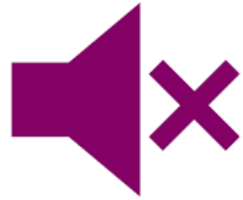




# **New Forecast of Pharma Market considering COVID-19 | CENCA**

**Special Edition for Country Presidents**

# House Keeping



Please mute and  
disable video  
when not  
speaking



We will have a 30  
minute Q&A  
session at the end  
of the webinar



# Agenda

- +The LATAM Perspective
- +CENCA Countries Outlook
- +Forecasts Amidst COVID-19 Impacts



# The LATAM Perspective

**Xavier Valdez**



# Agenda

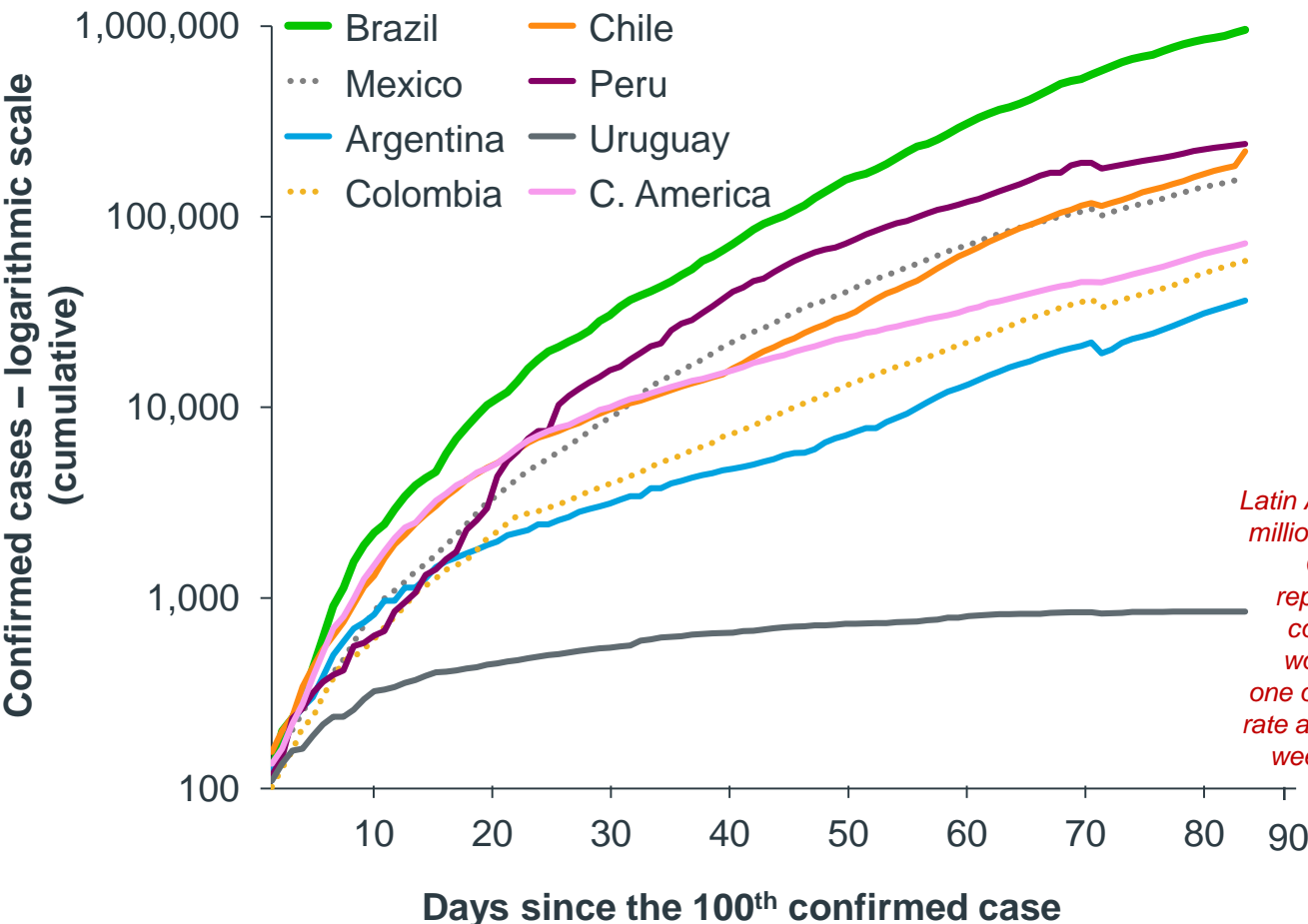
- +The LATAM Perspective
- +CENCA Countries Outlook
- +Forecasts Amidst COVID-19 Impacts



# Covid-19 disease evolution in the region

# Latin America has the highest COVID-19 growth rate in the world

## Growth of COVID-19 cases across Latin America\*

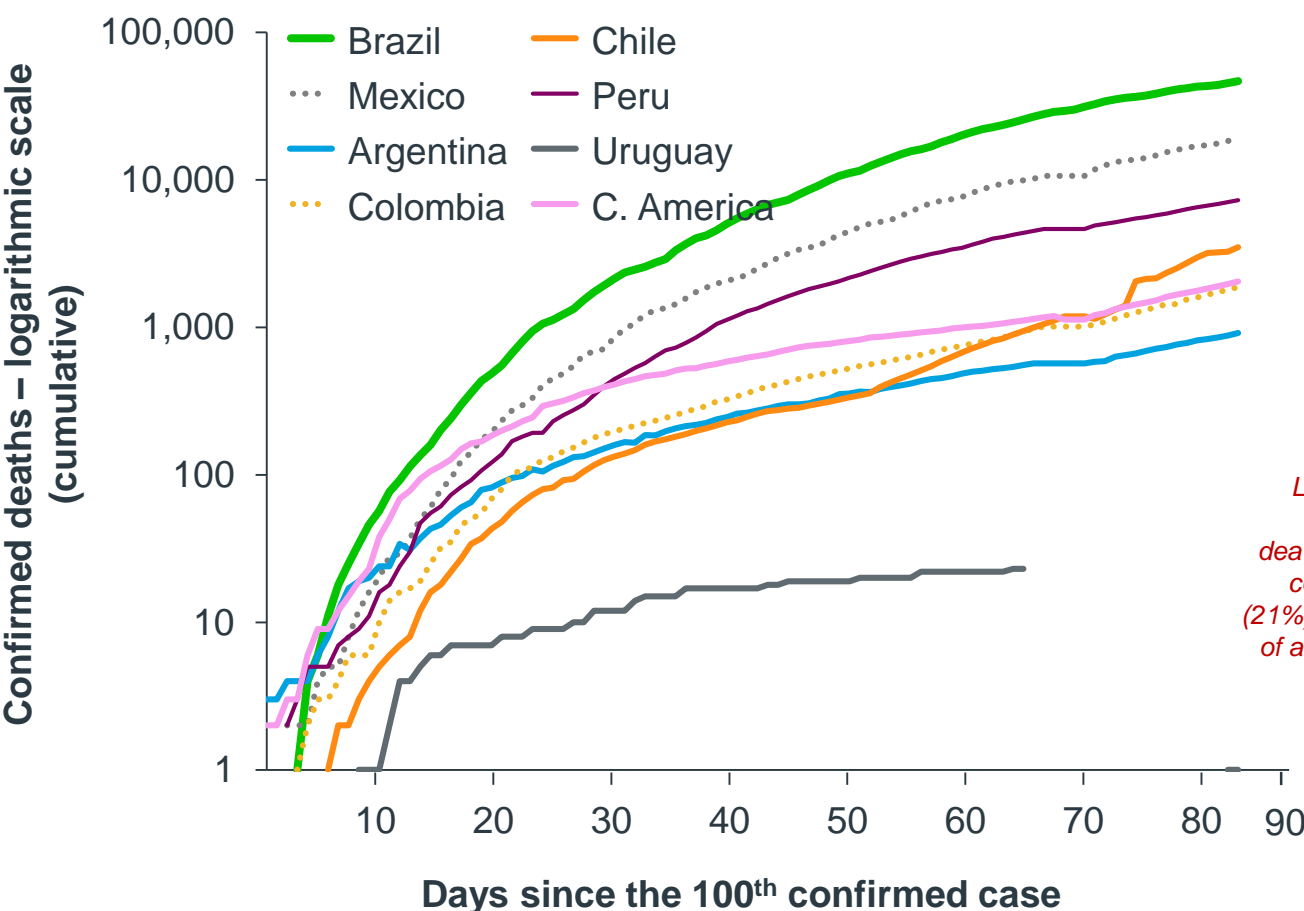


Country/Region	Confirmed cases (June 18 <sup>th</sup> )	% Growth since last week
Brazil	955.377	24%
Mexico	159.793	24%
Argentina	36.359	35%
Colombia	58.692	34%
Chile	220,628	48%
Peru	240,908	15%
Uruguay	849	0.2%
Centr. America	72,597	28%
Latin America*	1.745.203	26%
Africa	267.242	27%
Asia	1.708.176	18%
USA/Canada	2.263.132	8%
Europe	2.235.109	12%
Total	8.218.862	15%

Number of confirmed cases after the 100<sup>th</sup> confirmed case, in logarithmic scale.  
Source: European Centre for Disease Prevention and Control; World Health Organization. Last updated June 18<sup>th</sup>, 2020.  
\* Latin America includes: Brazil, Argentina, Mexico, Colombia, Chile, Ecuador, Peru, Uruguay, Central America (Costa Rica, Panama, Guatemala, Honduras) + Dominican Republic.

