

John D'Antonio

Pharmaceutical & Life Sciences Advisory Services

Statement of Qualifications

About



John D'Antonio – Life Sciences SME

- 25 years experience working with clients to improve investment decisions in R&D, Marketing & Business Development
- Unique combination of Industry and Consulting
- Clients have included ELAN, ENDO, Bayer, GSK, STADA, Purdue Pharma
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Sectors and services

Sectors

- Pharmaceuticals
- Biotechnology
- Medical devices
- Bioinformatics
- Contract research
- Contract manufacturing



Services

- R&D Pipeline Risk Mitigation
- Innovation & Sector Transformation
- Supply Chain - Global Procurement
- Valuation Decision Support
- Business Development & Licensing
- Commercial Due Diligence

Clients

Experience with an extensive range of clients in the sector

Large Pharma

- AstraZeneca
- Bayer
- Boehringer Ingelheim
- BMS
- Eli Lilly
- Glaxo
- Johnson & Johnson
- Novartis
- Pfizer
- Roche
- Aventis
- Schering Plough
- Wyeth

Medium & Small Pharma, Biotech, Medical Devices

- Accelrys
- Actavis
- Amersham Biotech
- Applied Nanosystems
- Barrier Therapeutics
- Barr Labs
- CAMBREX
- ConvaTec
- ELAN Pharma
- ENDO
- Fujisawa
- Genzyme
- Immunogenetics
- Integra Life Sciences
- Medarex
- Mundipharma
- Novast
- PAR
- ProCytte
- Purdue Pharma
- Schwarz Pharma
- Shire
- SkyePharma
- Smith & Nephew
- SPI Pharma
- STADA
- Veritas
- Yamanouchi
- Wyeth BioPharma

Experience – Selected pharmaceutical sector projects

Client / Target	Assignment	Sector
ENDO	Operational Due Diligence	Specialty Pharmaceuticals
Shire	Co-promotion Assessment	Pharmaceuticals
BMS	Innovation Transformation	Pharmaceuticals
STADA	Acquisition Candidate Assessment	Generics
Hewlett Packard	Innovation Valuation Support	Pharma Technology Portfolio
Stryker	Licensing Program Optimization	Global IP Management
Accelrys	Formulation Development Software	Generic Pharmaceuticals
HydroMed Sciences	Innovation and Product Evaluation	Wound Healing
Englehard Industries	Innovation Management Strategy	Drug Delivery Technology
Indian Contract Manufacturer	Strategy Validation for US market	Pharmaceutical Manufacturing

Experience – other selected life sciences projects

Client / Target	Assignment	Sector
European Generic Company	Commercial Due Diligence	Drug Delivery Technology
Ortho McNeil	Portfolio Strategy	Pharmaceuticals
Smith & Nephew	Portfolio Assessment	Orthopaedics
ProCyte	Innovation Strategy	Healthcare Consumables
NASA -Omnicorder	Licensing Strategy	Diagnostic Imaging
CR Bard	In-Licensing Advisory	In Vitro Diagnostics
Italian Diagnostics Manufacturer	Strategic Option Assessment	In Vitro Diagnostics
Avenir Group	Commercial Due Diligence	Medical Device
SPI Pharma	Operational Review and Licensing	Pharmaceutical Technology
Sanders, Morris, Harris	Portfolio Company Licensing	Drug Delivery Technology

John D'Antonio

John D'Antonio is a Principal and Strategy SME in CSC's Life Sciences R&D practice . John came to CSC as a recent Director in the Advanced Pharmaceuticals and Life Sciences Advisory practice at *PricewaterhouseCoopers, LLC*. Mr. D'Antonio is a seasoned executive with strong entrepreneurial and business acumen experienced in leading the design and implementation of business development and operational strategies. Grounded in innovation management, Mr. D'Antonio has more than 20 years of pharmaceutical and related life science experience including 12 launch and pre-launch products. He started his pharmaceutical career at *Bristol Meyers Squibb* in portfolio assessment, licensing and acquisitions culminating in a number of senior marketing and business development positions at *Cambrex* corporation where he transformed the organization into a diversified pharmaceutical and life sciences company in 1995. From 1995 to 2007 Mr. D'Antonio served as Managing Director of *PCI*, a diversified Business Development, Licensing, Acquisitions and Marketing Services firm that provides highly specialized information resources, management consulting and transaction expertise in the pharmaceutical, biotech, and health care industry sectors. Mr. D'Antonio has also provided advisory services in the launch of new formulations, drug delivery systems and bioinformatics.

Mr. D'Antonio offers a proven track record focused on the development and implementation of strategic solutions and investment decisions that provide measurable value to clients. Specifically, analyzing, crafting and implementing creative business and franchise strategies, portfolio/clinical development strategies, business development/LM&A strategies, managed care and other channel strategies, product marketing / branding / sales strategies, and product life cycle / loss of exclusivity strategies.

John D'Antonio has served on the boards of several pharmaceutical industry trade associations including the *Strategic Research Institute* and the *Institute for International Research*. Mr. D'Antonio is a former editorial advisor to *Drug Delivery Technology Magazine*. He has served on several expert panels, including new applications of bioinformatics to shorten the timing for a new drug product's release to market. Mr. D'Antonio is a graduate of Lehigh University.

