

Boehringer Ingelheim in a day



Twelve snapshots from around the world



Dear Reader

The world of an international pharmaceutical company like Boehringer Ingelheim is a dynamic one. This brochure is designed to provide you with insight into some of the careers, initiatives and countries in which Boehringer Ingelheim is active. Travel with us through the Boehringer Ingelheim world in a day – meet the people, see the photos, read their stories and through them understand our guiding mission: to serve people all over the world who are in need of medical solutions – each with his or her own destiny.

| Australia - a profile of many colours A journey into the life of a medical sales representative and his exciting country. **| The Baelz Prize** Promoting collaboration between medical researchers in Japan and Germany. **| Breathing techniques in China** Addressing the growing healthcare challenge posed by chronic obstructive pulmonary disease. **| Screening for chronic obstructive pulmonary disease** A preventive initiative carried out in Greece. **| Breaking a vicious circle** Our contribution to the battle against HIV-AIDS in developing countries. **| The fascination of biotechnology** Striving for medical breakthroughs for unmet needs in human medicine. **| ONTARGET™/TRANSCEND™ - the world's largest cardiovascular trial programme** Working for therapeutic discoveries to improve the health of people around the world. **| A longer, healthier life for your four-legged friend** Animal Health meets the needs of pets and caring owners. **| Stress urinary incontinence** A chronic condition that affects millions of women around the world. **| A day in the life of Boehringer Ingelheim research and development** Our strong commitment to fighting serious and life-threatening viral diseases. **| Encouraging responsible self-medication** The importance of over-the-counter medicine in Venezuela. **| Fine-tuning performance with customer relationship management** Only the best service for physicians and patients is good enough.

The pharmaceutical business is all about people. We aim to provide mankind with new and valuable drugs. This goal not only drives our endeavour for medical breakthrough and innovation. It is far more. It is the true basis of our business.

To achieve this goal we rely on highly qualified and strongly motivated people.

Their dedication, their experience and their spirit are our value drivers and the source of our success. Our employees make the difference. At Boehringer Ingelheim, we are most proud of our people.

Our globalised world calls for international teams. And we have them. Worldwide our people share the same corporate values and have a solid grasp of our brands and projects. They all contribute with their individuality and cultural personality to our endeavours. Indeed, diversity contributes to our success.

The stories in this brochure are dedicated to our people. They highlight aspects of our company and our work through individuals, at the same time conveying the spirit of the entire Corporation.

Dr Alessandro Banchi



Dr Alessandro Banchi
Chairman of the Board
of Managing Directors



Australia: manifold landscapes – manifold businesses. Boehringer Ingelheim started its pharmaceutical business in Australia in April 1964. From humble beginnings the number of employees is now approaching 300 people working in the Pharmaceutical, Consumer Health and Animal Health Divisions. Leading products are SPIRIVA® and MICARDIS® within Pharma, whilst BISOLVON® and METACAM® head sales in the other divisions.

Australia - a profile of many colours

It's Friday and after a busy week in Sydney metropolitan area, my thoughts have turned to next week's trip to my largely rural sales territory. It hardly seems a whole month since my last visit, but this is probably just a reflection of how busy we have been getting MICARDIS® established as a market leader for the treatment of hypertension and consolidating sales of the anti-inflammatory pain reliever, MOBIC®, with my doctors.

Mention Australia and most people think of such landmarks as the Sydney Opera House or Uluru (Ayers Rock) along with the cosmopolitanism of Sydney and arguably some of the best beaches in the world. I am fortunate enough to have a territory which stretches along some of these beaches about three hours' drive north of Sydney. Next week, I will be working in and around the rich river flats and undulating hills that form a

picturesque setting for the Manning River city of Taree. Its happy mixture of modern and old world architecture (by Australian standards) and a busy commercial center make Taree a rewarding destination for sightseers, shoppers and medical representatives.

The area around Taree contains a remarkable cross-section of doctors and patients, and provides me with some really interesting challenges when it comes to matching our products to doctors' needs. While the district was once a rural farming district in years gone by, more recently it has been affected by the population explosion along the east coast of New South Wales, as more and more families try to escape the escalating prices and demands of living in metropolitan Sydney. A large number of retirees have settled in the coastal towns in this region and many young families have chosen country life as a better alternative for their children. My doctors therefore see the full gamut of diseases from paediatric asthma to chronic obstructive



Steven Jack
Medical Sales Representative
Boehringer Ingelheim Pty Limited,
Australia

pulmonary disease (COPD), sporting injuries to osteoarthritis, hypertension, stroke and other cardiac events. They have always got something interesting to talk about in relation to our products. Being part of the sales team of Boehringer Ingelheim is an extremely rewarding experience, as everyday I get to see how we not only share our customers' aspirations and needs, but are able to meet them too.

With about 60 general practitioners (GPs) in and around the area to visit, plus the Manning Base Hospital to service, it will be a busy week for me. Most of the doctors work together in group practices of four and five doctors per clinic and appointments and access to many of them can be quite difficult. I have been working this area for a number of cycles, however, and have now built up a good rapport with many of the receptionists and doctors.

My weekly itinerary already includes three lunch meetings on three different days. Early Monday morning, for example, one of my tasks will be a visit to the Taree Bakery and Coffee Shop, where I will arrange to pick up lunches for these occasions. Mary, the owner of the business, is an Irish woman who has been in the area for nearly twenty years. She knows nearly all my GPs personally and so will cater for all their dietary idiosyncrasies.

As this will be my last visit to the area this year, I am also thinking ahead to the future. My territory buddies and I are planning to hold a weekend medical education meeting in Taree early in the new year. As we will have to prepare a plan of action and seek the approval

of our managers, one of the things I will have to do during this next visit is to look for a suitable venue and determine how much it will cost. The meeting will focus on various aspects of treating hypertension, although the exact topics and programme have yet to be finalized with the Medical Superintendent at the hospital. We will also fly in one of Sydney's leading heart specialists, who will give a lecture and work closely with the local doctors throughout the weekend. I'm sure the hospital / specialist representative in our team will help me to organize this guest speaker.

I now have to ring and confirm my accommodation at the motel for next week and then it's back home for a relaxing weekend with the family. Late on Sunday afternoon, I'll be on the road again, driving north along the Pacific Highway. As you can see, next week promises to be very busy, much the same as this one has been.

My consolation is that I will be free of the "foetid air and gritty of a dusty dirty city" and be working in the green lush bush and beach-side town of Taree.

Moreover, after one year with Boehringer Ingelheim, I know that my efforts are richly rewarded since I am working for a company whose products are constantly enhancing the quality of life for many people.

Nippon Boehringer Ingelheim (NBI) plays an important role in global operations at Boehringer Ingelheim. It is active in the research and development, importation, production and marketing of pharmaceutical and veterinary products. In late 2001, NBI acquired the majority of SSP Co. Ltd., the third largest manufacturer of non-prescription medicines in Japan.



Rika Shima
External Affairs Planning Group
Nippon Boehringer Ingelheim Co. Ltd.

