



Strategy - Achievements - Goals

QIAGEN Analyst and Investor Day 2009

Peer Schatz, CEO

New York, February 12th, 2009



Implementing our strategy

- Where we have come from
- How our strategy is performing

Achievements - Capabilities

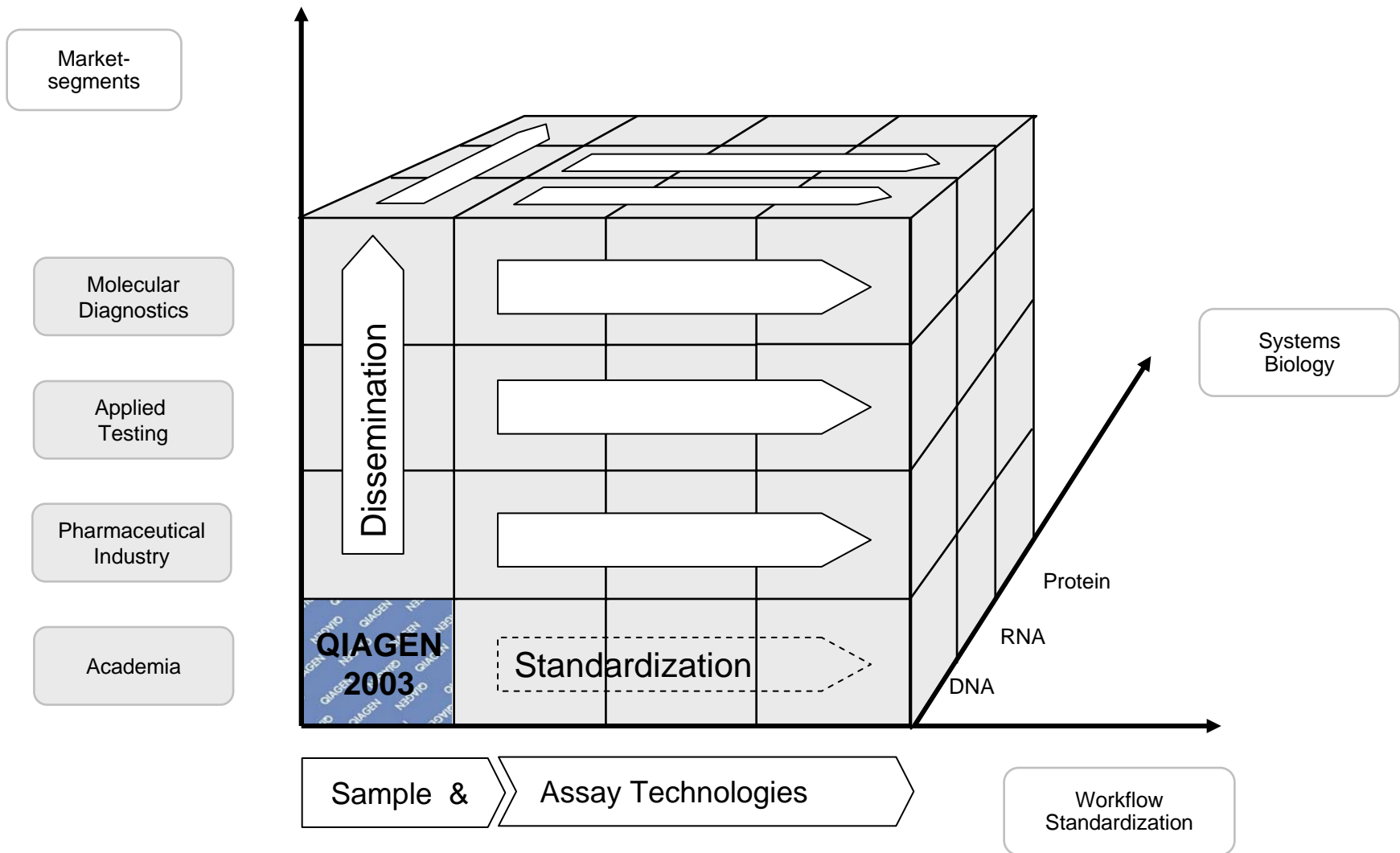
- Important milestones
- Innovation
- Examples

Outlook 2009

- Corporate Goals



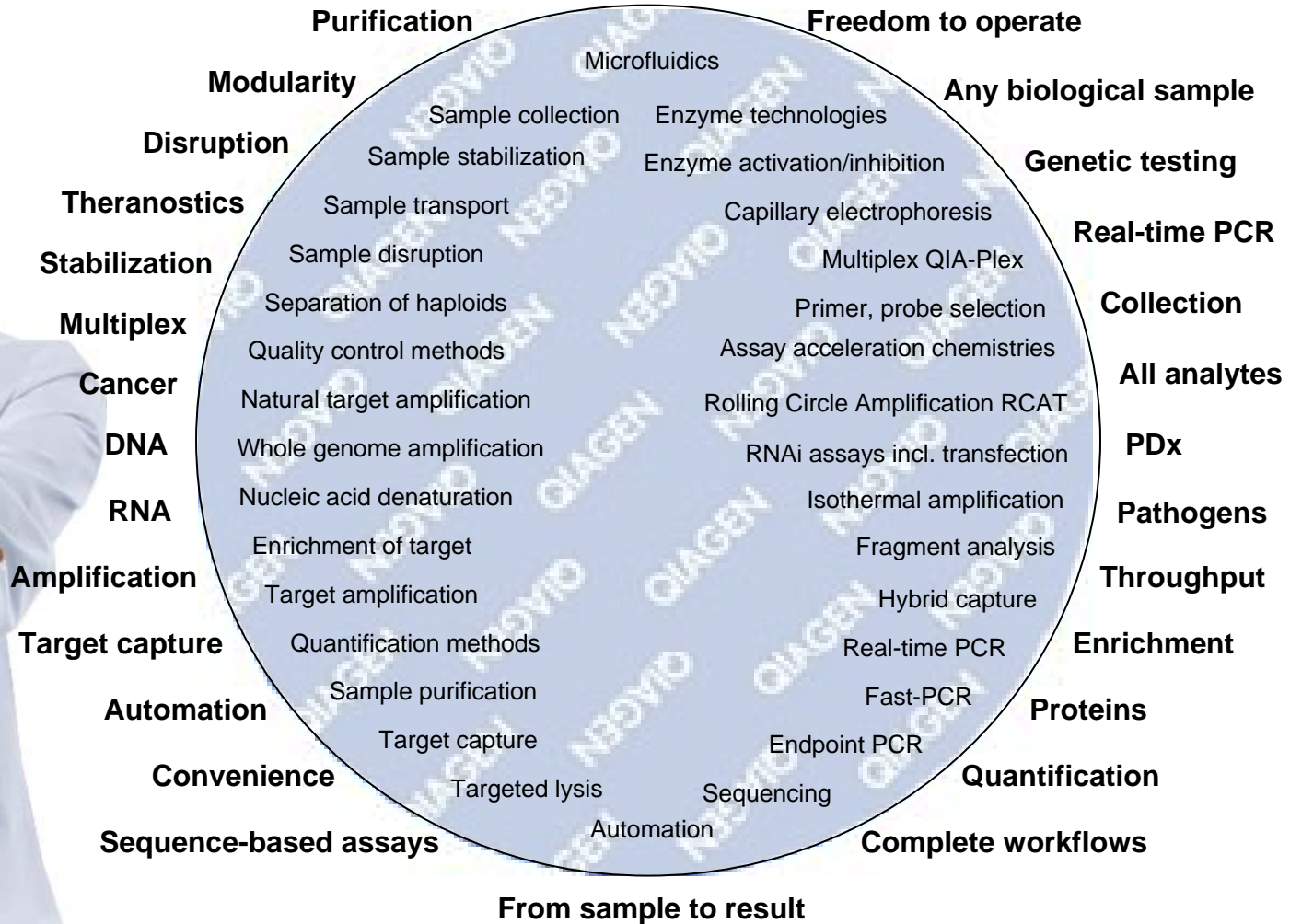
QIAGEN Strategy - Recap





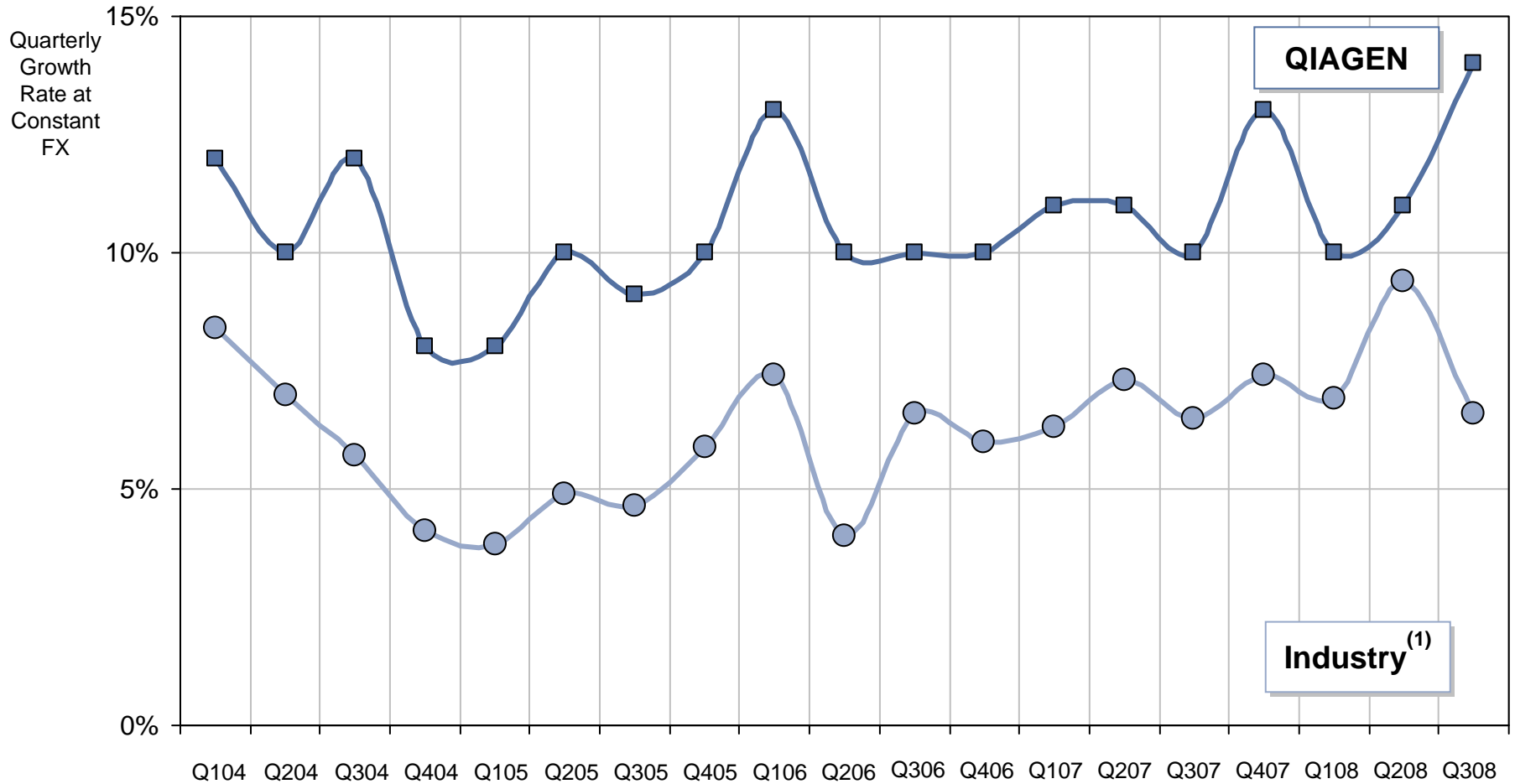
QIAGEN Today - Complete Technology Portfolio

