
Roche Diagnostics **Innovating to improve healthcare**

Dr. Michael Heuer, President EMEA-LATAM, Roche Diagnostics
Goldman Sachs European Medtech & Healthcare Services Conference
September 3, 2009



This presentation contains certain forward-looking statements. These forward-looking statements may be identified by words such as ‘believes’, ‘expects’, ‘anticipates’, ‘projects’, ‘intends’, ‘should’, ‘seeks’, ‘estimates’, ‘future’ or similar expressions or by discussion of, among other things, strategy, goals, plans or intentions. Various factors may cause actual results to differ materially in the future from those reflected in forward-looking statements contained in this presentation, among others:

- 1 pricing and product initiatives of competitors;
- 2 legislative and regulatory developments and economic conditions;
- 3 delay or inability in obtaining regulatory approvals or bringing products to market;
- 4 fluctuations in currency exchange rates and general financial market conditions;
- 5 uncertainties in the discovery, development or marketing of new products or new uses of existing products, including without limitation negative results of clinical trials or research projects, unexpected side-effects of pipeline or marketed products;
- 6 increased government pricing pressures;
- 7 interruptions in production
- 8 loss of or inability to obtain adequate protection for intellectual property rights;
- 9 litigation;
- 10 loss of key executives or other employees; and
- 11 adverse publicity and news coverage.

Any statements regarding earnings per share growth is not a profit forecast and should not be interpreted to mean that Roche’s earnings or earnings per share for this year or any subsequent period will necessarily match or exceed the historical published earnings or earnings per share of Roche.

For marketed products discussed in this presentation, please see full prescribing information on our website – www.roche.com

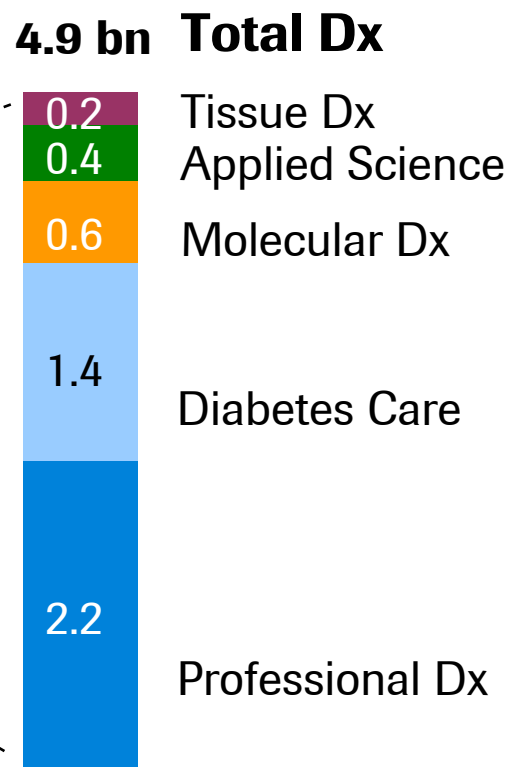
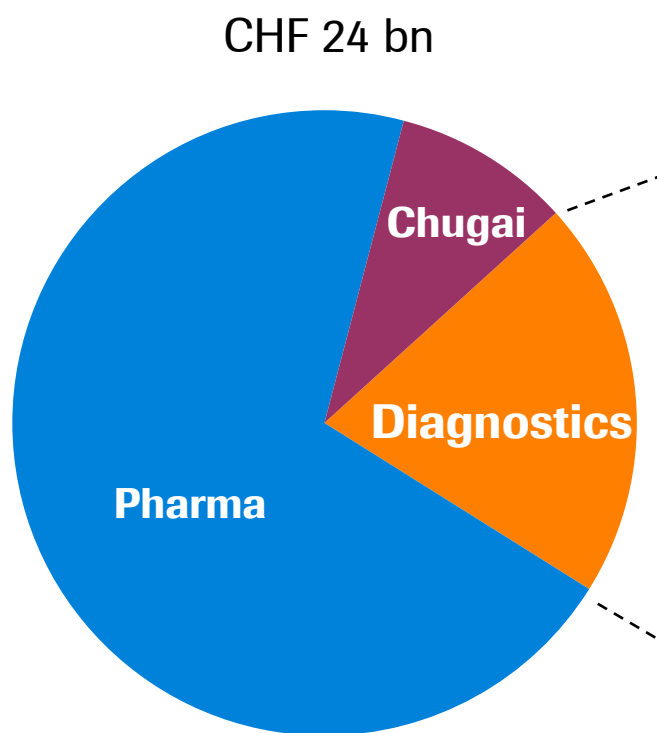
All mentioned trademarks are legally protected