The Baelz Prize - promoting collaboration between top medical researchers in Japan and Germany

It's a sunny spring day and I'm waiting for the arrival of the winners of the Baelz Prize in the reception of the German Ambassador's residence in Tokyo. I have been working on the Baelz Prize award ceremony for some years now, but this is the first time that I've organized the event such as to highlight the full collaboration with the German Ambassador.

Nippon Boehringer Ingelheim launched the Baelz Prize back in 1964, just three years after the company was established in Japan. The prize was named after the German doctor Erwin von Baelz who came to Japan in 1876 to teach at the Tokyo Medical School. Dr Baelz taught many Japanese students to become excellent doctors and devoted his energy to the prevention of epidemics in the interests of public health in Japan. The prize, a testimony to his huge contribution, is designed to promote collaboration between medical researchers in Japan and Germany.

Over 270 medical investigators have been awarded the Baelz Prize for their research papers in the past four decades. If I look back at the research subjects assigned over the years, I am not surprised to see that many of the prize winners now play important roles in the Japanese medicine. This gives us at Boehringer Ingelheim in Japan every reason to be very proud.

The significance of the contribution made by Dr Baelz still inspires our day-to-day activities here at Nippon Boehringer Ingelheim. Together with my 3,300 colleagues, including our Consumer Health Care business, we are committed to accomplishing the company's vision by launching innovative products of high therapeutic value on the Japanese market.

We have successfully launched many products over the past years, such as BI-SIFROL®, MICARDIS® and MOBIC®. Within the Boehringer Ingelheim group, we make the second largest contribution in terms of sales of prescription medicines. Furthermore, our research institute in Kawanishi is one of the five Boehringer Ingelheim R&D centers maintained worldwide.

As we celebrate the 40th anniversary of the Baelz Prize, the value of my daily efforts to promote therapeutic progress and the well-being of so many people once again becomes apparent. I pin a flower to the prize winner's jacket, full of pride for my contribution.



Boehringer Ingelheim China started up its activities in 1994. It now employs 475 people working in Shanghai, Beijing, Guangzhou and Chengdu. Its business growth has been substantial over the years. In 2002, a manufacturing facility was inaugurated in Medicine Valley (Shanghai) to supply the Chinese market with Boehringer Ingelheim's innovative pharmaceuticals.



Sophy Cai
Group Product Manager of Respiratory Products
Boehringer Ingelheim International Trading Co.,
Ltd., China



Breathing techniques in China

An in-depth look at Chinese culture and philosophy soon reveals that breath control and breathing techniques have always been regarded as critical to a healthy lifestyle. The traditional concept of how respiratory disease should be treated is deeply rooted in this country and constitutes one of the biggest challenges now facing today's healthcare professionals.

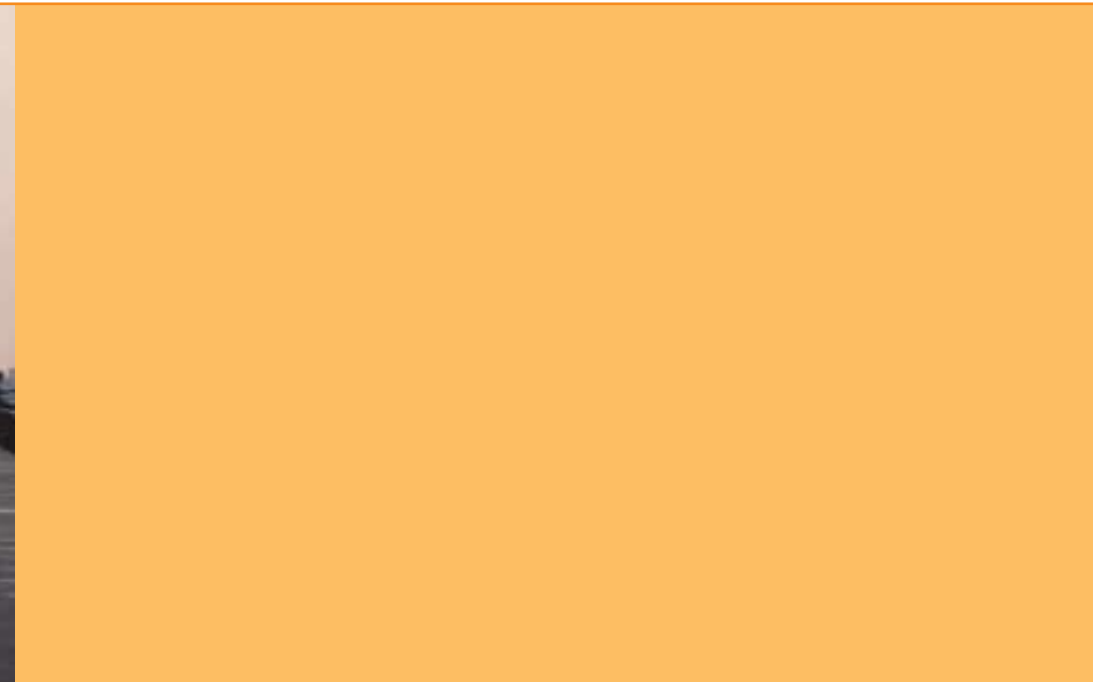
Having worked at Boehringer Ingelheim China for eight years, I've witnessed the changes that both we and other committed international companies have initiated in order to promote and develop advanced treatment concepts aimed at helping the people here.

With its vast population, China inevitably has a large number of patients affected by chronic obstructive pulmonary disease (COPD). The epidemiological research now being carried out across the country with the support of Boehringer Ingelheim indicates that approximately 40 million people over the age of 15 suffer from COPD and that one million of them are killed by it every year.

In the early 1990s, COPD awareness was still very low among doctors. Thanks to our setting up of the COPD Academic Award in 1995 to encourage people to study the recognition, diagnosis and innovative treatment of the disease, we were, however, able to change this. Through our collaboration with the Chinese Medical Association, we have been able to lay the foundations for COPD education in China. So far, this mutually beneficial cooperation has been kept going thanks to our ongoing dialogue with the Ministry of Health on how best to support the nationwide training of medical professionals.

One of our daily tasks is to help key opinion leaders (KOLs) to keep pace with international medical developments. Whenever there are major international seminars, we invite KOLs and their peers to participate so that they can have more opportunities to communicate with academic groups. My colleague and I also travel frequently to big cities throughout the country to contribute the latest findings from overseas to various seminars, professional forums and other important academic activities.

The Global Initiative For Chronic Obstructive Lung Disease (GOLD) is a collaborative project that was launched in 1997 with the support of



Boehringer Ingelheim to address the growing healthcare challenge posed by COPD. After the GOLD guidelines were issued, one of our KOLs was appointed GOLD leader in China and we have since worked hand in hand to promote disease awareness not only in the scientific world, but also in the general media. Working together with our PR colleagues, we have selected public health education TV programmes to stage talk shows and have invited KOLs to inform people on the prevalence of COPD, the physical and economic burden it can lead to and the importance of early diagnosis and medical treatment.

