

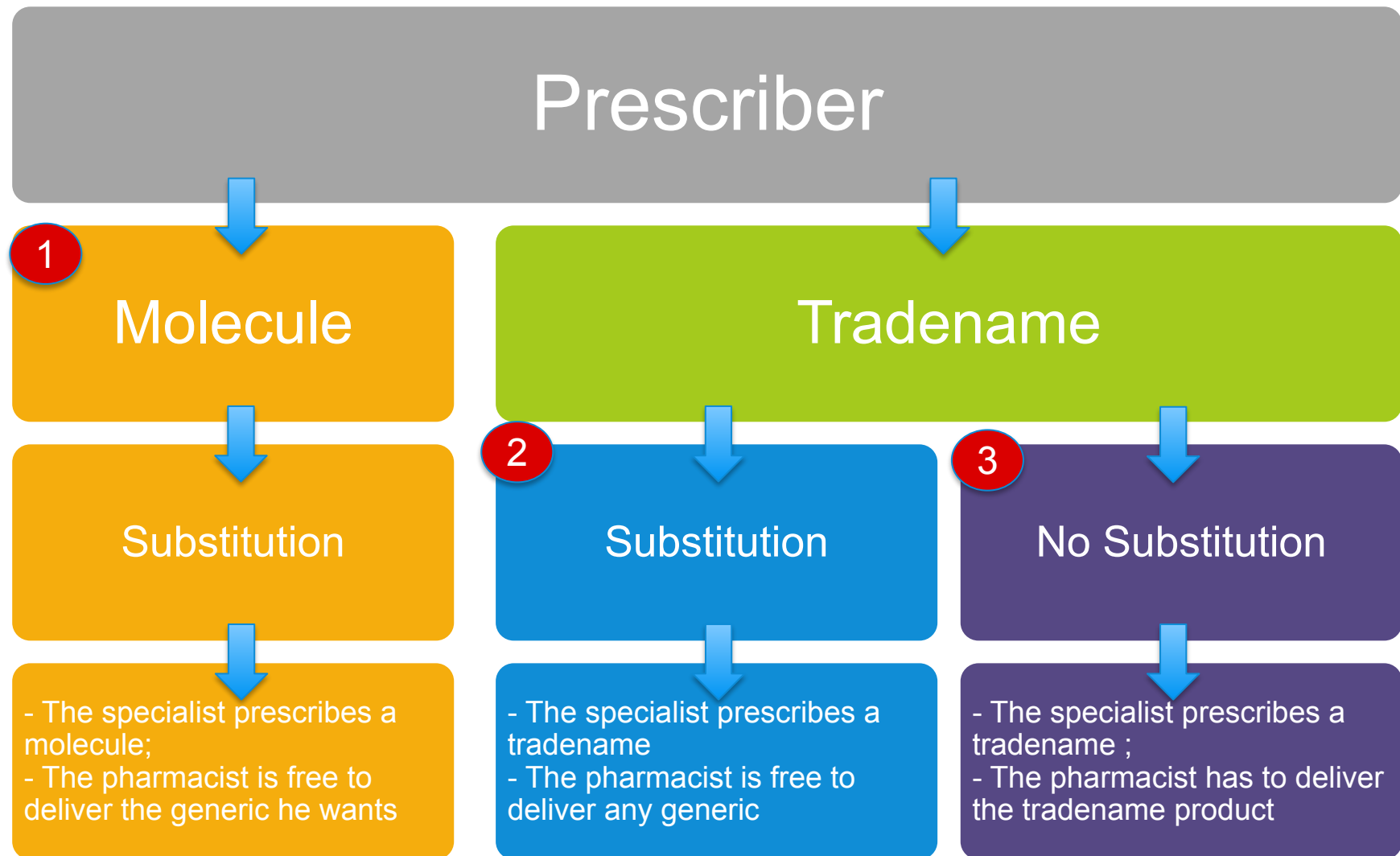


RETAIL MARKET - ***KAZAKHSTAN***

GENERAL INFORMATION

TERRITORY

MARKET OVERVIEW



stragen ☐ Please indicate which process fits to your market, n°1, 2 or 3

PURCHASING PROCESS

1 WHO IS THE PRESCRIPTOR/ADVISOR?

(For example)

- Specialist;
- Pharmacists;
- Wise woman;
- Gynaecologist;
- ...

