

**Nautilus
Life Science**



***Life Science Consulting
with
Competence, Experience & Passion***

Premium Consulting in four Critical Business Areas



**Nautilus
Life Science**



**Nautilus Life Science
Marketing Consulting**



**Nautilus Life Science
Launch Readiness**



**Nautilus Life Science
Portfolio Excellence**



**Nautilus Life Science
Epidemiology & Market Access**

1.b. Late Life Cycle Management

LLC_M

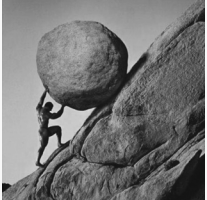


Challenges & Opportunities:

Maximizing the Value & Return-on-Investment of your Mature Brands

LLC_M

Challenges:



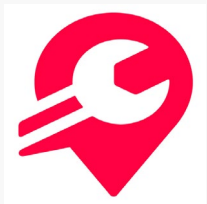
- *Too often, Mature Brands are not turned into „Cash Cows“ early enough in their Life Cycle, i.e. too many Resources remain allocated to them*
- *Too often, Gx- & Biosimilar-entries lead to “full stop” of investments for Mature Brands losing Exclusivity – instead of preparation & implementation of Late Life Cycle Strategies, leading to extension of Revenue- & Profit-streams*

Opportunities:



- *Free-up Resources (FTEs, Budgets) from Mature Brands / Mature Portfolio to re-allocate them to New Product Launches and funding of Growth Plans*
- *Successfully compete with Gx- & Biosimilar-entries and extend the Life Cycle and Profitability of Mature Brands*

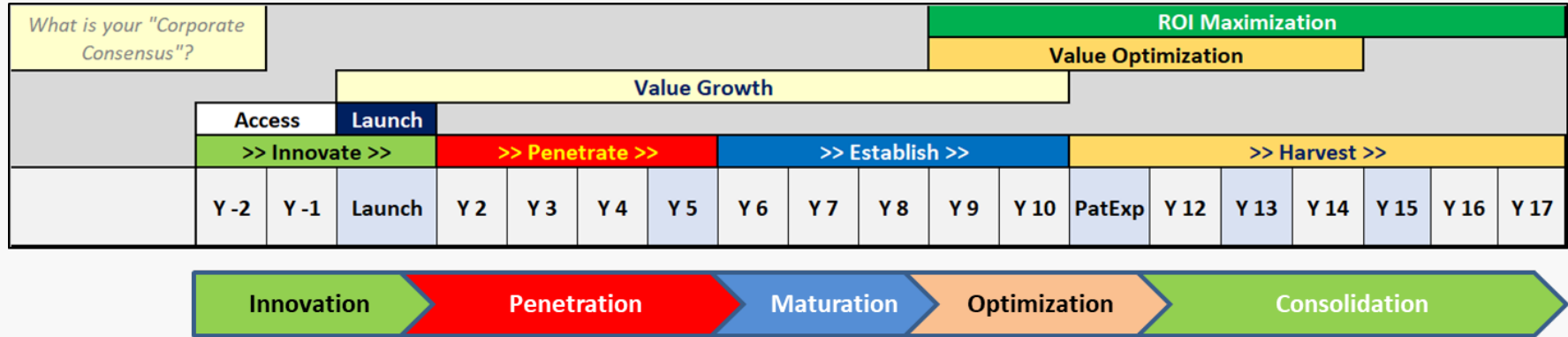
Our Solutions:



- *We provide a structured Late Life Cycle Management Roadmap and Analytical LLCM Tools to optimize Top- & Bottom-Line of your Mature Brand Portfolio*
- *We provide hands-on Processes & Tools to plan for & implement Gx- / Biosimilar-Defense Strategies*



