

**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**



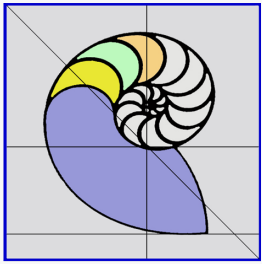
**Nautilus Life Science
Launch Readiness**



**Nautilus Life Science
Portfolio Excellence**

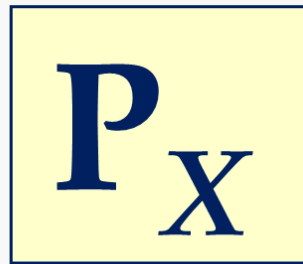


**Nautilus Life Science
Epidemiology & Market Access**



**Nautilus Life Science
Portfolio Excellence**

4. Overview Portfolio_{*x*}cellence



Our Consulting Model & Consulting Principles

Our Consulting Model:

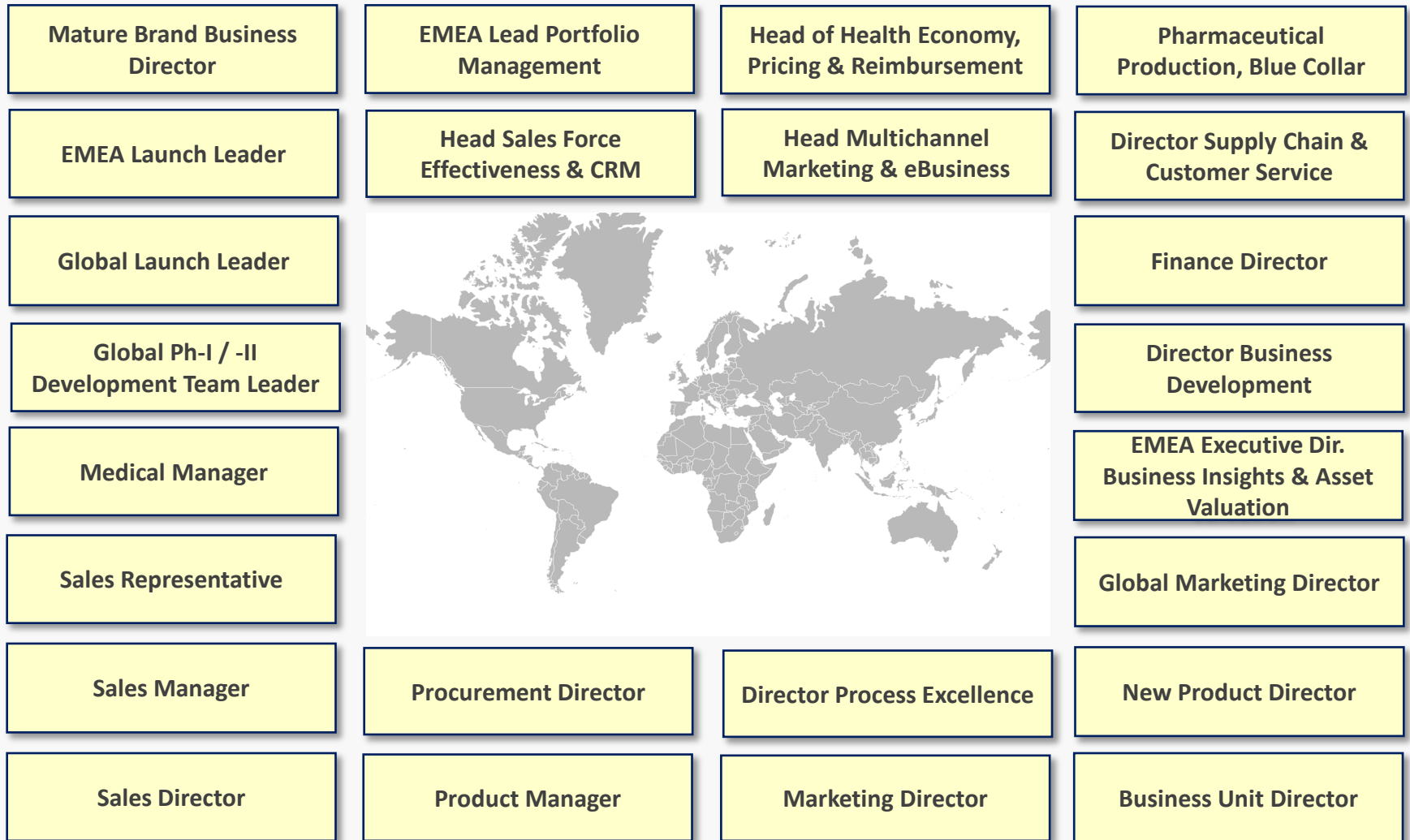
- We know the Life Science Industry from decades of Hands-on Job Experience – not from textbooks
- We keep our Operating Expenses very low – so you don't have to pay for „bricks & stones“ in our organization
- We provide you with a suite of business-proven & hands-on proprietary Tools & Processes - combined with industry experience from several operational & leadership positions at national, international & global level

