

Business Situation

- Business development team asked Foster Rosenblatt to conduct commercial diligence into the sales value of an oncology Phase III compound in the US & EU to support negotiations for potential licensing/acquisition

Approach & Methodology

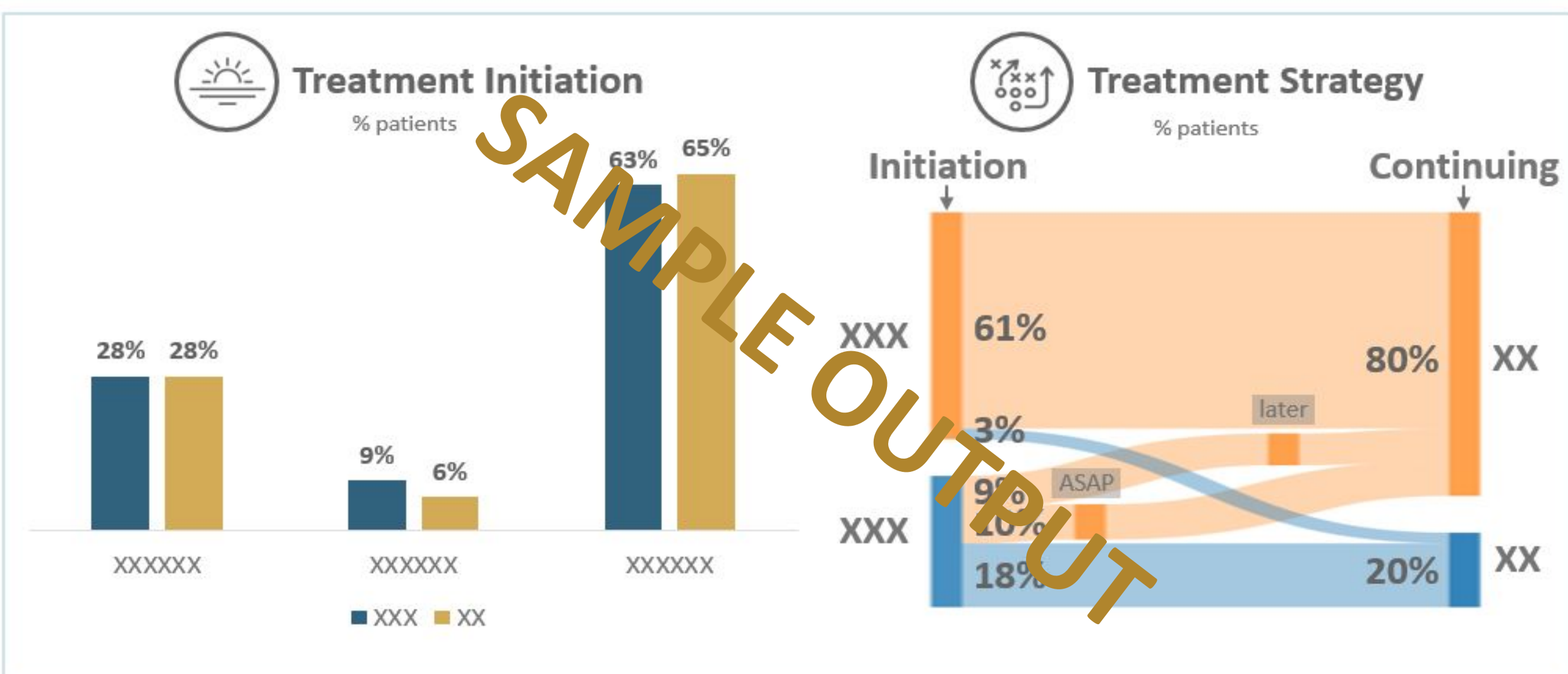
- Company's complete commercial diligence required in-depth exploration of physician insights into utility of the product in the new indication, and comparison of product's profile compared to existing products in the market
- As such, FR led the design, execution and analysis of appropriate primary market research (PMR) studies, utilizing both in-person and tele-depth interviews
- The study was fielded with 50 total interviews, of which 26 were from the US, 10 from France, 7 from Italy and 8 from Germany

Deliverables & Business Outcomes

- Market overview and forecast assumptions based on market research (PMR and secondary research)
- Deep market insights that described potential future utilization of the product to support licensing or acquisition negotiations

