

Regulation

Corporate Challenge – Roche

1. About the "Driving transformation in the oncology journey" challenge

The national and international "Driving transformation in the oncology journey" challenge aims to bring Roche closer to the startups ecosystem, with the goal to form a network and discuss ideas, projects and possibilities for future partnerships, based on the Issues related to Roche's interests.

The "Driving transformation in the oncology journey" challenge is a space for entrepreneurs to submit promising proposals related to projects / technologies / products / services that promote better solutions for the oncology patient's treatment journey - from better access to better therapies - of great relevance for society, considering the growing trend in the number of cancer cases per year.

The maintenance and hosting of the online platform is the responsibility of Wenovate (Centro de Open Innovation - Brasil), which has ceded the use of the virtual space to carry out the activities, which are based on three pillars: challenge-driven innovation, network innovation and a collaborative platform. The platform will work as a network that connects the community through the creation of a common context and screening, combination and co-creation processes. The 100 Open Startups will make the Challenge public.

2. About what the program offers to participating startups

Online feedback and online evaluation of submitted proposals, carried out by Roche executives and potential partners (to be designated by Roche), contributing to the development of ideas and new business proposals within the theme of the "Driving transformation in the oncology journey" challenge.

3. About the award

3.1. Roche is responsible for awarding the winning startup with:

- **Subsidy of corporate services:** consulting services, to be provided by a consulting firm appointed by Roche, in the amount of up to 40.000,00 (forty thousand reais). According to the level of maturity of the startup / project, the consulting firm may provide services to assist in defining the business model, growth strategy or internal structure;
- **In addition, the startup / winning project team may choose one of the following awards:**
 - **Subsidy of inputs:** reimbursement of expenses with reagents or office material (except for drugs and other objects listed in Art. 10 of Decree No. 70.951/72) of up to a maximum value of R\$ 10,000.00 (ten thousand reais); or
 - **Sponsorship for participating in reference event:** payment of registration and flight expenses for one entrepreneur to participate in an innovation, research,

entrepreneurship, or startups-investors connection event, up to a maximum value of R\$ 10,000.00 (ten thousand reais).

All prizes must be used by the startup / project team within 6 months after being awarded.

3.2. Participation in a reference event will only be sponsored by Roche if a letter of invitation issued by the organizer of the event is presented.

4. About the participation conditions

4.1. Prerequisites

4.1.1. Entries from all Brazilian states and from any other country are considered eligible, provided that they are duly constituted in Brazil and enrolled with a CNPJ by the end of the challenge.

4.1.2. Projects / technologies / products / services in the following stages can participate in the "Driving transformation in the oncology journey" challenge:

- **Beta:** the startup has a structured design / technology / product / service and has validation tests or proofs of concept carried out, which may include (but are not limited to) prototype construction, bench activity, pilot testing, Minimum Viable Product (MVP);
- **Launched:** the startup has already completed the testing and validation phase and has introduced the technology / product / service in the market.

4.1.3. Startups that wish to be eligible for the prizes need to be legally established (with a CNPJ) by the end of phase II of evaluation (even if this is not the case when they initially register through the platform).

4.1.4. Participants must accept all rules and conditions of this regulation and the terms of use of the site.

4.1.5. Participants must be of legal age, following the Brazilian legislation.

5. About registration

5.1. To register to the "Driving transformation in the oncology journey" challenge, participants should access the Corporate Challenge page (www.openstartups.net/roche) and create a login and password to join the 100 network Open Startups. After accessing the platform, they must choose the "Driving transformation in the oncology journey" challenge and fill in the fields of the submission form.

5.2. No other channels are available to send the requested information or any additional material. If the receipt of any material happens through another channel other than the registration form, in no case will it be considered during the selection process. The opening and closing date of entries is communicated on the main page of the program.

5.3. The application form consists of questions that seek to collect information about the project / technology / product / service to substantiate the evaluation process. For this reason,

most of the information is mandatory. All questions must be answered in Portuguese or English.

5.4. Registration is free.

5.5. Startups are responsible for certifying that they meet the requirements for participation in the "Driving transformation in the oncology journey" challenge.

