



Syndicated Multiple Sclerosis Therapy deep dive: Dec'20

IQVIA Consulting analysis prepared for Genesis

December, 2020



Agenda

- + Project overview
- + Patient flow and MS types
- + Awareness and adoption of new treatments
- + Current treatment (last quarter)
- + Treatment selection criteria and brand image
- + Detailing and evaluation
- + Corporate image
- + Key Findings

The market research supports PharmaCos in gaining all the necessary insights for the MS market in Greece

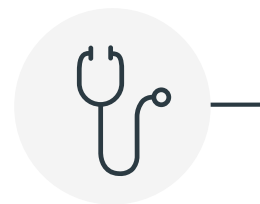
Project overview

Background & Objectives

- This study aims to get market insights concerning the current market landscape in Multiple Sclerosis: explore physicians' knowledge, attitudes and behavior towards the existing and the upcoming medications
 - Quantify awareness, attitudes and usage of available MS therapies
 - Assess awareness and potential of new products
 - Evaluate concept for new launched products
 - Explore detailing, exposure to different channels of communication and sales rep evaluation
 - Evaluate PharmaCos image in MS market

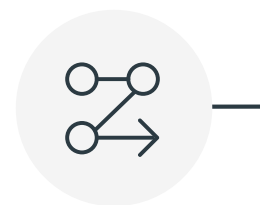
Identity of the study

- IQVIA Greece executed a quantitative study to **HCPs** with the following specifications:



Sample: **80 Neurologists**

- Specialized in MS
- All physicians were selected from OneKey database
- Screening criteria: active in the management of MS patients: at least 20 patients during the last 3m



- **Methodology:** CAWI interviews (with pre-recruitment)
- **Geography:** Attiki, Salonica & 5 Great Urban cities
- **Place of work:** Hospital & Private sector

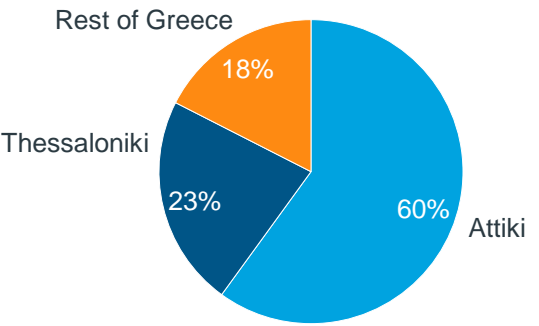
Fieldwork dates:

- Interviews conducted:
 - Wave: Jul'20: mid June / mid July
 - Wave: Dec'20: mid November / mid December

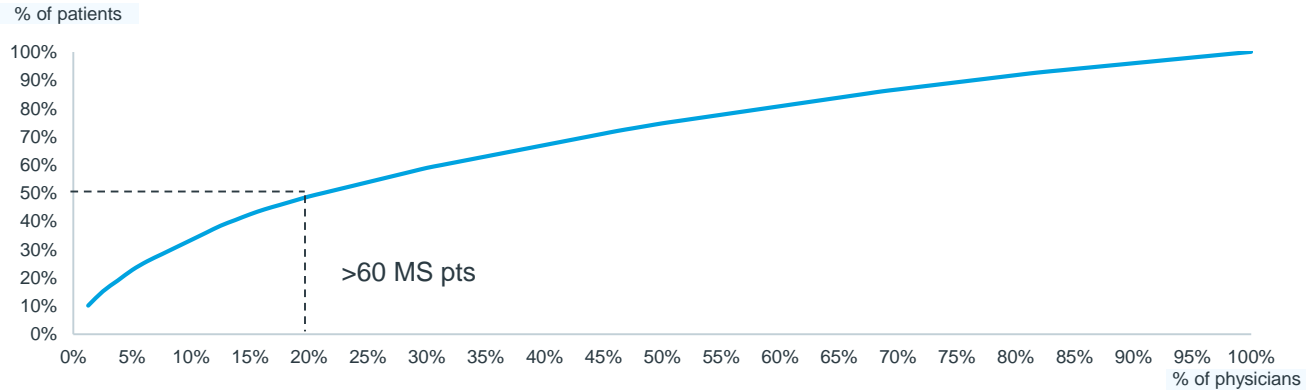
We conducted extended interviews with 80 Neurologists in Attiki, Salonica and 5 major cities in Greece

Sample profile

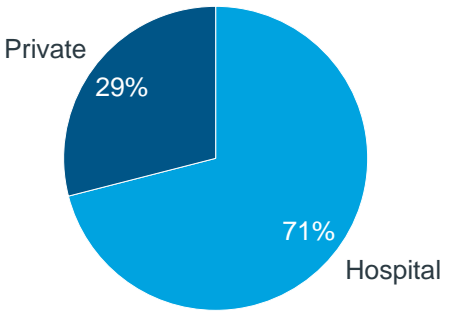
Physicians' mega-geography



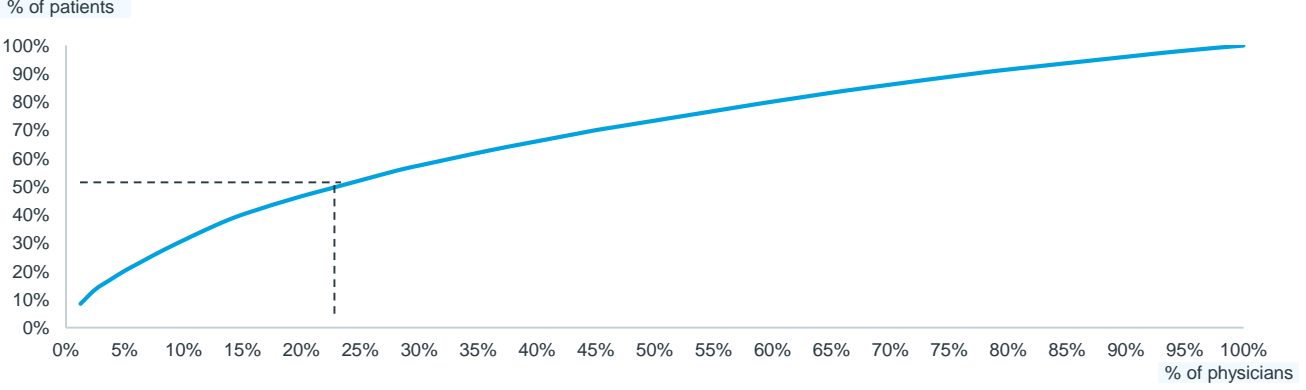
of MS patients in quarter: 3,957



Physicians' workplace



of treated MS patients in quarter: 3,550



Source: IQVIA Consulting PMR (December 2020)
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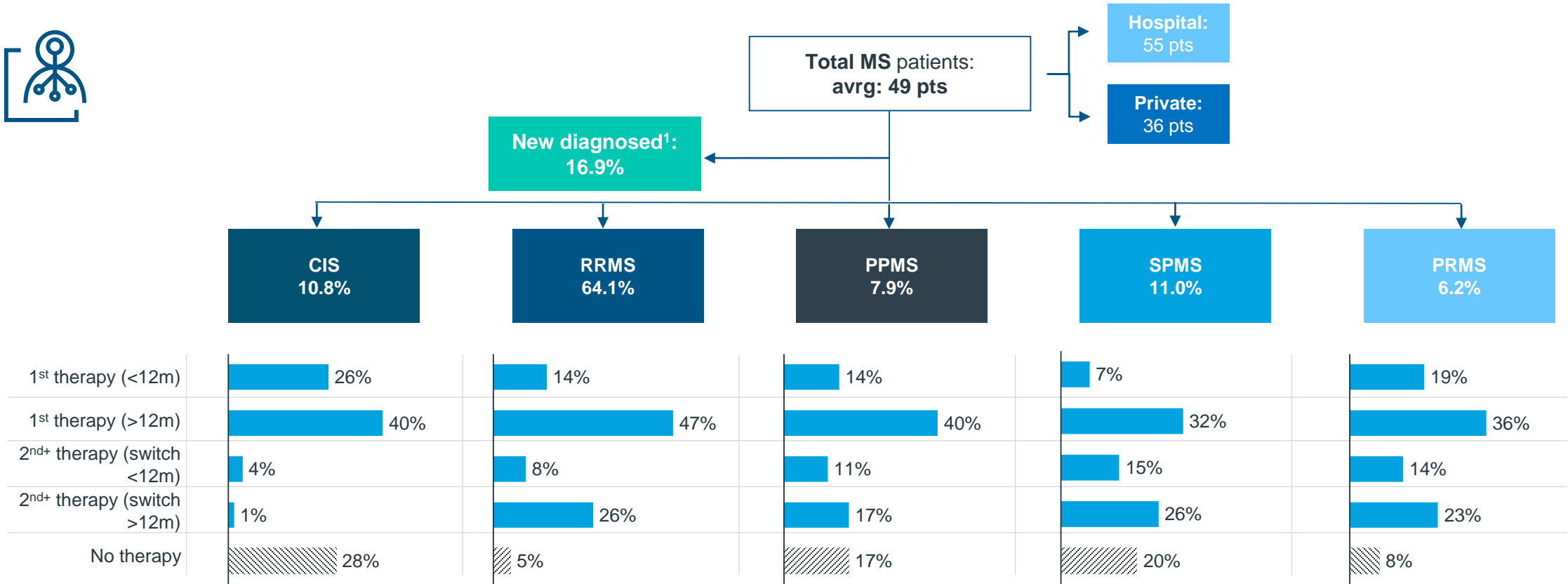


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CIS, PPMS and SPMS types report the highest 'no treatment' rates; new treatment market (<12m) varies from 7% to 26%

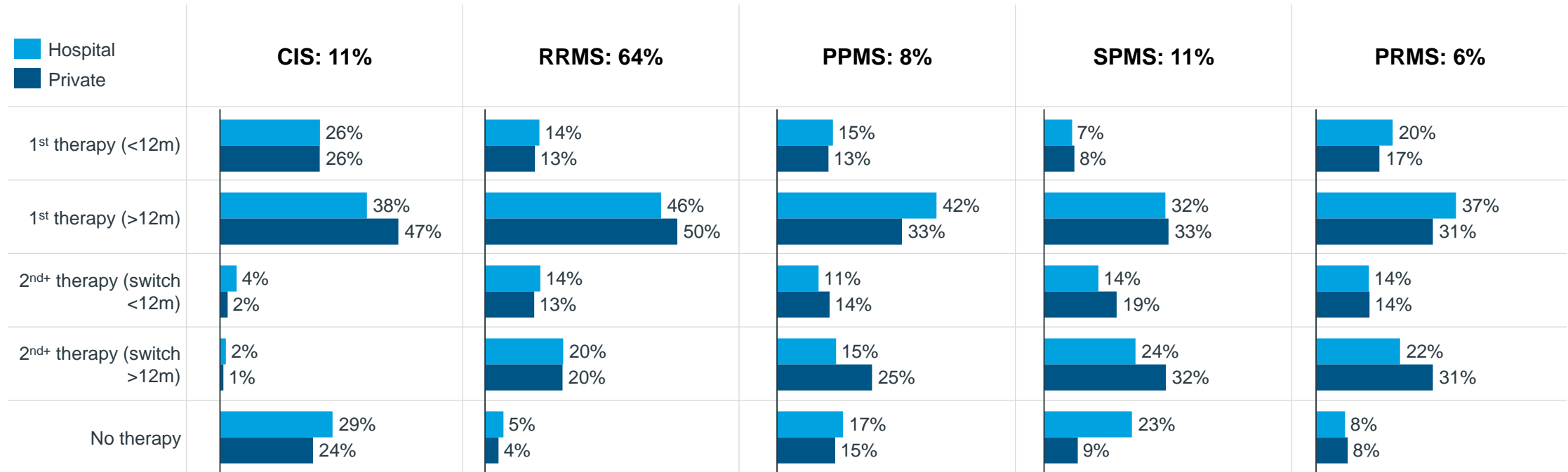
MS market overview: patient flow past 3 months



Base: 80 neurologists
 Q1a. How many patients suffering from Multiple Sclerosis have you attended in the last 12 months?
 Q3a. How many patients suffering from Multiple Sclerosis have you attended in the last quarter? Q2b: How many were first diagnosed in the last 12 months? NOTE 1: % to new diagnosed of the last 12m and not new treated
 Q4. From your MS patients how many suffer from each MS type? Q5. For each type of MS how many belong to each phase of DMT treatment listed in this card?

Increased % of new in treatment patients in PRMS type

MS market overview: patient flow last quarter split by place of work



Base: 80 neurologists

Q1a. How many patients suffering from Multiple Sclerosis have you attended in the last 12 months?

Q3a. How many patients suffering from Multiple Sclerosis have you attended in the last quarter? Q2b: How many were first diagnosed in the last 12 months?

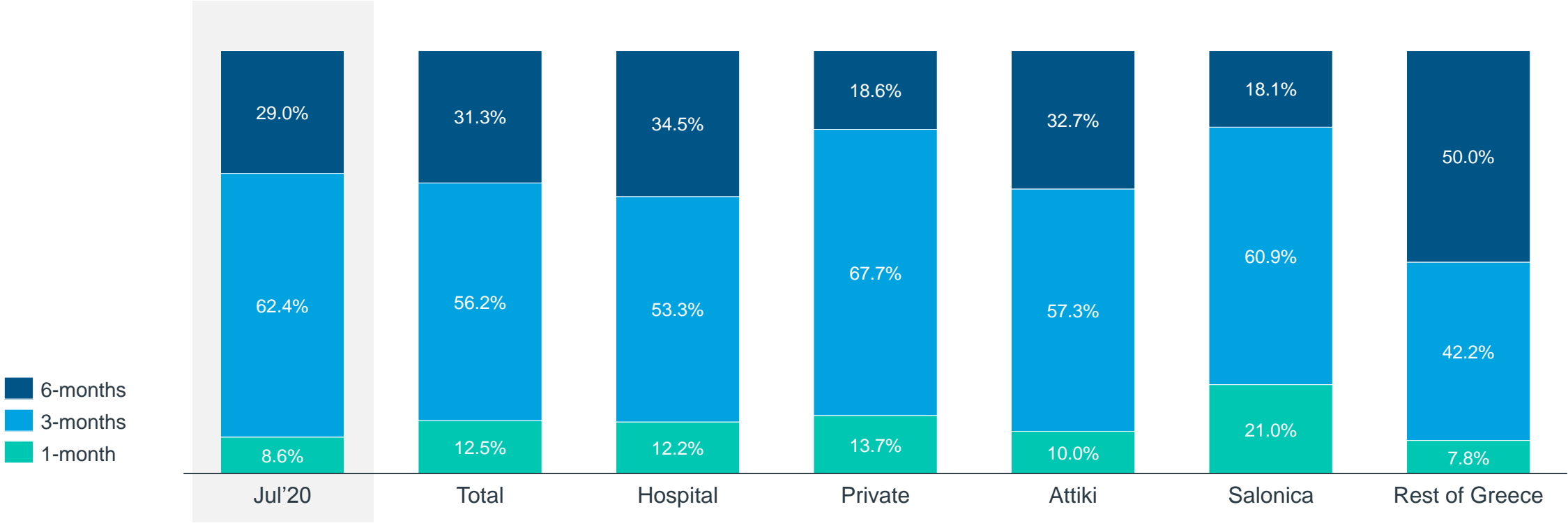
Q4. From your MS patients how many suffer from each MS type? Q5. For each type of MS how many belong to each phase of DMT treatment listed in this card?

Source: IQVIA Consulting PMR (December 2020)

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During the past 3 month period, most prescriptions issued were for a 3-month duration; Hospital HCPs also issue 6-months RxS

MS market overview: prescription duration



Base: 80 neurologists / % of prescriptions / patients [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q3b. And to how many of your patients did you prescribe a DMT agent during the last three months? How many of the recipes were issued for 6 months period, how many for 3 months and how many were for 1 month?

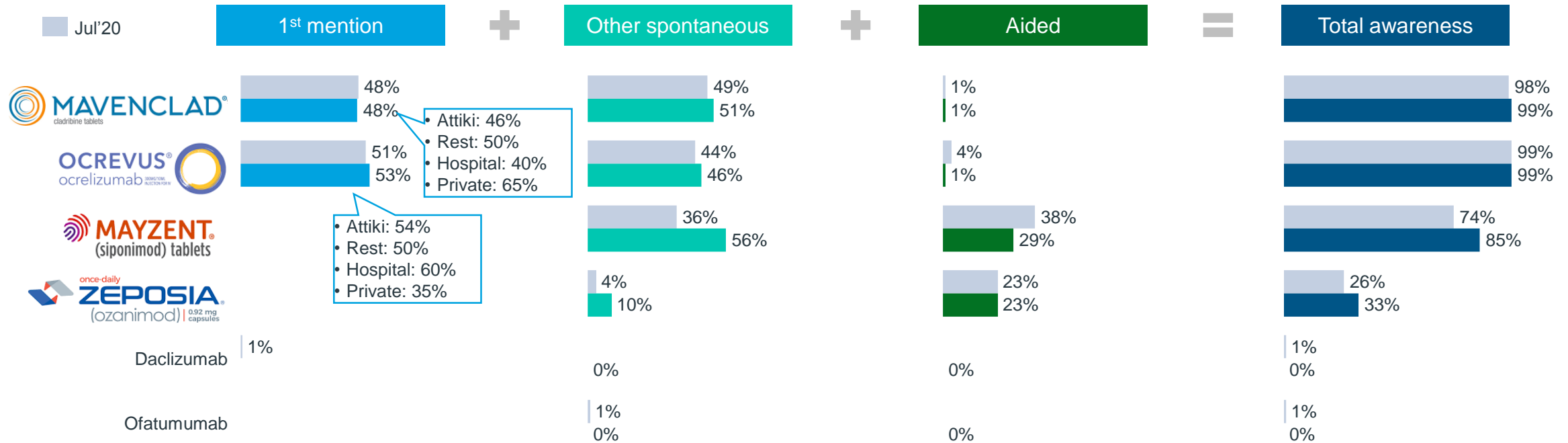


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MAV and OCR compete in total awareness while higher 1st mention for OCR; MAY increases total awareness by 11ppts

New MS treatments awareness



Base: 80 neurologists / % of physicians

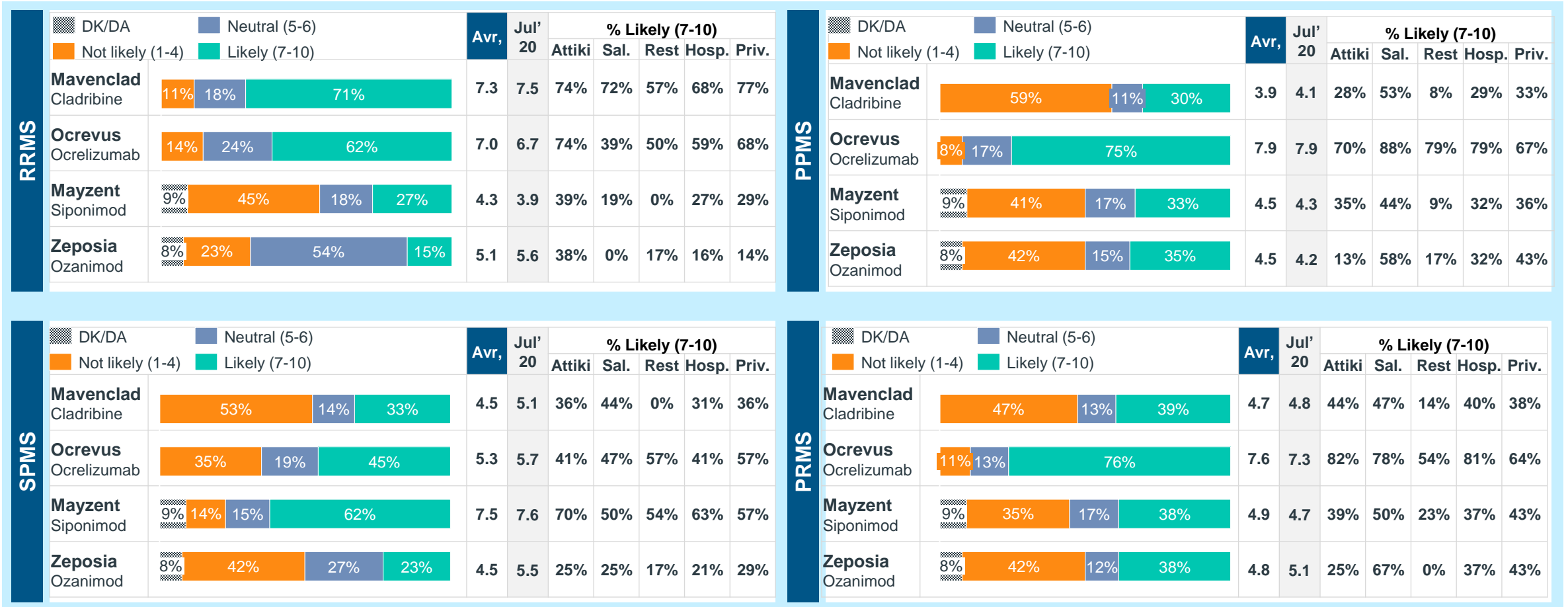
Q6. Are you aware of any new treatments for MS that are going to be commercially available in Greece in the near future? SPONTANEOUS MENTIONS – RECORD 1st MENTION SEPERATLY
 Now I will read you some new treatments for MS that are going to be commercially available in the near future and I would like you to tell me if you know them; MULTIPLE MENTIONS

Source: IQVIA Consulting PMR (December 2020)

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MAV presents the highest intention to Rx in RRMS & intention increases since W1; OCR in PPMS & PRMS, while MAY in SPMS

Intention to prescribe



Base: all aware of each drug (Ocrevus 79 / Mavenclad 79 / Mayzent 68 / Zeposia 26) / % of physicians

Q7. Please tell me for each treatment, how likely it is for you to prescribe it to your _____ patients with the relevant indication? Please use a 10-point scale where 1=Not likely at all and 10 = Very likely

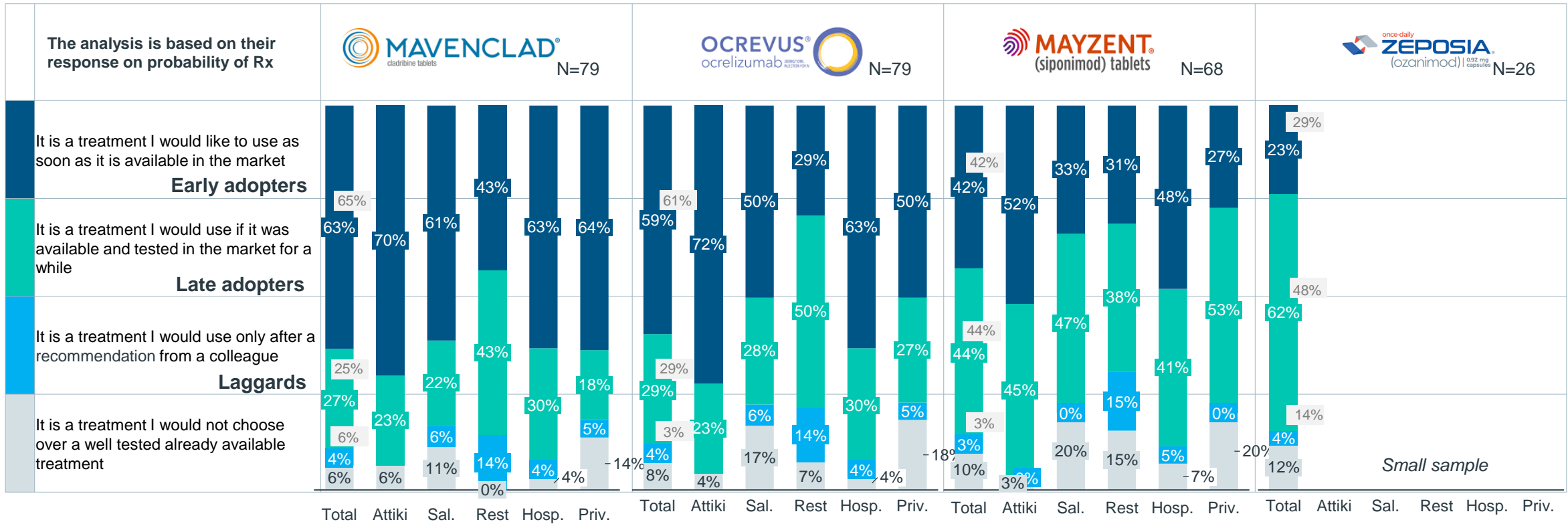
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MAV decreases early adopters since Jul' 20 & surpasses OCR in rate of early adopters; lower % of early adopters in Rest Greece

Adoption of new treatments

Jul' 20

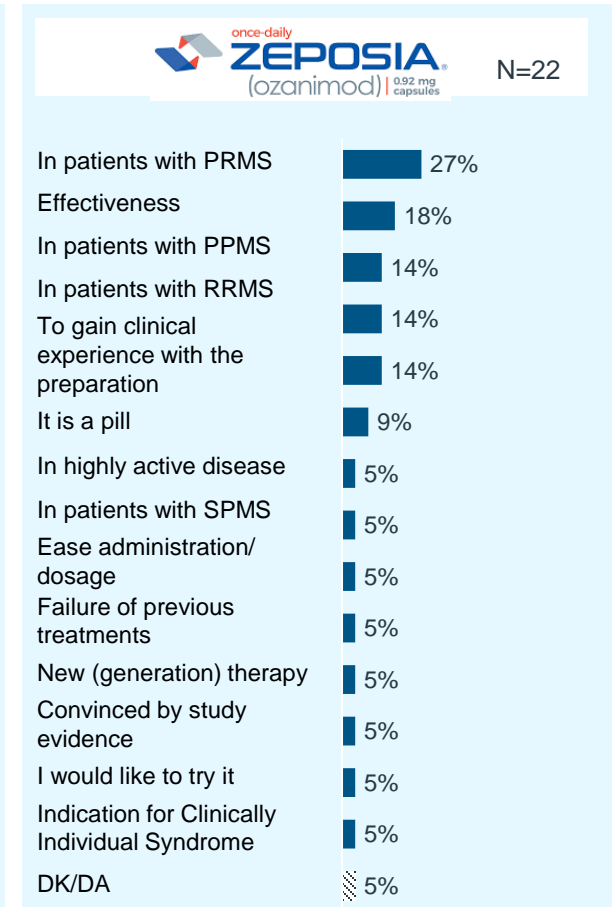
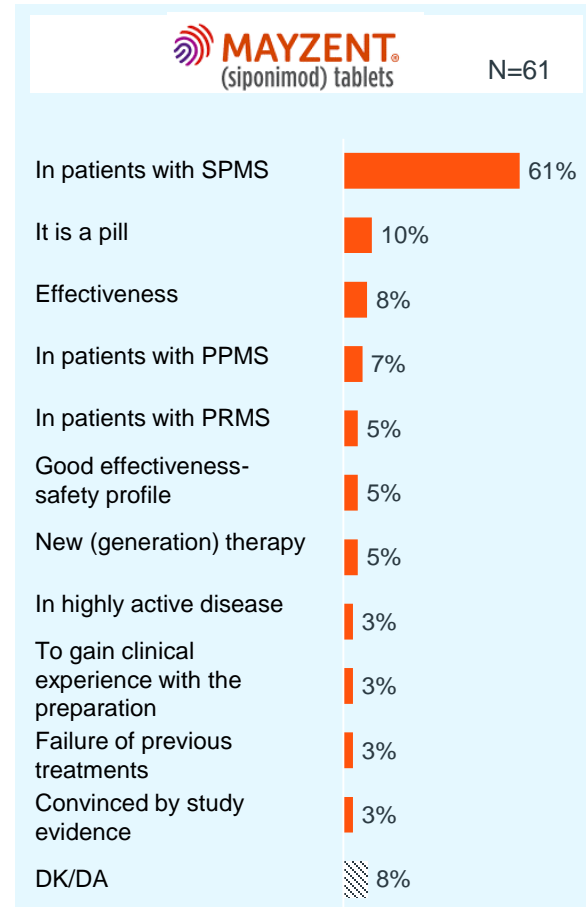
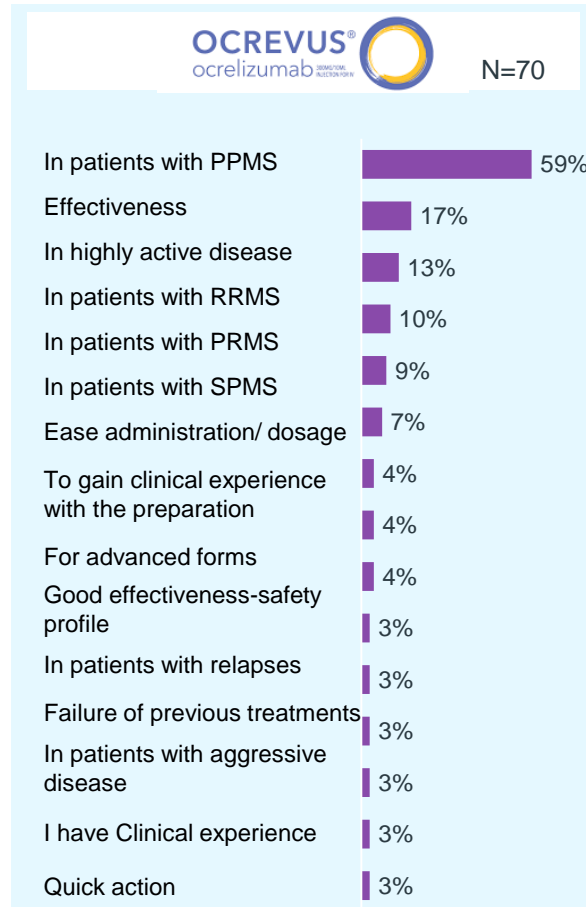
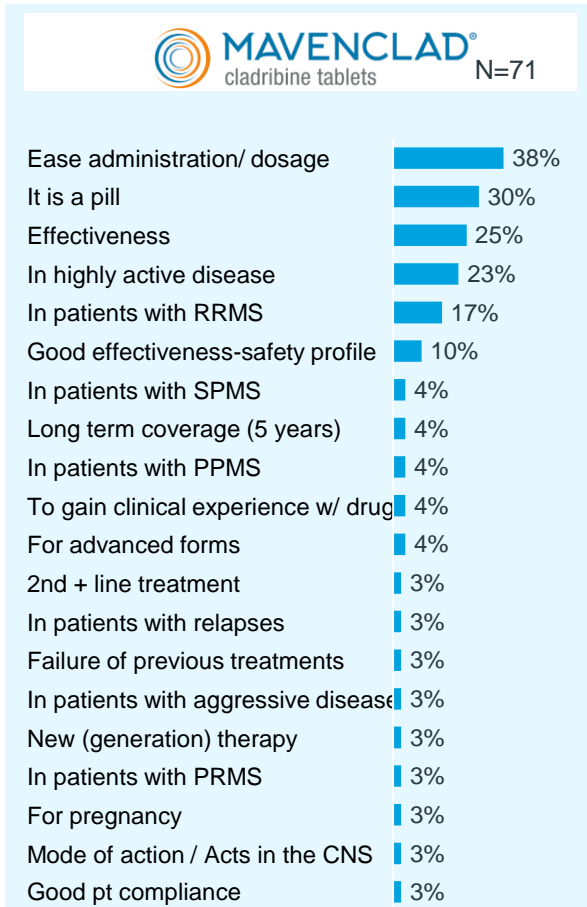


Base: all aware of each drug (Ocrevus 79 / Mavenclad 79 / Mayzent 68 / Zeposia 26) / % of physicians
 Q8. Which of the phrases I will read to you best responds to your attitude towards prescribing new formulations once they are available (with reimbursement)?

