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# Annual Media Conference

## 3 February 2010

*Daniel O'Day, COO Roche Diagnostics*





# Diagnosics continues to outgrow the market two-fold

*Growth driven by all business areas, in particular Professional Diagnostics*

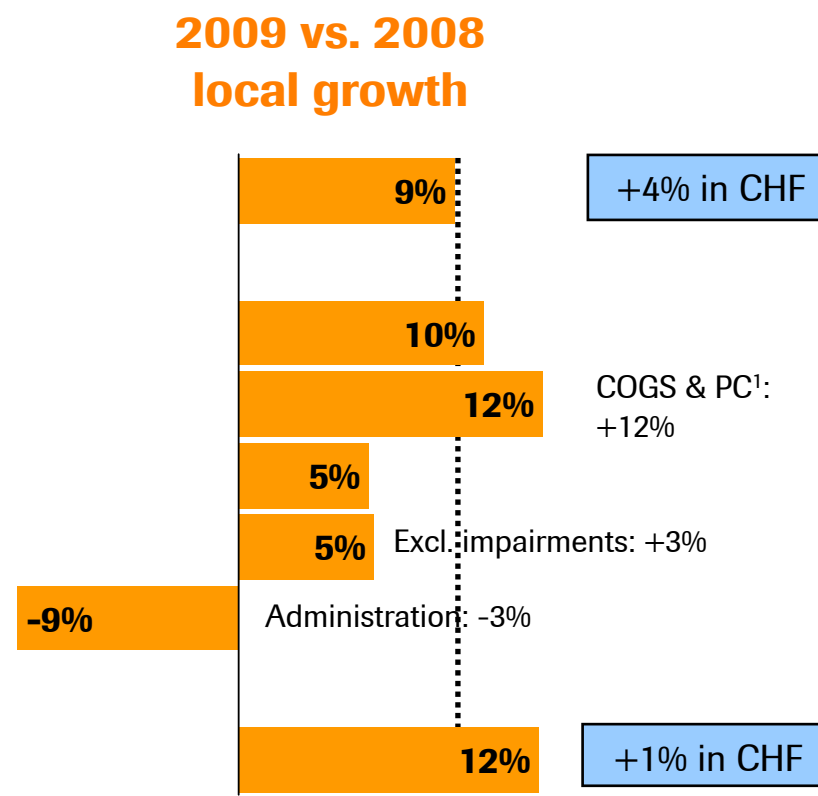
	2008 CHF m	2009 CHF m	local growth	CHF growth
Professional Diagnostics	4,372	4,553	9%	4%
Diabetes Care	2,971	2,969	6%	0%
Molecular Diagnostics	1,157	1,183	5%	2%
Applied Science	780	870	15%	12%
Tissue Diagnostics	376	480	29%	28%
<b>Diagnosics Division</b>	<b>9,656</b>	<b>10,055</b>	<b>9%</b>	<b>4%</b>

Tissue Diagnostics consolidated since February 2008  
IVD market growth estimated at 3-4%

# 2009: Diagnostics operating performance

*Operational efficiency initiatives improving margins*

	2009	
	CHF m	% sales
<b>Sales</b>	<b>10,055</b>	<b>100.0</b>
<b>Royalties &amp; other op inc</b>	<b>152</b>	<b>1.5</b>
<b>Cost of sales</b>	<b>-5,080</b>	<b>-50.5</b>
<b>M &amp; D</b>	<b>-2,511</b>	<b>-25.0</b>
<b>R &amp; D</b>	<b>-978</b>	<b>-9.7</b>
<b>G &amp; A</b>	<b>-440</b>	<b>-4.4</b>
<b>Operating profit</b>	<b>1,198</b>	<b>11.9</b>