Diagnosics Division: 20% of Roche Group Sales

Leading IVD company with 20% market share

Roche Group Sales H1 '09

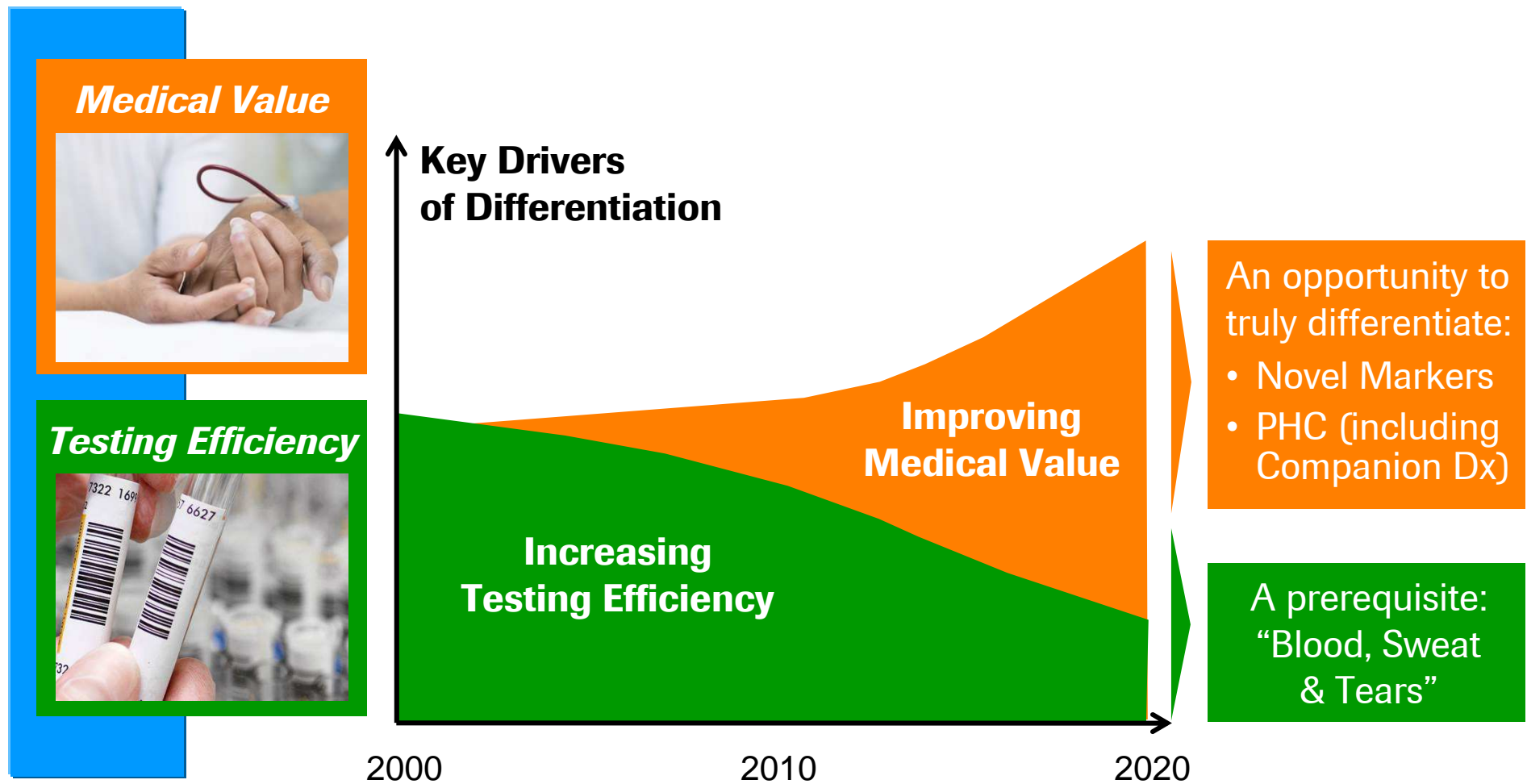


Est. Roche share Roche position

Sub-division	Est. Roche share	Roche position
Total Dx	20%	#1
Tissue Dx	21%	#1
Applied Science	<i>n.a.</i>	<i>n.a.</i>
Molecular Dx	35%	#1
Diabetes Care	30%	#1
Professional Dx	15%	#2