Once a year, GOLD organizes World COPD Day, when healthcare groups and respiratory educators join forces to raise awareness about COPD. In conjunction with this event, we send some of our own staff to local hospitals to support them with their diagnostic activities, their testing of pulmonary function and COPD education.

At the same time, my colleague and I pay regular visits to key hospitals and help them open COPD clinics.

As a consequence of our efforts and of the KOLs' lobbying, the government has now begun to concern itself with COPD. The Respiratory Society of the Chinese Medical Association has sought approval for several COPD-related study projects, which have already received government funding. The government has also planned a programme called "Society Intervention", which aims to build up a network of primary care physicians at community level to assist people who suffer from chronic diseases like COPD. We are confident that further research will provide us with more accurate data with which to persuade the government to continue addressing issues related to COPD diagnosis, management and prevention.

The impact of chronic obstructive pulmonary disease (COPD)

- COPD is a chronic respiratory disorder characterized by airflow limitation, accompanied by shortness of breath, cough, wheezing and increased sputum production. Patients are unable to perform their usual daily activities. COPD is mainly associated with smoking, with up to 20% of all smokers developing the disease.
- COPD is a major cause of death and disability. It is the sixth leading cause of death in the world, ranking fifth in Europe (and other developed countries) and fourth in the USA.
- The rising prevalence of COPD is phenomenal. It is predicted that by 2020, COPD will be the third leading cause of death in the world – second only to ischemic heart disease and cerebrovascular disease.

- It has been estimated that approximately 50% of Americans and up to 75% of Europeans with COPD are undiagnosed.
- Approximately 2.75 million deaths throughout the world are attributed to COPD each year.
- The direct and indirect costs associated with COPD are comparable to those associated with breast cancer, stroke and peptic ulcer disease. Costs of hospitalization are likely to be comparable or higher than those of other serious diseases, including heart attacks.

Boehringer Ingelheim Ellas has been operating since 1966 and now employs more than 300 people. In its efforts to increase COPD awareness among general practitioners and the population and to identify patients affected by this respiratory disorder, it launched the COPD Screening Programme in 2002. With this project, Boehringer Ingelheim Ellas addresses the problem of COPD at its root, bringing a team of experts to the territory and offering free spirometry tests and physical examination. For a long time, Boehringer Ingelheim has been in the forefront of COPD treatment and research with its inhaled anticholinergic bronchodilators; these are recommended in many guidelines as first-line maintenance treatment for COPD. SPIRIVA® (tiotropium), discovered and developed by Boehringer Ingelheim, is a novel, once-daily inhaled drug for COPD patients that provides superior symptom relief and sustained long-term improvement.

Screening for chronic obstructive pulmonary disease

I've been working as a respiratory specialist at Tripoli General Hospital for the last two years. When I was invited by Boehringer Ingelheim Ellas to participate in the chronic obstructive pulmonary disease (COPD) screening programme, I accepted, full of enthusiasm and dedication. I know that this terrible disease, the silent killer, is severely underdiagnosed and mistreated in my country. It is estimated to affect almost 8% of the 11 million people living in Greece. Moreover, COPD is mainly associated with smoking and is especially prevalent among the older age groups. In this country, smokers over the age of 40 account for 40% of the general population.

Much of Greece is mountainous with rocky terrain; about a fifth of the country is made up of islands. The COPD screening programme aims at covering the needs of those people living in remote areas where access to a lung specialist is extremely limited. With the collaboration and assistance of Boehringer Ingelheim Ellas, our Department of Respiratory Medicine has made several visits to remote villages and towns in the area of the Peloponnese, the southernmost section of mainland Greece.

The screenings are announced with posters in public areas, such as the local health centre, city hall, municipality offices, doctors' surgeries and pharmacies. A lung specialist is invited to give an introductory lecture on COPD and inform the public of the importance and benefits of the spirometry test. This is a simple test which is performed to measure how much air the lungs can hold and how well the respiratory system is able to move air into and out of the lungs.

Normally, invitations to the screenings are sent to everyone over the age of 40 who is a smoker or ex-smoker. We identify COPD patients by means of a questionnaire, physical examination and spirometry. Our aim is to diagnose those persons with airflow obstruction and to follow them up.

We have already conducted three screening tests here in the Peloponnese with very satisfactory results. Of the many people who have shown great interest in the programme we have been able to identify those who present with symptoms of COPD, advising them on the appropriate treatment. However, our project is still in the initial stages. We plan to continue until most smokers in our area have attended at least two follow-up spirometry studies.

Dr Dionisios Malamis
Respiratory Specialist
Department of Respiratory Medicine
Tripoli General Hospital, Greece





Ryad Mahfouz

Coordinator of the VIRAMUNE® Donation Programme in French-speaking countries
Boehringer Ingelheim France S.A.S.



Boehringer Ingelheim cooperates with Abbott on the co-donation of both a test kit and treatment and works together with Axios, another healthcare supplier in the developing world, who helps to implement the VIRAMUNE® Donation Programme and takes care of applications and their approval. Please see www.pmtctdonations.org for further information or application.

Breaking a vicious circle

Every ten seconds, somebody dies of HIV/AIDS. With 28 million people infected, Africa has the highest incidence of AIDS worldwide. These sad statistics come to mind every time I visit Africa. Every year, 800,000 babies are infected by their mothers at birth. Giving life and death at the same time is the most tragic mode of transmission ever imagined, unprecedented in the history of mankind. But there is a way out: I have been involved in the Boehringer Ingelheim VIRAMUNE® Donation Programme since it was launched in 2000 and can see how the company's decision to donate its AIDS drug VIRAMUNE® (nevirapine) is helping in the fight against this deadly disease.

This antiretroviral drug helps prevent mothers from infecting their babies during birth (so-called mother-to-child-transmission, MTCT) in a very simple manner. Just one tablet taken by the mother during labour and a dose of VIRAMUNE® suspension given to the baby immediately after birth can prevent the transmission of the virus from mother to baby, as clinical trials have shown.

There are now more than 100 programmes in over 50 different countries involving the administration of VIRAMUNE® free of charge; the number of mother-child doses supplied to developing countries has already reached 300,000 and is still rising.

Since the Donation Programme began, we have learned that the price of these drugs is actually only one of the many factors limiting access to medication in developing countries. Testing, training and monitoring methods also need to be established to ensure access to more HIV infected people, especially pregnant women. And the political will of the respective governments is also crucial to any improvements. Experience has nevertheless shown that in many places, the VIRAMUNE® Donation Programme can serve as a catalyst for the development of the necessary infrastructure. No one can do it alone.

Wherever AIDS is spreading, and not only in Africa, resistance might be another issue we will have to deal with. That is why the drugs we need to treat multi-resistant patients must be developed today. Heavy spending on comprehensive research programmes at Boehringer Ingelheim has led to a number of new, high-potential components that Boehringer Ingelheim will be able to market in the coming years. Patent protection, however, is essential if pharmaceutical companies are to be able to recoup the enormous amounts of money and knowledge invested in the research and development of such new drugs. Despite this, as part of its commitment to extending access to affordable drugs in developing countries, Boehringer Ingelheim decided to relinquish its claims to patent protection in developing countries and has since granted several voluntary licenses for the active ingredient nevirapine, which would otherwise be subject to patent protection. The individual licenses granted to qualified generic manufacturers entitle them to copy nevirapine and to supply the drug within certain markets.

