

*Doing now
what patients
need next*


Doing now
what patients
need next

Why?



Because I'm not done living yet.

Vivian L., a mother of three children, had metastatic breast cancer and was successfully treated. "The fact is that medical treatment keeps me alive. I love to enjoy myself because I value the present more now. The opportunity given to me is to see the future thanks to these advances in science."




*Because I want to be able
to play with my friends again.*

Ignacio Z. likes math and sports, and he also happens to have juvenile idiopathic arthritis. Getting medical treatment has helped him again enjoy the things he loves to do.



*Because I want people with Alzheimer's
to think clearly and coherently again.*

Lynn M., whose mother was diagnosed with Alzheimer's disease, discloses what it means to go through the different phases of the progression of the disease: from lapses of memory and having problems finding the right words to not being able to recognise her own daughter anymore and becoming completely dependent.



*Because we can end cervical cancer
if we diagnose it early enough.*

Tamika F. is a 12-year survivor of cervical cancer. Since she finished her treatment in 2001, she has been part of the cervical cancer advocacy community, as well as the cervical cancer survivor community.



*Because patients need to be able
to take charge of their own lives.*

Christian S. has an artificial heart valve and needs to take an anticoagulant. The self-monitoring device allows him to control his coagulation levels himself, giving him back a great deal of freedom and independence.

Because we're not done yet.



We follow the science

At Roche, we believe in doing what should be done, rather than what has been done. So we follow where the science leads. We focus on today and look beyond tomorrow to tackle the world's most formidable healthcare challenges.

Focus on medical need

Scientific breakthroughs are most likely to occur when scientists are free to tackle problems from different angles and in different ways. Our scientists have this freedom.

With radical scientific thinking and a deep understanding of disease mechanisms and therapies, we aim to produce the safest, most effective treatments available. Right now, we're developing medicines in the areas where we see the greatest need:

In Oncology, our scientists are leaders in the identification of novel cell surface molecules and are working to characterise tumour antigens that may be useful in fighting various forms of cancer.

In Immunology, we're constantly growing our expertise so that we can continue to discover and develop innovative medicines for patients living with debilitating diseases, such as rheumatoid arthritis or asthma.

Infectious diseases: Viral and bacterial infections are among the leading causes of disability and death. We're committed to finding effective treatments for life-threatening infectious diseases.

In Neuroscience, we're developing medicines for a range of serious brain diseases, including schizophrenia, Alzheimer's disease, multiple sclerosis, depression, Parkinson's disease, Down syndrome and autism.

Seeing the big picture

We make *in vitro* diagnostic tests for hospitals, commercial laboratories, physicians and patients. These can be used on blood, tissue or other patient samples to find and diagnose diseases and infections, select the right treatment and monitor how patients respond. Now, we're able to test large numbers of samples in central labs faster, more reliably, and more efficiently than ever before. And more often than not, we can apply these new technologies at the earliest stages of targeted treatment development.

Collaboration is the key

Our greatest innovations grow from deep partnerships and collaboration with some of the smartest people and organisations in the industry.

That's how we're building a better future for patients everywhere.

Shiva Malek, Senior Scientist, Genentech

Shiva was born in Iran and moved to the United States when she was seven years old. Currently leading a group responsible for *in vitro* pharmacology support of all small-molecule oncology programmes at Genentech, Shiva also oversees all high-throughput screening efforts – a role of large responsibility and high impact. She has had a life-long passion for science, and can't wait to get to work each day.

"I like to foster an environment where people feel part of a team and have a strong sense of ownership for their projects. That's how you inspire their best work."



Because everybody is different.

We fit the treatments to the patients

Breakthroughs in medical science and technology have shifted the market away from one-size-fits-all products, and towards personalised healthcare. We're leading the charge in this new approach by offering targeted treatments and tests that improve our patients' quality of life.

