

# Meet AZN management: ASCO 2019

## Breakout 1: sales and marketing

Dave Fredrickson, Executive Vice President, Oncology Business Unit  
Greg Rossi, Vice President, *Lynparza* franchise and Market Access

3 June 2019



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**AstraZeneca's commercial strategy in Oncology: providing the right treatment, for the right patient, at the right time, in the key franchises**

**Focused franchises**



Lung cancer  
*Lynparza/DDR*<sup>1</sup>  
HER2<sup>2</sup>  
Haematology

**Global presence**

**US**  
81% sales growth



**EU**  
34% sales growth

**Japan**  
#2 oncology company

**China**  
#2 oncology company<sup>3</sup>

1. DNA damage response. 2. Human epidermal growth factor receptor 2.  
3. Includes multinational and domestic companies. Sales growth at constant exchange rates and for Q1 2019.

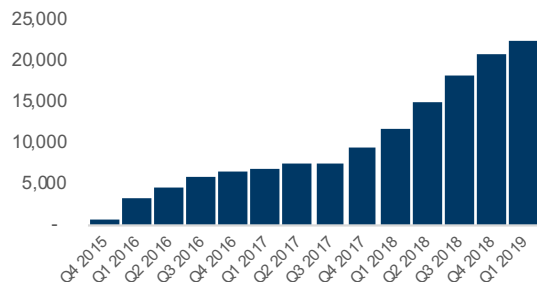


# Lung cancer: *Tagrisso*

## Worldwide 1st-line rollout underway following strong initial launches

### Underlying demand continues in the US

- 1st-line EGFRm<sup>1</sup> new-patient starts currently at >60%
- Plans underway to increase EGFRm testing rates
- Quarterly total prescriptions volume continues to increase



### Asian patients are especially in focus due to higher prevalence of the EGFR mutation

**Western patients**  
~10-15% EGFRm



**Asian patients**  
~35-40% EGFRm

- **US**  
>2/3 of sales in 1st line
- **Japan**  
~2/3 of sales in 1st line
- **Europe**  
<1/2 of sales in 1st line  
Reimbursement underway;  
~10 countries so far
- **China**  
NRDL<sup>2</sup> in 2nd-line use ensures broader access, growth; 1st-line regulatory decision in mid 2019

Anticipated overall survival data readout in H2 2019

1. Epidermal growth factor receptor, mutated.  
Source: internal specialty pharmacy and specialty distributor data.

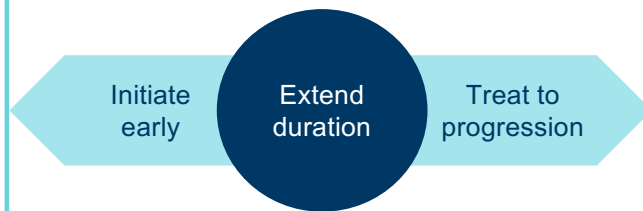
2. National Reimbursement Drug List.



# Lung cancer: *Imfinzi*

## US market uptake strong; greater opportunity worldwide

### Initiatives to further increase benefits to patients in the US



- Emphasise use of *Imfinzi* immediately following cCRT<sup>1</sup> for curative intent
- Increase HCP<sup>2</sup> education for use of 52 weeks treatment to achieve full clinical benefit

**OS<sup>3</sup> label anticipated in H2 2019**

### More patient need ex-US; EU reimbursement ongoing



only ~1/5 of sales are ex-US

Compared to around half for *Lynparza*

- **Japan**  
12% of sales
- **Europe**  
8% of sales  
Reimbursement in France and Germany



but ~4/5 of potential patients are ex-US

- **Europe, cont.**  
UK, Italy and Spain reimbursement underway
- **China**  
Regulatory decision in H2 2019