The VIRAMUNE® Donation Programme is just one of many initiatives demonstrating Boehringer Ingelheim's commitment to providing greater access to antiretroviral therapy for developing countries or newly reforming economies. Another one is the Accelerating Access Initiative (AAI) launched in May 2000 by six of the world's leading pharmaceutical companies and UN Organizations. Under this programme, drugs for the treatment of chronic conditions are supplied to developing countries at a substantially reduced price in order to broaden patients' access to prevention, care and treatment.

Progress to date with the AAI and VIRAMUNE® Donation Programme proves that by working in a partnership with other stakeholders, Boehringer Ingelheim can indeed offer meaningful solutions for people suffering from HIV/AIDS.

Dr Dorothee Ambrosius
Head of Downstream Development,
Biopharmaceuticals, Boehringer Ingelheim
Pharma GmbH & Co. KG, Germany



What is biotechnology?

Simply defined, biotechnology is any technology that relies on living organisms to make a product or run a process. By this definition, biotechnology is a very old technology and human beings have been using it for different purposes in their daily life, such as in making bread, yogurt, cheese, wine and beer, just to mention a few. Techniques for the insertion of foreign genes into bacteria were first developed in the early 1970s. Since this discovery, the term biotechnology has come to mean the use of genetic engineering and its associated technologies in many applications ranging from agriculture to medicine. Recombinant human insulin was the first product of modern biotechnology and obtained market approval in 1982. Since then, the application of biotechnology to human medicine has grown enormously and to date, more than one hundred biopharmaceutical drugs have been successfully developed and launched on the market. Some of these products represent both technological and medical breakthroughs.



The fascination of biotechnology

A big bright cube with a glass façade that reflects the blue sky and is lit up at night. In the front, a green lawn and a neat path that leads to the entrance of the building. We are in Biberach, in the south of Germany. Here, Boehringer Ingelheim has created one of the largest and most advanced center for development and production of biopharmaceutical medicines in Europe. In September 2003, the new production plant was taken into operation after a record time of less than three years since ground-breaking. The ambitious, large-scale project has doubled capacity for the production of biopharmaceuticals at this high-tech site. Visitors coming to the Boehringer Ingelheim campus in Biberach have the opportunity to gain a broad and impressive overview of applied biotechnology. Several of the world's best-selling biopharmaceutical products are manufactured at this center of excellence.

Modern biotechnology is the key technology for the discovery, development and production of innovative drugs to treat unmet medical needs. Today, new biopharmaceutical drugs allow new medical treatment which means for many people the difference between life and death. Patients who have had a heart attack or who suffer from cancer or immunological disorders can benefit from the development of biotechnology products, such as ACTILYSE®, BEROMUN®, BETAIFERON®, BEXXAR®, CAMPATH®, ENBREL®, ERBITUX®, IMUKIN® / ACTIMMUNE®, METALYSE®, SYNAGIS®, which are manufactured at Boehringer Ingelheim.

At Boehringer Ingelheim, we have been directly involved in pharmaceutical development for over one hundred years, very often leading the way by developing new techniques and manufacturing processes. Boehringer Ingelheim is a pioneer in biotechnology and began using bacteria for the production of lactic acid in commercial quantities back in 1895. Since 1978, we have been using recombinant DNA techniques and bioprocessing

methods for research and development of new biologics. In 1986, biopharmaceutical production in Biberach started by manufacturing ACTILYSE®.

Our strategy for biologics combines synergies between the research, development and production of our own biologics and contract development and manufacturing for our customers. The development of medicinal products is a very complex process which must balance scientific, economic and regulatory requirements. To achieve this goal, close interaction between experts covering the complete development chain starting from target identification and moving through to market launch is a major requirement. The Boehringer Ingelheim campus in Biberach therefore hosts all major disciplines (research, development and production) for successful and competitive development and manufacturing of biopharmaceuticals. Third-party clients benefit from Boehringer Ingelheim's expertise in the rapid development of their biopharmaceutical medicines and bioprocesses and from its expe-

rience of having launched eleven new biological entities worldwide. Our contract development and manufacturing strategy is composed of flexible modules covering the whole process chain from cell-line development to final fill and finish. By designing tailor-made solutions for individual clients collaboration with Boehringer Ingelheim is an attractive strategic option for partners all over the world wishing to expedite product development whilst minimizing risks.

It is creativity and invention, but, above all, hard work that will keep us going forward and achieving major breakthroughs in biotechnology over the coming decades.



We are a company with tradition

Albert Boehringer founded Boehringer Ingelheim in 1885 in Ingelheim near Mainz, Germany, with a small factory producing tartaric acid with some 20 employees.

Although our businesses evolved over the years into a pure pharmaceutical company, the founder's corporate values of social caring, reliability and stability remained unchanged and guided all activities.

Boehringer Ingelheim has set out its principles and values in a guiding brochure, the "Leitbild".

Today Boehringer Ingelheim is one of the world's leading pharmaceutical companies with a workforce of more than 34,000.

We are committed to serving mankind

Patient needs are of paramount importance for Boehringer Ingelheim. It is the quest for innovation and medical breakthrough which drives our businesses. We understand, that the value of the company directly depends on the value that our therapies present to those in need of medical help.

Boehringer Ingelheim strives for medical breakthrough and invests heavily in research, development and medicine for therapies which fulfil unmet medical needs.

For example, in the last 10 years Boehringer Ingelheim conducted 1,500 clinical studies involving some 170 substances and 900,000 patients.

We are an innovative and research-driven company

Boehringer Ingelheim aims to make a significant contribution in areas of high therapeutic need. We are therefore reinvesting more than 20% of our sales in prescription medicines in R&D .

Boehringer Ingelheim's scientific teams strictly focus on innovation with a devotion to excellence not only where drugs, such as SPIRIVA®, MICARDIS® or MOBIC®, are concerned, but also in devices, such as the RESPIMAT® Soft Mist™ Inhaler (SMI), a unique new inhaler.

Our key therapeutic areas are respiratory, urology, virology, cardiovascular and central nervous system.

We operate R&D centers in Biberach (Germany), Vienna (Austria), Ridgefield (USA) and Laval (Canada). The Research Institute of Molecular Pathology in Vienna (Austria) provides innovative basic research and also valuable advice about new drug discovery programmes.

We are experts in pharmaceuticals

Boehringer Ingelheim can rely on longstanding and successful experience in the fields of R&D, medical trials, registration, manufacturing and marketing drugs and in biopharmaceuticals. This makes us a preferred business partner.

We conduct fully-fledged worldwide integrated clinical research, own in-house clinical pharmacology and worldwide integrated medical science. Our R&D centers are fully dedicated to specific indication areas. Each research site is fully equipped with medicinal chemistry and biological know-how and capacity.

Boehringer Ingelheim has great expertise in all registration matters and is a trustworthy and reliable partner for all authorities.

