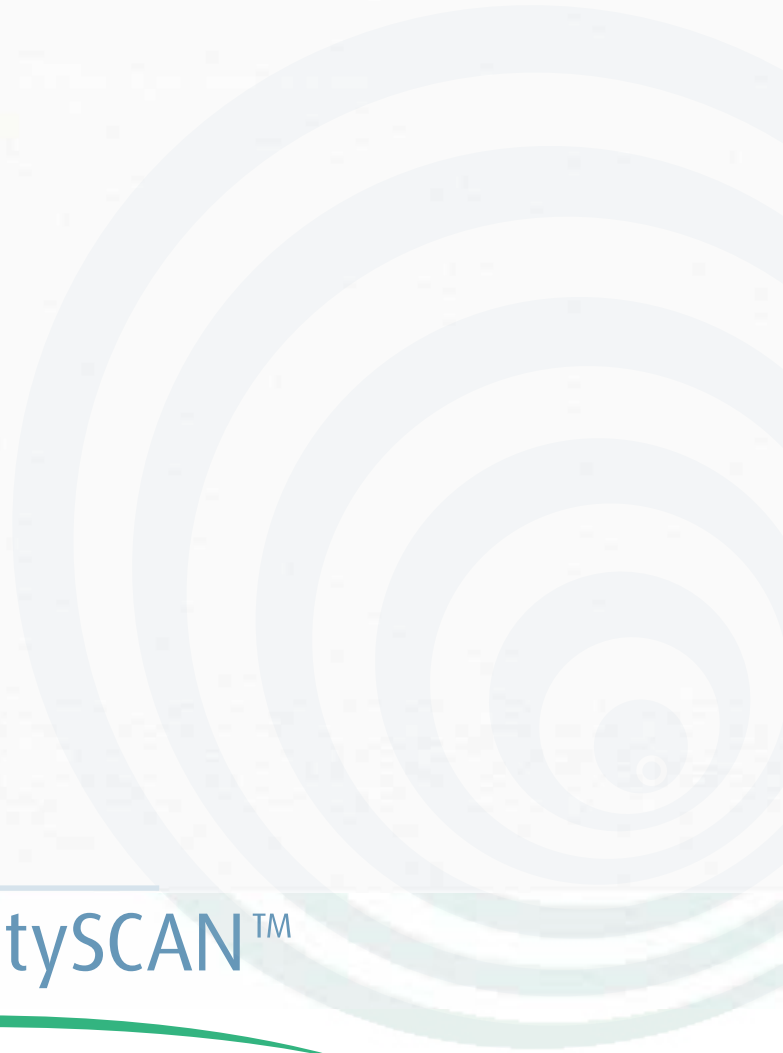




VacZine Analytics[®]

Bringing life to vaccine strategy...



OpportunitySCAN[™]

Product Information Brochure

Autumn 2010

The importance of new vaccines

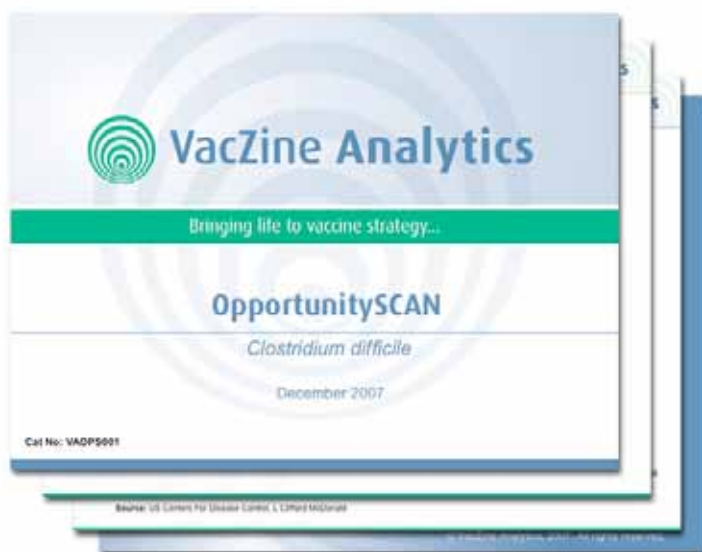
Today's healthcare company has to move more quickly than ever. Business models are changing rapidly as companies scramble to source innovation and maintain a value-driven portfolio.

