

News Release

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Merck KGaA, Darmstadt, Germany, launches new branding

- **Fundamentally revised brand identity reflects transformation into a science and technology company**

Darmstadt, Germany, October 14, 2015 – Merck KGaA, Darmstadt, Germany, a leading science and technology company, today announced the relaunch of its visual identity. The fundamental revision of the visual appearance as well as the introduction of new logos for its US businesses EMD Serono, EMD Millipore and EMD Performance Materials reflect the transformation into a global science and technology company.

"Our company has fundamentally changed over the past ten years," emphasized Karl-Ludwig Kley, Chairman of the Executive Board and CEO of Merck KGaA, Darmstadt, Germany. "We have developed from a classic supplier of pharmaceuticals and chemicals into a global technology company. With our unique combination of highly specialized biopharmaceutical, life science and materials businesses, we are in a position today to offer solutions to support global megatrends such as health and digitization. The complete overhaul of our visual identity is to communicate this new direction vis-à-vis our customers, partners and applicants. We want to be recognizable and remain visible worldwide. For this we have deliberately rid ourselves of outdated features and will be focusing on a young and eye-catching image."

The investment in the companies' visual identity is part of the "Fit for 2018" strategic transformation and growth program, which includes the focus on innovative, technology-driven businesses as well as the modernization and expansion of global headquarters in Darmstadt, Germany. This also involves a more self-confident and at the same time clearer tone of voice, reflecting its character and linking its pride in a nearly 350-year-old culture with scientific curiosity and a passion for research.

Merck KGaA, Darmstadt, Germany holds the rights to its name and trademark outside the United States and Canada. In the United States and Canada the company will therefore continue to operate as EMD Serono in the biopharmaceutical business, as EMD Performance Materials in the high-tech materials business, as well as EMD Millipore in the life science business up until the planned acquisition of Sigma-Aldrich has been completed.

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Merck KGaA

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The new visual image is based on the concept of a vibrant science and technology company, and is inspired by the colorful and multifaceted shapes seen under a microscope. The new corporate design features expressive colors and shapes with a scientific look-and-feel. These are also reflected by the new logos for the US businesses. In comparison with the former visual identity, it makes a bold statement; its design is less complex and can be used in different colors.

"A comprehensive external and internal analysis showed that we must emotionalize our brand appearance to a much greater extent in order to be perceived as a vibrant technology company in the market and by applicants," said Walter Huber, Head of Group Communications.

In addition, the new corporate design is to create a strong visual link between the businesses in and outside the United States and Canada. For this reason, the company is also introducing a striking, multi-colored "M" in addition to the business logos. It is to indicate the membership of businesses and products to the group, independent of company names or regions.

In its brand repositioning efforts, Merck KGaA, Darmstadt, Germany was supported by FutureBrand, a leading brand agency that advises Bentley and Nespresso, among others, and also worked on the 2012 Olympic Games in London.

Detailed [information](#) on the relaunch of new our brand identity.

All Merck KGaA, Darmstadt, Germany, press releases are distributed by e-mail at the same time they become available on the EMD Group Website. In case you are a resident of the USA or Canada please go to www.emdgroup.com/subscribe to register again for your online subscription of this service as our newly introduced geo-targeting requires new links in the email. You may later change your selection or discontinue this service.

About Merck KGaA, Darmstadt, Germany

Merck KGaA, Darmstadt, Germany, is a leading science and technology company in healthcare, life science and performance materials. Around 40,000 employees work to further develop technologies that improve and enhance life – from biopharmaceutical therapies to treat cancer or multiple sclerosis, cutting-edge systems for scientific research and production, to liquid crystals for smartphones and LCD televisions. In 2014, Merck KGaA, Darmstadt, Germany, generated sales of € 11.3 billion in 66 countries. Founded in 1668, Merck KGaA, Darmstadt, Germany, is the world's oldest pharmaceutical and chemical company. The founding family remains the majority owner of the publicly listed corporate group. Merck KGaA, Darmstadt, Germany, holds the global rights to the Merck KGaA, Darmstadt, Germany, name and brand. The only exceptions are the United States and Canada, where the company operates as EMD Serono, EMD Millipore and EMD Performance Materials.