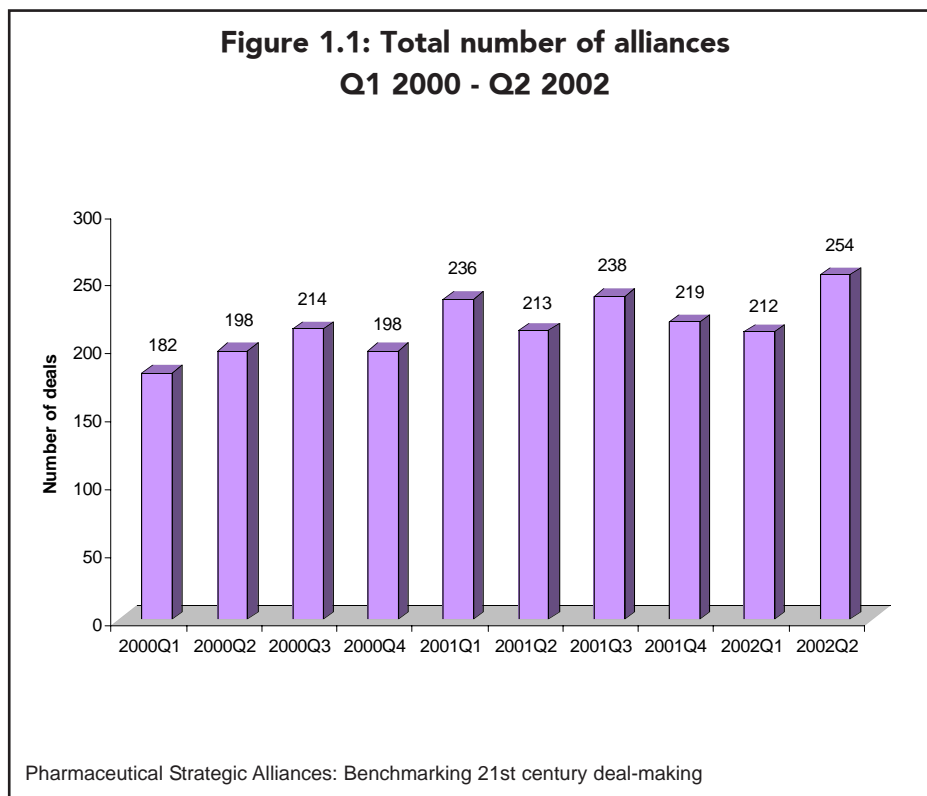


Pharmaceutical Strategic Alliances

Benchmarking 21st century deal-making

How are strategic alliances shaping the future for the pharmaceutical industry?



Q2 2002 saw the highest number of strategic alliances since 2000 and the numbers are rising...

- What are the driving forces behind this increase in alliances?
- What type of synergies are companies benefiting from through collaboration?
- What competitive advantages are achievable for companies entering into strategic alliances?

Find all the answers in this new report.

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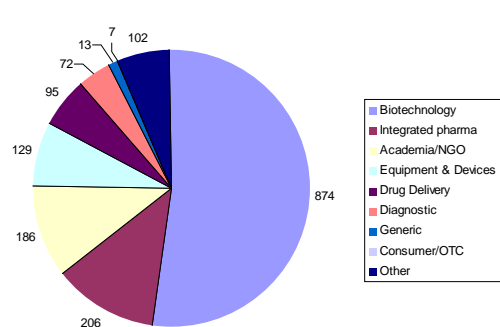
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Pharmaceutical Strategic Alliances - New Report

Figure 1.5: Alliance deal-making companies, Q1 2000 - Q2 2002



Source: Pharmaceutical Strategic Alliances

"In the period between January 1, 2000 and June 30, 2002 the 2,164 publicly announced strategic alliances involved 1,684 different companies and operating subsidiaries. More than half of these companies were categorized as biotechnology-focused (874), followed by integrated pharmaceutical companies (206) and academic and non-government organizations (186)..."

