

ICCBBA - GS1 Meeting

Toronto, Canada, June 20th 2008

Bar coding of blood derivatives:

A Manufacturer's perspective

Philippe Majois – Baxter BioScience

Agenda

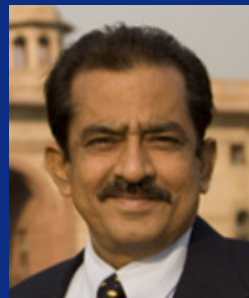
- Baxter Snapshot
- Biologic bar coded product samples
- Rationale
- Contact information

Baxter International Inc.



**At Baxter, our primary goal is to save
and sustain lives worldwide.**

**Every day, our products and services help treat
thousands of people around the world with some of the
most complex conditions — from hemophilia to cancer
and immune disorders to kidney disease.**



Baxter's Mission and Vision



Our Mission

We are a global, diversified healthcare company applying innovative science to develop specialty therapeutics and medical products that save and sustain patients' lives.



Our Vision

As one of the most respected companies in healthcare, we are committed to be:

- recognized and trusted worldwide
- a preferred partner in improving the quality of and access to healthcare
- an innovator in science and technology
- the leader in our markets
- a high-quality investment
- a rewarding place to work and develop
- socially responsible members of our communities

Company Snapshot

- More than 75 years of market leadership driven by a well-recognized global brand
- \$11.3 billion global market leader
- More than \$2 million invested in R&D every day
- More than 55% of sales outside the United States
- Approximately 70% of sales from products with leading market positions



Baxter's Business Portfolio

- Balanced, global portfolio with strong franchise depth and expertise in medical devices, pharmaceuticals and biotechnology
- Well-recognized global brand that drives market leadership
- Focus on essential therapies for life-threatening conditions
- Key capabilities across businesses to provide high quality, cost-effective products and services



BioScience



Medication Delivery



Renal

Global Presence

- More than 46,000 employees in 60 countries
- Manufacturing facilities in 26 countries
- Products sold in more than 100 countries



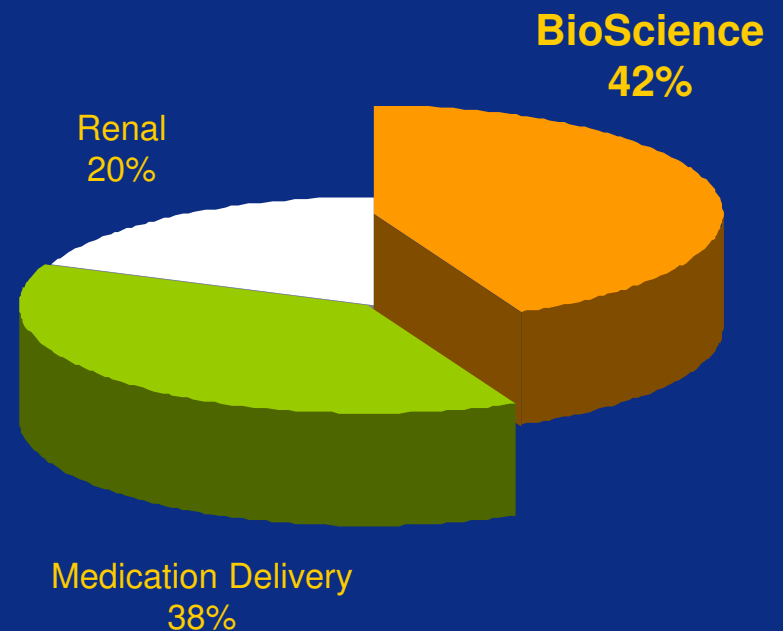
**Baxter's Global
Manufacturing Facilities**

BioScience Business

2007 Sales: \$4.6 billion

Baxter is a leading manufacturer of plasma-based and recombinant proteins and therapies used to treat

- Hemophilia
- Immune disorders
- Hereditary emphysema



Percentage of Sales

BioScience Business

Our portfolio also includes

- Biosurgery products for hemostasis, wound sealing and tissue regeneration
- Vaccines



BioScience R&D

Major initiative(s) include

- Use of vero-cell technology platform to produce early- and late-stage vaccines, including CELVAPAN candidate pandemic vaccine
- Development of higher dosage strengths and longer-acting forms of recombinant clotting factor for hemophilia therapy
- Evaluating potential of adult stem cell therapies to treat chronic myocardial ischemia and critical limb ischemia
- Studies combining fibrin sealant with innovative technology to regenerate tissue and bone
- Investigation of GAMMAGARD LIQUID as a possible treatment for neurological disorders like Alzheimer's disease



Biologic bar coded product samples


 **ADVATE**
[Antihemophilic Factor (Recombinant),
Plasma/Albumin Free Method]

Includes BAXJECT II


Sterile • Nonpyrogenic
No preservative



IU: **1 2 3 4**
LOT: LE01A123BC
EXP: JAN-10-2007

GAMMAGARD LIQUID  **20g**
[Immune Globulin
Intravenous (Human)] 10% **200mL**

Solution for Infusion



Lot: LE01A123BC
Exp: JAN-01-2007
Date of Manuf.: JAN-31-2005


GAMMAGARD LIQUID  **2.5g**
[Immune Globulin
Intravenous (Human)] 10% **25mL**

Solution for Infusion

Lot: LE12E035AB
Exp: NOV-5-2008
Date of Manuf.: NOV-15-2005




Biologic bar coded product samples


 **ADVATE**
[Antihemophilic Factor (Recombinant),
Plasma/Albumin Free Method]

Includes BAXJECT II


Sterile • Nonpyrogenic
No preservative



S/N:
012345678901234567926
IU: **1 2 3 4**
LOT: LE01A123BC
EXP: JAN-10-2007

GAMMAGARD LIQUID  **20g**
[Immune Globulin
Intravenous (Human)] 10% **200mL**

Solution for Infusion



S/N:
0123456789012345678921
Lot: LE01A123BC
Exp: JAN-01-2007
Date of Manuf.: JAN-31-2005

GAMMAGARD LIQUID  **2.5g**
[Immune Globulin
Intravenous (Human)] 10% **25mL**

Solution for Infusion

S/N: 0123456789012345679512

Lot: LE12E035AB
Exp: NOV-5-2008
Date of Manuf.: NOV-15-2005



Rationale

DATA MATRIX ECC200

- Data capacity and robustness in reading
- Limited space available on packaging for online printing
- Blood derivative or biologic global channel compliant
- Baxter BioScience and GS1 approved standard

DATA

- Minimum required by all Biologic global market
 - GTIN, Lot number, Expiry date (AI01, AI10, AI17)
- Specific data requirements on Biologic products based on geography/market
 - Lot based potency (anti-hemophilic factor, potency AI CR in progress)
 - Date of Manufacturing (blood derived product)
 - Unique serial number (pending regulations, AI21 or lot based number)

Contact information

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Saving and Sustaining Lives Worldwide

