

Business Situation

- Foster Rosenblatt was engaged to develop a multi-region forecast (US, EU5, Latin America) for a lead compound for the treatment of Chronic Myeloid Leukemia (CML), to understand its value and assist in its ongoing licensing activities

Approach & Methodology

- Performed secondary research into the epidemiology and competitive landscape of CML
- Conducted primary market research with 20 KOLs or high volume prescribers in the US to further understand treatment landscape and validate data gaps identified during secondary research
- Conducted primary market research with 10 national or large regional MCOs in the US to understand the expected pricing and coverage for asset in question
- Demand and sales were forecasted by applying expected future utilization gauged from PMR to the eligible patients determined through incidence-based patient flow

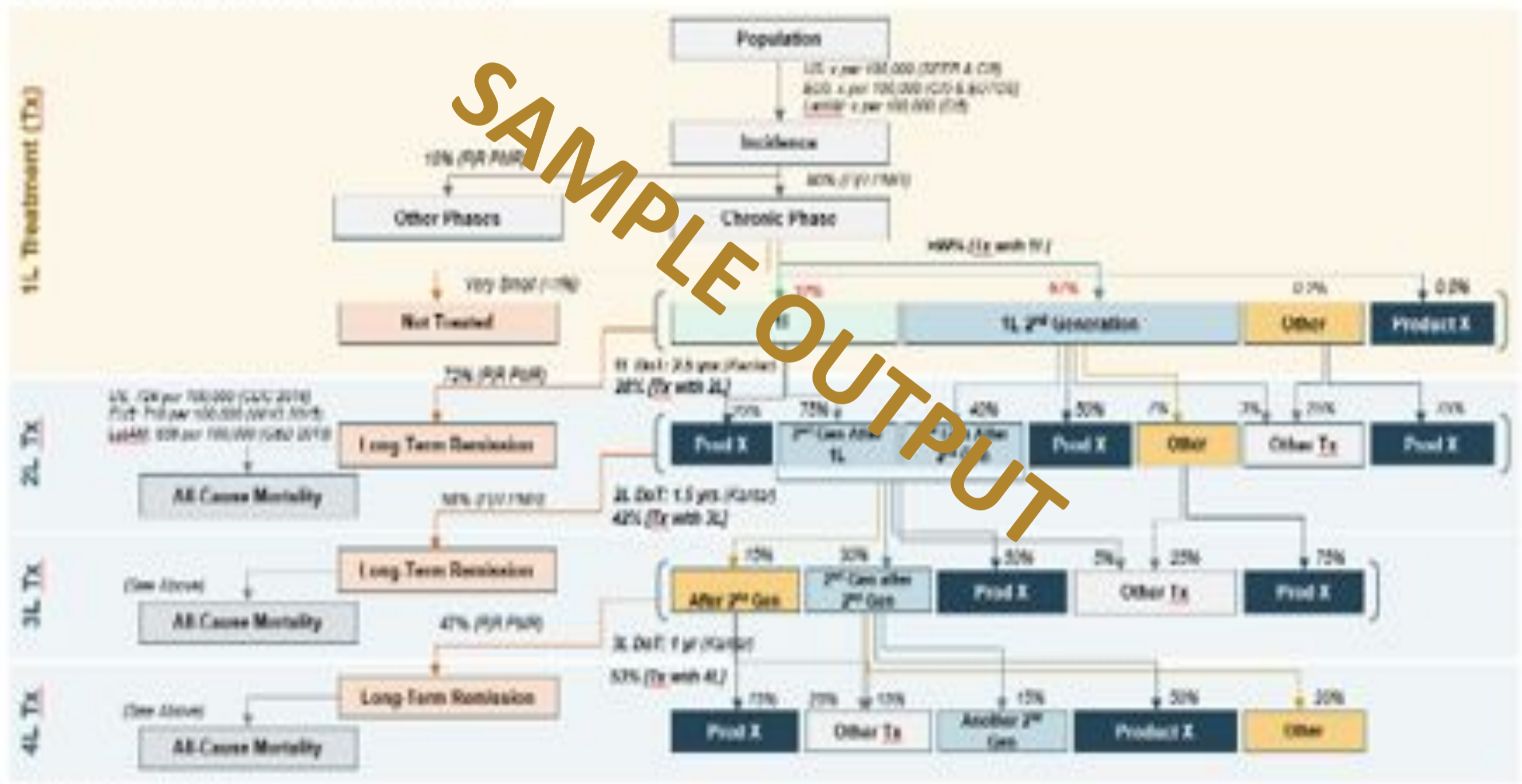
Deliverables & Business Outcomes

- Comprehensive PowerPoint report summarizing detailed findings from physician and payer
- interviews, with insights gathered from analysis of both primary and secondary research data
- MS Excel-based forecast model containing product forecast and scenarios
- Actionable recommendations that could be used to help support future licensing deal structure



Product X Forecast Flow

From primary physician research conducted by F|R, Product X patient share in 2L setting is approximately x% (discounted)



Product X Forecast

F|R expects Product X to reach a combined peak sales of \$xxM by 2033

- Product X is a novel third-generation TKI that is approved in XX for the treatment of 3L CML patients and is in development for post ponatinib CML patients and 2L CML patients in the US, EU5, and LatAM
- F|R used an incidence-based patient flow forecast to estimate the net sales of Product X in the US, EU5, and LatAM, and informed the forecast using both secondary sources and primary market research with 20 CML KOLs and high-prescribers and 10 payers

