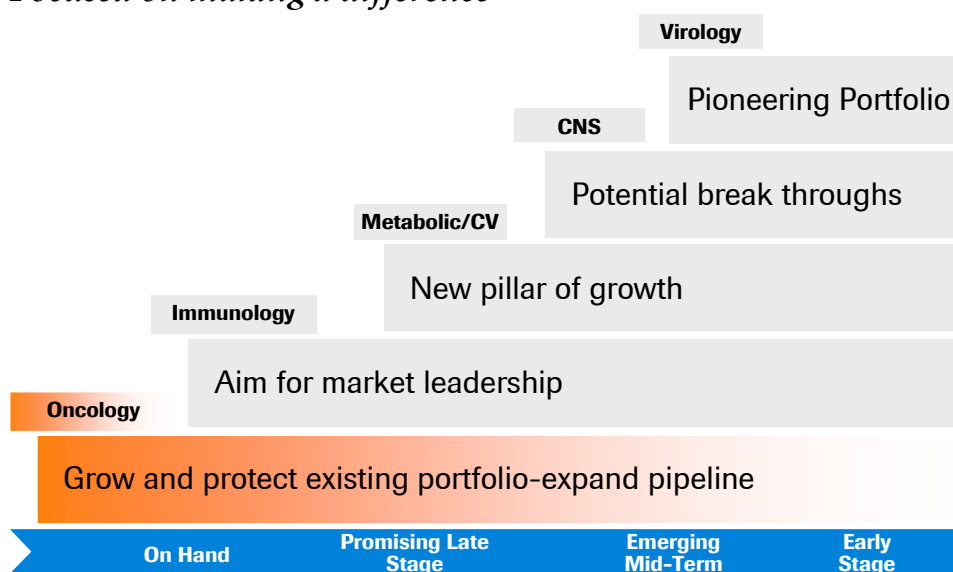


Near-Term Opportunities

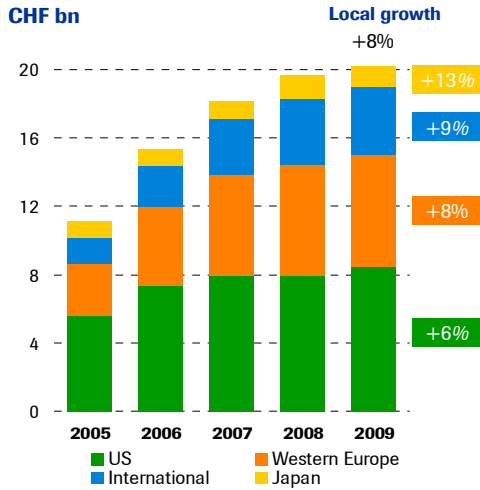
David Loew | Global Head Product Strategy & Chief Marketing Officer
Roche Pharmaceuticals

Roche Group portfolio *Focused on making a difference*



Roche oncology

A sustainable growth story

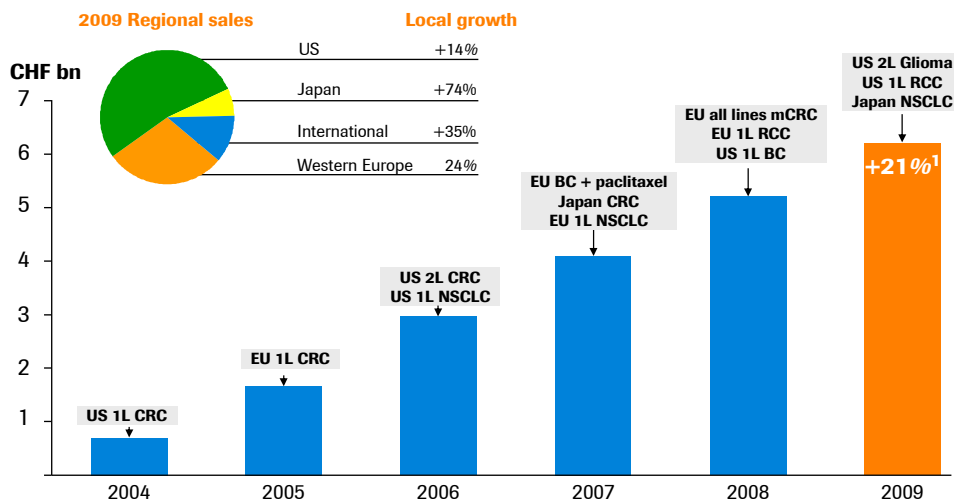


- Expanding leadership position
- Extensive life-cycle management
- Potential > 25 regulatory submissions EU/US in next 3 years
 - 5 new molecular entities in oncology