Boehringer Ingelheim is also a leading pharmaceutical company in biopharmaceutical process sciences and manufacturing.

We can manage the whole process chain in the development and manufacturing of biopharmaceuticals.



We look forward to a promising future

The course is set for a successful future. We can rely on the potential of our products and our pipeline. Our core products are still growing.

They also rejuvenate our product portfolio. Within the next few years the portion of those pharmaceuticals still under patent protection will rise to above 50%. Our pipeline contains some promising new compounds, e.g. in virology, central nervous system or cardiovascular.

In addition, established products have not yet realized their full medical potential.

We are a globally operating company

Boehringer Ingelheim is a globally operating company in the pharmaceutical industry acting in a wide number of therapeutic indications. We are one of the 20 largest pharmaceutical companies.

Boehringer Ingelheim operates more than 150 subsidiaries in 45 countries. Our main business regions are North America, Europe and Japan.

We are a leading primary care company with strong international brands such as SPIRIVA®, VIRAMUNE®, MICARDIS® and FLOMAX® / ALNA® which significantly contribute to the success of the company.

We remain independent

Boehringer Ingelheim is privately held.

Throughout its existence, and in spite of many changes, Boehringer Ingelheim has kept its own distinctive character. Organic growth and evolutionary development are given priority over short-term considerations.

Boehringer Ingelheim has been successful as an independent company. Our prospects are encouraging. The shareholders rule out selling off or merging the company.

Acquisitions are only regarded as an option to improve our business in certain markets or in specific business segments. License agreements or cooperations are carefully assessed. They are an integral part of the company's business strategy.

We are an employer of choice

We are recognized as an excellent employer. We aim to create a working environment for all employees which fosters entrepreneurial thinking and action. Our vision "Value through Innovation" drives our corporate culture and provides guidance for our employees in their efforts to achieve continuous improvement in all areas.

Boehringer Ingelheim has strongly increased the number of new jobs over the past years. We provide challenging and rewarding jobs for those who are motivated and qualified and fit well with the company and our corporate culture.

Our corporate culture is strong and dynamic.



We are socially responsible

From the very beginning, Boehringer Ingelheim treated its employees exceptionally well. Already in the early years of the 20th century the workers received company-paid recreation holidays. Fringe benefits were always maintained at a high level.

In addition to caring for our employees, we also care for our social and natural environment. Boehringer Ingelheim complies with the intention and basic principles of corporate social responsibility and corporate governance as proposed by international organizations, such as World Health Organization, Organisation for Economic Cooperation and Development, European Union and United Nations.

We contribute actively to communities, charitable organizations, research, science, education, healthcare, environmental protection and cultural projects.

We are a preferred partner

Boehringer Ingelheim's ownership structure permits exceptional flexibility in deal-making to accommodate the requirements of potential partners and long-term commitment.

Boehringer Ingelheim is engaged in important and successful collaborations in early and late development stages but also markets products together with partner companies. Examples are alliances with the pharmaceutical companies, such as Pfizer, Lilly, Abbott, Amgen, Wyeth, GSK, Schering and Merck KgaA.

Boehringer Ingelheim has formed various partnerships with smaller technology-based companies which allow those companies to exploit their research approaches and specific knowledge to the fullest.

Our alliances have proven very successful and are carried out in an atmosphere of mutual trust.

We are successful

Boehringer Ingelheim is a dynamically growing company which outgrew the pharmaceutical market over recent years.

The company performs very successfully in the USA, the world's largest pharmaceutical market.

Contrary to many competitors which expanded by acquisition, Boehringer Ingelheim grew mainly by its own innovations (SPIRIVA®, MICARDIS®, MOBIC®) or by successfully developing in-licensed products (e.g. FLOMAX® / ALNA®).

Over past years, Boehringer Ingelheim has significantly increased the value of the company.

The corporate structure of Boehringer Ingelheim has developed organically over the years.

ONTARGET™ stands for **ON**going **T**elmisartan **A**lone and in combination with **R**amipril **G**lobal **E**ndpoint **T**rial. It is designed to investigate the preventative potential of telmisartan in comparison with ramipril, the current gold standard for the treatment of hypertension. Both medications influence angiotensin II, a naturally occurring hormone which helps the body to regulate blood pressure.

TRANSCEND™, which stands for **T**elmisartan **R**andomized **A**ssessme**N**t **S**tudy in **A**CE-**I**n**T**olerant subjects with cardiovascular Disease, compares telmisartan with placebo in patients who are intolerant to angiotensin converting enzyme (ACE) inhibitors.

PRO**T**E**C**T**I**ON (Programme of **R**esearch to **s**h**O**w **T**elmisartan **E**ndorgan **p**rote**C**T**I**On **p**ote**N**tial) is aimed at showing the potential of telmisartan in protecting against end-organ damage caused by hypertension.

PRO**F**ESS®, which stands for **P**revention **R**egimen **F**or **E**ffectively avoiding **S**econd **S**trokes, is designed to investigate the potential of dipyridamole (AGGRENOX®) and telmisartan (MICARDIS®) to prevent secondary stroke.



Dr Salim Yusuf

Professor of Medicine

Director, Population Health Research Institute,
McMaster University, Hamilton, Ontario, Canada



ONTARGET™ / TRANSCEND™ - the world's largest cardiovascular trial programme

High blood pressure is a medical condition which does not become manifest through visible signs. However, it is one of the most important risk factors for cardiovascular diseases causing heart attack, heart or kidney failure or stroke. Dr Salim Yusuf, Professor of Medicine at McMaster University, Canada, and Director of the Population Health Research Institute, talks about his experience as a cardiologist over the last 30 years and the importance of clinical trials in achieving therapeutic progress.

“When I first became a cardiologist in 1976, we did not have a single treatment that we knew of that was shown to save lives, prevent another heart attack or a stroke. Since then, we and others have been able to identify a number of treatments that collectively can reduce the risk of future adverse outcomes by as much as three quarters. The progress over the last three decades has been due to better drugs that control risk factors such as high blood pressure or lower cholesterol, knowledge of the importance of controlling risk factors and the demonstration of benefit in really large and reliable clinical trials. I am truly excited to continue to work on the ONTARGET™ / TRANSCEND™ and PROFESS®, programmes which test the value of new and promising drugs such as telmisartan in global studies

involving every continent and every major ethnic group in the world. Human clinical studies such as these will undoubtedly lead to important discoveries that will improve the health of people globally”.

The ONTARGET™ / TRANSCEND™ study is the world's largest cardiovascular trial programme of its kind and is part of a series of investigations into one single substance, telmisartan, involving more than 31,000 patients. The programme is an industrial-academic cooperation with Boehringer Ingelheim, who discovered and developed MICARDIS® (telmisartan). It aims at investigating the potential of telmisartan to prevent eventual cardiovascular hospitalization and death through its unique consistent 24-hour duration of action.

Due to the enthusiastic participation of many investigators around the world, trial progress is ahead of schedule. The enormous data pool will make it possible to investigate cardiovascular protection in great depth and from several different angles when the results come out in 2007. Once the potential of telmisartan is fully established, physicians will be able to offer an effective and tolerable treatment regimen to prevent their patients from life-threatening cardiovascular events. Myocardial infarction and stroke could indeed be prevented by using the right medication.

