

Welcome to...

PROfesy CR

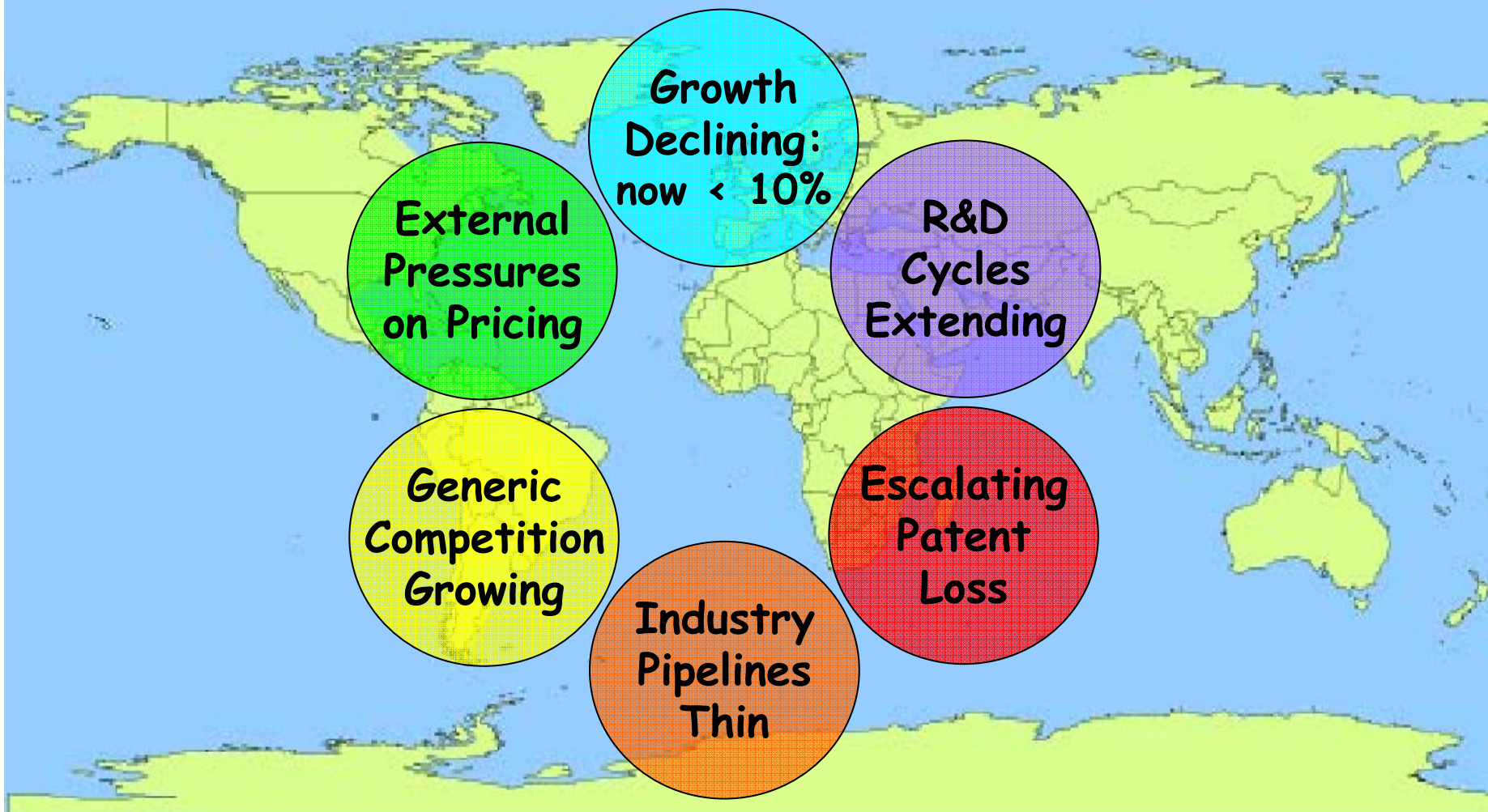
...the revolutionary aid to
forecasting generic product prices

