

## Roche: At the Forefront of Innovation

*William M. Burns, CEO Roche Pharma*

*Credit Suisse European Large Cap Conference,  
November 7, 2007*



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](http://www.roche.com)

All mentioned trademarks are legally protected



## **Additional information in relation to the offer for Ventana shares and where to find it**

These materials are for informational purposes only and do not constitute an offer to purchase or a solicitation of an offer to sell Ventana's common stock. The tender offer is being made pursuant to a tender offer statement on schedule TO (including the offer to purchase, letter of transmittal and other related tender offer materials) filed by Roche with the Securities and Exchange Commission (SEC) on June 27, 2007. These materials, as they may be amended from time to time, contain important information, including the terms and conditions of the offer, that should be read carefully before any decision is made with respect to the tender offer. Investors and stockholders can obtain a free copy of these materials and other documents filed by Roche with the SEC at the website maintained by the SEC at [www.sec.gov](http://www.sec.gov). The tender offer materials may also be obtained for free by contacting the information agent for the tender offer, Mackenzie Partners, at (212) 929-5500 or (800) 322-2885 (toll-free). Additional information can also be found on [www.roche.com](http://www.roche.com).



---

## **Roche: At the forefront of innovation**

---

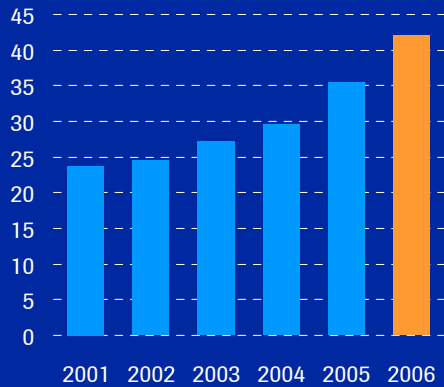
**Core assets by therapeutic area: Branded and pipeline**

**Future catalysts**

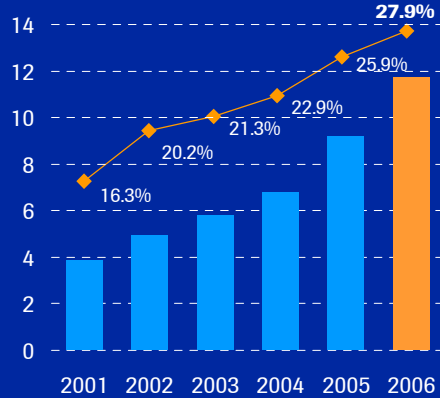
## Focus on differentiated products is paying off



Group sales<sup>1</sup> (CHF bn)



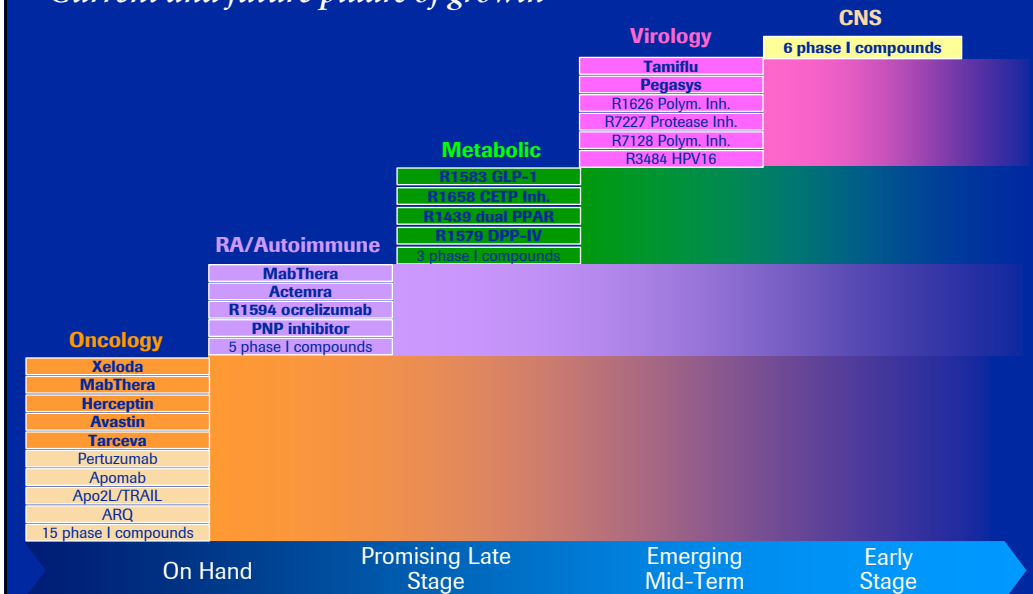
Group operating profit<sup>2</sup> (CHF bn)

