

Kromite's Asset Strategy expertise provides a comprehensive approach to optimize your development, regulatory and marketing strategies - balancing revenue, resources and risk no matter what stage of development or life cycle your molecule is in. We simplify and align your decision making across functions to ultimately help you achieve your strategic goals and enhance your molecule's value to patients.

## Indication Sequencing

Strategic Options	Key Decisions				
	Target Indications	Order of Indications	# of Back-ups	# of 2 <sup>nd</sup> Gens	Global Dev
Cost/ Risk Conscious	Ind 1 alone	None	None	None	US/ EU Only
Speed to Market	Ind 2 alone	Ind 1 and 2 Parallel	Back Up 1	2 <sup>nd</sup> Gen 1	USEU/PPN Serial
Global Launch	Ind 1 & 2	Ind 1 then 2	Back Up 2		USEU/PPN Parallel
		Ind 2 then 1	Back Up 1 & 2		

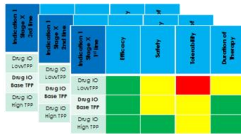
## Indication Sequencing

- Map indication alternatives to market landscape and your therapy or corporate objectives
- Prioritize launch and life cycle indications
- Rationalize pricing across indications, stages of disease and lines of therapy treatments BEFORE launch
- Assess probabilities and manage risks

## Product Profile & Pricing Optimization

TABLE 1: DRUG IO PRODUCT PROFILE VS. STANDARD OF CARE (FOR EACH INDICATION, STAGE, LINE OF THERAPY)

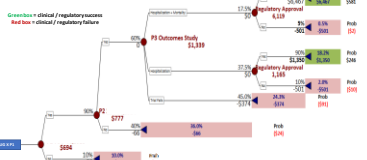
■ Superior vs. standard of care  
■ Comparable vs. standard of care  
■ Inferior vs. standard of care



## Define Target Product Profile

- Product differentiation vs. market landscape, unmet needs & your portfolio of drugs
- Identify trial comparator where applicable
- Define "where to play" – patient segmentation
- Rationalize trial endpoint design and label requirements to succeed in market

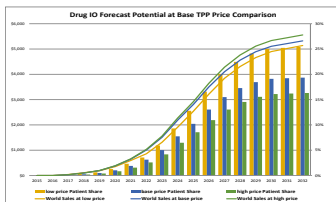
## Evaluate & Select Strategic Options



## Select Development & Regulatory Strategic Alternatives

- Balance development & regulatory risk vs. commercial value
- Evaluate alternative strategies (ie. Biomarkers)
- Accelerate launch timing
- Optimize filing pathway, geographies and timing

## Risk Adjusted Valuations



## Forecast Revenue of Drug, Including Risks and Upside Potential

- Identify & manage risk
- Capitalize on upside opportunities
- Maximize the value of your drug
- Determine capacity supply requirements