

Clarescent Capabilities Overview

Clarescent Provides Strategic and Operational Support to our Life Sciences Clients

- **Our areas of focus include:**

- ▶ strategic planning process and business planning
- ▶ organizational performance and governance, operating model
- ▶ marketing strategy and brand planning
- ▶ launch strategy, planning and implementation support
- ▶ commercial integration with R&D and lifecycle management
- ▶ due diligence, mergers, integration and licensing
- ▶ supply chain management
- ▶ strategic offsites and workshops

- **Our core values drive everything that we do for our clients**

Excellence



A dedication to the delivery of excellence in all of our work

Integrity



Our integrity is reflected in what we tell our clients and all that we do

Collaboration



Our collaborative approach leverages the best of both organizations

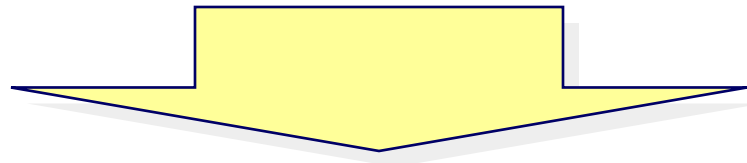
Fun



We believe in creating a fun environment around our work

Clarescent is Uniquely Positioned to Bring Value to its Clients

- **Deep, global understanding of the industry and its issues**
- **Best-in-class thought leaders and consultants**
- **Collaborative delivery approach focused on knowledge transfer and transformation**
- **Extremely fast project ramp up – hit the ground running**
- **Responsive, low-overhead, flexible business model**



Clarescent's focus enables results through quick, knowledge driven projects, optimized for client value

Clarescent Brings Value to Clients Through our Structured Approach and Expertise

- **We work collaboratively with our clients to bring the best of both organizations to address the issues**
- **We have an experienced team, with each member having multiple years of experience**
 - ▶ Combined, our team has over 65 years of consulting and industry experience
- **We have global representation and experiences working in Europe and the Americas**
 - ▶ The global scope of our experience with focus industries allows us to hit the ground running with little ramp-up time
- **Our team members are experienced in working with multiple clients across the healthcare industry**

Our Team has Gained its Experience Working with Industry Leading Clients



Why Us?

- **High value, with quality results in shorter time.**
- **Extreme flexibility – we mobilize rapidly for projects.**
- **5-15 years each of experience in first class strategy consulting firms – focusing on life sciences (VP and director level) and 5-15 calendar years of industry experience**
- **400-500 projects under the belt as a team.**
- **Strong therapeutic area expertise, especially in Neurosciences, Women’s Health, Metabolics, Infectious Disease, GI, Oncology, and Cardiovascular**
- **Strong external network:**
 - Business schools
 - Medical schools, clinical experts
 - KOLs
 - Analysts
 - Industry insiders
 - Alliance partners

Illustrative Recent Engagements (General Pharma)

- **Assessing message leakage for an insulin analog and developed recommendations to both improve the message and the cross-functional message management process**
- **Rationalizing the multiple strengths of an injectable insulin product family and developed a communication and implementation plan based on the new positioning**
- **Developing a set of case studies for life cycle management to assist in developing a life cycle strategy for an enzyme deficiency disease product**
- **Building the global brand planning framework for a leading pharmaceutical company and implementing a brand council mechanism**
- **Helping a medical devices company determine if they should have a margin based compensation system for their sales force**
- **Building the strategy for the CNS franchise of a top 10 pharmaceutical company**
- **Helping a mid-size pharma launch a GI product on a global basis (developing the launch plan, supporting the positioning, developing a risk management plan, aligning key affiliates, coordinating agencies)**
- **Developing a life-cycle management strategy for a biologic compound of a pharmaceutical client and prioritizing their clinical trials effort**
- **Helping a mid-size pharma develop the governance for and launch a product licensed from a top 10 pharmaceutical company**
- **Developing a customer care strategy for a mid-sized pharmaceutical company, spanning 30 processes and the entire organization**

Illustrative Recent Engagements (General Pharma, Cont'd)

- Studying and synthesizing findings around counterfeiting and parallel trade in the pharmaceutical and biotech industries
- Developing a Thought Leader policy for a global pharmaceutical company and facilitating a set of SOPs to support the policy
- Supporting a KOL data management strategy by conducting stakeholder needs assessments and developing a recommendation based on synthesized results
- Defining the strategy for the globalization of a KOL data management database and supporting all project activities through a system pilot approach
- For a healthcare manufacturer, developing an organizational model through the study of several business models in emerging markets (Brazil, China, India)
- For a consumer products client, identifying market size in both the developed world and an emerging market in a pain segment. Our analysis included identification of specific market dynamics of the category in the emerging economy
- For a healthcare manufacturer, developing a strategy for expansion into Europe. Supported the strategy through a set of company and product case studies identifying factors driving the success and failure in the European market of competitors recently taking similar moves.
- Developing an alliance strategy for bolstering the geographic reach of a financial services client into the emerging Asian markets. Defined the scope of the alliance by analyzing the gaps between the customer needs and the client's capabilities. Based on current market presence, recommended a center in the AP region to manage transactions.
- Supporting a KOL influence mapping strategy in Asia Pacific and Latin America through the identification of region-specific KOL criteria and integration of these criteria into a top-down mapping methodology
- Defining a healthcare specialty business unit in Europe. Through secondary research and an understanding of market dynamics, identified unique requirements and attributes essential to success in the area.
- Executing a financial assessment for a generic pharmaceutical manufacturer to identify opportunities, build a business case, and drive an improvement plan

Illustrative Recent Engagements (Launch Specific)

- **Assessing global launch readiness and designed launch governance for a neuroscience product**
- **Launch planning for a new diabetes product including supporting the development of the launch meeting and preparing KOLs**
- **Supporting the launch of a new formulation for a hospital based cardiovascular product targeted to patients with metabolic syndrome**
- **Supporting the launch of an anti-infective brand in 30 markets including key European markets, including development of global / regional / local consultant boards**
- **Franchise launch planning for multiple women's health therapies being launched in the next three years for a global pharmaceutical company**
- **Supporting the brand planning process and KOL plan for the ace inhibitor of a top 10 pharmaceutical company**
- **Helping a pharmaceutical client launch a drug on a global basis (developing the launch plan, supporting the positioning, developing a scenario plan, aligning key affiliates, coordinating agencies)**

Illustrative Engagements (Consumer Healthcare)

- For a healthcare manufacturer, helping develop an organizational model through the study of several business models in emerging markets (Brazil, China, India)
- For a consumer products client, identifying market size in both the developed world and an emerging market in a pain segment. Our analysis included identification of specific market dynamics of the category in the emerging economy
- For a medical and surgical supply company, identifying market opportunities for the incorporation of coating and infection prevention strategies into a series of acute-care medical supplies
- For a healthcare manufacturer, developing a strategy for expansion into Europe. Supported the strategy through a set of company and product case studies identifying factors driving the success and failure in the European market of competitors recently taking similar moves.
- Developing an alliance strategy for bolstering the geographic reach of a financial services client into the emerging Asian markets. Defined the scope of the alliance by analyzing the gaps between the customer needs and the client's capabilities. Based on current market presence, recommended a center in the AP region to manage transactions.
- Defining a healthcare specialty business unit in Europe. Through secondary research and an understanding of market dynamics, identified unique requirements and attributes essential to success in the area.

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