



**A successful product launch needs two things:
a great **product** and a great **plan**.**
At Novartis, we're proud to say
we have a **pipeline** full of both.

But don't take our word for it. Listen to *Med Ad News*, which named Novartis 2001 Company of the Year, or *The Wall Street Journal*, which referred to Novartis' pipeline as "spectacular," citing Starlix® (nateglinide) for type 2 diabetes and Gleevec™ (imatinib mesylate) for chronic myeloid leukemia. But that's just the beginning. Commercial Operations, the sales and marketing arm of our business and the largest business group at Novartis, is gearing up to launch as many as 15 new products over the next three years. Small wonder one of our strategic priorities is to "become a launch machine."

A FOCUS ON CUSTOMERS

Novartis Commercial Operations encompasses all of the company's customer-facing businesses: sales and marketing, medical and scientific affairs, e-business, managed care, and contracting. New product development and business development and licensing help to ensure a steady stream of innovative new therapies. Our current marketed portfolio holds more than 70 products in key therapeutic areas, including cardiovascular, neuroscience, oncology, respiratory/bone/dermatology/GI, and transplantation/immunology/tissue engineering. Commercial Operations recently reorganized into a business unit structure to enable smaller, flexible, more independent businesses to approach each launch with dedicated resources, a committed sales force and a clear focus on its mission.

BUILDING A MARKETING POWERHOUSE

To further enhance our "launch machine" capabilities, Novartis has put in place Marketing Powerhouse (MPH), a business planning process designed not only to ensure a successful launch, but maximum growth opportunities for our mass market and specialty products on a global basis over their entire life cycle. MPH equips business units with the tools to help them conduct a thorough analysis of the market for a product, including competitor profiles and growth opportunities. The result is a five-year strategic plan for each new product and existing promoted product.

In Commercial Operations, innovative marketing tools and technology combine with good old fashioned sales power to yield successful results. Novartis recently undertook a salesforce expansion to increase its number of sales representatives and specialists to more than 5,000. Supporting our sales and marketing initiatives is our E-business department, offering product promotion support via the Internet, partnerships with external web companies, e-detailing and even an e-sales force. This combination has resulted in Scott Levin ranking Novartis as number one among podiatrists and neurologists, number two among managed care and long term care, number three among dermatologists, and in the top 10 among cardiologists, internal medicine, oncologists, primary care physicians and gastroenterologists.

BROAD PORTFOLIO, BROAD OPPORTUNITIES

A broad range of products yields equally broad opportunities for professionals at Novartis. Our product mix is varied, offering individuals exceptional opportunities for advancement and rotation. And the global interaction among the Commercial Operations departments of the Novartis Group companies offers experience on global teams and the possibility of global assignments at other Novartis affiliates. We reward innovative thinkers, risk takers, and achievers of bottom-line results. We value diversity and demand respect for individuality.

Novartis has established a successful record for launching and managing our products, sometimes against formidable odds. We made Diovan®(valsartan) the top antihypertensive despite our second-place entry into the market, we mounted a successful launch campaign for Exelon® (rivastigmine tartrate) against a competing Alzheimer's therapy, and we logged the most successful launch of an anti-epileptic with Trileptal®(oxcarbazepine).

As we prepare for an exciting period of growth, we anticipate even greater success — success that will only be possible with the right people in the right positions at the right time. Consider joining Novartis and think what's possible.