

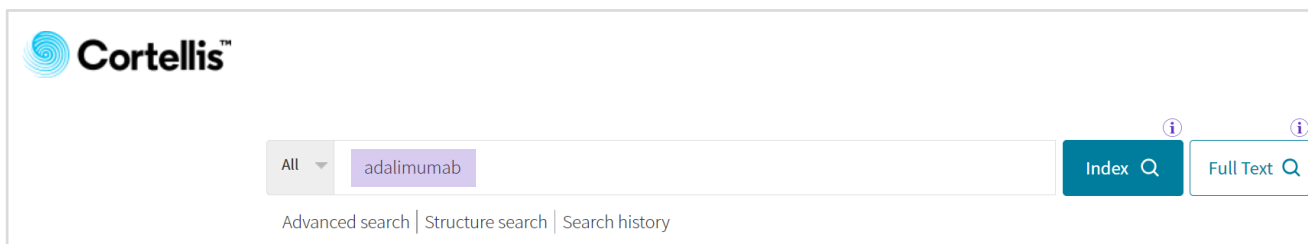
Access Cortellis analyst sales forecasts

Cortellis Competitive Intelligence

Cortellis Analyst Forecasts provide drug sales across various therapy areas and regions. Multiple charts allow you to view sales data for a single drug and understand how those sales compare to competitor drugs. You can compare sales by brand, company and other criteria.

1. Cortellis Analyst Forecasts are accessed in drug reports.

For this example, type **adalimumab** in the search box and click the **Index** search button.



The Cortellis search interface shows a search bar with the text "adalimumab" entered. To the left of the search bar is a dropdown menu set to "All". To the right are two buttons: "Index" and "Full Text". Below the search bar are links for "Advanced search", "Structure search", and "Search history".

2. On the search results page, click on **adalimumab**.

96 results found for index Search for the search term 'adalimumab'

