

THE AFINITOR PRESS

2017 GOALS



It was great to see you at 2H in Orlando! To ensure a strong start to Q4'17, keep your 2017 goals top of mind and continue to

- **FOCUS** on driving routine monitoring and identification of progressive NET
- **ASSERT** urgency to treat appropriate patients with progressive NET with AFINITOR® (everolimus) Tablets
- **REACH** your high-potential Tier 1 and Tier 2 customers and AfinisTORM LEADs per ASM/EBD guidance

With these strategic priorities in mind, we will continue to go **F.A.R.** and **be well-traveled** with AFINITOR for all NET indications.

We look forward to your continued collaboration in achieving success for our patients. Thank you for everything you do, every day!

Derrick Lenz
NET Marketing Director, on behalf of
the entire NET Marketing Team

NET ACCELERATION OPPORTUNITIES

The following areas of opportunity, discussed at 2H, will help us reach our 2017 brand goals of ~2,200 NET patients treated with AFINITOR and ~200M in sales:

- 1 New IC1'18 targeting list, which integrates the AfinisTORM LEADs list of leads with a high-potential target list tailored for your territory
- 2 Optimized, enhanced speaker programs to engage and educate HCPs
- 3 Ready-to-use tools, outlined at 2H, that can be used to educate customers about identifying progressive NET and the importance of routine monitoring
- 4 The "Consider NET" leave behind, to drive the urgency to treat with AFINITOR at the first sign of progression
- 5 The "Be Well-Traveled" education journey, to help you solidify your NET expertise

NEW RESOURCES



Consider NET Leave Behind (AGN-1167051)

A tool that will help you engage HCPs in a dialogue on the incidence of NET, the frequency of regional and distant metastases at diagnosis, and the urgency to treat with AFINITOR at the first sign of progression



Progression Reveal Brochure (AGN-1173131)

A detail piece that shows the importance of routine monitoring, the importance of using baseline scans when checking for progression, and 2 patient case studies that feature actual CT scans



AFINITOR NET Playbook (T-AGN-1173118)

A playbook outlining all of the materials currently available to you and the upcoming tools that will help you achieve your sales goals

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