

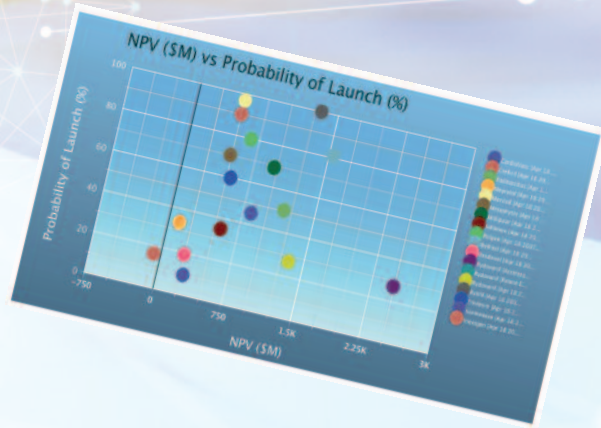
# Optimize Your Drug Portfolio

partner with the  
leader in evidence-  
based evaluations

**BioScience Valuation**  
Creating Value in Healthcare

## BioScience Valuation

Bioscience Valuation is a globally operating leader in evidence-based scientific, commercial and value assessments from discovery research to marketed products. We are well-known for the high quality of our analyses, backing each figure with comprehensive research.



## Drug Portfolio Management maximizes pipeline value

- Whether pipelines are wide and diversified, or narrow and focused, decisions about investment composition need to be made
- Risk and return need to be balanced
- A consistent assessment of all projects and products ensures comparable results
- Decision makers are guided to prioritize projects, plan and improve pipeline performance

## The valuation of each individual asset's development strategy and commercial potential including associated risks are building blocks for portfolio management

- It is essential to formulate target product profiles, analyze development strategies, associated costs, risks, timelines and alternative options
- In-depth assessments of the competitive landscape, sales projections and a drug's commercial risk complete the asset valuation

## Systematic portfolio reviews are the industry's best practice involving key stakeholders of the organization

- Alignment with business strategy and optimal cash flow planning are core portfolio management results
- Resource management and allocation decisions can be clearly communicated across an entire organization

**Take advantage of our expertise in evidence-based evaluations and portfolio management**

- We support decision makers in understanding their pipeline composition and portfolio options.
- We assess synergies and dependencies in your portfolio.
- We identify portfolio gaps and support the identification of licensing opportunities.
- We help to integrate contingency planning and improve resource allocation.
- We complement the expertise of your internal teams, we work together with you.
- We offer tailored solutions to meet your specific needs.

We assist you in all steps of the portfolio management process, from transparent and consistent asset valuation to portfolio analysis, including alignment with short and longterm business goals.

Our services are based on Bioscience Valuation's profound subject expertise and long-standing experience. Bioscience Valuation's comprehensive research takes advantage of its network of specialists as well as the company's extensive access to professional databases.



**Joachim M. Greuel, Ph.D., MBA**

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Joachim earned his Ph.D. in Physiology 'Summa Cum Laude' from the Max-Planck-Institute for Brain Research in Frankfurt (Germany) and his MBA from the Wharton School of the University of Pennsylvania (USA). At the IE Business School in Madrid (Spain) he served as Academic Director and as Adjunct Professor of Finance and Healthcare Management. Joachim began his professional career as head of a research team at Bayer AG (Germany). Before founding Bioscience Valuation he was investment manager at New Medical Technologies, a Swiss venture capital fund. He is currently heading the 'Economics of Personalized Medicine' task force of m4, a non-profit association.



**Sabine Bernotat-Danielowski, Ph.D., MBA**

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Sabine did her PhD thesis at the Max-Planck-Institute for Biophysics in Frankfurt (Germany) and continued her academic career at the Max-Planck-Institute for Experimental Cardiology (Bad Nauheim). She also earned an MBA from the Ashridge Management School (UK). At Merck KGaA she advanced her career and leadership roles from discovery research, and clinical development to strategic marketing. Her subsequent tenure at Daiichi Sankyo in the USA included a role as Head of the Business Analysis and Competitive Intelligence unit; more recently she became General Manager and Head of the Daiichi Sankyo Europe organization with responsibility from first-in-human studies to regulatory approval. Sabine served as member of the global executive R&D decision making committee.

**We support your portfolio management with credible pipeline analysis, formulation of alternative portfolio options and elimination of surprises. The additional capacity and third-party opinion we achieve for you will ensure an awareness of risks and value-based investment decisions.**

**You can rely on us as your preferred partner for portfolio management. Our network of discovery, clinical and commercial specialists strengthens our analyses and leverages our expert knowledge.**

**Contact us for further information.**

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