


EXHIBIT G

Competitive Anemia Task Force – Core Team




Remit: To ensure that Amgen is prepared for and responding proactively to new competitive entrants in the anemia treatment market, with a particular focus on Roche. To clearly define what it is going to take for Amgen to win.

Membership:

Stuart Arbuckle	Global Marketing
Serena Anderson	US Nephrology Business Unit
Ken Keller	US Oncology Business Unit
Neil Hughes	EU Business Strategy and New Products
Jonas Pedersen	Competitive Intelligence
Jose Vega	Development
Sophie Fomairon	EU Nephrology Medical Affairs
Wendy Whiteford	Legal
John Verniero	Commercial Affairs

Deliverables:

- Maintain up to date intelligence of Roche strategies and plans, including clinical trials
- Develop sustainable competitive position for Amgen brands
- Identify global key messages to support brand position, and ensure incorporation into global and regional communication plans
- Define data needs to support key messages, and plan to deliver appropriate data through analysis or new studies
- Develop and monitor implementation of a global play book of activities designed to ensure our success



Global Marketing – General Medicine