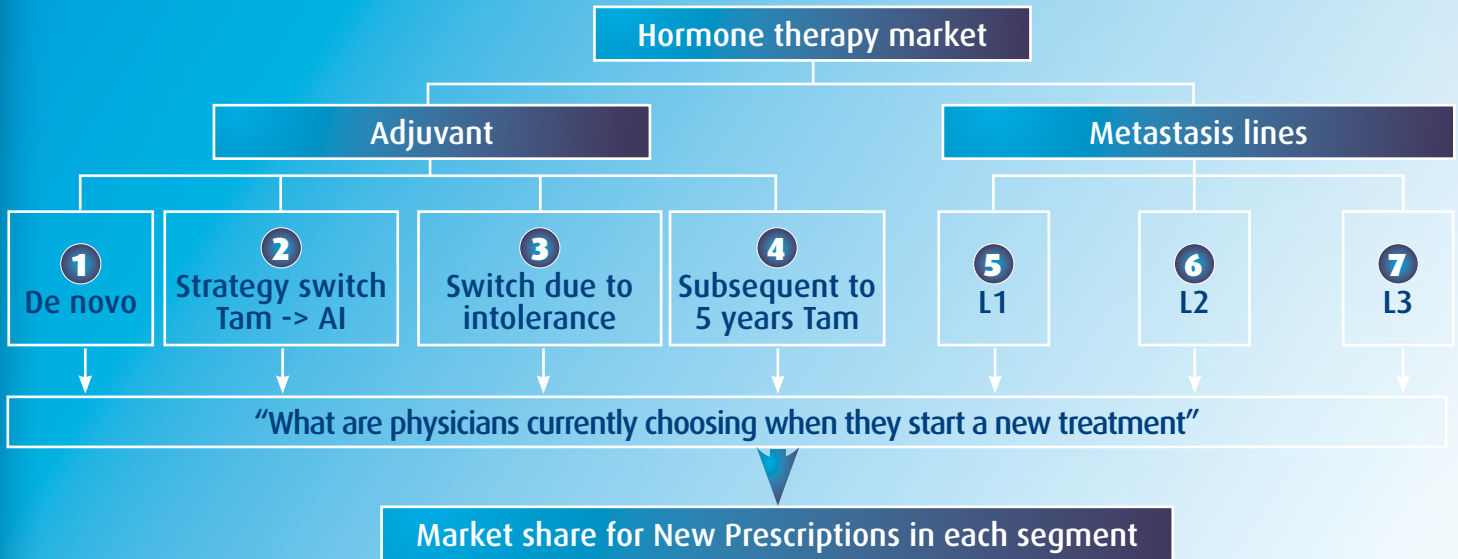


I. OBJECTIVES

HORMONO STETHOS MONITOR is the only multicountry monitor specifically designed for follow-up of New Prescriptions of hormone therapy in each of the 7 Breast Cancer strategic market segments.

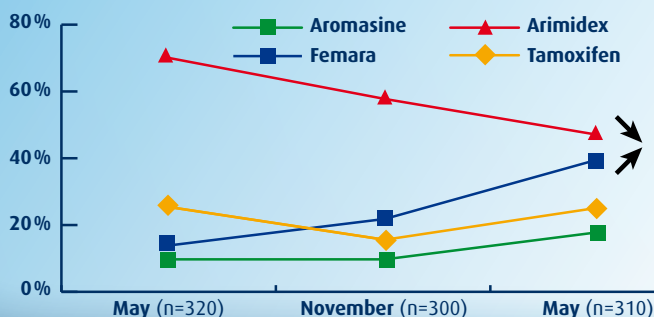


II. THE STRENGTHS OF HORMONO STETHOS MONITOR

- Marketing:** Collecting data on New Prescriptions enables the marketing strategy monitoring and anticipation of market shares for each segment.
- Multicountry:** Exploitable at local and European level.
- Flexibility:** Ad hoc analysis of any market segment:
 - size of segment
 - product performance in the segment.
- Rapidity:** Results in less than 6 weeks after field study.
- Subscription:** Limits costs.
- Simplicity:** Entire data base available as MRTable
Hormono Monitor dedicated Project Manager – hotline

III. KEY RESULTS

“What has the performance of my product been for new prescriptions recently issued in de novo RH+ menopausal women?”



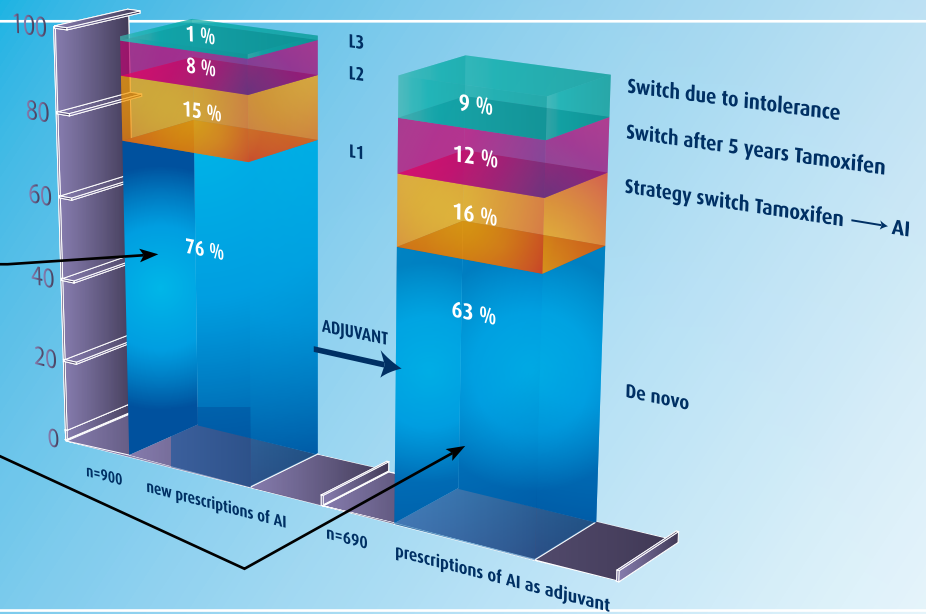
Statistically significant decrease of Arimidex and significant increase of Femara in de novo menopausal women

A sound basis for reliable statistical analysis

“What is the weight of the 7 segments in New Prescriptions of Aromatase Inhibitors?”

Nearly 8 new prescriptions of AI in 10 are for adjuvant therapy

Over 6 new prescriptions of AI in 10 for adjuvant therapy are for de novo cases



IV. METHODOLOGY

Data gathered on real patient cases - Retrospective study

Latest new prescriptions for hormone therapy all sources

12

Weight of the segments

Latest new prescriptions

De novo	Switch	Subsequent	Metastasis		
			L1	L2	L3
4	3	3	2	2	2

Performance product / segment

V. SAMPLES

	Representative Onco, Onco-Radio, Onco-Gyneco physicians	Patient cases /wave					
		De novo	Switch	Subsequent	L1	L2	L3
By country France - UK - Germany - Spain - Italy	80	320	240	240	160	160	160
TOTAL	400	1600	1200	1200	800	800	800

VI. CONTACTS

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VII. CLIENTS

PFIZER – ASTRA ZENECA – NOVARTIS