

## MabThera The star continues to rise

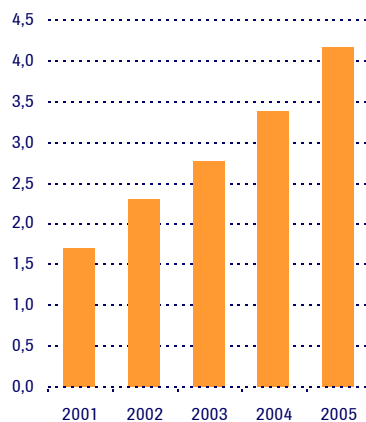
*David Loew, LCL MabThera*



biogen idec Genentech

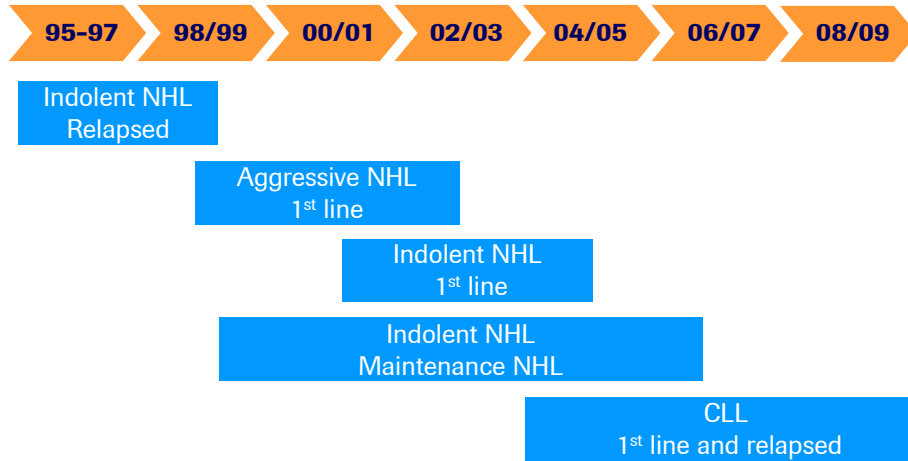
## MabThera – the star continues to raise

Group sales (CHF bn)



- **Outstanding clinical data and extensive development program**
  - Over 10,000 patients randomized
  - Overall survival benefit combined with excellent tolerability
  - More registrations to come
- **Significant sales growth ahead**
  - US/EU: indolent NHL maintenance launch and CLL
  - RoW: indolent & aggressive NHL (all settings) and CLL
- **Long patent protection**
- **Limited/no competition**

