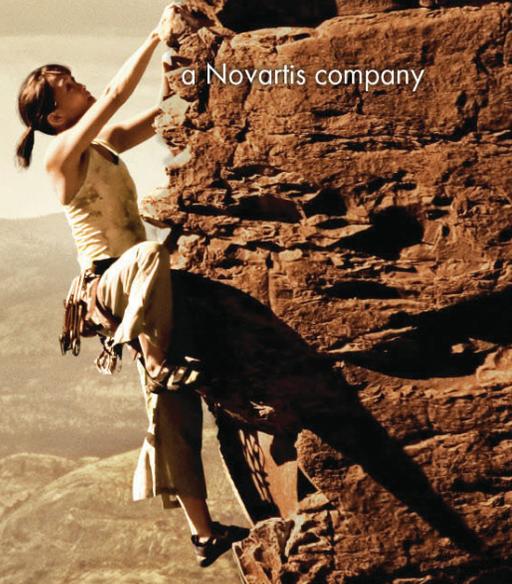


Attachment A



SANDOZ
Biopharmaceuticals

a Novartis company



Effect of Naming on Competition and Innovation

Mark McCamish, MD, PhD

Global Head Biopharmaceutical Development

Washington, DC

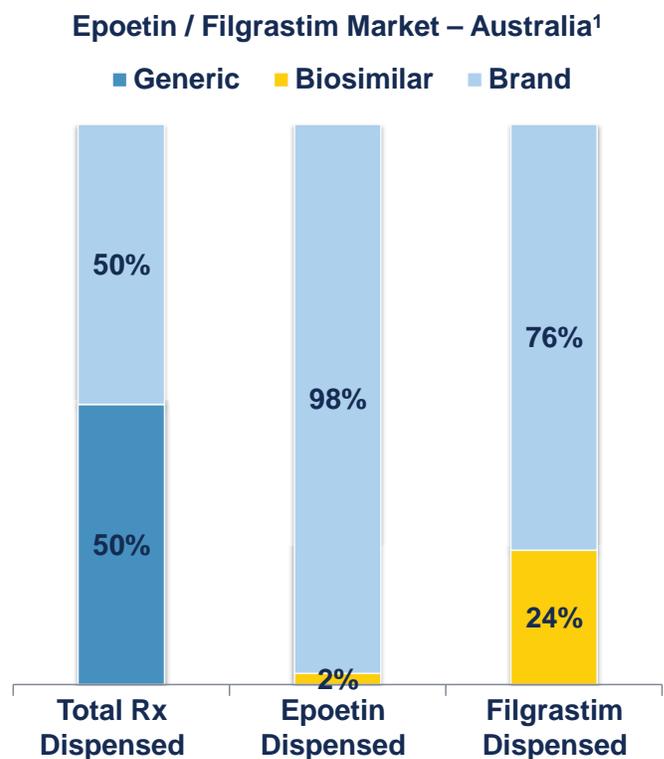
10 December 2013

Different (local) non-proprietary names can further reduce market penetration and consumer access

Australia epoetin and filgrastim market case examples



- The non-proprietary name is a key differentiator in prescribing practice
- 3 epoetin molecules available in Australia – with 3 differing local non-proprietary names
 - Biosimilar epoetin lambda from Novartis sold as Novocrit in Australia
- 3 filgrastim molecules available – with 1 local non-proprietary name
- Requirement for different local non-proprietary names contributes to low biosimilar penetration of epoetin market
- Recent approvals of biosimilar filgrastim by Hospira and Teva have the **same INN** as the Amgen’s originator product. This is contributing to a significantly higher uptake in hospital distribution channels of the biosimilars



