

December 16, 2016

MilliporeSigma Wins Life Science Industry Award® for Most Memorable Advertising

- **New brand relaunched the company's identity as a global science and technology company**
- **Relaunch of brand identity included new logo, vibrant visuals**

Billerica, Massachusetts, December 16, 2016 — [MilliporeSigma](#) today announced that it has been recognized by BioInformatics LLC with a [2016 Life Science Industry Award®](#) for most memorable advertising. Market research firm BioInformatics LLC announced the awards at a ceremony on Nov. 15 in San Diego, California, in conjunction with the annual meeting of the Society for Neuroscience.

"This honor is especially valued because it reflects the opinions of our peers and customers," said Udit Batra, Member of the Executive Board of [Merck KGaA, Darmstadt, Germany](#) and CEO, MilliporeSigma. "Recognition from scientists is further substantiation that MilliporeSigma's new brand is bringing science to life. We share this award with our many employees who are committed to solving the toughest problems in life science by collaborating with the global scientific community."

MilliporeSigma was selected for the award through a survey of more than 1,500 scientists from around the world who are actively engaged in multiple areas of life science research as well as pharmaceutical research and development. Recipients of the Life Science Industry Awards® are determined not only by the number of votes received, but also on the satisfaction and loyalty of their customers.





News Release

MilliporeSigma was also named a finalist in three additional categories including Best Customer Service, Best Use of Digital Media and Most Useful Website.

The Life Science Industry Awards® have been presented every other year since 2002. In 2014, the company won the award for "Greenest" Life Science Company, recognizing a commitment to corporate responsibility.

All Merck KGaA, Darmstadt, Germany news releases are distributed by email at the same time they become available on the EMD Group website. In case you are a resident of the U.S. 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 the Life Science Business of Merck KGaA, Darmstadt, Germany

The life science business of Merck KGaA, Darmstadt, Germany, which operates as MilliporeSigma in the U.S. and Canada, has 19,000 employees and 65 manufacturing sites worldwide, with a portfolio of more than 300,000 products enabling scientific discovery. Udit Batra is the global chief executive officer of MilliporeSigma.

Merck KGaA, Darmstadt, Germany completed its \$17 billion acquisition of Sigma-Aldrich in November 2015, creating a leader in the \$125 billion global life science industry.

Merck KGaA of Darmstadt, Germany is a leading company for innovative and top-quality high-tech products in healthcare, life science and performance materials. The company has six businesses – Biopharmaceuticals, Consumer Health, Allergopharma, Biosimilars, Life Science and Performance Materials – and generated sales of €12.85 billion in 2015. Around 50,000 employees work in 66 countries to improve the quality of life for patients, to foster the success of customers and to help meet global challenges.

Merck KGaA, Darmstadt, Germany is the world's oldest pharmaceutical and chemical company – since 1668, the company 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. The company holds the global rights to the name and the trademark "Merck" internationally except for the United States and Canada, where the company operates as EMD Serono, MilliporeSigma and EMD Performance Materials.