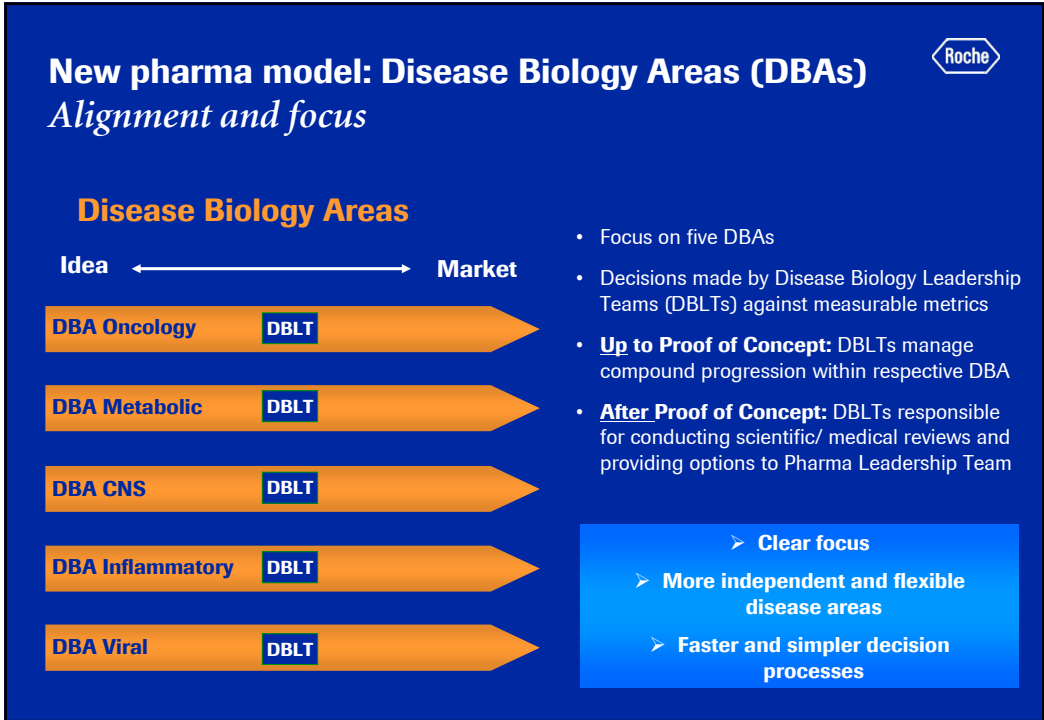


<sup>1</sup> Pharmaceuticals and Diagnostics

<sup>2</sup> before exceptional items

## Roche key therapeutic areas Current and future pillars of growth



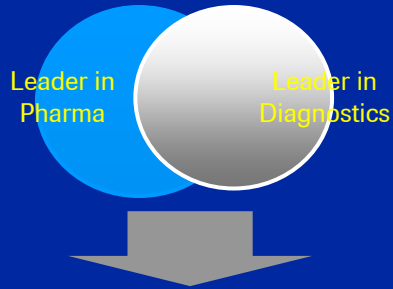


## Strategic acquisitions and portfolio enhancements



*Committed to technology leadership*

Driving personalised healthcare



- **THP** (therapeutic antibody technology)
- **Alnylam** (RNA interference)
- **Transgene** (therapeutic HPV vaccine)
- **BioVeris** (electrochemiluminescence technology)
- **454 Life Sciences** (ultra-fast gene sequencing)
- **NimbleGen** (high-density DNA microarrays)
- **Tanox** (acquired by Genentech)
- **Ventana** (tissue-based diagnostics)<sup>1</sup>



<sup>1</sup> Tender offer extended



Roche: At the forefront of innovation

Core assets by therapeutic area: Branded and pipeline

Future catalysts

## Recent highlights in Pharma



### Double-digit growth continues

- YTD strong double-digit growth for Pharma (+14% in local currencies)
- Q3 sales growth of 12% (excluding pandemic Tamiflu)

### Major product launches in Europe

- Avastin launched in EU for treatment of advanced lung cancer
- Mircera launched in EU for renal anemia

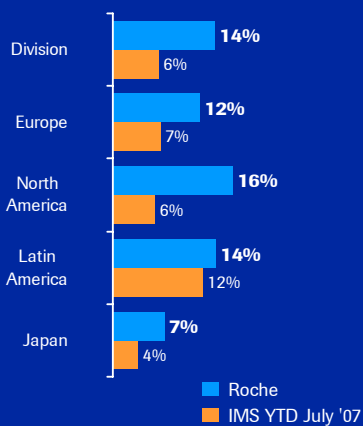
### Major pipeline progress

- Ocrelizumab to move into phase III in lupus (SLE and LN)
- Ocrelizumab to move into phase II in multiple sclerosis (RRMS)
- Pertuzumab phase III in metastatic breast cancer starting soon
- CETP inhibitor: promising phase IIb data, discussions with health authorities encouraging, decision on phase III within 2007