How treatments work

Consider two patients diagnosed with the same disease and prescribed the same treatment plan. One may respond well, the other not at all. A large part of our research and development is driven by a deep desire to understand how a treatment works from one person to another.

We continue to discover biomarkers – biologic or biologically derived indicators of a disease or a response to therapy – and are developing tests that give us a better context for identifying disease subtypes and understanding treatment outcomes.

Working towards truly personalised healthcare


As our understanding of disease mechanisms grows, personalised healthcare gains momentum. Insights into differences at the molecular level lead to tests and treatments that enable us to tailor medicines to the people who are most likely to respond well. These tests and treatments will continue to shape the future of medicine. That's why personalised healthcare is central to our business strategy.

A unique partnership

We've got an edge in personalised healthcare because of the shared vision and close collaboration between our Pharmaceuticals and Diagnostics Divisions. We use our diagnostic technologies to identify new therapeutic targets and select the right patients for clinical trials. This means that we can translate recent scientific findings into new drugs with companion diagnostic tests that can help guide diagnosis and treatment. As we advance personalised healthcare, we continually push the boundaries of modern medicine.

Andy Anderson, International Product Manager, Companion Diagnostics

Andy, an American citizen of Vietnamese origin, lives in Rotkreuz, Switzerland with his wife and kids. An asthma patient himself, Andy is dedicated to improve asthma patients' lives. At Roche Diagnostics in Rotkreuz he is working on a companion biomarker programme for a novel asthma therapy that is being developed to hopefully give severe asthma patients the chance to live a more normal life. *"Doing now what patients need next* is truly the essence of what we do on a daily basis. It is our raison d'être and it is one of the few mission type statements I can remember!"



*Because I want everyone
to get the right treatment.*

We unleash the power of knowing

Am I at risk? Am I sick? What treatment is best for me? Is my medication working? We empower doctors to help their patients answer these questions. And we help hospitals and labs deliver that information quickly and reliably.

Guiding patient care

Good health begins with good information. An *in vitro* diagnostic test on a small blood, urine, or tissue sample provides the medical information doctors need to treat illness. Today, such tests influence more than 60% of all clinical decisions. As the world-leading *in vitro* diagnostics provider, we offer doctors deeper and better information to answer more patients' questions than any other company. And we are increasing the value of diagnostics by developing tests that help doctors select treatments, predict the likelihood of diseases, and even manage diseases.

Increasing healthcare efficiency

As the world's population ages and the burden of chronic disease increases, so do the demands on our health-care systems. More than ever, healthcare must be delivered efficiently – without compromising patient safety. With our broad test menu and array of automated equipment, we help hospitals, labs and clinics deliver reliable diagnostic test results sooner to healthcare professionals. Ultimately, though, it is patients who benefit most: quality outcomes from faster response and better care.

Bringing innovations to life

The latest diagnostic technologies – and our growing understanding of the origins of disease – are transforming disease management and drug development. New biomarkers make it possible to respond sooner and more effectively to the needs of patients with cancer, heart disease, or other chronic diseases. With a companion test developed alongside a new drug, we can target the right drug, at the right dosage, to the right patient. This improves the efficiency of clinical trials and produces stronger medical evidence of the effectiveness of the drug and test pairing. Above all, we can develop safer treatments, reducing the risk of side effects. And that makes for better answers, better healthcare and better tomorrows for patients everywhere.

Sophia Chao, Regional Senior Project Manager, Molecular Diagnostics

Sophia, an American with Chinese roots, joined Roche in 2010. Her main responsibilities are the development of regional key projects and the local implementation of key molecular diagnostics business initiatives. To Sophia, diagnostics is at the heart of patient management. "Without it, clinicians and patients would be in the dark, and that's an awful place to be when you're sick. Knowing more about the disease is not only important for the clinicians, but it empowers the patients themselves."

A close-up portrait of a man with dark hair and a friendly expression, wearing a grey pinstriped suit jacket, a white shirt, and a blue tie. He is gesturing with both hands raised, palms facing forward, as if speaking or explaining something. The background is a blurred indoor setting with light-colored walls and a window with sheer curtains.

