



AMGEN[®]

Corporate Accounts

New
Aranesp[™]
(darbepoetin alfa)

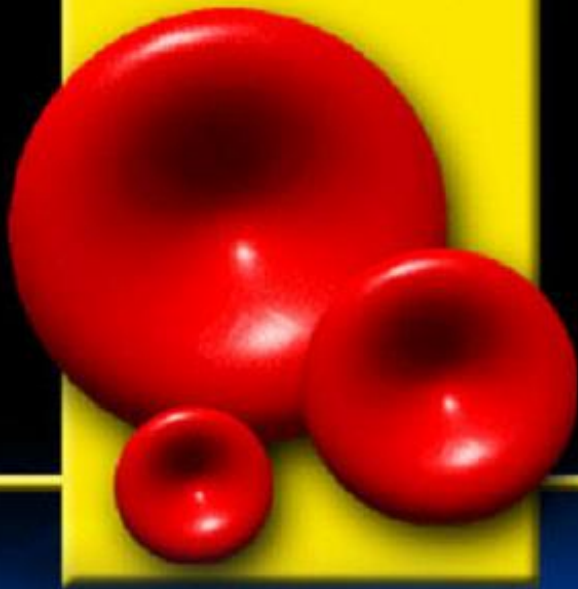
Aspiration



We aspire to be the best
human therapeutics company.
We will live the Amgen Values
and use science and innovation
to dramatically improve people's lives.

CREM Organization

- Value Proposition: To develop advocacy by utilizing the scientific and medical information assets with key opinion leaders, centers of influence and accounts, creating value across Amgen's product life cycles
- Academic CREMs and community CREMs (cCREMs)
- Specialized by therapeutic areas
 - Oncology/Community Oncology
 - Nephrology/Rheumatology



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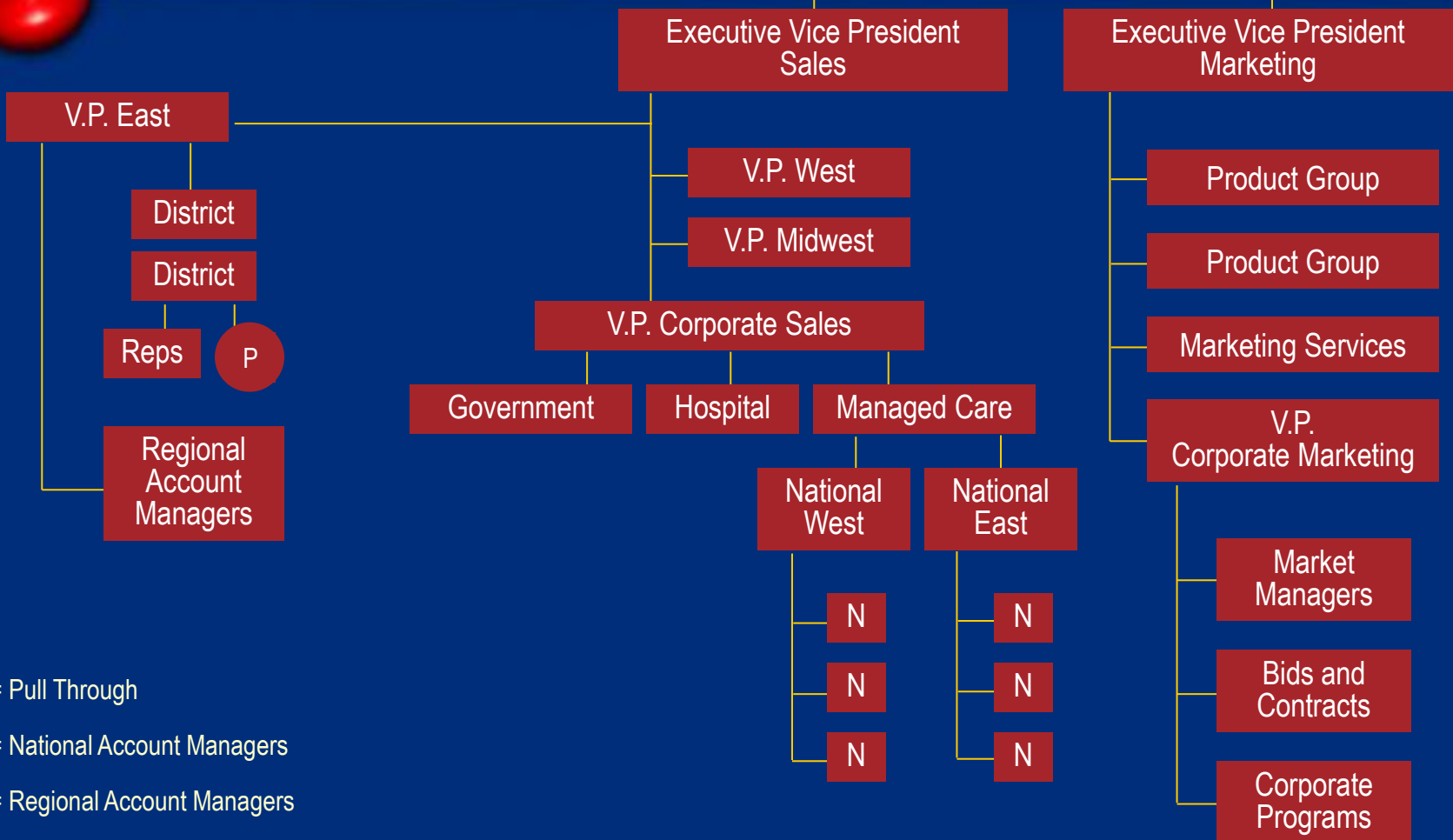
Corporate Accounts