Experience in Accelerated Development

Mr. D'Antonio has direct experience in the identification and deployment of innovative pharmaceutical and biotechnologies for a wide range of therapies, including obesity, biologic treatments for pain, reproductive health, contraception and dermatology. Mr. D'Antonio has direct experience in structuring and executing strategic development partnerships to harness innovation and ensure its effective use around the world. Working with world-class scientific teams, Mr. D'Antonio has recently focused on the control the spread of disease through the use of novel technologies to prevent certain viruses – including avian strains that have the potential to cause a pandemic outbreak. Most notably was his work with portable manufacturing systems that allowed rapid, mass production to be able to quickly deliver customized vaccines in the midst of a pandemic.

Commercial due diligence

Address commercial due diligence risk questions in corporate M&A deals within the context of an integrated financial, operations and commercial due diligence engagement or as a standalone assignment



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Appendix

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Services

	Offerings	Business Issue	Benefits
1	R&D/Technology Assessment <i>Strategic Evaluation of New and Emerging Technologies</i> <i>Assessment of Commercial Viability of New Products</i> <i>Technical and Market Due Diligence. Primary Research with Clinical Thought Leaders</i>	<ul style="list-style-type: none"> Increased need to rapidly and systematically gather and weigh a wide variety of novel drug and or device information in order to identify and prioritize commercially viable opportunities. Best practices for a holistic process to rapidly find and evaluate new technologies with the aim of facilitating strategic licensing alliances between innovators and licensees is not present. Each organization has developed its own methodology subject to their internal cultural biases and perspectives. 	<ul style="list-style-type: none"> Improves the translation of research findings into clinical practice. Speeds up the process by which research findings can be developed into pharmaceutical products or medical devices. Enables an organization to scale effectively via the ability to see project costs, allocate and reallocate budget as the portfolio and/or organization changes.
2	Business Development, Licensing and Acquisitions <i>Strategy and Process Improvement</i>	<ul style="list-style-type: none"> In the absence of “Best Practices”, managing a complex internal portfolio is driving organizations to form licensing, development partnerships and alliances from basic research through commercialization. This has resulted in a complex external deal flow of projects and investments. The efficiency and effectiveness of the current BDL&A process is not well managed. 	<ul style="list-style-type: none"> Rapidly prioritizes and integrates all decision factors that influence licensing up front. Eliminates redundant processes; quantitatively relates real-time variations in functional-area and payer input ahead of a licensing opportunity—compresses deal time.
3	Deal-Transaction Related <i>Deal Origination / Screening Evaluation / Due Diligence Risk Assessment / Valuation support/ Structuring / Negotiation/ Closing / Tracking</i>	<ul style="list-style-type: none"> The pharmaceutical and device licensing environment is extremely competitive. Companies are pressured to move quickly to identify, evaluate, and negotiate deals that create shareholder value. Access to the right decision maker and thoroughly understanding the offering from both the market and licensee’s perspective is a critical success factor saving both time and money. 	<ul style="list-style-type: none"> Integrated licensing strategy, helps identify right partners, prioritizes targets, better evaluates opportunities, and origination, structure and negotiation guidance in deal making. Assesses commercial value of licensing opportunities in advance using analytics to evaluate IP strength and the financial deal viability up front.
4	CRO/CMO evaluation, Pre-Merger Candidate Risk Mitigation <i>Operational due-diligence</i>	<ul style="list-style-type: none"> The R&D model is moving towards a more networked organization with increased reliance on CROs, third party alliance partners and acquisitions of strategic contract development and supply organizations. This forces the need to quickly establish a confidence in CRO and acquisition target selection with low risk. 	<ul style="list-style-type: none"> Establish clear operating model and processes to risk assess, compare and take advantage of external expertise, evolving vendors and transitioning them into strategic partners or acquisitions. Identify opportunities for entry into emerging markets (India, China, etc)

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Services

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Offering	Business Issue	Benefits
<p>Risk Assessment & Mitigation</p> <p><i>Solutions to conduct pre-marketing R&D pipeline and in-licensing risk assessments through predictive modeling and post-marketing.</i></p> <p>Business Development Process Improvement</p> <p><i>Strategic Services Partnering model that helps drug life-cycle management and provides partnering solutions to redundancies in decision making.</i></p> <p><i>Strategic evaluation of managed care and payer implications on R&D pipeline, in and out-licensing drug candidates.</i></p>	<ul style="list-style-type: none"> • Left in the wake of the vanquishing blockbuster model, drug companies are under tremendous pressure to fill R&D pipeline gaps with high margin specialty products, e.g. biologics. Drug companies also compliment this by balancing brand patent expirations with aggressive in-licensing programs. • Pharma <i>has not</i> brought the payers value system into the R&D process early and consistently - products that do not have the ability to command a premium price have not: <ul style="list-style-type: none"> √ Been identified for discontinuation from Phase II on; freeing up funds for reinvestment into more promising opportunities • R&D and licensing require the payer's value system input to force rank the prioritization of those pipeline or licensing compounds that <i>can</i> command a premium price and become targets for accelerated development. 	<ul style="list-style-type: none"> ▪ “Head off” drug development nonstarters and redirect funds to the most promising products. ▪ Identify products that can't command a premium price early in the R&D and licensing process. ▪ Gain market qualified insight with in an informed decision to: <ul style="list-style-type: none"> ▪ Stop ▪ Divest or ▪ Accelerate ▪ Increase the throughput, quality and “hit rate” of investing in “winners”—greater profitability accurate valuation.