...from WaveData

**TAKE THE GUESSWORK OUT OF PRICING
AFTER PATENT EXPIRY**



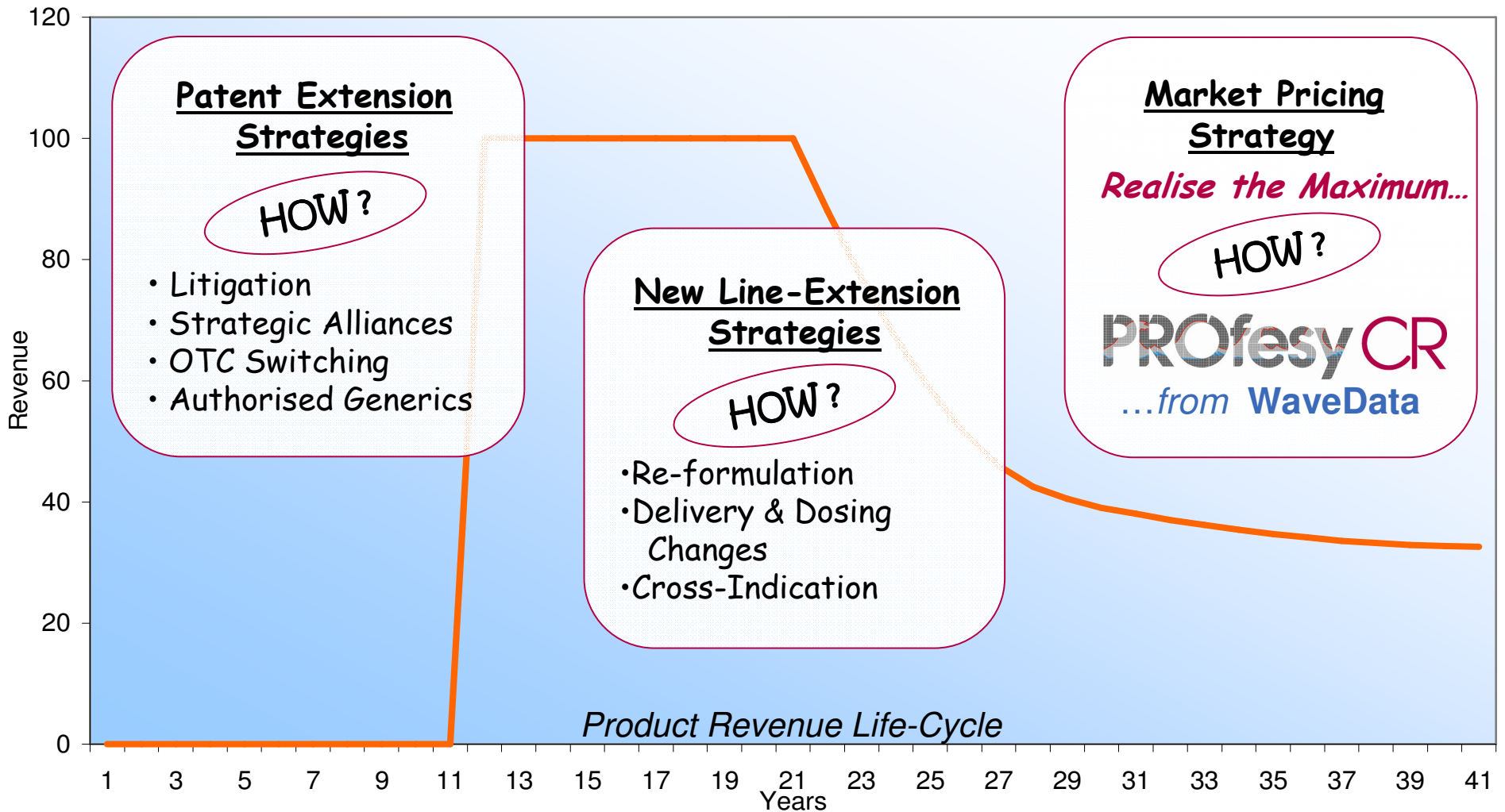
Global Pharma – Global Challenges





Wave Data

Cushioning Revenue Erosion





Wave Data

Science – the Bed-rock of Pharma

Research & Development

- ✓ Specialised
- ✓ High Investment
- ✓ Time-Intensive

Clinical Assessment

- ✓ Rigorous Testing
- ✓ Detailed Observation
- ✓ Meticulous Analysis
- ✓ Quality Assurance

