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News Release

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Merck KGaA, Darmstadt, Germany, Launches "Proud to be an Original" Employee Campaign

- **A world map of originals of Merck KGaA, Darmstadt, Germany, is being created on the Web**
- **The objective: To conduct an employee dialogue in the social media environment**

Darmstadt, Germany, September 30, 2014 – Merck KGaA, Darmstadt, Germany, a leading company for innovative and top-quality high-tech products in the pharmaceutical, chemical and life science sectors, has launched a communications campaign entitled "Proud to be an Original". The campaign offers the company's 39,000 employees worldwide the opportunity to express their pride in working for Merck KGaA, Darmstadt, Germany.

"With the campaign, we want to highlight the secret of our company's success - our employees. For the first time, we thus also making use of an external campaign website in conjunction with Facebook and YouTube," said Walter Huber, Head of Group Communications at Merck KGaA, Darmstadt, Germany. "We want to conduct the dialogue with our employees in the social media environment globally, with a touch of self-irony, and also beyond the borders of our established internal media."

The basis of the campaign is a specifically developed website www.theoriginal.company. Here, employees of Merck KGaA, Darmstadt, Germany, can document their pride in the company by posting selfies, videos and texts. This is creating on the Web a world map of Merck KGaA, Darmstadt, Germany, originals from the 66 countries where the

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Merck KGaA

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company operates. At the same time, Merck KGaA, Darmstadt, Germany, informs website visitors about what makes the company unique and a true original.

The leitmotif of the campaign is a frog in the Merck KGaA, Darmstadt, Germany, color blue, which in an animated music video illustrates in a humorous manner the topic of being an "original". The campaign is being accompanied by extensive internal communications activities at Merck KGaA, Darmstadt, Germany. One of the many posts on the website recently came from Karl-Ludwig Kley, Chairman of the Executive Board of Merck KGaA, Darmstadt, Germany.

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About Merck KGaA, Darmstadt, Germany

Merck KGaA of Darmstadt, Germany, is a leading company for innovative and top-quality high-tech products in the pharmaceutical, chemical and life science sectors. Its subsidiaries in Canada and the United States operate under the umbrella brand EMD. Around 39,000 employees work in 66 countries to improve the quality of life for patients, to further the success of customers and to help meet global challenges. The company generated total revenues of € 11.1 billion in 2013 with its four divisions: Biopharmaceuticals, Consumer Health, Performance Materials and Life Science Tools. Merck KGaA of Darmstadt, Germany is the world's oldest pharmaceutical and chemical company – since 1668, the name has stood for innovation, business success and responsible entrepreneurship. Holding an approximately 70 percent interest, the founding family remains the majority owner of the company to this day.