Reception Invitation Landing Page – Thomson Reuters 2014

DEALS REVIEW AND COCKTAIL RECEPTION

DURING THE JP MORGAN HEALTHCARE CONFERENCE

Join Thomson Reuters for this series of events taking place during the JP Morgan Healthcare Conference:

Looking Back: A Review of the Biopharma Deals in 2013

Monday January 13 & Tuesday January 14, 2014

Presentations will be held at the **Park Central Hotel** (formerly The Westin) in San Francisco, CA. Each 60 minute session will comprise of a 30 minute presentation on the most significant 2015 biopharma deals, followed by a 30 minute Q&A session.

The Thomson Reuters hosted Deals Review sessions will provide a detailed analysis of emerging trends in licensing and M&A over the last 12 months in 2013, including:

- Key financial metrics
- Most active dealmakers
- Trends by therapeutic area
- A showcase of the largest deals signed in 2013

Annual Cocktail Reception: Mix With The Dealmakers

Tuesday January 14, 2014 6:00 PM - 9:00 PM

You are invited to attend Thomson Reuters' Annual Cocktail Reception. Don't miss this opportunity to network with some of the top dealmakers from across Biopharma. This event will be conveniently held within short walking distance from the JP Morgan Healthcare Conference at **The Village**, just minutes from the JPM Conference. We look forward to seeing you there!

Questions? Click here to contact us.

Contact Your Thomson Reuters Representative

Click **here** to contact your Thomson Reuters representative to arrange a meeting on site in San Francisco on Monday January 13, 2014 or Tuesday January 14, 2014.

Therapeutic Area Landing Page Copy – Oncology

[Header]

Proven Excellence in Oncology

[Sub header]

Agile & scalable solutions for ever-changing oncology protocols

[TA Overview]

<h2> Addressing the Challenges of Oncology Trials

The focus on oncology in drug development has never been greater, nor more challenging. The rise of precision medicine and targeted therapies has led to additional endpoints and eligibility criteria, as well as novel trial designs, such as basket and umbrella trials. Complex trial designs not only impact sites and study teams but also contribute to decreased patient compliance and extended development timelines.

<h2> Helping CROs and Sponsors Accelerate Oncology Research

Oncology trials take about 40% longer to complete than other trials. For nearly 50 years, global clinical trial sponsors and CROs optimized their study results with ERT. Our technology enables high-quality data collection and trial oversight to help you secure approvals for new oncology treatments faster.

<h2> Monitoring Your Oncology Data in Real-Time

ERT collects, normalizes, and analyzes oncology trial data to uncover holistic insights into trial performance, patient retention, and risk management. Our proven monitoring tools enable you to identify potential patient safety and study issues in real-time, driving more informed, proactive decisions.

[ERT Expertise in TA]

a. 153 indications
b. 322,377 patients
c. 67,628 sites
d. 2,070 trials

[Challenges & ERT Solutions]

[+] Increased Trial Complexity/Data Collection & Interpretation (expandable header)

ERT captures reliable oncology data through proven remote and site-based cardiac safety, imaging, and respiratory solutions, providing easy access to real-time data from both ERT

sources and third-party integration. Holistic oversight makes it easier to proactively spot issues with site performance as well as patient compliance and safety.

As trial design becomes more intricate, the benefit of capturing data electronically becomes even greater. ERT's BYOD solution for electronic patient-reported outcomes (ePRO) and our patient support programs simplify the patient experience, improving compliance and overcoming some of the increasing burdens that patients face when participating in today's complex clinical trials.

Additionally, the growing use of extremely targeted treatments enables patients to participate in multiple trials measuring different endpoints at once. As such, Real-World Evidence has become increasingly important in oncology due to rare conditions and the many forms of the disease with only conditional approvals.

[+] Trial Acceleration (expandable header)

It takes approximately 10.5 years for an oncology drug to make it to market. Sadly, this often isn't quick enough for cancer patients.

