Ipsen

Roadshow - Bryan Garnier

Paris - June 26th - 30th , 2011

Mr Pierre Kemula – Investor Relations Officer Mr Stéphane Durant des Aulnois – Investor Relations Manager





Disclaimer

This presentation includes only summary information and does not purport to be comprehensive. Forward-looking statements, targets and estimates contained herein are for illustrative purposes only and are based on management's current views and assumptions. Such statements involve known and unknown risks and uncertainties that may cause actual results, performance or events to differ ²materially from those anticipated in the summary information. Actual results may depart significantly from these targets given the occurrence of certain risks and uncertainties, notably given that a new product can appear to be promising at a preparatory stage of development or after clinical trials but never be launched on the market or be launched on the market but fail to sell notably for regulatory or competitive reasons. The Group must deal with or may have to deal with competition from generic that may result in market share losses, which could affect its current level of growth in sales or profitability. The Company expressly disclaims any obligation or undertaking to update or revise any forward-looking statements, targets or estimates contained in this presentation to reflect any change in events, conditions, assumptions or circumstances on which any such statements are based unless so required by applicable law.

All product names listed in this document are either licensed to the Ipsen Group or are registered trademarks of the Ipsen Group or its partners.

The implementation of the strategy has to be submitted to the relevant staff representation authorities in each country concerned, in compliance with the specific procedures, terms and conditions set forth by each national legislation.







Become a global leader in targeted debilitating diseases

I	ncrease Focus	Invest to Grow	Leverage Footpr			
	A market-oriented franchise model					
	driving an R&D patient centric organization focused on core platforms, peptides and toxins.					
	More than double revenues ¹					
	and more than triple EBIT ²					

NOTE 1: 2020 projected figures include contribution of Inspiration portfolio and are set at constant foreign exchange rate NOTE 2: prior to purchase accounting recordings and non recurring elements

Introduction



Quick overview of the pharma context



Over the past decade, the pharmaceutical environment has significantly toughened

 fewer NMEs and higher R&D spend more than doubled since 1997² with lower R&D productivity 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 60% less New Molecular Entities approved per year vs.1997² 	Cross industry topline pressure	 Increased primary care pressure Intensifying competition in specialty care globally Patent cliff 2010-2014
 Increasing hurdles In EU, regional decision making, tenders Increasing pressure across P&L 1 Nature Review Drugs Discovery, Feb 2011	and higher	 50% less New Molecular Entities approved per year vs.1997²
1 Nature Review Drugs Discovery, Feb 2011	complex market	Increasing hurdles
		Increasing pressure across P&L
	7	



Growth potential lies in specialty care and global footprint

Rise of specialty care	 High unmet medical needs addressed by Specialty Care provide growth: Global 2010 growth of 6.3%¹ (vs. 2.3%¹ for global primary care growth) Lower exposure to substitutable generics
Rise of emerging markets	 Steady development of emerging countries : Improving healthcare coverage Increasing drug purchasing power Pharmerging markets to grow ~15%¹ CAGR (2010-2015)
US to remain N°1 market	 US market to remain by far the largest market (with ~30%¹ of WW market in 2015) Expected contribution to global growth to remain important: 11%¹ between 2010 and 2015

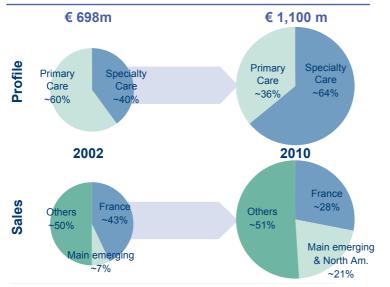
First assessment





Over the last decade, Ipsen has succeeded in adapting to a fast changing environment...

Evolution of Ipsen's sales profile



Ipsen is ideally positioned to benefit from current market trends





During the strategic review, several key questions were identified...

Are we focused enough?

Have we fully leveraged our current portfolio's potential?

Is our early stage compound portfolio sufficient to sustain long term growth?

How do we improve return in the US?

How do we address the primary care situation?



... and answered

FOCUS	There is still significant scope to enhance focus
FULL POTENTIAL	We can further leverage the potential that lies in Dysport [®] and Somatuline [®]
PIPELINE	We need to replenish our early stage pipeline for the out years
US	Focus on our core products Dysport [®] and Somatuline [®]
FRENCH PC	All partnering opportunities are being assessed

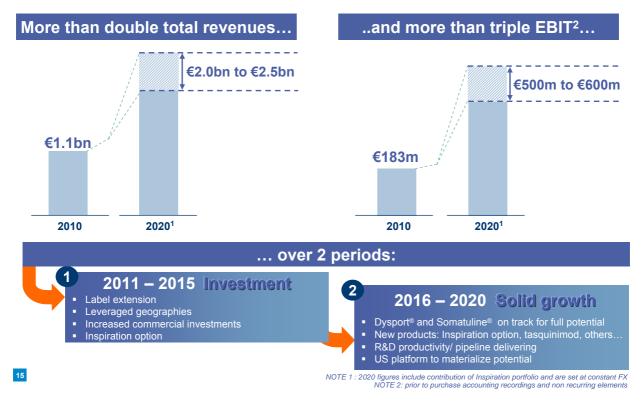
13

Long term Ambition

"To become a global leader in targeted debilitating diseases"



Ipsen's 2020 ambitions





To achieve our ambition, we need to...

Increase focus	 Capture Ipsen's assets full potential, on a limited number of: technological platforms (R&D focus) Disease areas (commercial focus)
Invest to grow	 Enhance leadership in technological platforms (R&D and manufacturing) Grow market share in selected disease areas Build pipeline R&D productivity
Leverage footprint	 Leverage Ipsen's presence to broaden access to: US specialty care growth reservoir Accelerate Pharmerging market penetration in both primary and specialty care



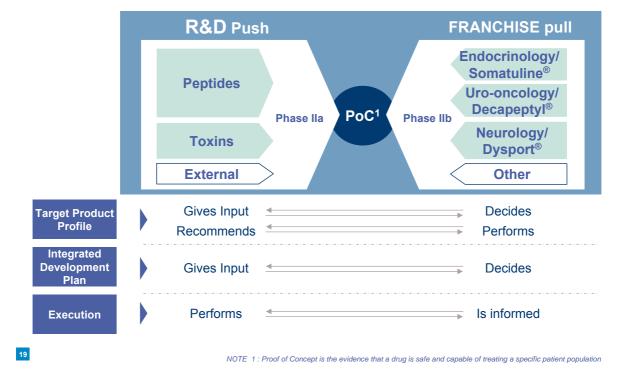


Increase market focus on 4 franchises, driving innovation

	Research	Early dev. (end of Phila)	Late dev. (Philb & PhiV)	Manufacturing	Operations
Endocrinology/ Somatuline [®]	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Neurology/ Dysport [®]	✓	\checkmark	\checkmark	\checkmark	\checkmark
Uro-oncology/ Decapeptyl®	√ Ipsen or Partner	√ Ipsen or Partner	Ipsen or Partner	√/ Ipsen or Partner	\checkmark
Hemophilia	Partner	Partner	√ Ipsen or Partner	√ Ipsen or Partner	J Ipsen or Partner

Primary care and Short Stature in a commercial optimization strategy

An integrated R&D "push-pull" model to fulfill patient/ commercial requirements



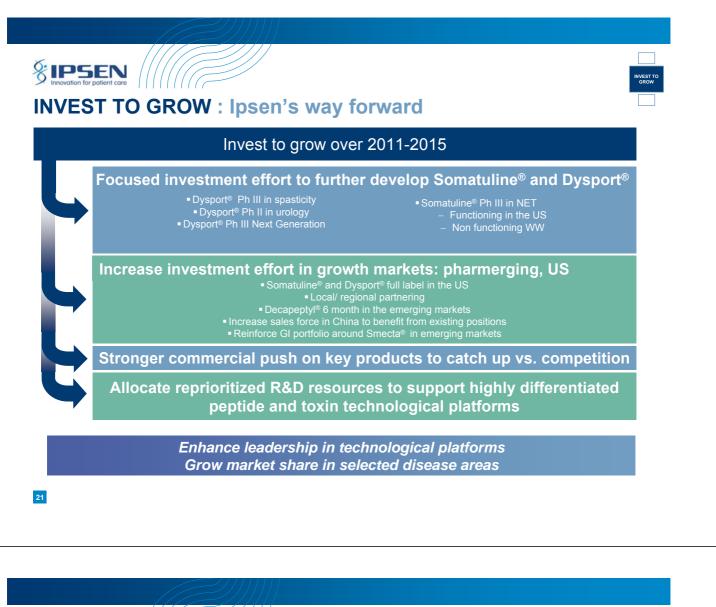


SIPSEN

Ipsen's path to INCREASED FOCUS

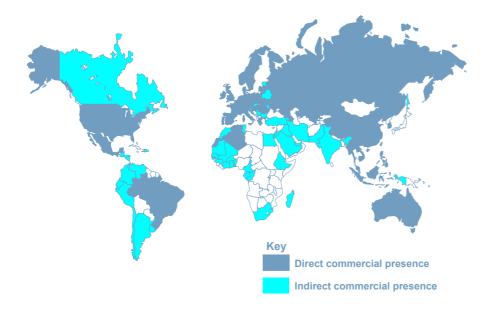
Key projected priorities

Projected deprioritizations Implementation of four market-driven Short Stature in commercial franchises: optimization perspective. Ipsen will explore all options to maximize value Market-- 2 franchises covering full value chain while meeting its obligations to focused supporting Somatuline® and Dysport® patients and partners. It will be franchise - 2 franchises primarily focused on late stage managed directly by regions and development and commercial performance around Decapeptyl[®] and Hemophilia model countries Focus R&D on core platforms, peptides and Proteins and small molecules toxins Short Stature and non-prostate Market Merge "R" and "D" departments, increase cancer oncology R&D programs are driven productivity and improve time to market no longer in Ipsen's strategic priorities R&D Streamline R&D footprint R&D activities at Barcelona site to close



