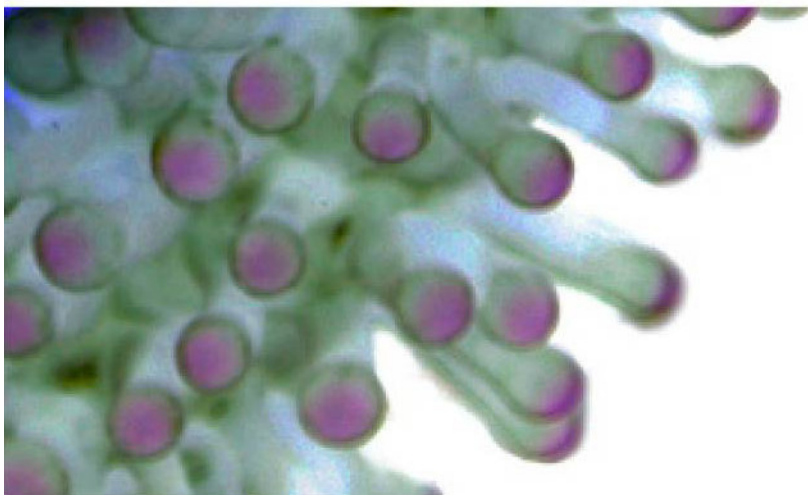
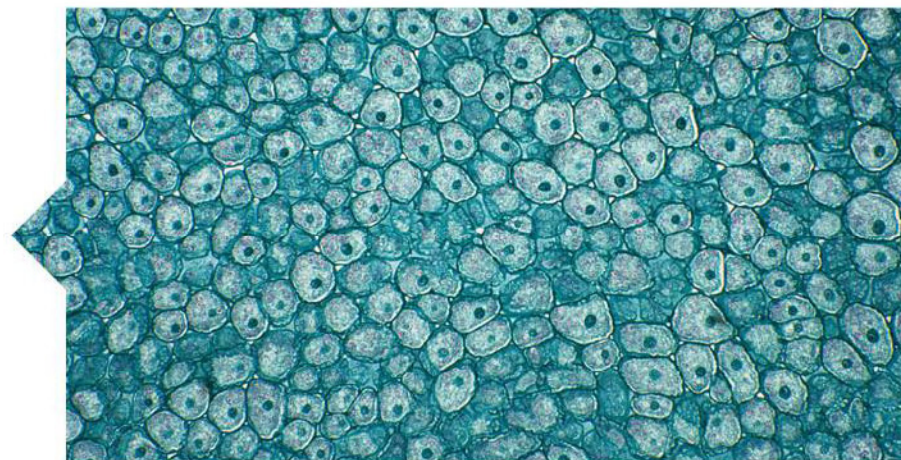


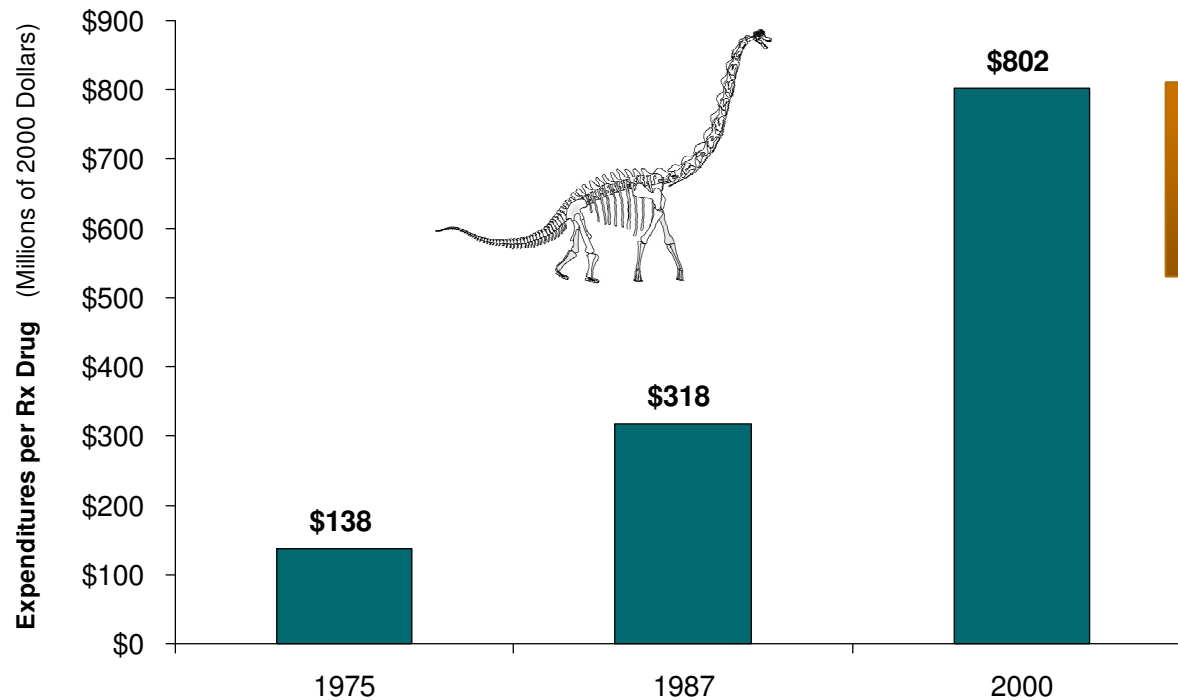
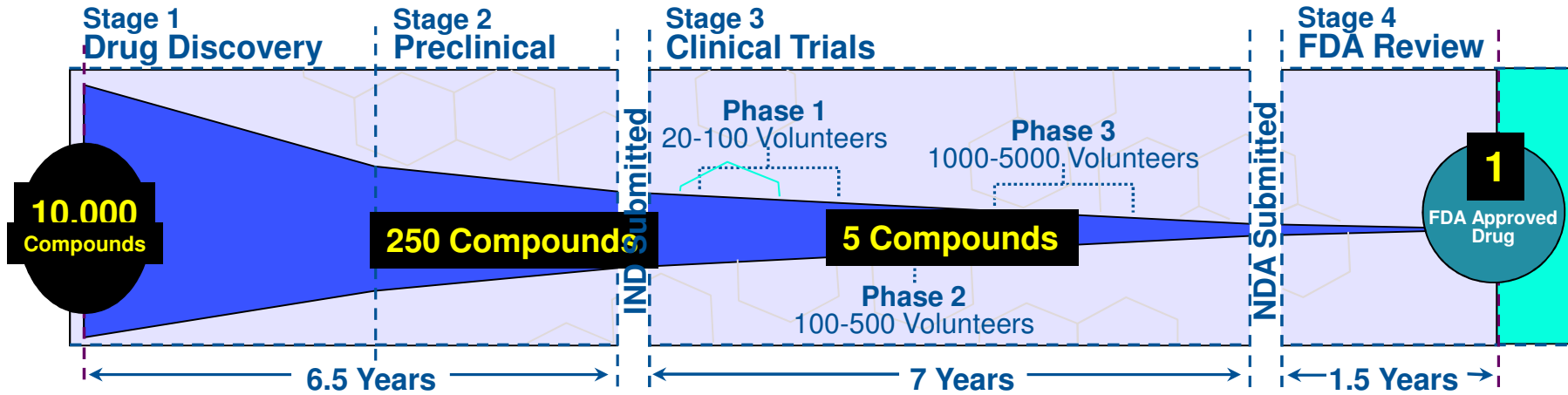
# Asia: A New Frontier in Strategic Drug Development

