



Partnering & Networks

Success drivers in an ever changing and complex health care system

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Judith Hinton Andrew, *Rock Composite 22*
Artwork from The Creative Center



Who we are

Johnson & Johnson is one of the leading global health care companies in the world



- One of the **LEADING** health care companies
- **Eighth largest** pharmaceutical company
- **Sixth largest** Biotech company
- More than **250** operating companies in **60** countries
- Products are offered in **175** countries
- More than **129.000** employees

Revenue 2013: 71,3 bn \$ U.S.

MEDICAL DEVICES & DIAGNOSTICS

ACUVUE[®]
BRAND CONTACT LENSES
a Johnson & Johnson company

ETHICON
a Johnson & Johnson company

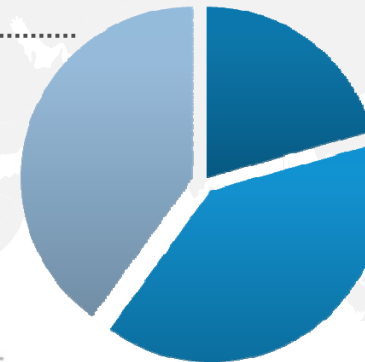
Cordis[®]
a Johnson & Johnson company

DePuy
companies of Johnson & Johnson

LIFESCAN
a Johnson & Johnson company

Ethicon
Endo-Surgery
part of the Johnson & Johnson family of companies

Ortho Clinical Diagnostics
PART OF THE JOHNSON & JOHNSON FAMILY OF COMPANIES



CONSUMER

Johnson & Johnson

Compeed[®]

ob

Regaine

bebe

Carefree[®]

Penaten

LISTERINE[®]

PENATEN

PHARMACEUTICALS

Janssen

Zytiga[®]
abiraterone acetate

OLYSIO[®]
SIMEPREVIR

PREZISTA[®]
darunavir

VELCADE[®]
Bortezomib

INCIVO[®]
telaprevir

Stelara[®]
(ustekinumab)