5.6. Except with due and express authorization, if the startup / project is in any way: i) legally prevented or prevented by a third party from participating in the challenge; ii) breaching any confidentiality obligation; or (iii) infringing third party intellectual property; The startup will be banned from enrolling in the challenge. If Roche becomes aware of such impediments after registration, it may, at any time, disqualify the startup, nothing being due to the startup.

5.7. If at any stage of the challenge the startup / project commits any anti-competitive, unethical, unlawful act or violation of Roche's Compliance policy, it will be immediately disqualified from the challenge and may be held liable for such acts

6. On the stages of the program, selection process and evaluation criteria

6.1. Wenovate is responsible for the startups evaluation platform.

6.2. The selection process will be carried out by a commission of evaluators made up of Roche's technical and business specialists and potential partners (to be designated by Roche) that guarantee full impartiality to the candidate teams.

6.3. The main cycle of the program is structured in 2 steps:

Step 1 " ONLINE REGISTRATION " Submission of startups proposals. At this stage the entrepreneurs or interested parties submit information related to their innovative projects / technologies / products / services to fill in the fields of the online form. Participants may submit ideas for any of the 3 sub-themes proposed in the "Driving transformation in the oncology journey" challenge, however submission for each sub-theme must be done separately.

Proposals submitted by the startups should be aligned with the theme of the challenge and clearly address at least one of the points listed in the sub-themes of the challenge for the mentioned target market (cancer patients). Proposals that do not meet any of the points listed in the sub-themes of the challenge or that do not address the target market will be eligible for exclusion from the challenge and will not be evaluated.

Step 2 " EVALUATION " In this stage, the proposals submitted by the startups are evaluated by a body of evaluators from Roche and respective partners (to be designated by Roche), in order to identify the most promising ones in terms of potential for innovation partnerships and with greater adherence to the objectives of the challenge.

The evaluation will be conducted in two phases:

Phase I evaluation - Evaluation of the proposals based on the information submitted in the online forms. During this phase, Roche may request start-ups to send new information or details regarding the proposals already submitted on the platform.

Phase I evaluation will be based on 6 criteria:

Criteria	Definition	Score (1-5)	Weight
Innovative character of the solution (technical / business)	Evaluates the degree of innovation in terms of technology and business model or structural/operational change in the market, which translates into the impact and relevance it has / may have for the market/company/society	1 to 2 – the solution presents low innovation grade 3 to 4 – the solution presents medium innovation grade 5 – the solution presents high or disruptive innovation grade	2
Feasibility and implementation	Evaluates if the proposed solution can be developed and implemented and if it was presented in a clear and objective way	1 – The solution is not feasible and was not presented in a clear way. 2 to 4 – The solution was presented in a clear way, but shows few promising/feasible evidences; or the solution seems to be promising/feasible, but was not presented in a clear way 5 – The solution seems to be promising/feasible and was presented in a clear way	2
Differential and tangible benefit	Evaluates how the proposed solution positively differentiates (if the solution is what best suits the need in question) from options already available in the market or under development	1 - The competitive differential is not defined or is not clear 2 to 4 - The competitive differential is partially defined or is not very clear 5 – The competitive differential is defined and is clear	1,5
Sustainability	Evaluates the capitalization time of the proposed solution	1 - The solution has no potential to scale-up and to be complementary to other known products / technologies / services 2 to 3 - The solution has low potential to scale-up and to be complementary to other known products / technologies / services 4 to 5 - The solution has high potential to scale-up and to be complementary to other known products / technologies / services	1,5
Consistency and quality of presentation of the proposal	Evaluates whether the proposed solution is based on information/support plan elaborated with quality, consistency and sufficient detail to fundament its feasibility, innovative character and market differential.	1 – The information/support plan of the proposed solution has no quality/consistency/sufficient details 2 to 4 – Only part of the information/support plan has quality/consistency/sufficient details 5 – All the information/support plan has quality/consistency/sufficient details	1
Profile of the team	Evaluates whether the entrepreneurs who make up the startup have enough	1 – The team does not seem to have enough qualification to execute the project	2

	knowledge and experience to develop the solution.	2 to 4 – The team seems to have enough qualification to execute the project, but would benefit from complementary expertise 5 – The team seems to have qualification to execute a great project	
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The score of each startup in Phase I will be calculated through the weighted average of the 6 criteria and respective weights.

