

**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**



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“)

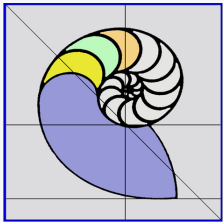


Positioning of our Consulting Model

Our Positioning:

- We provide Premium Consulting for Life Science Companies by focusing on those areas which have the most significant impact on Competitive Capabilities and Business Performance:
 1. Launch Readiness for New Products
 2. Marketing & Optimized Go-to-Market Models
 3. Market Access & Epidemiology
 4. Portfolio Management, Business Development & Investment Round Support
- We provide our Consulting Services to Life Science Companies who expect Hands-on Business Solutions and who put a high Priority on the Operational Implementation of conceptual Consulting Solutions
- We set ourselves apart from consulting companies who deploy consulting personnel with limited operational industry experience and delivering Powerpoint-presentations with difficult to implement concepts
- We „deliver“ with Competence, Experience & Passion – based on decades of hands-on industry job experiences at national, international and global levels and across a broad range of therapeutic areas and business functions in Pharmaceuticals, Biotech & Medtech
- We provide our Customers with tailored sets of business-proven & hands-on proprietary Tools & Processes, allowing time- & cost-efficient execution of Consulting Projects

Premium Consulting to drive your Business (1)



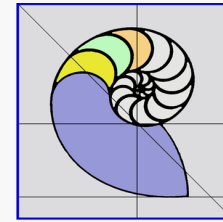
Nautilus Life Science Marketing Consulting

➤ Marketing Excellence

- *Brand & Market Entry Strategy Development*
- *Positioning & Key Messages*
- *Customer & Account Mapping*
- *Segmentation & Targeting*
- *Marketing- & OmniChannel Mix/Planning*
- *Go-to-Market Model Design & CRM*
- *Commercial Forecasting & Commercial Scenario Modelling*
- *Brand- / Launch Planning*

➤ Late Life Cycle Management (LLCM)

- *Preparing for Gx-/Biosimilar Competition*
- *Optimization of Marketing Investments & Channel Mix*
- *Mature Brand Portfolio Optimization & Resource Re-Allocation*
- *LLCM Business Model set-up*



Nautilus Life Science Launch Readiness

➤ Launch Readiness Team

- *Lead of x-functional Launch Readiness Team & Project Management Office*
- *Ensuring Product-/Market-/ Organizational Readiness for successful Product Launch*
- *Cost-efficient Interim-assignment possible*

➤ EE-/KOL Engagement

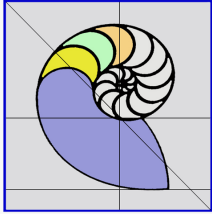
- *EE-/KOL Mapping*
- *EE-/KOL Engagement Programs*
- *AdBoard-365 Concept*

➤ Medical Management & Planning

- *Structured Medical Management Process for New Products Ph-III to Launch*
- *Medical Education & Training Programs*
- *Cost-efficient Interim-assignment possible*



Premium Consulting to drive your Business (2)



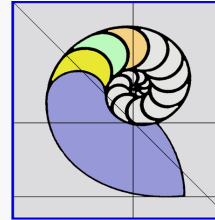
Nautilus Life Science Epidemiology & Market Access

➤ Epidemiology & Patient Flow

- *Quantitative Patient Flow Modelling*
- *External Expert Panel Validations*
- *Future Shifts in Treatment Algorithms*
- *Future Impact of New MoAs & Biosimilars/Gx*
- *Epidemiology Research & Consolidations*
- *Treatment Guideline Analyses*

➤ Market Access

- *Future Patient Flow & Budget Impact*
- *Brand Budget Impact Modelling*
- *New MoAs & Biosimilar/Gx Budget Impact Modelling*
- *Gx- / Biosimilar Pricing Impact Modelling*
- *Value Dossier support*



Nautilus Life Science Portfolio Excellence

➤ Portfolio Management

- *In-depth Portfolio Analysis (As-is, Gaps, Risks & Opps, internal/external Benchmarking, P&L Analytics, ROI Optimization, Resource Allocations)*
- *Proprietary Portfolio Analyzer, extensive Analytics-output, tailored to your Portfolio*
- *Process Integration from Portfolio- to Strategic- to Operational Business Planning*

