



SHIFTING THE  
PARADIGM



For more information  
visit [www.OSIP.com](http://www.OSIP.com) or call  
1-800-572-1932

**Robust research and development  
bring the future of MTTs within reach**

*Dedicated and committed to the discovery, development,  
and commercialization of molecular targeted therapies (MTTs)  
to revolutionize the way cancer is treated and improve  
treatment outcomes.*

**(osi) oncology**

Shaping medicine, changing lives.<sup>SM</sup>

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# OSI ONCOLOGY

## DEDICATED AND COMMITTED TO MOLECULAR TARGETED THERAPY (MTT)

OSI is an oncology focused biotechnology company, dedicated and committed to shifting the paradigm of cancer treatment through the research and development of MTTs—especially oral agents. The goal is to improve the lives of patients by providing increased survival and symptom benefit, and lessening the toxicity and inconvenience associated with more traditional IV chemotherapy.

Our mission is simple, yet significant—to discover, develop, and commercialize novel therapies that extend survival and improve the lives of people with cancer by leveraging our:

- Strong expertise in novel molecular target therapies
- Track record of success in discovering innovative agents
- World-class clinical development expertise
- Fully integrated business model with proven bench-to-bedside capabilities

Our dedication and commitment led to our first success, an oral HER1/EGFR tyrosine kinase inhibitor, available to patients worldwide. In this effort,

- OSI Oncology helped discover the molecule
- OSI Oncology led the registration studies
- OSI Oncology has been leading the NDA efforts
- OSI Oncology participates in commercialization in the United States

## RIGOROUS RESEARCH AND DEVELOPMENT

OSI Oncology is committed to taking cutting-edge MTTs from bench to bedside through rigorous research and aggressive development. This is not an aspiration, it is a reality for OSI Oncology as demonstrated by the development of our lead molecular targeted therapy, an oral HER1/EGFR tyrosine kinase inhibitor.

OSI Oncology is leveraging our understanding of EPITHELIAL-MESENCHYMAL TRANSITION (EMT) to develop MTTs and to become a leader through our knowledge of the science underpinning EMT in cancer.

Our scientists were among the first to suggest that the EMT status of a tumor may be an important determinant of sensitivity to molecular targeted therapies. EMT is thought to be a marker of tumor progression, with tumors that express mesenchymal markers having a greater tendency to be invasive and metastasize than those tumors only expressing epithelial markers. Tumors expressing mesenchymal markers are thought to have a worse prognosis than tumors expressing epithelial markers.

OSI Oncology's research is focused on understanding the science of EMT in solid tumors in order to develop effective and safe mechanism-based therapeutic agents by:

- Targeting molecular signaling activities to develop new cancer treatments
- Researching new approaches to enhance EGFR-TKI sensitivity
- Investigating new drug combinations targeting EMT

# SHIFTING THE PARADIGM

## A DISCOVERY AND DEVELOPMENT PROCESS FOCUSED ON BRINGING INNOVATION TO ONCOLOGY

Our research and development effort has resulted in the discovery of several molecular targeted therapies that have been, or are expected to be, advanced into the clinic.

PRODUCT	TARGET	PRECLINICAL	IND TRACK	PHASE I	PHASE II	PHASE III	MARKETED
Tarceva <sup>®</sup> (erlotinib) tablets	HER1/EGFR Inhibitor	→	→	→	→	→	→
Erlotinib* Adjuvant NSCLC	HER1/EGFR Inhibitor	→	→	→	→	→	→
NSCLC 1st Line		→	→	→	→	→	→
Other Indications		→	→	→	→	→	→
OSI-930	c-Kit/KDR Inhibitor	→	→	→	→	→	→
OSI-906	IGF-1R Inhibitor	→	→	→	→	→	→
OSI-817	c-Kit/KDR Inhibitor	→	→	→	→	→	→
OSI-027	TORC1/TORC2 Inhibitor	→	→	→	→	→	→
CP-547,632	VEGFR Inhibitor	→	→	→	→	→	→
CP-868,596 <sup>†</sup>	PDGFR Inhibitor	→	→	→	→	→	→

\* Under development in collaboration with Genentech, Inc. and F. Hoffmann-La Roche, Ltd.  
<sup>†</sup> Under development by Pfizer, Inc.

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