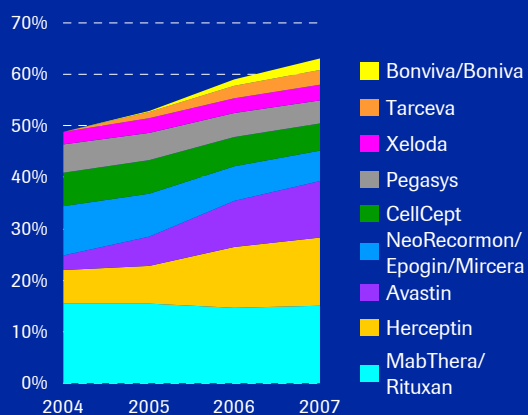
## YTD Sept '07: Sales growth two-to-three times market *Growing share of key growth drivers*



### Local sales growth



### Key products as % of pharma sales



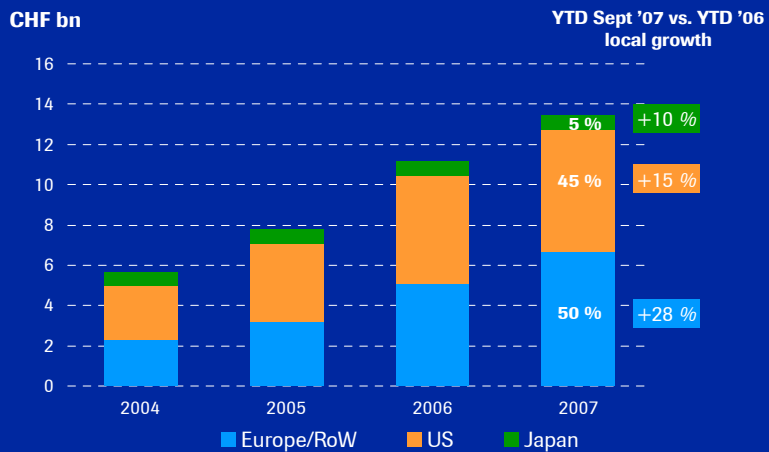
## Pharma: Solid momentum



	2006 vs. 2005				2007 vs. 2006		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>Pharmaceuticals Division</b>	<b>19</b>	<b>19</b>	<b>25</b>	<b>22</b>	<b>20</b>	<b>16</b>	<b>6</b>
<b>excl. pandemic Tamiflu</b>	<b>16</b>	<b>16</b>	<b>19</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>12</b>
Roche Pharma	19	15	25	20	18	13	1
excl. pandemic Tamiflu	15	11	18	14	13	11	10
Chugai	-8	1	2	2	11	2	8
excl. pandemic Tamiflu	-14	0	-5	-11	-7	4	4

Pandemic: Governmental and corporate sales

## Oncology: Annualised sales of over CHF 18 billion ... and growing strongly

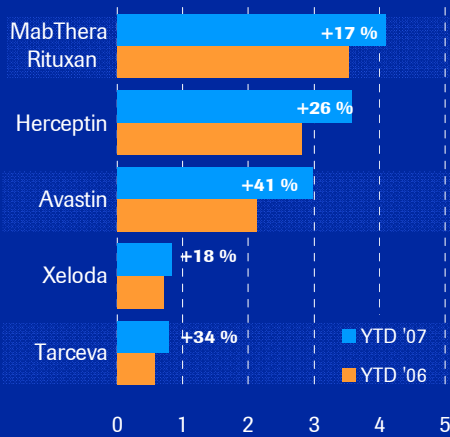




## Oncology: Diversified portfolio of large products

### Significant growth potential

**Major brands (CHF bn)** YTD Sept '07 vs. YTD '06 local growth



Strong growth in EU/RoW (+23%), driven by increasing adoption in oncology as well as RA

Market share in adjuvant BC around 60% for 5 key EU countries, still much lower in RoW

Growth driven mostly by increasing use in NSCLC (US), and 1st line mCRC (EU/RoW)

Strong growth in US (+19%) and EU/RoW (+17%), gastric cancer rollout (EU)

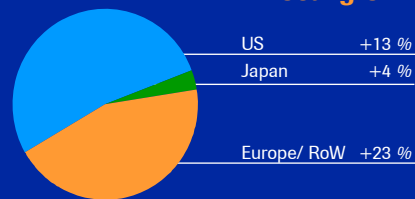
Very strong growth in EU/RoW (+90%), increasing adoption in NSCLC and pancreatic ca

## MabThera / Rituxan

### Excellent performance in EU/RoW continues



### Local growth



- Continued growth in aNHL and iNHL, including increased use in maintenance therapy
- Penetration of RA market in US and Europe/ROW continues to increase
- Upcoming newsflow:
  - Phase III data for use in RA (DMARD inadequate responders) in late 2007 or early 2008
  - Phase II/III data for use in Primary Progressive Multiple Sclerosis in H1 2008
  - Phase II/III data for use in Systemic Lupus Erythematosus in H1 2008
  - Interim analysis of Phase III studies in CLL 1st line and relapsed 2007/08

