

C. R. Bard, Inc.

730 Central Avenue
Murray Hill, NJ 07974
908-277-8000
800-FOR BARD

Ticker Symbol: BCR

Website: <http://www.crbard.com>

FYE: December **Yr Began:** 1907

Key Metrics

Annual global sales:
\$2.7 Billion (2010)

Annual U.S. sales:
\$1.8 Billion (2010)

Corporate Accounts

Nat'l Acct Mgrs: 4

IDN Managers: 11



Mission Statement

To advance the delivery of Healthcare by profitably developing, manufacturing and marketing value-driven products which meet the quality, integrity, service, and innovation expectations of our customers while providing opportunities for our employees. As a result, we will optimize shareholder value and be a respected worldwide health care company.

Other Healthcare Divisions/Companies

- Bard Access Systems, Inc.
- Bard Electrophysiology Division
- Bard Medical Division
- Bard Peripheral Vascular, Inc.
- Bard Biopsy Systems - A Business Unit of Bard Peripheral Vascular, Inc.
- Davol Inc.

www.bardaccess.com

www.bardep.com

www.bardmedical.com

www.bardpv.com

www.bardbiopsy.com

www.davol.com

Key Executives

Primary IDN Customer Contact: Name, phone number, emailaddress@company.com

<u>Role</u>	<u>Executive / Phone</u>	<u>Email</u>
Chairman & CEO	Timothy Ring/908-277-8384	Tim.Ring@crbard.com
President & COO	John Weiland/908-277-8196	John.Weiland@crbard.com
Chief Financial Officer	Todd Schermerhorn/908-277-8139	Todd.Schermerhorn@crbard.com
Group Vice President	Brian Kelly/908-277-8190	Brian.Kelly@crbard.com

Product Lines Offered

BARD has five divisions and more than 8,000 products in the disease areas of Vascular, Urology, Oncology, and Surgical Specialty. To view the product catalog for BARD U.S. Products go to http://www.crbard.com/Products/Product_Catalog.html.

Key Strategies

C. R. Bard, Inc. is a leading multinational developer, manufacturer, and marketer of innovative, life-enhancing medical technologies in the product fields of:

- Vascular
- Urology
- Oncology
- Surgical Specialty

BARD markets its products and services worldwide to hospitals, individual health care professionals, extended care facilities, and alternate site facilities.

BARD pioneered the development of single-patient-use medical products for hospital procedures; today BARD is dedicated to pursuing technological innovations that offer superior clinical benefits while helping to reduce overall costs.

BARD's core values of Quality, Integrity, Service, and Innovation represent our reality and our aspirations. These four values prepare us for the challenges ahead and guide our everyday activities and align us to our mission. They are central to how we behave and want to be viewed by our fellow co-workers, customers, shareholders and communities.

Company Code of Ethics and Conduct

BARD takes pride in our long history of serving the clinical needs of our customers and the patients who use our products. BARD's mission reflects our shared commitment to them and to our shareholders, employees and community:

To advance the delivery of healthcare by profitably developing, manufacturing, and marketing value-driven products which meet the quality, integrity, service, and innovation expectations of our customers while providing opportunities for our employees. As a result, we will optimize shareholder value and be a respected worldwide healthcare company.

The Business Ethics Policy sets forth the BARD Standards of Conduct and Business Ethics. In all aspects of our business, we are guided by our four Core Values: **Quality, Integrity, Service, and Innovation**.

As a member of AdvaMed – the Advanced Medical Technology Association, BARD has adopted its policies and procedures and complies with its *Code of Ethics on Interactions with Health Care Professionals*. This code is designed to help standardize conduct and practices for interactions between healthcare professionals and AdvaMed members.

Sales Organization

BARD's sales organization is structured into division sales and Corporate Healthcare Services. The division sales teams focus their clinical call points on the disease areas of urology, oncology, vascular and surgical specialties. Corporate Healthcare Services work with hospital administration in large hospital systems.

BARD Corporate Healthcare Services provides the following services to our customers:

Corporate Account Management Services: The corporate account-management group works with major buying groups, distributor partners, government agencies, major integrated healthcare networks, and large hospitals. Establishing this dedicated account-management group ensures that BARD delivers the best solution at the right time with the right clinical, economic, and satisfaction outcomes.

Corporate National Account Services: The BARD Corporate National Accounts Group (CNAG) serves as single point-of-contact for BARD, representing all divisions within the top Group Purchasing Organizations (GPOs) in the United States, the Federal government, and Original Equipment Manufacturer (OEM) partners.

Supply Chain: The Supply Chain Services area provides logistics and Electronic Data Interchange (EDI) capabilities to support the contracting, purchasing, and inventory management of BARD manufactured products. Efficient, centralized supply chain services make it easier and more cost-effective to do business with BARD.

BARD is an equity member in the Global Health Exchange (GHX), which is an industry utility portal for all electronic transactions across all healthcare trading partners. This utility also provides important reporting and tracking of transactions. For more information, please log onto www.crbard.com/Healthcare_Professionals/E-Commerce.html.

Recent News

- **November 3, 2011** - [Bard to Host December 2011 Investor Conference](#)
- **October 25, 2011** - [Bard Announces Agreement to Acquire Medivance, Inc.](#)
- **October 25, 2011** - [Bard Announces Third Quarter Results](#)
- **October 12, 2011** - [Bard Declares Quarterly Dividend](#)

Industry Support Program

BARD is dedicated to the advancement of medical science, improved patient care, adherence to ethical standards, and compliance to the law in its active association with AdvaMed - Advanced Medical Technology Association. We encourage all our partners and distributors to comply with the AdvaMed code.

Note: Last Update - November 2011