



MARKET AND CUSTOMER ANALYSIS

SAGE'S EXPERIENCE AND CAPABILITIES CAN SAVE YOU TIME AND MONEY BY MORE EFFICIENTLY UNDERSTANDING THE MARKETS AND CUSTOMERS FOR YOUR DEVELOPMENT STAGE PRODUCTS

“The Sage Group is a leader in the provision of strategic and transactional advice to healthcare companies in the diagnostics, medical device, pharmaceutical, biotechnology, life science and analytical instrument fields. We transform ideas, strategy and technology into shareholder value. We turn ambitions into results.”

SAGE'S MARKET AND CUSTOMER ANALYSIS SERVICES

Whether preparing for a product launch or in discussions for licensing, partnering or some other transaction, it is essential to possess a clear understanding of the market and the customers being targeted. Classic market research is very costly and often raises more questions than it answers. Sage provides for their clients rapid (4-6 weeks at most) and less expensive independent qualitative and semi-quantitative look at the market segment/therapeutic class being targeted along with a look at the customers who make up the targeted area. Sage's key resource is the experience and expertise of its principals, including 50-75 rapid market analysis projects based on thousands of interviews.

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An extensive, diverse, nationwide data base of physicians (including Key Opinion Leaders), nurses, pharmacists, managed care Medical and Pharmacy Directors and patients allow Sage to provide snapshots of information that can provide a focus ranging from very broad to very narrow. A targeted screening process insures consistent high quality information. In a recent project, careful and specific participant screening led to the expansion of the target market from a group of specialized facilities (the market as defined by a physician consultant) to a large group of physician specialists who often never see patients in the specialized facility.

Through one-on-one interviews and web based surveys with physicians and other members of the patient care team, pharmacists, managed care Medical and Pharmacy Directors and patients Sage provides an analysis of the market segment and those who make up that segment, precisely targeted to include their client's main and secondary areas of focus. A project for a client company awaiting FDA approval and seeking a marketing partner utilized a carefully designed survey including physicians who treat significant numbers of patients with the targeted disease, Medical and Pharmacy Directors from managed care organizations and patients diagnosed with the targeted disease. The results of the survey provided the client with a clear picture of:

- How the physicians currently diagnose and treat the patients
- What physician specialist treat this disease
- How the clients new product is viewed by the physicians, managed care and patients
- The likelihood of physicians prescribing the new product
- The likelihood of patients undergoing a new and different therapeutic regimen

Armed with this information the client has been able to create a more precise forecast of revenue and growth and has been able to be more effective in partnering discussions.

In each project, clients receive a thorough analysis of the data collected as well "raw" data in the form of interview recordings and/or computer generated responses. Sage works closely with the client to synthesize the market analysis into the process directed towards developing launch strategy or consummating a transaction that satisfy their client's objectives. This process generally involves:

- Utilizing the data to determine market dynamics such as potential size
- Using the input of medical professionals within the target market to determine acceptance and uptake rates
- Evaluating the response and rate of acceptance by 3rd party payers
- Determining key points of interest as well as key point of resistance
- Fine tuning key features and benefits
- Assessing potential strengths and weaknesses

This independent look allows Sage clients the benefit of a set of outside eyes and ears viewing the market and its component parts.



HEALTHCARE BUSINESS EXPERTISE IN MULTINATIONAL ENVIRONMENTS

UNITED STATES • EUROPE • ASIA

The Sage Group

THE SAGE GROUP

Sage is a senior-level health care, technology oriented, strategy and transaction advisory firm formed in 1994. The principals of Sage are seven highly experienced healthcare executives, each of whom has substantial strategic, analytical, and hands-on operating experience as well as extensive backgrounds in licensing (in and out), corporate partnering, and M&A. In addition, Sage's Advisors and Senior Directors have extensive knowledge in the clinical, regulatory and product development disciplines. Sage's principals have played key leadership roles as founders/CEOs/senior managers in a number of emerging biomedical companies. They have also played key consulting roles in corporate partnering/acquisition and licensing strategies of emerging and mid-sized companies.

OUR GLOBAL NETWORK IS OUR GREATEST BUSINESS RESOURCE

The Sage Group works from offices on the East and West Coast of the US, Cambridge in the UK and Yokohama in Japan. Our strong network of key industry executives in the US, EU and Asia allows access to the major international players in the industry.

THE SAGE GROUP'S TRANSACTION EXPERIENCE

Sage has considerable experience in both Sell-Side and Buy-Side Deals, and it is this experience of more than 300 transactions in the last 15 years which is complementary and advantageous to our clients. In particular:

- Our process has been shown to yield results because we know and engage with key, top-level executives in target businesses
- We have the "intelligence" and "network" to yield the targets most likely to engage with your company
- We have the resources to search worldwide, assess, qualify and close transactions
- We have the skills to identify, qualify, quantify, negotiate and close on transactions to acquire companies and/or products

SECTOR COVERAGE

Pharmaceuticals • Generic Drugs • Diagnostics • Medical Devices and Medical Technology • Life Sciences • Biotechnology
Analytical Instrumentation Drug Delivery • Drug Discovery • Nutraceuticals • Animal Health

LEARN MORE ABOUT US!

For more detailed information, please visit our website at <http://www.sagehealthcare.com>

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