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# Bloomberg for biotech & pharma corporations.

Analyzing the pharmaceutical and biotech industries requires access to expensive data sets, including drug pipelines with upcoming catalysts, drug revenue forecasts, prescriptions and litigation, specialized analytics and a variety of news sources that can push costs to the tipping point for many corporations.

With extensive data sets aggregated at a fraction of the cost of individual licenses, plus robust analytics and a team of news and research experts covering the sector, Bloomberg is ready and able to help your teams stay ahead of the curve. Strategists, investor relations specialists, business development experts and the executive team can gain unrivaled perspectives on the healthcare industry, your company and the competition.

# Access deep pharma data.

Through Bloomberg Intelligence (BI), an analyst research team at Bloomberg and additional Terminal features, you have unlimited access to exhaustive clinical trial and drug pipeline data, robust drug-specific event calendars, prescription and institutional data, drug sales and revenue forecasts, and patent and product liability litigation – all proprietary from Bloomberg or third-party sources.

#### Data Highlights:

- Global drug pipeline data, including more than 5,000 private company drug portfolios
- 7+ years of Symphony's monthly retail and institutional data and 5+ years of weekly prescription data
- 5+ years of First Data Bank's drug-pricing data
- Catalyst calendars from clinical and regulatory milestones to litigation
- Statistics on drug licensing deals, including historical data from the past 5 years



## Prescription drug data and pricing

Prescription data and pricing information is provided by Symphony Health Solutions and First Databank, and enables users to track volume and gross sales for U.S. marketed drugs. The data is exportable into Excel and via API, and is key for forecasting.



#### **Catalyst calendar**

BI's proprietary catalyst calendar highlights upcoming catalysts and milestones for pipeline drugs and their expected timeline.



#### **Drug licensing data**

Statistics on drug licensing deals, including historical data from the past 5 years, to help you better evaluate licensing fees.

>   PFIZER INC Equity			tions Menu >			Message	<b>★</b> ▼ □ ▼ ?
PFE_US \$ ↑3	<b>7.7145</b> -0	.385	men	Z37	.71/37.72N	13×27	
(T) At 10:40	d Vol 3,68	1,760	0 38.12	N H	38.24P L 37	.70N Val	139.679M
FE US Equity 1) Export						Pharmaceutical Patents	
Pfizer Inc							
Drug Name	Latest Global In Millions o		Latest US FY Millions of		Upcoming Product Patent Expiry	Latest Patent Expiry	FDA Exclusivity
11) Ibrance	4,961.0	9.6%	3,250.0	6.6%	01/16/2023	01/22/2023	02/03/2020
12) Lyrica	3,321.0	6.4%	2,012.0	4.1%	11/02/2026	11/02/2026	10/11/2020
13) Xeljanz	2,242.0	4.3%	1,636.0	3.3%	12/08/2020	12/08/2025	12/14/2020
14) Lipitor	1,973.0	3.8%	104.0	0.2%		05/11/2015	06/23/2020
15) Chantix/Champix	1,107.0	2.1%	899.0	1.8%	05/06/2022	08/03/2022	12/16/2019
l6) Sutent	936.0	1.8%	283.0	0.6%	02/15/2021	02/15/2021	11/16/2020
17) Xalkori	530.0	1.0%	149.0	0.3%	03/01/2025	11/06/2029	03/11/2023
18) Genotropin	498.0	1.0%	93.0	0.2%		11/20/2018	
19) Viagra	497.0	1.0%	75.0	0.2%		04/22/2020	
20) Inlyta	477.0	0.9%	295.0	0.6%	04/29/2025	12/14/2030	
21) Bosulif	365.0	0.7%			04/13/2024	11/23/2026	12/19/2024
22) Vfend	346.0	0.7%	13.0	0.0%		06/02/2018	
23) Zithromax/Zmax	336.0	0.6%	-1.0	0.0%	02/14/2024	02/14/2024	
24) Zoloft	294.0	0.6%	48.0	0.1%		04/11/2020	
25) Zyvox	251.0	0.5%	27.0	0.1%	01/29/2021	09/15/2021	
26) Toviaz	250.0	0.5%	70.0	0.1%	07/03/2022	06/07/2027	
27) Pristig	241.0	0.5%			03/01/2022	07/05/2027	02/06/2021
28) Tygacil	197.0	0.4%	15.0	0.0%	03/13/2026	10/08/2030	
29) Precedex	165.0	0.3%			01/04/2032	07/04/2032	
30) Eucrisa	138.0	0.3%			06/11/2026	01/20/2030	12/14/2021
31) Accupril						05/04/2015	
Source: US FDA Orange					02/20/2027	02/20/2027	