# The same dynamics can be observed in terms of COVID deaths

## Growth of deaths by COVID-19 across Latin America\*



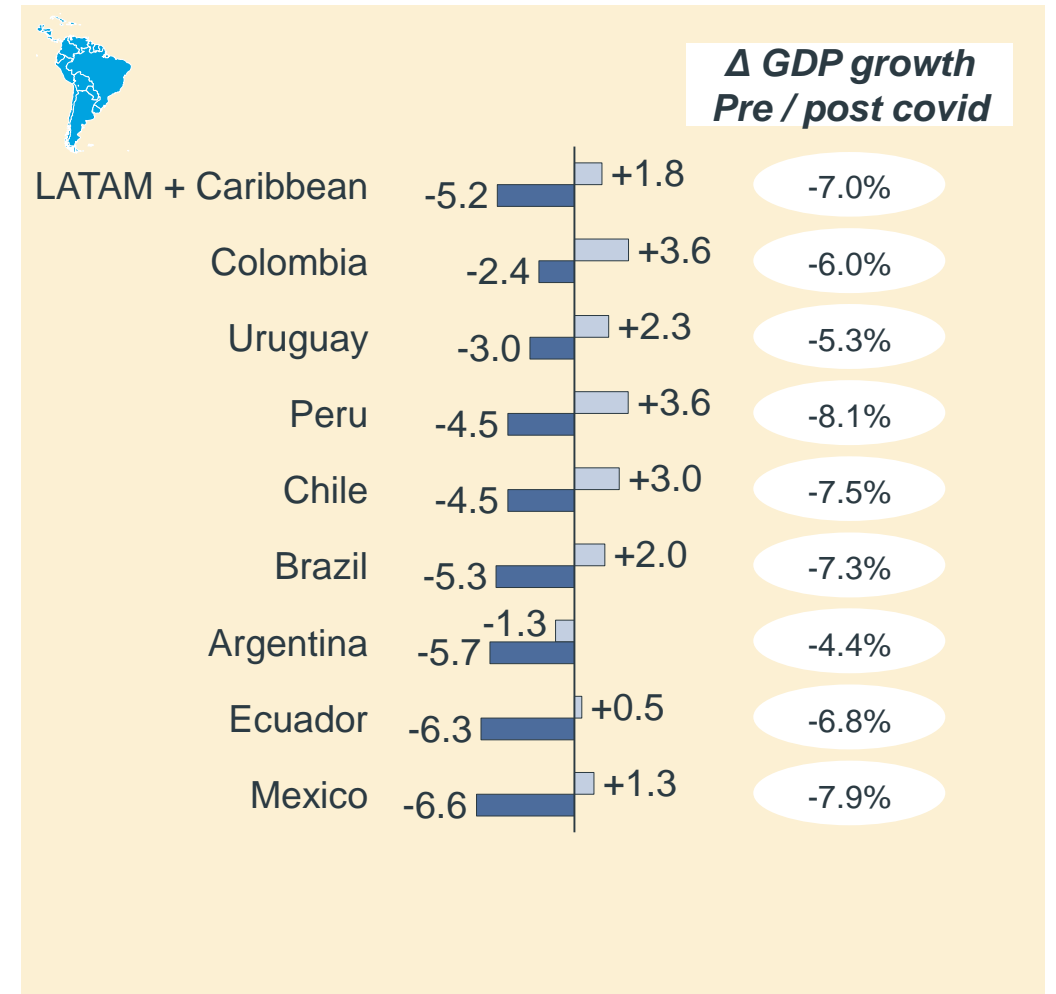
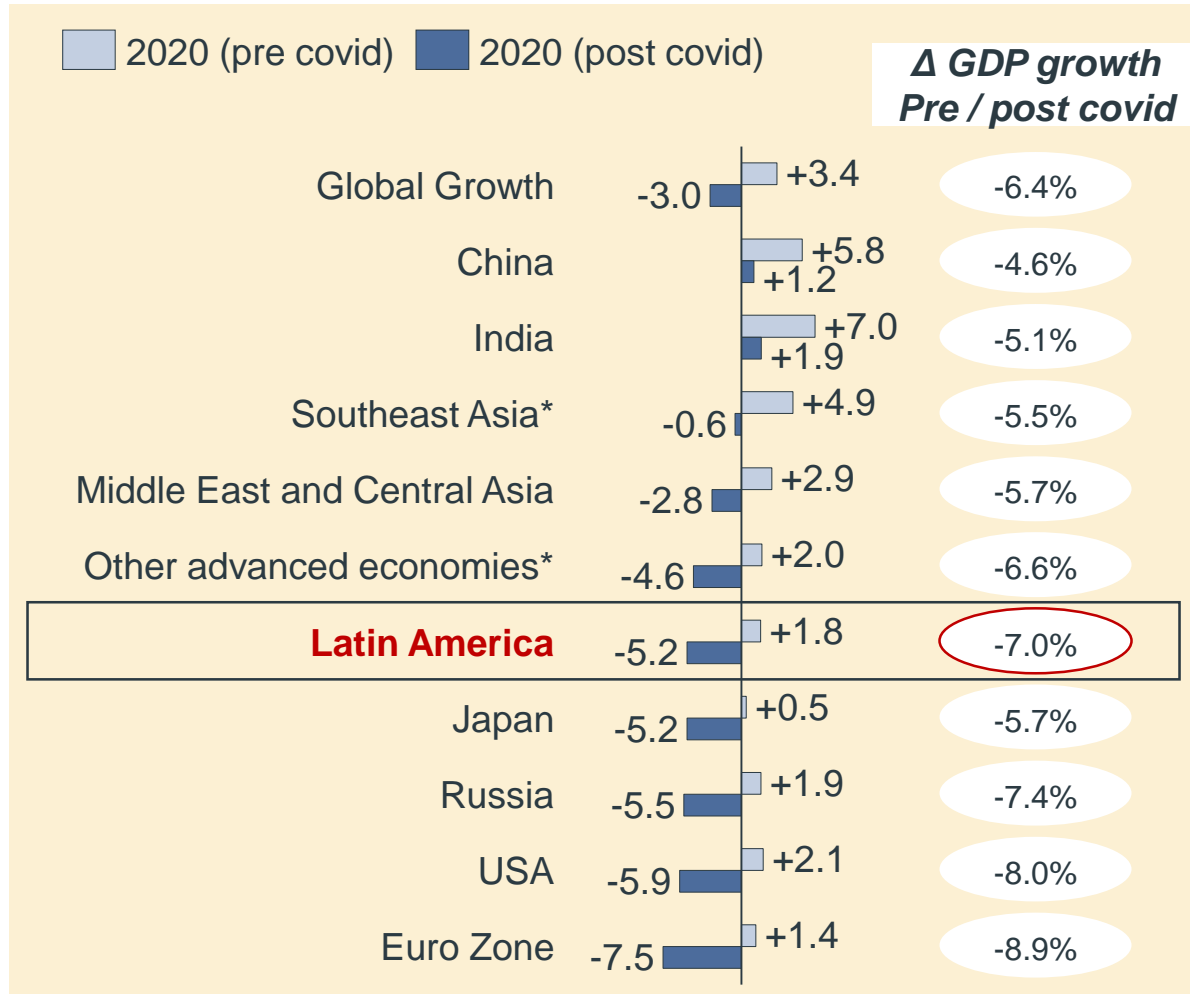
Country/Region	Confirmed deaths (June 18 <sup>th</sup> )	% Growth since last week
Brazil	46.510	17%
Mexico	19.080	24%
Argentina	913	24%
Colombia	1.864	30%
Chile	3.481	48%
Peru	7.257	23%
Uruguay	24	4%
Centr. America	2.042	27%
Latin America*	81.171	21%
Africa	7.197	26%
Asia	44.195	23%
USA/Canada	125.971	4%
Europe	184.806	3%
Total	443.340	8%

Number of confirmed deaths after the 100<sup>th</sup> confirmed case, in logarithmic scale.  
Source: European Centre for Disease Prevention and Control; World Health Organization. Last updated June 18<sup>th</sup>, 2020.  
\* Latin America includes: Brazil, Argentina, Mexico, Colombia, Chile, Ecuador, Peru, Uruguay, Central America (Costa Rica, Panama, Guatemala, Honduras) + Dominican Republic.



# The pandemic will have a strong negative impact on global economy – Latin America is expected to suffer slightly above average impact

## GDP real growth forecast (%) – 2020



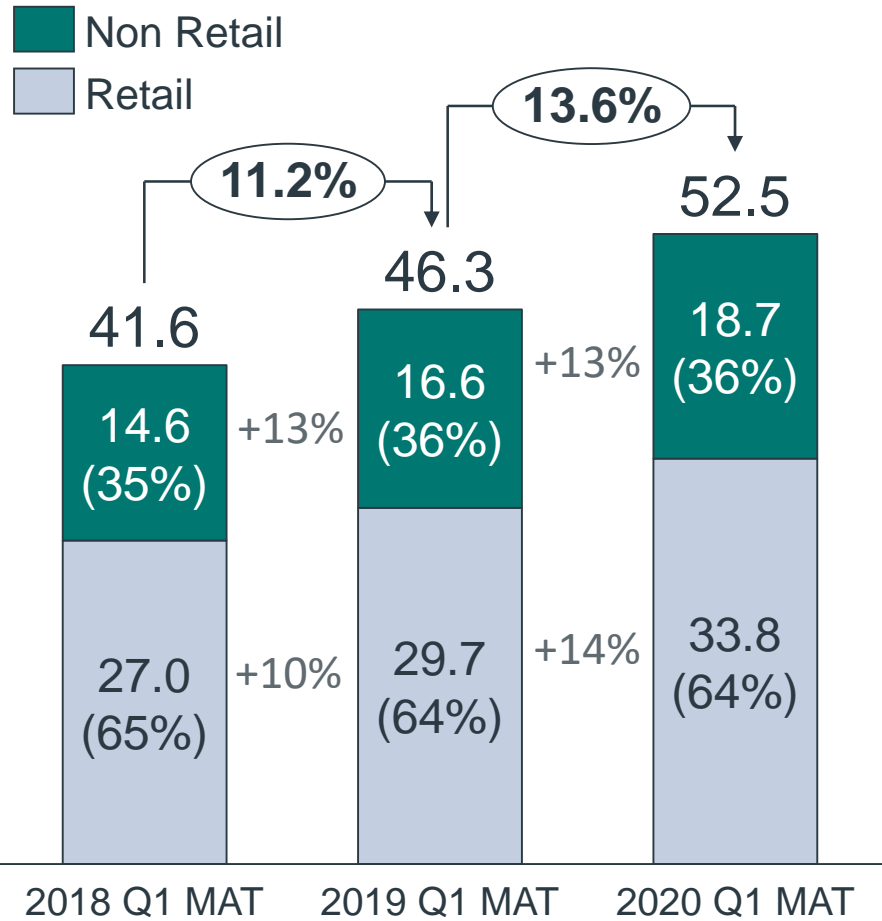


# Pharma market size and overview

# The LATAM pharmaceutical market is growing @ 14% in nominal terms and 6% in real terms (discounting inflation)

## Latin America pharmaceutical market (US\$ billion) – audited and non audited

MAT Q1\* 2020



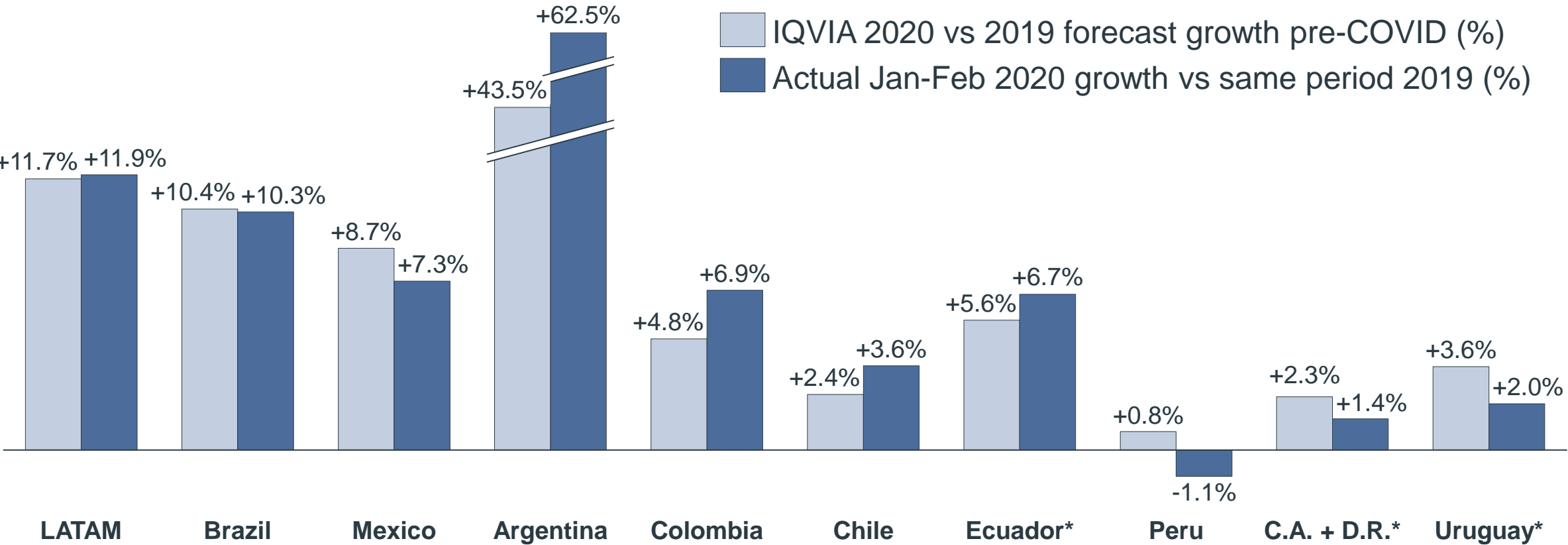
### Market size per country

	Retail		NRC		USD const. (nominal)	USD const. (real – inf. adj.)
BRA	13.8	8.1	21.8		+12.2%	+8.2%
MEX	7.4	3.4	10.8		+9.4%	+5.6%
ARG	4.2	1.3	5.5		+70.7%	+11.2%
COL	1.6	2.9	4.4		+9.7%	+6.0%
C.A.	2.8	0.9	3.6		+3.2%	+1.0%
CHI	1.6	1.0	2.5		+4.1%	+1.8%
ECU	1.4	0.3	1.7		-1.1%	-1.4%
PER	1.0	0.8	1.8		+6.8%	+4.6%
URY	0.2	0.1	0.3		+4.9%	-2.8%
TOTAL LATAM					+13.6%	+6.4%