3

Avastin

Strong growth driven by multiple new indications

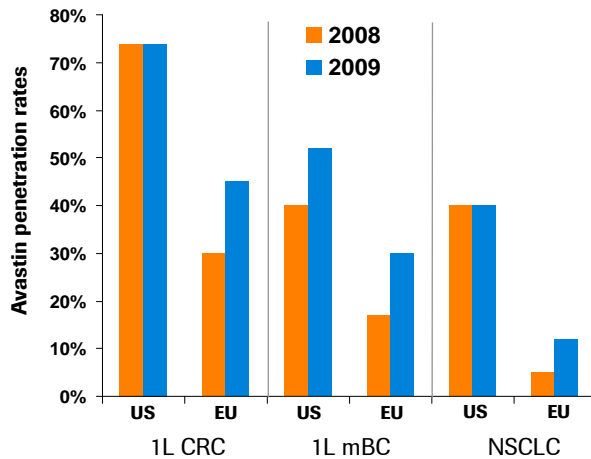


4

Avastin



Further significant growth potential in current indications



Avastin Growth:

- Increased patient share, mainly in EU & emerging markets
- Longer treatment duration
- Multiple lines

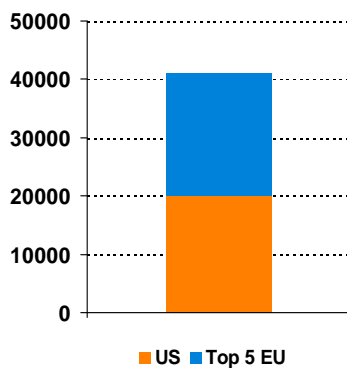
5

Avastin



Potential in tumor types with high unmet medical need

Incidence of ovarian cancer in US and Top 5 EU



Ovarian cancer

- 6th most common cause of cancer deaths in women
- Avastin in front-line ovarian cancer met primary endpoint (GOG-0218)
- Significant activity with high dose Avastin (GOG-0218)
- 5 cycles induction, followed by maintenance, total of up to 22 cycles

Gastric cancer

- Primary endpoint of overall survival missed
- Evaluating our options

6

Avastin: Key growth drivers

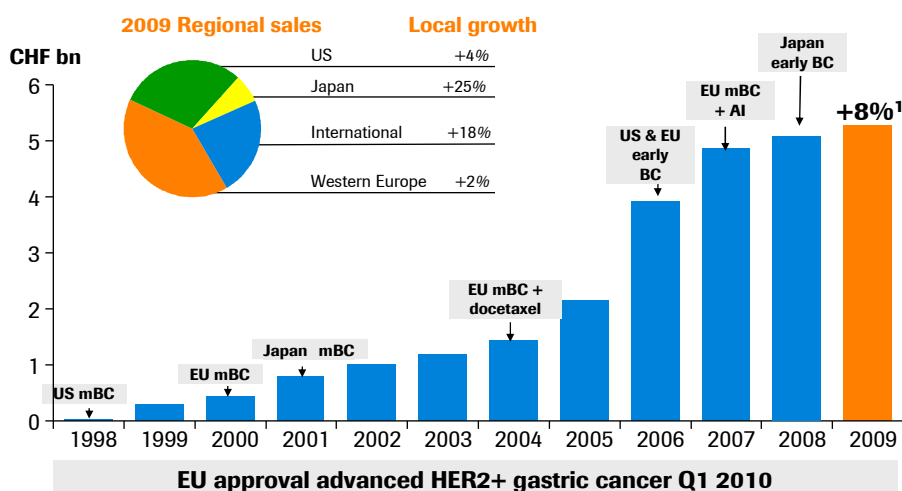
New indications, patient share and longer duration

Growth Opportunity	Indication	Global Peak Sales Potential
Potential New Indications:	Label expansion: breast cancer (1 st & 2 nd line)	••
	Ovarian Cancer (1 st & 2 nd line)	•••
	GBM (1 st and 2 nd line)	••
	DLBCL NHL (1 st line)	••
Incremental Value of + 5% Patient Share	Metastatic Colorectal Cancer	•
	Metastatic Breast Cancer	•
	Metastatic Non Small Cell Lung Cancer	•
Incremental Value of +1 Month Duration	Metastatic Colorectal Cancer	•
	Metastatic Breast Cancer	•
	Metastatic Non Small Cell Lung Cancer	•

