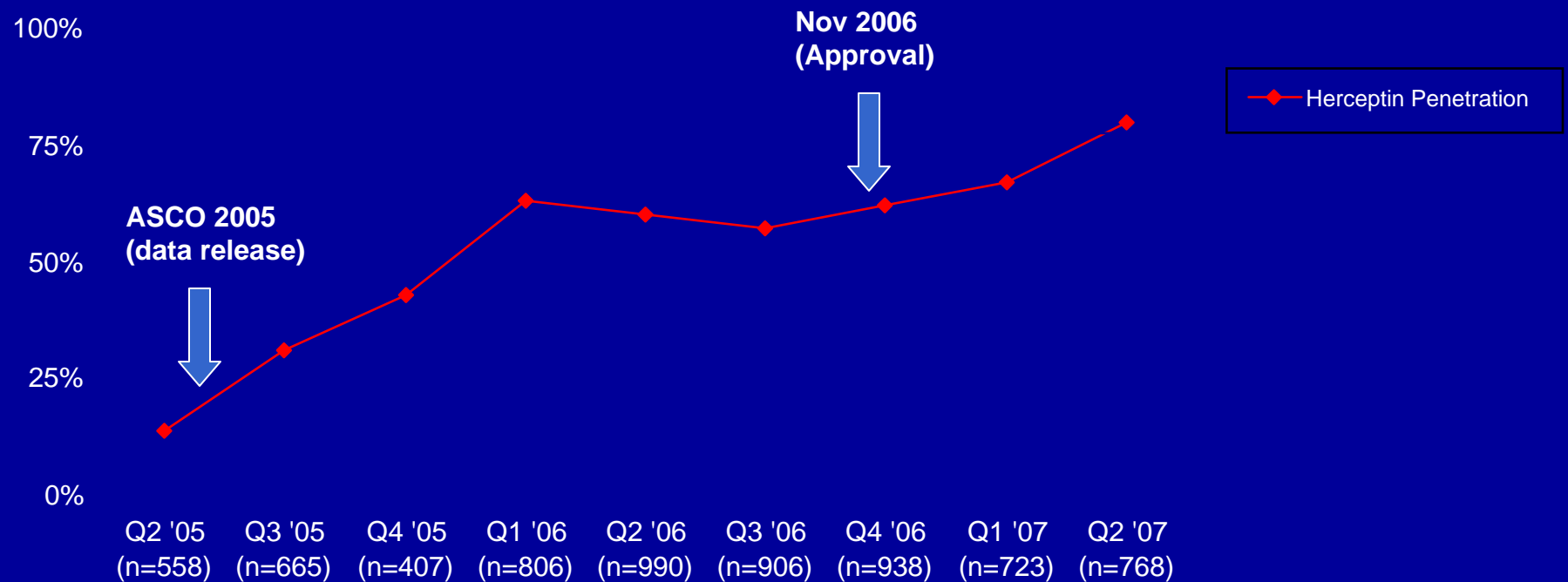


# Treatment Regimens of HER2+ Adjuvant Patients (Actuals)



# When did Avastin become effective?

## Selected Events in the Four Year Evolution of one Finding

- February 26, 2004 FDA's initial approval of Avastin in colon cancer
- February 1, 2005 the Journal of Clinical Oncology publishes a randomized phase III trial of Avastin in previously treated metastatic breast cancer showing significant increase in response rates
- June 22, 2005 the Journal of the American Medical Association publishes an editorial "Monoclonal Antibody Therapies Shine in Breast Cancer Clinical Trials"
- May 7, 2006 at the 5th European Breast Cancer Conference, data shows that patients with recurrent or metastatic breast cancer have a significantly greater response and longer duration of response when treated with a combination of Avastin and paclitaxel compared with those allocated only paclitaxel
- December 27, 2007 the New England Journal of Medicine publishes a large, randomized phase III study that finds that patients given paclitaxel plus Avastin show significantly prolonged progression-free survival as compared with those getting paclitaxel alone (median, 11.8 vs. 5.9 months; hazard ratio for progression, 0.60;  $P < 0.001$ ) -- Oncologists applaud when the results are unveiled at a major medical meeting
- February 22, 2008, Genentech receives a conditioned approval for Avastin as a treatment for late-stage breast cancer after its advisory committee votes to deny the approval

# When did Eloxatin become effective?

## Selected Events in the Ten Year Evolution of one Finding

- April 1996 Eloxitan received approval in France for the second-line treatment of metastatic colon cancer
- January 9, 1998 a study in the Annals of Oncology shows that Eloxatin is an active agent in first-line chemotherapy for advanced colorectal cancer
- July 1999 Eloxitan was approved for the first-line treatment indication in major European countries, through the mutual recognition procedure, France being the Reference Member State
- August 18, 2000 the Journal of Clinical Oncology publishes results showing that Eloxatin added to a standard chemo regimen was beneficial as first-line therapy in advanced colon cancer, demonstrating a prolonged progression-free survival with acceptable tolerability and maintenance of quality of life
- June 1, 2003 Efficacy results of the MOSAIC (Multicenter International Study of Oxaliplatin/5FU-LV in the Adjuvant Treatment of Colon Cancer) trial were presented at the 39th annual meeting of the American Society of Clinical Oncology (ASCO) showing that the addition of Eloxatin to the current standard of post-operative (adjuvant) chemotherapy for colon cancer reduces the risk of recurrence by 23% in patients who have undergone surgery for their primary tumor – “Oxaliplatin is the first agent which, in combination with 5-FU and leucovorin shows a significant benefit over the current standard treatment in adjuvant colon cancer”
- December 2003 Eloxatin successfully completed a Mutual Recognition Procedure in Europe in December 2003, which allowed the product to be indicated for the indication: “treatment of metastatic colorectal cancer in combination with 5-fluorouracil and folinic acid” (ie, in first- and second-line treatment).
- January 31, 2005 the FDA approves Eloxatin for use in combination with infusional 5-fluorouracil and leucovorin for the initial treatment of advanced colorectal cancer
- March 9, 2006 the FDA approves Eloxatin for a broader range of earlier tumors