



AstraZeneca Canada

Talking with Mark Jones, President of AstraZeneca Canada

“Two minutes with Mark Jones”

- 1. If you were not President of AstraZeneca Canada, what would you like to be?**
I would use my management and business skills to support the work of an NGO.
- 2. What's the least enjoyable job you've ever had?**
Making bread during the nightshift at a bakery in Liverpool, England.
- 3. What's the one thing you've done that you'd never want to do again?**
Almost drown off a beach in Puerto Rico.
- 4. Who would you get to play you in a movie about your life?**
Tom Selleck—because of the mustache.
- 5. What music do you enjoy and what would be your personal theme song?**
I enjoy music by The Beatles and my personal theme song would be “We are Sailing.”
- 6. What is your favourite wine?**
A good Cabernet.

Continued on the next page

Please review your career path leading to your appointment as President of AstraZeneca Canada.

Born in Liverpool, I've been part of this great industry for more than 30 years and every day I'm here, I never lose sight of the important contributions we as a company and an Industry make to the health of people around the globe.

I began my career in the pharmaceutical industry as a sales representative, after which I held a number of sales and marketing management roles within AstraZeneca globally. I spent most of the 1990's in various business management roles culminating in running the Zeneca business in Germany, a stint that ended just prior to the merger with Astra.

Following the merger, I headed up the Product, Strategy & Licensing (PS&L) Cardiovascular Group, where amongst other things, I led the team responsible for the international launch of Crestor[®], as well as played a key role in building the Crestor[®] global brand and clinical trial program.

Before becoming the President of AstraZeneca Canada in January 2007, I was Vice President responsible for Global Marketing within Primary Care at AstraZeneca, a portfolio that includes Nexium[®], Symbicort[®] and Crestor[®], as well as brands in development. Since coming to Canada, I have been actively involved with Canada's Research-Based Pharmaceutical Companies (Rx&D). I chair the Rx&D Ontario Board and recently became an executive member of the association.

Please give us a brief overview of AstraZeneca's history as a corporate entity.

Astra was founded in 1913 and was headquartered in Södertälje, Sweden. It was an international pharmaceutical group engaged in the research and development of new medicines primarily in four key therapeutic areas: gastrointestinal, cardiovascular, respiratory and pain control.

Zeneca traces its origins back to Imperial Chemical Industries (ICI), which was founded in 1926. ICI de-merged three of its businesses (Pharmaceuticals, Agrochemicals and Specialties) to form a separate pharmaceutical company, Zeneca, in 1993. Headquartered in London, Zeneca was a major international bioscience group engaged in the research and development of medicines

with a focus on oncology, cardiovascular, central nervous system, respiratory and anesthesia.

Together, the two companies merged in 1999 with similar strong science-based cultures, as well as a shared vision of the pharmaceutical industry. Today, AstraZeneca PLC employs over 66,000 people with sales in over 100 countries and a 2008 global R&D spend of over \$5 billion.

As the second largest branded ethical pharmaceutical company in Canada based on sales, AstraZeneca Canada employs more than 1,050 people across the country with our national headquarters based in Mississauga.

How would you describe your leadership style?

I have a very team-oriented approach to leadership. Simply put, I believe that when people are brought together to form a tight-knit team, a greater sense of purpose and energy emerges. They can break through the most difficult of challenges, deliver better customer experiences and drive business results. Ultimately, there's no limit to what a highly engaged and focused team can achieve.

I also take a very consultative approach. I believe that the best thinking comes from listening to a variety of perspectives and points of view—that really no one person has a monopoly on ideas or innovation. By taking the time to look beyond our own thoughts and really listen, we can gain incredible insights and knowledge that in turn can lead to more customer-focused business solutions that ultimately better serve our patients.

Can you please speak to the recent acquisition of MedImmune and what this means to AstraZeneca?

Building on our 2006 acquisition of Cambridge Antibodies Technologies (CAT), the acquisition of MedImmune was a transformational event for AstraZeneca. Both partnerships build on our intention to create a fully integrated biologics and vaccines business as well as enhance our R&D science base through which we will deliver a greater number of new products to patients.

As one of the ten largest biotechnology companies in the world, MedImmune's portfolio compliments our existing therapeutic area strengths in oncology, infection and inflammation while offering critical new capabilities in discovery, development and commercialization. MedImmune also strengthens our externalization position by making us a compelling partner for future opportunities, addressing novel drug targets through small molecules, biologics and, for the first time, vaccines.