*Amar Kureishi, MD FRCPC  
Vice President & Chief Medical Officer  
Asia Pacific*



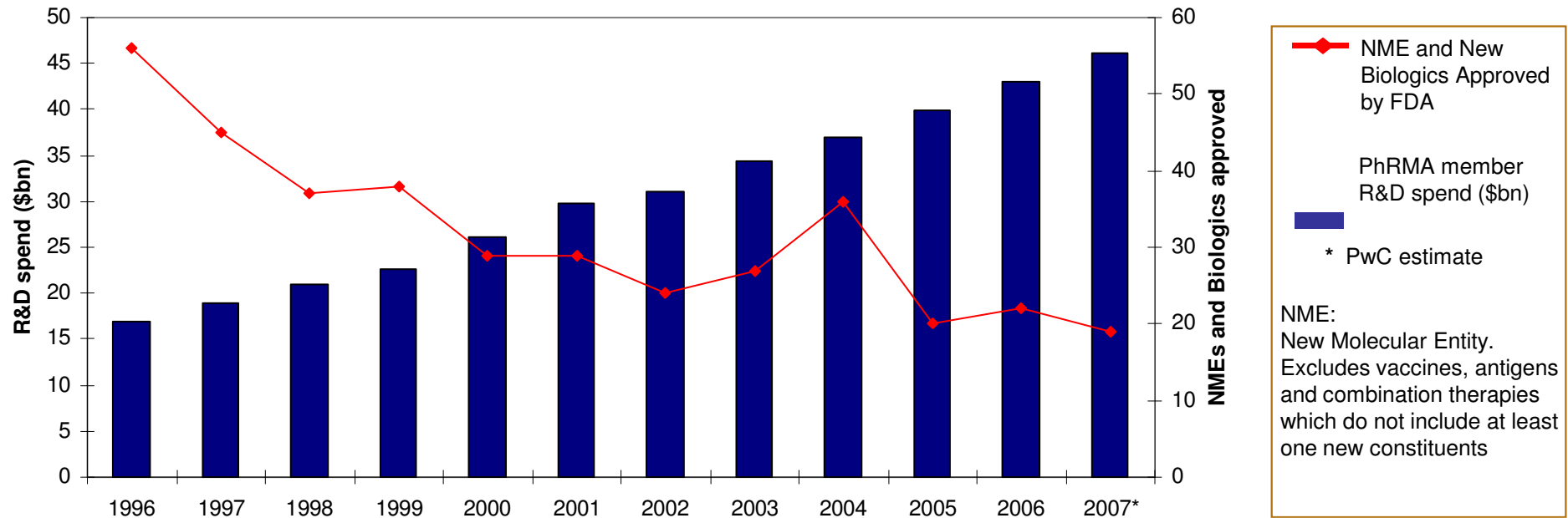
clinical | commercial | consulting | capital

# The Current Development Model



**Current cost:  
\$1.2 Billion  
per NME**

## R&D productivity – A Decade of Decline



- R&D investment almost tripled, \$46bn in 2007
- FDA approved medicines declined by two thirds - 56 in 1996, 19 in 2007