1. Concurrent chemo-radiation therapy.  
2. Healthcare practitioner.  
3. Overall survival.



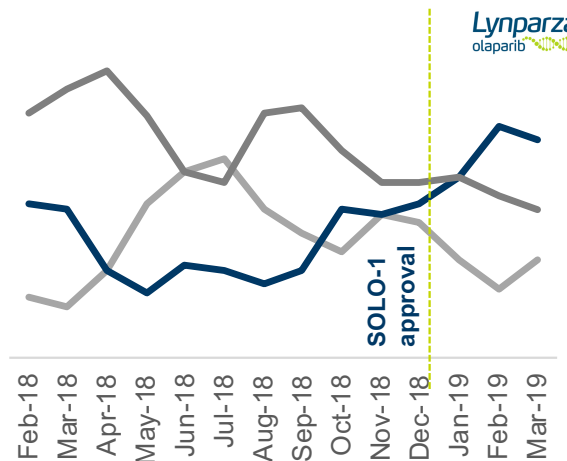
# Lynparza

## Continuing success in a competitive market

### Cementing leadership in ovarian cancer

<b>GY004/GY005</b> Combo w/cediranib PSR <sup>1</sup> and PRR <sup>2</sup> in 'all comers'
<b>PAOLA-1</b> Combo w/bevacizumab 1st-line maintenance PSR 'all comers'
<b>SOLO-1</b> 1st-line maintenance PSR: only PARPi <sup>3</sup> with 1st-line data
<b>SOLO-2/Study 19</b> PSR maintenance: class leader in 2nd line, with broad label
<b>SOLO3</b> First PARPi to show efficacy vs. chemotherapy

### SOLO-1 data boosting US 2nd-line maintenance starts



### Lynparza moving fast beyond ovarian cancer

~80%

US market share of BRCAm<sup>4</sup> breast cancer

#### News flow

- Pancreatic cancer  
Regulatory submission (H2 2019)
- Prostate cancer, data readouts  
Phase III PROfound (H2 2019)  
Phase III PROpel (2020+)
- Adjuvant breast cancer  
Data readout (2020+)

1. Platinum sensitive recurrent.  
 2. Platinum relapsed recurrent.  
 3. Poly ADP-ribose polymerase inhibitor.

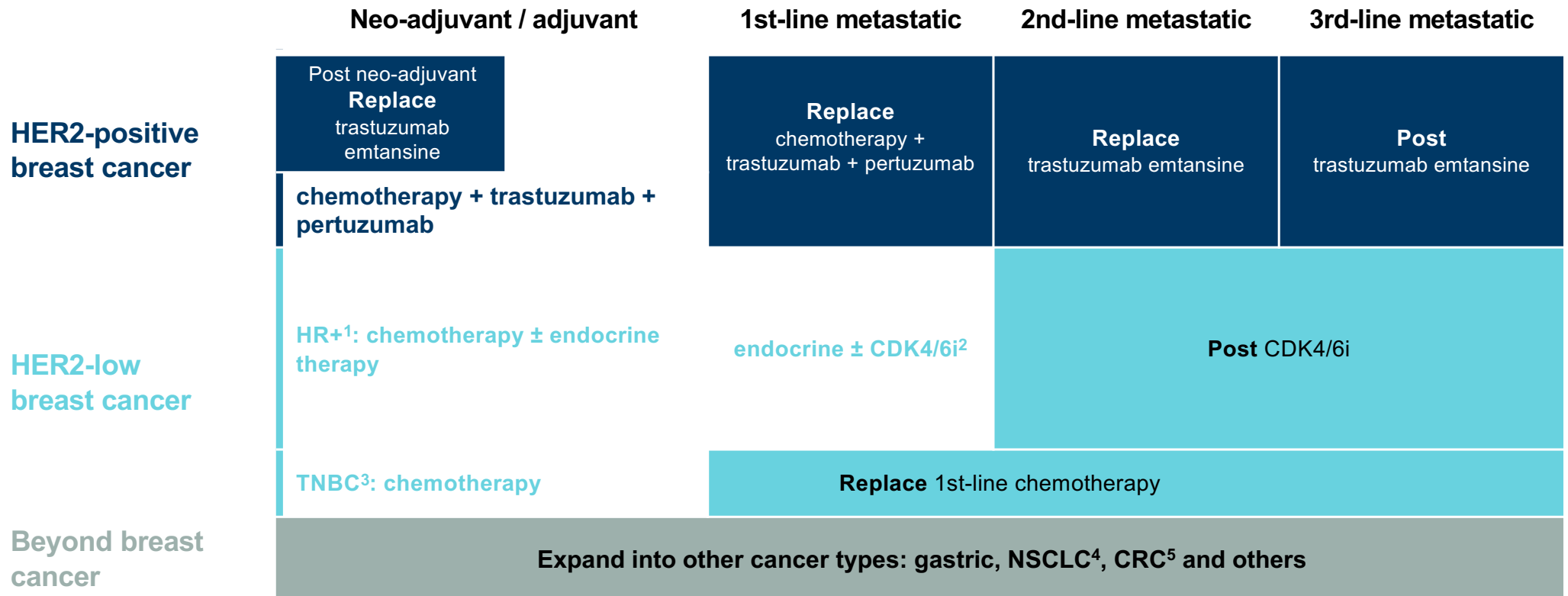
Source: Flatiron Health, 3-month rolling data; sample has low numbers.

