

INVIDA

Invigorating Lives in Asia



Invida Vision

To be the leading provider of important healthcare brands and services to improve the lives of people in the Asia-Pacific region.

Invida partners with multinational pharmaceutical and biotechnology companies to commercialize differentiated pharmaceutical products throughout the Asia Pacific region. The company operates across the commercial value chain from regulatory approval and product launch to lifecycle management, managing a portfolio of proprietary healthcare brands and licensed products from its valued partners.

Partnering is a critical component of Invida's business model, and the company collaborates closely to develop effective strategies and put its extensive experience behind maximizing the potential of the assets entrusted to it. Through proven brand marketing and sales strategies, strong expertise across a number of key therapeutic areas and deep experience in critical Asia Pacific markets, Invida is able to serve as a single point of entry for its partners to access these fragmented and rapidly expanding markets.

Invida has more than 3,500 employees in 13 markets in Asia Pacific and is fully fluent in the regulatory and marketing climate of each of these markets. This expertise allows the company to tailor its approach to the needs of the markets, as necessary, for each alliance relationship, while key activities and functions are managed by the Singapore headquarters. The company leverages local expertise while maintaining the same international standards for its activities across the region.

Local Presence

Invida operates in the fastest-growing healthcare market worldwide, projected to grow at an annual rate of 12%, compared to 5.7% for the global markets. Today, the Asia Pacific markets represent approximately US\$92B or 12% of worldwide pharmaceutical sales.

Invida's strong presence throughout Asia Pacific has allowed the company to develop expertise in working with the changing dynamics and unique regulatory climate in each country. In-depth knowledge of both this environment, as well as the market drivers, allow Invida's salesforce to successfully promote products and develop specific strategies based on the needs of each market. Working with Invida, partners can leverage these capabilities to de-risk their entry into these valuable markets.

With China and India among top growth contributors globally, Invida is implementing a long-term strategy to become a market leader in these rapidly expanding markets through targeted investments.

Core Competencies

Invida is able to bring products to market and support them throughout their lifecycle with proven expertise in regulatory and medical affairs through sales and marketing strategies, experienced local teams, and functional regional know-how.

Regulatory and Medical Affairs

Invida has successfully submitted 40 new chemical entities since 2006 and holds over 1,000 licenses through its partners. The company's 40 regulatory

Company Highlights

- ▶ **Headquarters:** Singapore
- ▶ **Employees:** 3,500+ in 13 markets
- ▶ Covers fastest healthcare growth markets in the world
 - \$92B market*
 - Asia Pacific market CAGR 12% vs. 5.7% for global market
- ▶ Privately held by pharmaceutical industry leader Menarini Group
- ▶ 2010 fiscal revenue > US \$220M

*Source: IMS

SEASONED INTERNATIONAL MANAGEMENT TEAM

John A. Graham
Chief Executive Officer

Anne Bell
Chief Financial Officer

Christopher Tay
Chief Administrative Officer

Sumeet Sud
Chief Marketing Officer

Dr. George Eassey
Executive Vice President of Commercial Operations and General Manager of Australia and New Zealand

Brian Forrester
Vice President of Consumer Health

Dr. Louis Payet
Vice President Corporate Development and Alliance Management

Mark Brown
General Manager, Thailand and Vietnam

Girdhar Balwani
General Manager, India

Brett Hayes
General Manager, Greater China

Ninia Torres
General Manager, Philippines

Reinhard Ehrenberger
General Manager, Indonesia, Malaysia and Singapore



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experts across the region register and license its products to provide rapid access to the markets.

An established key opinion leader network enables efficient pre-marketing and launch execution. In the short and long term, Invida supports its products through physician education and outreach programs.

Invida also possesses in-house capabilities to conduct late-phase trials, as well as a well-established and efficient pharmacovigilance program throughout the region.

Commercialization Strengths

As pharmaceutical companies re-prioritize portfolios and seek experienced, trusted partners to enter large and emerging markets, Invida provides a single point of entry into the Asia Pacific markets. The company possesses superior knowledge, expertise and strong reach across physician networks, key opinion leaders, patient and patient organizations, as well as trade partners. Invida excels in the commercialization and lifecycle management of pharmaceutical, biotechnology, medical devices and other healthcare products.

Dermatology Portfolio

Invida's goal of providing products that meet the needs of Asian consumers has led the company to increase its focus on dermatology as a core element of its growing portfolio. With the Asian dermatology markets rapidly outpacing that of other regions, Invida has focused on growing this segment of its portfolio. Cornerstones of this portfolio include the Dermatix® line of products, and an alliance with Sinclair Pharmaceuticals, announced December 2010, that will initially provide Invida with four of Sinclair's dermatology products. As part of this 20 year alliance, Invida will continue to add Sinclair products to its portfolio over time.



In support of this growing segment of Invida's business, the company has invested in scientific conferences, physician education forums, clinical trials and dedicated sales and marketing teams to support its dermatology portfolio.

Broad Range of Expertise



Invida possesses deep experience in a variety of critical therapeutic areas: Primary Care, Consumer Health, Specialty Care, Oncology

Partnering

Invida offers partners a full suite of commercialization solutions to bring their products to the Asia Pacific markets successfully.

Preferred partnering structures include:

- In-licensing
- Brand acquisition
- Co-promotion and Co-marketing opportunities

Invida offers its partners the ability to rapidly access the large opportunity present within the Asia Pacific markets without requiring a large infrastructure investment, while working with a company that possesses deep experience in the regional environment, both from a regulatory and commercial standpoint as well as that of risk mitigation.

Partners can take immediate advantage of the Asia Pacific opportunity and maximize the value of existing portfolios, or work with Invida to establish a sustainable business in the Asia Pacific markets more quickly than they could alone.

Financial

Invida's revenue in 2010 was in excess of US\$220M, attaining consistent year over year revenue growth since inception.