• CHF 250 to 500 m •• CHF 0.5-1.0 bn ••• CHF > 1.0 bn

Herceptin: Standard of care in HER2+ breast cancer

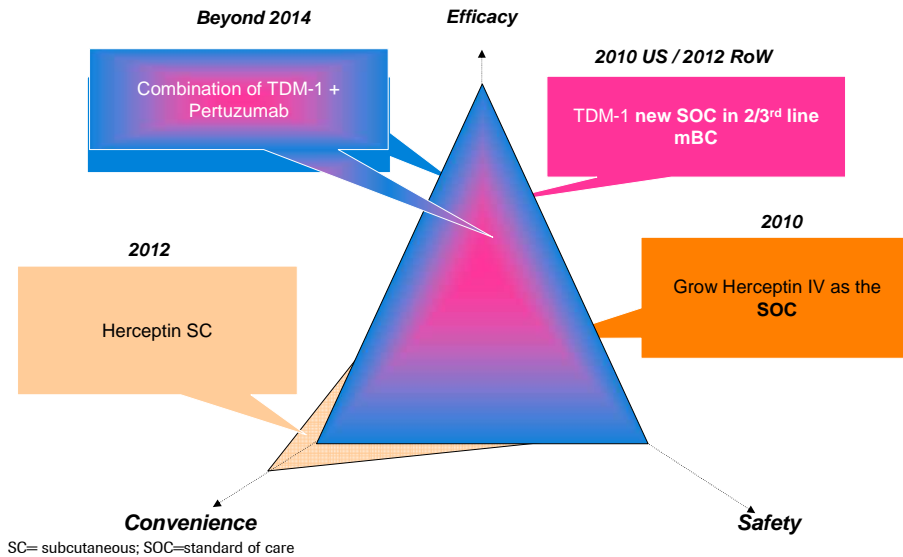
Strong growth in emerging markets and Japan



¹local growth; AI=aromatase inhibitor

HER 2 franchise strategy

Redefining treatment of HER2+ Breast Cancer



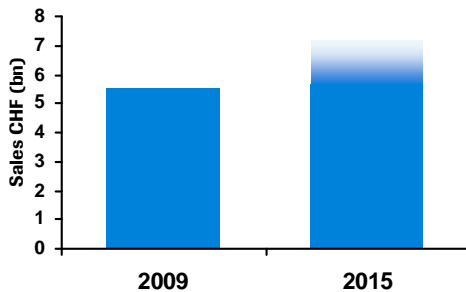
9

Significant clinical benefits transform Her2+ cancer

Roche leading development of the HER2 market



Estimated short term HER2 market evolution



Expansion HER2+ market driven by:

- Gastric cancer
- Doublet targeted therapies
- Increased duration of therapy
- Additional lines of therapy
- More convenient (SC) & chemo sparing regimens

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Herceptin subcutaneous

An important step forward for patients



Advantages

- Potential for fewer infusion reactions
- Self-administration opportunity
- Opportunity to decrease health care costs while improving injection tolerability
- Proprietary Roche Diagnostics-developed injection device

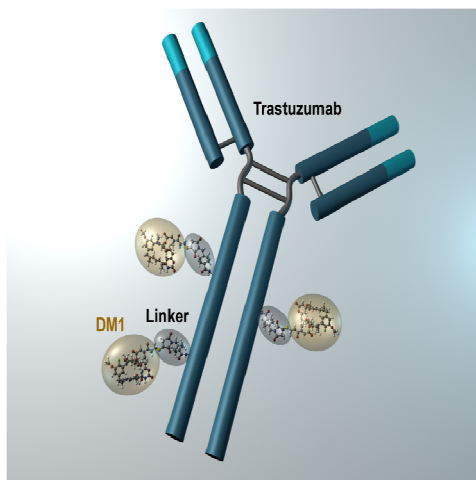
Program Status

- Phase III non-inferiority study, HANNAH, ongoing

11

T-DM1

HER2 suppression meets cytotoxic potency



- **A novel anti-cancer agent**
 - Herceptin's biologic activity
 - Targeted intracellular delivery of a potent cell-killing agent, DM1
- **Unprecedented efficacy in heavily pre-treated HER2+ mBC**
 - 33% ORR
- **Single agent data indicates better tolerability than standard chemotherapy-containing regimens**