Aranesp[™] (darbepoetin alfa)
Announcement Kit
Formulary Kit

David James

Corporate Accounts Marketing

Vice President / General Manager Sales & Marketing



- P** = Pull Through
- N** = National Account Managers
- A** = Regional Account Managers

Survey

Roster of the Thirty Companies in the HIRC Headcount Survey

| | | |
|----------------------|-------------------------|--------------------|
| Alcon | Dupont | Novo |
| Allergan | Forest | Otho-McNeil |
| Alza | Genentech | Pfizer |
| Amgen | Glaxo | Procter & Gamble |
| AstraZeneca | Janssen | Pharmacia |
| Aventis | J&J Health Care Systems | Sanofi |
| Aventis Pasteur | Knoll | Schering |
| Bayer | Eli Lilly | SmithKline Beecham |
| Boehringer Ingelheim | Merck | Takeda |
| Bristol-Myers Squibb | Novartis | Wyeth-Ayerst |

Staff functions

Incidence of Marketing Staff Functions in Pharmaceutical National Account Units

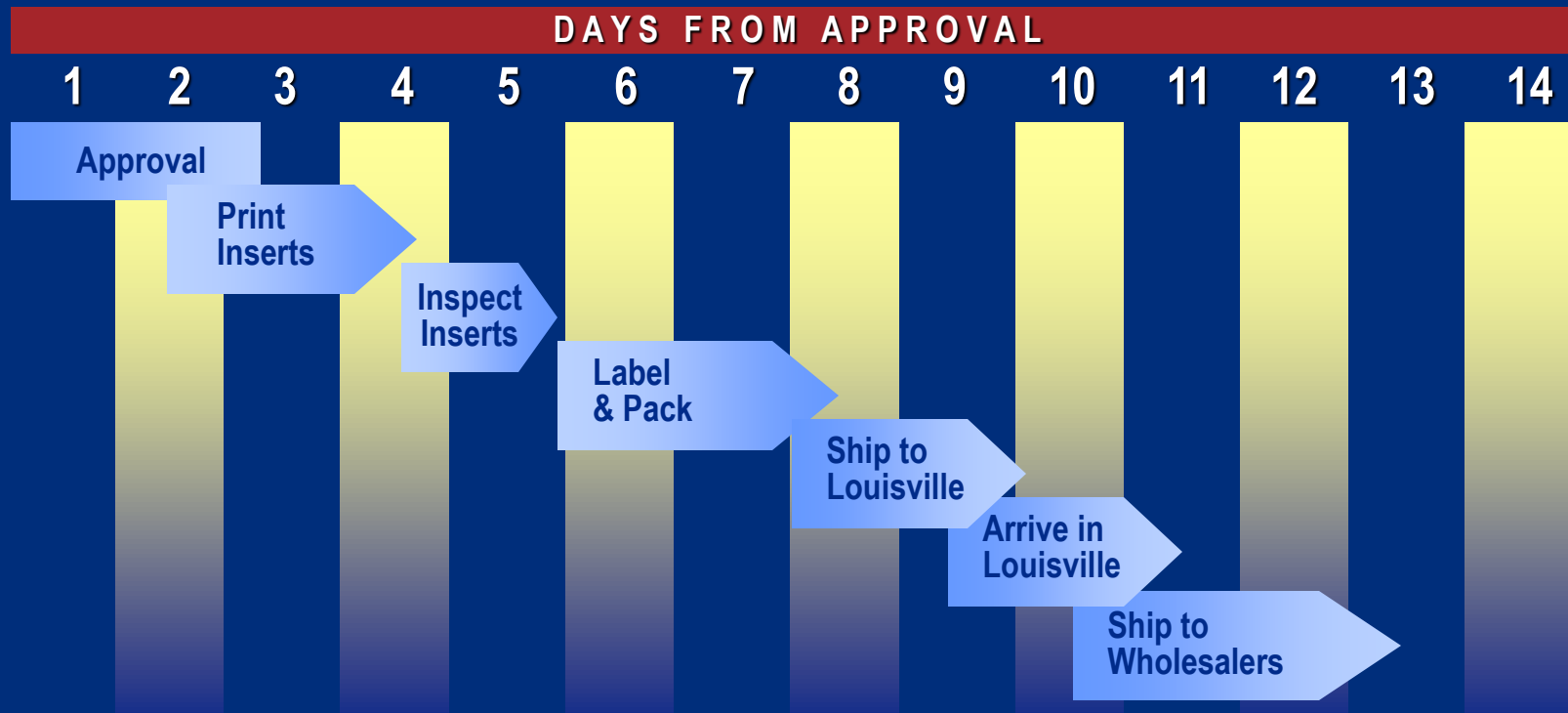
| | 1996 | | | 1997 | | | 1998 | | | 1999 | | | 2000 | | |
|-----------------------------|-------------|----------------|--------------------|-------------|----------------|--------------------|-------------|----------------|--------------------|-------------|----------------|--------------------|-------------|----------------|--------------------|
| | In N/A Unit | In Other Units | No Specific Person | In N/A Unit | In Other Units | No Specific Person | In N/A Unit | In Other Units | No Specific Person | In N/A Unit | In Other Units | No Specific Person | In N/A Unit | In Other Units | No Specific Person |