Sales & Marketing

- ✓ Production Planning
- ✓ Global Strategy
- ✓ Logistics & Distribution
- ✓ Life-Cycle Management
- highly effective *until* patent expiry

Post Patent Pricing:

- ✗ Wasted Investment
- ✗ Supposition
- ✗ Guesswork

Now we introduce -

PROfesy CR



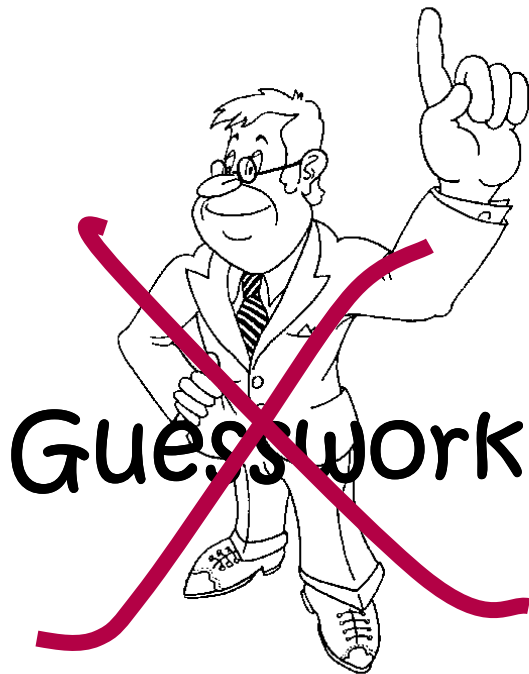


Generic Pricing – Planning with Precision

Scientific new approach to generic price forecasting

Helps remove uncertainties from the equation

Retain control of future profitability

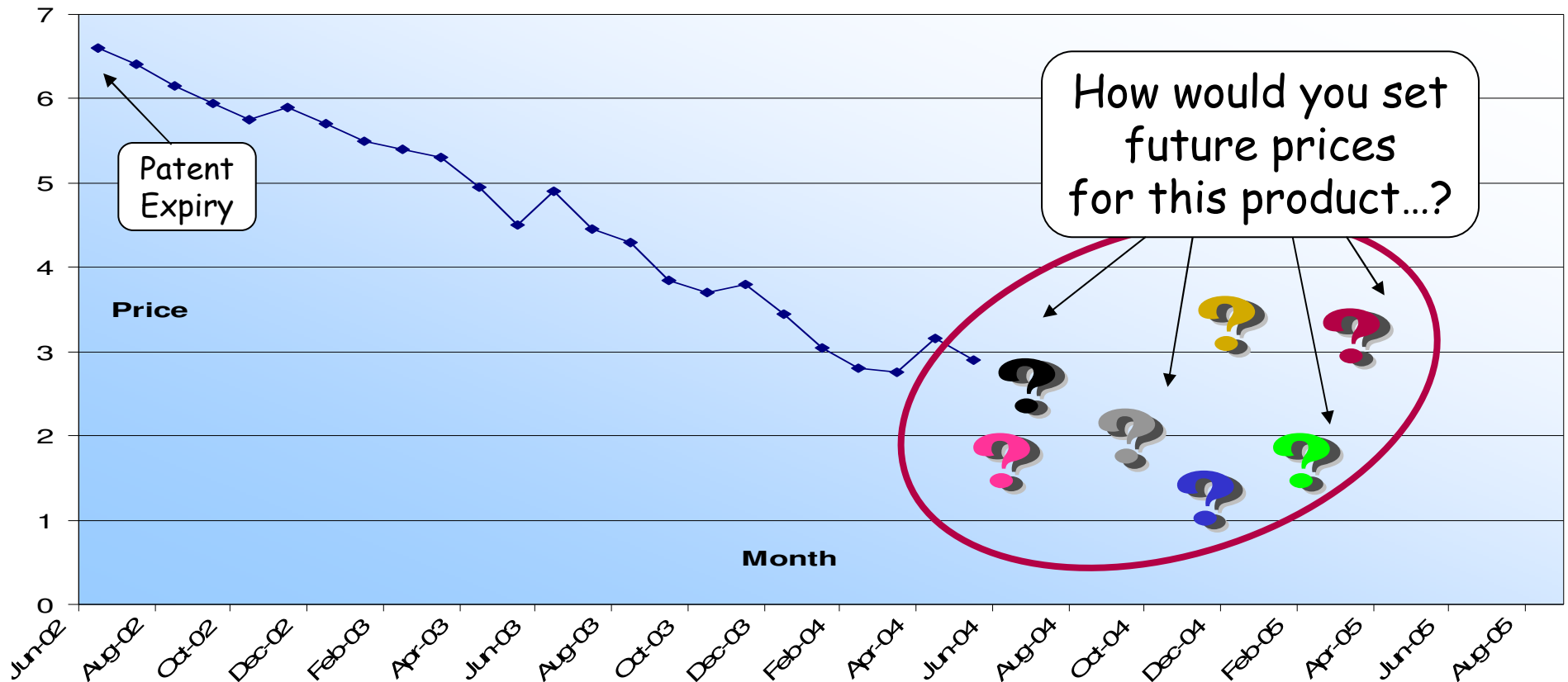


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Price Forecasting – What Happens Next?



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Yesterday's 'Strategies' for Tomorrow's Prices!

1. Reactive Approach

React to what...?

- key competitor prices ?
- average market price ?
- lowest market price ?



Are these prices simply
someone else's
guesswork ?

Where is the
science
in a guess ?