Sample & Assay Technologies

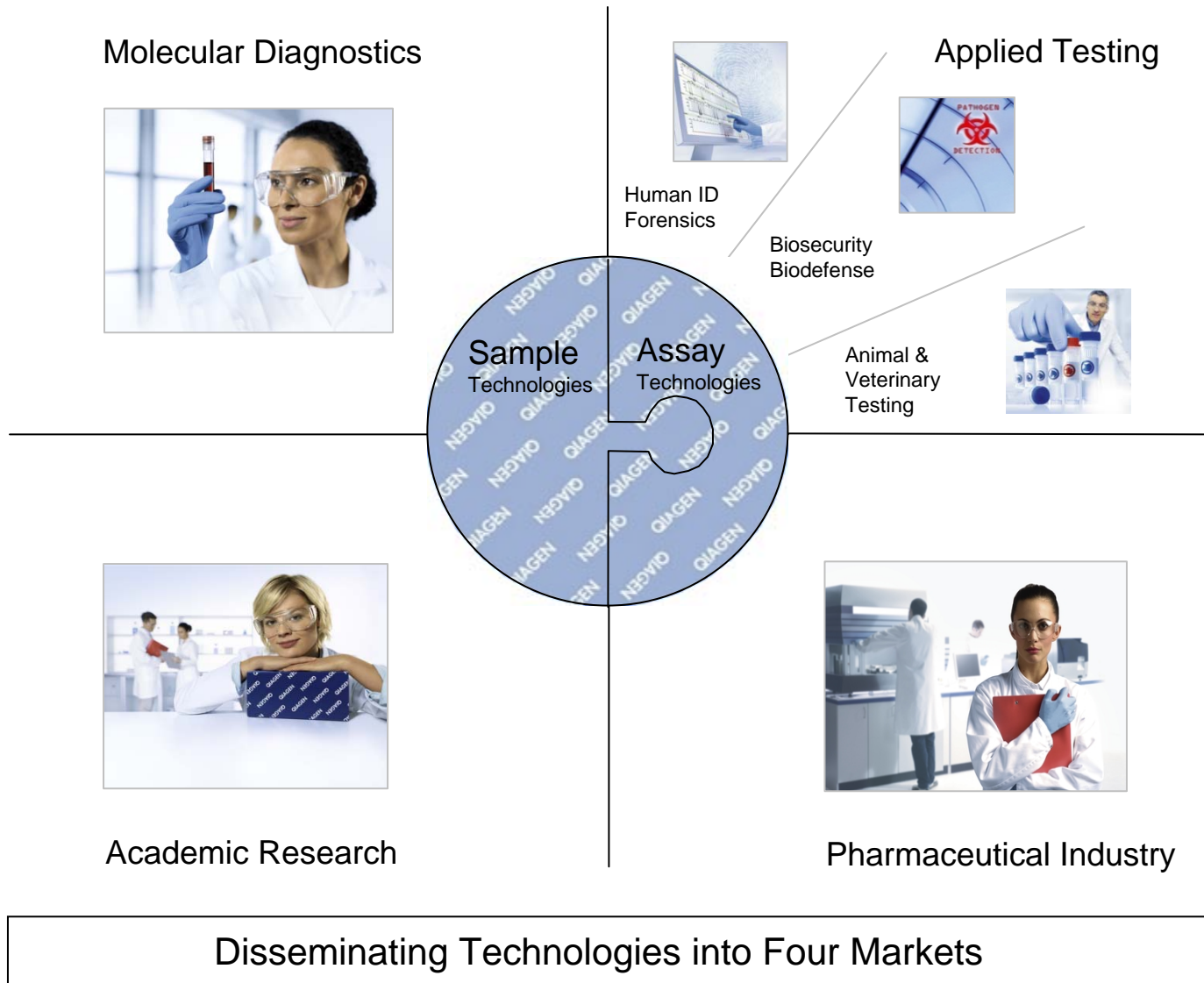




QIAGEN Growth Compared to Industry



(1) Company data: Illumina, Luminex, Cepheid, Techno, GenProbe, Roche AS, Dx, MDx, IVGN, ABI, BIO, Mettler, Meridian, Beckman, Waters, BD, Sigma, Thermo, Millipore, Bruker, Celera, Affy, QIAGEN

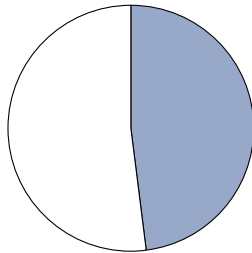




Leading Position – Multiple Growth Drivers

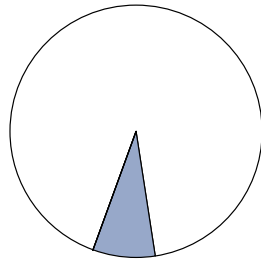


Molecular Diagnostics



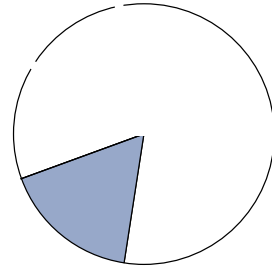
- ~45% of sales
- Sample Tech
- Assay Tech: PCR etc.
- OEM
- Regulated assays

Applied Testing



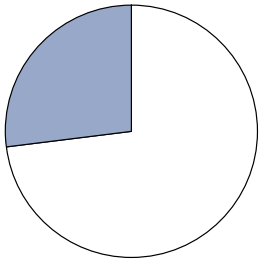
- ~7% of sales
- Veterinary
- Forensics
- Bio defense