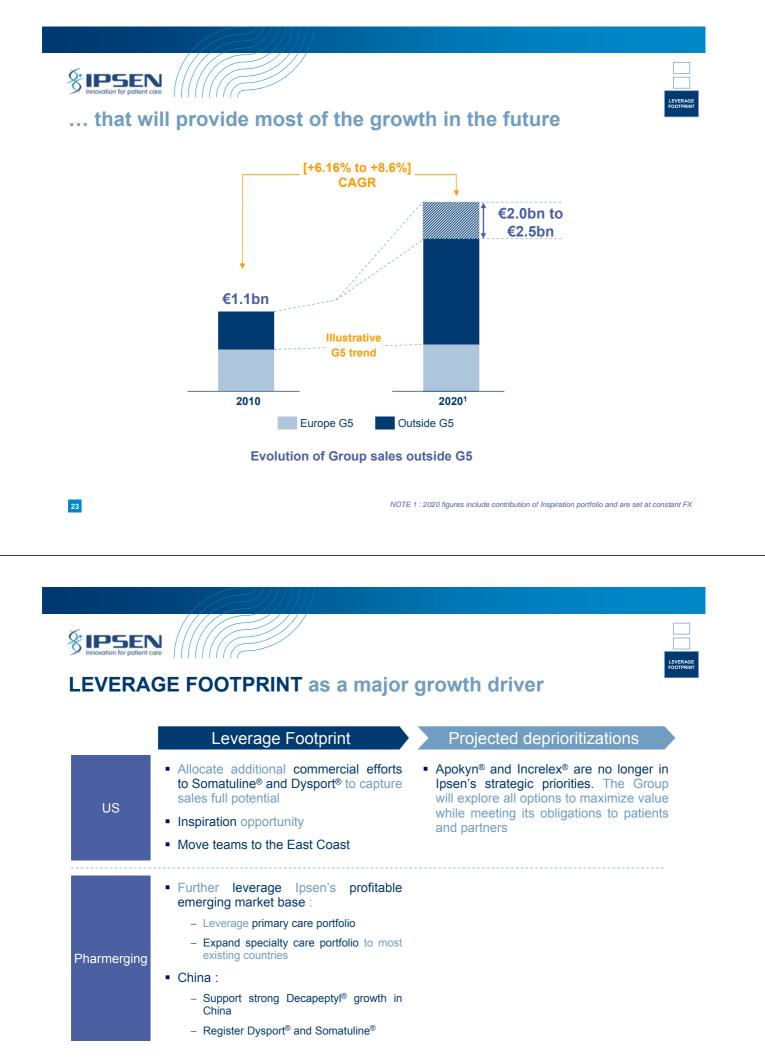


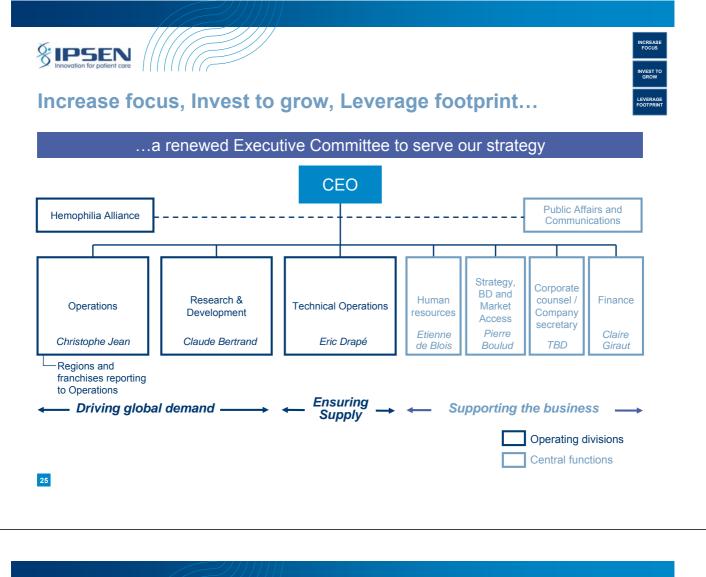
An already existing extensive commercial reach...



Sales recorded in 115 countries:

- Direct commercial presence in 49 countries
- Commercial presence through partners in 66 countries













Become a global leader in targeted debilitating diseases

Invest to Grow

Leverage Footprint

A market-oriented franchise model...

...driving an R&D patient centric organization focused on core platforms, peptides and toxins.

2020 ambition

More than double revenues¹

...and more than triple EBIT²

NOTE 1 : 2020 figures include contribution of Inspiration portfolio and are set at constant FX NOTE 2: prior to purchase accounting recordings and non recurring elements

Endocrinology/ Somatuline®





Endocrinology/ Somatuline® franchise

Acromegaly

- Pituitary disorder triggering excess GH secretion and leading to gigantism and growth of soft tissues
- Prevalence: 60 per 1 million
- 5-10 years less life expectancy ¹
- North America: ~15,000 patients
- Europe: ~15,000 patients
- Ipsen geographies: Europe, RoW and North America



Neuro Endocrine Tumors (NET)

- Arise from cells with both neuronal and endocrine origins¹
- Prevalence: 25 to 50 per 1 million
- Prevalence x5 in 30 years² in the US
- Can arise from almost any organ, most commonly GI tract, pancreas, and lung
- 5 years of survival for carcinoid tumors in 60% of cases³
- Ipsen geographies : Europe, RoW ex North America

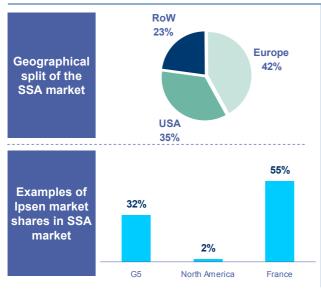
Franchise territory : Adult endocrinology, NET

30

Global Somatostatin Analog (SSA) market in 2010 : ~ 1.1 billion euros...

Q4, 2010 market figures

%IPSEN



- 2010 SSA market: ~€ 1.1bn
- Solid SSA market growth (+9%¹ in 2009 and +18%¹ in 2010)
- A fairly balanced geographical split between Europe (42% of total sales), the US (35%) and the RoW (23%)
- Somatuline[®], an established product in Europe both in Acromegaly and in NET with 55% SSA market share in France and 32% SSA market Share in G5
- Ramping up acromegaly sales in the US with only 2.4% SSA long acting market share in 2010

Note 1: Actual (Somatuline® + Sandostatin) reported sales Others : based on company reported sales ; IMS MIDAS MAT Q4 2010



... exceeding 1.6 billion euros in 2020, driven by NET

600 6 Incidence of neuroendocrine tumors Incidence of all malignant neoplasms Incidence per 100,000 for Neuroendocrine tumors 5 500 400 100,000 per 3 300 Incidence 200 100 SEER9 SEER17 0

Incidence per 100,000 for NET between 1973 - 2004²

NET incidence over 30 years

Steady 3.8%¹ CAGR until 2020

2020 SSA market: ~€1.6bn¹ (+ 45% or 3.8% CAGR)

Growth in the SSA market mainly driven by:

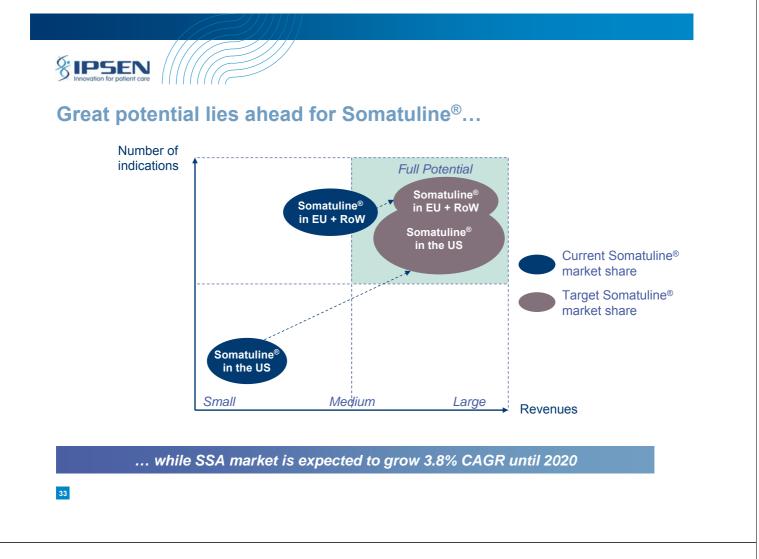
NET

- Studies suggest that NET incidence has been growing rapidly over the past several decades, particularly in the US
- Increased awareness of NETs results in a wider availability of improved diagnostic techniques

The US

 +4.6%¹ expected market growth in the US between 2010-2020 (world most solid growth)

