



# Aratana Digital Sales Aid

Intouch Solutions  
September 24, 2014



## **0.0 Cover**

### **1.0 About Aratana Overview**

- 1.1 Bringing the best of human medicine
- 1.2 Pipeline — This is just the beginning

### **2.0 Lymphoma Today — talk track**

- 2.1 Current canine lymphoma treatments have reached their limits

### **3.0 Investment in the Science**

- 3.1 T-Cell & B-Cell Discovery
- 3.2 T-CHOMP Summary & Timeline
- 3.3 T-LAB Summary & Timeline
- 3.4 Rodriguez
- 3.5 Rosenberg
- 3.6 Ogilvie

### **4.0 Targeted Therapy with MAbs**

- 4.1 Caninizing MAbs
- 4.2 MAb MOA animation
- 4.3 The importance of immunophenotyping

### **5.0 T-cell MAb**

### **6.0 Clinical Experience Program**

- 6.1 Program Requirements

### **7.0 Resources**



## 0.0 Cover

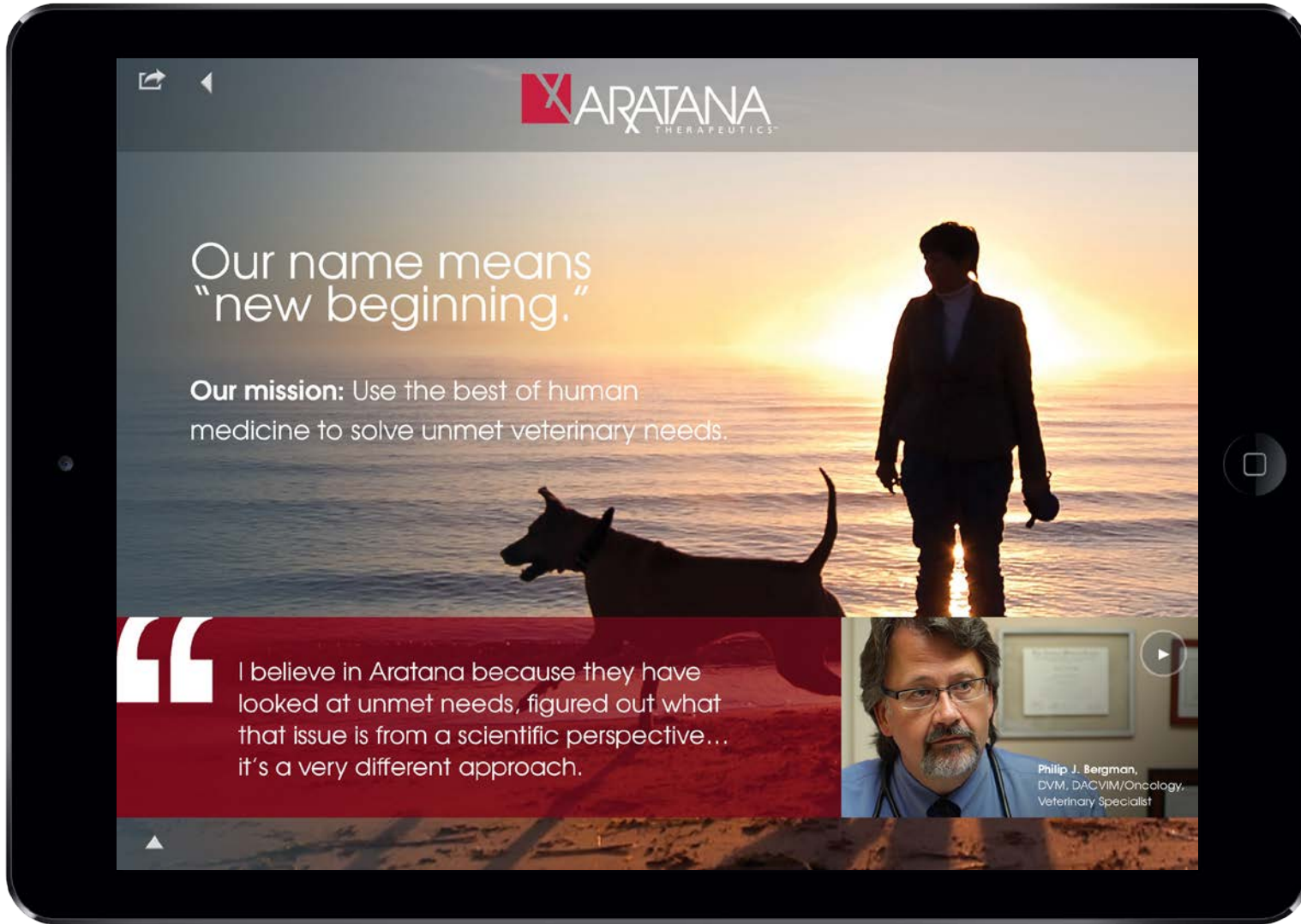


Background "cinimagraph" runs ala aratana.com

Tap section titles to jump to section landing



## 0.0 Cover



Tap play button to watch video clip



## 0.0 Cover



Tap Graphic to advance animation



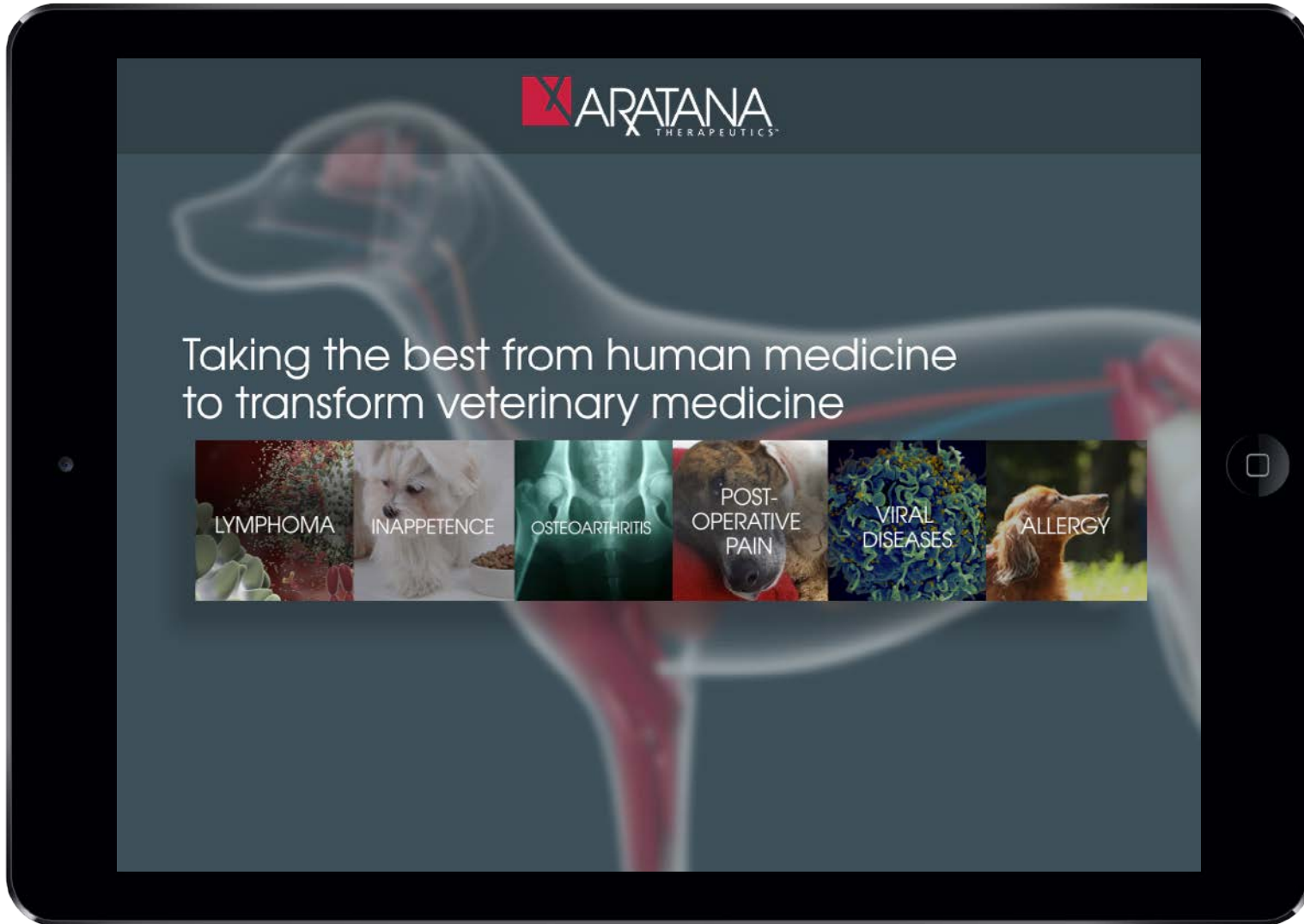
## 0.0 Cover



Animation transition

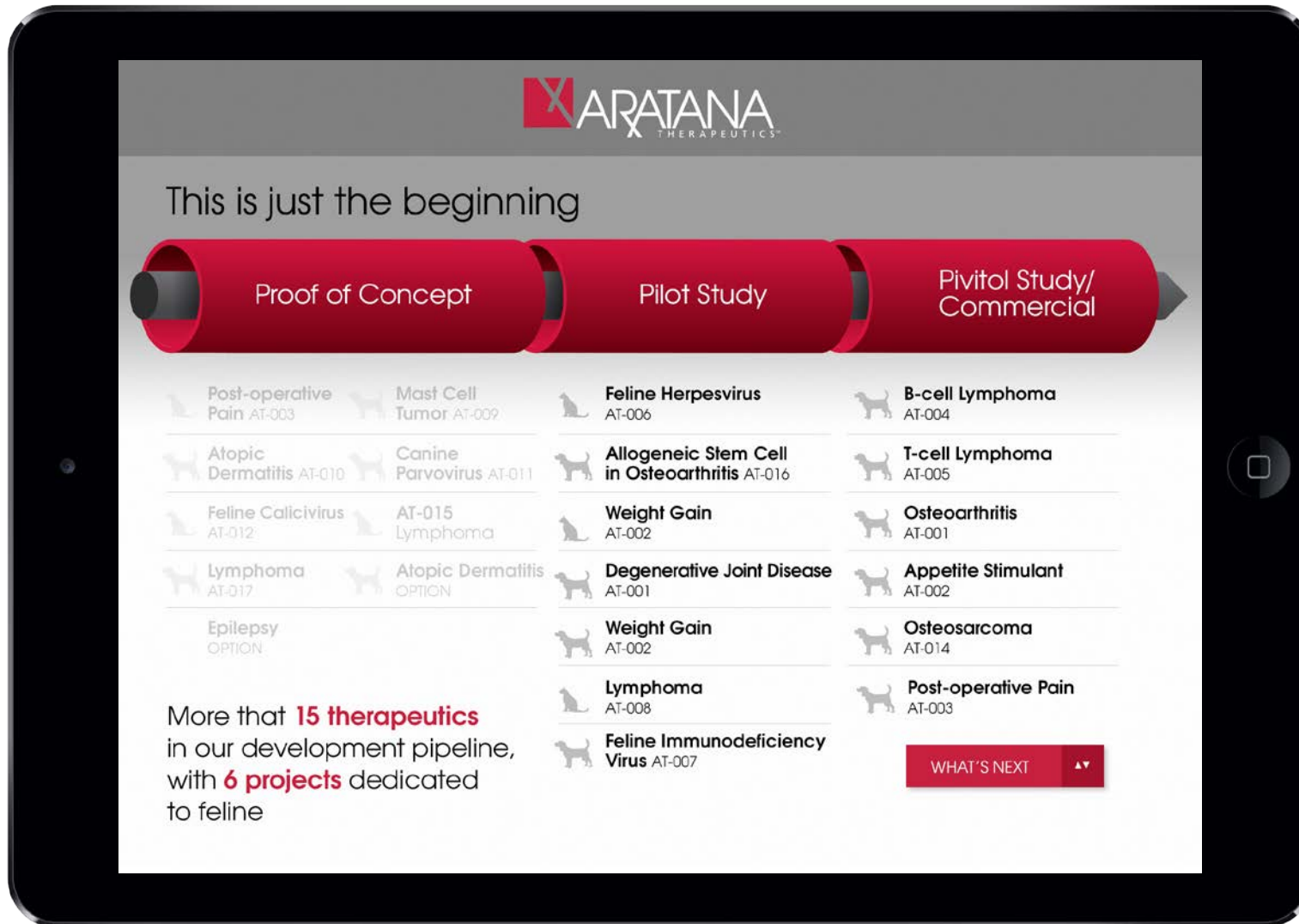


## 0.0 Cover





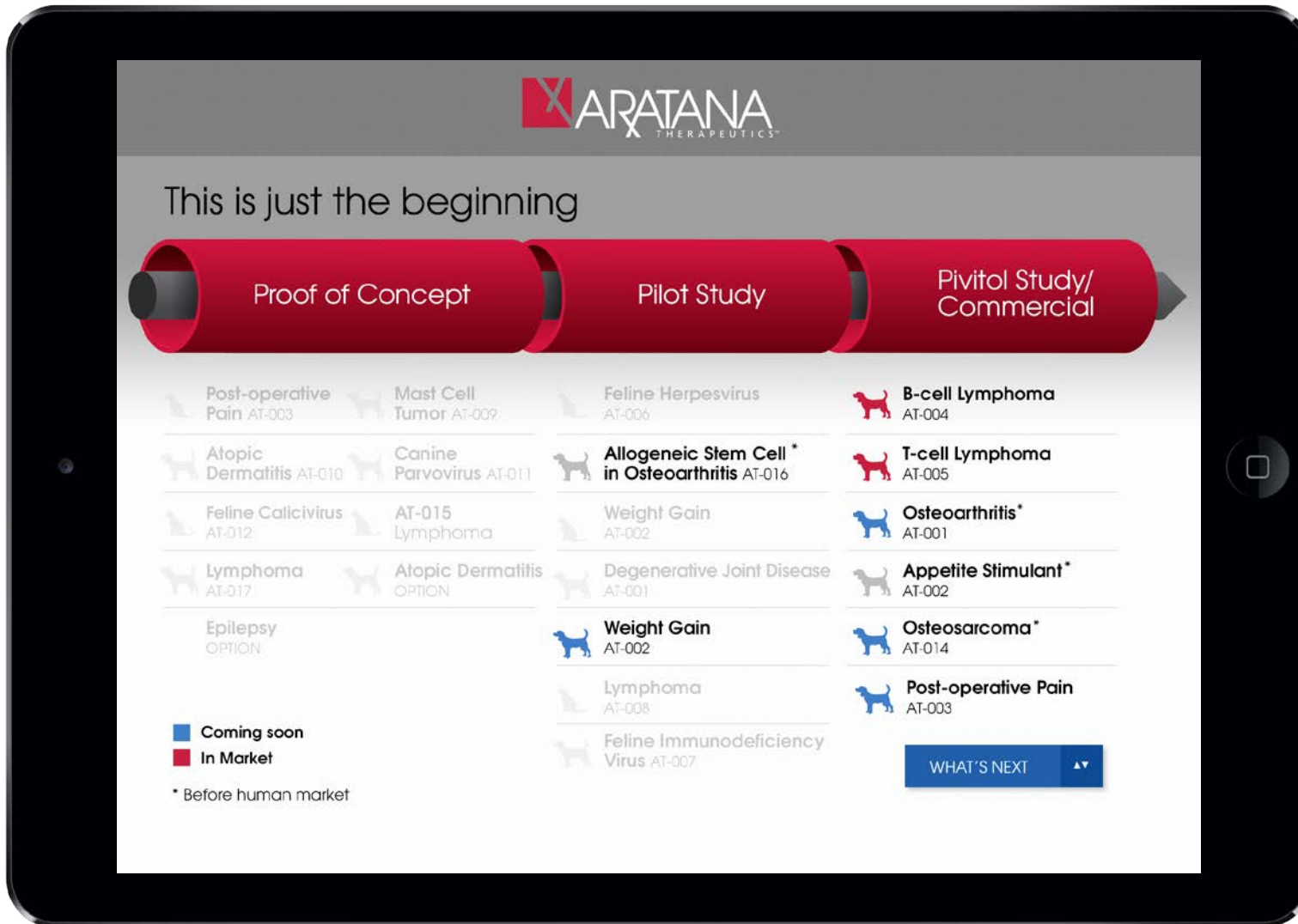
## 1.2 Pipeline — This is just the beginning



Tap “launching soon” button to highlight select therapeutic candidates.



