

The quick read

How has Shire changed over the last five years? What was once the ‘ADHD company’ has now become **one of the world’s most successful specialty biopharmaceutical companies.**

An operation covering only nine markets now extends to 28, with more coming soon.

A pipeline with great potential has become one that’s **delivering solid results,** and a narrow research focus has expanded into **leading-edge expertise in pioneering technologies** like human cell line biologics and Carrierwave technology.

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Any other company would be talking about ‘transformation’, and in many ways that’s the right word to use. But for Shire, this is just another stage in **a continuous process that started over ten years ago.** We’ve built this company by **turning foresight into insight—** in other words, by identifying the emerging trends in our sector, and having the courage to act on that knowledge. We **saw the opportunity** for specialty pharmaceuticals, and moved quickly to occupy that space. We **predicted the impact of generics,** and the growing pressure on drug pricing, and made sure we had the pipeline and business model to deal with it.

The same thing is happening now: We can see the big pharma model has outlived its useful life, and we continue to position Shire to take full advantage of the new trends that will shape our industry over the next decade. And just as before, this will be about **practical, effective decision-making** that builds momentum and keeps us ahead of the curve. So yes, we've transformed this company out of all recognition, but we prefer to see it as what we do every day: Raising the bar ever higher for Shire.

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We've built Shire into one of the most successful specialty biopharmaceutical companies in the world by **delivering solid returns for our shareholders, and helping people with life-altering conditions lead better lives.**

We do that by meeting the needs of specialist physicians, treating symptomatic diseases, and identifying and addressing niche unmet needs.

Our business model has proved to be robust, resilient and right for the future, and it's allowed us to evolve industry-leading products, capabilities, and expertise.

8 Growth-driving products

Our growth prospects remain excellent with currently eight key growth products in our portfolio.

LIALDA/MEZAVANT, VYVANSE, FOSRENOL, INTUNIV, ELAPRASE, REPLAGAL, FIRAZYR, VPRIV



Global presence

Shire now operates in 28 countries and this is set to grow further in 2010.



Robust intellectual property

Our strategy is for robust intellectual property and long market exclusivity.



Balanced portfolio

We have a balanced portfolio of products, covering a range of specialist treatments.



Technology platforms

Our aim is to develop and offer the best treatments possible to our patients by utilizing our three platform technologies.



Strong pipeline

We have a good pipeline of products coming through over the next few years, with three in Phase 2 and six in Phase 3 clinical trials.

