

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

| | | |
|----------------------------------------------------------|-------------------------------------------|---------------------|
| 1. Name and address of registrant | | 2. Registration No. |
| RUDER, FINN, INC., 301 E. 57 TH ST, NYC 10022 | | 1481 |
| 3. Name of foreign principal | 4. Principal address of foreign principal | |
| SANDOZ PHARMA LTD. | BASLE CH-4002 SWITZERLAND | |

5. Indicate whether your foreign principal is one of the following type:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
 - Partnership
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - Other (specify) _____
- Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.
- b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals.
- c) Principal aim

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8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

PHARMACEUTICALS MANUFACTURER.

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes No
- Directed by a foreign government, foreign political party, or other foreign principal Yes No
- Controlled by a foreign government, foreign political party, or other foreign principal Yes No
- Financed by a foreign government, foreign political party, or other foreign principal Yes No
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

SANDOZ IS A PUBLICLY OWNED CORPORATION WITH STOCK SHARES LISTED ON INTERNATIONAL STOCK MARKETS.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

SANDOZ IS A PUBLICLY OWNED CORPORATION WITH AN ELECTED BOARD OF DIRECTORS.

| | | |
|-----------------------------|---------------------------------------------|----------------------------------|
| Date of Exhibit A 4/3/95 | Name and Title Susan Hirsch, Acct. Exec. | Signature <i>Susan Hirsch</i> |
|-----------------------------|---------------------------------------------|----------------------------------|

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

| Name of Registrant | Name of Foreign Principal |
|--------------------|---------------------------|
| RUDER-FINN INC. | SANDOZ PHARMA LTD. |

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Public relations counsel

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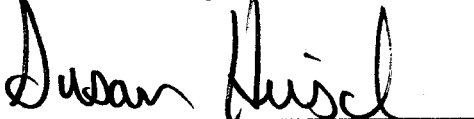
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

1. GENERAL PUBLIC RELATIONS COUNSELING.
2. PREPARATION OF COPY FOR NEWS RELEASES, BROCHURES AND GUIDEBOOKS.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

| Date of Exhibit B | Name and Title | Signature |
|-------------------|---------------------------|---------------------------------------------------------------------------------------|
| 4/3/95 | Susan Hirsch, Acct. Exec. |  |

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

INTERNATIONAL ENA PUBLIC RELATIONS PROGRAMME

12-MONTH ESTIMATE

Budget

| | <u>Fee (\$)</u> | <u>Expenses (\$)</u> | <u>Budget Responsibility</u> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|------------------------|------------------------------|
| I. <u>Patient Recruitment</u> | | | |
| ⊛ ■ Contact with investigators(U.S.)/ study coordinators to determine material needs and refine campaign messages, provide assistance | 500-2,500 per month billed by real hours | 500-1,500 per month | R. Anand |
| ⊛ ■ Material Development and Production | | | |
| ⊛ ▶ ENA trial press announcement | 5,000 | 500-2,500** | R. van der Mark |
| ⊛ ▶ Core press materials for each investigator. These will include: -- kit cover -- pitch letter -- press release -- Alzheimer's backgrounder/ fact sheet -- core visual design logo -- core "How-to" sheet (focus on messages, interview skills) -- backgrounder on ADENA for GPs | 16,000 | 9,000 | R. Anand |
| ⊛ ▶ Advertising copy (fliers, print, radio spots, to position study) | 5,000 | 3,000 per ad | R. Anand |

⊛ **High-priority**

****Depends on scope and distribution**

| | <u>Fee (\$)</u> | <u>Expenses (\$)</u> | <u>Budget Responsibility</u> |
|--------------------------------------------------------------------------------------|---------------------|----------------------|------------------------------|
| I. <u>Patient Recruitment (cont'd)</u> | | | |
| ⊛ ▶ Patient Brochure | 7,000 | 1,500 | R. Anand |
| ⊛ ■ Implementation of press/ promotional activities per market, if appropriate | 5,000 per market | See Appendix A | R. Anand |

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II. Ally/Crisis Communications and Issues Management

| | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------|---------------------------------------|
| <ul style="list-style-type: none"> ⊕ ■ Trial "branding" with proper name | <p>3,000</p> | <p>500</p> | <p>R. van der Mark</p> |
| <ul style="list-style-type: none"> ⊕ ■ ENA press pack, if appropriate (fact sheet on ENA, press releases, list of investigational centres, biographies on principal investigators, Q&A for investigators, crisis scenarios, fact sheet, backgrounder on Alzheimer's disease, ENA mechanism of action, graphics, select posters, congress abstracts) | <p>6,250 6,250</p> | <p>3,000 3,000</p> | <p>J. Clement R. van der Mark</p> |

III. Patient Associations

| | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------------------------|----------------------------------------------------|
| <ul style="list-style-type: none"> ■ International Resource Guide of Alzheimer's patient groups for internal use, and as tools for investigators (listing of organizations, key contacts, culture/mission of the groups, key issues, membership activities, etc.) | <p>7,000 7,000 7,000</p> | <p>1,500-3,000 (pending scope of international contacts)</p> | <p>R. van der Mark J. Clement R. Anand</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------------------------|----------------------------------------------------|

⊕ High-priority

| | <u>Fee (\$)</u> | <u>Expenses (\$)</u> | <u>Budget Responsibility</u> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|
| IV. <u>Leader Contact</u> | | | |
| <ul style="list-style-type: none"> ■ Videotaping at investigator meetings | <p>3,500</p> | <p>1,500</p> | <p>R. Anand</p> |
| <ul style="list-style-type: none"> ■ Investigator resource guide on protocol and trial activity (booklet with basic facts about ENA, investigator sites, names and addresses of key contacts, listing of key projects in Alzheimer's research, major medical congresses 1995-1996) | <p>15,000</p> | <p>6,000</p> | <p>R. Anand</p> |
| <ul style="list-style-type: none"> ■ Direct mail to investigators (press materials, cuttings, congress activities) | <p>2,000 per mailing</p> | <p>2,000 per mailing</p> | <p>R. Anand</p> |
| <ul style="list-style-type: none"> ⊕ ■ Media training (two sessions) | <p>8,000</p> | <p>4,000</p> | <p>R. Anand</p> |

V. AC Communications

| | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------|-------------------------------|
| ▪ Core press pack distribution | 2,000 | TBD** (pending scope of market distribution) | R. van der Mark J. Clement |
| ⊛ ▪ Media training workshop (1/2 day) -- how to use materials -- management issues/crisis -- relate to press regarding Sandoz | 7,500 | 7,000 | R. Anand |
| ▪ ENA news update | 4,000-7,000 per issue | 2,000 per issue | R. Anand |
| ⊛ ▪ Media training -- personal interview skills | 4,000 per session | 2,000 per session | R. Van der Mark |

 ⊛ High-priority
 **To be determined

| | <u>Fee (\$)</u> | <u>Expenses (\$)</u> | <u>Budget Responsibility</u> |
|-----------------------------------------------------|--------------------|----------------------|----------------------------------|
| VI. <u>Programme Management</u> | | | |
| ⊛ ▪ Meetings, issues management, crisis planning | 2,250 per month | 625-950 per month | R. Anand |
| | 1,350 per month | 375-560 per month | R. van der Mark |
| TOTAL: | \$167,700 | \$62,000 | |