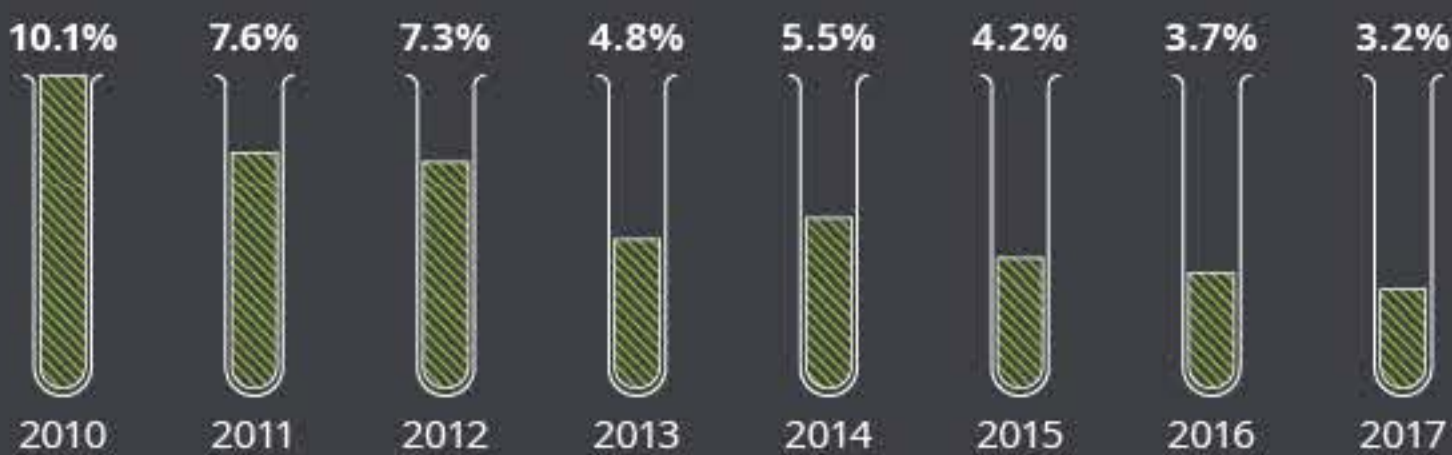


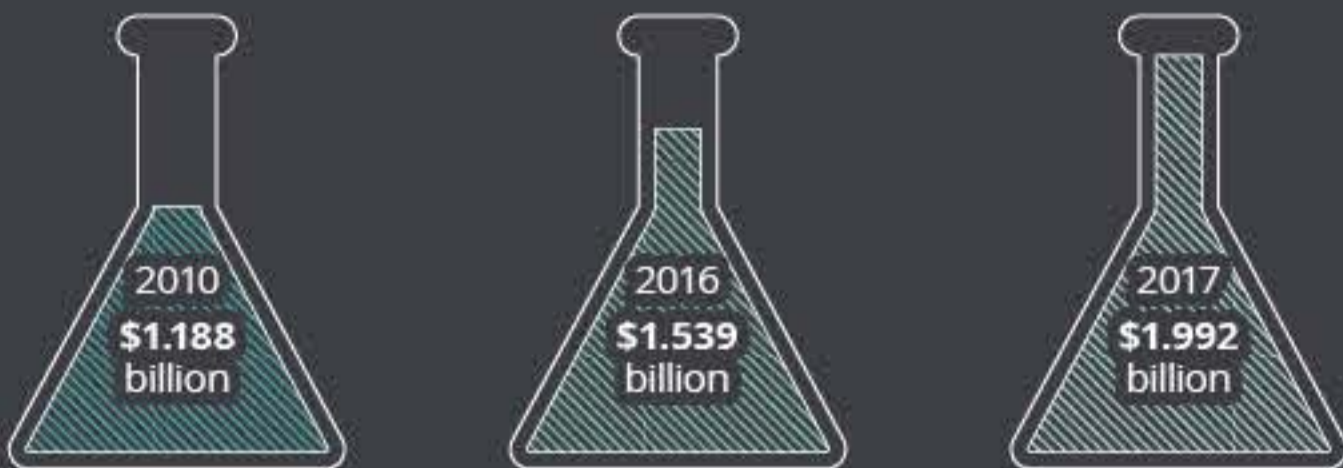
# A new future for R&D?

