



An Introduction to a Novel Biologic in the Treatment of Psoriasis

Biocon's first Novel Biologic: BIOMAb EGFR

Biocon's drug development efforts are focused on diseases with high prevalence in Indian population

While Breast, Prostate and Lung cancer are the leading cancers worldwide, India shows high incidence of Head & Neck cancers

BIOMAb EGFR: Humanized MAb Launched in September 2006

BIOMAb is approved in 27 countries for head and neck cancer, glioma, esophageal cancer and nasopharyngeal cancer

BIOMAb's wide reach: Over 30,000 patients globally and 6000 patients in India have availed therapy

Innovation made affordable: In India BIOMAb is priced at 50% lesser cost of therapy as compared to competitor



The Significance of ALZUMAb™

High prevalence of psoriasis in India

- Approximately 1-2% of the total Indian population

Treatment landscape for moderate to severe psoriasis

- High unmet need

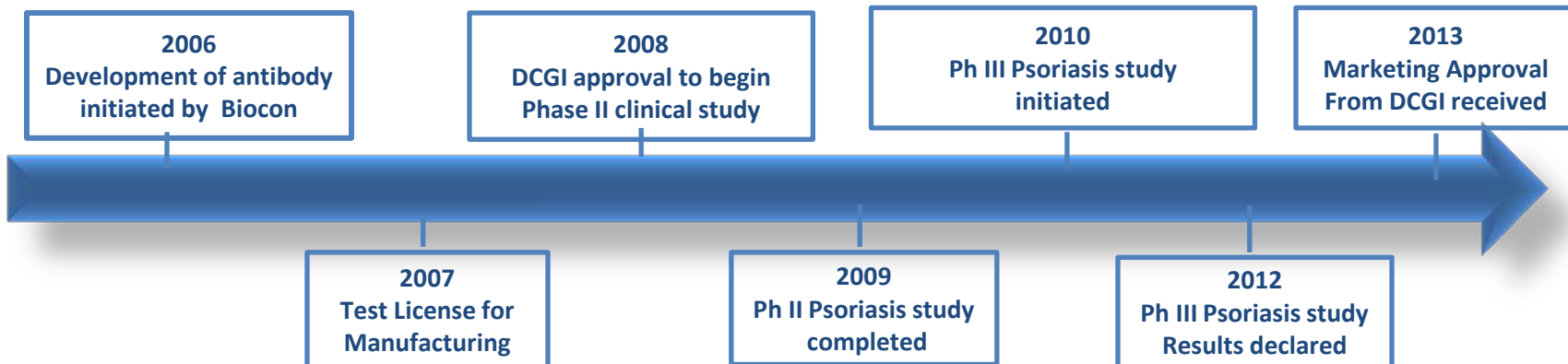
Low usage of biologics: The need for market creation

- Affordability and Safety issues

Lack of focus by most companies

- Biologics usage is primarily promoted in other autoimmune indications than in Psoriasis

ALZUMAb™ An Indian Innovation for India



- ALZUMAb™ trials for psoriasis conducted in the Indian Population (Approximately 500 patients)
- Primary objective is to focus on the Psoriasis market
- Wider patient reach intended with complete Dermatology focus
- Endeavor to make ALZUMAB™ affordable for the large patient population



ALZUMAb™ : THE WAY FORWARD

Create a Market for Biologics

- Market development for Psoriasis Treatment

Drive better understanding of biologic usage

- Shape the treatment pattern for Psoriasis

Address the existing need-gap

- Provide a Safe and Affordable treatment option with ALZUMAb™

Ensure wide reach for the benefit of a larger population

- Dedicate a focused task force to promote ALZUMAb™ in dermatology

The ALZUMAb™ Advantage

Better Safety Profile

Long-term Remission

**Better Quality of Life
for the Patient**

**Innovation made
affordable**

**Patient Convenience
with a less aggressive
dosing regimen**

Safety with Efficacy

High Incidence of TB Reactivation noted with other biologics (esp. considering Indian population).
With ALZUMAb™ almost nil.

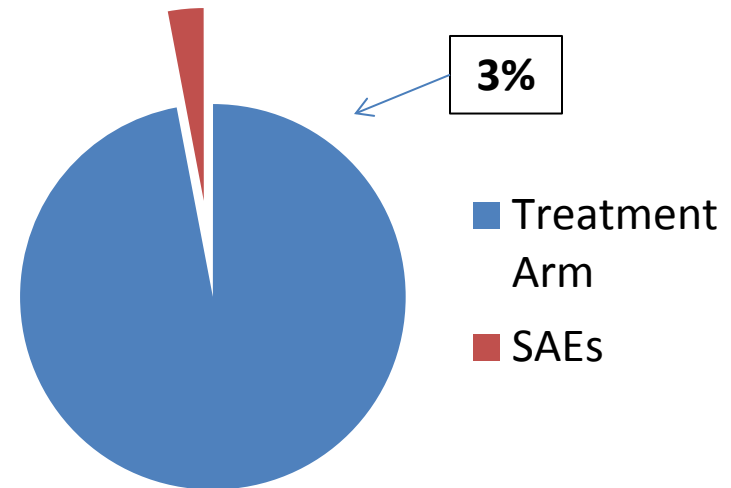
Baseline

12 Weeks

28 Weeks



Phase 3: Adverse Events - Week 1-12



Long-term Remission

ALZUMAb™ offers a **longer treatment-free period**

The **remission period** noted with ALZUMAb™ is >24 weeks

The higher time-to relapse with ALZUMAb will ensure better **patient compliance** and overall reduction in the **cost burden** to the patient

Objectives to be Achieved

Market shaping for improvement in psoriasis treatment

Market development for usage of Biologics

Market expansion through patient-centric approach – diagnosis, treatment and compliance

Geographic and demographic penetration with affordable pricing

Addressing the existing unmet need by offering a safe, effective, affordable biologic that offers long-term remission

THANK YOU