An Introduction to a Novel Biologic in the Treatment of Psoriasis
## Biocon’s first Novel Biologic: BIOMAb EGFR

<table>
<thead>
<tr>
<th>Biocon’s drug development efforts are focused on diseases with high prevalence in Indian population</th>
<th>While Breast, Prostate and Lung cancer are the leading cancers worldwide, India shows high incidence of Head &amp; Neck cancers</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIOMAb EGFR: Humanized MAb Launched in September 2006</td>
<td>BIOMAb is approved in 27 countries for head and neck cancer, glioma, esophageal cancer and nasopharyngeal cancer</td>
</tr>
<tr>
<td>BIOMAb’s wide reach: Over 30,000 patients globally and 6000 patients in India have availed therapy</td>
<td>Innovation made affordable: In India BIOMAb is priced at 50% lesser cost of therapy as compared to competitor</td>
</tr>
</tbody>
</table>
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

- **2006**: Development of antibody initiated by Biocon
- **2007**: Test License for Manufacturing
- **2008**: DCGI approval to begin Phase II clinical study
- **2009**: Ph II Psoriasis study completed
- **2010**: Ph III Psoriasis study initiated
- **2012**: Ph III Psoriasis study Results declared
- **2013**: Marketing Approval From DCGI received

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.

Phase 3: Adverse Events - Week 1-12

3%
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