

Turning Science into Value

*Your Biopharma Product and
Portfolio Strategy Partner*

WWW.PRESCIENTHG.COM





Prescient turns science into value by empowering you to be the difference.

Maximizing the value of science for your patients, your company and you

By understanding the potential of your molecules, we can frame your options and make decision making the biggest differentiating factor in the success of your products. We take a forward-looking approach, anticipating the future and helping you prepare for what's ahead.

Putting commercially minded science on your side

We help our biopharmaceutical clients develop winning strategies for their molecules every day. When you partner with Prescient, the molecules in your hands will have a greater potential for success than the same science in the hands of your competitors.





Prescient can help map the future and travel the drug development and commercialization journey with you.

Every day through science, you create innovative therapies that have the potential to change lives. But to do so, you have a journey to navigate. Decisions to make. Obstacles to overcome.

No matter where you are in your drug development and commercialization journey, Prescient is by your side. From early development to launch, from the critical first 12 months on the market to loss of exclusivity, we provide the dynamic insight, expertise, objectivity and creativity you need to make aligned decisions, differentiated decisions, valuable decisions.

Our functional centers of excellence enable us to align to our clients' evolving needs.

Seamlessly integrating experience, expertise and scientific knowledge to deliver a team that meets your needs.





We have a passion for shaping the development and commercialization of brands.

Deep subject matter expertise

We combine expertise, specialized experience and a focus on shaping clinical development and commercialization strategies to build your confidence quickly and provide context into how markets and competitors are evolving.

Of our approximately 500 employees across the US, Europe and Asia, more than 70% hold advanced degrees. Our VPs and directors have an average of 20 years' experience in the biopharma industry. We speak more than 20 languages and have in-depth knowledge of the dynamics of key launch markets.

Focused on you – today, tomorrow and beyond

The Prescient mission is to help biopharmaceutical companies like yours

develop, launch and market medicines that expand treatment options, optimize patient outcomes and deliver high levels of return. Our vision is to be the biopharma consultancy most respected for its people, expertise and impact. We believe that your respect and trust must be continuously earned. We strive to achieve this by collectively challenging and supporting each other to be the best we can, and by individually taking ownership, being accountable and making a difference.

Growing value with long-term partnerships

We create enduring partnerships with product teams that last, on average, for more than seven years. Prescient adapts to you as your needs change – from molecule to product, product to brand, and brand to the realization of your commercial goals.





Centers of Excellence

Seamless Integration of Expertise

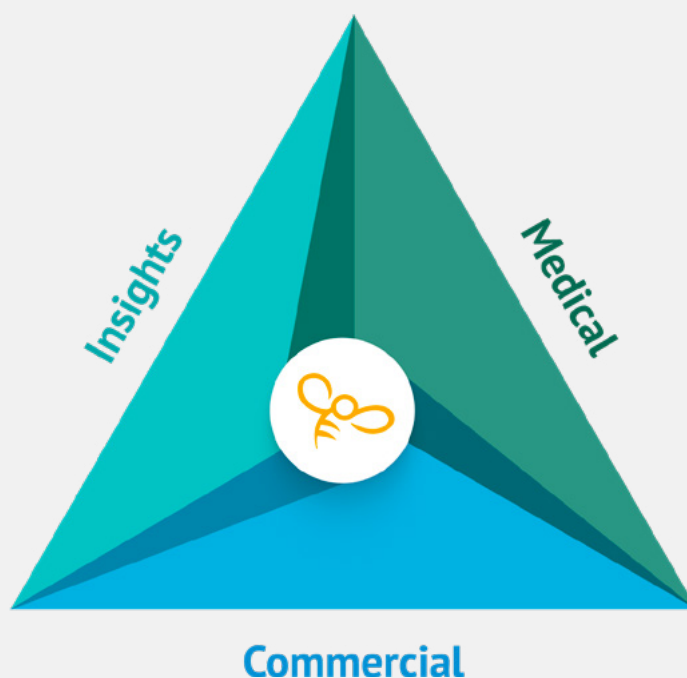
Every day through science, you and your team create innovative therapies that have the potential to change lives. But to do so, you have a journey to navigate. You need a specialist partner to help you map the future, understand the potential of your molecule and assess your options.



One Prescient

We are the biggest differentiating factor in your product's success

Our functional centers of excellence enable us to align with our clients' evolving needs by seamlessly integrating experience, expertise and scientific knowledge. We create a project team that meets your needs.



Medical

Placing medical affairs at the heart of product strategy to ensure that patient needs are understood and real-world value is maximized.



Insights

Learning from competitors and anticipating their next moves to maximize differentiation and optimize dynamic decision making.



Commercial

Building and maintaining valuable brands so that they differentiate and resonate through a cross-functional and customer-centric approach.



PRESCIENT TURNING SCIENCE INTO VALUE

Prescient Medical

Partnering with the Medical Affairs Team During the Activities that Create the Greatest Value

We partner with medical teams to begin working upstream when the medical strategy is being designed and integrated with the R&D and early commercial teams.