Source: \* Retail MIDAS MAT Mar 2020 Brazil @ PPP; NRC Brazil MAT Mar-20 @ 2<sup>nd</sup> price level; SISMED Colombia MAT Dec-19; Mexico NRC+GSDT MAT Mar-20; NRC Ecuador MAT Mar-20; NRC Peru MAT Mar-20; Estimates for Non Retail Market in other countries (ARG, C.A., CHI, URU).  
Exchange rate MIDAS: ARG 61.40; BRA 4.43; CHI 802.77; COL 3,516.63; ECU 1.00; MEX 19.83; PER 3.40, URU 39.15, R.D. 53.44.

# Jan/Feb 2020 retail sales were in line with pre-COVID IQVIA forecasts for the region

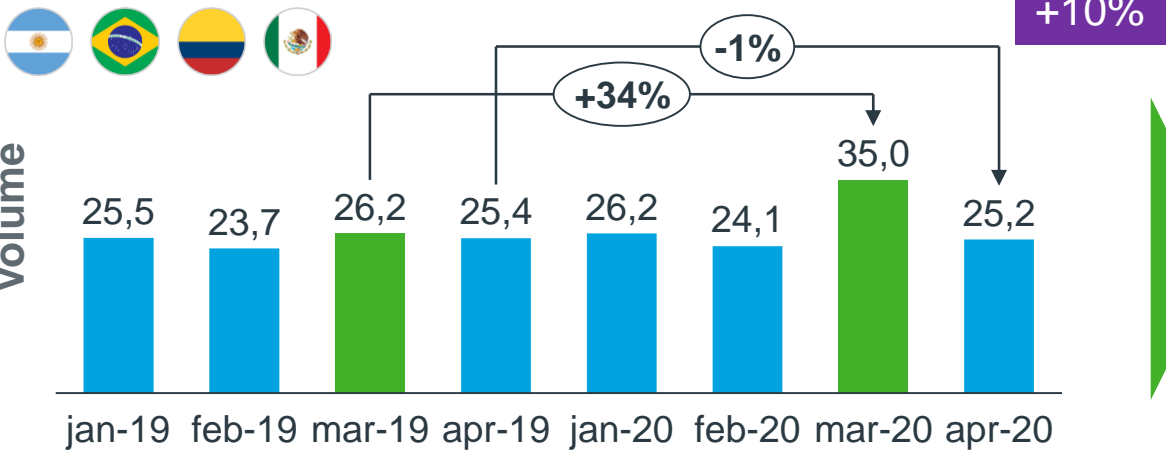
Latin America retail market actual growth vs forecasted growth pre-COVID



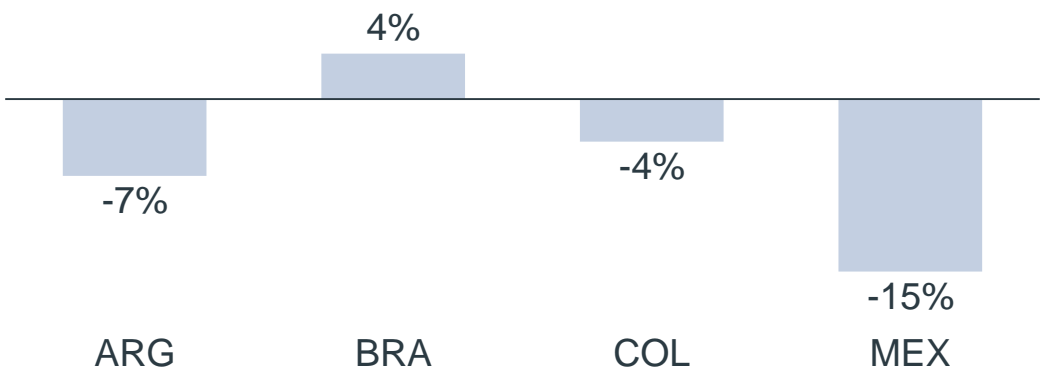
Source: IQVIA local retail channel country audits February/2020, with Brazil @ PPP  
Exchange Rates: Brazil 4.12, Mexico 19.25, Argentina 59.27, Chile 755.75, Uruguay 37.49, Colombia 3,403.56, Peru 3.36, Ecuador 1.00, Central America 1.00, Dominican Republic 52.82  
Forecasts from Market Prognosis March/2020 Edition for Argentina, Brazil, Chile, Colombia, Mexico and Peru. \*Central America, Ecuador and Uruguay growth estimates calculated by local IQVIA assessments.

# After the March demand peak in pharmacies, demand began to stabilize in April, though with high variability per country

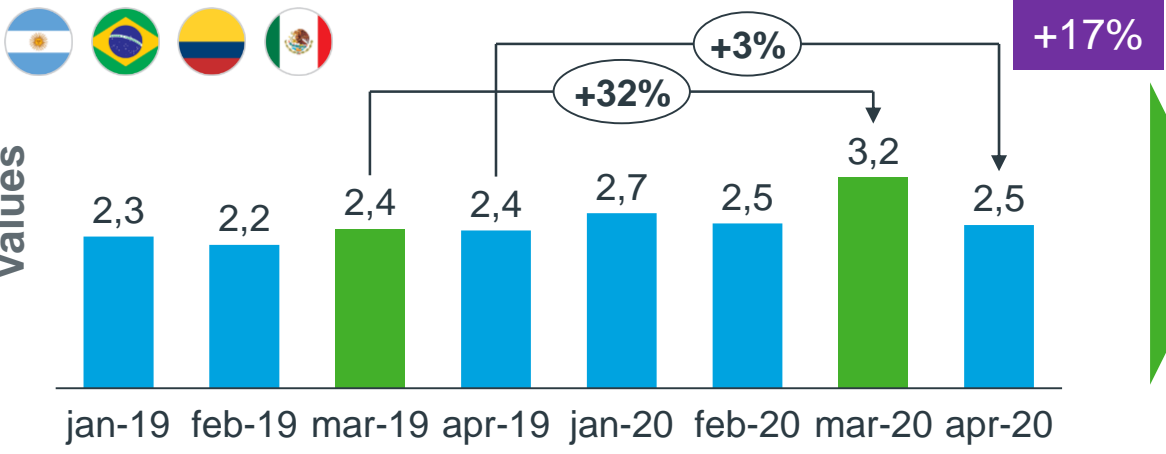
LATAM retail market (SU\* billion)



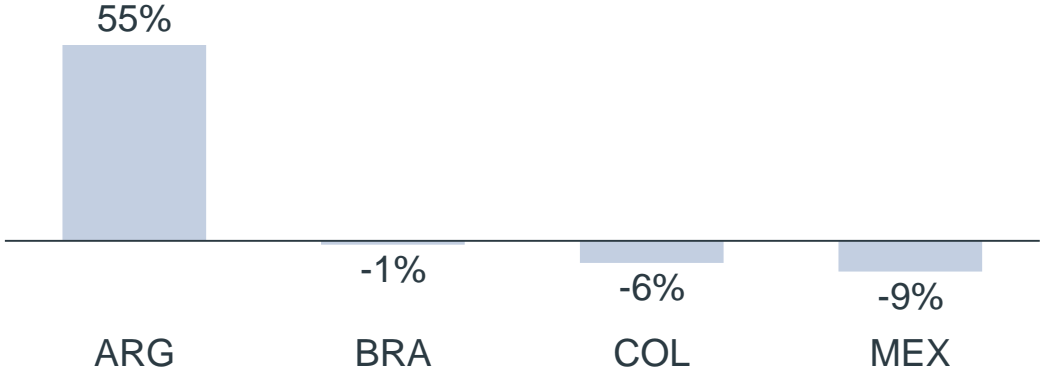
Growth by country - Apr 2020 vs 2019 (SU\*)



LATAM retail market (USD billion)



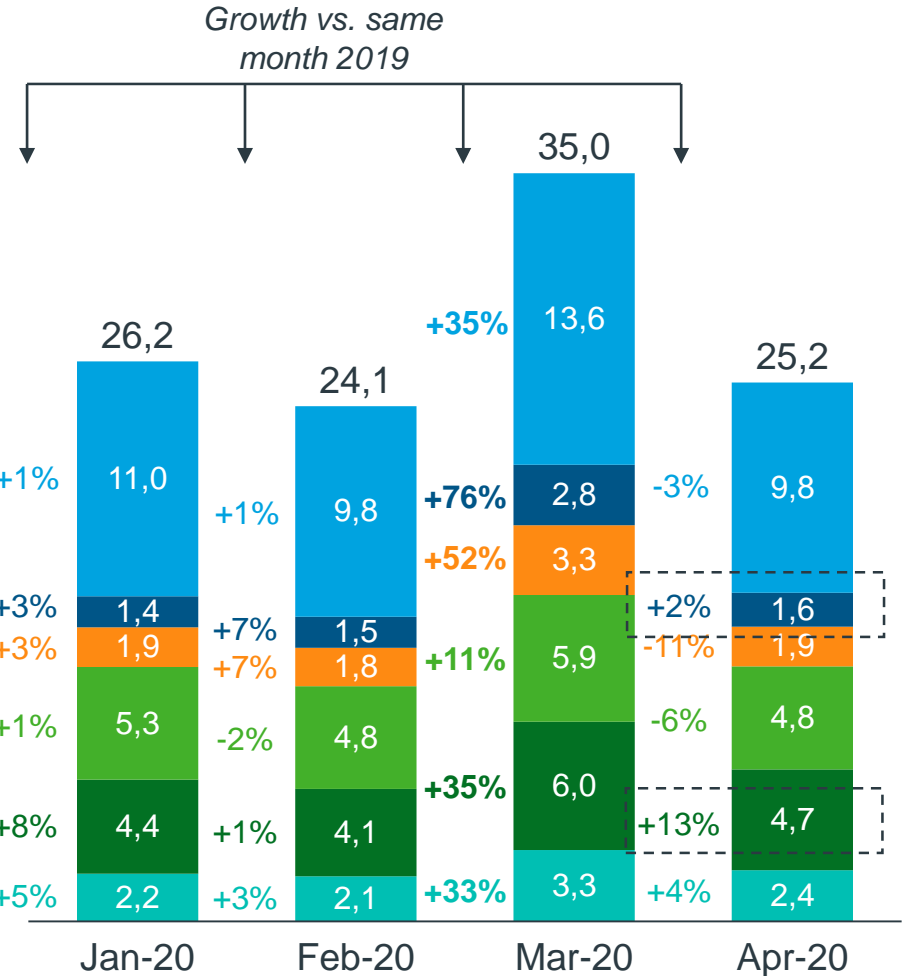
Growth per country - Apr 2020 vs 2019 (USD)



