

Going strong since the Millennium

H.M. Pharma Consultancy

The Knowledge Foundry

Company Presentation



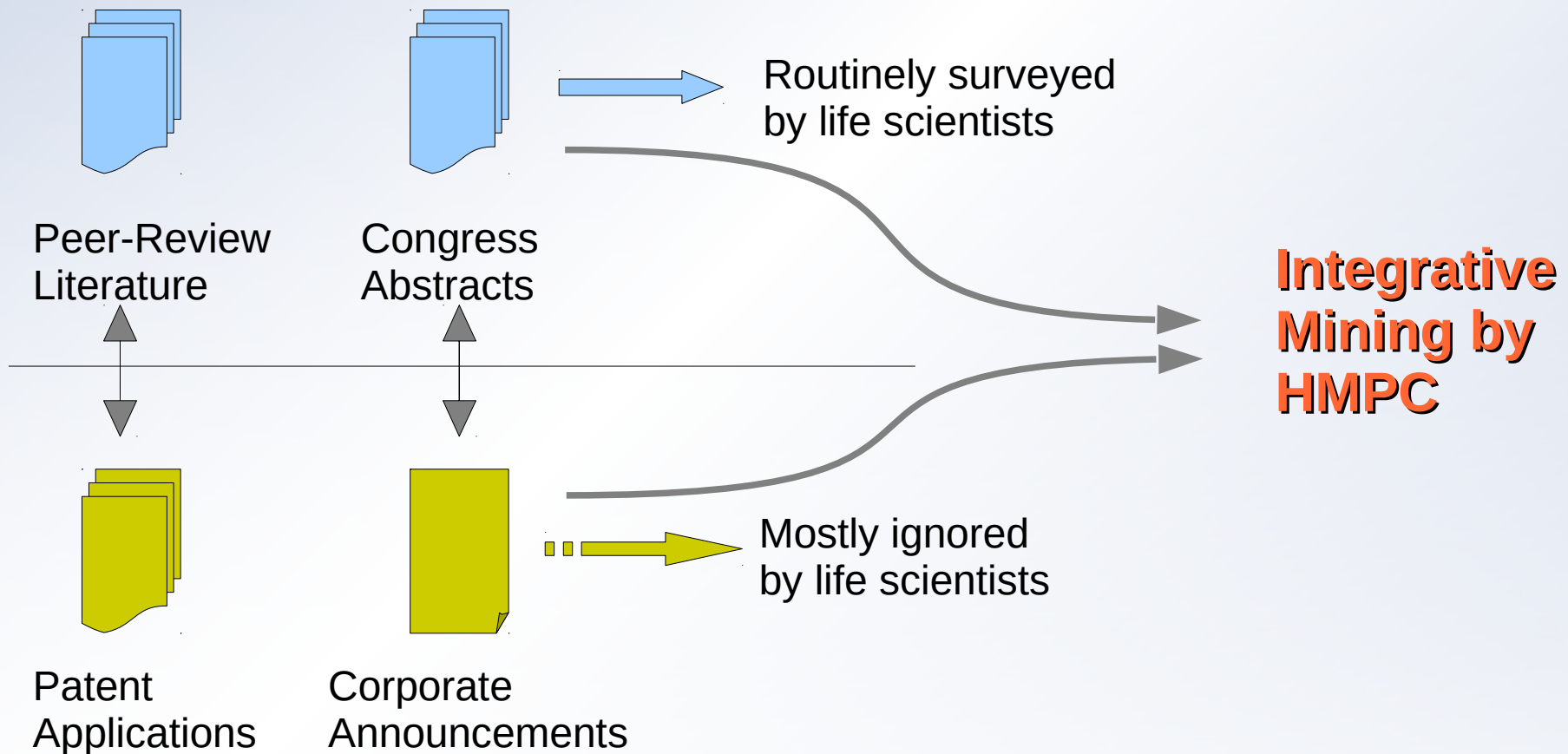
Who We Are

- *A service-centered enterprise for the Life Sciences, with three distinct areas of strength:*
- **SCIENCE**
 - Firm background in pharmacology, biochemistry and molecular biology including medical genetics
- **PATENTS**
 - All aspects of intellectual property are familiar to us
- **CREATIVITY**
 - We “connect the dots” in science and business where few others see relations – and opportunities



Bringing Together What Belongs Together

- H.M. Pharma Consultancy's integrative approach to knowledge aggregation includes all sources, and treats them equally:



Collection, Processing and Reporting of Relevant Information

- Information Sources
 - Digital (supplemented by paper):
 - Databases (peer-review literature, intellectual property)
 - Regulatory filings (public parts)
 - News services, press releases
 - Blogs (academic, industry)
 - Networking
 - On the inside track in many respects
- Information pre-processing
 - Software-assisted text mining technologies
 - Knowledge-driven, intuitive/associative structuring
- Synthesis and preparation of report/recommendation



How Does HMPC Accomplish This?

