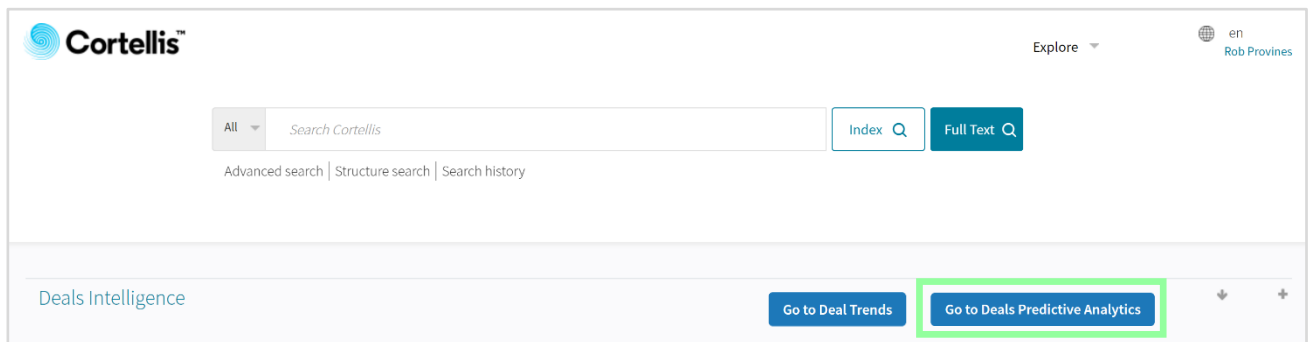


Deals Predictive Analytics Quick Guide

The Deals Predictive Analytics tool harnesses over 20 years of Cortellis data and more than 100K deals to predict deal values and success rates, helping you to prepare for partnering meetings and negotiate the best deal possible.

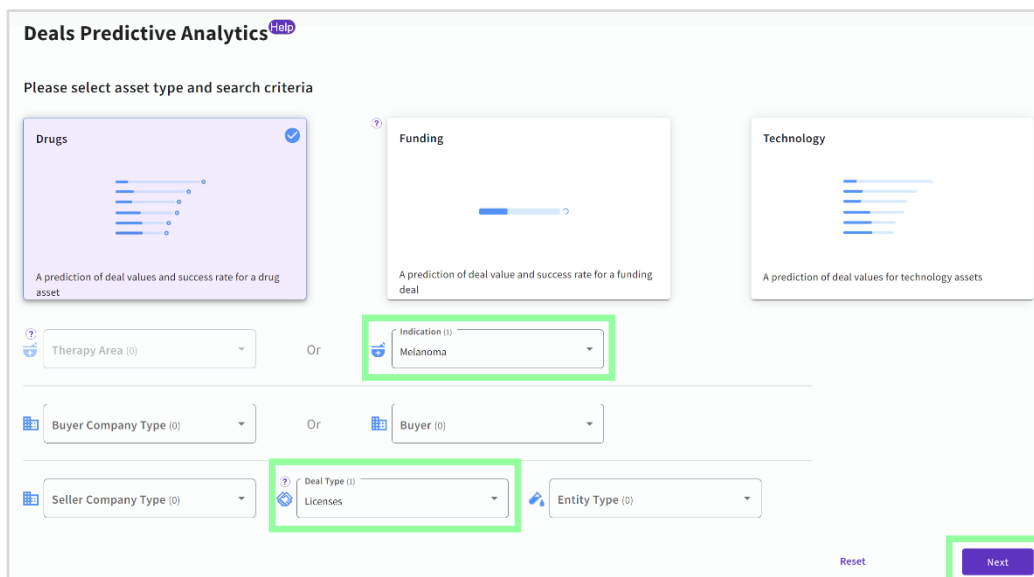
Example #1: Forecast melanoma deal values by drug phase and identify the probability of a drug successfully advancing to the next phase.

