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The Citeline Story

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President - Citeline

informa

Citeline: Leading provider of Biopharmaceutical R&D Intelligence

- Digital only

- Best in class; market leader

- Intelligence driven by human QA efforts

- Innovative; first to market

- Must have; fill unmet need

- Used to make better strategic decisions

- Vital in reduced-budget/staff economic environment

- High value Subscription

Most comprehensive provider of global trial, drug, investigator, company and deals data

Citeline – Our History

Citeline's original proprietors: Zorba Lieberman and Pete Sikora

2002

- TrialTrove created to fill unmet need identified by top 10 Pharma company

2003

- Citeline built a team to take TrialTrove to market

Citeline – Our History

2004 and 2005

- TrialTrove adopted by nearly all of top 20 pharma
- Launched TrialScape and SiteTrove

2006

- Acquired by Informa Business Information

Citeline – Our History

2008

- Integrated PharmaProjects
- Launched Citeline Pipeline

2011

- Launched TrialPredict
- Integrated MedTRACK

Drug Discovery Process

| **Molecule Discovery 15% of Cost** | **Pre-clinical 2% of Cost** | **Phase I Clinical 5% of Cost** | **Phase II Clinical 19% of Cost** | **Phase III Clinical 59% of Cost** |

Citeline Intelligence used where 80% of costs occur
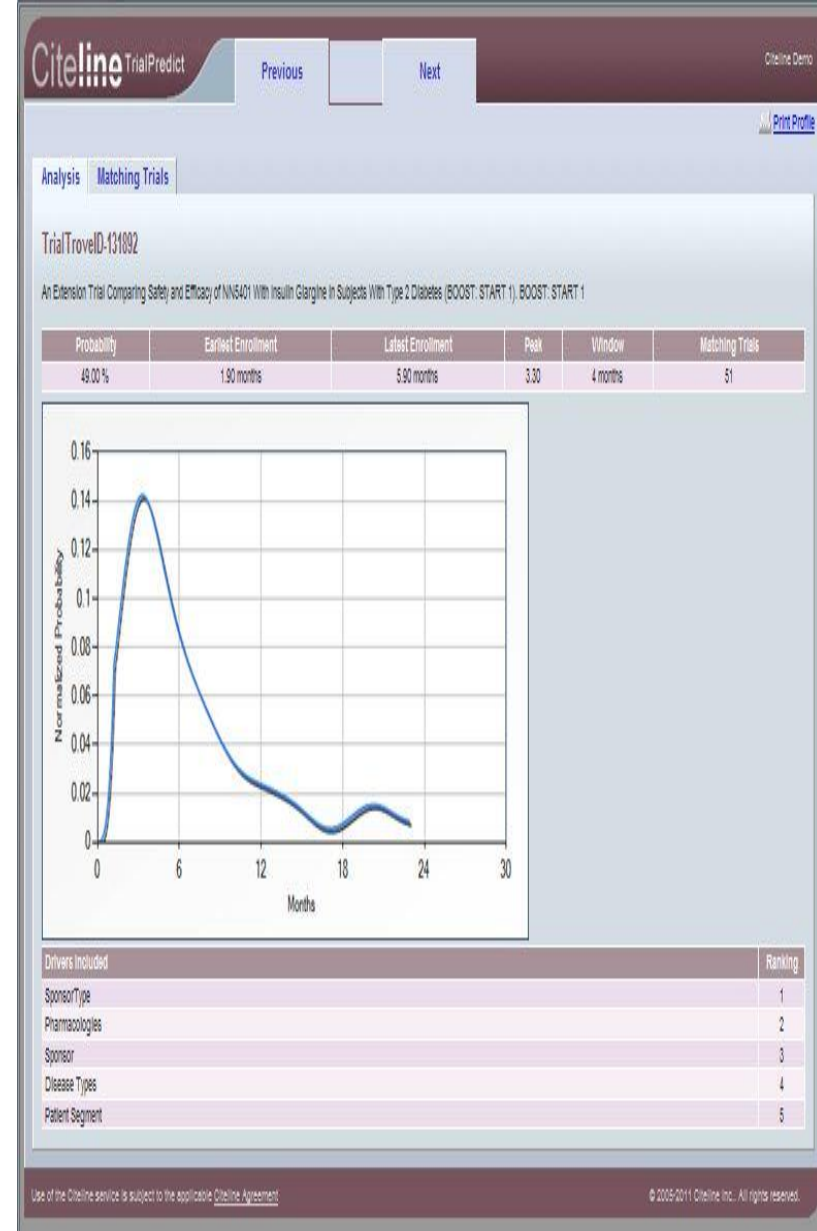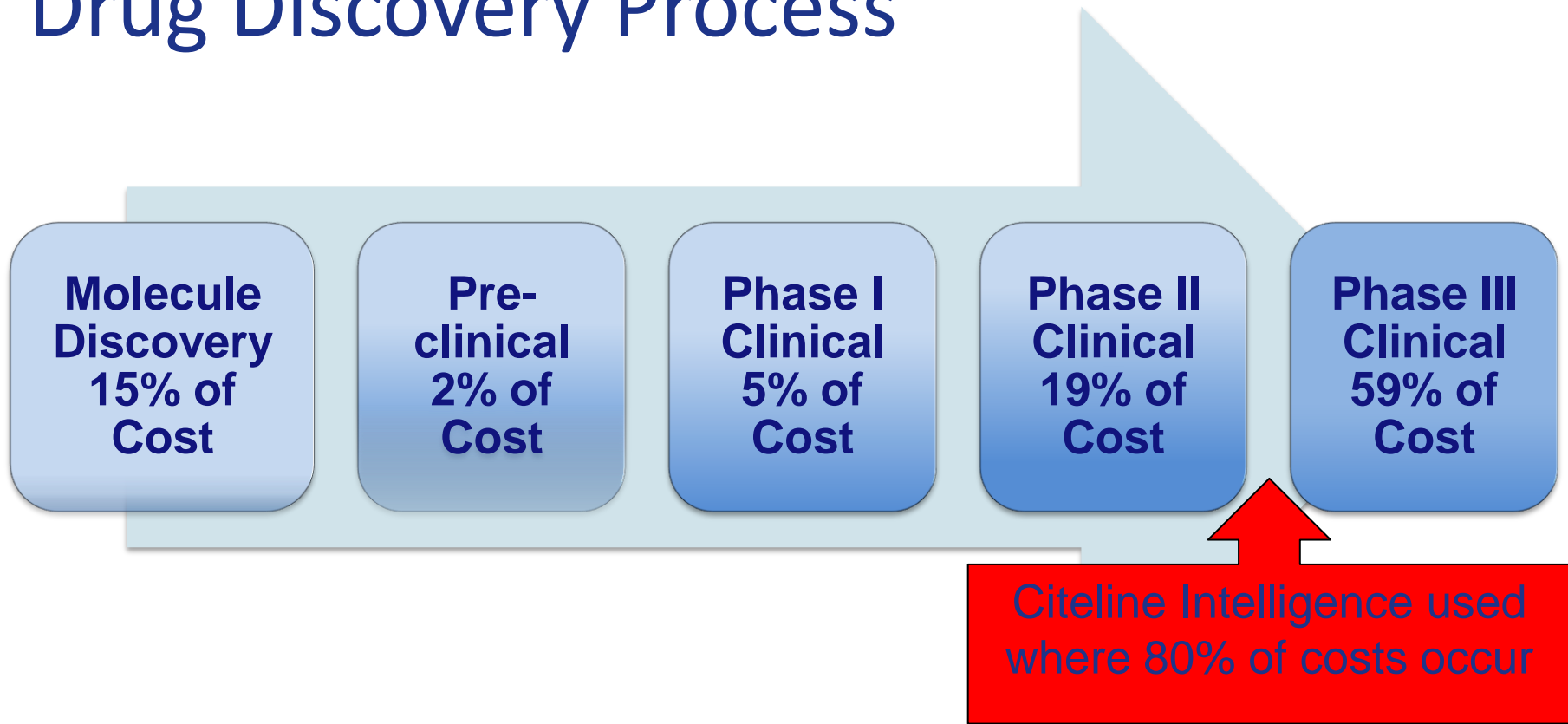
- Up to 98% failure rate
- $500M to $1B cost per new drug

Market Leading Portfolio

TrialTrove	SiteTrove	Pharma projects	CitelineAnalytics	TrialPredict	MedTRACK
Trial Sites and Design	PI Experience and Availability	Drug Details and Status	Visualize Develop-ment Program	Trial Timing Bench - Marking	Company and Deals Intelligence