## Development: from a niche product to a blockbuster

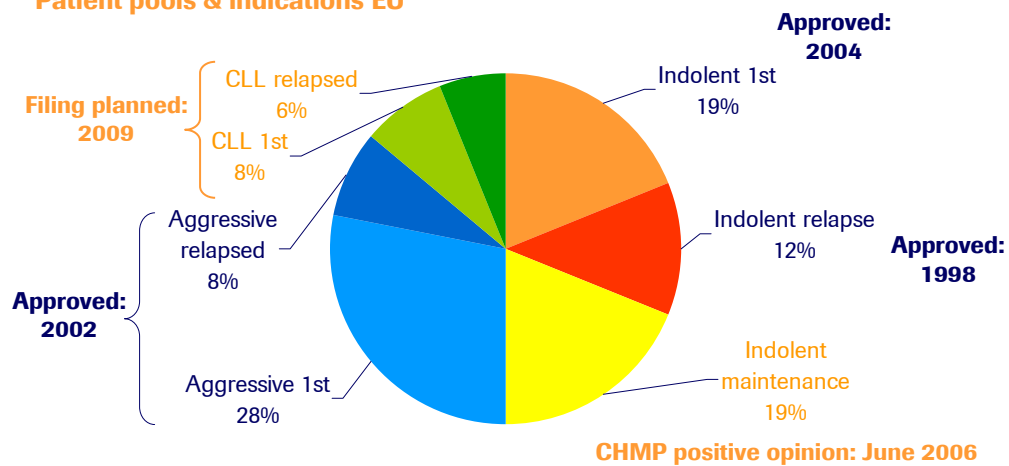


3

## Major opportunities in maintenance and CLL

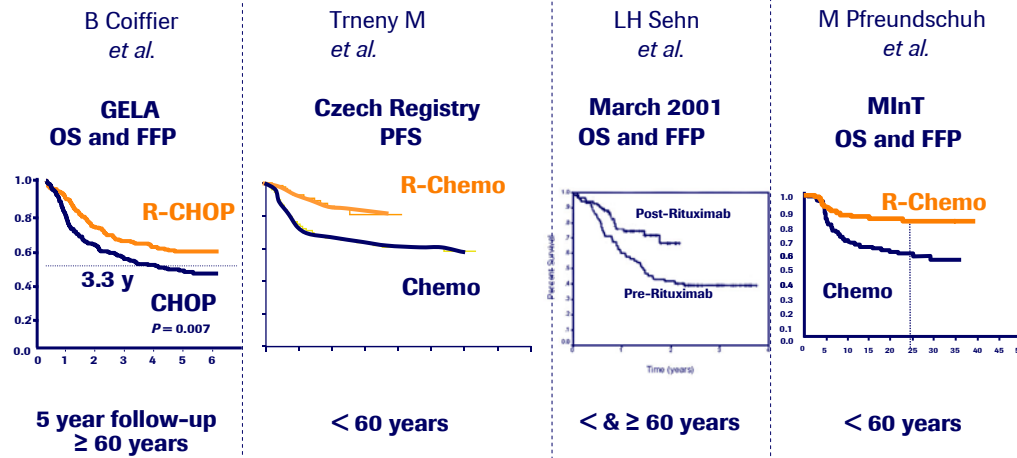


### Patient pools & indications EU



4

## MabThera standard of care Aggressive lymphoma



5

## MabThera standard of care Indolent lymphoma



Study	Overall survival (%)		p
	Control	Rituximab	
M39021; Marcus et al. CVP +/- R	85	89	✓ (lymphoma related deaths)
GLSG; Hiddemann et al. CHOP +/- R	Median not reached	Median not reached	✓
M39023; Herold et al. MCP +/- R	75	89	✓
FL2000; Salles et al.* CHVP= Inf +/- R	86	91	✓

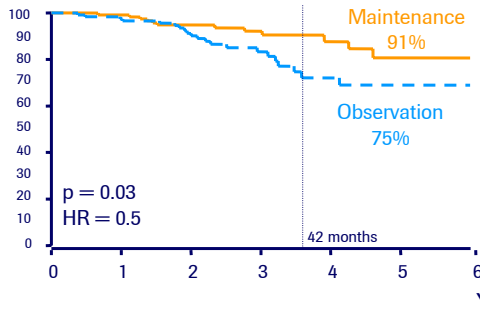
\*submitted for publication

6

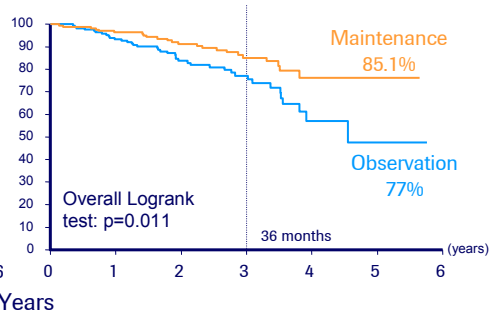
## Indolent maintenance ASH 2005:

*Two pivotal studies with overall survival benefit!*

### ECOG: 1<sup>st</sup> line CVP followed by +/- MabThera



### EORTC: relapse R-CHOP followed by +/- MabThera



**Reduction of risk of death by 50 %!  
Delay of relapse by more than 3 years!**

## MabThera in CLL

*Promising phase II data*

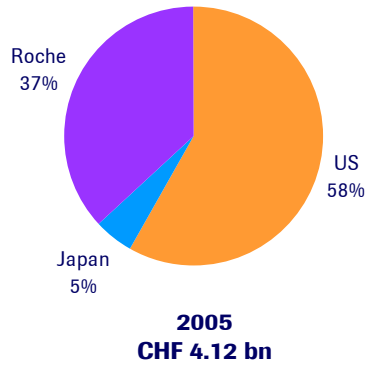
Rx	CR (%)	Line	Study
Chlorambucil	3	1 <sup>st</sup>	Intergroup
Fludarabine	27		
Fludarabine	9	1 <sup>st</sup>	GCLLSG
F-C	21		
Fludarabine	28	1 <sup>st</sup>	CALGB
F + rituximab	47		
<b>FC + rituximab</b>	<b>70</b>	<b>1<sup>st</sup></b>	<b>MDACC</b>

F = Fludarabine  
C = Cyclophosphamide

## Potential to further accelerate sales



### Geographical breakdown



### Penetration rates Q3-Q4 2005

	Key 5 EU	US
1 <sup>st</sup> line indolent	62 %	85 %
Relapsed indolent	64 %	77 %
1 <sup>st</sup> line aggressive	82 %	83 %
Relapsed aggressive	68 %	56 %
1 <sup>st</sup> line CLL	19 %	57 %
Relapsed CLL	30 %	55 %
Maintenance ind NHL	8 %	19 %