Criteria for selecting startups for Phase II Evaluation:

- Minimum score of 3.8 in Phase I
- Ranking among the top 5 startups in Phase I

Only startups that meet the 2 criteria above will be selected.

Phase II evaluation - Startups selected in Phase I (see 2 mandatory selection criteria above) will be evaluated in a second phase, based on face-to-face or online interviews to be conducted by evaluators from Roche and its partners (to be designated by Roche). The evaluation criteria and respective weights of Phase II will be the same as those of Phase I.

At this stage, Roche may, in its sole and exclusive discretion, invite the top 5 classified to a "Pitch-Day", a meeting where startups can present the project / technology / product / service to a network of investors invited by Roche, an opportunity that can foster negotiations and partnerships. By participating in the challenge, startups / team projects recognize that the "Pitch-Day" is neither a promise of investment by the investors invited by Roche nor by Roche, and nothing can be demanded from startups in this regard.

Failure to show up for Phase II (face-to-face or online interviews) will be grounds for disqualification of the startup. Participants will be informed of the dates, place and participation requirements through the online platform or by the e-mail registered therein.

The startup with the highest score, adding the scores of Phases I and II (final score), and with a minimum score of 7, will be the winner of the "Driving transformation in the oncology journey" challenge and will be eligible for the prize offered if it meets all requirements for participation.

6.4. If there is a tie in the final score, it will be solved by choosing the team who obtained the highest score in Phase II Evaluation. If the tie persists, it will be solved by choosing the highest score in Phase I Evaluation. If the tie still persists, Roche may, in its sole and exclusive discretion, define which startup/team best fits the goals and theme of the challenge and declare it as winner.

7. Announcement of the winning startup of the challenge

The winning startup of the "Driving transformation in the oncology journey" challenge will be announced in November 2017, at a location to be defined, and will be published on the same day on the Corporate Challenge website (www.openstartups.net/Roche).

8. About costs

Roche and Wenovate, as organizers of the "Driving transformation in the oncology journey" challenge, are exempt from any costs referring to the teams' upon participation in the

challenge. The costs inherent to participation in the competition are responsibility of the team members.

9. About media collaboration and image right

9.1. Participants of the "Driving transformation in the oncology journey" challenge agree to be available for the relationship with media and communication channels. Participants agree to cede interviews and reports that may be required, and it is not possible to abstain from these forms of relationships with the communication channels involved with the program.

9.2. No participant will be required to cede any information that he/she believes is confidential or not pertinent to his/her proposal.

9.3. Roche and Wenovate reserve the Image Right of all participants under the Challenge. The images licensed in this contract may be linked to and disseminated in the following types of media: printed, televised, video, virtual and telephone, especially being able to use in their materials the images in: company name, logotype, videos and photos, as well as videos containing team images, company presentation, website address, social media (Facebook and Twitter), testimonials and any media material produced during the event, or provided by the participants.

10. About the documents

10.1. General Guidelines

10.1.1 The documents submitted to the organization of the "Driving transformation in the oncology journey" challenge should be of an original, innovative and enterprising character or, at the same time, configure market innovation. Plagiarism is expressly forbidden. According to the Brazilian Federal Constitution, plagiarism, besides being unconstitutional, is sufficient grounds to eliminate the startup/project team from the competition. By entering the competition, participants attest that the material is original and does not infringe third party intellectual property.

10.2. Failure to meet the deadlines stipulated by the organization of the "Driving transformation in the oncology journey" challenge for the delivery of the documents required in each stage of the program is sufficient grounds to eliminate the startup/project team from the competition. In addition, failure to adapt the proposed formatting and restrictions for each type of document requested throughout the competition is also sufficient grounds to eliminate the startup/project team from the competition.

11. On intellectual property and confidentiality

11.1. The materials submitted by the participants will be stored in the database of the "Driving transformation in the oncology journey" challenge, but will remain property of their authors. However, as is usual in this type of competition, despite the fact that those involved are

experienced professionals (lawyers, businessmen, executives, investors, among others) who understand the confidential nature of this material, no terms of confidentiality will be required. The participants must assume that any information sent is not protected and should plan accordingly. The participants must adapt their material to present the necessary information without sharing details that jeopardize the startup/project team Intellectual Property Protection strategy.