Late Life Cycle Management: Finding the right Strategy for your Mature Brands



Setting up the optimal Strategy for your Late Life Cycle Products

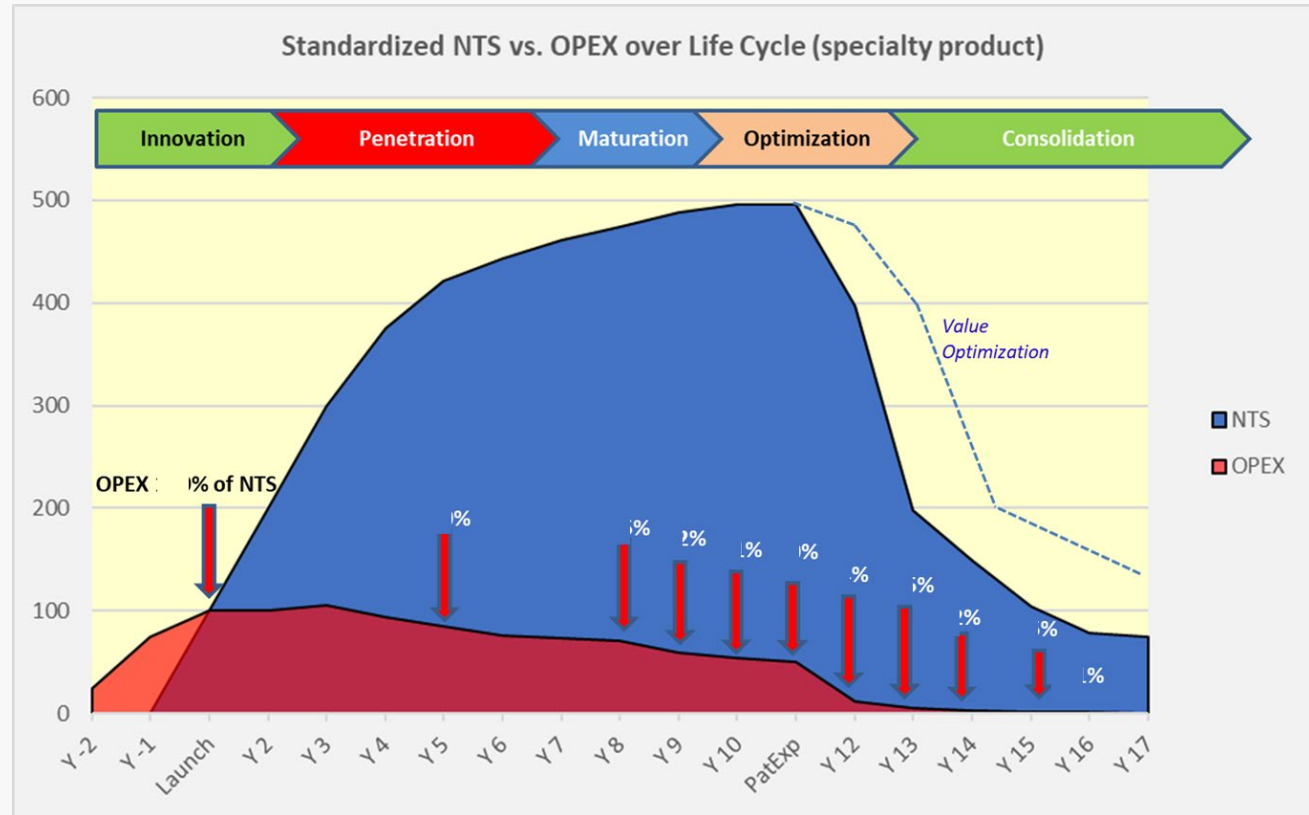
- *Identifying stage of Life Cycle for each Brand in your Mature Brand Portfolio*
- *Identifying Mature Brands still sensitive to cost-efficient Non-Sales Force Marketing*
- *Identifying Opportunities for releasing OPEX from Mature Brands*
- *Defining cost-efficient Go-to-market Model for Mature Brand Portfolio*
- *Identifying Divestment- & Out-Licensing Opportunities*