sylvant[®]
siltuximab

XEPLION[®]
Paliperipentil

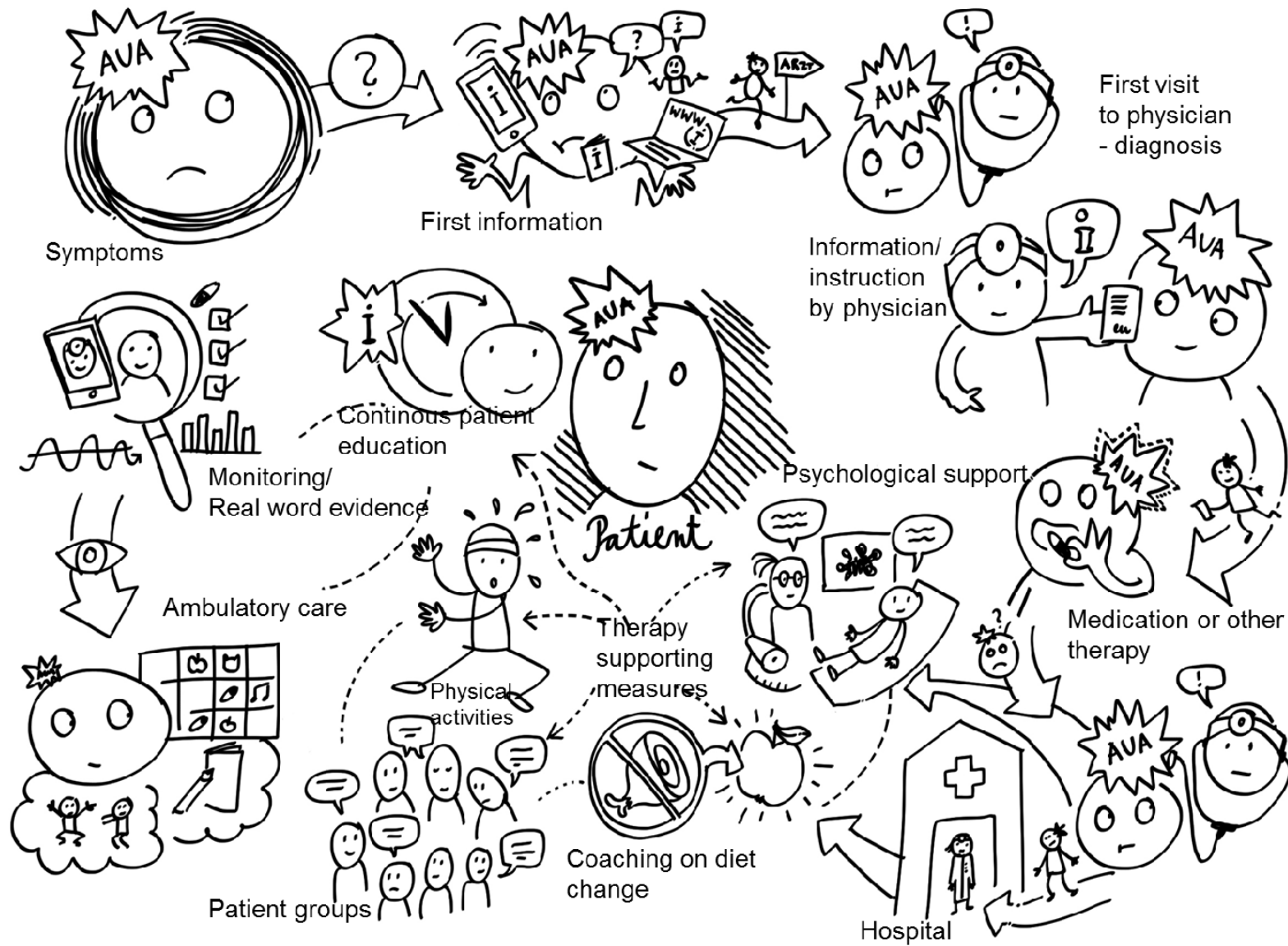
Sirturo[®]
Lactagulin

Janssen

PHARMACEUTICAL COMPANIES
OF JOHNSON & JOHNSON

The challenge & how we innovate

Achieving health in real life setting



No one knows it all ... strong need to collaborate with new stakeholders and partners

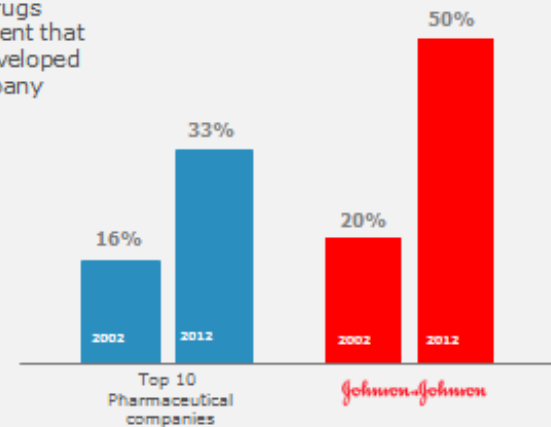


“Catalyzing innovation at Johnson & Johnson is about creating strong networks of people who can combine resources, ideas and technologies in a new way.”

Paul Stoffels, MD
Chief Scientific Officer

External Innovation is heavily increasing

Percentage of drugs under development that were initially developed at another company



