

January 15, 2019

MilliporeSigma Wins Life Science Industry Award® for Best Use of Social Media

- **Company recognized for its strategic use of social media platforms**

Burlington, Massachusetts, January 15, 2019 – [MilliporeSigma](#) today announced that it has been recognized by [BioInformatics LLC](#) with a [2018 Life Science Industry Award®](#) for best use of social media.

“This recognition reflects the opinions of our scientific customers and industry peers,” said Renee Connolly, head of Communications & Corporate Responsibility at MilliporeSigma. “Congratulations to our global Life Science Communications and Digital Marketing teams for creating and executing a top-notch social and digital strategy that clearly is working to engage our customers with content that educates and inspires them to solve their toughest problems.”

MilliporeSigma was selected for the award through a survey of more than 2,000 scientists from around the world who are engaged in all major life science facets of basic and pre-clinical research and 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.

MilliporeSigma engages stakeholders across numerous social media channels, including LinkedIn, Twitter, Facebook and Instagram, by understanding the evolving interests of their followers and providing valuable content to those online communities. In addition, the company’s employee advocacy program, which encourages employees to share their industry expertise on social media, has proven successful in raising the global visibility of MilliporeSigma as a leader in life science.





News Release

"Science has always depended on communicating important findings with others," said Craig Overpeck, CEO of BioInformatics. "Social media is changing the way we communicate with each other and MilliporeSigma is exceling at using this always evolving medium."

The Life Science Industry Awards® have been presented every other year since 2002. In 2016, MilliporeSigma won the award for "Most Memorable Advertising" and in 2014, the company won the award for "Greenest" Life Science Company, recognizing its commitment to corporate responsibility. The scientists who voted are all members of [The Science Advisory Board®](#), a global online community of scientific and medical professionals owned and managed by BioInformatics Inc. since 1997.

Follow MilliporeSigma on [Twitter](#) @MilliporeSigma, on [Facebook](#) @MilliporeSigma and on [LinkedIn](#).

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 20,000 employees and 60 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, Darmstadt, Germany, the vibrant science and technology company, operates across healthcare, life science and performance materials. Around 51,000 employees work to make a positive difference to millions of people's lives every day by creating more joyful and sustainable ways to live. From advancing gene-editing technologies and discovering unique ways to treat the most challenging diseases to enabling the intelligence of devices – the company is everywhere. In 2017, Merck KGaA, Darmstadt, Germany generated sales of €15.3 billion in 66 countries.

The company holds the global rights to the name and trademark "Merck" internationally. The only exceptions are the United States and Canada, where the business sectors of Merck KGaA, Darmstadt, Germany operate as EMD Serono in healthcare, MilliporeSigma in life science, and EMD Performance Materials. Since its founding 1668, scientific exploration and responsible entrepreneurship have been key to the company's technological and scientific advances. To this day, the founding family remains the majority owner of the publicly listed company. For more information about Merck, KGaA, Darmstadt, Germany, visit www.emdgroup.com.