



# Extraordinary efforts for a normal life.

**Janssen EMEA**  
(Europe, the Middle East & Africa)

## Extraordinary efforts for a normal life.

All around the world patients long to just lead normal lives: to make plans for the future, to work, to love, to enjoy life. Janssen Pharmaceutical Companies of Johnson & Johnson share a vision of bringing new hope and good health to millions of people and their families all around the world. Janssen combines the specialised therapeutic knowledge of the companies Janssen-Cilag, Janssen Pharmaceutica, Tibotec, Virco, Centocor, Ortho Biotech and more. In 2011 Crucell joined the group. All Janssen pharmaceutical companies have one overarching mission: to address and solve the most important unmet medical needs of our time. All our teams make extraordinary efforts to achieve results for patients.

The name Janssen refers to Dr. Paul Janssen who started with pharmaceutical research in Belgium more than half a century ago. Dr. Paul, as he was known, was a gifted and passionate scientist and entrepreneur but first and foremost a doctor who wanted to help patients. His combination of scientific excellence with a deep concern for humanity and a visionary management still inspires us today to make those extra efforts. Extraordinary efforts, so that patients can lead normal lives.

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## Quick Facts about Janssen

Janssen is a worldwide group of pharmaceutical companies

- part of Johnson & Johnson, the New Brunswick, USA based Healthcare Corporation
- 40,000 employees working on the five continents
- around \$4.5 billion investments in research & development annually
- a top 10 company in global pharmaceutical sales

### Janssen in Europe, the Middle East & Africa (EMEA)

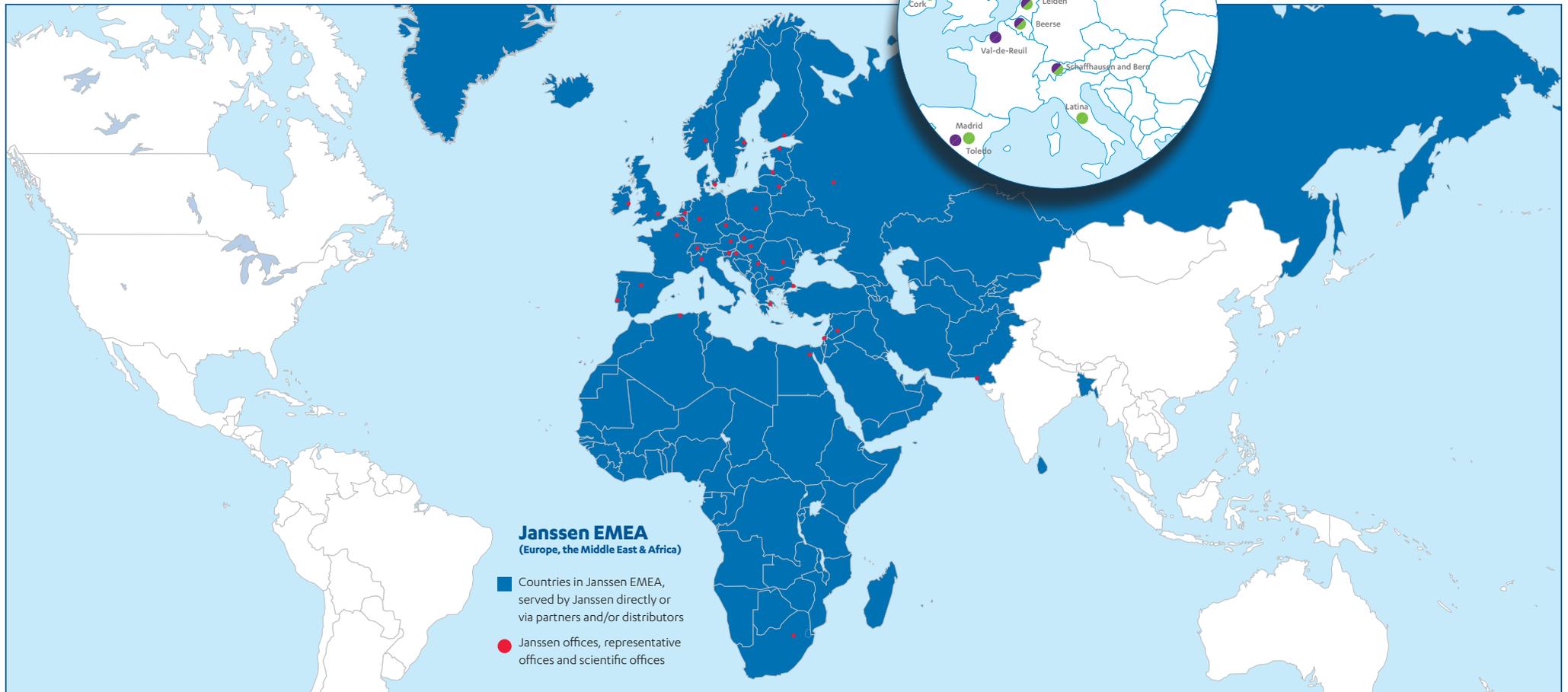
- activities in more than 100 countries
- local offices in more than 30 countries
- more than 14,000 employees
- Research & Development investments of more than 1.5 billion € annually