In collaboration with ImmunoGen

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T-DM1

Changing paradigm in a broad clinical program

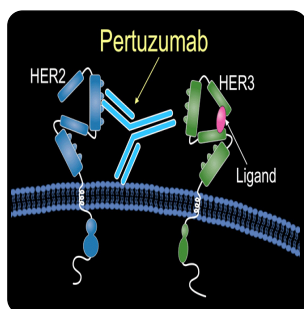
HER2-positive Metastatic Breast Cancer			
Third-line Treatment	Second-line Treatment	First-line Treatment	First-line Treatment
Phase II	Phase III EMILIA	Randomised Phase II	Preparing for Phase III
<ul style="list-style-type: none"> • Single ARM: T-DM1 	<ul style="list-style-type: none"> • ARM A: T-DM1 • ARM B: Xeloda plus lapatinib 	<ul style="list-style-type: none"> • ARM A: T-DM1 • ARM B: Herceptin plus docetaxel 	<ul style="list-style-type: none"> • ARM A: Herceptin plus taxane • ARM B: T-DM1 • ARM C: T-DM1 plus pertuzumab
<ul style="list-style-type: none"> • Potential US submission 2010 	<ul style="list-style-type: none"> • Potential submission 2012 	<ul style="list-style-type: none"> • Phase II 1L HER2+ mBC data submitted for presentation at ESMO 2010 	<ul style="list-style-type: none"> • Potential submission beyond 2014

In collaboration with ImmunoGen

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Pertuzumab

Redefining HER2 blockade in breast cancer



- Synergistic to Herceptin
- Phase II study of pertuzumab + Herceptin
 - Clinical benefit rate 50%
- Important Upcoming Data Results:
 - Phase II [NeoSphere ASCO 2010](#)
 - Phase III [CLEOPATRA \(2011\)](#)

Neoadjuvant HER2-positive Breast Cancer

Phase II NeoSphere

- **ARM A:** Herceptin plus docetaxel
- **ARM B:** Herceptin, docetaxel plus pertuzumab
- **ARM C:** Herceptin plus pertuzumab
- **ARM D:** Pertuzumab plus docetaxel

First-line HER2-positive Metastatic Breast Cancer

Phase III CLEOPATRA

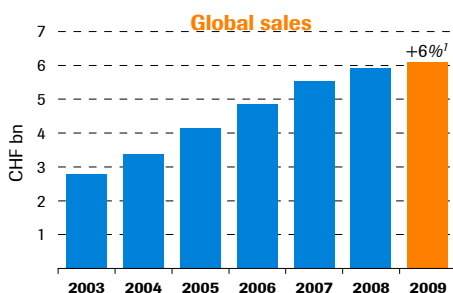
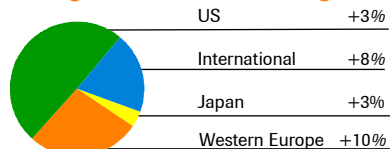
- **ARM A:** Herceptin and docetaxel
- **ARM B:** Pertuzumab plus Herceptin and docetaxel

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MabThera/Rituxan:

