

Merck Serono Co., Ltd.

Sept 24, 2013

Paris Panayiotopoulos
Representative Director, President
Merck Serono Co., Ltd.



Merck Serono Co., Ltd.
(Tokyo North East Asia Hub)



National Cancer Center

Merck is the oldest pharmaceutical and chemical company in the world



Established : 1668

Employees: Around 38,000 (including around 16,000 from MerckSerono)

Global reach: Products commercialized in 150 countries

Chairman of the Executive Board: Mr. Karl-Ludwig Kley

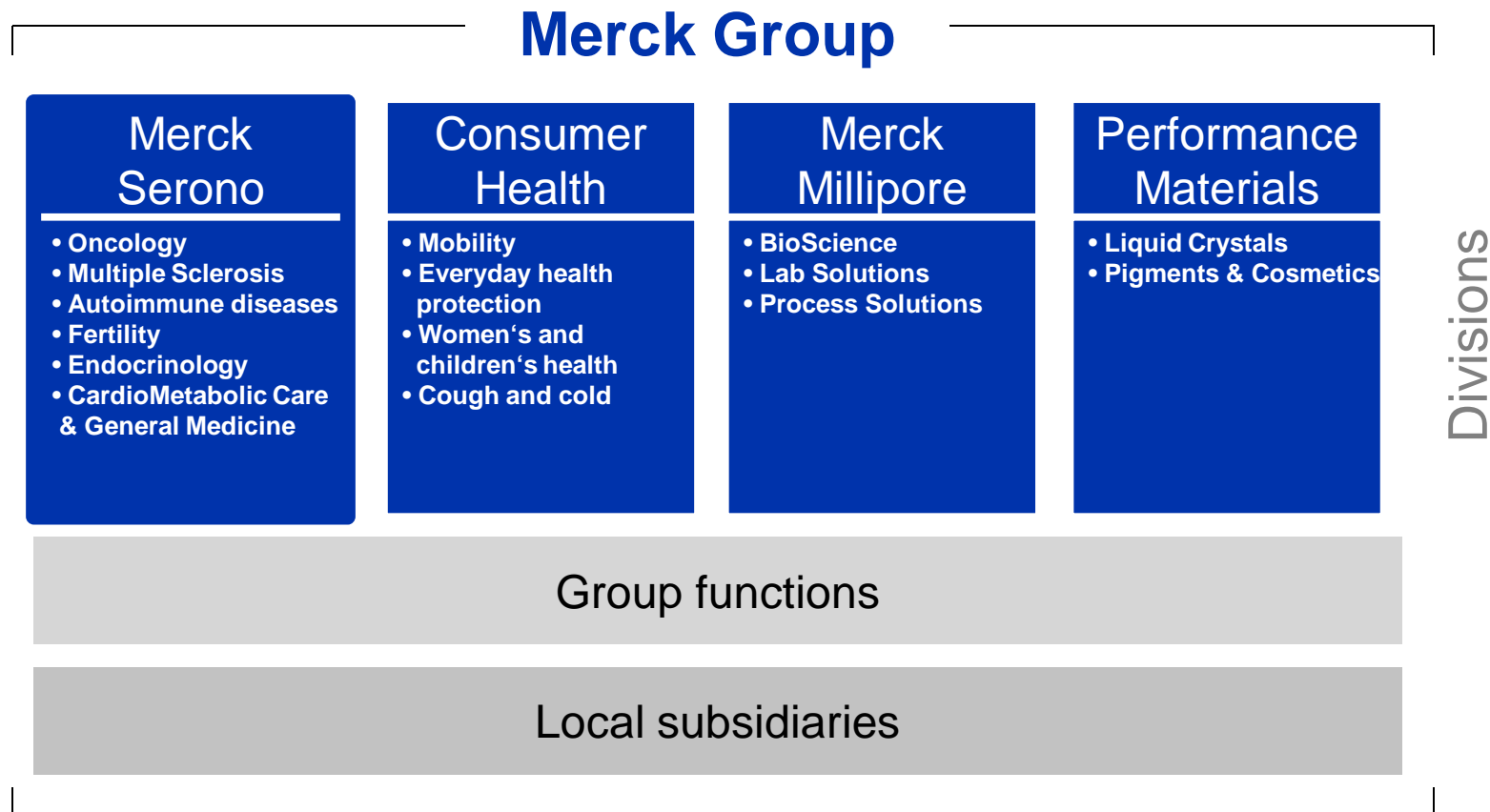
Total revenues: €11.2 billion (up 8.7%) in 2012
including €6.4 billion (up 8.2%) from MerckSerono