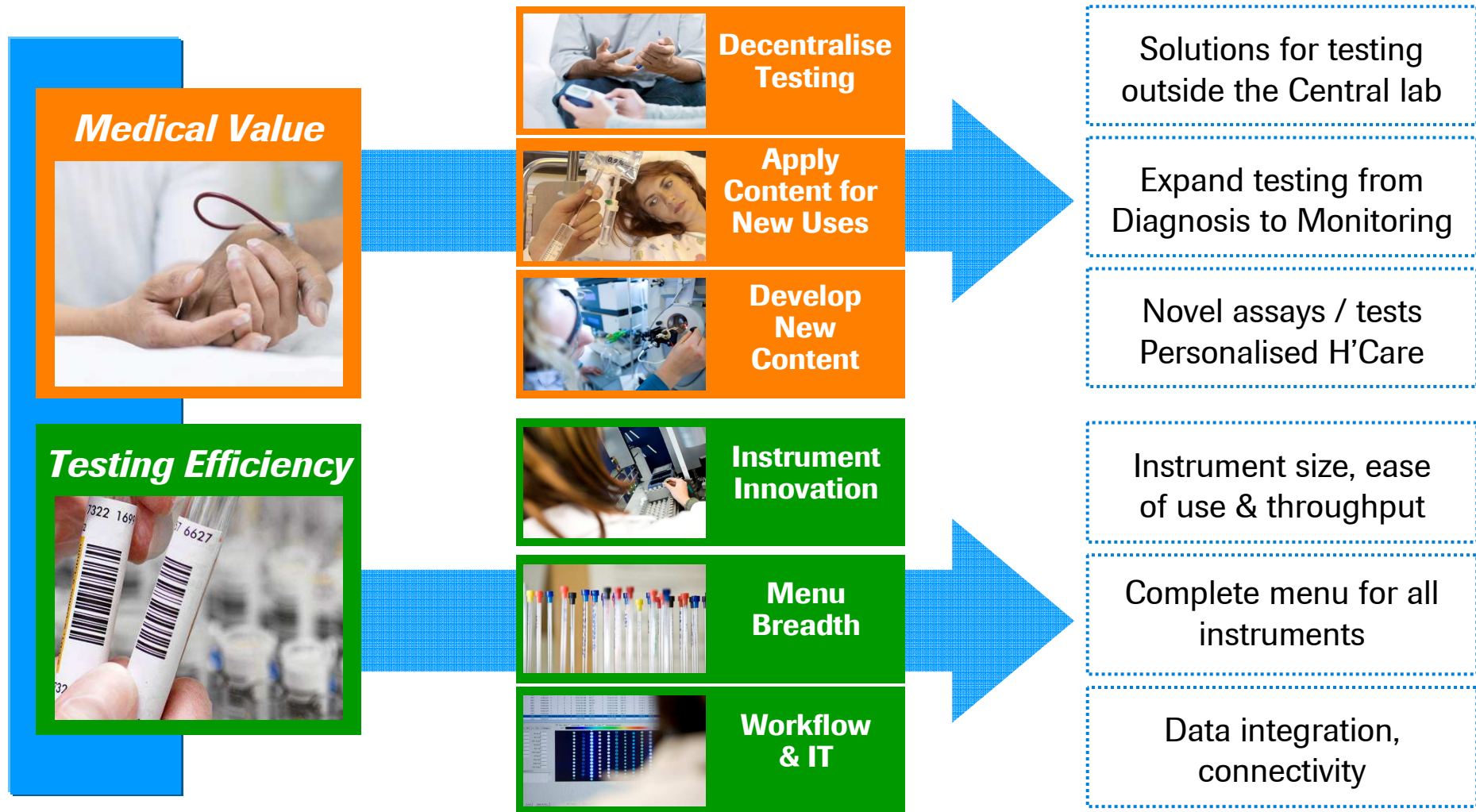
Roche Diagnostics Strategy

Accessing novel content is a key driver of differentiation



Innovating to improve Healthcare




In testing efficiency and in adding medical value





Testing Efficiency – solutions across all business areas

Projects and initiatives to increase testing efficiency

	Applied Science	Molecular Dx	Tissue Dx	Professional Dx
Instrument Innovation 	<ul style="list-style-type: none">• Sequencing• Array systems• LC 1536 for high-throughput PCR• ACEA x-Celligence	<ul style="list-style-type: none">• New Gen	<ul style="list-style-type: none">• Benchmark Ultra (IHC/ISH)• Symphony (H&E)• NexGen	<ul style="list-style-type: none">• cobas e801 (double channels & throughput)• cobas b123 (blood gas analysis)
Menu Breadth 	<ul style="list-style-type: none">• “PCR on demand”• Biomarker / Pathway	<ul style="list-style-type: none">• Virology: CMV, EBV• Microbiology: MRSA, C difficile, VRE	<ul style="list-style-type: none">• Continuous expansion of antibody and molecular menu	<ul style="list-style-type: none">• Infectious Disease Menu Completion• Cardiac Menu Expansion
Workflow & IT 	<ul style="list-style-type: none">• Bioinformatic support for sequencing	<ul style="list-style-type: none">• Modular software cobas 4800• CAP/ CTM 2nd Gen	<ul style="list-style-type: none">• Vantage (Lab Workflow management solution)	<ul style="list-style-type: none">• Data manager c8000 (integrated IT middleware)• Automated Storage & Retrieval Module

