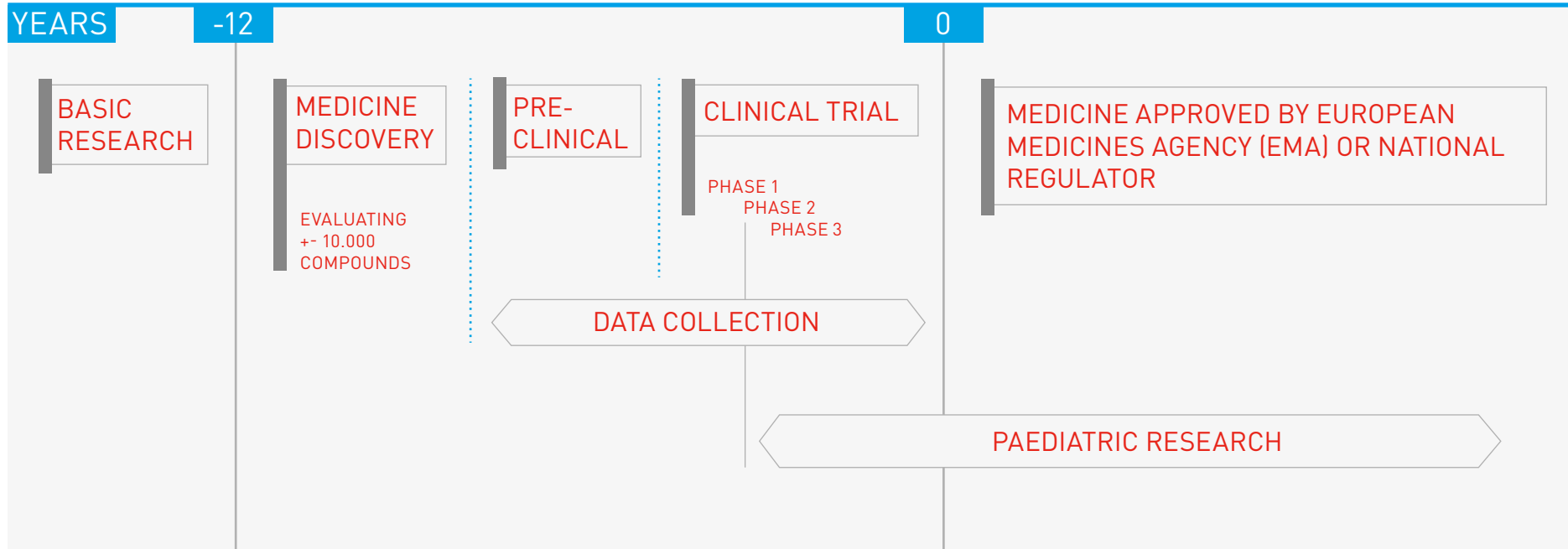


CURRENT EU IP INCENTIVES AND REWARDS



ONLY 7.9% OF MEDICINES IN CLINICAL TRIALS SUCCESSFULLY MAKE IT TO APPROVAL (BIO 2021)

IP incentives and rewards provide a simple, effective set of tools that – running in parallel – support a thriving pharmaceutical ecosystem. This generates new medicines for patients, which become the generics and biosimilars of tomorrow. Incentive predictability is key to investment, which is often 12+ years before a medicine is available to patients.

AVERAGE 12 YEARS MEDICINES DEVELOPMENT