4. Breast cancer gene, mutated.



# Trastuzumab deruxtecan in breast cancer and beyond

## Opportunities across treatment settings in breast cancer



1. Hormone-receptor positive 2. Cyclin-dependent kinase 4/6 inhibitor 3. Triple-negative breast cancer 4. Non-small cell lung cancer 5. Colorectal cancer.



# Haematology

## Calquence Phase III data readout in CLL<sup>1</sup> provides momentum

**\$94m**

worldwide *Calquence* sales since launch

**11,000**

patients in relapsed/refractory CLL, US and EU5<sup>2</sup>

**17,000**

patients in front-line CLL, US and EU5

### Key data readouts and milestones

Trial/milestone	Phase	Status
ACE-CL-309 ASCEND in relapsed/refractory CLL	III	Positive top-line results announced
ACE-CL-007 ELEVATE-TN in previously-untreated CLL	III	Data anticipated H2 2019
<i>Calquence</i> regulatory submissions in CLL	-	Anticipated H2 2019
ACE-CL-006 ELEVATE-RR in relapsed/refractory high-risk CLL	III	Data anticipated 2020+
ACE CL-311 in previously-untreated CLL (w/venetoclax)	III	Data anticipated 2020+

**Commercial capabilities established in MCL<sup>3</sup> a solid base for the launch in CLL**

1. Chronic lymphocytic leukaemia.

2. EU5 defined as France, Germany, Italy, Spain and UK.  
Source: company-published sales and epidemiology data.

3. Mantle cell lymphoma.





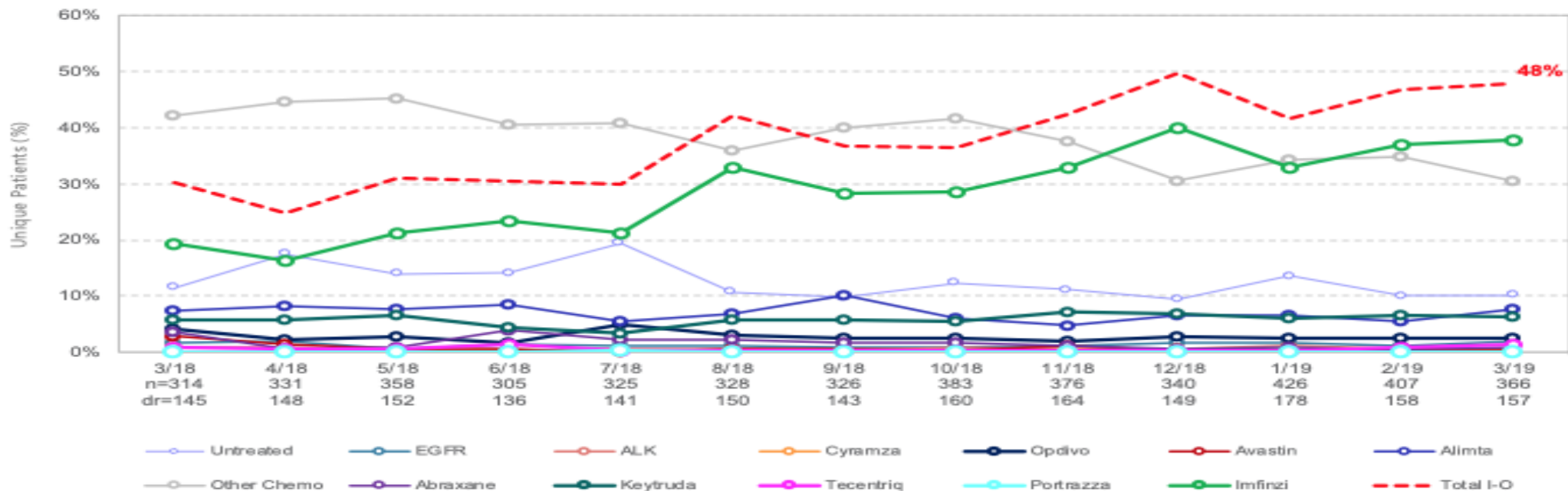
Q&A



# Market Share - Stage 3 NSCLC

BRANDIMPACT

## Stage 3 NSCLC



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