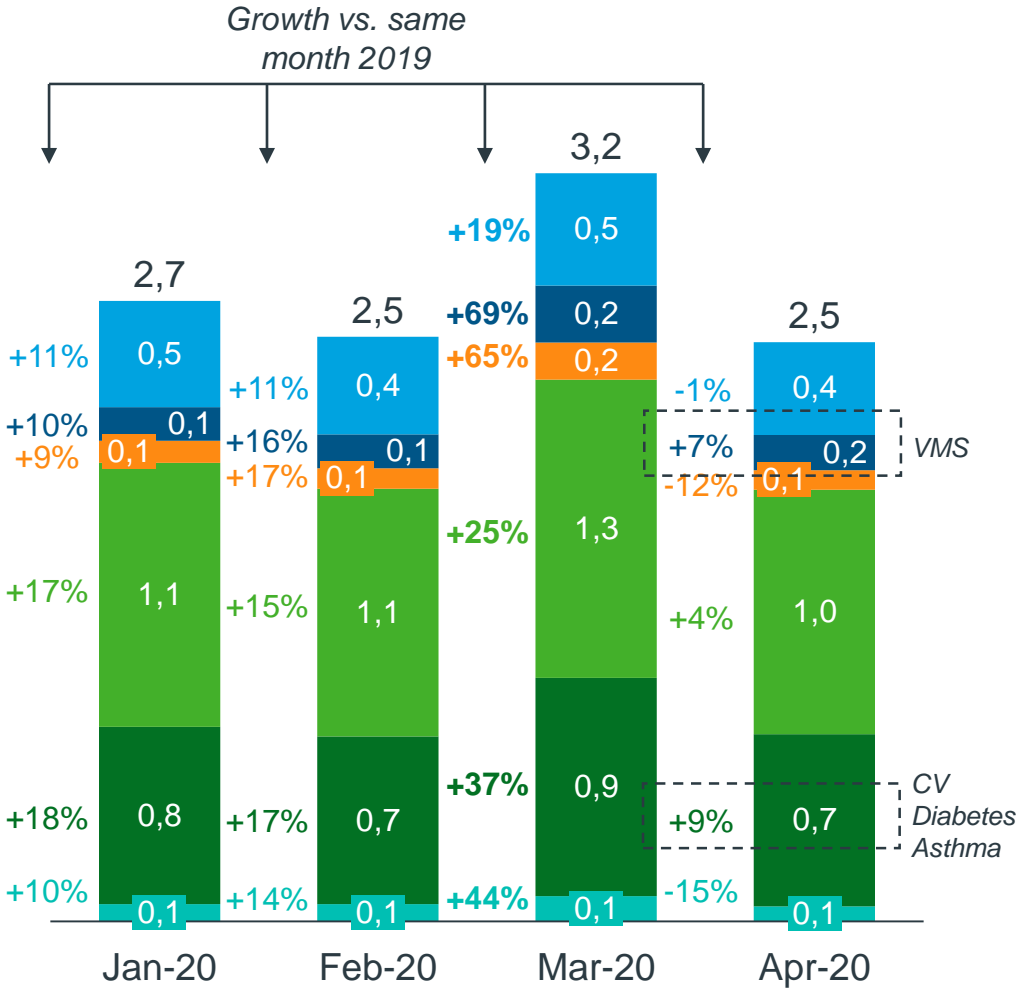
\* Standard Units; Exchange rates: Brazil 4.43, Mexico 19.83, Argentina 61.40, Colombia 3,516.63  
Source: IQVIA local retail audits per country – includes Brazil (@ PPP), Mexico, Argentina, Colombia

# Product categories indirectly related to COVID show more resilience in April, post demand peak

LATAM retail market  
(SU\* billion)



LATAM retail market  
(USD billion)



\* Standard Units; Exchange rates: Brazil 4.43, Mexico 19.83, Argentina 61.40, Colombia 3,516.63  
Source: IQVIA local retail audits per country – includes Brazil (@ PPP), Mexico, Argentina, Colombia



# What is the expected forecast after Covid-19?

# COVID-19 scenarios – key impacts considered

## Delay in launches

- Companies **delay launches** of new molecules, line extensions or new packs/formulations
- Negative impact in the short term that will be bottled up for a future time period, with **acceleration of launch growth post-crises**



## Price control

- COVID-19 related government initiative regarding **delay of regulated price increase** (impact is exclusive for Brazil)
- Impact is temporary and lasts for the duration of the impact, with no “recuperation” post event

## Drop in income level

- Patient / consumer income level drops as a result of a economic recession
- Expected **reduction in market growth** and a **shift in the product mix** favoring generics and cheaper alternatives
- Impact is temporary and lasts for the duration of the impact, with no “recuperation” post event

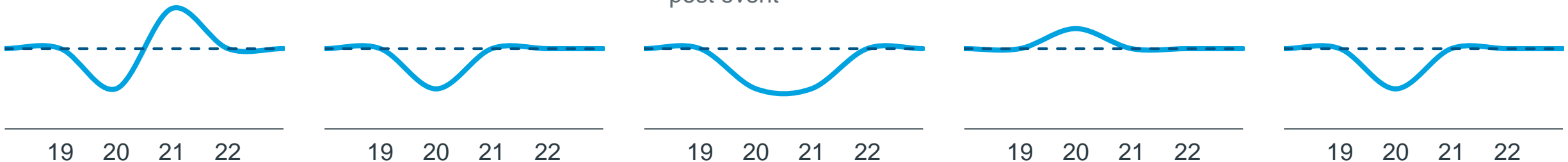
## Product stocking by consumer

- A one-time event where consumers **buy more drugs & CH products than they need**
- Impact limited to 2020 and likely to be **partially offset by less purchases after stoking period is over**, with limited overall impact on most product categories
- Most impact already happened in Mar-20

## Quarantine impact on purchases

- Drop in new therapy starts** due to fewer F2F physician consultations, partially **offset by telemedicine**
- Drop in treatment adherence for chronic conditions and CH impulse purchases** due to less pharmacy visits, partially **offset by increase in B2C e-commerce** purchases


## Illustrative impact of COVID-19 vs baseline forecast grow %



- COVID-19 Impact (% growth vs previous year)
- - Baseline forecast (% growth vs previous year)



# IQVIA developed 3 scenarios for COVID-19 impact

Driver	Low Impact Scenario	Medium Impact Scenario	High Impact Scenario
Product stocking	Impact, to a large degree, already observed in March data, to be partially compensated in future months. Considered similar in all scenarios.		
Delay in product launches	<ul style="list-style-type: none"> <li>No launches for <b>2 months</b></li> <li><b>100% rebound</b>, with a 180-day delay</li> </ul>	<ul style="list-style-type: none"> <li>No launches for <b>6 months</b></li> <li><b>75% rebound</b>, with 180-day delay</li> </ul>	<ul style="list-style-type: none"> <li>No launches for <b>12 months</b></li> <li><b>50% rebound</b>, with a 180-day delay</li> </ul>
Fall in income levels <sup>1</sup>	Negative GDP impact from <b>Apr/20 to Sep/20</b> , using IMF* COVID-19 forecasts for global economy as a basis	Negative GDP impact from <b>Apr/20 to Dec/20</b> , using IMF* COVID-19 forecasts for global economy as a basis	Negative GDP impact from <b>Apr/20 to Apr/21</b> , using IMF* COVID-19 forecasts for global economy as a basis
Impact of quarantine on purchases <sup>2,3</sup>	<ul style="list-style-type: none"> <li>Quarantine in force until <b>April/20</b>, rebound <b>~75%</b></li> <li>~35% drop in new therapy starts (mostly RX)</li> <li>~10-20% drop in pharmacy purchases</li> </ul>	<ul style="list-style-type: none"> <li>Quarantine in force until <b>May/20</b>, rebound <b>~50%</b></li> <li>~35% drop in new therapy starts (mostly RX)</li> <li>~10-20% drop in pharmacy purchases</li> </ul>	<ul style="list-style-type: none"> <li>Quarantine in force until <b>July/20</b>, rebound <b>~40%</b></li> <li>~35% drop in new therapy starts (mostly RX)</li> <li>~10-20% drop in pharmacy purchases</li> </ul>
Price control regulations 	Price control measures in place for <b>2 months</b> (applicable to Brazil forecast only)	Price control measures extended to <b>6 months</b> (applicable to Brazil forecast only)	Price control measures implemented <b>during all 2020</b> (applicable to Brazil forecast only)

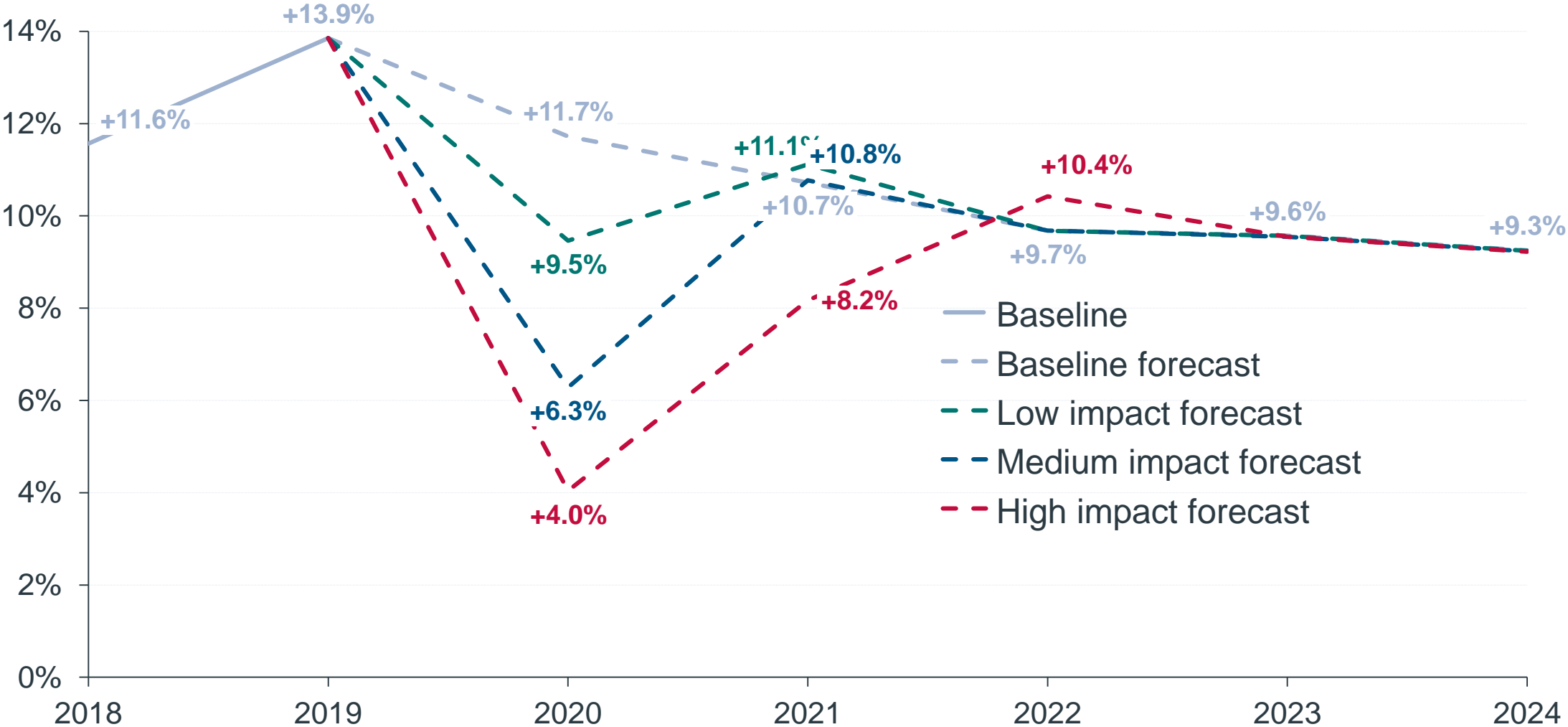
(1) This event would also include any impact to volume as a result of loss of payer coverage in the retail market