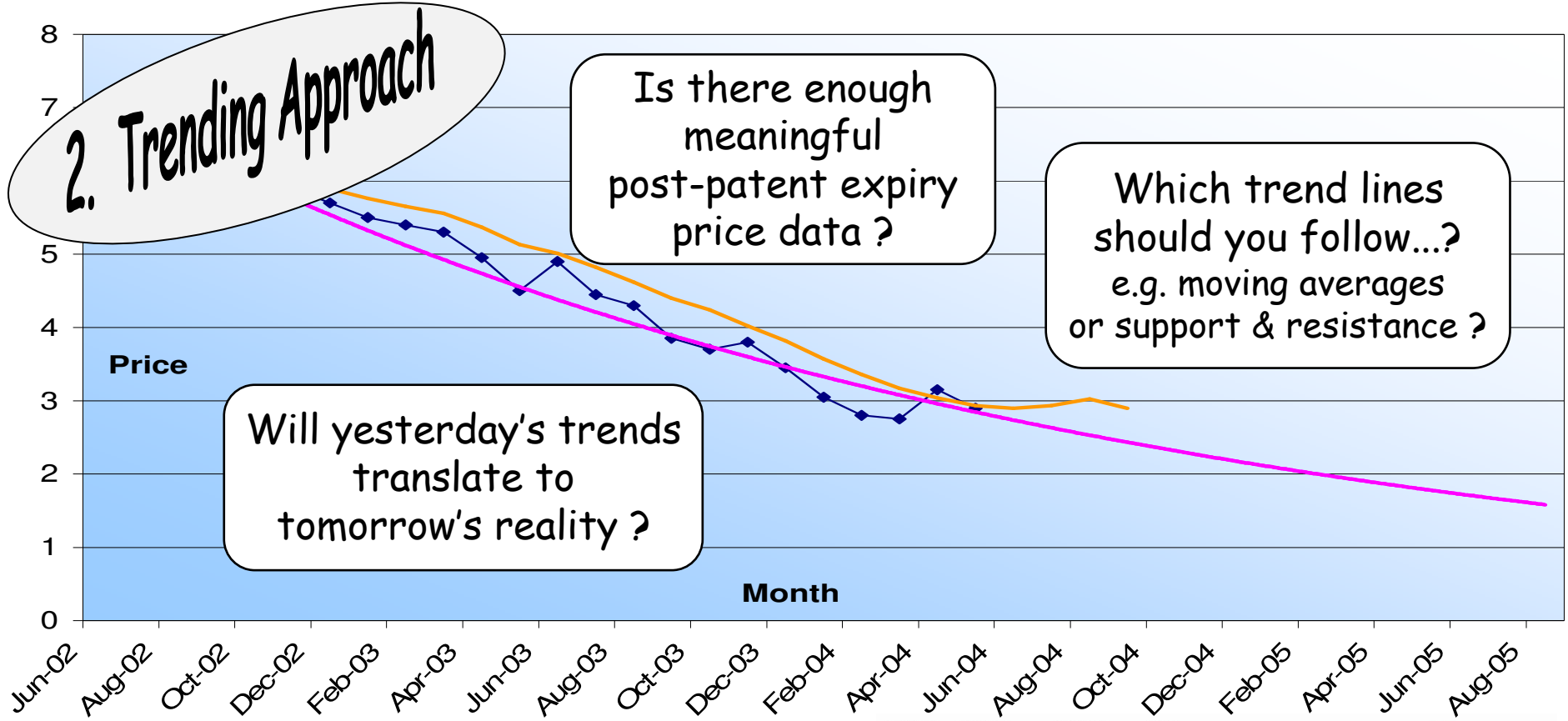


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