Key features

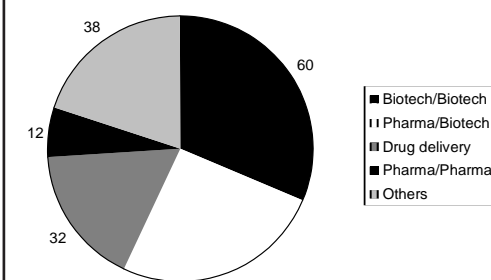
- **Comprehensive research sample** based on more than 2000 licensing agreements.
- **Drivers and trends** behind recent industry-wide waves of alliance activity.
- **Detailed activity analysis** - by alliance, therapy area, technology and partnership type.
- **Case studies examining profiles of leading agreements** in all relevant fields of biopharmaceutical activity.
- **Transparent definitions and segmentation** - methodology/ definitions used to segment the agreements is detailed and transparent thereby ensuring consistent and comparable data sets.

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Benchmarking 21st century deal-making

Figure 2.30: Co-development - deal-making by company type, Q3 2001 - Q2 2002



Source: Pharmaceutical Strategic Alliances

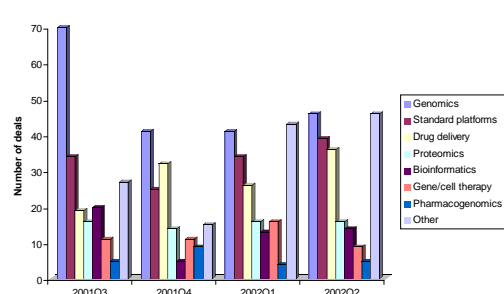
“Biotech/biotech agreements were the most common type of alliance partnership, accounting for 32% of total alliances. Pharma/biotech agreements are the highest value alliance partnership with financial terms on average 80% greater than that of the average alliance deal...”

Over the last 24 years the strategic alliance has evolved into a tool with which pharmaceutical companies effectively exploit and share technologies and products. Strategic alliances in the 21st century have increased both in number and value. The growth in the number of alliances has been driven by companies expanding networks of partner companies. That companies are spending up to \$2bn to secure these relationships highlights the critical strategic importance of alliances within the current competitive environment.

The new management report **Pharmaceutical Strategic Alliances: Benchmarking 21st century deal-making**, by Business Insights, provides a detailed review of alliance and licensing activity since the beginning of 2000 in order to identify current trends and best practices. The report provides a comprehensive benchmarking analysis through which companies can make more informed decisions with respect to alliances, therapies, technologies and competitors.

Why you should order your copy today

Figure 6.194: Trends - technology by quarter, Q3 2001 - Q2 2002



Source: Pharmaceutical Strategic Alliances

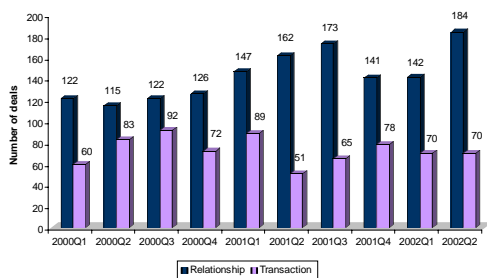
“Genomics was the most popular focus of technology deals, accounting for 32% of all alliances. Bioinformatics agreements are the highest value alliance with financial terms on average 215% greater than that of the average technology alliance deal. Drug delivery agreements are experiencing the greatest growth rates currently, with 2002H1 levels 22% higher than in the previous 6-month period...”

This report will enable you to:

- **Determine your competitive position** in light of recent trends in alliance activity.
- **Benchmark alliances for all the major departmental functions** including; R&D, business development, licensing, sales and marketing.
- **Pinpoint the value objectives of collaborating companies** when seeking organic growth.
- **Save your time and research resources** with detailed analysis of over 2000 agreements in a single-source comparative overview .
- **Evaluate potential alliance strategies for your company**, by alliance type, therapy area, technology and partnership type.

The answers to your questions

Figure 1.2: Relationship vs. transaction alliances Q1 2000-Q2 2002



Source: Pharmaceutical Strategic Alliances

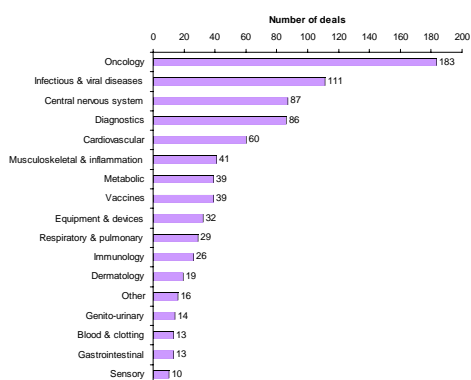
“Relationship alliances - comprising an ongoing relationship between partnering companies.