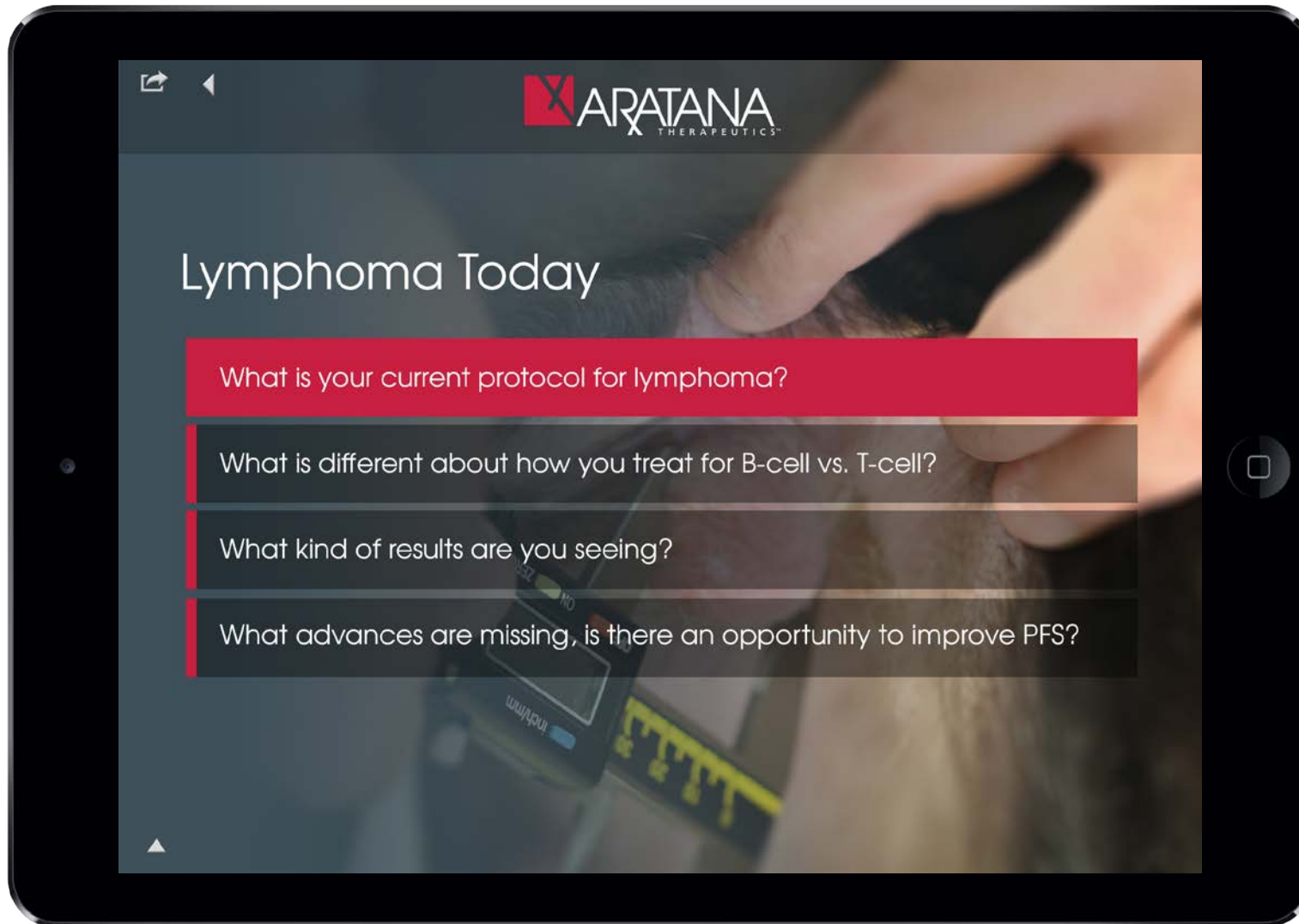
## 1.2.1 Pipeline — This is just the beginning



Tapping button again will toggle to previous view



## 2.0 Lymphoma Today — talk track



Tapping box will animate highlight over talking point



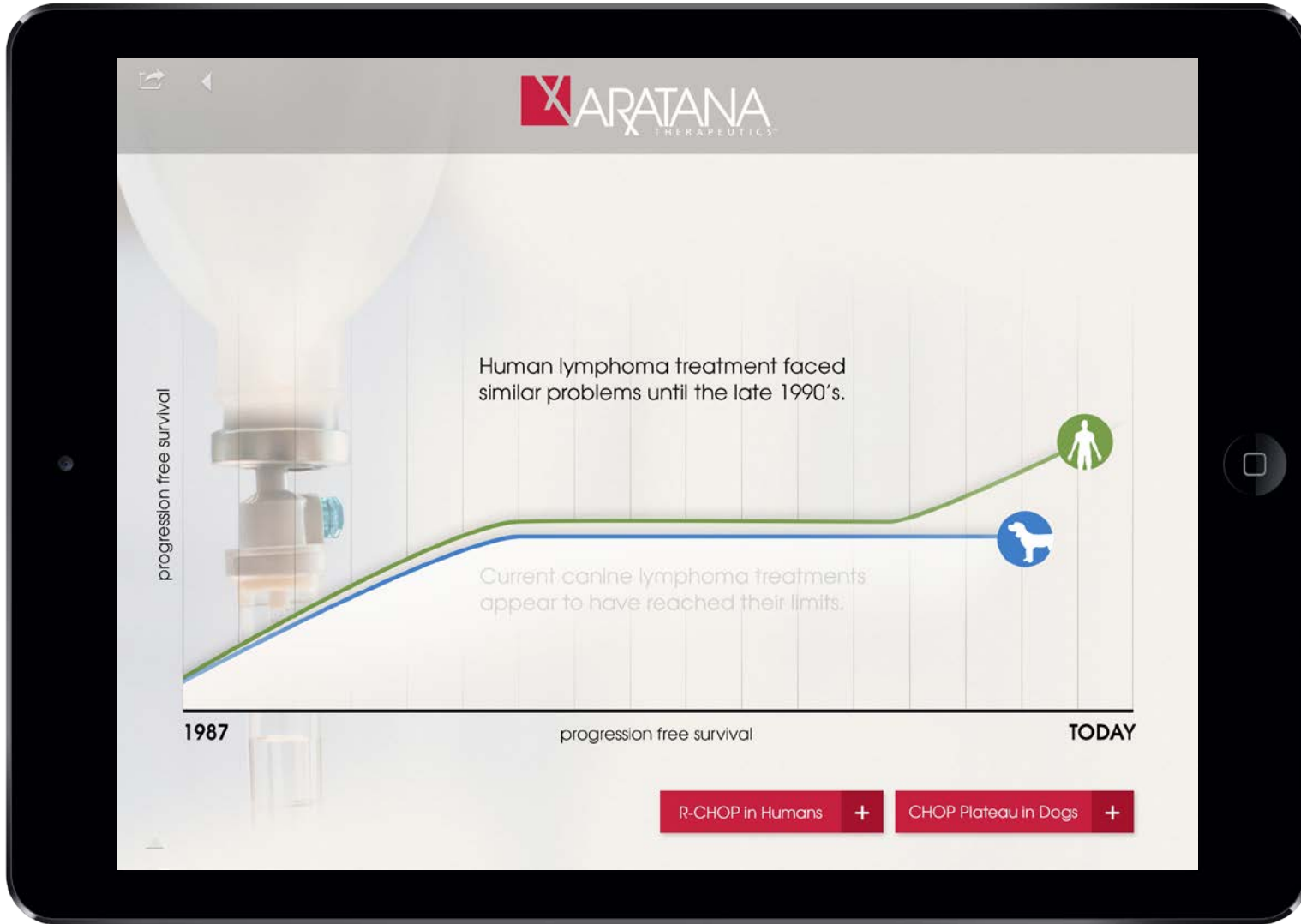
## 2.1 Current canine lymphoma treatments...



Tap canvas to reveal  
"human plateau graph"



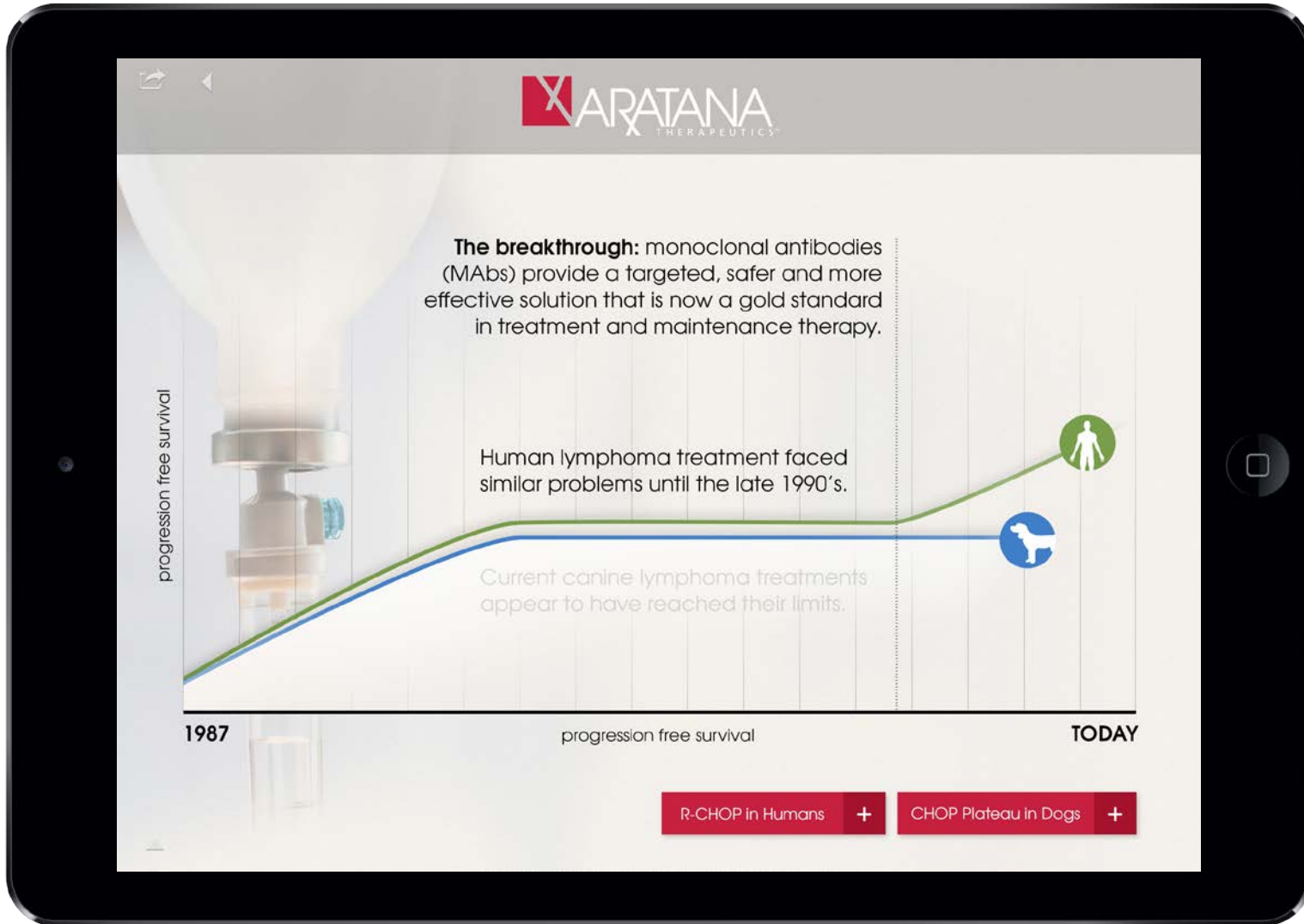
## 2.1 Current canine lymphoma treatments...



Tap canvas to reveal  
"human plateau graph"



## 2.1 Current canine lymphoma treatments...



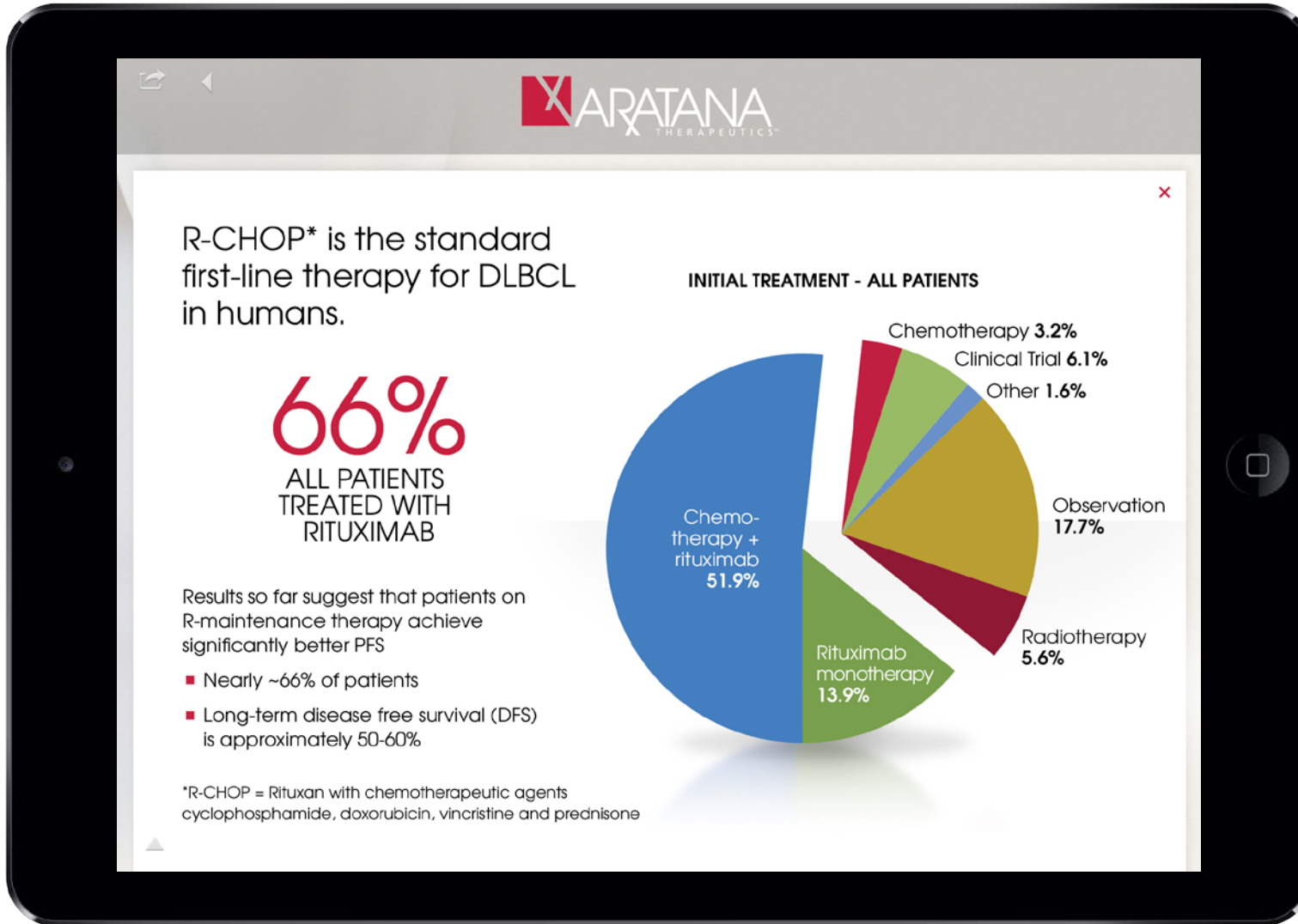
Human plateaus line "wipes" on. callouts fade in

Tap to reveal 2.1.2

Tap to reveal 2.1.3



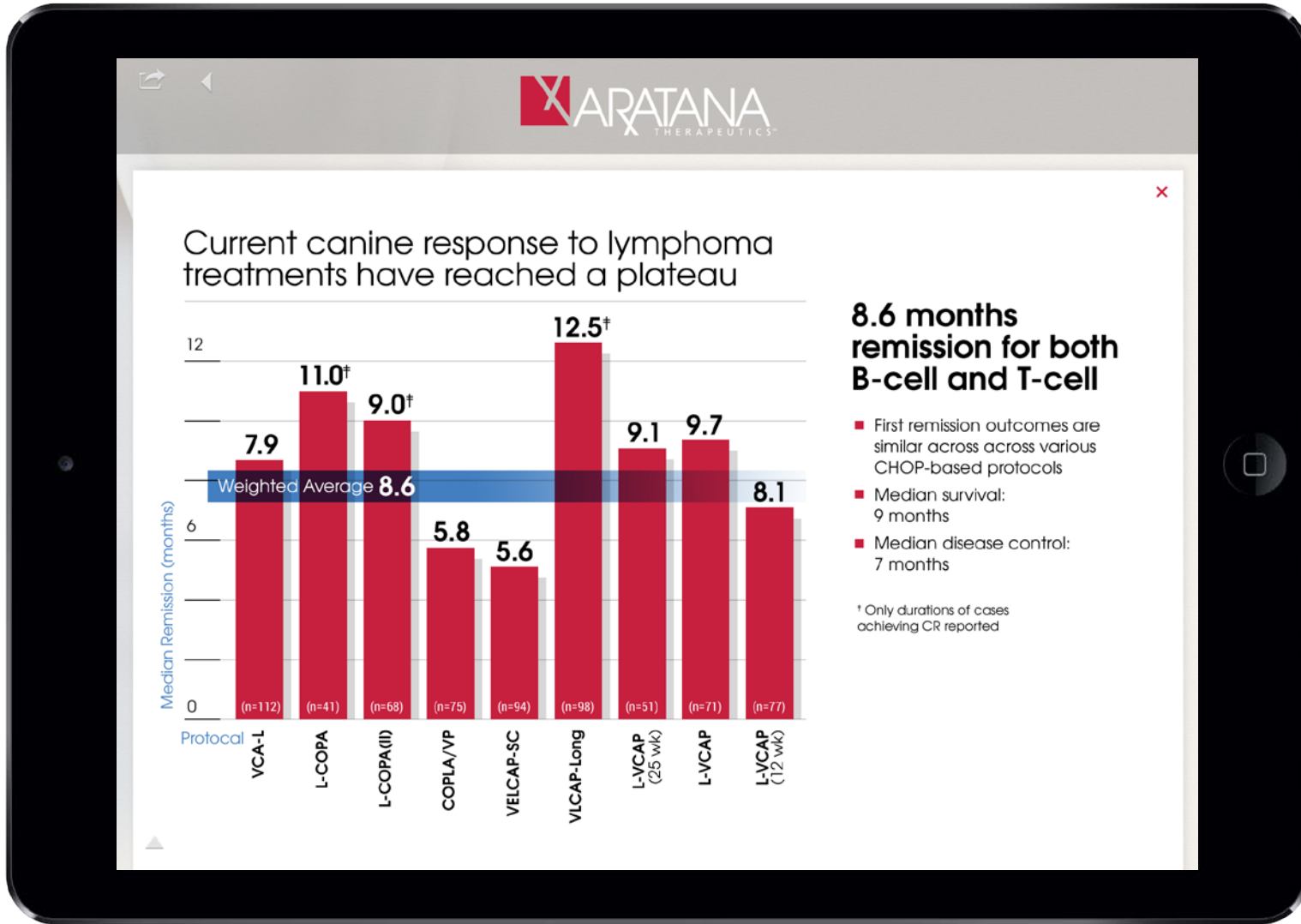
## 2.1.2 Current canine lymphoma treatments... » pop-up



