



INTRODUCING LUNDBECK



Company disclaimer

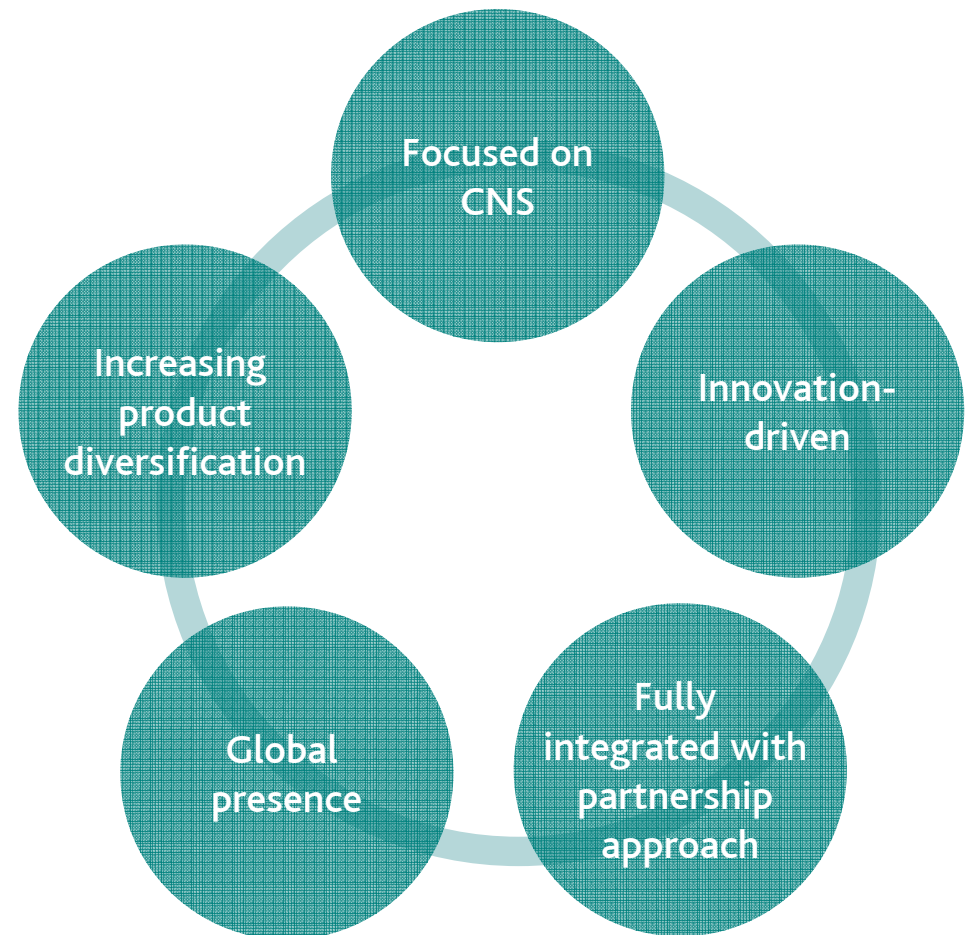
This presentation contains forward-looking statements that provide our expectations or forecasts of future events such as new product introductions, product approvals and financial performance.

Such forward-looking statements are subject to risks, uncertainties and inaccurate assumptions. This may cause actual results to differ materially from expectations and it may cause any or all of our forward-looking statements here or in other publications to be wrong. Factors that may affect future results include interest rate and currency exchange rate fluctuations, delay or failure of development projects, production problems, unexpected contract breaches or terminations, government-mandated or market-driven price decreases for Lundbeck's products, introduction of competing products, Lundbeck's ability to successfully market both new and existing products, exposure to product liability and other lawsuits, changes in reimbursement rules and governmental laws and related interpretation thereof, and unexpected growth in costs and expenses.

- Not all products listed are approved in the United States.
- Marketing authorization may be held in select countries by third party affiliates
- Indications may vary by country.
- A drug is not considered safe or effective for its intended use unless approved by the FDA or other Health Agency.
- Information provided is for general information only and not intended to provide medical advice or guidance.
- For more information about a specific product please visit www.lundbeck.com.