Over recent years large pharmaceutical companies have turned their attention to vaccines and biologicals in an effort to diversify and counter revenue loss from generization. Although yearly revenues from vaccines are a small percentage of the overall pharmaceutical market, growth rates are impressive with many more blockbuster vaccines forecast to reach the marketplace.

At **VacZine Analytics** we recognize the strength of this new business dynamic. We also recognize the power of vaccination to alleviate the burden of disease. Our aim is to provide high quality disease and commercial analysis to those working within or in collaboration with the vaccine industry. **VacZine Analytics** focuses on products and services to help clients build the case for developing new vaccines.



OpportunitySCAN formulates the new vaccine product concept and then tests the concept with global opinion leaders.....

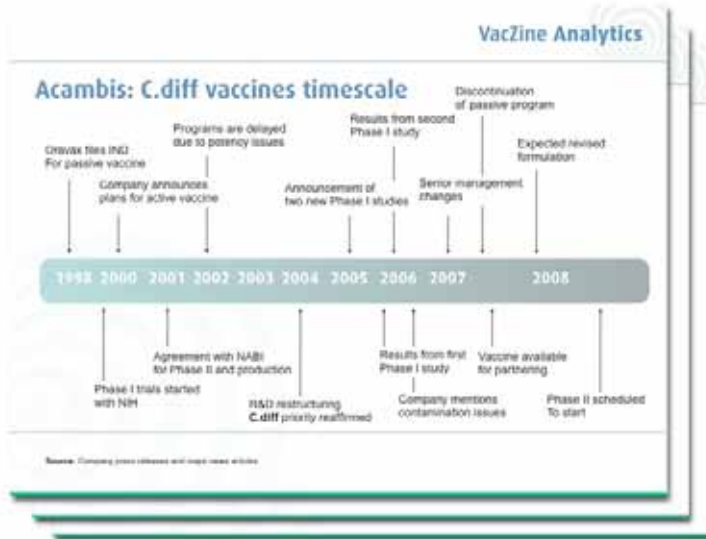


What is OpportunitySCAN?

OpportunitySCAN is an expert management presentation, which leverages upon the analysis of each disease causing pathogen provided in the **DiseaseINFOPACK** range. The product is a comprehensive opportunity assessment investigating the commercial viability of a new vaccine product.

OpportunitySCAN formulates the new vaccine product concept and then tests the concept with global opinion leaders...

Using **VacZine Analytics** "in house" research and analysis technique we provide a full review of current and emerging treatments validating with experts the key unmet needs. We test thoroughly the scientific rationale for pursuing an immunological approach and analyze which has been achieved to date. Where relevant detailed company case studies are provided.



OpportunitySCAN can stimulate and challenge internal perspectives.

How can OpportunitySCAN help you?