HOW WE HELP

The Prescient Medical team partners with you to put the “strategy” back into your “product strategy”.

Taking on a more strategic role

As the one business function that can truly place the patient at the center of a clinical and commercial strategy, the medical team must take a leading role in providing medical and scientific context for the overall design and management of your portfolio.

Shaping the medical strategy prior to tactical execution

To design and maintain a differentiated, integrated and goal-oriented evidence generation plan, setting a clear medical strategic direction for an asset, must occur upstream to optimize your decision making at key milestones in your product’s life cycle.

Carving a path to medical organizational excellence

The Medical Affairs function of the future is more agile, more pragmatic and has a greater leadership mindset than most have today. We can support you in developing your team and ways of working to ensure that you are fit for the future.

WHAT OUR TEAMS OFFER

Medical and disease area expertise

Our teams are formed with the specific objective of providing top-class medical and scientific strategic thinking to support upstream product and portfolio strategies. We are a group of design thinking specialists who thrive on partnering with clients to develop medical strategies that optimally demonstrate the value of their science and ultimately improve patient outcomes.



Prescient Insights

Shaping Confident Decisions

Prescient Insights offers best-in-class biopharmaceutical intelligence by providing impactful insight and decision support to product and portfolio teams, from early clinical development through to loss of exclusivity.

We enhance knowledge, challenge thinking and help shape optimal outcomes

We deliver customized solutions to help you meet your goals. Our rolling intelligence monitoring programs account for more than two-thirds of our engagements and are designed to support dynamic decision making through the continuous delivery of in-depth intelligence and strategic insights.

Other key offerings include competitive landscape assessments, competitor profiling, intelligence monitoring programs, competitor threat assessments, current situation analyses, product and portfolio benchmarking, and catalyst and disruptor planning.

You know your brand and we know the market: Our shared insights generate powerful results

We have been at the forefront of biopharmaceutical intelligence and insight

generation for 15 years. As the market leader, we constantly strive to evolve and maximize the value of intelligence. Our proprietary software platform, **InflexionRx®**, is designed to enhance how our clients interact with the insights we develop, helping them make quicker, more informed and better aligned decisions.

Our partnerships with asset teams, brands and franchises typically last more than seven years. We often start our partnerships when our clients' products are in early Phase II development, and continue to provide support through launch and beyond.

Our executives hold PhDs, MDs and MBAs, and are all highly trained in sophisticated intelligence-gathering methodologies, allowing us to optimize the breadth and depth of insights collected from each topic, stakeholder and source. Their deep subject matter expertise, analytical rigor and excellent communication skills ensure the impact of our insight is maximized.



Prescient Commercial

Developing and Enhancing Strategies that Maximize Product Value

We partner with commercial and marketing teams to ensure that your brand's value propositions and go-to-market strategies are, and remain, compelling and targeted.

HOW WE HELP

The Prescient Commercial team brings together specialized capabilities, disease area knowledge, proven tools and techniques, and innovative thinking.

We create value for your asset

Optimizing your value proposition

Carefully choosing your battlegrounds through a targeted, in-depth and nuanced situation analysis is critical to success. We help assess where your asset or brand can succeed by uncovering the biggest market opportunities.

We build value for your asset

Driving confidence in your chosen strategy

How you leverage your science and decision making can be the biggest differentiator in the success of your product. We optimize your decision making at key milestones throughout the product life cycle, helping you shape a dynamic commercial strategy that delivers on your vision and goals.

We enhance value for your asset

Ensuring your brand remains differentiated

You need a smart, adaptive plan to help allocate resources to optimally deliver on your product strategy. We provide the framework, analytics, insight and creativity to ensure that complex processes are made simple, and the deployment of your team and budget is optimized.

WHAT OUR TEAMS OFFER

Ensuring your commercial strategy remains differentiated and valuable year after year

Our team will partner with your commercial and marketing teams, starting at late-stage development and continuing through your product's life cycle to ensure that it continues to deliver maximum value. Our in-depth scientific expertise, closeness to the market and top-tier strategic thinking mean that we fully understand the potential of your molecule, can identify current and future growth drivers, and will shape strategies that deliver the desired outcomes, both now and in the future.



Partnering with Confidence

Founded in 2007, Prescient is a partner with global reach and specialized capabilities, with ten offices across three continents. To us, the life sciences are more than a profession. They're our passion. Helping our clients develop medicines that make a difference is our calling.

About Us

**FORMED IN
2007**

Prescient was formed as a result of the rebranding of a biopharma CI agency formed in 1997.