Source: IQVIA Consulting PMR (December 2020)
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OCR is positioned for PPMS patients, MAV as easy administration & dosage scheme & is a pill; MAY for SPMS & ZEP for PRMS pts

Reasons for selection each new treatment - spontaneous



Base: all mentioned that they will prescribe each product (Ocrevus 48 / Mavenclad 49) / % of physicians Note: <3% reasons not shown.
Q9. You mentioned that you will prescribe..... to your MS patients when it is commercially available. Can you please tell me the reasons why you will choose to prescribe....

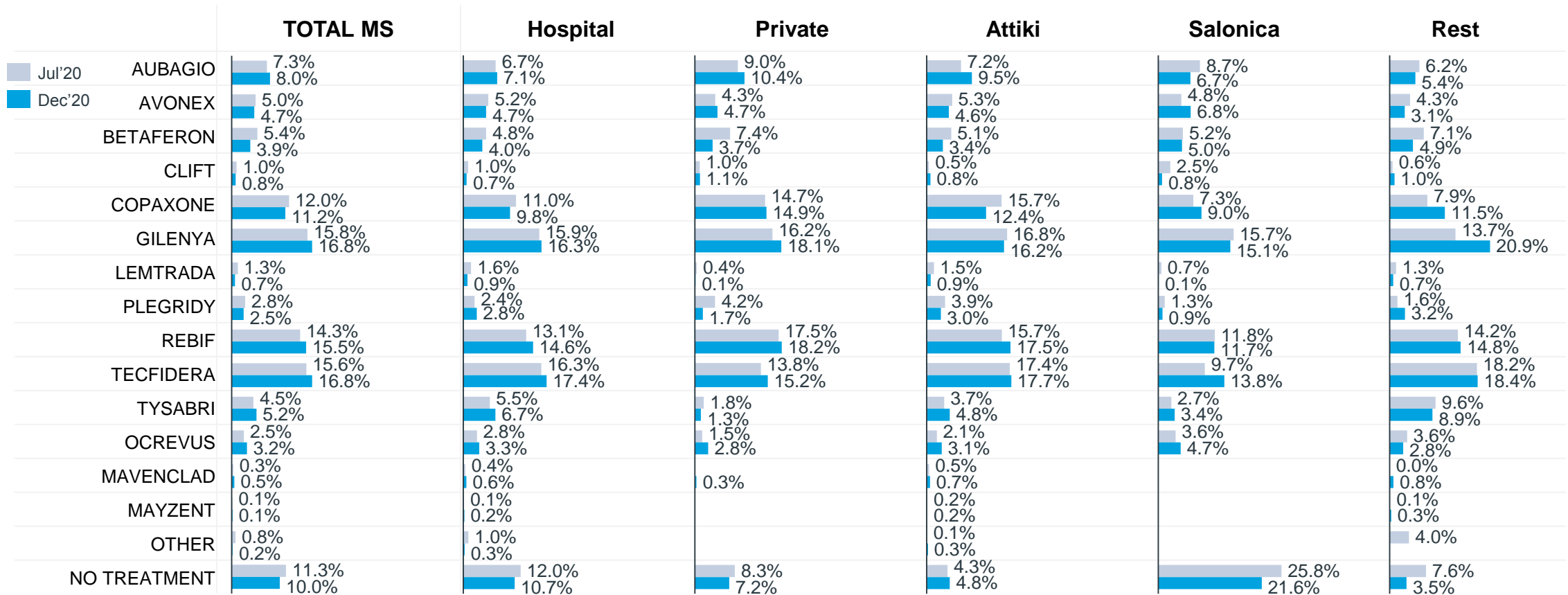


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Total (perception) patient share: top-3 treatments → TEC, GIL and REB; TEC improves in private sector & Salonica

Treatment strategy per type of MS - past 3 months¹ – split by place of work and region



Base: 80 neurologists / % of prescriptions / patients [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Note 1: Patient shares based on physicians perception only – average %

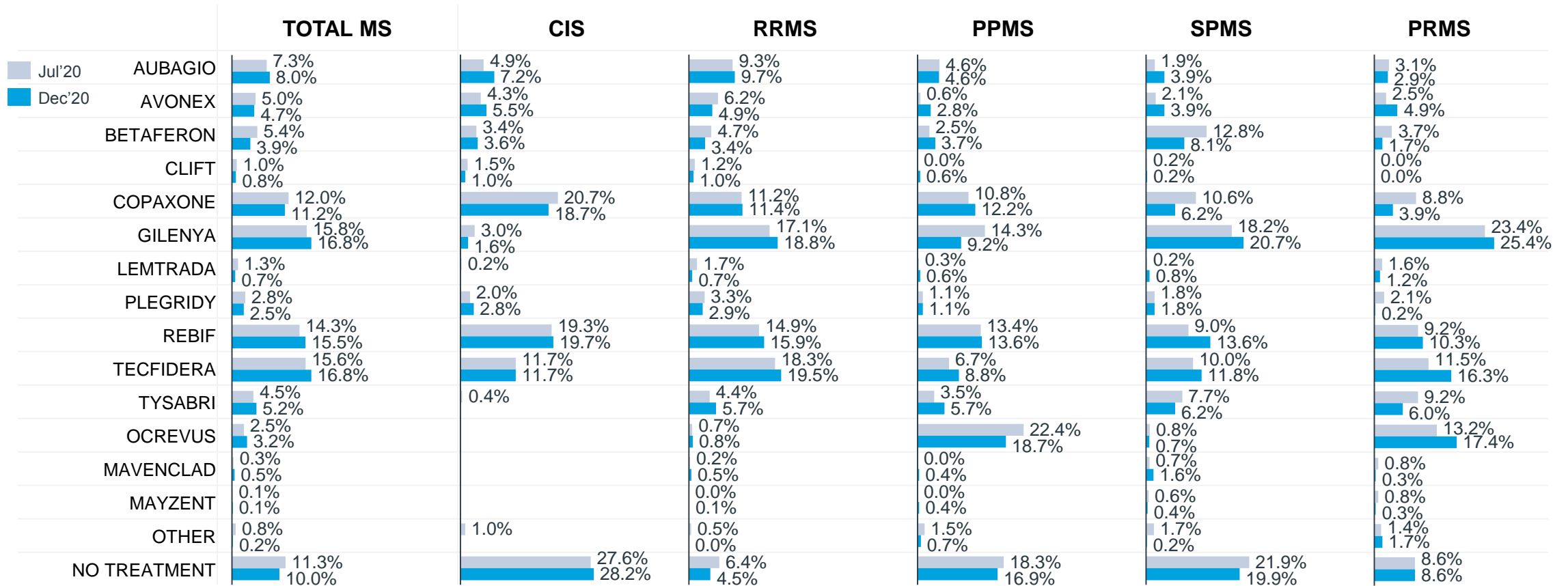
Q10. Of all your patients with MS who have seen in the last 3 months (number from Q5 - Interviewer read the number) how many currently receive each of the treatments you see on this card?

Source: IQVIA Consulting PMR (December 2020)

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Top-treatments → CIS: COP, REB - RRMS: TEC, GIL - PPMS: OCR - SPMS: GIL - PRMS: GIL

Treatment strategy per type of MS - past 3 months¹ - split by type of disease



Base: 80 neurologists / % of prescriptions / patients [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Note 1: Patient shares based on physicians perception only - average %

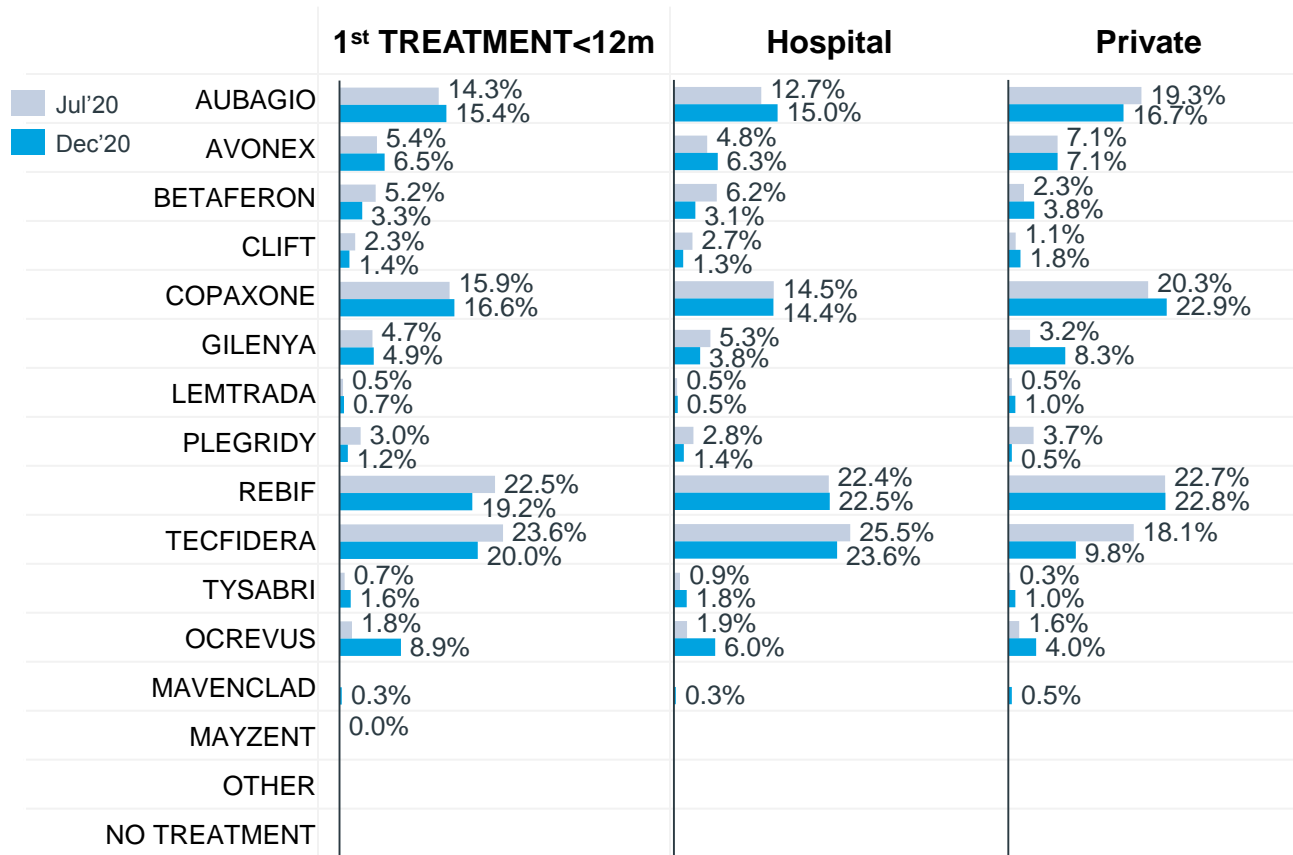
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Source: IQVIA Consulting PMR (December 2020)

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TEC, REB & COP are the top-3 initiation treatments; TEC shows increased selection in hospital and drops in private sector

Treatment strategy per type of MS - past 3 months¹ – 1st treatment <12m



Base: 77 neurologists / % of prescriptions / patients [Hospital=57, Private=20]

Note 1: Patient shares based on physicians perception only – average %

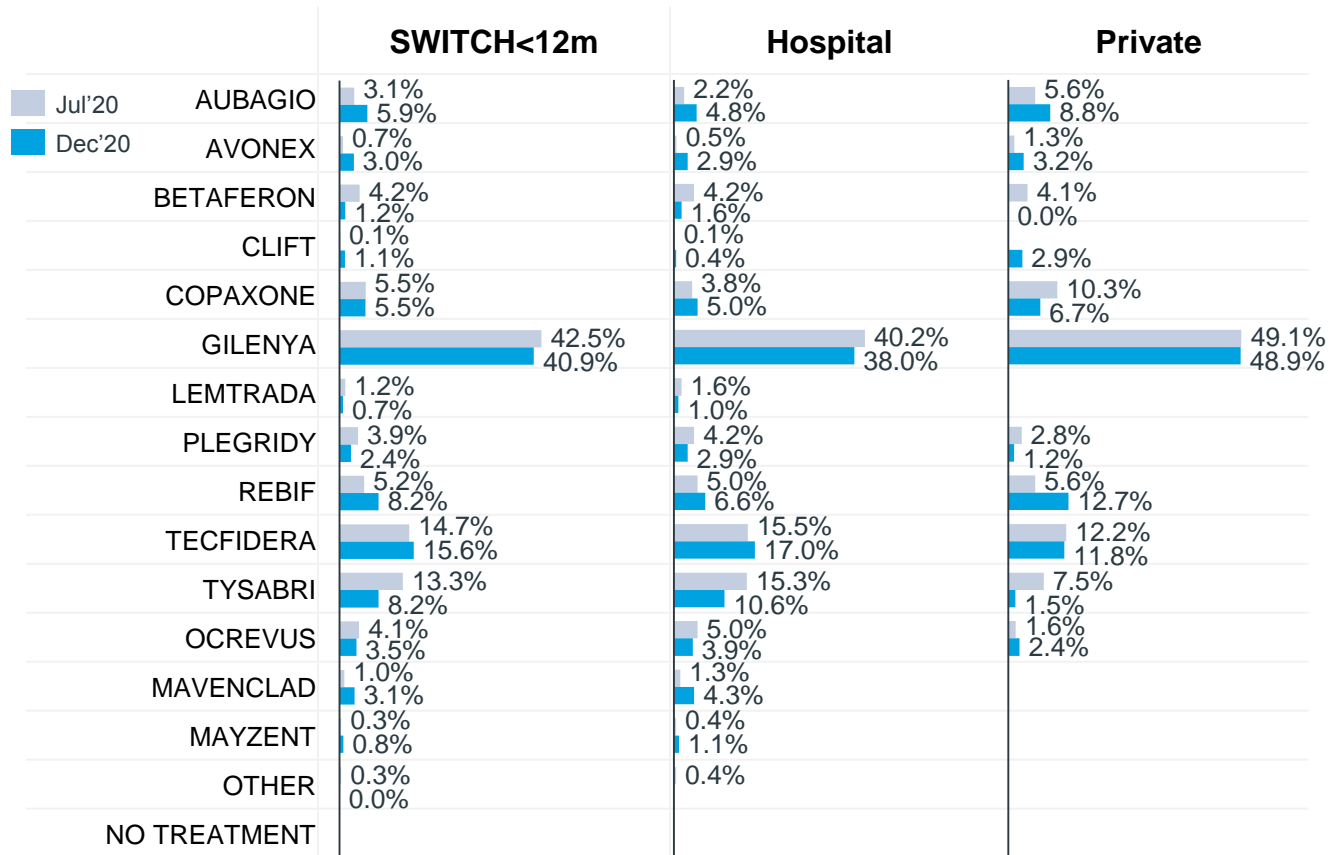
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Source: IQVIA Consulting PMR (December 2020)

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GIL dominates in 'switch<12m' market; TEC and TYS follow at a distance

Treatment strategy per type of MS - past 3 months¹ – Switch <12m



Base: 64 neurologists / % of prescriptions / patients [Hospital=47, Private=17]

Note 1: Patient shares based on physicians perception only – average %

Q10. Of all your patients with MS who have seen in the last 3 months (number from Q5 - Interviewer read the number) how many currently receive each of the treatments you see on this card?

Source: IQVIA Consulting PMR (December 2020)

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GIL gets most of the switches reporting 25% net switch (DCR rate) on perception level; REB reports -16% net switch

Switch flows: perception all switched

Therapy before Switch (Loser) - Switch from...

	AUB	AVO	BET	CLI	COP	GIL	LEM	PLE	REB	TEC	TYS	OCR	MAV	Other	
AUBAGIO		0.7%	0.1%	0.0%	0.9%	0.5%		0.3%	1.3%	0.3%	0.1%			4.3%	
AVONEX	0.1%		0.4%	0.0%	0.3%	0.1%		0.2%	0.5%		0.1%			1.6%	
BETAFERON	0.1%	0.1%		0.0%	0.4%	0.4%		0.0%	0.3%					1.3%	
CLIFT	0.4%	0.3%	0.1%		0.0%	0.1%		0.0%	0.5%					1.5%	
COPAXONE	1.2%	1.3%	1.5%	0.0%		0.7%	0.1%	0.2%	1.8%	0.9%	0.6%			8.3%	
GILENYA	2.9%	5.6%	2.5%	0.2%	7.2%		0.1%	0.3%	10.4%	6.4%	1.0%		0.1%	36.5%	
LEMTRADA	0.1%	0.1%	0.1%	0.0%	0.1%	1.0%		0.0%	0.1%	0.1%	0.5%			2.0%	
PLEGRIDY	0.2%	1.3%	0.8%	0.0%	0.5%	0.2%	0.2%		0.5%	0.1%				3.8%	
REBIF	0.7%	1.6%	0.6%	0.2%	3.1%	0.7%	0.1%	0.1%		0.2%	0.4%			7.7%	
TECFIDERA	1.4%	1.8%	0.7%	0.2%	2.4%	1.9%	0.2%	0.4%	5.2%		0.5%			14.8%	
TYSABRI	1.1%	0.2%	0.4%		0.9%	5.7%		0.1%	2.6%	2.8%				13.8%	
OCREVUS					0.1%	1.0%			0.2%	0.3%	0.1%			1.7%	
MAVENCLAD	0.2%		0.1%		0.1%	0.6%			0.2%	0.7%	0.2%			2.1%	
Other			0.2%		0.1%	0.0%			0.1%	0.1%				0.6%	
	8.4%	13.1%	7.4%	0.7%	16.1%	12.9%	0.7%	1.6%	23.6%	11.9%	3.5%	0.0%	0.0%	0.2%	100%

	% net switch
AUB	-4.1%
AVO	-11.5%
BET	-6.1%
CLI	0.8%
COP	-7.8%
GIL	23.7%
LEM	1.4%
PLE	2.2%
REB	-16.0%
TEC	2.9%
TYS	10.4%
OCR	1.7%
MAV	2.1%
Other	0.4%

Base: 80 neurologists

Note 1: Patient shares based on physicians perception only – average %

Q15. Of your patients who have made a treatment switch (number from Q5c + Q5d) please indicate the treatment received prior to switch

Source: IQVIA Consulting PMR (December 2020)

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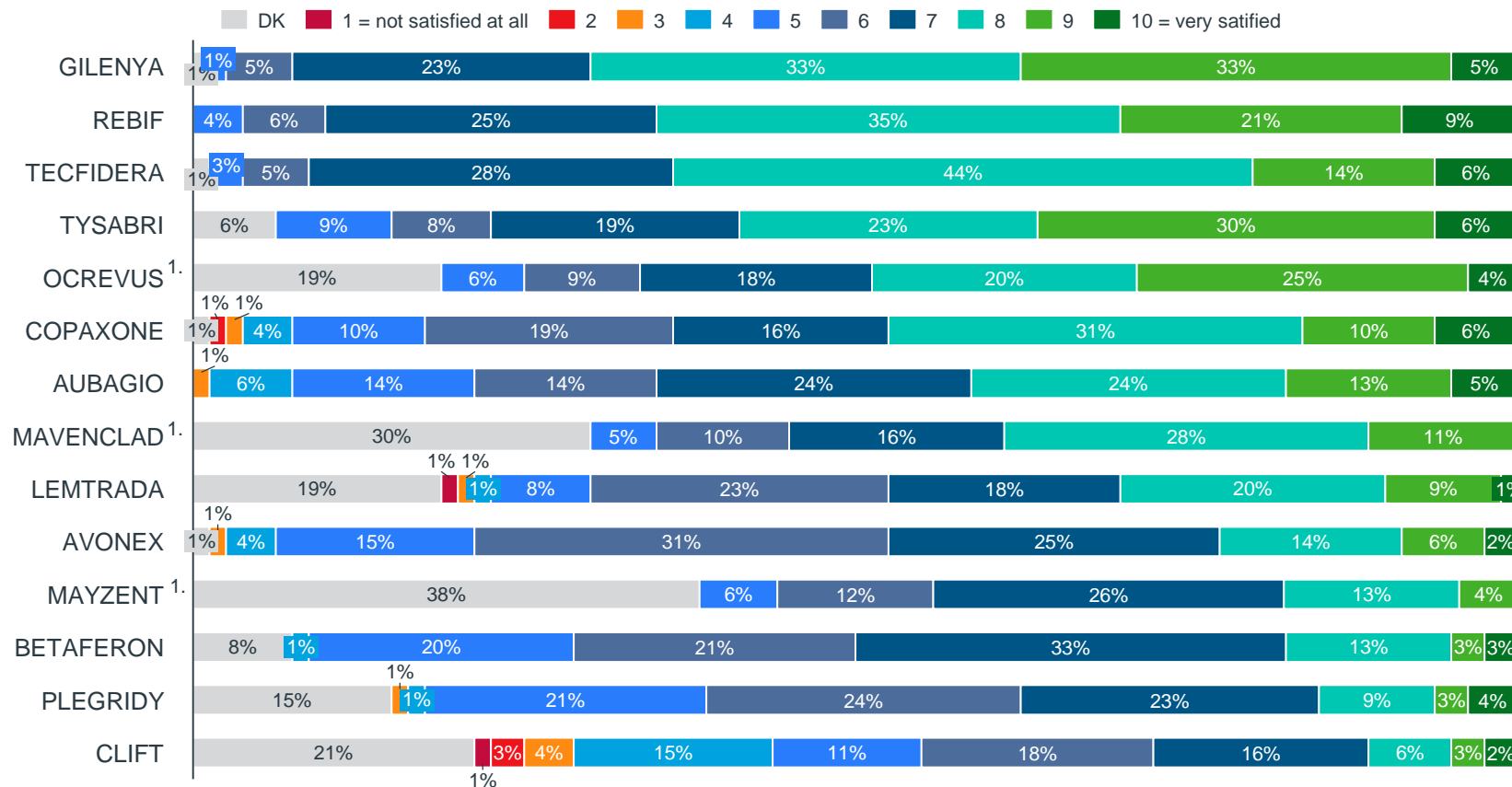


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GIL is ranked first in overall satisfaction among market but lower than last wave; REB maintains satisfaction and position in market

Overall satisfaction towards DMT treatments



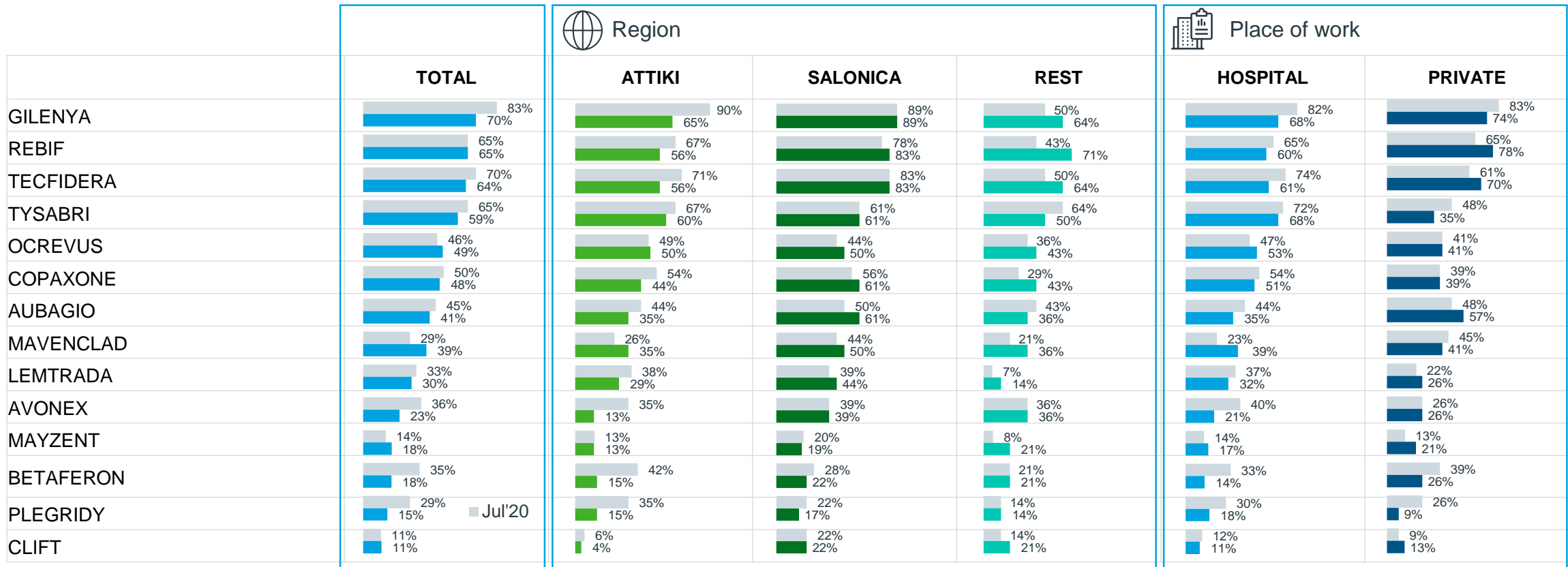
Average satisfaction	Dec'20 Top-3	Jul'20 Top-3	Bottom3 %
8.1	70%	83%	0%
7.9	65%	65%	0%
7.8	64%	70%	0%
7.8	59%	65%	0%
7.7	49%	46%	0%
7.1	48%	50%	3%
7.0	41%	45%	1%
7.4	39%	29%	0%
6.9	30%	33%	3%
6.6	23%	36%	1%
7.0	18%	14%	0%
6.6	18%	35%	0%
6.4	15%	29%	1%
5.7	11%	11%	8%

Base: 80 neurologists / % of physicians NOTE 1.: all aware of each treatment [OCREVUS=79, MAVENCLAD=79, MAYZENT=68]
 Q16. Overall, how satisfied are you with each of the following treatments in MS? Please use a scale from 1 to 10 for the answer, where 1 = not at all satisfied with the treatment and 10 = very satisfied

GIL leads in satisfaction in Attiki and Salonica and REB improves overall satisfaction in Rest Greece and takes the lead from TYS

Satisfaction Score – split per region and workplace

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians NOTE 1.: all aware of each treatment [OCREVUS=79, MAVENCLAD=79, MAYZENT=68]

Q16. Overall, how satisfied are you with each of the following treatments in MS? Please use a scale from 1 to 10 for the answer, where 1 = not at all satisfied with the treatment and 10 = very satisfied

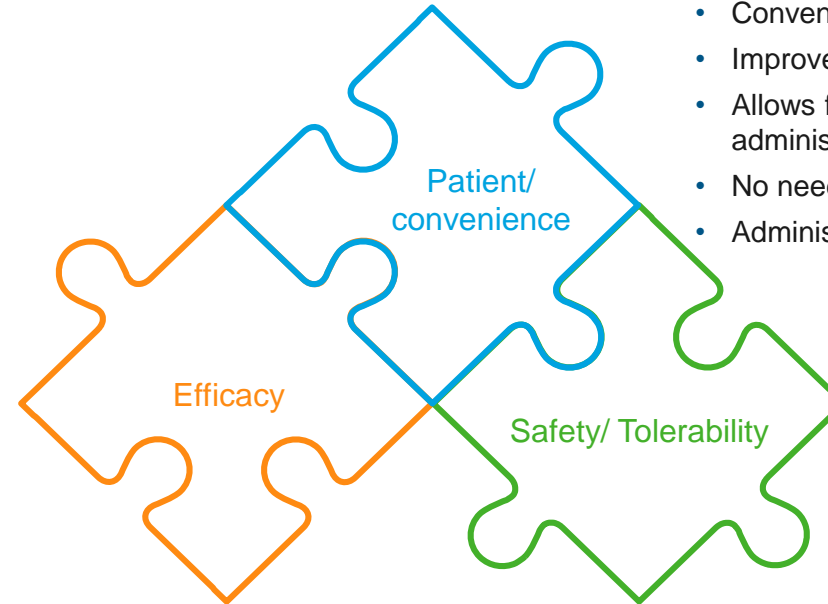
Source: IQVIA Consulting PMR (December 2020)

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Physicians were asked to evaluate 17 statements grouped into 3 pillars; effectiveness, safety and patient

Attributes pillars

- Delays progression of the disease
- Reduces the number and severity of relapses
- Reduces the number of new lesions (in MRI)
- Reduces brain atrophy
- Indication in multiple MS types
- Fast onset of action



- Convenient dosage form
- Convenient route of administration
- Improves patients QoL
- Allows for increased compliance as regards to administration of treatment
- No need of frequent / intense monitoring
- Administered for a specific period

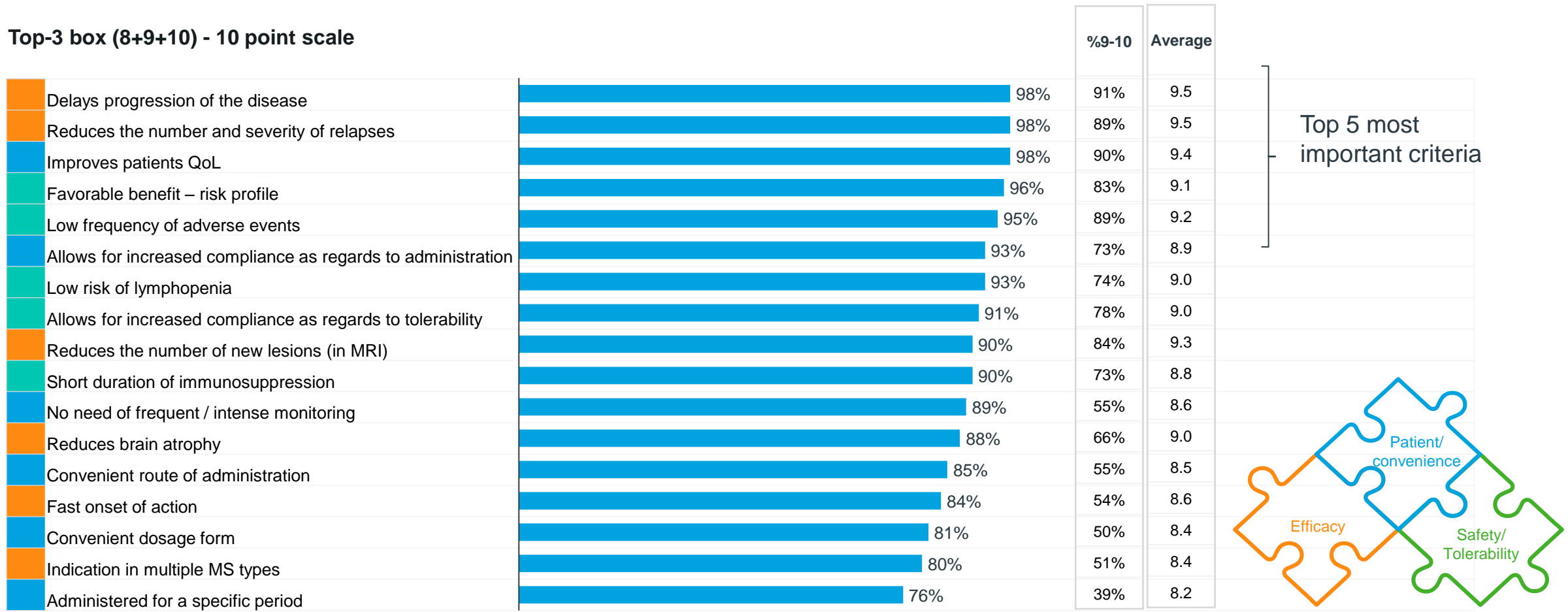
- Allows for increased compliance as regards to tolerability
- Low frequency of adverse events
- Favorable benefit – risk profile
- Short duration of immunosuppression
- Low risk of lymphopenia

Q16. Overall, how satisfied are you with each of the following treatments in MS? Please use a scale from 1 to 10 for the answer, where 1 = not at all satisfied with the treatment and 10 = very satisfied

Efficacy parameters “Delays progression” & “Reduces num. of severity of relapses” are top 2 important criteria for choice in tx