Maximizing Profitability in Late Life Cycle

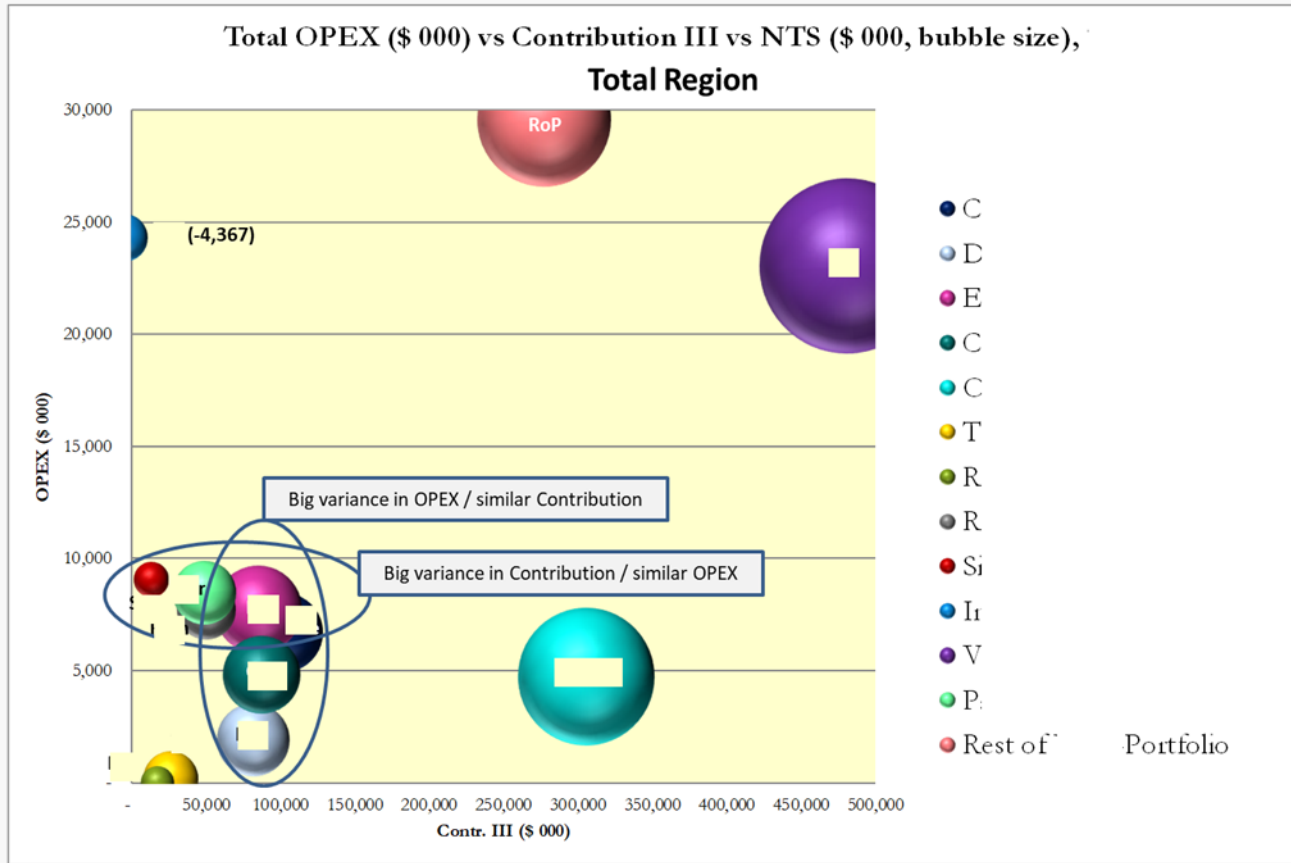
Late Life Cycle Management:

Our Tools & Processes support you to optimize Resource Allocations across your Mature Brands



- *We provide unbiased Benchmarking for your OPEX-settings across Mature Brands*
- *Maximizing Profitability & ROI from your Mature Brand Portfolio*
- *Freeing up Resources to fund Innovation & New Product Launches in your remaining Portfolio*
- *Maximizing Revenues in Late Life Cycle through optimized Pricing and Gx-Defense Strategies*

Late Life Cycle Management: Identifying Opportunities for Resource Re-allocations



Our In-depth Portfolio Analysis of your Mature Brand Portfolio identifies Over-investments and opportunities to increase Mature Brand Contribution and opportunities for freeing-up OPEX (e.g. to fund New Product Launches)