2 WHAT IS THE DISTRIBUTION CHANNEL?

(For example)

- Pharmacy
- Hospital
- ...

3 WHICH FACTORS IMPACT PHARMACIST ADVICE?

(For example)

- Specialist prescription
- Price
- Scientific rationale
(MedRep visit)
- Company awareness
- ...

4 WHICH FACTORS IMPACT CONSUMER BRAND CHOICE?

(For example)

- Pharmacist advice
- Price
- Product quality (Swiss)
- ...

PRODUCT(S) OF INTEREST

	Product	Dosage	Pack size	Originator name	Main indication	Sold on private / public market	Originator public price / pack
n°1							
n°2							
n°3							
n°4							
...							

PRODUCT N°1 ANALYSIS

TERRITORY

PRODUCT GENERAL INFO

- **Product Overview :**

- Is it a prescription product ? Yes / No
- Who is the prescriber ? (*Gynecologist, Doctor, other specialist ...*)
- Do the pharmacists shall respect the prescription ? Yes / No
- Is it a Substitution market ? Yes / No
- Is the product reimbursed ? Yes / No
- Where the product could be sold ? (*Pharmacies, Doctors, hospitals...*)
- Should you promote the products ?
- If yes, to whom should you promote the product ? (*Prescriber / Pharmacists ...*)
- Do you have medical representatives ? Yes / No ; How many ?
- If yes, in which sector ? (*Gynecology, Oncology ...*)
- Is European packaging accepted ? Yes / No
- Should we use a dedicated packaging ? Yes / No

- **Registration process :**

- Which type of stability study ICH is required ? (Zone II, IVa, IVb ...)
- Registration timeline ? (*12 months, 24 months ...*)
- Registration fees ?
- Is the product price setting free or fixed by the MOH ?
- If it's fixed, please explain the process:

MEDICAL SYSTEM

- **SPECIALISTS / GP**

- *Number - Private, Hospitals, Clinics, Key hospitals.*
- *Are they used to prescribe/recommend this type of product (please precise the product name)?*