1. On the Cortellis homepage, in the Deals Intelligence area, click **Go to Deals Predictive Analytics**.



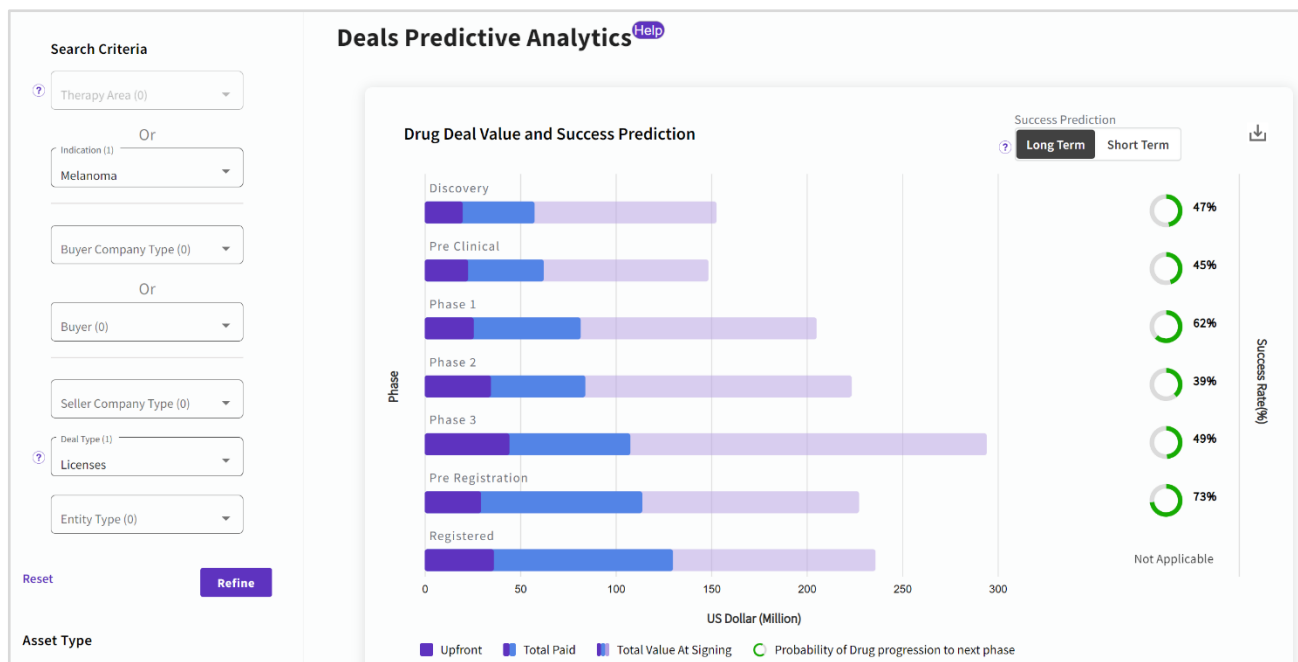
The screenshot shows the Cortellis homepage. At the top, there's a search bar with 'Search Cortellis' and buttons for 'Index' and 'Full Text'. Below the search bar, there's a navigation bar with 'Deals Intelligence' and two buttons: 'Go to Deal Trends' and 'Go to Deals Predictive Analytics'. The 'Go to Deals Predictive Analytics' button is highlighted with a green border.

2. The **Drugs** asset type is automatically selected.
3. For **Indication**, enter Melanoma. For **Deal Type**, select Licenses.
4. Click **Next**.