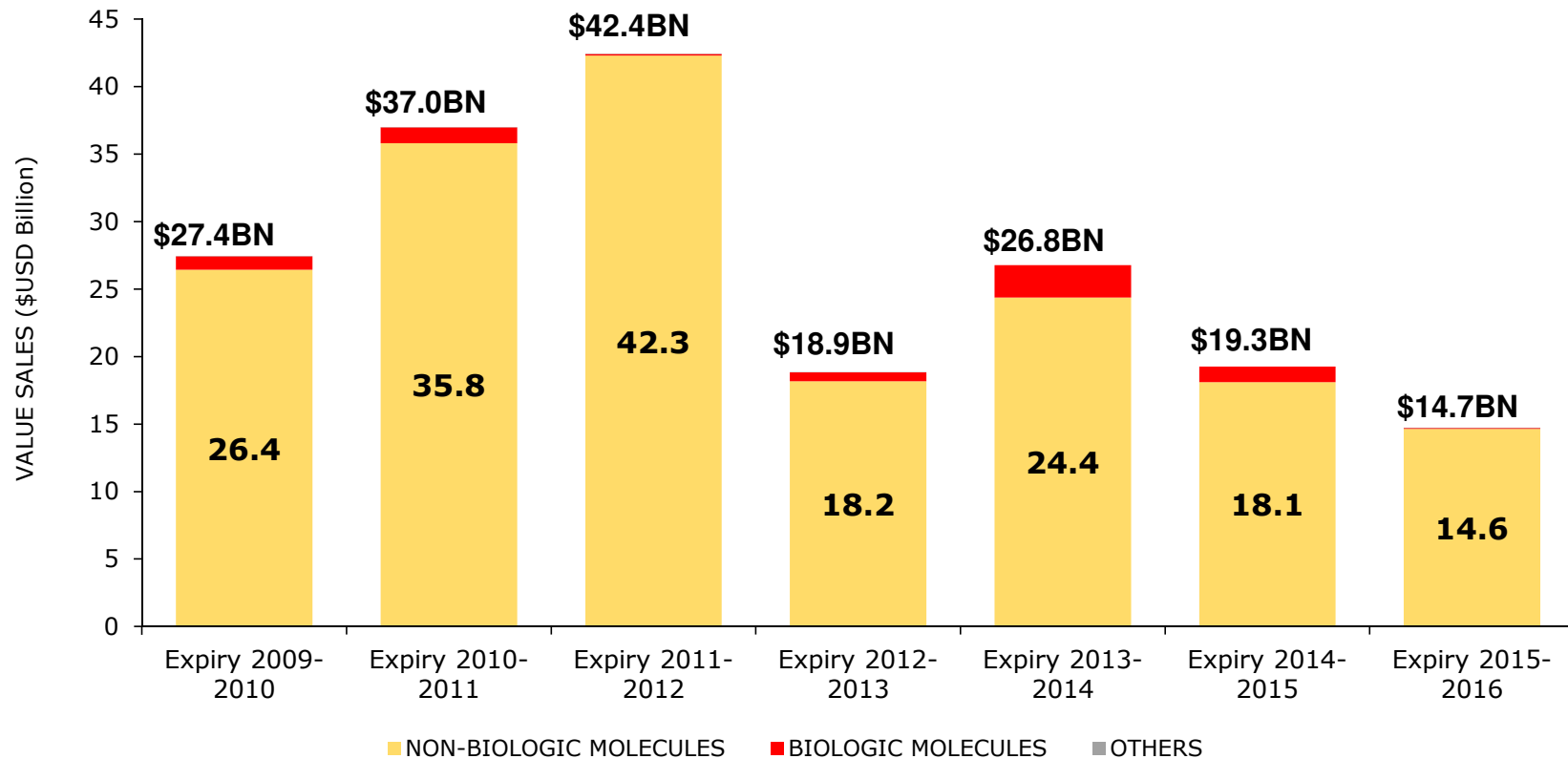
Source: FDA/CDER Data, PhRMA data, PwC analysis

# The Patent Cliff



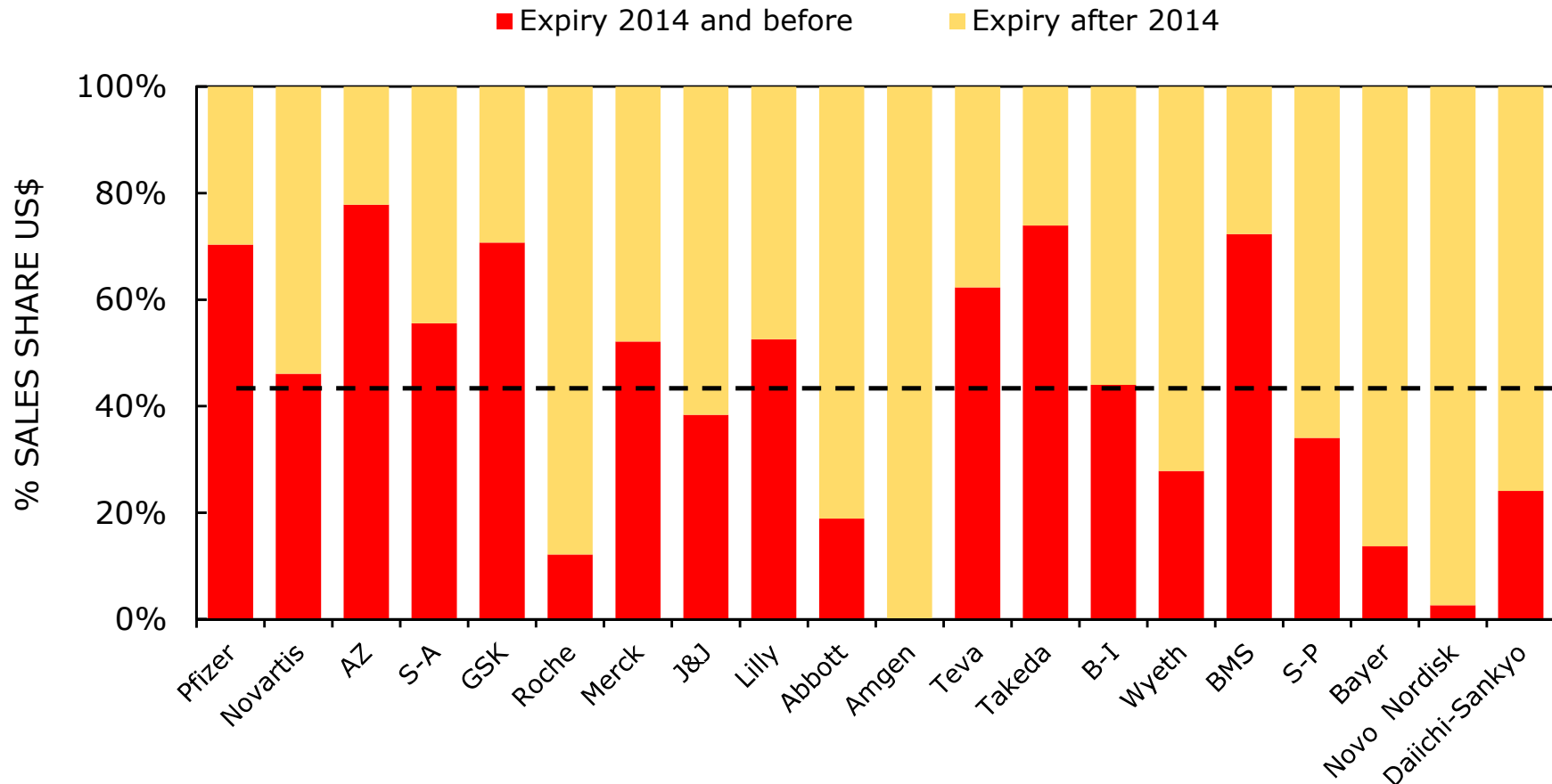
\$186bn sales revenues of patent protected medicines is likely to be exposed to generic competition between 2010-2016