Importance of criteria

Top-3 box (8+9+10) - 10 point scale

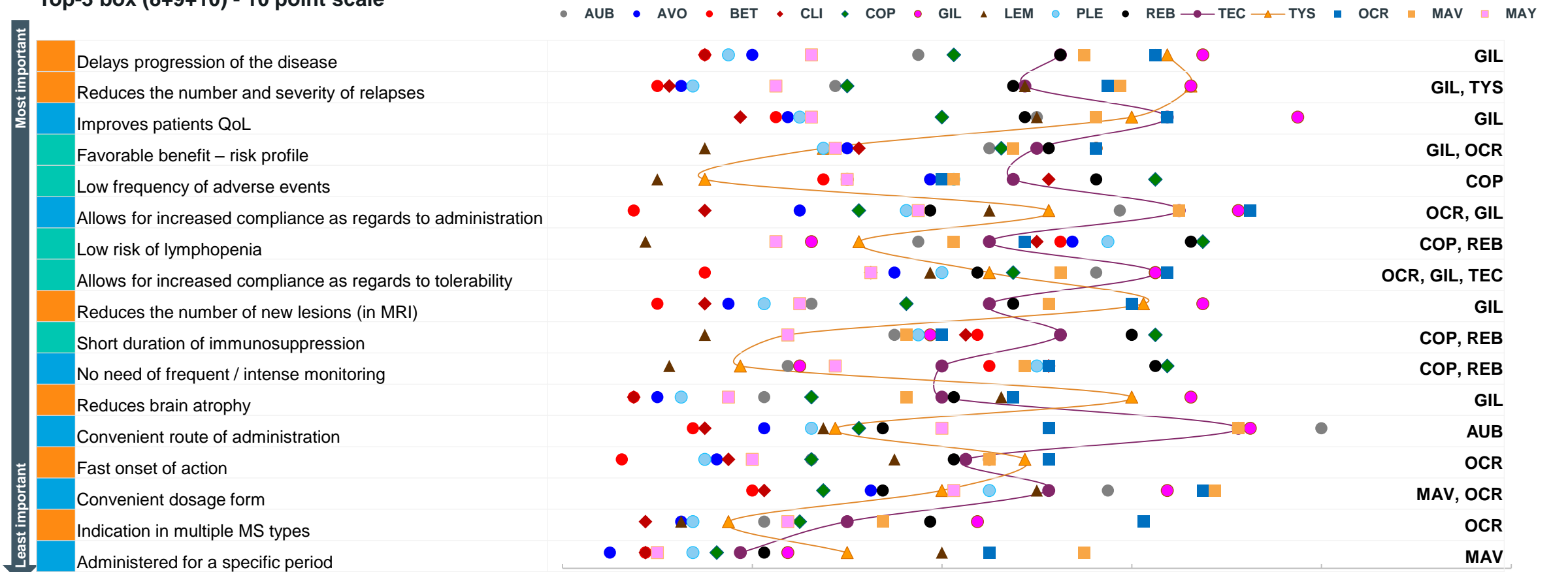


Base: 80 neurologists / % of physicians
 Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

GIL in clear lead for top 3 most important criteria while OCR on top regarding benefit/risk; COP & REB with strong safety

Brand image

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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New therapies, OCR and MAV show improvement in most of the criteria as compared to the previous wave

Brand image – difference in ppts vs. Jul'20

Top-3 box (8+9+10) - 10 point scale

	AUB	AVO	BET	CLI	COP	GIL	LEM	PLE	REB	TEC	TYS	OCR	MAV	MAY
Most important														
Delays progression of the disease	10	3	-	6	5	-1	8	1	8	5	1	14	15	16
Reduces the number and severity of relapses	-3	-4	-3	1	-6	-1	-4	-3	5	4	4	13	18	11
Improves patients QoL	5	-9	3	5	-10	6	5	-6	-1	5	4	8	8	13
Favorable benefit – risk profile	-4	-13	-6	5	-10	5	-1	-1	-1	4	-	19	13	16
Low frequency of adverse events	-11	-19	-11	6	-14	-11	-1	8	4	3	-9	14	14	18
Allows for increased compliance as regards to administration	-9	-15	-16	-3	-14	-5	-10	3	1	-1	4	18	13	15
Low risk of lymphopenia	1	-	6	0	-8	-9	1	14	4	10	-1	10	14	11
Allows for increased compliance as regards to tolerability	-3	-3	-4	10	-3	-	5	10	9	9	-3	13	6	11
Reduces the number of new lesions (in MRI)	-	-5	-3	4	-	1	9	5	8	8	4	16	10	13
Short duration of immunosuppression	35	-8	4	-	-1	-	3	11	6	5	-1	11	8	16
No need of frequent / intense monitoring	-6	-4	-3	-	-14	-9	-3	10	-	-6	3	25	18	13
Reduces brain atrophy	1	-9	-6	-	-8	3	11	-3	-1	-4	10	15	6	6
Convenient route of administration	3	-3	-5	-3	-1	-10	0	1	4	4	4	21	14	15
Fast onset of action	3	-4	-5	6	-5	-	-1	-3	5	3	1	6	5	10
Convenient dosage form	-4	-6	1	8	-5	4	-6	5	-	8	3	6	10	16
Indication in multiple MS types	-3	-13	3	-1	-5	5	-1	1	-3	-4	-3	18	5	13
Administered for a specific period	-9	-10	-4	-	-9	-1	8	4	-5	1	4	8	3	4
Least important														

Base: 80 neurologists / % of physicians

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

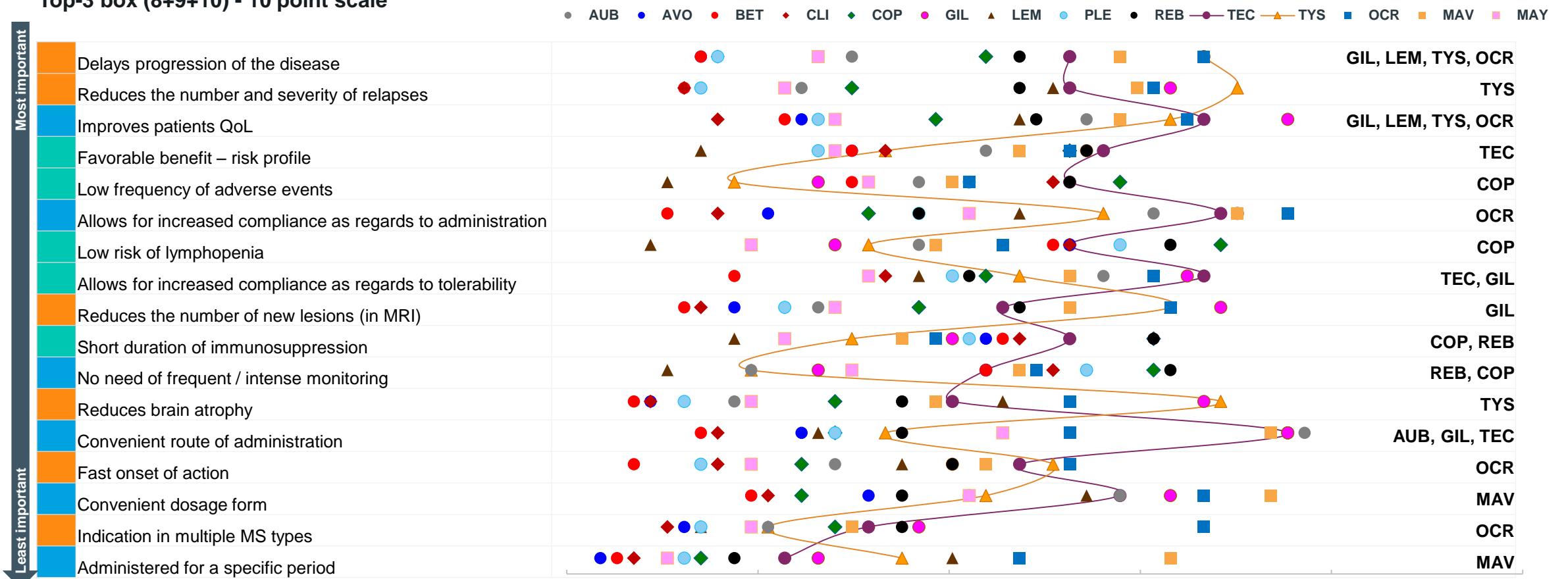
Source: IQVIA Consulting PMR (December 2020)

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GIL, LEM & TYS in lead for top most important efficacy criteria; OCR also in lead for efficacy and compliance as regards admin.

Brand image - Hospital

Top-3 box (8+9+10) - 10 point scale

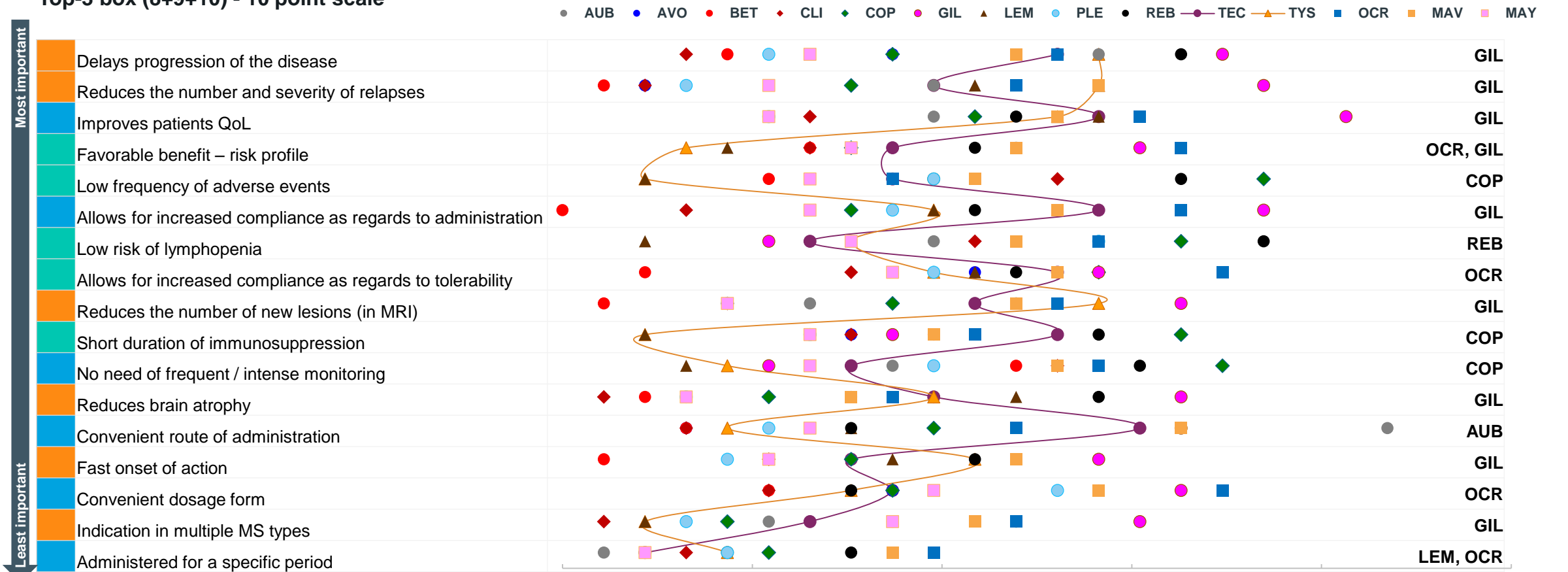


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GIL leads in top 3 importance criteria, OCR in Favorable benefit – risk profile

Brand image - Private

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14] Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

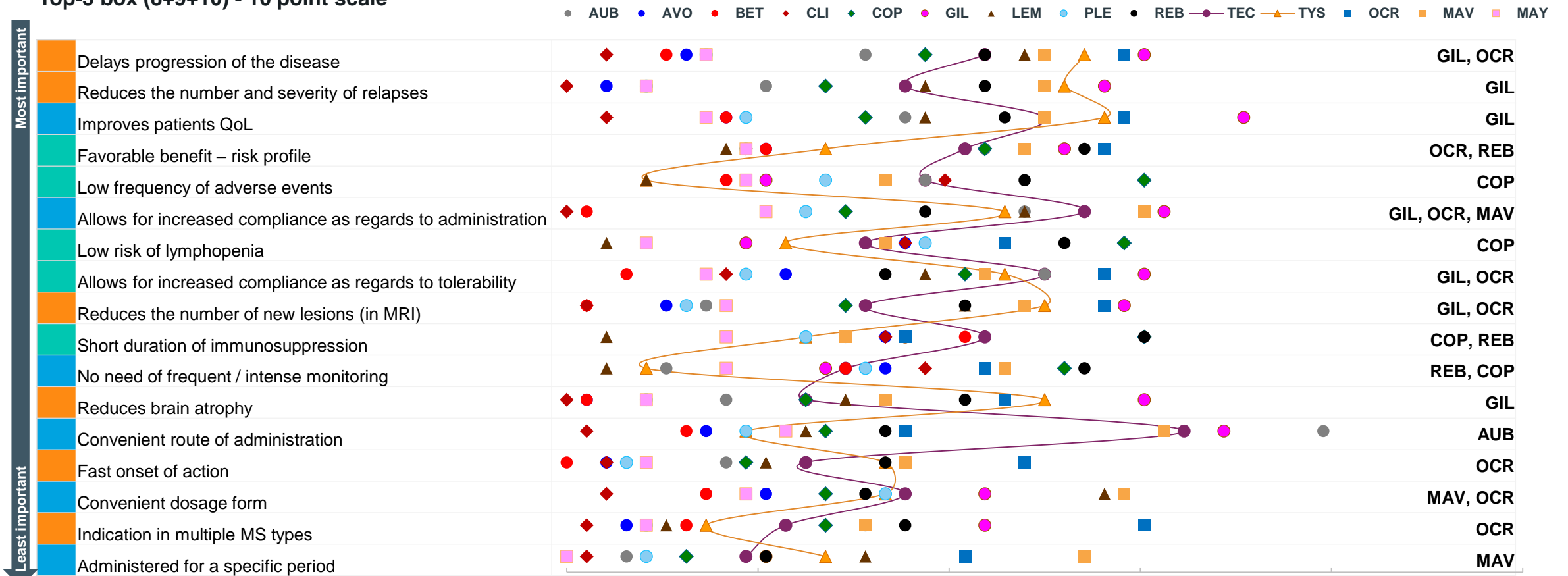
Source: IQVIA Consulting PMR (December 2020)

IQVIA • Syndicated MS Therapy deep dive • December 2020

In Attiki, GIL leads in top-3 efficacy criteria; OCR takes 1st in Favorable benefit-safety profile

Brand image - Attiki

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

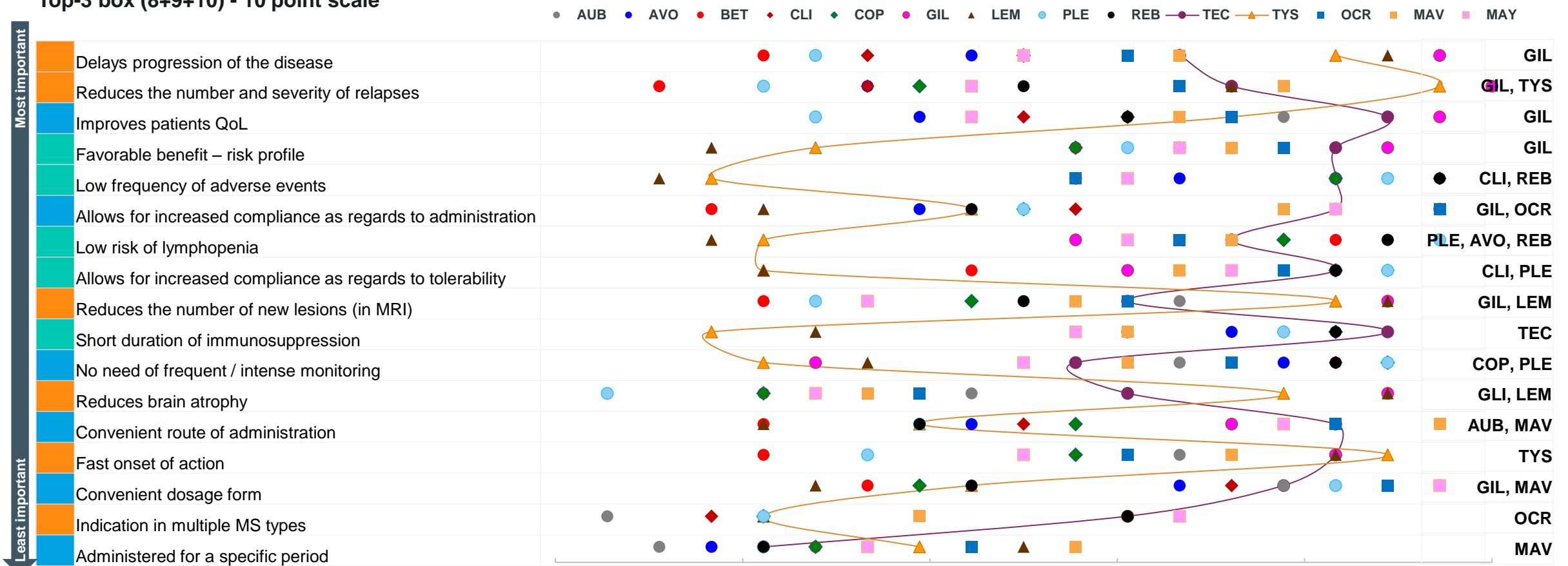
Source: IQVIA Consulting PMR (December 2020)

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GIL is leading in Salonica for top-4 importance criteria; positive perception about REB in low risk for adverse events

Brand image - Salonica

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14] Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

OCR gets top evaluation in top efficacy criterion; TYS gets top-rate in “reduces number of relapses” & GIL in QoL

Brand image - Rest

Top-3 box (8+9+10) - 10 point scale



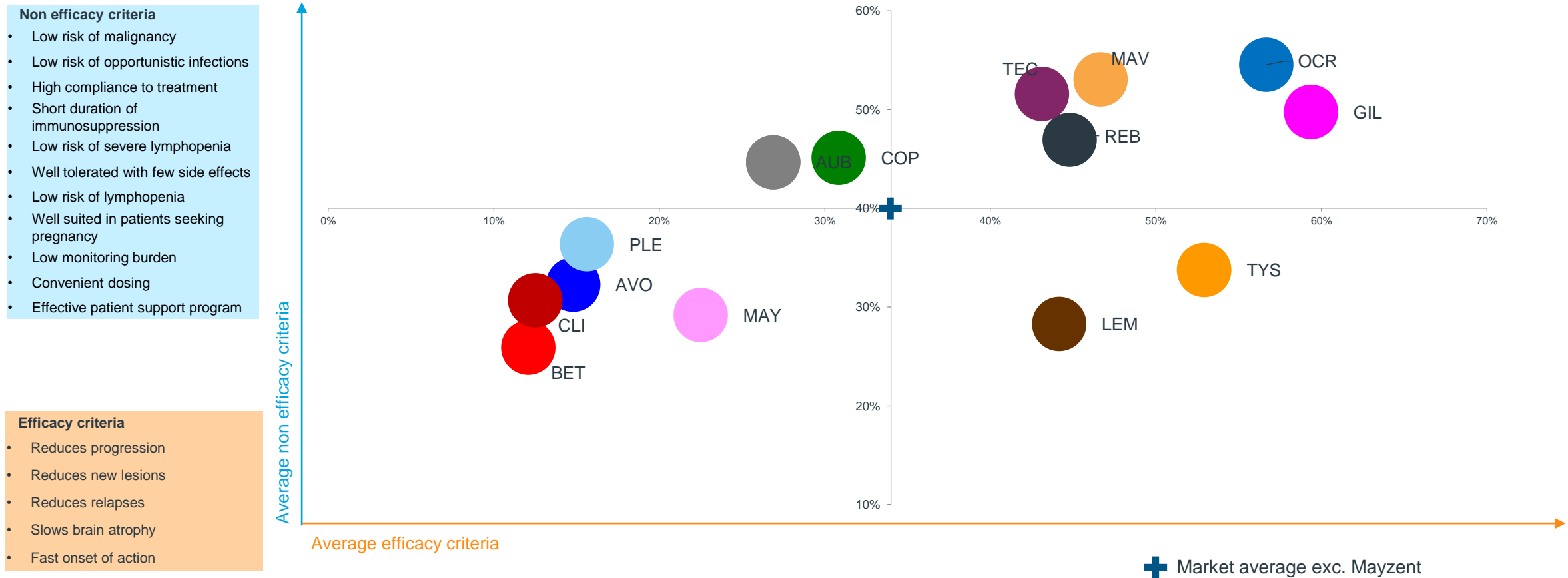
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14] Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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GIL holds the best position in efficacy vs. n-efficacy performance matrix & OCR follows; MAV marginally above TEC & REB

Effectiveness vs Safety



Base: 80 neurologists / % of physicians

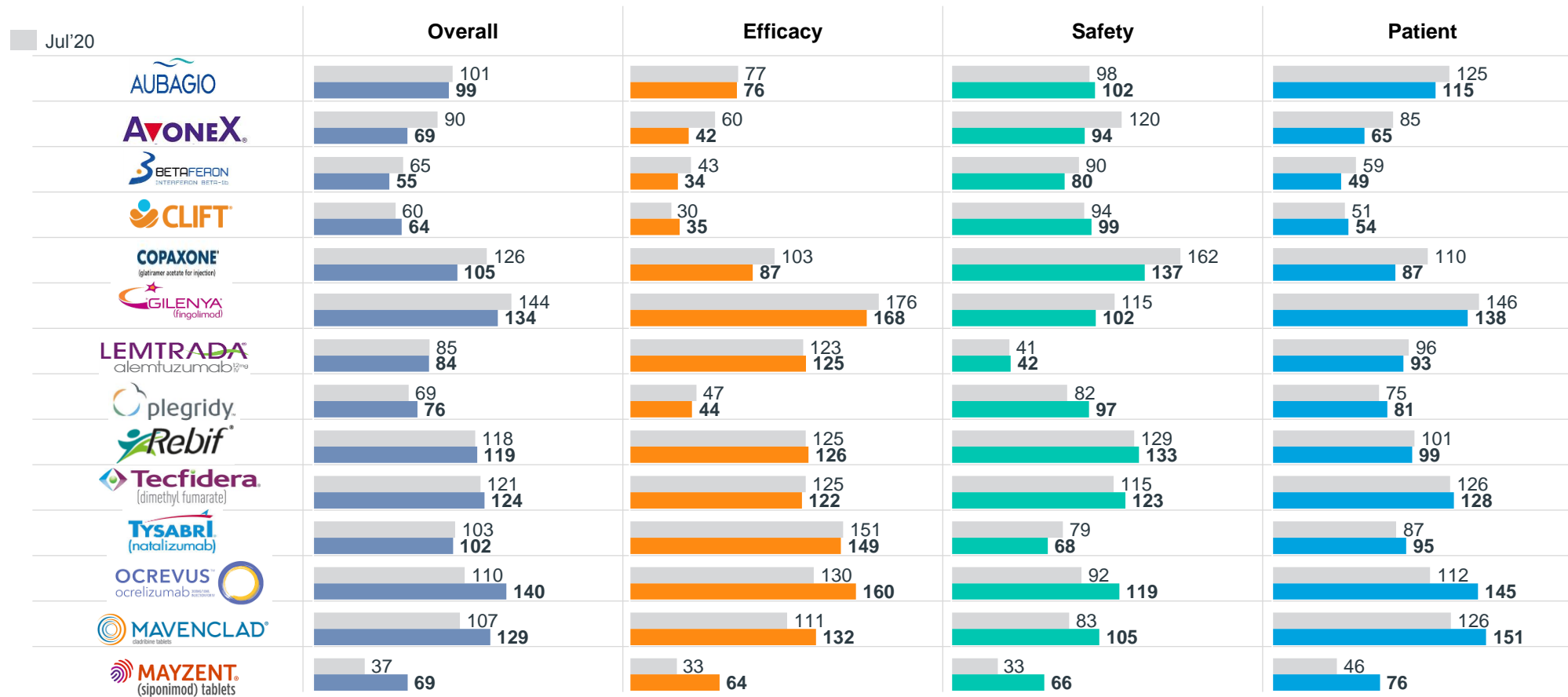
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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OCR & GIL on top of the overall performance followed by MAV; new agents OCR & MAV improve scores across segments

Brand Scorecard¹



Base: 80 neurologists

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

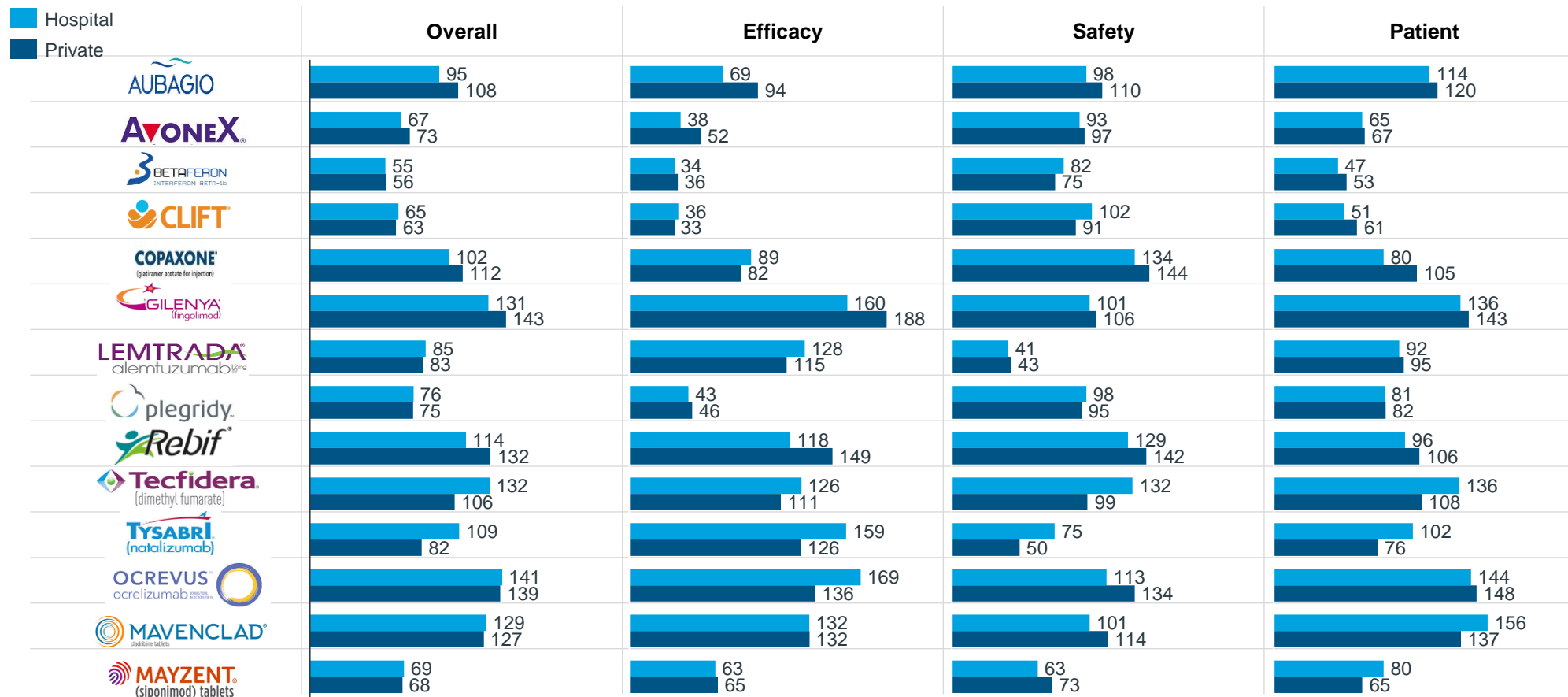
Source: IQVIA Consulting PMR (December 2020)

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1. The above scores are calculated based on the average rating of each pillar (i.e. effectiveness). The Score declares the relative position of each brand to the total market. Rate >100 declares that the brand scores higher than the market average **excl Mayzent**

In Hospital sector OCR tops followed by GIL; in Private sector GIL in clear lead followed by OCR and REB

Brand Scorecard¹ - split by place of work



Base: 80 neurologists [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

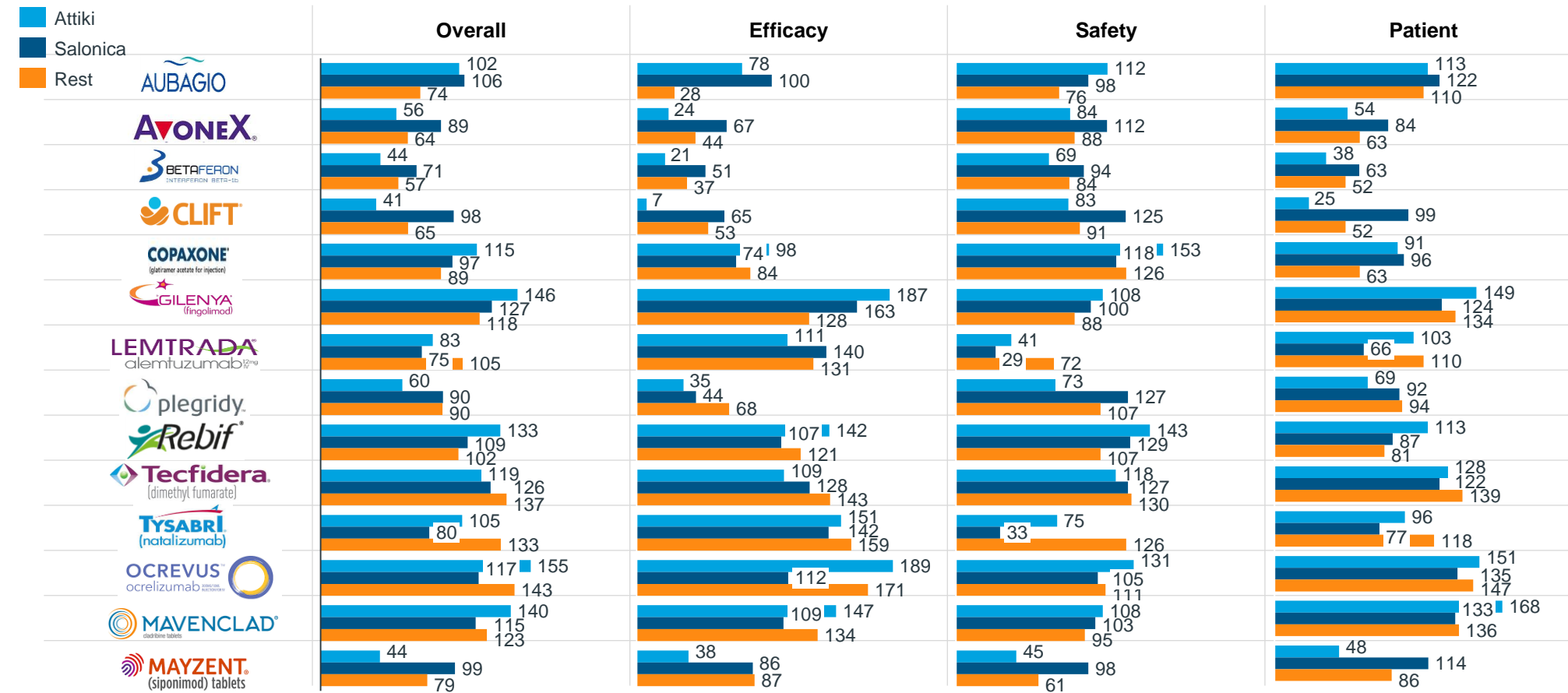
1. The above scores are calculated based on the average rating of each pillar (i.e. effectiveness). The Score declares the relative position of each brand to the total market. Rate >100 declares that the brand scores higher than the market average **excl Mayzent**

Source: IQVIA Consulting PMR (December 2020)

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OCR & GIL top in Attiki; GIL & TEC in Salonica while in Rest Regions OCR, TEC & TYS

