

Inspired by **patients.**
Driven by **science.**

Anna,
living with epilepsy



2014

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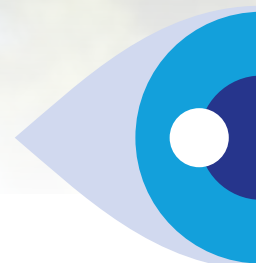
Philip, living with axial spondyloarthritis

OUR VISION

Meeting **patients'** unmet **needs**

Just because our medicines treat thousands of people around the world does not mean our job is done. For us, it is vital that we listen to the constantly evolving needs of patients and their families. Working with physicians and healthcare professionals, we are engaging more with patients to better understand their clinical, economic, social and personal needs. What matters most is how they feel in their everyday life as they progress on their healthcare journey. Because we are not just treating a disease. We are caring for individual people.

Patients inspire us to bring them value through more cutting-edge science, more innovative drugs, and more practical solutions – so that they, and their carers, can get on with their lives.



People with severe diseases inspire us to make a meaningful difference to as many lives as possible.

“ *I demand the best of myself and others. I execute flawlessly and strive for continuous improvement.* ”

People living with severe diseases rely on us to develop new creative solutions that will have a positive impact on their lives.

“ *I understand patient needs better than the competition and translate this insight into distinctive solutions.* ”

Entrepreneurs think big and constantly focus on creating superior customer value.

“ *I relentlessly take on selected initiatives with energy, resilience and a “can do” attitude.* ”

Overarching principle by which we operate, engage and interact with customers and other stakeholders, as well as one another.

“ *I constantly act in a transparent, authentic and ethical way.* ”

Diversity of thoughts and an inclusive approach are cornerstones of success.

“ *I actively listen, seek and embrace different perspectives.* ”

Holding ourselves and each other accountable delivers superior and sustainable value to patients.

“ *I’m empowered and act as if UCB’s success as a whole depends on my contribution.* ”

Caring for people with severe diseases, customers and colleagues is at the heart of what we do and makes us better.

“ *I act with empathy, openness, generosity and helpfulness – and I treat others as I would like to be treated.* ”

PASSION FOR PERFORMANCE

INNOVATION

ENTREPRENEURSHIP

INTEGRITY

EMBRACING DIFFERENCES

ACCOUNTABILITY

CARE

2014 MILESTONES (JAN.-JUNE)

JANUARY

1



- Publication in the New England Journal of Medicine of results from a Phase 2 trial evaluating **romosozumab** in postmenopausal women with low bone mass
- Partnership with **Biogen Idec** to develop and commercialize multiple sclerosis and hemophilia therapies in Asia

2

FEBRUARY

- Jean-Christophe Tellier** appointed as next Chief Executive Officer (effective January 2015)



MARCH

3

- Partnership with **Sanofi** for breakthrough innovation in immune-mediated diseases



- UCB returned the global rights of **tozadenant** to Biotie
- E Keppra**® filed for monotherapy in Japan
- UCB convertible bond conversion

APRIL

4

- AGM: **Kay Davies** appointed as Independent Director and **Cédric van Rijckevorsel** as Director
- Strategic research alliance launched with Weill Cornell Medical College (U.S.)

MAY

5

- UCB wins Employer (global) of the Year award in the U.K.



JUNE

6

- Partnership with the **European Investment Bank (EIB)** to accelerate development of new medicines for patients
- UCB4940**: Phase 2 started; results expected in H2 2015
- UCB's first ever **Global Green Planet Day**



UCB Global
Green Planet Day

2014 MILESTONES (JULY-DEC.)



JULY

7

- Dermatology **partnership with Dermira** to broaden patient access to **Cimzia®**
- **Brivaracetam** positive topline results from the latest Phase 3 study
- **E Keppra®** injectable formulation received marketing authorization in Japan
- Launch of the **Mozambique Epilepsy Initiative** in collaboration with WHO

AUGUST

8

- **UCB joined** industry peers in committing to more data transparency through responsible sharing of our clinical trials data

SEPTEMBER

9

- **Vimpat®** monotherapy approved and launched in the U.S.
- **Global employee survey:** 72% engagement rate

OCTOBER

10

- **Vimpat®** positive Phase 3 study in Asia
- **Official opening** of biotech plant in Bulle, Switzerland
- **UCB honored** by The Lupus Foundation of America



NOVEMBER

11

- Decision to divest U.S. specialty generics business, **Kremers Urban**
- **Partnership with Daiichi Sankyo** in Japan to broaden access to **Vimpat®**
- AkzoNobel **2014 Sustainability Award** in China

DECEMBER

12

- Farewell to **Roch Doliveux**



2015

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