31

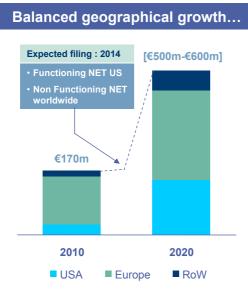


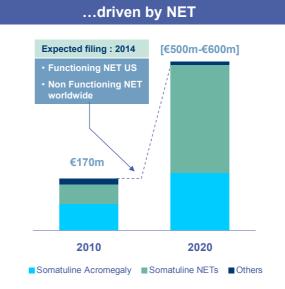


Commitment across the full value chain



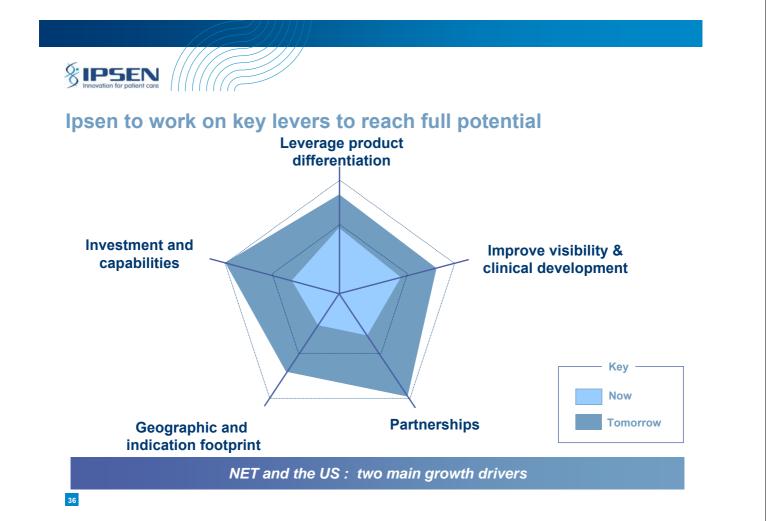
Somatuline[®] ambition: 10% to 15% CAGR* until 2020





35

* two sequences : one invest; two return





New additional elements of differentiation

Increased extended dosing interval worldwide

- Approved in the US in March 2011
- From one injection every 4 weeks (60-90mg) to every 6-8 weeks (120mg)
- Increased comfort for the patients

Economic benefit

New device

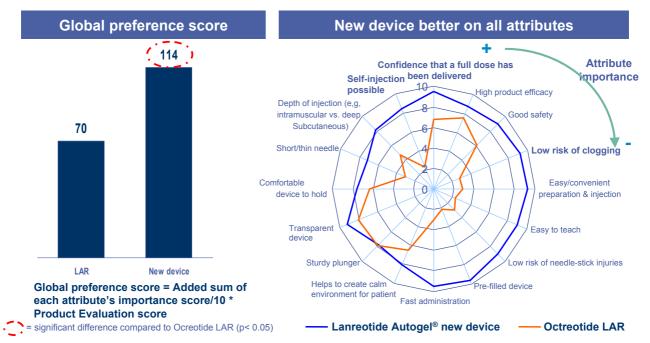
- Retractable needle to ensure full dose release
- Optimal safety for hospital care practitioners/ patients
- Health economic benefits related to absence of clogging and no need for reconstitution





Somatuline[®] New Device : preferred by Nurses

Somatostatin Analog Nurse Preference Study - 1st publication



Suppose Share of voice & clinical development						
	Leverage clinical and safety data	Enhance differentiation elements New campaign: "Start right, stay right"				
_	Enhance collaborations with medical and scientific communities	Enhance services to physicians, nurses, patients and payers				
39						



Partnerships to explore new treatment paradigm

Innovative partnership with Pfizer Europe in Neuro Endocrine Tumors (NET)

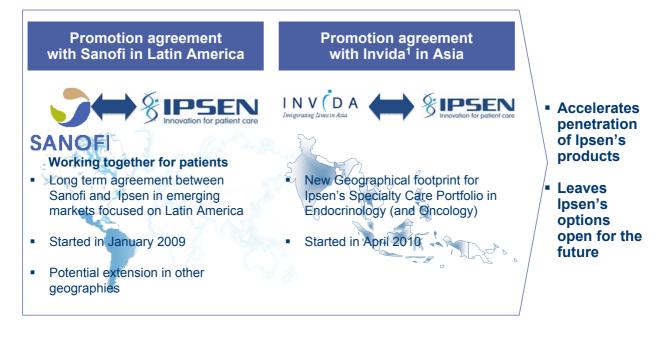
Medical education initiative kicked off at ENETS (joint symposium on March 11th 2011 in Lisbon)



Build upon respective best-in-class position to develop medical education on gastro-entero-pancreatic NET (GEP NET) management

Drive guidance on patients profiles who would benefit most from both agents

Partnerships to increase penetration in emerging markets



41

Note 1: JV between Zuellig - Quintiles and Temasek

8 IPSEN ///////

New indications: Functioning NET in the US and Non Functioning NET worldwide

Functioning NET for US label

- Recruitment target: 100 patients
- Global recruitment status on target for completion end of 2012
- Carcinoid syndrome initially slow to recruit due to trial design and ongoing competitive trials
- 12 countries planned (US + 11 ROW countries), 66 sites (56 Row + 10 US)

•	JSA
 Brazil Croatia Czech Rep. India Latvia Poland 	 Russia Serbia South Africa Turkey Ukraine

Non Functioning NET worldwide -CLARINET

- RECRUITMENT COMPLETED end of April 2011
- 200 patients accrued (45 centers in 14 countries)

 Austria 	Italy
 Belgium 	 Poland
 Czech Rep. 	 Slovakia
 Denmark 	 Spain
France	 Sweden
 Germany 	• UK
 India 	• US

Somatuline[®], potentially the only SSA with functioning and non-functioning NET label



Somatuline[®] Autogel 2010 footprint and indications

	Geography/ Indication	Europe	US	China	Brazil	Russia
	Acromegaly	\checkmark	\checkmark	-	But no national reimbursement	But no national reimbursement
	Functioning NET	\checkmark	-	-	But no national reimbursement	But no national reimbursement
	Non functioning NET	-	-	-	-	-
43					\checkmark	psen presence

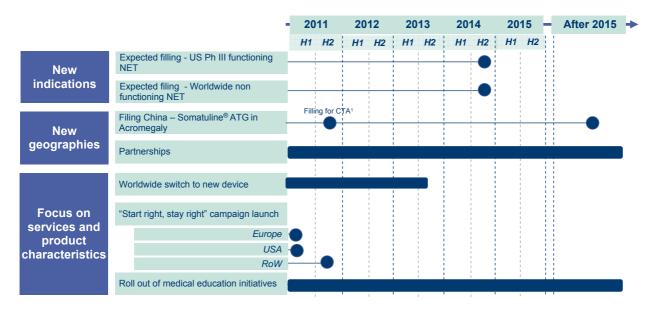


Somatuline[®] Autogel 2020: a globalized reach

Geography/ Indication	Europe	US	China	Brazil	Russia
Acromegaly	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Functioning NET	\checkmark	\checkmark	-	\checkmark	\checkmark
Non functioning NET	\checkmark	\checkmark	-	✓ ✓	✓
✓ Ipsen presence					
LatAm and Asia covered through partnerships					

SIPSEN Innovation for patient care

Somatuline[®] milestones



45

NOTE 1: CTA or filing for Clinical Trial Authorization

Neurology/ Dysport®



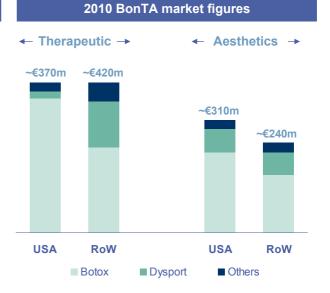
A 2010 botulinum toxin market in excess of 1.3 billion euros

Dysport[®] market metrics

- 2010 Botulinum toxin market : ~€1.35bn¹
- The US represent north of 50% of the market
- Therapeutic indications represent 58% of the market
- Dysport[®], a solid second player

8IPSEN

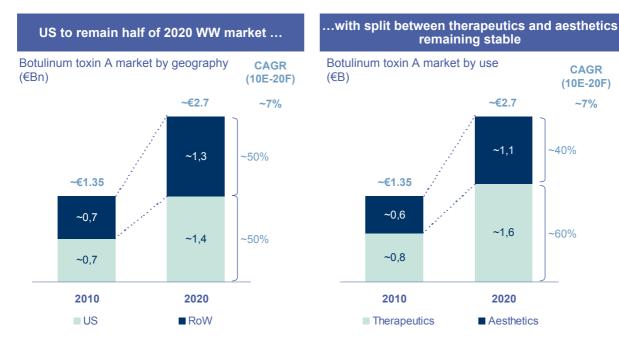
 Dysport[®] recently launched by Ipsen in the USA (November 2009) with a single medical indication (cervical dystonia) and by Medecis in aesthetics (Glabellar lines)



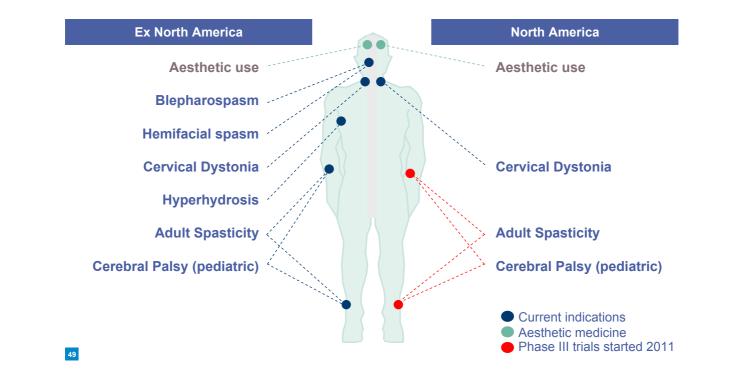
Note 1 : Internal company data

Source: Ipsen analysis

Botulinum toxin market expected to grow by ~7% p.a. to 2.7 billion euros in ten years



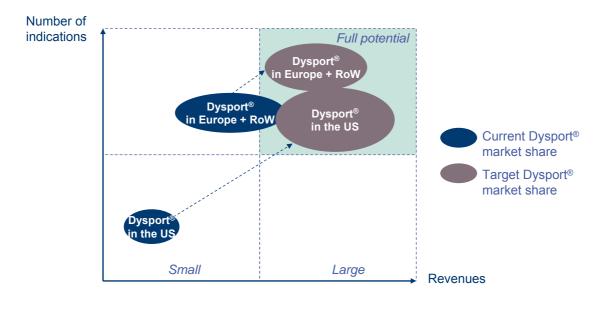
Room for new indications in North America





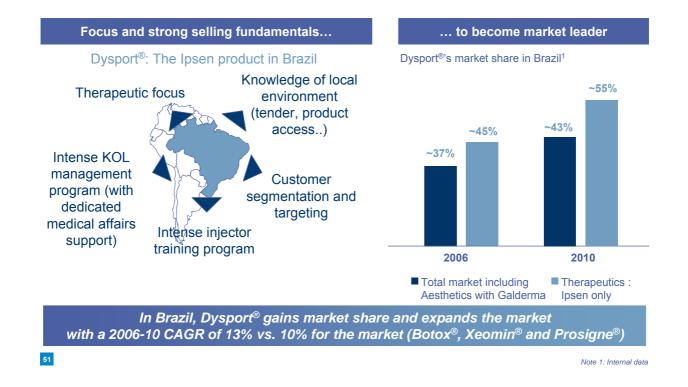
8IPSEN

Full potential of Dysport[®] lies ahead...