Our Consulting Principles:

- We „deliver“ with Competence, Experience & Passion
- We don't like Powerpoint – but Results & Implementation
- We tell you what we think – not what you would like to hear
- We only do what we are really good & best at – having learned it „the hard way“ during industry employment in highly regarded companies (we are proud of our gray hair)
- We provide transparent & detailed budget breakdowns – you always know what you are paying us for
- For projects (6 months+) where a regular presence is required, we offer the option of cost-efficient Interim-assignments
- For Business Development & Investment Round projects, we offer flexible & risk-sharing honoraria models (from Risk-sharing to „No cure – No pay“)



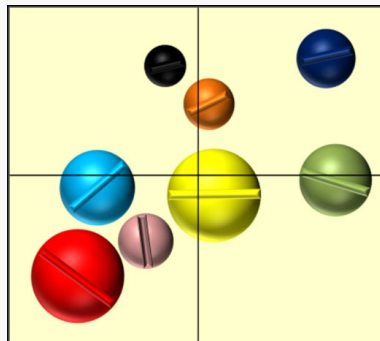
Our Job Experiences in the Life Science Industry *



* Some functions as Member of Management Board

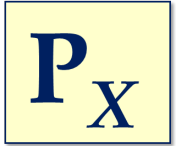
4.a.

Portfolio Management

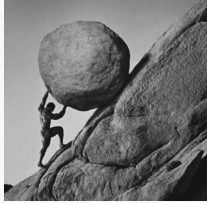


Challenges & Opportunities:

Maximize Growth, Value and Return-on-Investment of your Portfolio



Challenges:



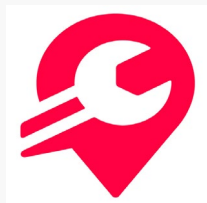
- *Lack of Resources (FTEs, Budgets) to fund Innovations & Growth Plans*
- *Increasing demands for back-office functions & internal processes “eating-up” Resources for Customer-facing activities*
- *Traditionalized “internal thinking” leaves too many Resources on Products with sub-optimal Sales Growth and/or Return-on-Investment*

Opportunities:



- *Maximize Sales Growth and Return-on-Investment of your Portfolio by optimizing Resource Allocation across your Portfolio*
- *Free-up Resources (FTEs, Discretionary Spends) by optimal resourcing of Innovative Brands & Growth Plans through Resource Re-Allocation from Mature Brands*
- *Clear understanding of Portfolio Risks / -Gaps- / Opportunities and subsequent Portfolio Strategy re. In-Licensing, Divestments, Resource Re-Allocation*

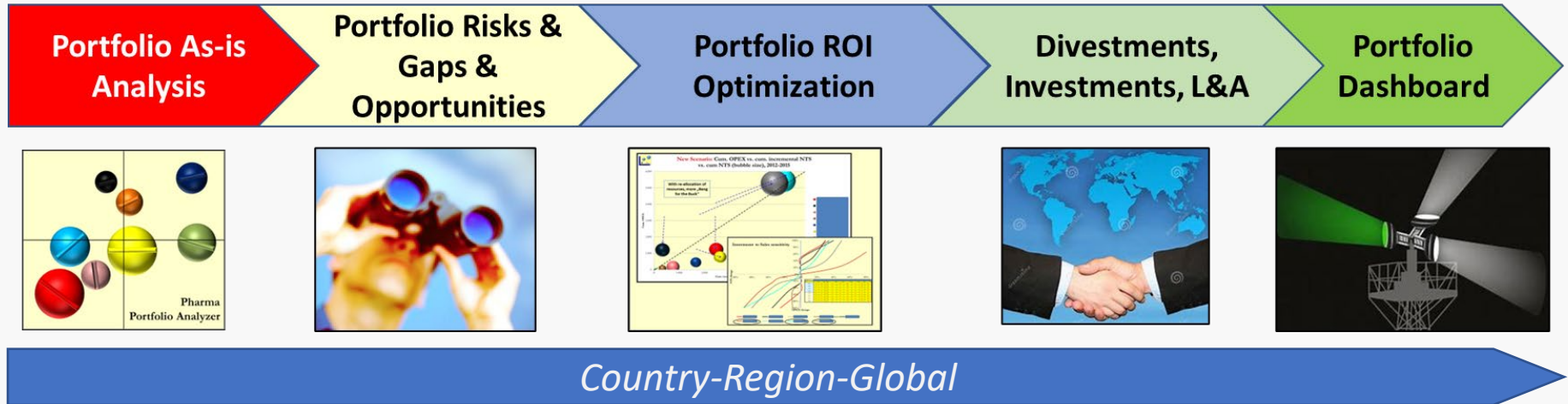
Our Solutions:



- *Proprietary Portfolio Analyzer, in-depth Analysis of Portfolio Risks/-Gaps & - Opportunities*
- *Analysis of different Portfolio Scenarios (Resource Re-Allocations, ROI Optimization)*
- *Independant external Review & Challenge of your „as-is“ Portfolio Situation and current Resource Allocation across your Portfolio*



