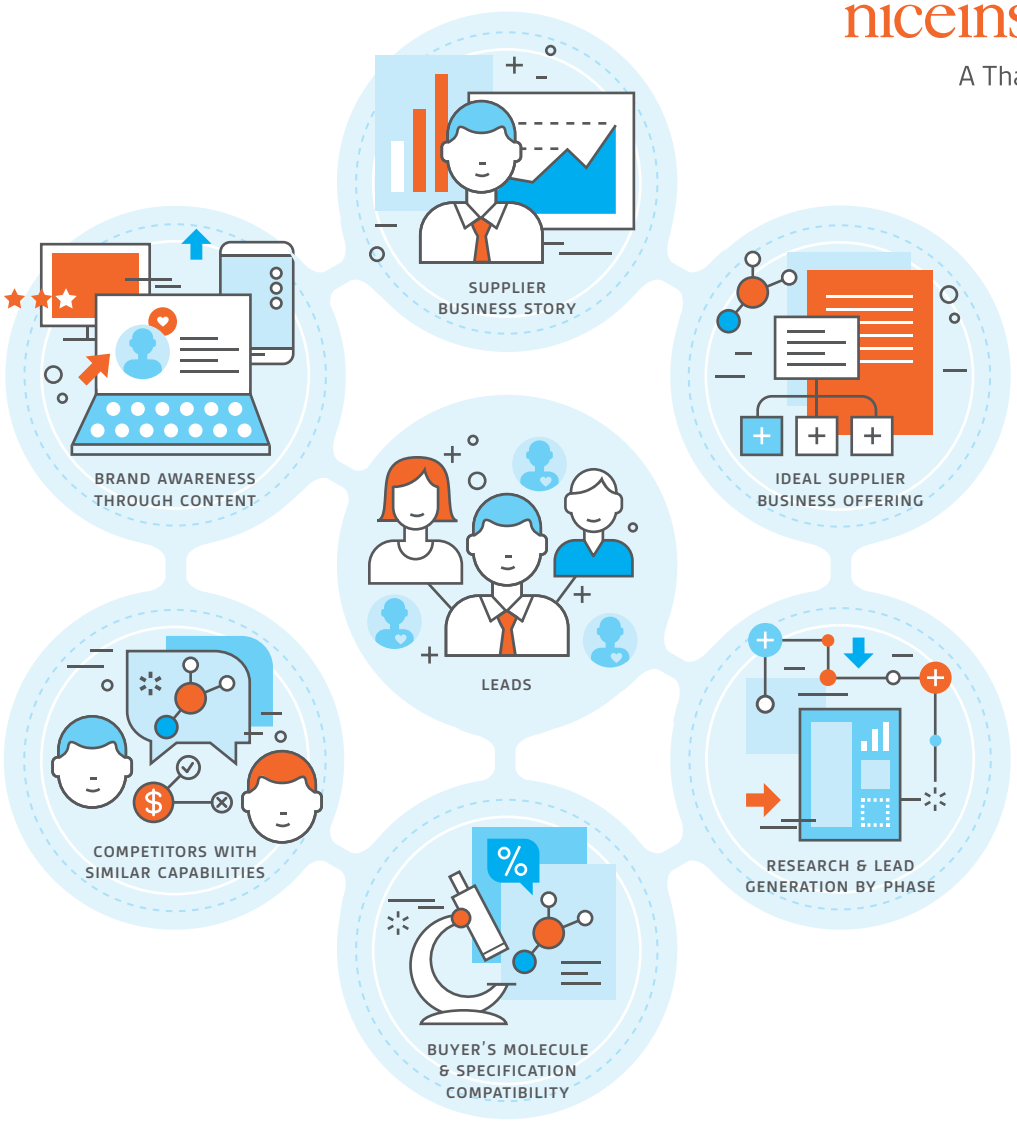
niceinsight

A That's Nice Brand



2018 Full-Time Equivalent (FTE): OEM Pharmaceutical Equipment – Biologics

15 Dedicated Research and Business Intelligence Team Members

MARKET SEGMENTS

Preclinical Trials

Drug Substance
+ Small Molecule API
+ Biologics

Drug Product
+ Small Molecule
+ Sterile Injectables

Pharmaceutical Excipients

OEM Pharmaceutical Equipment
+ Drug Product

Biologics

CONTENTS

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New York – Raleigh
Chicago – San Diego
San Francisco – Dallas
Frankfurt – Shanghai
Shenzhen

Supplier Business Story

POINT(S) OF CONTACT	CORPORATE PROFILE / BUSINESS STORY
Commercial	We are a manufacturer of OEM biopharmaceutical processing equipment and laboratory mass spectrometry. Our global presence enables us to deliver single-use technology to North America, Europe and Asia for innovator pharma/biosimilars companies and CDMOs. We are looking for new opportunities in the North American market.

Ideal Supplier Business Offering

	REQUESTER	PARAMETERS CATEGORY	PARAMETERS
1	Chief Commercial Officer	Project Definitions	Looking for California-based innovator pharma/biosimilars companies and CDMOs that currently manufacture biologics in-house with a manufacturing setup that requires single-use bioreactors
2	Chief Engineering Officer	Engineering / Technical Barriers	Clients who are looking to add to their existing stainless steel bioreactor suites with single-use production platforms, along with upstream and downstream processing
3	Plant Manager	Project Type Prioritization / Focus *(based on experience)*	**Product Capabilities** + Design consistency (i.e., ensuring the same type of bioreactor is used from clinical through commercial) + Scalability from 50L to 2,000L + Ease of installation and operation + Continuous processing
4	Business Development / Sales Director	Minimum Project Size (based on department) *[Profitability is important for a small CDMO]*	1. 50L lab-scale glass bioreactor for post tray/beaker cell growth: $1 million 2. 500L scale-up single-use bioreactor for commercial or orphan drugs: $3 million 3. 2,000L commercial-scale single-use bioreactor: $5 million
5	Chief Commercial Officer	Ideal Project Specifications *(for consideration)*	1. Bank (×6) 50L lab scale glass bioreactor for post tray/beaker cell growth: $5 million 2. 2-pack (×2) 500L scale-up single-use bioreactor for commercial or orphan drugs: $6 million 3. 6-pack (×6) 2,000L; Feeder (×1) 1,000L commercial-scale single-use bioreactor: $25 million

