

Capabilities Overview



Global Pharma Alliance Inc.
CEO – Neil Mahoney



**International Knowledge Base
Company IKB Vorhauer**
CEO – Herbert O. Vorhauer

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Collaboration Background



- The CEO's of GPAI and IKBinfo have worked together for over ten years while both employed in managerial positions within Novartis Corporation and as consultants to the generic industry.
- Both have extensive experience in the generic industry in the areas of strategy development, portfolio management, business development, operational planning support, and competitive intelligence on a global basis.
- The two organizations have a formal collaboration agreement as they have complementary skills and experience in supporting generic operations.



Neil Mahoney - Experience



- CEO of GPAI (formerly GBMC) from July 2003 to present.
 - Supporting portfolio optimization of major pharmaceutical clients on a global basis, with an emphasis on generic tracking for life cycle management efforts, including biosimilars.
- Pharmacia (4/02-7/03) - Vice President of Global CI
- Novartis (1983-2002) - Held various senior positions in planning, business development, and competitive intelligence.
 - Supported generic division on a global basis for M&A due diligence, portfolio optimization planning via CI support, and technical investigations of select competitors. (1/97-3/00 & 1/01-3/02)
 - Served as Vice President of Business Development for generic division and closed two deals to bring unit into positive cash flow by year 3. (7/94-12/96)
 - Formulated strategy for entry of Sandoz Pharmaceuticals US Ethical Division (prior to merger) into generic arena. (1992-1993)
 - Supported Geneva Generics (US generic division of Ciba Pharmaceuticals) in areas of cash forecasting and promotional investments analyses. (11/83-1/85)



Herbert Vorhauer - Experience



- CEO of IKBinfo from October 2007 to present
 - Global consultancy focused on marketing intelligence in the healthcare industry, particularly for the Generic and Biogeneric industries.
- Novartis Pharma GmbH (11/03 – 9/07) – Head Business Analyst
 - Quantitative Market Research, Customer Relationships Management, Physician targeting, Sales Force Effectiveness, Business Development and Datawarehouse project management.
- Sandoz Division (2/87 – 10/03) - Held various senior management positions in competitive intelligence, market research, market analysis, business development support, and portfolio optimization.
 - Head of Business Intelligence for Sandoz Headquarters and served on business development team reporting directly to CEO, M&A support, Market Research, and performed analysis for entrance into the Biogeneric markets with DNA based fermentation products.
 - Head of Market Research for forecasting of molecule and evaluations of sterile and non-sterile products.



Collaboration Strategy



- The concept behind this collaboration is to ally the consultants with a more elite clientele that it can support across a wider range of consultant services to support planning and portfolio management issues.
- This will be accomplished via a combination of internal staffs and a global alliance network that allows broad geographic reach and functional expertise.
- Under this flexible model there is the ability to address various types of projects from strategic to tactical, whether on a global or regional basis.
- The client base will be restricted so as to avoid direct conflicts, thus allowing clients the opportunity to share more internal concepts and strategies resulting in improved consultant support.



Staffing Philosophy



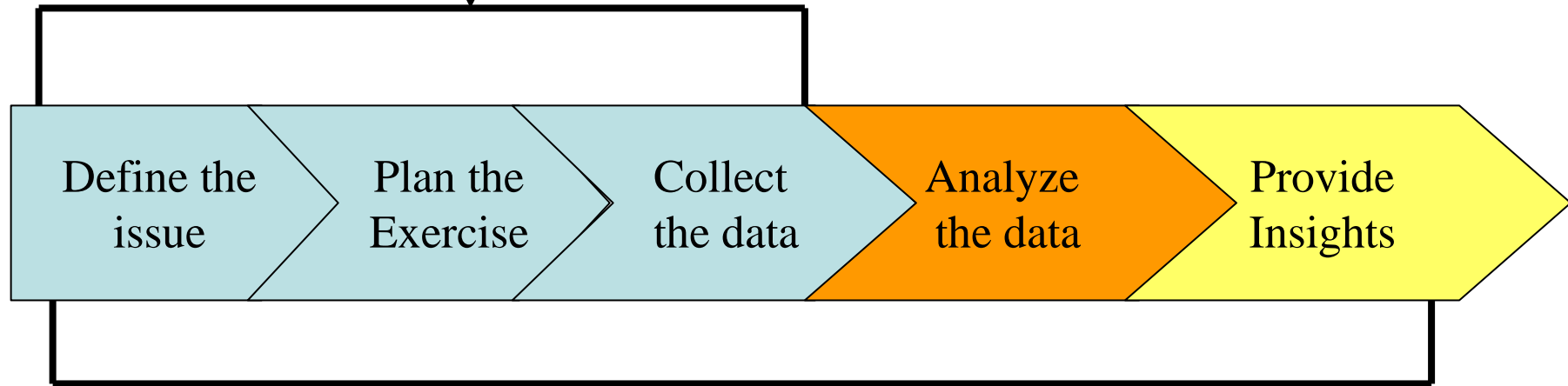
- The majority of internal staff are ex-industry professionals from various functions with an average of over 20+ years of experience.
- The internal staff of 12 professionals in the US and Europe are supplemented by ~75 professionals across different geographic locations for global coverage or to supplement internal functional expertise.
- This allows the collaboration the flexibility to handle large and numerous projects with a global reach.



Business Chain Experience



Most consulting firms focus on this part of the chain



We can deliver value across the entire business chain

Our Principals, Staffs, and Associates have broader industry experience & analytical abilities than personnel in most other firms



Examples of Generic Projects



- Analysis of biosimilar/biobetter global markets to assist major pharmaceutical company in developing strategy for entering this market segment.
- Tracking of global biosimilar developments for two major pharmaceutical companies to help in forecasting and resource allocation decisions.
- Analysis of phase IV strategies of select generic companies in U.S. market to improve understanding of dynamics for portfolio optimization and resource allocation.
- Tracking of API production capacity and sources, finished dose formulation developments, and filing strategies for anti-infectives, women's health care, cardiovascular, oncology, respiratory, GI, and various other categories for numerous clients over the past 6 years.



What makes us unique?



- Direct interaction with the Principals and senior staff allows client the benefit of extensive expertise at the portfolio and product level.
- Staffing is focused on individuals with 20+ years pharmaceutical experience.
- Ability to produce insights based on proven analytical expertise and experience, thus providing real value to the client.
- Global reach via virtual networks built up over 18 years of experience provides the ability to handle larger projects.



Summary



- Principals have extensive experience in the Strategic and Tactical arena across the pharmaceutical and generic industry.
- Exceptional analytical abilities results in higher return for services than typical consulting agencies.
- Industry knowledge and global contacts allows more thorough review of key issues.

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