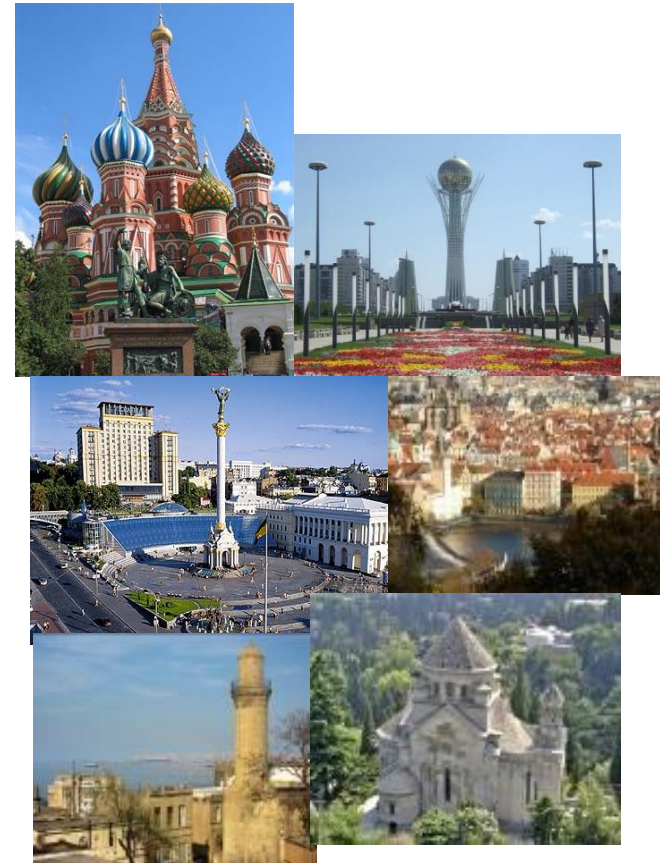


CORPORATE PRESENTATION

Comprehensive premier business services for healthcare industry on high-growth emerging markets of Russia, the CIS, and Eastern Europe

2011



rai*farm*

TABLE OF CONTENTS

- About Raifarm
- Our services
- Contact information

TABLE OF CONTENTS

- **About Raifarm**
- Our services
- Contact information

OUR VISION AND MISSION



OUR VISION:

To provide pharmaceutical and biotechnological companies with distinctive, high-quality services enabling them to succeed in emerging markets



OUR MISSION:

To be the most professional business services provider in our areas of operation, with unrivaled reputation for quality, ethics, and exceptional client satisfaction

RAIFARM IS LED BY PEOPLE WITH EXCEPTIONAL MANAGEMENT AND HEALTHCARE EXPERIENCE...



Prof. Yuri Raifeld, D.Sc., Ph.D.
CEO, President

Over 35 years of experience



Dr. Dmitry Dmitriev, M.D., D.Sc., Ph.D.
COO, General Director (Russia)

Over 25 years of experience



Dr. Alexey Cherpakov, M.D.
Director, Marketing

Over 15 years of experience



Dr. Elena Kabaeva, M.D., Ph.D.
Chief Medical Officer

Over 18 years of experience



Alexander Raifeld
Director, Corporate Development

Over 9 years of experience



Dr. Alexander Koval, M.D., Ph.D.
Director, External Affairs

Over 30 years of experience



Elena Korosteleva
Distinguished Fellow,
Regulatory Affairs

Over 15 years of experience



Maxim Gusev, PharmD., Ph.D.
Associate Director,
Regulatory Affairs

Over 6 years of experience

...AND EMPLOYS SOME OF THE BEST PROFESSIONALS ON THE MARKET



- We unrelentingly focus on attracting, developing, and retaining talent – “best people for best results”



- All our professional employees have Masters degrees, with over half either M.Ds., Ph.Ds., or both



- We regularly conduct professional trainings for all our employees, including trainings for ethical and professional behavior



- Majority of our employees have extensive experience of working for the world’s leading pharmaceutical and biotechnological companies



- We leverage a network of about 60 experts, with whom we have strong long-term relationships

OUR SUCCESS IS DRIVEN BY OUR APPROACH TO WORK;...



Strong local capabilities:

- Close interactions with relevant local deciders, influencers, and experts (Federal and regional government bodies, political parties, expert institutions, market participants, broader medical community, others)
- Deep knowledge of existing regulations and procedures
- Understanding of market trends



Western approach to work and management:

- Optimal approach to resource planning and allocation
- Western standards of quality, reporting, and professional behavior
- Flexibility and creativity in servicing our clients
- Full commitment to our clients; strong emphasis on service culture and client satisfaction



Highest ethical standards:

- Same high ethical standards as the ones of our clients
- Strict adherence to all local laws and regulations as well as appropriate potentially stricter international ones (e.g. US FCPA)

...IT ALLOWED US TO BECOME A LEADING INTERNATIONAL SERVICE PROVIDER FOR HEALTHCARE INDUSTRY

Raifarm at a glance

- Close to **50 employees**
- **5 offices** in Moscow, New York, Kiev, Astana, and Almaty
- Reputation for excellence in markets where we operate
- Unparalleled local expertise
- Over **70 clients**
- **78 registered products**
- **81 products in registration**
- **27 completed consulting projects**
- 7 completed **market access projects**
- **3 distributed drugs** in Russia, Ukraine, and Kazakhstan

Our clients



OUR WORK EARNED MULTIPLE PRAISES FROM OUR CLIENTS



“Such a superior job. User-friendly, vertical and horizontal logic, high quality in depth of analytical side”

-Christian Holmer, General Manager CIS



“Many thanks to our colleagues at Raifarm for their superb work”

-Elaine Morten



“Another great result for Allergan and Raifarm!”