Late Life Cycle Management: Competing with Gx- and Biosimilar-entries


Product A:
Gx- / Biosimilar Erosion Model

prepared for
Company

MM/DD/YYYY

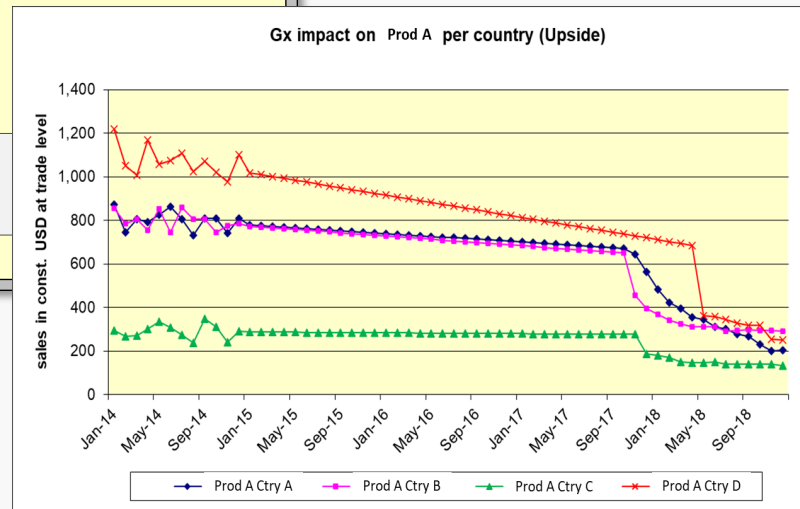
Scenario C

Product A Gx-entry Ctry A	MM-YY	Substitution YIN Ctry A	Y/N
Product A Gx-entry Ctry B	MM-YY	Substitution YIN Ctry B	Y/N
Product A Gx-entry Ctry C	MM-YY	Substitution YIN Ctry C	Y/N
Product A Gx-entry Ctry A	MM-YY	Substitution YIN Ctry D	Y/N



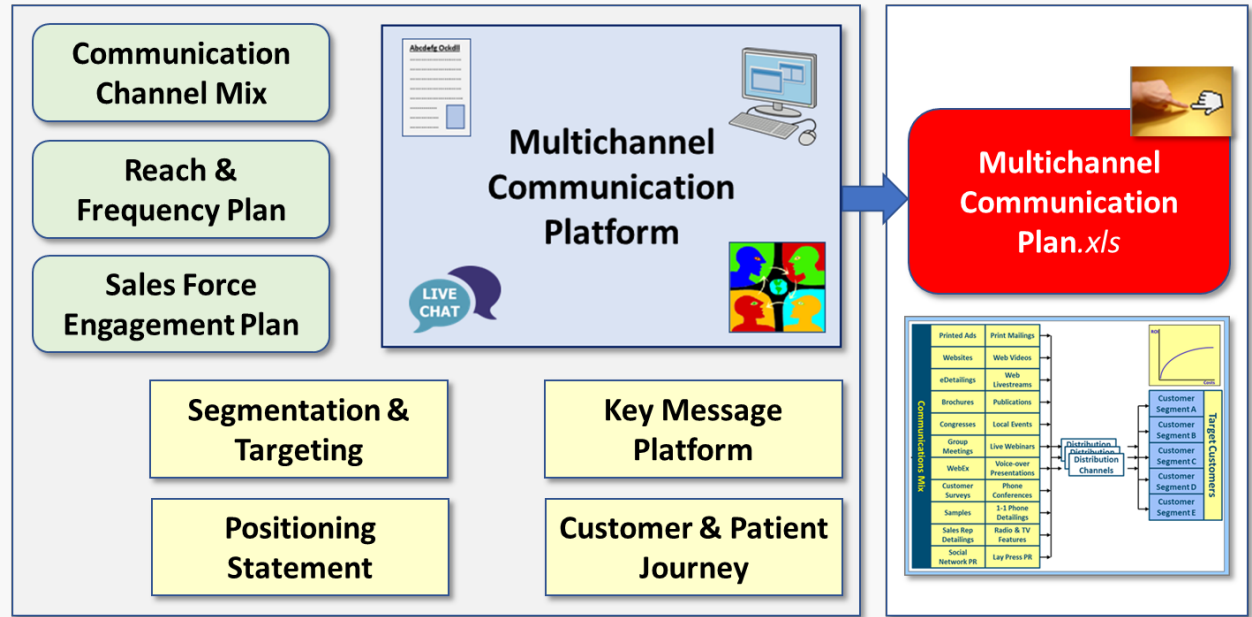
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We provide In-depth Analysis of the impact of different Gx- / Biosimilar-scenarios to identify your optimal Pricing Strategy and effective Defense Strategies for Mature Brands approaching Loss-of-Exclusivity



Implementing a cost-efficient Go-to-Market Model for Mature Brands

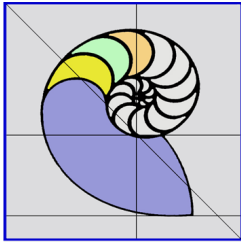
Our Tools & processes allow to tailor an effective and cost-efficient approach to maintain competitive communication for Products in Late Life Cycle



A hands-on Multichannel Communication Plan.xls allows for detailed planning and budgeting of targeted and innovative Non-Sales Force Marketing Campaigns for Mature Brands

- *at substantially reduced Costs*
- *maintaining optimal Reach & Frequency for Communication into Target Groups*
- *freeing-up Resources for Re-allocation to the innovative part of your Portfolio*





Nautilus Life Science



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