Continued sales growth, in particular Europe/RoW

2009 regional sales Local growth

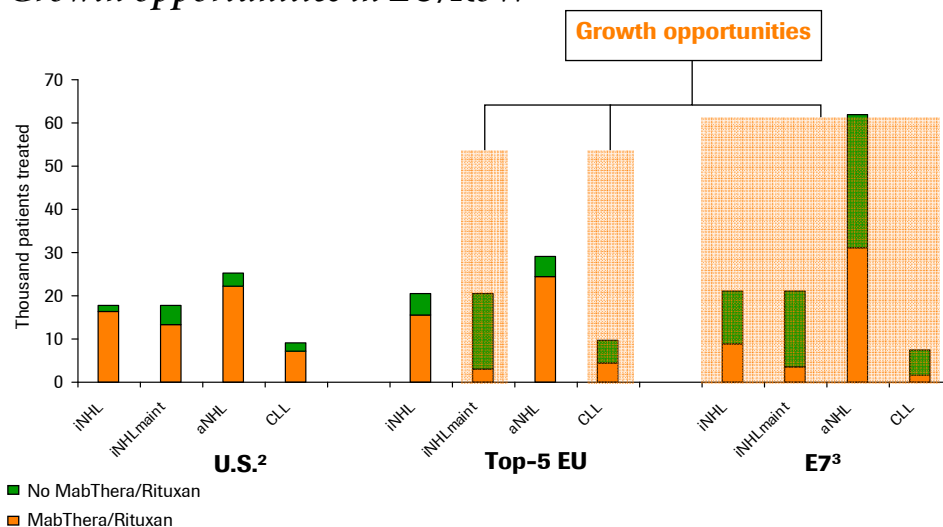


¹local growth

- **Recent approvals:**
 - CLL-8 for 1st line CLL
 - REACH for relapsed CLL
- **Positive Phase III data:**
 - PRIMA for iNHL 1st line maintenance
 - ASCO 2010
 - Submission in 2010
- **Subcutaneous Administration**
 - Dose-finding Phase I NHL study ongoing, ex-US
 - Halozyme technology

MabThera/Rituxan:

Growth opportunities in EU/RoW



¹ PRIMA study in iNHL 1st line maintenance (filing 2010) ² CLL final label discussion U.S.

³ E7: Brazil, Russia, China, Mexico, Turkey, South Korea, India

Expanding our leadership in hematology: *Translating science to patient benefit*



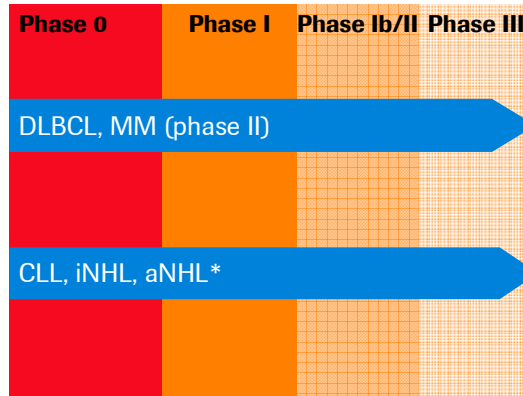
Avastin

- Anti-angiogenic
- Potential DLBCL filing 2013-2015



GA101

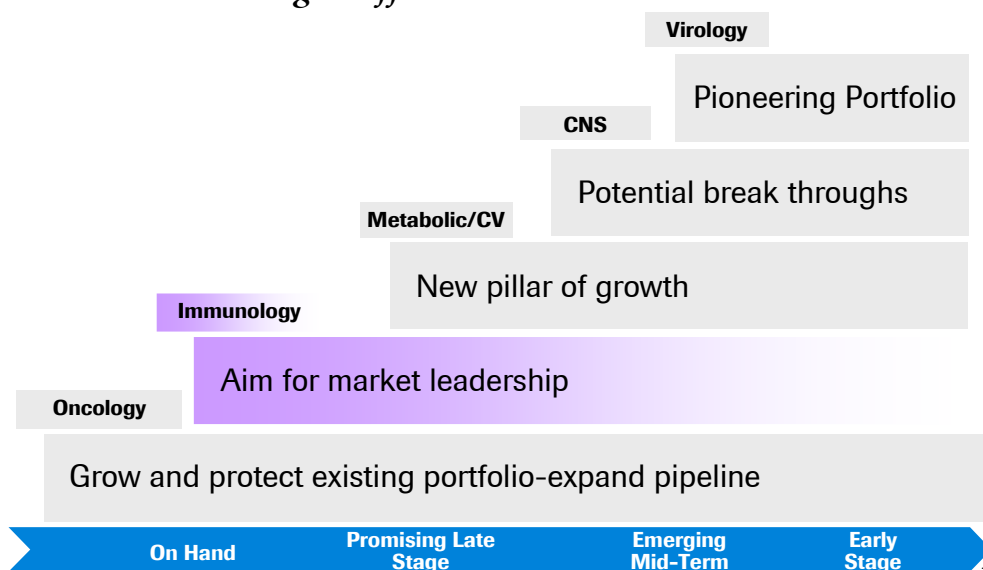
- Next-gen anti-CD20
- Potential filing 2012



DLBCL=Diffuse Large B-Cell Lymphoma, MM=Multiple Myeloma; iNHL=indolent Non-Hodgkin's Lymphoma, aNHL=aggressive Non-Hodkin's Lymphoma
*PhIII in planning

