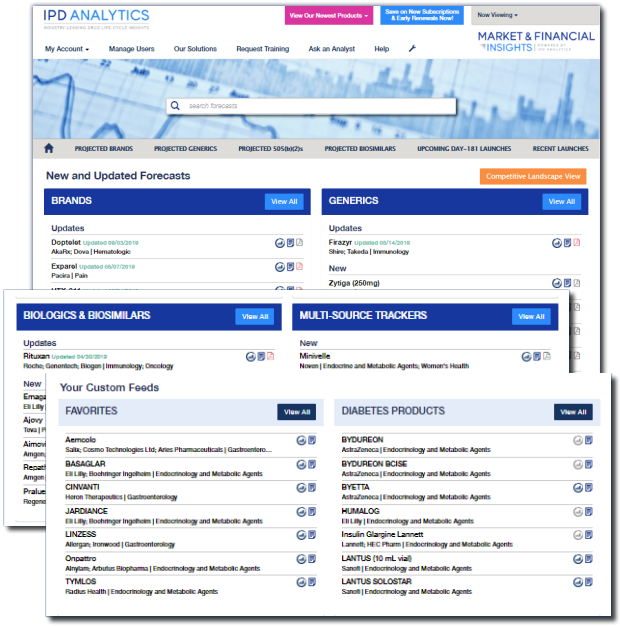
MARKET & FINANCIAL INSIGHTS | POWERED BY IPD ANALYTICS

Look beyond the numbers for better forecasts.

The strongest forecasts are based on more than models and trends - they're built on a deep understanding of qualitative catalysts that drive financial performance throughout the entire product life cycle. Staying competitive requires not just knowing these key drivers, but staying on top of them as they shift in a complex, ever-changing marketplace.

Now, you can improve your forecasting process with IPD's new Market and Financial Insights platform, which includes continually updated, independent, and fully transparent forecasts, as well as input data, analogs, and incisive expert commentary.

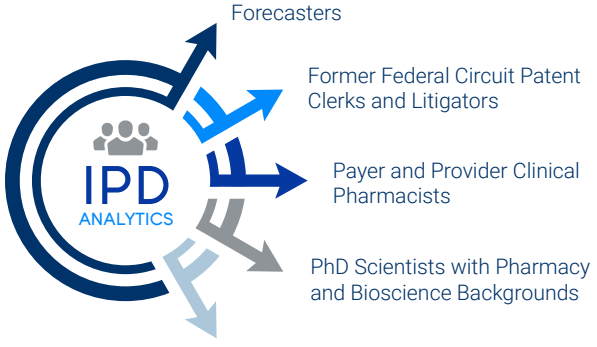


IPD's fully independent forecasts feature:

- Robust and transparent reviews of forecast **inputs and methodologies**
- Clear and concise **forecast scorecards** for brand, generic and biosimilar launches
- Expert-curated **brand and generic analogs**
- Focused **qualitative insights** on the competitive landscape

IPD's inputs, methodologies, analogs, and expert-driven insights, cover:

- Brands
- Biologics
- 505(b)(2)s
- Generics
- Biosimilars
- Multi-source drugs

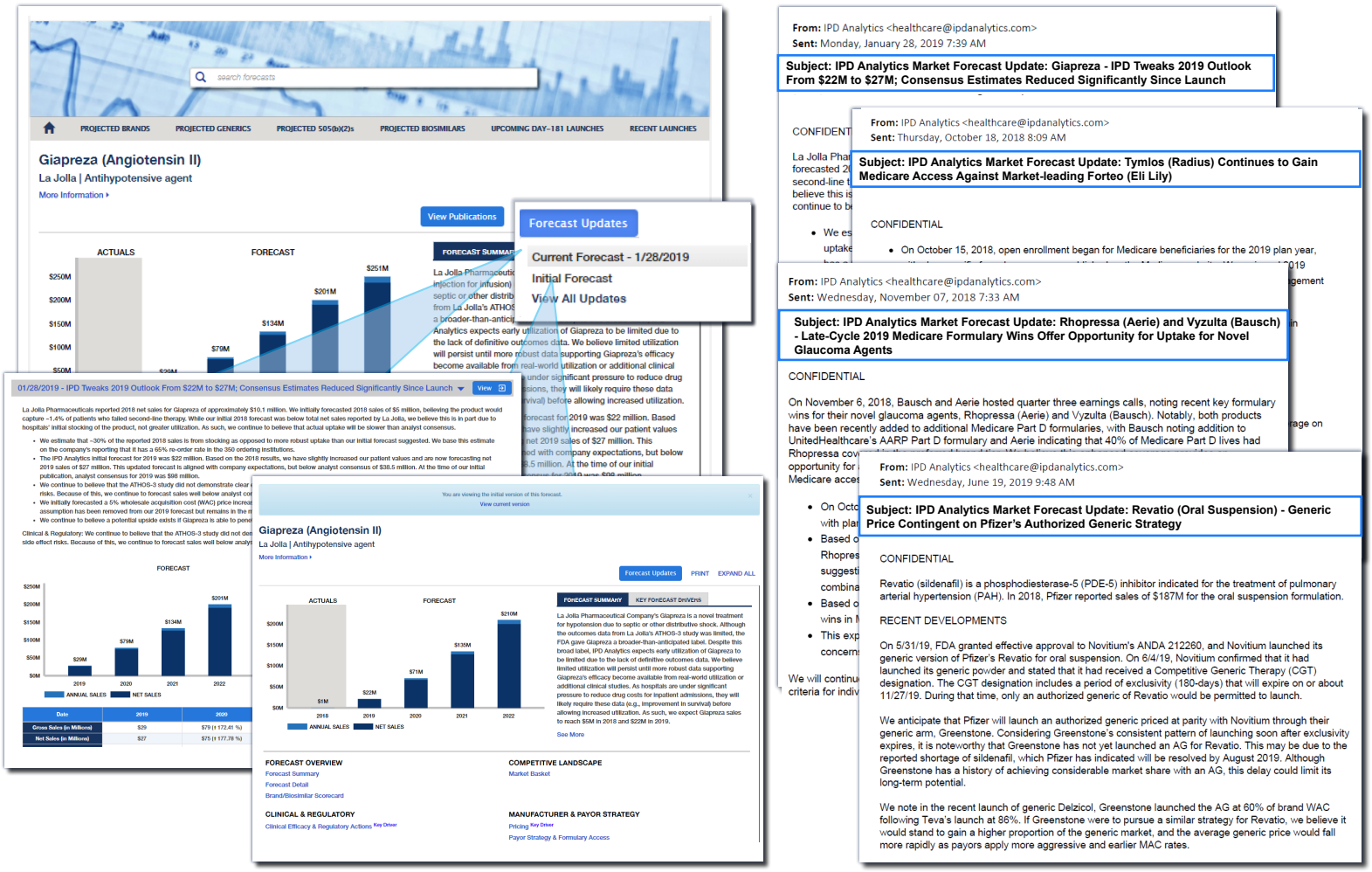


Our unique team of brand and generic financial forecasters, clinical pharmacists, and patent attorneys, use IPD's proprietary data and purpose-built technology platform to continually collect, track, evaluate, and provide the most relevant key forecast drivers.

With IPD's team behind you, you can ensure your strategy always incorporates critical market events across multiple dimensions, including:

- Products that create new therapeutic classes
- New products that disrupt established therapeutic areas
- Products impacted by generic and biosimilar launches
- Additional generics intensifying market competition

Leverage **timely alerts** and fully-transparent **version tracking** to stay informed and understand how forecasts have evolved over time.



Incorporate IPD's **continually-updated forecast inputs** into your own models for an efficient, comprehensive look at the drug landscape ahead.

IPD's analyses go beyond simple, standard projections (MOA, disease class, etc.) to incorporate a wide range of complex, nuanced catalysts driven by players across the market. **Access the latest information at-a-glance, including difficult-to-access data points such as:**

- Sales and Utilization
- Pricing Strategy
- Patient Population Characteristics
- Market Basket/Competition
- Clinical Pipeline/Pending Approvals in Class
- Loss-of-Exclusivity Outlook
- Likely Order of Competitor Entry
- Off-Label Utilization
- Compounded Competitors
- Therapy Characteristics (Acute, Chronic, Intermittent, etc.)
- Administration Setting Considerations
- Clinical Differentiation
- Regulatory Actions
- Manufacturing Challenges/FDA Production Restrictions
- Formulation Complexity
- REMS/DEA Scheduling
- Formulary Coverage (by Relevant Line of Business)
- Payer Management Scenarios
- Projected Supply Chain Discounts
- Rebate Agreements, Copay Assistance, and Other Programs
- Clinical Guidelines and Economic Evaluations
- Manufacturer Sales Strategy and Capabilities
- Manufacturer Life-cycle Management Strategies
- Prescriber Type Considerations
- Benefit Type Considerations (Medical vs. Pharmacy)
- Distribution Channel Impact
- Provider Usage Patterns
- 180-day Exclusivity
- Settlement Agreements
- Authorized Generic Strategies

Brand Forecasts

View complete forecasts, including **sales, utilization, pricing, patient population, and therapy-cost** for **new brands, established brands, and those facing upcoming generic competition.**

Focus on the key drivers that matter most.

