



Overview: 10 blockbusters in 10 years

Bayer's R&D investment is the largest in the agricultural industry, driving an industry-leading pipeline with peak sales potential of over €32 billion across crop protection, seeds and traits, and our digital pipeline.

Bayer continually replenishes its pipeline with new innovations, and, over the next ten years, we expect to launch 10 products with a minimum peak sales potential of over €500 million each. These are true blockbusters that will leverage innovation to power regenerative agriculture at scale.

1) **Preceon Smart Corn: Breeding and Biotech Approaches**

Bayer believes in short-stature corn and the Preceon system so fully that we are taking three R&D approaches to bring it to market.

With a global potential of more than 220 million acres, and a peak sales potential of over €1.5 billion, the PRECEON Smart Corn System will transform corn production.

Our **breeding approach** is the furthest advanced and has already begun a targeted commercial launch with a very strong response from growers. 365 growers representing >30,000 acres in Europe and the US participated in Groundbreakers trials in 2023 with over 80% of the trialed growers responding that they would plant PRECEON again. Through this targeted launch, Bayer is co-creating with farmers and partners to shape the future of the system, focusing on getting the most out of the system through management, driving higher yields, and showcasing all that the system can do.

The PRECEON **biotech approach** in partnership with BASF has advanced to phase 4 this year and is scheduled to launch in the US in 2027, with Canada expected to follow in 2029. The biotech approach will allow short corn to be combined with a wide array of germplasm to enable broad acre application in more environments.

A unique benefit in the European silage market is the increased feed tonnage and quality of PRECEON® to dairy cows, which has shown an increased milk production of up to 2 liters of milk per cow per day, compared to conventional tall corn in initial trials. If confirmed at a larger scale, this feature could bring direct downstream value not only to farmers but also dairy food producers.

The PRECEON **gene editing approach**, in partnership with Pairwise, was [announced earlier in 2024 here](#) and will allow the system to fit within diverse environments while accelerating further development.

2) **Plenexos Insecticide**

Plenexos is a next generation ketoenol insecticide with high plant mobility. It ensures high efficacy against key sucking pests



(aphids, whiteflies, scales, mealybugs) at low dose rates for foliar and soil uses.

Featuring a broad crop scope, Plenexos will be suitable for application in arable and horticulture crops (soybeans, cotton, fruits and vegetables) while its favorable pollinator and beneficial toxicological profile will ensure broad flexibility and a fit within Integrated Pest Management programs. With low residue for several uses, Plenexos will be a fit on many operations launching in 2025. PSP: €500 million

3) Icafolin Herbicide

Currently in phase 3 with a PSP of over €750 million, icafolin is the first new mode of action in post emergence weed control in over 30 years and is based on our CropKey approach. Icafolin will be critical in securing production in situations with tough to control weeds, especially Palmer Amaranth. With use in various new market segments expected, as well as potential for precision application use, icafolin is poised to make a major impact in weed management.

4) New Fungicide

For global use confirmed in cereals, corn, fruits & vegetables with upside potential in numerous other crops. Already boasting a demonstrated mode of action in a highly competitive future market and bolstered by a favorable regulatory profile. This new fungicide will help to provide farmers worldwide with a reliable tool to ensure healthy crops and robust resistance management as well as being an excellent fit with Bayer's fungicide portfolio, helping to strengthen our leading position. PSP: over €1 billion

5) Fourth-Generation Soy Herbicide Tolerance Trait

By adding HPPD (Mesotrione) and 2,4-D tolerance to existing traits that provide glyphosate, glufosinate, and dicamba tolerance, Bayer's fourth generation of soy herbicide tolerance provides 5 different tolerances to provide industry leading weed control.

Bayer's soy offering will combine leading germplasm with even better weed control and will be a great fit for soy farmers in many areas.



- 6) Fifth-Generation Soy Herbicide Tolerance Trait**

Bayer's herbicide tolerant soybean technologies will continue to give growers enhanced flexibility with more choices than ever before in their weed management portfolio. Following on Soy HT4 - which offers 2,4-D and HPPD tolerances - Soy HT5 will further enhance Bayer germplasm with tolerance to PPO herbicides for a total of six options.
- 7) Third-Generation Soy Insect Trait**

Bayer's third generation of soy insect protection trait has advanced to phase 4 and includes two new proteins for enhanced and durable protection from a broad spectrum of lepidopteran pests, with a focus on Latin America and expected launch in 2028.
- 8) Fourth-Generation Soy Insect Trait**

With a focus on Brazilian farms, Bayer's fourth-generation Soy Insect Trait will use multiple modes of action to further enhance the leading Intacta franchise with multiple modes of action for control against velvetbean caterpillar and soybean looper. PSP for all new soy traits together: over €3 billion
- 9) Fourth-Generation Corn Rootworm Trait**

The fourth generation of Bayer's Corn Rootworm trait (CRW4) has been advanced to phase 4 and is expected to be launched mid-decade. CRW4 features two new modes of action plus improved RNAi technology to provide excellent efficacy against high-pressure rootworm populations.
- 10) Fifth-Generation Corn Herbicide Tolerance Trait**

The fifth generation of herbicide tolerance trait in corn advanced to phase 3 for this year and will add a novel PPO tolerance to offer growers an additional weed control option on top of Bayer's leading corn trait stack in corn. PSP for all new corn traits: over €1 billion