

## Evotec Selected as Roche Ambassador Partner

a report by

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Roche recognises that no single company has a monopoly on innovation in terms of their drug discovery, and that success in the current highly competitive landscape requires the creation of long-lasting relationships with other organisations. In recent years, Roche has developed a unique heritage of partnering with over 50 companies worldwide (see *Table 1*). In the last two years, Roche has invested over US\$400 million in biotechnology stars of the future so that it can access their superb scientific industry performance, nimble decision making and passion for growing their businesses. Being a global healthcare provider with a principle focus on pharmaceuticals and diagnostics, Roche additionally brings a philosophy of sharing knowledge and expertise with their partners. The aim of the company is to continue to be a distinctive partner in the industry at all stages of development, i.e. from product deals to pre-clinical candidates. By doing so, the key drive is to bring value to Roche stakeholders as well as to their strategic partners.

In a willingness to publicise a select number of key relationships within the large stable of partnerships, and to provide valuable insights into the mechanisms behind them, Roche launched an Ambassador Partner Programme at the beginning of 2005. The overriding principle behind this unique initiative is to illustrate that Roche is truly different from other pharmaceutical companies. Publicly demonstrating their commitment to helping their key partners achieve their business models and goals in addition to acknowledging the significant support and expertise of the partner. Roche has added 10 partners to the programme since it was launched; and as part of the programme the company has completed a number of joint presentations including – with ArQule at BioBusiness (Geneva, in January 2005) entitled – “Interdependence – A new model for pharma-biotech collaboration;”<sup>1</sup> with Aspreva at BioPartnering NA (Vancouver, in February 2005) entitled “Spin-outs and indications splitting – the case for Pharma partnering.”<sup>2</sup> and with

Protein Design Laboratories (PDL) at Alliance Management Congress (May 2005) entitled “16 years of close collaboration”.

More recently, Roche co-authored a joint publication in *Drug Discovery Today* with its big pharma partner GlaxoSmithKline (GSK) entitled “Roche and GSK: alliance growth over the long-term”. Each of these valuable partnerships consists of specific attributes that help to demonstrate how Roche has been innovative in the design and creation of its partnership relationships.

Roche also has a long-standing relationship with the drug discovery and development services company Evotec AG. Roche has been working with Evotec scientists at two main research facilities in Hamburg, Germany and Abingdon, UK in a variety of areas (see *Box 1*). Roche is continually seeking ways to develop this relationship further because Evotec has proven to be a partner that meets deadlines on time and delivers more than is initially committed and expected, in a cost-effective manner.

At the heart of the Roche philosophy is a commitment to transform deals into successes and ensure that partnerships are demonstrated to work in the long run. The examples previously mentioned illustrate that Roche is dedicated to customisation in deal structures that leverage the unique assets and capabilities each of the partners bring to Roche. Sharing decision-making and project execution capabilities is another key component of the relationship with Roche partners. Testament to this is that in recent times Roche has extended 13 of these collaborations into strategic alliances. Roche is constantly looking for further opportunities to collaborate with biotechnological and pharmaceutical companies worldwide, and can testify to an ability to convert its biotechnological partners into industry leaders; in the process generating shareholder value and benefits to patients worldwide. ■

1. <http://www.wbresearch.com/biobusinessnetwork/agenda.html>

2. <http://www.techvision.com/bpn/news/detail.php?id=21>

Table 1: Roche Partners Around the World

US	UK	Germany	Japan
Affymetrix	Amdipharm	BioVisioN	Chugai
Agouron	Antisoma	MorphoSys	Tanabe
Ambit	BioFocus		Nippon Shinyaku
Amgen	Biovation		Sankyo
Anadys	Cardiff University	<b>France</b>	Japan
ArQule	Elan	Ipsen	Tobacco
Connetics	Evotec	ERDTI	
Emisphere	GSK		
Genentech	Maybridge		<b>Sweden</b>
Gilead	UCL Biomedica	<b>Iceland</b>	Karolinska
Kosan Biosciences	Vernalis	deCODE	Medivir
Maxygen			
Memory			
OSI <sup>TM</sup>	<b>Canada</b>	<b>Belgium</b>	<b>Switzerland</b>
Par Allele	Aspreva	Solvay	Basilea
Partners Healthcare	Isotechnika		ETH
Pharmasset	Stressgen		Speedel
PharMingen		<b>Finland</b>	Actelion
PDL		BioTie	
Structural GenomiX	<b>Denmark</b>		
Telik	Genmab		<b>Italy</b>
Trimeris			BioXcell
Valeant			
Xsira			
Xencor			

ERDTI = European Rare Disease Therapeutic Initiative, ETH = Swiss Federal Technical University, Zurich, UCL = University College London

### Box 1: The Roche-Evotec Partnership: "Let's Work Together"

Roche has been collaborating with Evotec AG since April 2001. In the early stages of the relationship, activities were focused on a chemistry collaboration centred on the *de novo* synthesis of focused and diverse libraries. This deal in itself has been renewed or extended a number of times. Evotec have evolved their business to incorporate expertise in central nervous system (CNS) drug discovery alongside its services business and Roche has entered into a total of nine different interactions with Evotec, including:

- medicinal chemistry optimisation to support the oncology therapeutic area within Roche;
- out-licensing of N-methyl-D-aspartate (NMDA) receptor 2B (NR2B) selective pre-clinical compounds to Evotec to support the establishment of a pipeline for the treatment of CNS diseases; and
- electro-physiological investigations into cardiac ion channels including the human ether-à-go-go related gene (hERG).

Scientists in all the Roche research facilities in Switzerland, Germany, US and Japan are gaining direct access to the innovation, creativity and productivity provided by Evotec's scientists, and an excellent working relationship has been forged between the two partners.