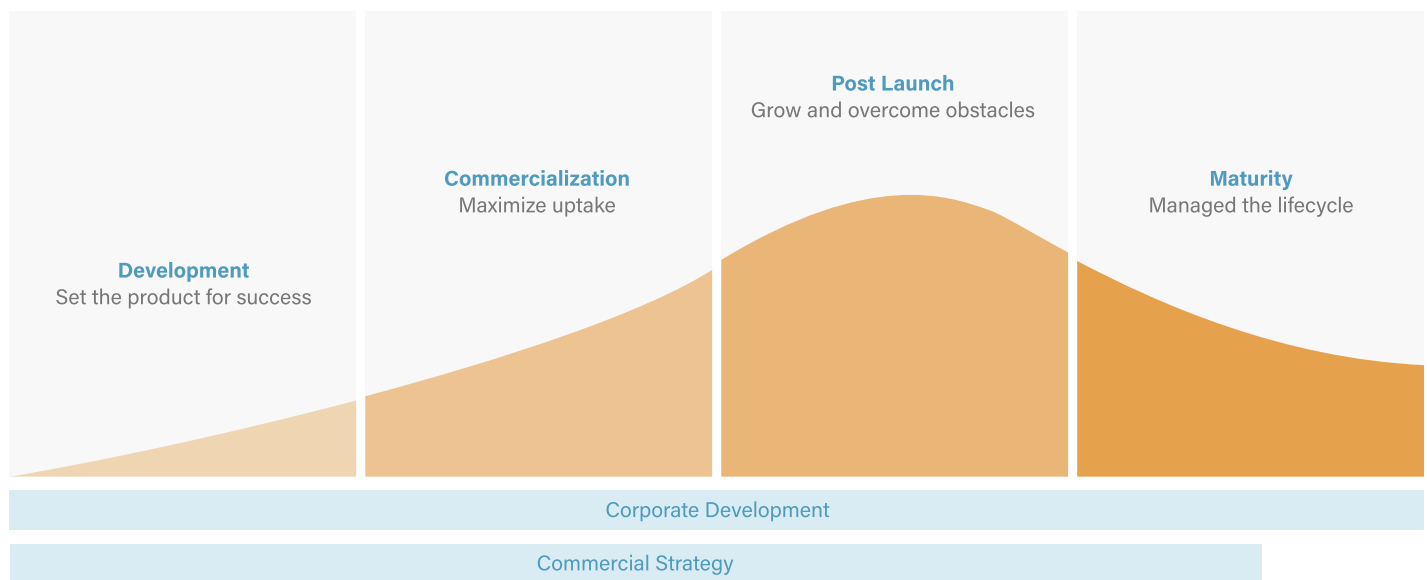




CORPORATE / MARKETING STRATEGY

A strong corporate strategy is essential for successfully commercializing a drug and managing it throughout the product life cycle.

Through our combination of advisory and functional services, we support manufacturers' strategies through development, commercialization, post-launch and maturity phases.



About Two Labs

Two Labs provides expert, integration services that eliminate barriers to product launch and provide strategies for continued market viability

For a free consultation call us at 614-389-4004 or email info@twolabs.com

CORPORATE / MARKETING STRATEGY

CORPORATE DEVELOPMENT

In corporate development we work primarily with small- to mid-size clients to determine and support the best corporate path forward

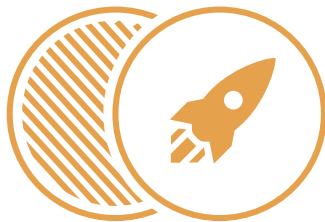
- Corporate Strategy
- Portfolio / Franchise Strategy
- Indication Prioritization
- In / Out-Licensing Assessments
- Post-Acquisition Integration
- Forecasting and Valuation
- Asset and Partner Search
- Turn-Around, Transformation, and Restructure

COMMERCIAL STRATEGY

We provide actionable insights and strategic problem-solving focused on important commercial issues facing our clients

- Commercial Opportunity Assessment
- New Product Planning
- Competitive Assessment
- Reimbursement and Access Strategy
- Launch Strategy and Management
- Launch Benchmarking
- Lifecycle Management
- Commercial Model Design

WHY INVEST IN A PARTNERSHIP WITH TWO LABS?



250+ LAUNCHES
NEW PRODUCTS AND
TRANSITIONS



OUR CLIENTS

80% or more of our clients are launching their first drug



17+ YEARS

as a pharmaceutical industry leader

Launching products for manufacturers like Arcutis for over 17 years



**FULL SUITE
OF SERVICES**

From evaluating channel strategies to obtaining proper licensures and building a patient program

TEAM OF EXPERTS

Our team is comprised of industry professionals who are experts in their fields. Their expertise extends across a multitude of disciplines in the pharmaceutical industry, from licensing, compendia, and patient services, to channel strategy, finance, and more. We strive not only to be subject matter experts within disciplines but also in therapeutic classes.

WE ARE KNOWN FOR

Our reputation in the industry is that we understand the client's needs, provide a customized approach, and deliver the results they expect. According to Loyalty Research Center, Two Labs client loyalty was the highest they have seen among any of their B2B and B2C clients.

Source: Loyalty Research Center, August 2018, N=56, Updating research August 2020.

We understand that patients are desperately waiting for the latest drug innovation and pharmaceutical leaders are anxiously getting ready to launch their new drug. The partnership you would experience with Two Labs is the highest our third party research vendor has ever seen from any organization.

At the end of the day we take care of our clients - doing what's right for them and their new drug.