Tap "x" to dismiss pop-up



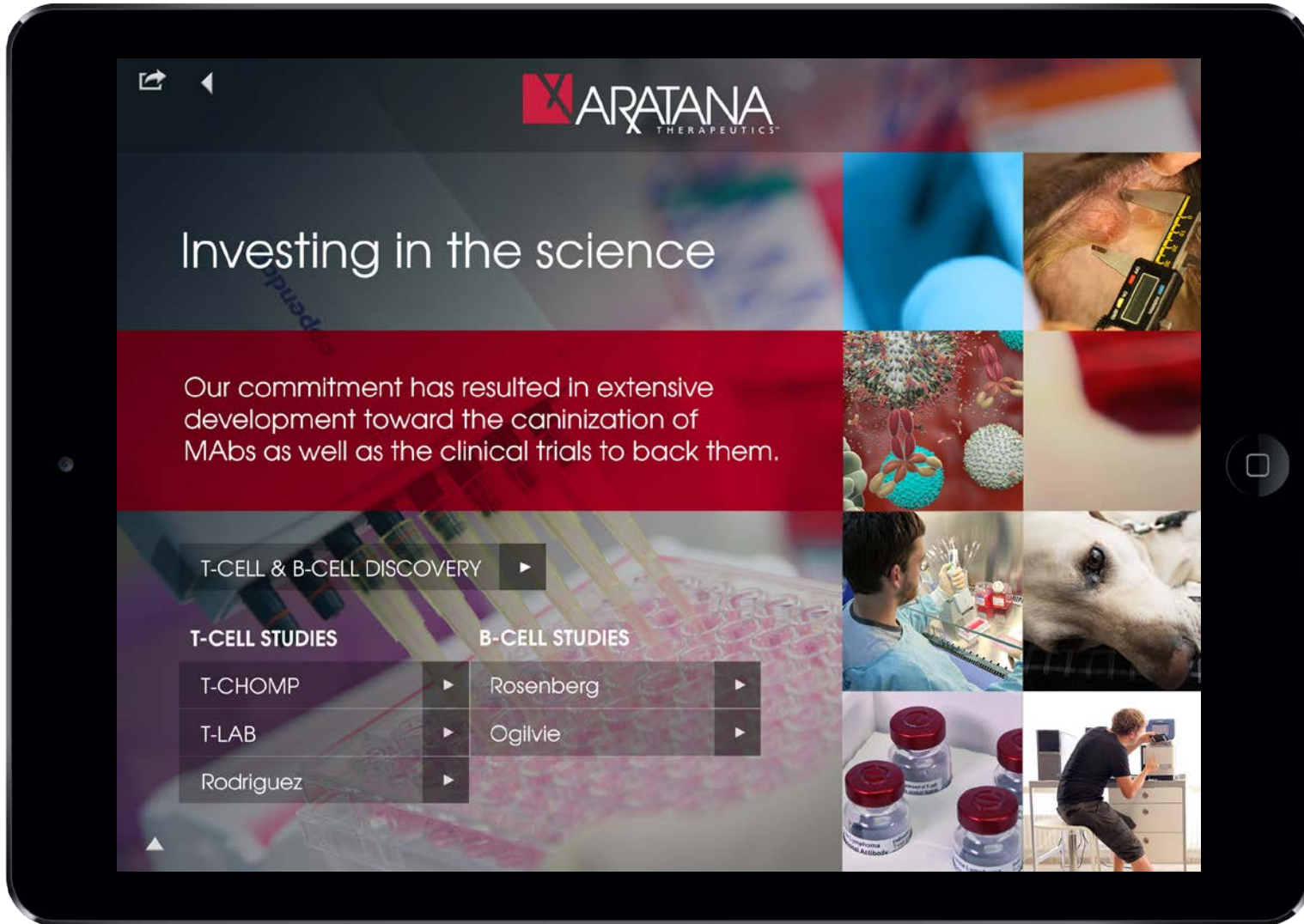
### 2.1.3 Current canine lymphoma treatments... » pop-up



Tap "x" to dismiss pop-up



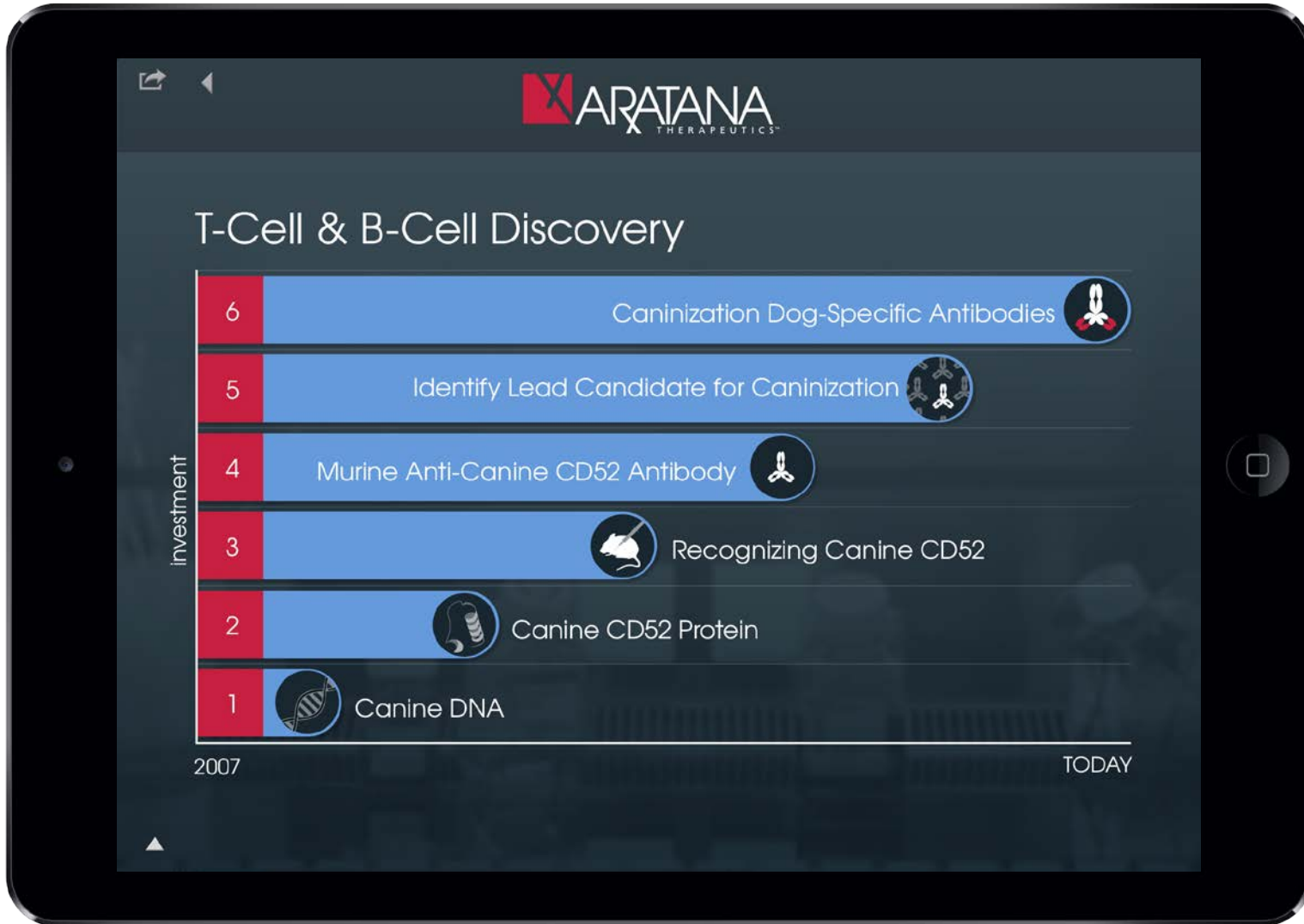
### 3.0 Investment in the Science



Tap labeled box to jump to desired selection - in this example tapping T-cell discovery will jump presentation to "3.1 T-cell Discovery"



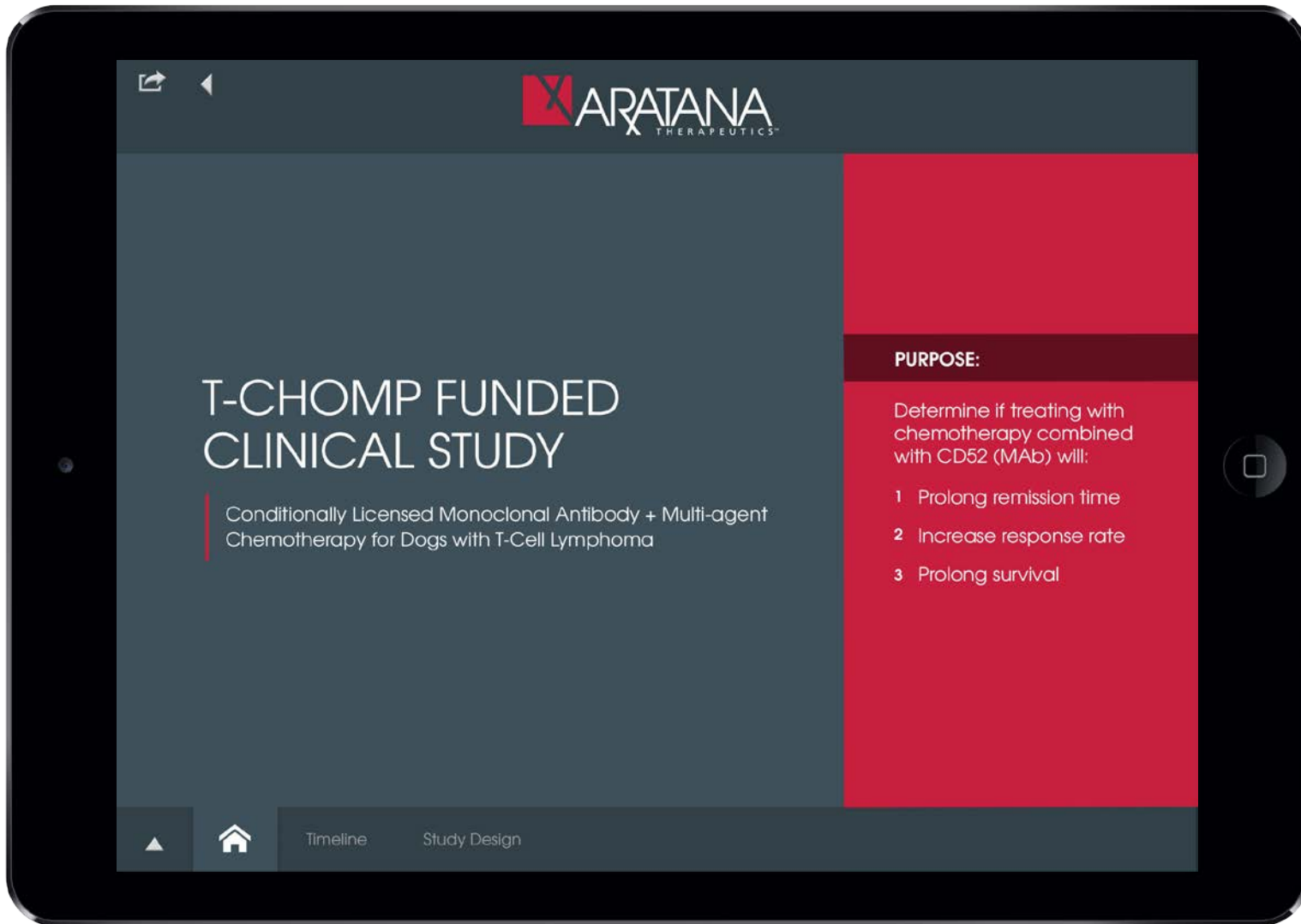
### 3.1 T-Cell & B-Cell Discovery



Tap labeled box to jump to desired selection - in this example tapping T-cell discovery will jump presentation to "3.1 T-cell Discovery"



## 3.2 Investing in the Science » T-CHOMP

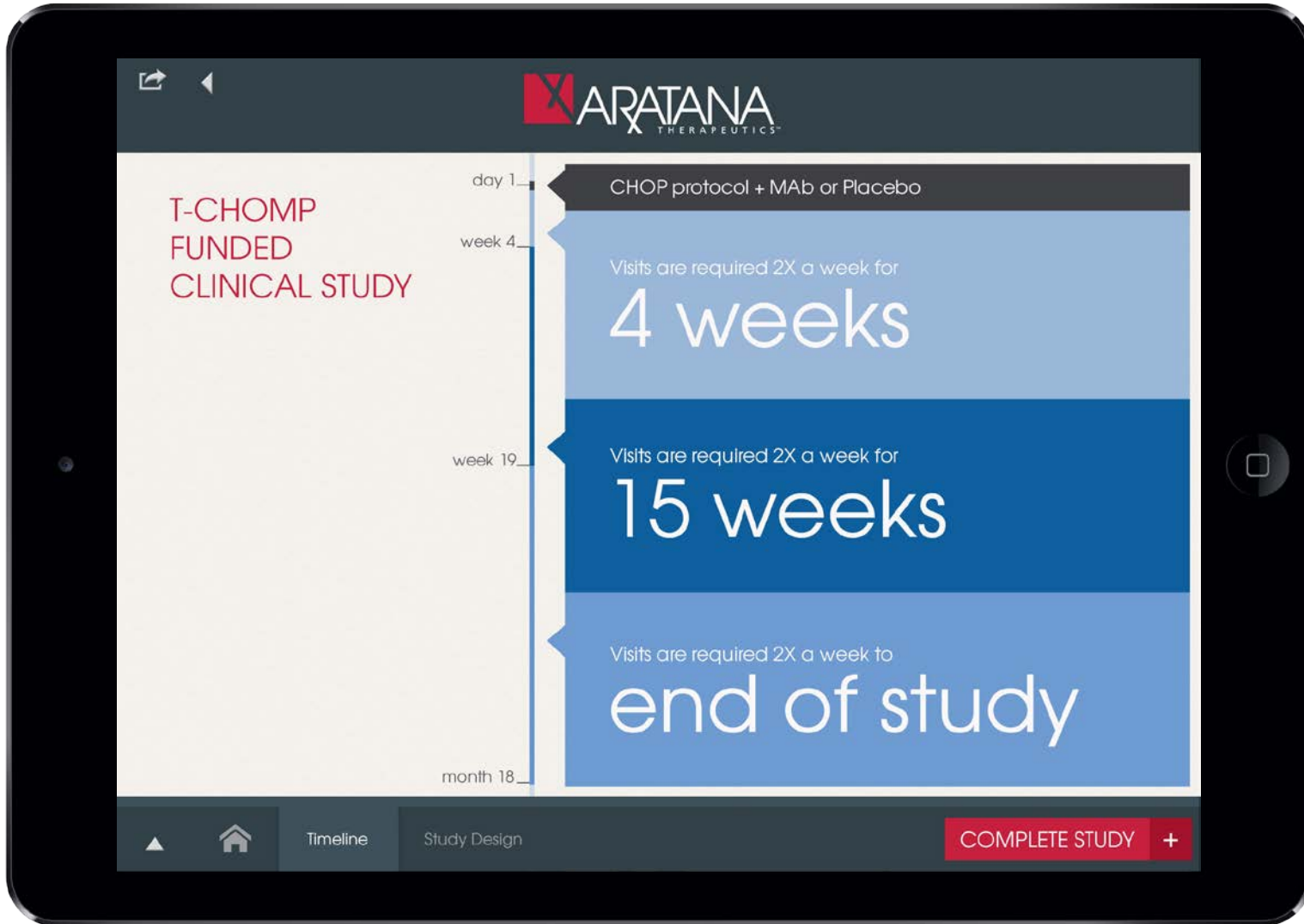


Tap "Timeline" to reveal "3.2.1"