### We have 8 research & development centers in EMEA

- **Beerse** in Belgium
- **High Wycombe** in the UK
- **Leiden** (Janssen Biologics & Crucell) in The Netherlands
- **Val-de-Reuil** in France
- **Schaffhausen and Bern** (Crucell) in Switzerland
- **Toledo** in Spain

### We have 10 manufacturing sites for worldwide distribution of medicines and vaccines

- **Beerse, Geel and Olen** in Belgium
- **Cork** in Ireland
- **Latina** in Italy
- **Leiden** in The Netherlands
- **Madrid** (Crucell) in Spain
- **Schaffhausen and Bern** (Crucell) in Switzerland
- **Solna** (Crucell) in Sweden



### We will partner with academia, government, healthcare professionals, and industry and patient organisations

Scientific knowledge grows exponentially. Our in-house scientists and medical experts increasingly collaborate with external specialists from many other sectors in society such as academia, biotechnology companies, technology companies and university hospitals. Chances for further progress are much higher if we embark on joint efforts and use the best insights whether coming from patients, healthcare providers, governments, regulators or payers: they will help us focus on the most urgent needs.

### Janssen will lead fundamental change

We will move "beyond the pill" and the traditional imperative of medical efficacy. Janssen is set to design innovative healthcare solutions that will also deliver medical efficiency and help public health authorities and society at large to control costs. Already Janssen has agreements with sick funds in Germany and health authorities in the UK to provide integrated care solutions for people with schizophrenia. A dedicated Janssen Healthcare Innovation team leads these worldwide efforts for fundamental change.

### We will build innovative, integrated healthcare solutions

We will work "around the pill", making use of new technologies and integrating care aspects to ensure more effective and personalised treatment solutions in the future. We will invest in genomics, biomarkers and diagnostics. Our medicines will come with technology-enabled adherence and patient care programs. This will increase the effectiveness of the use of medicines and the value for patients. We will bring solutions and care closer to people's homes. For example, "VELCADE at home" provides care packages for administering the medicine to patients in their homes saving these multiple myeloma patients tiresome trips to the hospital.

### We will continue to create economic value for society

Each innovation brings economic value, even more so after patent expiry. The overall cost of a disease to society can be huge: including the cost of the medicine, the cost of treatment and care, the economic loss due to inactivity, the support provided by family members. Studies estimate the annual cost of Alzheimer's in the EU at €1000 billion by 2050. Any new treatment that would be able to delay the onset of the disease in patients by five years would save €300 billion per year in the EU alone. With Janssen Alzheimer Immunotherapy we have a company dedicated to developing treatments for this debilitating disease.

### We will increase access to medicines

Making medicines accessible to all patients who need them is the joint responsibility of the authorities and the industry. We partner with authorities to achieve this goal.

In low income countries, Janssen has specific access programmes for pandemic diseases such as HIV/AIDS. Agreements with generic manufacturers in South Africa and India contribute to this goal. In extreme situations, we donate our medicines as for example in our major global deworming programme, aiming to treat all 400 million children who are infected by worms.

### We will strive for sustainable solutions in everything we do

Janssen's sustainability vision is crystallised around the four P's: product, people, planet and profit. For all four, we measure and improve our track record, using the best available technologies. From the very early stages of product development, our specialists assess the environmental impact of the product and the production process. We use green chemistry and green product design as a standard procedure. Extensive worldwide programs for waste and CO<sub>2</sub> emission reduction and for increasing the use of green energy are rolled out in all Johnson & Johnson companies and the corporation is listed as a World Wildlife Fund Climate Saver.



## OUR VISION:

By 2020 the world of healthcare will be characterised by informed and empowered patients who want **access** to the best available treatment and prevention, at an affordable price.

New therapeutic solutions for unmet medical needs will be developed through **partnerships with industry, academia, government, healthcare professionals and patients.**

In this environment, **Janssen EMEA will lead fundamental change** in the way we manage diseases.