The same substance, telmisartan, is being investigated in further trials in addition to the over 31,000 patients included in the ONTARGET™ / TRANSCEND™ trial programme. The PROTECTION programme includes more than 6,700 patients and the PROFESS® trial works with 15,500 patients.



Udo Ehlers

International Product Manager Companion Animals,
Boehringer Ingelheim Animal Health GmbH, Germany

A longer, healthier life for your four-legged friend

Many people have a faithful dog or two at some time in their life. And most of them feel that special pleasure which comes from watching their canine companion chasing a rabbit, fetching a ball, or just wagging its tail, all with boundless energy.

A dog's life should be long and happy. But, as old age approaches and health problems arise, our dogs also need care if we want to live the lives we share with them to the full. Some of these problems are serious and obvious enough to make you seek veterinary advice straight away. Others are less apparent, as they develop slowly enough for your dog to adapt to them. Such problems often go unnoticed until they are at an advanced stage, making effective treatment more difficult. The good news is that medical care of ageing problems in pets has advanced rapidly in recent years. Some even say that geriatric treatment opportunities for pets are better than those for similar ailments in elderly people.

Like many of their owners, many old dogs suffer from impaired movement. The most common cause of reduced mobility is arthritis, a degenerative joint disease in which pain and stiffness develop as a result of wear and tear of the joints. Because dogs cannot express their discomfort the way people can, you have to watch them carefully for any conspicuous changes in behaviour.

If you look out for the clues that can help identify potential problems early, appropriate treatment can be given.

In recent years, the choice of treatments has increased with the launch of new and effective medications that are gentle on the dogs' intestines while effectively controlling the pain and soreness associated with arthritis. One of these, METACAM®, is available as a pleasant tasting medicine which is given once a day for as long as necessary. The liquid is easy to administer and the dose can be tailored precisely to the dog's needs.

Boehringer Ingelheim Animal Health meets the needs of those who care about animals. By researching and developing innovative treatments, we help animals to maintain and enjoy a high quality of life despite disease. With a track record of over 100 years in human pharmaceuticals, our animal health expertise does not only cover companion animals such as dogs, cats and horses. We also invest our knowledge into ensuring safe and nutritious food supply by keeping cattle and pigs healthy.

For half a century, Boehringer Ingelheim Animal Health has grown by introducing truly innovative medicines and treatment concepts for diseases in swine, cattle, horses and companion animals. Products such as METACAM®, VENTIPULMIN®, BUSCOPAN® are well known worldwide. With nearly 1,300 employees in 21 countries, the company has expanded steadily with the market, reporting Animal Health sales of 315 million euros in 2003.



Boehringer Ingelheim has developed a globally recognized expertise in the urology market by making tamsulosin (FLOMAX®, PRADIF®, ALNA®) the worldwide gold standard for the treatment of benign prostatic hyperplasia. Its product portfolio also includes a compound in-licensed from the Japanese pharmaceutical company Kissei as a novel therapeutic agent for the treatment of urge urinary incontinence.

Boehringer Ingelheim's urology franchise has been strengthened by the long-term agreement recently signed with Eli Lilly and Company to jointly develop and commercialize duloxetine hydrochloride. Duloxetine will be the first globally available pharmaceutical treatment for women suffering from stress urinary incontinence (SUI). Urinary incontinence affects as many as 30-40% of women worldwide and SUI is the most common form.



Dr Anthony R. B. Smith
 Director of the Regional Department of Urological Gynaecology
 Saint Mary's Hospital, Manchester, United Kingdom

You always have to be prepared. It limits what you can do. You can't do things 'spur of the moment'. • It makes you feel older than you are. • It's a cause of shame, a sign of weakness. • It's embarrassing; it's depressing. • Treatment would mean 'freedom'.

Stress urinary incontinence

Urge incontinence is less predictable than stress incontinence and often results in the loss of a large volume of urine.

Millions of women around the world experience the symptoms of urinary incontinence and have to deal with this chronic condition every day.

What is the prevalence of SUI?

One should take care when analyzing prevalence figures for SUI as study results are based on the investigator's definition of the condition. For example, the definition most commonly used is, 'Do you ever leak on physical stress or exertion?', rather than recording regular or frequent episodes of urinary leakage. However, it would be fair to say that SUI affects women of all ages and is most prevalent in women aged between 45 and 60 years, affecting two in three women in this age group.

Dr Anthony R. B. Smith, a urogynaecologist and the Director of the Regional Department of Urological Gynaecology at Saint Mary's Hospital in Manchester (UK), discusses stress urinary incontinence (SUI) and describes how it can affect the lives of the women who are bothered by its symptoms.

What is SUI?

There are a number of types of urinary incontinence of which SUI is the most common. Stress urinary incontinence is the involuntary leakage of urine upon any form of physical stress such as laughing, coughing or sneezing; or physical exertion, such as running, jumping or other forms of physical exercise. It is caused by a weakness in the urethral sphincter mechanism, whereby the sphincter is unable to prevent urine flow when there is increased pressure within the abdomen.

How is the patient affected?

SUI affects people in different ways but generally speaking, sufferers tend to become more isolated to avoid the embarrassment of urinary leakage when in company. The condition can have a huge impact on one's quality of life as social events, business meetings and physical activities all pose a problem for the SUI sufferer and can cause fear and anxiety. As a result, the sufferer may try to avoid social events altogether which can then lead to feelings of isolation. The condition can also become very restrictive and in order to continue with daily life, some women resort to wearing only dark clothes or carrying a spare set of clothing with them at all times.

How does SUI differ from urge incontinence?

Urge incontinence (UI) is the leakage of urine following an urgent sensation to pass urine.



At Boehringer Ingelheim, we are committed to discovering and developing substances which represent substantial therapeutic progress. Our R&D spending amounts to over one billion euros a year. We maintain five R&D centers worldwide, employing some 3,000 scientists, technicians and support personnel. This number is complemented by 1,800 clinical monitors, statisticians and data managers working in clinical development.

Our research center in Laval (Quebec) is one of Canada's largest pharmaceutical research centers with 148 employees, including 128 scientists. It focuses on chronic and acute viral diseases for which no vaccine has been discovered, where current therapy is either lacking or unsatisfactory, and where there is a significant unmet medical need. These include diseases caused by hepatitis C virus (HCV), human immunodeficiency virus type 1 (HIV).

Michael G. Cordingley Ph.D.
Vice President, Research,
Boehringer Ingelheim
(Canada) Ltd.



A day in the life of Boehringer Ingelheim research and development

Serious and life-threatening viral diseases have plagued mankind throughout history. Many, such as smallpox and polio, have yielded to the development of vaccines and are thankfully receding into memory, but newly emerged viral diseases continue to challenge human health. Our team in Laval, Canada leads Boehringer Ingelheim's research in virology. We are charged with the discovery of new drugs for the treatment of two of today's most serious and devastating viral illnesses: HIV/AIDS and chronic hepatitis C. Both these diseases have emerged in the last two decades as global epidemics with devastating social and economic impact.

