



NEWS RELEASE

## Johnson & Johnson Showcasing its Broad Innovation and Technology Strategies in Consumer and Medical Device Businesses

5/18/2016

NEW BRUNSWICK, N.J., May 18, 2016 /PRNewswire/ -- At a meeting today with the investment community, senior leaders from the Johnson & Johnson Family of Companies (NYSE: JNJ) will review strategies and opportunities for growth in the Consumer and Medical Device segments. The company will highlight the strategic advantages of its broad base in human health care, its holistic approach to innovation and its strategy to achieve above-market growth across the enterprise.

"The way we are approaching innovation goes beyond products and services," said Alex Gorsky, Chairman and CEO of Johnson & Johnson. "We are innovating how we go to market, how we reach new consumers, and how we use technology to drive better outcomes and deliver long-term value to patients, consumers and customers around the world."

Today's meeting will also feature new insight into the company's increased focus on leading in the Health-Tech space - the intersection between health care and technology. Johnson & Johnson is creating new engagement models, building a more flexible and secure digital business, and developing smarter products.

"We have the right internal capabilities, and are developing strategic partnerships in health care technology, to reshape the way health care is delivered, managed and experienced," said Gorsky.



## Medical Devices

Johnson & Johnson has the world's most comprehensive Medical Devices business, with \$25.1 billion in total sales for 2015, driven by 11 \$1 billion-plus platforms. Johnson & Johnson competes in the estimated \$370 billion global Medical Devices market, including hospital medical devices in the Surgery, Orthopaedics and Cardiovascular and Specialty Surgery categories, and in the consumer-facing medical device categories of Vision Care and Diabetes Care.

In its hospital medical device businesses, the company holds global leadership positions in Surgery and Orthopaedics, as well as key regional leadership positions in China and other emerging markets. With plans to file more than 20 major new products through 2018, expanding its global presence and implementing novel commercial models, the company expects to deliver above-market growth within the next year. The business is also continuing to accelerate its pace of innovation, and estimates its current pipeline of products - expected to be filed for regulatory approval by 2018 - has greater than \$6 billion in sales potential.

The company's consumer medical device businesses have leading positions and are poised for growth. Johnson & Johnson Vision Care, the global market leader in contact lenses, expects to grow market share and exceed the industry pace of innovation by delivering two new products per year through 2020. The Johnson & Johnson Diabetes Care Companies, market leading in blood glucose monitoring, are increasing their competitiveness and expect improved market penetration globally to reach more patients. Combined, these businesses have a robust innovation agenda with a current pipeline of products expected to be filed for regulatory approval by 2018, with sales potential greater than \$2 billion.

## Consumer

The Johnson & Johnson Consumer business competes in categories that total \$350 billion globally, and those categories are growing at a weighted average of more than 4 percent. The business has three \$1 billion brands today, and expects to expand that to five \$1 billion brands by 2020.

The Consumer segment is well positioned to grow sales above the market, while continuing to expand margins to achieve benchmark levels of profitability. With its focus on science-based, professionally endorsed products, the Consumer business expects to accelerate growth with a differentiated innovation pipeline, including more than 100 new products this year.

## About Today's Meeting

The meeting will be webcast starting at 9 a.m. EDT today and can be accessed along with full copies of the

presentations and speaker biographies via the Johnson & Johnson Investor Relations website:

[www.investor.jnj.com](http://www.investor.jnj.com). A replay and podcast will be available approximately two hours after the live webcast. A live Twitter feed for today's meeting is accessible via #JNJ16BR.

Users of the Johnson & Johnson Investor Relations mobile app for the iPad® and iPhone® mobile digital devices can also access the event. This free app is available in the iTunes® store and includes stock information, news releases, company information, webcasts, SEC filings, and the company's pharmaceutical product pipeline, among other information.

## About Johnson & Johnson

Caring for the world, one person at a time...inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people. Our approximately 127,500 employees at more than 250 Johnson & Johnson operating companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

## Cautions Concerning Forward-Looking Statements

This release contains "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995 regarding, among other things, future operating and financial performance, product development, market position and business strategy. The reader is cautioned not to rely on these forward-looking statements. These statements are based on current expectations of future events. If underlying assumptions prove inaccurate or known or unknown risks or uncertainties materialize, actual results could vary materially from the expectations and projections of Johnson & Johnson. Risks and uncertainties include, but are not limited to: challenges and uncertainties inherent in new product development, including uncertainty of clinical success and decisions of regulatory authorities regarding approval, labeling and other matters that could affect the availability or commercial potential of product candidates; uncertainty of commercial success for new and existing products; the ability of the company to successfully execute strategic plans, including restructuring plans; competition, including technological advances, new products and patents attained by competitors; impact of business combinations and divestitures; challenges to patents; changes to applicable laws and regulations, including global health care reforms; trends toward health care cost containment; changes in behavior and spending patterns or financial distress of purchasers of health care products and services; product efficacy or safety concerns resulting in product recalls or regulatory action; manufacturing difficulties or delays; significant adverse litigation or government action, including related to product liability claims; financial instability of international economies and legal systems; and increased scrutiny of the health care industry by government agencies. A further list and description of these risks, uncertainties and other factors can be found in Johnson & Johnson's Annual Report on Form 10-K for the fiscal year ended January 3, 2016, including in Exhibit 99 thereto, and the company's subsequent filings with the Securities and

Exchange Commission. Copies of these filings are available online at [www.sec.gov](http://www.sec.gov), [www.investor.jnj.com](http://www.investor.jnj.com), or on request from Johnson & Johnson. Any forward-looking statement made in this release speaks only as of the date of this release. Johnson & Johnson does not undertake to update any forward-looking statement as a result of new information or future events or developments.

iPad, iPhone and iTunes are trademarks of Apple Inc.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/johnson--johnson-showcasing-its-broad-innovation-and-technology-strategies-in-consumer-and-medical-device-businesses-300270532.html>

SOURCE Johnson & Johnson

News Provided by Acquire Media