... and BonTA market is expected to grow 7% CAGR until 2020

Brazil, success built on focus and strong selling fundamentals





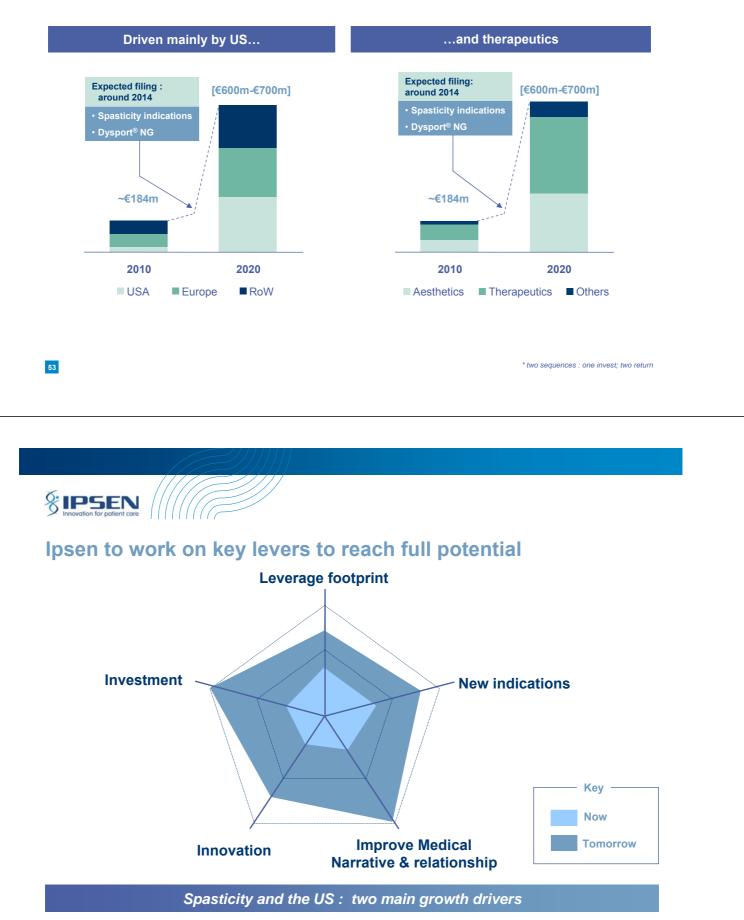
8 IPSEN

Commitment across the full value chain



Dysport[®] ambition: 10% to 13% CAGR* until 2020

SIPSEN Innovation for patient care



SIPSEN UNIT Aspiration : More geographies, more indications

Geography/ Therapeutic area	Europe	US	China	Brazil	Russia
Therapeutic	 Cervical Dystonia Adult arm spasticity Blepharospasm Hemifacialspasm Paediatric per equinus spasticiy (Cerebral palsy) Adult leg spasticity (in three EU markets) Hyperhidrosis Pediatric arm spasticity Neurogenic Detrusor Over- activity 	1.Cervical Dystonia 2.Adult Upper Limb 3.Adult Lower Limb 4.Pediatric Lower Limb 5.Pediatric Upper Limb 6.Neurogenic Detrusor Over- activity	1.Cervical Dystonia 2.Other indications under assessment	1. Cervical Dystonia 2. Adult arm spasticity 3. Blepharospasm 4. Hemifacialspasm 5. Paediatric per equinus spasticiy (Cerebral palsy) 6. Adult leg spasticity 7. Hyperhidrosis 8. Pediatric Upper Limb 9. Neurogenic Detrusor Over- activity	1.Cervical Dystonia 2.Adult arm spasticity 3.Blepharospasm 4.Hemifacial spasm 5.Paediatric per equinus spasticiy (Cerebral palsy) 6.Hyperhidrosis 7.Pediatric Lower Limb 8.Pediatric Upper Limb 9.Neurogenic Detrusor Over- activity
Aesthetic	1.Glabellar Lines 2.Canthal Lines	1.Glabellar Lines 2.Canthal Lines	1.Glabellar Lines	1.Glabellar Lines	1.Glabellar Lines

55



Dysport[®] in aesthetics

Through partnerships...

- Rationale: access the aesthetic market potential with partners offering a range of aesthetics products
- Successful partnerships with :
 - Medicis in North America



Galderma in Europe and other selected geographies (e.g. Brazil)



... or solely as Ipsen

- In geographies not covered by partnerships...
- ... when it makes business and economic sense



New indications: Focus on spasticity and urology indications

Focus on spasticity in the short term...

- Current spasticity indications:
 - Adult upper (ex-US) and lower limb (limited markets)
 - Pediatric lower limb (ex-US)
- Spasticity, a major short-term growth opportunity:
 - Stroke : 15 million people worldwide every year.
 5 million are left permanently disabled¹
- World-wide Adult and Pediatric Ph III program (4 trials):
 - 4 new indications in the US
 - New and/ or Improved labeling ex-US

... and in urology in the longer term

- Leverage current access to prescriber base:
 - Clear synergies with Uro-oncology franchise in Europe
 - Clear WW synergies with neuro-rehabilitation environment
- Neurogenic Detrusor Overactivity: Ph IIa started (NCT01357980):
 - First patient screened in May 2011
 - Limited cost and high probability of success
- Urology indications, a significant mid term growth potential

Note 1: WHO The Atlas of Heart Disease and Stroke, Dr Judith MacKay and Dr George A. Mensah



57

Ipsen to improve medical narrative and prescriber relationship

Leverage unique clinical experience	Dysport [®] value
Enhance collaborations with medical and scientific communities	Enhance services to physicians and payors

58



Dysport[®] Next Generation: a potential new exciting opportunity

The first ready-to-use toxin A...

- ...is a breakthrough innovation bringing clear differentiation vs. competitors
- ...saves time by avoiding reconstitution
- ...improves safety (dilution/dosage, reconstitution, single use product ...)
- ...has very positive qualitative and quantitative market research results¹ (c. 500 participants) :
 - 83% of potential adopters on time saving and improved safety grounds

A potentially transforming project

- A WW Ph III program to assess safety and efficacy:
 - -Indication : Cervical Dystonia
 - -350 patients
 - -71 sites (42 in Europe, 29 in the US)
 - -First patients recruited in Europe
 - -US recruitment pending feedback from FDA in Q3 2011
- A complex manufacturing process with technical hurdles to be addressed
- Ipsen team fully mobilized to bring R&D project to fruition

Potentially, a major change in market paradigm

Note 1: with Neurologists and Neuro-rehabilitators



59

Dysport[®] milestones:

	-	2011	2012	2013	2014	2015	After 2015 🔸
		H1 H2	H1 H2	H1 H2	H1 H2	H1 H2	
New	Ph III Spasticity trials – US expected filing Adult & Pediatric Lower limb Adult Upper limb Pediatric upper limb			•	•	•	
indications	Expected filing of uro-oncology indications						
	Brazil : Expected Filing Pediatric Upper Limb Expected Filing uro-oncology indications	PH III started			Filing		•
Next Generation	WW Ph III trial						
New geographies	China Filing Cervical Dystonia	Filling for C					•
Focus on service and	Leverage Clinical and safety data Dysport [®] value						
product characteristics	Enhance service to physicians Reinforce KOL network						

Research & Development





A changing environment that calls for a dramatic change in the way of doing R&D



- Persistent attrition rate
- Pressure of payers

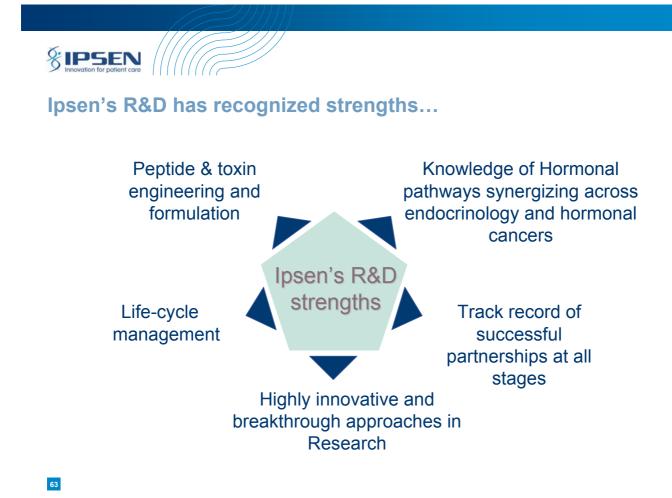
... calls for

Scientific & medical excellence

Focus on patients (Patient centric)

Speed of execution across the value chain

Collaborative innovation





... but still has room for improvement...

Ipsen's R&D has experienced setbacks...