| 1. Market Managers | (20) | 12 | 2 | (16) | 16+ | 3 | (26) | 8+ | 2 | (22) | 9 | 1 | (20) | 7 | 3 |
| 2. Pharmacy Affairs | (8) | 12 | 10 | (8) | 8+ | 17 | (8) | 6 | 16 | (10) | 5 | 15 | (14) | 4 | 12 |
| 3. Pricing | NA | NA | NA | NA | NA | NA | NA | NA | NA | (2) | 5 | 24 | (9) | 7 | 14 |
| 4. Customer Programs | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | (9) | 5 | 16 |
| 5. Market Research | (8) | 12 | 5 | (9) | 15+ | 7 | (8) | 13 | 11 | (5) | 19 | 7 | (8) | 12 | 10 |
| 6. Advertising Promotion | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | (4) | 4 | 22 |
| 7. Product Mangers | (3) | 12 | 15 | (6) | 16+ | 7 | (5) | 14 | 12 | (3) | 19 | 10 | (5) | 15 | 10 |
| 8. Business Development | (11) | 10 | 10 | (7) | 13+ | 10 | (9) | 8 | 13 | (6) | 7 | 18 | (3) | 5 | 12 |
| 9. Geographic | NA | NA | NA | (3) | 0 | 27 | (5) | 4 | 21 | (4) | 4 | 22 | (2) | 5 | 23 |
| Total Marketing FTEs | | | | | | | | | | | | | | | |
| - In N/A Unit | | 8.9 | | | 11.8 | | | 14.4 | | | 11.5 | | | 14.6 | |
| - In Other Units | | 8.3 | | | 12.0 | | | 12.8 | | | 13.7 | | | 9.0 | |
| TOTAL | | 17.2 | | | 23.8 | | | 27.2 | | | 25.2 | | | 23.6 | |

Announcement Kit



Distribution Time Line

- Shipment to wholesalers begins October 1st
- Sales promotion begins October 8th