Research & Lead Generation by Phase

	POINT(S) OF CONTACT	PARAMETERS CATEGORY	PARAMETERS
6	Business / Market Intelligence	Geographic Target Area *(Prospect)*	Specific focus on 30 customers in California whose needs closely align with our single use bioreactor offerings The 30 companies with clinical/commercial manufacturing presence in California have a total of 72 products in the development pipeline with another 48 products marketed

PHASE I	16
PHASE II	13
PHASE III	6
PENDING APPROVAL	9
MARKETED	48

			(USD MILLION)		
		COMPANY	COST OF GOODS	SALES	MANUFACTURING LOCATIONS
7	Chief Financial Officer, Compliance	Risk Assessment; Historical Success & Therapeutic Approval	Amgen	$4,162	$21,892	10
			Gilead*	$4,261	$29,953	1
			Roche/Genentech**	$5,111	$34,744	6

* Includes figures for small molecule and entire Roche organization
** Only existing Gilead products, does not include figures for Gilead biologics as they are all in clinical phase

Buyers' Molecule Specification & Compatibility

(3 OF 30 CALIFORNIA COMPANIES SHOWN)

	POINT(S) OF CONTACT	COMPANY	PRODUCT	THERAPEUTIC CATEGORY	PHASE OF COMPANY INVOLVEMENT	ROUTE OF ADMINISTRATION	CELL LINE
8	Chief Marketing Officer	Amgen	Imlygic	Breast Cancer	Phase II	Intravenous	Mammalian
		Genentech	Kadcyla	Metastatic Gastric Cancer	Phase I	Intravenous	Mammalian
		Gilead	Andecaliximab	Gastric Cancer	Phase III	Intravenous	Human

Leads Generated – 164 Leads from 30 Companies

(6 OF 164 SHOWN)

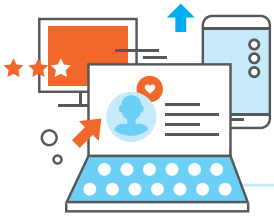
	POINT(S) OF CONTACT	COMPANY	FIRST	LAST	CONTACT TITLE	PHONE NUMBER	EMAIL
9	Chief Marketing Officer	Amgen	Naren	Kadaba	Executive Director, Manufacturing Excellence	+1 805-447-1000	nkadaba@amgen.com
		Amgen	Migdalia	Milian	Senior Manufacturing Specialist	+1 805-447-1000	mmilian@amgen.com
		Genentech	Karen	Moody	Director, Business Transformation Site Head, Pharma Development Excellence	+1 650-225-1000	kmoody@gene.com
		Genentech	Edwin	Chan	Senior Site Manager	+1 650-225-1000	echan@gene.com
		Gilead	Yas	Saotome	Vice President, Biologics Development and Manufacturing	+1 650-574-3000	yas.saotome@gilead.com
		Gilead	Brian	Mickus	Senior Research Scientist I, Upstream Cell Culture, Biologics Process Level	+1 650-574-3000	brian.mickus@gilead.com

Competitors with Similar Capabilities, Equipment & Ability to Deliver on Specification

	POINT(S) OF CONTACT	COMPANY	LOCATION	THREAT LEVEL*
10	Chief Marketing Officer	ABEC	USA	↔
		Eppendorf	USA	★
		GE Healthcare	USA	★
		Merck KGaA / Millipore Sigma	Germany / USA	★
		Pall Corporation	USA	★
		Paul Mueller	USA	↔
		Sartorius Stedim	Germany	★
		Thermo Fisher	USA	★

***THREAT LEVELS KEY**

★	HIGH	Similar / same offering; direct competitor
↔	MEDIUM	Compatible equipment; larger scale; indirect competitor
↗	LOW	Larger scale equipment; aspirational competitor



Brand Awareness Through Strategic Content Subject Matter (FOCUSED ON BUYER NEEDS)

SINGLE-USE TECHNOLOGIES

Designing a Better Single-Use Facility
(Placed in Pharma's Almanac Q1 March 8, 2017)

Although single-use, disposable technologies (SUTs) have been around for decades, continued development and implementation of this innovative process technology is needed to help accelerate the advancement of biopharmaceutical drug development.

DOWNSTREAM PROCESSING

Achieving Continuous Downstream Bioprocessing
(Placed in Pharma's Almanac Q4 October 1, 2016)

Due to advances in cell line development and upstream process (i.e., perfusion), the output of bioreactors has increased at a much faster pace than downstream processing capacity.

UPSTREAM EQUIPMENT

Equipment Must Integrate
(Placed in Pharma's Almanac Q1 March 8, 2017)

The greater demand in downstream equipment is largely due to the shift of the biomanufacturing bottleneck to downstream, mainly because the productivity in upstream bioreactors has increased dramatically.

FILTRATION

Has Downstream Processing Technology Caught up with the Significantly Higher Titers Coming Out of the Current Upstream Process?
(Placed in PA Q2 June 5, 2017)

Recent techniques such as Single-Pass Tangential Flow Filtration (SPTFF) offer an opportunity to streamline concentration steps. Additionally, newer virus filters that are specifically designed to handle higher concentration protein feed streams have also helped to improve downstream efficiency.