- BIM23A760 (Phase IIb)
- Taspoglutide (Late Phase III)¹
- Difficulties to properly position GH-IGF-1 combo program in short stature
- Difficulty to derive value out of promising research compounds (CDC25, diflomotecan, elomotecan, angiomate...)
- Irosustat in monotherapy (Phase IIa)

... push for greater focus across R&D

- Increase alignment between science & business analysis
- Focus resources on key projects and technological platforms
- Increase alignment in decision making
- Implement culture of decision and speed of execution



... calling for an overhaul of our R&D engine...

Success to come from highly differentiated healthcare solutions with demonstrated patient benefits

- Focus & align priorities between R&D and Commercial Operations in expert mid-size niches in specialty care
- Patient-centric driven R&D
- Continue to foster partnerships
- Speed of execution & Operational Excellence
- Highly differentiated technological platforms



R&D to focus on short, medium and long term deliveries

65

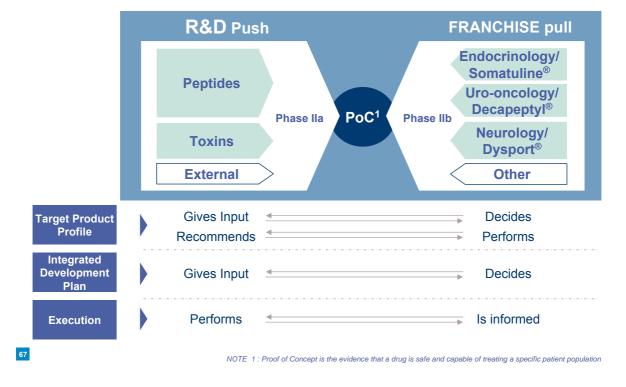


... applied to well defined disease areas and indications

	Endocrinology Somatuline [®]	Neurology Dysport [®]	Uro-Oncology Decapeptyl [®]	Hematology
Patient Centric Peptide & toxin engineering Partnerships	 Acromegaly Cushing's NET GI cancers NFPA 	 Neuromuscular disorders, focusing on dyskinesia New toxins, new formulations & indications Neurogenic Detrusor Over- activity (NDO) 	Prostate cancer	 Hemophilia A Hemophilia B Hemophilia with inhibitors: Acquired hemophilia Congenital hemophilia

Focused. Aligned. Synergies across therapeutic areas

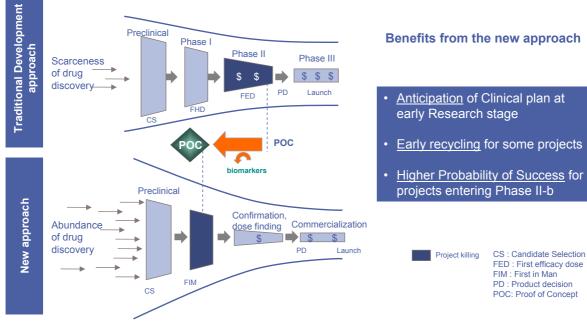
An integrated R&D "push-pull" model to fulfill patient/ commercial requirements





SIPSEN

Biomarkers help compounds move to POC quicker while reducing failure rate in late development stages

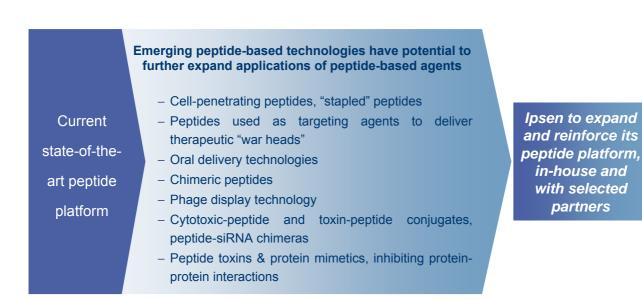












71

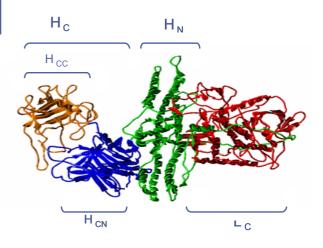
Focus on two core technologies..



Botulinum toxin: Recombinant technology offers promise of development well beyond current marketed products

New opportunities with recombinant technology

- Design of novel targeted toxins
- Design of toxins with different characteristics (onset of action, duration)
- Platform versatility based on feasible modification(s) of the functional domains of native Botulinum toxin :
 - Binding domain
 - Translocation domain
 - SNARE cleavage domain
- Possibilities to improve the properties of the current available toxin formulation
- Clear and measurable clinical effects







Our key drivers entail major decisions

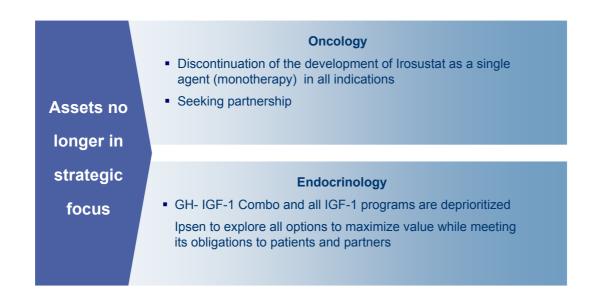


75

* The Group keeps the OBI-1 development platform in Milford, MA, USA



Key decisions on Ipsen's Ph II pipeline



&D pipelii	ne	Pre-clinical	Phase 1	Phase 2	Phase 3	Filing
Dysport [®] Neurology	Dysport [®] - Spasticity US Dysport [®] - Neurogenic Detrusor Over-activity (NDO) Dysport [®] - Next Generation Fipamezole - Dyskinesia BN82451B - Huntington Disease			Glabellar Lines	Cervical Dystonia	
Somatuline [®] Endocrinology	Somatuline® - Acromegaly Japan Somatuline® - Non Functioning NET Somatuline® - Functioning NET - US Somatuline® - Acromegaly China Somatuline® - Long Acting				-• -•	-•
Decapeptyl [®] Oncology	TASQ CRPC				•	
Hemophilia (Inspiration)	IB1001 OBI-1 FVIII FVIII	-•			•	



Ipsen "new" R&D ambition

5 novel pre-clinical candidates...

...out of which 3 will reach POC decision by end of 2015...

...while all life cycle initiatives are achieved on time







A franchise with renewed growth opportunities

Tasquinimod

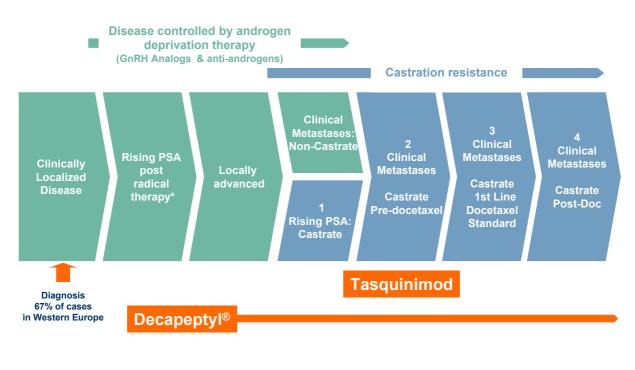
for castrate resistant tumors

Once a day oral formulation in PhIII

Decapeptyl®

for hormone-sensitive tumors

Prostate cancer: disease evolution towards castration resistance



81

*Radical treatment : prostatectomy or radiotherapy

%IPSEN

Decapeptyl[®]: a solid basis to develop a Uro-Oncology franchise

A 20-year growth story...

- Marketed in over 60 countries (Excl. the Americas and Japan)
- Indications:
 - Prostate Cancer (more than 70% of sales)
 - Gynaecology
 - Precocious puberty
 - IVF
- Formulations: Daily, 1 month, 3 months and 6 months
- No true generics of GnRH analogs anticipated

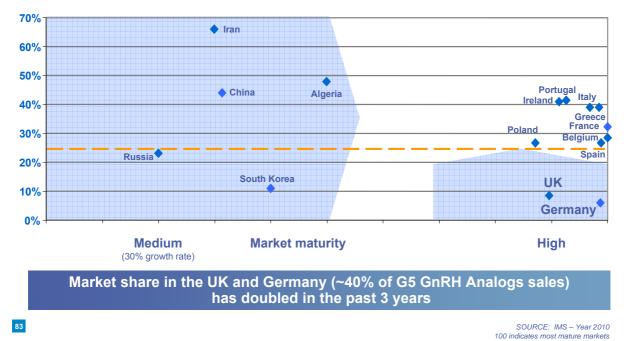
... and still poised to grow

- GnRH analogs remain mainstay of first line hormonal manipulation in PCa
- 6 month formulation enables market share gain in key EU countries
- Emerging countries, and in particular China, provide a long term growth
 - In 2010, emerging markets contributed to ~65% of Decapeptyl[®]'s growth
- European sales affected by increased competition and price pressure

Decapeptyl[®]: strong market shares throughout the world, and room to grow

Current market share (in units)

SIPSEN



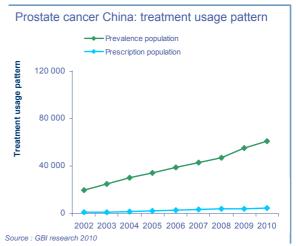


Emerging countries, and in particular China, as growth engine



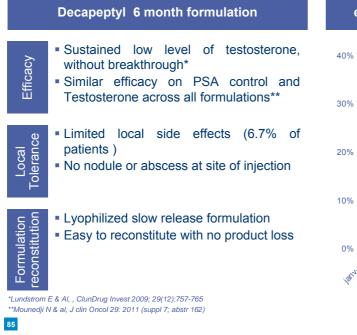
China, limited GnRh analog market but poised to grow (2006-2010)

Increasing access of patients to medicines (2002-2017)

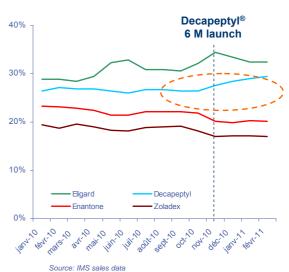


China expected to become 2nd country in terms of Decapeptyl® sales in 2011

Decapeptyl[®] 6 month formulation: a differentiated product profile, enabling market share gain