Brand Scorecard¹ - split by region



Base: 80 neurologists [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

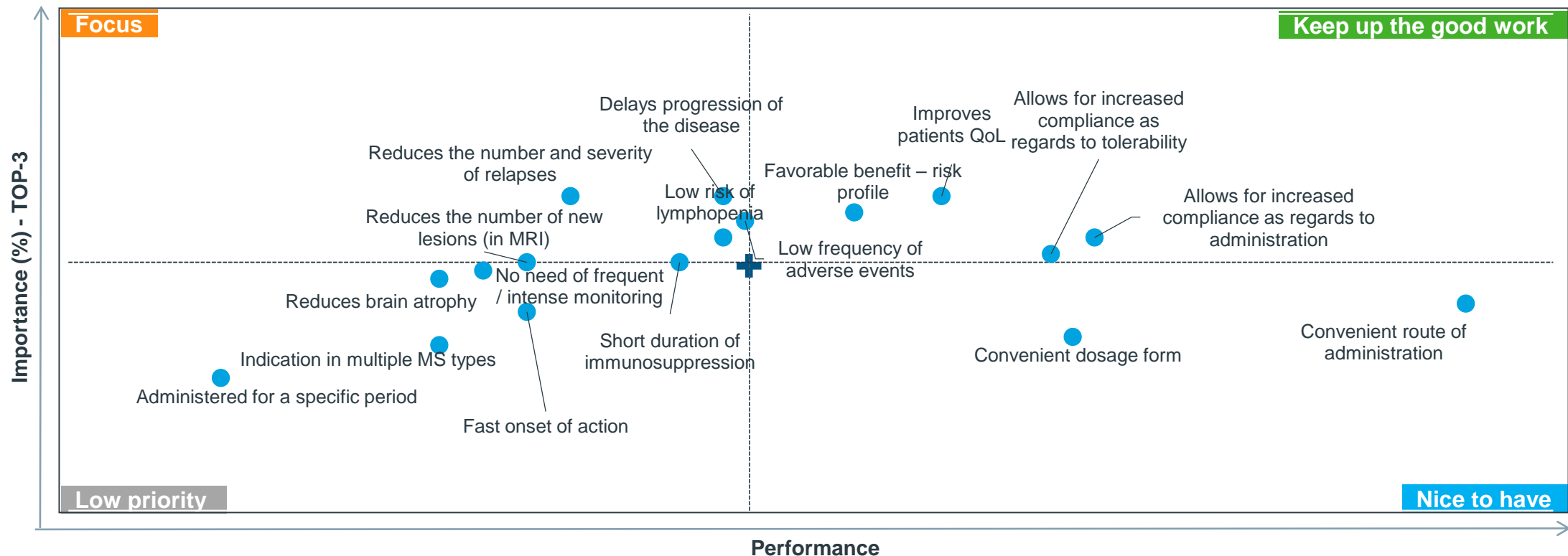
1. The above scores are calculated based on the average rating of each pillar (i.e. effectiveness). The Score declares the relative position of each brand to the total market. Rate >100 declares that the brand scores higher than the market average **excl Mayzent**

Source: IQVIA Consulting PMR (December 2020)

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AUB performs well in low risk of AEs, low lymphopenia, improves patients' QOL, Favorable benefit –risk profile, compliance

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

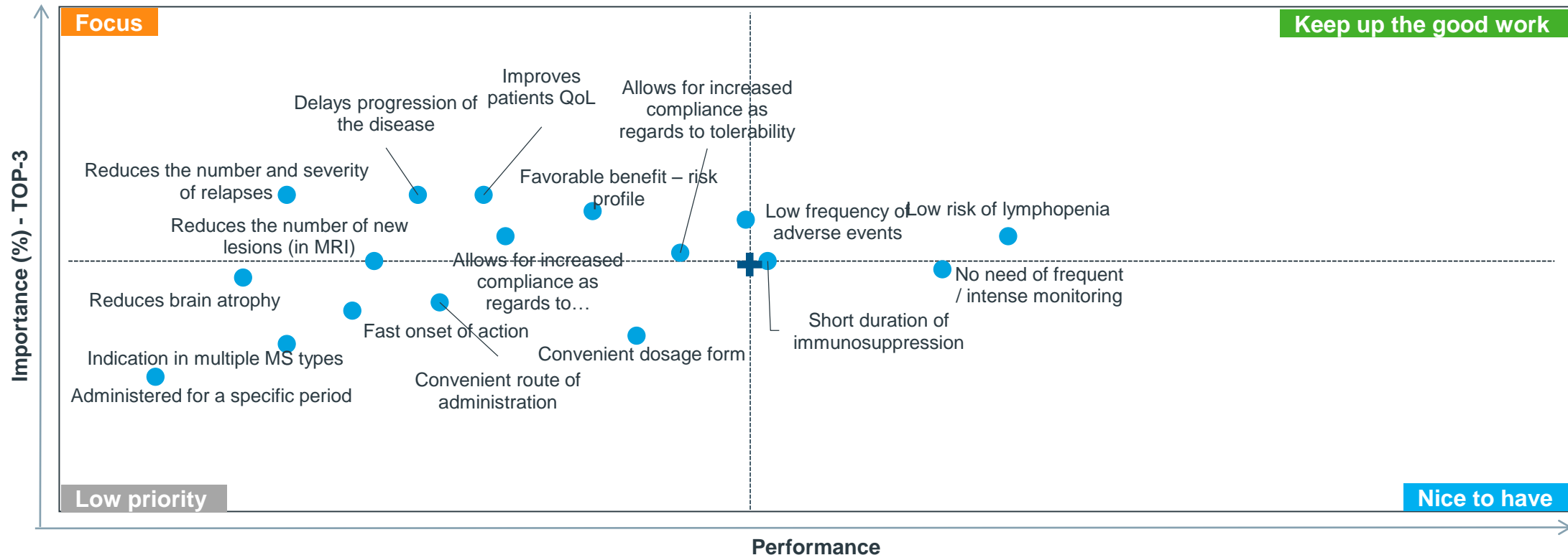
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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AVO needs to improve several criteria to increase performance

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

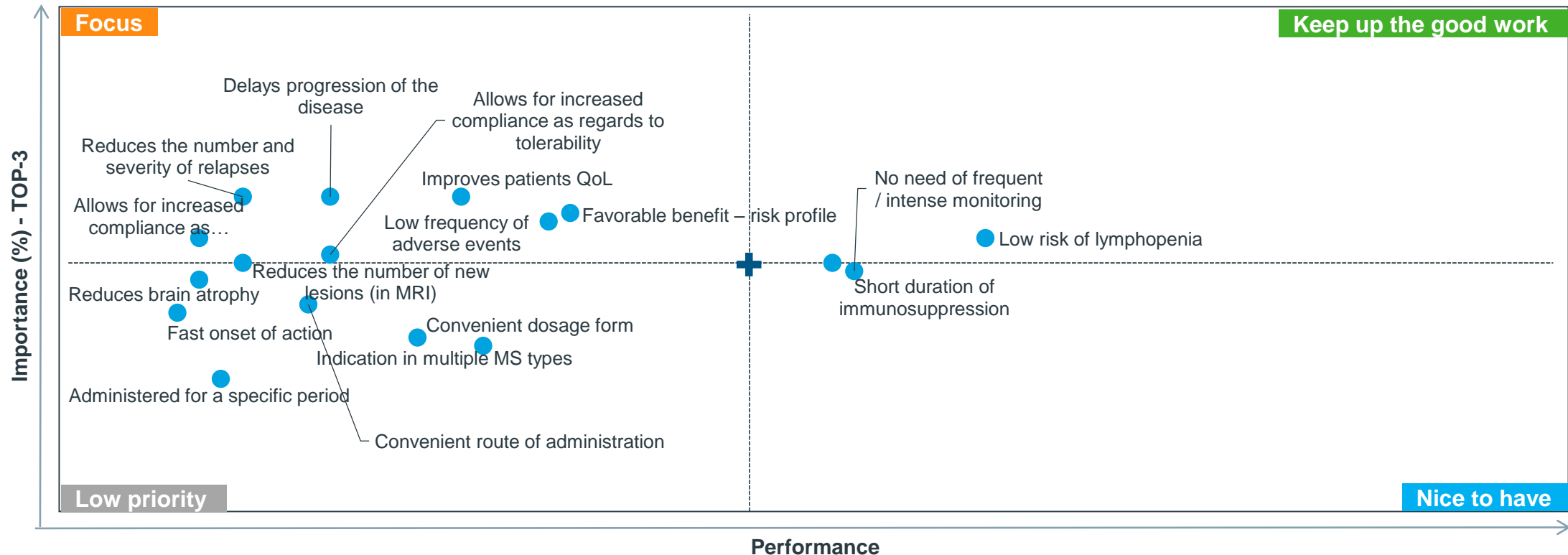
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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BET depicts weaker image; Low risk lymphopenia & no need for intense monitoring are its only drivers

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

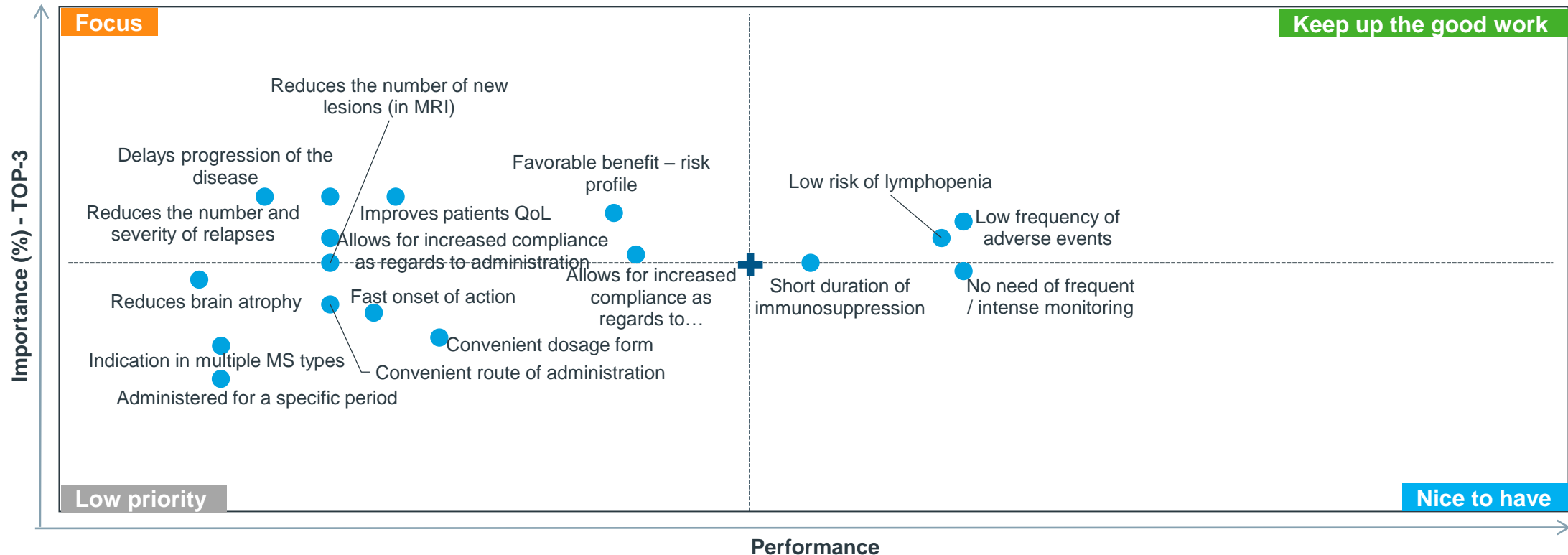
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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CLI depicts a weaker image; Low risk lymphopenia, low frq. of adv. effects are its only drivers

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

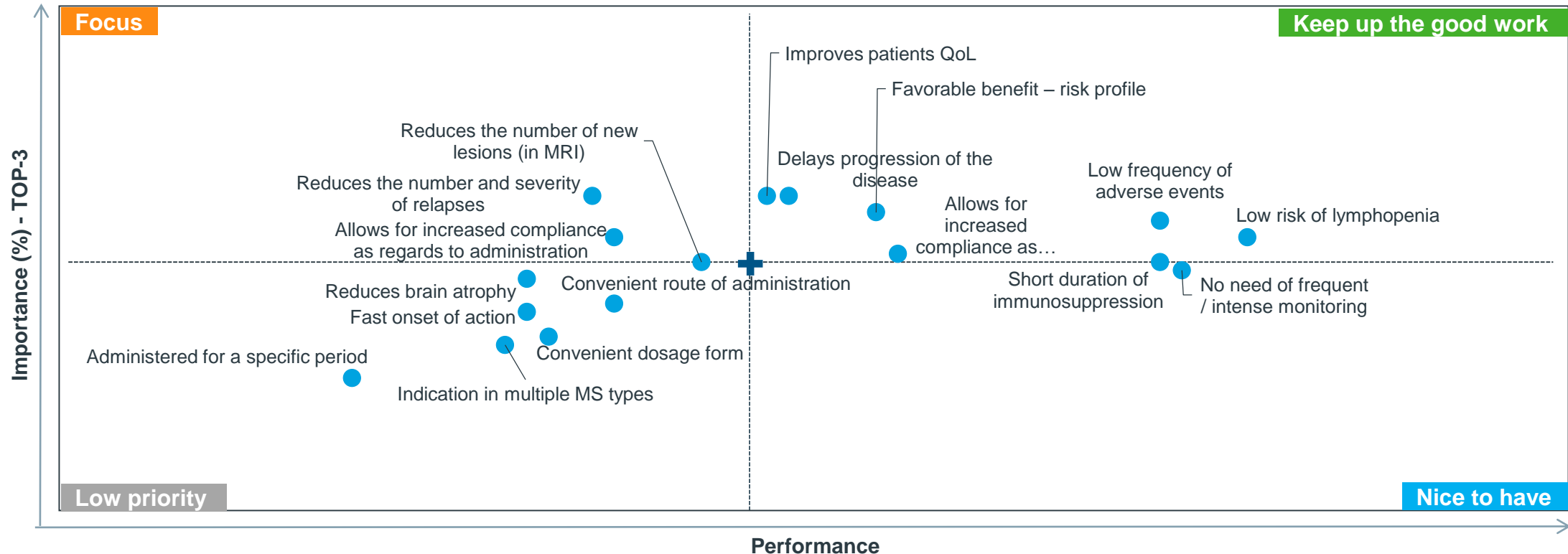
IQVIA • Syndicated MS Therapy deep dive • December 2020

+ Market average exc. Mayzent

COP performs well in low risk lymphopenia, low frq. of adv. events, improved QoL, favorable benefit among others

Importance vs Performance

COPAXONE
(glatiramer acetate for injection)



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

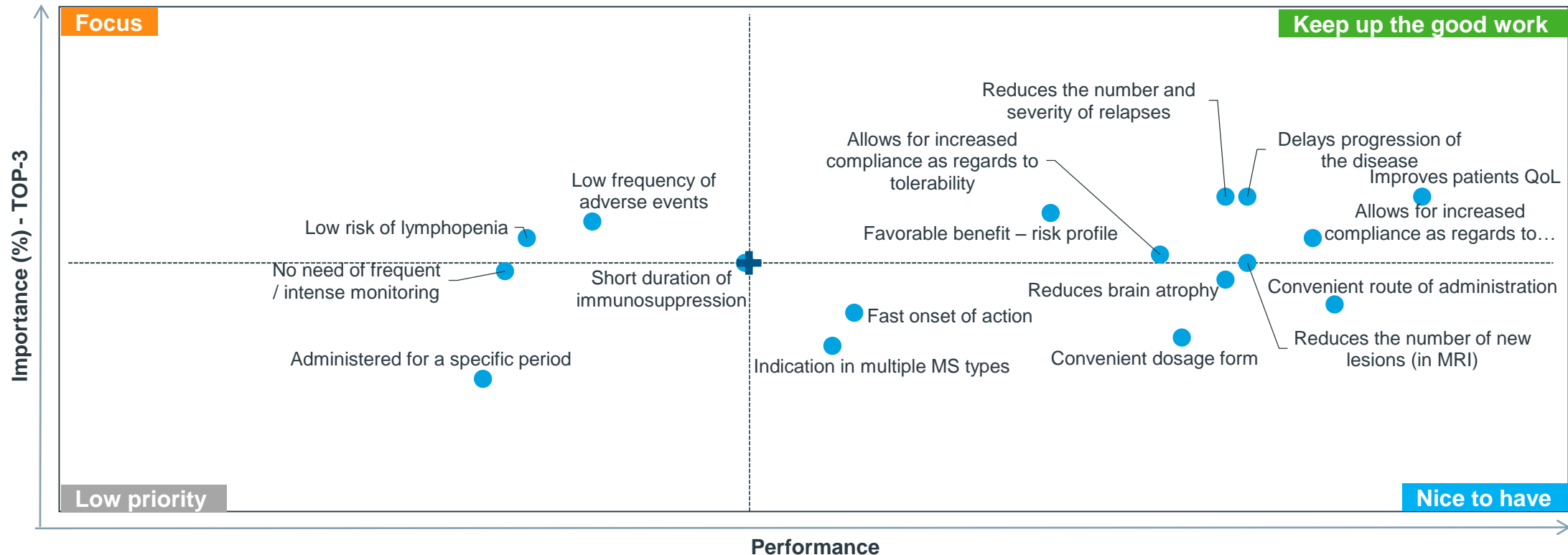
+ Market average exc. Mayzent

Source: IQVIA Consulting PMR (December 2020)

IQVIA • Syndicated MS Therapy deep dive • December 2020

GIL depicts strong image performing well in most importance criteria; focus on low risk of lymphopenia & low frq. of adv. event

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

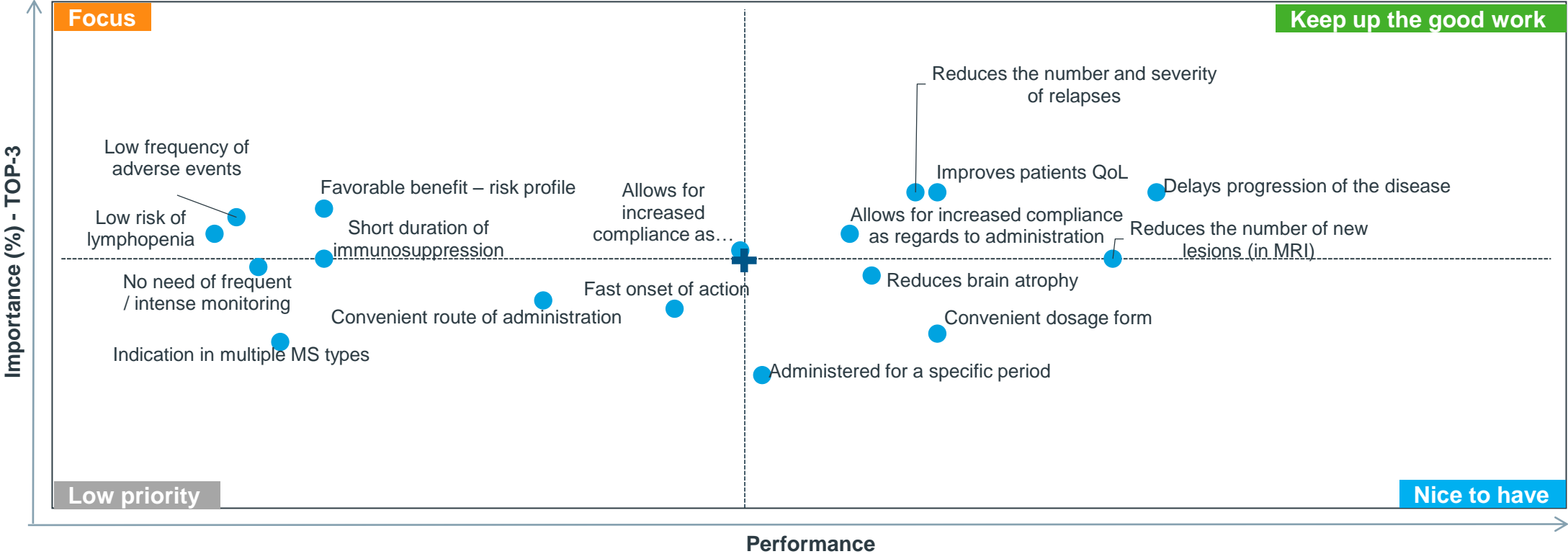
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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LEM performs well in delays progression, increased compl-admin., relapse, improves QOL & reduces new lesions & relapses

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

+ Market average exc. Mayzent

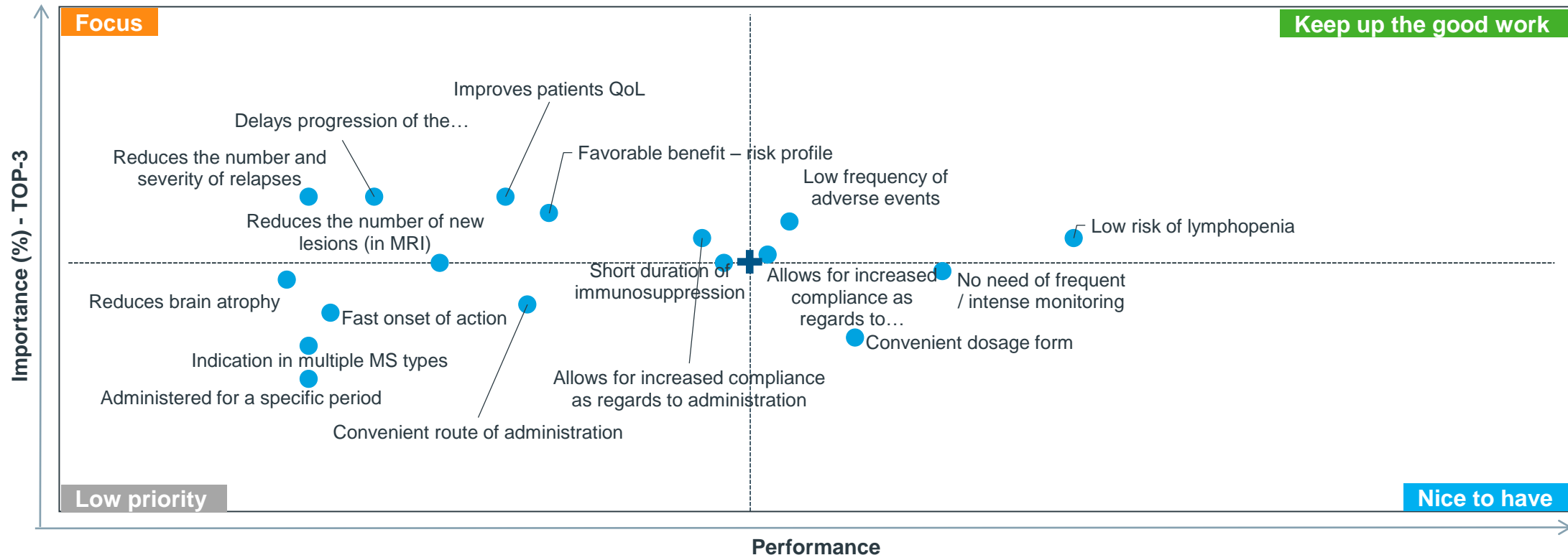
Source: IQVIA Consulting PMR (December 2020)

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PLE depicts weak image; Performs well in low risk for lymphopenia

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

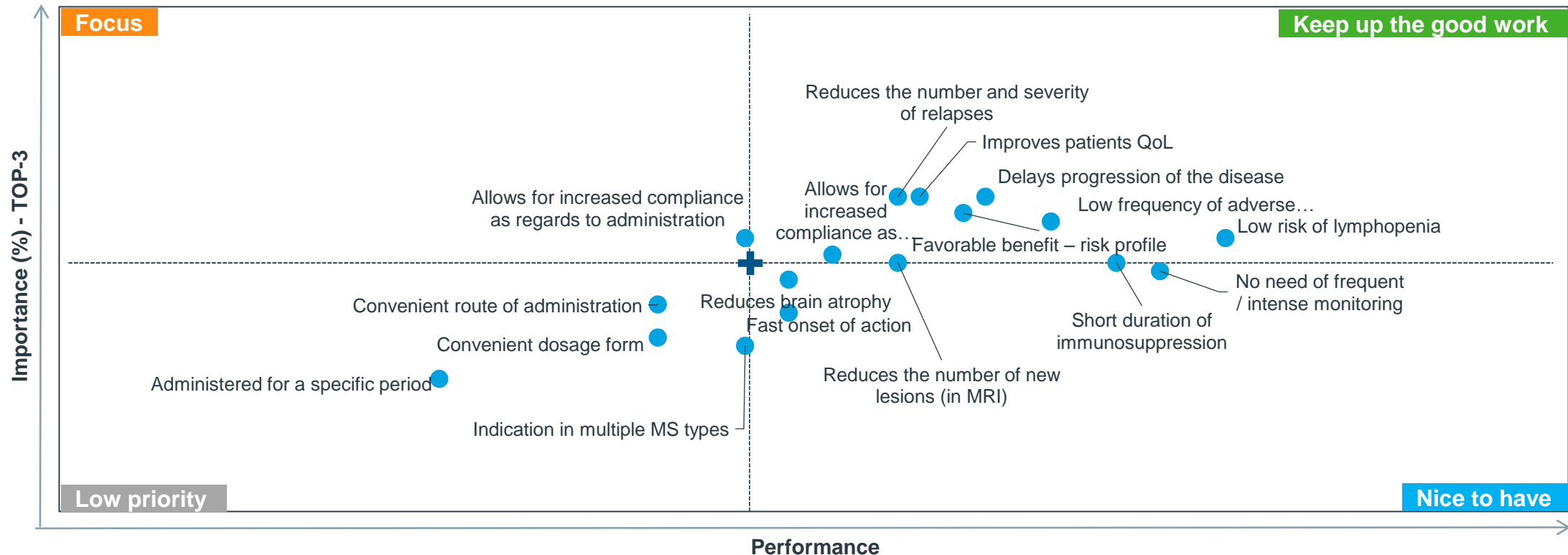
+ Market average exc. Mayzent

Source: IQVIA Consulting PMR (December 2020)

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REB has strong image performing well in most importance criteria

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

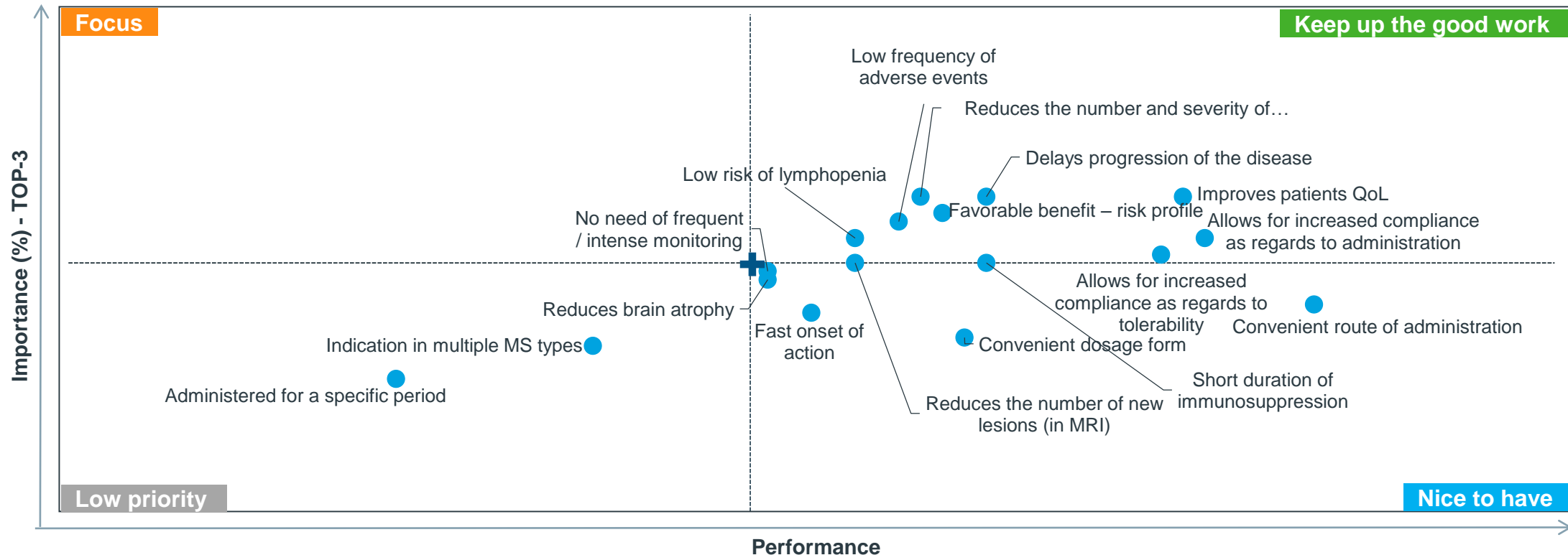
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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TEC outperforms in most important criteria with no areas to focus on

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

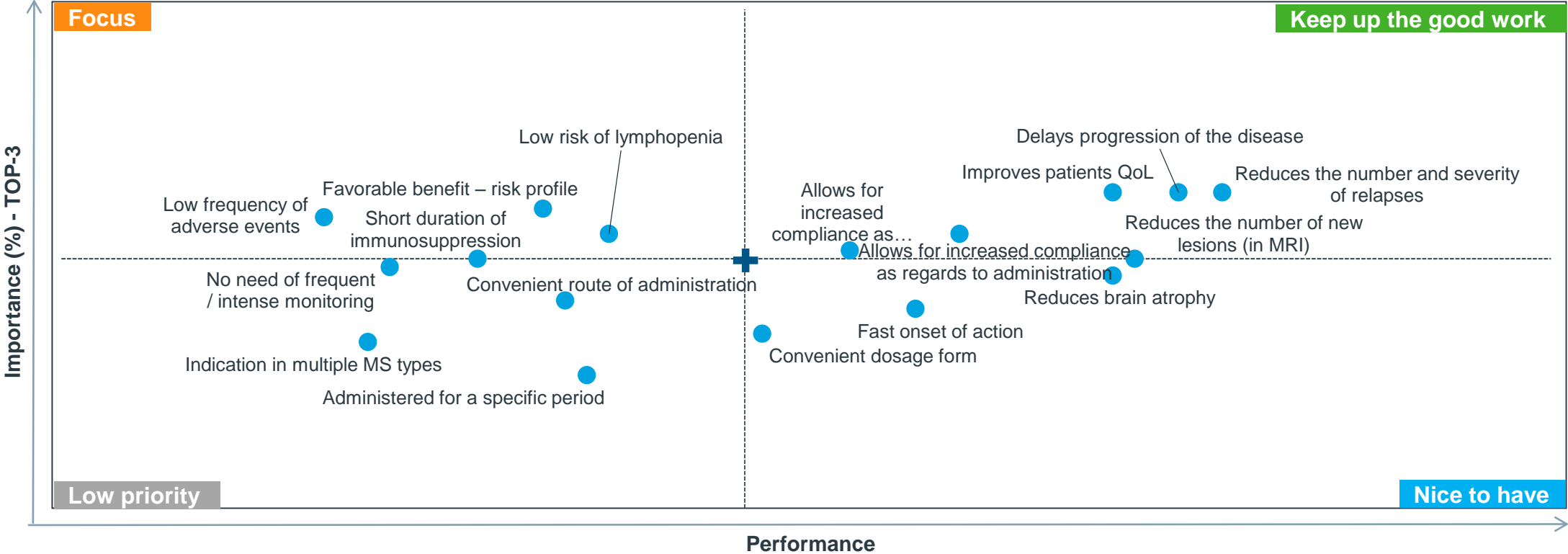
Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

Source: IQVIA Consulting PMR (December 2020)

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TYS areas of focus include short duration of im/ssion, low frq. of adv. effects, favorable benefit & low risk of lymphopenia

