

WORLD PREVIEW ► 2028

PATENTS & PRICING

THE BIG PICTURE ► 2028

THE TOP LINE SHOWS AN INDUSTRY IN GOOD HEALTH.



\$1.6 tn

PRESCRIPTION
DRUG SALES
2028



6%

CAGR
SALES
GROWTH



\$285 bn

R&D SPEND
2028



+2.6%

CAGR
R&D SPEND
2021-2028

PATENT (CLIFF) PENDING

EXPECT PROTECTIVE ACTION FROM THE BIG PLAYERS.

OPDIVO

ELIQUIS
apixaban

LOSE
PROTECTION
IN THE NEXT
10 YRS

KEYTRUDA

HUMIRA
adalimumab

\$108 bn

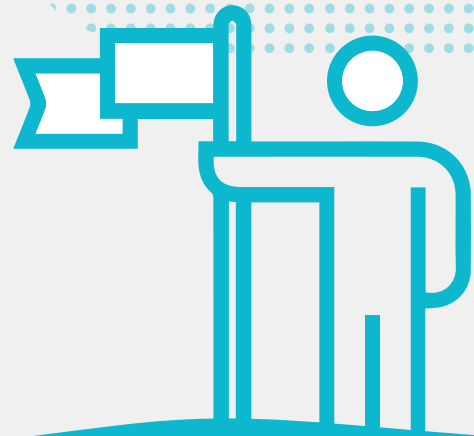
TOTAL SALES AT RISK
BY 2028
(6.7% OF MARKET)

Evaluate

a norstella company

LEADERBOARD IN 2028

Not-quite business as usual, with oncology still huge but a first time position at the top for an Alzheimers drug.



Roche

\$63
BILLION

SALES



KEYTRUDA®

\$32
BILLION

PRODUCT



Roche

\$12
BILLION

**NET
PRESENT
VALUE**

Gantenerumab
(Highest valued
pipeline product)



ONCOLOGY

\$365
BILLION

**THERAPY
AREA**