8 IPSEN



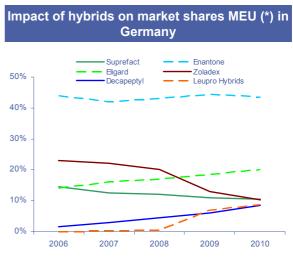
e.g. Impact on market shares in Spain



No true generics of GnRH analogs anticipated, only Hybrids

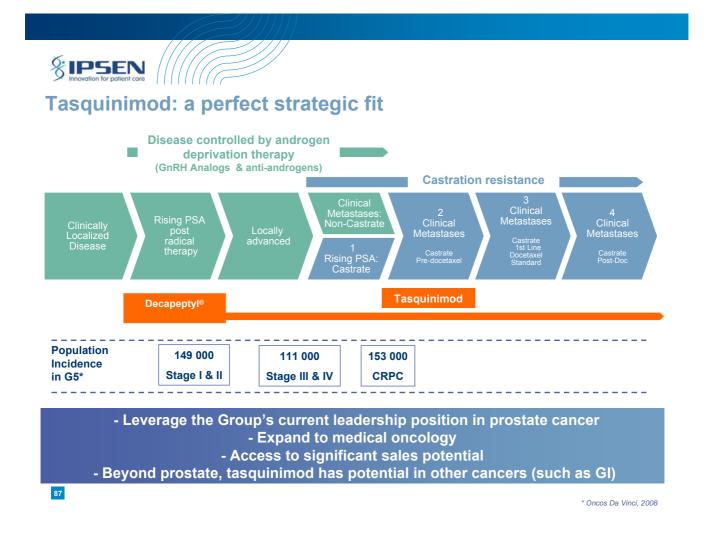
Hybrids rather than true generics

- Risk of true <u>long acting</u> GnRH analogs generics entry expected to be low
- Only hybrids of leuprorelin are available today¹
- Hybrids are currently not substitutable and priced 20-25% below original products
- In Germany, the 2 leuprorelin hybrids have reached less than 10% MS in 3 years² with no impact on class price yet



(*) MEU = Monthly equivalent units Source: Insight Health, OdV data - Germany

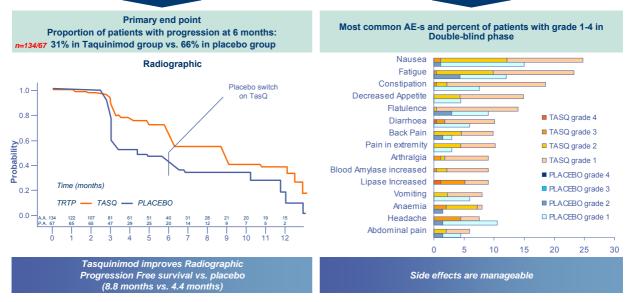
Hybrids represent a moderate threat to GnRHa established brands compared to true generics





Tasquinimod, promising phase II results

Safety and efficacy analysis* of Phase II study of Tasquinimod in chemotherapy naïve patients with asymptomatic metastatic castrate-resistant prostate cancer (CRPC) (n=201)



* ASCO-GU, 2011, J. Armstrong¹, M. Haggman², W. M. Stadler³, J. R. Gingrich⁴, V. J. Assikis⁵, O. Nordle⁶, G.Forsberg⁶, M. A. Carducci⁷, R. Pili⁸

%IPSEN Tasquinimod, Phase III program ongoing

A Phase III randomized, double-blind, placebo-controlled study of Tasquinimod in men with asymptomatic/mildly asymptomatic Metastatic Castrate Resistant Prostate Cancer

- Objectives
 - · TASQ in chemonaïve patients with metastatic castrate-resistant prostate cancer
 - · Effect of Tasquinimod on delaying disease progression compared with placebo
- Endpoints
 - Primary: Radiological progression-free survival (PFS)
 - · Secondary Endpoint: Overall Survival (OS) Study powered for OS

	Stu	dy	p	lan:	
--	-----	----	---	------	--

placebo (n=400)* Chemonaïve mCRPC Randomization 2:1 tasquinimod (n=800)* *Once daily, orally

Principal investigators:

- America : Michael A Carducci, Johns Hopkins Kimmel Cancer Center, Baltimore, USA
- · Europe : Cora N Sternberg, San Camillo and Forlanini Hospitals Rome, Italy

International Pivotal Phase III opened 1Q 2011...

... filing expected in 2014



Tasquinimod, deal terms for lpsen

Geographies	 World excluding Japan and the Americas 		
Execution	 Active Biotech: Pivotal registration PhIII Ipsen: Supportive study 		
Financials	 Milestones : Upfront payment of €25 million Additional payments of €175 million contingent upon progress/ achievement of clinical, regulatory and commercial milestones Royalty rate: progressive on the level of sales starting in the low teens 		

Expected peak sales: in excess of €250m

Hemophilia



Ipsen and Inspiration are aiming at all levels of the coagulation cascade for the treatment of hemophilia

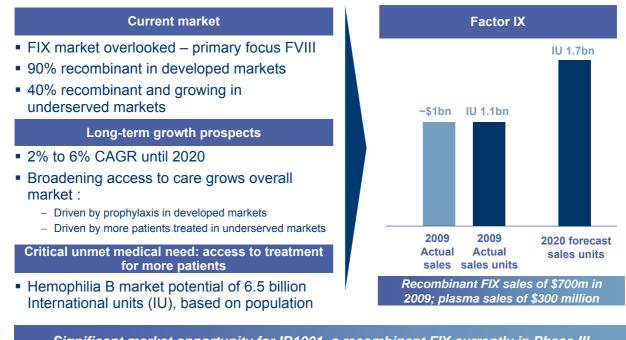
A **full fledged hemophilia franchise,** with potentially 4 products

...and the first recombinant competitor in hemophilia B therapy, IB1001 ...with a broad potential inhibitor therapy offering (OBI-1, FVIIa)...

...differentiated with OBI-1, the only recombinant porcine FVIII product...

- ➔ An \$8bn market
- ➔ A high margin market
- ➔ 2 products in Ph III:
 - OBI-1: a highly innovative porcine recombinant Factor
 VIII (orphan drug)
 - IB1001: first rFIX biosimilar in an underserved, fast growing market

SIPSEN Growing Market Opportunity in Hemophilia B

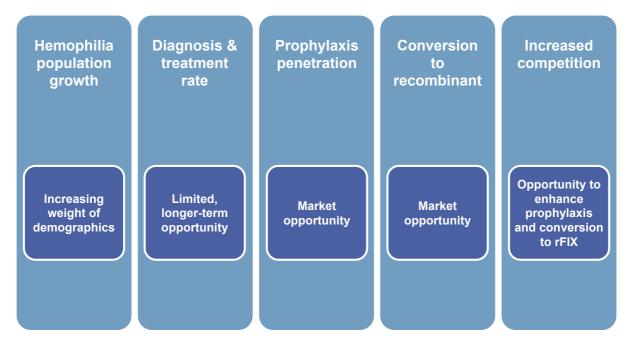


Significant market opportunity for IB1001, a recombinant FIX currently in Phase III



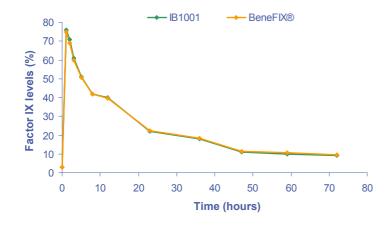
93

Historical and projected hemophilia market growth drivers





IB 1001 demonstrated non-inferiority to BeneFIX®



Mean FIX activity by time and treatment

The preliminary safety data collected during the PK study phase indicate that IB1001 has an acceptable safety profile and is well tolerated

Study IB1001-01 is ongoing and further analyses on safety and efficacy will be available in 2011.

95



Growing Market for More Effective Inhibitor Treatments

Current market

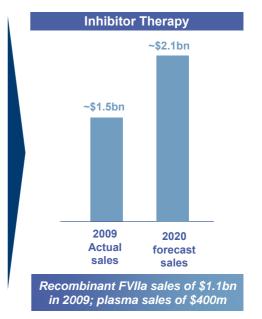
- 1/3 of hemophilia A patients will require inhibitor therapy during their lifetime:
 - Inhibitor therapy (IT) 70% recombinant in developed markets
 - IT <10% recombinant in underserved markets
 - Current therapies are FVIIa bypassing agents

Long-term growth prospects

- 3% to 6% CAGR until 2016, 0-1% thereafter (due to increased competition, downward pricing pressure):
 - Driven by prophylaxis in developed markets
 - Driven by more patients treated in underserved markets
- Opportunities in treating inhibitors to human FVIII and acquired hemophilia

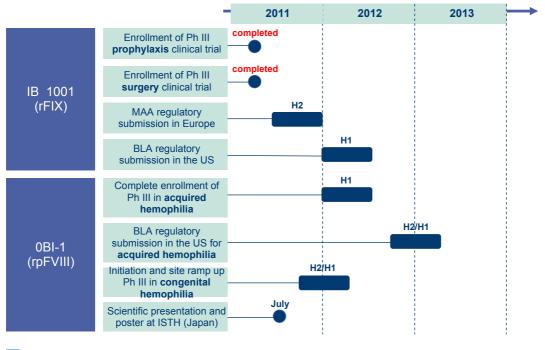
Most important unmet need: Additional inhibitor therapy options

- Current inhibitor therapies are expensive; not always effective
- Lack of biomarkers to predict efficacy



Unique positioning for OBI-1, a differentiated porcine recombinant FVIII currently in Phase III

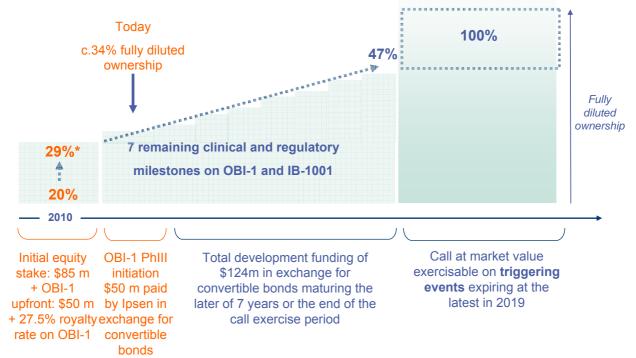
Inspiration hemophilia product portfolio – short term timeline



97



Ipsen now has ~34% of fully diluted ownership of Inspiration









Ipsen has completed a comprehensive assessment of global operations and reaffirms its commitment to the US market

Significant upside potential for new indications for Dysport[®] and Somatuline Depot[®]

Significant market opportunity for hemophilia portfolio

Significant value in further developing lpsen's presence and insight into the US market

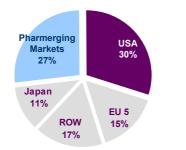
The U.S. will continue to lead the global marketplace and remains an important pillar in Ipsen's global strategy

Dysport®

Somatuline®

In 2015, the U.S. market will represent ~30% of the global pharmaceutical market...

