

The Simple Pharma Company

Opportunity presentation



Our mission:

To improve patient access to medicines by taking complexity out of pharma

Our ambition:

To become the pharma industry's go-to operations and divestment partner

Our solutions cater to three common use cases

We act as pharma company's distributor

Pharma company sells to us



Solution:

Cloud Ops

Use
case:

You already have products in the market, but need to streamline operations.

How it
works:

We act as an outsourced partner for distribution activities including supply chain planning, local regulatory activity, and logistics & warehousing



Launchpad

You need to enter a new market or launch a product, but don't have the setup to do so.

We take on the same activities as Cloud Ops, in addition to new product registrations and market launch activities



Acquisition

You need to rationalize your drug portfolio and explore divestment opportunities.

We make an offer to buy the IP, and all products and services are transitioned to Simple Pharma

Cloud Ops and Launchpad cut through complexity...



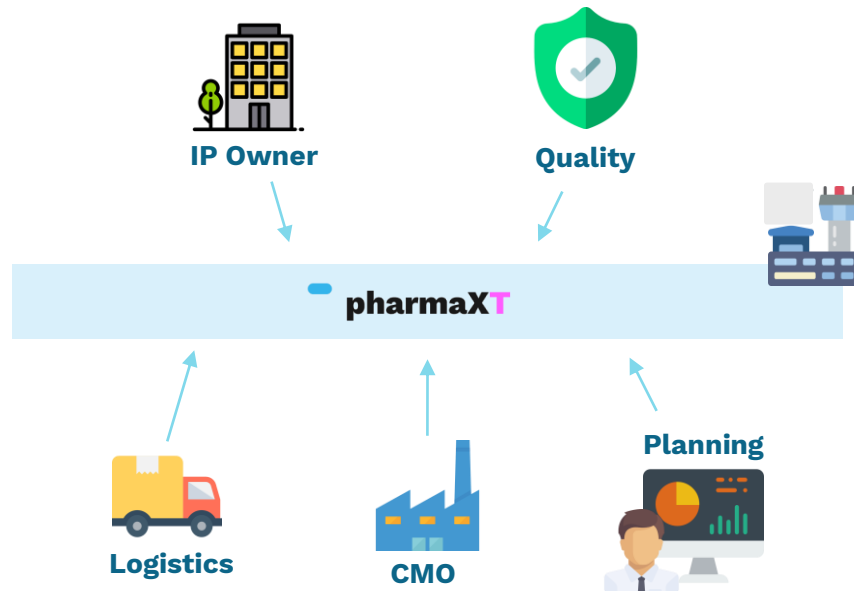
How traditional distributors operate:



Highly manual and **resource intensive** process. Communication breaks down, risking **stockouts**

How we operate:

Simple Pharma

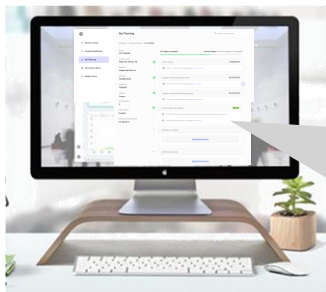


pharmaXT (our web app) acts as 'the eye in the sky', **coordinating information flow across parties**

...and our proprietary web app brings transparency



pharmaXT



pharmaXT

- Recent Activity
- Product Dashboard
- My Planning**
- Document Library
- Global Forum

My Planning

Search for an activity

All Orders | Confirmed Orders | PO-1000456

Order: PO-1000456

Product name: Badronol 45mg x 30

Supplier: Megacorp Pharma

Quantity: 50,000 packs

Product ID: FRA0067

Market: France

% Completion: %

Date created: Created

Estimated Delivery Date: 07/08/2019

4/9 Steps complete Current Status: Product ready to be shipped

- Order change 15/06/2019
14:53 UTC 15/06/2019 | James W uploaded [PO-1000456.pdf](#)
- Supplier confirmed purchase order 01/07/2019
09:34 UTC 01/07/2019 | Caroline B uploaded [PO-conf.pdf](#)
- Supplier confirmed manufacturing slots 01/07/2019
11:17 UTC 01/08/2019 | David L commented [View Comment](#)
- Product ready to be shipped Ready!
16:10 UTC 25/08/2019 | David L tagged email with subject line "PO-1000456 ready for pickup" [View Email](#)
12:00 UTC 03/08/2019 | David L commented with [reminder](#)
- Packing list available
[Upload documents](#)
- Certificates available
[Upload documents](#)

Enables our partners to:

Visualise order status

Upload Documents

Assign actions

Can be used by:

Everyone in supply chain

Planning



IP Owner



CMO



Logistics



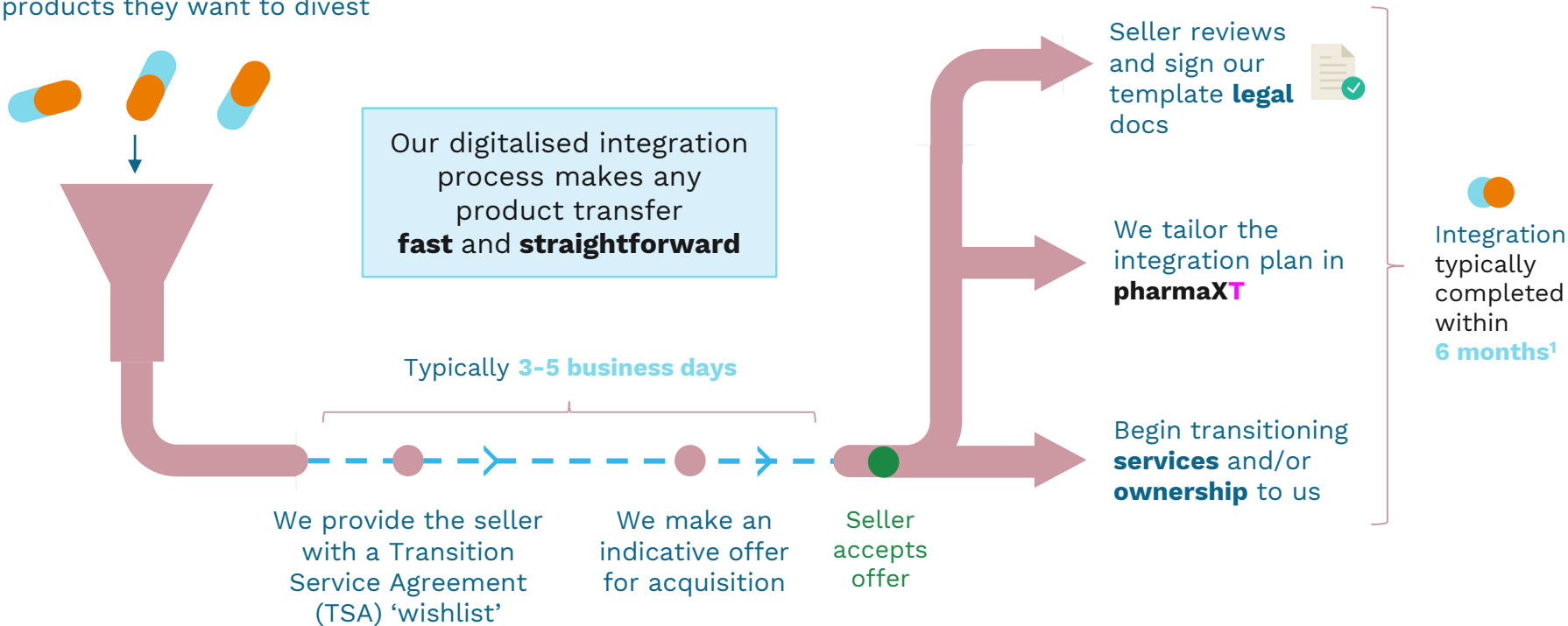
Quality



Our integrations engine makes it easy to divest assets to us























Simple Pharma Integrations Engine – An Illustration

Seller lets us know the products they want to divest



1) 6 months is based on EU regulatory timelines and API availability at time of deal close. Non-EU regulatory timelines can take up to 24 months for change of ownership

Our pricing model allows partners to retain up to 90% of the value

Activities	 Cloud Ops	 Launchpad	 Acquisition	
Supply Chain Planning				
Local Regulatory Activity ¹				
Warehouse & Logistics				
Product Registrations ¹				
Promotional Activity ²				
Global Regulatory Activity				
Procurement				
Indicative Pricing (per product)	<div>Annual reg admin fee:</div> <div> Simple product</div> <div> Complex product</div>			
Cluster 1 W. Europe	10% of sales + 30¢ per pack	<div>€5k</div> <div> Simple product</div> <div>€10k</div>	10% of sales + 30¢ /pack	We acquire the product IP
Cluster 2 CEE, MENA	15% of sales + 45¢ per pack	<div>€10k</div> <div> Simple product</div> <div>€15k</div>	15% of sales + 45¢ /pack	We acquire the product IP
Cluster 3 Rest of World	20% of sales + 60¢ per pack	<div>€15k</div> <div> Simple product</div> <div>€20k</div>	20% of sales + 60¢ /pack	We acquire the product IP

1) Local regulatory fees are invoiced to the IP owner at cost

2) It's up to the IP owner whether they want to promote the product. In Cloud Ops and Launchpad, promotional activity will be re-invoiced at cost, plus a 10% admin fee