SCRIP — **Supported by gold standard in news, commentary and analysis**

Real-time Intelligence

- Citeline products include data from over 19,000 unique public domain sources

    - 110,000+ clinical trials globally

    - 225,000+ clinical trial investigators globally

    - 46,000+ drugs

    - 21,000+ companies

    - 56,000+ deals

- All services are web-enabled, integrated and offered modularly

- Minimal investment to acquire new customers with small sales team

Leading Provider of R&D Intelligence

- 90% of the top 50 biopharma

- 70% of the top 10 Contract Research Organizations

- 1250 other Contract Manufacturing Organizations, universities, finance/VC, consultants…

- 60,000+ registered users

- Some top 5 Pharma with over 5,000 users paying up to $3M for full Citeline portfolio

Transparent Usage Data

Excerpt from Usage Statistics report from a top
5 Pharma client:

TrialTrove Usage Summary
Based on data for the period: January 1, 2010 to
December   31, 2010
Total TrialTrove Registrants   4,164

	For the Period
Unique Users	1,487
Sessions	20,302

	For the Period
Searches Conducted	21,401
Trial Records Viewed	87,625
Trial Records Exported	161,572
Total TrialTrove 'Consumption'	270,599

Innovation that creates change

Changing the way the industry uses Clinical Trials data

- The first comprehensive database of global LIVE clinical trials data
- Trained clients to use the data to support better informed strategic decisions
- First to offer enterprise-wide unlimited access to PhD level analysts for research support

Citeline is changing the way clinical trials are planned with SiteTrove

- Data driven approach to clinical site selection (who and where)
- With ROI potential in excess of up to $4M/ trial in planning costs

New!   TrialPredict

- Recently Launched

- Client-driven development based on real unmet need

- The biopharmaceutical industry struggles to estimate duration of clinical trials for:

- Feasibility and planning

- Forecasting

- Accurate budgeting and setting deadlines to be met

- Accurate competitive assessments

- Due diligence of in-licensing candidates
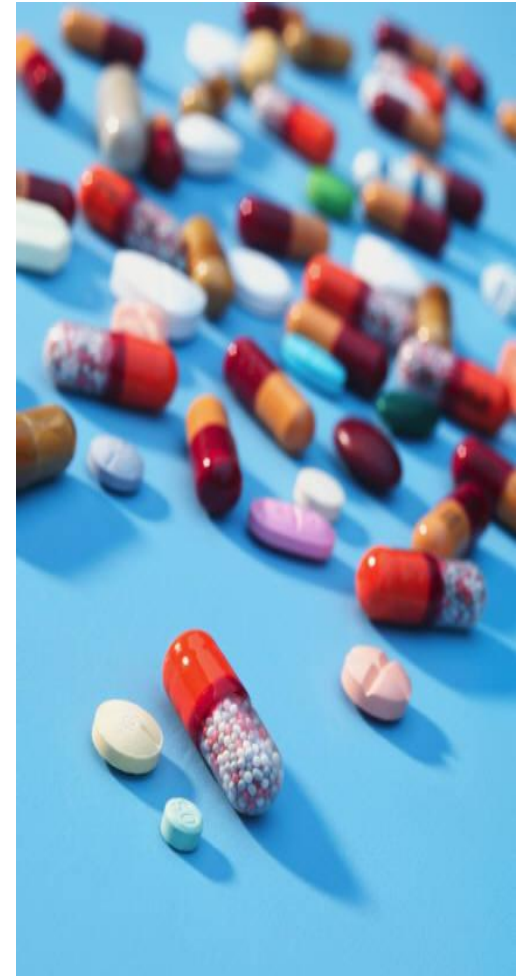
New! TrialPredict

- Database of actual or estimated trial timing
  for over 110,000 clinical trials tracked by TrialTrove

- Start date, enrollment period, study period

- Interactive tool for projecting duration of any
  real or hypothetical clinical trial

- Integrated with TrialTrove and SiteTrove

What our Customers Say

- "**TrialTrove** is light years ahead of any tool I've been introduced to. [it] has helped our staff gather global trials data in minutes rather than hours."

  CEO, Patient recruitment organization

What our Customers Say

- "SiteTrove is very powerful. I am amazed by the sheer amount of data and trials. This will help [us] better plan and execute our upcoming studies in a cost effective fashion."