Because access starts with education.

We provide access to innovation

Our focus on the lives of patients doesn't stop when our medicine is on the market. From improving affordability to strengthening healthcare systems and supporting patients, we offer a range of initiatives to help everyone who needs our products to get them.

Our commitment to patient care

With real innovations in diagnostics and targeted treatment we've improved the health and quality of life of our patients. But breakthrough treatments are only meaningful if people can easily access them. The *Roche Group Code of Conduct* states: "Roche's goal is to develop and make available products and services that address unmet medical needs and are of real value to society." We're fully committed to this goal.

Global work, local health

We work closely with international partners to overcome the many barriers to medical care. Rather than force a universal standard, we develop healthcare solutions tailored to specific local needs. To do this, we consider many factors including income levels, patterns of disease and infrastructure. We're thinking locally, and working to keep people healthy globally.

Breaking down barriers to healthcare

Universal access to medical innovations and quality healthcare is a global challenge, and access to medical care varies around the world. That's why we're on a mission to find equitable and sustainable solutions to these problems.

Terence Moodley (MD), Head of the Roche Scientific Campus, South Africa

Terence, a South-African of Indian descent, joined Roche after extensive experience as a hospital doctor. The Roche Scientific Campus he leads provides a centre of excellence for the development of laboratory personnel on the continent through multi-faceted training courses, some of them through collaborations with global partners. The goal is to improve the quality of lab service offered, and thereby to ensure better patient care. "I absolutely love what I do. Making an impact on a bigger scale, where I impact on a community or a country's healthcare is fantastic."

*Because lasting innovation
is our biggest gift to society.*



We create sustainable value

While the term sustainability may be relatively new, it stands for values that have been part of the way Roche has done business since the company's founding in 1896.

Following our founder's vision

Roche has been working to improve healthcare for over a century. When Fritz Hoffmann-La Roche founded the company in Basel, Switzerland, in 1896, his goal was to manufacture standardised and thus safer medicines and to distribute them internationally. Today, Roche creates innovative medicines and diagnostic tests that help millions of people around the world.

Innovation guided by long-term orientation

The entrepreneurial spirit and inventiveness of the founding era still define our culture: a culture that encourages innovation and a willingness to take risks. Roche regards lasting innovation as the company's most important contribution to society. Backed by stable majority owners for over 100 years, we at Roche strive for long-term value creation rather than short-term gain, because real innovation in our industry needs perseverance and long-term thinking.

Integrating sustainability into our business

We understand sustainability as behaving responsibly towards society as a whole. We can only be successful if we work with our stakeholders to develop strategies where both industry and society benefit in a sustainable way. By creating innovative products and ensuring broad access to them, providing a rewarding workplace, and supporting community-based projects we can use our business to build a better tomorrow.

Severin Schwan, CEO Roche Group

Born in Austria, Severin Schwan started out at Roche as a trainee in the Group Finance department and has worked for Roche in Belgium, Germany, Switzerland and Singapore. He was appointed Chief Executive Officer of the Roche Group in 2008. "Our main contribution to society is improving healthcare, developing better medicines, developing better diagnostic tests. This is what really excites me about Roche: the impact we can make in people's lives. And if we are successful, then we create value for all other stakeholders too – physicians, payers, employees, shareholders, and society at large."



*Because I want to be a part
of positive change in the world.*

We're a diverse workforce, with diverse ideas

We are a force of over 80,000 people working together across more than 150 countries. We encourage each other to always strive to improve the lives of those around us.

More than just a job

Our people make our business. Our people discover, develop and manufacture our products and ensure that they reach the patients who need them. Therefore, we've created a supportive work environment where people can be truly invested in their work. We encourage big thinking and give our people the support and flexibility they need to make their mark. This is more than just a job. It's an international family dedicated to making a real impact on the world around us.