### Pharmaceutical Patents PTNT < GO>

A snapshot of a pharmaceutical company's drug revenues alongside outstanding patents, so you can quickly assess how long the future revenue stream for a drug will be protected.



### Financial Analysis FA <GO>

Comprehensive financial information for a company or equity index, including historical fundamental data and future estimates, so you can analyze the value of a potential investment, partnership or acquisition target. Use the segment feature to see all parts of a company that provide at least 10% of the total firm revenue.

# Industry & competitor research included.

Bloomberg Intelligence (BI), offers independent, comprehensive research analysis and high-value data on pharma and biotech delivered by seasoned health care, policy and litigation analysts with an average of 15 years buy- and sell-side experience. With the Bloomberg Terminal\*, the analyst team becomes part of your team. Contact them directly through the Terminal to discuss their research perspectives.

BI on the Terminal organizes analytics, data and insights into comprehensive industry dashboards as the gateway for your analysis:

- Industry research Our industry research is geared to arm corporations with deep analysis and key takeaways that drive investment decisions and to enable them to delve into issues that impact performance.
- **Company coverage** BI offers company primers that provide a 360° view on companies within the sector, including specific KPIs and how competitive and sector trends, regulation or litigation impact your company.
- **Direct access** You can also directly access the BI analysts if you want to discuss a specific issue or piece of research.



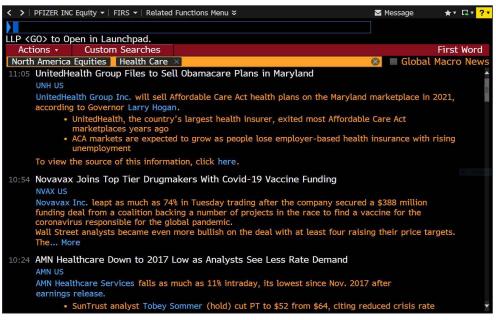
# Access superior news coverage.

Bloomberg offers an array of news and social media functionality on the pharmaceutical industry directly through the Bloomberg Terminal.

Our First Word news offering delivers immediate updates and a concise first take on key news events that could have ramifications for the pharma industry. Filters and alerts allow you to monitor industry-specific news or news on a custom peer list.

Bloomberg displays proprietary news coverage, sell-side and proprietary research, as well as news from more than 150,000 third-party sources.

You can also stay on top of social media sentiment on your company or competition with Twitter filters and social media analytics.



Get up to speed quickly on health care news with Bloomberg First Word.

# Monitor how your company is viewed externally.

Not only does Bloomberg offer the key pharma news, research and data needed to monitor company and competition, we also include specific functionality for the IR professional to help you gain insights into the industry and how the investment community views your company.

Through our IR tools, you can access company and peer barometers, shareholder analytics, news and research and upcoming events all on a single screen.

Closely related to our IR dashboards, you can keep up with important events like earnings releases, earnings calls and industry conferences.



