****New release June 2011***

**MarketVIEW: Melanoma vaccines (CAT: VAMV026)**

**Proposal No/#PO** : [Enter client specific #PO]

**Product Name** : MarketVIEW: Melanoma vaccines – Global market forecast

**Project Initiation Date** : n/a

**Billable days** : n/a

**Initiator(s)** : [Enter client name, function and address]

**Therapeutic Area** : Novel therapeutic vaccines - oncology

**Product (if applicable)** : CAT No: VAMV026, published June 2011

## Background

Melanoma is a tumour arising from melanocytes of the basal layer of the epidermis. The major cause is considered overexposure to sunlight. Global incidence rates of melanoma are rising particularly in persons >65 yrs although the disease is not uncommon in younger persons. Early stage melanomas (Stage I and some Stage II) can be treated with surgery. However, for later stages (Stage III and Stage IV) most patients will not be cured with 5 year survival rates ranging from 50-70%. Newly approved treatments such as Bristol Myers Squibb’s ipilimumab (Yervoy), a CTLA-4 monoclonal antibody improve overall survival in melanoma patients, although treatment is associated with a substantial risk of immune related reactions. Other advances include the BRAF kinase inhibitor vemurafenib.

This MarketVIEW analysis investigates the proposition of new therapeutic vaccines being used in the adjunctive treatment of melanoma. Potential indications, patient segmentation and vaccine target product profiles are discussed with a particular emphasis on GSK’s GSK2132231A. The commercial potential of putative melanoma vaccine(s) is estimated with HI and LO scenarios postulated for the major Western markets to 2030. The product is comprised of a comprehensive value/volume MS Excel-based model + Summary executive presentation and is designed to aid early stage commercial decision making in the field of oncology therapeutic vaccines.
Methodology

VacZine Analytics has closely monitored all significant source material pertaining to melanoma disease epidemiology/dynamics, current treatments and novel immunotherapeutics (pipeline). Example, secondary source materials used are literature articles, government websites/databases, medical bodies and associations, conference proceedings and previously analyses (where publically available). Previously published research by VacZine Analytics in field of therapeutic vaccines has also been utilised. ***See Bibliography for exact sources.

PRODUCT CONTENTS:
Published June 2011 (CAT No: VAMV026)

****This product is composed of a forecast model and summary presentation

Contents – Summary presentation (MS PowerPoint based)

Contents
Authors note
Executive summary
Commercial model: key outputs
Total available market: melanoma vaccine ($ 000s) to 2030
Total predicted demand: melanoma vaccine (treated patients 000s) to 2030
Total available US market (High scenario): melanoma vaccine ($ 000s) to 2030
Total available US market (Low scenario): melanoma vaccine ($ 000s) to 2030
Total available EU + other markets (High scenario): melanoma vaccine ($ 000s) to 2030
Total available EU + other markets (Low scenario): melanoma vaccine ($ 000s) to 2030
Melanoma: brief disease background
Melanoma: global epidemiology
Melanoma: age at diagnosis
Melanoma: clinical staging
Melanoma: treatment options
Melanoma: cost of treatment
Clinical staging
Treatment options
New treatments – focus on vemurafenib
Cost of treatment
The role of a melanoma vaccine
Proposed vaccine indication
Addressable vaccine populations by stage
Addressable vaccine populations by stage: targeting GSK2132231A
Melanoma epidemiology model: country/patient segmentation
Melanoma vaccine: Target product profile (TPP)
Major commercial model assumptions (Stage III/IV vaccine)
Major commercial model assumptions (Stage II vaccine)
Commercial model assumptions by country (Stage III/IV vaccine)
Pipeline summary
Bibliography
About VacZine Analytics
Disclaimer
Back page

PAGES: ~45 MS PowerPoint slides, fully referenced/sourced. Available in .pdf form
Contents – Vaccine demand model (MS Excel-based)

Title sheet  
TOTAL CHARTS  
CHARTS VALUE  
Value (High)  
Value (Low)  
Patients treated (CHARTS)  
Patient treated (Summary)  
US  
Canada  
France  
Germany  
Italy  
Spain  
UK  
Australia  
Source material  
Global epidemiology  
US (incidence)  
US (incidence by age)  
Staging  
Clinical trials  
Treatment costs  
National populations  
Back page

WORKSHEETS: ~23
PRODUCT COST:

VacZine Analytics will grant a [enter region] license to [enter client name], for the price of:

- USD $7995.00 / GBP £4845.00 (Region license)*

* A region is North America, Europe or ROW
For orders in the UK, VAT at 20% will be added to final invoice total

HOW TO ORDER:

To order please contact your region account manager or order direct at orders@vaczine-analytics.com
This report can also be purchased on-line. Please review the TERMS and CONDITIONS of purchase.

 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
BIBLIOGRAPHY:

TERMS and CONDITIONS:
VacZine Analytics – a trading division of Assay Advantage Ltd UK Company Number: 5807728 (Herein referred to as “The Company”). (Herein [enter client name] to as “The Client”).

1. This finished research product is provided is provided as a Service. Any additional Service required by the client will be subject to a new proposal being prepared.
2. The Service will commence after written (e-mail) or Fax confirmation stating the Client’s acceptance of the Service according the description proposed by the Company.
3. Cancellation policy. The Company’s cancellation policies are in accordance with the EU Consumer Protection (Distance Selling) Regulations 2000 (DSRs). Prior to acceptance of an order the Company will make available written information regarding Clients cancellation rights. This is posted on the Company website and is available for public review.
4. Cancellation rights: For finished documents - a Clients cancellation rights will last for seven working days counting from the day that the order was concluded. If the Services i.e. provision of the documents has taken place with the Clients agreement before this period the Client’s cancellation rights have ended.
5. Invoicing will 100% after submission of deliverables to the Client in a form reasonably acceptable to the Client.
6. If not purchased on line invoices are payable within thirty days of the invoice date.
7. All proposals are quoted in $USD dollars or £GBP and invoices are to be settled in the same currency.
8. The Company agrees not to disclose to any third party confidential information acquired in the course of providing the services listed without the prior written consent of the Client. Exception occurs when the information is already in the public domain or when disclosure is necessary to help the Company’s employees and agents with the performance of the Company’s obligations to achieve satisfactory completion of the project and approved in writing by the Client.
9. Force Majeure: The Company will not be liable for any delay or failure to perform any obligation under this Agreement insofar as the performance of such obligation is prevented by an event beyond our reasonable control, included by not limited to, earthquake, fire, flood or any other natural disaster, labour dispute, riot, revolution, terrorism, acts of restraint of government or regulatory authorities, failure of computer equipment and failure or delay of sources from which data is obtained.
10. Please also refer to Master TERMS and CONDITIONS available upon request.

VacZine Analytics
Warren House
Bells Hill
Bishops Stortford
Herts
CM23 2NN
United Kingdom
Tel: +44 (0) 1279 654514 / +44 (0) 7952470582 / Fax: +44 (0) 1279 655926
E-mail: info@vacZine-analytics.com
About VacZine Analytics:

VacZine Analytics is an established strategic research agency based in the United Kingdom. Its aim is to provide disease and commercial analysis for the vaccine industry and help build the case for developing new vaccines and biologics.

For more information please visit our website www.vacZine-analytics.com

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