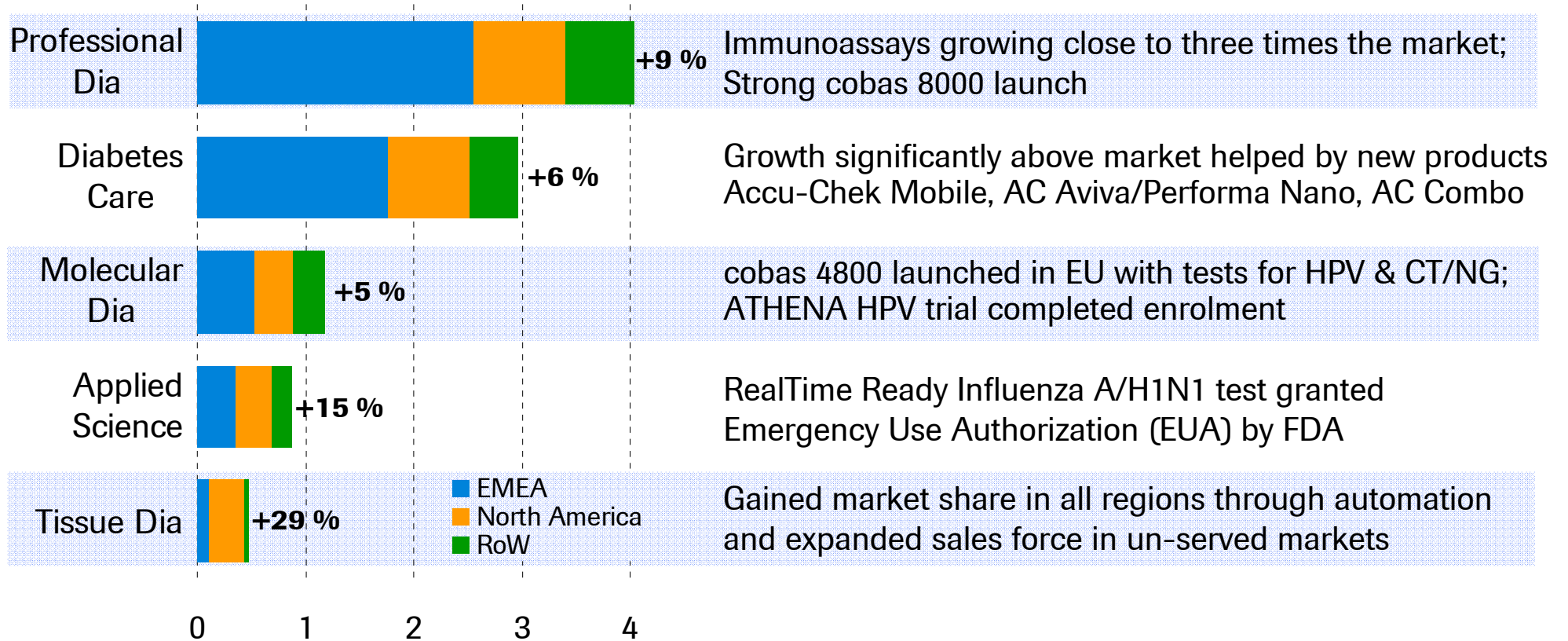


<sup>1</sup> Manufacturing cost of goods sold & period costs

# Improved automation and new products translating into strong reagent sales

CHF bn

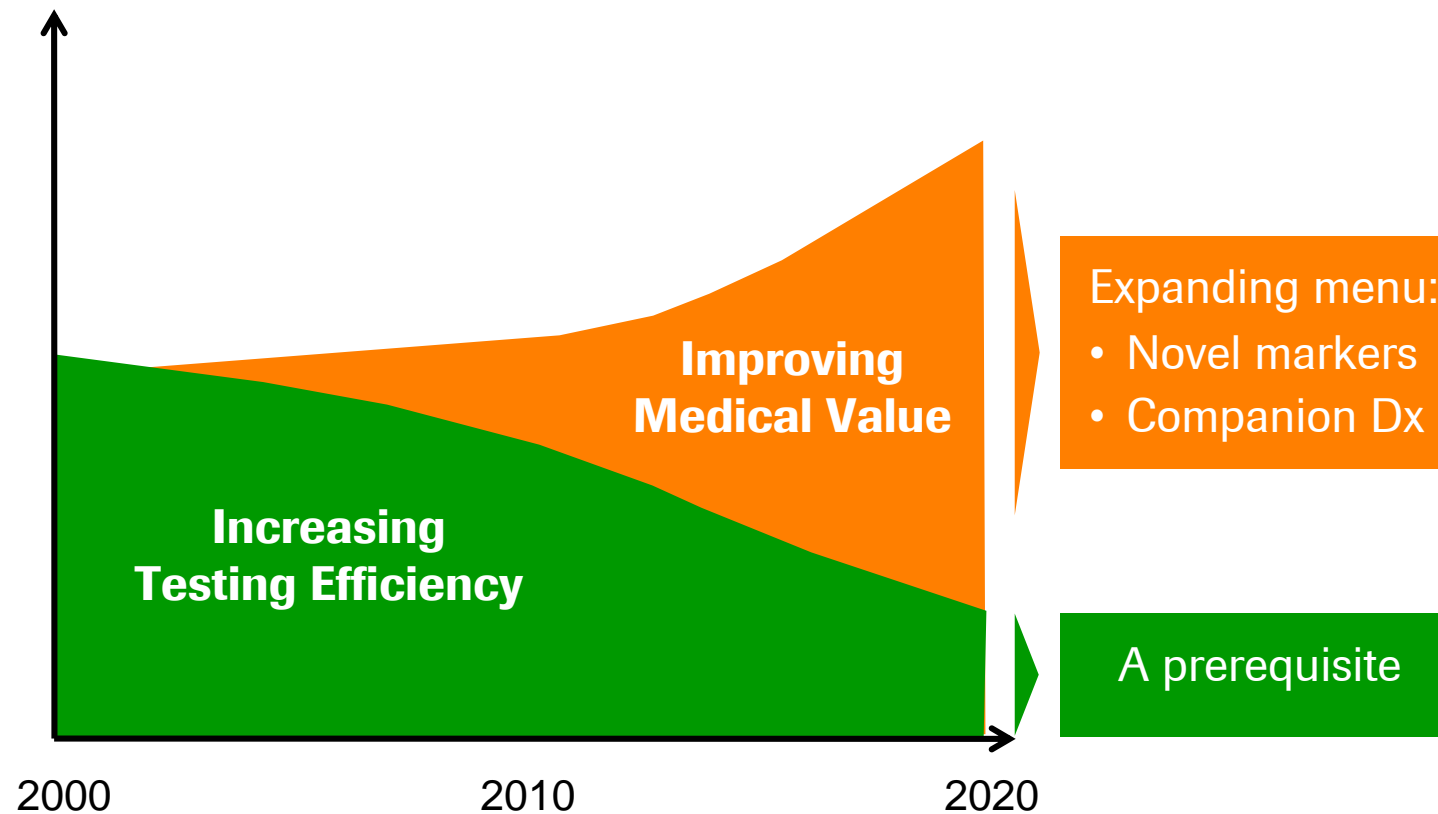
2009 vs. 2008  
local growth



Tissue Diagnostics consolidated since February 2008

# Roche Diagnostics strategy remains on track

*Accessing novel content is a key driver of differentiation*



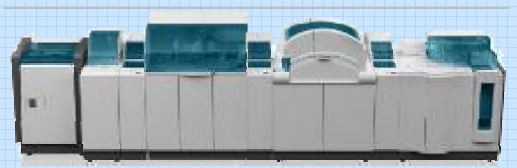
# Innovative product launches in 2009 to expand leadership, develop new markets and drive future growth

## Platforms

## Menu

### **cobas 8000**

Consolidated clinical chemistry & immunoassays



Trop I, hsTrop T, IL-6, anti-CCP, PIGF/ SFlt1, tPSA, fPSA

### **Accu-Chek Mobile**

Integrated blood glucose meter



Strip-free meter (Mobile)  
Combined pump & meter (Combo)