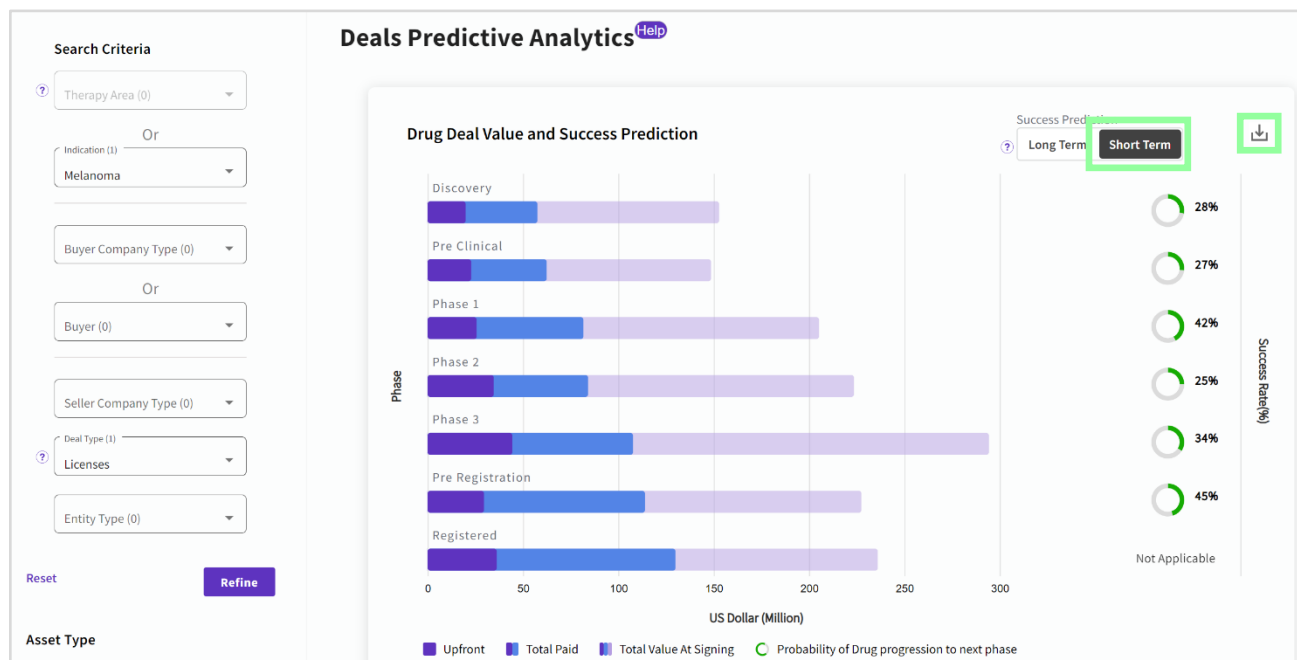


The screenshot shows the 'Deals Predictive Analytics' form. It has a title 'Deals Predictive Analytics' with a 'Help' link. Below the title, it says 'Please select asset type and search criteria'. There are three asset type options: 'Drugs' (selected with a blue checkmark), 'Funding', and 'Technology'. Below these, there are search criteria fields: 'Therapy Area (0)', 'Indication (1)' (set to 'Melanoma'), 'Buyer Company Type (0)', 'Buyer (0)', 'Seller Company Type (0)', 'Deal Type (1)' (set to 'Licenses'), and 'Entity Type (0)'. The 'Indication (1)' and 'Deal Type (1)' fields are highlighted with green borders. At the bottom right, there are 'Reset' and 'Next' buttons. The 'Next' button is highlighted with a green border.

5. The chart displays a prediction of Upfront, Total Paid and Total Value At Signing by phase.

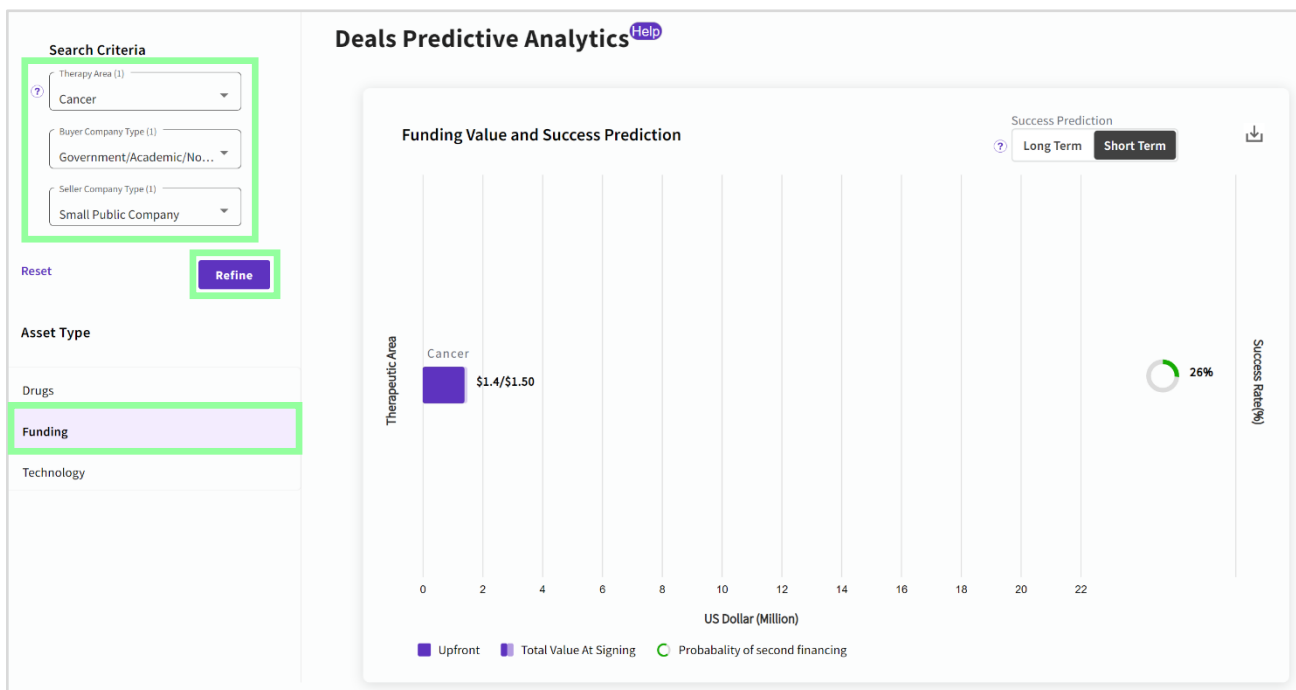


6. It also includes the probability of a drug successfully advancing to the next phase in the short term and long term. The success prediction is based on drugs that are associated with deals as well as the applied search criteria. Click **Short Term** to change the timeframe. Click the icon to the right to download the chart and prediction information to PowerPoint, JPG or Excel formats.



