

DAY 1

22 Sep'25

WE ARE UNSTOPPABLE Striking Cancer at its core



12pm (GMT+4)

10 mins

5 mins

10 mins

5 mins

5 mins

5 mins

10 mins

5 mins

10 mins

15 mins

20 mins

10 mins

5 mins

10 mins

5 mins

Opening and objectives

Mohamed and Harshveer

Unstoppable Together: Our Vision and Mission in Oncology

Yariv Hefez & Yacia Bennai

Q/A

Unstoppable Together: Together We Are Making a Difference

Ramsey Morad

Q/A

Unstoppable Together: Medical Oncology Pipeline

Harshveer

Q/A

Pimicotinib: Transforming SoC in TGCT

Emilie and Louise

Q/A

Coffee break

Strategy and Performance: Tepmetko in NSCLC

Gulin, Marie-Noelle, Mohamed and Niklas

Panel discussion:

Moderators: Mohamed and Harshveer

• VISION-3YRs and resources

Panel: Barbara, Gulin, Marie-Noelle.

• How to raise bar in execution?

Gulf and KSA

Q/A

Best practice:

Moderator: Harshveer

Optimizing patient outcomes with Tepmetko

Presenter: US team (Video)

Q/A

Gulin and Marie-Noelle

Day 1 wrap up and Close

Mohamed and Harshveer

NSCLC



DAY 2

23 Sep'25

WE ARE UNSTOPPABLE Reigniting Erbitux in MEAR



12pm (GMT+4)

10 mins

5 mins

10 mins

5 mins

15 mins

10 mins

10 mins

5 mins

15 mins

10 mins

10 mins

10 mins

15 mins

10 mins

5 mins

15 mins

10 mins

Opening and objectives

What makes our teams unstoppable in Oncology?

SCCHN

Introduction...

- **My story!**

Q/A

- **Strategies in management of head and neck cancer**

Q/A

Strategy and Performance: Erbitux in SCCHN

Panel discussion:

- **Behavioral segmentation and Messaging**

- **How to raise the bar in execution in SCCHN?**

Q/A

Coffee break

CRC

Strategy and Performance: Erbitux in CRC

Panel discussion:

How to raise the bar in differentiation in CRC 1L LS RAS wt ?

Q/A

Breakout room #1(RUS,IR,TRK)

Differentiation vs NCB

Introduction ...

Panel discussion

Q/A

Moderator: Patricia

Panel: Barbara, Harshveer, Ihab & Patricia.

Country BUH, Med., Reg. and MAP

Breakout room #2 (rest of MEAR)

Reviving Rechallenge

Introduction ...

Panel discussion

Q/A

Mohamed and Harshveer

GMs (Ahmed, Moncef & Haitham) and Alena

Harshveer and Pauline

Head and Neck Cancer fighter (video)

All

Professor Thorsten Füreder

All

Andrey, Pauline, Mohamed and Niklas

Moderator: Mohamed and Harshveer

Panel: Barbara, Andrey, Pauline,

TRK, NA and NE

All

Mohamed, Filippo and Niklas

Moderator: Mohamed and Harshveer

Panel: Barbara, Filippo,

RUS, KSA, NA

All

Moderator: Mohamed and

Filippo

Country: MKTG and

Medical

Insights from the 2 groups: Group lead

Closing day 2



DAY 3

24 Sep'25

12pm (GMT+4)

WE ARE UNSTOPPABLE MEAR GoDeeper with Bavencio



Opening and objectives

Mohamed and Harshveer

Bladder Cancer

Strategy and Performance: Bavencio in UC
Bavencio growth workstreams

Amr, Harshveer, Mohamed and Niklas
Tanguy

Bavencio Ambition

- Russia ambition
- Turkey ambition

Moderator: Ihab
Amr, Charlie & Tanguy
Russia and Turkey
All

Panel:

Q/A

Coffee break

Bladder Cancer

New Launch Markets workstream: Algeria
Go Deeper' LMIC workstream: Egypt
Q/A

Moderator: Mohamed and Ihab
Panel: Amr, Tanguy, Charlie
North Africa and Egypt

When to kick-off Bavencio behavioral segmentation?

- Why it is important?
- Optimal timing to start ? (Voting)
- Discussion

Charlie
All
All

Establishing UNSTOPPABLE LAUNCH with Bavencio:
Lessons learned and insights
Q/A

Kaj Linna
All

Coffee break

Best practice: Raising the bar in F2F channel impact

- CMMO project
- Experience sharing

Moderator: Jawhar & Melina
Earnest and Young
Gulf team
Melina
All

Tools and insights: MyEngage and Alnstein
What is THE key learning?

