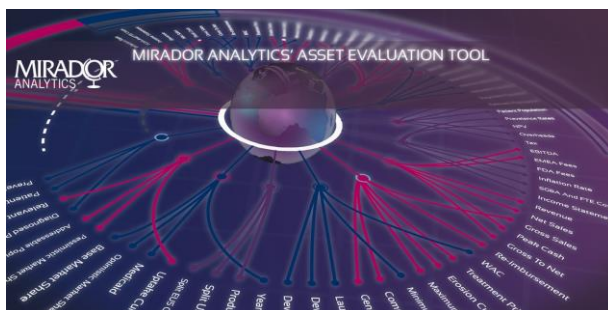


# Revolutionizing Asset Evaluation for Drug Development and Commercialization



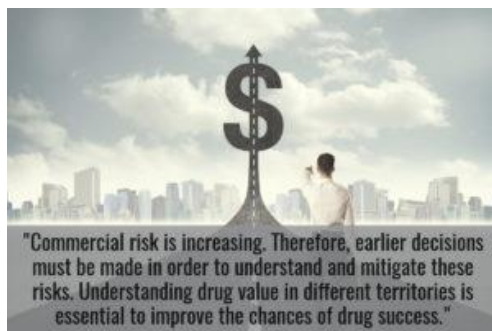
Mirador Analytics has launched an online version of its prevalence-based Asset Evaluation Tool.

If you are engaged in New Product Planning, Drug Development, Launch Planning, Portfolio Prioritization, Life Cycle Management or working towards a specific transaction (e.g. license and/or investment), Mirador is positioned to advise you on how the Asset Evaluation Tool could support you through these processes.

With online access via an annual license, unlimited remote asset forecasting is now available, providing you with greater forecasting freedom and flexibility. Mirador Analytics' Asset Evaluation Tool is perfectly positioned to assist you with strategic decision making, optimizing value and assessing risk. Should you require assistance with inputs into the Asset Evaluation Tool, its experienced consulting team can support here. If required, it can also build a Forecasting Tool to match your company's precise specifications.

Drug development and commercialization is an uncertain process. As a commercialization catalyst, Mirador Analytics helps foster the drug innovation process and provides drug commercialization assessment and launch planning services to biopharma SMEs around the world. With this in mind, alongside its Asset Evaluation services, Mirador Analytics can also assist with Portfolio Prioritization, Life Cycle Management and Business Development Transactional Services.

**Jamie Blackport, Mirador Analytics' CEO**, said *"Commercial risk is increasing. Therefore, earlier decisions must be made in order to understand and mitigate these risks. Understanding drug value in different territories is essential to improve the chances of drug success."*



To learn more about the Asset Evaluation Tool or to set up a complimentary trial, please contact Dr. David Johnson at [davidjohnson@miradoranalytics.com](mailto:davidjohnson@miradoranalytics.com)