First

Previous

1

2

Next

Last

Results

Per page : 50

Sort by: Relevance

Order Columns

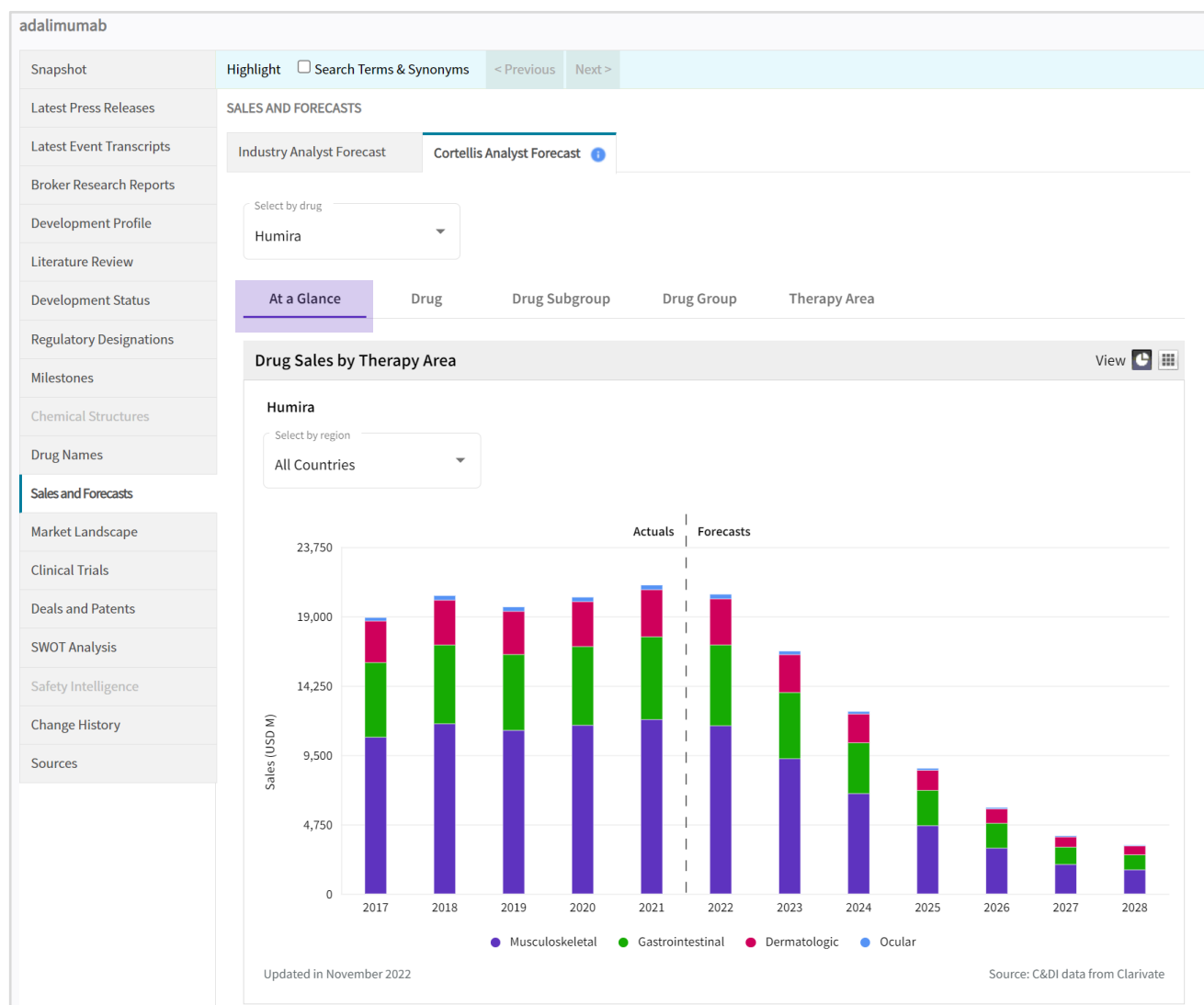
View

Drug Name	Originator Company	Active Companies	Therapy Area	Active Indications	Target-based Actions
<div>✓</div> <div>adalimumab</div>	MedImmune Ltd	<div>Filters : [0]</div> <div>AbbVie Inc; Eisai Co Ltd</div>	<div>Filters : [0]</div> <div>Respiratory; Dermatologic; Gastrointestinal; Immune; Cardiovascular; Inflammatory; Musculoskeletal; Neurology/Psychiatric; Ocular; Infection</div>	<div>Filters : [0]</div> <div>Ankylosing spondylitis; Arthritis; Behcets disease; Coronavirus disease 19 infection; Crohns disease; Hidradenitis suppurativa; Juvenile rheumatoid arthritis; Lower back pain; Osteoarthritis; Pouchitis;</div>	<div>Filters : [0]</div> <div>Integrin alpha-4/beta-7 antagonist; TNF alpha ligand inhibitor; TNF binding agent</div>

3. Select the **Sales and Forecasts** tab in the drug report.

Select the **Cortellis Analyst Forecast** tab.

The **At a Glance** chart displays sales for adalimumab (Humira) by therapy area. Sales actuals and forecasts are provided for multiple years and can be selected for various regions (All Countries, Rest of the World, United States).



4. Scroll down to see the methodology used for the forecasts.

Methodology

The brand forecasts are based on a “top-down approach” for marketed drugs and a “bottom-up approach” for newly launched and late-phase pipeline products.


Top-down approach:
For any given drug, future use will, to an extent, be driven by historical trends in uptake and usage. Therefore, the historical five years of company-reported net sales data are extrapolated based on the sales growth trend of the previous years to create a baseline forecast. The impact of major future events (i.e., likely to have an impact of 5% or more on sales), such as indication expansion and loss of exclusivity, are then applied over the baseline to determine the event-driven forecasts.

Bottom-up approach:
In this patient-based approach, the target patient pool is identified, and the estimated peak patient share and uptake curve of the drug are applied to that pool. The resulting patient numbers are converted to sales projections based on various parameters such as price, compliance rate, daily dosage, and days of treatment.