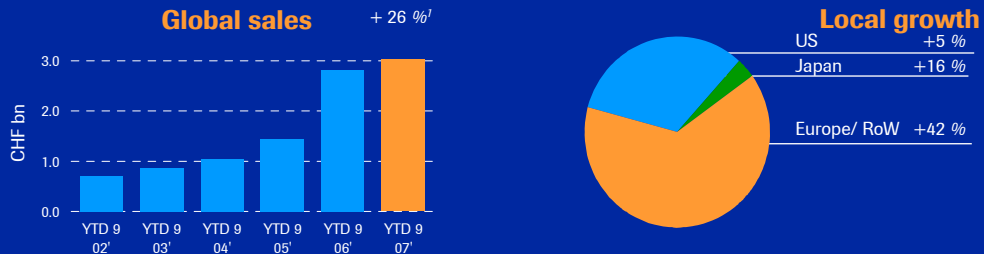
<sup>1</sup> local growth





## Herceptin

*Adjuvant penetration continues to increase in EU/RoW*



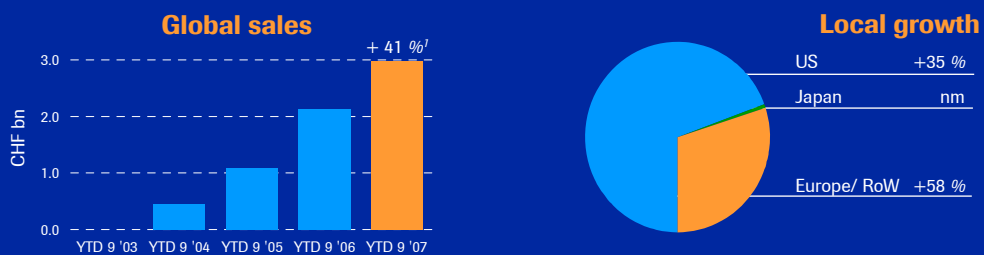
- Sales of CHF 3.6 billion
- US market penetration
  - adjuvant: approximately 70%
  - metastatic: high penetration rate and treatment duration stable
- Top 5 EU market penetration:
  - adjuvant: approx. 60%
  - metastatic: approx. 80%

<sup>1</sup> local growth



## Avastin

*European NSCLC launch during Q3*



- Sales of CHF 3.0 billion
- Penetration rate, 1st line mCRC (major EU markets): approx. 50% of on label market (as of mid-2007)
- mCRC label currently covers approx. 30% of total EU market: still large growth potential, especially once combination with oxaliplatin is approved
- Launch in 1st line mBC and NSCLC in EU progressing well

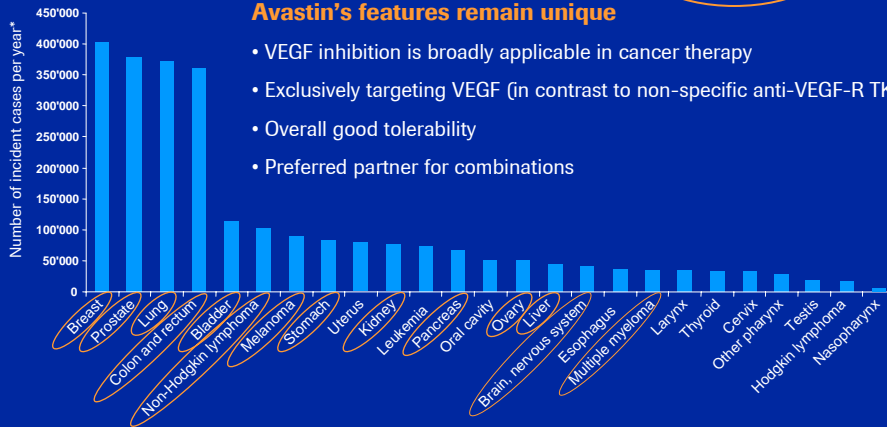
<sup>1</sup> local growth

# Avastin

Backbone of cancer therapy



Over 15 cancers tested with Avastin



### Avastin's features remain unique

- VEGF inhibition is broadly applicable in cancer therapy
- Exclusively targeting VEGF (in contrast to non-specific anti-VEGF-R TKIs)
- Overall good tolerability
- Preferred partner for combinations