"Two minutes with Mark Jones"

7. Is there anything you won't eat?

Oysters because I am allergic and garlic because I get heartburn.

8. What is your favourite sport? To participate in? To watch?

Rugby.

9. Is there anything you can't live without?

There is a depressing long list of things I can't live without!

10. What would be your ideal vacation?

Two weeks on my boat, sailing around the Thousand Islands.

11. What is the last book you read?

The story of *John Lennon: The Life* by Philip Norman.

12. What is your favourite movie/TV show?

My favourite movie is *One Flew Over the Cuckoo's Nest* and my favourite TV show is *House*.

13. What is the best advice you've ever been given?

To follow fun because then you will be good at what you do and can make a difference.

14. If you could spend a day with anyone (dead or alive), who would you choose and why?

I would spend the day with Barack Obama as he establishes himself in his Presidency. If Barack were too busy, I would spend the day with Winston Churchill during the Second World War.



AstraZeneca Canada Mississauga Head Office.

A few years ago, we set a global goal that one in four of our candidate drugs would come from biologics by 2010. With the acquisition of MedImmune and CAT, we already have biologics accounting for more than 25% of our candidate drugs.

What are some of the key business objectives and priorities at AstraZeneca?

As we focus on continuing to strengthen our R&D pipeline, including improving the speed and quality of our R&D, we recognize there is exceptional science both inside and outside of AstraZeneca. Enhancing our capabilities and broadening our scientific base through partnerships with universities, biopharmaceutical and other companies will be critical to our success.

For example, due to the acquisition of MedImmune we are now a clear leader in biologics among our industry peers and we're determined to maximize the value of our biologics business to patients by continuing to build a major presence in this fast-growing sector. Strengthening our R&D allows us to never lose site of one of our key goals—"making the most meaningful difference to patient health through great medicines."

Another central priority for us is continuing to make important strides in developing and embedding a more customer-centric mindset across AstraZeneca. We're seeking to connect even more strongly with doctors, patients and other customers, so that they are at the forefront of our decision-making processes and we interact with them in a manner that is mutually beneficial.

Across the country, we continue to work with physician and patient groups, the biopharmaceutical industry and the federal and provincial governments. AstraZeneca Canada is focused on creating a more favourable biopharmaceutical environment—one that puts patients first, delivers savings to the broader healthcare system and facilitates growth for the high technology biopharmaceutical industry.

What are some of the key new products in your pipeline you expect to market in the next few years?

The past two years we've focused significant efforts on strengthening our R&D pipeline and are now seeing some very exciting results. AstraZeneca's pipeline now includes a total of 144 projects with 98 in the clinical phases of development. Of particular note, there are 10 projects currently in late stages of development, either in Phase III or under regulatory review. Let me give you a few examples:

We are excited about the prospects for Brilinta™ (ticagrelor), a novel reversible oral antiplatelet agent and PN400 a medicine for the management of pain, which might be an alternative for patients currently taking a Non-Steroidal Anti-Inflammatory (NSAID) or a Cox II Inhibitor. We also anticipate introducing Recentin™ (cediranib) for the treatment of advanced stage colorectal cancer and a type of brain tumour called glioblastoma multiforme, the most common and aggressive type of brain tumour.

New treatments for Type 2 diabetes are urgently needed, as the disease affects more than 240 million people worldwide and can lead to stroke, heart and blood vessel disease and kidney failure, among other complications. With such a significant unmet patient need, we're excited about Onglyza™ (saxagliptin) as a treatment for Type 2 diabetes that is presently being reviewed by Health

Canada and the US FDA and forms part of a long-term collaboration with Bristol-Myers Squibb (BMS) in the field of diabetes. As part of the BMS collaboration, we are also developing a novel agent, dapagliflozin, which selectively inhibits SGLT2 in the kidney and may form part of a new generation of medicines for diabetes.

Can you please speak to AstraZeneca's specific position on future mergers and acquisitions?

As we continue to focus on our pipeline, globally we've indicated that large mergers are not part of our overall corporate strategy. While many companies are taking this approach, AstraZeneca remains focused on continuing to explore opportunities for business and scientific partnerships and collaborations that will enable us to grow our pipeline.

