

# Bioeconomic Development in Georgia

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V.P. & General Manager, CNS

UCB, Inc.



Lou, living with epilepsy



# About UCB, Inc.

- ▶ 1928: Union Chimique Belge established in Brussels
  - Original focus on industrial chemicals & a small pharmaceutical division
- ▶ Key Discoveries:
  - 1950's – Atarax; one of world's first tranquilizers
  - 1970's – Nootropil; memory and balance disorders
  - 1980's – Zyrtec; allergies
  - 1990's – Keppra; epilepsy  
Xyzal; allergies



# About UCB, Inc.

- ▶ 2004: Acquired Celltech - Entry into biotechnology
  - CIMZIA
    - Crohn's Disease (filed)
    - Rheumatoid Arthritis (Phase III)
    - Psoriasis (Phase III)
  - CDP 323
    - Multiple Sclerosis (Phase II)
  - CDP 791
    - Non Small-Cell Lung Cancer (Phase II)



# About UCB, Inc.

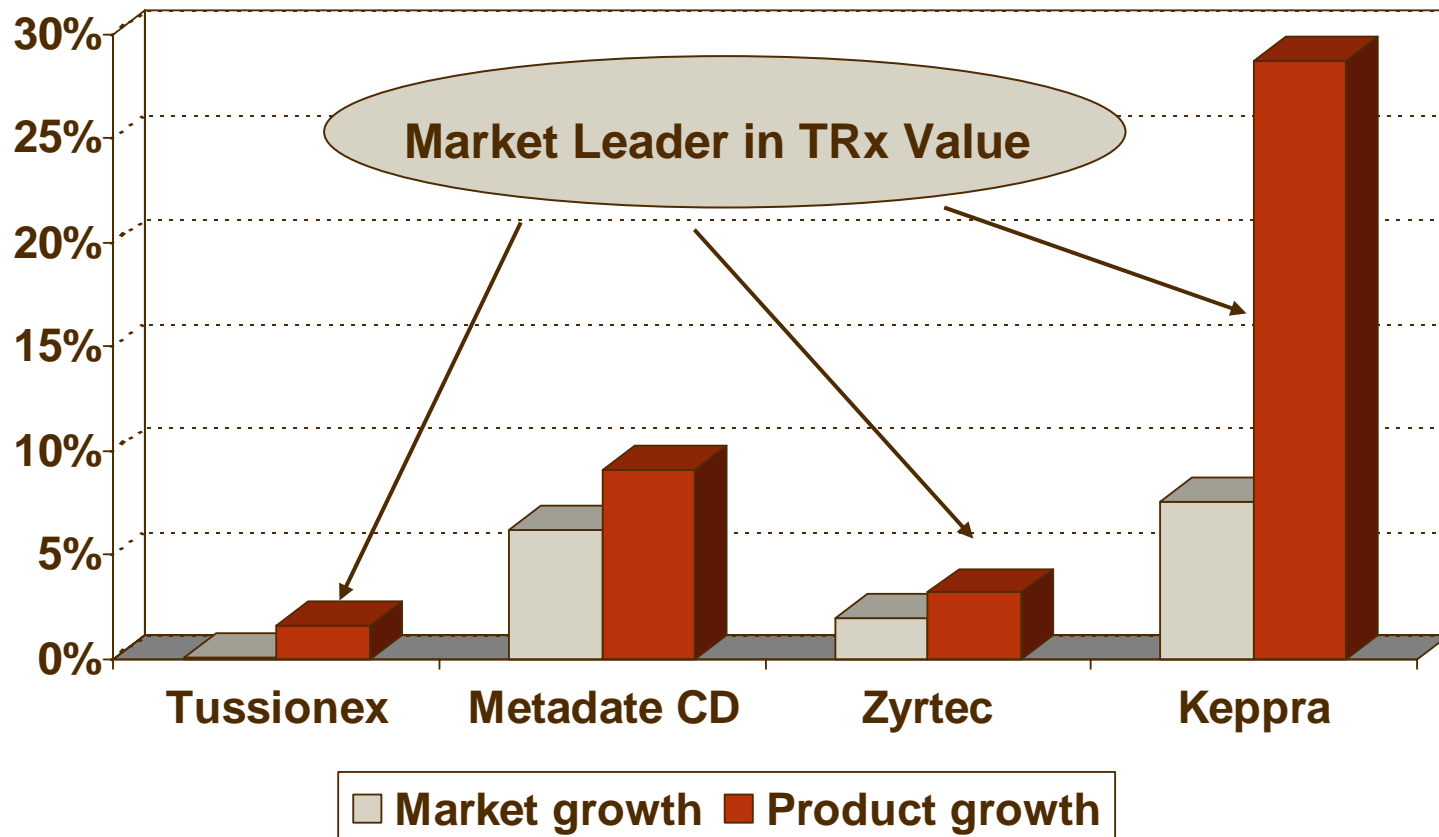
## ▶ 2006: Acquired Schwarz Pharma

- Neupro
  - Parkinson's Disease (approved early stage PD)
  - Restless Legs Syndrome (Filed)
- Lacosamide
  - Epilepsy (Filed)
  - Diabetic Neuropathic Pain (Filed)
- Fesoterodine
  - Overactive Bladder (Filed)



# Current Market Leadership

Growth = YTD Growth '07 over '06 based on Sep. 21 Weekly Report



# UCB's current impact on Georgia's life sciences sector

- ▶ UCB employs 565 people in Georgia
- ▶ 2007 U.S. revenues projected to exceed \$2 billion
- ▶ Key areas:
  - Clinical Development
  - Regulatory & Medical Affairs
  - Commercial Operations



# UCB's Primary Focus

- ▶ Severe disease in three therapeutic areas:
  - Central Nervous System
  - Inflammation
  - Oncology
- ▶ UCB operates in more than 40 countries and employs over 8,500 people worldwide
  - 2006 revenues of \$4.5 billion



# What is working in Georgia to foster industry growth and why is it working?

- ▶ The presence of CDC attracts talent and research efforts
