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**How We Add Value**

We cast a wide net to unearth the best investment opportunities. Our coverage spans the globe and includes all market caps, offering built-in diversification for investors seeking to compose a sector portfolio with low volatility. We cover over 70+ companies and monitor ~150 promising names. Our conclusions include in-depth analysis of long-term (>1year) investment opportunities along with constant reappraisal of selected short-term (3-6 months) ideas.

**BioPharma Outlook**

We've helped investors navigate the dynamic BioPharma industry for decades. Our flagship publication, BioPharmaceutical Outlook™ maps the highs and lows of the year, assessing the critical success factors that can shape the industry's future.

Based on extensive research and comprehensive data analysis, this volume is a ready reference for monitoring new developments and their investment and strategic implications. From the macro analysis of over 200 companies arise ~40+ actionable capsules categorized into Global

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Global Bio-Pharma Report - Table of Contents

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|-------------------|---|
| Report Title :    | Roche - GSK - EMILIA: TDM1 ready to take over Tykerb  |
| Published Date :  | Mar 30, 2012  |
| Document Type :   | Essential (ME12033002)  |
| Geographic Zone : | Europe  |
| Countries :       | EUROPE  |
| Abstract :        | Today, Roche and Immunogen announced the topline data from EMILIA study which met the primary end point of progression free survival significantly. The study explored the use of Trastuzumab Emtricitabine (TDM1) against Tykerb and Xeloda in more than 960 patients with HER2 positive metastatic breast cancer whose disease progressed after initial treatment with Herceptin and a taxane based chemotherapy (second line setting). We forecast peak sales of \$500m for TDM1 in this indication and this should come at the expense of GSK's Tykerb, which is the current standard of care in this setting. This is the second study in Herceptin failure patients to demonstrate benefit. Earlier, TDM1 in two Phase III studies, VOGEL and HROP had demonstrated an impressive median PFS of 7.3m and 4.9m as a third line treatment option in patients who have failed Tykerb and/or Herceptin and/or chemotherapy. |
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| Authors :         | <a href="#">Vishal Maichand</a> <a href="#">Dr. Vijayakumar R.</a><br><a href="#">Rajeev Mehta</a>  |
| Tags & Keywords : | Roche, GSK, Tykerb, Xeloda, TDM1, HER-2 positive, Breast cancer, second line  |

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| Report Title :    | Roche - GSK - EMILIA: TDM1 ready to take over Tykerb  |
| Published Date :  | Mar 30, 2012  |
| Document Type     | Essentials (ME12033002)   |
| Geographic Zones: | Europe  |
| Countries :       | EUROPE  |
| Abstract :        | <p>Today, Roche and ImmunoGen announced the topline data from EMILIA study which met the primary end point of Progression free survival significantly. The study explored the use of Trastuzumab Emtansine (TDM1) against Tykerb and Xeloda in more than 900 patients with HER2 positive metastatic breast cancer whose disease progressed after initial treatment with Herceptin and a taxane based chemotherapy (second line setting). We forecast peak sales of \$500m for T-D1 in this indication and this should come at the expense of GSK's Tykerb, which is the current standard of care in this setting. This is the second study in Herceptin failure patients to demonstrate benefit. Earlier, T-D1 in two Phase III studies, VOGEL and KROP had demonstrated an impressive median PFS of 7.3 m and 4.9 m as a third line treatment option in patients who have failed Tykerb and/or Herceptin and /or chemotherapies.</p> |
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| Authors:          | <a href="#">Vishal Manchanda</a> <a href="#">Dr. Vijayakannan R.</a><br><a href="#">Ripple Mehta</a>  |
| Tags & Keywords   | Roche, GSK, Tykerb, Xeloda, TDM1, HER-2 positive, Breast cancer, second line  |

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