

COMPANY OVERVIEW

As the global leader in eye care, Alcon's mission is to provide innovative products that enhance quality of life by helping people see better. This mission means that Alcon's more than 22,000 associates strive to make significant contributions to preserve, restore and enhance vision.

Through the merger of Novartis and Alcon, uniting the strengths of Alcon, CIBA VISION and Novartis Ophthalmics into one eye care business, Alcon has become the second largest division of Novartis. With these collective resources and scale, Alcon now offers the widest spectrum of eye care products in surgical, pharmaceutical and vision care across 180 markets and runs operations in 75 countries.

From a child's first contact lens for nearsightedness correction to her grandparent's intraocular lens implantation for cataract correction, Alcon innovations help people of all ages see the world more clearly. Alcon products and technologies address growing clinical problems in areas, such as cataracts, glaucoma, retinal diseases, refractive errors, ocular allergies, dry eye, infection and inflammation, and many other eye care needs.

Alcon has nearly 2,000 people dedicated to research and development around the world working to address the world's most pressing eye care needs. Our dedication to eye care extends to professional education at a level unmatched in the industry.

Additionally, Alcon has a strong commitment to its partnership with eye care professionals and humanitarian organizations to embark on medical missions and other activities that address preventable blindness in the world's most fragile communities. With many unsolved eye diseases and millions of people around the world without routine access to eye care, there is substantial work to accomplish. Building on many decades of expertise, Alcon is excited to continue advancing eye care and pioneering the next uncharted territories in the industry.

Alcon U.S. Headquarters

Alcon Laboratories, Inc.
6201 South Freeway
Fort Worth, TX 76134-2099
U.S.A.

www.alcon.com

Alcon Corporate Headquarters

Alcon, Inc.
Bösch 69
CH-6331 Hünenberg, Switzerland



Surgical Product Highlights

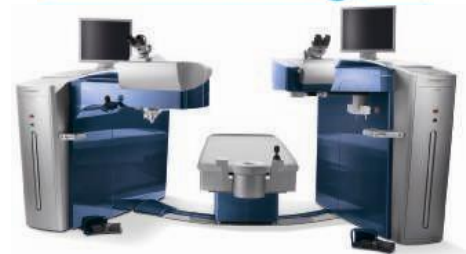
Alcon offers the industry's most complete line of ophthalmic surgical products enabling surgeons to achieve optimal results for their patients. Alcon's surgical portfolio includes cataract, vitreoretinal, refractive error and glaucoma equipment and devices:

Cataract	Vitreoretinal	Refractive
<ul style="list-style-type: none"> • INFINITI[®] vision system with the OZil[®] torsional hand piece for cataract procedures • AcrySof[®] family of intraocular lenses (IOLs) Includes: AcrySof[®] IQ ReSTOR[®] and the AcrySof[®] IQ Toric advanced technology intraocular lenses that correct cataracts with presbyopia or astigmatism, respectively • LenSx[®] femtosecond laser used for specific steps in the cataract surgical procedure 	<ul style="list-style-type: none"> • CONSTELLATION[®] surgical system for vitreoretinal operations • CONSTELLATION ULTRAVIT[®] Vitrectomy Probes in 23G, 23+ • PUREPOINT[®] laser system • GRIESHABER[®] surgical instruments • EDGEPLUS[™] Blade Trocar Cannula System 	<ul style="list-style-type: none"> • ALLEGRETTO WAVE[®] Eye-Q 400 Hz laser for LASIK vision correction • WaveLight[®] FS200 laser for LASIK vision correction • WaveLight[®] EX500 laser for LASIK vision correction* • AcrySof[®] Cachet[™] phakic intraocular lens that corrects moderate to high myopia*
<p>In addition, Alcon provides advanced viscoelastics, surgical solutions, surgical packs and other disposable products for cataract and vitreoretinal surgery.</p>		
<p>In 2010, Alcon's surgical portfolio expanded into surgical glaucoma with the addition of the EX-PRESS[®] mini glaucoma filtration device.</p>		

INFINITI[®]
VISION SYSTEM



WaveLight[®]



ACRY Sof IQ
ReSTOR[®]
MULTIFOCAL IOL

*Approved Outside United States only

Pharmaceutical Product Highlights

Since its inception, Alcon has been focused on developing innovative eye health treatments. The Alcon pharmaceutical portfolio features a wide variety of products to treat different eye conditions.

