

SCIENCE IS...



competitive

As six-year-old Derrick Hatch contends with his growth hormone deficiency, he is participating in a Phase III clinical trial of ProLease.

Healthy competition encourages some of the best scientific advances as scientists strive to be the first to discover. Genentech scientists thrive on competition, seeking to be the first to publish new discoveries, the first to develop new technologies, and the first to move potential new therapies into clinical testing. Similarly, from its first market entry, Genentech has been strongly competitive in its market areas. Competitive concerns also have helped drive product development decisions and timelines. Genentech has historically risen to competitive challenges. It has met its challenges not so much by focusing on the competition as by focusing on delivering the best medical products, information and support to patients and to the medical community. This approach has been effective in meeting competitive challenges — which Genentech intends to continue to do long into the future.

For example, in 1997, Genentech launched a new service to growth hormone patients, oncology patients and their physicians called SPOC, Single Point of Contact. SPOC provides a customer-focused reimbursement assistance program that helps facilitate patients' access to growth hormone or Rituxan therapy.

Genentech also works closely with managed care organizations. In 1997, Genentech announced a new study with Kaiser Permanente aimed at assessing the impact of improved patient management on clinical outcomes for victims of stroke. The study is designed to monitor and improve the quality, as well as reduce the costs, of stroke care.

One of the most important ways Genentech intends to continue to lead the competition is to keep developing new products and indications in existing markets. For example, in the thrombolytic therapy market, with partner Boehringer Ingelheim International GmbH, Genentech is developing TNK, a t-PA, which, with only one injection, may be easier to administer than Activase. Genentech also intends to continue to lead the increasingly crowded growth hormone market. Its efforts with partner Alkermes, Inc. to develop ProLease sustained-release human growth hormone are an important part of Genentech's competitive plan. This medicine may call for injections only once or twice a month, instead of daily, offering an important patient and market advantage.

In these and all areas, Genentech intends to continue to apply strong science and excellent medical support. This approach has served the company and its customers well in the past, and in the future it should enable Genentech to continue to lead the competition.

INSIDE EVERY WINNER IS A COMPETITIVE SPIRIT. GENENTECH'S CULTURE IS FOUNDED ON THAT CONSTRUCTIVELY COMPETITIVE PERSONALITY. WHETHER DEFENDING PATENTS OR PRODUCT MARKET SHARE, ENTERING OR CREATING NEW MARKETS, OR ACHIEVING AN ENVIABLE SCIENTIFIC PUBLICATION RECORD, GENENTECH STRIVES TO EXCEED INDUSTRY NORMS AND EXPECTATIONS.