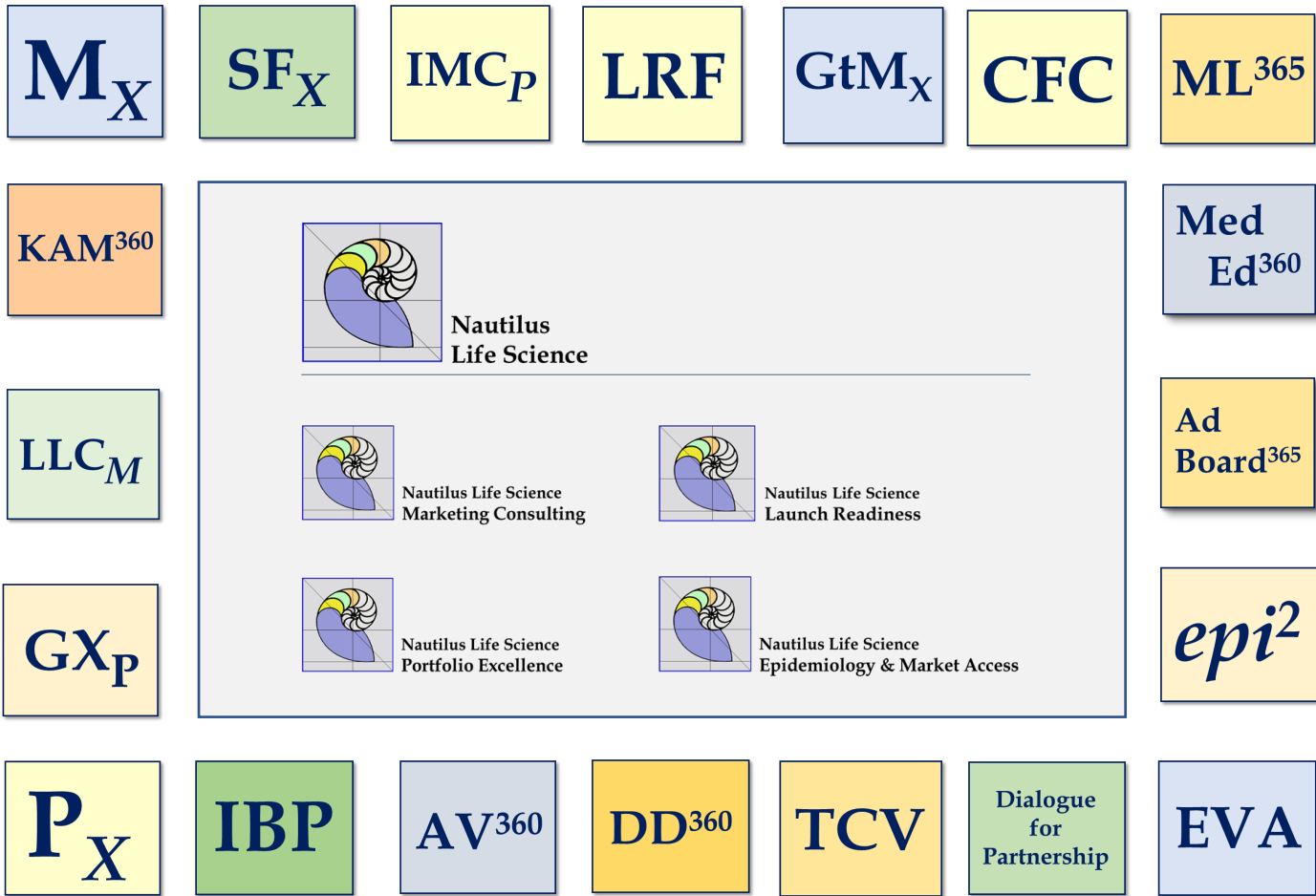
➤ Business Development, L&A / M&A

- *L&A / M&A support & Due Diligence Project Office*
- *Target Screen & Validation*
- *Asset Valuation, Commercial Forecasting, P&L Analytics, Deal Term Analytics*

➤ Investment Round Support

- *For Start Ups and Biotech, Investment Round A+*
- *Asset Valuation & Due Diligence Project Office*
- *Investor Communication Package*
- *Flexible Honorarium Models available*

We provide a suite of proprietary Tools & Processes –
business-proven, for hands-on Project Execution & tailored to your specific needs



Overview of our proprietary Tools & Processes (1)



Marketing_xcellence:

Toolbox & structured Processes to cover all relevant Marketing aspects, ensuring a competitive „Dialogue with the Customer“



Launch Readiness Framework:

Processes & Project Management Tools to lead cross-functional Launch Teams to successful Product Launches



Integrated Multichannel Planning:

Process & Toolbox to integrate cost-efficient Multichannel Marketing with Sales Force Programs



Sales Force_xcellence:

Processes & Planning Tools to ensure effective & efficient Sales Force Deployment



Key Account Management³⁶⁰:

Processes & Tools to plan & execute cross-functional Key Account Management



Late Life Cycle Management:

Processes & Tools to optimize Return-On-Investment for Mature Brands & MB Portfolios



Generic Impact Planning:

Processes & Tools to successfully & timely prepare for Gx- & Biosimilar competition