Pharmaceutical Industry

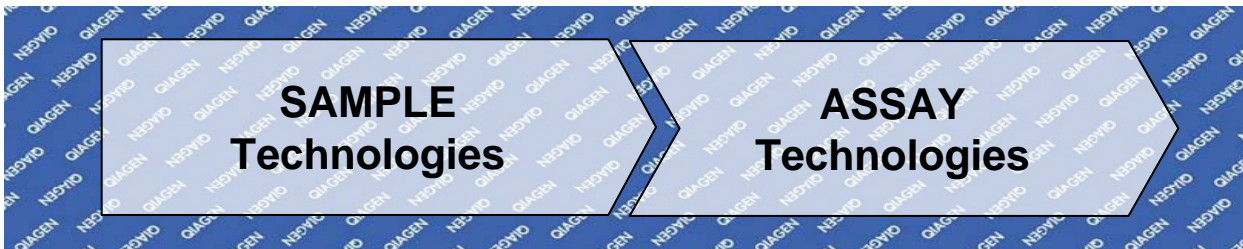


- ~20% of sales
- Discovery
- Development

Life Science Research



- ~\$28% of sales
- Public
- Private



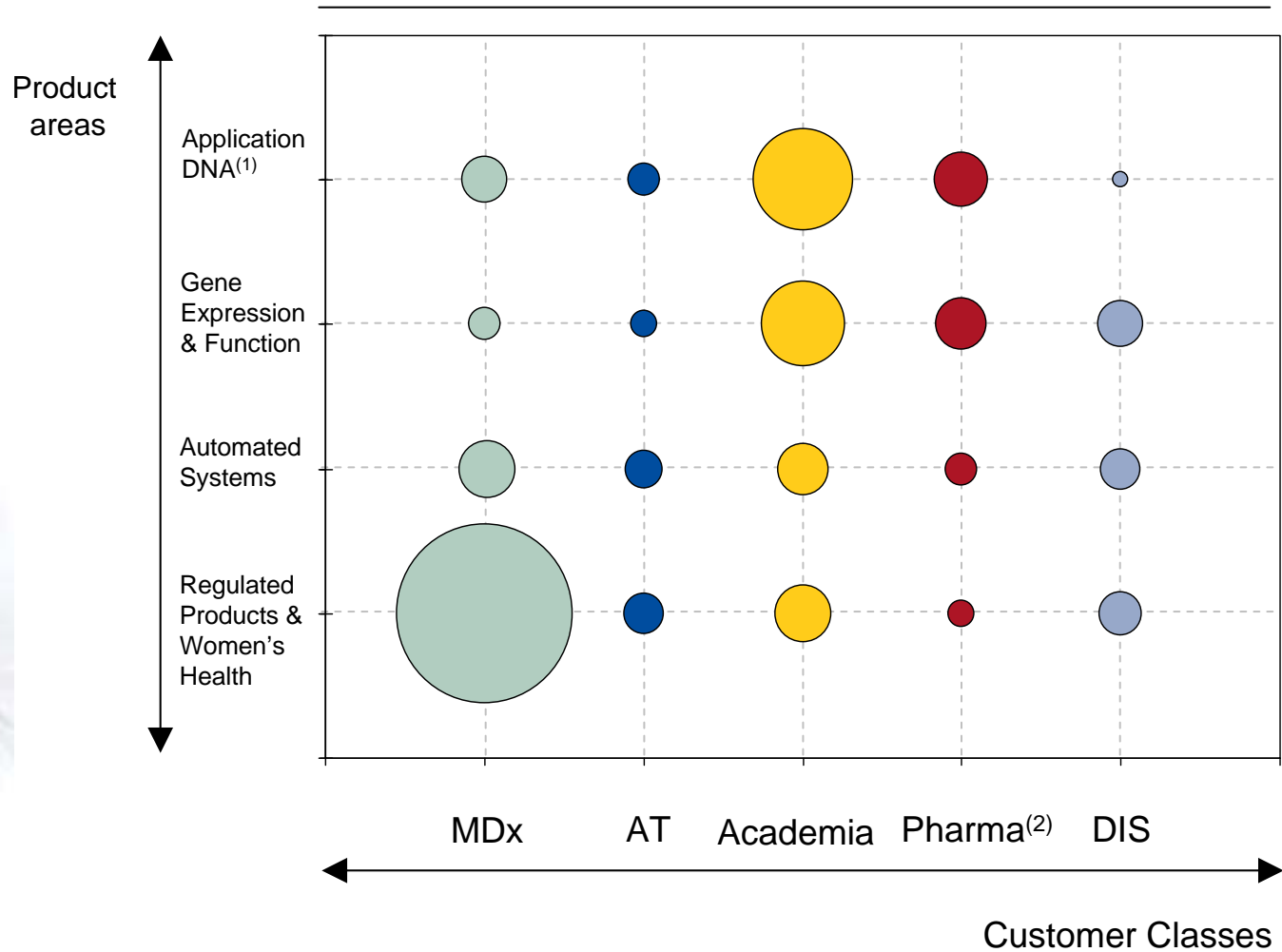
Product and Technology Continuum



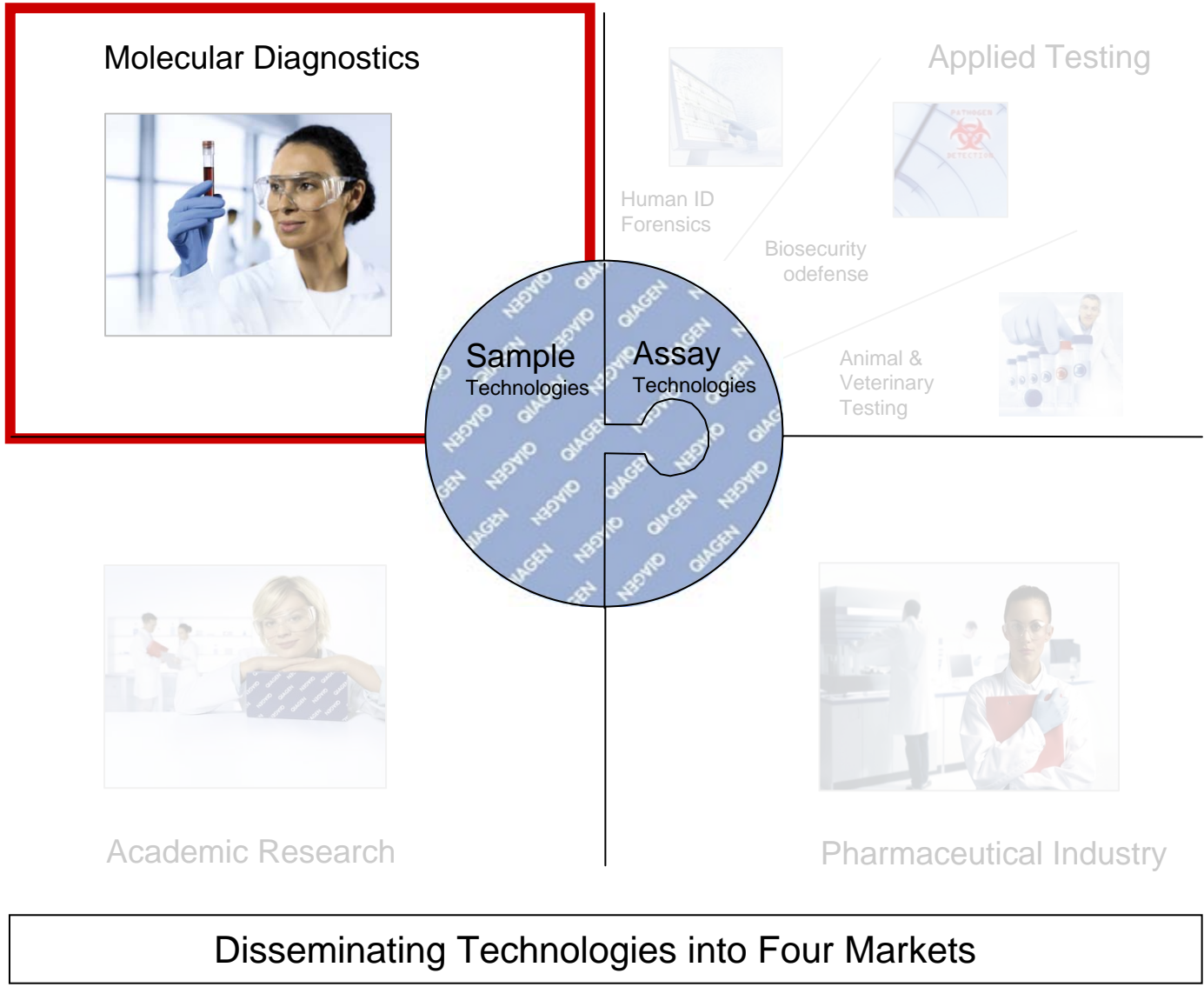
QIAGEN's Strength: Cross-Portfolio Selling in All Segments



QIAGEN: Product split versus Customer Classes



(1) Incl. Protein (2) Incl. Other Industries





Market Situation

- High market growth of 15-20%
- Decentralization of Molecular Diagnostics continues
- Market strong, capital constraints for smaller hospitals (QIAGEN's sales and growth are primarily from larger centers and labs)

QIAGEN's Position

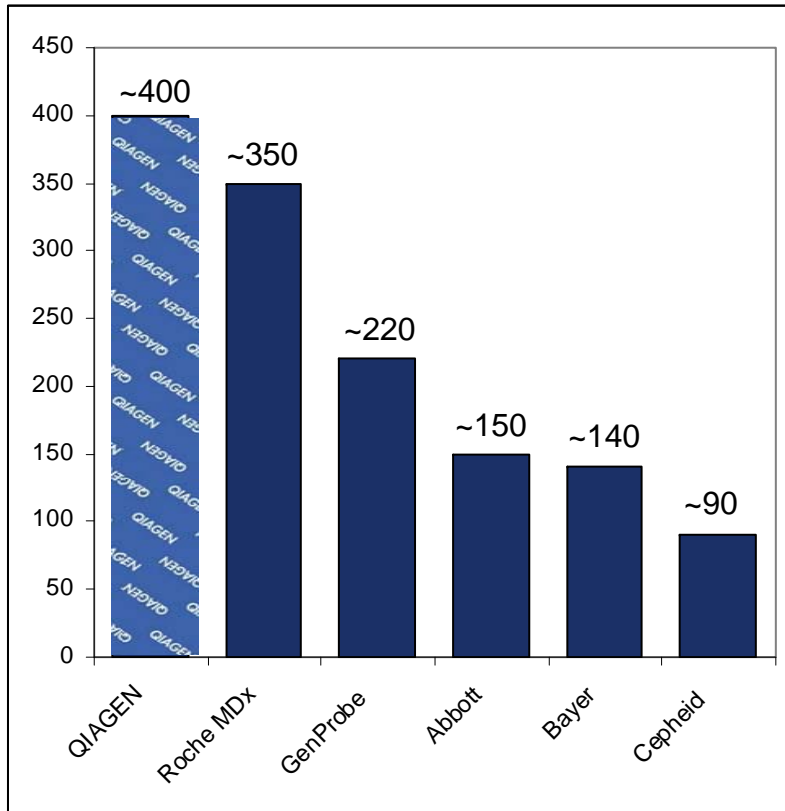
- Strong brand, good reputation, large infrastructure
- Critical assays, assays with a lot of penetration potential
- Focused on broad portfolio and laboratories conducting MDx
- Among fastest growing companies in MDx >25%

Opportunities

- Selling breadth
- Demand for efficiency: automation and process optimization
- Novel markers - Innovation is key success factor
- Personalized medicine

Molecular Diagnostic Landscape (1)

