2011 BIO CEO & Investor Conference - Program

Opening Plenary

*The New House Rules: The Future of Healthcare Policy, Healthcare Blues... and Reds*

BIO senior executives and key opinion leaders will discuss the future of healthcare policy under a new Congress.

Moderator: James C. Greenwood, Chief Executive Officer, Biotechnology Industry Organization (BIO)

Panelists:

- Senator John B. Breaux (D-LA), Former Member, Senate Finance Committee
- Honorable James O. McCrery, III (R-LA), Former Ranking Member, House Ways & Means Committee

Therapeutic Workshops

1) *Oncology: Lung Cancer - Clearing the Airways on New Treatments*

Despite the advances that have been made in the last decade in treating lung cancer, it still remains the leading cause of cancer deaths worldwide. Non-small cell lung cancer (NSCLC) is the most common form of lung cancer but given it’s incurability, the outlook is still dismal. Although, there are several currently approved drugs for the treatment of NSCLC, none of these is a cure and room for improvement upon existing treatment paradigms is vast. With a number of phase 3 drugs in the pipeline and a couple of NDAs awaiting FDA decisions, the next year should prove to be an exciting one in this field. Industry representatives and clinicians will provide their insights on the pipeline ahead for NSCLC.

Moderator: Joel Sendek, Managing Director & Senior Biotechnology Analyst, Lazard

Panelists:

- Kenneth M. Algazy, MD, Section Chief Hematology/Oncology, VA Medical Center & Clinical Professor of Medicine, University of Pennsylvania
- Rajesh Malik, MD, Chief Medical Officer, Agennix AG
- Spiro Rombotis, President & Chief Executive Officer, Cyclacel Pharmaceuticals, Inc.
- Brian Schwartz, MD, Chief Medical Officer, ArQule, Inc.

2) *Prostate Cancer: Shedding Light in Dark Places*

Progress in the prostate cancer pipeline has made leaps and bounds in the last 2 years with several late stage compounds in development and other new drugs on the market. Today prostate cancer affects 1 in 6 men during their lifetimes, and despite remarkable advances in early diagnosis and in the fundamental understanding of prostate cancer biology in the last 30 years, the disease remains a leading cause of cancer death worldwide. Targeted therapies, genetic research and combination therapies have been key to driving innovation, and the prostate cancer drug market is projected to experience $2 billion in growth through 2018. Hear from clinical-stage companies and the thought leaders in the field on new therapies in development and implications for clinical practice.

Moderator: Robyn Karnauskas, PhD, Senior Biotechnology Analyst, Deutsche Bank
3) Rheumatoid Arthritis: The Real Joint Problem

Rheumatoid Arthritis (RA) is a chronic inflammatory disease and unfortunately has an unknown origin and no known cure, thus making it extremely challenging to find adequate treatments. With over 1.3 million Americans affected by the disorder, it’s evident that new, effective treatments must become available. Current treatment paradigms call for a combination of therapies but these agents are often toxic, causing a host of other issues. Drugs in the pipeline have the potential to alter the current treatment paradigm by increasing efficacy, minimizing risks and offering the potential for oral dosing. Experts from R&D companies, advocacy groups and the clinic will convene to proffer their insight on the potential for new treatments.

Moderator: Simos Simeonidis, PhD, Managing Director, Rodman & Renshaw, LLC.

Panelists:
- Allan Gibofsy, MD, Professor of Medicine & Public Health, Weill Medical College of Cornell University
- James M. Gower, Chairman of the Board & Chief Executive Officer, Rigel Pharmaceuticals, Inc.
- John Hardin, MD, Chief Science Officer, Arthritis Foundation
- Thomas J. Schall, PhD, President & CEO, ChemoCentryx, Inc.

4) Trial & Error: Breaking Down Clinical Trial Success Rates

Countless investors and industry buffs have called for a breakdown of clinical trial success rates, and this panel will deliver that long-sought information. BIO’s Industry Analysis team has partnered with BioMedTracker to conduct a groundbreaking analysis of clinical trial success rates. Utilizing clinical trial data from the past decade, the analysis examines a treatment’s probability of success through the lenses of treatment type, phase of development and therapeutic area. Study authors from BIO and BioMedTracker will be on hand to unveil their findings and will be joined by investors, economic and regulatory professionals to discuss the study’s ramifications on valuation within the industry.

Moderator: David Strupp, Managing Director, Rodman & Renshaw, LLC

Panelists:
- Ted Buckley, PhD, Chief Economist, Bloomberg Government
- Lawrence T. Friedhoff, MD, PhD, FACP, CEO, Pharmaceutical Special Projects Group, LLC
- Michael Hay, Senior Biotechnology Analyst, Sagient Research Systems
- David Thomas, Director, Industry Research & Analysis, Biotechnology Industry Organization (BIO)

5) Psychiatry: Major Depressive Disorder - A Lifeline for the Pipeline

With over 20 million people in the US affected, Major Depressive Disorder (MDD) has commanded the attention of both pharma and biotech communities for decades. Over the course of a human life, there is a 33% chance of becoming afflicted with MDD and although a host of treatment options are available, a demand for novelty still remains. With many drugs subject to generic competition, biotech companies have flocked to develop novel treatment options that boast new mechanisms of action. It seems a lifeline is ahead in the pipeline for MDD with a number of novel phase 2/3
drugs poised for FDA approval. Industry experts and clinicians will convene to discuss what’s ahead for treating this common, but not forgotten disorder.