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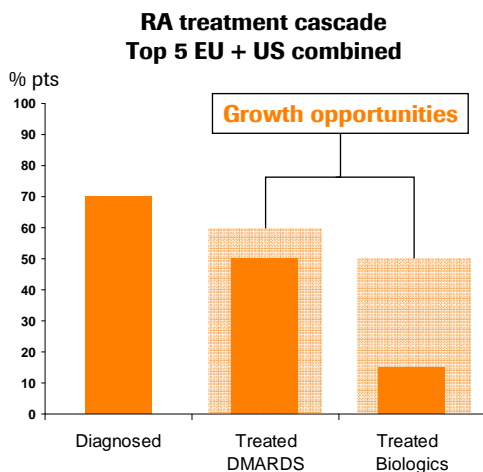
Roche Group portfolio *Focused on making a difference*



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RA market has significant growth potential

Less than 20% of treated patients are prescribed biologics

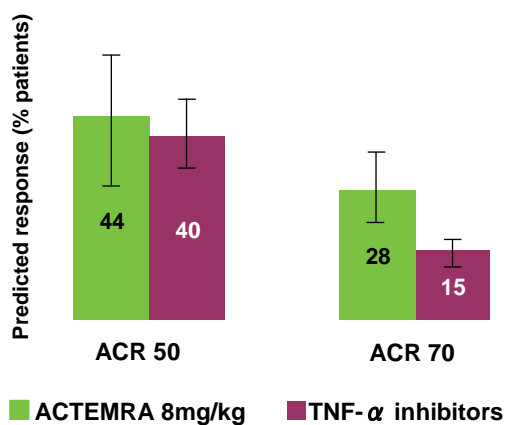


- Joint destruction occurs early in disease
- New mechanism of actions: possibility to switch inadequate response sooner
- Increasing data supporting early treatment with biologics

Sources: Decision Resources, GfK Performance Tracker, Roche analysis, RA Registries

ACTEMRA

Treatment comparison yields encouraging results¹



- Only biologic with demonstrated superiority over methotrexate as monotherapy²
- Unique combination of rapid onset of action and efficacy that keeps improving over time³
- Ongoing clinical program, including head-to-head trials to further establish efficacy & safety

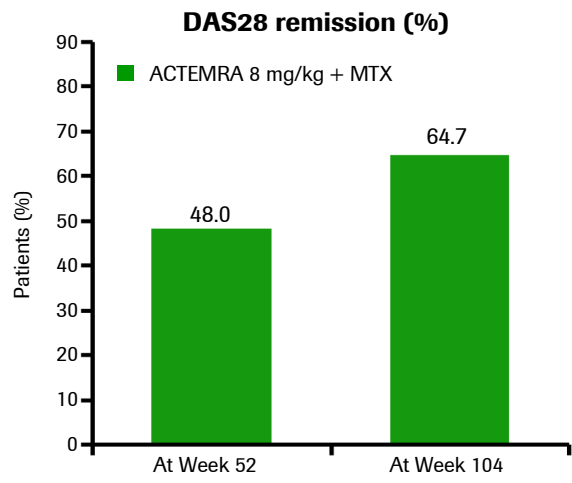
¹ Bergman et al., Seminars in Arthritis & Rheumatism, in press

² Jones et al., EULAR 2009, Abstract FRI0252

³ LITHE Study; Fleischmann et al., ACR 2009

Continued improvement in DAS Remission

65% of patients still in remission at 2 years

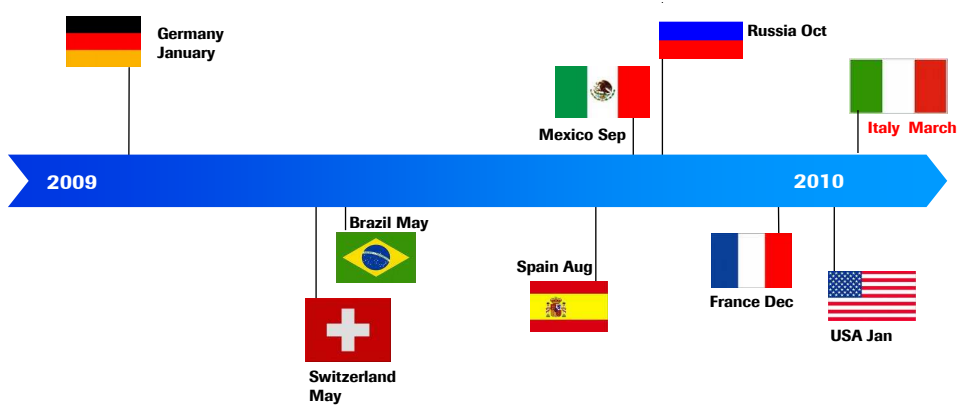


- Both % and absolute numbers of patients in remission increase over time
- Efficacy proven to be driven by Swollen Joint / Tender Joint count reduction