Sales in US\$ millions



(1) Excluding Viral Load and Blood Banking Business

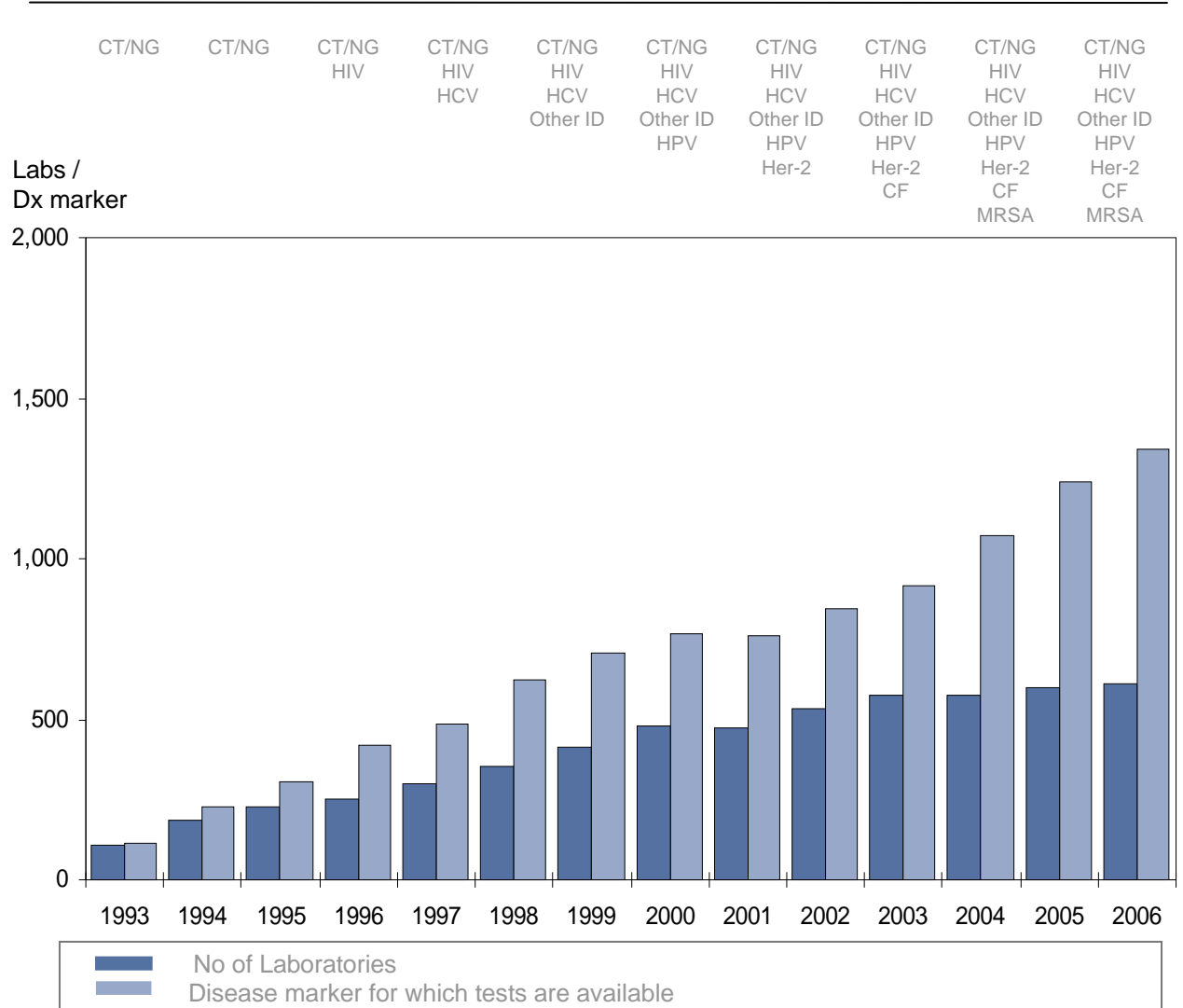
Leading Positions

Technology & Infrastructure

- Largest sales & marketing force
- Largest R&D budget in molecular technologies
- Largest Intellectual property estate
- Close to complete technology portfolio
- Largest infectious disease assay portfolio

Market position

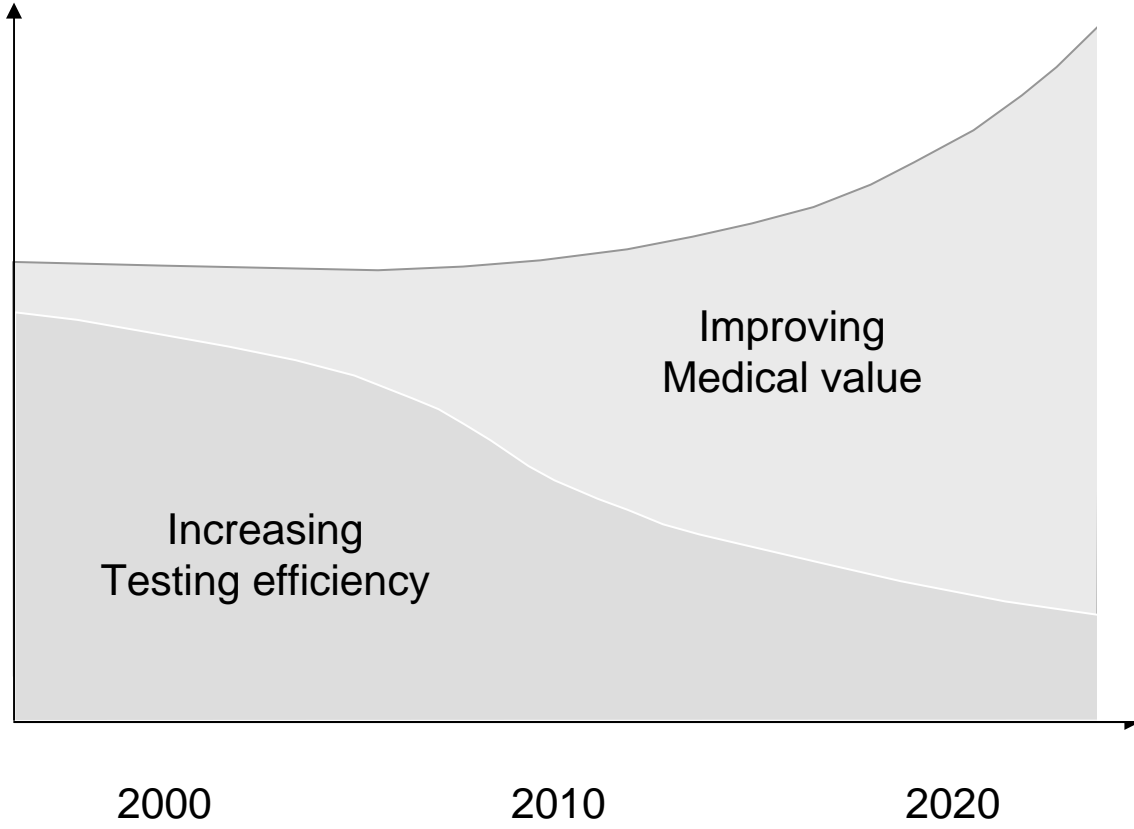
- No. 1 in emerging countries
- No. 2 in PCR technology in MDx
- No. 1 in HPV testing
- No. 1 in automated sample processing
- No. 1 in manual sample preparation
- No. 1 OEM partner



Data source: GeneTests database (2006) / www.genetests.org

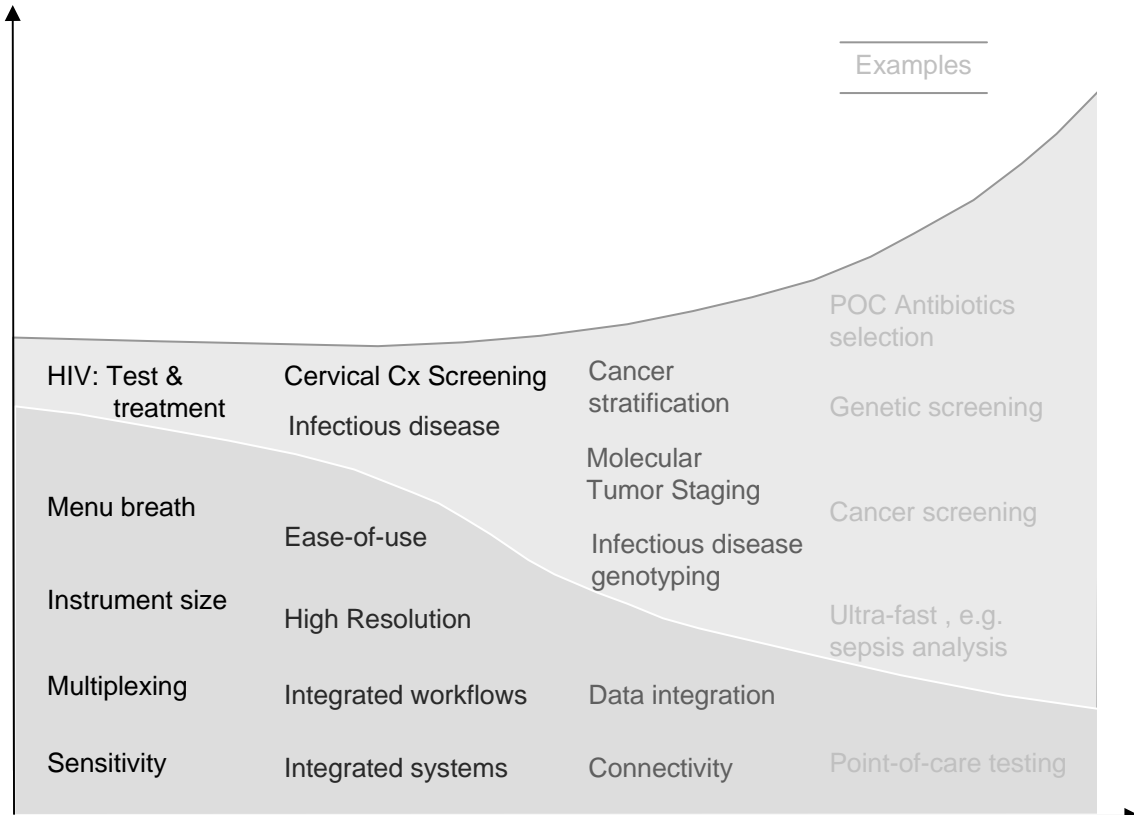


Value creation





Value creation



Increasing Testing efficiency
 Improving Medical value

Product Portfolio

Sample Processing



QIASymphony



QIAGility



EZ1



Autopure



QIACube

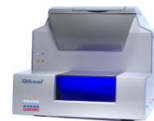


Decapper

Detection



QIASymphony plus



Fragment analysis
QIAXcel



RT-PCR and HRM
RotorGene



Pyrosequencing
PyroMark



CareHPV



QIAensemble

Example of QIAGEN's Dx content

Today and Tomorrow⁽¹⁾

Encephalitis

Influenza
CMV , EBV
Enterovirus
Borrelia
M. pneumoniae
M. tuberculosis
West Nile virus
Parvo B19

Respiratory

Influenza
RSV
Metapneumovirus
Adenovirus
SARS
Bordetella
M. pneumoniae
C. pneumoniae

Transplant

CMV
EBV
HSV-1/2
VZV
HHV-6

STD Panel

CT
Mycopl. genit
Trichomonas
NG
HSV

Bloodborne

HCV
HIV
HBV
Parvo 19

Oncology

K-ras
B-raf
EGFR

HPV

Screening
Genotyping

Full Range of Instrument Platforms:
Different Technologies - All Through-Put Ranges - From Stand Alone to Fully Integrated

Sample Preparation

Assay Setup

Detection

Low
Throughput
Modules
(10-100/day)



Medium-High
Throughput
Modules
(50-250/day)



Integrated
System
(QIASymphony)
(50-250/day)



High Throughput
Screening
(QIAensemble)
(250-6000/day)











Consumables

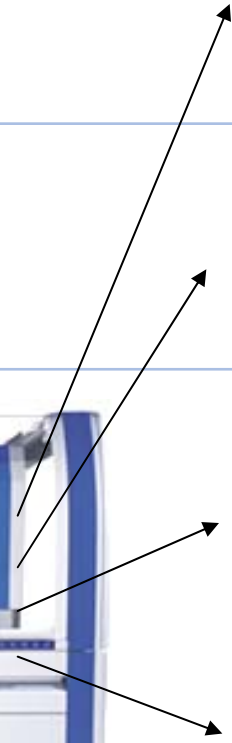
Sample Technologies



Assay Technologies



	Sample Preparation	Assay Set Up	Detection	
Low Throughput Modules ~400			Endpoint (qualitative) PCR QIAxcel	
Medium-High Throughput Modules			Multiplexing LiquiChip	
Medium Throughput Fully integrated System			Real time (quantitative) PCR RotorGene	
			High resolution sequence detection and quantification PyroMark	





