

Business Situation

- Business development team asked Foster Rosenblatt to assess a variety of compounds for consideration as potential acquisition targets to bolster their existing oncology portfolio

Approach & Methodology

- Researched and assessed the potential range of products that could be considered for acquisition based on client-specified parameters
- Assessed the merits of each product based on a variety of factors that influenced the attractiveness of each molecule in terms of potential addition to the client portfolio
- Built high level market forecasts for molecules determined to be of significant interest, based on the previous analyses
- Made recommendations based on analyses for top target molecules

Deliverables & Business Outcomes

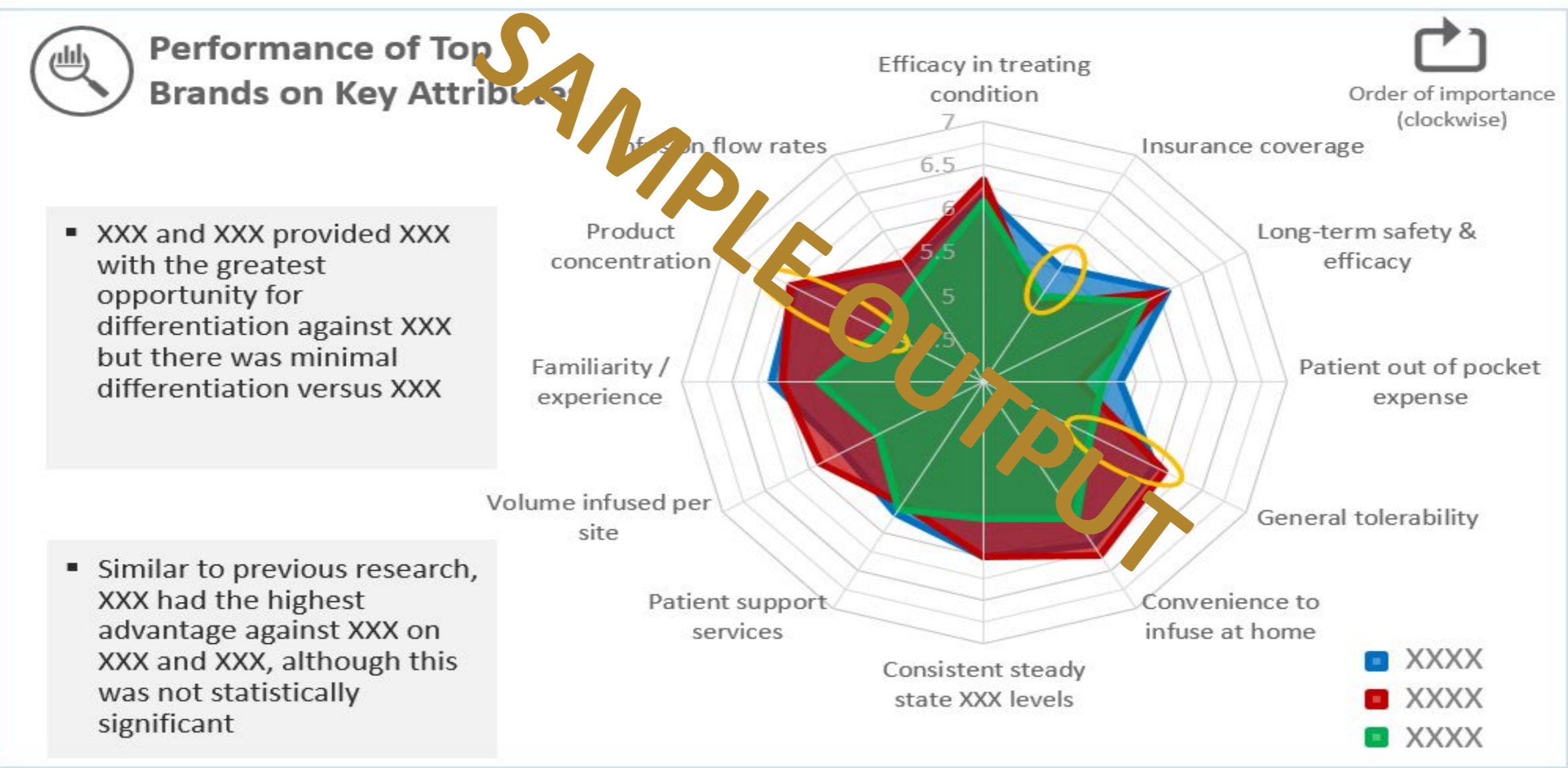
- Recommendations for acquisition candidates based on value and feasibility
- MS Excel-based model containing the product forecast & scenarios

