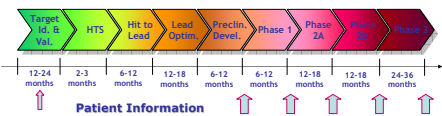


## Introduction

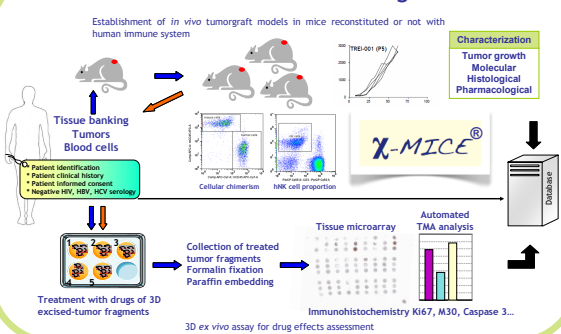
We present our "Translational Drug Discovery process", which is based on multiple research platforms that are used as flexible building blocks to design an optimal process to advance compounds and position them towards precise oncology applications. These platforms include cellular models, *in vivo* xenografts in mice and rats, pathophysiology based phenotypic models and a multi-modality imaging platform. Recent additions are based on fresh patient-derived tumor tissues and include *ex vivo* 3D models and low passage tumorigrafts. We have in addition initiated a program to discover <sup>18</sup>F-labeled kinase inhibitor-based biomarkers/imaging tracers for use in PET applications. Our research base was recently completed with the addition of a diverse collection of potent and selective kinase inhibitors and the associated proprietary chemical technology.

## Oncology Drug Discovery Process

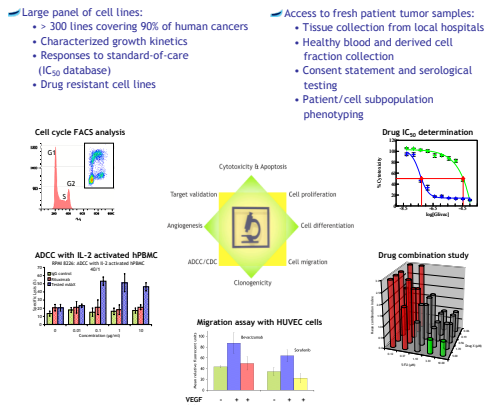


Oncology drug discovery remains today a largely sequential process, in most cases starting from a molecular target with some initial but often limited relevance to the disease. It takes multiple years and investments in the order of 5-10 million US\$ before a compound is validated in advanced efficacy and safety models. In addition, due to the remoteness of many of the models to real disease pathophysiology and the resulting low predictability, attrition rates in clinical phases remain very high. There is an urgent need to create a tighter and earlier link between compound development and the patient to correctly position early targeted approaches towards clinical applications.

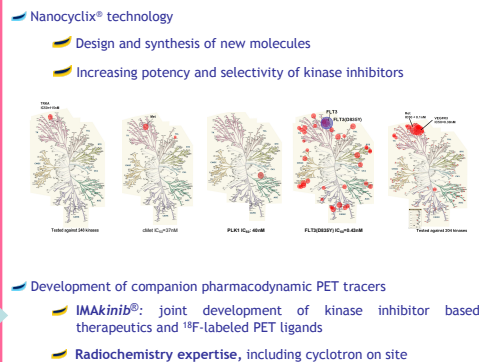
## Patient-derived models: Logistics



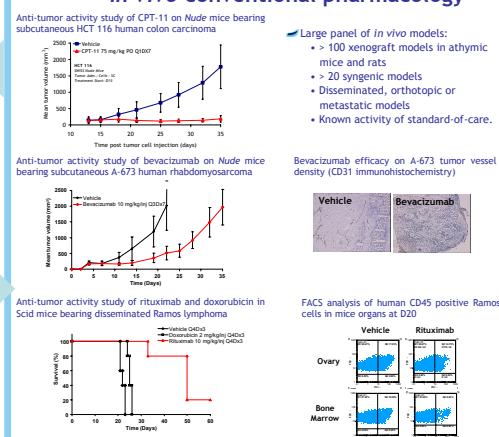
## In vitro conventional pharmacology



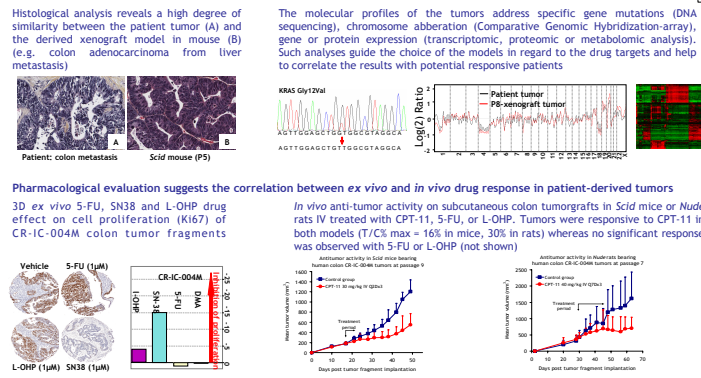
## Medicinal Chemistry



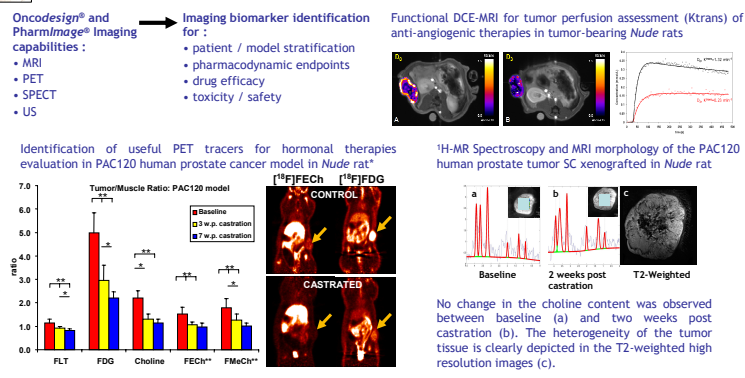
## In vivo conventional pharmacology



## In vivo and ex vivo pharmacology with patient-derived models\*



## Translational imaging biomarkers



(\* These data have been generated with the contribution of the members of the CRoMEC consortium: 2009 AACR poster #309 and 2010 AACR poster #4169

(\*) These data have been generated in collaboration with the Preclinical Imaging Laboratory, Tubingen University, Germany  
 (\*\*) FECh: fluoroethylcholine; FMeCh: fluoromethylcholine