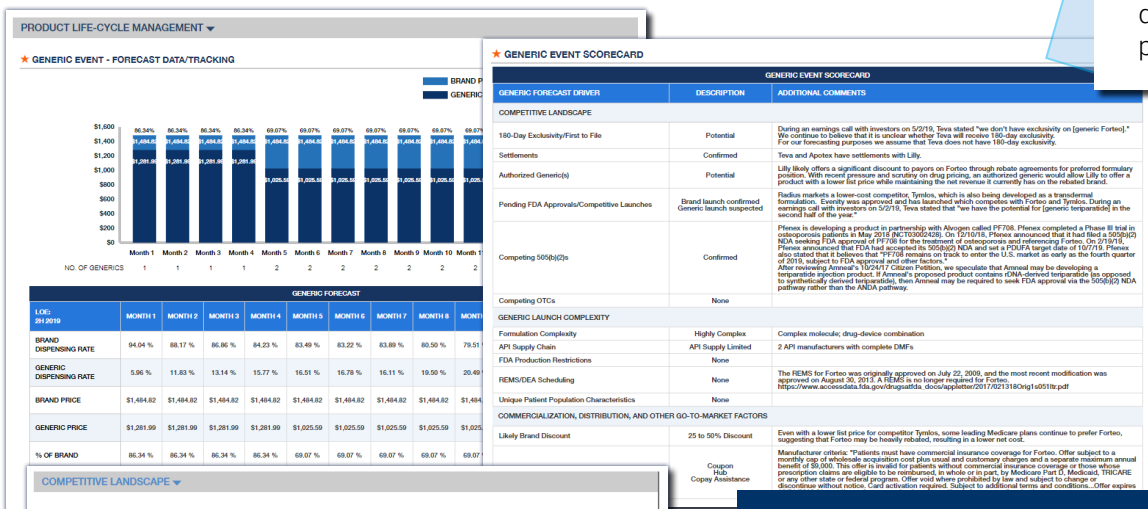
Each forecast features a **summary** and **key forecast drivers**, providing a streamlined view of the most relevant information. **Dig deeper with quick links,** each diving deeper into the story behind the numbers.

Bolster your current forecasting efforts with efficient model inputs, derived from complex, qualitative analysis.

From clinical efficacy to payer strategy, every forecast considers every angle.

Designed to deliver data and analysis in a structured and efficient way, IPD's **methodology, inputs, and proprietary brand and generic scorecards** efficiently summarize all of the key qualitative drivers of the projections.

Brands Facing First-Time Generic Competition



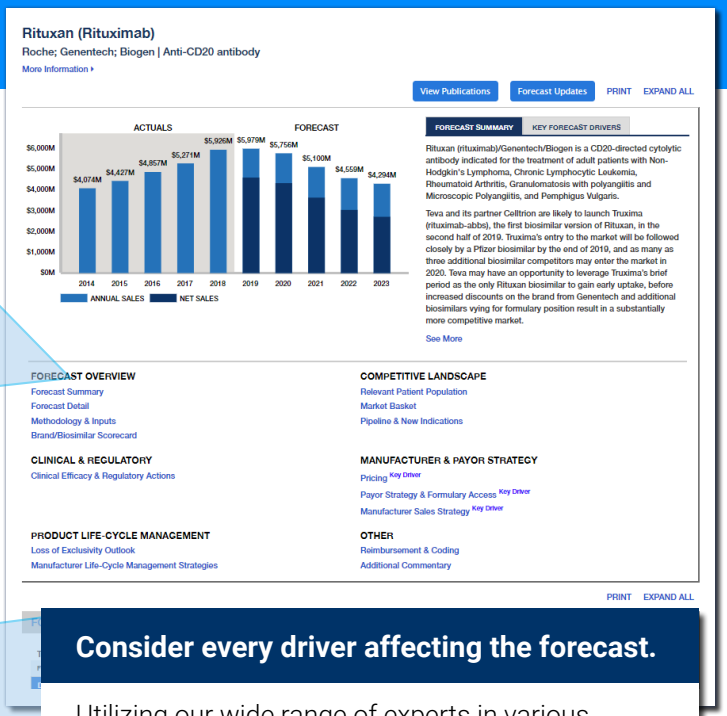
Gain a deeper understanding of all current and potential market players.

