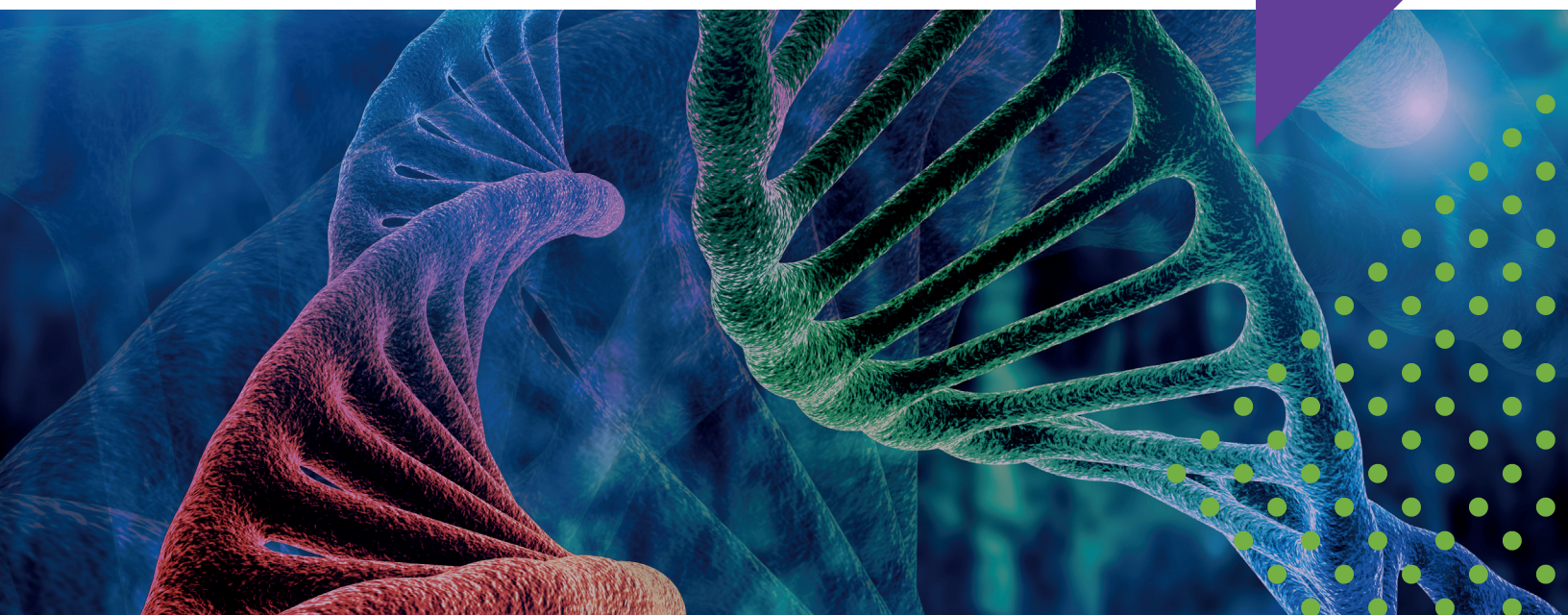


Evaluate Omnium[↑]

TRANSFORM

**asset potential assessment
with a richer understanding
of risk and return.**



**In today's complex biopharma landscape, you need
an accurate and complete view of the market, so
you can thoroughly assess the development risk and
commercial potential of assets in development.**

CLOSE KEY INSIGHT GAPS

The biopharma industry continues to invest far more in clinical failure than success. Spend is climbing to \$1.6 billion for every new drug that reaches the market, which typically takes 11 years. Yet 88% of drugs fail in development and only a minority of approved drugs deliver strong commercial performance.

Unfortunately, the failure to comprehensively assess risk and return, as well as look at these in combination, increases the risk of forecasting errors – with a huge impact on revenue. Our study into the accuracy of forecasting found that:

Every **1% error** in under-forecasting results in an estimated **\$200m of lost sales revenue** = \$69m EBIT and \$54m of net income.

Every **1% error** in over-forecasting results in an estimated **\$93m of additional cost commitments** (\$46m in COGs and \$47m in SG&A) across the portfolio.

There is clearly a need for far greater predictive accuracy when assessing asset potential. Evaluate Omnium meets that need – transforming your ability to accurately understand the development risks and potential returns of key assets, how they affect one another, and what drives them.

BREAK THROUGH THE LIMITATIONS OF CONVENTIONAL FORECASTING

Evaluate Omnium uses predictive machine learning that is proven to deliver much more accurate forecasts compared to the usual calculations based on industry average benchmarks.

By applying machine learning to millions of data points from across the full clinical pipeline, including hard to reach early-phase and privately-held assets, Evaluate Omnium identifies **key risk and return correlations** that uncover **unique, highly accurate insights** into asset development and commercial opportunity – which were unavailable until now.