Tap "Study Design" to reveal "3.2.2"



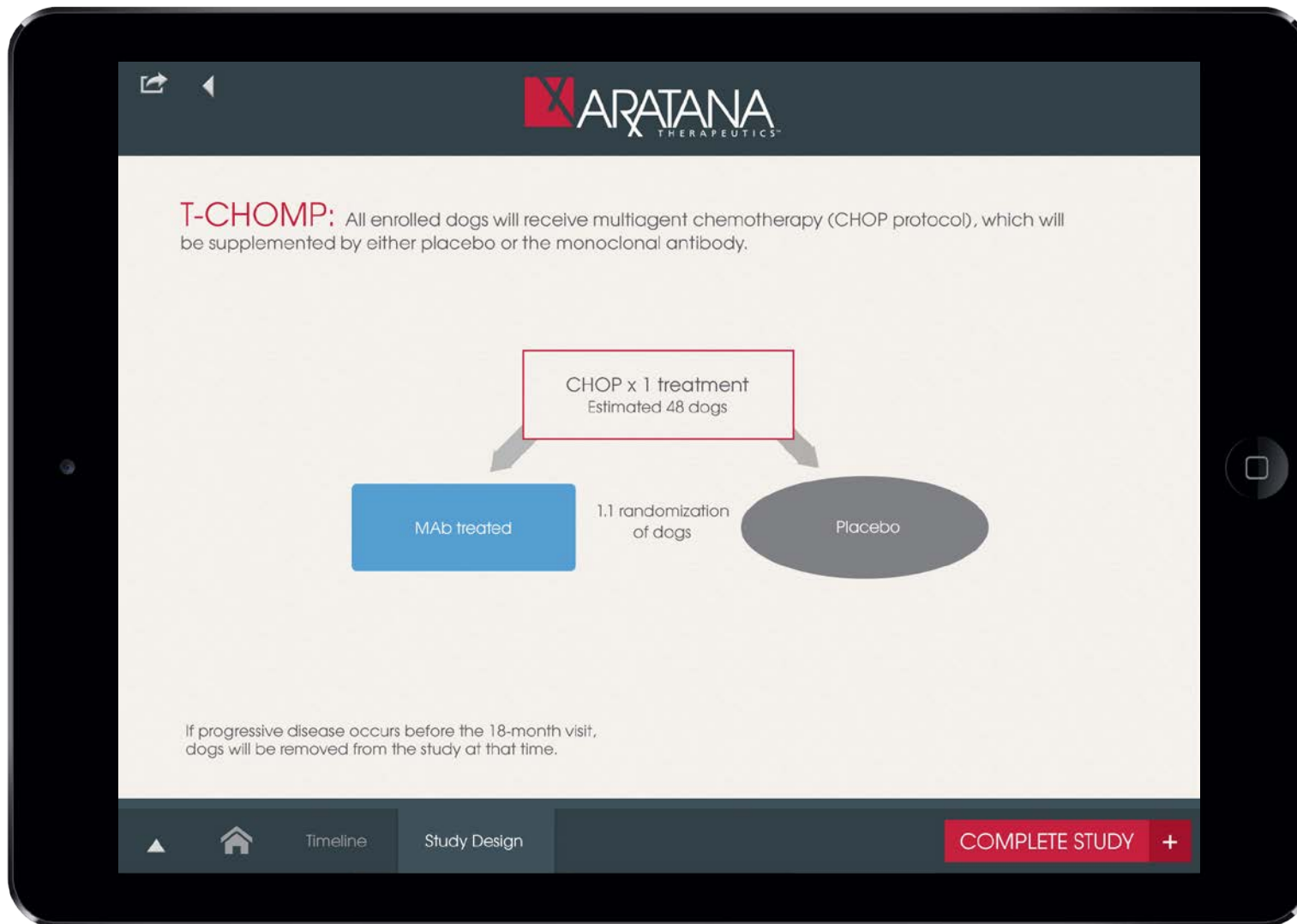
### 3.2.1 Investing in the Science » T-CHOMP » Timeline



Tap "home" icon to return to "3.1"

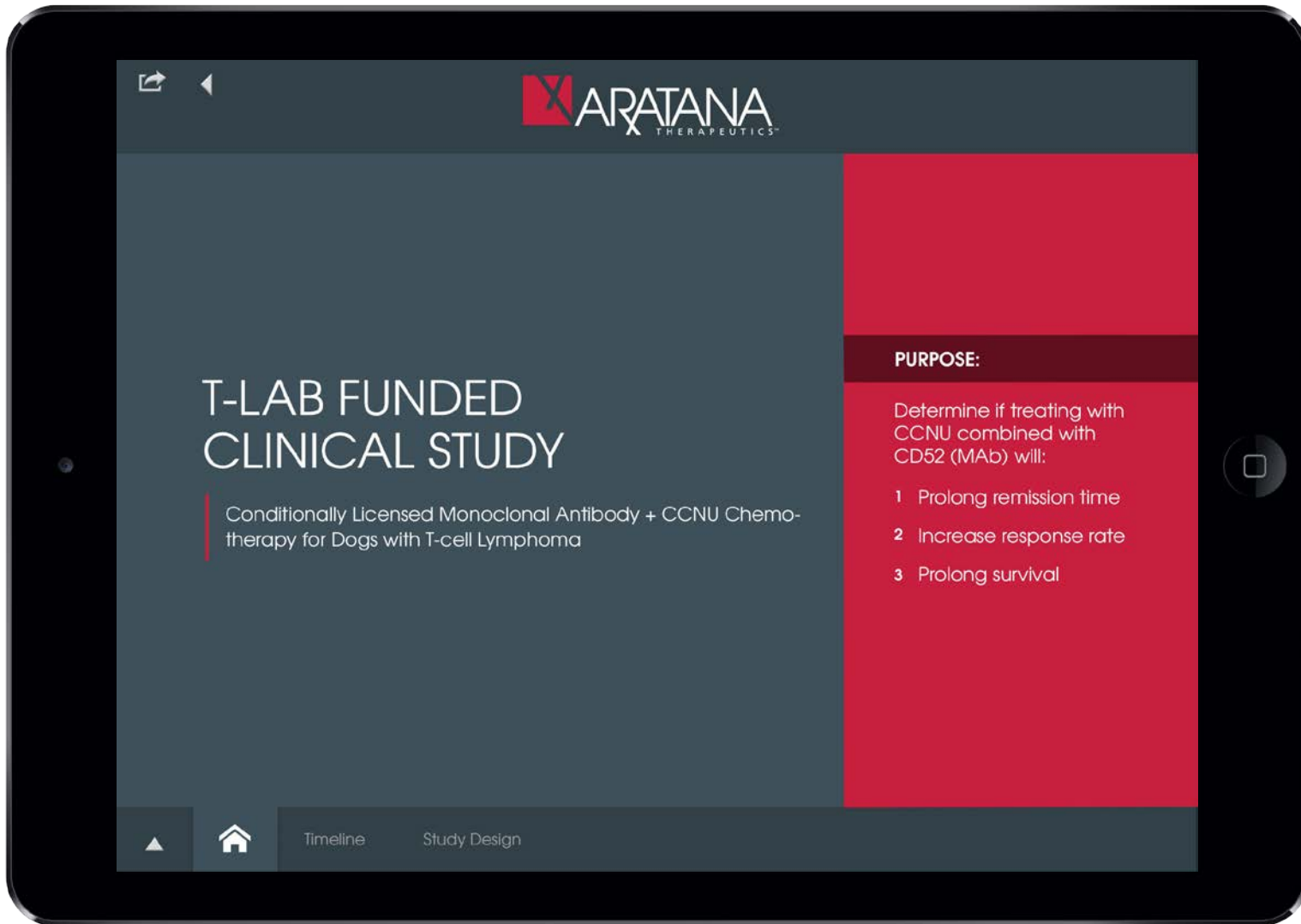


### 3.2.2 Investing in the Science » T-CHOMP » Study Design



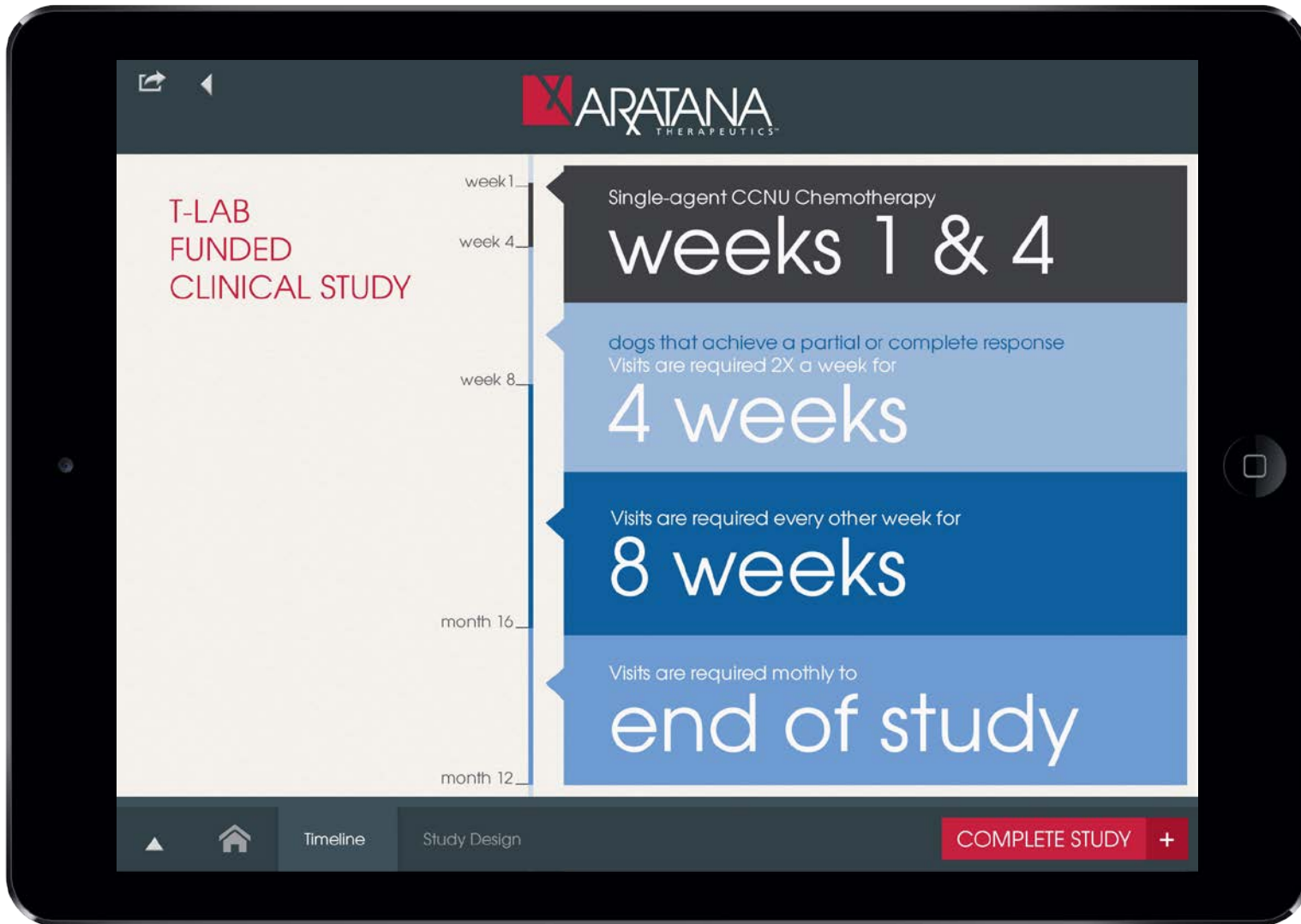


### 3.3 Investing in the Science » T-LAB Discovery Summary & Timeline



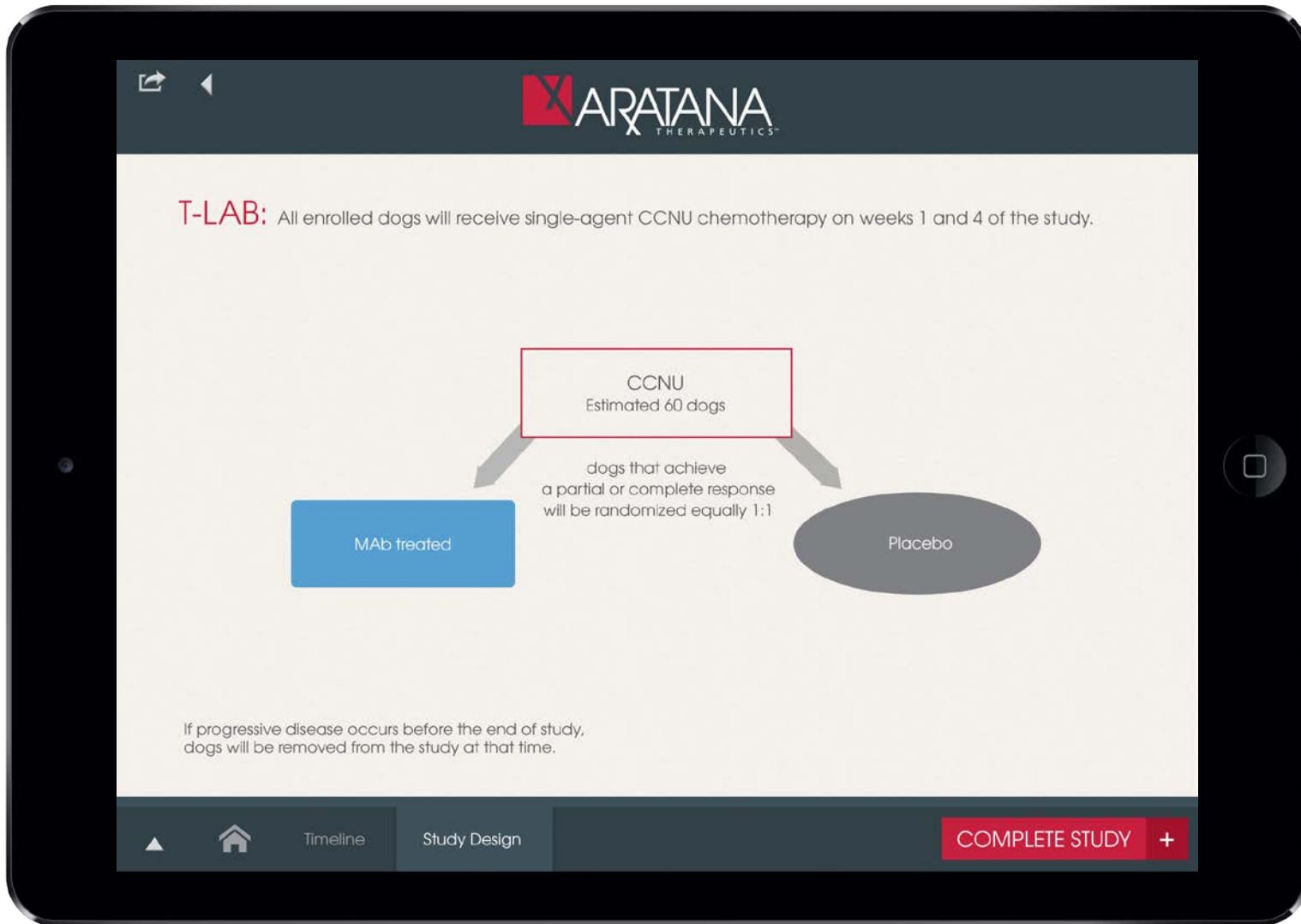


### 3.3.1 Investing in the Science » T-LAB » Timeline





### 3.3.2 Investing in the Science » T-LAB » Study Design





### 3.4 Investing in the Science » Rodriguez



Tap "Abstract" to reveal "3.4.1"

Tap "Study Design" to reveal "3.4.2"

Tap "Results" to reveal "3.4.3"



### 3.4.1 Investing in the Science » Rodriguez » Abstract

The image shows a tablet displaying a digital sales aid for ARATANA Therapeutics. The screen is titled "RODRIGUEZ:" and contains an abstract. The abstract is divided into sections: Introduction, Methods, Results, and Conclusion. The Introduction describes the use of anti-CD52 MAb in dogs with T-cell lymphoma. The Methods section details the study design with 12 dogs. The Results section reports the detection of plasma anti-CD52 MAb. The Conclusion states that the MAb is detectable and well-tolerated. The bottom of the screen features a navigation bar with a home icon, a list of tabs (Abstract, Concentration Results, Plasma CD52 Results), and a red button labeled "COMPLETE STUDY +".

**RODRIGUEZ:**

**Introduction**

Dogs with T-cell lymphoma have a poor prognosis and limited treatment options. Anti-CD52 is a caninized recombinant monoclonal antibody (MAb) directed against a cell- surface glycoprotein expressed by T cells but not hematopoietic stem cells. We evaluated the bioavailability and safety of intravenously administered anti-CD52 MAb in dogs with high-grade (WHO stage IV-V) T-cell lymphoma.