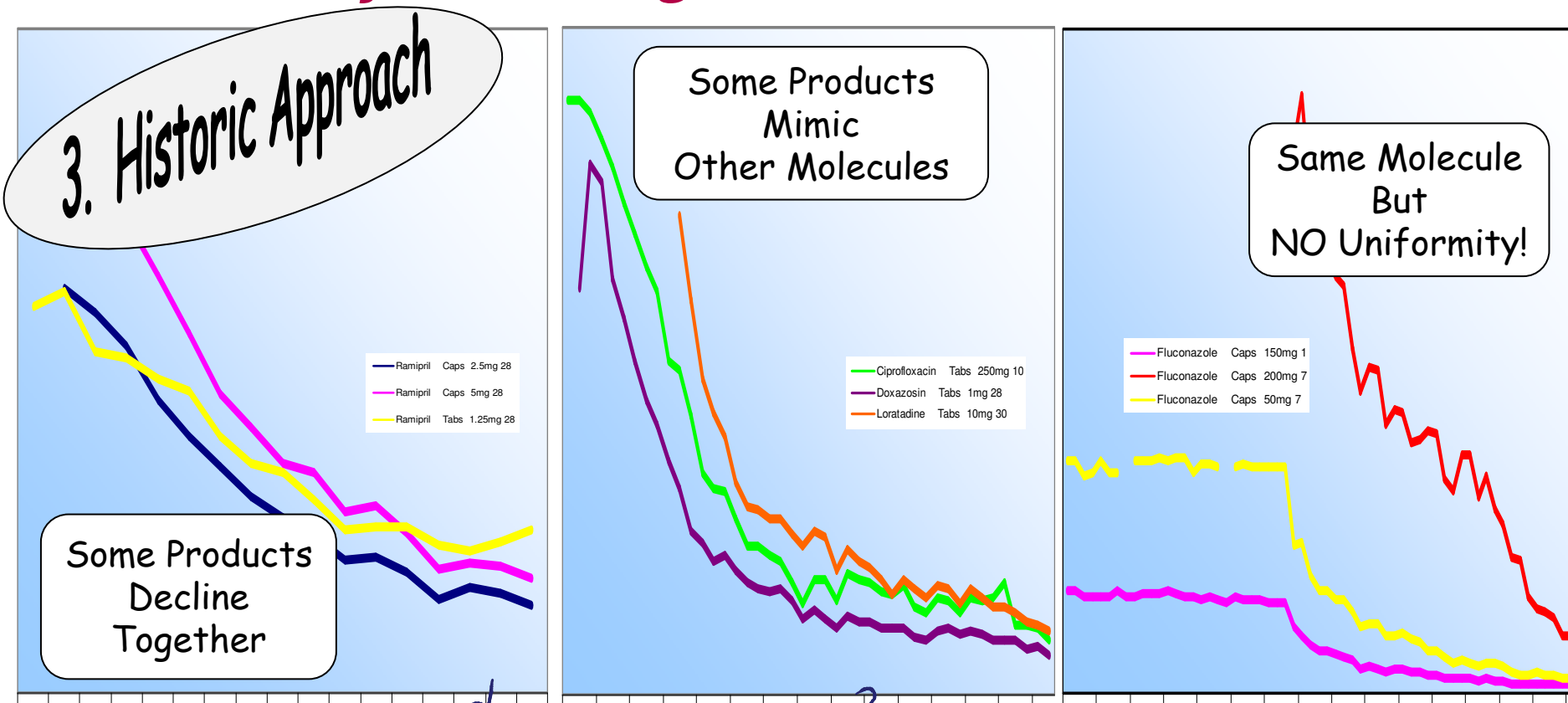
Yesterday's 'Strategies' for Tomorrow's Prices!