Testing Efficiency - cobas modular platforms

Strengthening our portfolio to address all laboratory segments

cobas 8000 analyzer series*

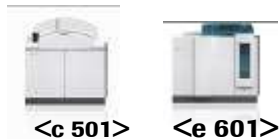
Large Volume



▶ Modular platform for all lab sizes

cobas 6000 analyzer series

Mid Volume



▶ Multiple configurations allowing easy expansion

cobas 4000 analyzer series

Small Volume



▶ Improved efficiency and productivity

* Launch in first markets planned H2 '09

Testing Efficiency – breadth immunoassay menu

Broadest menu on a single platform

Endocrinology

Thyroid

TSH, FT4, FT3, T4, T3, T-
Uptake, anti-TPO, anti-TG,
TG, **anti-TSH receptor**

Fertility

LH, FSH, Prolactin, Estradiol,
Testosterone, Progesterone,
SHBG, HCG, HCG+beta,
DHEA-S

Other Hormones

C-Peptide, Insulin, Cortisol
ACTH, **hGH**

Sepsis

IL 6, Procalcitonin

Others

IgE, S-100

Anemia

Ferritin, B12, Folate (+ RBC)

Oncology

PSA (total), PSA (free), AFP,
CEA, Cyfra, NSE, CA 15-3,
CA 19-9, CA 125-5, CA 72-4

Cardiac

CK-MB, Myoglobin, Digoxin,
Digitoxin, Trop-T, NT-proBNP,
hs Trop-T, Trop-I

Rheumatoid Arthritis

Anti CCP

Bone

PTH, N-MID Osteocalcin, β -
CrossLaps; P1NP, **Vit. D**

Retrovirology

HIV Ag
HIV antigen Conf.
HIV combi

Hepatitis

Anti-HAV, HAV-IgM,
HBsAg, anti-HBs,
anti-HBc, anti-HBc-
IgM, HBeAg, anti-
HBe, **anti-HCV**