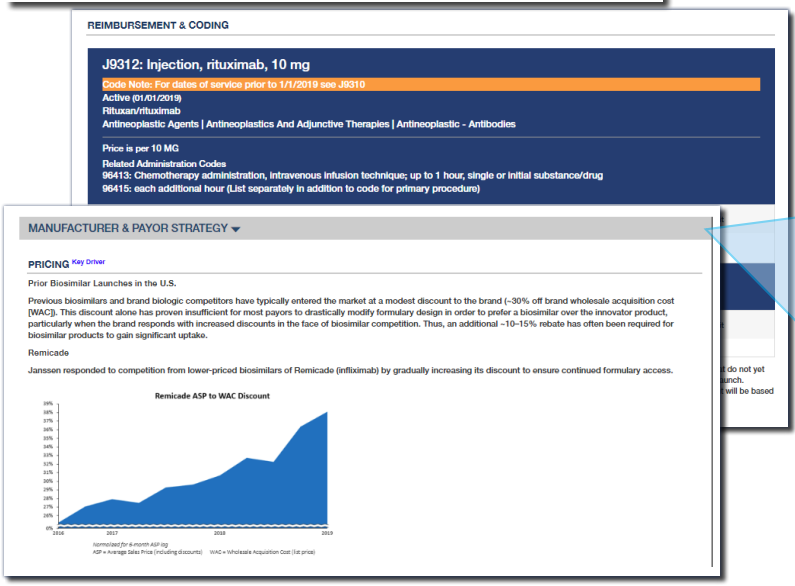
In our **Market Basket** and **Pipeline and New Indications** sections, you will find everything you need to know about the competitive landscape. Starting with drugs still in clinical development, IPD considers each competitor carefully to gauge potential financial impact.

Biologics & Biosimilars

Benchmark our projections with yours.

With up-to-date, continually tracked data, our forecasts can serve as a point of reference for your own model projections. **Speak to the analysts directly responsible for building the forecasts** for a clearer understanding of the outputs and applicable insights.

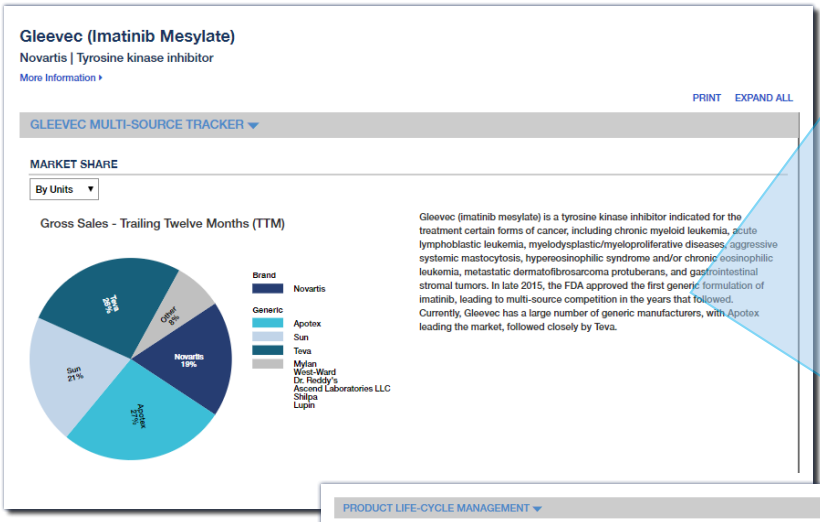




Consider every driver affecting the forecast.

Utilizing our wide range of experts in various fields, **IPD reaches beyond typical considerations**, taking into account some of the less traditional market characteristics, such as **coding and reimbursement, payer strategy, formulary access, and manufacturer sales strategy.**

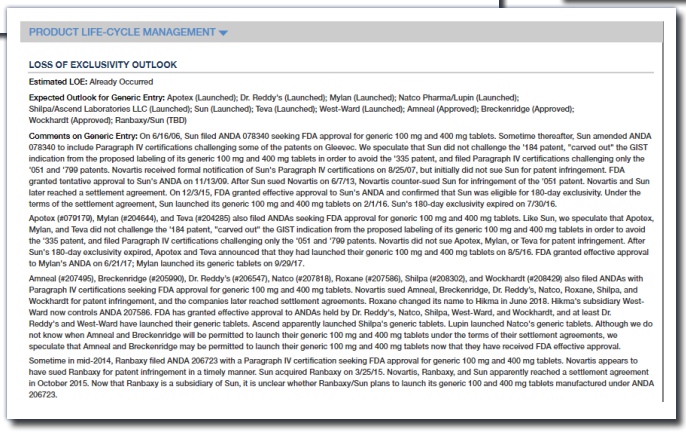
Multi-Source Drug Trackers



Track the progression of multi-source drug markets, viewing up-to-date market-share and pricing information by manufacturer.

