



TEVA PHARMACEUTICAL INDUSTRIES LTD.



BioGenerics – Expanding our Leadership

Amir Elstein, Global Pharmaceutical Resources

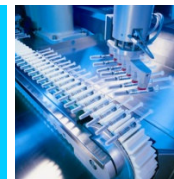
September 9, 2008
Jerusalem

Key Messages

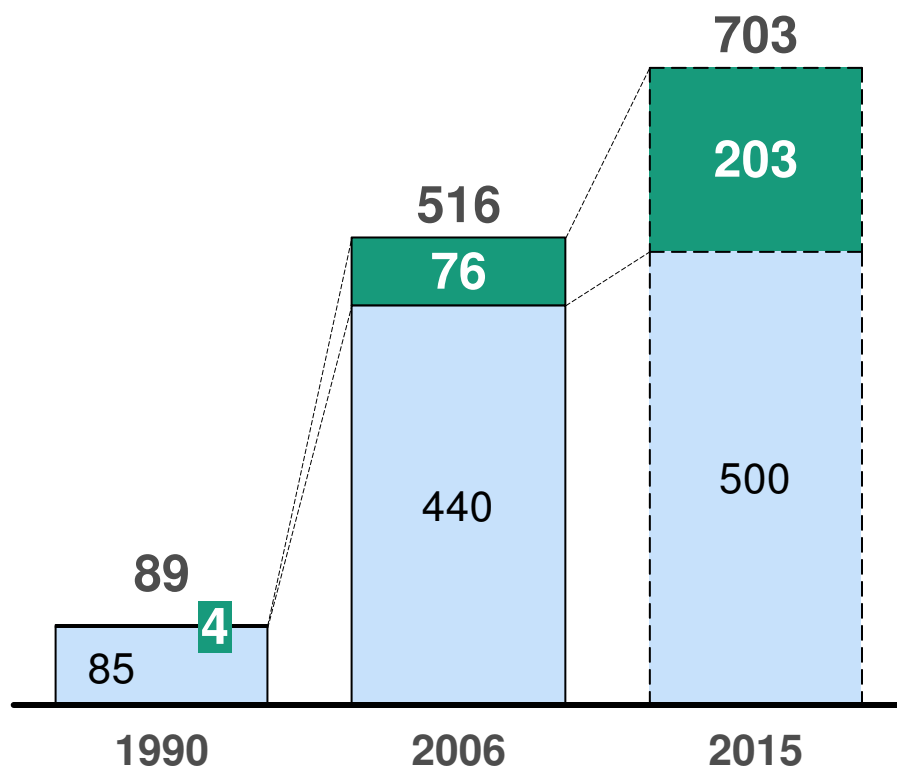


- **Biologics – an important and fast-growing segment**
- **Strong Teva biologics capability**
- **CoGenesys provides excellent platform for further growth**
- **Barr acquisition will further advance our competitive position**
- **Our strategy will enable global leadership in biogenerics**

Biologics Predicted to Drive Pharmaceutical Growth



Market size*, worldwide
(\$ Billions)



CAGR

	1990 – 2006	2006 – 2015
Total	12%	3%
Biologics	20%	12%
Small molecule	11%	1%

Biopharmaceuticals Patent expiries
% value of total:
2010 = 10% 2015 = 40%

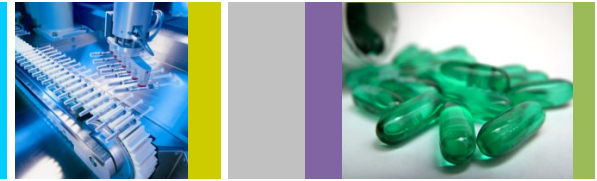
Significant Set of Biologics Blockbusters Facing Patent Expiry over Next Decade



Worldwide revenue

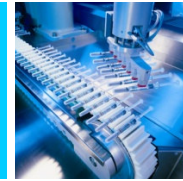
Product	2006 sales (\$ Billions)	Growth (%)
EPO	7.6	0
IFN β	4.5	15
Enbrel (EU)	4.4	20
Remicade	4.3	68
SR EPO	4.1	26
Rituxan	3.6	7
Herceptin (EU)	3.2	85
Humira	2.0	46
G-CSF	1.3	7
Erbix	1.1	57