Headquarters: Darmstadt, Germany



Emanuel Merck

Merck Serono, The largest Division of Merck KGaA



Merck Serono Japan

Merck Serono Co., Ltd. was established through a merger between the Pharmaceutical Division of Merck Ltd. Japan and Serono Japan Co., Ltd. on October 1st, 2007

Company name: Merck Serono Co., Ltd.

Address: 2-13-17, Kamiosaki, Shinagawa-ku, Tokyo
(will move to Arco Tower 4F, 1-8-1 Shimomeguro, Meguro-ku, Tokyo on Sept 30 2013)

President: Paris Panayiotopoulos

Branch offices: Sapporo, Tokyo, Nagoya, Osaka and Fukuoka Sales Offices, and Atsugi Pharma Operations



Merck Serono Co., Ltd. focuses on innovative in high unmet needs, specialist areas

Oncology

Erbitux®:
Metastatic colorectal cancer
Head and Neck cancer

ERBITUX®
CETUXIMAB

Fertility

Gonalef®:
Female infertility
Male hypogonadotropic hypogonadism
Serophene®: Female infertility
Cetrotide®: Female infertility

GONALEF® **Serophene®**
FOLLITROPIN ALFA

Endocrinology

Saizen® , Easypod & One Click™:
pediatric growth hormone deficiency

saizen®

easypod™

one.click™

Others

Cyanokit®: Cyanide poisoning

CYANOKIT® 2,5g
HYDROXYCOBALAMINE

MAINTATE®: Hypertension & CHF
(Mitsubishi Tanabe Pharma Corporation)

METGLUCO®: Type 2 diabetes
(Dainippon Sumitomo Pharma Corporation)

Merck Serono Japan

Vision



Become a Top 10 Oncology player in Japan
Solidify number 1 position in Fertility

Strategy



Short term:

- 1) Launch Erbitux in SCCHN, supporting physicians' sense of urgency to meet their patients' high unmet medical need with innovation
- 2) Focus on Erbitux CRC survival message, CRC patients' primary medical need
- 3) Launch new Gonalef pen and integrate Cetrotide into portfolio

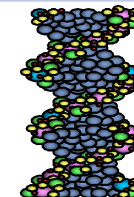
Mid term:

- 1) Expand Japan R&D into a Tokyo-based North East Asia Hub to meet the unmet medical needs of highly prevalent Asian tumor patients
- 2) Launch Ovidrel and Crinone to enhance the Fertility portfolio