**~500
EXPERTS**

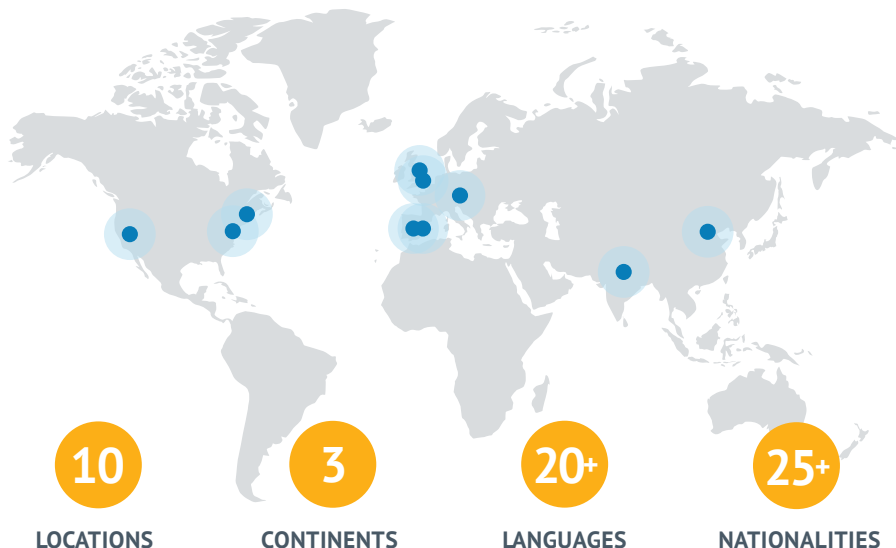
We have ~500 biopharma intelligence and strategy experts.

**>20
YEARS**

Our VPs and directors have an average of >20 years of experience.

**>70%
ADVANCED
OR RELEVANT
DEGREES**

More than 70% of our team members hold relevant advanced degrees.



Our Clients

**300
ASSETS
& BRANDS**

supported annually across ~350 engagements from early development through to loss of exclusivity

27
of the top 30 pharma companies

~30
of the fastest-growing mid-caps

~15
cutting-edge biotech firms

Client Satisfaction

9.1

We have a customer satisfaction rating of 9.1 out of 10.

**5
YEARS**

We partner for an average of five years with brand teams.

69

We have a Net Promoter Score of 69, which is considered excellent.

Growing Business

Annual recurring asset relationships as a percentage of the total business

>85%

CAGR over the past five years

~30%



Prescient has been a Bridgepoint Development Capital portfolio company since 2021.



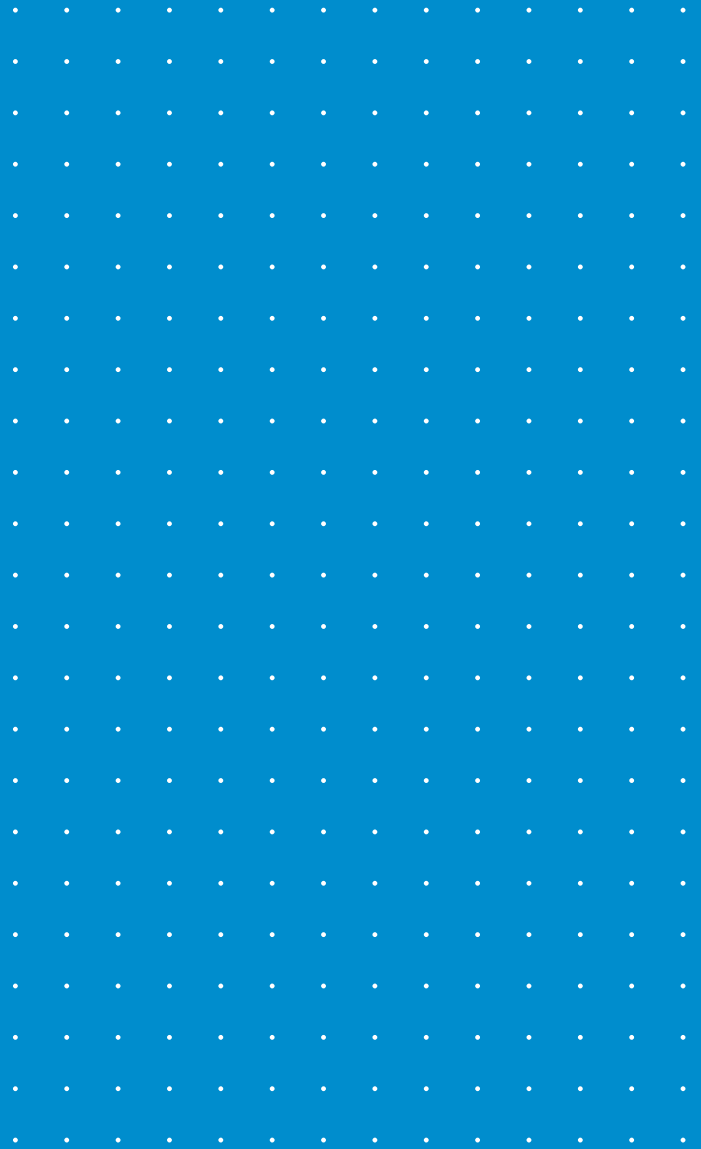
Prescient has been a Baird Capital portfolio company since 2017.



Maximizing Competitive Advantages

Across therapeutic areas, we combine deep subject matter expertise, specialized experience and a focus on shaping clinical development and commercialization strategies.





**Make the decision that
your science deserves –**
Contact Prescient today

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