**Biologics/Non-biologics: Global sales value of patent losses**



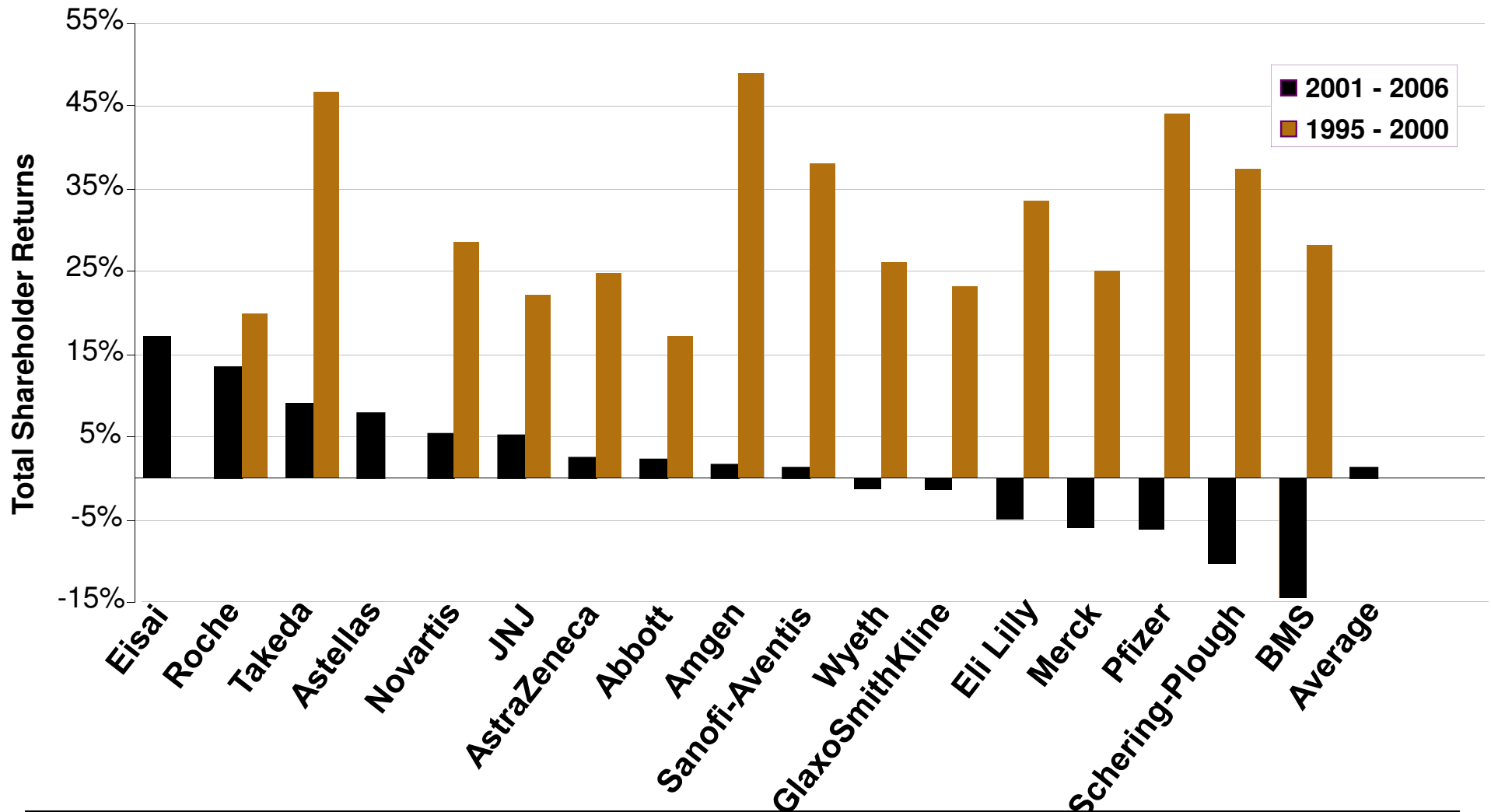
Source: IMS Health MIDAS Market Segmentation MAT Sept 2009 – Market Segmentation Countries only

On average, 44% of top 20 company sales are at risk to generic competition between 2009-2014



\$186bn sales revenues of patent protected medicines is likely to be exposed to generic competition between 2010-2016

