

Frequently Asked Questions



What are Bayer AgPowered Services?

Bayer AgPowered Services are a new category of cloud-based services that provide data science solutions from Bayer® to agri-food companies, allowing them to utilize the data within the Microsoft® Azure Data Manager for Agriculture. This allows companies to generate insights, enables collaboration, and provides transparency to consumers, regulators and stakeholders. These services are specifically designed to help companies more efficiently adapt and utilize agriculturally focused capabilities within their own digital efforts.

What is Microsoft Azure Data Manager for Agriculture?

Azure Data Manager for Agriculture is a new offering from Microsoft Azure that provides industry-specific data connectors and capabilities to unify farm data from disparate sources. This enables organizations to utilize high quality datasets and improve the development of digital agriculture solutions, while ensuring farmers' data privacy, control and ownership per regulations.

Which AgPowered Services are available today?

The first three AgPowered Services from Bayer that are available today in Preview mode are Imagery Insights, Growing Degree Day Calculation and Crop Water Use Maps.

How can Azure Data Manager for Agriculture and AgPowered Services add value to my company?

Microsoft Azure Data Manager for Agriculture and AgPowered Services help overcome key challenges such as disparate data and high costs associated with building digital systems. With one common source-of-truth, automated data model, Azure Data Manager can reduce complexity and enable forward movement.

BY SUBSCRIBING TO THE PLATFORM, CUSTOMERS CAN:

- Build their own digital products and solutions on top of the most robust collection of ag data in the world.
- Access critical digital infrastructure and off-the-shelf core capabilities.
- Rely on us for core capabilities, while working on advancing innovation instead of spending time and money building digital infrastructures from scratch.
- Leverage new advancements and continuous improvements to important digital and data science features.
- More seamlessly address key use cases such as meeting corporate and environmental sustainability regulations, measuring supply chain performance, and improving financial metrics tracking in the food value chain, among many others.



What are the future plans to release additional AgPowered Services?

Bayer is tapping into its deep R&D expertise to bring visibility to a large number of agronomic models that will further enable the agri-food value chain. The company will be releasing more AgPowered Services throughout 2024 and beyond. Please check back frequently. We would also love to hear about use cases you might have in order to provide AgPowered Services that fit your needs.

What are the steps to start using AgPowered Services?

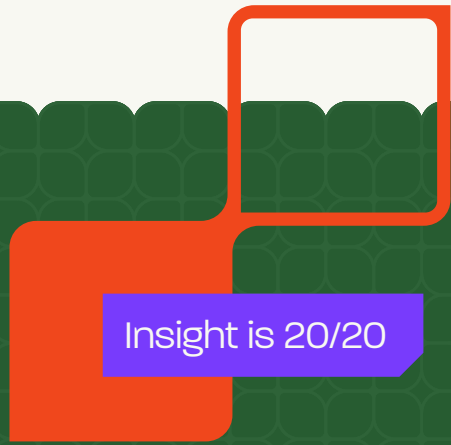
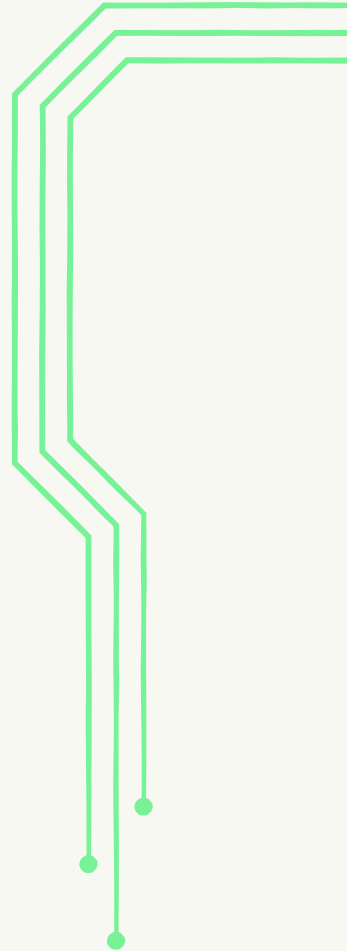
All AgPowered Services are exclusively available through the Microsoft Azure public cloud and specifically for customers that have a subscription to Azure Data Manager for Agriculture. Users are required to first install the Azure Data Manager for Agriculture platform on their Azure tenant, as a pre-requisite for deploying any of the AgPowered Services. To request access for AgPowered Services, please visit agpoweredservices.com or access the preview form: forms.office.com/r/SDR0m3yjeS

How much does it cost to use AgPowered Services?

During the initial Preview period, the initial set of AgPowered Services will be available to users through the Azure Marketplace. An initial free trial program is also available for customers, after which our team will provide additional information for production deployments, including customized pricing for enterprise use cases. Visit agpoweredservices.com or contact us at agpowered.support@bayer.com for more information.

If I need support or further information, who can I contact?

Contact us at agpowered.support@bayer.com or visit agpoweredservices.com.



About Bayer

Bayer is a global enterprise with core competencies in the life science fields of health care and nutrition. Its products and services are designed to help people and the planet thrive by supporting efforts to master the major challenges presented by a growing and aging global population. Bayer is committed to driving sustainable development and generating a positive impact with its businesses. At the same time, the Group aims to increase its earning power and create value through innovation and growth. The Bayer brand stands for trust, reliability and quality throughout the world. In fiscal 2021, the Group employed around 100,000 people and had sales of 44.1 billion euros. R&D expenses before special items amounted to 5.3 billion euros. For more information, go to www.bayer.com.

Forward-Looking Statements

This release may contain forward-looking statements based on current assumptions and forecasts made by Bayer management. Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer's public reports which are available on the Bayer website at www.bayer.com. The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments. All other trademarks are property of their respective owners.