(2) Drop in new therapy starts is partially compensated by use of telehealth, considered in the model

(3) Drop in pharmacy purchases partially offset by use of B2C e-commerce, considered in the model

# LatAm COVID-19 scenarios

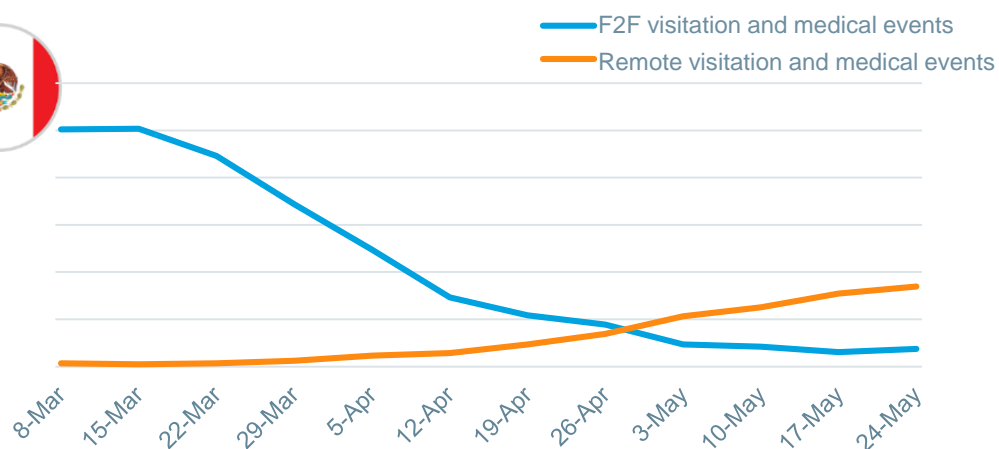
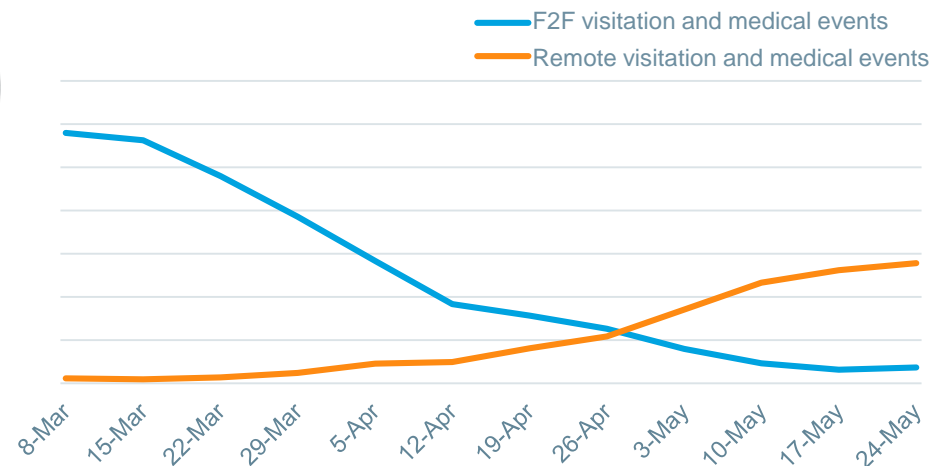
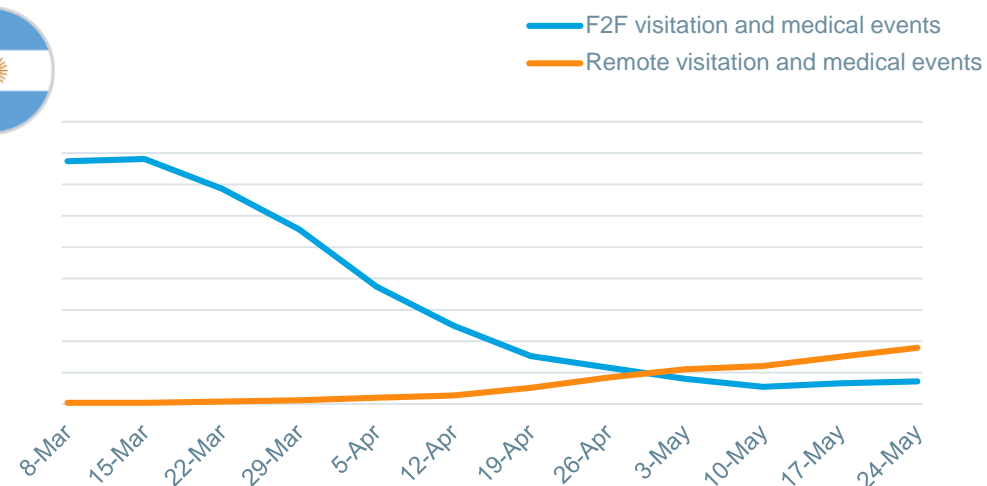
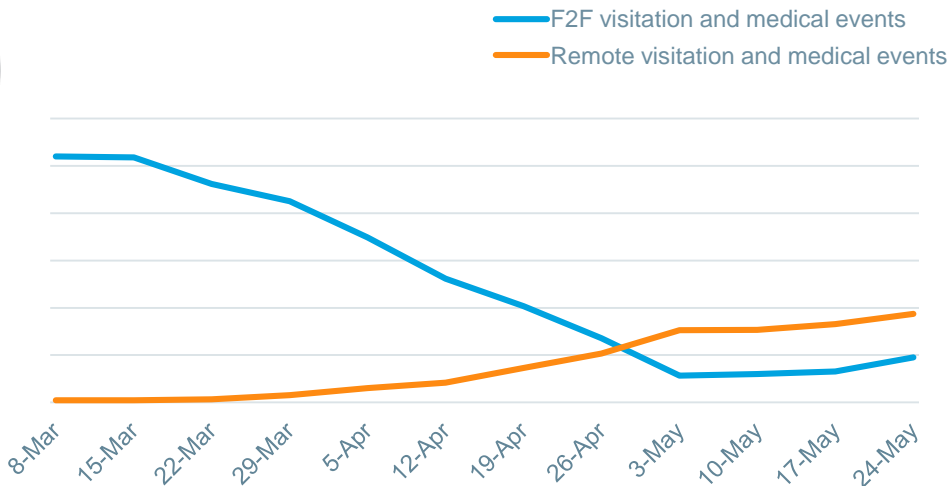
Non retail market growth forecast by scenario (%) – Constant USD



LATAM forecast includes Brazil, Mexico, Argentina, Colombia, Chile, Ecuador, Peru, Central America + Dominican Republic and Uruguay  
2018 and 2019 growth rates calculated from local audits Brazil, Colombia, Ecuador, Mexico, Peru, MAT December-2019. Argentina, Chile, Central America and Dominican Republic estimated values.  
Exchange Rates: Brazil 4.12, Mexico 19.25, Argentina 59.27, Chile 755.75, Uruguay 37.49, Colombia 3,403.56, Peru 3.36, Ecuador 1.00, Central America 1.00, Dominican Republic 52.82  
Baseline forecasts from Market Prognosis March/2020 Edition for Argentina, Brazil, Chile, Colombia, Mexico and Peru. Central America, Ecuador and Uruguay growth estimates calculated by local IQVIA teams

# F2F contacts with physicians suffered a big drop due to the pandemic, and labs had to shift to remote visits and events to maintain medical promotion

Physician visitation and events – F2F vs remote – Comparison of 30 cumulative days