# Pharma Performance - Investor Returns

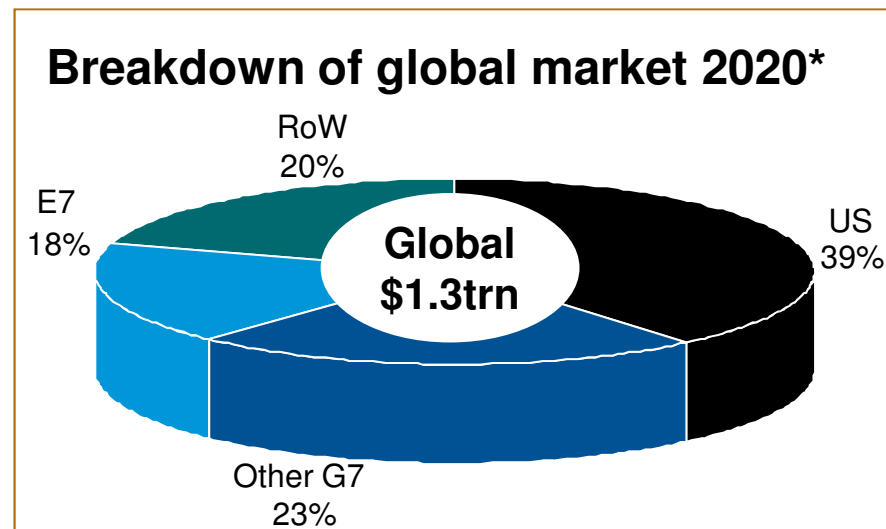
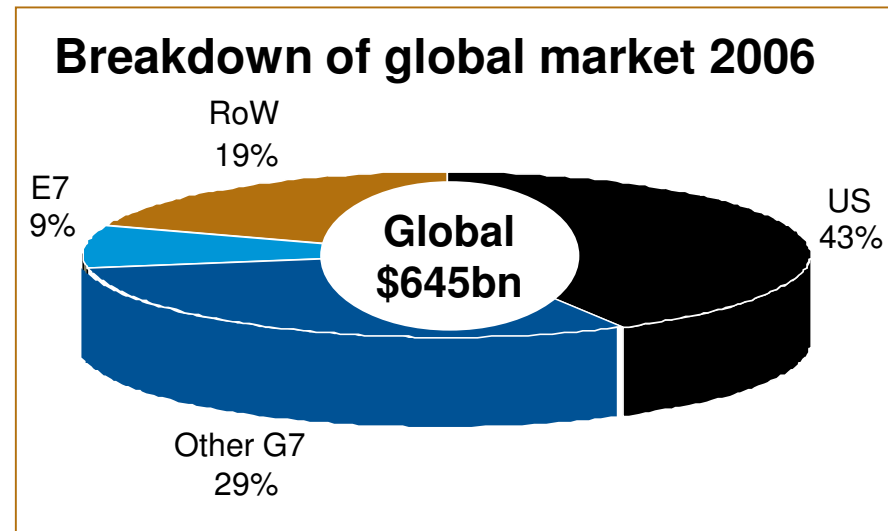


**2000 – 2007: FTSE Global Pharma Index +1.3%**

**DJ World Index rose +35%**

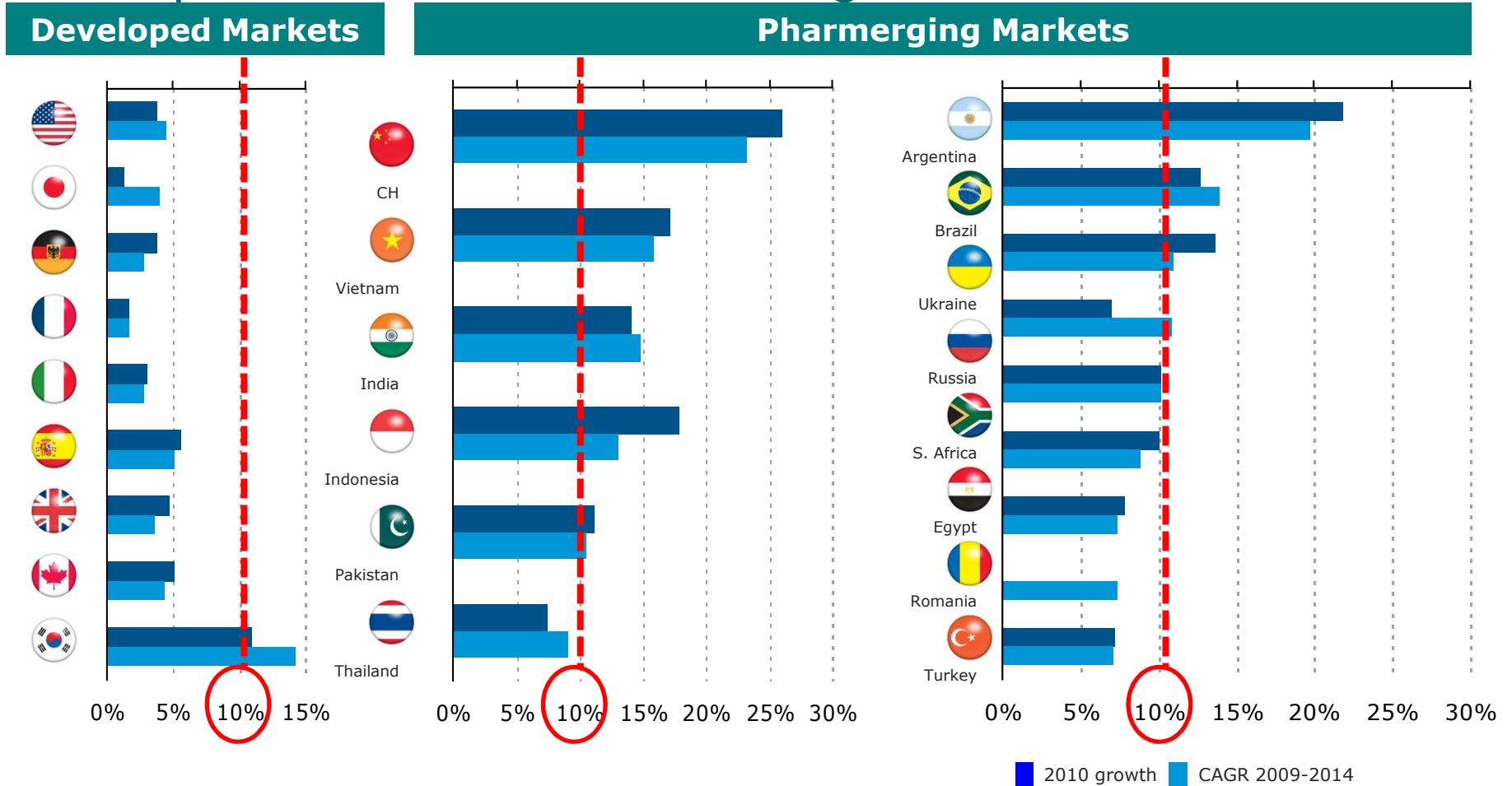
Sources: Financial Thomson Datastream; PWC

# New opportunities are emerging through the E7 economies



- Assumes G7 grow at mid-single digits, E7 grow low- to mid-double digits\*
- \*E7 nations = Brazil, China, India, Indonesia, Mexico, Russia and Turkey