In our absolute commitment to our patients, we will build **innovative, integrated healthcare solutions** that will restore and extend quality of life, while at the same time **creating economic value for society.**

We will achieve this by working side-by-side with healthcare providers and by **building on our people's talent.**

**We will continue to invest in our people to realise their personal growth and to build our leaders of the future**

The power of an organisation comes from the combined skills, expertise and knowledge of the thousands of employees from around the globe: medical doctors, chemists, biologists, pharmacists, laboratory technicians, administrative support, finance specialists, manufacturing staff, sales representatives, managers, engineers, IT staff, ...

Progress is achieved through channelling their insights and motivation into patient-driven projects. A culture of diversity, of open-minded challenges of the status quo, of new and creative ideas will determine our future.

## OUR MISSION:

We will focus our energy on **five major therapeutic areas** of unmet need:

- **Neuroscience**
- **Infectious Diseases**
- **Oncology**
- **Immunology**
- **Metabolism**

We will develop **sustainable, integrated health care solutions** by working with patients, physicians and other stakeholders, based on partnerships of **trust and transparency.**

**We will continue to invest in our people to realize their personal growth and to build our leaders of the future.**

We will use Our Credo as our moral compass.

**We will work transparently and maintain stakeholder trust**

Janssen is fully dedicated to transparency and open dialogue with all stakeholders in the development of treatments for patients. We advocate clear and agreed fair process parameters: agreement on relevance of data, comparators, methodology, review and publication. These data can be medical, environmental, social or economic.

Our Healthy Future 2015 goals, the company's sustainability program, specifically mention increasing transparency to and collaboration with external parties.

Our policy is to adhere to very strict codes of conduct and internal auditing systems in order to ensure that all activities are not only compliant with legal and regulatory requirements but also express our commitment to develop healthcare in an open dialogue with other stakeholders.



### Focus on five major therapeutic areas

These five therapeutic areas rank high on the World Health Organisation's "list of priority medicines". Many of the diseases in these five therapeutic areas impact huge numbers of patients across the globe, and are still on the increase. It is our commitment to significantly contribute to medical progress in these areas.

### NEUROSCIENCE

We develop treatments for schizophrenia, bipolar disorder, Alzheimer's dementia, disorders of cognition and pain. We are building on 50 years of experience in neuroscience with paradigm changing discoveries resulting in a whole series of treatments, allowing schizophrenia patients to have a life outside of psychiatric hospitals. Today we are focusing our efforts on long-acting injectable antipsychotics, increasing adherence to treatment and reducing hospitalisation.

### INFECTIOUS DISEASES

Janssen has a track record in advancing the treatment of HIV/AIDS and has three products for use in the various stages of the disease, helping to save the lives of tens of thousands of HIV patients annually. We are developing a new compound for the treatment of tuberculosis, the first in over forty years. A new direct acting agent against the hepatitis C virus provides another treatment option for the 3% of the world's population, who are infected with HCV.

With Crucell, a global vaccines company, part of the group since 2011, Janssen is also now equipped to help prevent a number of infectious diseases in individuals.

### ONCOLOGY

In the past decades Janssen launched breakthrough medicines that not only prolonged life but also improved the quality of life of cancer patients suffering from pain and anaemia caused by their disease or their treatment. Today, one of our multiple myeloma treatments is used in approximately 50% of the patients diagnosed with this illness and is the standard of care. We have a new "first in class" medication for men with advanced prostate cancer, who have very few other treatment options left.

Janssen's research is focused on a number of cancer types, including breast, lung, ovary, prostate, colorectal cancer and B-cell malignancies. Our aim is to transform cancer into preventable, chronic or curable disease.

### IMMUNOLOGY

We remain at the forefront in transforming the treatment of complex immunologic conditions such as rheumatoid and psoriatic arthritis, inflammatory bowel disease, psoriasis and ankylosing spondylitis through the research and development of biologic medicines. Today, we help thousands of patients with moderate to severe psoriasis to reclaim their lives with a treatment requiring only four injections a year. In the Middle East and Africa we are also expanding the availability of treatments for rheumatoid arthritis.

### CARDIOVASCULAR & METABOLISM

Heart disease, diabetes, and obesity are growing medical problems in the 21<sup>st</sup> century. Diets and lifestyles in a growing number of regions in the world are contributing to what is becoming a critical worldwide health issue. In our EMEA region the demographic evolution towards an ageing population will lead to increased numbers of heart diseases and diabetes problems.

As a new investigational area for Janssen, we are committed to finding treatments for these chronic and burdensome diseases.