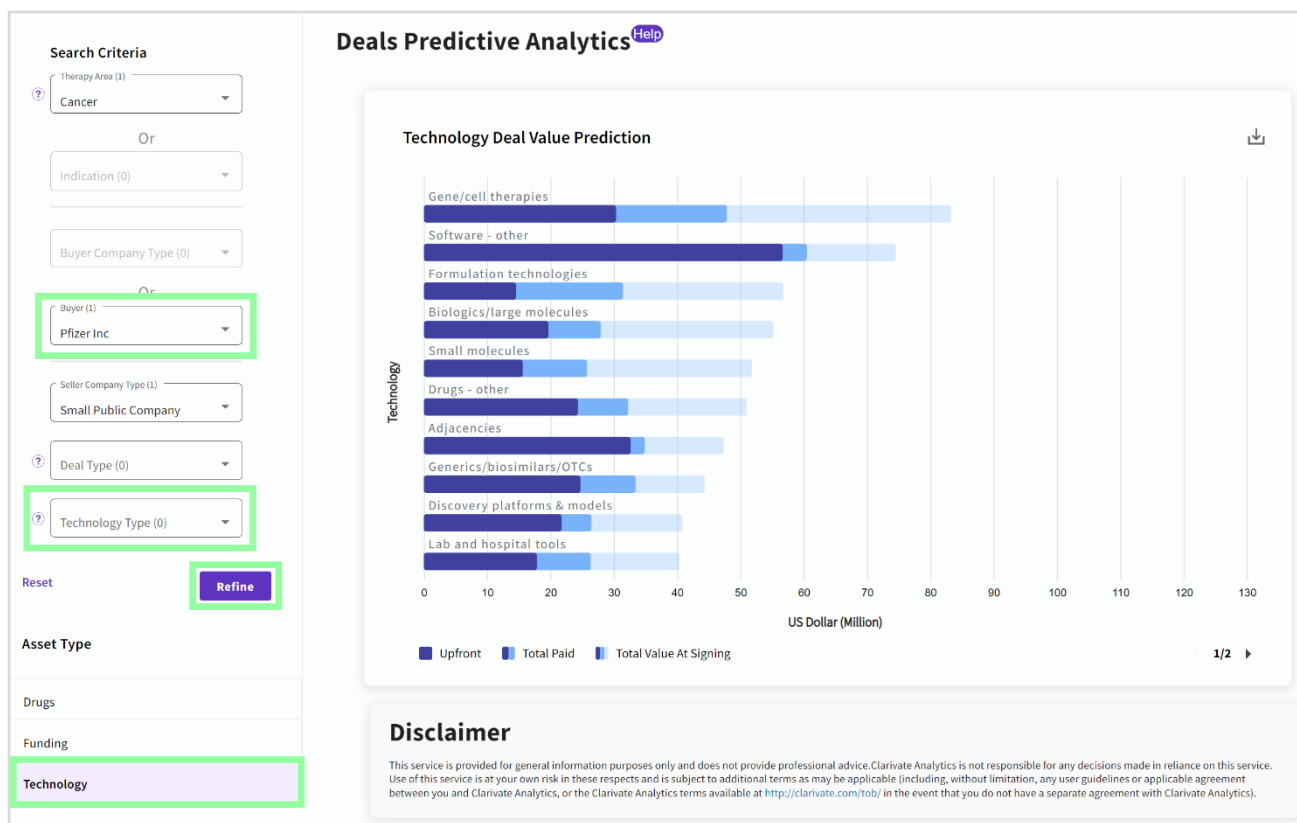
Example #2: Forecast cancer funding deal values and identify the probability of getting an additional round of funding.

1. Select **Funding** to switch to that asset type.
2. For **Therapy Area**, select Cancer. For **Buyer Company Type**, select Government/Academic/Non-Corporate. For **Seller Company Type**, select Small Public Company. Click **Refine**.
3. The chart displays a prediction of Upfront and Total Value At Signing and includes the probability of getting an additional round of funding.