# Even among those “pharmerging” markets, ASIA markets are expected to deliver attractive growth



Source: IMS Health, Market Prognosis, Mar 2010. New Pharmerging definition

# Evolution of Bio-Pharma in Asia



Globalization of Asian healthcare solutions

2020+



Asian disease trends & medical need to guide R&D

2015



Entry into Asian markets with localized products

2011



Entry into Asian markets for global products

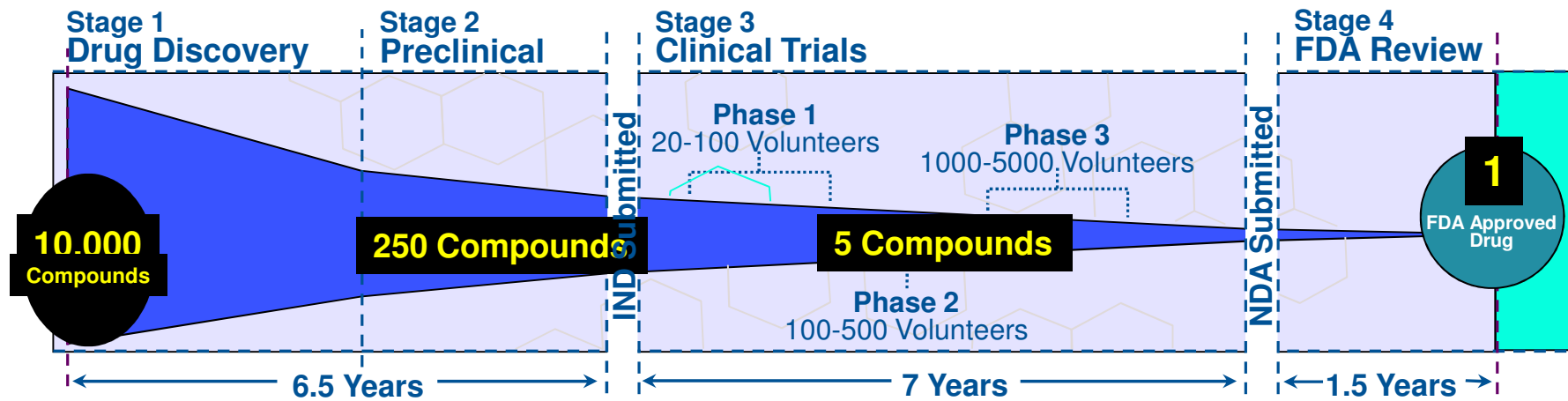
2005



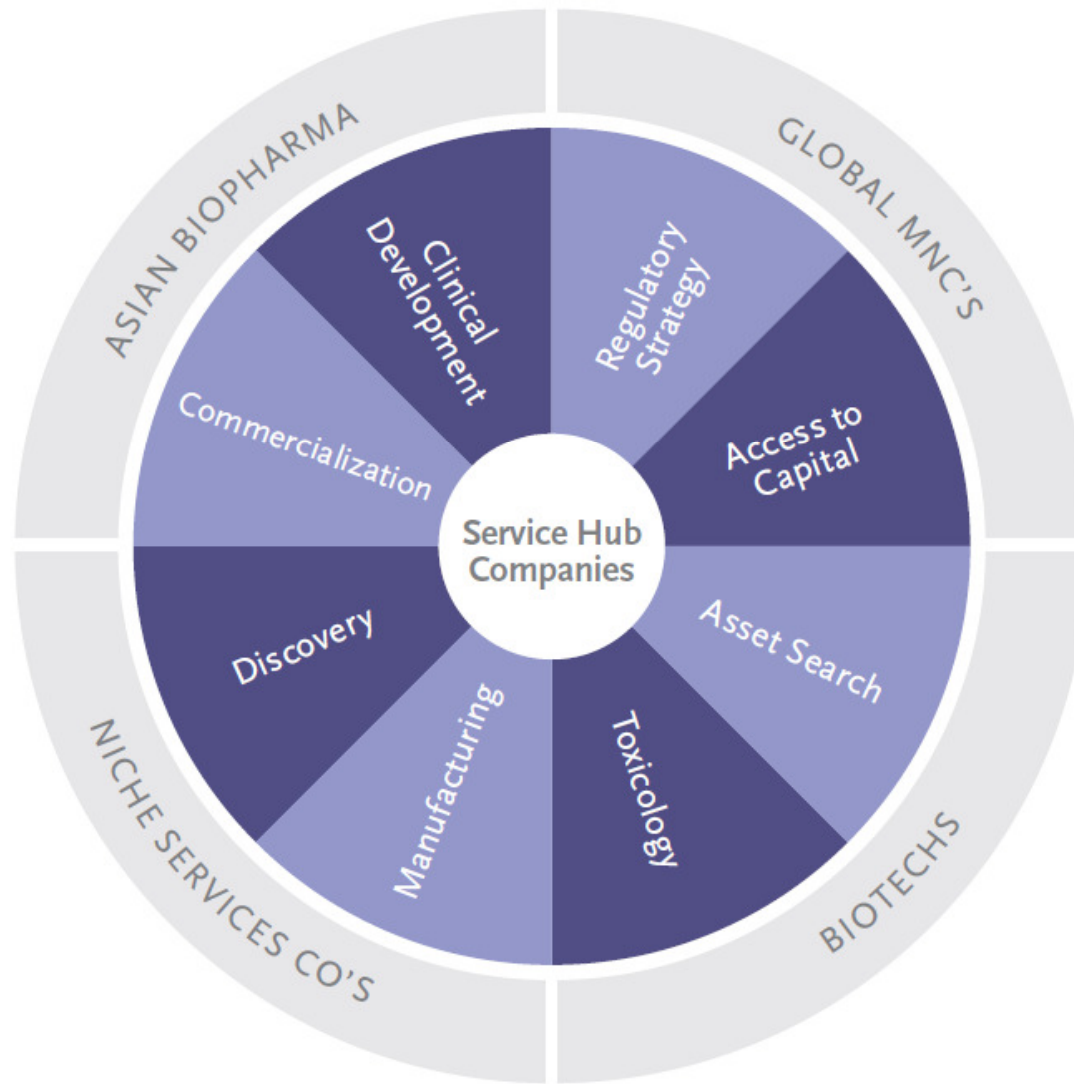
Access to patients for clinical trials

1998

# The Linear Development Model



# The Wheel-and-Spoke Development Model





# Providing Solutions That Work

**Quintiles is a fully-integrated biopharmaceutical services company offering clinical, commercial, consulting, and capital solutions worldwide**