**Methods**

12 dogs (4–12 years old) received anti-CD52 MAb (~2.5 mg/kg) twice weekly for 4 weeks, followed by once weekly every other week. In 9 dogs, plasma samples were collected before each dose and after the first and last doses; in 4 dogs, samples also were collected at 4, 8, 24, and 48 hours after dose 1. Plasma antibody concentrations were measured via ELISA.

**Results**

Plasma anti-CD52 MAb was detected immediately after dose 1, and concentrations increased up to doses 4–6, when steady-state was reached. Mean pharmacokinetic

doses 4–6, when steady-state was reached. Mean pharmacokinetic parameters were: single-dose: AUC, 4640.5  $\mu\text{g}/\text{mL}\cdot\text{h}$ ; elimination half-life, 66.5 h; maximum plasma concentration ( $C_{\text{max}}$ ), 49.6  $\mu\text{g}/\text{mL}$ ; clearance, 0.6  $(\text{mg}/\text{kg})/(\mu\text{g}/\text{mL})/\text{h}$ ; volume of distribution ( $V_d$ ), 51.0  $(\text{mg}/\text{kg})/(\mu\text{g}/\text{mL})$ ; multiple-dose: AUC, 9147.3  $\mu\text{g}/\text{mL}\cdot\text{h}$ ; elimination half-life, 158.2 h;  $C_{\text{max}}$ , 40.9  $\mu\text{g}/\text{mL}$ ; clearance, 0.3  $(\text{mg}/\text{kg})/(\mu\text{g}/\text{mL})/\text{h}$ ;  $V_d$ , 64.6  $(\text{mg}/\text{kg})/(\mu\text{g}/\text{mL})$ . No meaningful changes in hematology/serum chemistry values were observed; clinically relevant hypotension was infrequent and anaphylactoid reactions rare.

**Conclusion**

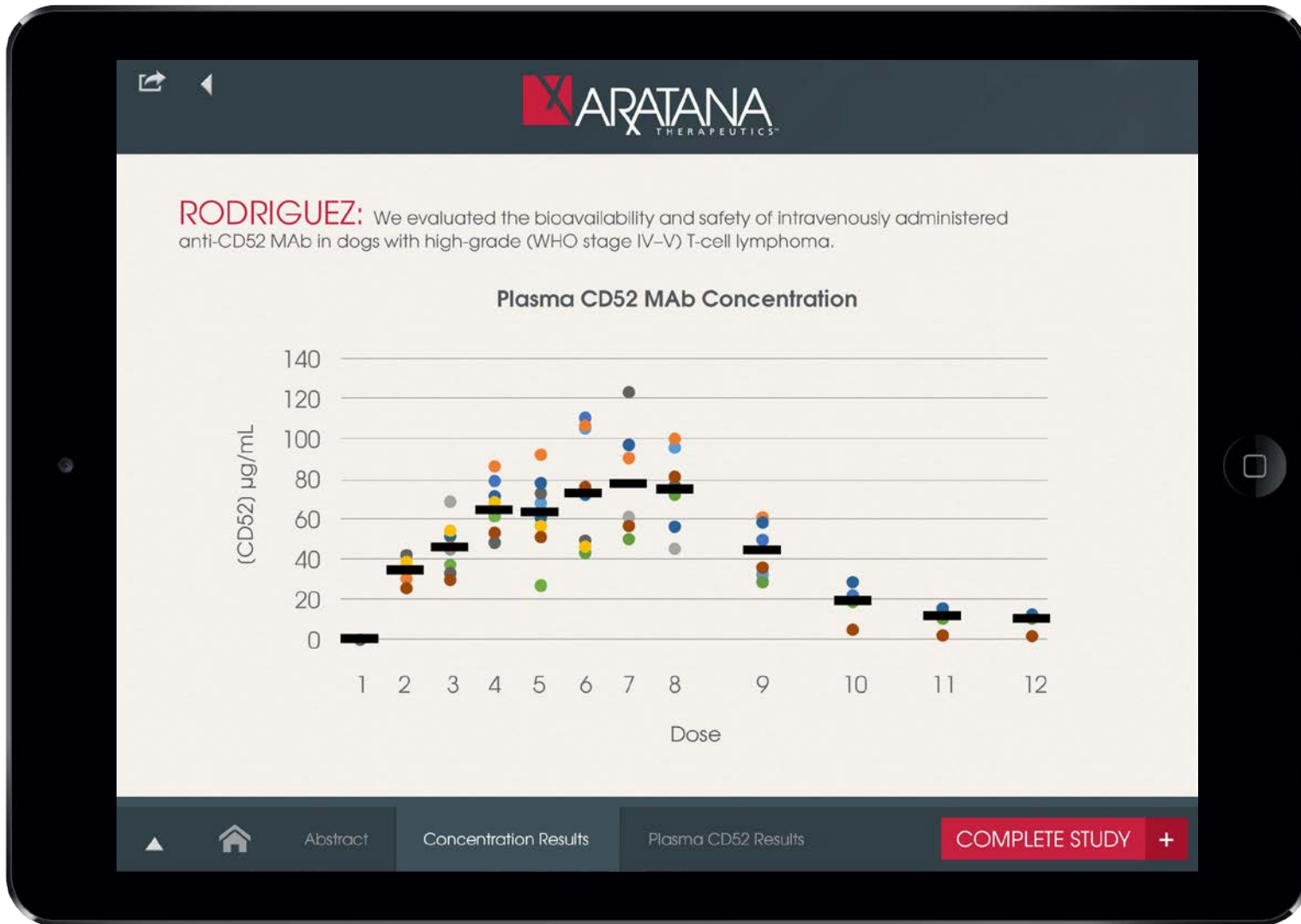
Canine anti-CD52 MAb is detectable in plasma after a single dose (initial mean half-life, 2.8 days) and accumulates after multiple doses (mean half-life, 6.6 days). Anti-CD52 MAb is well tolerated in dogs with T-cell lymphoma.

Pharmacokinetic parameters were calculated, using WinNonlin Pharmacokinetic software.

Tap "home" icon to return to "3.4"

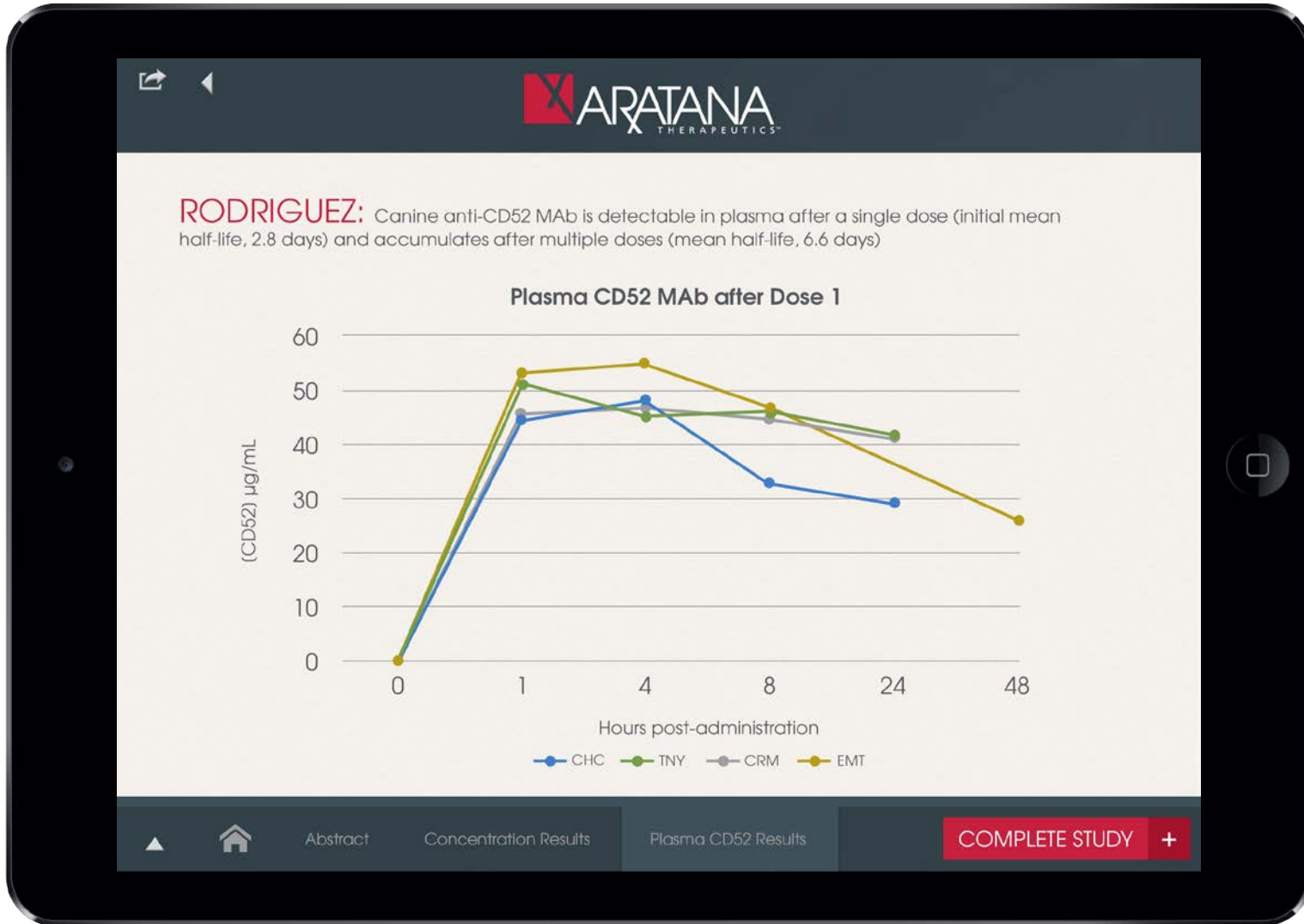


### 3.4.2 Investing in the Science » Rodriguez » Study Design



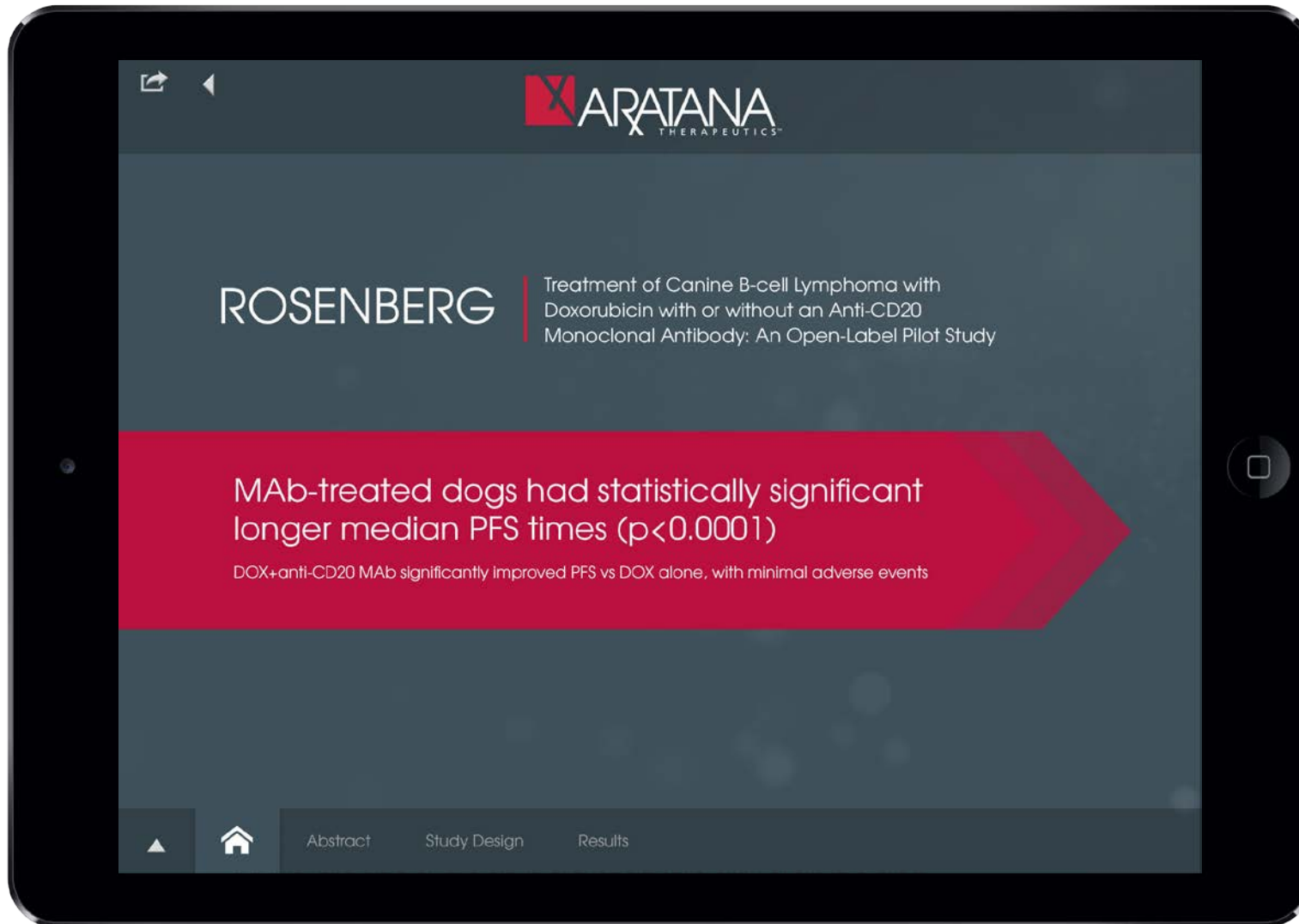


### 3.4.3 Investing in the Science » Rodriguez » Results





### 3.6 Investing in the Science » Rosenberg



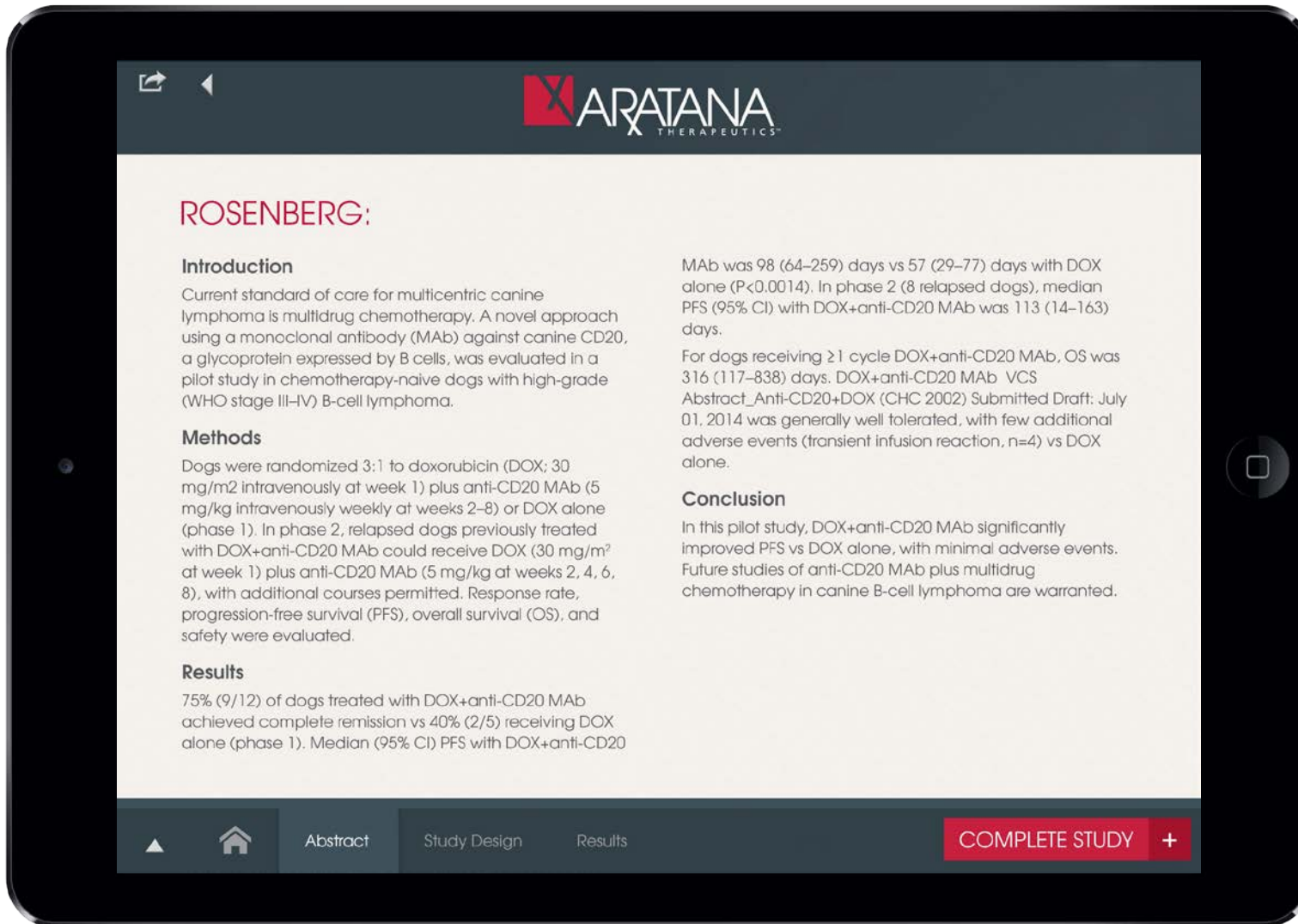
Tap "Abstract" to reveal "3.6.1"