Complete platform



MDx instrument
PyroMark Q24

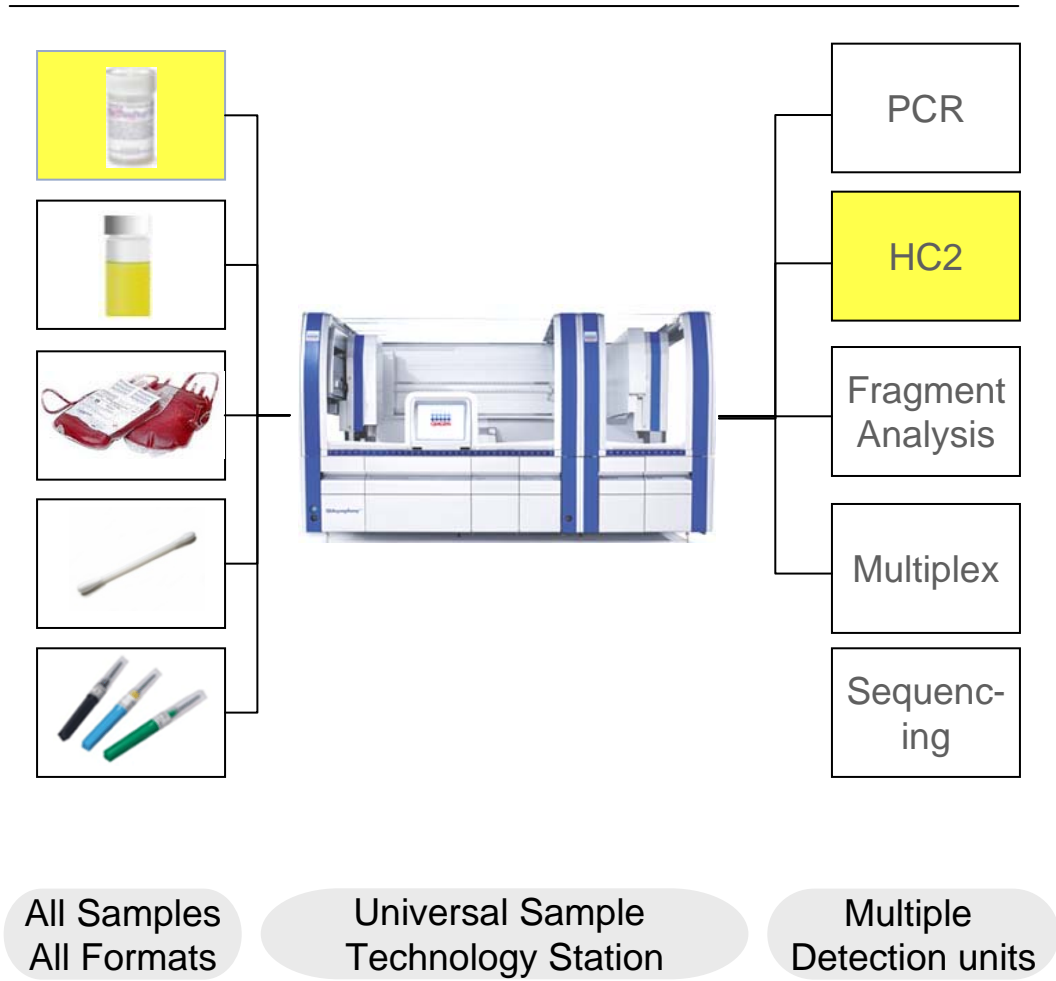


Complete toolbox

Assay	No of mutations	Base pairs relevant for detection	Application
K-ras	4	150	Colon cancer
B-raf	2 + 4	9 + 12	Colon cancer Melanoma Ovarian cancer Thyroid cancer
MLH1	4 (CpG)	28	Colon cancer (hereditary forms)
MGMT	5 (CpG)	22	Glioblastoma
APOE	2	46	Cardiovascular diseases, Alzheimer
Fungi	Multiplex		Fungal panel
Myco	Multiplex		Mycobacteria

CpG = positions of methylation

Medium-Throughput Platform





BUILD

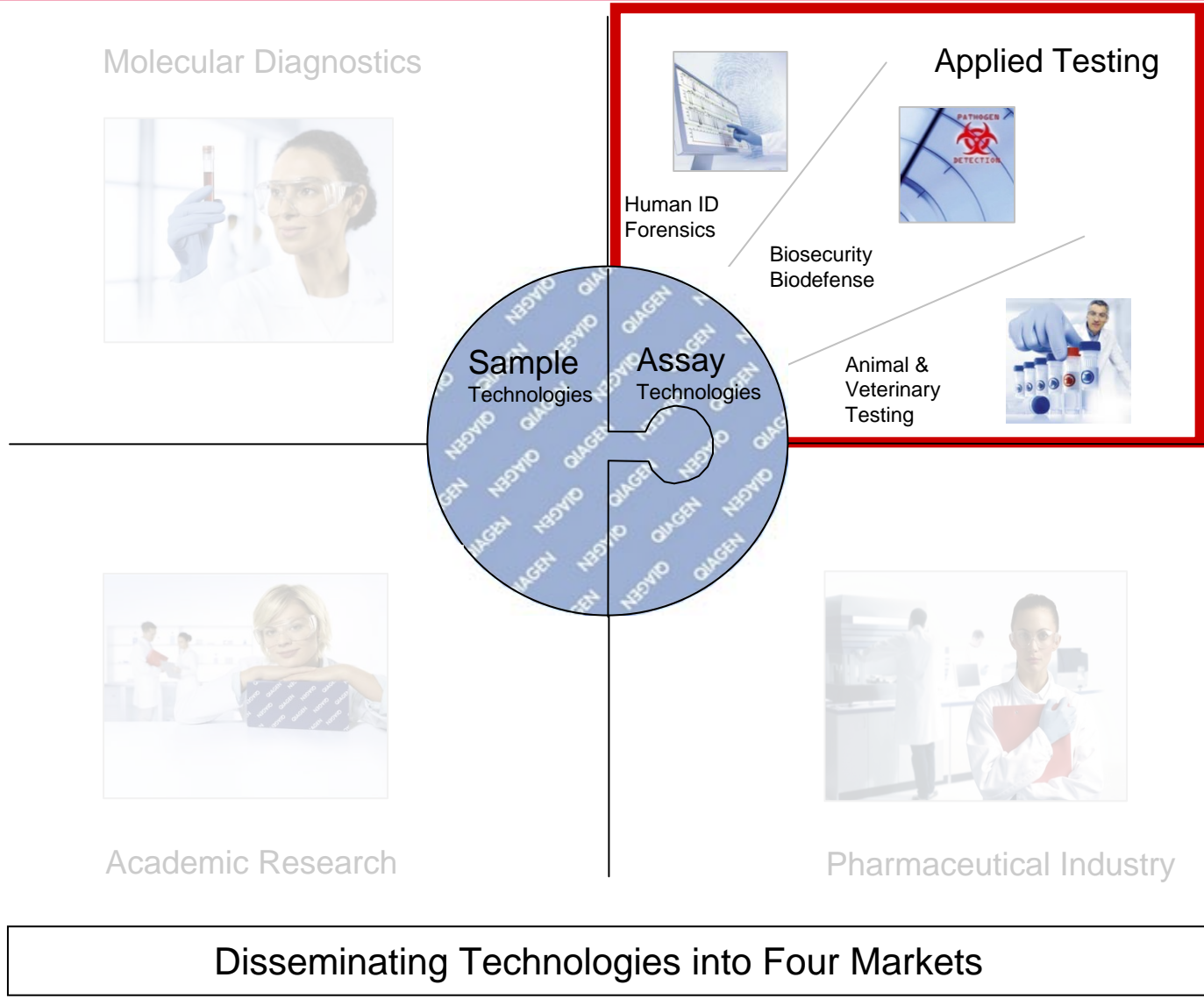
- Complete system projects
- Menu on all platforms
- Increase market penetration
- Brand equity

BUY:

- Relevant diagnostic content or IP (MDx, could consider non-MDx in segments where we have MDx base).
- Assets that strengthen QIAGEN's market leadership in MDx

EXTRACT:

- Revenue growth
 - Scale
-





Market Situation

- Molecular methods further disseminated in applied fields
- Market growth 15+%
- Overall testing markets today ~10% of MDx market volume