Transaction alliances - comprising a transfer of product, technology or intellectual property rights and no ongoing relationship between companies...”

- Which areas are the focus of most alliance activity in the pharmaceutical industry?
- What are the key trends in the type of strategic alliance utilised (by level of collaboration), by number, value, key companies, therapy areas, technologies, development stage and partnership type?
- Which areas of alliance activity are attracting the most investment from the leading players?
- What are the implications for R&D and marketing executives of key alliance deals?
- How can strategic alliances maximize return on existing investments and open up new revenue opportunities?
- How will recent strategic alliance activity shape the future outlook

Key findings from the report

Figure 3.43: Key therapy areas, Q3 2001 - Q2 2002



Source: Pharmaceutical Strategic Alliances

“Oncology agreements are the highest value alliance subject area with financial terms on average 96% greater than those of the typical therapy area alliance deal. At present, cardiovascular agreements are experiencing the greatest growth rates with 2002H1 levels 40% higher than in the previous 6-month period...”

Findings based on the period July 1 2001 - June 30 2002

- Of the 923 strategic alliances publicly announced in this period, 304 agreements were made between biotechnology companies. This was followed by pharma/biotech alliances with 217 agreements, drug delivery alliances with 114 agreements and pharma/pharma alliances with 63 agreements.
- 404 deals involved a licensing agreement based upon an ongoing relationship between partners. This was followed by transaction licensing with 233 agreements, co-development with 191 agreements and co-commercialization with 63 agreements.
- Of the 622 therapy area-specific strategic alliances, 183 agreements involved oncology, followed by infectious & viral diseases with (111 agreements), central nervous system (87) agreements and diagnostics (86).
- Of the 616 strategic alliances specifying a technology area, 198 agreements involved genomics. This was followed by standard technology platforms with 132 agreements and other technologies with 131 agreements.

Sample information from the report

CHAPTER 1: 21st CENTURY ALLIANCES

Relationship alliance value

The most significant relationship alliances by value include late stage deals for cancer therapies and ongoing discovery and development agreements combining specific technology platforms with broad therapy knowledge and experience. The relationship alliance with the greatest potential value was the \$2bn agreement between ImClone Systems and Bristol-Myers Squibb.

Table 1.2: Top10 relationship alliances by value, Q1 2000 - Q2 2002

	Date	Company 1	Company 2	Maximum deal value (\$ million)
1) <i>IMC-C225 Epidermal Growth Factor Receptor (EGFR) for Cancer</i>	Sep '01	Bristol-Myers Squibb	ImClone Systems	2,000.00
2) <i>Small Molecule Drugs for Obesity and Adult Onset Diabetes</i>	Feb '01	Bayer	CuraGen	1,460.00
3) <i>Small Molecule Drugs Directed at Kinase Protein Targets</i>	May '00	Novartis	Vertex	815
4) <i>Cell Drug Immunological Treatments for Cancer</i>	Jan '02	IDM	Sanofi-Synthelabo	550
5) <i>Genasense (G3139) Antisense Compound for Cancer</i>	Apr '02	Aventis	Genta	480
6) <i>Drugs for Inflammatory Diseases/Technology Transfer</i>	Jun '00	Aventis	Millennium	450
7) <i>Lead Generation Capabilities/Library Design and Informatics Platform</i>	Dec '01	ArQule	Pfizer	363
8) <i>Discovery and Product Development of up to 20 Cancer Antigens</i>	Oct '00	Genzyme Molecular Oncology	Purdue Pharma	330
9) <i>DNA-Based Diagnostics for Major Diseases</i>	Jul '01	deCODE	Roche	300
10) <i>Orally Administered Insulin Products for Diabetes</i>	May '02	GlaxoSmithKline	Nobex	283

Source: Pharmaceutical Strategic Alliances

IMC-C225 Epidermal Growth Factor Receptor (EGFR) for Cancer

In September 2001 Bristol-Myers Squibb reached an agreement with ImClone Systems to co-develop and co-promote IMC-C225 in the United States, Canada and Japan. IMC-C225 is an investigational drug designed to target and block the Epidermal Growth Factor Receptor (EGFR) which is over expressed on the surface of certain cancer cells. The companies believe this investigational drug already has great potential in the treatment of several cancers, including colon, head and neck, pancreatic and non- small cell lung cancers. In February 2001, the US FDA granted ImClone Systems a Fast Track designation for IMC-C225 in the treatment of refractory colon cancer.