Tap "Study Design" to reveal "3.6.2"

Tap "Results" to reveal "3.6.3"



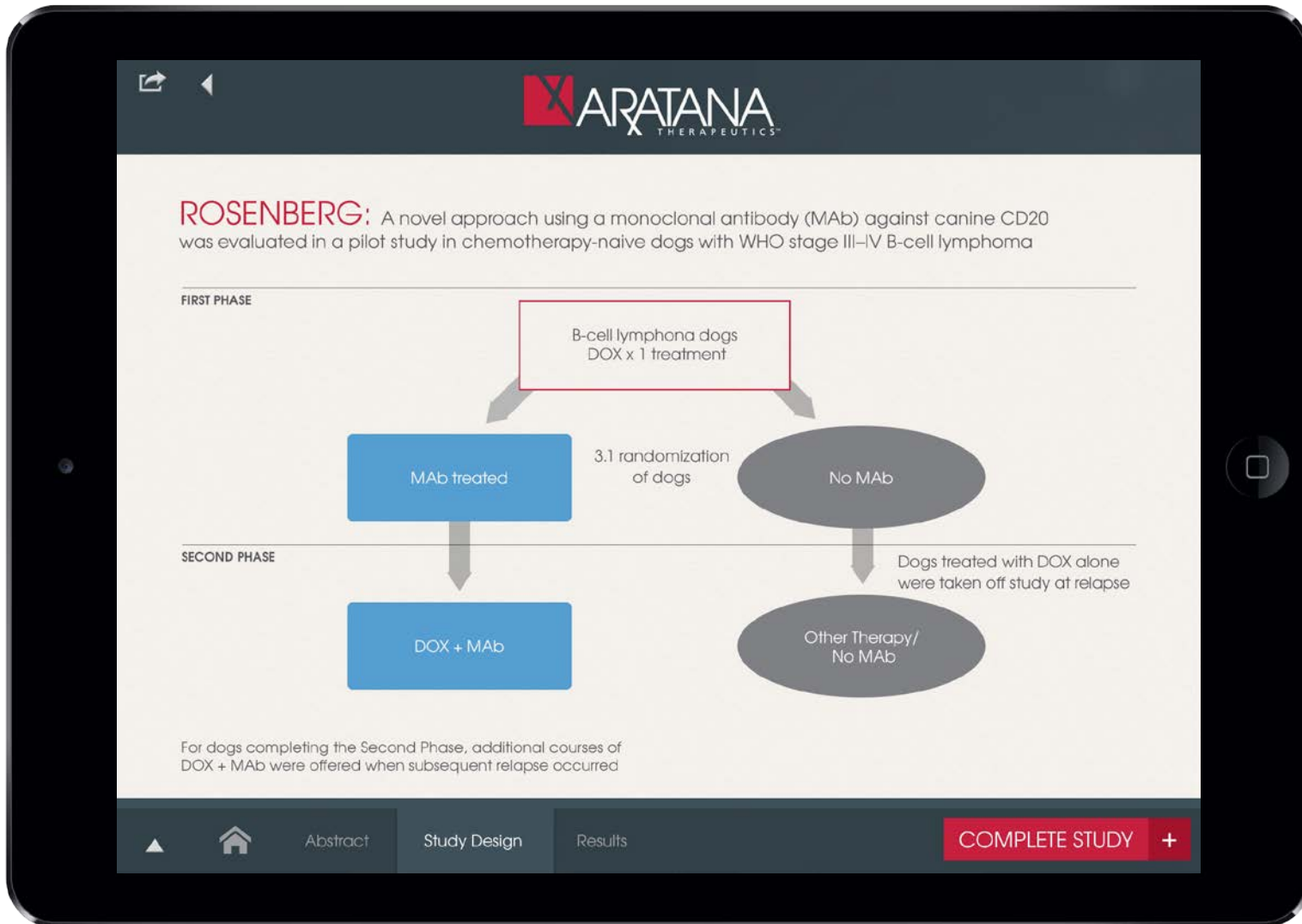
## 3.6.1 Investing in the Science » Rosenberg » Abstract



A. Tap “home” icon to return to “3.6”

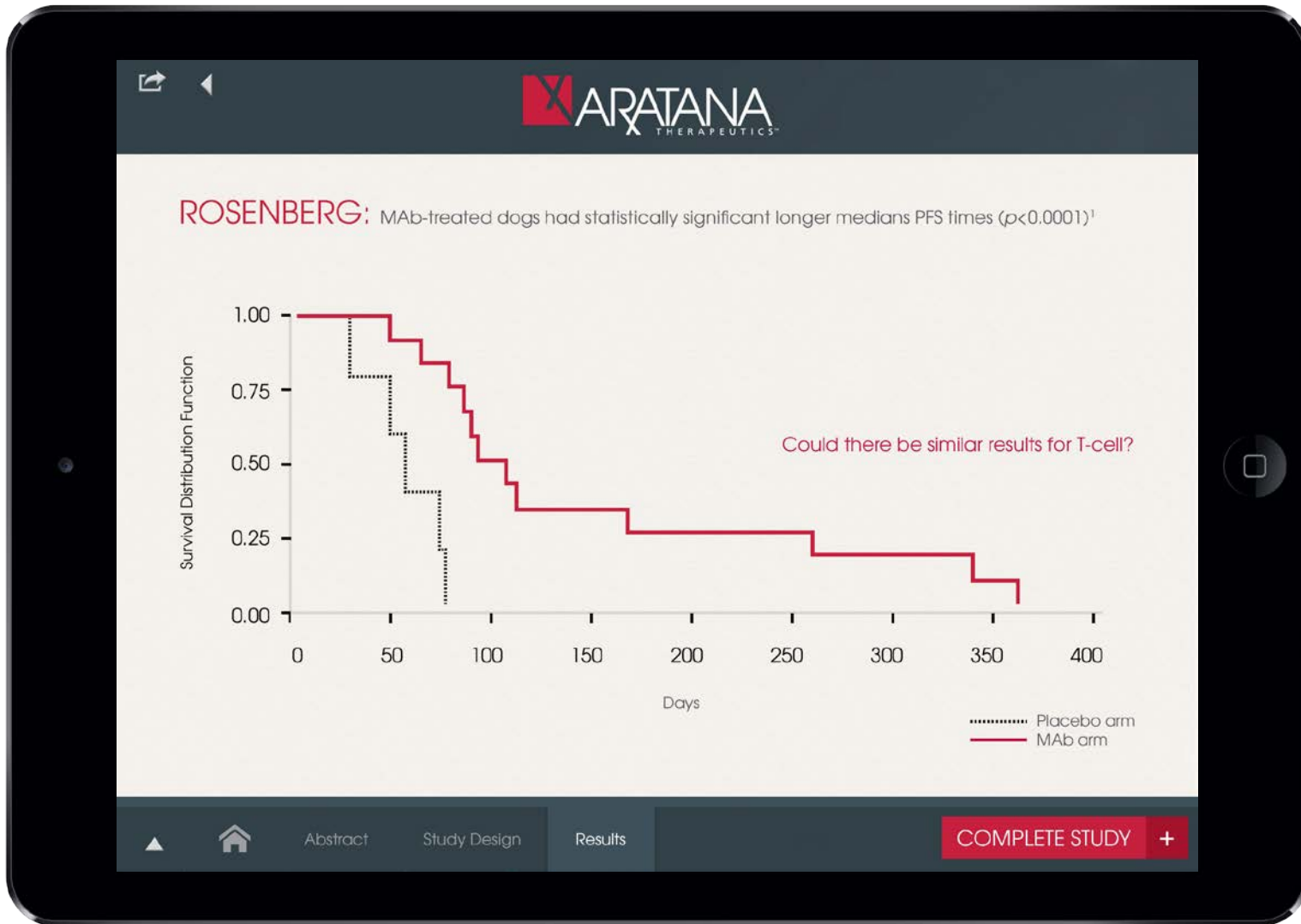


### 3.6.2 Investing in the Science » Rosenberg » Study Design





### 3.6.3 Investing in the Science » Rosenberg » Results





### 3.7 Investing in the Science » Ogilvie



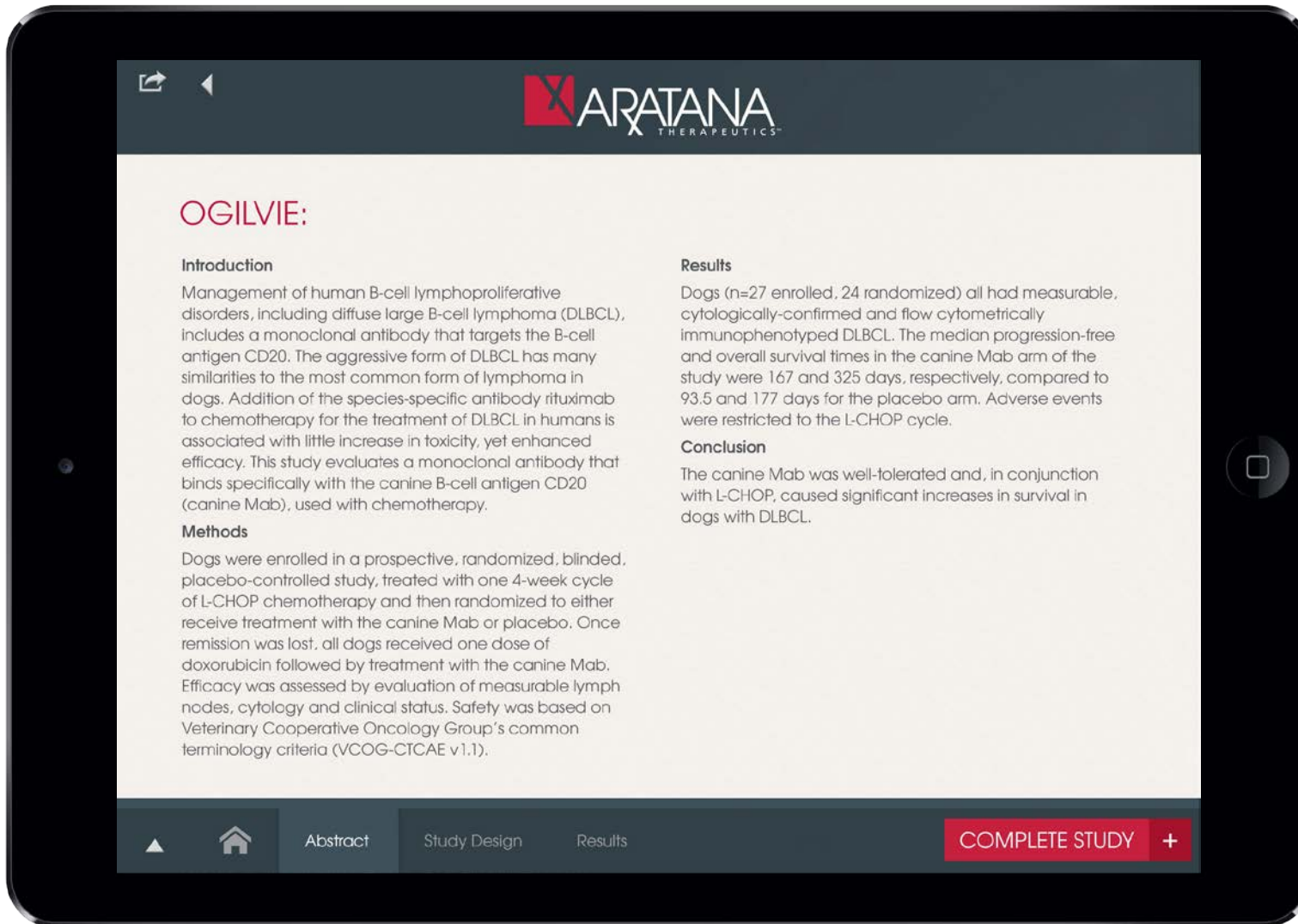
Tap "Abstract" to reveal "3.7.1"

Tap "Study Design" to reveal "3.7.2"

Tap "Results" to reveal "3.7.3"



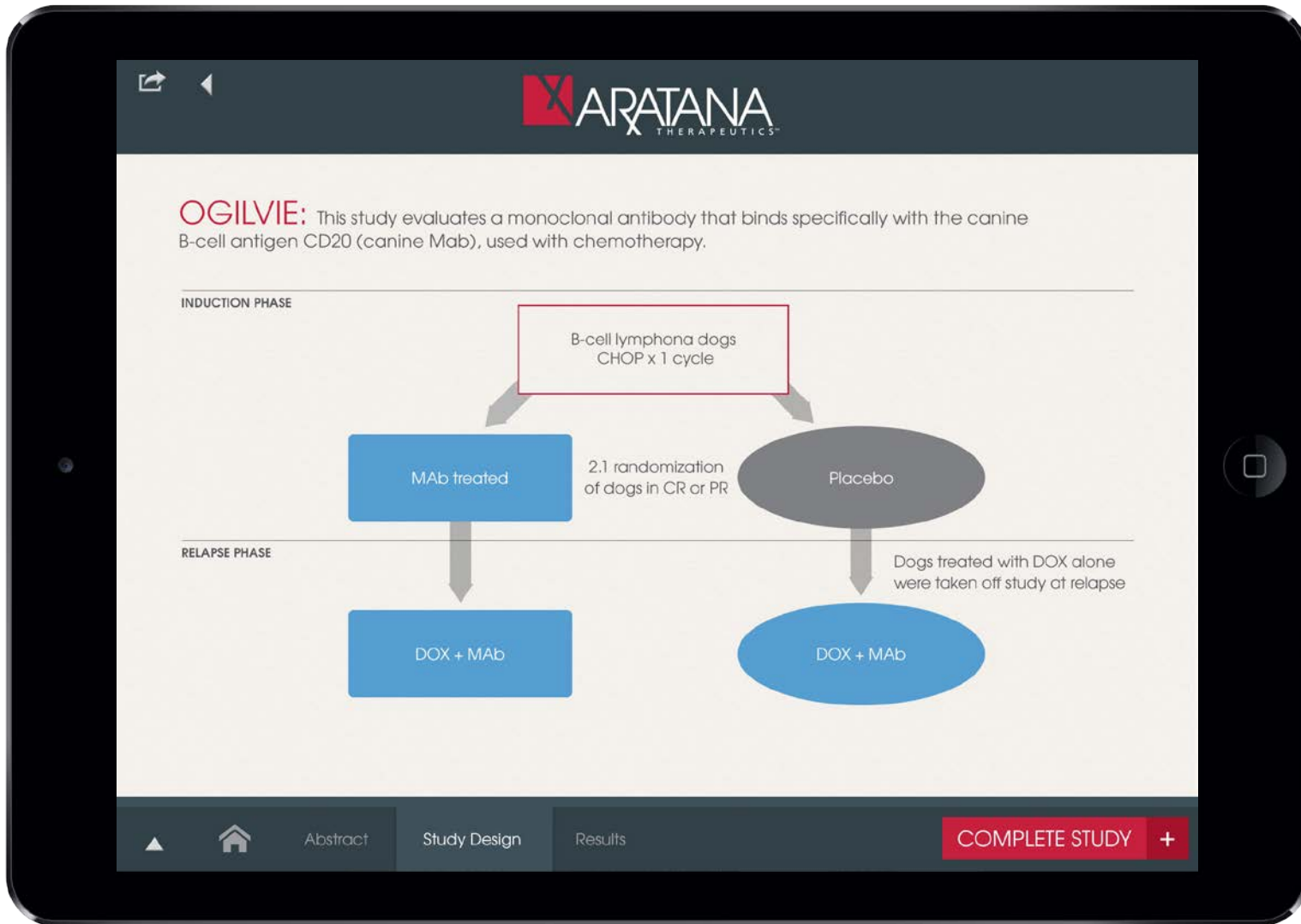
### 3.7.1 Investing in the Science » Ogilvie » Abstract



Tap "home" icon to return to "3.7"