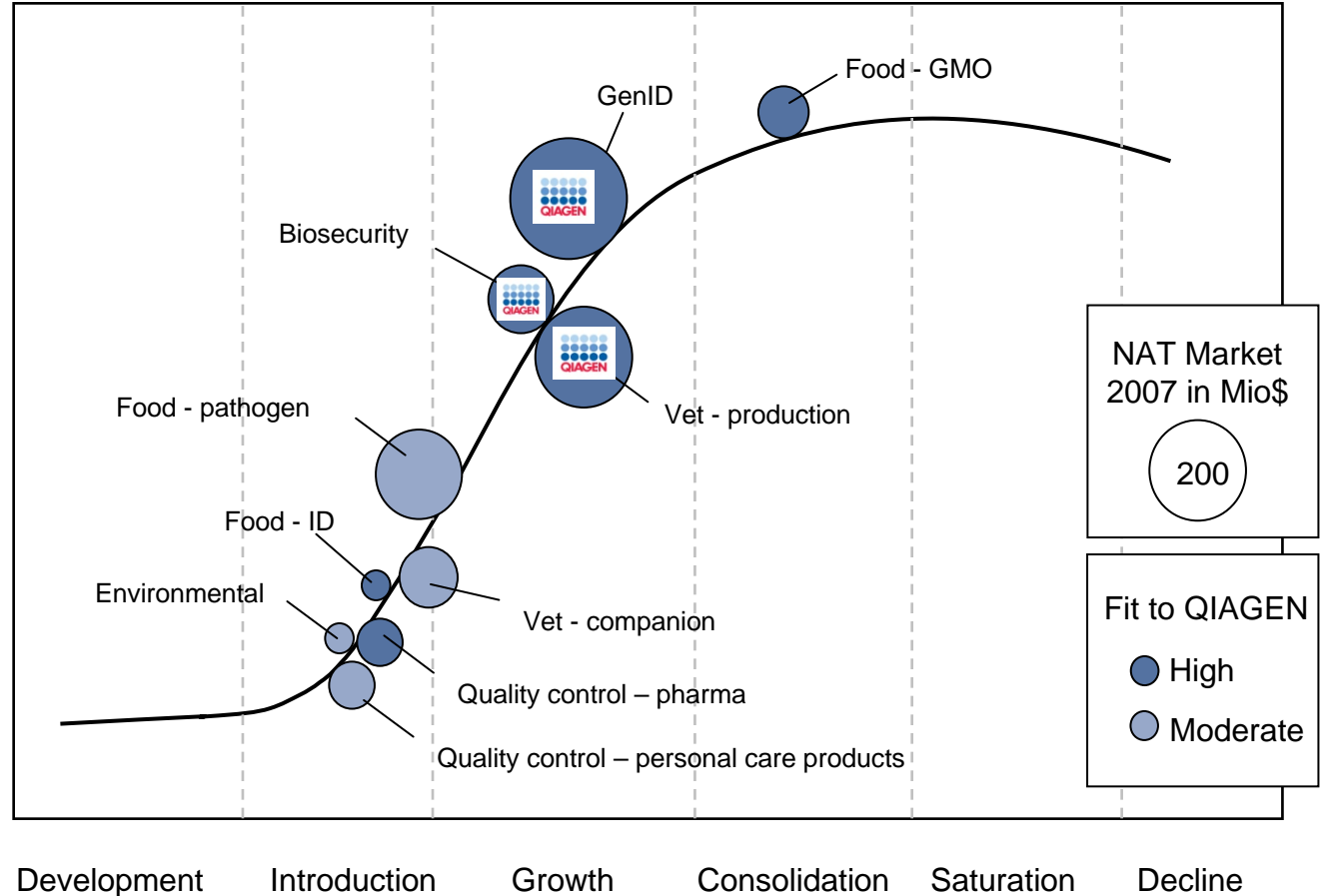
QIAGEN's Position

- Focus segments: Genetic ID, Veterinary, Biosecurity
- Growing assay portfolio, new: complete platforms
- Strong partnerships established

Opportunities

- Leverage strong installed base of instrumentation
- New, expanded offerings from sample to result
- Geographic expansion: Asia, Latin America, Middle East
- Benefit from synergies with MDx

Applied Testing Market Segments Along Market Stage





BUILD

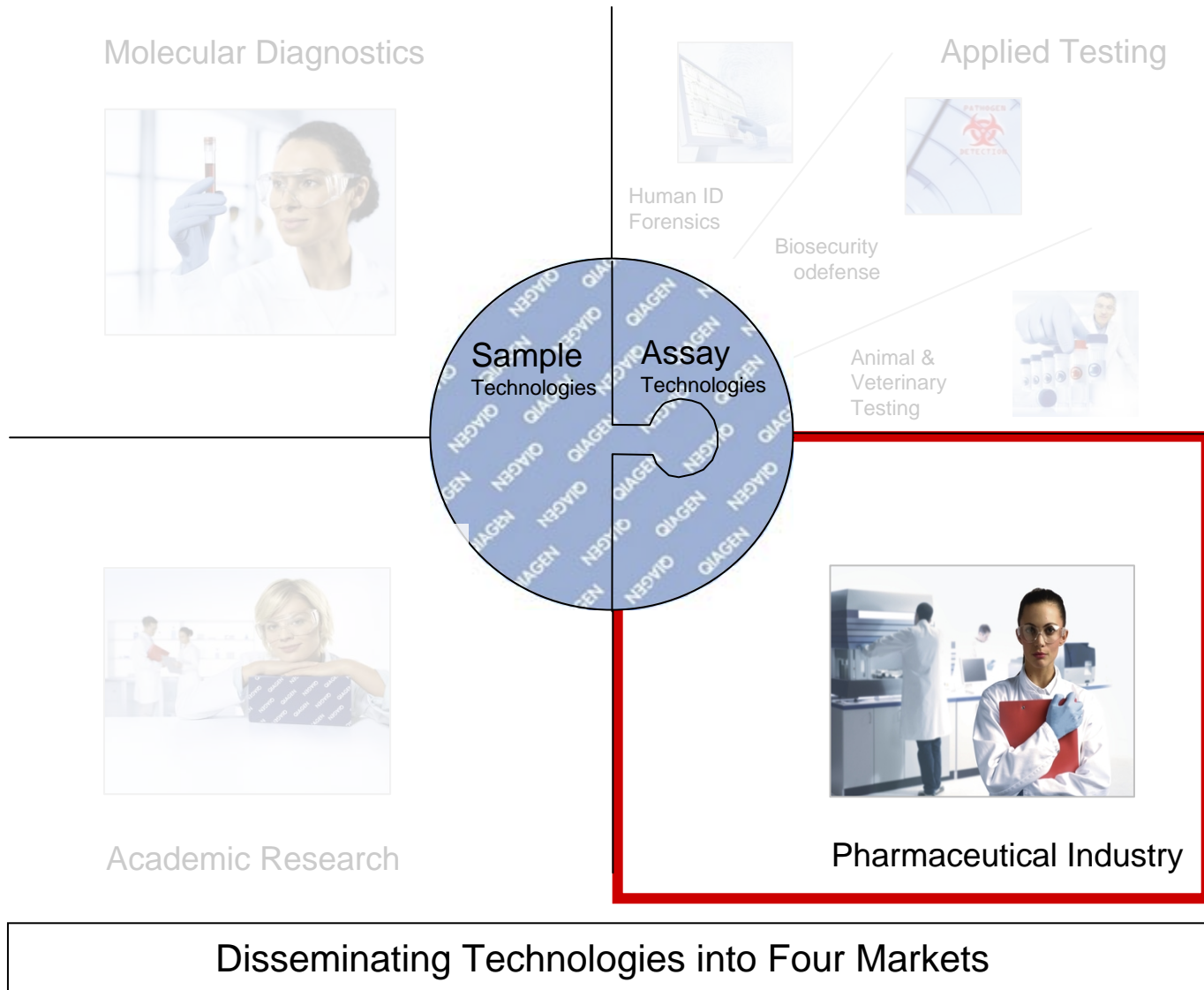
- Build assay portfolio
- Sales & Marketing channel globally
- Brand equity
- New segment

BUY:

- Content, Assays and/or IP

EXTRACT:

- Growth
 - Synergy value
-





Market Situation

- Molecular methods are penetrating the complete R&D value chain
- Personalized medicine and Pharmaco-Diagnostics now reality
- Discovery (10-12% of Q): early stage, “blue sky” is constrained
- Drug development (8-10% of Q): strong
- Service organizations & academia supporting efforts

QIAGEN's Position (approx 20% of sales)

- Unique offering „Research – Pharma – Diagnostic“ Continuum
- Dedicated sales channel
- Personalized medicine: Several collaborations in progress

Opportunities

- Portfolio expansion into clinical areas
- New platforms
- Strength in oncology assays



BUILD

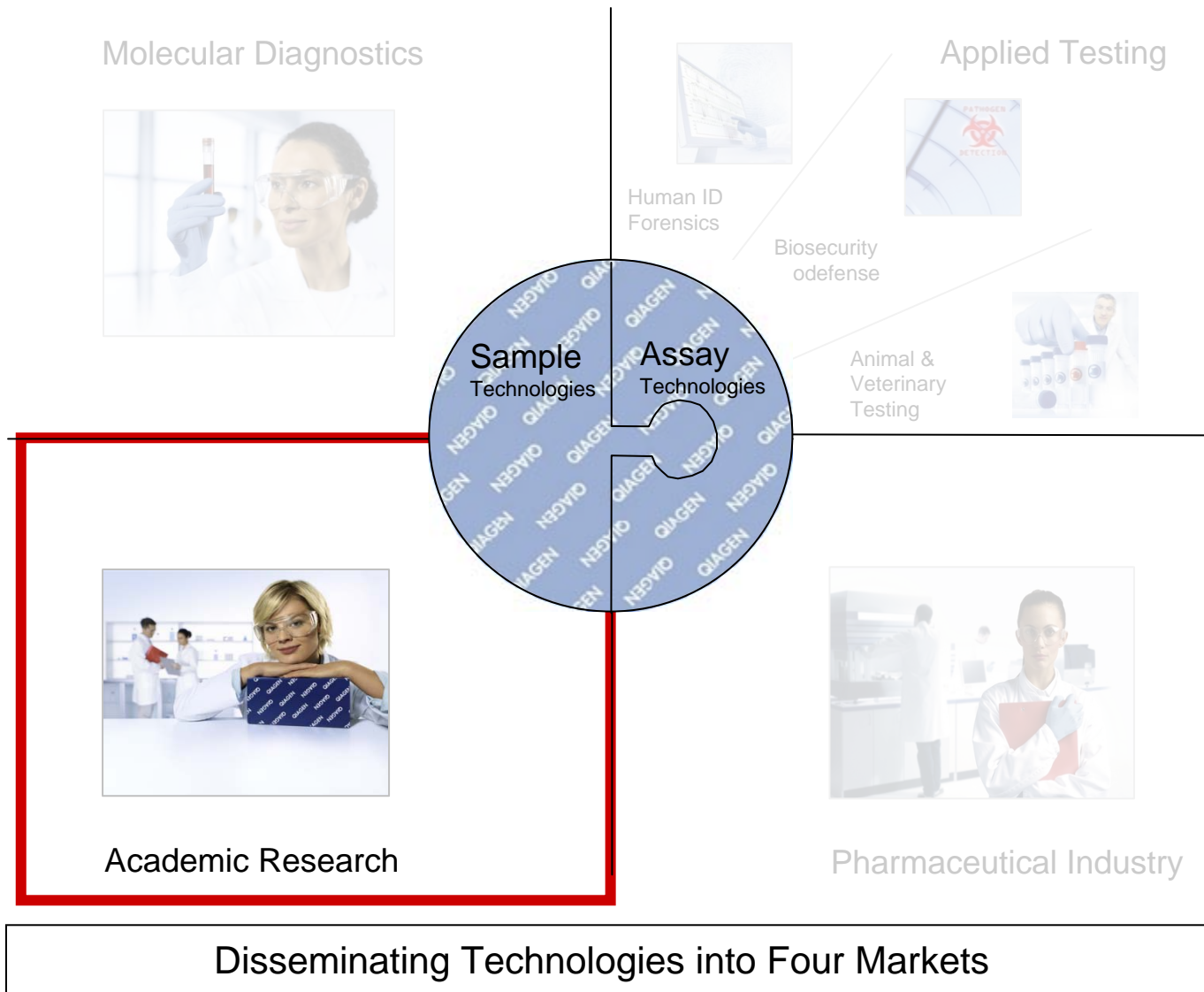
- Awareness for today's offering
- Continuum research-pharma-Dx
- Standardization