5. Scroll up and click the **Table View** icon in the upper right corner to display the sales values in a table.

At a Glance	Drug	Drug Subgroup	Drug Group	Therapy Area
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Drug Sales by Therapy Area

View 

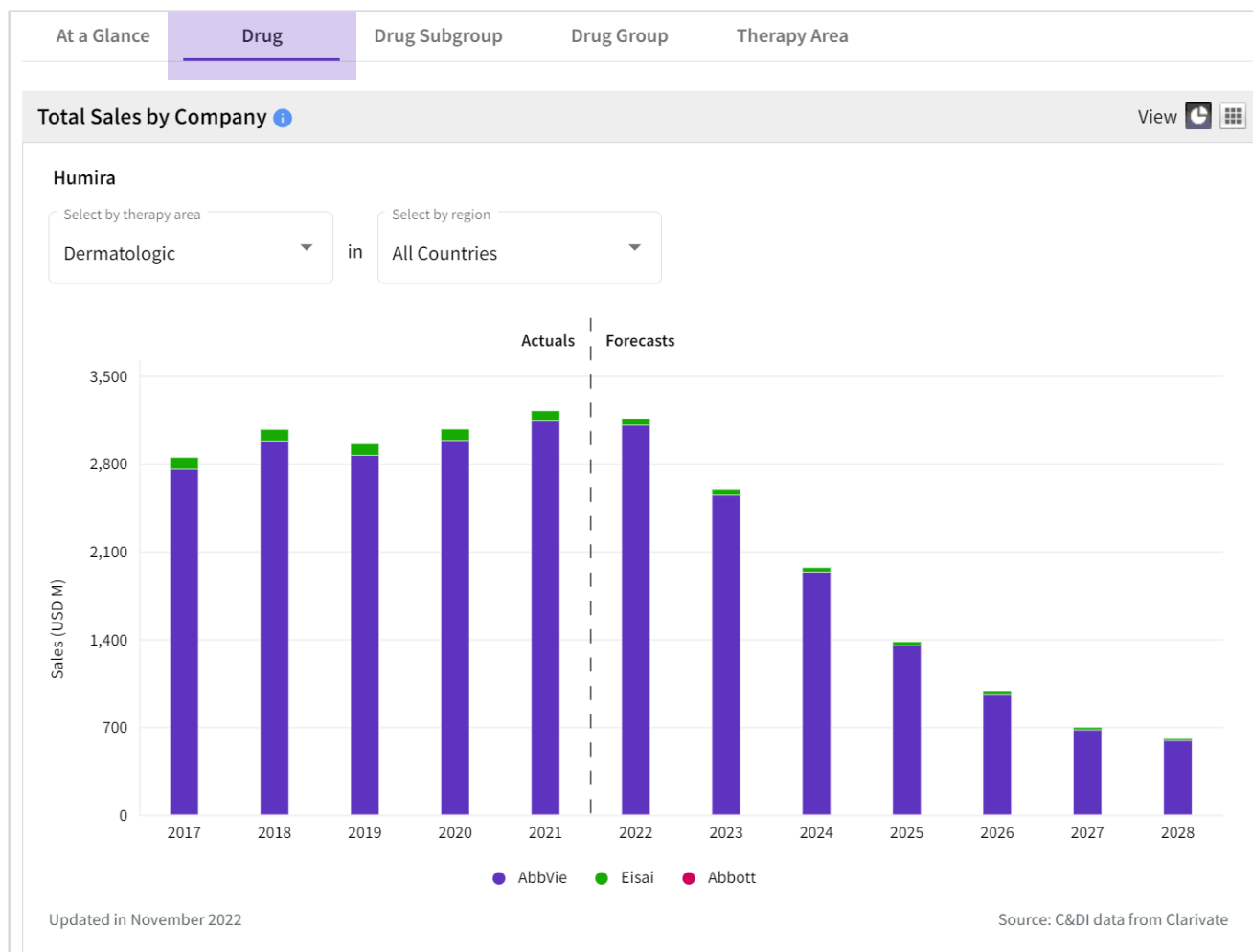
Humira

Select by region

All Countries

Therapy Area	Actuals (USD M)					Forecasts (USD M)						
	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
Musculoskeletal	10,729	11,646	11,202	11,547	11,939	11,511	9,254	6,870	4,670	3,128	2,012	1,646