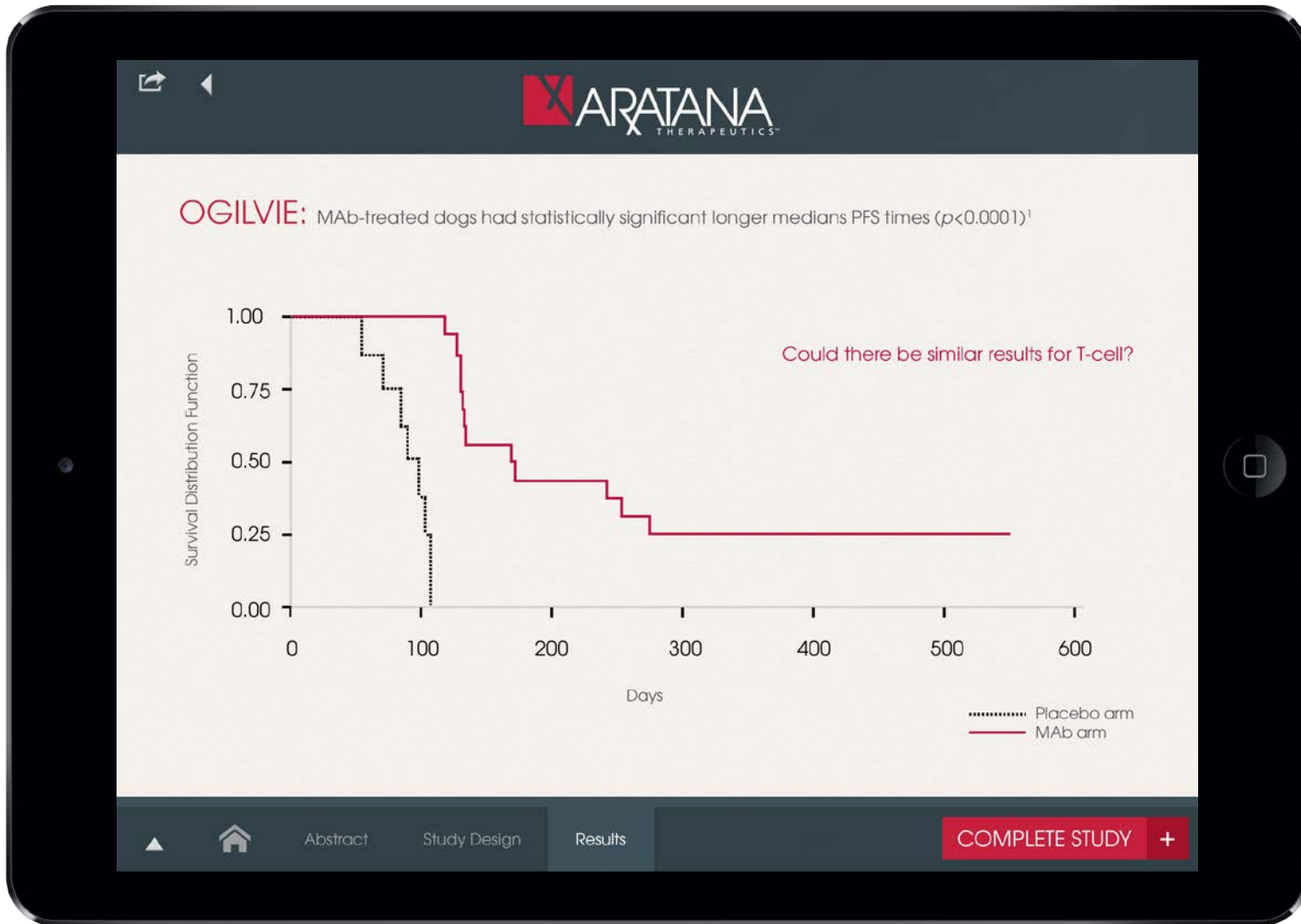


### 3.7.2 Investing in the Science » Ogilvie » Study Design





### 3.7.3 Investing in the Science » Ogilvie » Results





## 4.0 Targeted Therapy with MAbs

Slide will animate on page load

**ARATANA**  
THERAPEUTICS™

### Attack the lymphoma – not the patient

lymph nodes

**MAbs**

- Targets specific antigen in lymphocyte
- Uses patient's existing immune system

**Chemotherapy**

- Can be difficult to administer
- Heavy physical toll on patient


**Philip J. Bergman,**  
DVM, DACVIM/Oncology,  
Veterinary Specialist



## 4.1 Caninizing MABs

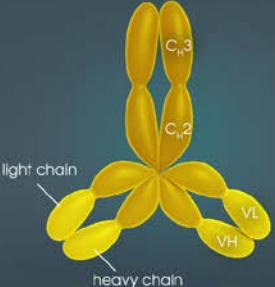
←

↶




# Caninizing MABs

Anti-CD52 has been caninized to a pet antibody through a proprietary platform. Oncology is a target-rich immunotherapy environment for pets. Our dog-specific T-cell MAb has shown promise in aiding the elimination of malignant T-cells.



**Proprietary Platform**  
(MOUSE MOLECULE)



**Pet Specific Antibodies**  
(CANINE MOLECULE)

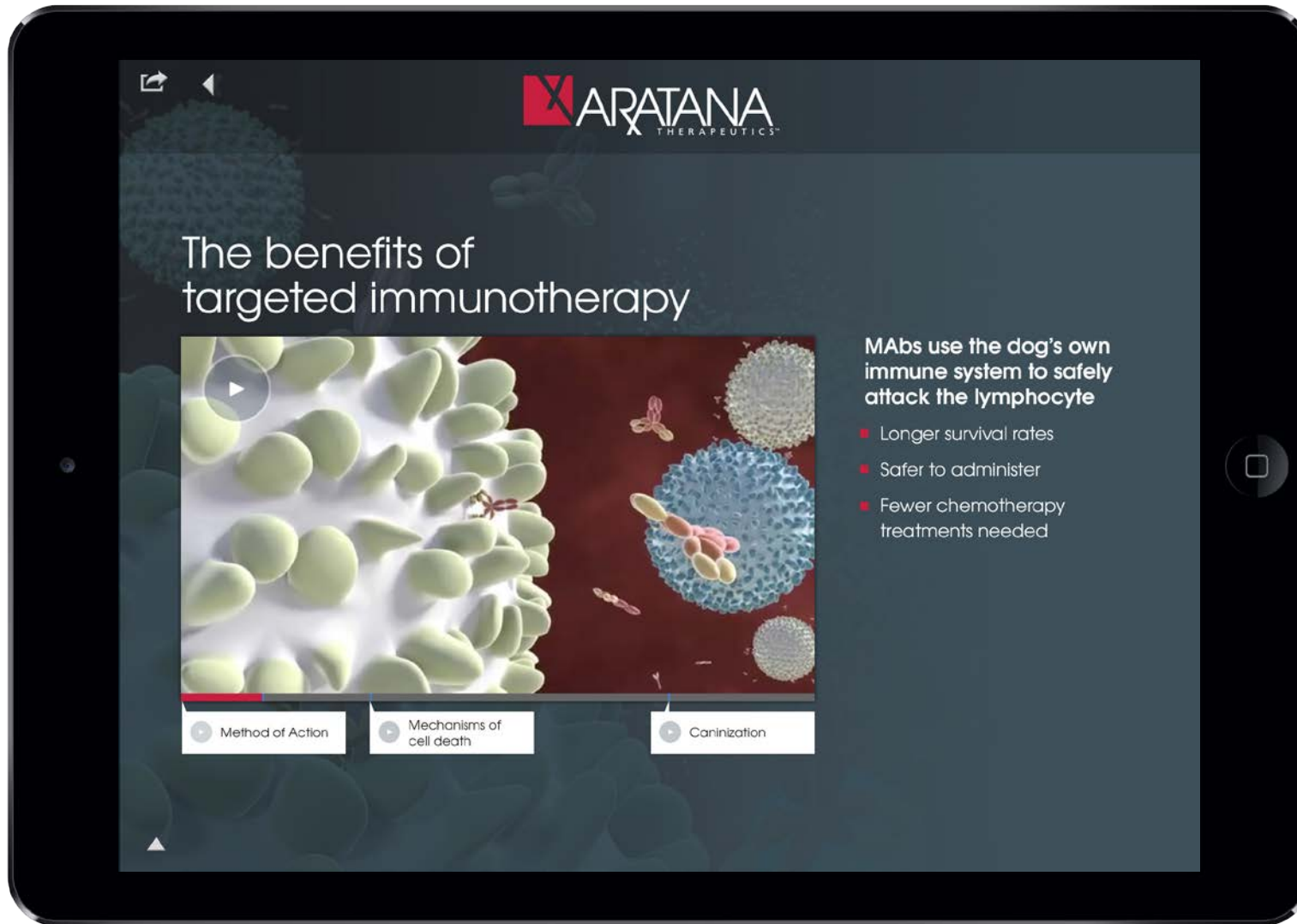
- Pet specific antibodies with 85%+ pet sequences
- Pet Fc region
- Most effective IgG sequence
- Straightforward engineering with no shuffling
- IP protected

- **Highly specific**— Developed against pet targets
- **Non immunogenic**—Compatible with pet immune system
- **Highly potent**— Engages pet immune system
- **Cost effective**
- **High yield production**

▲



## 4.2 MAb MOA animation



Tap "play" button to play entire MOA video

Touch bookmark to play section within video




## 4.3 The importance of immunophenotyping

A tablet displaying a slide titled "The phenotyping landscape" from ARATANA THERAPEUTICS. The slide features a teal spherical protein structure icon, a paragraph of text, three questions, and a "COMPARE ANSWERS +" button. In the background, a flow cytometry plot is visible with axes labeled 0, 100, 200, 300 and 181. The plot shows several distinct clusters of cells colored in blue, green, yellow, and red.

**ARATANA THERAPEUTICS**

### The phenotyping landscape

 Determining whether you are treating T-cell or B-cell lymphoma is vital to selecting the correct MAAb therapy.

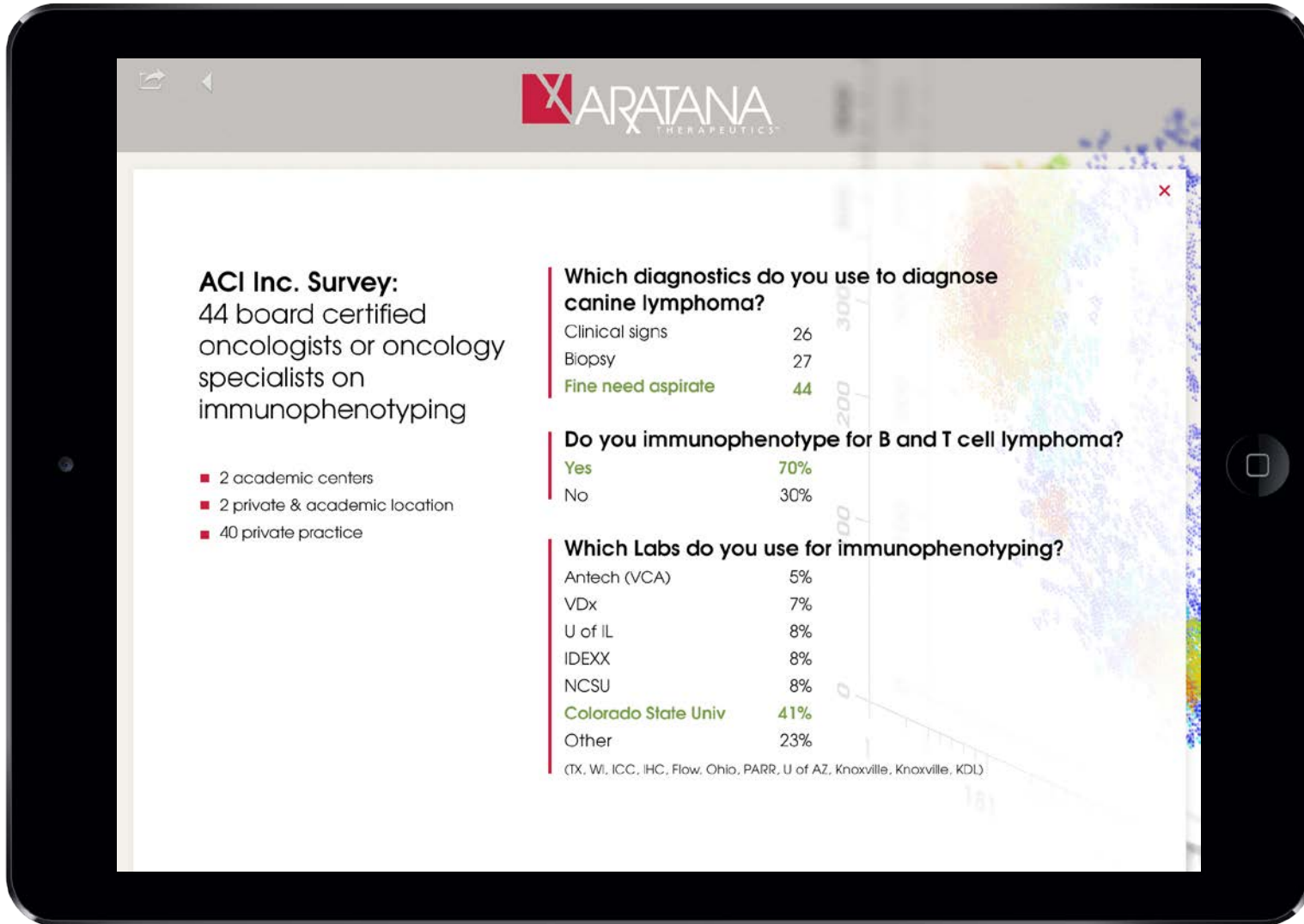
- What diagnostic immunophenotyping tool do you use?
- Do you immunophenotype for T-cell or B-cell for chemotherapy?
- What lab do you use?

**COMPARE ANSWERS +**

Tap button to advance to first slide in selected section.



### 4.3.1 The importance of immunophenotyping » Results



Tap button to advance to first slide in selected section.