¹IMS Health MIDAS Volume database 2012

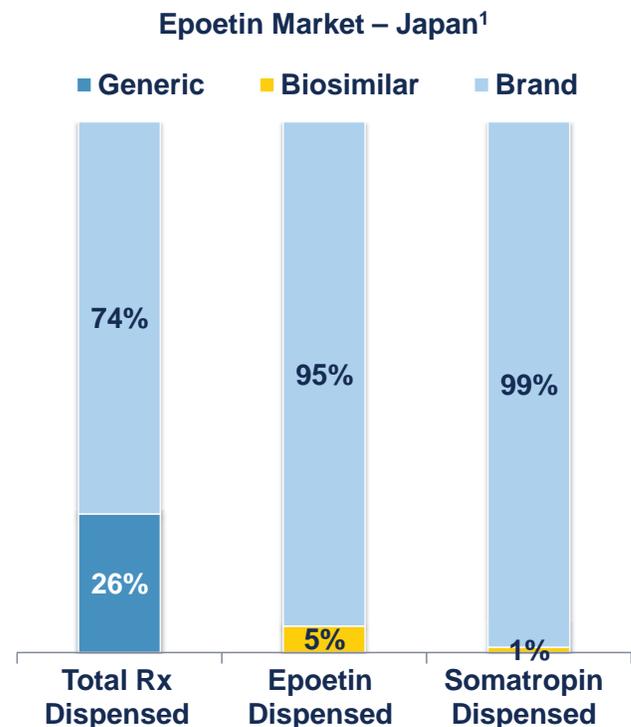
All trademarks are the property of their respective owners.

Different (local) non-proprietary names can further reduce market penetration and consumer access

Japan epoetin market case example



- HCPs are required to prescribe by local non-proprietary name
- 3 epoetins available – with 3 differing local non-proprietary name
- 6 somatropins – with 2 differing local non-proprietary names
 - 5 branded independent products with the INN “somatropin” – not compared to each other
 - “SOMATROPIN BS SAND” sold by Sandoz
- Requirement for different local non-proprietary names contributes to low biosimilar penetration of epoetin market



¹IMS Health MIDAS database 2012

All trademarks are the property of their respective owners.

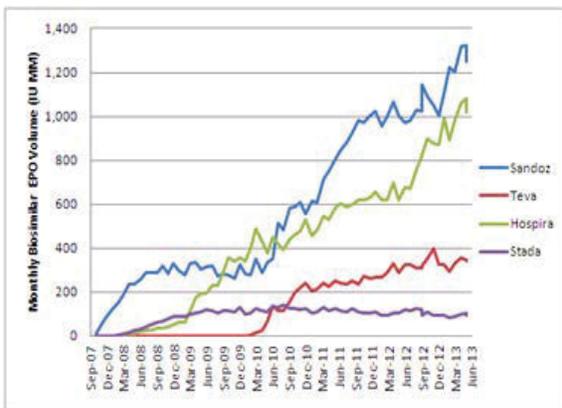
Attachment B

Lessons for the United States: Biosimilar Market Development Worldwide

Sumant Ramachandra, MD, PhD, MBA
Senior Vice President, Chief Scientific Officer
Hospira

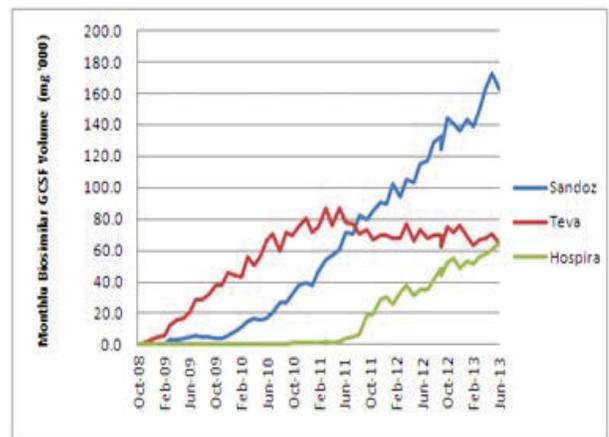


There are three main biosimilars players in Europe



retacrit
epoetin zeta

Hospira's Retacrit™ is one of the largest brands of biosimilar EPO in the EU



nivestim
filgrastim

Hospira's Nivestim™ was the 3rd biosimilar GCSF to enter the EU and continues to grow

It is expected that, in addition to the originator biologic, there will be more entrants to biosimilars in the next few years

Source: IMS Midas June 2013