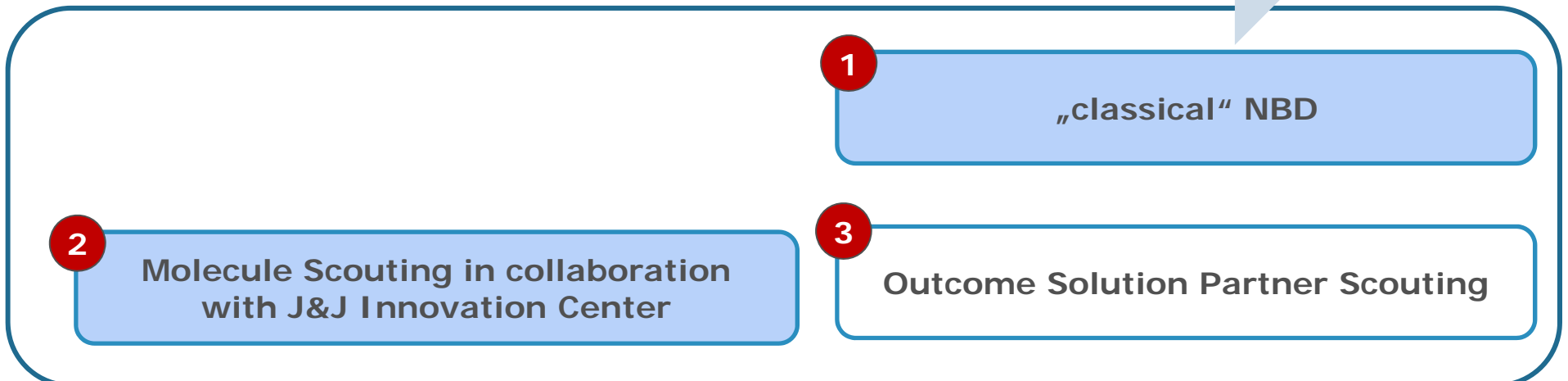
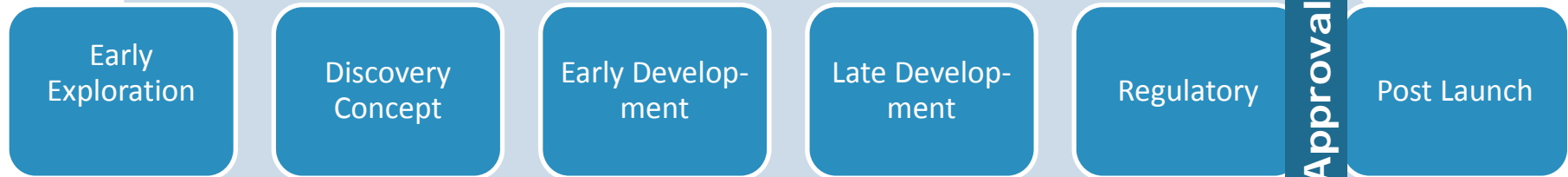
Source: Medtronic; Johnson & Johnson
The Wall Street Journal