## 5.0 T-cell MAb

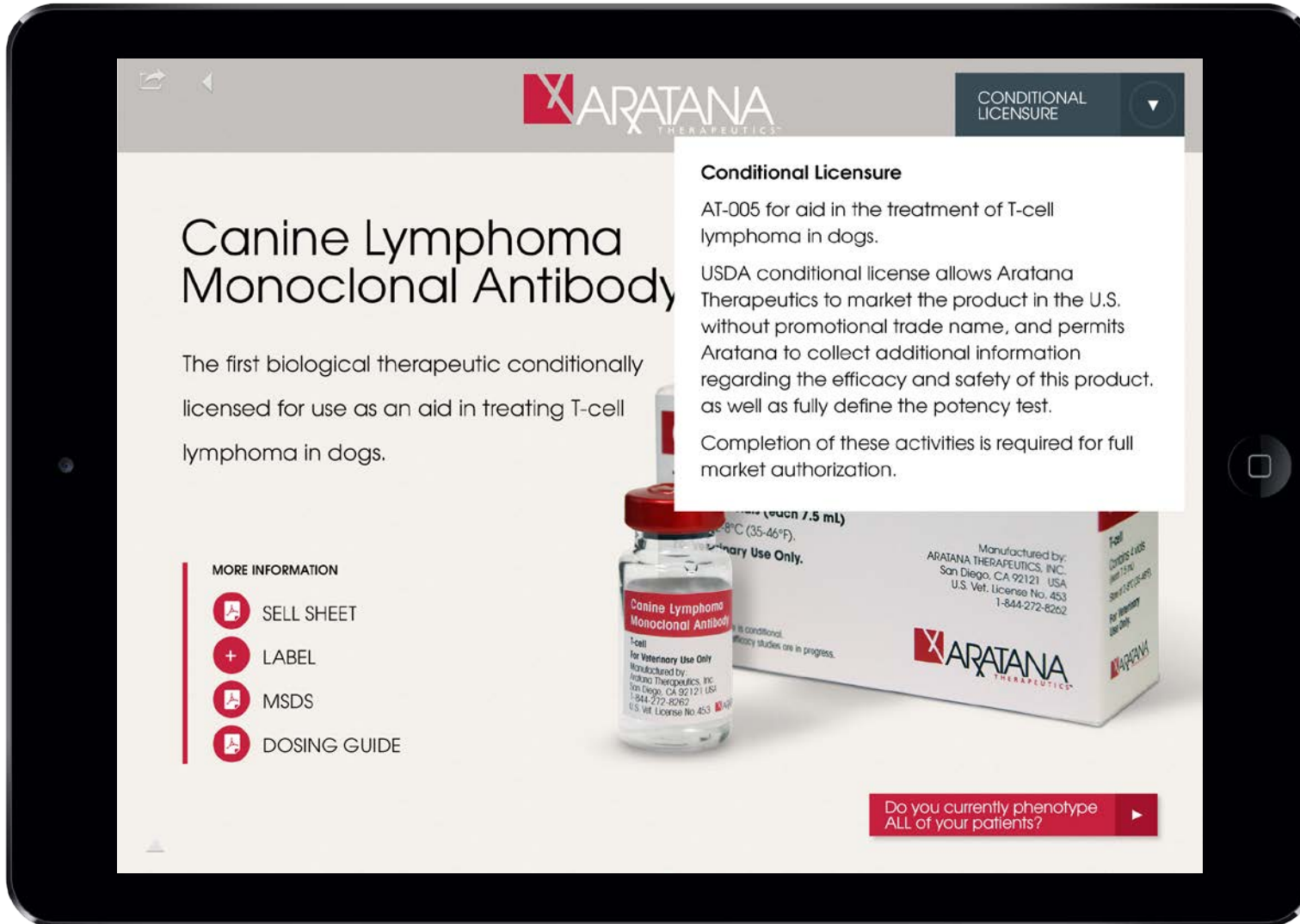


Tap button to view conditional licensure info

Tap "label" to view approved label graphic



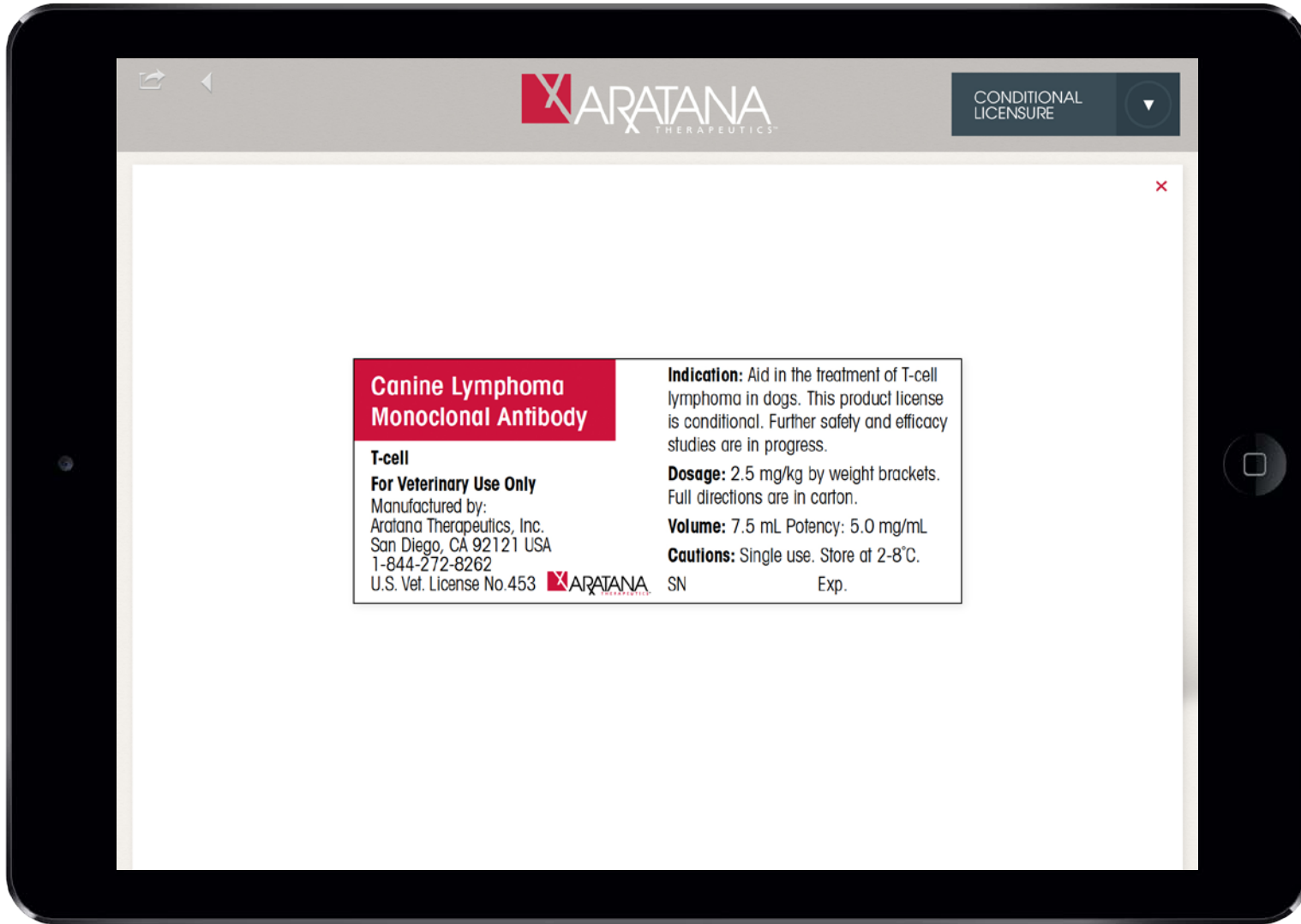
## 5.0.1 T-cell MAb » Conditional Licensure



Tap button to toggle off Conditional Licensure Info



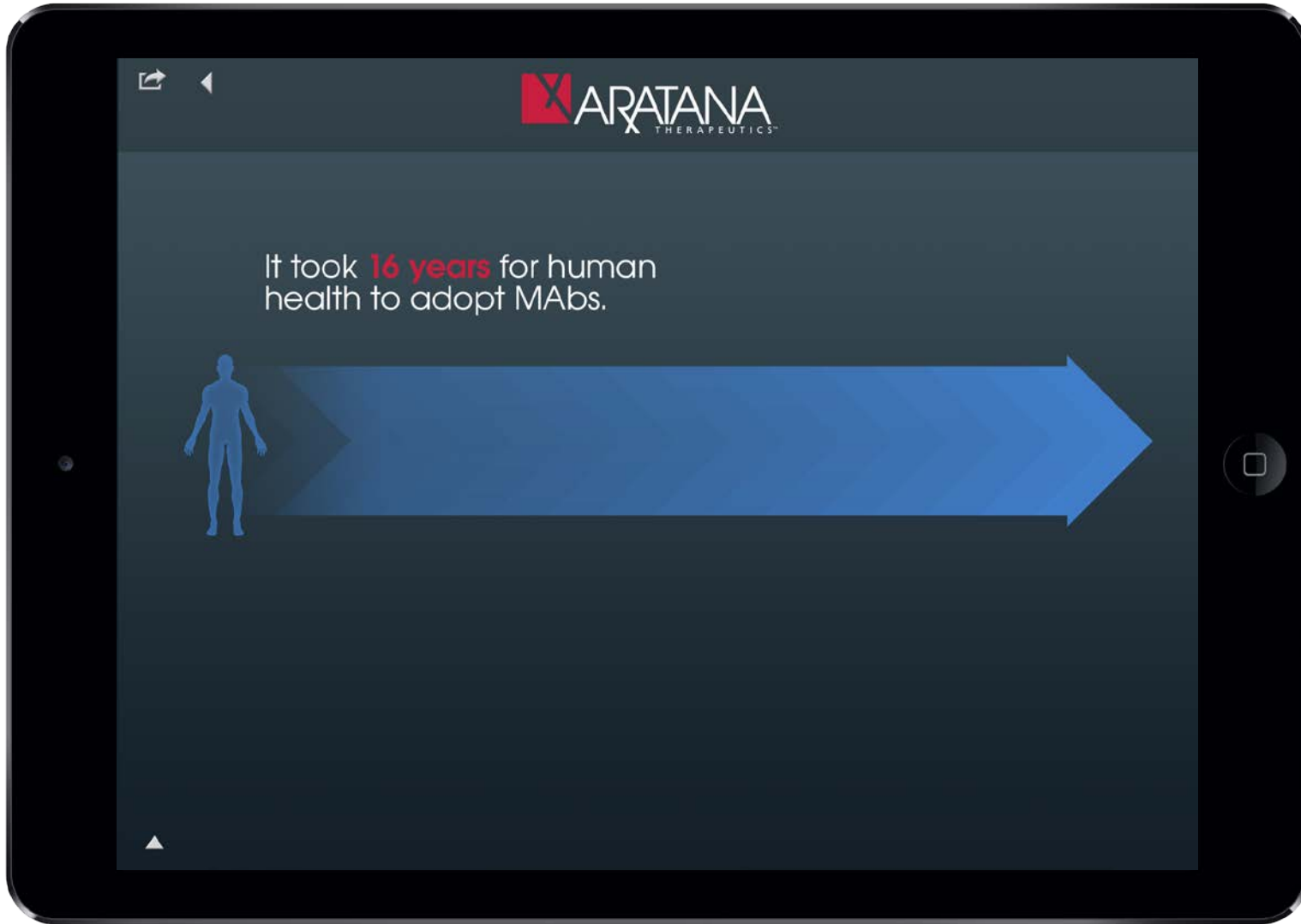
## 5.0.2 T-cell MAb » Label



A. Tap x to close pop-up



## 6.0 Clinical Experience Program



Slide will animate on page load



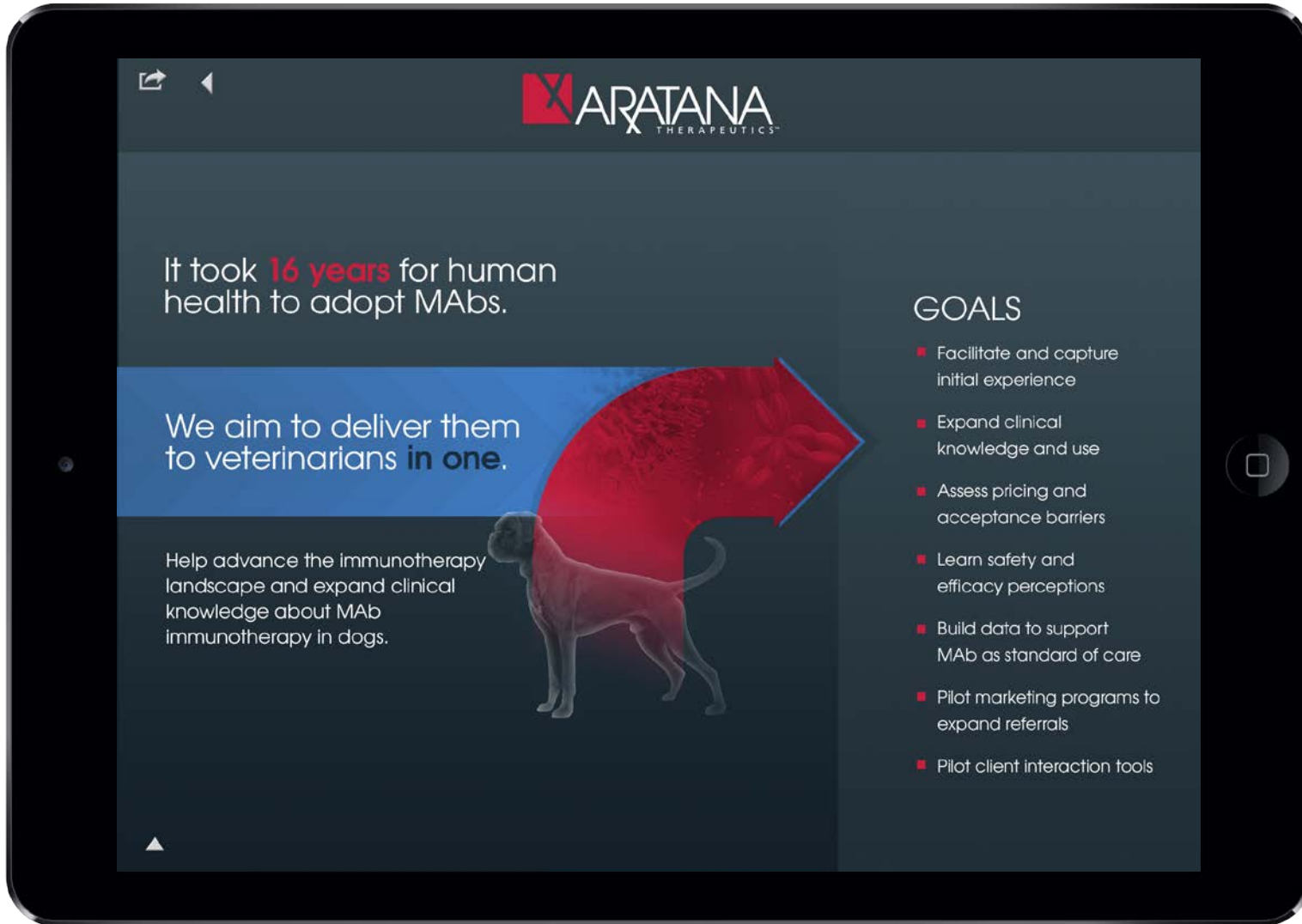
## 6.0.1 Clinical Experience Program



Tap graphic to reveal "Study Goals" content



## 6.0.2 Clinical Experience Program





## 6.1 Clinical Experience Program » Program Requirements

**ARATANA THERAPEUTICS**

### Program details

**PRICING**

- Participants committed to sharing data will receive significant discounts:

**List Price (to DVM):**

- \$150/7.5mL vial (5mg/ml)
- Dose for 30kg dog (@2.5mg/kg) = 75mg = 15mL/2 vials = \$300 Experience Trial Price (to DVM)

**Experience Trial Price (to DVM):**

- 30% discount up front, \$105/7.5mL vial
- Dose for 30kg dog = 2 vials = \$210
- Data input per visit required for additional shipments

**Promotional pricing matches Experience Trial enrollment dates:**  
November 1, 2014 – October 31, 2015

**STUDY SITES**

Study sites are selected on a strict set of criteria:

- Current T-CHOMP and T-LAB sites (27)
- Additional sites recruited (12)
  - Data entry commitment
  - Clinical trial track record
  - Support staffing
  - Case volume
  - Geographic location

**DATA CAPTURE**

- Online system (Medrio)
  - Capture data at each satellite facility?
- Record at each visit
- Data summary regularly reported

**18 MONTH CLINICAL STUDY PLAN FOR ANTI-CD52 MONOCLONAL**

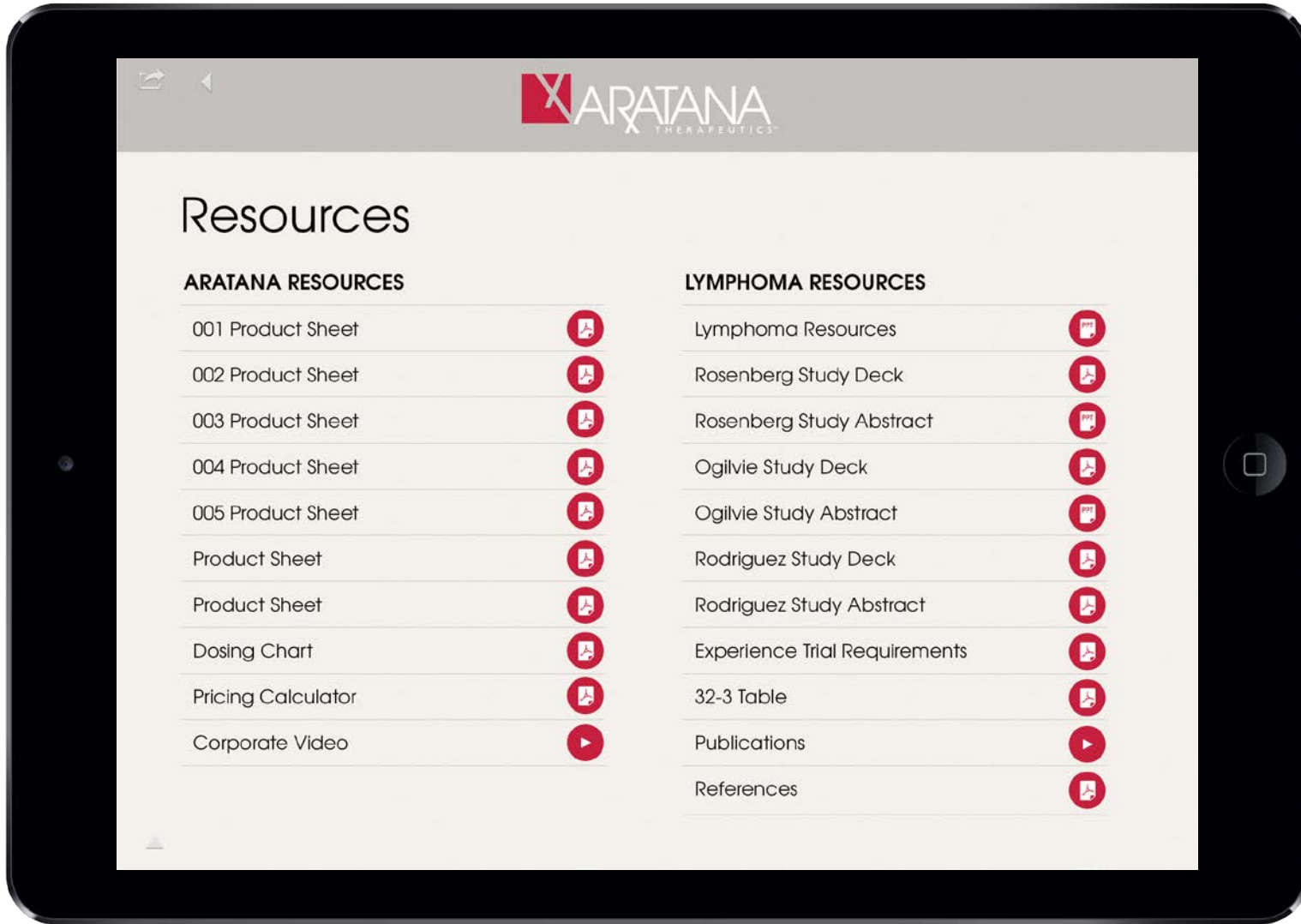
	~NOV 1	~ END Q4 '14	~ Q1 2015	~ Q1 2015
<b>27 T-LAB &amp; T-CHOMP</b>				
	T-CHOMP		T-LAB	Experience Program
			Experience Program	
		T-LAB		Experience Program
<b>56 29 SATELLITES</b>		★ Experience Program		
<b>12 EXP. PROGRAM</b>		Experience Program		
<b>▲ -24 ~12 SATELLITES</b>		Experience Program		

**EXPERIENCE PROGRAM GOALS**

- 400-500 Patients
- 4-5 Protocol Groups
- 12 Month Program



## 7.0 Resources



Tap row to display media - media type is designated by icon