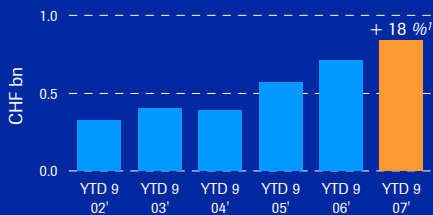
\* in USA plus top 5 EU countries

# Xeloda

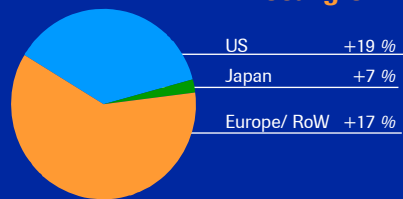
Continued growth in US and EU



### Global sales



### Local growth



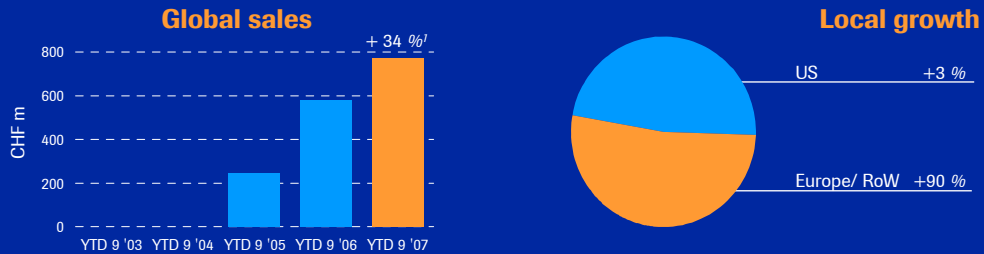
- Sales of CHF 839 million
- Rollout in EU for gastric cancer (approved in EU in March 2007)
- Positive 5-year follow-up overall survival data in adjuvant colon cancer (X-ACT study) presented at ECCO

<sup>1</sup> local growth



## Tarceva

Very strong growth in Europe continues



- Sales of CHF 774 million
- Market penetration in NSCLC, top 5 EU: 2nd line: 25-30%, 3rd line: 40-45%
- Successful launch in metastatic pancreatic cancer (EU approval in January 2007)

<sup>1</sup> local growth



## Building on our portfolio for colon cancer

Aiming for ownership of the indication

	Avastin	Xeloda	Avastin+ Xeloda
<b>Adjuvant</b>	NSABP C-08 (w/FOLFOX) AVANT (w/FOLFOX or XELOX)	Approved as monotherapy  N016968 (w/ oxaliplatin)	AVANT (includes XELOX arm)
<b>1<sup>st</sup>-line metastatic</b>	US: approved with broad label EU: approved with 5-FU +/- irinotecan Oxaliplatin combo filed in EU	Approved as monotherapy  Oxaliplatin combo filed in US, EU	Oxaliplatin combo filed in US, EU
<b>2<sup>nd</sup>-line metastatic</b>	Approved in US Oxaliplatin combo filed in EU	Oxaliplatin combo filed in US, EU	Oxaliplatin combo filed in EU

markets already covered

new market opportunities addressed

## NSCLC: Building and moving the standard of care



*Avastin and Tarceva - Two strong partners*

	Avastin	Tarceva	Avastin+ Tarceva
Adjuvant	E1505 study	RADIANT	
1 <sup>st</sup> -line metastatic	Approved in US, EU with broad label	SATURN (T maintenance)	ATLAS (CHT+A followed by A+/-T) A+T phase II started
2 <sup>nd</sup> -line metastatic		Approved in US, EU as monotherapy	BETA lung (A+T vs T)

*markets already covered*

*new market opportunities addressed*

## HER2-positive breast cancer



*Strengthen our position with new combinations and new compounds*

	Herceptin	Herceptin+ Avastin	Herceptin+ Pertuzumab	Trastuzumab-DM1
Adjuvant	Approved with broad label	Combo trial in preparation		
1 <sup>st</sup> -line metastatic	Approved	AVEREL combo	Phase III to start soon	
2 <sup>nd</sup> -line metastatic	Approved		Strong phase II data	Phase I data encouraging

*markets already covered*

*new market opportunities addressed*

## HER2-negative breast cancer

Large metastatic and adjuvant opportunity



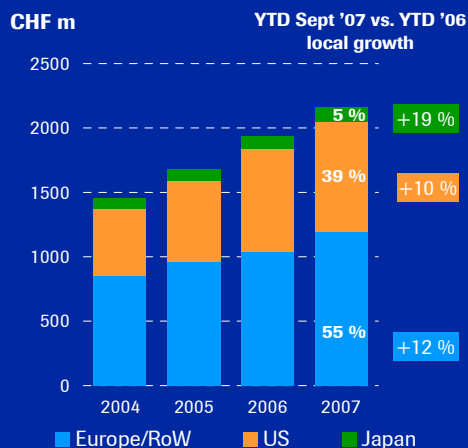
	Avastin	Xeloda	Avastin+ Xeloda
Adjuvant	E5103 to start soon BEATRICE (ER-/PR-neg.)	NO17629 recruitment completed	
1 <sup>st</sup> -line metastatic	Approved in EU in combo with paclitaxel  Further combos: AVADO (+docetaxel), recr. completed RIBBON-1 (+standard chemos), recr. completed	Approved US, EU	RIBBON-1 (includes Xeloda) recruitment completed
2 <sup>nd</sup> -line metastatic	RIBBON-2 (+standard chemos)	Approved US, EU	RIBBON-2 (includes Xeloda)

markets already covered

new market opportunities addressed

## Inflammation/Autoimmune/Transplantation

Building in rheumatoid arthritis and beyond



### YTD 2007

#### CellCept

- Growth in transplantation continues
- Did not meet superiority endpoint vs cyclophosphamide in lupus nephritis trial