ERT's electronic data capture solutions remove barriers and accelerate trial timelines. Our library of oncology assessments allows sponsors to reduce start-up times. They're structured using pre-set dropdown options to increase patient compliance and reduce site queries.

Inefficient and error-prone manual processes are replaced with automated secure data transfer and verification of source documents. At every step of your trial, our solutions are designed to get you to database lock up to 60% faster than the industry average.

[+] Patient Recruitment and Retention

In oncology trials, every patient matters. Since only 5% of cancer patients participate in clinical trials, avoiding inappropriate inclusions and exclusions is absolutely critical to recruitment and retention throughout clinical development.

Patient-centric protocol design and engagement strategies, like incorporating a Bring-Your-Own-Device (BYOD) approach, make participation easy and are key to retaining patients for the duration of either a clinical trial or post-approval oncology study.

ERT utilizes artificial intelligence to ensure our imaging and cardiac safety reads and overreads are efficient and accurate, so you know you're enrolling the right patients. Real-time insights allow you to identify low-compliance sites and alerts remind patients of site visits and dosing schedules, as well as provide motivational messages and educational content to keep patients engaged.

Site accessibility also poses a major issue for clinical trials, with 70% of patients living two or more hours from a clinical research site. Decentralized, or virtual trials, are now allowing us to bring the trial to the patient's home, removing another barrier to recruitment and retention and reducing the time patients spend in a hospital.

[+] Site Compliance & Retention

<h2> Helping CROs and Sponsors Accelerate Oncology Research

Since oncology trials take approximately 40% longer to complete than those in other therapeutic areas, having a provider who can optimize trial results and help you secure approvals for new oncology treatments faster can be invaluable.

ERT is that provider - and has been for nearly 50 years. Study after study, global clinical trial sponsors and CROs turn to ERT for important data collection and trial oversight as they evaluate the safety and efficacy of new oncology treatments.

<h2> Monitoring Your Oncology Data in Real-Time

ERT collects, normalizes, and analyzes oncology trial data to uncover insights into trial performance, patient retention, and risk management. This holistic visibility, coupled with our proven monitoring tools, enables you to identify potential patient safety and study issues in real-time, driving more informed, proactive decisions that save money and accelerate oncology drug development. Trust ERT for your next oncology trial.

[Supporting Materials Carousel]

Landing Page Copy for Partners – Allicense 2014

The dealmaking landscape has shifted. Not only have we witnessed a change in its leaders, but many of them believe that medium sized biopharma companies are more active and innovative than their large pharma counterparts. Today, big pharma companies may even be seen tapping into biotech dealmaking leaders for their top posts.

For nearly two decades, Allicense has been bringing together the key players in the Pharma, Biotech, and Financial communities to tackle today's most relevant issues and shape the future of the industry.

Network and engage with 200+ deal makers at the only event that focuses exclusively on key issues facing the industry.

Event Overview

- Over 40% attendees are SVP level and above
- 200+ qualified dealmarkers
- Editorially driven program lead by next generation of dealmakers advisory committee

Why Attend?

- MEET the dealmakers redefining the sector
- DISCUSS key issues that face the industry
- LEARN about innovative deals and structure shaping the future

Who will be there?

This conference will be of particular interest to you if you belong in any of the following categories:

- Dealmakers
- CEOs
- CBOs
- VPs & Directors of Business and Corporate Development
- General Partners from Venture Firms

About Allicense

The 2014 Allicense Conference is the leading event for dealmaking, licensing and business development professionals, and is hosted by Thomson Reuters. Recap, originally founded in 1988 and the driving force of Allicense, is now part of Thomson Reuters. Integrating Recap solutions with the best-in-class coverage of industry R&D intelligence in Cortellis, solidifies Thomson Reuters as the leading provider of intelligence for the life sciences Business Development and Licensing market. The integrated offering provides customers with a single source of insight allowing them to more quickly and reliably ensure that they are finding the right partnership opportunities, and that they are structuring the deal terms that maximize the value those partnerships contribute to their business.