

CMR INTERNATIONAL

RELIABLE, AUTHORITATIVE PERFORMANCE METRICS AND TRENDS ANALYSIS



THE METRICS WE PROVIDE

- Gate-to-gate timescales throughout R&D
- Global and regional R&D expenditure
- Clinical studies timescale and enrolment trends
- Company and therapy area performance
- Drug discovery and development success rates
- In-licensing
- Total and regional sales

WHAT YOU CAN DO

- Base management decisions on hard data
- Determine areas that require development
- Steer future investment
- Plan resources and manpower
- Build an optimum portfolio
- Establish key milestones
- Compare your company against industry means
- Set realistic targets

HELPING TO STEER SMARTER, FASTER AND BETTER-INFORMED DECISIONS

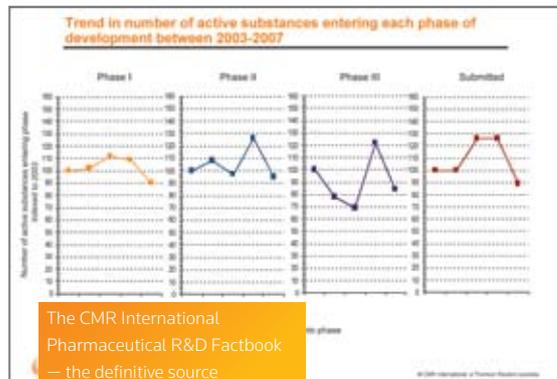
The pharmaceutical industry relies on accurate, trustworthy information to innovate, to become ever more productive and efficient, and to ensure the breakthroughs of the future.

Most of all, it needs to equip itself with the latest, definitive knowledge the moment it's required — when making early, intelligent decisions.

Only *CMR International*, a Thomson Reuters business, has the expertise and scale to provide global analysis on emerging trends, underpinned by robust pharmaceutical R&D metrics.

Our experience, independence and integrity, and our dedication to providing the best possible data, insights and opinions, makes us the first port of call for almost all the world's major pharmaceutical innovators.

Quoting *CMR International* as the source of information — in public and academic communications, and by consultants, specialist commentators and the press — has become a universally-accepted guarantee of its objective validity.

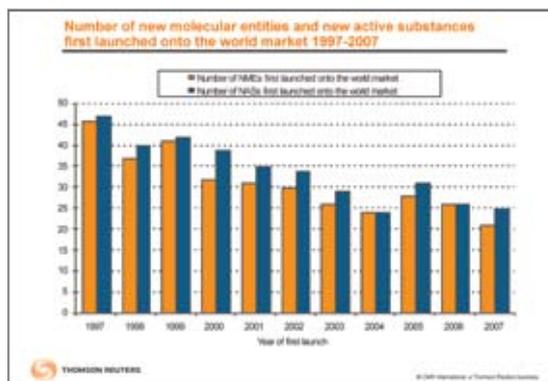


The *CMR International Pharmaceutical R&D Factbook* — the definitive source of quotable metrics and emerging trends in worldwide pharmaceutical research and development.

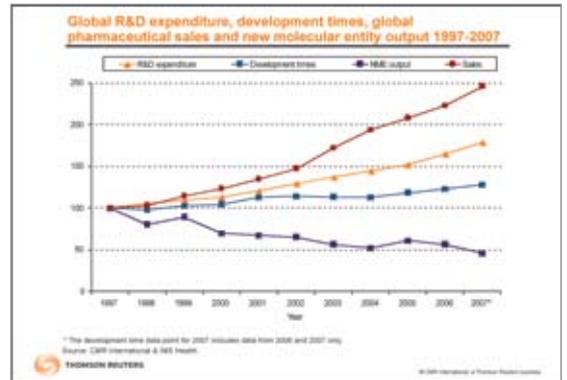
AN UNRIVALLED DEPTH AND BREADTH OF PHARMACEUTICAL METRICS

The data we provide are:

- **High quality.** We pioneered large-scale performance pharmaceutical metrics programs. Our audit procedures are exhaustive and meticulous. Incomplete data are excluded from reports, and any anomalous data are challenged.
- **Reliable.** We collect our data directly from primary sources.
- **Comprehensive.** Our coverage base, uniquely, extends across all the major global pharmaceutical companies, estimated in total to account for approximately 80% of the industry's global R&D spend.
- **Comparable.** The terms we use are rigorously defined.



- **Contemporary.** Our programs are ongoing and focused on key issues. The metrics we publish include the most recently available data.
- **Mature.** Our datasets are the result of 20 years' rigorous development. This means they have the depth and historical context to uncover reliable industry trends, set in context against the changing marketplace.
- **Independent.** *CMR International* is entirely independent of the pharmaceutical industry, and separate to all other activities of Thomson Reuters.
- **Confidential.** Our reputation is founded on our track record of collecting data from pharmaceutical companies with the utmost security and rigorous confidentiality — that's why the industry talks to us.



THE CMR INTERNATIONAL PHARMACEUTICAL R&D FACTBOOK

Each year, we publish the *CMR International Pharmaceutical R&D Factbook*, the indispensable reference and business-planning tool for decision makers in R&D, corporate finance, business strategy, marketing planning and corporate communications.

Combining key data from all our metric programs, and presenting the resulting analyses in a clear, easily-understood format, the publication is the definitive source of emerging trends in worldwide pharmaceutical R&D, enhanced with unique insights and commentary.

Each chart is accompanied by a clear explanation of the methodology used and the definitions applied, so it can be quoted with total confidence — and is, throughout the industry.

SPECIALIZED AND CUSTOM ANALYTICAL SERVICES

We can provide expertise and custom services to match your needs — from responding to ad hoc enquiries and the publication of thought pieces, to conducting company in-house workshops to discuss program outputs. Our reports are tailored to your particular requirements, right down to individual therapy areas.

We'll help you highlight the key findings and cascade the learning throughout your organization.

As the pace of change in the pharmaceutical industry accelerates as never before, we recognize the value of programs that are as rapid as possible. But we don't think only in the short term. As the dataset matures, the information we gather can be mined and cross-analyzed to yield insights whose value increases over time — an investment that repays itself over and over again in gains in competitive advantage.