About Lundbeck

- ★ A fully integrated, global pharmaceutical company
- ★ Focused on treatment of diseases in the central nervous system (CNS) – more than 50 years of excellence
- ★ Therapies focused on mood disorders, Alzheimer's, Parkinson's and Huntington's disease
- ★ World class drug discovery company with world-class expertise in CNS diseases
- ★ Broad development pipeline with 5-6 potential product launches before 2014
- ★ 20% of revenue is re-invested in R&D
- ★ More than 5,900 employees in total



Our Milestones

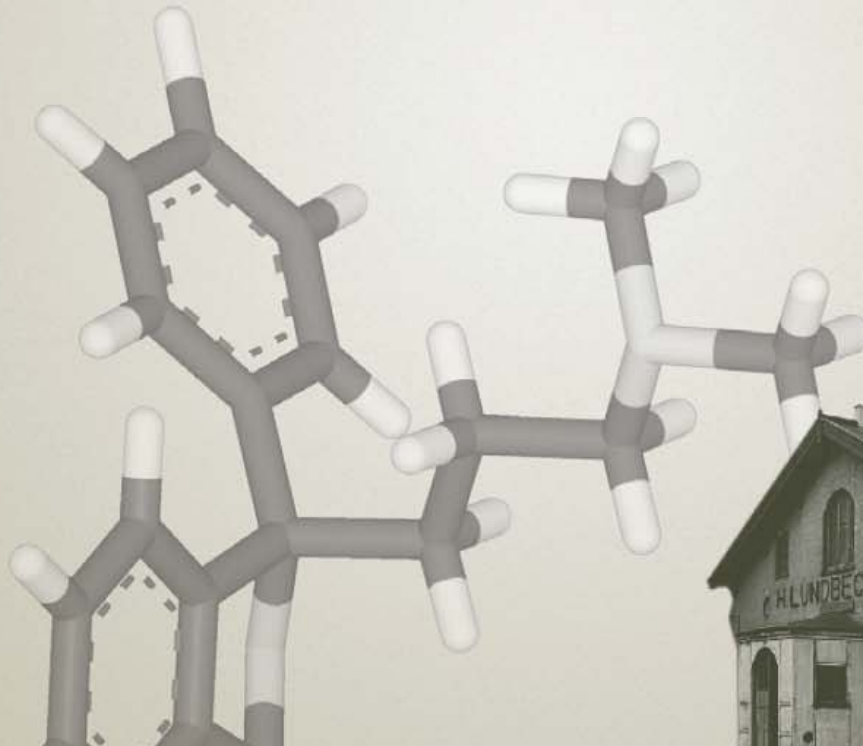
1915

Lundbeck founded as a trading company by Hans Lundbeck



1920

Lundbeck introduces a range of pharmaceuticals on the Danish market



1940

Lundbeck starts its own research activities



Our Milestones

1960

The company grows and the number of original Lundbeck preparations increases

1980

Lundbeck decides to specialize in brain disorders

1990

Lundbeck expands internationally and goes public in 1999



Our Milestones











2000+

The ambition to innovate and develop leads to a combination of partnerships, in-licensing and development of Lundbeck's own drugs

Ulf Wiinberg appointed President and CEO in 2008



Broad CNS Portfolio

	Launched products	Late-stage pipeline
Depression, N6A	 	Lu AA21004 (Takeda)
Psychosis, N5A		Bipolar mania   (Merck)
Alzheimer's disease, N7D		
Parkinson's disease, N4A		
Sleep disorders, N5B		
Alcohol dependence, N7E		Nalmefene (BioTie)
Stroke, B1D		Desmoteplase (PAION)
Epilepsy, N3A		IV Carbamazepine (US only) Clobazam (US only)
Huntington's Disease, N7X		

(Ovation acquisition)

Global Presence

Lundbeck



- Headquarters
- Research and/or development facilities
- Production facilities
- Sales

Revenue 2006 – 2010 (USD million)



Disease areas of interest

Psychiatry



Multiple sub-classifications

Mood Disorders

- MDD
- TRD
- Seasonal Affective Dis.
- Melancholic Depression
- Stress-related

Anxiety Disorders

- GAD
- Panic Disorder
- Social Anxiety
- OCD
- PTSD

Psychotic Disorders

- Schizophrenia
- Bipolar disorder
- Schizoaffective disorder
- Delusional disorders

Personality Dis.

- Paranoid PD
- Borderline PD
- Schizoid PD
- Schizotypal PD
- others

Addiction

- Alcohol Dependence
- Nicotine addiction
- Drug addiction
- Compulsive shopping
- Pathological gambling

Development Dis.

