

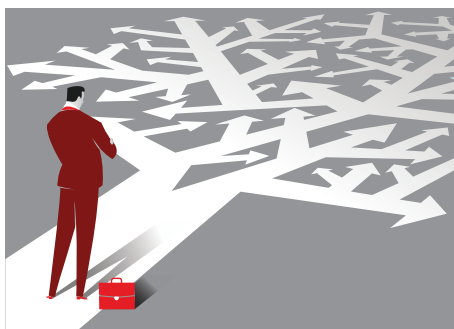


Commercializing a new drug in the European market?

Fast track your success



UNSURE OF THE RIGHT STRATEGY?



- How can I manage the European markets' complexity?
- What is my launch timeline and sequence?
- What is my go-to-market strategy per market? Build or partner?
- What investments are needed?
- How do I find the right talent in Europe?

WHAT DO YOU NEED TO SUCCEED?



The local know-how and experience to transform your aspiration to reality

WHY phamax?



- Top tier pharma-trained specialists with the global product launch experience to understand the pitfalls and upsides of launching products worldwide, especially in Europe
- We have the competence to maximize your value and profits in niche markets

EXPERIENCE RULES! WE HAVE

Signed new territory and portfolio expansion deals



Developed go-to-market models & organizational designs



Identified M&A targets



Prepared the signing of supply chain and distribution deals



Identified, negotiated and managed alliances across Europe for manufacturing, market access and finance



Assessed manufacturers, retailers, wholesalers and pharmacy chains across more than 40 countries for commercialization



Helped getting price approvals and reimbursements



Launched products in Europe

We deliver our work keeping in mind your needs:

- Fully customized, not templated
- Clear and well-defined milestones and timelines
- Value oriented approach
- Execution in mind

OUR OFFERING

Highly experienced team

- Ready-to-go team with unmatched experience in product launches in Europe
- Entrepreneur mindset combined with rich corporate experience

End-to-end roadmap to success

Situation Assessment

- Understand your ambitions and aspirations
- Review the organization structure
- Consider the available resources
- Understand the investment plan
- Assess the risk appetite

Roadmap to Europe

- Product value assessment
- Regulatory and market access review
- Product potential assessment
- Local launch considerations
- Commercial model evaluation
- Corporate structure decision

Implementation

- Maximize your product potential
- Increase profitability

Cross-Functional expertise

Local know how

Processes

Skills

Project management

Analytics

YOUR BENEFITS

- ▶ Reduce Complexities
- ▶ Your roadmap to Europe in eight weeks
- ▶ Flexible analytical models, designed for future usage
- ▶ Cost-effective solution
- ▶ Risk sharing commitment



About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.