Integrated Business Planning:

Processes & Tools to integrate annual Planning Cycles (Portfolio-/Strategic-/Business Planning)



Go-to-Market_xcellence:

Structured Processes to define Go-to-Market Model for cost-efficient Mature Brand Business and new Business Models (e.g. Key Account Mgmt)

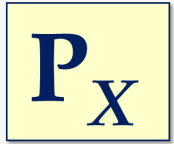


Commercial Forecasting:

Suite of Commercial Forecast Models and structured FCing Process to provide tailored FC-models (Epi-based, FC-Scenario Modelling)



Overview of our proprietary Tools & Processes (2)



Portfolio^xcellence:

Portfolio Model & structured Process to optimize Resource Allocation & ROI of your Portfolio and to identify Investment- & Divestment Opportunities



Asset Valuation³⁶⁰:

Processes & Tools to evaluate the Value of Assets for In-/Out-Licensing, Investment Rounds and M&A



Due Diligence³⁶⁰:

Processes & Tools for Project Management Office of Due Diligence Process & Deal Term Negotiations



TCV:

Building **T**rust, **C**onfidence & **V**alue Proposition towards Life Science Investors



Dialogue for Partnership:

Communication Material Package for Investment Rounds, L&A, M&A and Exit



Medical Leadership³⁶⁵:

Tools & Programs for year-round Medical Leadership Programs, integrating Medical PR, Study Programs, Scientific Projects and Publications



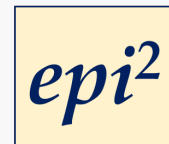
AdBoard³⁶⁵:

Processes & Tools to plan, implement & facilitate continuous Advisory Board Programs towards strong Scientific Partnership



Medical Education³⁶⁰:

Planning & implementing external Medical Education Programs & internal Medical Trainings



epi²:

Processes & Tools for quantitative Patient Flow Modelling, Budget Impact Modelling and Value Dossier input



EVA:

Early **V**alue **A**ssessment for Lead Compounds / Ph-II/-III; for Investment Rounds, L&A, New Product Launch Preparation and Market Access Evaluations

Our Therapeutic Area Experiences

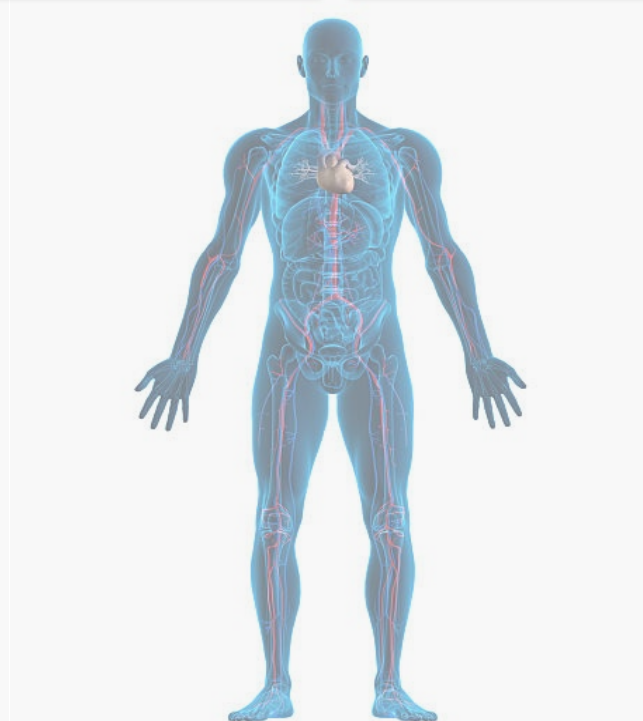
Psychiatry
(Schizophrenia, Bipolar, ADHD, Depression, Anxiety)

HIV
(Rx, Dx)

Intensive Care
(MRSA-Dx, Meningitis-Dx, Anaesthesia, Systemic Mycotic Infections)

Gastrointestinal
(Crohn's Disease, Ulcerative Colitis, Chronic Constipation, Diarrhea)

Neurology
(Stroke, Dementia, Parkinson, Epilepsy, Migraine)



Musculoskeletal
(Rheumatoid Arthritis, Psoriatic Arthritis)

Oncology
(Multiple Myeloma, Breast-, Prostate-, Lung-, Colon-, Gastric Ca., CML, CLL)

Dermatology
(Psoriasis, Mycotic Infections, Allergy)

Hepatic & Biliary
(HCV, HBV, Biliary Pruritus)

Haematology
(Anaemia)

Nephrology
(Chronic Kidney Disease)

Respiratory
(COVID-19)