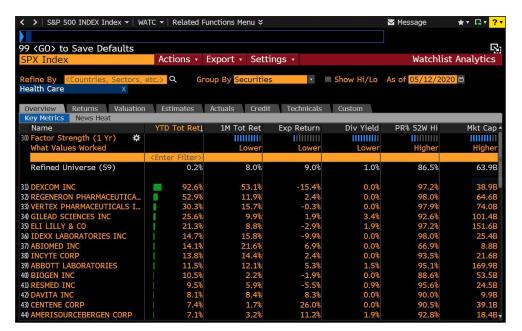
### Company Monitor CM <GO>

Monitor the key events influencing your company's stock price, including position changes, estimate revisions, industry updates and research publications.



## Consensus Overview EEO <GO>

Review a security's earnings and performance outlook with highly detailed intraday BEst (Bloomberg Estimates) consensus data.



## Watch WATC <GO>

Analyze key metrics across a customized investable universe so you can compare securities individually or aggregate them based on geography, size, business line classification or credit rating for a broader market perspective.

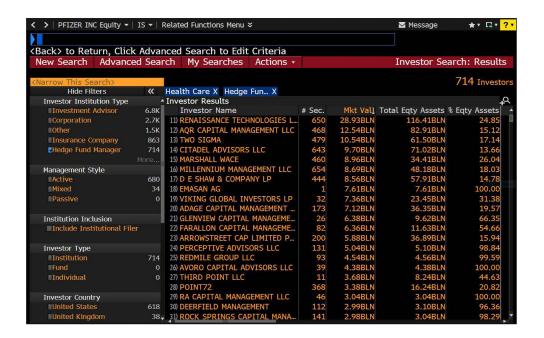
### Manage your investors & management team.

Leverage Bloomberg to manage contacts and log interactions with investors, sell-side coverage and your own management team. You can build custom events and marketing collateral for investor meetings and analyze performance versus peers and benchmarks.

# Target & understand your investors.

By providing access to complete shareholder and bondholder data on your firm and competition, Bloomberg helps you prioritize your investor outreach. Through Investor Screening tools, you can identify current and prospective investors for your company.

You're able to discover which investors own your stock (or your competitors'), while tracking what they are buying and selling. Identify prospective investors by city, strategy, existing holdings and many other measures.

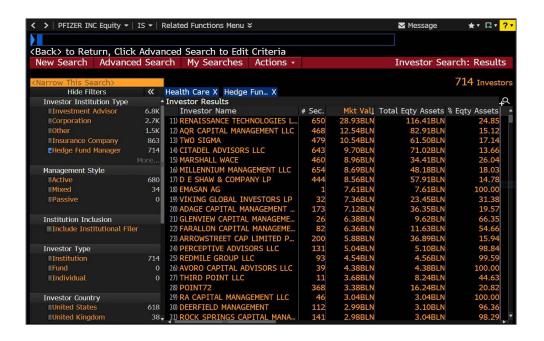


# Find a needle in a haystack with Document Search tools.

Bloomberg's Document Search tools allow you to search through a diverse collection of documents, such as in-depth research reports, public filings, conference transcripts, press releases, slide decks and presentations from more than 1,500 providers, including brokers, independent providers, market research firms and industry associations. With Bloomberg Law Search, BBLS <GO>, you can also search all Bloomberg Law proprietary documentation as well.

You can perform searches on securities, lists and keywords to quickly discover the documents that support your analysis, all in one place. You can then use filters and advanced search capabilities to narrow your search and isolate only the most useful results.

With thousands upon thousands of documents at your fingertips, you are able to quickly answer any questions from your executive management team or key shareholders.



#### **Learn more**

To learn more about Bloomberg solutions for the health care corporation, please contact your Bloomberg sales representative.

# About the Bloomberg Terminal.

Since 1981, business and financial professionals have depended on the Bloomberg Terminal\* for the real-time data, news and analytics they need to make the decisions that matter. The Terminal provides information on every asset class — from fixed income to equities, foreign exchange to commodities, derivatives to mortgages — all seamlessly integrated with on-demand multimedia content, extensive electronic-trading capabilities and a superior communications network.



### Take the next step.

For additional information, press the <HELP> key twice on the Bloomberg Terminal\*.

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