- Autism
- ADHD
- Asperger's
- Fragile-X
- Down's Syndrome

Eating Disorders

- Anorexia nervosa
- Bulimia nervosa
- Binge eating disorder

Neurology



Multiple sub-classifications

Movement Disorders

- Parkinson's Disease
- Huntington's Disease
- Friedreich's Ataxia
- Restless legs syndrome
- Tourette's syndrome

Dementias

- Alzheimer's Disease
- Vascular Dementia
- Frontotemporal Dementia
- Dementia with Lewy bodies
- Creutzfeldt-Jakob disease

Cerebrovascular

- Ischaemic Stroke
- Haemorrhagic Stroke
- Subarachnoid haemorrhage

Demyelinating Dis.

- Multiple sclerosis
- Optic neuritis
- Guillain-Barré
- Charcot-Marie-Tooth

Sleep disorders

- Primary insomnia
- Narcolepsy
- Sleep apnoea

Traumatic Injuries

- Traumatic brain injury
- Spinal cord injury

Pain

- Acute pain
- Migraine
- Other headaches
- Diabetic polyneuropathy
- Post-herpetic neuralgia

Epilepsies

- Simple partial seizures
- Complex partial seizures
- Infantile spasms
- Lennox-Gastaut
- Temporal lobe epilepsy

 = Lundbeck presence

Lundbeck's mid- to late-stage pipeline

Targeted areas of research		Phase II	Phase III	Regulatory filing	
BRAIN DISEASES	PSYCHIATRY	MOOD DISORDERS	Lu AA24530	Lu AA21004	
		ALCOHOL DEPENDENCE		Nalmefene	
		PSYCHOSIS		Zicronapine	
	NEUROLOGY	ALZHEIMER'S DISEASE	Lu AE58054		
		EPILEPSY		IV Carbamazepine	Clobazam (Onfi™)
		OTHER		Desmoteplase (stroke)	

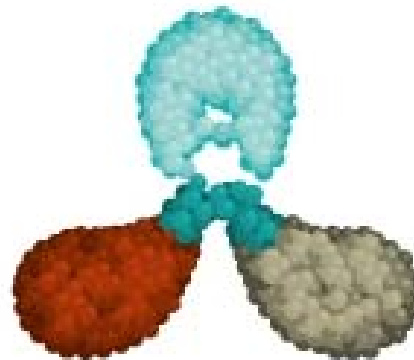
Our Biology Focus Areas

Neurodegeneration



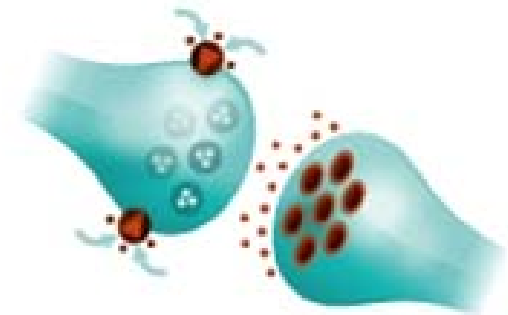
Neurodegenerative diseases represent a major unmet medical need with no disease modifying treatments currently available

Neuroinflammation



Large therapeutic potential by targeting multiple important disorders with disease modifying potential

Synaptic transmission



Synaptic transmission, the classical entry for CNS research, is at the basis of a range of mental disorders with still significant unmet medical need

Partnering with Lundbeck

- ★ Partnering is an integrated part of our business model
 - ★ Partnerships have provided access to competencies, knowledge and resources which are important to ensuring success in both research and commercialization of drugs
 - ★ Almost 50% of revenue is generated by partnered products

- ★ We have a long history of successful collaborations
 - ★ A wide range of partnerships ranging from research collaborations with universities to co-commercialisation of marketed products
 - ★ From local distribution deals to global licensing agreements
 - ★ Current industry partners encompass; BioTie, Cephalon, Forest Labs., Genmab, Kyowa Hakko Kirin Co, Merz, Mochida, Merck & Co, Paion, Takeda, Teva & Zenobia/Vernalis

What we are looking for

- ★ Late stage and on-market products
 - ★ Which fit or can augment our established business areas and commercial infrastructure

- ★ Pre-PoC development stage compounds
 - ★ Where a strong link exists between preclinical pharmacology and disease biology
 - ★ Within indications with high unmet medical needs
 - ★ Within indications with clear development and regulatory pathways

- ★ Discovery stage programmes
 - ★ Novel drug targets with strong biological rationale
 - ★ Innovative pharmaceutical platforms

- ★ Drug formats
 - ★ Small molecules, peptides, proteins, antibodies etc

What Lundbeck can offer

- ★ CNS focus and heritage
- ★ Strong global CNS presence
- ★ Proven track record and CNS capabilities
- ★ Long history of successful collaborations
- ★ Committed to partnering through responsive and flexible transaction structures
- ★ Dedicated alliance management team to support collaboration success