# Media Event Agenda – October 16, 2025:
## *Transforming the Future of Prostate Cancer Care*

| Time (CET) | Topic | Speaker |
|---|---|---|
| 13:00 – 13:10 | **Arrival and Registrations** | N/A |
| 13:10 – 13:40 | **Lunch** | N/A |
| 13:40 – 13:50 | **Welcome and Introduction** | **Dr. Melinda Crane** |
| 13:50 – 14:25 | **Bayer's Ambition to Transform Prostate Cancer Care – from early to late stage**<br>• *Overview of Bayer's leadership and ambition in prostate cancer*<br>• *Integration of patient-centric care and innovation in treatment development*<br>• *High-level overview of pipeline progress*<br>• *Moderated live Q&A* | • **Dr. Iris Kuss**, Global Clinical Development Lead, Nubeqa, Bayer<br>• **Dr. Jorge Ortiz**, Global Medical Affairs Head, Xofigo, Bayer<br>• **Dr. Emmanuelle di Tomaso**, Global Head Translational Sciences Oncology, Bayer |
| 14:25 – 14:40 | **Patient Perspectives**<br>• *The role of shared decision making in prostate cancer care (TBC)* | **Dr. Erik Briers**, Chairman, Europa UOMO |
| 14:40 – 15:00 | **Spotlight on Prostate Cancer Treatment**<br>• *Succinct overview of treatment options, indications, and clinical development program*<br>• *Clinical trial data (TBC)* | **Dr. Pedro Barata**, Medical Oncologist, University Hospitals Seidman Cancer Centre |
| 15:00 – 15:15 | **Moderated Live Q&A** | • **Dr. Melinda Crane**<br>• **All speakers** |
| 15:15 – 15:25 | **Break** | N/A |
| 15:25 – 16:25 | **Driving a Paradigm Shift in Prostate Imaging**<br>• *Role of prostate imaging within patient care*<br>• *MRI as an emerging, less invasive imaging modality to support diagnosis and treatment, including overview of the PROKOMB study*<br>• *Radiology lab tour at Berlin HQ* | • **Dr. Peter Seidensticker**, Head of Medical Affairs Radiology, Bayer<br>• **Sen. Professor Bernd Hamm**, MD, Department of Radiology, Medical Director LuisenMRT, Charité Berlin and Editor-in-Chief of "European Radiology" |
| 16:25 – 17:15 | **1:1 or Group Interviews with Speakers** | • **All speakers** |