



THURSDAY, NOVEMBER 12, 2009

TOPIC: **Dealmaker's Intentions**

MODERATOR: **Mr. Ben Bonifant**, Vice President, Business Development Practice, Campbell Alliance

PANELISTS: **Dr. Ann Barry**, Senior Director, Worldwide Business Development, Pfizer Inc.
Dr. Mary Graves, Executive Director, Global Business Development and Virology Area Head, Roche
Ms. Catherine Sazdanoff, Vice President, Global Licensing, Takeda Pharmaceuticals North America, Inc.

In the first half of 2009, Campbell Alliance, biopharma management consulting firm, conducted a study of 100 senior-level executives in business development in order to obtain forward-looking data about the future deal-making intentions of pharmaceutical and biotech companies. The survey results included responses from both in- and out-licensors who had been active deal makers in 2008. Collectively, individuals responding to the survey reported that their organizations—both large and small—had participated in over 70 deals with an up-front payment of more than \$5 million in 2008.

At this program, Ben Bonifant of Campbell Alliance will share the study results and insights into the observations and implications of companies' deal-making intentions in 2009-2010, in categories such as:

- Expectations and intentions
- Organization and process
- Valuation
- Deal characteristics

In addition, he will facilitate a panel discussion with three leading business development executives: Dr. Ann Barry of Pfizer; Dr. Mary Graves of Roche; and Ms. Catherine Sazdanoff of Takeda Pharmaceuticals North America, to discuss their intentions behind deal-making today and in the future.