#### MabThera/Rituxan

- New data presented at EULAR confirmed excellent safety and efficacy profile in patients treated repeatedly

#### Actemra

- On track for filing before end-2007
- New data to be presented at ACR (including TOWARD, OPTION follow-up data)

Investor event on November 9th at ACR in Boston

# Roche in Inflammation/Autoimmune Diseases

## Building a new therapeutic franchise



### MabThera

#### Rheumatoid Arthritis

- Launched in RA anti-TNFa inadequate responders (IR) in U.S. and EU
- Filing for RA in DMARD IR in 2008

#### Multiple Sclerosis (MS), Lupus, Vasculitis

- Phase III in PPMS, SLE, LN and ANCA ass. vasculitis ongoing

### Actemra

#### Rheumatoid Arthritis

- Filed in Japan
- Broad international phase III program closing – four trials reported in 2007
- Global filing Q4-2007

### Ocrelizumab

#### Rheumatoid Arthritis, Multiple Sclerosis, Lupus

- Phase II trial in RA met primary and secondary endpoints, presented at ACR '06
- Phase III program in RA running
- Trials in MS, SLE and LN to start

### Phase 1

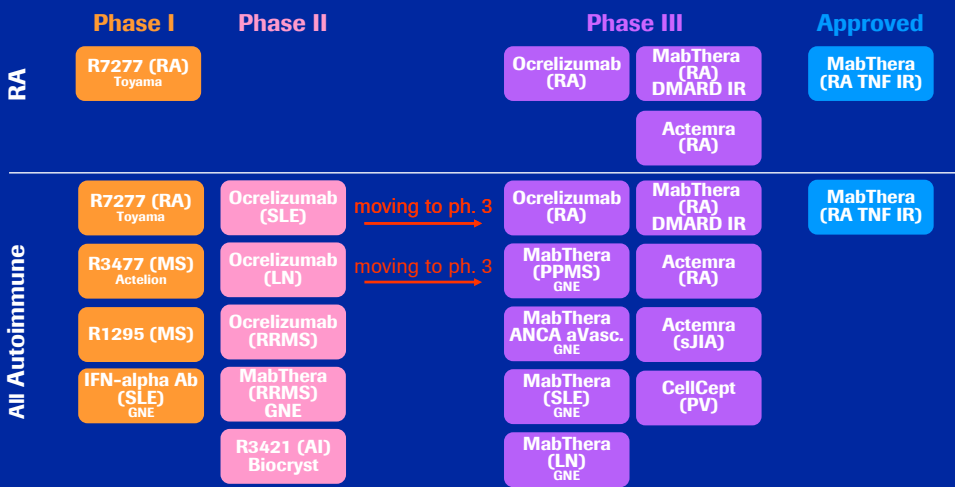
- 5 compounds for Inflammation/ Autoimmune Diseases

10 phase III projects

3 phase II projects

# Autoimmune portfolio

Ocrelizumab additionally developed for MS and lupus



# Actemra



*Potential to become a significant new RA treatment*

### First-in-class agent

- Humanized monoclonal antibody blocking IL-6 activity
- Conclusions from phase III Japanese trials
  - Impressive efficacy in DMARD inadequate responders
  - Effective as monotherapy
  - Well tolerated

### Large international phase III program

- 5 registration trials (>4,000 patients)
- Mono and combo therapy
- Patient populations studied:
  - MTX inadequate responders
  - DMARD inadequate responders
  - Anti-TNF $\alpha$  inadequate responders
  - MTX-naïve patients
- **First 4 trials all met primary endpoint**

Filed in Japan in April 2006

Global filing Q4-2007

## Actemra's international phase III program in RA



	OPTION	TOWARD	RADIATE	AMBITION	LITHE
Primary endpoint	Reducing S&S	Reducing S&S	Reducing S&S	Reducing S&S	Reducing S&S Inhibiting PJD PF improvements
Population	MTX IRs	DMARD IRs	Anti-TNF IRs	MTX naive	MTX IRs
Treatment	Actemra + MTX	Actemra + DMARDS	Actemra + MTX	Actemra monotherapy	Actemra + MTX
Duration	6 months	6 months	6 months	6 months	2 year (6 month/ 1 yr interim analysis)

## Actemra: Filing & expected launches in RA



USA

4Q 2007  
US filing

US launch

US label extension  
(LITHE)

