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

<table>
<thead>
<tr>
<th>Solution:</th>
<th>Cloud Ops</th>
<th>Launchpad</th>
<th>Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use case:</td>
<td>You already have products in the market, but need to streamline operations.</td>
<td>You need to enter a new market or launch a product, but don’t have the setup to do so.</td>
<td>You need to rationalize your drug portfolio and explore divestment opportunities.</td>
</tr>
<tr>
<td>How it works:</td>
<td>We act as an outsourced partner for distribution activities including supply chain planning, local regulatory activity, and logistics &amp; warehousing.</td>
<td>We take on the same activities as Cloud Ops, in addition to new product registrations and market launch activities.</td>
<td>We make an offer to buy the IP, and all products and services are transitioned to Simple Pharma.</td>
</tr>
</tbody>
</table>
Cloud Ops and Launchpad cut through complexity...

**How traditional distributors operate:**
- CMO
- IP Owner
- Planning
- Logistics
- Certificates
- Orders
- Shipments
- Bonafide checks

**How we operate:**
- IP Owner
- Quality

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

**Highly manual** and **resource intensive** process. Communication breaks down, risking **stockouts**
...and our proprietary web app brings transparency

- Enables our partners to:
  - Visualise order status
  - Upload Documents
  - Assign actions

- Can be used by:
  - Everyone in supply chain
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

- We provide the seller with a Transition Service Agreement (TSA) ‘wishlist’
- We make an indicative offer for acquisition
- Seller accepts offer

Our digitalised integration process makes any product transfer fast and straightforward

Typically 3-5 business days

Seller reviews and sign our template legal docs

We tailor the integration plan in pharmaXT

Begin transitioning services and/or ownership to us

Integration typically completed within 6 months

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

<table>
<thead>
<tr>
<th>Activities</th>
<th>Cloud Ops</th>
<th>Launchpad</th>
<th>Acquisition</th>
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</thead>
<tbody>
<tr>
<td>Supply Chain Planning</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Local Regulatory Activity(^1)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Warehouse &amp; Logistics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Product Registrations(^1)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Promotional Activity(^2)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Global Regulatory Activity</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Procurement</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Indicative Pricing (per product)**

<table>
<thead>
<tr>
<th>Cluster</th>
<th></th>
<th>Simple product</th>
<th>Complex product</th>
</tr>
</thead>
<tbody>
<tr>
<td>W. Europe</td>
<td>10% of sales + 30¢ per pack</td>
<td>€5k</td>
<td>€10k</td>
</tr>
<tr>
<td>CEE, MENA</td>
<td>15% of sales + 45¢ per pack</td>
<td>€10k</td>
<td>€15k</td>
</tr>
<tr>
<td>Rest of World</td>
<td>20% of sales + 60¢ per pack</td>
<td>€15k</td>
<td>€20k</td>
</tr>
</tbody>
</table>

Annual reg admin fee:

- Simple product:
  - 10% of sales + 30¢ per pack
  - 15% of sales + 45¢ per pack
  - 20% of sales + 60¢ per pack

- Complex product:
  - 10% of sales + 30¢ per pack
  - 15% of sales + 45¢ per pack
  - 20% of sales + 60¢ per pack

Illustrative – actual pricing can vary depending on volumes

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