11.2. For startups/teams who do not feel secure in presenting their project / technology / product / service, the option of signing a confidentiality agreement with Roche will be made available.

12. Final Provisions

12.1. All decisions made by the organization team and judges of the "Driving transformation in the oncology journey" challenge will not be open to appeal.

12.2. All official communication with the participants will be held exclusively via the official online platform of the "Driving transformation in the oncology journey" challenge, or by e-mails sent to the addresses registered in the online application form or during the abovementioned steps.

12.3. It is strictly forbidden to use the website to send, exchange or publish any material that is obscene, defamatory or illegal, as well as texts or creations of third parties without the authorization of the author.

12.4. The platform may monitor the public areas of the site and may, mainly due to the denunciation of the content by other users of the site, remove any information and content that is published in disagreement with the terms of use of the site.

12.5. All proposals / ideas submitted must adhere to the sub-themes of the "Driving transformation in the oncology journey" challenge available in ANNEX I of this regulation and on the website.

12.6. At any time, the present challenge may be revoked or annulled, in whole or in part, and its calendar may be modified, without implying the right to indemnity or claim of any nature.

12.7. Failure to comply with the rules described in this document for registration by the applicant teams will entitle the 100 Open Startups or Roche to disqualification.

12.8. The "Driving transformation in the oncology journey" challenge is a cultural contest, not related to any type of lottery or payment, not bound to the acquisition or use of any good, right or service, under the terms of article 3 of Brazilian Federal Law No. 5,768, dated December 20, 1971, regulated by Decree No. 70.951 of August 9, 1972.

12.9. Submission of entries to the "Driving transformation in the oncology journey" challenge sets the acceptance of the candidate teams of the terms of this document.

12.10 Omitted cases will be deliberated by the teams of Wenovate and Roche responsible for the operation of the Challenge.

ANNEX I – THEMES OF THE CHALLENGE

Driving Transformation in the Oncology Journey

According to WHO (World Health Organization) the number of new cases of cancer is expected to grow exponentially over the next two decades around the world. Cancer mortality burden in Latin America is greater than in Europe or USA, and will rise to more than 1 million cancer deaths per year by 2030.

The pharmaceutical industry, health ministries and health-care systems in middle - and low-income countries face many challenges in terms of care for cancer patients. They embrace a long and complex journey that goes from solving/improving access hurdles to finding breakthrough therapies, and improving the patient care experience.

We are looking for partners willing to tackle this huge challenge with us, focusing on achieving now what cancer patients need next. Together we are always better.

Can we count on you to enter this exciting transformation journey?

Oncology Discoveries

We are actively looking for R&D startups to bring in first- and best-in-class therapeutics, as well as new technology platforms that have the potential to transform discovery and generate innovative medicines beyond the standard of care.

- **Cancer immunotherapy:** therapeutics against novel targets that promote immunity against cancer, by modulating immune effector cell functions and the tumor microenvironment
- **Molecular targeted therapies:** we firmly believe in the importance of genomic and patient outcome data. We are looking for partnerships that provide access to platforms, technologies and data that foster our interest in healthcare data
- **Innovative technologies:** partnerships that augment our R&D capabilities and our portfolio, particularly within the following modalities - small molecules, antibodies/proteins, targeted therapeutics, oligonucleotide-based therapeutics and drug delivery

Oncology going Digital

We are engaged in enhancing the efficiency of healthcare delivery by bringing digital solutions that increase the productivity of hospitals and empower cancer patients for a better post-hospital care management:

- Hospital management and operational excellence softwares
- Patient-centric integrated care management platforms
- Hospital performance reporting tools for patient transparency

- Home medical devices and technologies for remote care
- Smart healthcare wearable devices

Oncology Way in

We are looking for solutions that aim to solve the inequitable distribution of resources and cancer care services, and to improve the qualification and distribution of health-care professionals and equipment throughout the country geography:

- Solutions that bridge more patients (remote areas) to the cancer care system
- Solutions to improve cancer scanning and detection
- Solutions that improve qualification/distribution of health-care professionals and equipment