

# Crucell

## Crucell at a glance

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Crucell is a global biopharmaceutical company dedicated to bringing meaningful innovation to global health. We do this by discovering, developing, manufacturing and marketing products that combat major threats to the health of people worldwide. Our specialty is fighting infectious diseases—a growing healthcare challenge.

Innovation is the driving force behind our strong research and development (R&D) pipeline, with promising products in pre-clinical and clinical development. In 2010 alone, Crucell distributed more than 105 million<sup>1</sup> doses of vaccines to people around the world, with the majority going to infants in developing countries, and invested €100.0 million in R&D. We estimate that a Crucell vaccine was given to 190 individuals<sup>2</sup> every minute during 2010, a thought that makes us very proud.

Crucell is deeply committed to being a good corporate citizen: a company that creates significant value for society. Our mission is to make a truly meaningful contribution to global health by directing our proven talent for innovation towards the fight against infectious diseases. An entrepreneurial mind-set and social responsibility go hand-in-hand at Crucell.



In 2010, 1,400 dedicated and skilled Crucell employees worldwide worked to bring significant benefit to the lives of people worldwide. We are fully committed to the principles of corporate social responsibility (CSR) and place great value on doing more to benefit society than we strictly 'must' do. Our mission underlies everything we do, from our core business activities to the sharing of scientific knowledge and community outreach programs in countries where help is needed the most. The combination of our innovative technologies, our core values and creative minds drives Crucell's success, which we measure in human and business terms.

Crucell is headquartered in Leiden, the Netherlands, with offices in Canada, China, Indonesia, Italy, Korea, Malaysia, Spain, Sweden, Switzerland, UK, the USA and Vietnam.

<sup>1</sup> Figure based on Crucell's top five vaccines in terms of sales volumes: Quinvaxem<sup>®</sup>, Hepavax-Gene<sup>®</sup>, Epaxal<sup>®</sup>, Vivotif<sup>®</sup> and Inflexal<sup>®</sup> V. <sup>2</sup> Figures based on Crucell's top five vaccines Quinvaxem<sup>®</sup>, Hepavax-Gene<sup>®</sup>, Epaxal<sup>®</sup>, Vivotif<sup>®</sup> and Inflexal<sup>®</sup> V. Total 101,666,000 doses minus 2% waste (2,033,320 doses) = 99,632,680 doses sold in 2010 / 525600 minutes in 2010 = 189.5598 doses administered per minute.



[www.crucell.com](http://www.crucell.com)

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Johnson & Johnson completed the tender offer for Crucell N.V. (Crucell) on February 22, 2011 and declared the offer unconditional. As a result, Crucell will now operate as the center for vaccines within the Johnson & Johnson pharmaceuticals group.

## Our Strategy

Crucell's strategy is based on three business drivers.

1. A strong R&D pipeline with promising products in a range of major disease areas.
2. Cutting-edge technologies that enable the discovery, development and production of biopharmaceutical products. These proprietary technologies drive in-house innovation and generate licensing revenue.
3. A broad range of marketed vaccine products that together combat 12 major infectious diseases.



### 1. Our strong research and development pipeline

Innovation is the driving force behind Crucell's future growth supported by a strong R&D pipeline. Our scientists focus on the discovery and development of much-needed solutions for major threats to human health—particularly vaccines and antibodies for the prevention and treatment of infectious diseases. This has resulted in a broad pipeline of investigational products with the potential to revolutionize the fight against diseases such as influenza, rabies, malaria and tuberculosis.



### 2. Our cutting-edge technologies

Crucell's strong product portfolio is supported by a range of patented technologies. Our cutting-edge technology platforms enable the cost-effective discovery, development and production of a range of biopharmaceutical products, including innovative vaccines, therapeutic proteins and gene therapies. In therapeutic areas where Crucell does not plan to develop its own products, these proprietary technologies may be licensed out to other biopharmaceutical manufacturers or research groups.



### 3. Our broad range of innovative products

Vaccines play a vital role in protecting against disease and have contributed significantly to the improvement of global public health. Smallpox was eradicated through the use of vaccines. Significant advances include the introduction of combination vaccines and the development of new vaccine technologies. Over the full year, more than 105 million doses of vaccines were distributed in more than 100 countries, thereby preventing more than 3.6 million cases of infectious diseases and over 809,000 deaths that would otherwise have occurred.<sup>1</sup>

**For more information please visit: [www.crucell.com](http://www.crucell.com).**