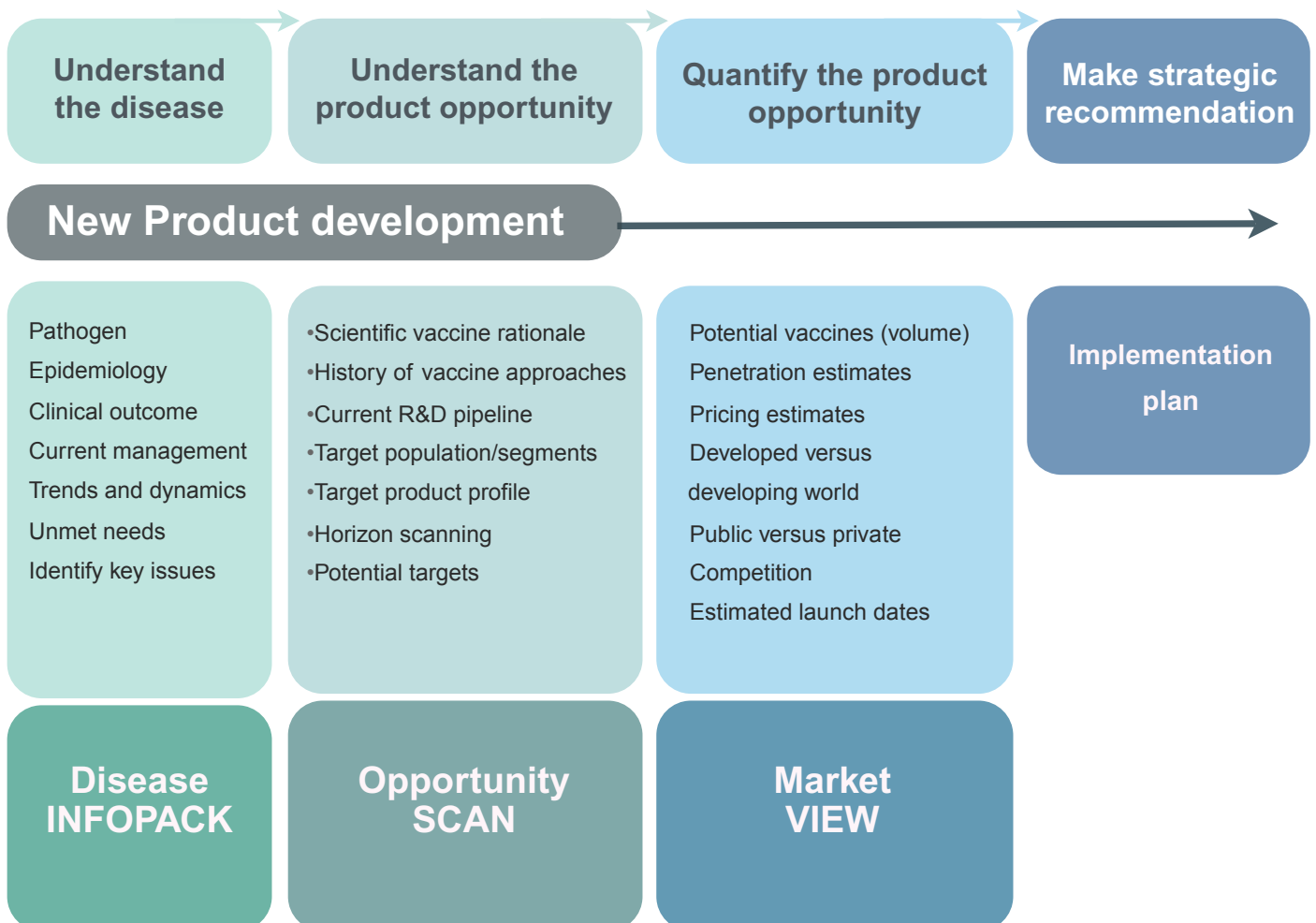
OpportunitySCAN is designed to help vaccine clients in many ways. It provides an alert to an evolving product concept – helping companies stay attuned to all potential assets and future competitor moves.

Clients can compare the new vaccine product concept with their own internal evaluation identifying key areas of agreement and disagreement.

OpportunitySCAN can stimulate and challenge internal perspectives. Example questions:

- What is the outlook for disease epidemiology – does it justify a vaccine approach?
- How will developments in drug treatments affect the need for a new vaccine?
- Which segmentation and pricing strategies should be considered for the new vaccine?

OpportunitySCAN communicates the “pulse” within the expert community.



Published and Available Products

The following **OpportunitySCAN** products have been published and are available to order for single and global site usage:

Autumn 2010

Cat No: VAOPS001 – *Clostridium difficile*

Cat No: VAOPS002 – *Community-acquired MRSA*

More **OpportunitySCAN** products will be published on a rolling basis throughout the year. Please see our website for the most up-to-date schedule.

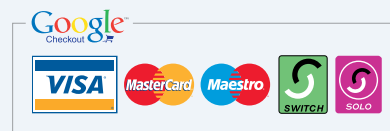
How to Order

OpportunitySCAN along with our other products and services can easily be ordered by contacting us at:

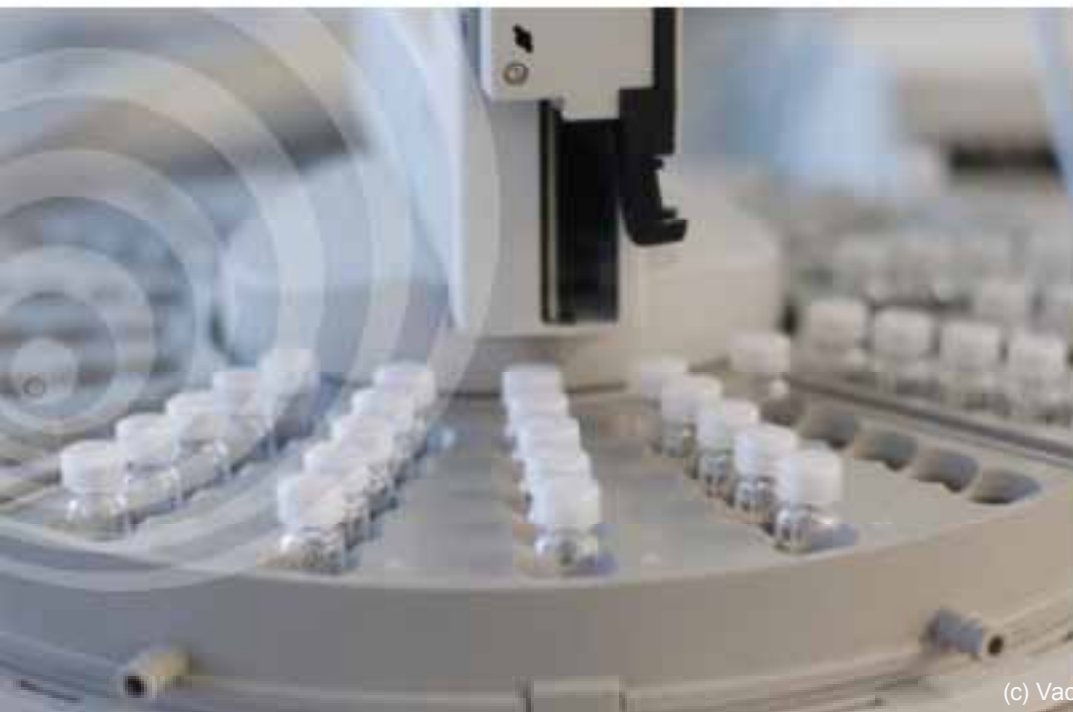
To order please contact your region account manager or order direct at:

info@vacZine-analytics.com

Products can also be purchased on-line. Please review the **TERMS and CONDITIONS** of purchase.



VacZine Analytics products are supplied in portable document format (.pdf). Please visit: www.adobe.com



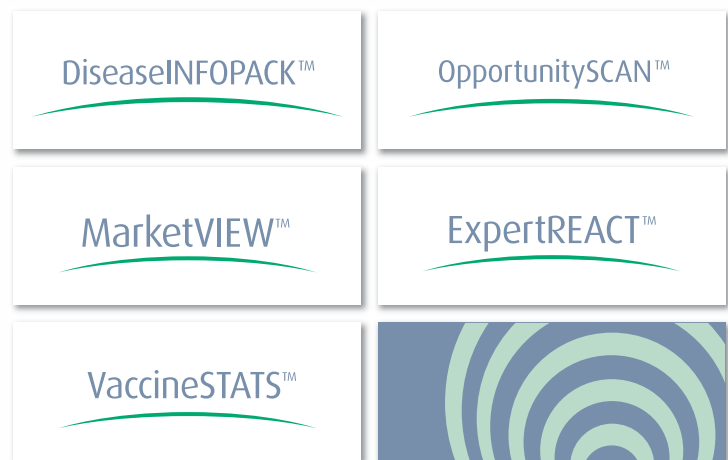


About VacZine Analytics

VacZine Analytics is an established new research consultancy based in the United Kingdom.

We aim to provide high-quality disease and commercial analysis to those working within or in collaboration with the vaccine industry.

With our product lines:



Our key focus is helping clients build the case for developing new vaccines.

VacZine Analytics (R) is a trading division of Assay Advantage Ltd, UK Company Number: 5807728

VacZine Analytics (R) and “the spiral logo” are UK Registered Trademarks, 2009

TERMS and CONDITIONS:

VacZine Analytics supplies products and services according to our standard **TERMS and CONDITIONS**.

Individuals wishing to know further details should e-mail us or visit our website: www.vaccine-analytics.com

All invoices are to be paid **28 days** after receipt of initial invoice.



VacZine Analytics[®]

Bringing life to vaccine strategy...

www.vacZine-analytics.com

Warren House
Bells Hill
Bishops Stortford
Herts
CM23 2NN
United Kingdom
Tel. +44 (0) 1279 654514
e-mail: info@vacZine-analytics.com