



Current Partnering



BROCHURE: Partnering Agreements with Bayer 2010

Bayer company profile
Company – therapy activity, partnering interests and partnering activity matrix
Marketed therapies
Pipeline therapies
Partnering interests
Partnering activities
Partnering contact listings
Key networking events
Bayer partnering contracts

Publication date: January 2010

Report code: CP1064

Version: 3

www.currentpartnering.com

Report description

The **Partnering Agreements with Bayer 2010** provides an in-depth insight into the partnering interests and activities of one of the world's leading biopharma companies.

This report provides all the information you require to better understand **Bayer** and its partnering interests and activities over the past five years.

One of the key aspects of partnering is finding those companies that are potential partners for the development and commercialization of the next generation of therapies as developed by innovative biopharma R&D companies. A lot of resources are spent on finding partners, identifying their interests and making contact to initiate discussions.

Using this report, dealmakers will effectively and efficiently determine the suitability of **Bayer** as a prospective partner, their business development objectives, interests and recent partnering activity, key partnering contacts, and partnering contract documents signed with their recent partners.

The report provides a firm basis for initial due diligence into **Bayer** as a prospective partner company.

The initial chapters of this report provide an orientation of biopharma's dealmaking and business activities.

Chapter 1 provides an introduction to the report, whilst chapter 2 lists the top 50 leading biopharma companies based on 2008 pharmaceutical revenues. Chapter 3 analyses the most active dealmakers between 2005 and 2009 in M&A and partnering deals announced, whilst chapter 4 identifies the top deals of 2005 to 2009 according to reported deal size.

Chapter 5 provides details on how to approach biopharma companies with partnering opportunities whilst chapter 6 lists forthcoming partnering events and conferences where biopharma companies will be present to discuss opportunities face to face.

Chapter 7 provides a series of matrices that summarize the company's activity in terms of marketed and pipeline products, partnering interests and partnering activity by therapeutic area.

The main body of the report is provided in chapter 8. An in-depth profile of the company provides everything required to assess the suitability of a company as a prospective partner. This includes a company overview, detailed analysis of the company's marketed and pipeline disease targets, partnering interests, partnering activity according to deal type, phase of development, therapy area. The profile also includes in-depth contact information for individuals within the business development function.

The company profile is also provided with a comprehensive listing of contract documents available in the public domain. The listing is sorted by deal type – therefore co-promotion deals are listed separately to licensing, M&A and supply deals, and so on.

Each deal title links via Weblink to an online version of the actual contract document, providing easy access to each contract document on demand.

In summary, the report provides the user with the tools to make successful contact with the right biopharma partners effectively and efficiently.

Key benefits

Partnering Agreements with Bayer 2010 report provides the user with the following key benefits:

- Detailed company profile of the company
- In-depth marketed and pipeline product activity for the company
- Partnering interests and therapy focus revealed
- Partnering activity since 2000 – number of deals per year
- Partnering activity for 2005-2009
 - Activity by deal type
 - Activity by phase of development
 - Activity by therapeutic area
 - List of recent partner companies
- Comprehensive access to actual contracts entered into by the company and its partners*
- Insight into the terms included in a partnering agreement
- Understand the key deal terms the company has agreed in previous deals
- Undertake due diligence to assess suitability of your proposed deal terms for partner companies

*Subject to being published via regulatory requirements of the Securities Exchange Commission.

Report scope

Partnering Agreements with Bayer 2010 is intended to provide the reader with an in-depth understanding of the partnering activities and interests of the company, enabling the effective assessment and selection of partners of choice, based on the latest knowledge of a company's approach to partnering.