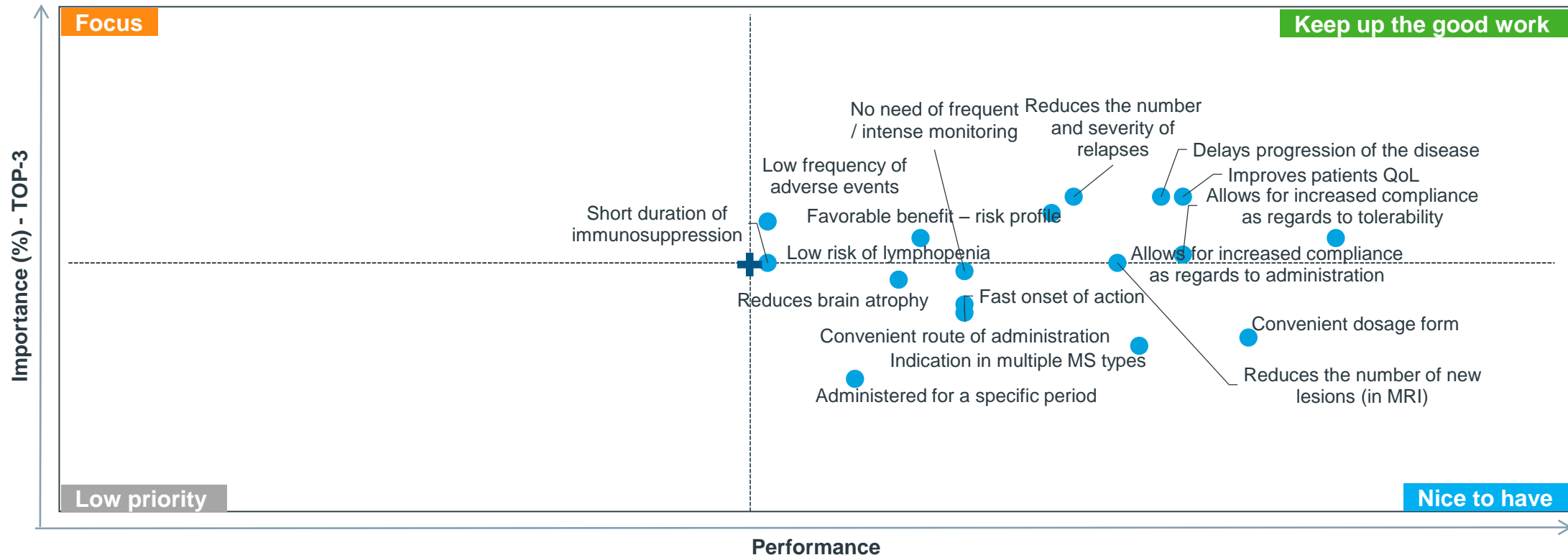
Importance vs Performance



Base: 80 neurologists / % of physicians
 Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important
 Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

OCR performs well in all importance criteria

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

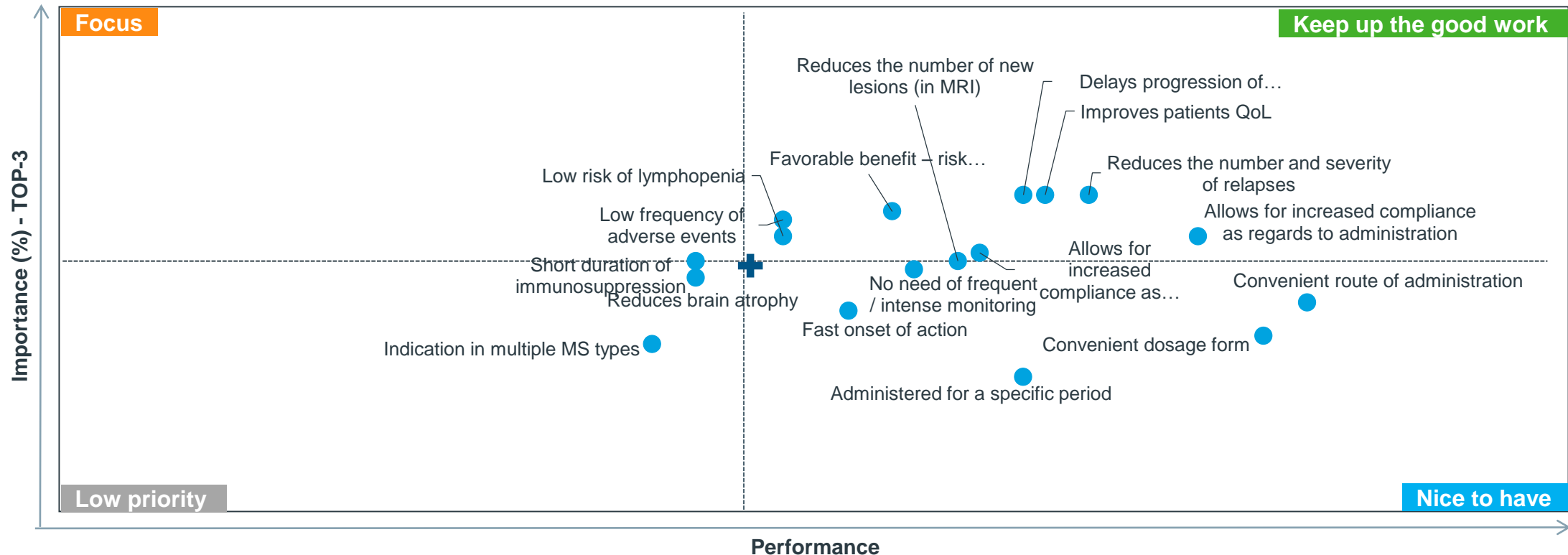
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Source: IQVIA Consulting PMR (December 2020)

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MAV performing well in many importance criteria

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

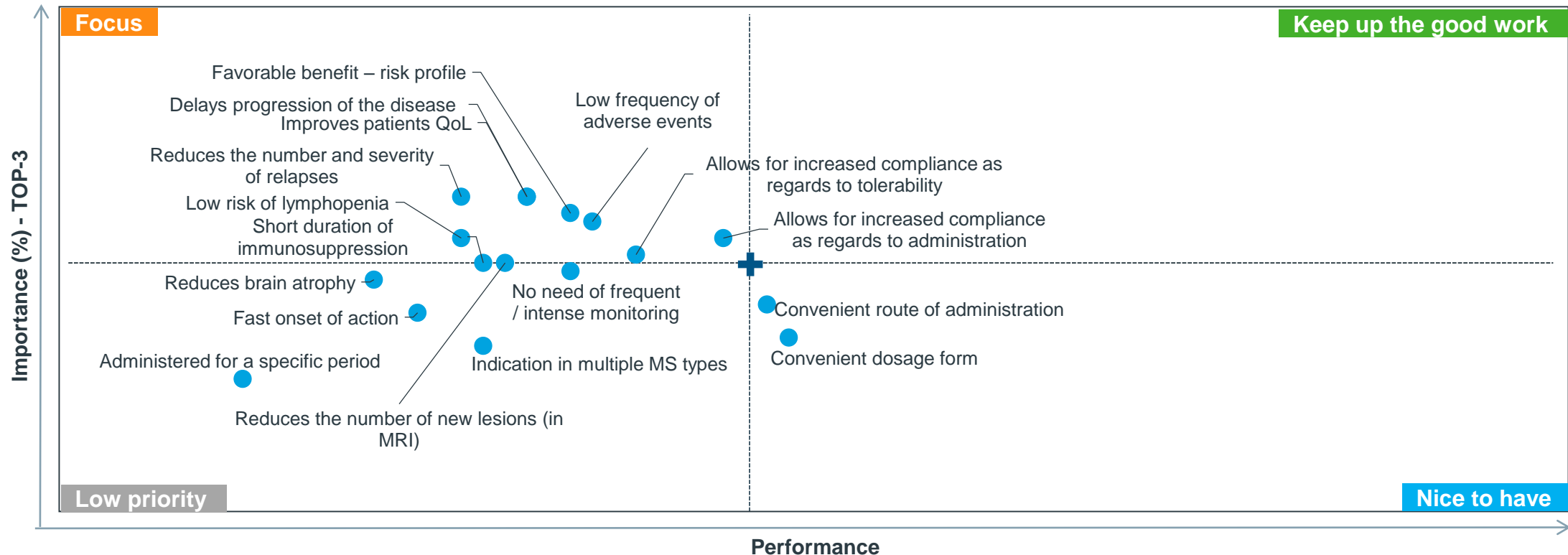
+ Market average exc. Mayzent

Source: IQVIA Consulting PMR (December 2020)

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MAY depicts weak performance in all criteria

Importance vs Performance



Base: 80 neurologists / % of physicians

Q17. I will read you some criteria and I would like you to tell me about each one, how important you think it is for the choice of treatment in your patients MS. Please use a 10-point scale where 1 = Not at all important and 10 = Extremely important

Q18. Based on your experience and everything you know, I would like you, for each of these criteria, to tell me if they fit each of the treatments for MS that you see on this card, which are either now available or will be available in the near future? Please use a 10-point scale where 1 = does not fit at all and 10 = fits too well

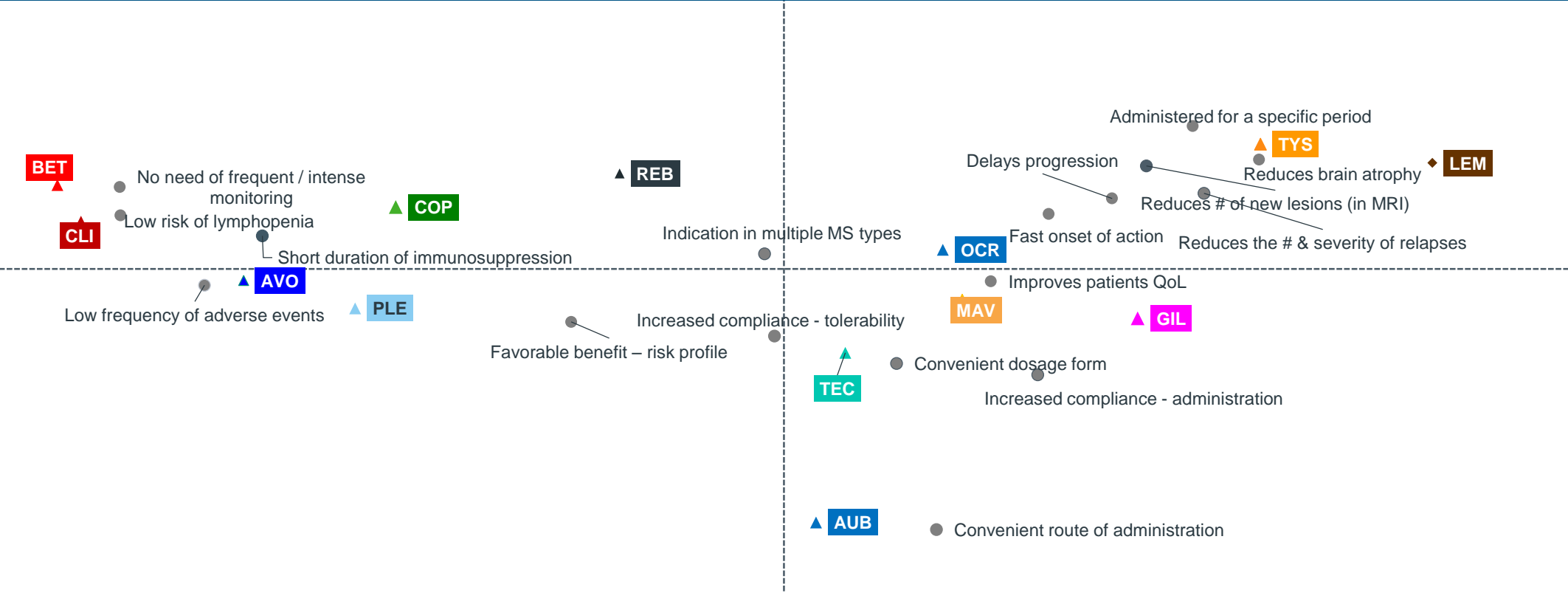
Source: IQVIA Consulting PMR (December 2020)

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+ Market average exc. Mayzent

TEC attracts 'compliance', 'QoL', 'convenience'; OCR & MAV with similar positioning

Brand positioning



Market exc. Mayzent

Source: IQVIA Consulting PMR (December 2020)
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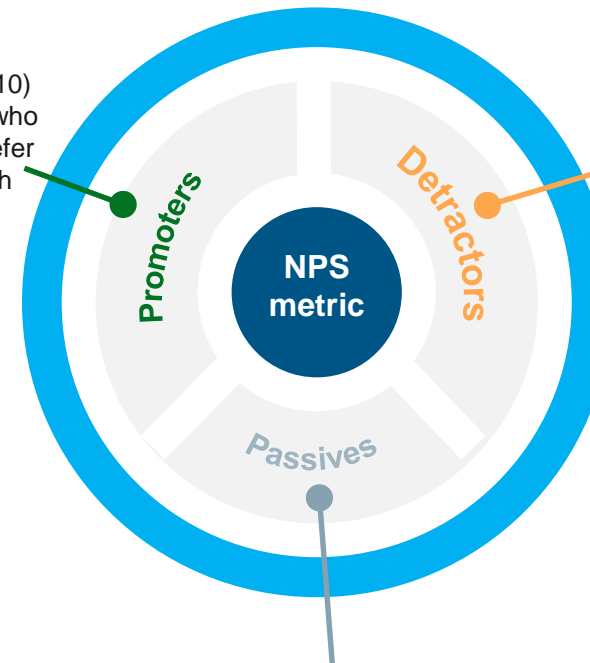
Net Promoter Score is defined as the difference of promoters with detractors

Brand recommendation – Net Promoter score metric

NPS score theory:

- **NPS** is based on the fundamental perspective that every **respondent / physician** can be divided into three categories: **Promoters, Passives and Detractors**.
- In theory NPS is calculated from one simple question — **How likely is it that you would you recommend [.....] to a colleague [patient/customer]?**
- **Net Promoter Score** is calculated by subtracting the percentage of Detractors from the percentage of Promoters.
- Companies can track these groups and get a clear measure of the product's performance.

Promoters (score 9-10) are loyal enthusiasts who will keep agree and refer others fueling growth

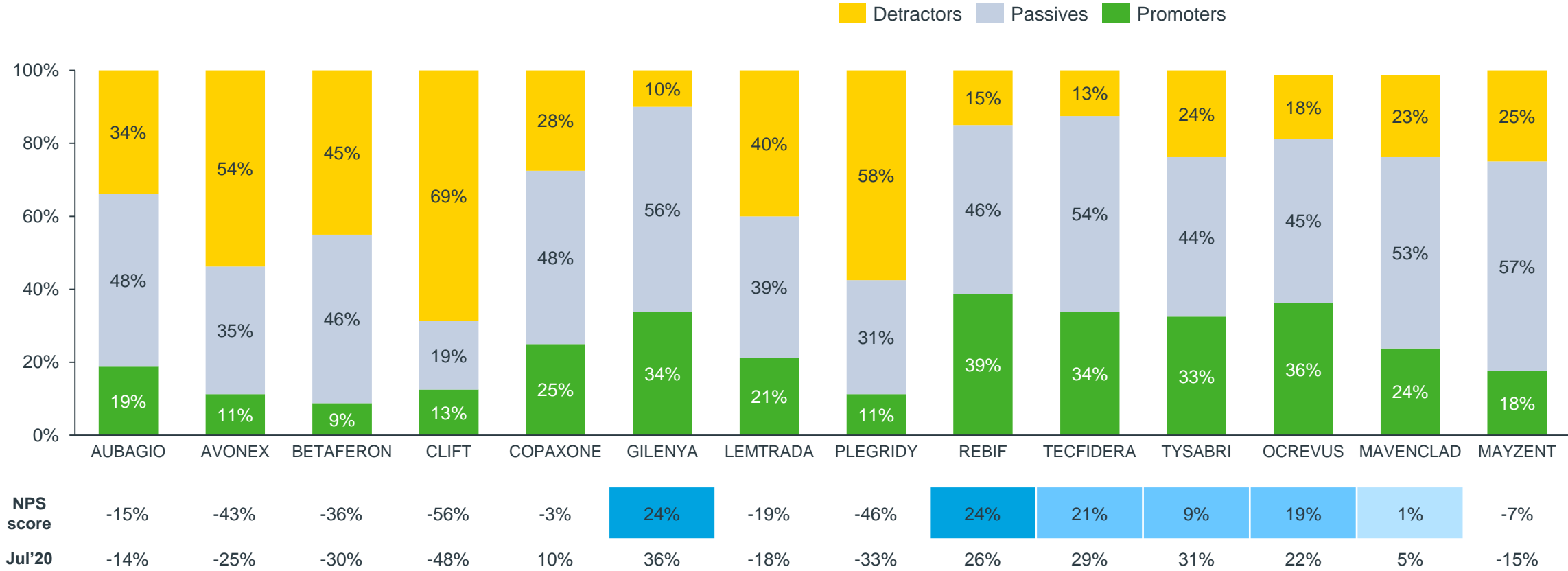


Detractors (score 0-6) are unhappy physicians who can damage your brand and impede growth through negative word-of-mouth

Passives (score 7-8) are satisfied but unenthusiastic physicians who are vulnerable to competitive offerings

GIL & REB present highest NPS scores, while TYS falls from last wave giving TEC 2nd place; COP ranks in the 6th place (-3% NPS)

Brand recommendation – Net Promoter score



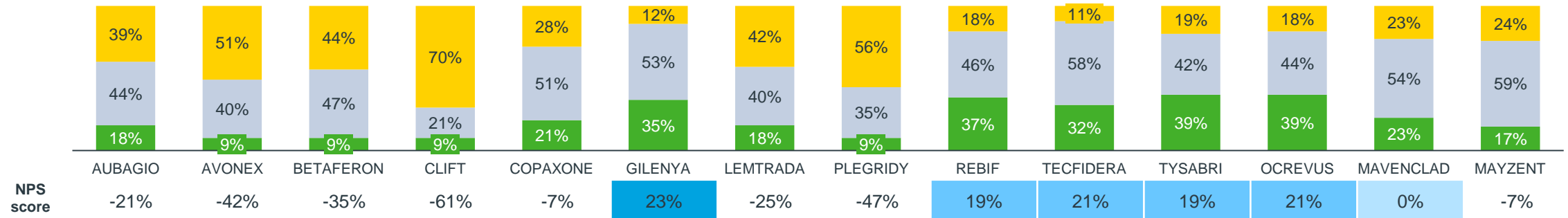
Base: 80 neurologists / % of physicians
 Q19. How likely do you think it is to recommend each of the following treatments to a colleague who will ask for your opinion on which treatment to recommend to a patient with Multiple Sclerosis?

Among Hospital Drs, GIL has highest NPS score & REB with most promoters (37% NPS)

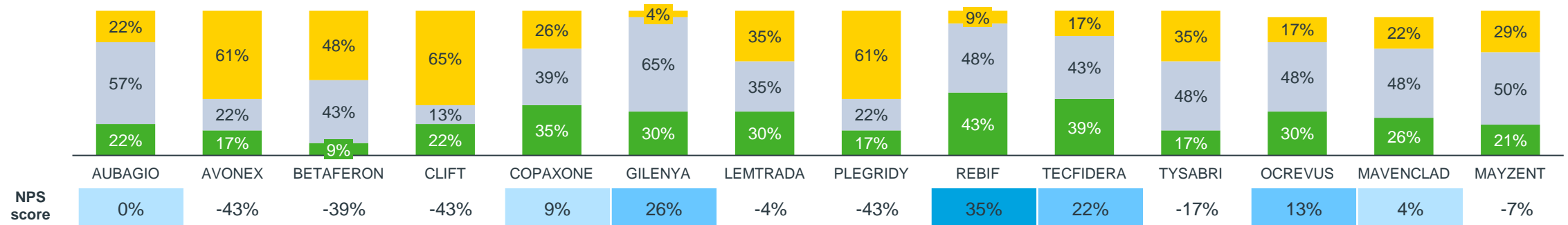
Brand recommendation – Net Promoter score – split by place of work

Hospital

Detractors Passives Promoters



Private



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q19. How likely do you think it is to recommend each of the following treatments to a colleague who will ask for your opinion on which treatment to recommend to a patient with Multiple Sclerosis?

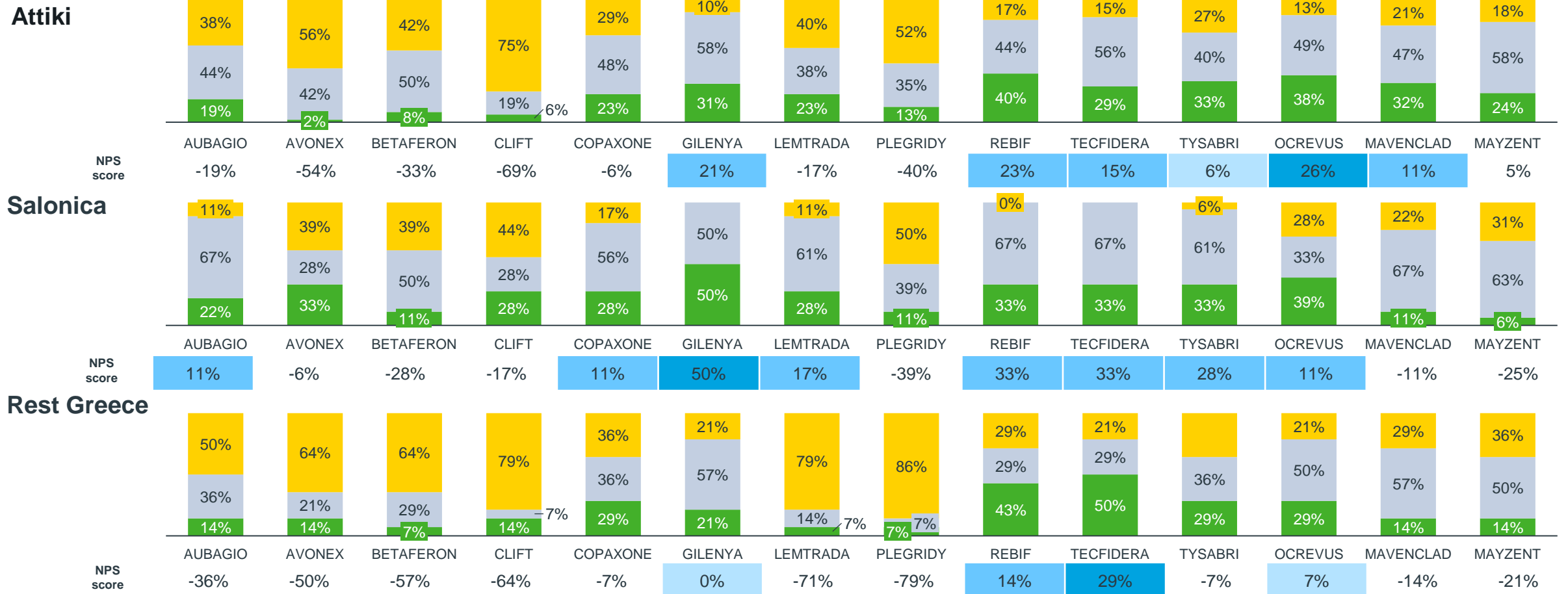
Source: IQVIA Consulting PMR (December 2020)

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GIL maintains highest NPS score in Salonica while REB has most promoters in Attiki & TEC has NPS score 29% in Rest Greece

Brand recommendation – Net Promoter score – split by region

Detractors Passives Promoters



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q19. How likely do you think it is to recommend each of the following treatments to a colleague who will ask for your opinion on which treatment to recommend to a patient with Multiple Sclerosis?

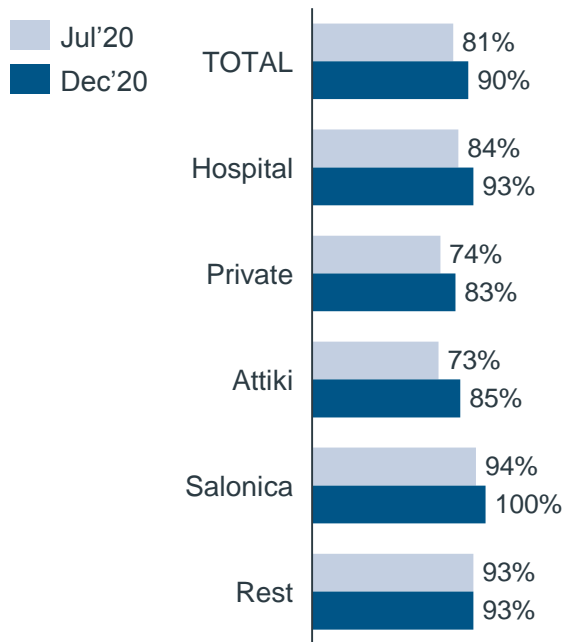
Source: IQVIA Consulting PMR (December 2020)

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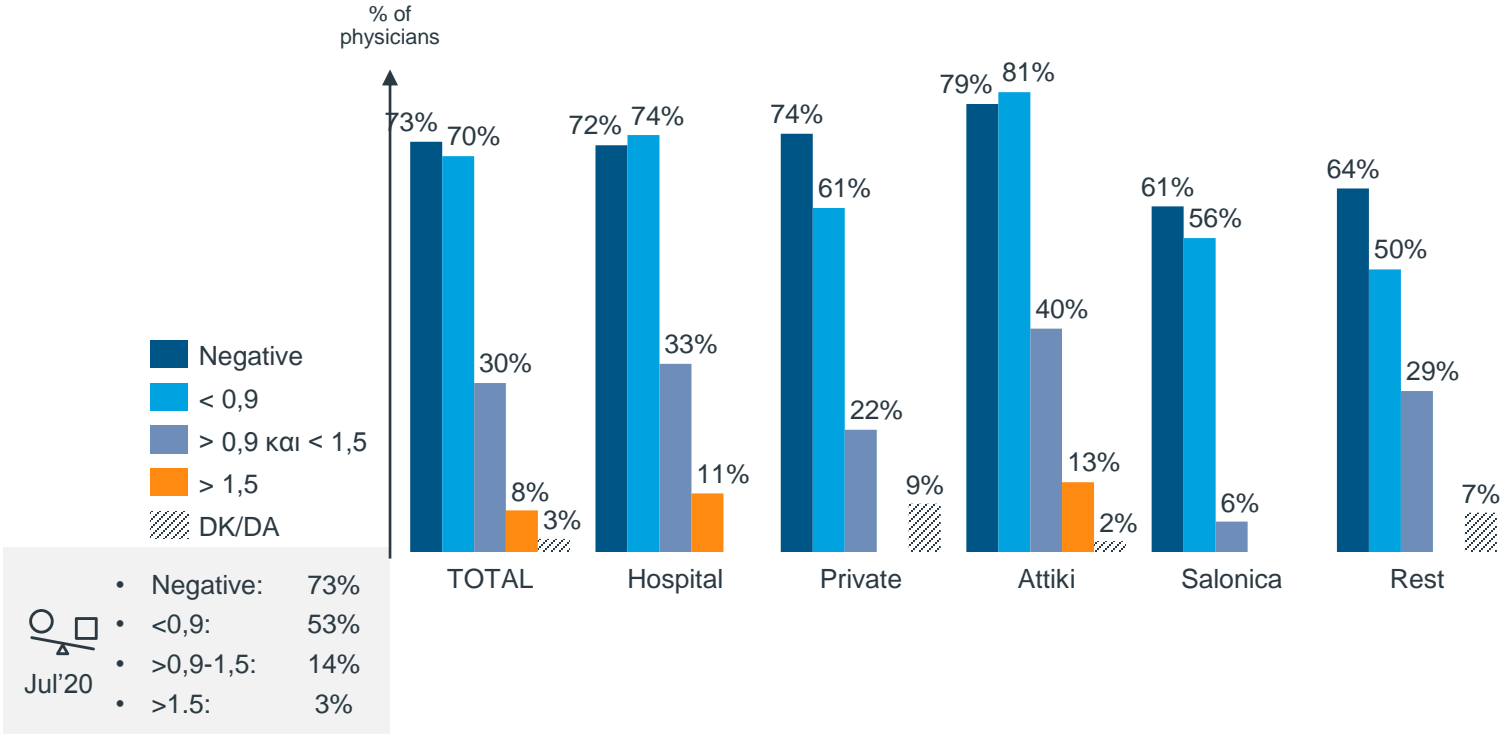
9/10 neurologists use JCV testing to high activity patients; TYS is considered in negative patients; in Attiki 40% state <0,9 result pts

JCV antibody testing and selection of treatment

JCV testing (to patients with disease activity)



Selection of Tysabri according to JCV index result



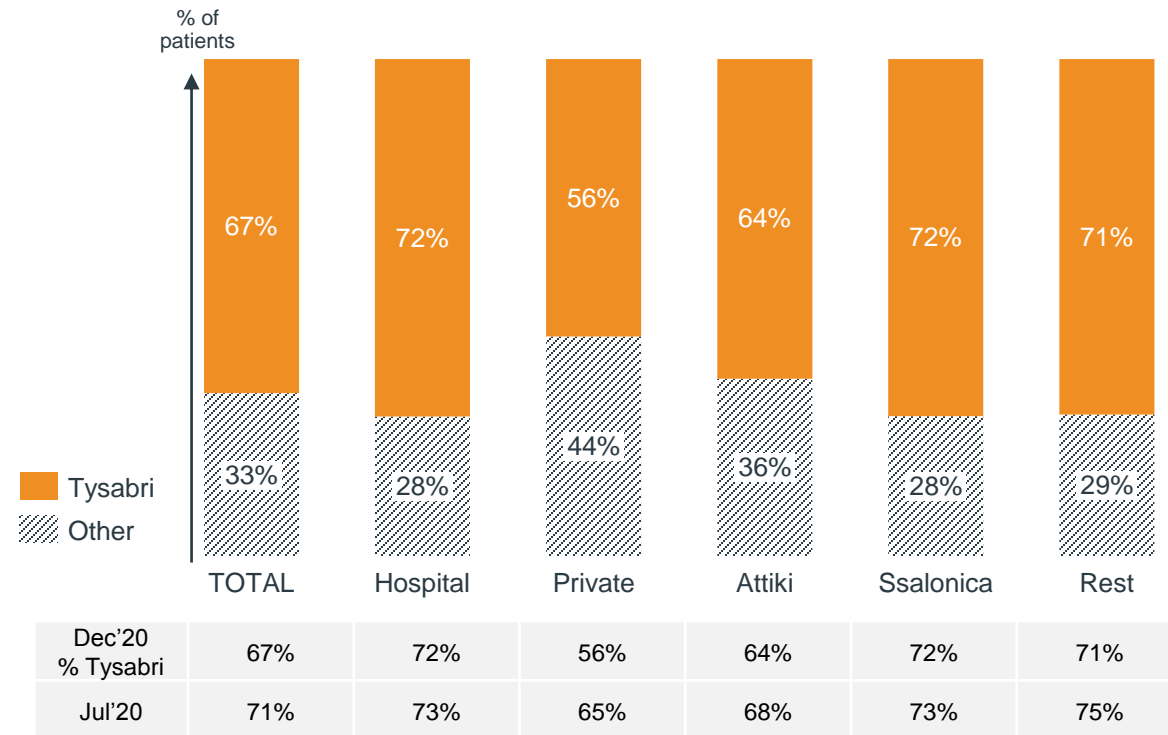
- Negative: 73%
- <0,9: 53%
- >0,9-1,5: 14%
- >1.5: 3%

Base: 80 neurologists / % of physicians
 Q19.1 Do you use the JCV antibody test for treatment choice in patients with high disease activity? / Q19.2 Based on the index in the antibody test for JCV, in which of the following cases do you consider Tysabri as an option?