## **Largest Global Reach**

Over 23,000 professionals.  
Studies in more than half of the world's countries since 2000

## **Continuously Innovating**

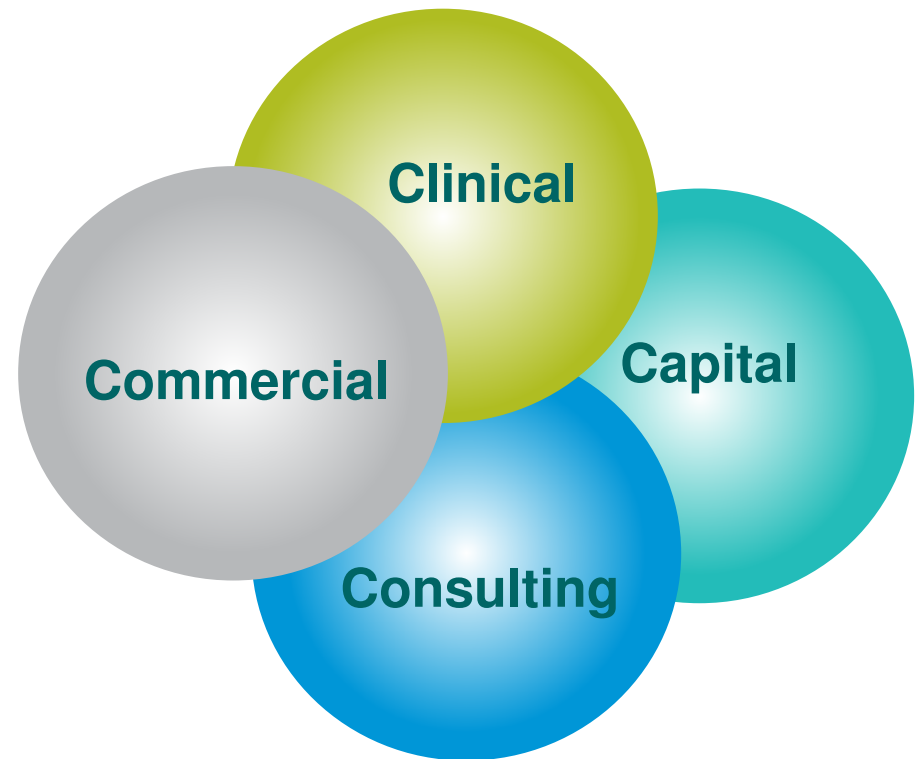
Created categories of CRO and CSO  
First with managed partnership, alliance capital and consulting capabilities

## **Tremendous Experience and Knowledge**


4,000 studies with more than 3.2M patients since 2002  
Broad spectrum of capabilities, deep domain knowledge

## **Leading Global Solutions Provider**

Helped develop or commercialize all top 30 best-selling drugs  
Nine out of the top 10 best-selling biologics




## The Clinical Development Landscape in Asia

- Clinical trial activity has been booming in Asia
  - However this boom is in clinical operational activity, not in strategic drug development. Clinical strategy and study design are developed in US and Europe, while Asia remains the factory for implementing clinical trials
  - Asian biopharmaceutical companies remain non-global players largely because this lack of strategic drug development capability in Asia is a major entry hurdle
  - The landscape of strategic drug development in Asia remains relatively barren for the moment
- 

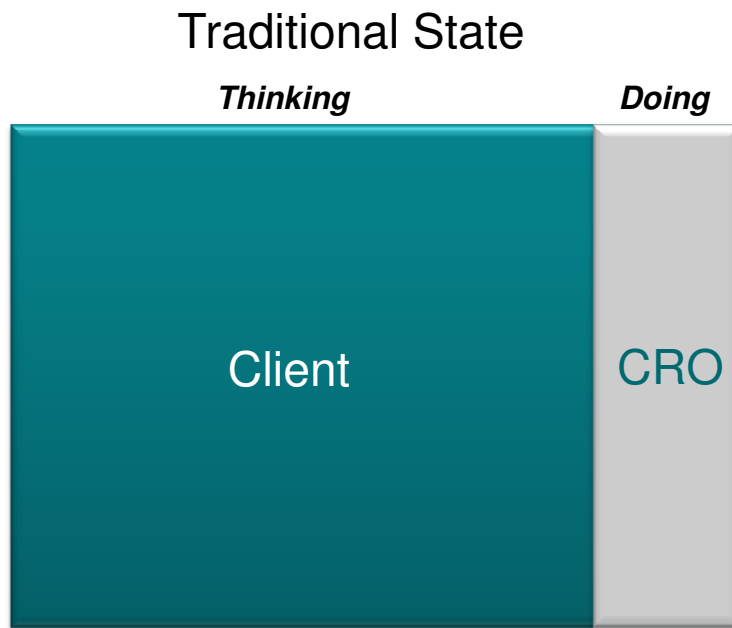
***The Vision:  
To create a world-class, first-in-Asia  
Virtual Drug Development Unit  
in Singapore***

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## Client Segments in Asia:

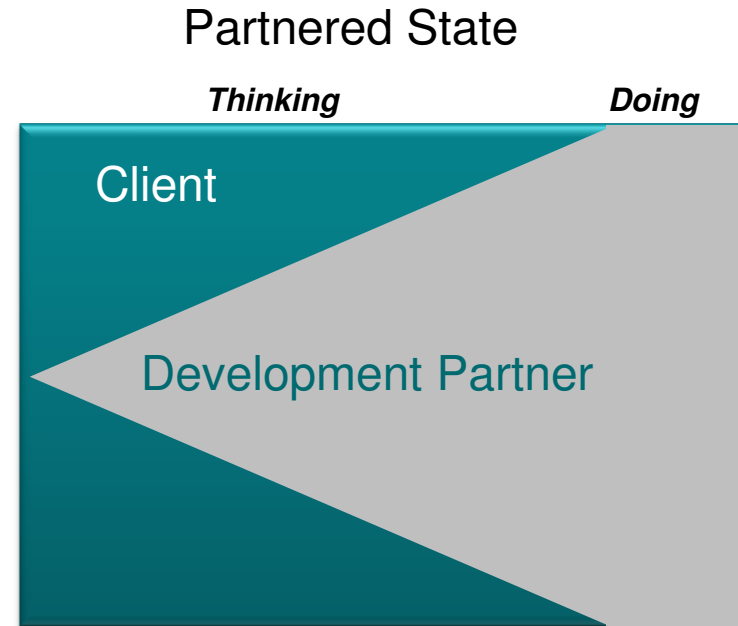
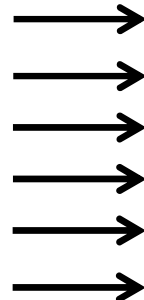
- ✓ Emerging biotech companies in Asia seeking strategic guidance to develop their pipeline
  - ✓ Global MNC's lacking expertise and infrastructure in Asia that are seeking to develop, register and launch global products in Asia
  - ✓ Asian pharmaceutical companies seeking to develop compounds for the global market but lacking in-house expertise and international reach outside their domestic markets
- 

# Transitioning to a More Strategic Partnership



Command-based

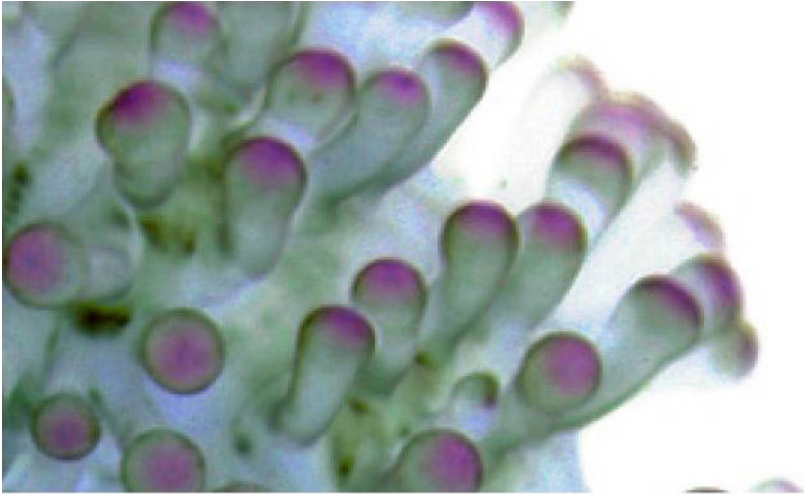
- Transactional RFPs
- Tactical execution
- Managing inputs
- Accommodating issues
- Many interfaces
- Diffuse accountability



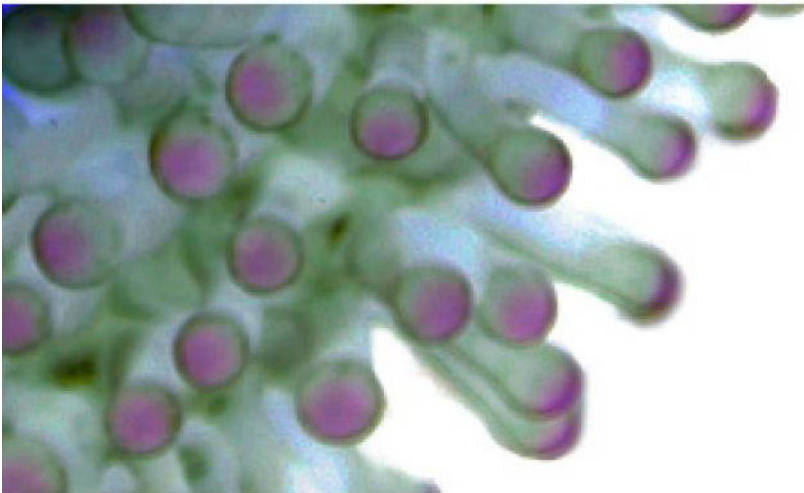
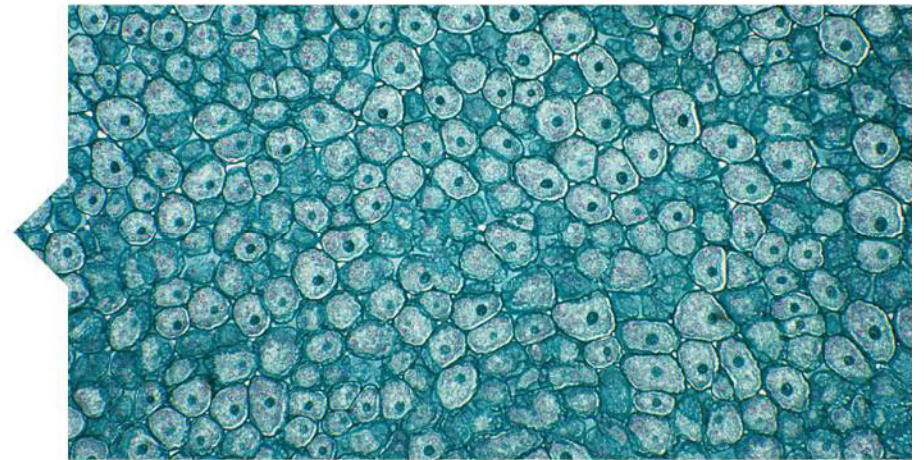
Partnering

- Partnership trust & relationship
- Strategic plan & execution
- Managing outcomes
- Proposing solutions
- Single peer to peer point of contact
- Empowered authority & aligned incentives





Thank you



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