Measuring the return from pharmaceutical innovation 2017

R&D returns **continue to fall** for the large cap biopharma original cohort



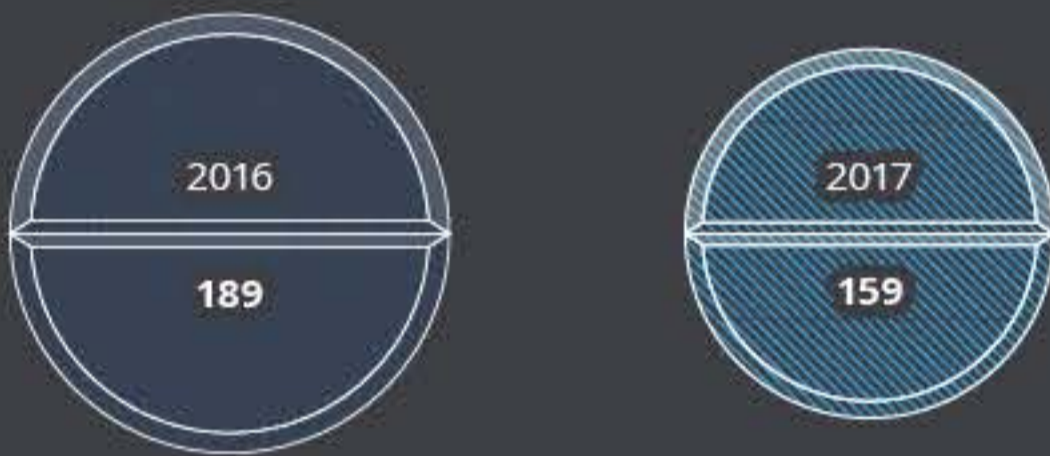
Cost to **bring an asset to market** has increased to record levels in 2017 for the large cap biopharma original cohort



Projected **peak sales per asset** increase by 18% in 2017 for the large cap biopharma original cohort



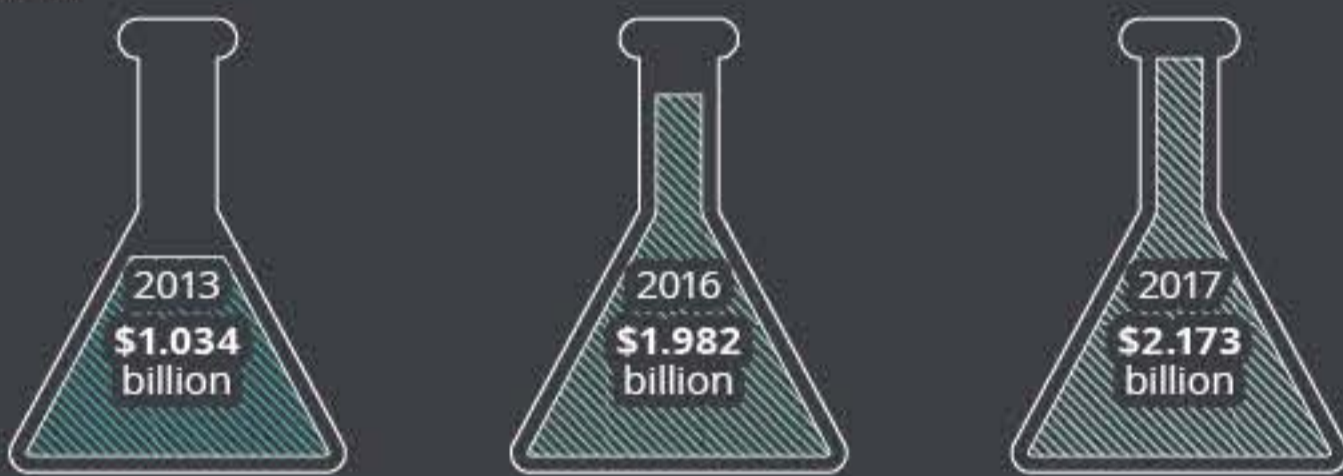
Fewer Phase III trials starting in the past year sees a decline in **number of late-stage assets**



Returns for the extension cohort of mid-tier biopharma companies increased in 2017



Extension cohort of mid-tier biopharma companies face 50% more costs, since 2013, to **bring an asset to market**



Projected peak sales per asset have increased to **blockbuster levels** in 2017 for our extension cohort of mid-tier biopharma companies



## A digital remedy for R&D productivity



**Deloitte.**

Deloitte Centre for Health Solutions

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