

The Accutane Team

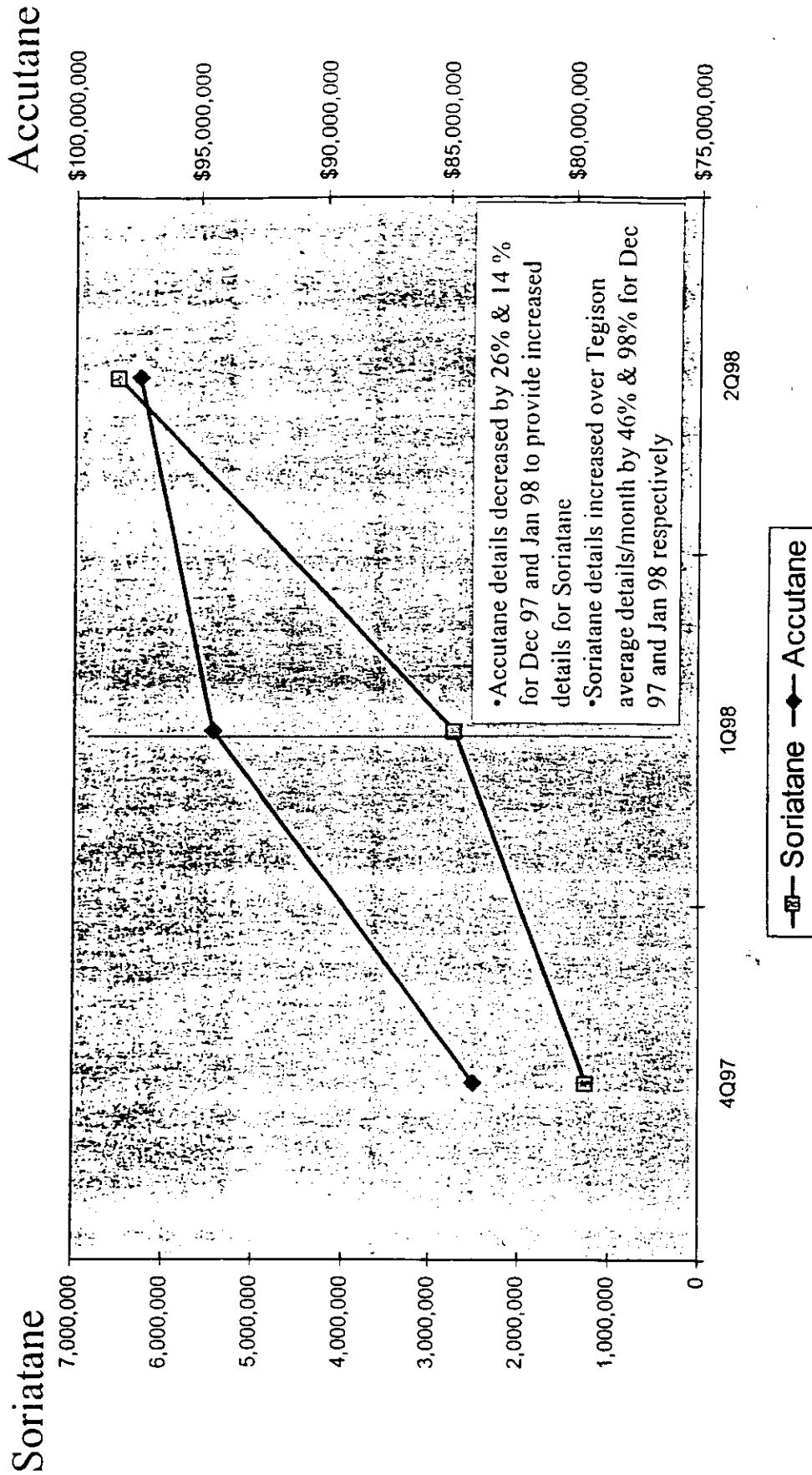
- Has learned to:
 - Navigate in the most complex Political, Legal and Regulatory environments ever faced by Roche
 - Respond to FDA's **ever-changing** requests to meet **ever-changing** registry goals
 - Manage the political environment FDA, Congress, AAD
 - Continue with DTC (web and print) and have a positive ROI
 - Develop various life-cycle strategies simultaneously to take advantage of environment
 - Manage the day-to-day needs of market and sales team in order to make the \$450M goal!
 - Keep on Soriatane and develop it

57

Successes

- Pediatric Exclusivity
 - filed 5/1/01; received 6/12/01; extended exclusivity to Feb 7, 2002
 - one supplement to satisfy exclusivity and pediatric labeling
 - pediatric labeling expected end of year 2001
- Three years without pregnancy registry (limited distribution)
- Accutane availability for three years w/o restrictions
- No psychiatric registry

Soriatane & Accutane Sales Performance 1996 - 2000



Source: Marketing & Customer Research
IMS Retail & Provider Perspective

Acne Awareness ROI Summary 1999, 2000, and July 2001 YTD - Ethnicity & Channel

MEDIAN ROI BETWEEN ADHERIS/RCL	CHANNEL			Totals
	Print	TV	Web	
1999 ROI				
TOTAL 1999 ROI	-18.4%	37.4%	-51.0%	6.8%
2000 ROI				
HISPANIC ROI	21.4%	-75.8%		-52.4%
ASIAN ROI	-88.2%		-96.1%	-90.7%
AFRICAN AMERICAN ROI	51.5%	-52.7%		-28.3%
GENERAL MARKET ROI	146.0%	31.4%	-37.3%	48.0%
TOTAL 2000 ROI	54.5%	-19.4%	-47.4%	-0.9%
YTD 2001 ROI				
HISPANIC ROI	-24.4%			-24.4%
AFRICAN AMERICAN ROI	66.6%			66.6%
GENERAL MARKET ROI	-9.6%		-70.4%	-21.6%
TOTAL 2001 ROI	-1.8%		-70.4%	-11.9%
NOTES:				
YTD TRx (thru 9/14/01) = -27.8%				
Thus, Net ROI contribution from DTC = +26% = (-27.8-(-1.8))				
Therefore, even if 2001 Print was one-half as effective as year 2000, an ROI of +27.25% = .5*(54.5) would be expected				

1999 PRINT: "STALE" Creative same for 2 years

2000 PRINT: COMPLETELY NEW Creative for BOTH Spring and Fall flights

2001 PRINT: "Refresh" of BEST Creative - Run Print for full year (Re: no TV) NEW Creative begins in August publications