Moderator:  Elemer Piros, PhD, Managing Director & Senior Biotechnology Analyst, Rodman & Renshaw, LLC

Panelists:

- Barry Brand, Chief Executive Officer & Director, CeNeRx BioPharma, Inc.
- Geoffrey C. Dunbar, MD, Senior Vice President, Clinical Development and Regulatory Affairs and Chief Medical Officer, Targacept, Inc.
- Alexander Glassman, Chief, Clinical Psychopharmacology, New York State Psychiatric Institute and Professor of Psychiatry, Columbia University
- Carol R. Reed, FACP, FCCP, EVP and Chief Medical Officer, Clinical Data, Inc.

Business Roundtables

1) **M&A: If You Buy It, They Will Come - Acquiring Platforms to Build Pipelines and Add Value**

For the last several years we have heard that “The Big Pharma Grab” was on the way, with large Pharma companies launching an unprecedented biotech shopping spree. It is now 2011 and we are still waiting. Now that the ink is dry on the mega-mergers and emerging market acquisitions, are we bound to see a pickup in US/EU biotech acquisitions? What better strategy than acquiring new technologies that can yield a myriad of compounds, not just a one-trick pony. Platform companies are the prized targets for Pharma’s innovation scouts. Comprised of seasoned bankers, acquisition success stories, and advisors, this panel will explore this new trend in M&A.

Moderator:  Chris Swindle, Managing Director, Wedbush PacGrow Life Sciences

Panelists:

- R. Don Elsey, Senior Vice President Finance & Administration and Chief Financial Officer, Emergent Biosolutions
- Demetrios Kydonieus, Esq, Executive Director, Strategic Transactions Group, Bristol-Myers Squibb
- Scott F. Smith, Esq. Partner, Covington & Burling, LLP

2) **Managed Care: The Boy Scout's Guide to Reimbursement - Be Prepared**

The endgame for biotech companies is often thought to be receiving approval for new and innovative molecules that have been subject to long, difficult development paths. However, approval and commercialization often poses an entirely new set of challenges, including reimbursement, pricing, formulary inclusion, and market perception, some of which can be pro-actively dealt with prior to going to market. Several editors of influential medical journals have recently made critical comments regarding both specific products and their reimbursement rates. Likewise, formulary managers and Pharmacy & Therapeutic Committees conduct thorough analyses of pricing models and whether specific products should be included on formulary. Each will argue, though, that the ultimate goal is to get to provide the best product to the patient at the right time. This panel will explore the perspectives of journal editors, reimbursement experts and companies as they describe the balance between innovation, access, and value.

Moderator:  Ron Cohen, Chief Executive Officer, Acorda Therapeutics, Inc.

Panelists:

- Robert S. Epstein, MD, MS, Chief Medical Officer & President, Medco Research Institute, Medco Health Solutions, Inc.
- Adele Gulfo, U.S. President, Primary Care, Pfizer Inc.
3) **Business Development: License to Thrill: Building Corporate Value Through Partnerships**

What decisions made by company management have the biggest impact on company valuation? Through its recent Corporate Value Study, Campbell Alliance has explored the link between the decisions pharmaceutical and biotech leaders make, the business models they decide to employ, and the impact on company value. Is much of this value built through corporate partnerships or is it primarily driven by clinical or regulatory events? Hear highlights from Campbell Alliance’s findings followed by a panel discussion on how pursuing the right partnership deal can ultimately increase a company’s value but conversely, how the wrong decision can ultimately kill a company’s value.

Moderator: Ben Bonifant, Vice President, Business Development Practice, Campbell Alliance

Panelists:
- Al Altomari, President & Chief Executive Officer, Agile Therapeutics, Inc.
- B.J. Bormann, PhD, Senior Vice President & Global Head of Business Development, Boehringer Ingelheim
- Gregory Brown, MD, Founder and Managing Director, Cowen Healthcare Royalty
- J. Michael French, President & Chief Executive Officer, Marina Biotech, Inc.

4) **Corporate Development: Coming Out Ahead-Lessons Learned from Weathering the Storm**

The current market environment poses a host of new challenges for biotech companies to both grow and survive. Today’s changing dynamics, such as capital and regulatory restrictions, call for management teams of public companies to conduct an introspective analysis of what mechanism to employ in order to succeed. Some companies have become successful by narrowing their focus and on one disease area or specific compound, while others have made the decision to completely restructure—setting up the company for an exit or simply running a leaner operation. How does the current landscape impact building a better biotech company? Banking experts and company executives will proffer their insight on how to build a viable company under a challenging market environment.

Moderator: Stephen Sands, Vice Chairman of Investment Banking and Global Co-Head, Healthcare Group, Lazard

Panelists:
- N. Anthony Coles, President & CEO, Onyx Pharmaceuticals
- Jonathan Leff, Managing Director, Healthcare, Warburg Pincus
- H. Thomas Watkins, President & CEO, Human Genome Sciences

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Closing Plenary

Survey Says! The Year Ahead in Biotech - Seeing Green or Turning Green?

The Biotechnology Industry Organization’s (BIO) Industry Analysis Team & Ipreo have conducted an Investor Perception Study, which is an in-depth assessment of Wall Street’s views of the biotech industry, its current challenges, its relative valuation, and the outlook for the coming year. The purpose of the study is to inform and improve communications between biotech executives, shareholders and policymakers. BIO and Ipreo will be announcing the results during the session, and then launching into a lively panel discussion dissecting the survey results and forecasting the year ahead in biotech with senior buy-side and sell-side analysts.

Moderator: Chris Swindle, Managing Director, Wedbush Pacific Growth Life Sciences

Panelists:

- John Craighead, PhD, Managing Director, Investor Relations & Business Development, Biotechnology Industry Organization (BIO)
- Vaughn M. Kailian, Managing Director, MPM Capital
- Oleg Nodelman, Portfolio Manager, Biotechnology Value Fund (BVF)
- Geoffrey Porges, Senior Biotechnology Analyst, Sanford C. Bernstein
- Eric Roberts, Managing Director, Caxton Advantage Life Sciences Fund