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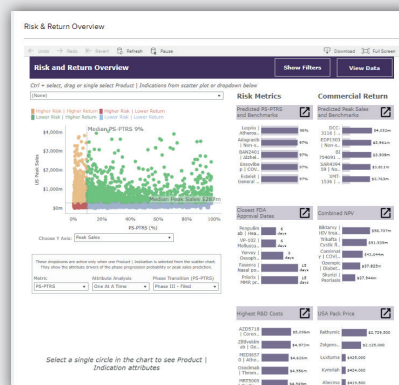
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COMBINING RISK & RETURN

Only Evaluate Omnium has the ability to combine a comprehensive view of key risk and return elements to deliver unique insights and comparisons on product potential.

RISK AND RETURN LANDSCAPE OVERVIEW

- Combine risk and return data metrics and landscapes on a single platform for quick, efficient side-by-side comparisons, based on consistent, proven methodologies.
- Customise metrics and visualisations that can be easily integrated into existing workflows to save time and effort when making key decisions.



RISK-ADJUSTED PEAK SALES AND ROI BENCHMARKS

- Combine product-specific PTRS and predicted peak sales analytics to provide a single metric for forecasting the commercial potential of different pharma assets across all phases of clinical development.
- By combining various predictions of risk and return, you can now predict ROI at product indication level and product and company level in the future.

NPV FOR R&D PROGRAMMES AND MARKETED PRODUCTS

- Proprietary Evaluate indication level NPV models cover all R&D programmes and marketed assets.
- NPV by indication covers 8 times more NPV models for R&D programmes that aren't usually covered by existing consensus forecasts.
- Delivers increased granularity on inputs and cashflow by indication for improved understanding of product value drivers.

	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042
Projected Sales (Mn)	1386	19,554	21,639	23,871	25,992	27,696	29,585	30,899	26,846	24,351	22,276	20,71	16,600	13,769	11,778	9,896	8,421	6,240	5,389	4,662	4,040	
Cost of Goods Sold (Mn)	2,096	2,359	2,568	2,828	3,077	3,290	3,497	3,691	3,255	3,029	2,831	2,680	2,463	2,205	1,985	1,787	1,601	1,007	875	774	689	616
Gross Margins (Mn)	10%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Royalty Rate (USA)	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
Royalty Payments (Ex USA)	462	973	653	713	773	826	871	909	831	648	566	565	762	664	585	497	437	385	338	292	251	
Royalty Rate (Ex USA)	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
Royalty Payments (Mn)	1,017	1,271	1,407	1,552	1,650	1,800	1,923	2,008	1,745	1,553	1,448	1,346	1,079	896	766	638	547	471	406	350	303	263
S&A Costs (Mn)	1,716	1,905	2,164	2,367	2,599	2,770	2,958	3,090	2,485	2,435	2,228	2,071	1,796	1,496	1,296	1,090	969	840	727	605	509	
SG&A Costs Margins (Mn)	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
EBIT Pre Out Payments (Mn)	12,334	14,018	15,500	17,004	18,626	19,846	21,206	22,149	19,351	17,304	15,771	14,604	11,652	9,581	8,031	6,791	5,744	4,924	4,233	3,599	3,060	2,601
R&D Expenditure																						
EBIT Out Payments (Ex USA)																						
EBIT Share % (USA)																						
EBIT Share % (Ex USA)																						
Projected Other Revenues (Mn)																						
Other Revenues Costs (Mn)																						
Pre-tax Profit (Mn)	12,334	14,018	15,500	17,004	18,626	19,846	21,206	22,149	19,351	17,304	15,771	14,604	11,652	9,581	8,031	6,791	5,744	4,924	4,233	3,599	3,060	2,601
Tax (Mn)	2,536	2,883	3,188	3,517	3,830	4,081	4,361	4,555	3,938	3,558	3,243	3,005	2,396	1,970	1,672	1,388	1,181	1,013	870	740	629	535
Working Capital																						
Capital Expenditure																						
Cash Flow (Mn)	9,798	11,136	12,312	13,587	14,796	15,765	16,845	17,594	15,413	13,746	12,528	11,608	8,256	7,611	6,459	5,363	4,563	3,912	3,363	2,859	2,431	2,066
Discount Rate Factor	-50%	93.3%	87.6%	82.2%	77.2%	72.5%	68.1%	63.9%	60.0%	56.4%	52.9%	49.7%	46.7%	43.8%	41.0%	38.3%	35.7%	33.1%	30.6%	28.2%		
Discounted Cash Flow (DCF)	-6,663	1,485	11,900	12,968	12,779	12,241	11,378	10,275	8,251	7,061	6,143	5,459	3,559	2,830	2,206	1,762	1,470	1,245	1,041	794	583	

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COMBINING RISK & RETURN (continued)

PREDICTIVE INSIGHTS AND VISUALISATIONS

Uncover new insights and commercial opportunities using Evaluate Omnium's powerful visualizations and analytics. With a single platform that combines risk and return KPIs, you can uncover insights that are otherwise hard to explore.

ANALOGUE MINER

Identify similar R&D programmes in the pipeline based on your own defined criteria.

