## **NOVARTIS AG**

CH-4002 Basel Switzerland

## **Table of Contents**

|                       | <u>Page</u>                                      |
|-----------------------|--|
| I.                    | Executive Summary                                |
| II.                   | Business Organization                            |
| III.                  | Senior Management                                |
| IV.                   | Facilities and Employees                         |
| V.                    | Technological Know-How                           |
| VI.                   | Product Portfolio                                |
| VII.                  | Marketing Tactics                                |
| VIII.                 | Sales and Profit Growth                          |
| IX.                   | R&D Expenditures and Major Programs              |
| X.                    | Collaborative Arrangements                       |
| XI.                   | Strategic Direction                              |
| <u>List of Tables</u> |  |
| Гablе                 | 1: Novartis Sales and Operating Profit Growth    |
| Гablе                 | 2: Novartis Sales by Business Segment            |
| Гablе                 | 3: Novartis Sales Growth by Business Segment     |
| Table                 | 4: Novartis Operating Profit by Business Segment |

Table 5: Novartis Operating Profit Growth by Business

Segment

Table 6: Novartis Sales by Country

Table 7: Novartis Sales Growth by Country

Table 8: Novartis Sales by Therapeutic Category

Table 9: Novartis Sales Growth by Therapeutic Category

Table 10: Novartis Sales of Top 20 Drugs

Table 11: Novartis Sales Growth by Major Drug