BUY:

- Assets which expand innovation leadership in Sample & Assay Technologies without diluting focus

EXTRACT:

- Diagnostic content
- Synergy in validation, regulatory
- Growth





Market Situation

- New U.S. administration with focus on innovation, Europe committed
- Scientific knowledge in Life Sciences increasing exponentially
- New hot topics emerging faster and faster: miRNA, Epigenetics

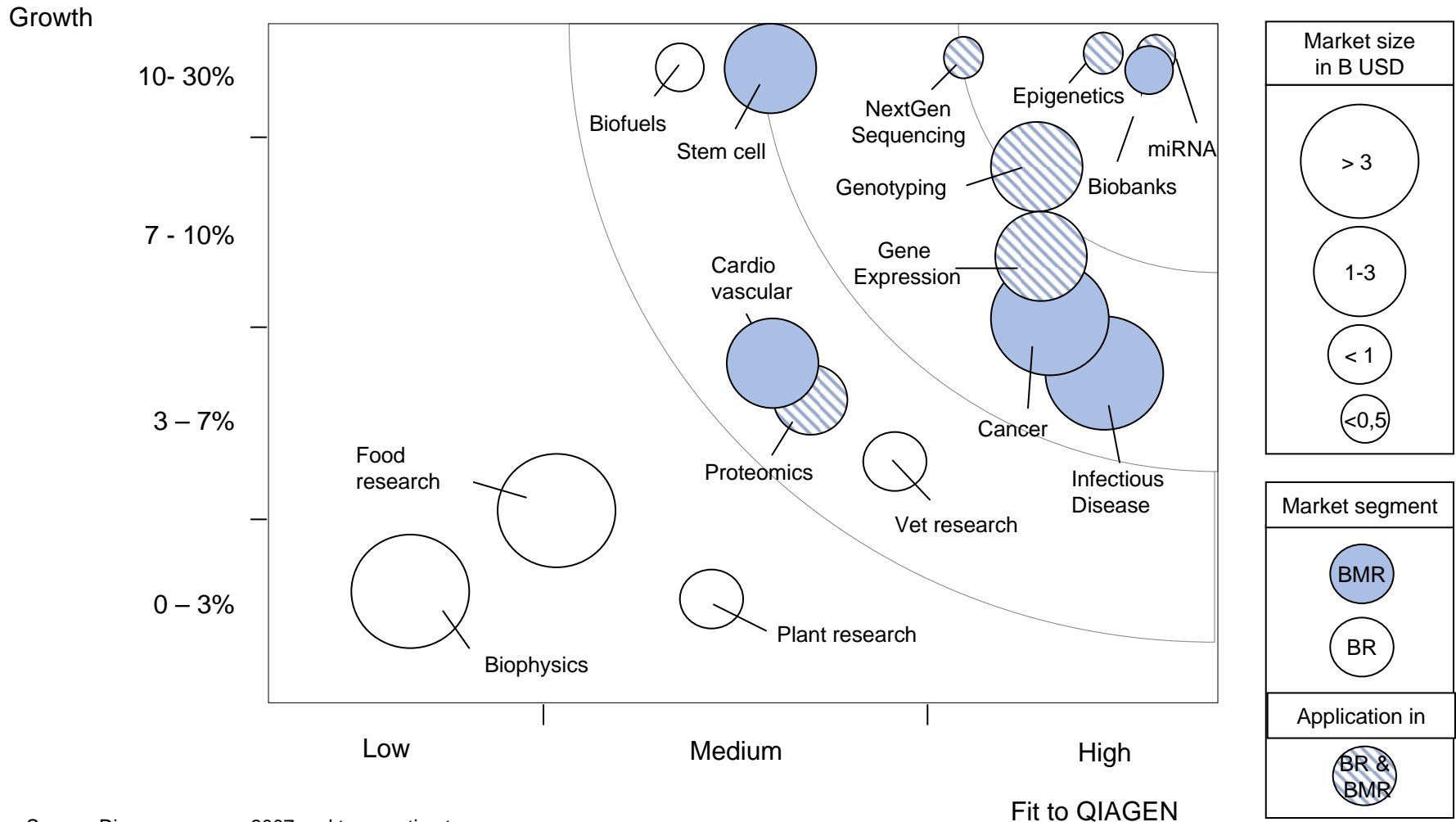
QIAGEN's Position

- In most segments QIAGEN with #1 or #2 position
- Among fastest growing companies in academic market
- Strong brand and good reputation

Opportunities

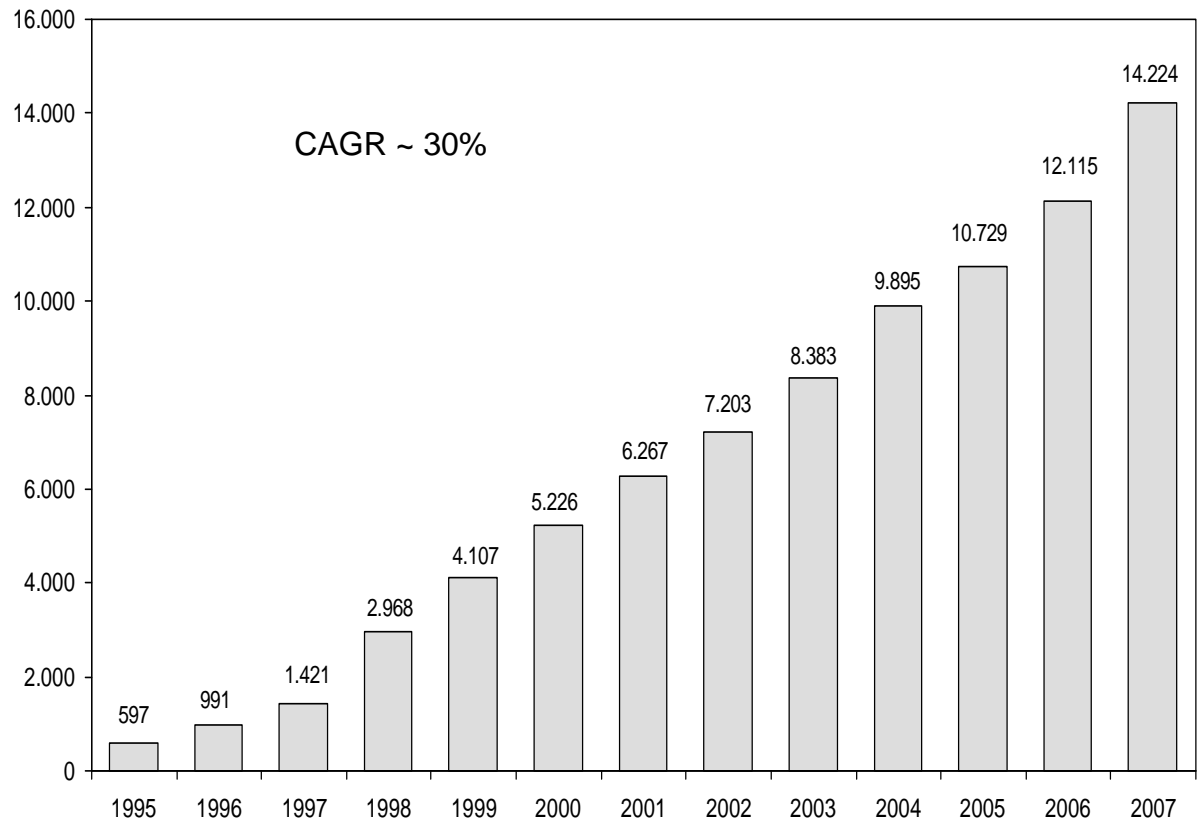
- Innovation and quality leader
- High growth areas: e.g. miRNA, Epigenetics
- Stimulus packages big upside

Selected research areas - Disease and application area



Source: Diverse sources, 2007 and team estimates

Number of Journal Articles in Medline citing QIAGEN Products and Protocols



Source: Medline



Congratulations, Dr. Mello!

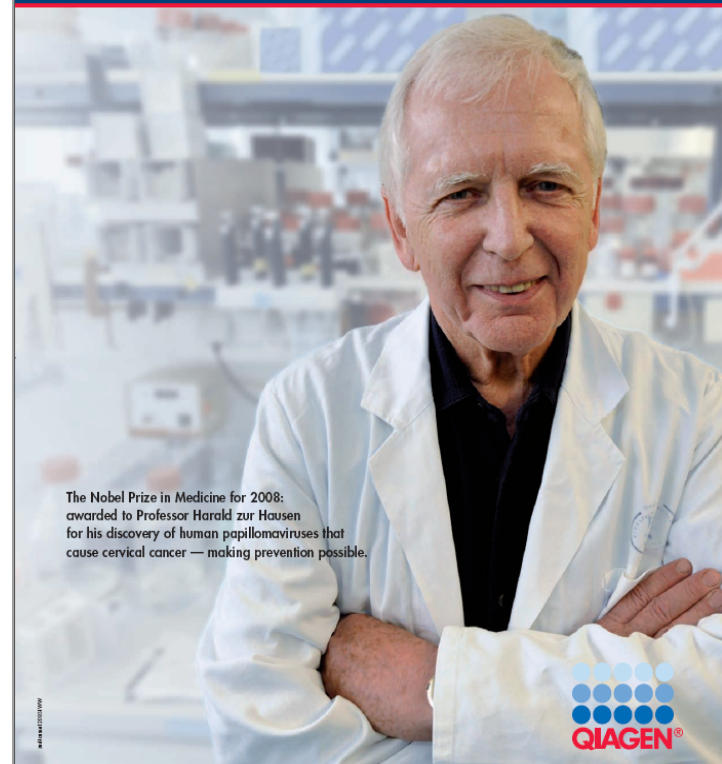


The Nobel Prize in Medicine for 2006:
awarded to Craig C. Mello, PhD,
and his colleague Andrew Fire, PhD,
for their discoveries related to RNA interference.