2005 2006 2007 2008 2009 2010

EU

Q4-2007  
EU filing

EU launch

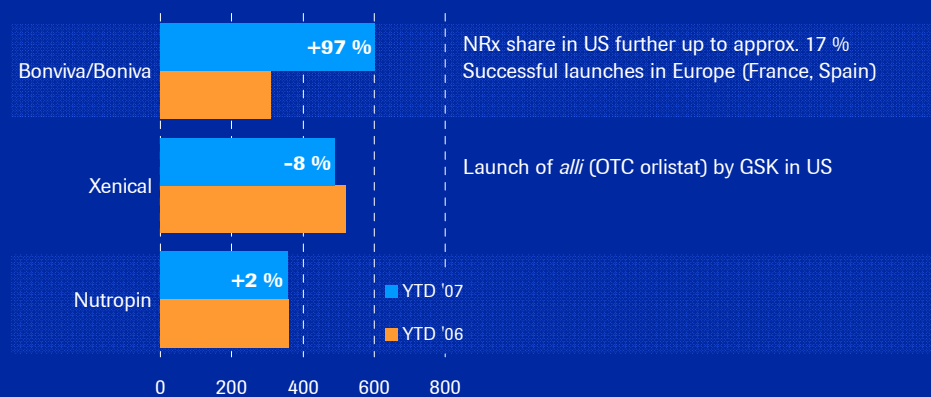
EU label extension  
(LITHE)

## Metabolism/Bone

*Boniva continues to gain market share*



Major brands (CHF m) YTD Sept '07 vs. YTD '06 local growth





## Metabolism/Diabetes pipeline making good progress

*Major new area for Roche emerging*



### CETP Inhibitor

- Phase IIb data available internally: very encouraging
- Torcetrapib side effects (elevated blood pressure) appear compound-specific

### GLP-1 phase II data available soon

- First phase II data (sustained release formulation) before year end
- Decision for phase III to be taken in early 2008

### DPP-IV (3) moves into phase II

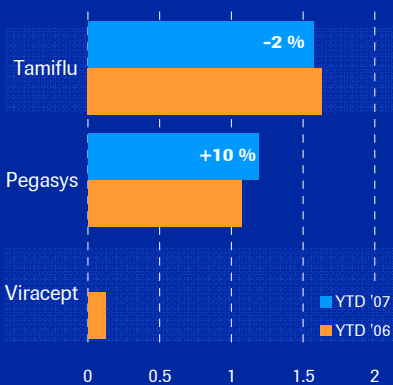
- Good safety profile
- Potential for weight reduction?

## Virology

### *Pegasys growing strongly EU / ROW*



Major brands (CHF bn) YTD Sept '07 vs. YTD '06 local growth



Demand for pandemic planning peaked. CHF 150-250 million pandemic sales expected in 4Q07

Strong EU/ROW growth maintained – US sales affected by one-time sales adjustment for Medicaid rebates (CHF 20 m)

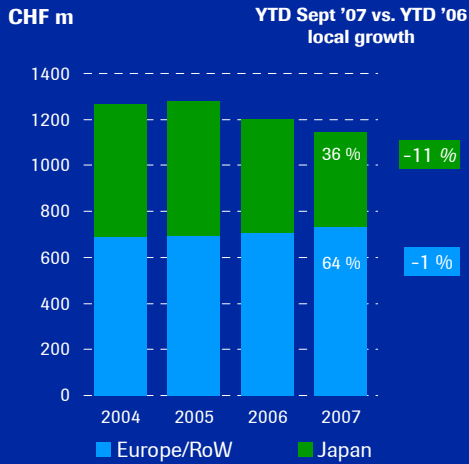
Impact from summer '07 Viracept marketing suspension. Re-instatement received by CHMP

Investor event on November 5th at AASLD in Boston



## Anemia

*Mircera launched in EU*



### YTD 2007

#### NeoRecormon/Epogin

- Thus far limited impact from biosimilars in EU
- Japan: Epogin holding market share, but price pressure continues

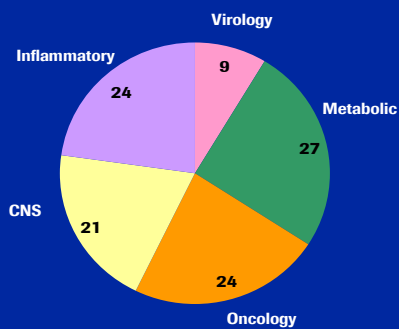
#### Mircera in renal anemia

- Approved in EU – launch progressing well
- FDA response by mid-November
- Solid clinical data based on largest phase III development program ever conducted in renal anemia