HIV, the virus which causes AIDS, was first identified in 1982, prompting remarkable effort on the part of scientists and pharmaceutical researchers; to date this has brought 20 drugs to the market. Nevertheless, the drugs available must be used in combination to suppress replication of the virus efficiently and they are often associated with significant toxicity. The development of viral resistance also frequently leads to treatment failure and necessitates the continued drive for superior alternatives.

Hepatitis C virus is the virus which causes chronic hepatitis C. Molecular virologists identified this even more recently, in 1989. It is estimated that 170 million people worldwide are infected by the virus and at risk of liver cirrhosis and liver cancer. The drugs that are currently used to treat the disease have severe side effects and many patients do not respond to the treatment. In 1995, our company began research to discover well tolerated and effective anti-HCV drugs that

can be used for the treatment of this insidious disease. It has been a long path and one that, even today, has not reached its ultimate destination: a drug available to the patient community.

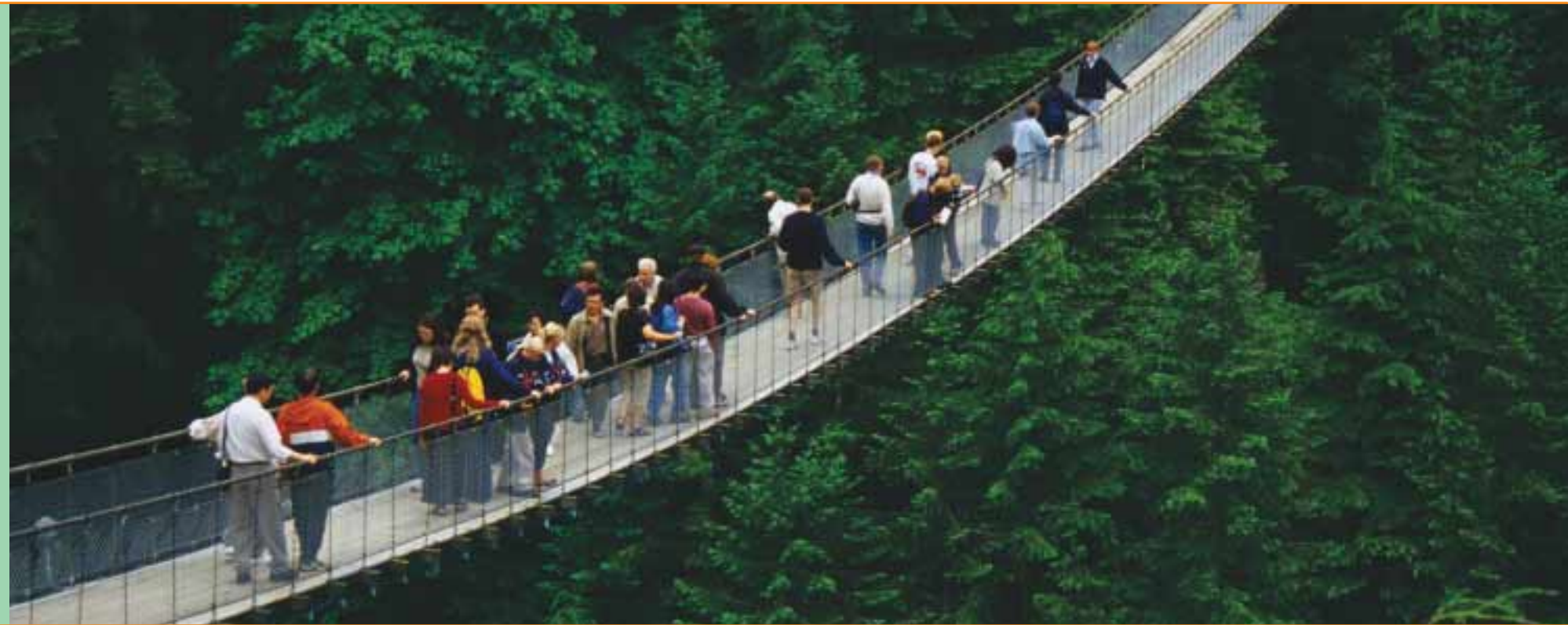
Viruses are supreme in their simplicity – small packages of genetic information which when delivered inside the human cell direct the manufacture of as few as a handful of proteins. Nevertheless, these alien molecules are capable of wreaking havoc and efficiently redirect the cell's efforts toward the propagation of the intruder virus. Just as for the human genome, the sequence of the viral chromosome holds the secret to the identification of drug targets which may be suitable for therapeutic intervention. When our research team first examined the sequence of the HCV virus genome, our attention was immediately drawn to a viral protein known as the NS3 protease. This enzyme would likely be essential for the propagation of the virus. We therefore set out to discover inhibitors of this

enzyme which might offer leads in the development of a new class of anti-HCV drugs, protease inhibitors.

Today, drug discovery efforts typically start by reconstituting the biological activity of the target in the test tube and using this assay to screen for potential "hit" molecules in a large diverse compound sample collection. Almost a million compounds contained no candidate inhibitors for our chosen target. Faced with this failure, we turned our efforts toward a rational approach to inhibitor design. With a detailed knowledge of NS3 protease biochemistry, my colleagues soon identified a short peptide molecule composed of six amino acids which inhibited the enzyme. This served as a lead for our medicinal chemists who were charged with developing much more potent, yet highly specific, chemical analogues which might possess the properties suitable for development into a safe and effective oral medicine.

Boehringer Ingelheim is involved in basic research and is committed to improving HIV therapy by providing physicians and patients with innovative antiretrovirals.

VIRAMUNE[®], (nevirapine), a product of original research at Boehringer Ingelheim, was the first member of the non-nucleoside reverse transcriptase inhibitor (NNRTI) class of anti-HIV drugs. In addition, the company is committed to the rapid development of the investigational non-peptidic protease inhibitor (NPPI) tipranavir, currently in phase III clinical trials – the final stage of testing prior to the submission of data to worldwide regulatory authorities for review and consideration for marketing approval. To complement its HIV drug development portfolio, Boehringer Ingelheim has recently acquired the nucleoside analogue (NRTI) MIV-310 from the Swedish company Medivir.



After synthesis of more than 1,000 molecules, my colleagues obtained inhibitors a million times more potent than our initial lead. Multiple candidates were then evaluated in cellular models and some even in animals, in order to find that one molecule with the potential to become a drug.

Our six years of intensive efforts were rewarded when we were able to propose a candidate for clinical development, BILN 2061, a small but complex peptide mimetic which was orally absorbed and found to be safe for preliminary clinical testing.

Three years after these successes, the development of BILN 2061 continues through the efforts of many of our colleagues across the Boehringer Ingelheim organization who strive to meet the challenges of its development. We are delighted that BILN 2061 is in the vanguard of new HCV antivirals in development today, the first in its class to demonstrate antiviral effects in patients, the proof-of-principle so much sought after in the clinical development of pharmaceuticals. Nevertheless, we have had our disappointments. Today, new findings in animal toxicology studies must be evaluated before continued development of BILN 2061 in patients can be contemplated. Indeed, on an industry-wide basis fewer than one in ten drugs which enter development will ever reach the market. Moreover, our first clinical observations with this class of drug have provided invaluable information for our research programme which is sure to speed up the progress of our ongoing research.