TORCH

Toxo IgG/M
Rubella IgG/M
CMV IgG/M




Preg. Surveillance

Free β hCG, PAPP-A
PIGF/ SFlt1



Medical Value – innovative new products

Projects and initiatives to improve medical value

	Applied Science	Molecular Dx	Tissue Dx	Professional Dx
Decentralise Testing 			<ul style="list-style-type: none"> Bright field In-Situ-Hybridization (SISH) 	<ul style="list-style-type: none"> “Newcard” (cardiology with lab performance) TGCa (entry into ICU that changes processes of care)
Apply content For new Uses 	<ul style="list-style-type: none"> Septifast method for mold testing (Asthma) 	<ul style="list-style-type: none"> CYP P450 (tamoxifen) HCV for Pegasys short-course therapy selection 	<ul style="list-style-type: none"> Her 2 for gastric cancer 	<ul style="list-style-type: none"> NT-proBNP (monitoring claim) P1NP (bone marker) Oncology (prostate cancer)
Develop New Content 	<ul style="list-style-type: none"> Sequencing for DX (Oncology, Cardiac, CF, HLA, HIV, Blood grouping) Arrays for CGH 	<ul style="list-style-type: none"> HPV SeptiFast (sepsis) Oncology: p53, EGFR, KRAS, B-RAF V600E 	<ul style="list-style-type: none"> EGFR, TOP 2A, cMET TMPRSS/ Q-Dots 	<ul style="list-style-type: none"> PLGF/SFLT (pregnancy, cancer, cardiac) CRC Screen (colorectal cancer detection with serum panel test, e.g. on IMPACT)

Medical Value - decentralise testing

Time-critical testing closer to the patient

Coagulation Monitoring

The diagram illustrates the coagulation cascade. It is divided into two main pathways: the Tissue fluid pathway (left) and the Surface contact endothelium pathway (right). The Tissue fluid pathway involves Factor VII and Tissue thrombinase. The Surface contact endothelium pathway involves Platelet factor 3, Factor XII, Factor XI, Factor IX, and Factor VIII, leading to Blood thrombinase. Both pathways converge on the conversion of Prothrombin II to Thrombin, a process also influenced by Calcium. Thrombin then converts Fibrinogen I to Fibrin.

- Warfarin treatment for many serious diseases
- Dosing needs tight control
- Over- or underdosing can have serious consequences

Patient Self-testing

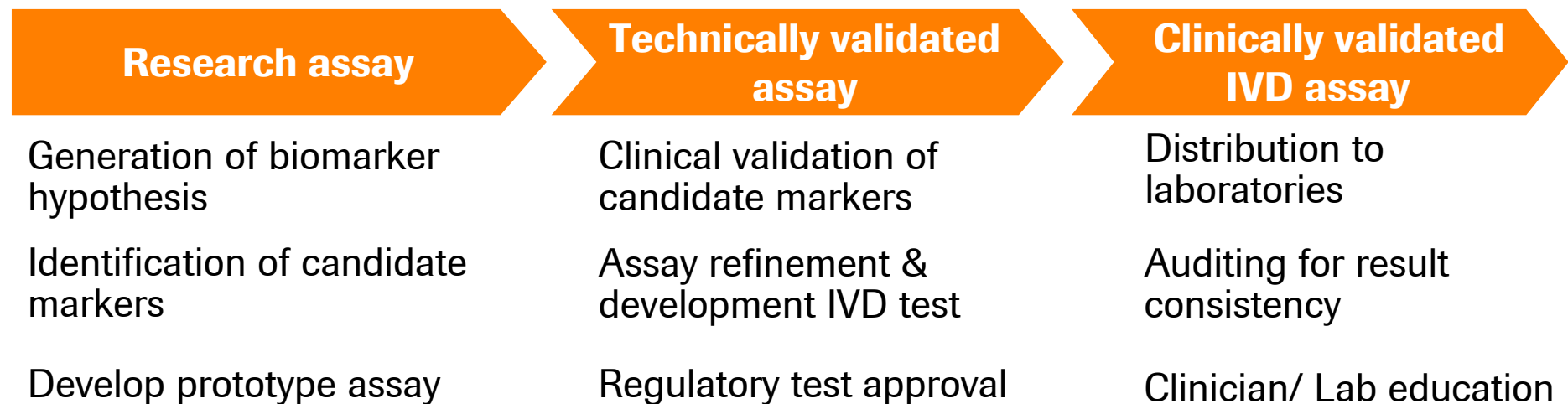
CoaguChek[®]
Because it's my life



Patients who self-test achieve **superior anticoagulation control** compared to those receiving routine medical care