Source: Roche market research Q4 2005, Genentech Q3 2005 results

Note: CLL and maintenance therapy in indolent NHL are non-approved indications in EU/ROW

9

## MabThera

### Four approaches to drive sales



1. Increase penetration

2. Prolong treatment (maintenance)

3. Launch new indications

4. Accelerate sales in high growth markets

10

## Appendix

### Product profile

#### *MabThera*

<b>Indication</b>	Non-Hodgkin's Lymphoma: - 1 <sup>st</sup> line and relapse follicular lymphoma - Aggressive lymphoma
<b>Exclusions</b>	None
<b>Dosing</b>	375mg/m <sup>2</sup>
<b>Adverse reactions</b>	Very well tolerated, some infusion related reactions at first dose and hematological side effects
<b>Incidence aNHL</b>	170,000/ year
<b>Incidence iNHL</b>	125,000/ year
<b>Current sales (2005)</b>	CHF 4,154m
<b>Further development</b>	<ul style="list-style-type: none"><li>• Maintenance follicular lymphoma (July 06)</li><li>• Chronic lymphocytic leukemia 1st line: 2009</li><li>• CLL relapsed: 2010</li></ul>



## Approval status

### *MabThera in NHL*

#### EU

MabThera is indicated for treatment of patients with stage III-IV follicular lymphoma who are chemoresistant or are in their second or subsequent relapse after chemotherapy

MabThera is indicated for the treatment of previously untreated patients with stage III-IV follicular lymphoma in combination with CVP chemotherapy

MabThera is indicated for the treatment of patients with CD20 positive diffuse large B cell non-Hodgkin's Lymphoma in combination with CHOP chemotherapy

#### US

RITUXAN (Rituximab) is indicated for the treatment of patients with relapsed or refractory, low-grade or follicular, CD20-positive, B-cell, non-Hodgkin's lymphoma.

RITUXAN (Rituximab) is indicated for the first-line treatment of diffuse large B-cell, CD20-positive, non-Hodgkin's lymphoma in combination with CHOP or other anthracycline-based chemotherapy regimens

Positive opinion from CHMP received on 1st June 2006 for MabThera maintenance therapy for patients with relapsed/refractory follicular lymphoma responding to induction therapy with chemotherapy with or without MabThera

13



## Approval status

### *MabThera in Rheumatoid Arthritis*

#### EU

MabThera in combination with methotrexate is indicated for the treatment of adult patients with severe active rheumatoid arthritis who have had an inadequate response or intolerance to other disease-modifying anti-rheumatic drugs including one or more tumor necrosis factor (TNF) inhibitor therapies

#### US

RITUXAN (Rituximab) in combination with methotrexate is indicated to reduce signs and symptoms in adult patients with moderately- to severely active rheumatoid arthritis who have had an inadequate response to one or more TNF antagonist therapies

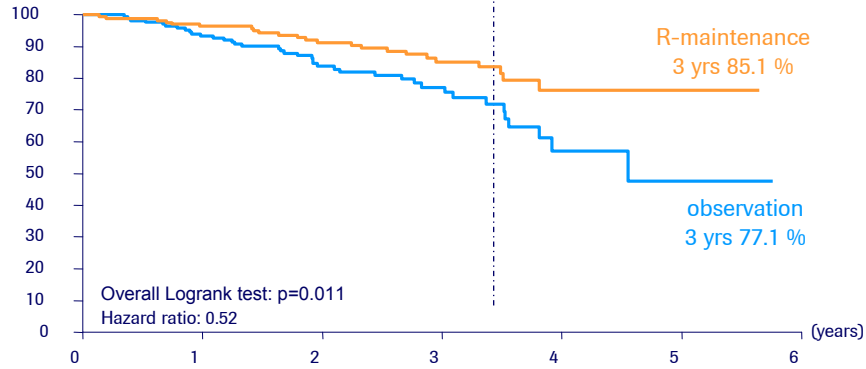
Positive opinion from CHMP received on 1st June 2006 for MabThera in combination with methotrexate for the treatment of adult patients with severe active rheumatoid arthritis who have had an inadequate response or intolerance to other disease-modifying anti-rheumatic drugs including one or more tumour necrosis factor (TNF) inhibitor therapies

14



## Intergroup phase III trial (EORTC 20981) *MabThera maintenance in relapsed iNHL*

### Overall survival from 2<sup>nd</sup> randomization



O	N	Number of patients at risk :						Treatment
39	167	148	99	50	14	2	Observation	
23	167	155	112	69	19	4	Mabthera	

Presented at ASH '05