



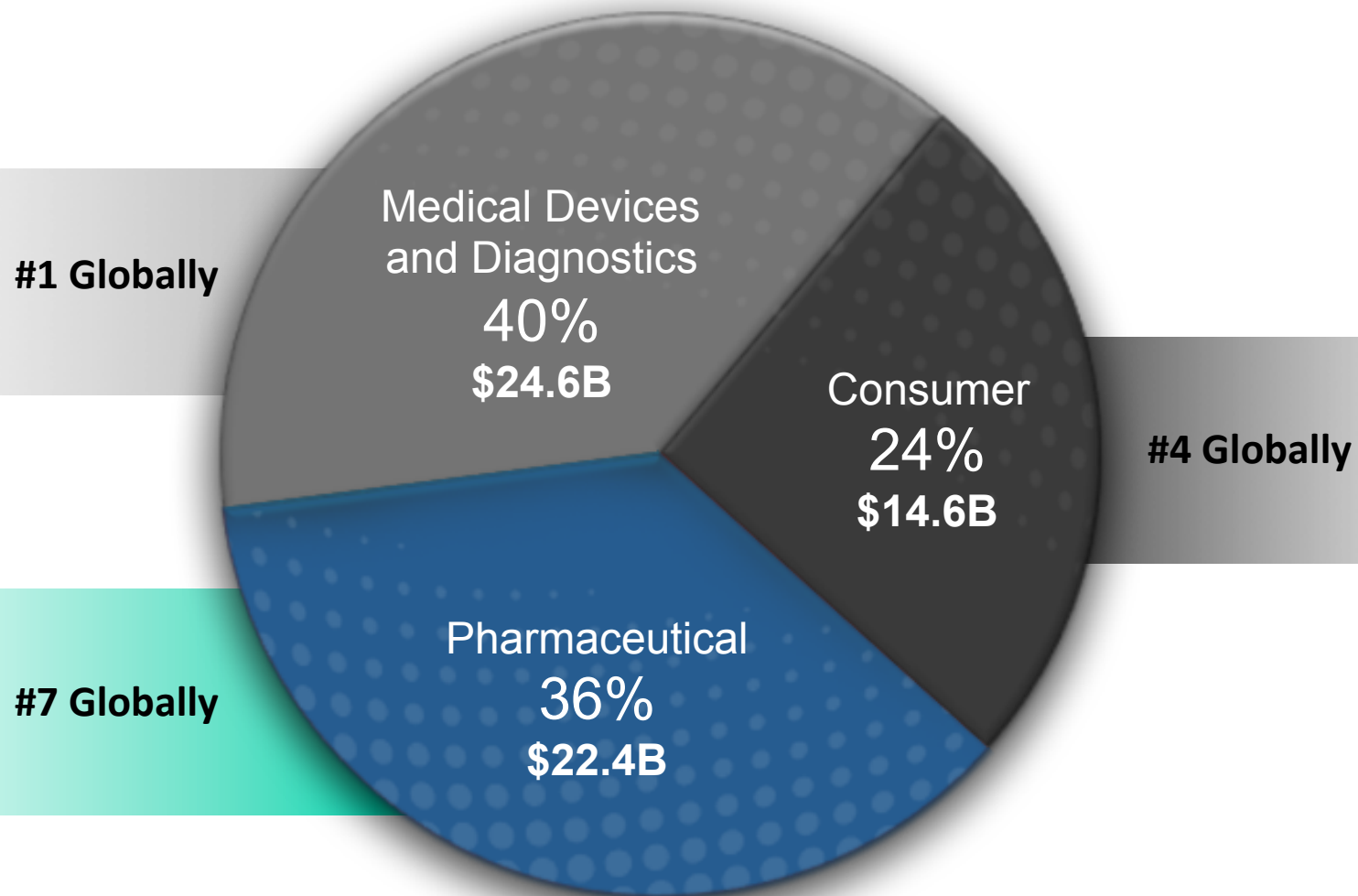
BetaLogics™

A Venture with a Passion to “Cure” Diabetes

***Clinical Outlooks for Regenerative Medicine
Meeting***

June 19, 2012

Broad base of health care leadership 2010



Total Sales \$61.6 Billion

J&J Capabilities in Regenerative Medicine

Cell Processing & Delivery

Cell Separation & Processing

Delivery Instruments

Growth Factors

Bioactive Agents

Immunology Solutions

Protective Agents

Cell Therapy

Pluripotent Stem Cells

Scaffolds

Adult Stem Cells

Cell encapsulation

Genetically Engineered

Biomaterials

Cells

Johnson & Johnson *Is Committed to Diabetes*



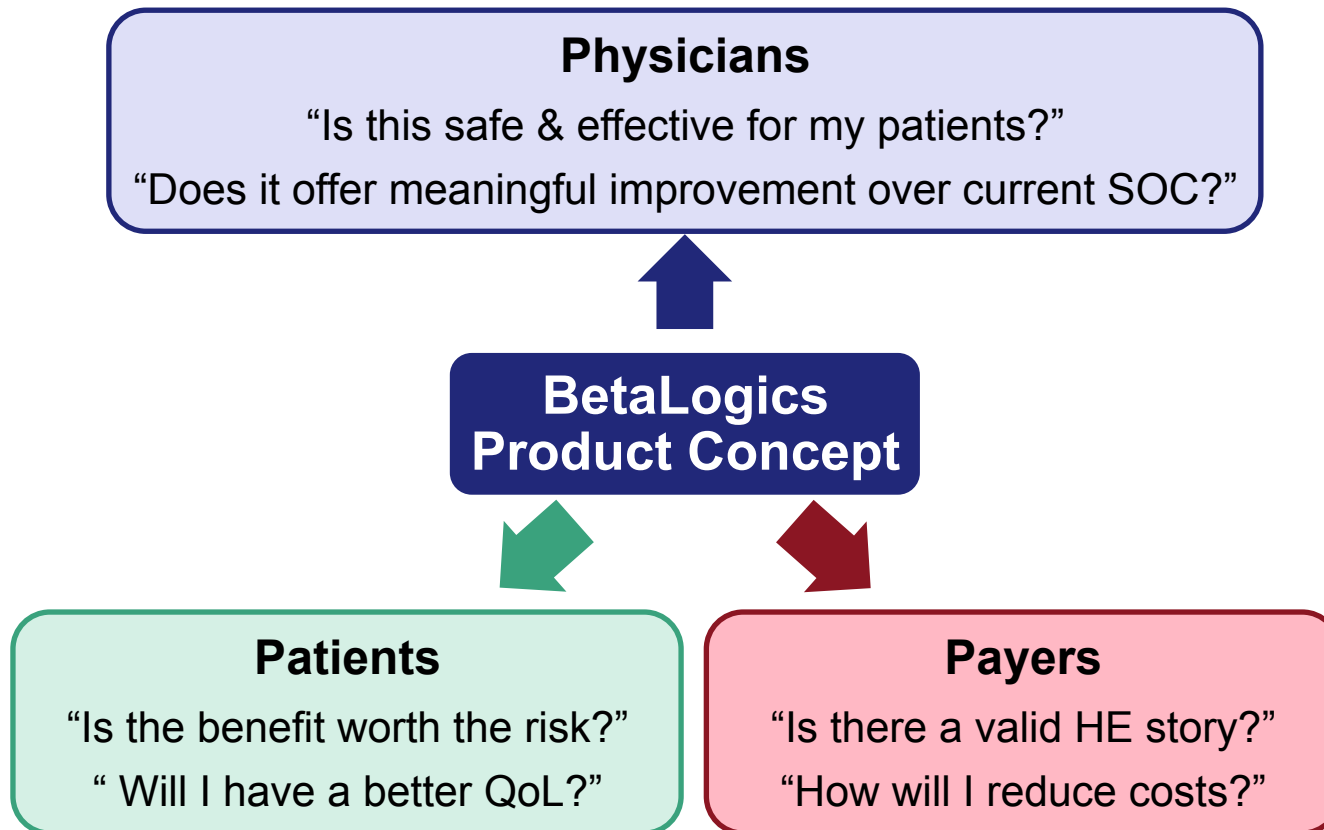
- **Mission:**
 - To develop a stem cell product to cure insulin requiring diabetes
- **Technology**
 - BL808 Differentiated Cell Product for the treatment of insulin dependent/requiring Diabetes
 - MoA – glucose regulated insulin secretion
 - Off the shelf product
 - Delivery via cell encapsulation device
 - Pre-clinical status
- **Engaged Leadership**
 - Modeled after external ventures with Management and Scientific Board Oversight
- **Personnel**
 - Built a Team of Stem Cell and Developmental Biologists, biomedical engineers
- **Business Development**
 - Assessed numerous external technologies and cell sources

Clinical Considerations

- **Unmet clinical need**
- **Clinical population segmentation**
- **Standard of care and physician practice**
- **Competitive products**
- **Develop robust Target Product Profile (TPP)**
- **Outcome measures and clinical endpoints**

Creating a Meaningful Value Proposition

Cell therapy will facilitate a transformational paradigm shift in the management of diabetes. Optimization of the value proposition for all customer groups is key.





Thank You
