VacZine Analytics
Bringing life to vaccine strategy...

MarketVIEW™

Product Information Brochure
Summer 2012

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The importance of new vaccines

Today’s healthcare company has to move more quickly than ever. Business models are changing rapidly as companies scramble to source innovation and maintain a value-driven portfolio.

Over recent years large pharmaceutical companies have turned their attention to vaccines and biologicals in an effort to diversify and counter revenue loss from generization. Although yearly revenues from vaccines are a small percentage of the overall pharmaceutical market, growth rates are impressive with many more blockbuster vaccines forecast to reach the marketplace.

At VacZine Analytics we recognize the strength of this new business dynamic. We also recognize the power of vaccination to alleviate the burden of disease. Our aim is to provide highquality disease and commercial analysis to those working within or in collaboration with the vaccine industry. VacZine Analytics focuses on products and services to help clients build the case for developing new vaccines.

All assumptions, sources and methodology used to construct MarketVIEW are clearly tabulated giving maximum client transparency...

What is MarketVIEW?

MarketVIEW™ is a comprehensive model based in Microsoft Excel®, which leverages upon the commercial analysis provided in the related OpportunitySCAN™ range. The product provides a population-based value ($) / volume (mio doses) 10 year forecast across relevant markets for the chosen new vaccine product concept under review.

All assumptions, sources and methodology used to construct MarketVIEW™ are clearly tabulated giving maximum client transparency. New product pricing and penetration estimates arise from “in house” expertise in vaccine forecasting and opinion leader validation.
How can MarketVIEW help you?

MarketVIEW™ provides valuable support to ongoing client efforts to quantify the commercial potential of both internal and external new vaccine programs.

Clients can compare MarketVIEW™ assumptions with their own and easily make adjustments for sensitivity analyses.

Some example client situations where MarketVIEW™ can help:

- Rapid assessment of external R&D vaccine potential to support sudden business development and licensing initiatives
- External validation of client forecasts giving increased confidence to internal audiences
- Providing different viewpoints on launch strategy, pricing and competitor dynamics within forecast timeframe

MarketVIEW™ is designed to take a “rough estimate” and transform it into a more solid foundation.

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Clients can compare MarketVIEW assumptions with their own and easily make adjustments for sensitivity analyses.

- Understand the disease
- Understand the product opportunity
- Quantify the product opportunity
- Make strategic recommendation

New Product development

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Published and Available Products

The following MarketVIEW™ products have been published and are available to order:

**Summer 2012**

CAT No: VAMV001 – *Clostridium difficile* (Western)
CAT No: VAMV002 – *Staphylococcus aureus*
CAT No: VAMV003 – *Chlamydia trachomatis*
CAT No: VAMV004 – Pre pandemic vaccines (H5N1)
CAT No: VAMV005 – Chikungunya virus
CAT No: VAMV006 – H1N1 vaccine (US forecast)
CAT No: VAMV007 – H1N1 vaccine (Global forecast)
CAT No: VAMV008 – Group B Streptococcus (GBS)
CAT No: VAMV009 – *N.meningitidis* ACWY
CAT No: VAMV010 – *Pseudomonas Aeruginosa*
CAT No: VAMV011 – Japanese Encephalitis
CAT No: VAMV012 – Allergic immunotherapies
CAT No: VAMV014 – Cytomegalovirus (CMV)
CAT No: VAMV015 – Norovirus
CAT No: VAMV016/38 – *Herpes Simplex Virus* (prophylactic/therapy)
CAT No: VAMV017 – *Malaria*
CAT No: VAMV018 – *Clostridium difficile* (Emerging)
CAT No: VAMV019 – Yellow Fever
CAT No: VAMV020 – Universal influenza vaccine(s)
CAT No: VAMV021 – Tuberculosis
CAT No: VAMV022 – Tick borne Encephalitis
CAT No: VAMV023 – Respiratory Syncytial Virus (RSV)
CAT No: VAMV024 – *Group A Streptococcus* (GAS)
CAT No: VAMV025 – Dengue
CAT No: VAMV026 – Melanoma
CAT No: VAMV027 – *Group A Streptococcus* (GAS)
CAT No: VAMV028 – Travellers’ diarrhea
CAT No: VAMV029 – *Hepatitis B virus* (TBC)
CAT No: VAMV030 – *Streptococcus pneumoniae*
CAT No: VAMV031 – *Meningococcus* serogroup B
CAT No: VAMV032 – *Enterovirus-71*
CAT No: VAMV034 – *P.acnes*
CAT No: VAMV036 – Quadrivalent influenza vaccines
CAT No: VAMV037 – Candida

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How to Order

MarketVIEW™ along with our other VacZine Analytics products and services can easily be ordered by contacting us at:

info@vacZine-analytics.com

Products can also be purchased on-line. Please review the TERMS and CONDITIONS of purchase.

VacZine Analytics products are supplied in portable document format (.pdf). Please visit www.adobe.com
About VacZine Analytics

VacZine Analytics is an established research consultancy based in the United Kingdom.

We aim to provide high-quality disease and commercial analysis to those working within or in collaboration with the vaccine industry.

With our product lines:

- DiseaseINFOPACK™
- OpportunitySCAN™
- MarketVIEW™
- ExpertREACT™
- VaccineSTATS™

Our key focus is helping clients build the case for developing new vaccines.

VacZine Analytics® is a trading division of Assay Advantage Ltd, UK Company Number: 5807728

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VacZine Analytics supplies products and services according to our standard TERMS and CONDITIONS. Individuals wishing to know further details should e-mail us or visit our website: www.vacwine-analytics.com

All invoices are to be paid 30 days after receipt of initial invoice.