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Yesterday's 'Strategies' for Tomorrow's Prices!



What caused such diversity?

PROfesy CR



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Banish the Pricing Headache !



Maximise Revenues

Extend Product Life

Increase Profitability

Control Price Erosion

Aid Strategic Planning

Maintain Budgets

PROfesy CR



Wave Data

Pricing for Tomorrow – The Advanced Solution

SIMPLE

Straight-forward to Operate, Incorporating Full On-line Guidance

FLEXIBLE

Universally Accessible Web-based Application - Usable Anywhere@Anytime

EFFICIENT

Minimal Data Input Required to Generate Multiple Scenarios

The screenshot displays the PROFesy CR web application interface. At the top, there is a navigation bar with the WaveData logo, a product image, and the PROFesy CR logo. Below the navigation bar, there are tabs for MY PROJECTS, EXAMPLES, BACKGROUND, and HELP. The main content area shows a table titled "5 products" with a "Page 1 of 1" indicator. The table has columns for "Product Name", "Description", "Off Patent Date", and "Start Price". Each row includes an "Edit Header" button and "Edit Data", "Export", and "View Chart" buttons.

	Product Name	Description	Off Patent Date	Start Price	
1	Before the Patent expires	Long term forecast	May 2006	GBP 17.00	Edit Data Export View Chart
2	Once the generic has appeared	4 months after patent expiry	May 2006	GBP 17.00	Edit Data Export View Chart
3	Some months into the life of the generic product	6 months after patent expiry	May 2006	GBP 17.00	Edit Data Export View Chart
4	Blockbuster Caps.	50 mg x 28	Sep 2006	GBP 8.85	Edit Data Export View Chart
5	blockbuster caps	250mg 28	Sep 2006	GBP 15.50	Edit Data Export View Chart

PROFesy CR



WaveData

Price Projection – Data Goes In...

The screenshot shows a web browser window with the WaveData logo and the text 'PROfesy CR'. Below the logo is an image of medicine bottles and pills. The main content area is titled 'Edit Header: Product No. 5' and contains a form with the following fields:

Product Name	<input type="text" value="Example New Product"/>	Any name you choose
Description	<input type="text" value="100mg 28"/>	
Off Patent Date	<input type="text" value="Sep 2006"/>	The date which the product comes off patent (eg Aug 2002)
Currency	<input type="text" value="GBP"/>	Currency for display (eg GBP)
Starting Price	<input type="text" value="15.5"/>	Average discounted brand price immediately before patent expiry
D-Factor	<input type="text" value="0"/>	Normally set to zero

At the bottom of the form are two buttons: 'Save & Close' and 'Cancel'.

Product Name

Product name & form

Description

Strength & pack size

Off-Patent Date

Month of patent expiry

Currency

Choose for your market

Starting Price

Branded price
pre-patent expiry

Reimbursement Price

Drug Tariff or equivalent

Generic Licenses

Number of Licensees

Actual Market Price

...as it becomes known

PROfesy CR



Wave Data

...Firstly – Product Details...

The screenshot shows a web browser window with the PROFesy CR interface. The page title is 'Edit Header: Product No. 5'. The form contains the following fields:

Product Name	<input type="text" value="Example New Product"/>	Any name you choose
Description	<input type="text" value="100mg 28"/>	
Off Patent Date	<input type="text" value="Sep 2006"/>	The date which the product comes off patent (eg Aug 2002)
Currency	<input type="text" value="GBP"/>	Currency for display (eg GBP)
Starting Price	<input type="text" value="15.5"/>	Average discounted brand price immediately before patent expiry
D-Factor	<input type="text" value="0"/>	Normally set to zero

Buttons: Save & Close, Cancel

Product Name

Description

Off-Patent Date

Currency

Starting Price

Initial entry of this data is used to create a unique Header, or Profile, for each product, so that multiple "what-if" scenarios can be examined quickly & with ease.

