



Core Capabilities Slides

*Trinity's vision is to be the partner of choice to the life sciences industry.
We enable our clients' success through insightful and innovative solutions.*

Trinity Partners

Profile and background of Trinity Partners, LLC

Founded in 1996, Trinity Partners has over 90 employees that specialize in the life sciences industry. Trinity has two offices:

CORPORATE HEADQUARTERS
City Point
230 Third Avenue
Waltham, MA 02451-7528

NEW YORK OFFICE
441 Lexington Ave
Suite 806
New York, NY 10017-3330

Our clients are among the most successful firms in the industry. They include a mix of pharmaceutical, biotechnology, medical device and diagnostic companies worldwide.

We advise a wide range of clients on strategic opportunities. Areas of specialization include:

Licensing &
Acquisition

Corporate
Strategy

Market
Analytics

Brand
Planning

Promotional
Effectiveness

Pipeline and
Portfolio
Optimization

We provide our clients with an unrivaled combination of strategic and technical services.

Trinity Advantage

INDUSTRY EXPERTISE

We pride ourselves on our in-depth knowledge of the healthcare space. Our strategy is predicated on deep understanding of market dynamics.

ANALYTICAL METHODS

Our approach is fact-based and heavily quantitative. We are experts in the unique data sets that are fundamental to the life sciences industry and have a proven track record in deriving insights from this maze of information.



Our approach blends **industry expertise** with a **quantitative focus** and delivers customized and **evidence-based insights** to drive business strategy and optimize client success in a **collaborative process**

TRUSTED PARTNERSHIP

At Trinity, we develop extensive, long-term relationships with our clients. We strive to develop more than just a business relationship — a collaboration with our clients — and we measure our success by their success.

TAILORED APPROACH

Our process, philosophy and guiding principles are structured while our approach is customized for each client. We employ innovative methods and tools that are the best match for the business questions we are challenged to answer.

Trinity Practice Areas

Demonstrated expertise across a breadth of commercial capabilities



Trinity Practice Area: Corporate Strategy



Trinity helps our clients create a road-map to their future success

TRINITY'S CUTTING EDGE STRATEGIC PLANNING AT THE BRAND, BUSINESS UNIT AND COMPANY LEVELS CONTRIBUTES TO OUR CLIENTS' GROWTH AND FUTURE PROFITABILITY

Business unit and therapeutic area assessments

Development and optimization of new products

Identification of new opportunities

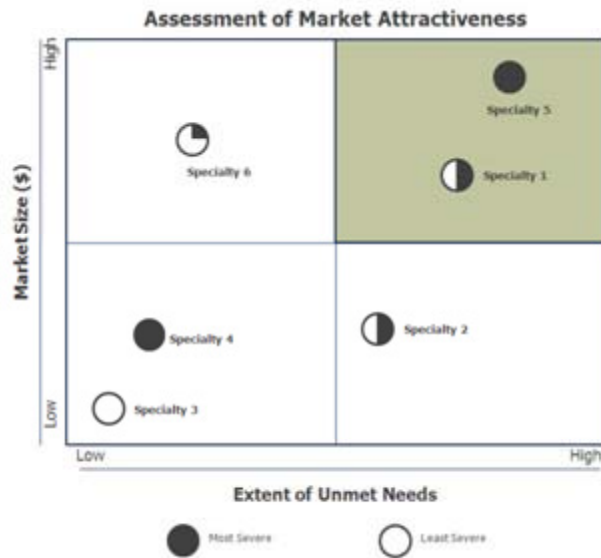
Benchmarking and cases studies

Resource allocation and investment decision support

Strategic options / scenario analysis

In-depth market and competitive intelligence

OUR CORPORATE STRATEGY PRACTICE LEVERAGES ALL OF TRINITY'S CORE CAPABILITIES



FUTURE BUSINESS

CORE BRANDS

PIPELINE PRODUCTS

NEW BUSINESS

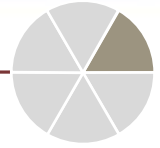
Primary Market Research

Advanced Analytics

Forecasting

SUPPORTED BY TRINITY FUNCTIONAL EXPERTISE

Trinity Practice Area: Pipeline & Portfolio Optimization



Trinity has established best practices to maximize the value of pipeline and portfolio assets

TRINITY UTILIZES PROPRIETARY TECHNIQUES TO:

- Validate and identify new opportunities through in-depth assessment of the market landscape and unmet needs
- Create apples-to-apples comparisons that drive resource allocation and investment decision-making with a consistent evaluation process
- Plan pipeline development via indication selection, target product profile development and testing
- Deliver critical competitive intelligence by tracking competitor development activity in therapeutic area or by mechanism of action
- Manage and quantify clinical, commercial, and other forms of risk by leveraging Trinity's forecasting expertise

WE HELP OUR CLIENTS CONVERT PIPELINE ASSETS INTO NEW PRODUCTS AND FUTURE REVENUE STREAMS



Trinity Practice Area: Brand Planning



Trinity collaborates with clients to generate comprehensive brand and launch plans

Trinity is a trusted partner providing brand planning across multiple functions

- A suite of services that allow for the appropriate brand positioning and targeting
- A unique mixture of strategic, tactical, and implementation services
- Sophisticated market analytics and primary/secondary research

We deliver an action-oriented brand approach

TRINITY IS A "ONE-STOP SHOP" DURING BRAND PLANNING PROCESS

Market Context → Implementation

Market Environment

What is the current size and shape of the market?