For example, we've recently entered into a number of partnerships with leading academic institutions focused on discovery and early-stage research which gives researchers at AstraZeneca the opportunity to work with expert scientists in core disease areas. AstraZeneca and Columbia University Medical Centre recently announced a strategic research collaboration in neurosciences focused on new approaches to treat depression and anxiety. Scientific partnerships like this provide access to world-class expertise and allow us to explore potential new ways to help patients suffering from these diseases.

An important example of business collaboration in action is our global and local work, which I referred to earlier, with BMS, to research, develop and commercialize Type 2 diabetes drug Onglyza™ (saxagliptin). AstraZeneca is also partnering with Swedish biotech, Cellartis AB, to develop improved safety screening technologies for candidate drugs using human embryonic stem cell liver and heart muscle cells.

More locally, in 2008 AstraZeneca Canada partnered with the Quebec Ministry of Economic Development, Innovation and Export Trade (MDEIE), Pfizer Canada and Merck Frosst Canada, to announce the creation of the Québec Consortium for Drug Discovery. We are extremely proud to be a part of the Consortium, which is dedicated to bringing various stakeholders and scientists from industry, university, hospital and government circles together to accelerate the discovery, development and commercialization of safer and more effective drugs.



Tony Zook, President and CEO of AstraZeneca's US Business and President of MedImmune, and David Brennan, AstraZeneca's global Chief Executive Officer, engage in dialogue with AstraZeneca Canada employees during a 2008 visit.

What are the major issues you see impacting the industry?

The market environment continues to be more challenging for the biopharmaceutical industry in Canada—with increasing pricing challenges, patent expirations, stronger generic competition and growing pressure to both attain and retain market access for drugs.

However, intellectual property (IP) protection and patient access to medications are perhaps two of the most pressing issues to our industry. Research and discovery are foundational to our work, helping to ensure the development of important new medical advances that both save lives and improve the quality of life for patients. This industry is fundamentally built on innovation and without strong IP regulations, innovation will not thrive and attracting global R&D investments to Canada will become even more challenging. For Canada to attract our fair share of R&D, the IP regime needs to be competitive. Currently, Canada is the only G7 country that does not provide any patent term restoration or extension to compensate for lost patent life caused by the regulatory approval process.

Despite all the advances in medicine, there remain huge unmet patient needs today. How can we develop cost-effective ways to treat diabetes for millions of patients around the world? There is so much opportunity remaining for great products to do good and so many patients out there waiting for our help. However, funding systems for healthcare are under stress and there is growing pressure from payers to see drugs that are not only efficacious and innovative, but also affordable. We need to find a way to partner with payers and patients to ensure access to the best medicines. Medicines are hugely efficient in the delivery of healthcare compared to many other areas of the healthcare system, but as an industry we need to also do a better job at demonstrating the value of medicines, both from a patient and pharmacoeconomic perspective.

Can you please speak to the importance of employee engagement at AstraZeneca Canada?

At AstraZeneca Canada, our employees are our most valuable asset. Indeed, our ongoing success as a company is based greatly on our people and the passion we have for improving the lives of patients and giving back to our communities.

I believe a real focus across our organization on creating an environment where we can all excel, ensures that employees are engaged, enjoy a good work life balance and realize their full development potential. Indeed, AstraZeneca's recent ranking as one of the 50 Best Employers in Canada in the Globe and Mail, Report on Business (R.O.B.) survey, really speaks to the great environment and culture we've created.

I also think AstraZeneca has a strong values-based culture where people enjoy coming to work. Our values such as honesty, integrity, diversity and openness are central to the ways we work together and interact with our customers. Finally, our commitment to setting the pace for ethical standards and being a responsible business in Canada instills great pride in all of us. **CPM**

Greg Rice Appointed Euro RSCG Life's New Managing Director

Euro RSCG Life is pleased to announce the promotion of Greg Rice to the position of Managing Director. Greg brings with him a career spanning 15 years in Pharma that began in retail and hospital pharmacy. Greg's passion for marketing, particularly the art of taking a complex medical story and distilling it down to a simple, memorable message, has guided his career. From pharmacy Greg moved into a number of roles at Eli Lilly including Sales, CHE, Marketing and New Product Planning. Greg moved next to Euro RSCG Life, where he moved through the ranks, from Account Director to VP of Client Services.

His approach as Managing Director is centred on a "culture of ideas." It's a philosophy that has taken root quickly at Euro – a fully integrated agency structured to fostering the kind of collaboration that produces original ideas. And it's the type of thinking that has made Euro RSCG Life one of the leading healthcare agencies in Canada and around the world.