### **cobas 4800**

Automated PCR



HPV, CT/NG  
KRAS Mutations

### **Benchmark Ultra**

Automated IHC & ISH



HER2 SISH, HER2 Gastric, MET, EGFR  
17 Oncology Antibodies

### **Lightcycler 1536**

High throughput PCR

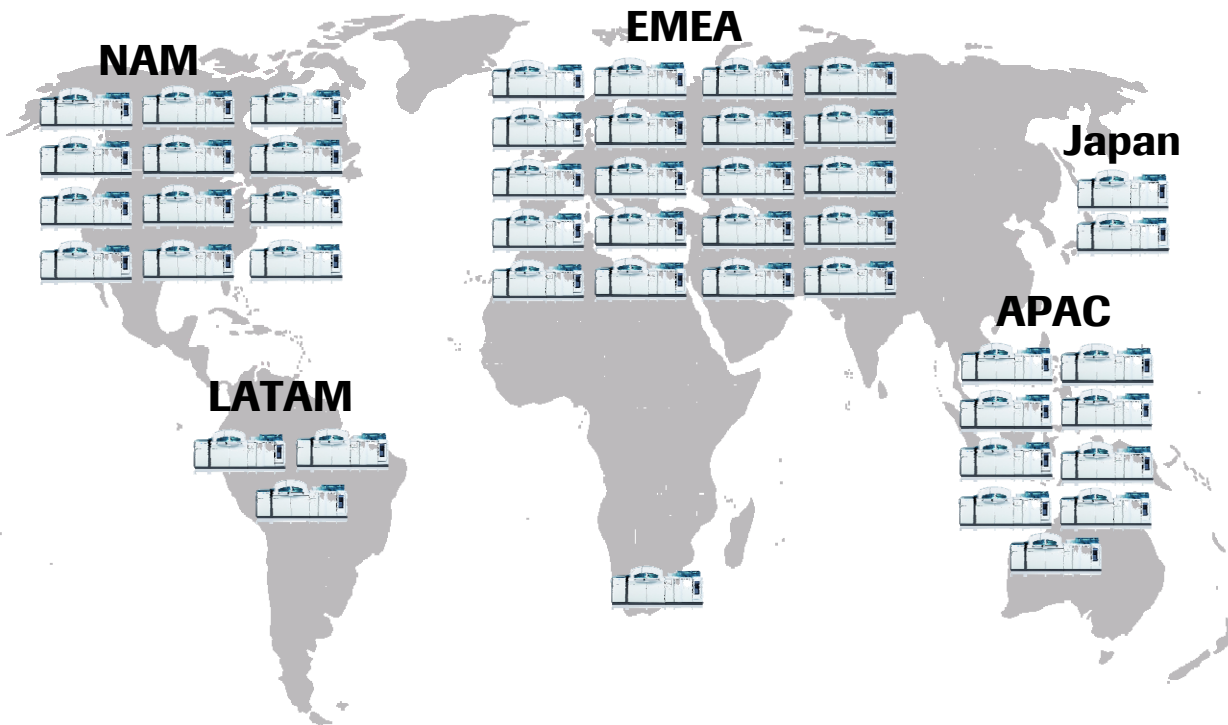


Influenza A/H1N1  
Sequencing reagents

# Large installed base worldwide

*Enables rapid market penetration of newly launched tests*

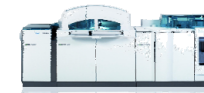
**ILLUSTRATIVE**



**Focus on expanding menu to maximise placement productivity**



> 15,000 cobas 4000 electsys modules installed to-date



> 6,000 cobas 6000 modules installed to-date



Significant opportunity in high-volume labs with cobas 8000:

- Launched EU Q3 2009
- US planned mid 2010

# cobas 4800 HPV Test

## *Automation & Medical Value*

**cobas 4800 system: high throughput  
with minimal hands on time**



<b>Throughput in 8 hours</b>	<b>288</b>
<b>Genotyping Types 16/18</b>	<b>Included</b>
<b>Primary tube</b>	<b>Multiple incl. LBC vials</b>
<b>Sample prep</b>	<b>Integrated</b>
<b>Menu</b>	<b>CT/NG, HPV</b>

- HPV testing a significant opportunity:
  - ~10% of all NAT tests performed
  - penetration ~30% in US, 10% in EU
- Roche ATHENA Trial completed, targeting:
  - ASCUS Triage
  - Adjunct screening
  - HPV 16/18 genotyping
- Launches on track:
  - EU end 2009
  - US 2011

# Key launches in 2010

<b>Professional Diagnostics</b>	<ul style="list-style-type: none"> <li>• cobas 8000 e 602 &amp; c 702 modules (EU, APAC, LATAM)</li> <li>• cobas 8000 c 701, c 502 and e 602 modules (US)</li> <li>• cobas b 123 for bloodgas, electrolytes (EU)</li> <li>• New immunoassays: 8 (US), 6 (EU)</li> </ul>
<b>Diabetes Care</b>	<ul style="list-style-type: none"> <li>• Accu-Chek Aviva Nano (US)</li> <li>• Accu-Chek Mobile (APAC)</li> <li>• Accu-Chek Combo (US, APAC)</li> </ul>
<b>Molecular Diagnostics</b>	<ul style="list-style-type: none"> <li>• cobas TaqScreen DPX blood screening test for B19 virus &amp; HAV (EU)</li> <li>• MRSA Test (US)</li> <li>• CAP/CTM CMV test (EU)</li> </ul>
<b>Applied Science</b>	<ul style="list-style-type: none"> <li>• GS Junior sequencing system (global)</li> <li>• Next-generation ultra-high density NimbleGen microarrays (global)</li> <li>• xCELLigence RTCA HT instrument (global)</li> </ul>
<b>Tissue Diagnostics</b>	<ul style="list-style-type: none"> <li>• Benchmark GX (EU, APAC)</li> <li>• Molecular probes for Top2a and IGF-1R (EU)</li> <li>• Discovery Ultra for IHC &amp; ISH research (EU)</li> </ul>

**Diagnostics Division Outlook: Sales growth significantly above the market**