Strong Teva Capabilities Will Enable Us to Grow

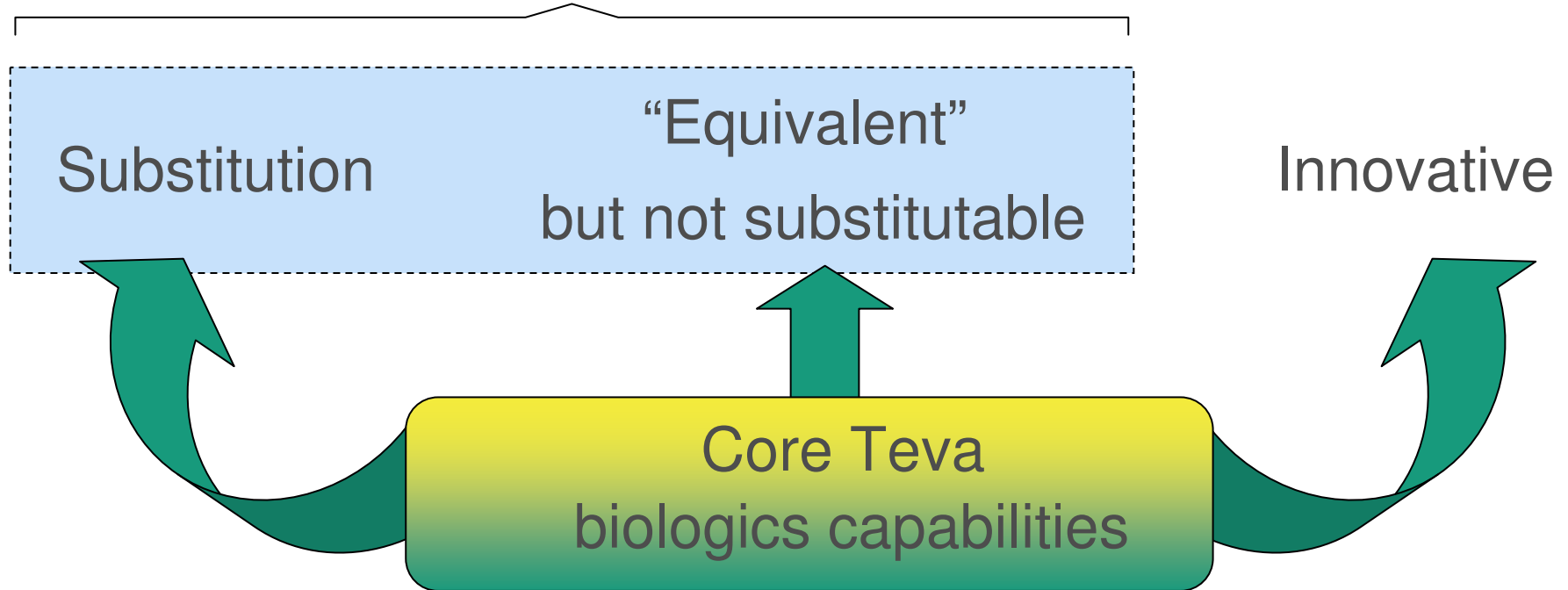


- Access to technologies
- Biologics process development capabilities
- Ability to design and execute trials
- Stakeholder management
- World-class patent legal team
- Ability to attract companies, technologies and products
- Access to low-cost, high quality manufacturing capability
- Understanding of customer economics and segments
- Medical marketing
- Leverage account management capabilities

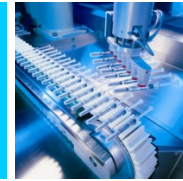
Teva is Prepared to Take Advantage of Opportunities



"Biogenerics"



Teva will Leverage CoGensys Platform



Objectives

- Develop sustained release GCSF using HAS technology
- Target launch: 2013
- Broaden portfolio

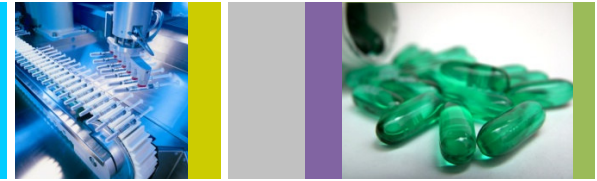
What Teva Brings to the Table

- Investment and skills for clinical trials
- Commercial scale manufacturing capability
- Commercialization experience
- Reputation and relationships with payors
- IP strength

What CoGensys Brings to the Table

- IP in Human Serum Albumin (HSA)-fusion technology
- Products in development
- CMC capabilities
- Low cost manufacturing technology

Our Winning Strategy



**Strive for
leadership position
in biogenerics**

**Leverage our
generics heritage
and innovative
capabilities**

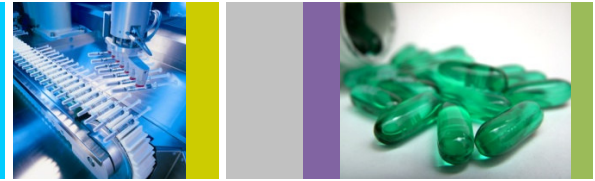
**Invest wisely
for growth**

- Early mover
- Shaper

- Affordable medicines
- Low cost position
- Clinical/development expertise

- Develop priority compounds
- Leverage partnerships and acquisitions

What You Can Expect to See from Us in the Future



- **Product launches (e.g., Tevagrastim in E.U.)**
- **Flexible, adaptive commercial model to drive biogenerics growth**
- **Proactive stakeholder management (e.g., working with the government to enable Biogenerics in the U.S.)**
- **Additional partnerships and M&A to build out BioGx capabilities and portfolio**
- **Investments in clinical trials and manufacturing to bring more products to the market**



Thank You!