Edit Header

Enter Profile Data

PROfesy CR

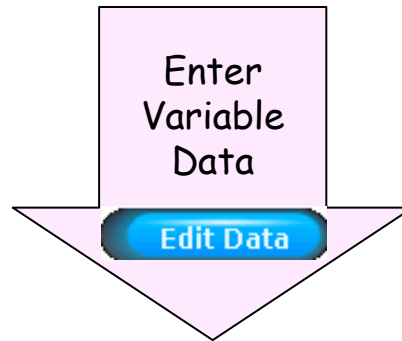


Wave Data

...Then – Market Information

The screenshot shows the 'Edit Input Data' interface for 'Example New Product'. It features a table with columns for Month, Reimbursement Price, Number of manufacturers, and Actual Price. The data spans from August 2006 to May 2007. Each cell contains a numerical value and small 'C' and 'R' buttons. A 'start price =>' label is present above the 'Actual Price' column for August 2006. 'Save & Close' and 'Cancel' buttons are located at the top right of the table area.

Month	Reimbursement Price	Number of manufacturers	Actual Price
Aug 2006		start price =>	15.50
Sep 2006	20	3	0.00
Oct 2006	19	3	0.00
Nov 2006	19	5	0.00
Dec 2006	19	5	0.00
Jan 2007	19	6	0.00
Feb 2007	16	6	0.00
Mar 2007	16	8	0.00
Apr 2007	16	8	0.00
May 2007	16	8	0.00



Reimbursement Price

Generic Licenses

Actual Market Price

Reimbursement:
Enter the current value or anticipate future changes.

Generic Licenses:
Enter the number of licence-holders both current & expected.

Actual Market Price:
Enter data as it becomes available, in order to modify future projections.

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Now - See Into The Future !...

[View Chart](#)

Forecast

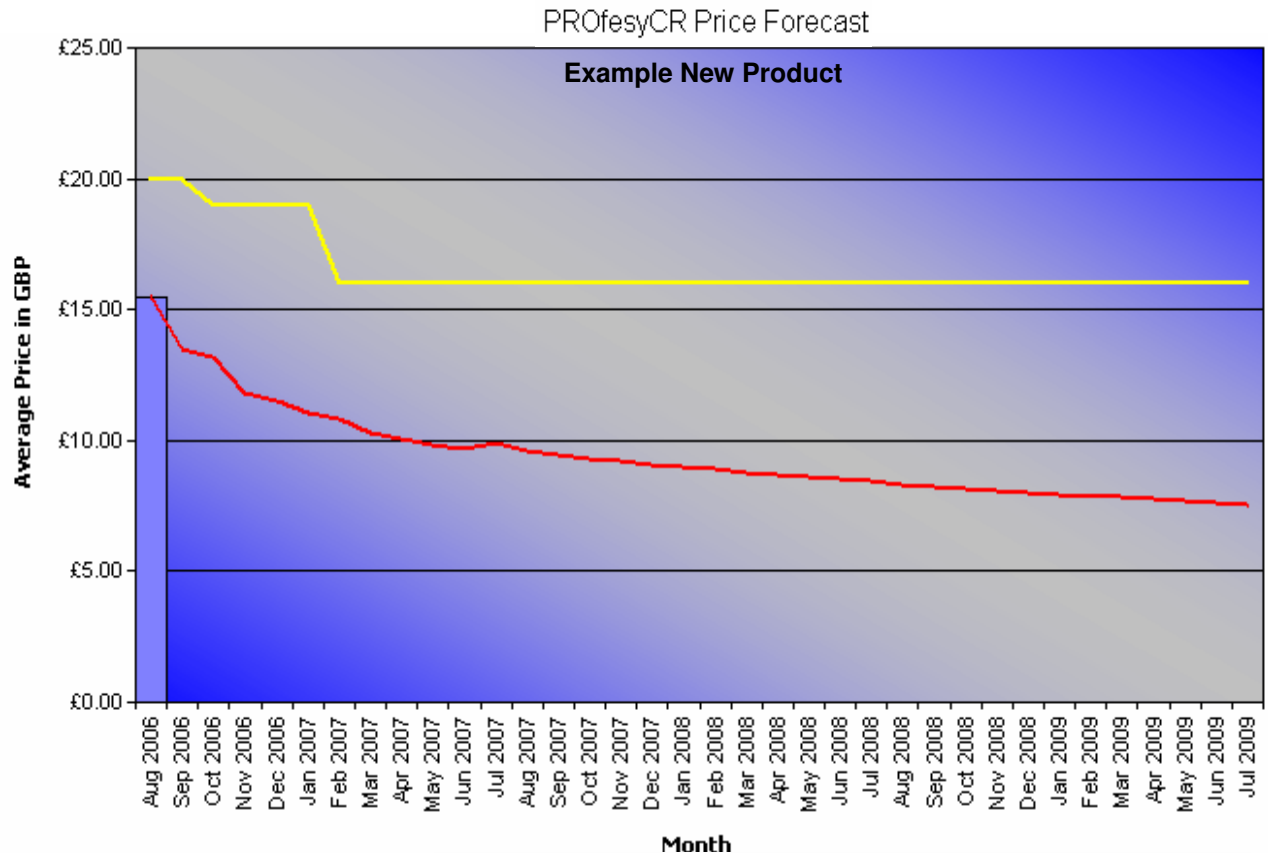
Resultant price projections, allowing for future variance in number of license-holders and reimbursement prices

