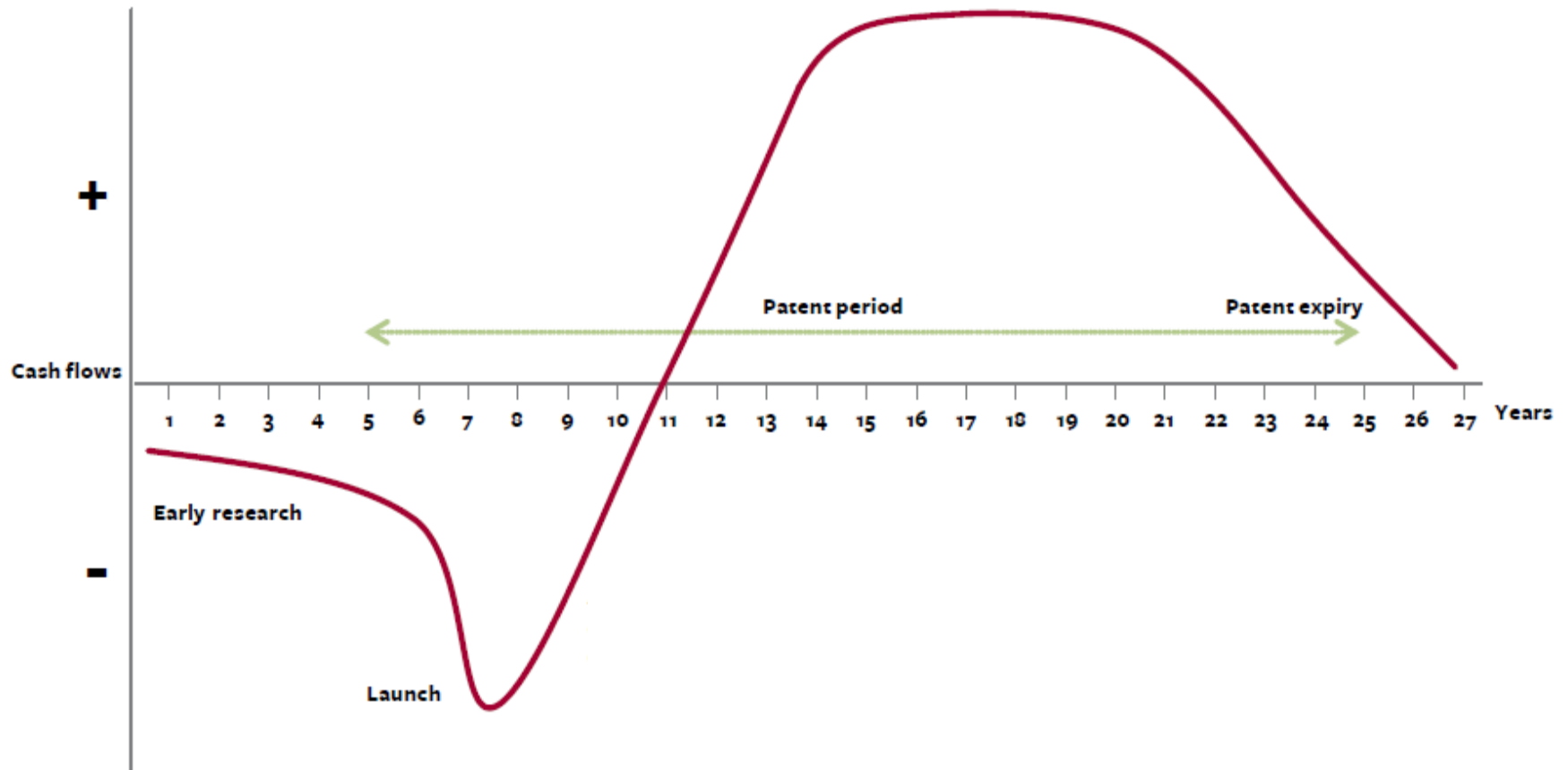


Key Factors That Drive Biopharma R&D Project Prioritization



- 1) Costs of R&D
- 2) Duration of R&D (time to launch)
- 3) Market size
- 4) Price (reimbursed price)
- 5) Market penetration and time to Peak Sales
- 6) COGS/S&M
- 7) Tax Rate
- 8) Duration of exclusivity
- 9) Timeline to generic erosion
- 10) Overall risk adjustment