

# Leadership in Immunology through Innovation, Global Execution, and Patient Support

Perry Sternberg, Head US Commercial



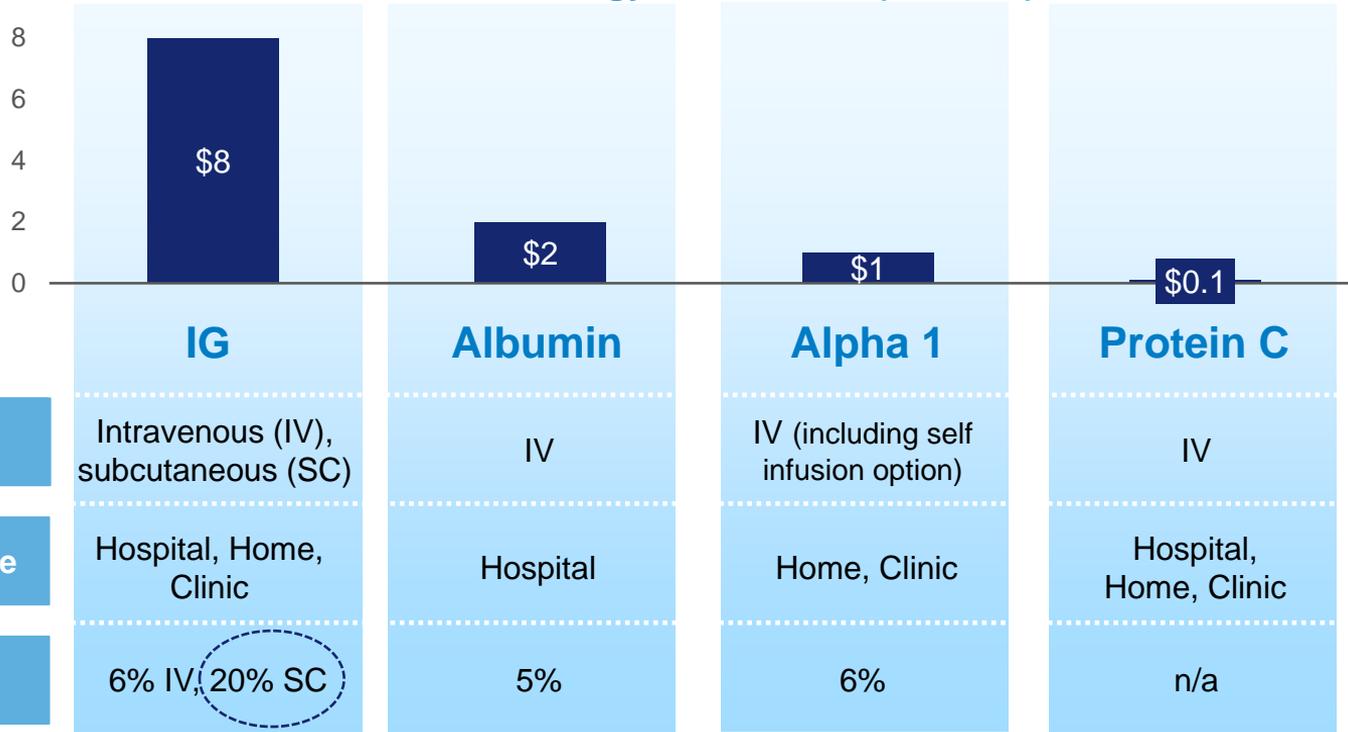
# Shire is well positioned for further growth in Immunology

- **Global immunology market is \$11B and growing at +6-8% annually**
  - Majority of the market is immunoglobulins (IG)
  - Three large global players: CSL, Grifols, and Shire, each with more than 20% market share
  - IG market growth is driven by aging population, increasing diagnosis, new products and shifts in the point of care
- **Shire's Immunology business is ~\$2B and growing in line with the market**
  - Broad portfolio, particularly in fast growing subcutaneous IG (SCIG)
  - HyQvia recently launched and Cuvitru launching
- **Shire is well positioned to drive further growth**
  - Leverage Shire's commercial effectiveness capabilities
  - Serially innovate, including six programs outside IG
  - Expand patient services offering



# Immunology market is \$11B and growing at 6-8%, expected to be \$15B by 2020

2015 immunology market size (USD \$B)



**Delivery**

Intravenous (IV), subcutaneous (SC)

**Site of Care**

Hospital, Home, Clinic

**Growth**

6% IV, 20% SC

IV

Hospital

5%

IV (including self infusion option)