Activation/Implementation

How do I put in place the necessary business elements to meet my goals?

Brand Qualities

What is my positioning and value proposition?

Communication Strategy

How do I communicate my message to the market?

WITHIN THE FRAMEWORK OF BRAND PLANNING, TRINITY OFFERS:

Launch planning and strategy

Brand positioning and segmentation

Pricing analysis

Reimbursement strategy

Managed care/strategic customer analysis

Forecasting and product planning

KOL and influencer mapping

Clinical development strategy

Trinity Practice Area: Market Analytics



Trinity provides critical differentiation through our ability to leverage complex analyses and translate them into market insights for our clients

CURRENT CLIENT OFFERINGS

FORECASTING

Tailored, risk-adjusted forecasting to provide powerful solutions for clients in their assessment of their market

PATIENT FLOW ANALYSIS

Many years of experience manipulating large claim datasets to understand marketplace dynamics over time

DASHBOARDS

Experience in developing customized tools to communicate the status of the business to multiple business partners

PRIMARY MARKET RESEARCH

Stand-alone primary market research vertical offering quant/qual research to allow customization and transparency in analysis

ADVANCED ANALYTICS

Statistical practice led by PhD statistician to deliver representative market data not available from other sources

TRINITY EMPLOYS EXPERTS IN EACH MARKET ANALYTICS CAPABILITY

FORECASTING

Value assets in operational, tactical and strategic time frames with unrivaled accuracy and defensibility

PATIENT FLOW ANALYSIS

Understanding how markets change over time based on systems dynamics and true market behavior

DASHBOARDS

Accurate reporting of key performance measures

PRIMARY MARKET RESEARCH

Qualitative and quantitative insights from key stakeholders in the buying process

ADVANCED ANALYTICS

Harness statistical tools to create validated models from a confluence of information

Trinity Practice Area: Promotional Effectiveness



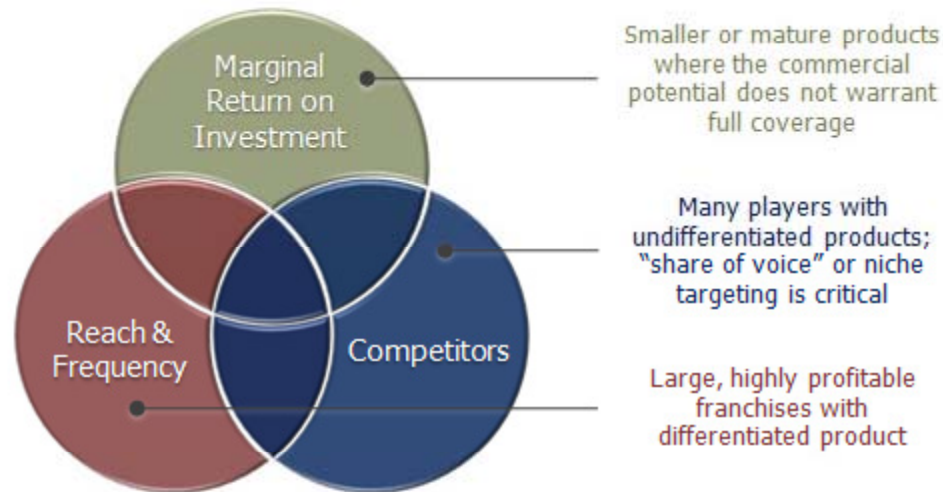
Trinity provides clients with comprehensive data-driven sales effectiveness analyses

12+ years of experience providing advanced analytic support to field sales organizations that result in actionable, real-world solutions

Trinity also provides a uniquely tailored approach to develop solutions for nontraditional businesses:

- Sales force effectiveness analysis triangulates three different techniques: field force workload (i.e., reach & frequency), competitor benchmarking, and marginal return on investment
- Deployment engagements involve data-driven processes combined with field-force specific feedback to derive an optimized approach for a clients' solutions

TRINITY UTILIZES MULTIPLE APPROACHES TO UNDERSTAND PROMOTIONAL EFFECTIVENESS



SPECIFIC MARKET CONDITIONS WILL OFTEN CAUSE ONE OF THESE THREE DIMENSIONS TO OUTWEIGH THE OTHERS IN IMPORTANCE

TRINITY OFFERINGS

- Marketing mix strategy
- Sales channel evaluation
- Sales force sizing / Deployment
- Promotional responsiveness modeling
- Physician/Customer segmentation
- Contracting/National account strategy
- DTC /eMedia ROI analysis
- Incentive compensation
- Managed care strategy and deployment