NBD covers three areas to deliver on its mission

Focus today: Area 1 and 2

NBD Mission

„We ensure viable business in the future“



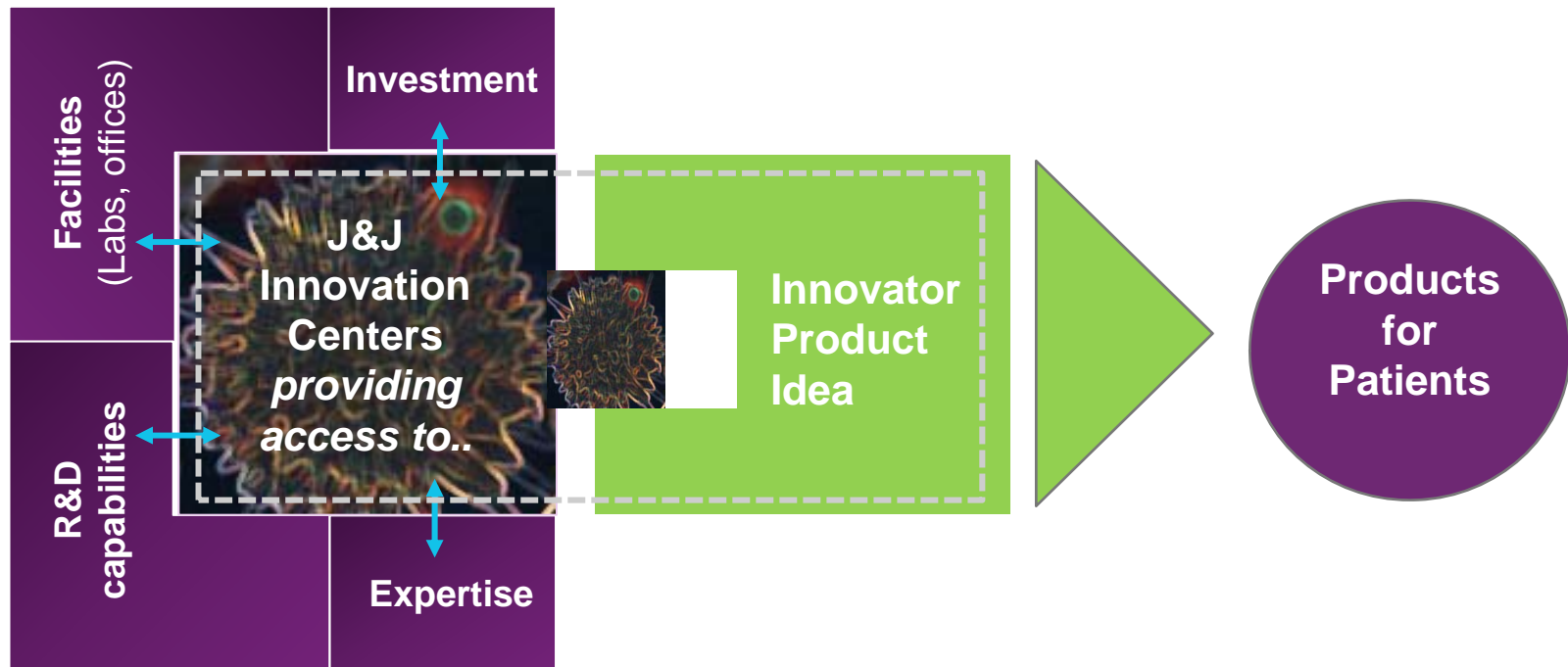
Proximity is Critical

4 J&J Innovation Centers

- Working in proximity to scientific innovators
- Identifying the most promising early-stage opportunities
- Helping to attract innovators to hotspots



Our Co-creation Model



Advancing innovative **products** by enabling access to a full range of incubation 'ingredients' supplied by network of strategic partners

**What we are interested in & why
partner with us**

Janssen concentrates its efforts to five disease area strongholds



We are actively developing solutions in five important therapeutic areas of healthcare.
Our solutions address some of the world's most significant unmet medical needs.

Janssen - Clinical Development, Marketing and Sales are our strengths

- J&J is topping the list of pharma companies by ability to successfully commercialise new molecules for the second year in a row

2014	Company	Change	2013
1	Johnson & Johnson	-	1
2	Novartis	+5	7
3	Roche	-	3
4	Bristol-Myers Squibb	+5	9
5	GlaxoSmithKline	+3	8
6	Merck & Co	-2	4
7	Bayer	+10	17
8	Sanofi	-3	5
		-1	10
		-10	20
		ew	
		-1	11
		-6	19
		12	2
		-	15
		ew	
		11	6
		-2	16

The aim of the index, says Idea Pharma CEO Mike Rea, is to answer a basic hypothesis –

"if two companies each had the same new chemical entity at the same stage of development, which company would do the best job of commercialising the product?"



In issue 25:

[2014's Productive Innovation Index – celebrating success!](#)

[The distribution of excipients](#)

[A PII full of bright spots](#)

[Black swans and that with the spreadsheet](#)

[Clinical research update: amyloid-beta in Alzheimer disease](#)

[FDA clarifies qualification](#)

2014's Productive Innovation Index – celebrating success!

The pharmaceutical industry's leading innovators were applauded as IDEA Pharma released its fourth annual Productive Innovation Index (PII), which ranks companies' success in developing and commercialising new medicines.

