



STELARA – CROHNS DISEASE KEY BRAND MESSAGES 2020



8-WEEKLY DOSE

- STELARA dosing gives Crohn's disease patients the freedom to focus on the moments that matter
- Only 7 doses in the first year means 358 days injection-free
 - Reference: STELARA PI



RAPID RELIEF

- STELARA provides patients with rapid relief from symptoms
- 55% of UNITI-2 patients had clinical response by Week 6
 - Reference: Feagan 2016



LONG TERM REMISSION

- STELARA provides patients with long term remission
- 3 out of 4 UNITI-2 patients maintained remission through 3 years of treatment
 - Reference: Hanauer 2020



IMMUNOGENICITY

- A human IL-12/23 antibody with low immunogenicity
- Only 2.4% of patients developed antibodies to STELARA
 - Reference: Feagan 2016; Hanauer 2020



SAFETY

- Safety concerns shouldn't hold your patients back
- 1.65 million patients years of exposure across all indications since 2009
 - Reference: Data on File (RF-127928)



REAL SUPPORT

- Helping patients stay on track
- Comprehensive programs to enhance patient experience and quality use of medicines

SIMPONI

Ulcerative colitis

YOUR KEY SELLING MESSAGES

EFFICACY – *RAPID, SUSTAINED AND MAINTAINED*

- **SIMPONI delivers rapid clinical response and mucosal healing at Week 6**
- **SIMPONI sustains clinical response to 54 weeks**
 - SIMPONI delivers sustained mucosal healing at week 30 and 54 (42.4% of induction responders having a Mayo Endoscopic subscore of 0 or 1).
- **SIMPONI maintains control of symptoms to 4 years**
 - 63% of evaluable patients at week 54 completed follow up at week 216.
 - 99.3% of SIMPONI patients had a PGA subscore of 0 or 1 at week 216.
 - 92.5% of SIMPONI patients were corticosteroid free at week 216.

SAFETY – *LONG TERM SAFETY*

- **SIMPONI has 4 years of safety data in ulcerative colitis & over a decade of clinical experience across all indications.**
- **SIMPONI for UC was generally well tolerated to week 54.**
- **In the 4-year PURSUIT-LTE the safety profile of SIMPONI was similar to that observed through week 54. No new safety signals were observed.**

CONVENIENCE – *THE ONLY 4-WEEKLY SUBCUT*

- **SIMPONI reduces the burden of treatment for patients with moderately to severely active ulcerative colitis.**
 - The only 4-weekly subcutaneous treatment for moderately to severely active UC.
 - No serious injection site reactions reported with SIMPONI.
 - Easy-to-use SmartJect autoinjector.
 - Convenient storage.

MARKETING OBJECTIVES

- Ensure SIMPONI is the 1st choice anti-TNF for moderate UC patients
- 2020 Key Business Question
 - How can we increase share of voice for SIMPONI in UC thereby increasing market share

WHO IS THE CORRECT PATIENT?

- New initiations for a biologic naïve patient with moderate ulcerative colitis patient who has failed conventional therapy.
 - It is the type of patient who if you walked past in the street you wouldn't know they were sick. They are not taking excessive sick days, ending up in hospital etc.

SELLING APPROACH – “Tony’s 4 P’s”

- Patient
- Practice
- Product
- Partnership

KEY RESOURCES

SIMPONI (golimumab) Safety in ulcerative colitis*

SIMPONI has 4 years of safety data in ulcerative colitis.* Over a decade of clinical experience across all indications.*

SIMPONI for UC is generally well tolerated to Week 54†

All 54 weeks, among SIMPONI induction responders, patients continued to continue with or switch to placebo at 5 weeks‡

| Adverse event | Placebo (n=54) | SIMPONI 50 mg (n=54) | SIMPONI 100 mg (n=54) |
|--------------------------------------|----------------|----------------------|-----------------------|
| Discontinuation | 73.4% | 66.0% | 66.0% |
| Discontinuation due to adverse event | 14.3% | 7.7% | 7.7% |
| Discontinuation of anti-TNF‡ | 3.2% | 1.9% | 1.9% |

YOUR GUIDE TO PBS eligibility for SIMPONI® (golimumab)

Achieve mucosal healing with SIMPONI in ulcerative colitis*

*62.4% of patients on 100 mg SIMPONI achieved mucosal healing at Weeks 30 and 54†

†Proportion of patients (%) who achieved mucosal healing at both Weeks 30 and 54†

| Group | Proportion of patients (%) |
|-----------------------|----------------------------|
| Placebo (n=54) | 20.6 |
| SIMPONI 50 mg (n=54) | 27.8 |
| SIMPONI 100 mg (n=54) | 43.4 |

Hello. Welcome to the SIMPONI Patient Support Program

Getting started with SIMPONI (golimumab)