Partnering Agreements with Bayer 2010 includes:

- Detailed company profile including:
 - Full contact details
 - Business developer contact details including name, title, email and telephone (where available)
 - Marketed indications
 - Pipeline indications
 - Partnering interests and indications
 - Partnering activity since 2000
 - Current partner companies since 2005
 - Partnering activity since 2005 by:
 - Deal type
 - Stage of development
 - Therapy area
- Numerous charts showing the dealmaking activity of the company since 2005
- The tools to enable effective and efficient preparation for partnering negotiation with the company
- Listing of contract documents between the company and its partners
- The leading M&A and partnering deals by value 2005-2009
- Most active M&A and partnering dealmakers 2005-2009

The **Partnering Agreements with Bayer 2010** report also provides comprehensive access to available contract documents for the company. Analyzing actual company agreements allows assessment of the following:

- What is actually granted by the agreement to the partner company?
- What exclusivity is granted?
- What is the payment structure for the deal?
- How are sales and payments audited?
- What is the deal term?
- How are the key terms of the agreement defined?
- How are IPRs handled and owned?
- Who is responsible for commercialization?
- Who is responsible for development, supply, and manufacture?
- How is confidentiality and publication managed?
- How are disputes to be resolved?
- Under what conditions can the deal be terminated?
- What happens when there is a change of ownership?
- What sublicensing and subcontracting provisions have been agreed?
- Which boilerplate clauses does the company insist upon?
- Which boilerplate clauses appear to differ from partner to partner or deal type to deal type?
- Which jurisdiction does the company insist upon for agreement law?

Number of pages:

The report is comprised of 62 pages.



Table of contents

Executive Summary

Chapter 1 – Introduction

Chapter 2 – Bigpharma – The Top 50

Chapter 3 – Most active bigpharma dealmakers

3.1 Bigpharma M&A activity

3.2 Bigpharma partnering

Chapter 4 – Top bigpharma deals by value

4.1 Bigpharma M&A

4.2 Bigpharma partnering

Chapter 5 – Submitting Opportunities to Bigpharma such as Bayer

5.1 How to submit an opportunity

5.2 Opportunity submission template

5.3 Sending emails

5.4 Face to face at partnering events

5.5 Online submission forms

Chapter 6 – Forthcoming bigpharma partnering events

6.1 Forthcoming events

Chapter 7 – Bayer – therapy locator

7.1 How to use the therapy matrix tables

7.2 Therapeutic area definitions

7.3 Bayer – Therapeutic target matrix – marketed and pipeline compounds

7.5 Bayer – Therapeutic target matrix – expressed partnering interests

7.6 Bayer – Therapeutic target matrix – recent deals – 2005-2009

Chapter 8 – Bigpharma Company Profiles – Bayer

8.1 How to use company profiles

8.2 Field definitions

8.3 Bayer company profile

Company contact details

Subsidiary companies

Primary therapy areas

Business development contacts

Company description

Marketed therapeutic indications

Pipeline (phase I-III) therapeutic indications

Partnering interests

Partnering interests - therapeutic indications

Partnering frequency per annum - 2000-2009

Current partner companies (2005-2009)

Recent deals 2005-2009

By deal type

By stage of development

By therapy area

Contract documents available online - link direct to each document

Figures in report

- Figure 1: Bigpharma – top 50 by pharma revenues 2008
- Figure 2: Leading Bigpharma M&A companies, 2005-2009
- Figure 3: Leading Bigpharma partnering companies, 2005-2009
- Figure 4: Leading M&A deals involving bigpharma by value, 2005-2009
- Figure 5: Leading partnering deals by value, 2005-2009
- Figure 6: Typical partnering opportunity submission template
- Figure 7: Partnering events 2008-2009
- Figure 8: Therapeutic area definitions
- Figure 9: Therapeutic target matrix – marketed and pipeline compounds
- Figure 10: Therapeutic target matrix – expressed partnering interests
- Figure 11: Therapeutic target matrix – recent deals 2005-2009
- Figure 12: Company profile template and definitions used in report
- Figure 13: Bayer – Dealmaking frequency 2000-2009
- Figure 14: Bayer - recent deals (2005-2009) by deal type
- Figure 15: Bayer - recent deals (2005 – 2009) by stage of development
- Figure 16: Bayer – recent deals (2005 – 2009) by therapy area
- Figure 17: Recent Bayer partnering deals (2003-2009) where contract document available
- Figure 18: Online partnering resources