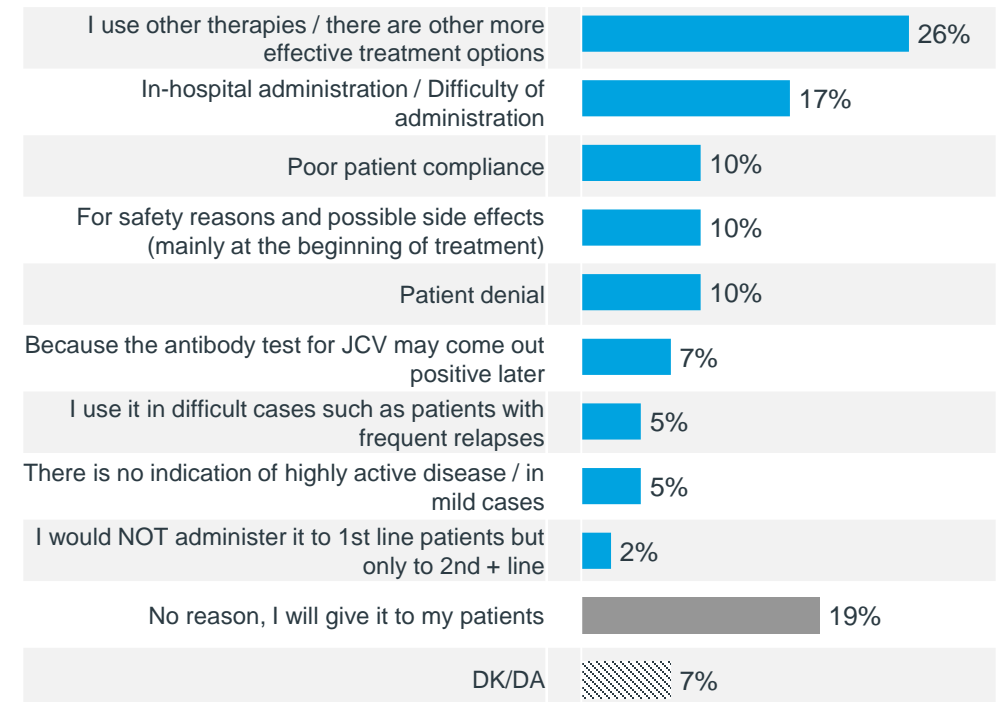
TYS will be selected to 7/10 JCV- patients; main reasons for not selecting TYS to all patients are other alternatives & in-hosp adm.

Treatment selection to negative JCV antibody results

% of JCV- patients under Tysabri



Reasons for not selecting Tysabri to JCV- patients



Base: 80 neurologists / % of physicians

Q19.3 Suppose you have 10 patients who have tested negative for JCV antibodies. To how many will you give Tysabri and to how many an other treatment? / Q19.4 Why do you not select Tysabri to patients with negative JCV antibody results? (n=42 Neurologists)

Source: IQVIA Consulting PMR (December 2020)

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Agenda

- + Project overview
- + Patient flow and MS types
- + Awareness and adoption of new treatments
- + Current treatment (last quarter)
- + Treatment selection criteria and brand image
- + **Detailing and evaluation**
- + Corporate image
- + Key Findings

GIL shows the highest neurologists coverage; MAV follows with second highest SOV

Coverage and Frequency of visits – last month

	Last Visit	Visits during last month	# of visits ¹	SOV Dec'20 / Jul'20	
MAVENGLAD	23%	44%	1.3	10.5%	8.6%
AUBAGIO	15%	38%	1.2	7.9%	7.3%
COPAXONE	11%	30%	1.3	7.0%	8.7%
REBIF	11%	40%	1.4	10.2%	10.9%
GILENYA	8%	56%	1.3	13.2%	10.7%
TECFIDERA	8%	43%	1.3	10.3%	10.2%
OCREVUS	8%	39%	1.3	9.4%	8.6%
CLIFT	3%	14%	1.3	3.1%	3.9%
PLEGRIDY	3%	19%	1.7	5.7%	4.8%
TYSABRI	3%	26%	1.4	6.4%	7.9%
AVONEX	0%	15%	1.7	4.5%	6.8%
BETAFERON	0%	16%	1.2	3.4%	5.0%
LEMTRADA	0%	20%	1.2	4.3%	4.4%
MAYZENT	0%	14%	1.6	4.1%	2.2%
None	10%				

Base: 80 neurologists / % of physicians 1. average visits among physicians visited by each drug

Q20a. For which treatment for Multiple Sclerosis (existing or future) you have recently been informed by a medical representative (last visit / information by phone / e-mail / on line platforms)

Q20b. For which treatment for Multiple Sclerosis (existing or future) do you remember to have been informed by a medical representative during the last month?

Q20c. How many times during the month, did the medical representative of.....contacted you?

Source: IQVIA Consulting PMR (December 2020)

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GIL and MAV report the highest hospital physician coverage; GIL focuses detailing in private sector as well

Coverage and Frequency of visits – last month

	Hospital		# of visits ¹
	Last Visit	Last month	
MAVENGLAD	28%	46%	1.4
AUBAGIO	9%	42%	1.2
COPAXONE	11%	30%	1.4
REBIF	9%	39%	1.6
GILENYA	9%	58%	1.4
TECFIDERA	7%	44%	1.5
OCREVUS	7%	44%	1.4
CLIFT	0%	12%	1.4
PLEGRIDY	4%	23%	1.8
TYSABRI	4%	32%	1.4
AVONEX	0%	16%	1.9
BETAFERON	0%	16%	1.2
LEMTRADA	0%	21%	1.3
MAYZENT	0%	16%	1.8
None	14%	21%	

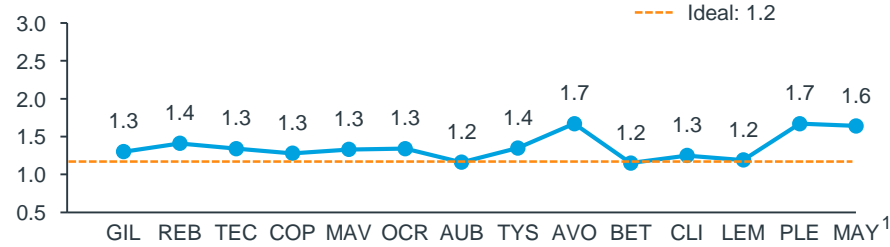
	Private		# of visits ¹
	Last Visit	Last month	
	9%	39%	1.0
	30%	26%	1.1
	13%	30%	1.0
	17%	43%	1.1
	0%	52%	1.1
	4%	39%	1.0
	9%	26%	1.2
	9%	17%	1.0
		9%	1.0
		13%	1.0
		13%	1.0
		17%	1.0
		17%	1.0
		9%	1.0

Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14] 1. average visits among physicians visited by each drug
 Q20a. For which treatment for Multiple Sclerosis (existing or future) you have **recently been informed** by a medical representative (last visit / information by phone / e-mail / on line platforms)
 Q20b. For which treatment for Multiple Sclerosis (existing or future) do you remember to have been informed by a medical representative during the 1st month?
 Q20c. How many times during the month, did the medical representative of.....contacted you?

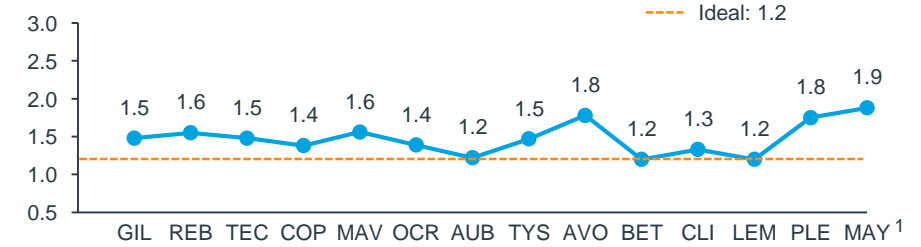
AVO above ideal # of visits in Hospital; AUB below ideal in Total, Hospital, Attiki & Rest

Frequency of visits vs ideal visits

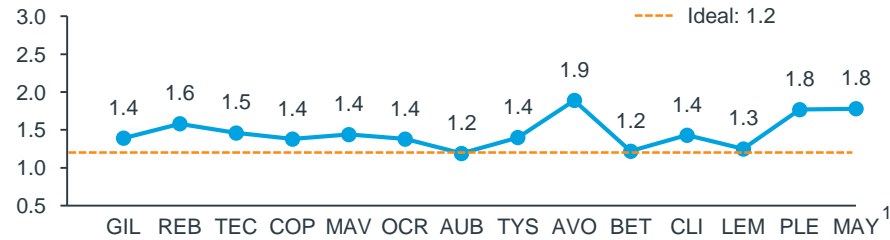
Total



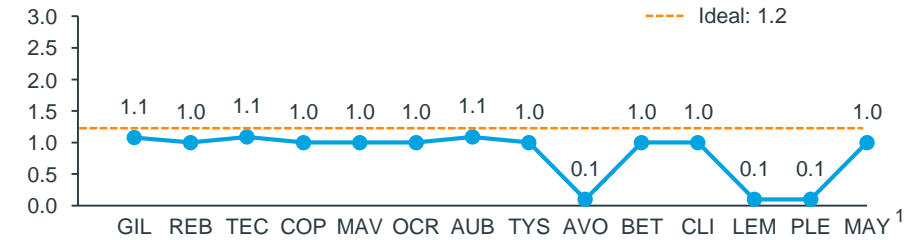
Attiki



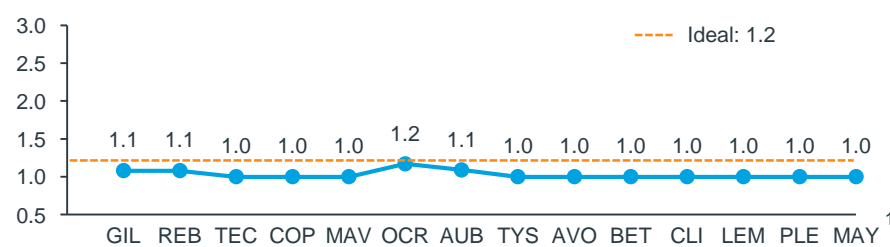
Hospital



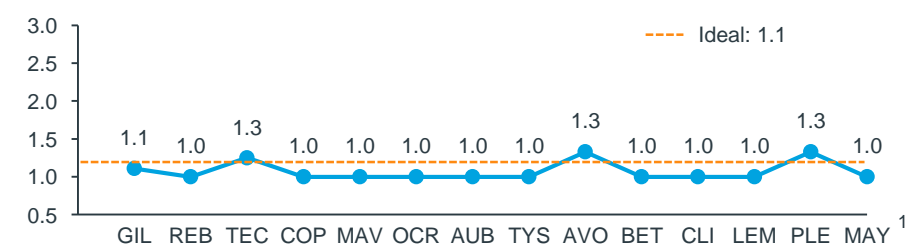
Salonica



Private



Rest



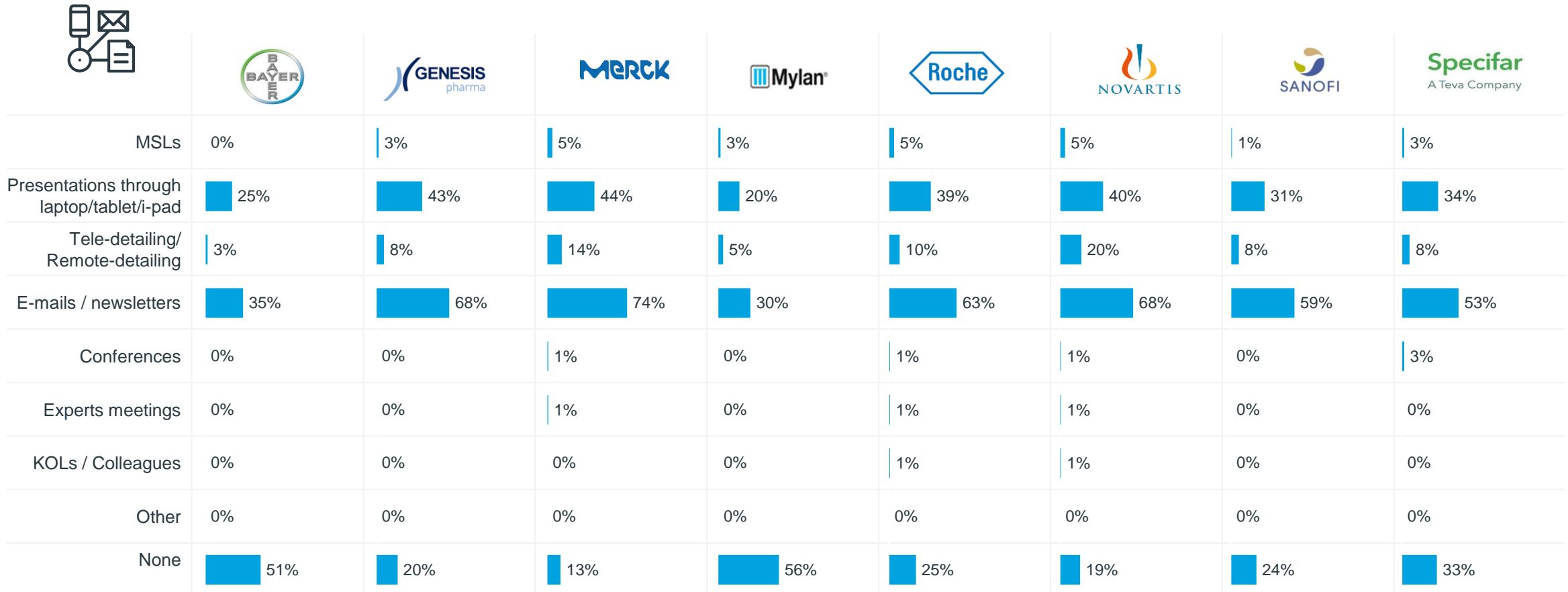
Base: 80 neurologists / % of physicians 1. Small sample indicative results
 Q20c. How many times during the month, did the medical representative of....contacted you?
 Q20d. In general, how many times during 3-months period would you like to be detailed by a med rep about RA?

Source: IQVIA Consulting PMR (December 2020)

IQVIA • Syndicated MS Therapy deep dive • December 2020

Most MS PharmaCos used laptops/tablets and e-mails to communicate with neurologists during the last 3 months

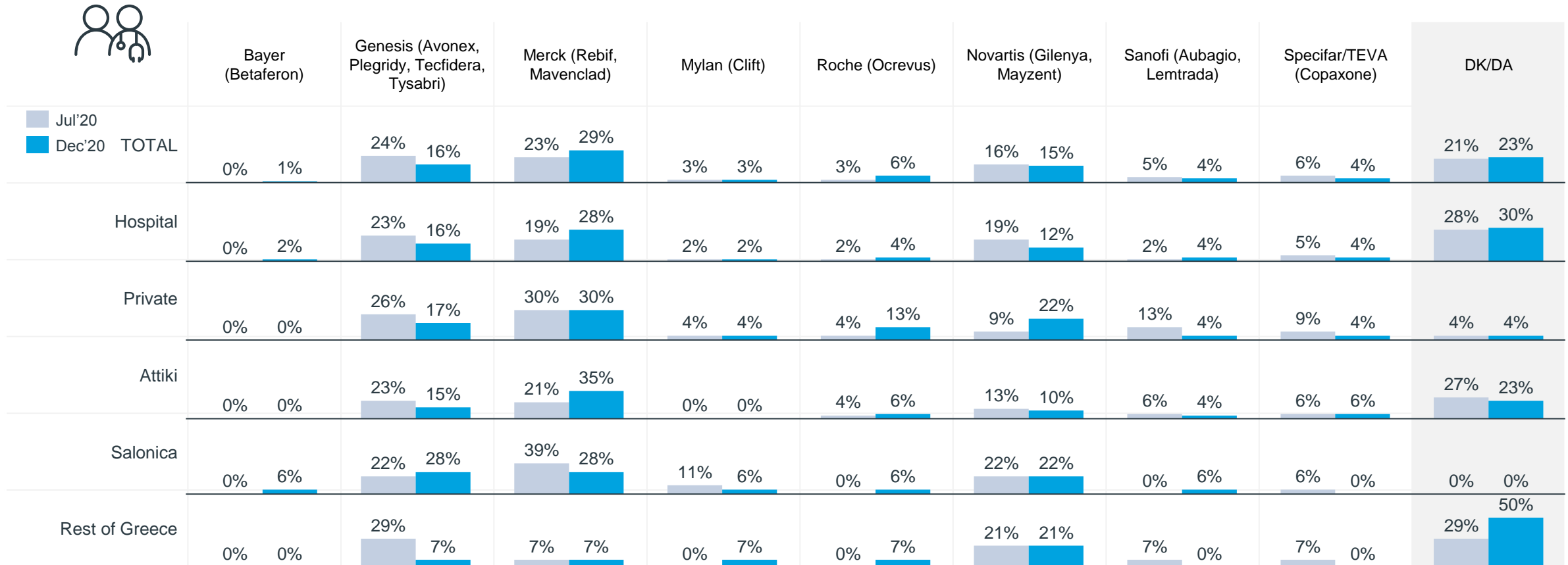
Communication channels last quarter



Base: 80 neurologists / % of physicians
 Q21. Considering the last 3 months, do you remember to you have received information from the company... from / through (read alternative ways of information)

Merck's med rep is considered as best in class across segments; Novartis follows in Private sector and Genesis for Attiki

Med Rep evaluation – Best in Class



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

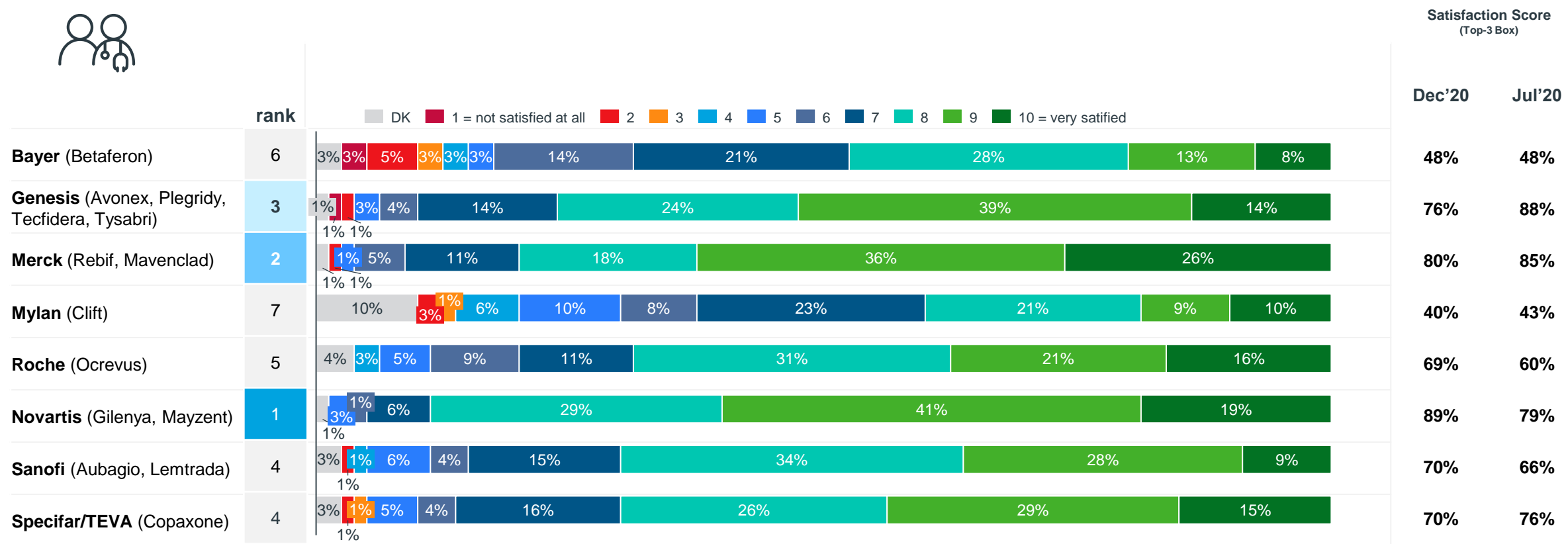
Q22. Now, I would like you to consider all the medical representatives who promote / inform you about MS treatments. Please think of a medical visitor that you would consider the "best" in terms of its overall image

Source: IQVIA Consulting PMR (December 2020)

IQVIA • Syndicated MS Therapy deep dive • December 2020

The med reps of Novartis, Merck and Genesis are the top3 players in overall satisfaction

Med Rep evaluation – Overall satisfaction

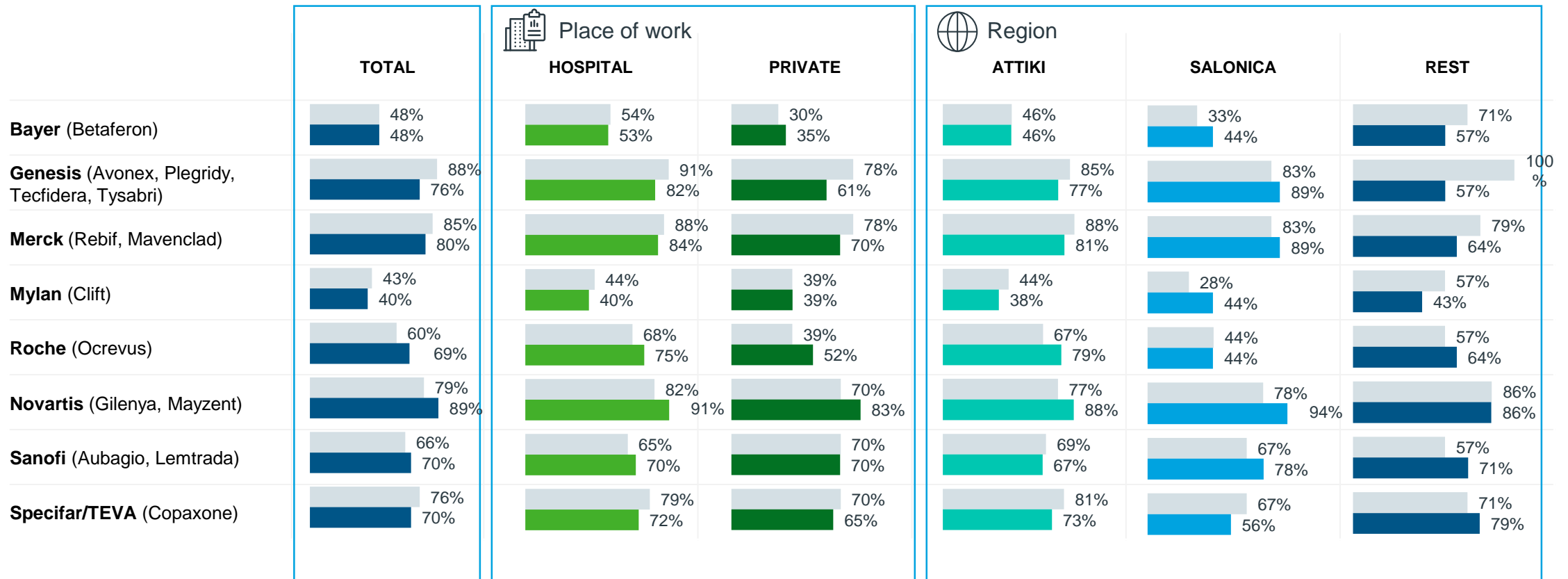


Base: 80 neurologists / % of physicians
 Q23. Overall, how satisfied are you with each of the following treatments in MS? Please use a scale from 1 to 10 for the answer, where 1 = not at all satisfied with the treatment and 10 = very satisfied

Novartis in lead for overall satisfaction across segments

Med Rep evaluation – Overall satisfaction

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q23. Overall, how satisfied are you with each of the following treatments in MS? Please use a scale from 1 to 10 for the answer, where 1 = not at all satisfied with the treatment and 10 = very satisfied

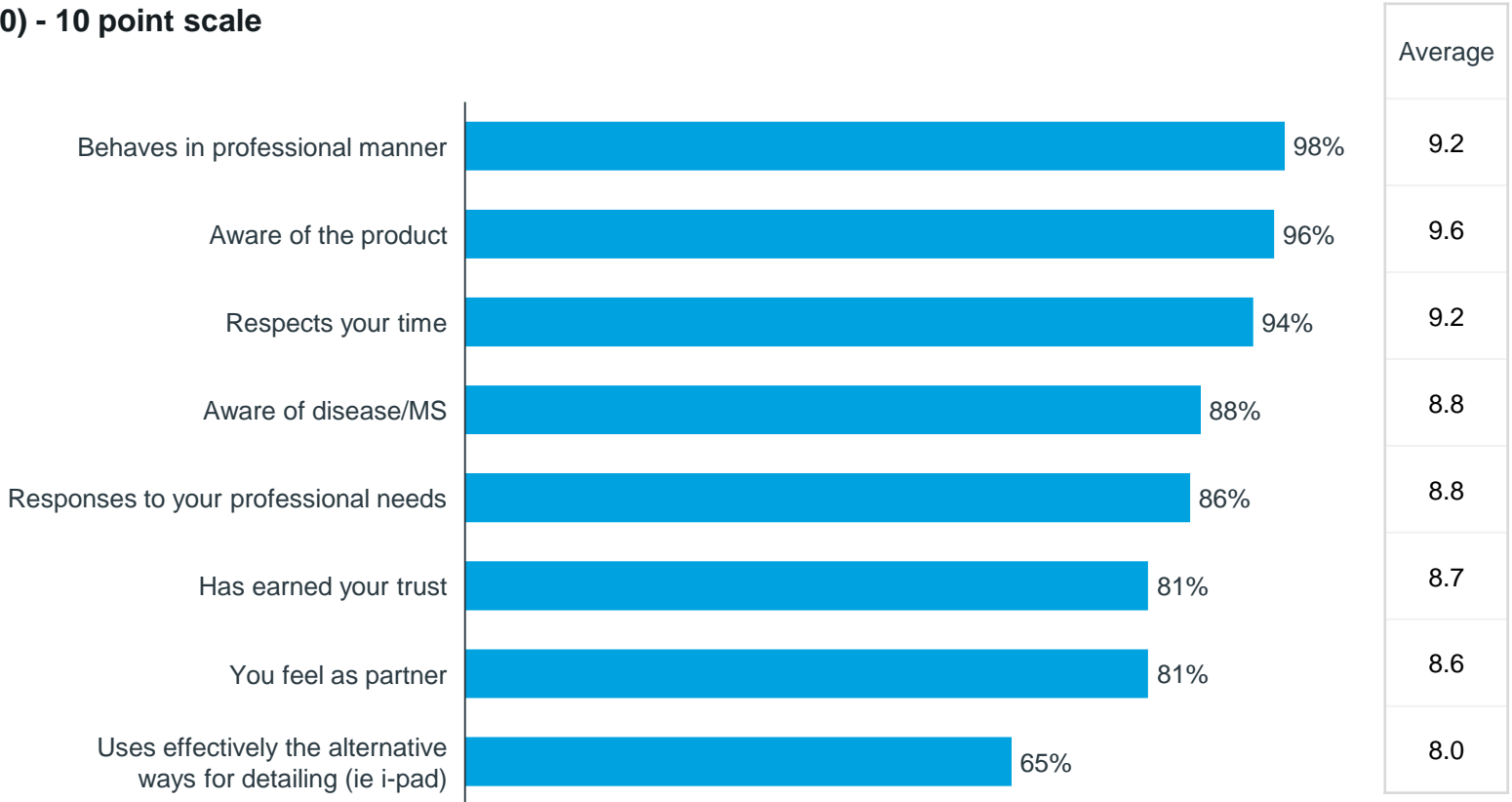
Source: IQVIA Consulting PMR (December 2020)

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Professional manner – Aware of the product – Respect are the 3 most important attributes for a med rep to have

Importance of Med Rep criteria

Top-3 box (8+9+10) - 10 point scale

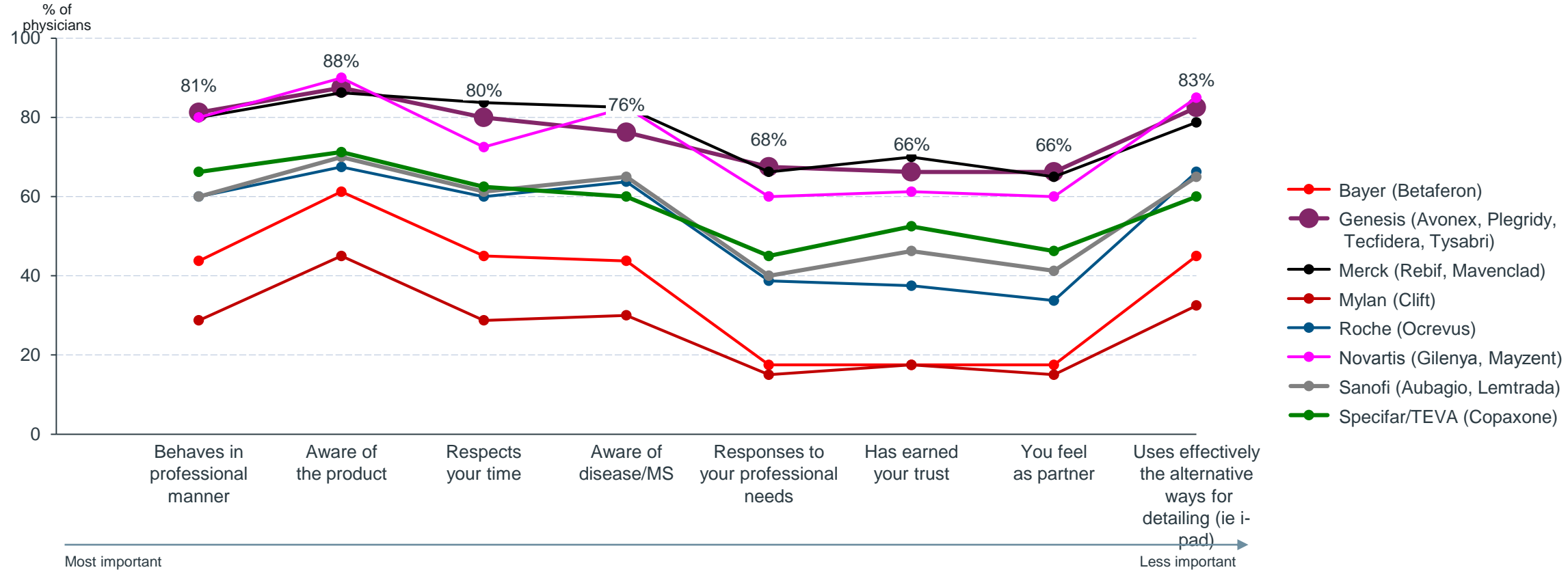


Base: 80 neurologists / % of physicians
 Q24a. I will mention to you a number of parameters related to med reps. How important each parameter is to you for med rep to have? For your answer use a 10-point scale, 1= Not at all, 10=Extremely important

