

Basel, 12 April 1996

### Sales from January to March 1996

The Roche group recorded consolidated sales of 3.79 billion Swiss francs in the first quarter of 1996. On a comparable basis (excluding RBL revenues from the corresponding period of 1995) sales rose 10% in local currencies and 6% in Swiss francs.

A breakdown of sales by division is shown below:

January to March	1996	1995	change in %	
	Million Sfr.	Million Sfr	in Sfr.	in local currencies 1)
Pharmaceuticals	2'429	2'269	7	11
Vitamins & fine chemicals	790	752	5	9
Diagnostics 2)	176	150	18	22
Fragrances & flavors	387	403	- 4	-1
Others	4	15		
<b>Sales 2)</b>	<b>3'786</b>	<b>3'589</b>	<b>6</b>	<b>10</b>

1) Effect of high-inflation currencies eliminated.

2) RBL has not been consolidated since May 1995. 1995 first-quarter sales of RBL amounted to 228 million Swiss francs.

### Pharmaceuticals

The pharmaceuticals division's leading products posted further volume gains. Sales increased in all major markets except Japan, where orders were down in anticipation of the next round of price cuts in April. The immunosuppressant CellCept® became the first Roche product to receive marketing approval under the new centralised EU drug approval procedure. It is now available in Europe as well as the United States. Following its successful US launch, Invirase®, the first of a new class of AIDS drugs, was approved in Canada, Brazil and Switzerland. Applications for marketing approval for Posicor®, a novel calcium antagonist for the treatment of high blood pressure and angina pectoris, were filed in March in the United States and Europe.

Roche Consumer Health, the OTC subdivision, posted solid growth, spurred in part by the addition of new brands to the French and Italian product lines and by rising sales of Aleve, a non-prescription version of Naproxen marketed by a joint venture with Proctor & Gamble in the United States. Since March, Femstat 3, an OTC antifungal for vaginal yeast infections, has also been marketed in the United States by the joint venture with Proctor & Gamble.

### Vitamins

In a challenging environment, the vitamins and fine chemicals division increased its market share for important products, including citric acid, biotin and vitamins C, B1 and B6, against price-competition from producers in low-wage countries. Astaxanthin and the antioxidants beta-carotene and vitamin E were among the products showing a healthy rise in demand. The medicinal feed additives business acquired last year from American Home Products also contributed to sales growth.

### Diagnostics

Despite overall negative market growth, sales by the diagnostics division were well up for the quarter thanks to the successful launch of a new generation of analytical instruments. The market response to the integrated, fully automated Cobas Integra continued to be very good. As expected, sales of PCR-based diagnostic tests were

pushed up further by the launch of additional test kits. In March, the US regulatory authorities recommended clearance of the new Amplicor HIV Monitor assay. Cobas Amplicor, the first automated system for PCR-based testing, attracted strong market interest.

### **Fragrances and flavours**

Sales growth in the fragrances and flavours division was hampered by the strong Swiss franc, with sales of fragrances and specialty chemicals down slightly from the strong performance posted in the first quarter of 1995. The division maintained its share of the flavours market, achieving particularly solid sales gains in the fast-growing Latin American and Asia-Pacific markets.

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