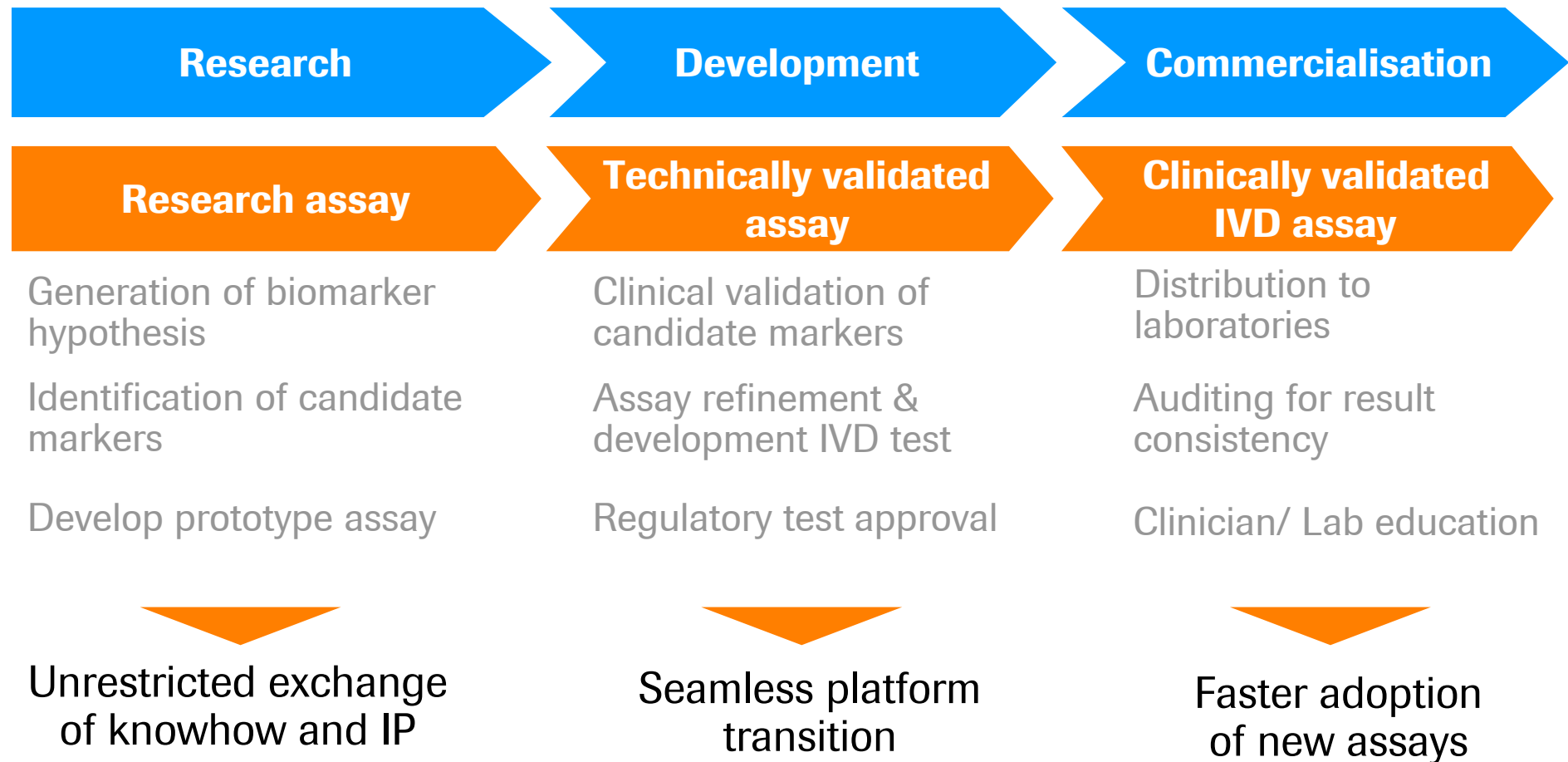
Medical Value – finding and validating biomarkers