Glaucoma	Anti-Infection	Anti-Inflammation
<ul style="list-style-type: none"> • TRAVATAN®/TRAVATAN Z® ophthalmic solution to lower intraocular pressure (IOP) • AZOPT® ophthalmic suspension to lower intraocular pressure (IOP) • DuoTrav® ophthalmic solution to lower intraocular pressure (IOP) • AZARGA® ophthalmic suspension to lower intraocular pressure (IOP) 	<ul style="list-style-type: none"> • VIGAMOX®**/ MOXEZA™ ophthalmic solution for treatment of bacterial conjunctivitis 	<ul style="list-style-type: none"> • NEVANAC® ophthalmic suspension to treat pain following cataract surgery • DUREZOL® ophthalmic steroid to treat pain and inflammation associated with ocular surgery
Dry Eye		Ocular Allergy
<ul style="list-style-type: none"> • The SYSTANE® family of dry eye products <ul style="list-style-type: none"> ○ SYSTANE BALANCE ○ SYSTANE® ULTRA ○ SYSTANE® • GENTEAL® lubricant for eye dryness, discomfort or ocular fatigue 		<ul style="list-style-type: none"> • PATADAY™ ophthalmic solution for itching associated with eye allergies • PATANASE® nasal spray for seasonal nasal allergies • ZADITEN®, an H1-antagonist to fight allergic conjunctivitis



Vision Care Product Highlights

Through the integration of CIBA VISION, Alcon is now the largest manufacturer of contact lenses and lens care products.



Contact Lenses

- **AIR OPTIX[®]** family of breathable contact lenses
 - With innovative TriComfort™ Technology, AIR OPTIX[®] offers comfort through superior breathability, moisture and deposit resistance. Available for daily or overnight wear
 - Also available in a wide parameter range for people with astigmatism or presbyopia (in some countries)
- **DAILIES[®]** family of daily disposable contact lenses
 - Brand family features DAILIES[®] AquaComfort[®] Plus, the only daily disposable lens with added HPMC for a silky smooth feeling after insertion and blink activated moisture for continuous refreshment throughout the day
 - Also available in a wide parameter range for people with astigmatism or presbyopia
- **FreshLook[®]** family of contact lenses
 - Subtle enhancement or noticeable color change for all eye colors. Patented three-in-one technology provides a natural-looking effect
 - In Asia, FreshLook[®] Illuminate enhances the limbal ring, the outer dark ring of the iris, creating a larger eye effect

Contact Lens Care

Alcon offers multi-purpose contact lens care solutions that can clean, rinse and disinfect your contact lenses, as well as a hydrogen peroxide-based solutions for exceptional cleaning and disinfection

- **OPTI-FREE[®] RepleniSH[®] Multi-Purpose Disinfecting Solution**
 - Reconditions the surface of the lens every night by absorbing a unique reconditioning solution
- **OPTI-FREE[®] EVERMOIST™ Multi-Purpose Disinfecting Solution***
 - Formulated with HydraGlyde[®] Moisture Matrix to provide 16 hours of moisture on the lens surface and matrix
- **OPTI-FREE[®] EXPRESS[®] No-Rub Contact Lens Care**
 - Helps retain moisture on the surface of lenses throughout the day and promotes lens cleanliness, comfort and clear vision
- **Clear Care[®] Cleaning and Disinfecting Solution (AOSEPT Plus[®] outside of North America)**
 - Leading hydrogen peroxide-based solution, offering excellent antimicrobial and cleaning efficacy to provide comfortable lens wear

Other Product Highlights

Ocular Nutrition	Otic
<ul style="list-style-type: none"> • ICAPS[®] Dietary Supplements provide the essential ingredients needed for eye health that our bodies do not naturally produce • VITALUX[®]* nutrient supplements help patients with AMD maintain their vision 	<ul style="list-style-type: none"> • CIPRODEX[®]*** otic suspension, a prescription treatment for ear infections, including Acute Otitis Externa (AOE), commonly known as swimmer's ear



Research and Development

With the largest corporate research and development commitment of any eye care company worldwide, Alcon is currently developing products to treat cataracts, glaucoma, age-related macular degeneration, retinal diseases, dry eye, infection, inflammation, ocular allergies, refractive errors and other ocular health issues. Additionally, the CIBA VISION research and development capability expands Alcon’s product development focus into contact lenses.



In 2010, Alcon spent nearly \$750 million on research and development, an increase of more than 12 percent over 2009. Over the next five years, Alcon plans to invest approximately USD 4 billion to drive research and new product development in eye care. With the merger into Novartis, Alcon has gained access to additional research capabilities and resources, including the Novartis Institutes for BioMedical Research, to accelerate product innovation for the eye.

Corporate Social Responsibility

Alcon is dedicated to reducing the incidence of preventable blindness worldwide. Alcon, together with the Alcon Foundation, donates over \$60 million in both cash and in-kind products to charitable activities annually, including patient access assistance programs for low-income patients and more than 1,000 medical missions in more than 100 countries that restore vision to those without access to eye care services.



Alcon also supports ongoing medical training in the latest eye care technologies by supporting more than 200 training locations around the world, most of them based in emerging markets. In addition, Alcon minimizes the impact of our manufacturing operations on the environment with programs such as Product Return & Recycle, Material Declaration, Life Cycle Analysis and Product Stewardship.