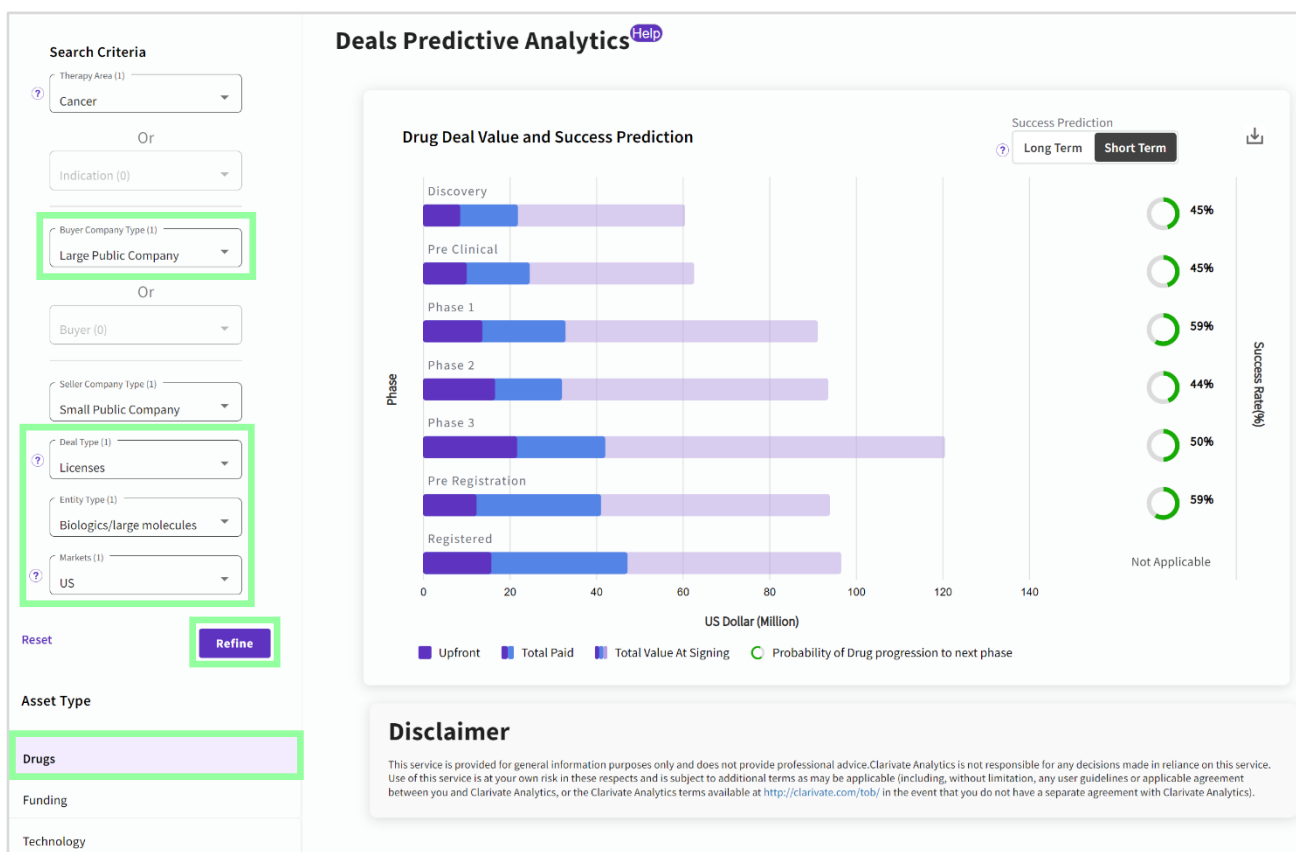
Example #3: Forecast cancer technology deal values for a specific buyer.

1. Select **Technology** to switch to that asset type.
2. For **Buyer Company Type**, select the Deselect option. For **Buyer**, enter Pfizer Inc and click **Refine**.
3. The chart displays a prediction of Upfront, Total Paid and Total Value At Signing for various technologies. To display only a single technology, you can select it in **Technology Type** and click **Refine**.



Example #4: Forecast license deal values for a cancer biologic in the US market.

1. For **Asset Type**, select **Drugs**.
2. For **Buyer**, select the Deselect option. For **Buyer Company Type**, select **Large Public Company**.
3. For **Deal Type**, select **Licenses**. For **Entity Type**, select **Biologics/large molecules**.
4. For **Markets**, select **US**.
5. Click **Refine**.



For more information contact Customer Service at **LS Product Support**.