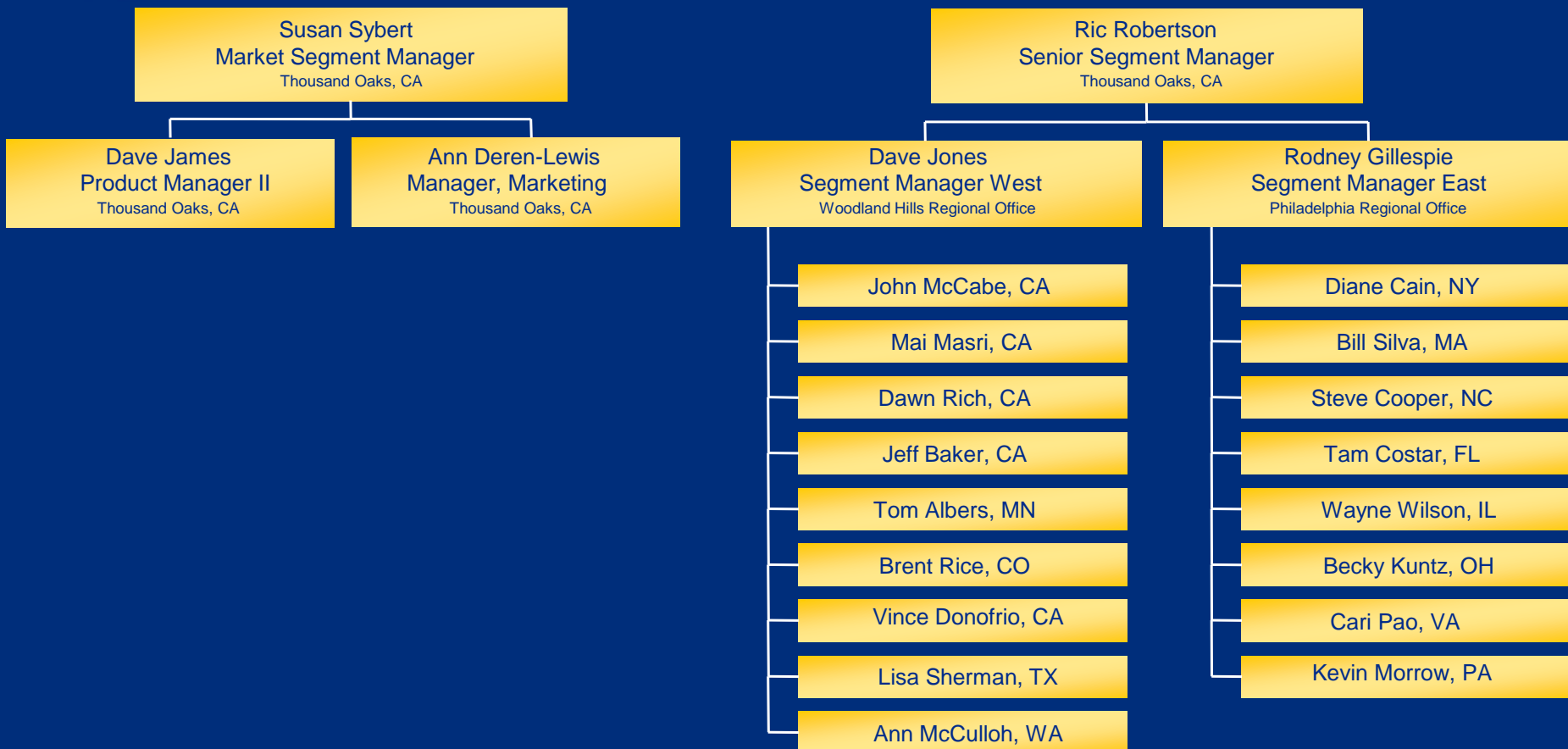


“Success is where preparation and
opportunity meet.”