Gastrointestinal	5,112	5,399	5,193	5,393	5,668	5,536	4,539	3,477	2,417	1,703	1,188	1,025
Dermatologic	2,849	3,072	2,956	3,075	3,221	3,157	2,591	1,970	1,378	982	696	605
Ocular	232	309	297	304	317	316	239	170	128	91	75	59
Total	18,922	20,426	19,648	20,319	21,144	20,520	16,623	12,487	8,594	5,905	3,971	3,335

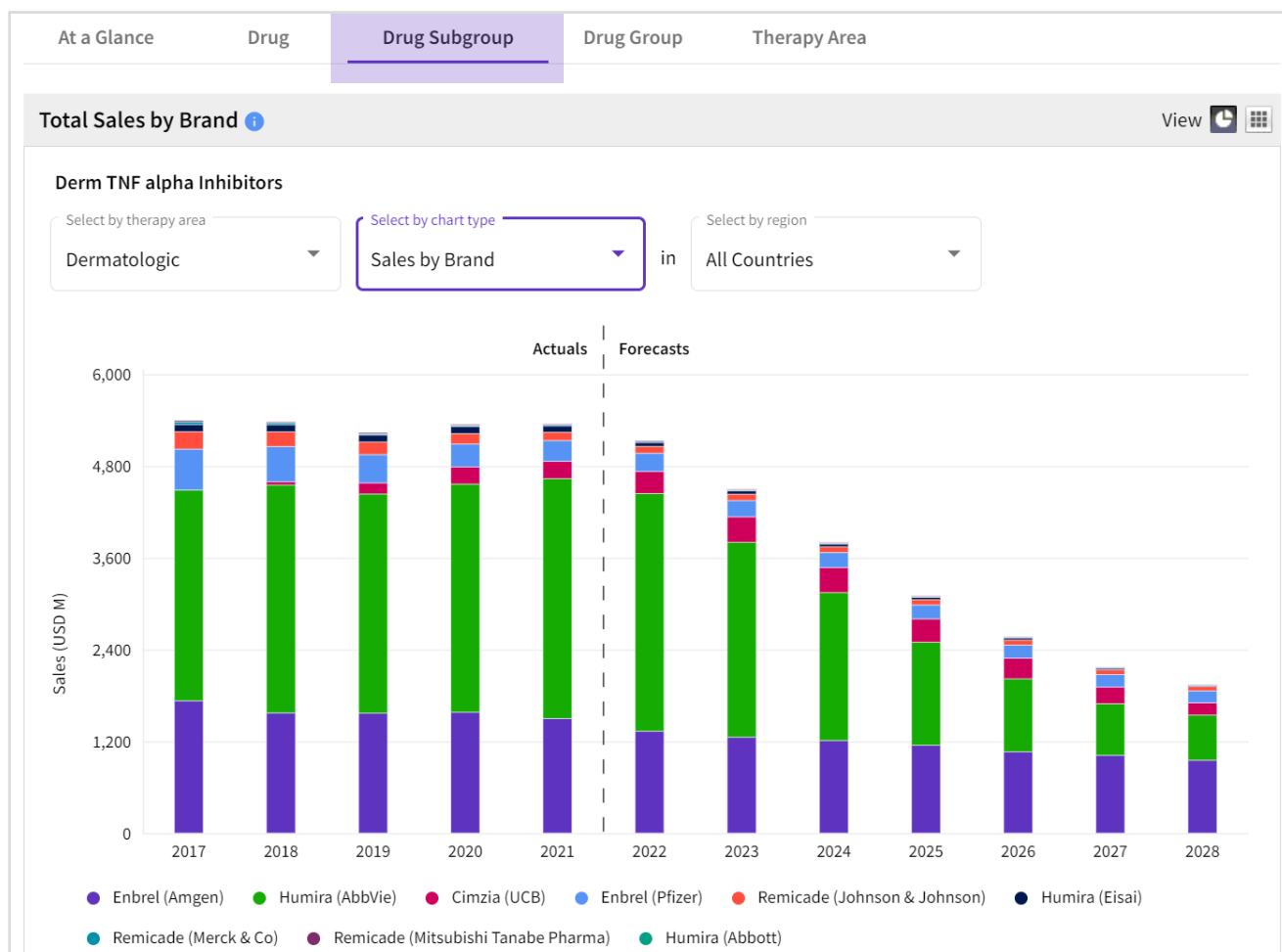
- Click **Drug** to display adalimumab sales by company. Use the drop-downs to change therapy areas or regions. A forecast summary is provided below the chart.