The transaction between Bristol-Myers Squibb and ImClone Systems comprises a commercial agreement for the co-development and co-promotion of IMC-C225, as well as the acquisition of an equity stake in ImClone Systems. Under the terms of the commercial agreement, Bristol-Myers Squibb will pay ImClone Systems a total of \$1bn in three cash payments for the achievement of the following milestones: one upon the signing of the agreement, one upon the completion of the Biologics License Application (BLA) submission with the FDA, and one upon the marketing approval of IMC-C225 by the FDA. In addition, ImClone will receive a significant share of product revenues. The term of the commercial agreement runs through to at least 2018.

Order this report and find out more...

Table of contents

EXECUTIVE SUMMARY

21st Century alliances
Trends by alliance type
Trends by therapy area
Trends by technology
Trends by company type
Key future trends and take aways

CHAPTER 1: 21ST CENTURY ALLIANCES

Summary

Introduction

Methodology

Sources

Definitions

Structure

Alliance trends

Number of deals

Relationship vs. transaction

Alliance value

Relationship alliance value

Transaction alliance value

Company type

Strategic alliances

CHAPTER 2: TRENDS BY ALLIANCE TYPE

Summary

Introduction

Methodology

Overall results

Technology vs. therapy area

Stage of alliance

Level of collaboration

Deal value

Alliance types:

- Acquisition
- Transaction licensing
- Relationship licensing
- Co-development
- Co-commercialization
- Other alliance types

Areas examined for each alliance type:

- Key deals by value
- Key companies
- Company type
- Development stage
- Other deal terms
- Therapy area
- Technology

CHAPTER 3: TRENDS BY THERAPY AREA

Summary

Introduction

Methodology

Overall results

Key therapy areas

Deal value

Key deals by value

Key companies

Company type

Level of collaboration

Development stage

Technology

Therapy areas:

- Oncology
- Infectious & viral diseases
- Central nervous system
- Cardiovascular
- Musculoskeletal & inflammation
- Metabolic
- Vaccines
- Diagnostics
- Equipment & devices
- Other therapy areas

Areas examined for each therapy type:

- Key deals by value
- Key companies
- Company type
- Level of collaboration
- Development stage
- Technology

Table of contents (cont.)

CHAPTER 4: TRENDS BY TECHNOLOGY

Summary

Introduction

Methodology

Overall results

Key technologies

Deal value

Key deals by value

Key companies

Company type

Level of collaboration

Development stage

Therapy area

Technologies:

- **Genomics**
- **Standard platforms**
- **Drug delivery**
- **Proteomics**
- **Bioinformatics**
- **Gene/cell therapy**
- **Pharmacogenomics**
- **Other technology**

Areas examined for each technology area:

- Key technologies
- Deal value
- Key deals by value
- Key companies
- Company type
- Level of collaboration
- Development stage
- Therapy area

CHAPTER 5: TRENDS BY COMPANY TYPE

Summary

Introduction

Methodology

Overall results

Key companies

Company type

Partnership type

Deal value

Company types:

- **Pharmaceutical/pharmaceutical**
- **Pharmaceutical/biotechnology**
- **Biotechnology/biotechnology**
- **Drug delivery**
- **Academia/NGO**
- **Diagnostics**
- **Equipment & devices**
- **Other partnerships**

Areas examined for each company type:

- Key deals by value
- Key companies
- Level of collaboration
- Development stage
- Therapy area
- Technology

CHAPTER 6: KEY FUTURE TRENDS AND TAKE AWAYS

Summary

Introduction

Alliance types

Key results

Trends

Take away points

Therapy areas

Key results

Trends

Take away points

Technologies

Key results

Trends

Take away points

Company types

Key results

Trends

Take away points

APPENDIX

GLOSSARY

INDEX

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