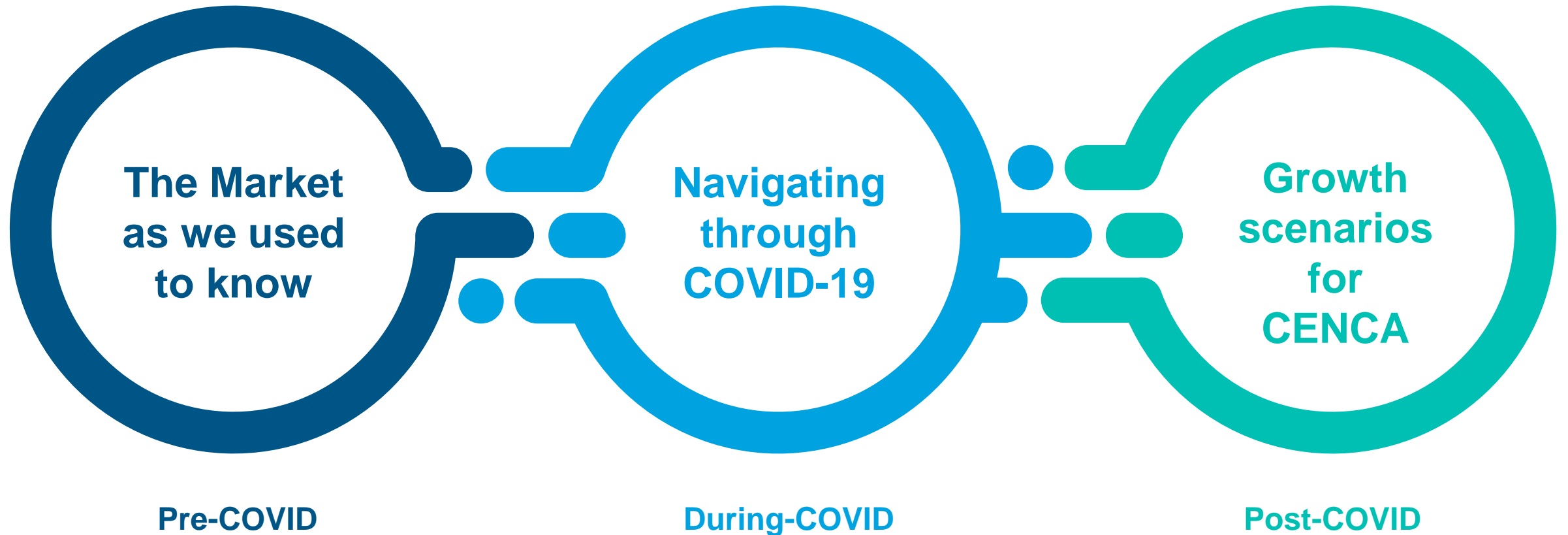


# CENCA Regional Outlook

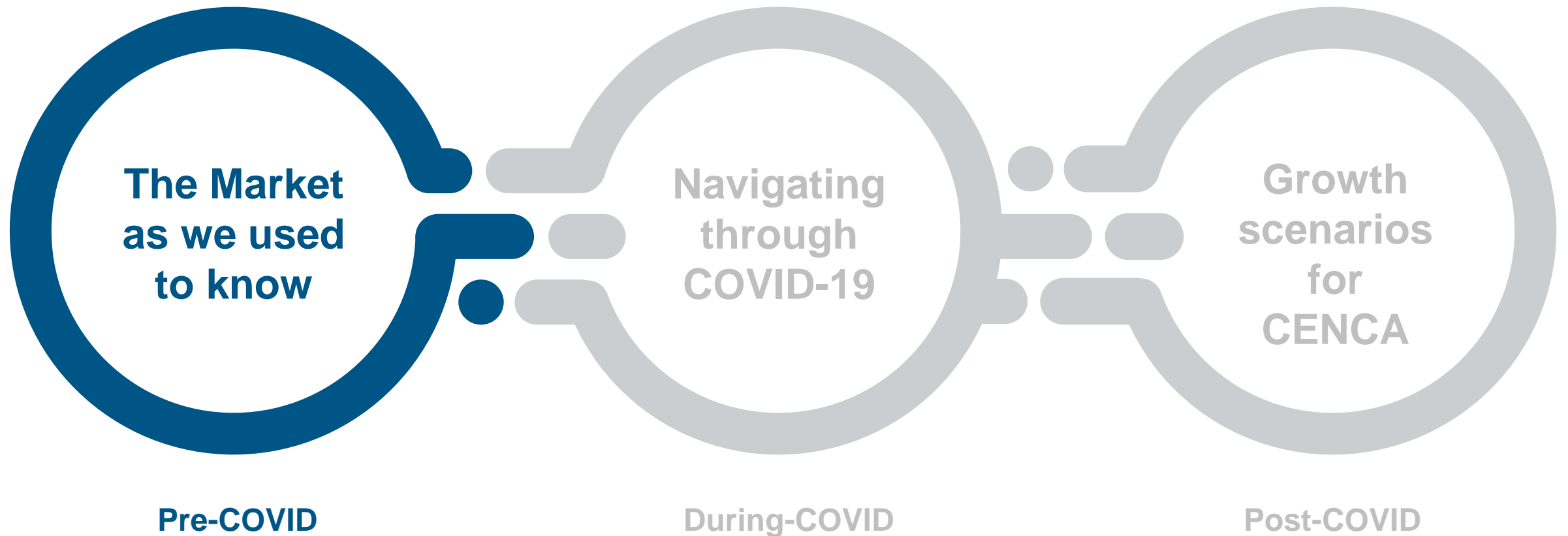
**Javier Villacorta**

# The regional Pharmaceutical Market in three perspectives

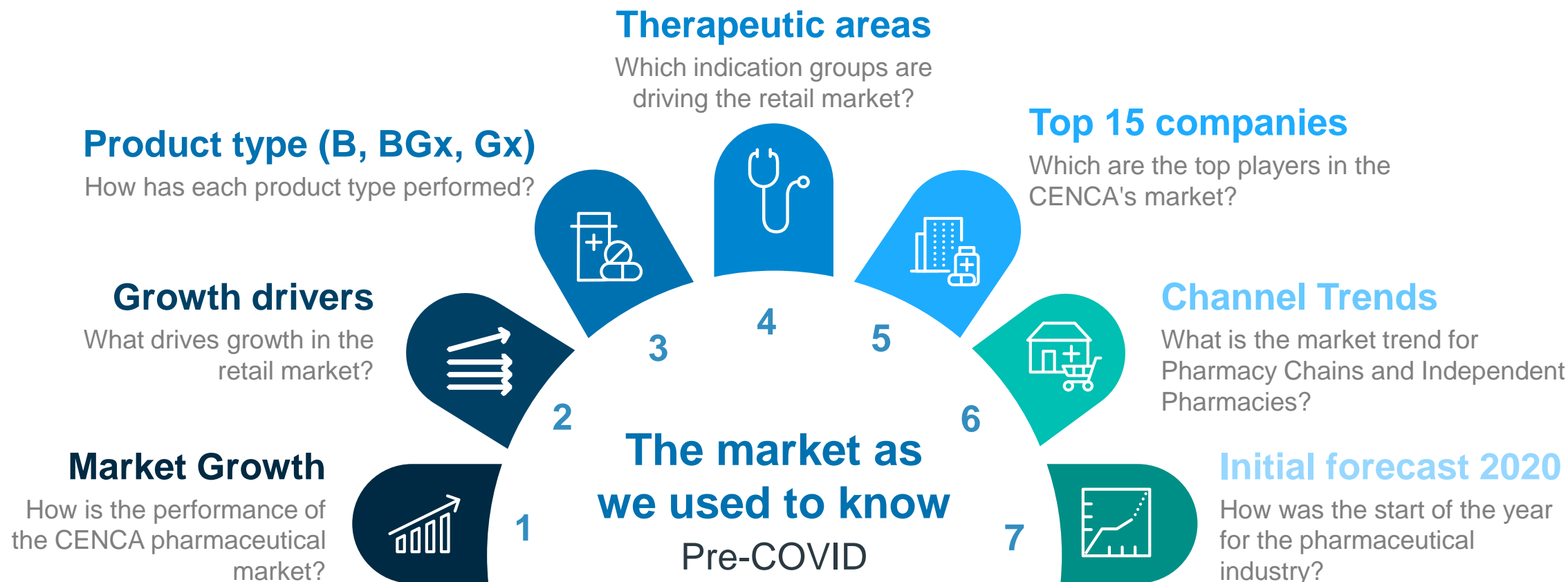
*Central America & The Caribbean*



# First, how was the performance of the Pharmaceutical Market before the pandemic?



# The market as we used to know (Pre-COVID)



# The market as we used to know (Pre-COVID)

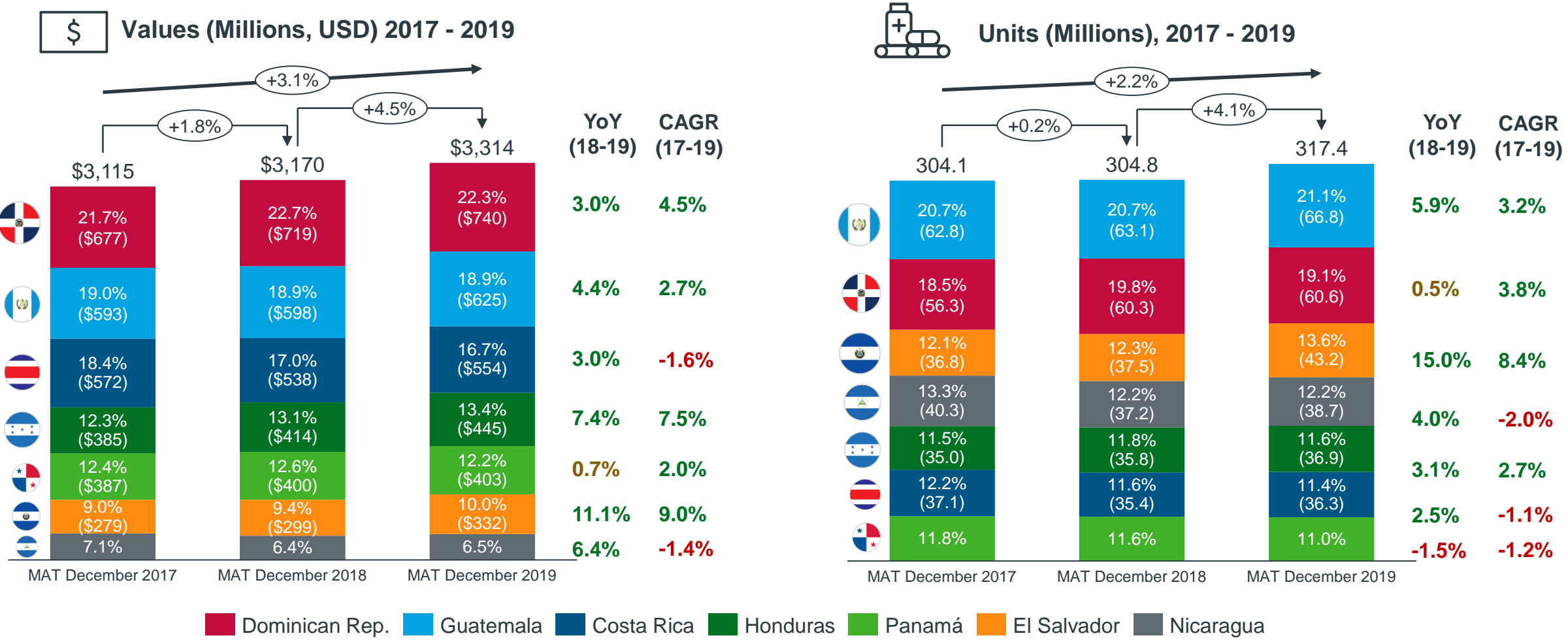




# The Dominican Republic still leads the market with US\$740 millions

## Regional retail market mainly driven by a price increase

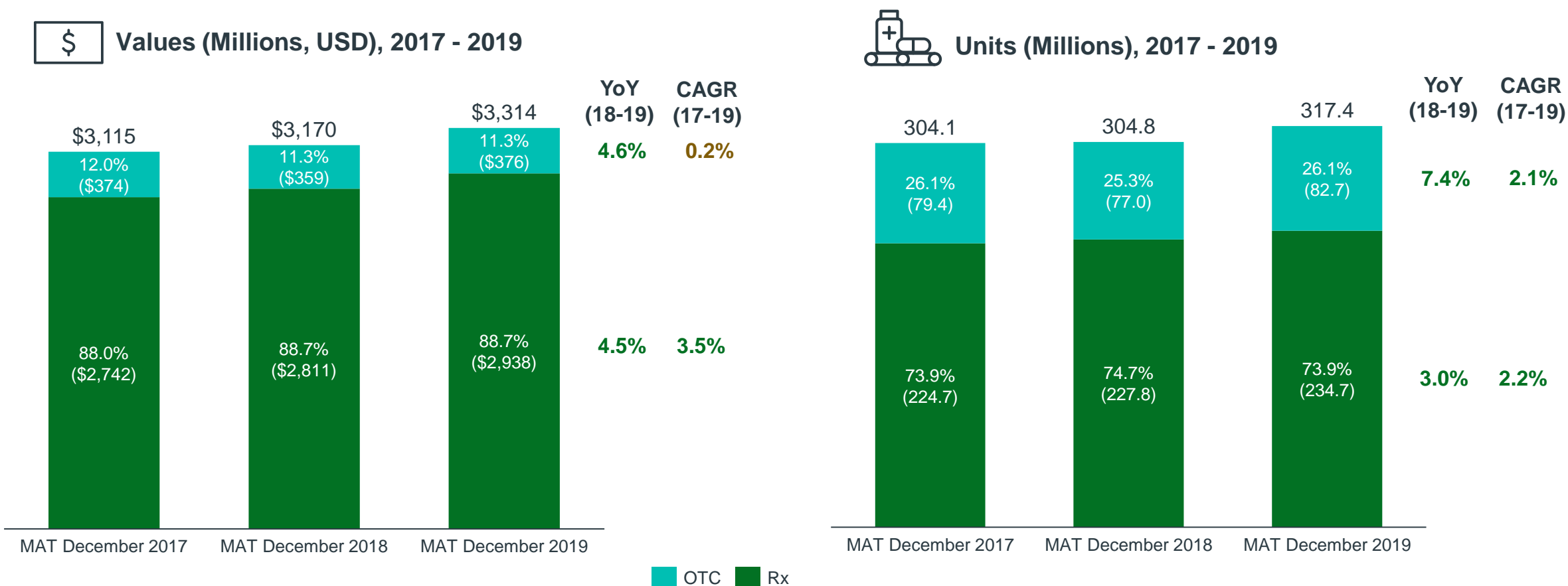
### Total Retail Pharmaceutical Market



Source: IQVIA Databases PMCA MAT December  
YoY: Year-over-Year growth, CAGR: Compound Annual Growth Rate  
COVID-19 Market Impact - w/e May 07, 2020

# OTC products recovered from their 2018 slump, while Rx drugs kept growing → resulting in a better 3-year CAGR performance

Audited Retail - Rx and OTC Pharmaceutical Market



Source: IQVIA Databases PMCA MAT December  
YoY: Year-over-Year growth, CAGR: Compound Annual Growth Rate  
COVID-19 Market Impact - w/e May 07, 2020

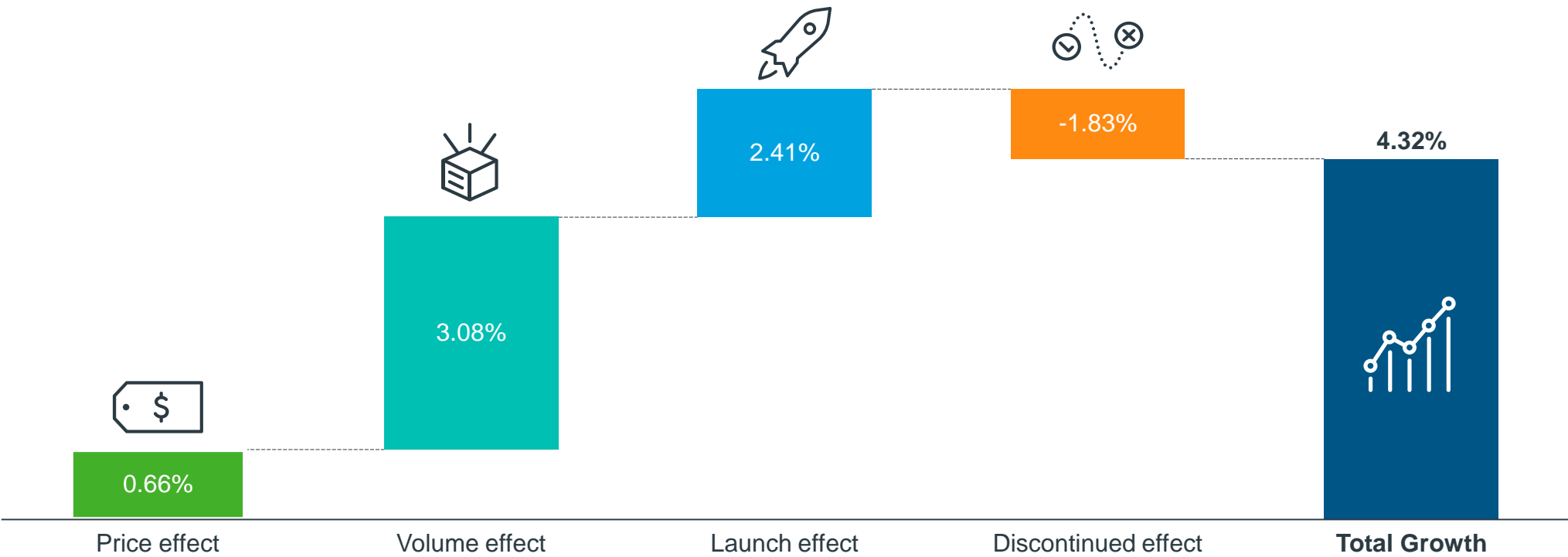