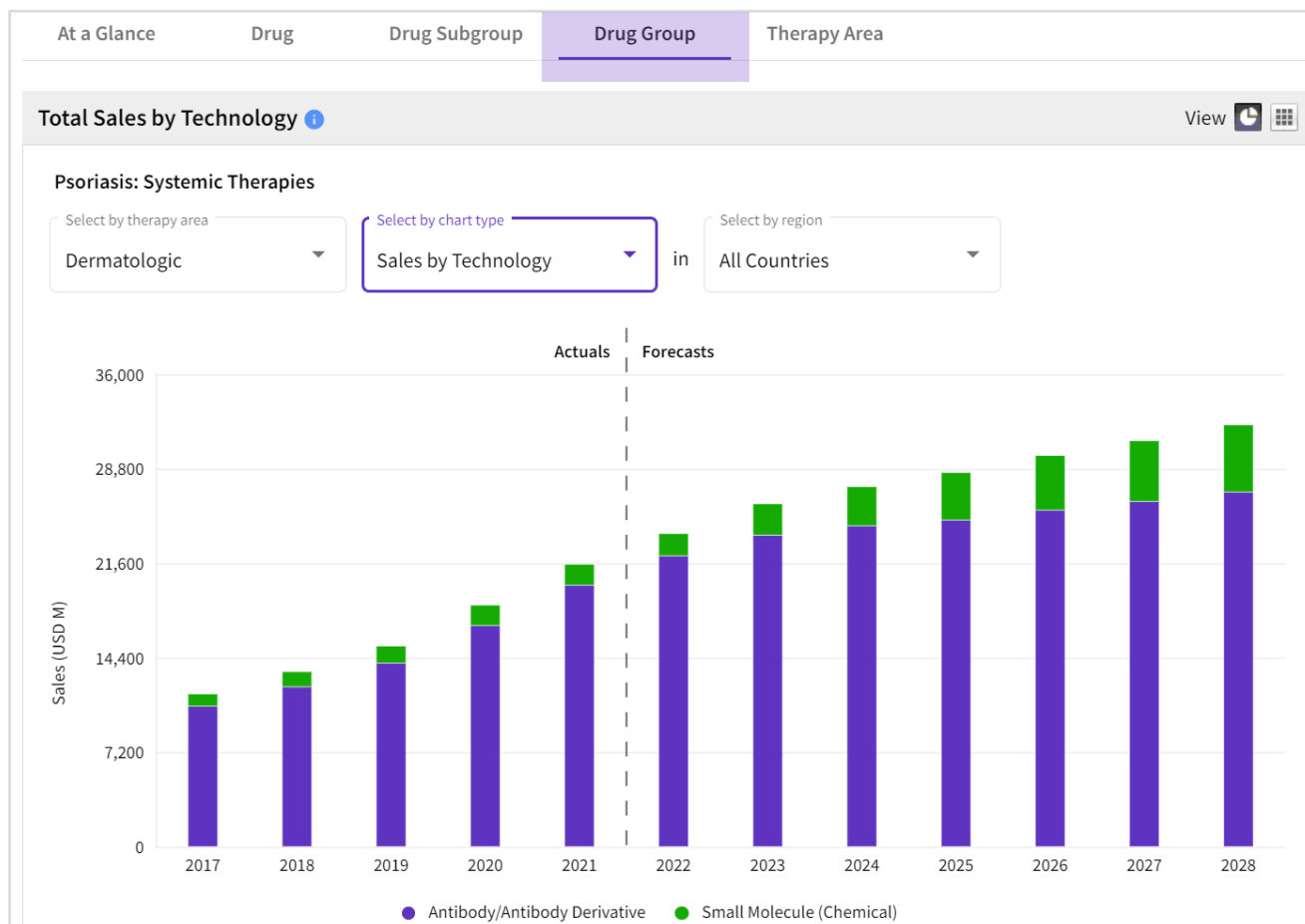
Forecast Summary

As the first fully-human anti-TNF antibody indicated for the treatment of psoriasis, Humira (adalimumab) does not have the immunogenicity issues that are of concern with other anti-TNF products (e.g. Remicade). This reduced immunogenicity is clearly an important differentiating factor, which has helped to generate blockbuster level sales for the brand across many different indications. Within the dermatology sector, Humira is considered the gold-standard biologic for the treatment of moderate to severe psoriasis, a status it shares with Enbrel (etanercept). Looking forward, we expect that Humira's strong efficacy profile and convenient self-administered pen injector will continue to drive Humira's use in this increasingly competitive market. However, we believe that several factors will constrain growth of the brand, including: high cost associated with the brand, the increasing focus on cost across most major markets under study, availability of biosimilar infliximab, and the launch of multiple adalimumab biosimilars (Amjevita, Hulio, Imraldi, and Hyrimoz) in ex-U.S. markets in the last quarter of 2018 will lead to significant brand erosion throughout the forecast period. Additional pressure comes from available biologics with different mechanisms of action such as Stelara (ustekinumab) and Tremfya (guselkumab), Otezla (apremilast), and Cosentyx (secukinumab). Both Stelara and Cosentyx have shown superiority to the TNF inhibitor Enbrel, but due to their high price are generally used after failure of TNF inhibitors, thus Humira remains a common choice for first-line biologic use in psoriasis patients.