- ▶ Excellent medical centers and research scientists in Atlanta, Augusta, and Athens
- ▶ Strong infrastructure
  - Hartsfield-Jackson
- ▶ Affordable living
- ▶ High diversity

# What is prohibiting the growth of life sciences?

- ▶ Lack of investment money within Georgia
- ▶ Lack of identity of Georgia's biomedical research in comparison to competing markets
- ▶ Need for greater investment in educational system
- ▶ Lack of overall branding of Georgia's commitment to life sciences

# UCB's role in the life sciences industry

**To be the Next Generation Biopharma Leader through scientific and technological advances have created a new opportunity to address the complex interconnections of severe diseases much more effectively.**



# Recommendations for improving growth in the life sciences sector

- ▶ Successfully brand Georgia's efforts
- ▶ Improve tax laws that reward intellectual R&D
- ▶ Continue to address education
- ▶ Provide financial support for start up companies
- ▶ Support incubators at Ga Tech and MCG
- ▶ Encourage industry/academic/state collaborations
- ▶ Emphasize Georgia's high quality of life

# Estimate of investments required to make Georgia competitive

- ▶ Development costs per drug can reach \$800 million
- ▶ Typical cost to fund biotech start up: \$20-50M
- ▶ Investments of \$200 million to \$1 billion required to fund 10 start ups over 3-5 years
- ▶ Larger tax incentives for existing companies to further investments in Georgia

# What should Georgia do to prepare for BIO 2009?

- ▶ Utilize strong branding capabilities within Georgia
  - 1996 Olympic Games
  - Annual Peachtree Road Race
  - Corporate HQ for global companies: Coca-Cola, Home Depot, UPS, Delta
  
- ▶ Begin the BIO 2009 branding process now!