2015 Global Pharmaceutical Market Share (Sales)¹



The US will contribute to 11%¹ of the 2010-15 global pharma market growth and specialty products are anticipated to grow faster than the overall market...

...with significant opportunity for Dysport[®] and Somatuline[®]

- Global therapeutic botulinum toxin market expected to grow at 7.4%² CAGR to €1.6bn in 2020
- US botulinum toxin market to grow at 7.4%² CAGR to €1.4bn in 2020 (50% of total market)
- Global SSA³ market expected to grow at 3.8% CAGR to ~€1.6bn²
- World most solid growth in the US with a SSA³ market expected market growth 4.6%² CACG in the US

SOURCE: (1) IMS Health 2011 (2) Company estimates (3) SSA: Somatostatin Analogs



101



To ensure we maximize the opportunity, there will be four key changes to the U.S. Organization

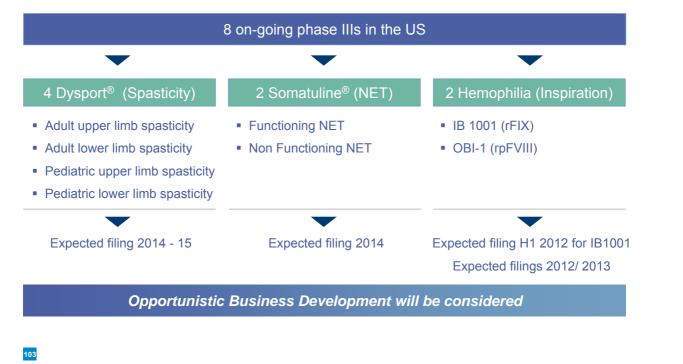
Focus investment and resources to drive Dysport[®] and Somatuline Depot[®] growth in current and future indications

Restructure the US organization to increase focus and align US operations with the new global franchise structure

Better integrate the US business with the global organization and move US commercial operations to the East Coast

Allocate internal effort to activities that drive differentiation and focus and form outsourcing partnerships to support other activities

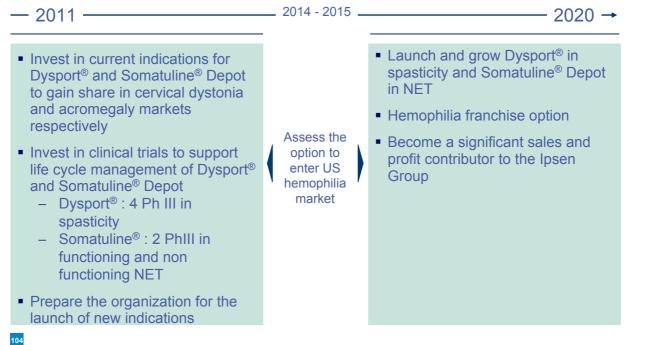
U.S. growth also will be fueled by life-cycle management and new products





SIPSEN

A two-phased US strategy supports short- and long-term growth objectives



A new President and General Manager for Ipsen North America

Sean McKercher

SIPSEN

- 30 years of experience in the healthcare industry, working in many different locations including Canada, Asia, Africa, US and most recently Europe.
- Joined Ipsen in 2007: instrumental in the 2008 acquisitions of Vernalis US, Tercica and the product OBI-1.
- Since 2009, head of Ipsen's business development and alliance management organization completing over 20 different transactions including the creative relationship with Inspiration.
- In 2010, named the Business Development Executive of the Year by the UK Pharmaceutical Licensing Group.
- Recently named President and General Manager for Ipsen North America

105

China focus: Invest to accelerate value growth to harvest the full benefit of 20 years experience

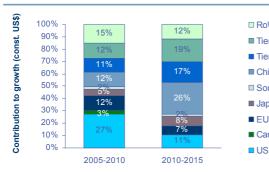




China amongst top pharma markets...

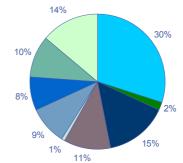


Region contribution to global growth





Region market share of global sales 2015



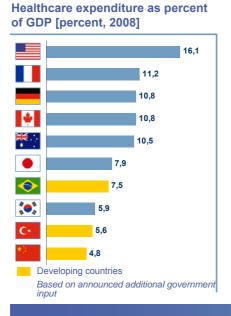
* 2015 sales estimated using 2011-2014 CAGR sept. 2010 for Egypt & Ukraine in Tier 3 and RoW Source : IMS Health Market Prognosis, March 2011

In 2010, China became the world's second largest economy ahead of Japan

107



...and more Healthcare potential to come





China healthcare expenditure - projected spend [USD billions]

410

2012

5.6

Healthcare expenditure as % of GDP

2013

5.7

2014

5.8

2015

5.9

345

2011

5.5

A US\$ 600 billion market by 2015, trending towards \$1 trillion by 2020

280

2010

5.3

252

2009

5.1

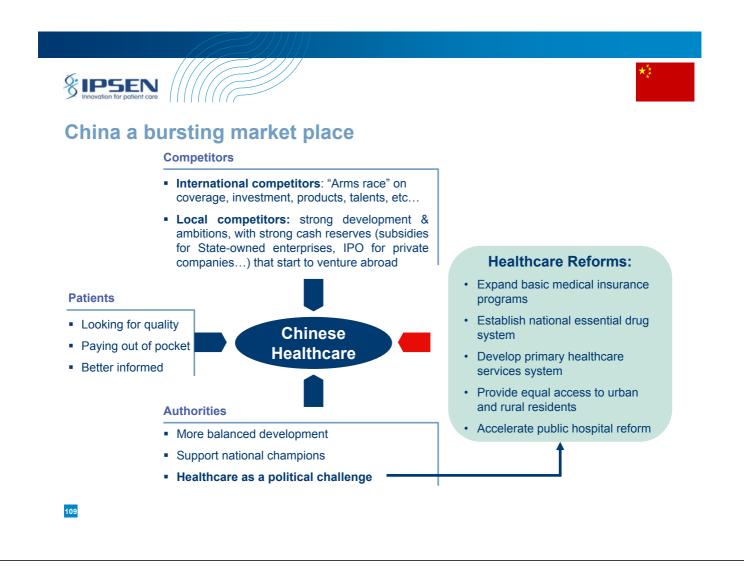
х

2016

6.0

★≵

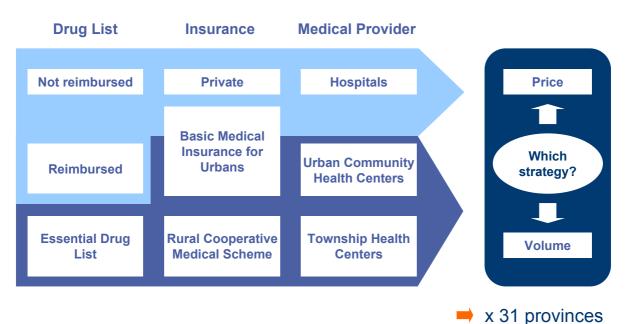
108



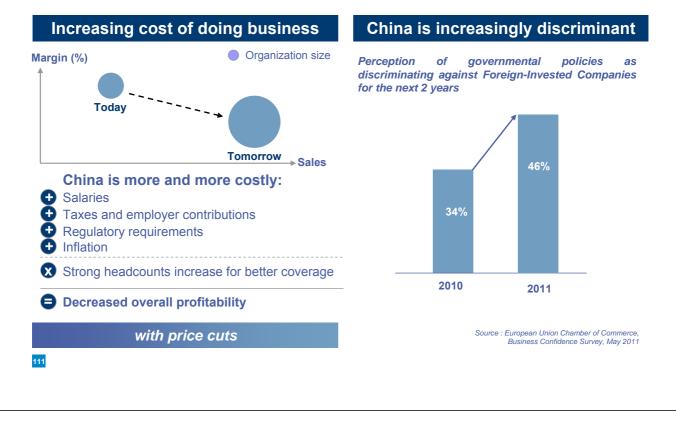


Essential Drug System may reconfigure Chinese healthcare modus operandi

★≵



China today, a tougher place for new comers...