Genesis & Merck med reps top in most criteria; Novartis follows closely behind

Med Rep criteria – association with PharmaCos

Total



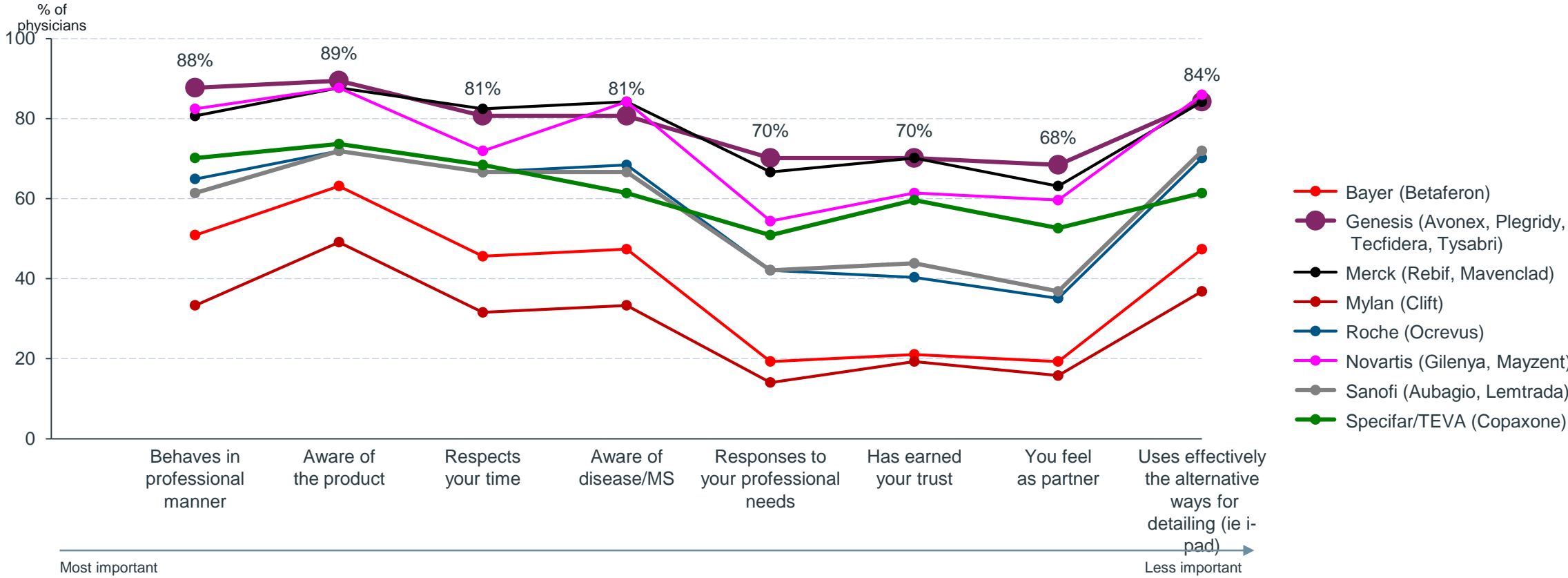
Base: 80 neurologists / % of physicians
 Q24b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Source: IQVIA Consulting PMR (December 2020)
 IQVIA • Syndicated MS Therapy deep dive • December 2020

Genesis med rep tops in top2 most important criteria; Merck med reps follow closely in Hospital sector

Med Rep criteria – association with PharmaCos

Hospital

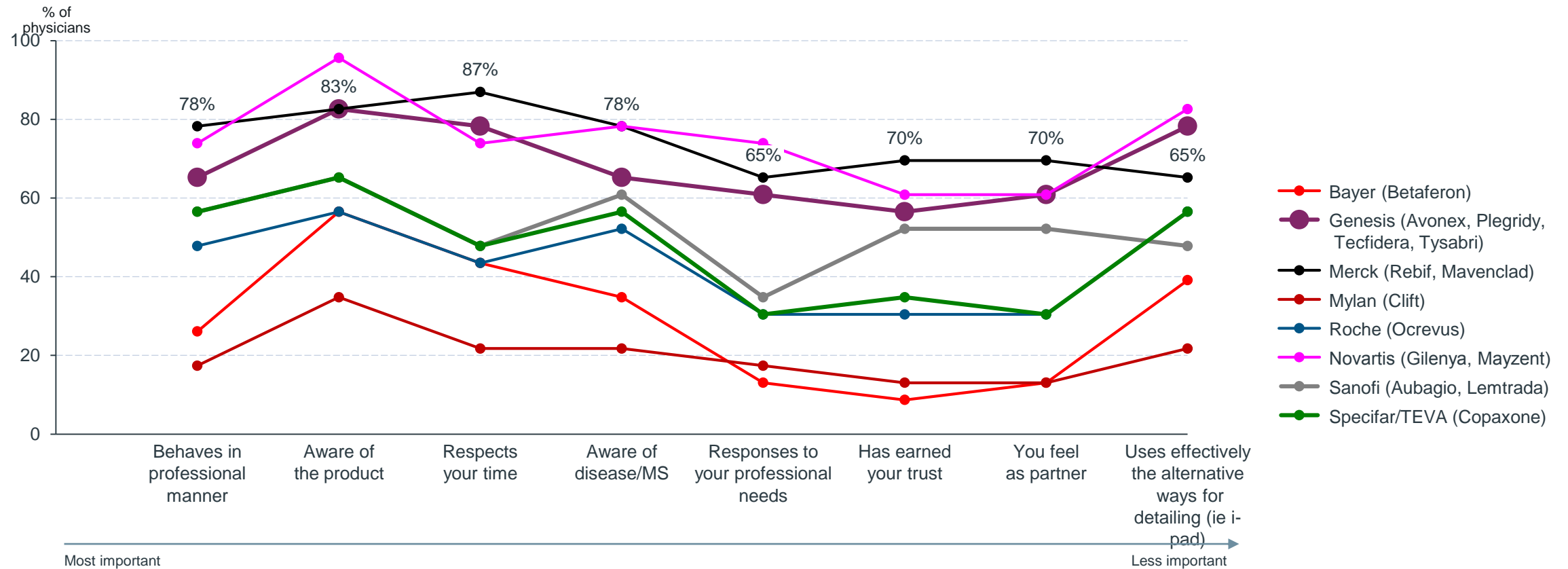


Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q24b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Merck's med reps top most of the criteria; Genesis & Novartis follow closely behind in Private sector

Med Rep criteria – association with PharmaCos

Private

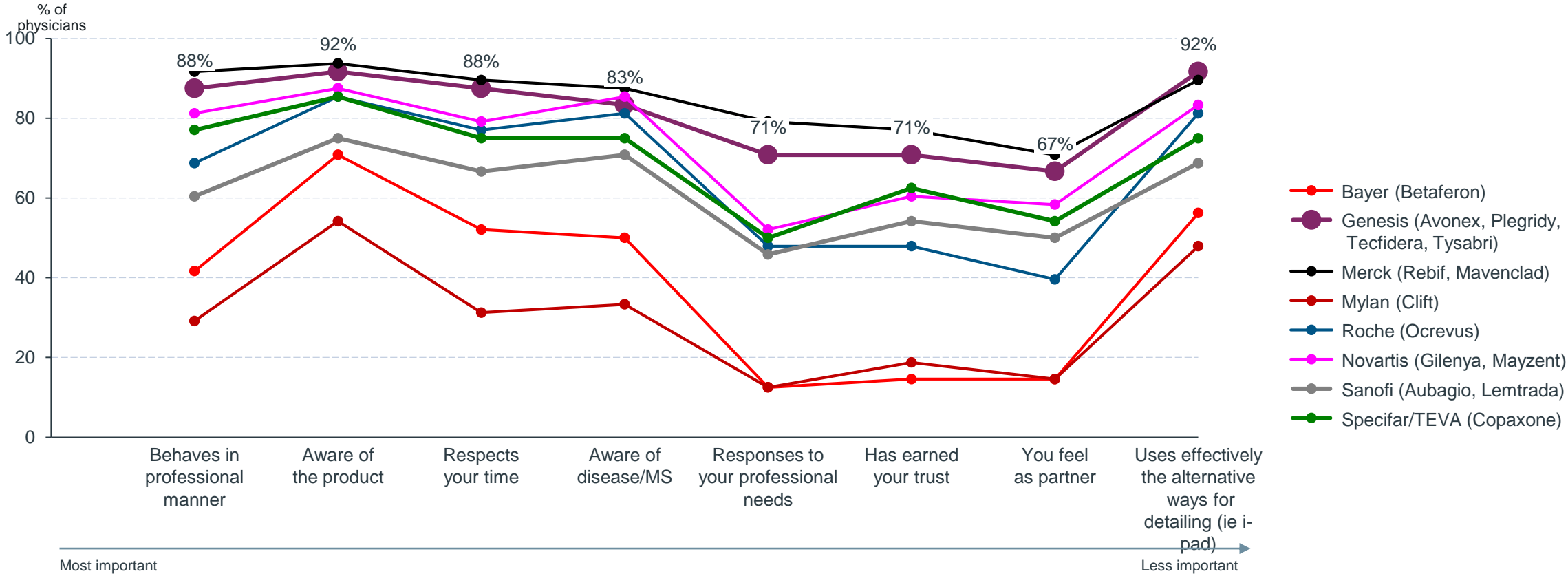


Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q24b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Merck rated best for their med reps in all importance criteria in Attiki; Genesis follows close behind

Med Rep criteria – association with PharmaCos

Attiki

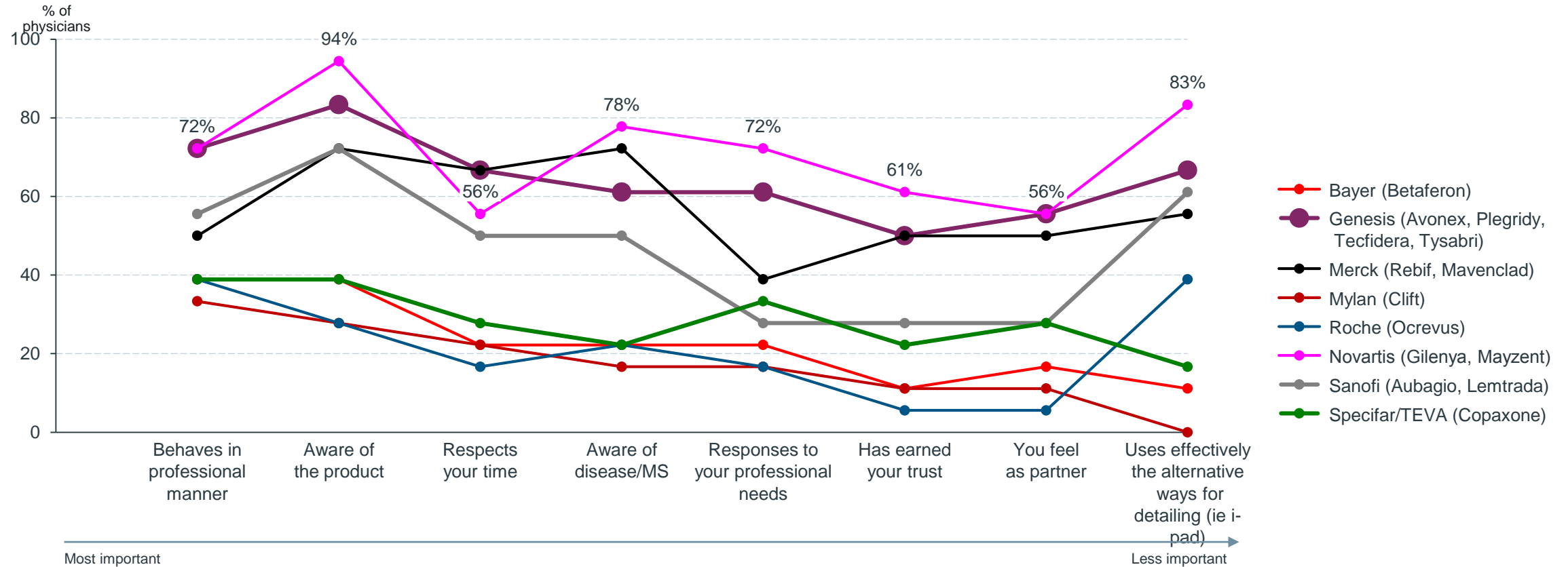


Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q24b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Overall Novartis tops in most importance criteria leading by several %pts

Med Rep criteria – association with PharmaCos

Salonica



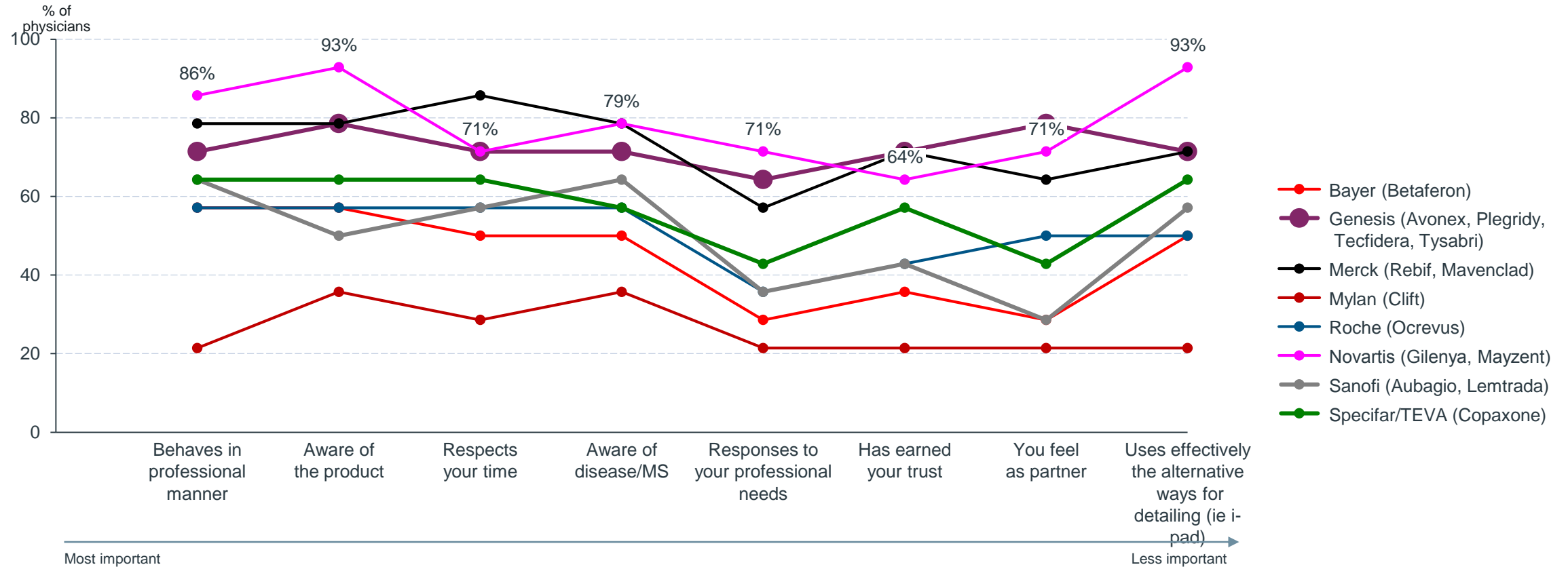
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q24b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Source: IQVIA Consulting PMR (December 2020)
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In Rest Greece, Novartis takes the lead in most criteria; Merck follows close in close 2nd

Med Rep criteria – association with PharmaCos

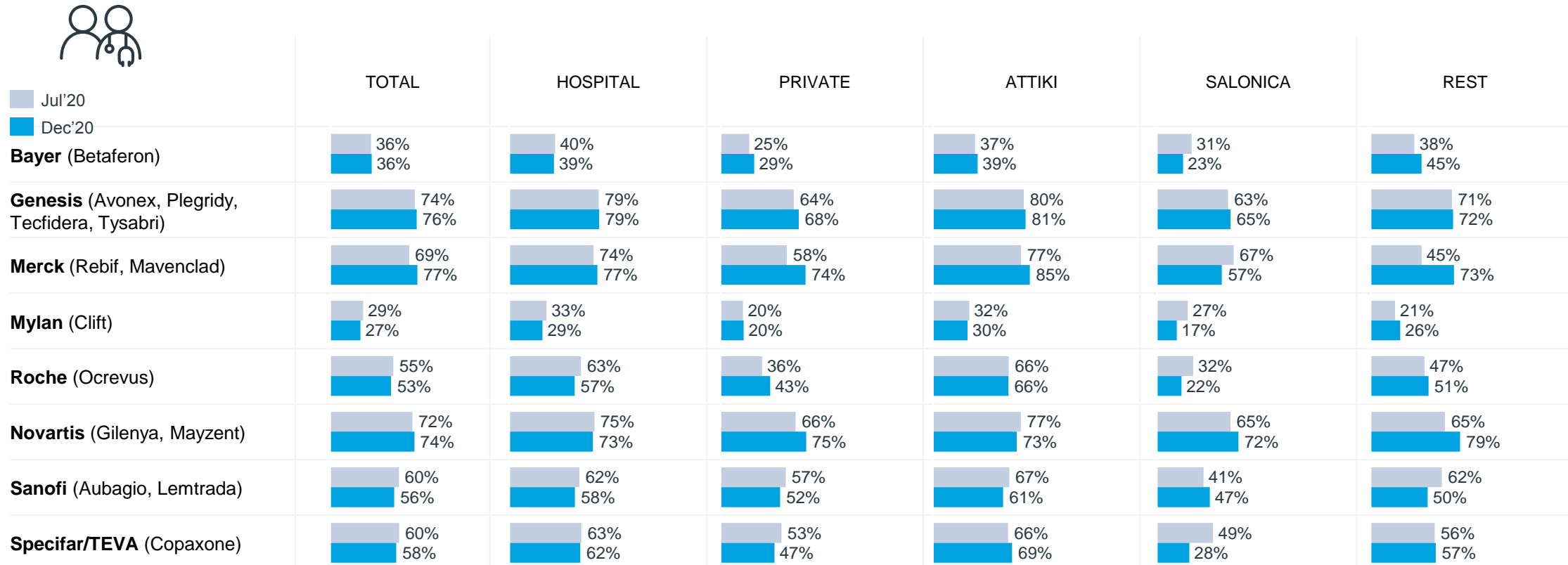
Rest



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q24b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Merck best overall performance in Total & Attiki; Genesis in hospital sector & Novartis best in Private, Salonica & Rest region

Med Rep criteria – average performance



Base: 80 neurologists / % of physicians Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q22. Now, I would like you to consider all the medical representatives who promote / inform you about MS treatments. Please think of a medical visitor that you would consider the "best" in terms of its overall image

Source: IQVIA Consulting PMR (December 2020)

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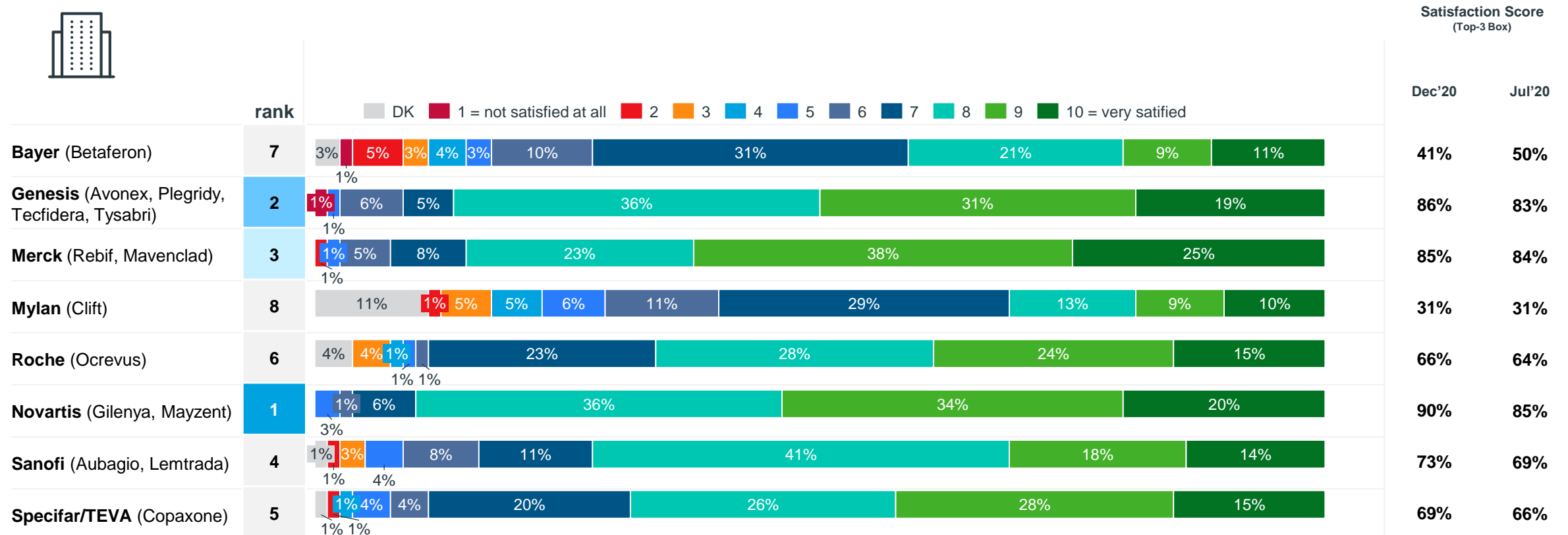


Agenda

- + Project overview
- + Patient flow and MS types
- + Awareness and adoption of new treatments
- + Current treatment (last quarter)
- + Treatment selection criteria and brand image
- + Detailing and evaluation
- + **Corporate image**
- + Key Findings

Novartis, Genesis & Merck shape the top3 PharmaCos with the highest satisfaction

PharmaCos evaluation – Overall satisfaction

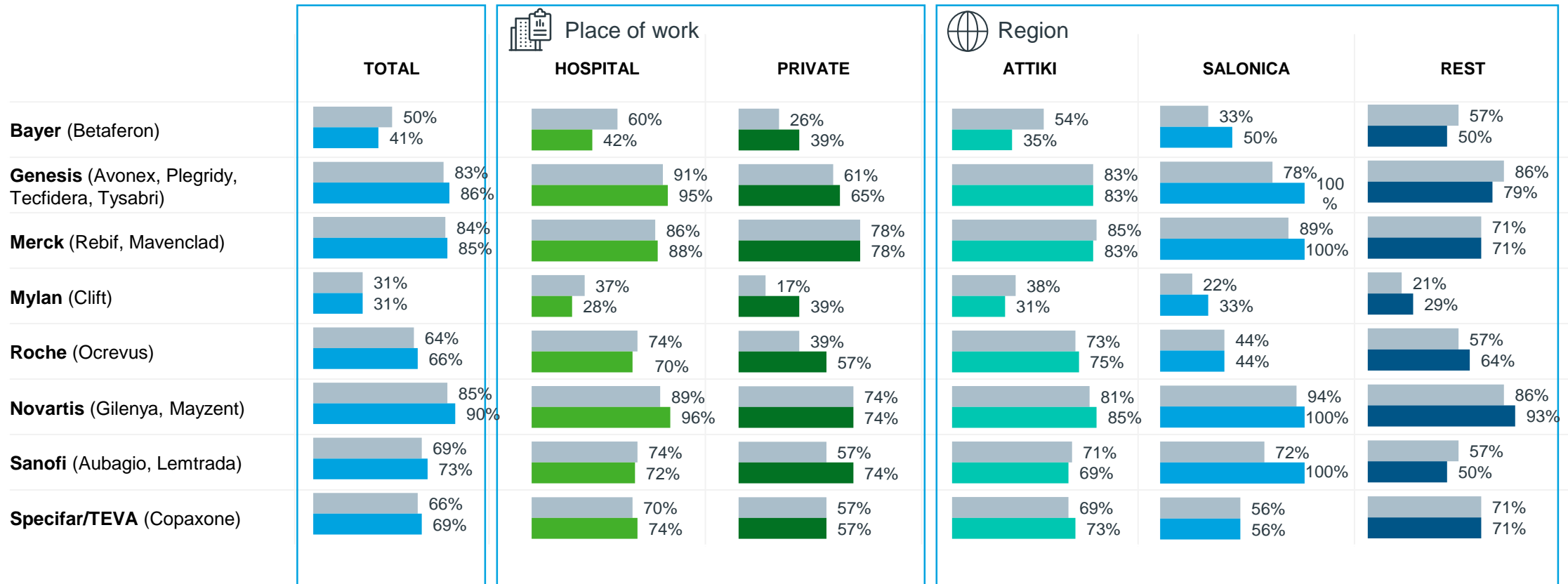


Base: 80 neurologists / % of physicians
 Q26. Overall how satisfied would you say that you are from the Pharmaceutical Companies when you think MS? For your answer, use a scale from 1 to 10, were 1 = not satisfied at all and 10 = totally satisfied.

Novartis in most segments for PharmaCo satisfaction; Merck presents higher satisfaction rates in Private sector

PharmaCos evaluation – Overall satisfaction

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]

Q26. Overall how satisfied would you say that you are from the Pharmaceutical Companies when you think MS? For your answer, use a scale from 1 to 10, were 1 = not satisfied at all and 10 = totally satisfied.

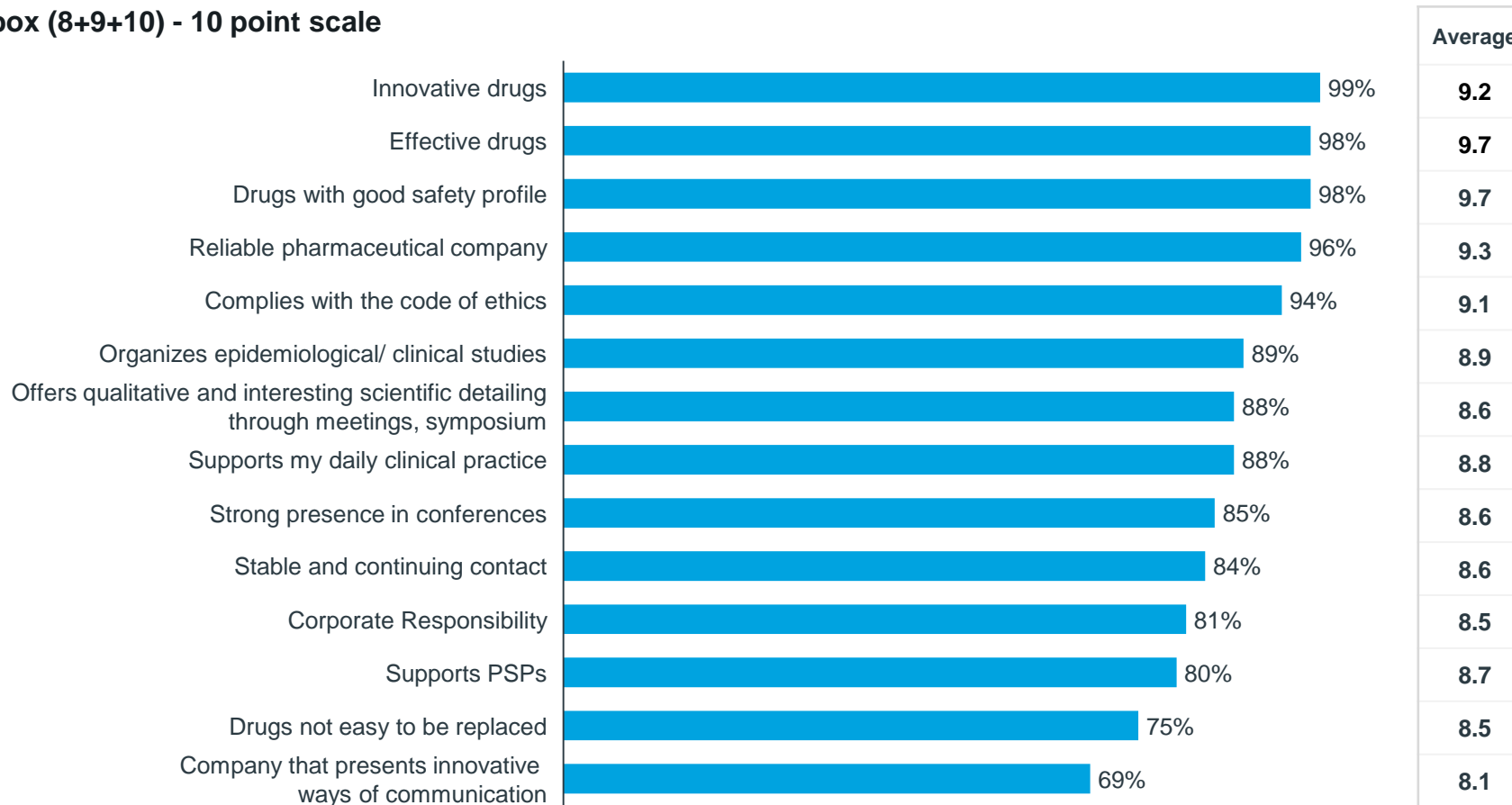
Source: IQVIA Consulting PMR (December 2020)

IQVIA • Syndicated MS Therapy deep dive • December 2020

Innovative drugs – Effective drugs- with good safety profile –are the 3 most important attributes for a PharmaCo to have

Importance of criteria – Corporate image & Drug characteristics

Top-3 box (8+9+10) - 10 point scale



Base: 80 neurologists / % of physicians

Q27 A). Below are some of the characteristics that a pharmaceutical company may or may not have. Please evaluate how important is it for you, a pharmaceutical company to have these characteristics, using a scale from 1 to 10, where 1 = not at all important and 10 = extremely important.