Strengthened Senior Management Team

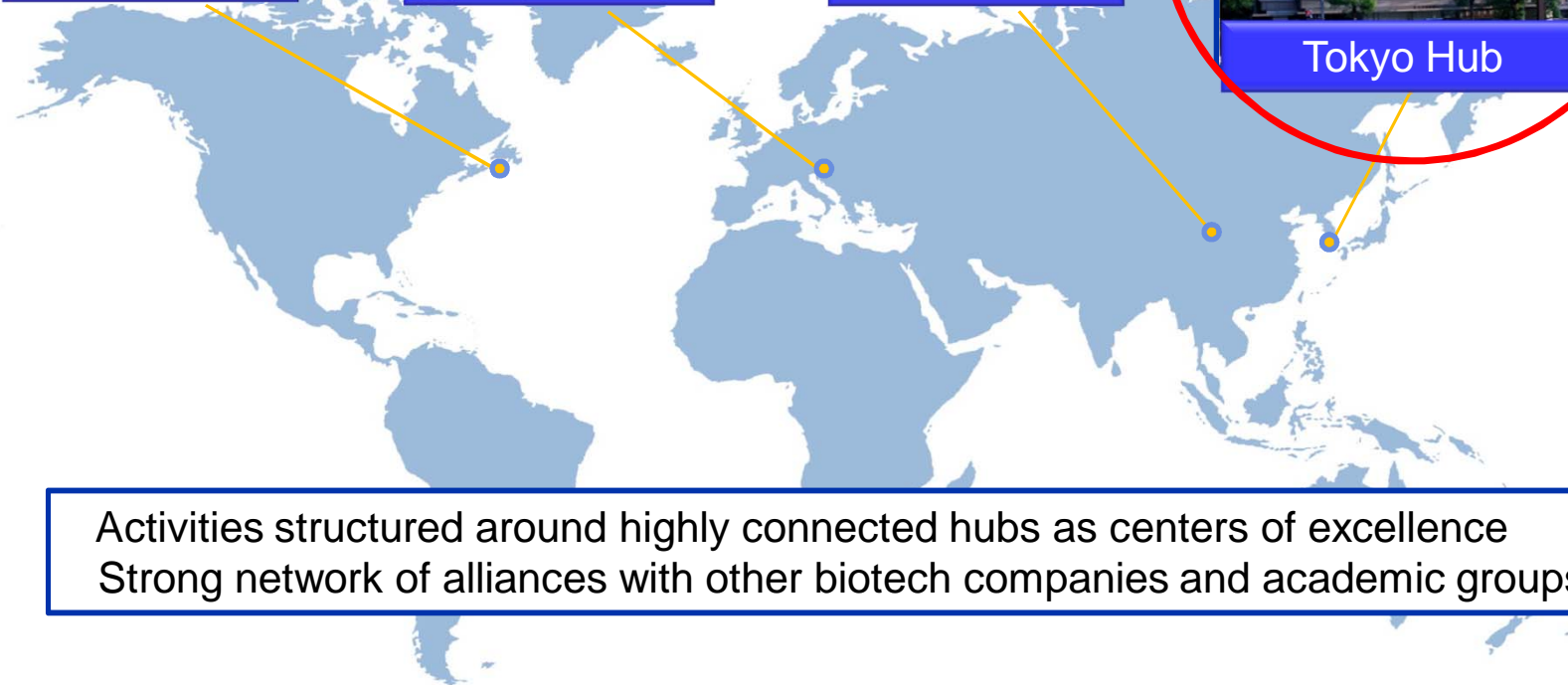
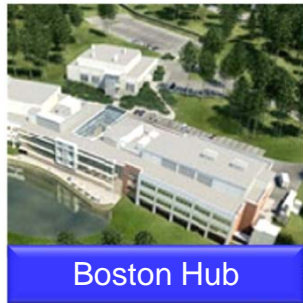
Strong, experienced leaders will lead our vision and DNA at MSJ



Cultural DNA

High performance with a passion to extend and improve Japanese patients' lives

Japan is one of four key global R&D centers



Activities structured around highly connected hubs as centers of excellence
Strong network of alliances with other biotech companies and academic groups

Conclusion

1. Merck Serono Co., Ltd. focuses on Oncology and Japan is one of four key global R&D centers.
2. The North East Asian Hub focusing on Asian high prevalent tumors is to play an important role to provide promising new anti-cancer drugs to patients.
3. The partnership agreement with National Cancer Center is a key step forward for Merck Serono in our mission to prolong lives and improve the quality of life of cancer patients.

Thank you!



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