Executive Summary
Treatment Patterns

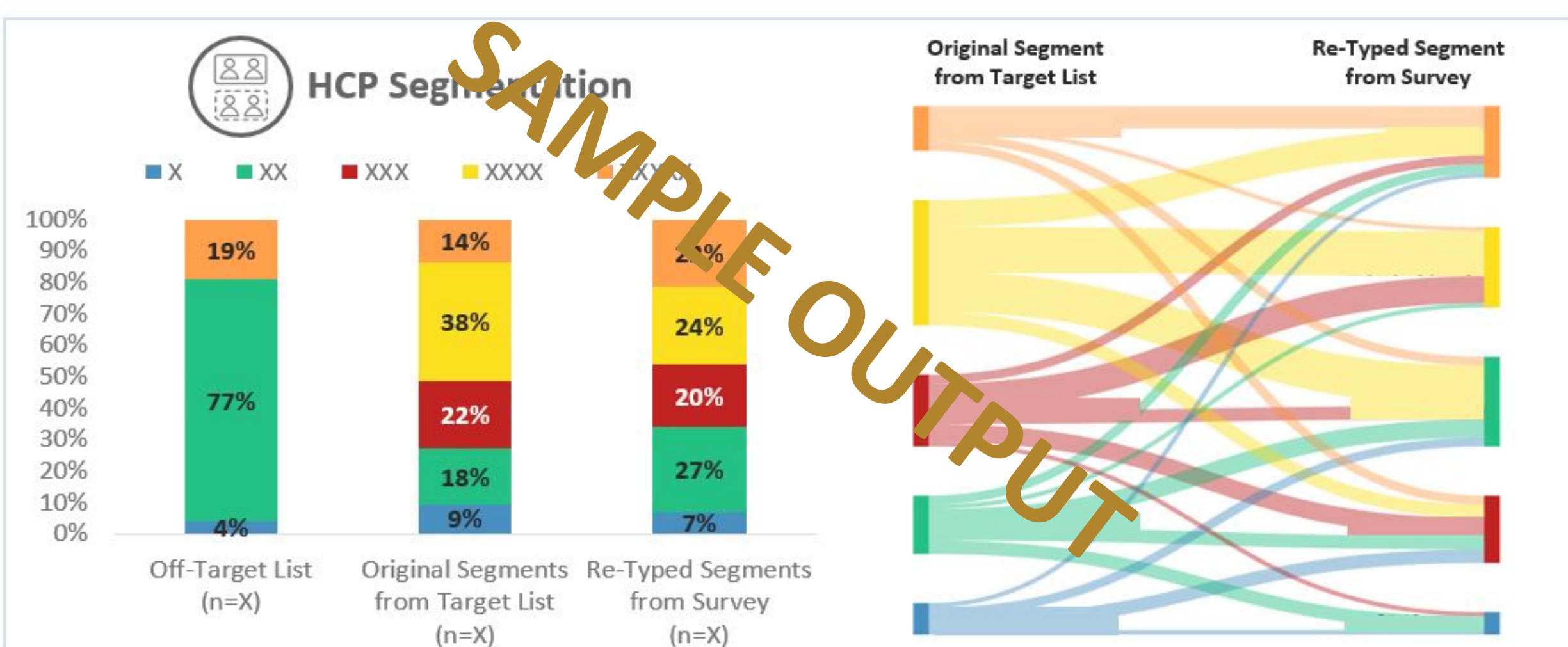
HCPs reported that 61% of XXX patients are started on XXX with no intention to switch to XXX & ~20% of XXX patients will be switched to XXX at some point



- Treatment initiation with XXX has increased compared to XXX as physicians have gained experience and familiarity with the therapy – in Wave 1, 51% of XXX patients were started on XXX with the intention of staying on XXX continuously and in Wave 2, it was 56% of PI patients

Executive Summary
HCP Segmentation

Only 32% (X out of X target list HCPs) maintained their originally-assigned segment & off-target list respondents were most likely to be XXXX



- There was a decrease in XXXX & increase in XXXXX when HCPs were retyped, suggesting that XXXXX is continuing to be used, but overall XXXXX use is less than 70%
- These shifts in segmentation are consistent with what was observed in XXXXX where 30% of respondents maintained their segments (these observations were not reported in Wave 2); in addition, Wave 1 off-list respondents also were skewed towards XXXXX