

## Merck brand relaunched

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**Germany:** Merck, a leading science and technology company, today announced the relaunch of its brand identity. The fundamental revision of the visual appearance as well as the introduction of a new logo reflect the transformation into a global science and technology company.

At the same time, the brand architecture at business level has been simplified. Outside the United States and Canada, the company will operate uniformly as Merck.

"Merck has fundamentally changed over the past ten years," emphasized KarlLudwig Kley, Chairman of the Executive Board and CEO. "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 brand identity is to communicate this new direction vis-À-vis our customers, partners and applicants. We want to be recognizable and remain visible as Merck worldwide so as to strengthen our well-known brand name. For this we have deliberately rid ourselves of outdated features and will be focusing on a young and eye-catching image."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 Merck brand 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 Merck's character and linking its pride in a nearly 350-year-old culture with scientific curiosity and a passion for research.

With the introduction of the new brand design, the previously independent divisional brands Merck Serono and Merck Millipore will be eliminated. In the future, Merck Serono will operate as the biopharmaceutical business of Merck, and Merck Millipore as the life science business of Merck. "Following the two major acquisitions, the Merck Serono and Merck Millipore brands helped us to position the duality of existing and acquired businesses in the marketplace. We succeeded in doing so. That's why we are returning to the brand that we have been known under for nearly 350 years," Kley added. Product brands such as Erbitux or MilliQ will not be affected by this change.

Merck holds the rights to the Merck name and brand globally. The only exceptions are the United States and Canada. The company will therefore continue to operate in these two countries 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.

Merck's visual image is fundamentally new. It 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 Merck design features expressive colors and shapes with a scientific look-and-feel. These are also reflected by the new company logo. In comparison with the former logo, 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 to the Merck businesses in the United States and Canada. For this reason, the company is also introducing a striking, multi-colored "M" in addition to the Merck logo. It is to indicate the membership of businesses and products to the Merck Group, independent of company names or regions. In its brand repositioning efforts, Merck was supported by FutureBrand, a leading brand agency.