Actual Mkt. Price

Indicates real market prices as they become known, and thus influences future forecasts

Reimbursement

A linear illustration of the manually-input reimbursement price estimates



Month
PROfesyCR



Wave Data

...Or Figure It Out From Here

Export

Resultant forward price projections can be shown in tabular form, together with tables of the data used to create them, for export to most common spreadsheet applications.

The impact of a variety of future scenarios can thus be easily compared, or used in strategic budget or planning models.

	A	B	C	D	E	F
1	Product Name	Price Period	Actual Market Price	No. of Licence Holders	Reimbursement	Price Projection
2	Example New Product	Aug-06	15.50	3	20	15.50
3	Example New Product	Sep-06	0.00	3	20	13.52
4	Example New Product	Oct-06	0.00	3	19	13.18
5	Example New Product	Nov-06	0.00	5	19	11.85
6	Example New Product	Dec-06	0.00	5	19	11.52
7	Example New Product	Jan-07	0.00	6	19	11.02
8	Example New Product	Feb-07	0.00	6	16	10.85
9	Example New Product	Mar-07	0.00	8	16	10.29
10	Example New Product	Apr-07	0.00	8	16	10.05
11	Example New Product	May-07	0.00	8	16	9.83
12	Example New Product	Jun-07	0.00	8	16	9.69
13	Example New Product	Jul-07	0.00	5	16	9.93
14	Example New Product	Aug-07	0.00	5	16	9.58
15	Example New Product	Sep-07	0.00	5	16	9.45
16	Example New Product	Oct-07	0.00	5	16	9.33
17	Example New Product	Nov-07	0.00	5	16	9.21
18	Example New Product	Dec-07	0.00	5	16	9.10
19	Example New Product	Jan-08	0.00	5	16	8.99
20	Example New Product	Feb-08	0.00	5	16	8.89
21	Example New Product	Mar-08	0.00	5	16	8.79
22	Example New Product	Apr-08	0.00	5	16	8.69
23	Example New Product	May-08	0.00	5	16	8.60
24	Example New Product	Jun-08	0.00	5	16	8.51
25	Example New Product	Jul-08	0.00	5	16	8.42

PROfesy CR



Wave Data

How Did They Do That ?!

DATA COMPILATION

- UK prices as offered to Chemists & GPs
- From Manufacturers' & Wholesalers' lists
- Six years of collecting 6million+ prices
- 60,000 hours to develop database
- 120+ generic launches observed

STATISTICAL ANALYSIS

- Meaningful averages from huge database
- 120+ individual decline curves examined
- Driving factor: Supply & Demand
- Common mathematical link discovered
- Non-linear polynomial model



VALIDATION, ACCURACY & REFINEMENT

Model tested exhaustively against wide range of past patent expiries & consequent generic price histories. High levels of accuracy achievable, particularly with short-term projections. **PROfesy CR** undergoes constant refinement, as today's market dynamics change & influence the market of tomorrow.

PROfesy CR