Home, Clinic

6%

IV

Hospital, Home, Clinic

n/a

**Growth drivers**

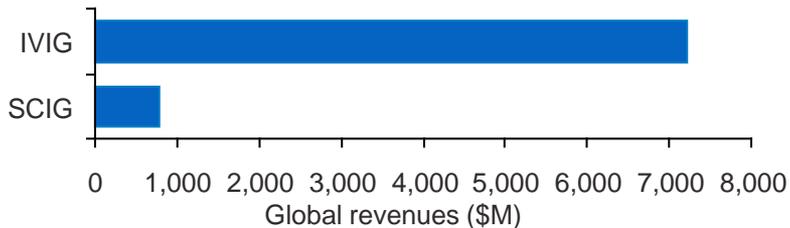
- Aging population
- Increasing diagnosis
- New product launches
- Shift in the care setting from hospital to home care



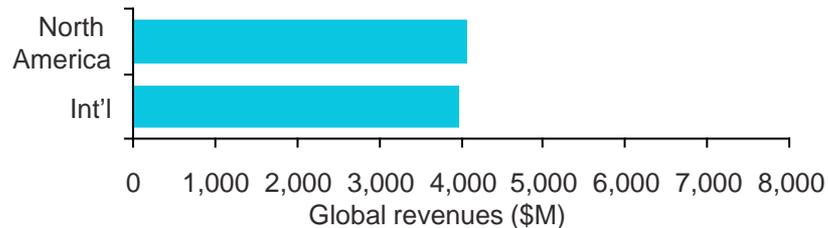
Source: MRB Worldwide; Includes total market data for all the above plasma products, including competitor data. Excludes non-immunology plasma, non-profits and companies selling mainly in closed markets; growth rates from 2014 MRB report

# IG market grows globally, has multiple indications and shifts towards home care

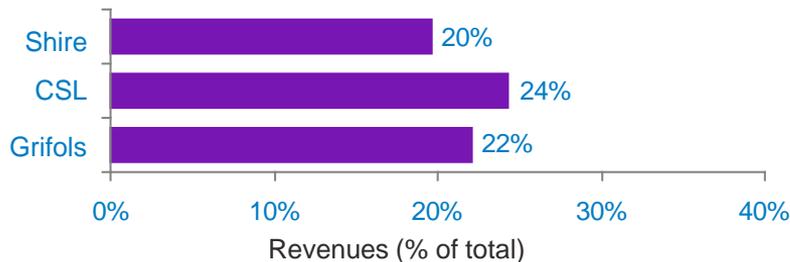
### ROUTE OF ADMINISTRATION



### GEOGRAPHY



### IMMUNOGLOBULIN MARKET SHARE<sup>1</sup>



# IG, the largest component of the market, is used to treat multiple conditions and is used across specialties

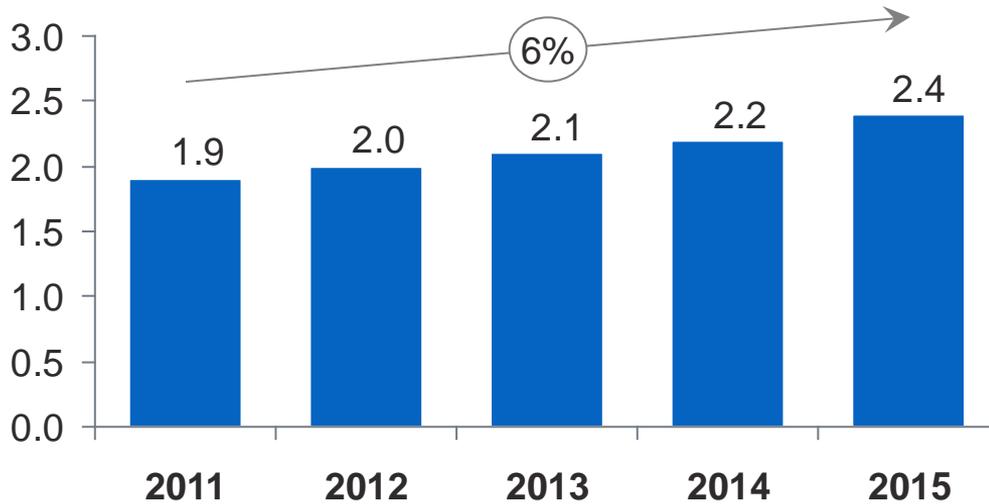
	<i>Immunoglobulin</i>			
	<span style="border: 1px dashed black; padding: 2px;">Shire's leading indication</span>			
	PI	CIDP	MMN	Other
Indication	Primary immunodeficiency	Chronic inflammatory demyelinating polyneuropathy	Multifocal motor neuropathy	Other Approved & Evidence based
Therapeutic area	Immunology	Neurology	Neurology	Multiple
Primary physician	Immunologist	Neurologist	Neurologist	Multiple
Age groups	Various	Middle age to older adults	Middle age to older adults	Various
Contribution (grams)	27%	19%	4%	50%