– Bobby Unser

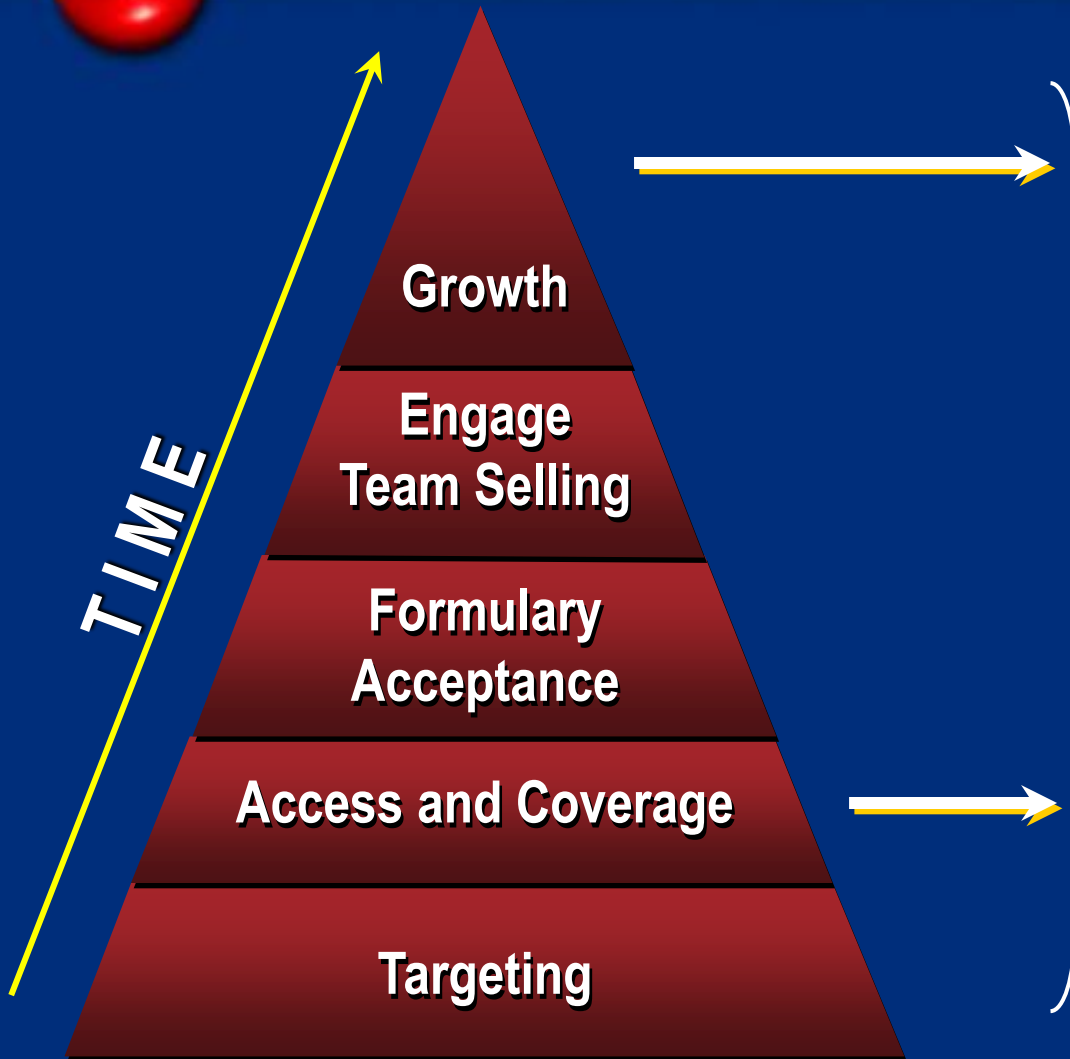
Managed Care Sales and Marketing Team

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Aranesp™ MCO Launch Activity Road Map

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Goal: Market expansion; capitalize on formulary opportunities

Goal: Cluster team meetings in “A” accounts

Goal: Ensure coverage and formulary comparable to PROCRI[®].*

* PROCRI[®] is a registered trademark of Ortho Biotech Products, L.P.

| | <u>End of '01</u> | <u>End of '02</u> |
|-----------|-------------------|-------------------|
| Coverage | 28% | 80% |
| Formulary | 10% | 70% |

Amgen Corporate Accounts

AranespTM CRI Launch Incentive Program

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2001 Product Incentive Weightings

| Product | RHS CAM | MCO Care CAM | GEM | Channel CAM |
|---------------------------------------|---------|--------------|-----|-------------|
| Aranesp TM CRI | 45% | 45% | 50% | 40% |
| EPOGEN [®] (Epoetin alfa) | 25% | 10% | 20% | 25% |
| NEUPOGEN [®] (Filgrastim) | 25% | 25% | 20% | 25% |
| Kineret TM (anakinra) | 5% | 20% | 10% | 10% |



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