WWW.QIAGEN.COM

Congratulations, Prof. zur Hausen!



The Nobel Prize in Medicine for 2008:
awarded to Professor Harald zur Hausen
for his discovery of human papillomaviruses that
cause cervical cancer — making prevention possible.



Sample & Assay Technologies



BUILD

- Innovation leadership
- Standardization
- Brand equity differentiation
- Automation in labs

BUY:

- Assets which expand innovation leadership in Sample & Assay Technologies without diluting focus

EXTRACT:

- Innovation
 - Reputation
-



Implementing our strategy

- Where we have come from
- How our strategy is performing

Achievements - Capabilities

- Important milestones
- Innovation
- Examples

Outlook 2009

- Corporate Goals

Beneficiará a 200 mil mujeres de escasos recursos

México lanza campaña contra el cáncer cervical

Monterrey • Perla Parra

Bien dicen que la mejor medicina es la prevención. Por ello la Secretaría de Salud lanzó la primera fase de una campaña nacional que pretende detectar a tiempo el Virus del Papiloma Humano (VPH) en mujeres mexicanas de entre 35 y 65 años.

La prueba VPH digene de QIAGEN fue seleccionada para realizar la detección del cáncer cervical entre personas de bajos recursos.

La prueba del VPH, junto con el papanicolaou, se practicará de manera gratuita en 125 municipios y se espera que beneficie a cerca de 200 mil mujeres.

De tener el éxito esperando en el arranque de la campaña,



EDUARDO MORALES/QUARTOSCURO

La prueba del VPH será realizada de manera gratuita

se estima que el próximo año este servicio médico se amplíe a otras 600 mil mujeres en los 20 estados que presentan los índices más altos de mortalidad por cáncer cervical.

Para la Ssa y el gobierno de Felipe Calderón, las campañas de atención y prevención del cáncer cervical se han convertido en un tema prioritario, ya que según estadísticas existen poco más de 12 mil mujeres mexicanas afectadas.

La infección del VPH es muy común. De hecho, la Organización Mundial de la Salud calcula que 11 por ciento de las mujeres portan la enfermedad en un momento de su vida.

La prueba VPH digene, que será usada en el programa de prevención de la Secretaría de Salud, cuenta con la aprobación de la Administración de Alimentos y Drogas (FDA) de Estados Unidos y ya se encuentra disponible en otros países del mundo.

Hoy en día se ha comprobado que la prueba del papanicolaou, que detecta anormales, en algunas ocasiones falla, es por eso que es recomendable realizarse en conjunto con la del VPH. ■■

Mengano, sino sobre ejemplares del famoso *Caenorhabditis elegans*, el gusano nematodo más popular en el mundo de la ciencia. *C. elegans* vive tres semanas, pero igual que en los humanos, hay gusanos que viven mucho más y otros que se arrugan antes.

Melov y su equipo usaron perfiladores genéticos para obtener perfiles de expresión genética de 104 gusanos, y empatando esos perfiles con sus vidas lograron determinar un conjunto de genes implicados en el proceso de envejecimiento fisiológico. Luego colaron todos los datos y llegaron a un medio de determinar aproximadamente la edad fisiológica del gusano.

El reporte publicado en *Aging Cell* se antoja para, una vez confirmado que tiene validez para más ejemplares de *C. elegans*, probarlo en otros animales, empezando por ratones y terminando, claro, por nosotros.







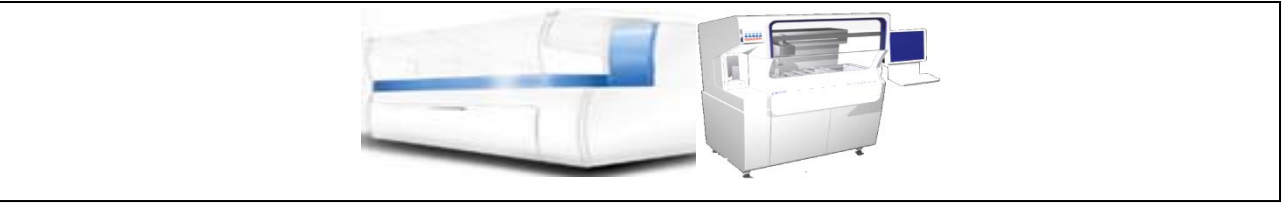


Quizás en un futuro no muy lejano los médicos tengan un aparato para rápidamente perfilar la expresión de nuestros genes y determinar nuestra edad fisiológica. Ahí no habrá maquillaje ni estridita estética que valgan. ■■

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PÚBLICO

Mexico Launches Campaign Against Cervical Cancer with HPV Screening

Complete Throughput Range

	Sample Preparation	Assay Setup	Detection
Low Throughput Modules (10-100/day)			
Medium-High Throughput Modules (50-250/day)			
Integrated System (QIASymphony) (50-250/day)			
High Throughput Screening (QIAensemble) (250-6000/day)			
Consumables	Sample Technologies 	Assay Technologies 	





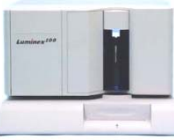





Welcome!

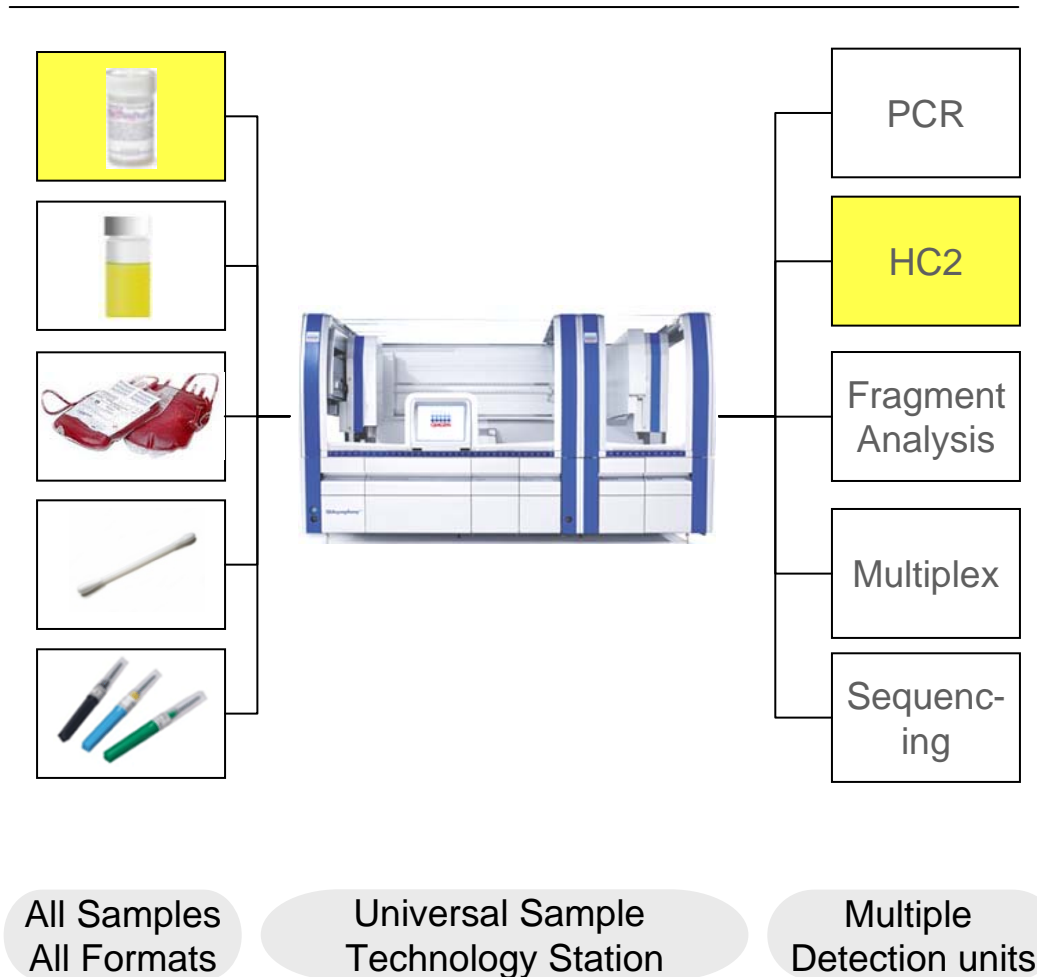
EZ1 Advanced – QIAgility – Rotor Gene Q



Multiple Detection Capabilities

	Sample Preparation	Assay Set Up	Detection	
Low Throughput Modules ~400			Endpoint (qualitative) PCR QIAxcel	
Medium-High Throughput Modules			Multiplexing LiquiChip	
Medium Throughput Fully integrated System			Real time (quantitative) PCR RotorGene	
			High resolution sequence detection and quantification PyroMark	

Medium-throughput station



Automated Workflow - From Sample To Result

The QIASymphony Series



QIASymphony SP

- 2008
- Sample tech



QIASymphony SP & AS

- 2009
- Sample tech & assay setup



QIASymphony Plus

- 2011
- Sample & assay solution
- Integrated system



Products < 1 years old ⁽¹⁾		
■	# of launched products	50
■	Revenues share	~5%

Products < 3 years old ⁽¹⁾		
■	# of launched products	170
■	Revenues share	~16%

Products < 5 years old ⁽¹⁾		
■	# of launched products	~ 250
■	Revenues share	~28%

Awards





reddot design award



QIAGEN *cares*



QIAGEN: Global Cervical Cancer Prevention Leadership

QIAGENcares cervical cancer prevention



Global Vision

Improve the lives of women around the world by working to eliminate cervical cancer.

Objective

Mobilize and support a global commitment to prevent cervical cancer by integrating primary and secondary prevention programs, including screening with HPV testing, while ensuring that testing is **affordable**, **accessible** and **available** to all women throughout the world.





Implementing our strategy

- Where we have come from
- How our strategy is performing

Achievements - Capabilities

- Important milestones
- Innovation
- Examples

Outlook 2009

- Corporate Goals



- Approaching US\$1 billion in sales
- Complete product and technology portfolio
- Repositioning: from change management to growth management
 - Execution
 - Efficiency, effectiveness of actions
 - Strategy-centric to customer-centric
- Execution
 - Solidify and expand bridgeheads/claims
 - Integrate/move complete portfolio
 - Platform advancement in time/spec
 - Content expansion
 - Expansion/defense of tech lead

QIAGEN

Sample & Assay Tec