\* Select examples, approvals vary by country, see local package insert

# Our \$2B immunology franchise has grown in-line with the market

Shire immunology  
revenues (USD \$B)



## Geographical split

 US: ~70%

 International: ~30%

## Growing presence in SCIG

SCIG growth 2013-2015: >25%

Driven by launch of HyQvia

# Shire has one of the broadest portfolios approved for self-infusion, allowing physicians to tailor patient treatment

	IGIV	Self infusion available			A-1 IV	Other fractions <sup>1</sup>
		SCIG Weekly	SCIG Monthly	A-1 IV		
Shire	  	  				  <b>BUMINATE</b>
CSL	✓	✓			✓	✓
GRIFOLS	✓	✓			✓	✓
Other	✓	✓			✓	✓

# We expect to deliver our growth through three pillars

**Commercial  
Excellence**

**Continued  
Innovation**

**Patient  
Services**

# Our commercial execution is underscored by winning products and proven global success

Address needs with differentiated products

Build global foothold



Segmentation & targeting



Differentiated products



New indications



Patient services



Clear messaging & marketing



Reliable & high quality plasma



State-of-the-art manufacturing



International presence

For example: SCIG

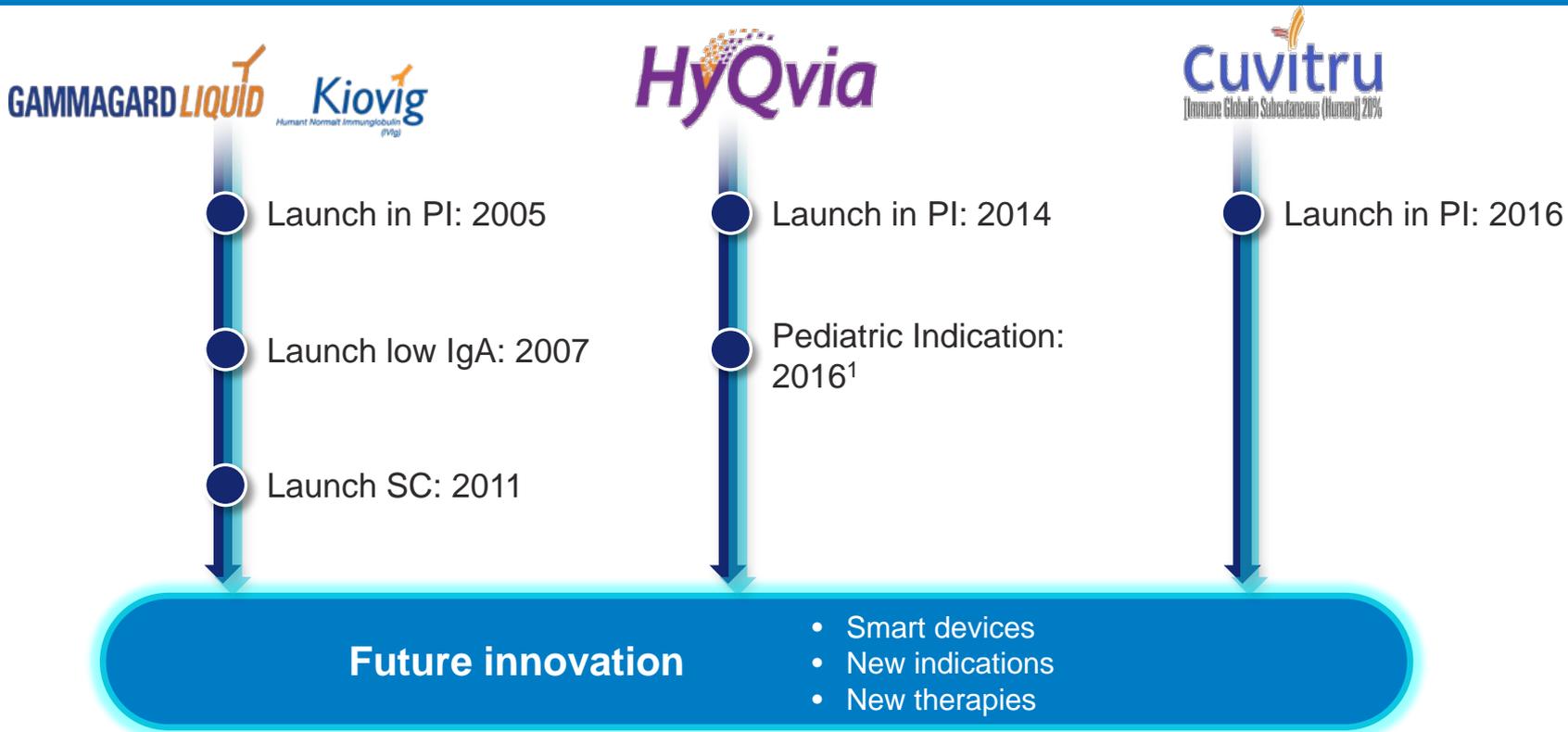
*HyQvia*

Only SCIG with option for monthly infusion on market

*Cuvitru*

Expanding our SCIG platform with 20% concentration

# We have a history of serial-innovation in developing novel treatments



# Shire is positioned to lever our existing capabilities to grow this business and expand our leadership position

**xiidra**

## Ophthalmology

Leveraging expertise with Xiidra in dry eye disease

**CINRYZE**  
C1 esterase inhibitor (human)

## Blood disorders

Leveraging expertise with Cinryze in hereditary angioedema

**CINRYZE**  
C1 esterase inhibitor (human)

## Transplant

Cinryze targeting AB mediated rejection; maribavir targeting CMV infection

**HyQvia**

## Neurology

IG therapies targeting new indications in CIDP

**Glassia**

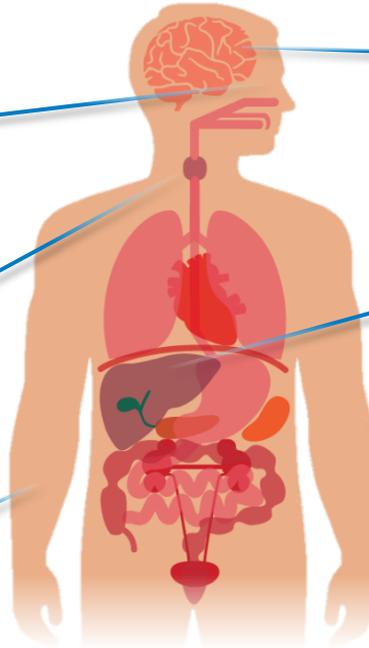
## Transplant

Glassia targeting new GvHd indication

**Shire**

## Rheumatology

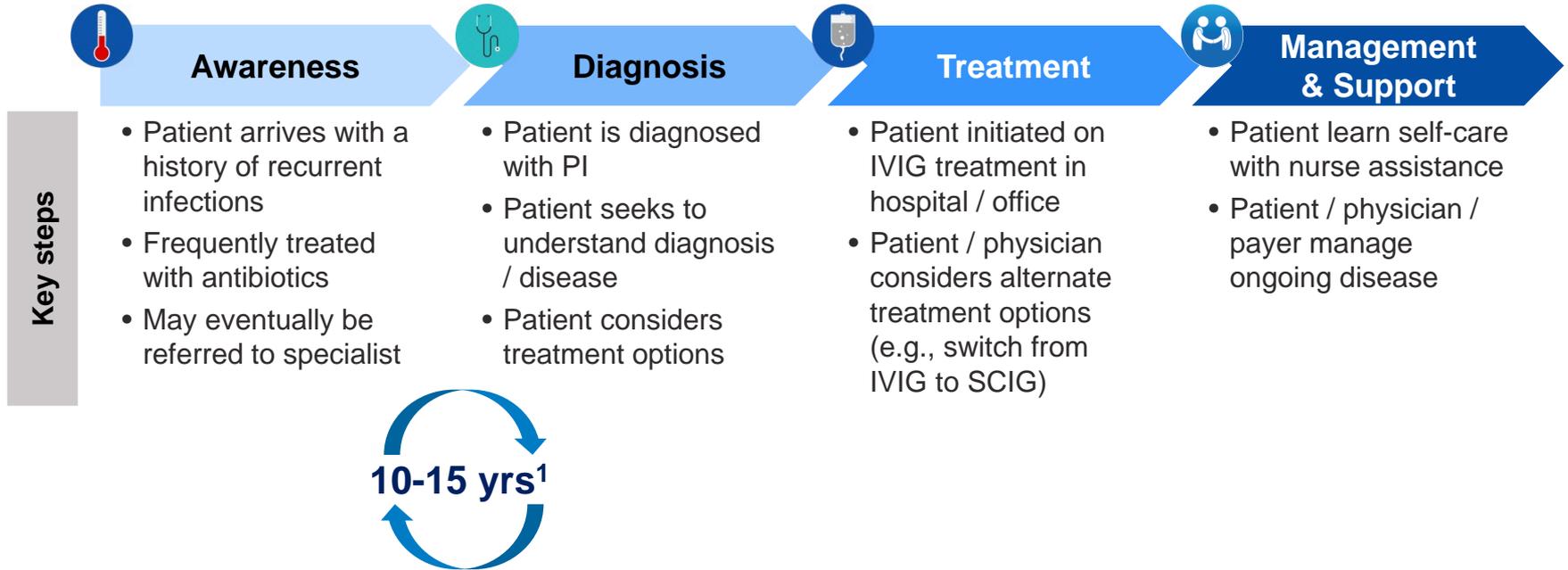
SHP652 targeting Systemic Lupus Erythematosus