LITHE 2-Year Data; Fleischmann et al., 2009

ACTEMRA

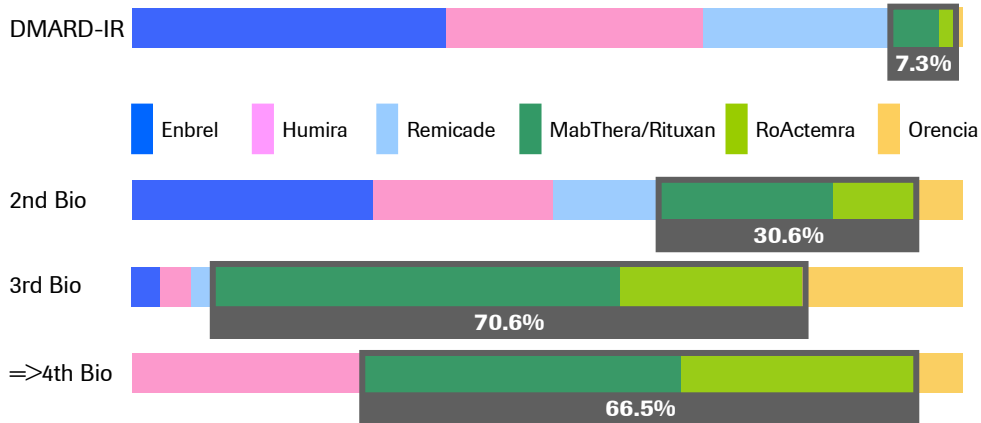
2010 first full year of launches



Making a difference for patients with RA



Patients treated with Actemra & MabThera in Germany



*Patient share Germany (Q4/09)

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ACTEMRA



FDA approval for treatment of rheumatoid arthritis

- **Current US Approval (8 Jan 2010)**
 - Patients with moderately-to severely- active rheumatoid arthritis who have had an inadequate response to one or more TNF antagonist therapies
- **Working closely with the FDA: characterize clinical benefit & safety in earlier lines of therapy**
 - Large pharmacovigilance program
 - Risk management program
 - Ongoing global clinical and post-marketing studies

 **ACTEMRA**[®]
tocilizumab

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ACTEMRA



Development programs first line therapy

RA Clinical Program:

FUNCTION: Phase III

Early RA patients - *Ongoing*

ACTEMRA vs HUMIRA

FPI planned 2010

Subcutaneous ACTEMRA

FPI planned 2010

Potential New Frontiers:

Phase III Systemic Juvenile Idiopathic Arthritis: TENDER

- Submitted to EULAR 2010
- Regulatory submission planned in 2010

Phase III Polyarticular Juvenile Idiopathic Arthritis - *Ongoing*

Ankylosing Spondylitis

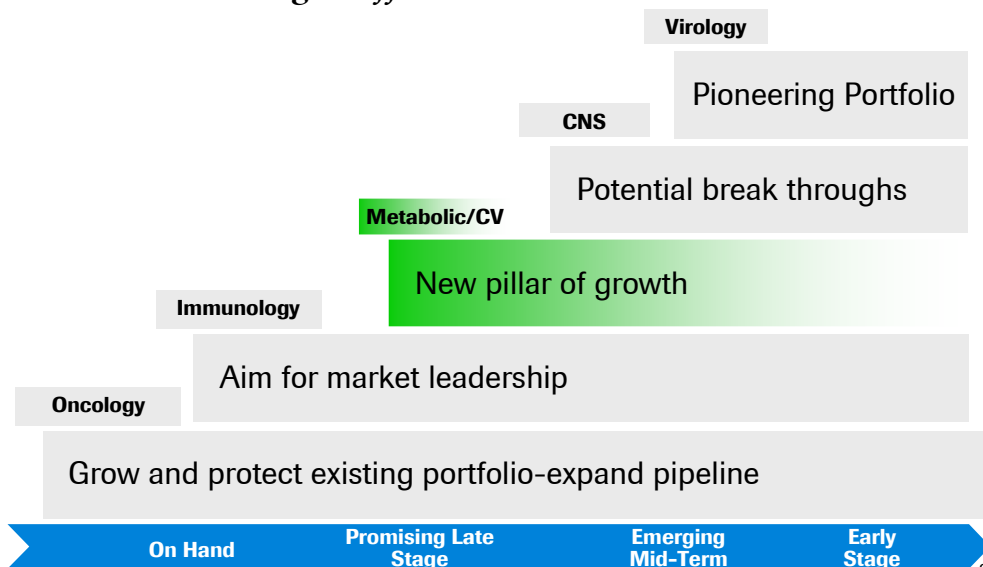
- Studies being planned

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Roche Group portfolio



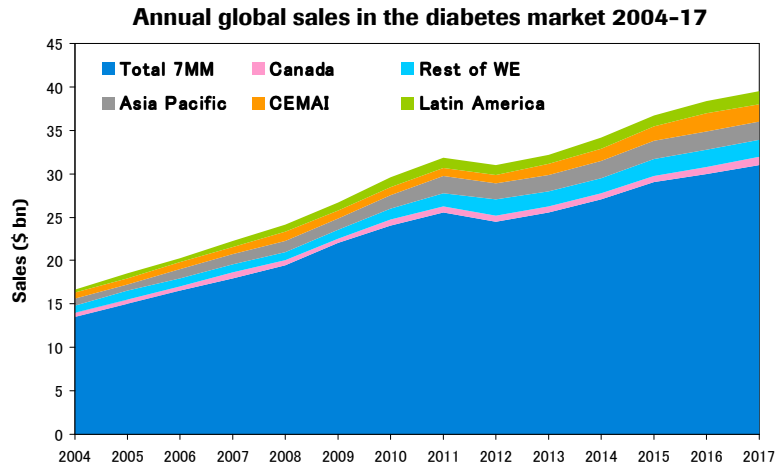
Focused on making a difference



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Type-2 Diabetes

Significant market opportunity



Source: IMS Midas, DM Forecast Insight Antidiabetics 2008

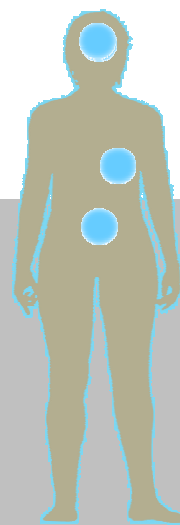
7MM = 7 major markets (US, 5EU, and Japan).

Taspoglutide

Addressing unmet needs in Type-2 Diabetes



- **A1C reduction, no incremental hypoglycemia**
- **Weight loss**
- **Potential cardiovascular benefit**
- **Once a week delivery**



ADA: June 25 – 29, 2010

Taspoglutide

Phase III study results to date



Study	Description	Headline Results/status
emerge 1	Monotherapy	Primary endpoint met: superior HbA1c reduction versus placebo
emerge 2	H2H vs. Byetta	Primary endpoint met: significant <u>superiority</u> on HbA1c versus twice-daily exenatide
emerge 3	pioglitazone + metformin	Data in 2010
emerge 4	H2H vs. Januvia vs. placebo	Primary endpoint met: <u>superiority</u> in HbA1c reduction versus sitagliptin
emerge 5	H2H vs. Lantus (37 units)	Primary endpoint met: <u>non-inferiority</u> in HbA1c change versus insulin glargine
emerge 6	SU ± metformin	Data in 2010
emerge 7	Obese T2DM patients	Primary endpoint met: HbA1c superiority versus placebo in patients with high BMI
emerge 8	History of CV events	Recruitment started Jan 2010

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Taspoglutide pre-filled syringe vs. Liraglutide and Byetta LAR delivery systems



Taspoglutide PFS*



Liraglutide FlexPen



Byetta LAR**

Device	Single-use, staked-in-needle	Multiple Use	Single-use, syringe & vial
Needle	29 gauge	32 gauge	23 gauge
Steps	1. remove cap 2. inject 3. discard	1. attach needle 2. prime pen 3. set dose 4. inject 6. discard needle	1. re-constitute 2. draw into syringe 3. inject dose 4. discard
Admin	Weekly	Daily	Weekly

*Pre-filled syringe **Long-acting release

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Metabolism

Marketplace considerations

Taspoglutide for type-2 diabetes

Objective	Differentiated from other type 2 diabetes products and classes
Sales force requirements	Medium
Focus	General practitioners and endocrinologists Significant portion of field force exists (US Boniva: ~800 sales reps)

Summary

Significant near-term opportunities

Success Today



Success Tomorrow