SIPSEN



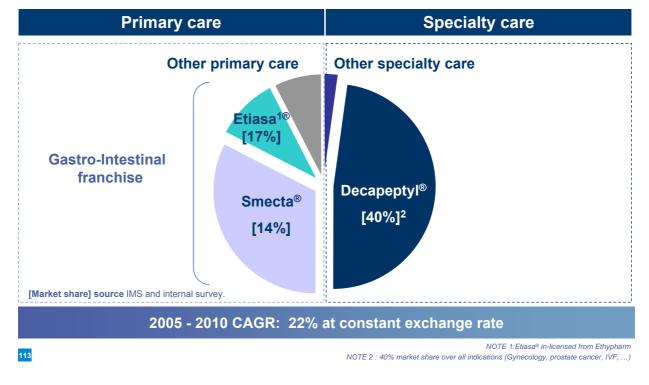
Ipsen benefits from a longstanding presence in China, now its 2nd affiliate

- Established in 1992
- HQ in Tianjin. Total staff of ~ 500 employees
- ~€90m 2010 sales
- A truly Chinese organisation with a local JV partner and 2 expatriates
- Regional sales force teams focused on key coastal cities, now spreading towards the west into lower tier cities
- Excellent National & Provincial market access team (patent, pricing, reimbursement, bidding ,etc.)
- Experienced medico-regulatory team to conduct local clinical and registration trials
- World class manufacturing site since 2000

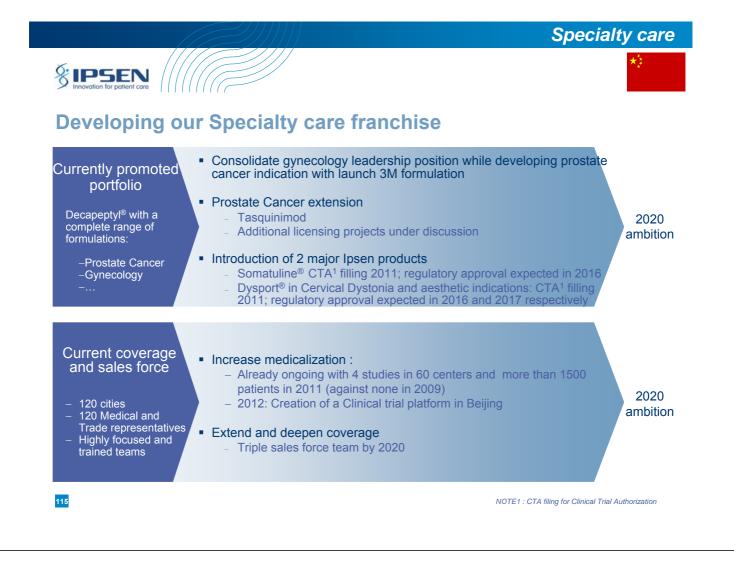
Proven track record of building brand value and leadership in targeted therapeutic areas

Solidly anchored on two pillars, with three market leader products

SIPSEN ////









Focusing to secure long term growth

Shorten time- to-market	 Strengthen medical development capabilities Creation of a clinical trial platform in Beijing in 2012 Earlier integration of China in global product development
Anticipate healthcare reform and implementation	 Constantly adapt to the changing market conditions In every province: Local Government Affairs to be close to local decisions makers
Execute the plan	 High turnover in whole pharmaceutical industry with new competitors local / state companies Recruit / retain / develop in a talent war context

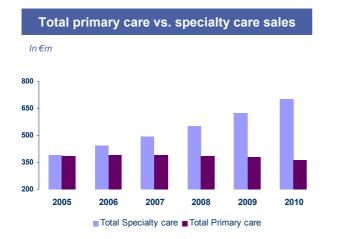


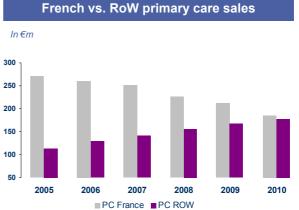
Primary Care France





Contrasted primary care dynamics





Pressure on Ipsen's French primary care

119



A European-wide pharmaceutical industry situation

Large, mid and small Pharma situation in Europe

Average price for daily treatment cost has declined and will continue to decline

R&D productivity lower in GP products

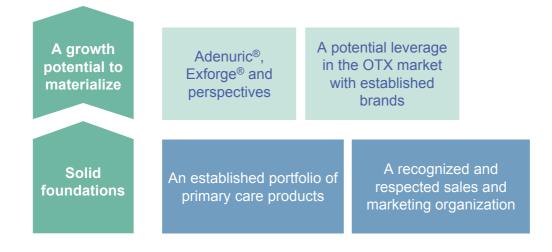
Increased restriction on promotion

Mature products are still responsive to promotion but may not justify a large dedicated sales network

Potential solutions : add products and/or work the cost base



Ipsen's French PC remains an efficient platform ready for further commercial leverage







Today, optimization is no longer sufficient for French PC

Straight forward co-marketing and co-promotion optimization deals will not remain sufficiently financially attractive

We need to explore more engaging partnership models

Enlarge the portfolio of promoted products :

- Usual co-promotion and co-marketing in-licensing agreement
- Combine Ipsen's portfolio with other companies' primary care products, including "mature" products
- Have access to OTC/ OTX know-how and capabilities, including pharmacy sales force
- Mutually optimize the cost bases



Primary care France – Manufacturing

A well established manufacturing facility in Dreux...

- Drug manufacturing and packaging activity for finished products including Smecta[®], Forlax[®], Tanakan[®]
- Specific expertise and high volumes in Sachet manufacturing
- While French related volumes are expected to decline, international activity will provide a favorable basis for partnering discussions

Other industry actors like CMOs...

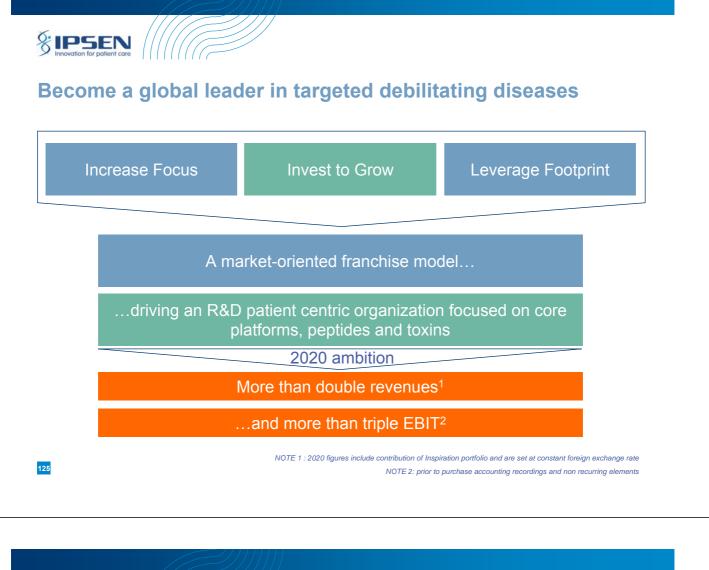
...could ensure a sustainable future and add value to Dreux manufacturing site...

...better than lpsen

123

Conclusion





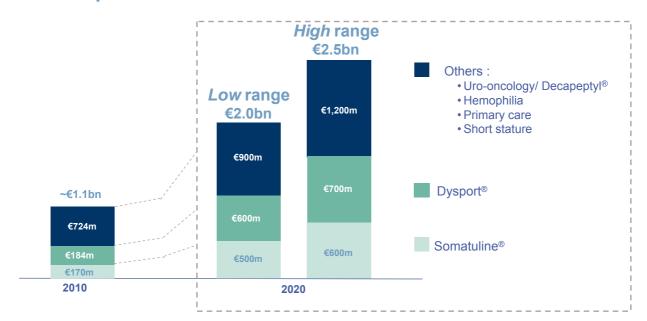


One-off costs associated with the new organization

Expected one-off costs of 80 to 100 million euros before tax over 2011 and 2012

- USA transfer costs to east coast
- Closing of R&D activities of Barcelona site
- Other one-off costs related to the implementation of the strategy and of new organization

SIPSEN A significant contribution of Dysport[®] and Somatuline[®] to 2020 sales aspiration



127

Requiring an initial investment phase



%IPSEN Implementation: main milestones to success 2011 - 2012 -2013 -2014 R&D « PoC » Somatuline[®] New TASQ filed in Inspiration option Define strategy machine device rolled out Europe



Subject to the relevant staff representation authorities in each country concerned, in compliance with the specific procedures, terms and conditions set forth by each national legislation

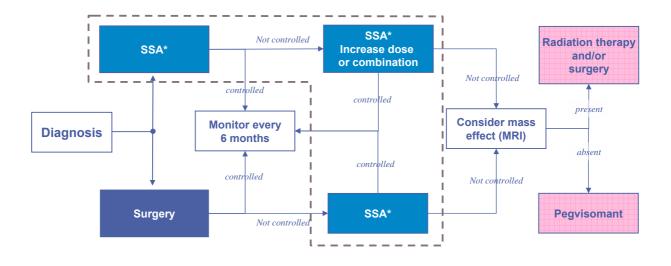
Appendices



2015 -



Acromegaly: current therapy algorithm

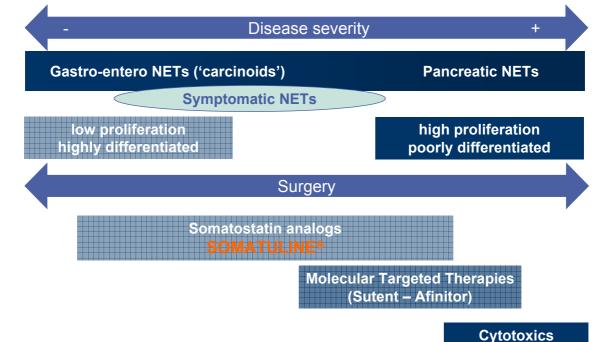


*SSA = Somatostatin Analogs

Adapted from Melmed; J Clin Endocrinol Metab, May 2009, 94(5):1509–1517



Neuro Endocrine tumors (NET): Current Therapy Algorithm



131