Trinity Practice Area: Licensing & Acquisitions



Trinity provides actionable assessments of global L&A opportunities

TRINITY BRINGS A CRITICAL MASS OF L&A EXPERIENCE RESULTING IN IMMEDIATE CONTRIBUTIONS, MINIMAL LAG TIME AND RAPID RESULTS

Variety of clients ranging from large companies to small, venture backed firms

Proficiency in both scientific and business strategy issues

Knowledge of all major therapeutic areas and platforms

Ability to deliver robust financial recommendations including assessment and negotiation of deal terms

Experience throughout the clinical development and commercialization process

Critical third-party due diligence of major transactions

TRINITY DEPLOYS A 3-CS FRAMEWORK FOR L&A ASSESSMENT

CLINICAL

KEY INSIGHTS:

- What differentiates the asset from other available agents?
- What value does the agent add to the treatment armamentarium?
- What is the most likely patient composition?

COMMERCIAL

KEY INSIGHTS:

- What is the anticipated market value of the agent?
- What is the selling “hook” for the asset and how does it compare to the competitive landscape?
- What is the optimized entry strategy and what does it cost?

COMPANY

KEY INSIGHTS:

- To what extent does the asset compete with or complement pre-existing components of the portfolio?
- How can current infrastructure (selling and marketing) be leveraged in promoting the new product?

WE HOLD OURSELVES ACCOUNTABLE FOR OUR RECOMMENDATIONS BY ESTABLISHING LONG-STANDING RELATIONSHIPS WITH OUR CLIENTS' NEW BUSINESS DEVELOPMENT TEAMS.

Primary Marketing Research: Capabilities

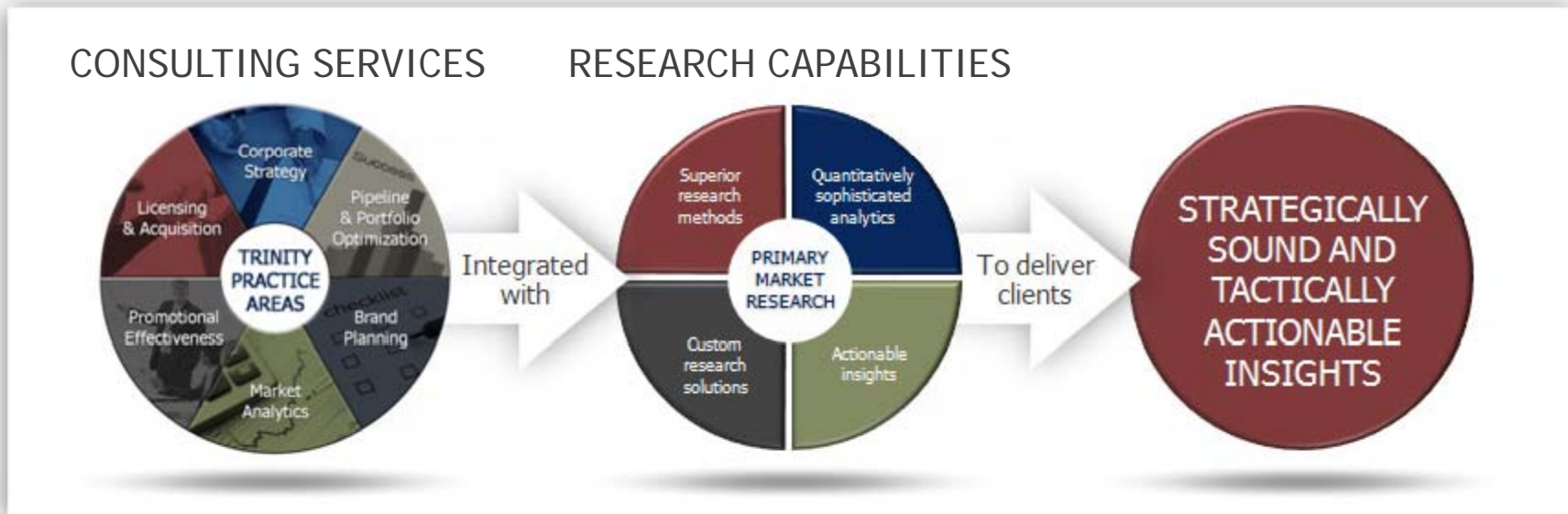
Research studies conducted at every stage of the marketing life-cycle



The ultimate goal of marketing research is to inform the STRATEGY and TACTICS at each stage of the brand planning process to support development of a launch plan and aid in managing the brand's entire life-cycle.

Trinity Partners Advantage: Integrated Approach

We draw from a wide range of capabilities in order to tailor our approach to each client and their requirements



Our mission is to provide tailored solutions, involving evidence-based answers that drive business strategy. We achieve this by blending our significant industry expertise with our quantitative focus and superior research techniques to provide strategically sound and tactically actionable insights.

At Trinity, we have created an environment that puts the priority on our clients and their success. We strive to develop something more than a business relationship — a collaboration. At Trinity Partners, our success is measured by the accomplishments of our clients.

Visit us at www.trinitypartners.com to see how we have helped clients around the globe solve their critical business needs.



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