Clinical Operations Director, Biopharma
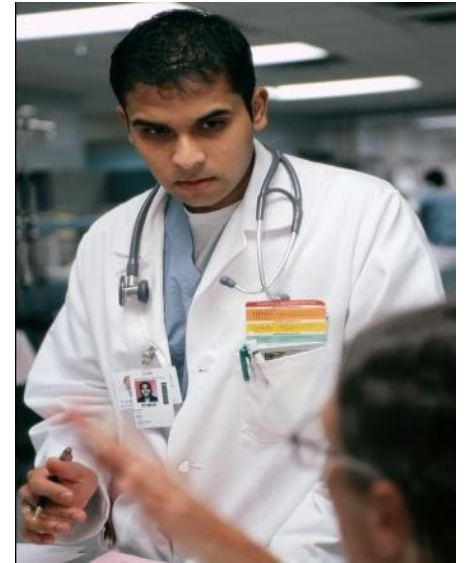
What our Customers Say

- "No one in the industry has addressed the need for benchmarking trial enrollment and study close, and **TrialPredict** methodology and output gives me everything I need."
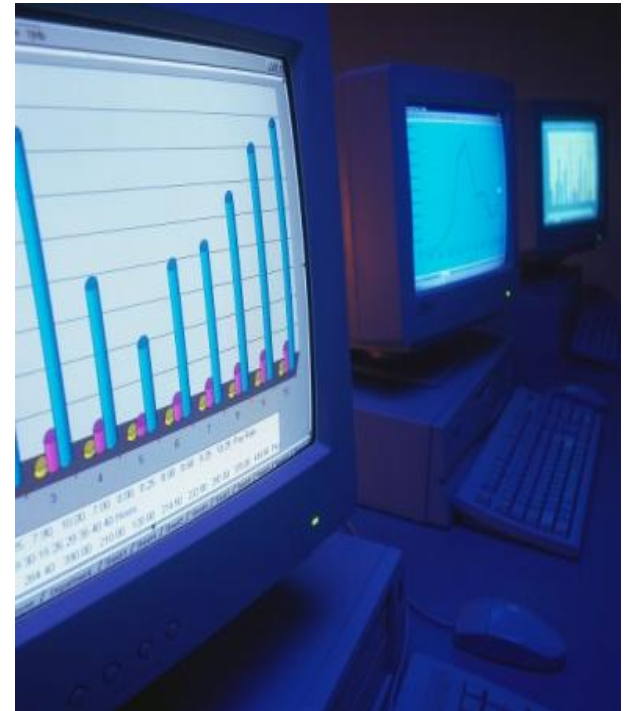
Global Biomedical Informatics, Top 5 Pharma company

Competition

Thomson Pharma

THOMSON PHARMA℠

Wolters Kluwer (Adis)

Adis
a Wolters Kluwer business

- Both evolved from print businesses

- Citeline born into the digital world

Opportunities

- Opportunities to create new products combining

  Citeline data and Datamonitor analysis

- New product potential for medical

  devices and diagnostics

- Other potential product ideas such as an

  approvals database

- Regional growth opportunities in Asia

  Pacific

Citeline and MedTRACK revenue by region data

- North America (NA)
- Europe (EU)
- Asia Pacific (AP)
- Rest of World (ROW)
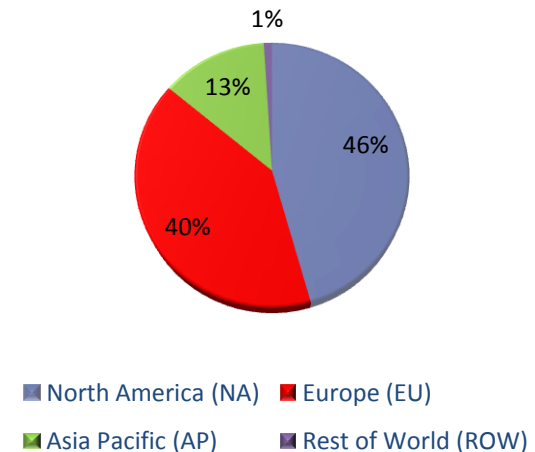
Outstanding Revenue Growth

- Modular, integrated product offerings

- Start with a module or a product

- Can select additional or change modules over time

- Provide best-in-class data and service

- Become trusted partner

- Upsell more modules and products over time

The Future

- Organic growth through product development

- Leverage IBI and Datamonitor strengths in healthcare market