PIPELINE PLANNER

Understand the number of products in the pipeline by phase, by PTRS and by anticipated approval year. Visualise future anticipated pipeline shifts and plan portfolio decisions.

BENCHMARK BUILDER

Build custom benchmarks to manage portfolio and R&D risk based on a fully customisable lens. Identify potential products that succeeded or failed based on portfolio criteria to inform strategic development decisions.

COMPANY SCREENING

Prioritise companies based on scouting needs; and compare companies by certain portfolio attributes.

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DETAILED RISK PREDICTIONS & ANALYTICS

Gain deeper development insight with our detailed risk analytics.

SUCCESS RATES



This helps you to identify which in-house and competitor drugs are most likely to reach the market successfully. Proprietary algorithms, powered by machine learning, enable cross-comparison across products and indications to better balance portfolio risk across a range of attributes:

- **Product-specific:**
US and EU PTRS predictions based on the analysis of over 37,000 phase transitions that identified 50+ attributes shown to have a high impact on market entry risk.
- **Risk audits:**
Fully transparent analyses of the key factors that impact a specific product's risk profile.
- **Success rate benchmarks:**
PTRS benchmarks based on industry, indication, mechanism of action and technology historical transition rates.

R&D COSTS



The industry's first comprehensive clinical trial costing model, applying real-world data to over 50,000 trials, which allows for a better assessment of likely costs across the development cycle:

- Estimated, product-level trial costs for past and current clinical trials
- Future R&D cost predictions by product and phase
- Industry benchmarks by indication

CALENDAR OF EVENTS



- Identifies and tracks critical product lifecycle and company events, such as trial initiations, regulatory decisions and financial results, so you can easily and effectively monitor key market catalysts or competitor activities.

DEVELOPMENT TIMELINES



Predict when key development milestones will occur, enabling comparison of progress against competitors and highlighting products with first in class potential, including:

- Time in phase predictions for US and EU pipeline
- Recruitment timeline benchmarks
- FDA and EMA Filing and Launch date predictions
- Market entry order predictions

CLINICAL TRIALS LANDSCAPE



- Tracks and integrates clinical trials from three key industry sources (CT.gov, EudraCT and Japanese trials, enabling you to fully understand company development plans and pipelines.
- Powerful visualisation of clinical trial landscape helps you to identify historical and future trial trends, understand competition in the trial landscape, and monitor trial life cycle by indication.

PREDICTIVE TRIAL DESIGN AND OUTCOMES



- Predict the future patient enrolment needed to successfully complete clinical development, alongside historical benchmarks by phase and indication.
- Updated daily, this aggregates and standardises trial outcomes for indications and products, focusing on the indication-specific endpoints most likely to lead to regulatory approval to help make better decisions in the clinical phase. Includes: clinical trial outcomes, endpoint analyses and aggregated product outcomes.

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ROBUST RETURN PREDICTIONS & ANALYTICS

Better predict commercial outcomes with our detailed return analytics.

PREDICTED PEAK SALES

Predict the value of key R&D assets with an independent and balanced view of asset potential that leverages machine learning to provide systematic, comprehensive coverage across of all phases of the clinical pipeline. Key areas include:

- US peak sales predictions for all products and indications in development, with 8 times more US coverage than consensus.
- EU5 (UK, Germany, Italy, France and Spain) country specific peak sales predictions for all products and indications in development, with majority not covered by consensus
- Extrapolation of US sales to Rest of World to give a global view.
- Indication benchmarks to put peak predictions in market context.
- Interactive visualisations that show the positive or negative impact of individual product attributes on peak sales forecasts, and how changing attribute values affects the product outlook.
- Ability to look at YoY peak sales predictions with the time when the asset reaches peak sales and when it reaches 80% peak sales.

MARKET DYNAMICS

Time-to-peak analysis enables better assessment of market impact and helps inform product launch planning:

- USA and EU5 regional time to peak benchmarks by indication
- Market exclusivity impact and expiry
- Time-to-peak values for historically launched products

PRICING

Key pricing data to streamline research and inform pricing strategies:

- Comprehensive and clear overview of all the different drug price points across the value chain (e.g., gross pricing, WAC pricing, discounts, rebates, etc.)
- Current cost-per-patient for launched products
- Benchmarks for annual cost-per-patient by indication and technology
- Power pricing landscape visualisation at product level, to help you understand average price points, and historical and future pricing changes to enable better pricing decisions for market access.

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ROBUST RETURN PREDICTIONS & ANALYTICS (continued)

MARKET ACCESS

Unique data that identifies the current market access position for products launched in the US, with benchmarks that help assess the implications and opportunities for products in development.

- Formulary access scores for approved products, with additional granularity into the differences between public and private payer scoring.
- Benchmarks by EPhMRA codes, technology and mechanism of action.

UNMET NEEDS

Quantifies and standardises the degree of unmet need within an indication, so you can rank or compare indications to better focus portfolio investments on areas with the greatest impact to patients.

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