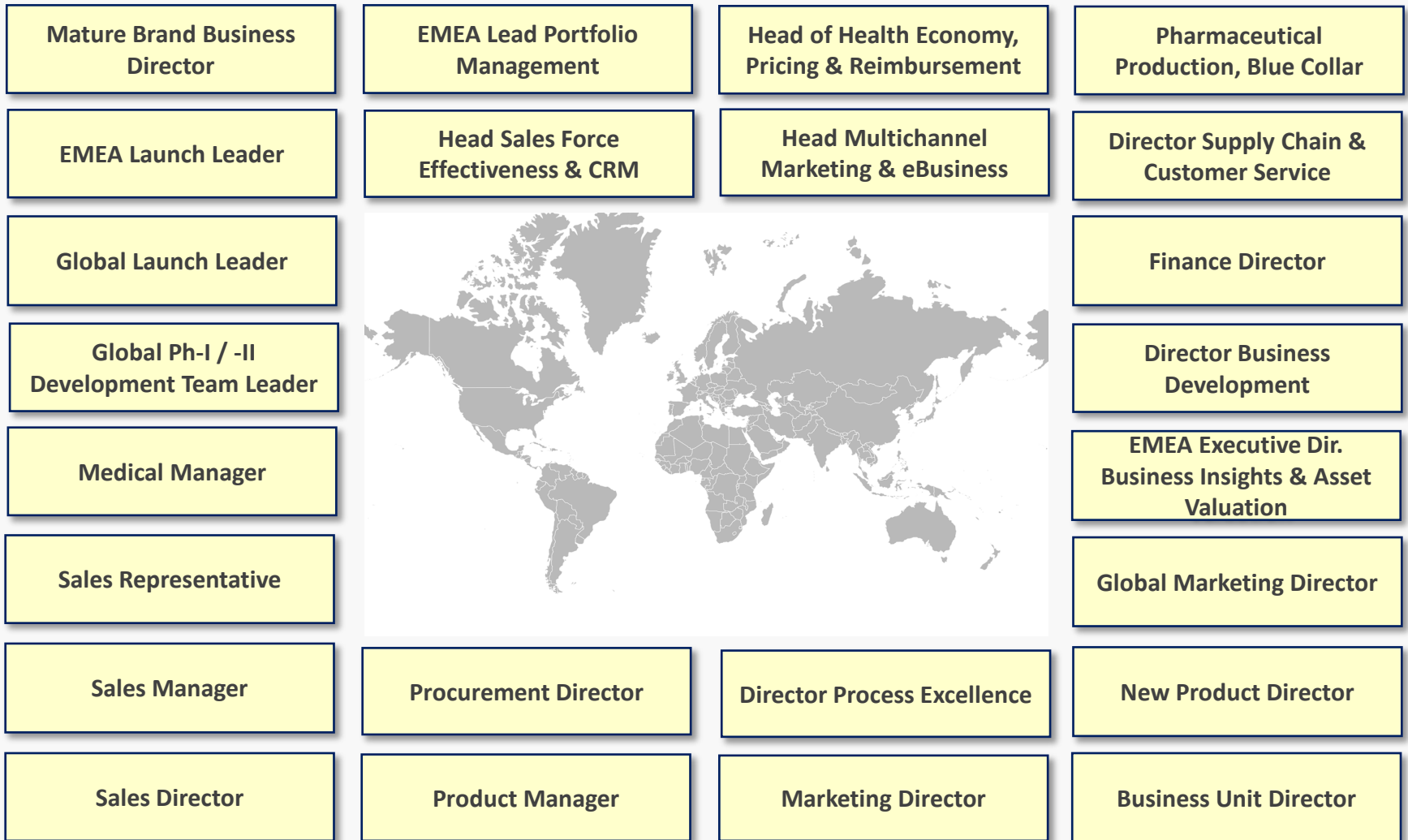
Metabolic
(Diabetes Mellitus, Obesity)

Dental
(Periodontitis-Dx)

Gynaecology
(Contraceptives)

Pain Management
(Acute, Chronic, Traumatic)

Our Job Experiences in the Life Science Industry *



* Some functions as Member of Management Board

Selection of our Clients



Bristol-Myers Squibb

AstraZeneca



GlaxoSmithKline



Daiichi-Sankyo



TILLOTTS PHARMA

ZERIA GROUP



systemc |

ZENTIVA

Janssen
PHARMACEUTICAL COMPANIES OF
Johnson & Johnson



Baxter



CARPEGEN®
individual diagnostic solutions

TRANSCATHETER
TECHNOLOGIES

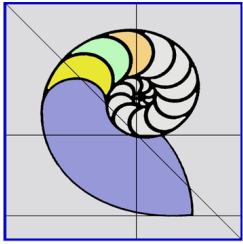


GLYCOTOPE



HAYS





Nautilus Life Science



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Working hard for your success