Order Form – Partnering Agreements Company Profiles 2010

Fax: +44 8703 305993

Email: orders@currentpartnering.com

Phone: +44 7896 656732

1. Select Company Dealmaking Profiles to purchase - \$495 each:

Company	Buy	Company	Buy	Company	Buy
Abbott	<input type="checkbox"/>	Eisai	<input type="checkbox"/>	Nycomed	<input type="checkbox"/>
Actavis	<input type="checkbox"/>	Eli Lilly	<input type="checkbox"/>	Otsuka	<input type="checkbox"/>
Alcon	<input type="checkbox"/>	Forest	<input type="checkbox"/>	Pfizer	<input type="checkbox"/>
Allergan	<input type="checkbox"/>	Genentech	<input type="checkbox"/>	Procter & Gamble	<input type="checkbox"/>
Amgen	<input type="checkbox"/>	Genzyme	<input type="checkbox"/>	Ratiopharm	<input type="checkbox"/>
Astellas	<input type="checkbox"/>	Gilead Sciences	<input type="checkbox"/>	Roche	<input type="checkbox"/>
AstraZeneca	<input type="checkbox"/>	GlaxoSmithKline	<input type="checkbox"/>	Sanofi Aventis	<input type="checkbox"/>
Baxter	<input type="checkbox"/>	Hospira	<input type="checkbox"/>	Schering Plough	<input type="checkbox"/>
Bayer	<input type="checkbox"/>	Johnson & Johnson	<input type="checkbox"/>	Servier	<input type="checkbox"/>
Biogen Idec	<input type="checkbox"/>	Lundbeck	<input type="checkbox"/>	Shire	<input type="checkbox"/>
Boehringer Ingelheim	<input type="checkbox"/>	Menarini	<input type="checkbox"/>	Solvay	<input type="checkbox"/>
Bristol-Myers Squibb	<input type="checkbox"/>	Merck & Co	<input type="checkbox"/>	Takeda	<input type="checkbox"/>
Cephalon	<input type="checkbox"/>	Merck Serono	<input type="checkbox"/>	Teva	<input type="checkbox"/>
Chugai	<input type="checkbox"/>	Mitsubishi Tanabe	<input type="checkbox"/>	UCB	<input type="checkbox"/>
CSL	<input type="checkbox"/>	Mylan	<input type="checkbox"/>	Watson	<input type="checkbox"/>
Daiichi Sankyo	<input type="checkbox"/>	Novartis	<input type="checkbox"/>	Wyeth	<input type="checkbox"/>
Dainippon Sumitomo	<input type="checkbox"/>	Novo Nordisk	<input type="checkbox"/>		

2. Delivery details

PDF via email

PDF on a CD-Rom – add: \$150

print version - add: \$250

3. Contact details

Name	Title	Company
Address	City	State
Postcode	Country	Tel
Fax	Email	

4. Payment details

I enclose a cheque for \$_____ payable to Wildwood Ventures Ltd.

Please charge my card account:

Diners MasterCard Visa American Express

Name as it appears on the card: _____

Card number: _____ Expiry date: _____

CVV number: _____ (last three/four digits on the signature strip)

Signature: _____ Date: _____

Please bill me. I will pay by direct bank transfer.

Note: Reports sent only when payment received.

CurrentPartnering Reports

CurrentPartnering provides industry executives with partnering best practice and essential business intelligence. Further details about the range of services offered can be found at our website:

www.currentpartnering.com

Email: enquiry@currentpartnering.com

Telephone: +44 (0)7896 656732

Fax: +44 (0)8703 305993

Mail: CurrentPartnering
Wildwood Ventures Ltd.
Allanmere House
6 Hobgate
York
YO24 4HF
United Kingdom

All rights reserved.