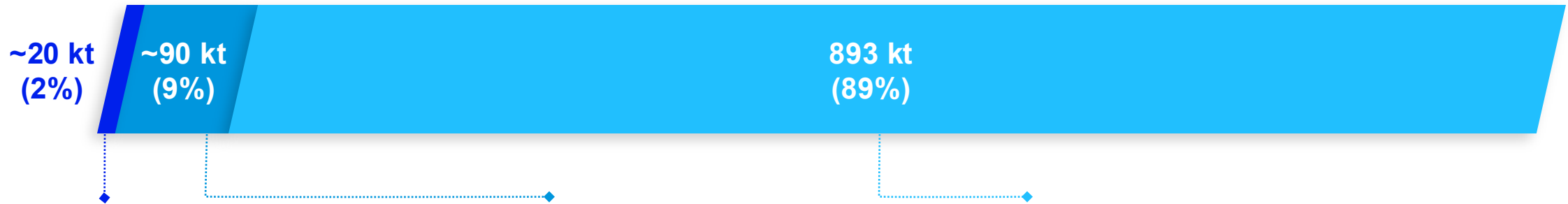
Phases	Assess the 'Size of Prize'	Develop End-top-end Climate and Respiratory Strategy
Objective	Using existing market data and projections for climatic changes, estimate the potential value of delivering solutions at the intersection of climate change and respiratory health.	In alignment with BCH corporate strategy, if need, Claritin can define a strategy to increase production in-line with expectations and identify new business strategies / models to capture the opportunity at the intersection of climate change and respiratory health.
Tasks	<ul style="list-style-type: none"> <li>(1) Market Data Collection and Analysis</li> <li>(2) Continuously Monitor and Update</li> </ul>	<ul style="list-style-type: none"> <li>(1) Innovation and Research Investment</li> </ul>
Outcomes		
Governance	<p>Enterprise Led Megabrand/ PASS</p> <p>Own: Kevin Eckerle Trust: Enterprise</p>	<p>Enterprise Led Megabrand/ PASS</p> <p>Own: Kevin Eckerle Trust: Enterprise</p>
Timings	2026/27	2027/28

# Climate Change & Carbon

What is Consumer Health's Greenhouse Gas Emissions footprint baseline?



**The total Base Year (2019) GHG footprint for CH was 1,006 kiloton(kt) of CO<sub>2</sub>e**



## Direct, owned emissions (Scope 1)

GHG emissions generated from burning fuel in assets (buildings, fleet vehicles, etc.) owned or controlled by Bayer

- // natural gas
- // diesel consumption etc.

## Indirect emissions (Scope 2)

GHG emissions generated when producing energy that is purchased by Bayer

- // purchased electricity
- // purchased steam or cooling energy etc.

## Indirect, value chain emissions (Scope 3)

GHG emissions generated by Bayer's value chain activities (estimated from about 100,000 partner companies)

In scope for Bayer's Scope 3 target are:

- // purchased goods & services (majority of our scope 3, eg packaging)
- // upstream transportation & distribution
- // capital goods
- // business travel
- // fuel & energy-related activities

# Climate Change & Carbon

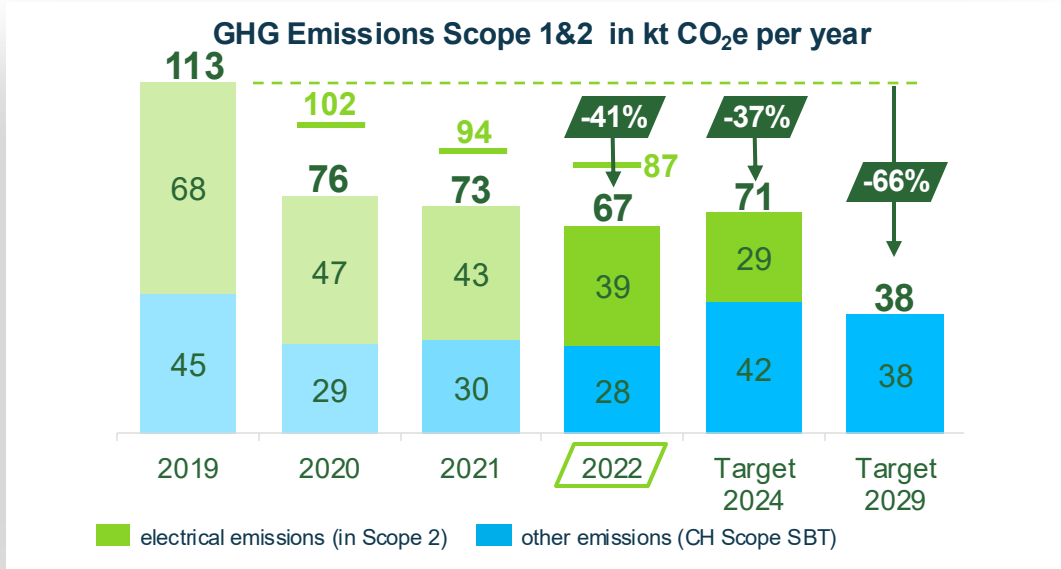
## CH Greenhouse Gas Reduction Progress

### Consumer Health Achievements and Progress

#### Scope 1 + 2 : Milestone 2024 already overachieved in 2022

**-41% GHG in 3 years (CS: -19.1% & PH: -27%)**

- // Green electricity: Darmstadt, Alcala, Guatemala, Bitterfeld
- // Partly green electricity: Kunming (89%), Pilar (25%)
- // Energy efficiency from EECO<sub>2</sub> & Site projects e.g. steam reduction GRZ etc.
- // Some negative effects due to site volume increase & projects or higher Site CO<sub>2</sub> emission factor etc.



#### Scope 3 : Acceleration process started

- // To collect emission data from ~300 strategic suppliers
- // To engage with ~35 of biggest CH suppliers (account for 50% of emission) to work towards decarbonization
- // To include 'cost of Carbon' into our decision making for material/tool purchases