- **PHARMACISTS**

- Number
- Organization (Chains, Independent,...)
- Usual margins

- **WHOLESALEERS**

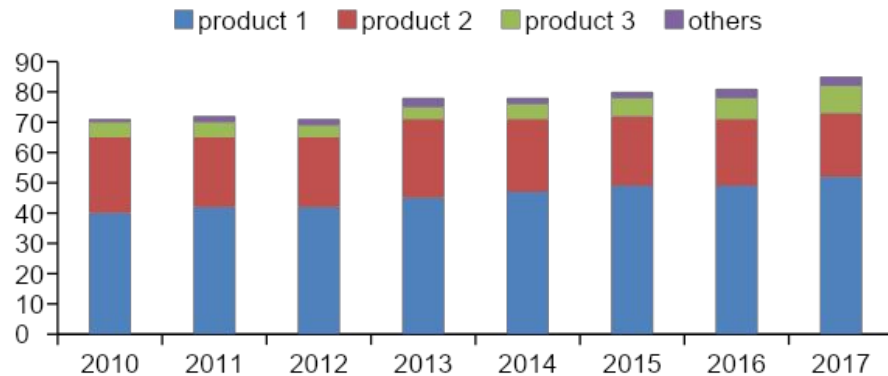
- Main players
- Usual margins

☐ *Please detail how is organized the Medical system in your territory*

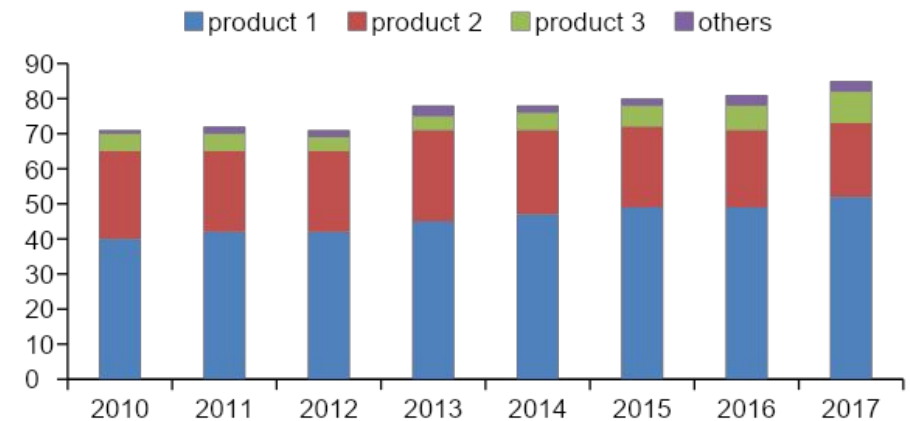
COMPETITIVE MARKET ANALYSIS

• GLOBAL MARKET

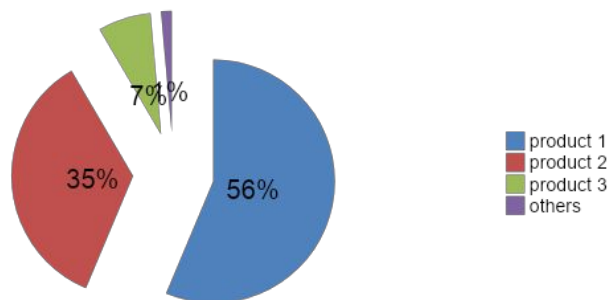
Total market - main competitors in TO
(Mio€)



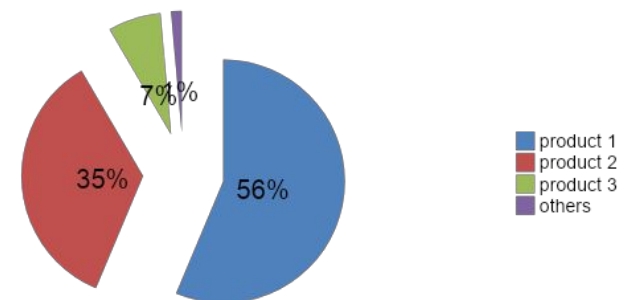
Total market - main competitors in UN



Total market - market share in TO



Total market - market share in UN



COMPETITIVE MARKET ANALYSIS

- OVERVIEW OF THE 3 MAIN COMPETITORS ON THE TERRITORY

Competitors	Molecule	Brand name	Dosage	Pack size	Public price (per pack)	Annual Quantities (per pack)	Annual Revenues (in €)	Market Share	Key selling point	Is the product imported or locally manufactured ?
Main Competitor Name										
Competitor 2 Name										
Competitor 3 Name										

- SWOT ANALYSIS OF STRAGEN PRODUCT



FINANCIALS

• PRICE POSITIONING

-> Please complete the Excel template (blue cells) below and confirm the most appropriate retail price compared to the outcomes of the competitive environment evaluation

	Rate	Cost (EUR)
Target Public Retail Price incl. VAT		
VAT		0.00
PHARMACY*		
Public Retail Price excl. VAT		0.00
Pharmacy margin		0.00
Purchasing price from wholesalers		0.00
WHOLESALER		
Transfer price to pharmacies		0.00
Wholesaler margin		0.00
Partners selling price		0.00
Client company		
Transfer price to wholesaler		0.00
Partner Gross Margin		0.00
Custom duties / Import Taxes		0.00
Purchasing price from Stragen		0.00
STRAGEN		
Target Transfer price from Stragen		0.00

- **FORECAST**

Product	Dosage	Pack Size	Year 1	Year 2	Year 3

☐ Please detail the rationale supporting your sales forecast



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