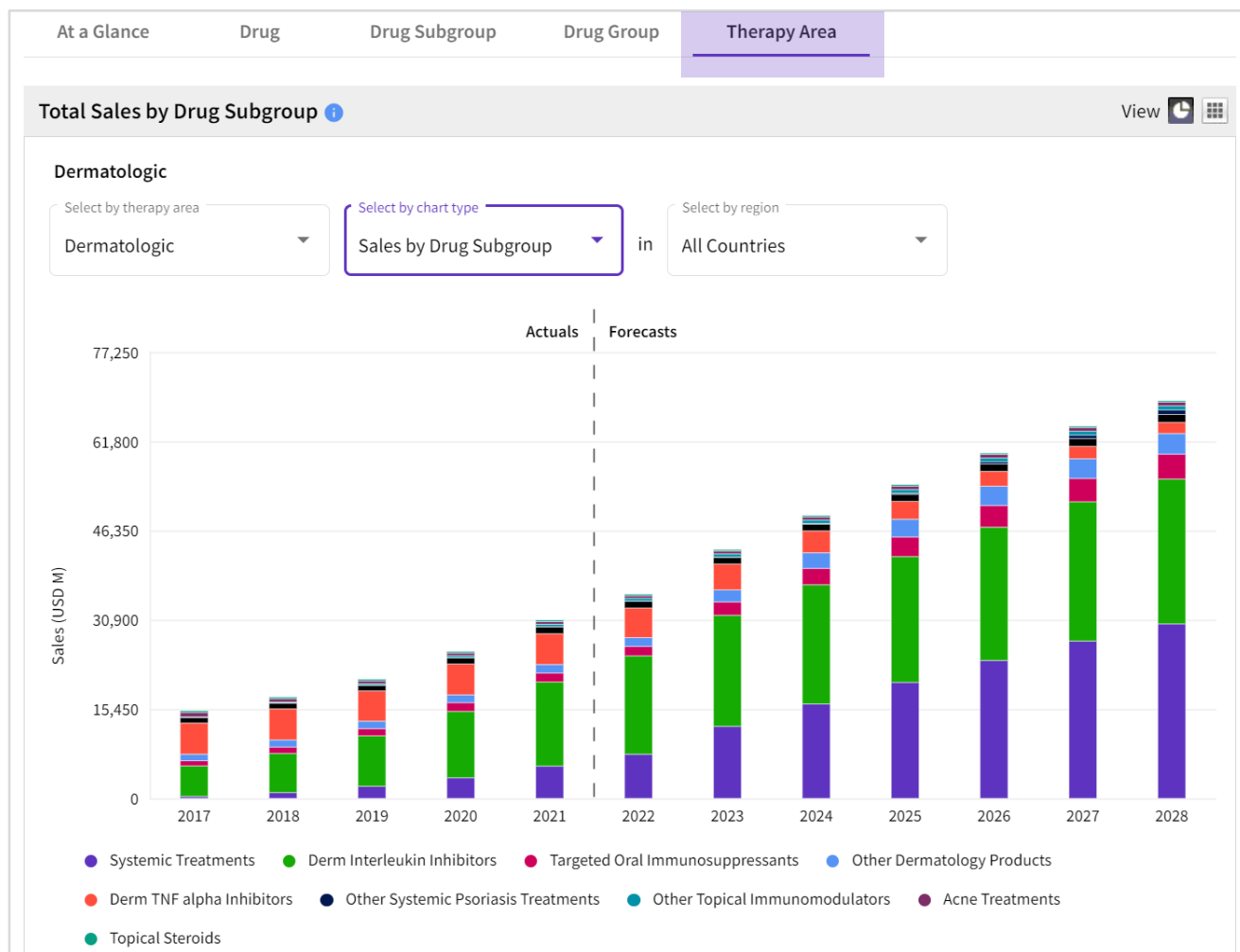
7. The next three charts compare adalimumab to competitor drugs. **Drug Subgroup** includes drugs based on a pharmacological, chemical or disease subgroup. The drop-down for chart type allows you to display sales by brand or company.



8. The **Drug Group** chart displays sales based on a therapeutic group or disease. The drop-down for chart type allows you to display sales by technology or other criteria.



9. The **Therapy Area** chart displays sales by therapy area. The drop-down for chart type allows you to display sales by drug subgroup or other criteria.



NOTE: there may be differences between actual sales on the Cortellis Analyst Forecast tab and on the Industry Analyst Forecast tab. Reasons for differences are provided in the table below.

Reason for difference	Details
Difference in Japan fiscal year reporting	For the fiscal year ending March or June 2023, the Cortellis Analyst Forecast considers sales as 2022 sales, whereas the Industry Analyst Forecast considers it as 2023 sales.
Difference in exchange rates used	The frequency of update of exchange rates is different for each of the forecast types.
Same molecule reported as different brands	Industry Analyst Forecast reports sales at the molecule level, so sales of multiple brands for the same molecule would be added. On the other hand, Cortellis Analyst Forecast reports sales at the brand level.
Therapy area split	Cortellis Analyst Forecast provides sales and forecasts at the therapy area level while Industry Analyst Forecast is at the drug level. For drugs approved in multiple therapy areas, the Cortellis Analyst Forecast would show sales and forecasts for each therapy area separately.
Estimated / trended sales in Cortellis Analyst Forecast	In cases where the company does not report the actual sales, the Cortellis Analyst Forecast would be estimating / trending the sales. For these cases, the Industry Analyst Forecast would not show any sales.
Frequency of update	The Industry Analyst Forecast can be updated more frequently (i.e. when events such as acquisitions take place) so changes may occur sooner than changes to the Cortellis Analyst Forecast.
Alliance revenue	The Industry Analyst Forecast does not report alliance revenue, whereas the Cortellis Analyst Forecast will cover alliance revenues in cases of collaboration where one company books all sales of a product, but the other company also reports the revenues of the product (captured as alliance sales).

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