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SERONO S A  
Form 6-K  
June 18, 2003

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13A-16 OR 15D-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of June, 2003

Serono S.A.

(Registrant's Name)

15 bis, Chemin des Mines  
Case Postale 54  
CH-1211 Geneva 20  
Switzerland

(Address of Principal Executive Offices)

1-15096

(Commission File No.)

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F  Form 40-F

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(1).)

(Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101 (b)(7).)

(Indicate by check mark whether the registrant by furnishing the information contained in this form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes  No

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-\_\_\_\_\_)

SERONO

PFIZER

Media Release

FOR IMMEDIATE RELEASE

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MS PATIENTS CONVERTING FROM AVONEX(R) TO REBIF(R) SHOWED SIGNIFICANT REDUCTION  
IN FREQUENCY OF RELAPSES AND  
MRI LESION ACTIVITY

NEW DATA PRESENTED TODAY AT THE  
13TH MEETING OF THE EUROPEAN NEUROLOGICAL SOCIETY

GENEVA, SWITZERLAND, ROCKLAND, MA, AND NEW YORK, NY, JUNE 18, 2003 -SERONO, S.A.  
(VIRT-X: SEO AND NYSE: SRA) AND PFIZER INC (NYSE: PFE)

Patients who converted from Avonex(R) (interferon beta-1a, 30 mcg once weekly) to higher dose, higher frequency Rebif(R) (interferon beta-1a, 44 mcg three times weekly), showed a significant reduction in frequency of relapses and MRI lesion activity, Serono, S.A. and Pfizer Inc announced today at the 13th Meeting of the European Neurological Society (ENS) in Istanbul, Turkey.

At the conclusion of the comparative phase of the EVIDENCE(1) study, patients randomized to Avonex(R) were offered Serono's multiple sclerosis therapy, Rebif(R). Approximately 73% of Avonex(R) patients (n=223) chose to convert to Rebif(R). Following their change in therapy, these patients experienced a 50% relative reduction in the frequency of relapses (0.64 vs. 0.32 annualized rate; p