Promoting creativity leads to innovation

We want our employees to be successful, enjoy coming to work every day and to be inspired by who we are and what we do. We embrace the diversity of cultures and people. We are inclusive and encourage the richness of ideas and approaches that our diversity brings. We believe that every employee deserves a great leader who provides the room to breathe, the space and freedom to speak up and the opportunities to stretch and grow. Our leadership commitments set out our expectations for people leadership at Roche and we help our leaders develop so that they can put these commitments into practice every day.

Engagement: good for our employees, good for our business

We believe that employees who are engaged are key to delivering the highest standards and the greatest levels of innovation. That's why we care about what makes working at Roche a rewarding experience for our employees. We know that many things matter; health and well-being, having the support to develop your career, the tools to do your job and being recognised when you do it well. That's why we take the time to ask employees for their opinion and measure their engagement through regular global employee surveys. And that's why we then act on the results – to build an ever better place to work for our people.

Mary Mallaney, Engineer, Pharma Technical Operations

Mary is a graduate from Johns Hopkins University and a proud "Girl Geek." As an engineer in the Purification Development department working in South San Francisco, she supports the development and implementation of recombinant protein purification processes from laboratory to manufacturing scale. The leadership development programme that Mary participates in offers her a chance to connect across functional groups, lets her expand her skills through professional development training, offers mentorship programmes, and provides volunteer opportunities. "I now have the broad vision of what this company is about and how it works. And it only makes me love it more."

Because it's more than a job.



We live our values

Three values sustain our culture and further our quest to help people achieve good health and longevity: integrity, courage and passion. We aspire to embody these values in everything we do.

Guided by values

Working for Roche means more than just having a job. To us, it means a daily obligation to maintain our personal integrity, think boldly and be passionately committed to improving medicine.

Our three Roche values are central to how we want to behave as individuals, and collectively as an organisation. We don't just pay them lip service: they are binding for everyone who works for Roche at more than 150 locations throughout the world:

Integrity: We are consistently open, honest, ethical and genuine.

Courage: We are entrepreneurial and thus take risks, reach beyond boundaries and experiment.

Passion: We use our drive and commitment to energise, engage and inspire others.

It's what's inside that counts

We believe that a good business is an ethical business. By cultivating a culture of openness, we encourage everyone to grow their strengths, recognise and address their weaknesses, and continually strive to accomplish ambitious goals we've set for ourselves.

Exploring the future of healthcare

Developing innovative medicines and diagnostic tools often takes us into uncharted territory. When we leave our comfort zone the risk of failure is high. But the potential for success is even higher. What makes us unique is the fact that we follow the science. We engage with uncertainty because that's where the next innovation can be found.

Peggy Grüninger, Head Corporate Donations and Philanthropy

Peggy was born in South Africa and trained in General Nursing and Midwifery. In 1985, she moved to Switzerland. Having held senior positions in clinical trials and operations, Peggy is now responsible for selecting and managing Roche Group's philanthropic projects and initiatives around the globe. For Peggy, it's very important to ensure that all employees are well informed about what Roche does beyond drug development and diagnostic solutions: "They should be able to identify with our activities, be proud of what Roche is doing, and be able to talk about it knowledgeably."



Doing now what patients need next

We believe it's urgent to deliver medical solutions right now – even as we develop innovations for the future. We are passionate about transforming patients' lives. We are courageous in both decision and action. And we believe that good business means a better world.

That is why we come to work each day. We commit ourselves to scientific rigour, unassailable ethics, and access to medical innovations for all. We do this today to build a better tomorrow.

We are proud of who we are, what we do, and how we do it. We are many, working as one across functions, across companies, and across the world.

We are Roche.

Discover what we're doing right now:
www.roche.com/doingnow



Published by

F. Hoffmann-La Roche Ltd
Group Communications
4070 Basel, Switzerland

© 2014

All trademarks mentioned enjoy legal protection.

www.roche.com

7 000 937