Executive Summary

Performance of Top XXX Brands

Foster | Rosenblatt

The most important attributes provided little room for differentiation, except on XXX and XXX

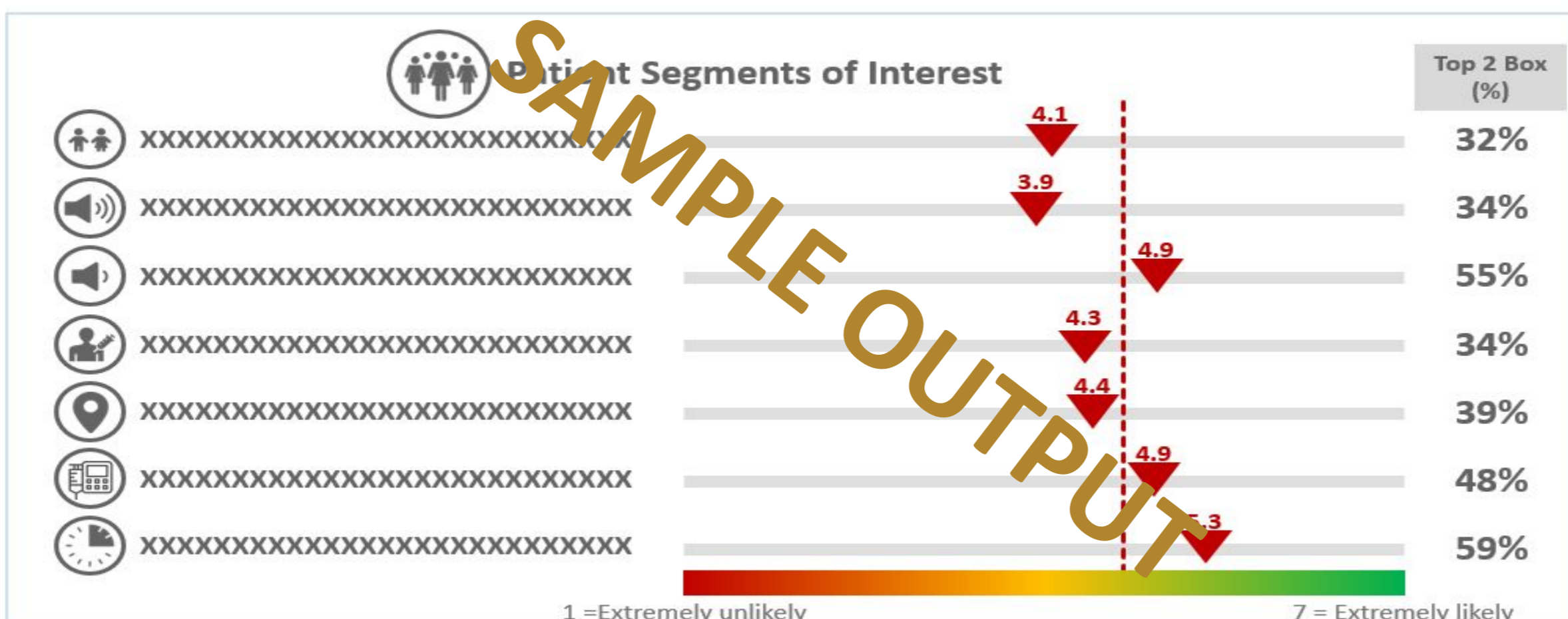


Executive Summary

Patient Segments

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Physicians thought patients favoring XXXX as well as those with XXXX were the most appropriate for XXXX



- Physicians considered that patients who favor XXXXXXXXXXXX were the most appropriate for XXXXXXXXXXXX; patients with XXXXXXXXXXXX were deemed to be the least appropriate
- Patient types with Top 2 Box scores around 50% or higher (to the right of the red dotted line) were perceived as most appropriate for XXXXXXXXXXXX