Understand **market share, pricing, generic outlook, and a complete list of competing manufacturers** all within each of IPD's Multi-Source Tracker pages.

Updated monthly, allow for a full view of the market for multi-source drugs and how they are unfolding.



Consult with our expert forecasting team
to get answers to your questions without added fees.

New products that create classes

How will likely payer restrictions and a strong pipeline impact the emerging CGRP class?

New products that launch into established classes

How will a pricey new entrant like Giapreza, with murky clinical benefits, perform in the critical care space?

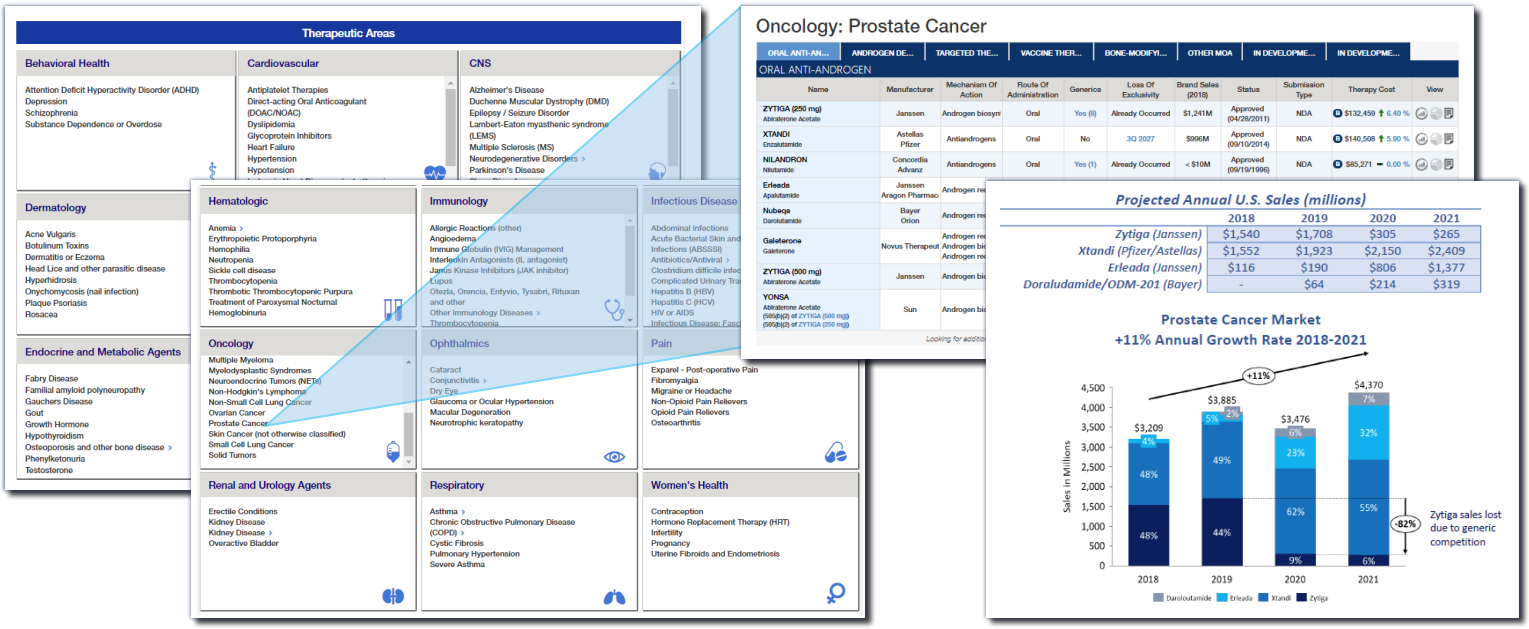
Products with upcoming first-time generic events

How will Gilead's efforts to move patients to Descovy shape the PrEP market with generic Truvada on the horizon?

Additional generics entering established, competitive markets

How will pricing, rebates, and market share shift as other entrants follow Mylan into the Advair Diskus space?

See current, historical, and projected pricing for an entire drug class with our one-of-a-kind drug/price grids and disease class level reports.



Enable every stakeholder within your organization with access to IPD's Market & Financial Insights platform.

- **Utilize a comprehensive online database** detailing critical forecast input data and key catalysts
- **Focus your strategy with detailed analyses and commentary** on the catalysts driving the most important products and classes
- **Receive timely alerts** of changes in key catalysts driving forecasts
- **Leverage our launch analogs with expert commentary,** based on critical forecast factors
- **Consult with the experts** writing the reports and developing the forecasts

Contact us to set up a demo today.
305.662.8515 I www.ipdanalytics.com

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