-Steve Masters



“Thank you to Raifarm for your competent input, your high motivation, and your work according to agreed time schedule”

-Tanja Ligensa



“On behalf of Jerini and Shire HGT management, I want to thank you for all your critical support and guidance in making the Firazyr marketing application a success. The approval was granted within 10 months, and everyone is very ecstatic with the approval.”

-David J. Pizzi, Sr. Director



“I cannot imagine working with a better group of professionals than <Raifarm> to take on these challenges”

--Garo Armen, CEO



TABLE OF CONTENTS

- About Raifarm
- **Our services**
- Contact information

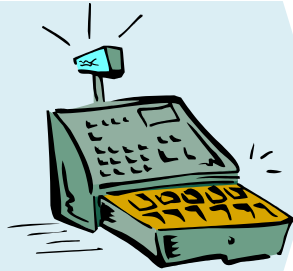
WE PROVIDE PROFESSIONAL SERVICES FOR MARKET PARTICIPANTS AND MANAGE OUR OWN SALES PORTFOLIO

Services



- **Regulatory** (drug registration, registration renewals, additional approvals, post-approval support)
- **Marketing** (large marketing campaigns, specific events, targeted marketing, other services)
- **Market access** (comprehensive goal-driven market access campaigns on federal, regional, and institutional levels)
- **Consulting** (strategic and operational consulting, market analysis, market intelligence, information verification, search for M&A targets, other services)

Sales



- **In-licensing**
- **Named Patient Program** (in selected markets only)
- **Other potential arrangement**



OUR SERVICES SPAN ACROSS THE WHOLE PRODUCT LIFE CYCLE ALLOWING SUCCESSFUL COMMERCIALIZATION



Consulting

- Market analysis
- Identification of attractive market niches
- Strategic and operational advise

Regulatory

- Drug registration and re-registration after 5 years on the market
- Assistance in completing Phase III local clinical trials (if required)
- Registration of additional approvals (dosage, indications, delivery methods, etc.)
- Post-approval and pharmacovigilance support

Marketing

- Pre-launch marketing
- Identification of key KOLs
- Full-scale effective highly customized marketing campaigns targeted for specific product commercialization stages
- Specific marketing events/campaigns/activities
- Planning of marketing budgets and activities

Market access

- Pre-launch market access
- Dossier preparation for reimbursement
- Complex market access programs on federal, regional, and institutional levels
- Development of new markets for specific products





WE SUCCESSFULLY DEVELOP OUR OWN DRUG PORTFOLIO

Countries



- Russia, Kazakhstan, Ukraine

Portfolio focus



- Expensive products with high reimbursement potential
- Niche products (including orphan drugs)
- Patented products with no generics on the market
- Generics with unique characteristics (delivery methods, forms, etc.)
- Selected expensive OTC drugs and food supplements

Products in portfolio



- 3 (2 orphan products and 1 neurology product)

Key account managers



- 8 highly qualified KAMs in Russia, Ukraine, and Kazakhstan



WE ARE VERY FLEXIBLE ON HOW WE INTERACT WITH PHARMACOS ON PRODUCT COMMERCIALIZATION

Selected options	Potential partner's profile	Raifarm role	Partner role
<ul style="list-style-type: none">• Service provider agreement	<ul style="list-style-type: none">• A pharmaco with strong existing local presence	<ul style="list-style-type: none">• Performs discrete services, as requested	<ul style="list-style-type: none">• Decides which tasks to outsource, oversees us, monitors progress
<ul style="list-style-type: none">• Service provider agreement, with commercial partnership	<ul style="list-style-type: none">• A pharmaco with existing local presence	<ul style="list-style-type: none">• Performs selected services, including market access• Manages distribution in specific markets	<ul style="list-style-type: none">• Makes major strategic/tactical decisions; oversees Raifarm performance
<ul style="list-style-type: none">• Raifarm as representative office	<ul style="list-style-type: none">• A pharmaco with no local presence, but interested in establishing itself	<ul style="list-style-type: none">• Establishes full-scale commercial operations (with an option to hand-over to a client upon demand)	<ul style="list-style-type: none">• Makes major strategic/tactical decisions; oversees Raifarm performance
<ul style="list-style-type: none">• In-licensing agreement	<ul style="list-style-type: none">• A pharmaco with no interest in its own presence in the territory	<ul style="list-style-type: none">• Receives rights to a drug in a territory; manages all activities	<ul style="list-style-type: none">• Monitors progress and provides support as agreed

TABLE OF CONTENTS

- About Raifarm
- Our services
- **Contact information**

PLEASE CONTACT US

Raifarm LLC (Russia)

4 Malaya Dmitrovka, 4th floor
Moscow, Russia 127006
Phone: +7 (495) 937 5608
Fax: +7 (495) 937 5614



Raifarm LLC (USA)

19th Floor
140 East 45th Street
New York, NY 10017 USA
Phone: + 1 (646) 845 9040



E-mail: info@raifarm.com
Web page: <http://www.raifarm.com>