## Roche's R&D pipeline by Disease Biology Area (DBA)

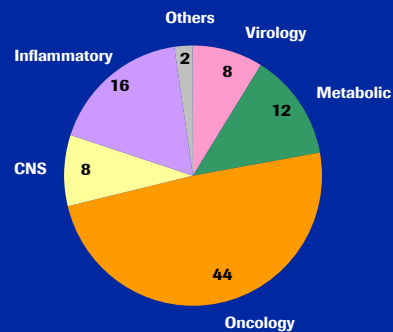


### Research



105 Projects

### Development



90 Projects  
(including 19 in Phase 0)

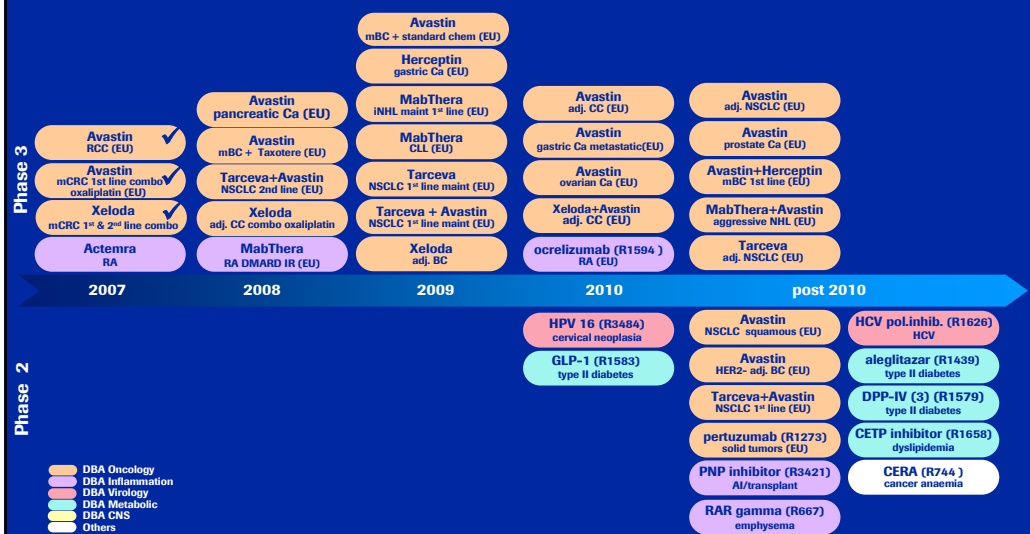
Status as of September 30, 2007

## Q3 2007: Major additions to phase III pipeline Avastin and ocrelizumab programs further expanded



	Product/ compound	Indication	Trial
<b>Trials initiated /FPI</b>	Avastin	Metastatic gastric ca. (w/ Xeloda)	AVAGAST
	Avastin	Adjuvant NSCLC	E1505
	Avastin	Aggressive NHL (w/ MabThera)	
<b>Trial fully recruited</b>	Avastin	mBC, 1st line	RIBBON-1
	Avastin	Adj. BC, HER2-, ER-, PR- neg.	BEATRICE
<b>To start soon</b>	pertuzumab	mBC, HER2+, 1st line	
	ocrelizumab	SLE and LN	

## Major projected submissions Over the next years



## Roche: At the forefront of innovation

### Core assets by therapeutic area: Branded and pipeline

### Future catalysts

## Pharma newsflow

### Short and mid-term catalysts

Product/compound	Newsflow	Expected timing
Mircera	FDA response	Q4 2007
Actemra	Data at ACR and filing	Q4 2007
CETP inhibitor	Phase III decision	Q4 2007
GLP-1	Phase III decision	H1 2008
MabThera	PPMS phase II / III data	H1 2008
<b>Event-driven news-flow</b>		
Avastin	Pancreatic ca. data (AVITA)	Final 2007
Xeloda	Adjuvant CC combo	Interim analysis 2007/08
MabThera	CLL 1 <sup>st</sup> line ph. III data	Interim analysis 2007/08
MabThera	CLL relapsed ph. III data	Interim analysis 2007/08
Avastin	mBC 1 <sup>st</sup> line data (AVADO)	Data in H1 2008
Avastin	Adjuvant CC	C-08 interim analysis every 6 months



## Our objectives for 2007 – Pharmaceuticals

*Additional important news flow expected in 2007*

Major clinical data	Compound	Phase	Indication	Data	Status Q3'07
	R1503 (p38 kinase inh.)	II	Rheumatoid arthritis	Final	terminated
	R1658 (CETP inh.)	II	Dyslipidemia	Final	✓
	R1440 (GKA)	II	Type 2 Diabetes	Final	Backup prioritized
	R1626 (polymerase inh.)	II	HCV	Final	✓
	pertuzumab	II	Solid tumors	Final	✓ (mBC)
	MabThera	II	RRMS	Full data	✓
	Actemra	III	Rheumatoid arthritis	Final	✓ (4 ph. 3 trials)
	CellCept	III	Lupus nephritis	Final	Preliminary data
	Avastin	III	NSCLC (Avastin in Lung)	Final	✓
	Avastin	III	RCC (AVOREN)	Full data	✓
	Xeloda	III	Adjuvant CC (NO16968)	Final '07/ '08	
	Xeloda	III	mCRC 2nd line (NO16967)	Full data	

Filings	Compound	Indication	Status Q3'07	<b>Divisional sales growth</b>  <b>Double-digit growth in local currencies</b>
	Avastin	mCRC 1st line combo extension (EU)	✓	
	Avastin	RCC (EU)	✓	
	Xeloda	mCRC 1st/2nd line combo (US / EU)	✓	
	Actemra	Rheumatoid arthritis (US / EU)		
CellCept	Lupus nephritis (US / EU)	Will not be filed		

barring unforeseen events