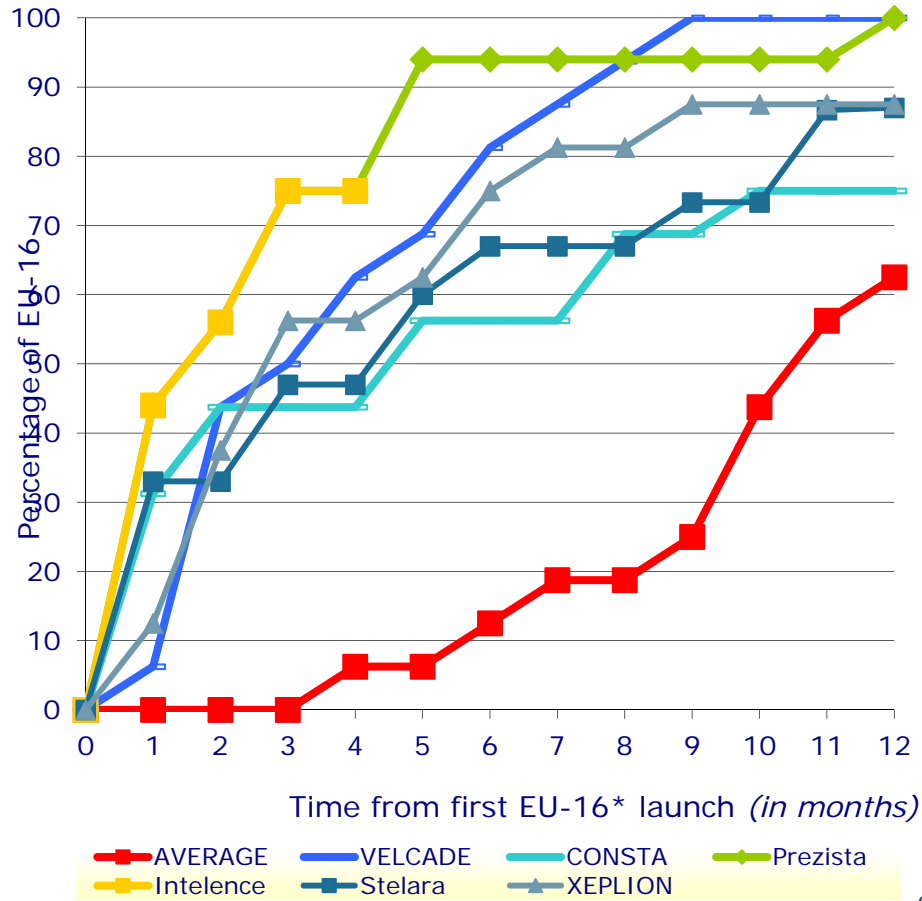
The pharmaceutical practice awarded the number one spot to Johnson & Johnson (J&J) for the second year in a row.

Following hot on its heels were Novartis, Roche, Bristol-Myers Squibb (BMS) and GlaxoSmithKline, all making the top five in this year's PII, which ranked 30 companies based on an analysis of their performance between 2008 and 2013.

Source: Ideapharma.com

Strong market access capabilities

Janssen's Time to Reimbursement in the EU Compared to Industry



Successful AMNOG evaluation in Germany for new launched products



Source: Janssen WW MA; Industry Average - IMS 2011 / *EU-15 for Stelara

Summary

- New health solutions for the consumer patient will emerge from partnerships across industries
 - Internal approach and outreach activities need to be aligned accordingly
- We are keen to partner!
 - Early development
 - Late development or commercial stage programs
 - Solutions to improve patient outcomes
 - Specific focus on Immunology, Infectious Diseases, Vaccines, Neuroscience, Oncology and CV/Metabolics
 - Open to well differentiated opportunities in other areas of interest with a local or regional perspective
- Janssen/ J&J has momentum and will build on it
- True local insight & Big company possibilities & Reach beyond the traditional

Thank you

For general inquiries or business development topics please contact us



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