Significant hurdles in discovery and development



Medical Value – Roche Personalised Healthcare

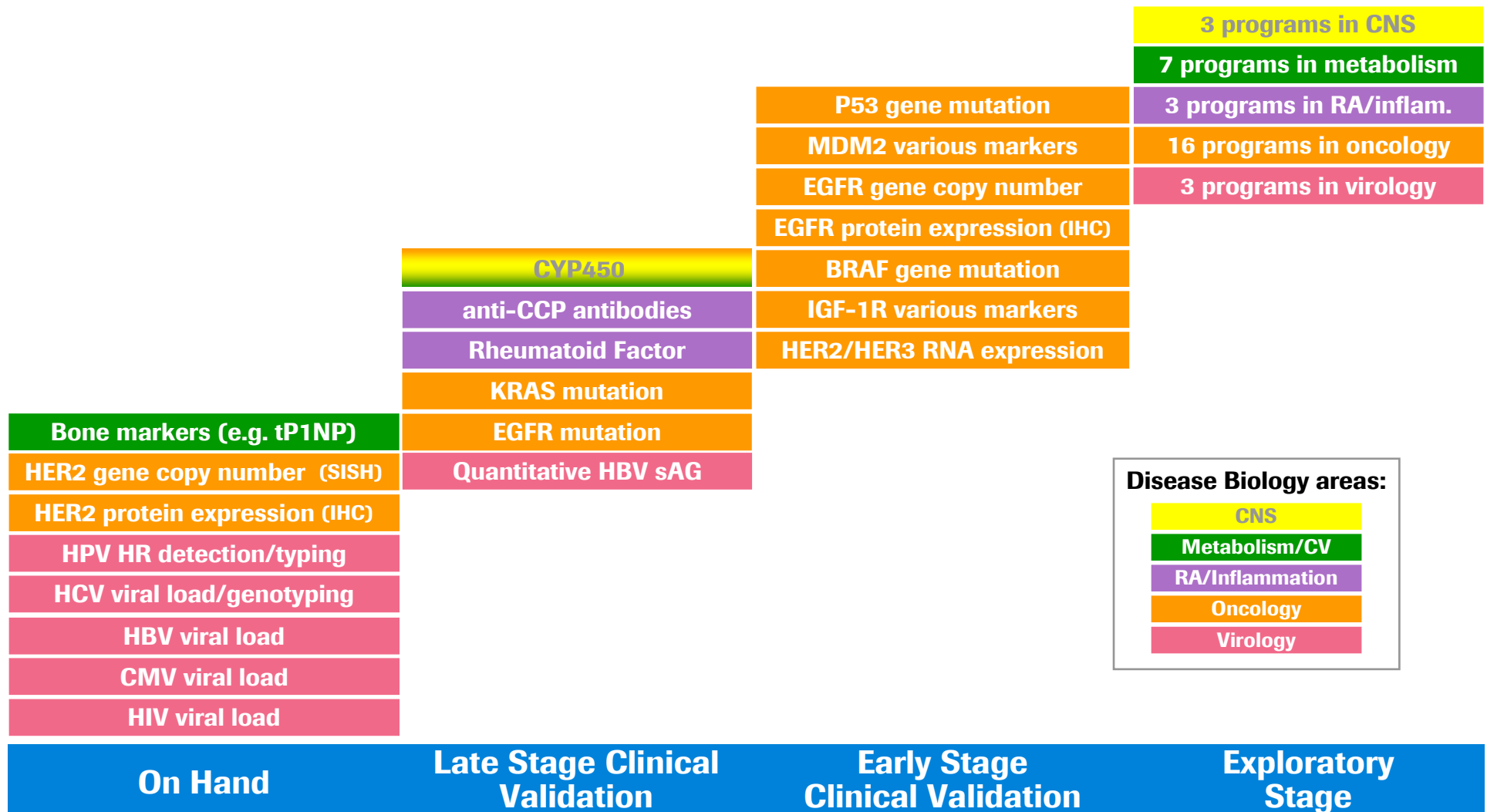
Leveraging Pharma & Diagnostics from discovery to commercialisation





Medical Value – Roche Personalised Healthcare

A comprehensive portfolio of novel companion tests



Disease Biology areas:

- CNS
- Metabolism/CV
- RA/Inflammation
- Oncology
- Virology

Selection of key tests on the market and in clinical validation

Our strategy going forward

Changing the practice of medicine



Where we focus

- Focus on Rx and Dx
- Fit the treatment to the patients



How we succeed

- Excel in science
- Use diversity of approaches
- Maintain long-term view
- Leverage global reach and scale



Why we succeed

- World class talent
- Unparalleled breadth/depth of knowledge
- Unique position (seamless Rx-Dx)



We Innovate Healthcare