My colleagues and I feel privileged to be associated with a project hailed by the medical community as a scientific breakthrough, and one where success will not only be reflected in the commercial value for the company, but in its contribution to the health and well-being of millions of patients worldwide. Nevertheless, we know that success is not guaranteed and so our research programme continues today, nine years after its inception, in search of the next drug candidate. We remain dedicated to the task of identifying additional drugs to fight the HCV virus and to providing new and improved treatments for patients suffering from HCV disease.



Patrick Hennig

Head of Marketing & Sales
Consumer Health Care Division
Boehringer Ingelheim C.A., Venezuela

Boehringer Ingelheim Venezuela started up its activities about 30 years ago. It now employs 180 people being among the leading companies in the pharmaceutical market. In Consumer Health Care, BISOLVON® is one of its most successful brands together with PHARMATON® the leading multivitamin brand in the market, which improves the quality of life by enhancing physical and mental performance in a stressful environment.

Encouraging responsible self-medication

I've been living in Venezuela for three years and like the country very much: not only for the beauty of its nature and scenery, but especially for its friendly people who invariably have a smile on their faces, despite the majority of them facing a reality that is not always easy, for instance, in terms of their health. There is no national drug reimbursement system, which means that they have to pay for their medicines, on top of paying to visit a doctor.

That is why every day, everywhere in Venezuela, consumers have to take the initiative and look for products to treat their ailments that do not require a prescription. These non-prescription products, or so-called over-the-counter (OTC) medicines, play a key role in access to health for the population. In most cases, self-medication

is practiced because the consumer does not feel minor ailments require making an appointment with a healthcare professional. In these cases, OTC medicines are more cost and time efficient for Venezuelans. These drugs are therefore of vital importance for the health of the population.

Boehringer Ingelheim markets several leading brands in the OTC category worldwide. Many leading OTC brands from today have started as prescription medicines (Rx) and are, when they have shown over a long period of time to be highly safe and effective, reclassified as OTCs by the health authorities. Consumers looking for OTC products require in-depth information in order to be able to choose the right product for effective and safe treatment or prevention.

We at Boehringer Ingelheim are proud to have contributed to the health of the population in Venezuela in recent years by providing OTC products, allowing the population to practice responsible self-medication. These products are handled by our Consumer Health Care Division. We started several years ago with the switch of our cough remedy BISOLVON®. In order to cover the information needs of consumers, we launched TV and print campaigns aimed at providing background information on cough, the treatment required and the benefits offered by BISOLVON®. We also developed point-of-sale activities and material to support our educational approach, such as brochures and shelf talkers to provide the necessary information for safe and effective use. Furthermore, we improved the package design, making it more appealing to potential consumers. All these activities have gained the trust of consumers and have made BISOLVON® market leader in Venezuela.

We started as pioneers building up the OTC category in Venezuela and, only a few years later, we now hold a leading position in the market. A bright future lies ahead of us: Boehringer Ingelheim has excellent substances that are currently in the prescription category but in the mid to long-term will be reclassified by the regulatory authorities as OTC medicines. Consumer Health Care will then transform and develop these products into trusted and leading consumer brands, adding long-term value to our company and contributing to the well-being and quality of life of many people.

Boehringer Ingelheim Corporation is the US member of the Boehringer Ingelheim worldwide group of companies. It is the parent of five US subsidiaries: Boehringer Ingelheim Pharmaceuticals, Inc., which produces and markets ethical pharmaceuticals and natural health products; Roxane Laboratories, Inc., a recognized leader in researching, manufacturing and packaging more than 400 medications; Ben Venue Laboratories, the leading producer of sterile injectables for the US pharmaceutical industry; Boehringer Ingelheim Vetmedica, Inc., a leading supplier of animal health products for livestock producers and veterinarians, and Boehringer Ingelheim Chemicals, which produces drug substances and intermediates for the pharmaceutical industry. Collectively, the US Boehringer Ingelheim companies employ more than 5,300 people.



Gregg Ciarelli
Sales and Contracting Administration
Boehringer Ingelheim
Pharmaceuticals, Inc., USA



Fine-tuning performance with customer relationship management

Here in Ridgefield, Connecticut at Boehringer Ingelheim Pharmaceuticals, Inc. we have been building up our business independently since 1971. We have grown from a small company with only 19 employees and three products to one that employs 4,400 people and actively promotes 10 products. Over the years, our growth has been driven by talented people, a distinctive corporate culture and a well-thought out and implemented marketing strategy.

In today's competitive business environment, we need new ways to strengthen our performance. The major players in the pharmaceutical industry have a high level of commitment and devote massive investments to marketing. All this calls

for the implementation of an innovative and effective strategy to inform health care personnel about treatment possibilities with our products.

We know that a large portion of our drug sales is generated by key doctors in the respective geographic territories. What we have to do is get better at identifying those doctors and then create a plan that maximizes the effectiveness of each and every person detailing our products. That's what customer relationship management (CRM) is all about. CRM is our new customer-centric approach to how we present our products to physicians.

Knowing who our customers are, learning as much as we can about the diseases with which they are usually confronted, their prescribing patterns and targeting those physicians who would be most interested in our products are key to our success. Our goal is to provide physicians with what they want, when they want it and

how they want it at the right cost. This is a philosophical change in the way we do business. It goes well beyond the sales force. It goes everywhere we interact with the customer.

In order to achieve our goal, we needed the right tool. In my role as operating committee leader of the CRM team, I followed very closely the implementation of the CRM process. This is built on gathering and analyzing data about physicians, communicating this information to our sales force and then meshing that data with the sales representatives' local knowledge of the doctors in his or her territory.

At the same time, we can use CRM to effectively support the launch of new drugs such as SPIRIVA[®], a new treatment for chronic obstructive pulmonary disease (COPD), thereby allowing us to provide critical information to the right physician at the right time. Furthermore, we are able to deliver this information through the

channel that is most efficient for that physician, be it the telephone, the internet or a visit by one of our sales representatives.

This obviously translates into a great benefit for the patient, who can receive the most appropriate treatment for his or her medical needs from a well-informed physician.

Our efforts in the US are benefiting from the experience of other Boehringer Ingelheim companies in Europe and Canada that implemented the CRM process before us. We've now trained more than 2,000 salespeople, a major accomplishment designed to serve our physicians and patients in the very best way we know.

Just a glimpse

We hope you have enjoyed your day in the world of Boehringer Ingelheim. Given that we have more than 34,000 people around the globe, a brochure like this could only provide the briefest of glimpses into their activities and achievements.

But perhaps it has helped you to feel what it's like to be part of Boehringer Ingelheim and shown you why our people are so proud of their company, its traditions and its triumphs.

If you would like to find out more, please visit us at: www.boehringer-ingelheim.com

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