# The market as we used to know (Pre-COVID)



# The retail segment grew 4.3% in values during the last year, being volume increase & new launches the main drivers of such growth

Audited Retail Market - Growth drivers

Variables affecting YoY value growth, 2018-2019



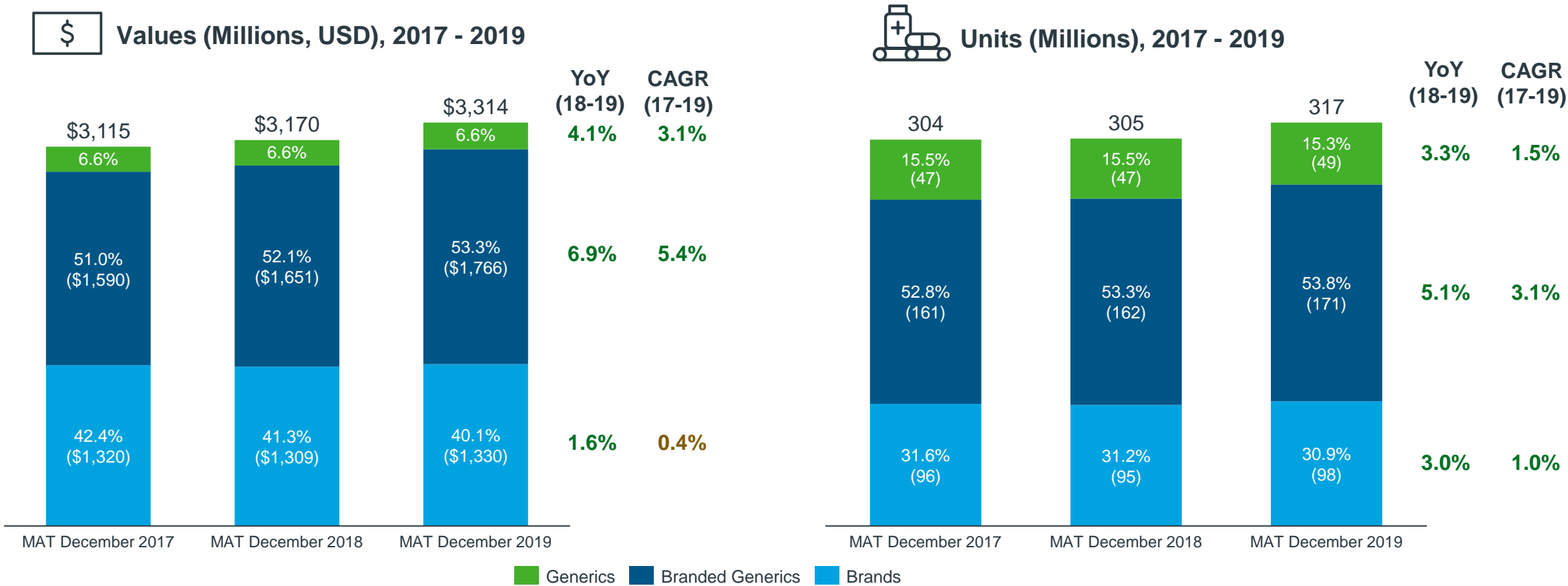
Source: IQVIA Flexview MAT December 2019  
NOTE: Price effect: increase in the price of existing packs in the market,  
Volume effect: increase in supply due to increased demand of existing packs in the market,  
Launch effect: increase due to the introduction of new packs into the market.  
Discontinued effect: decrease due to the discontinuation of packs off the market

# The market as we used to know (Pre-COVID)



# Branded Generics represents the majority of the market +50% with good short (+6.9%) and long (+5.4%) term performances

## Audited Retail Market – Portfolio Structure



Source: IQVIA Database PMCA Retail Market  
Year-over-Year growth, CAGR: Compound Annual Growth Rate;  
Branded Generics: Branded copies of originators (second or higher brand of the same non-patented molecule) Generics: Copies of LOE molecules commercialized without any distinctive name  
COVID-19 Market Impact - w/e May 07, 2020

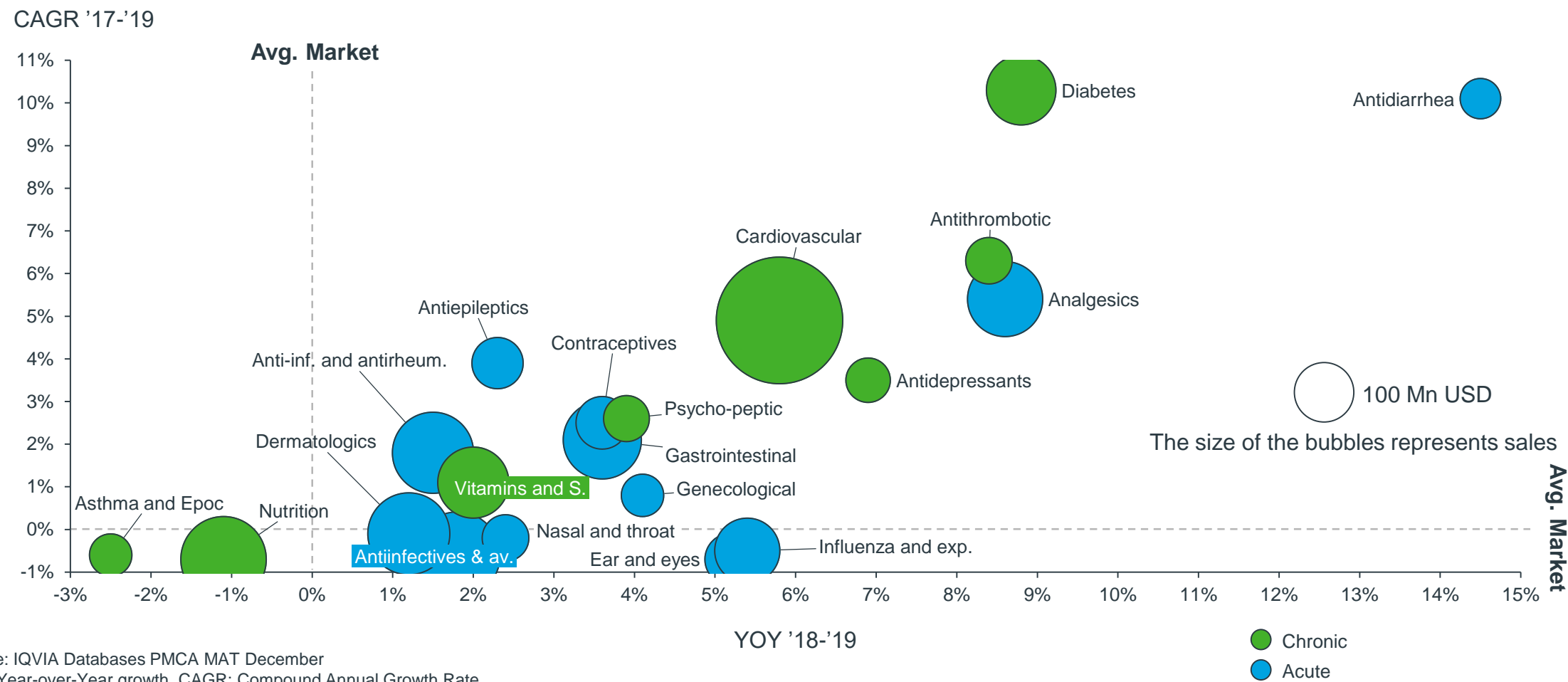
# The market as we used to know (Pre-COVID)