- Structured as a semi-virtual enterprise:
Minimal physical footprint
 - Headquarters in Vienna, Austria
 - Subsidiary office in Styria (near Austrian-Slovenian border)
 - Network of trusted business partners
- Heavy reliance on information technology and the internet
 - Extensive use of secure knowledge management tools
 - As close to the “paperless office” as common sense permits



We Will Dig as Deep as You Wish

- Depth of research varies with customer wishes and available time
 - Given reasonable lead time, there are very few public data of relevance that we cannot retrieve
 - However, we can also do really rapid searches if required
- Our proprietary internal databases:
 - Drug development and marketing databases
 - Discontinued Drug and Candidate Database (DDCD)
 - THIRDSPLACE (an information retrieval tool for patents from selected therapeutic fields)



Intellectual Property Services: A Perfect Match With Patent Attorneys

- Surveying markets for patenting opportunities
 - *“Is there something emerging from our work that we might want to patent?”*
- Freedom-to-operate searches
 - *“Can we do this without risking infringement suits?”*
- Consistent vigilance within the customer's IP landscape
 - *“Is anybody infringing/bypassing our IP?”*
 - *“Are there opportunities to claim gaps in the IP landscape?”*
- Comprehensive assistance with writing patent applications and with drafting replies to patent office actions



Integrated Business Development Services



- Combines all of HMPC's strengths:
 - Internal HMPC databases and analyst resources
 - Interfacing with corporate/academic management
 - Cooperation with experts named by the customer
- Ability to provide clear, well-substantiated advice in business decisions on the strategic or tactical level

Drug Development Guidance and Coordination

- In addition to advising, we also coordinate consultants and CROs from the preclinical stage to clinical Phase II
- Fully integrated with the customer's forward strategy:
 - Patenting
 - Conference presentations
 - Peer review manuscripts
 - Corporate communications
- Particularly attractive option for small and emerging companies



A Special Focus Area: Drug Repurposing

- Innovative new uses of known approved drugs or drug candidates (as opposed to simple use extensions)
- Can be done with marketed drugs, candidates in clinical development, or with discontinued drugs or candidate molecules
 - Attractive with lower doses and/or new formulations
- “On-target” or “off-target”
- Assistance for the originator, or for third parties
- Attendance to the special requirements of patenting in this field



Helping You Work With the Regulators

- H.M. Pharma Consultancy is not a regulatory service company, BUT...
 - We do literature assessments in support of preclinical and clinical sections of regulatory dossiers
 - We initiate and support Scientific Advice procedures at the European Medicines Agency
 - We perform statistical analysis based on the raw data files, and make recommendations for going forward
 - We compile clinical overviews to support your case for favorable reimbursement terms with healthcare providers
- Again, this draws on our low-level analysis capabilities



A European Union Small/Medium Enterprise

- H.M. Pharma Consultancy is registered with the European Union authorities as a SME
- Approved SME status with European Medicines Agency and EU R&D framework programs, annually renewed
- Competent and well-established partner for non-EU SMEs to access EU life science programs, often at reduced fees
- Supporting development efforts tuned specifically towards European patentability
- Place of business in the heart of Europe



H.M. Pharma Consultancy Can Help You...

- ...If you need analyst assistance with your business plan or an acquisition, based on integrated science and IP assessments...
- ...If you are more concerned with cutting-edge science (and with financing it) than with hands-on planning and organization of formal preclinical studies or early clinical trials...
- ...If you feel that your existing patent portfolio needs more proactive strategic attention...
- ...If you want to repurpose a known drug or drug candidate
- ...If you need to get reimbursement clearance in European countries^{*)} for your recently EMA-approved drug
- ...If you need to take your corporate message to industry analysts



^{*)} Service available only in selected markets at this time

Beyond Commerce – Riding the R&D Wave

- Publishing of our own data and insights in peer reviewed scientific journals
- Editorial board memberships and editorships at PubMed-listed journals
- Supporting Open Data and Open Science wherever there is justified public interest
- We support open data formats and archiving policies to avoid digital obsolescence



***** THANK YOU FOR YOUR ATTENTION *****