We are expanding beyond plasma into monoclonal antibodies (MAbs)

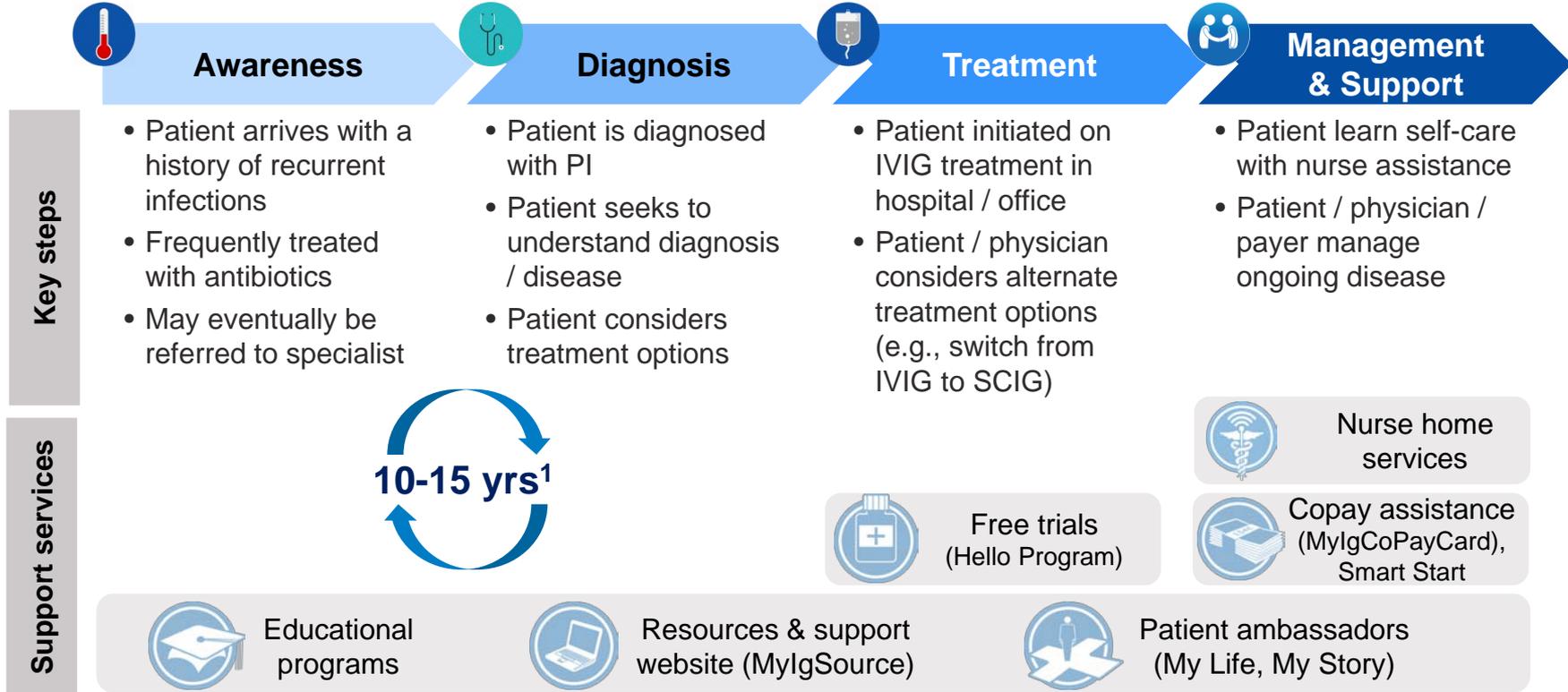
# Understanding their journey enables us to provide better support for our patients

*Example patient journey for PI*



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1. 12.4 years on average from the time symptoms begin. 2007 Immune Deficiency Foundation Survey

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Thank you!