Portfolio- & ROI Optimization: Analyses & Insights for powerful Decision-making



- Identify Gaps, Risks & Opportunities in your Portfolio
- Identify & quantify Resources to free-up for improved Profitability of your overall Portfolio
- Identify & quantify Resources to be re-allocated for improved Return-on-Investment
- Identify & quantify Resources for Re-Allocation to New Product Launches
- Optimize Investments and Resource Allocations across your Portfolio
- Identify Opportunities for Flexibilization of OPEX
- Identify Opportunities for Divestments & In-/Out-Licensing
- Optimize your Portfolio Strategy short-/mid-/long-term


Our proprietary Portfolio Analyzer

Our proprietary Portfolio Analyzer allows extensive P&L- & Portfolio Analysis for deep insights into Opportunities, Risks and Gaps and subsequent Portfolio- and L&A- and Investment/Divestment-Strategies

Country	Product A	Product B	Product C	Product D	Product E	Product F	Product G	Product H
Market Share	90	70	60	50	40	30	20	10
Market Health	70	60	50	40	30	20	10	0
Market Dominance	50	40	30	20	10	0	0	0
YTD - sales vs. Population 2015	24,721	489,691	892,991	218,202	748,294	196,924	2,493,991	48,777
Development & Regulatory Competence	40	50	60	70	80	90	100	100
Commercial Competence (Mktg., Sales, RE, GR)	40	50	60	70	80	90	100	100
Probability of maintaining Target Price	10	20	30	40	50	60	70	80
Intellectual Property Protection (IPP), Deal Term Security	10	20	30	40	50	60	70	80
External Risk Factor	10,00	12,00	14,00	16,00	18,00	20,00	22,00	24,00
Extended Risk Factor	12,50	15,00	17,50	20,00	22,50	25,00	27,50	30,00
Total Risk Factor	15,00	18,00	21,00	24,00	27,00	30,00	33,00	36,00



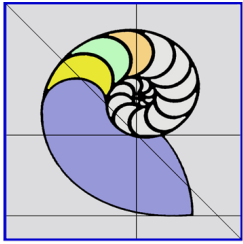
Overview of our Portfolio Analyzer

 Portfolio Analyzer			
P&L variables	P&L Indicators	Analytical Output	
<i>Gross Sales</i> <i>Gross-to-Net Factor</i> <i>Net Trade Sales</i> <i>COGS</i> <i>Royalties</i> <i>Milestones</i> <i>Marketing Expenses</i> <i>Selling Expenses</i> <i>Market Access Expenses</i> <i>Medical Expenses</i> <i>R&D Expenses</i> <i>Other Expenses</i> <i>Marketing FTE Expenses</i> <i>Selling FTE Expenses</i> <i>Market Access FTE Expenses</i> <i>Medical FTE Expenses</i> <i>R&D FTE Expenses</i> <i>Other FTE Expenses</i> <i>Total OPEX</i> <i>Overhead Expenses</i> <i>Contribution I</i> <i>Contribution II</i> <i>Contribution III</i> <i>Total Profit</i>	<i>NPV</i> <i>risk-adjusted NPV</i> <i>Return-on-Investment (ROI)</i> <i>ROI Factor</i> <i>OPEX Ratio</i> <i>OPEX Ratio Growth</i> <i>OPEX Growth by function</i> <i>NTS Growth</i>	<i>145 visual outputs in default setting</i> <i>Analytical Output tailored to your needs</i> <i>Tailored Multi-factor Analyses</i> <i>Flexible set-up of Consolidations</i> <i>Automated Portfolio Reports (ppt, pdf)</i>	
			Time Horizon
			<i>As-is, Short-(2y), Mid- (5y), Long-term (10Y)</i>
		Portfolio Model Set-up	Integration Capabilities
		<i>Global-Regional-Country</i> <i>Tailored geographic consolidations</i> <i>By Product</i> <i>By Indication</i> <i>Tailored Product-group consolidations</i> <i>Tailored Indication-group consolidations</i>	<i>Interface & Link to Commercial FC-models</i> <i>Interface & Link to Patient Flow Models</i> <i>Integration into Portfolio Review Process</i> <i>Integration into Strategic Planning Process</i> <i>Integration into Business Planning Process</i> <i>Interface to internal P&L-/Finance-system</i>
		Portfolio Scenario Capabilities	Other Portfolio Model Features
		<i>Benchmarking Scenarios (NTS, OPEX)</i> <i>Resource Re-Allocation Scenarios</i> <i>Investment Scenarios</i> <i>Price-Volume Scenarios</i> <i>Divestment Scenarios</i> <i>In- & Out-Licensing Scenarios</i>	<i>Integrated Epidemiology-based FC-models</i> <i>Probability of Reaching Market</i> <i>Probability of Achieving Target Price</i> <i>Market Competition Index</i> <i>Unmet Need Index</i> <i>Full transparency from Input-to-Output</i>

Integrated Business Planning (IBP)

We facilitate the annual Integrated Business Planning Process – and provide hands-on Project Management and Tools





Nautilus Life Science



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Working hard for your success