Source: IQVIA Consulting PMR (December 2020)

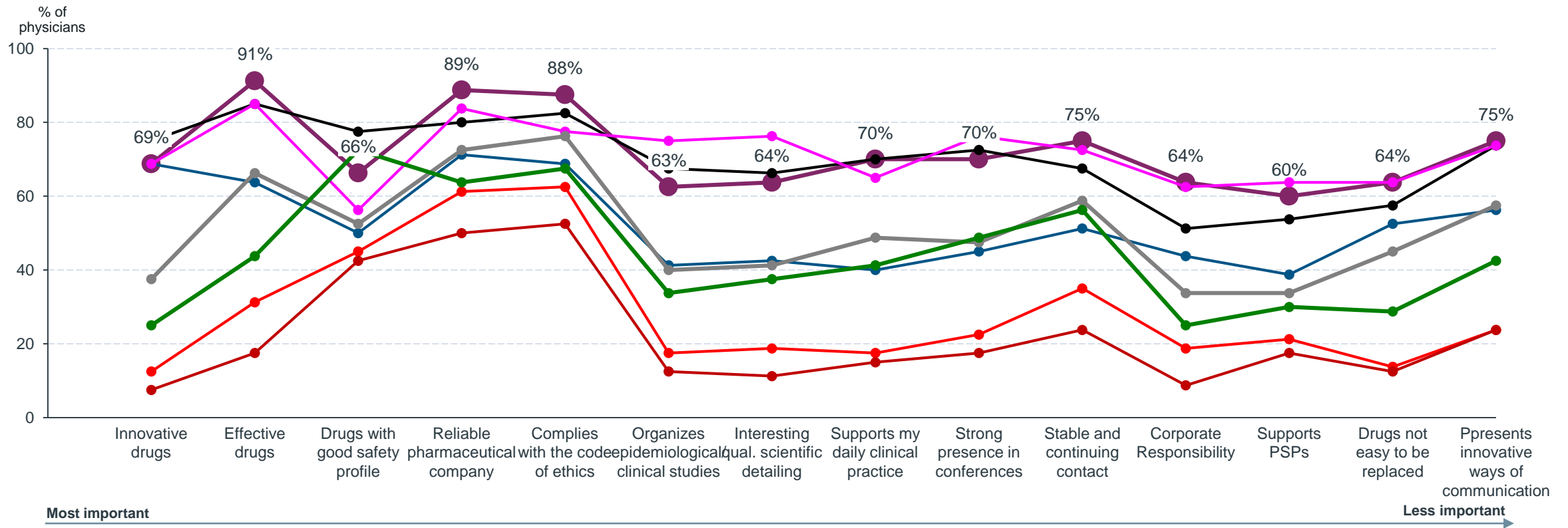
IQVIA • Syndicated MS Therapy deep dive • December 2020

Merck with top score in 2/3 most imp. criteria; NVS excels in “Organizes epi. Clinical studies” & “Interesting qual. detailing”

Corporate image & Drug characteristics

Total

- Bayer (Betaferon)
- Roche (Ocrevus)
- Genesis (Avonex, Plegridy, Tecfidera, Tysabri)
- Novartis (Gilenya, Mayzent)
- Merck (Rebif, Mavenclad)
- Sanofi (Aubagio, Lemtrada)
- Mylan (Clift)
- Specifar/TEVA (Copaxone)



Base: 80 neurologists / % of physicians
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

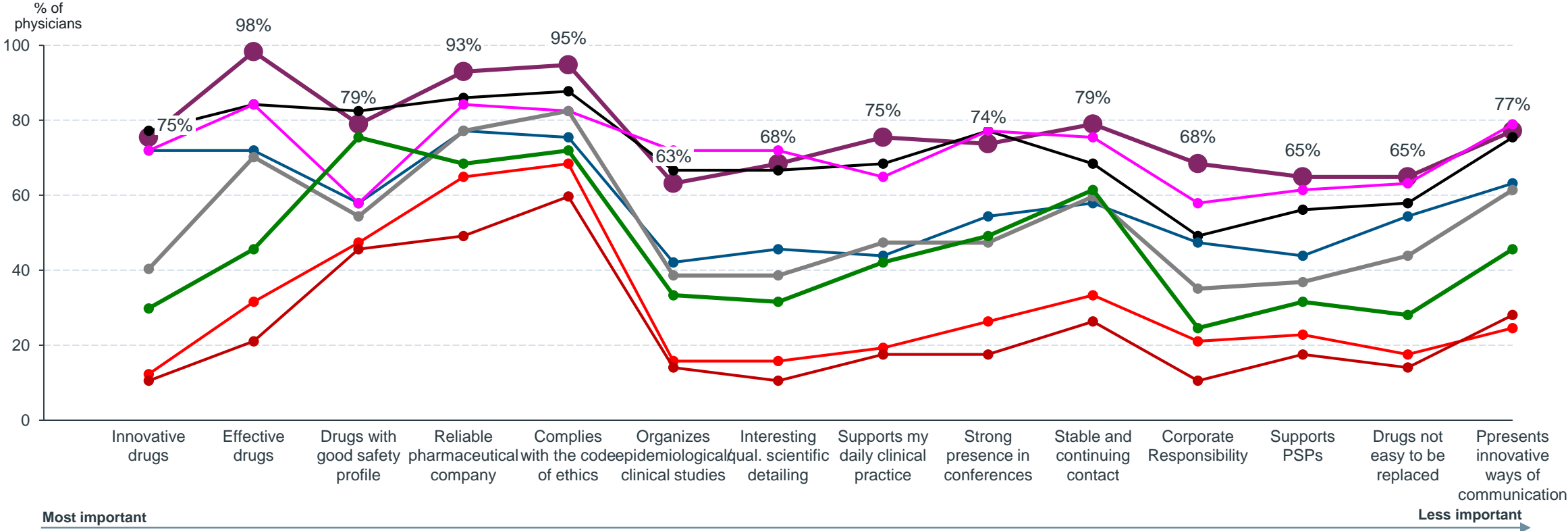
Source: IQVIA Consulting PMR (December 2020)
 IQVIA • Syndicated MS Therapy deep dive • December 2020

Genesis presents a strong image in the Hospital sector

Corporate image & Drug characteristics

Hospital

- Bayer (Betaferon)
- Roche (Ocrevus)
- Genesis (Avonex, Plegridy, Tecfidera, Tysabri)
- Novartis (Gilenya, Mayzent)
- Merck (Rebif, Mavenclad)
- Sanofi (Aubagio, Lemtrada)
- Mylan (Clift)
- Specifar/TEVA (Copaxone)



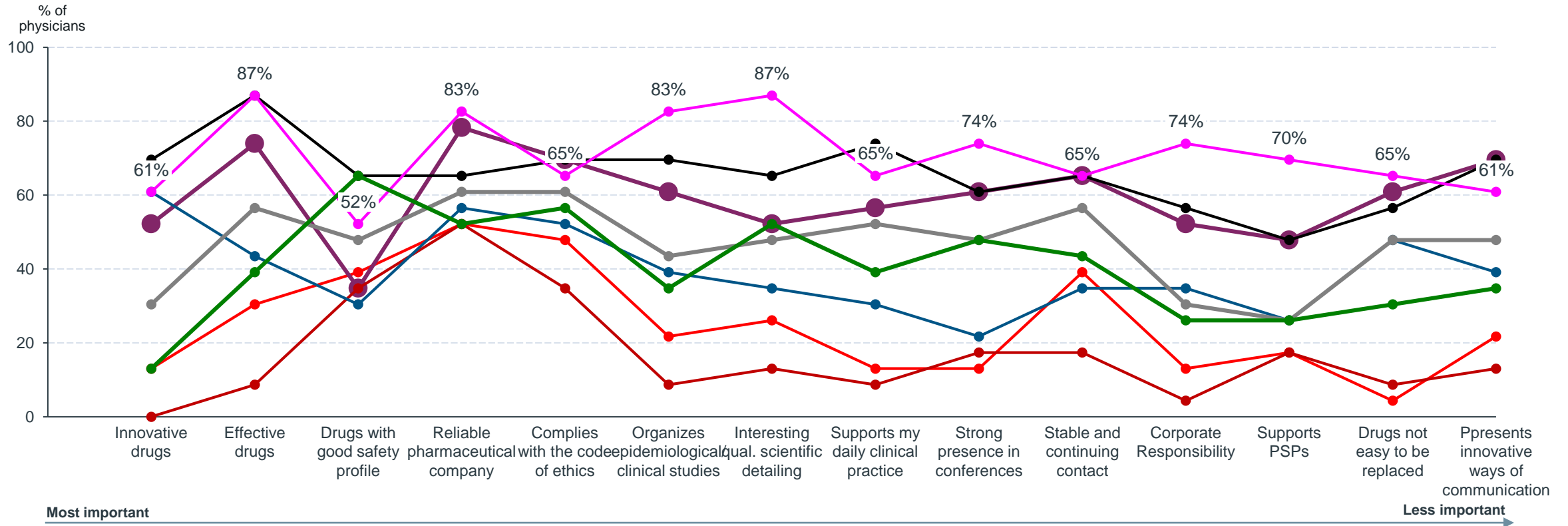
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Novartis presents the strongest image overall among Private based physicians

Corporate image & Drug characteristics

Private

- Bayer (Betaferon)
- Genesis (Avonex, Plegridy, Tecfidera, Tysabri)
- Merck (Rebif, Mavenclad)
- Mylan (Clift)
- Roche (Ocrevus)
- Novartis (Gilenya, Mayzent)
- Sanofi (Aubagio, Lemtrada)
- Specifar/TEVA (Copaxone)



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

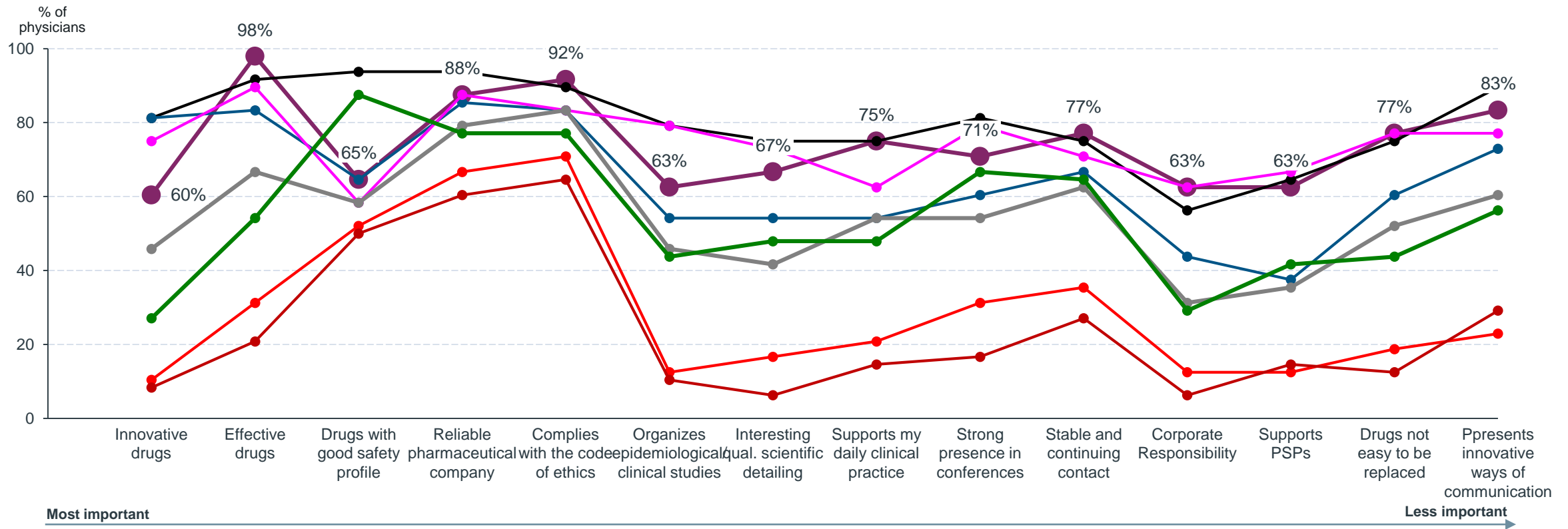
Source: IQVIA Consulting PMR (December 2020)
 IQVIA • Syndicated MS Therapy deep dive • December 2020

Merck & Roche in top spot for most important characteristic, “Innovative drugs” in Attiki; Genesis 1st in “effective drugs”

Corporate image & Drug characteristics

Attiki

- Bayer (Betaferon)
- Genesis (Avonex, Plegridy, Tecfidera, Tysabri)
- Merck (Rebif, Mavenclad)
- Mylan (Clift)
- Roche (Ocrevus)
- Novartis (Gilenya, Mayzent)
- Sanofi (Aubagio, Lemtrada)
- Specifar/TEVA (Copaxone)



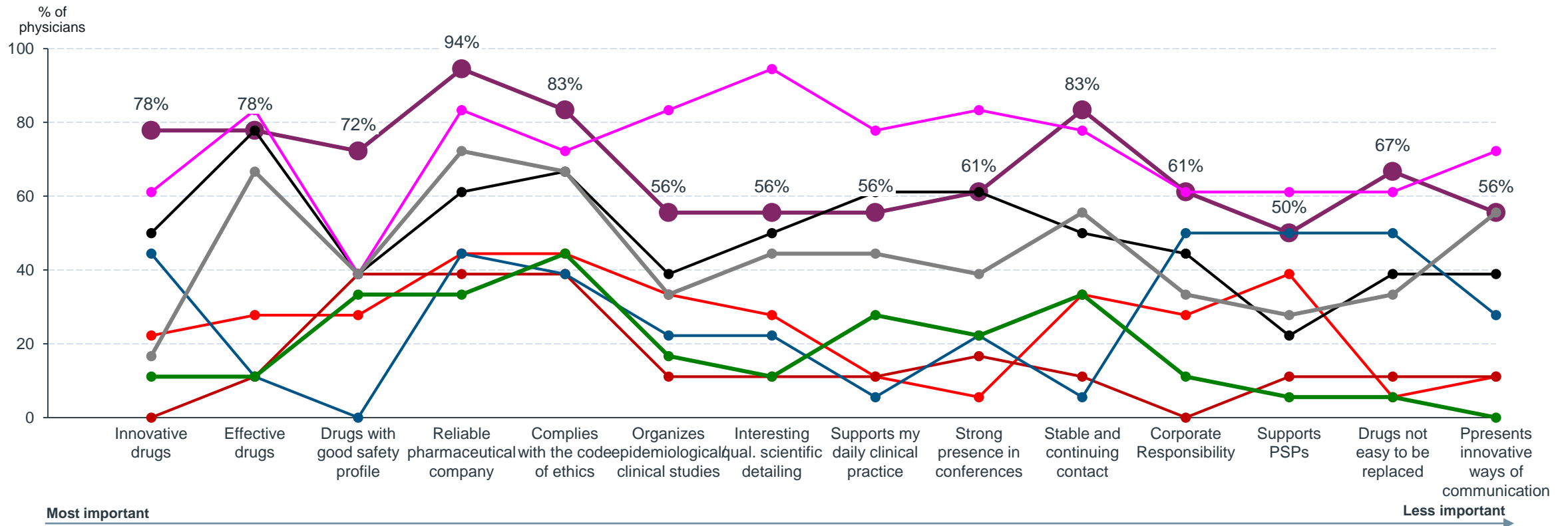
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

NVS and Genesis in competition for most criteria in Salonica

Corporate image & Drug characteristics

Salonica

- Bayer (Betaferon)
- Genesis (Avonex, Plegridy, Tecfidera, Tysabri)
- Merck (Rebif, Mavenclad)
- Mylan (Clift)
- Roche (Ocrevus)
- Novartis (Gilenya, Mayzent)
- Sanofi (Aubagio, Lemtrada)
- Specifar/TEVA (Copaxone)



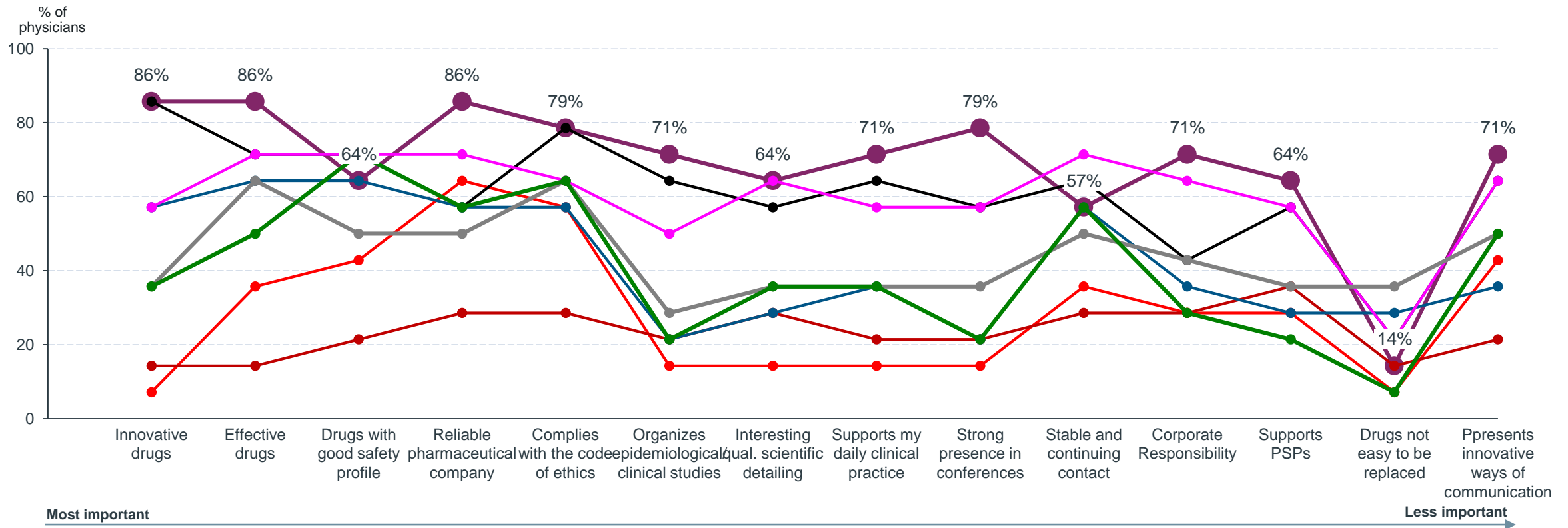
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Genesis in clear lead for almost all characteristics in Rest Greece

Corporate image & Drug characteristics

Rest

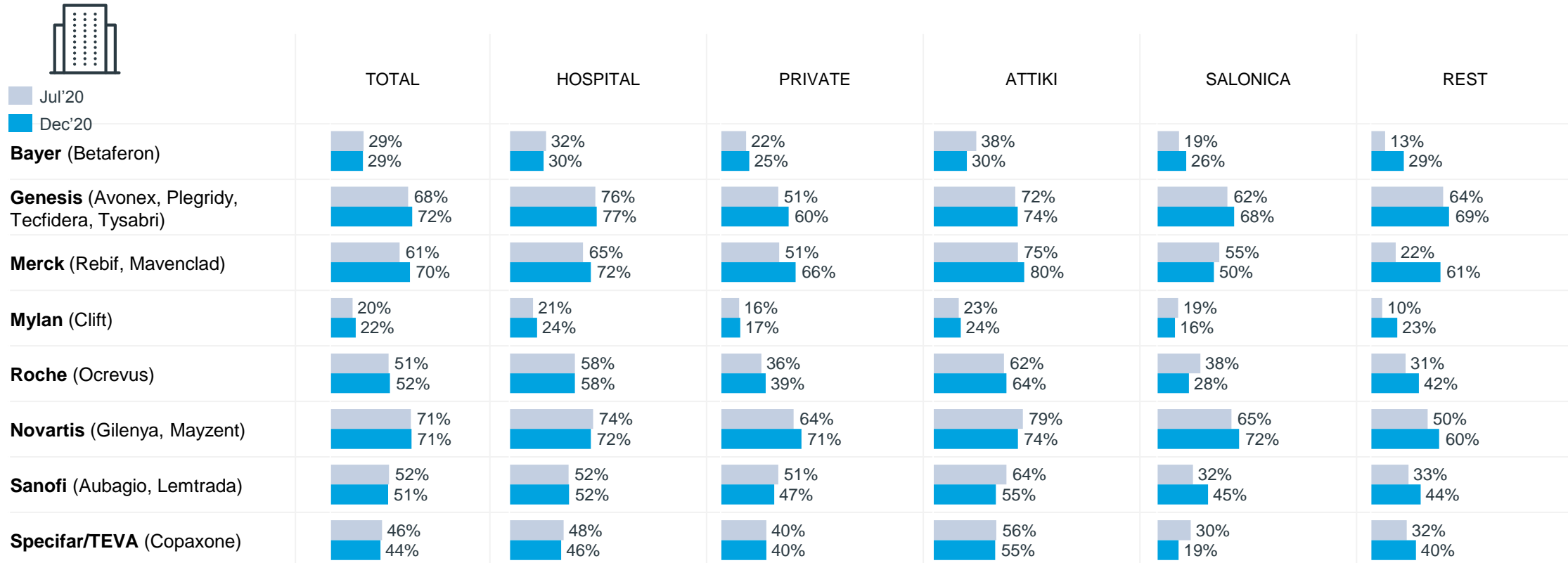
- Bayer (Betaferon)
- Roche (Ocrevus)
- Genesis (Avonex, Plegridy, Tecfidera, Tysabri)
- Novartis (Gilenya, Mayzent)
- Merck (Rebif, Mavenclad)
- Sanofi (Aubagio, Lemtrada)
- Mylan (Clift)
- Specifar/TEVA (Copaxone)



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECT ALL THAT APPLY

Genesis enjoys the highest score, followed by Novartis; Merck leads in Attiki

Corporate image – average performance



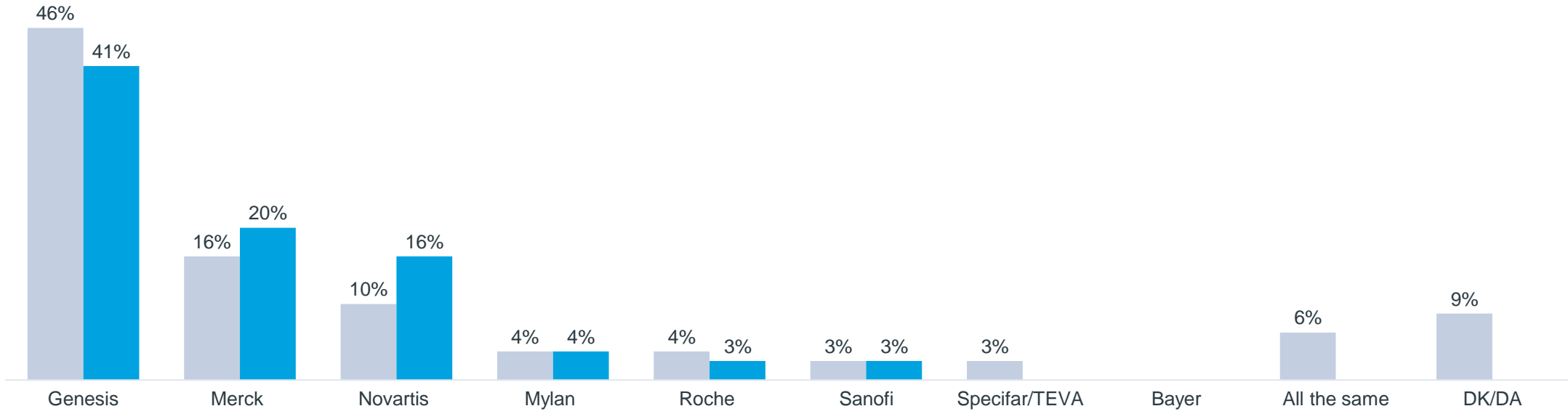
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q27b. Please indicate which PharmaCo medical representative matches with each phrase/parameter? SELECTE ALL THAT APPLY

Genesis is clearly the leader company in MS

Leader company in MS

Total

Jul'20
Dec'20



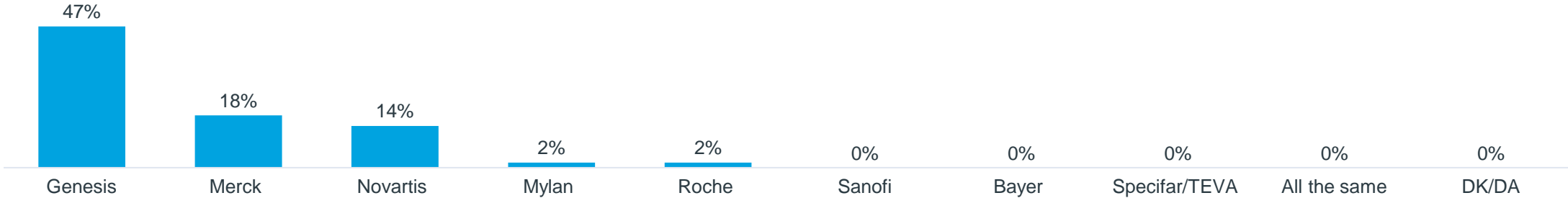
Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
Q28. Which of the following pharmaceutical companies do you consider to hold the leading position in the field of Multiple Sclerosis

Source: IQVIA Consulting PMR (December 2020)
IQVIA • Syndicated MS Therapy deep dive • December 2020

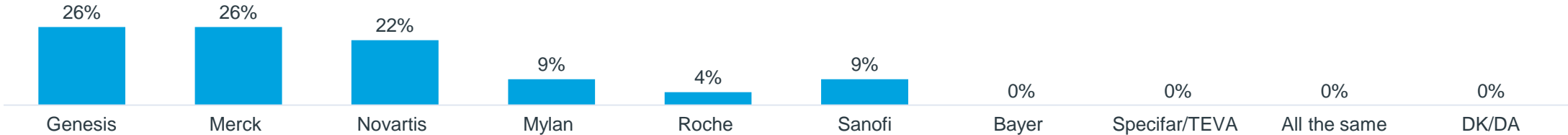
Genesis is considered the leader company in MS in Hospital and tied with Merck in the Private sectors with 26%

Leader company in MS

Hospital



Private

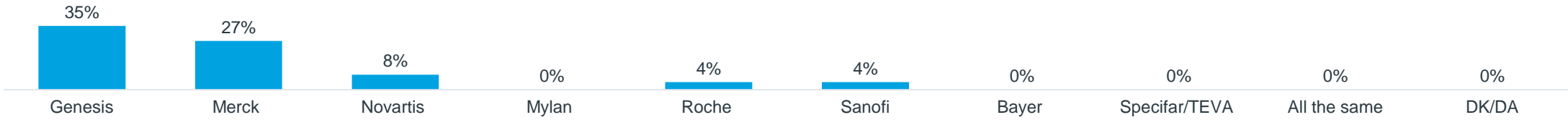


Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q28. Which of the following pharmaceutical companies do you consider to hold the leading position in the field of Multiple Sclerosis

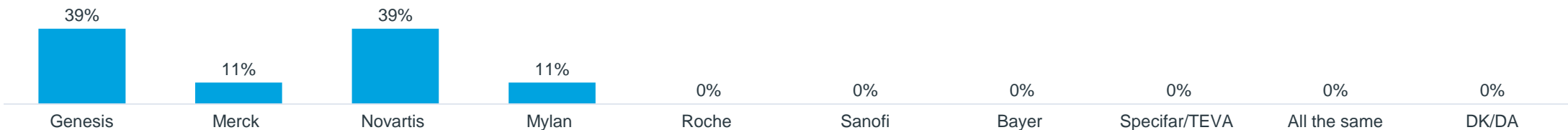
Genesis is considered the leader company in MS in all regions

Leader company in MS

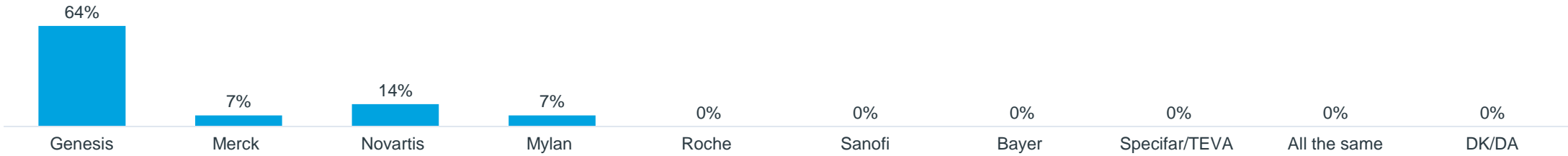
Attiki



Salonica



Rest



Base: 80 neurologists / % of physicians [Hospital=57, Private=23, Attiki=48, Salonica=18, Rest=14]
 Q28. Which of the following pharmaceutical companies do you consider to hold the leading position in the field of Multiple Sclerosis



Agenda

- + Project overview
- + Patient flow and MS types
- + Awareness and adoption of new treatments
- + Current treatment (last quarter)
- + Treatment selection criteria and brand image
- + Detailing and evaluation
- + Corporate image
- + Key Findings

Neurologists awareness of new drugs, MAV and OCR and higher intention to prescribe since Jul'20

Executive summary

Patient flow and MS types

- A typical MS specialist, saw on average ~50 patients, in the past 3 months
 - Most of MS patients, 64%, suffer from RRMS type
 - Non-treatment rates vary from 5% in RRMS to 28% in CIS type

Awareness & adoption of new drugs

- Both new products, OCR & MAV, report high spontaneous recall; both share ToM mention although higher in OCR
- Mayzent (MAY) reports 48% spontaneous recall
- Zeposia, ozanimod, gets a low spontaneous awareness (10%)
- MAV gets high prescription probability in RRMS type
 - Higher in Attica & Salonica while it reports moderate prescription levels in rest regions
- OCR registers high probability of prescription in PPMS type/patients; ~8/10 of neurologists claim intention to prescribe
- MAY increases intention to prescribe in SPMS type
- Focusing on adoption intention:
 - MAV: 63% of indicates that they will prescribe it early (when available); 59% report the same for OCR

Current treatment

- Current treatment data refer to MS patients seen by sampled physicians during the last 3-months (perception of neurologists)
- Main treatments, prescribed to MS patients are:
 - TEC: 16,8% (higher in hospital)
 - GIL: 16,8%
 - REB: 15,5% (higher in private)
- Top 2 treatments per MS type:
 - CIS: COP & REB
 - RRMS: TEC & GIL
 - PPMS: OCR gets 18% of PPMS patients
 - PRMS: GIL & OCR
- Dynamic market:
 - 1st treatment <12m: TEC, REB (& COP)
 - Switch <12m: GIL

GIL leads in efficacy statements and COP is very well perceived in safety; MAV & OCR are well evaluated in efficacy & pt criteria

Executive summary

Brand satisfaction & image

- **GIL** reports the highest overall satisfaction among all available and to be launched MS treatments
- REB maintains overall satisfaction and TEC complete the top-3 group
- **Focusing on brand performance and image** on preselected criteria (segmented to efficacy related, safety related and patients/convenience criteria:
 - GIL holds the best position in efficacy vs. n-efficacy performance matrix & OCR follows; MAV marginally above TEC & REB
 - OCR leads in safety; COP gets the highest evaluation in the top-2 important safety criteria
 - TEC has a good perception regarding safety that increased since last wave, primarily among private based physicians and among Rest Greece-based neurologists

- REB reports above most market for efficacy / safety performance yet has a lower score in comparison to patient/convenience related criteria
- REB also reports lower evaluation regarding efficacy in hospital sector and higher evaluation in Attiki
- TYS in top-3 for efficacy eval. and it gets highest evaluation in market for 2nd most imp. efficacy criteria. Is better perceived by Attiki based neurologists & Rest Greece -> needs to focus on Salonica and private sector physicians
- MAV has a strong image/perception in patient criteria surpassing OCR and also positive in efficacy criteria (yet slightly lower compared to OCR)
- MAV is overall positively perceived well by both public and private based neurologists
- OCR with high evaluation and strong position in all image pillars

NPS Score

- NPS – recommendation score
- GIL & REB top in NPS score followed by TEC
- REB also reports positive NPS score in Private sector neurologists
- TEC with positive NPS score and tops in Rest Greece
- OCR reports positive score and top in Attiki

Genesis holds the strongest position in ‘leading PharmaCo in MS’; Genesis, Novartis and Merck are all very well perceived

Executive summary

Detailing by brand & med rep evaluation

- GIL, REB and TEC are the brands showing the highest coverage
- Most of the MS products focus on hospital based neurologists while GIL also focuses on private based physicians
- Genesis, Merck’s med reps also report the highest levels of overall satisfaction (for med visit/update)
- Novartis team follows in 3rd overall
- Evaluation of med reps team in preselected criteria shows a very positive overall perspective of Genesis, Novartis and Merck med reps

Corporate satisfaction & image

- **Overall PharmaCos satisfaction**
 - Novartis, Genesis and Merck are the top-3 PharmaCos in terms of overall satisfaction
 - Novartis gets higher overall satisfaction from hospital based physicians
 - Merck tops in private sector
 - Novartis leads in Rest region
 - Genesis is in clear lead in MS market

TEC leads in 1st line treatments and with GIL are the top-2 MS therapies; depicts a well balanced efficacy/safety/conv. profile

SWOT analysis - **TECFIDERA**

S

Strengths

- Reports high overall satisfaction
- Scores above market average in efficacy related criteria and tops in patient/convenience criteria
- Gets the highest share (perception, PFs) in naïve market while it also shows a positive net switch balance (as opposed to the other 1st line tr.)
- High med rep evaluation and strong image of Genesis (leading company in MS)

W

Weaknesses

- Similar effectiveness with other 1st line treatments (eg REB) yet with lower perception of safety
- Compared to 2nd line treatments (eg. GIL) TEC has lower perception regarding efficacy (with the same route of administration)

O

Opportunities

- Further increase share in 1st line by communicating more the safety profile (primarily in private based neurologists) and route of administration

T

Threats

- In 1st line other IFNs (primarily REB) which show similar effectiveness and better safety
- In 2nd line GIL which is very well positioned in all pillars: efficacy/safety/patient-convenience
- In 2nd + line the new products, MAV and OCR, which are expected to gain share in RRMS and PPMS

Potential Next Steps

- Focus on private based neurologists and communicate safety and convenient dosing
- Focus on Salonica

TYS is positioned as a very effective treatment yet with poor safety profile; its position threatened primarily by OCR

SWOT analysis - TYSABRI

S

Strengths

- Reports high overall satisfaction that is even more positive in hospital neurologists
- Highest score in 2nd most important criteria, “reduced number and severity of relapses”
- Well positioned in efficacy-related statements
- Gets a positive NPS, recommendation score; the 2nd highest after GIL
- Treatment of choice to highly active JCV-negative pts

W

Weaknesses

- Low perception about safety
- Behind GIL in most efficacy criteria
- OCR that improves in efficacy and shows a more favorable safety profile compared to TYS

O

Opportunities

- Retain position in 2nd+ line by communicating the efficacy profile (reduces # of relapses, delays progression, new lesions)
- Communicate the efficacy in reducing the number and severity of relapses to enhance efficacy profile over OCR

T

Threats

- GIL which has a well balanced efficacy/safety profile and dominated in 2nd line
- New treatment MAV and OCR, which will claim share from 2nd+ line and also depict strong efficacy profile; OCR surpasses TYS in current wave in efficacy statements

Potential Next Steps

- Focus on private based neurologists to convince about the benefit/risk profile (focusing on efficacy benefits)
- Focus on Salonica



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