# Mostly, chronic treatments are growing faster than the market; driven mainly by Cardiovascular and Diabetes due to their size

## Audited Retail Market - Performance by Indication Group

Values (USD), 2019



Source: IQVIA Databases PMCA MAT December  
YoY: Year-over-Year growth, CAGR: Compound Annual Growth Rate  
CNS: Central Nervous System, M&W Health: Men & Women Health

COVID-19 Market Impact - w/e May 07, 2020

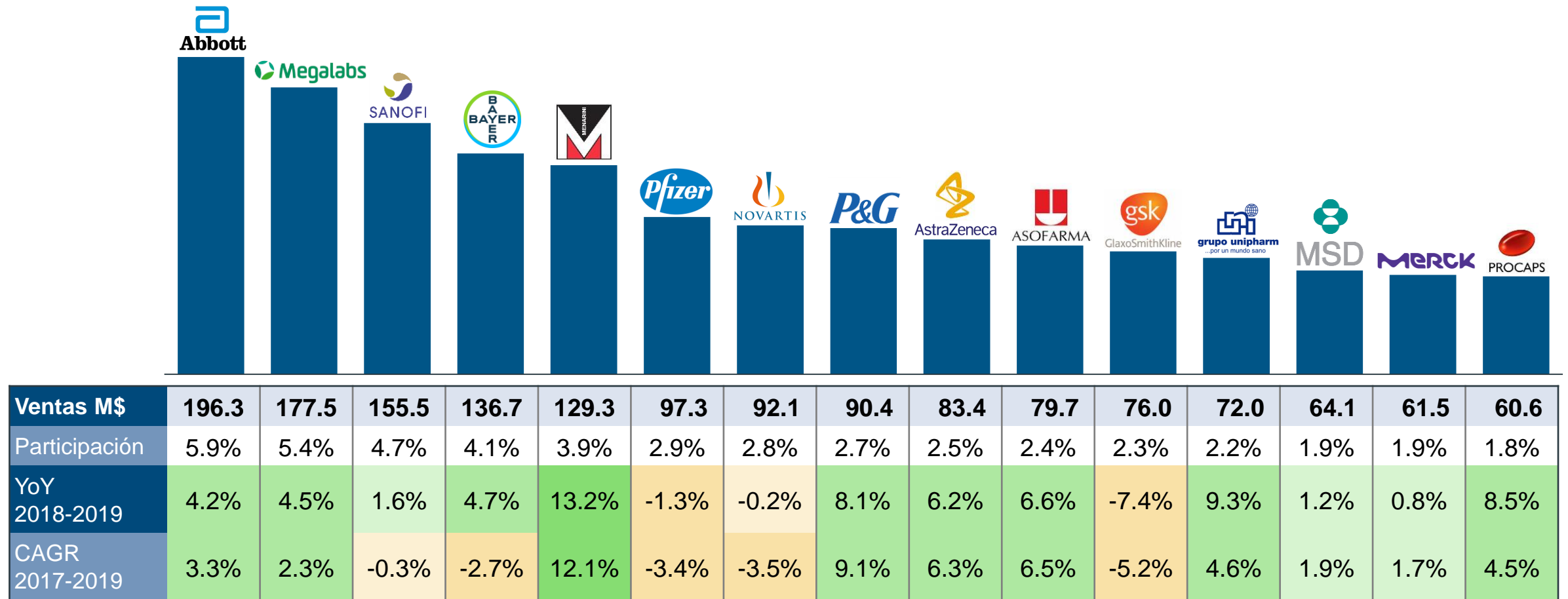


# The market as we used to know (Pre-COVID)



# Multinational companies leading the region

Performance by Company – Top 15 Retail Market (RX + OTC)

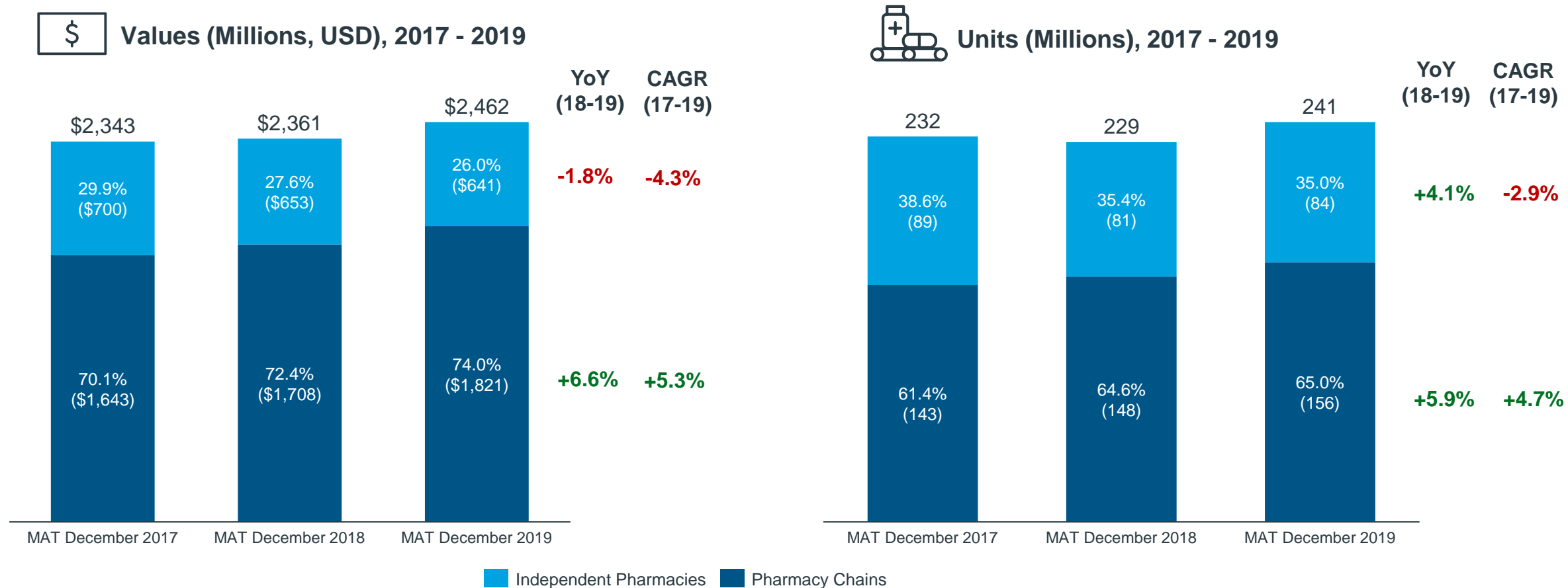


# The market as we used to know (Pre-COVID)



# Pharmacy Chains dominate the region with a growing trend

## Audited Retail Market – Market Channels



Source: IQVIA Database PMCA Retail Market

\*Data without the Dominican Republic

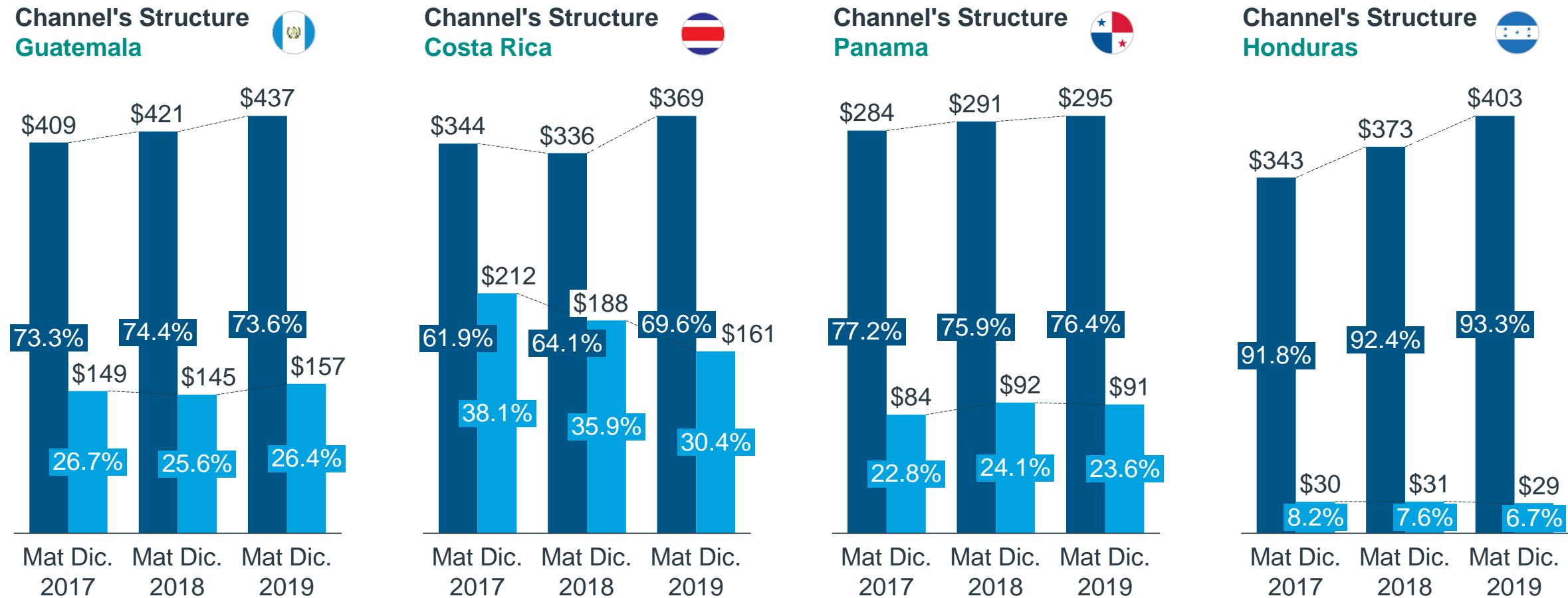
Year-over-Year growth, CAGR: Compound Annual Growth Rate;

COVID-19 Market Impact - w/e May 07, 2020

# Pharmacy Chains dominate the region

## Honduras with the most aggressive Chain's dominance

Audited Retail Market – Market Channels



Source: IQVIA Database PMCA Retail Market  
Year-over-Year growth, CAGR: Compound Annual Growth Rate;  
COVID-19 Market Impact - w/e May 07, 2020

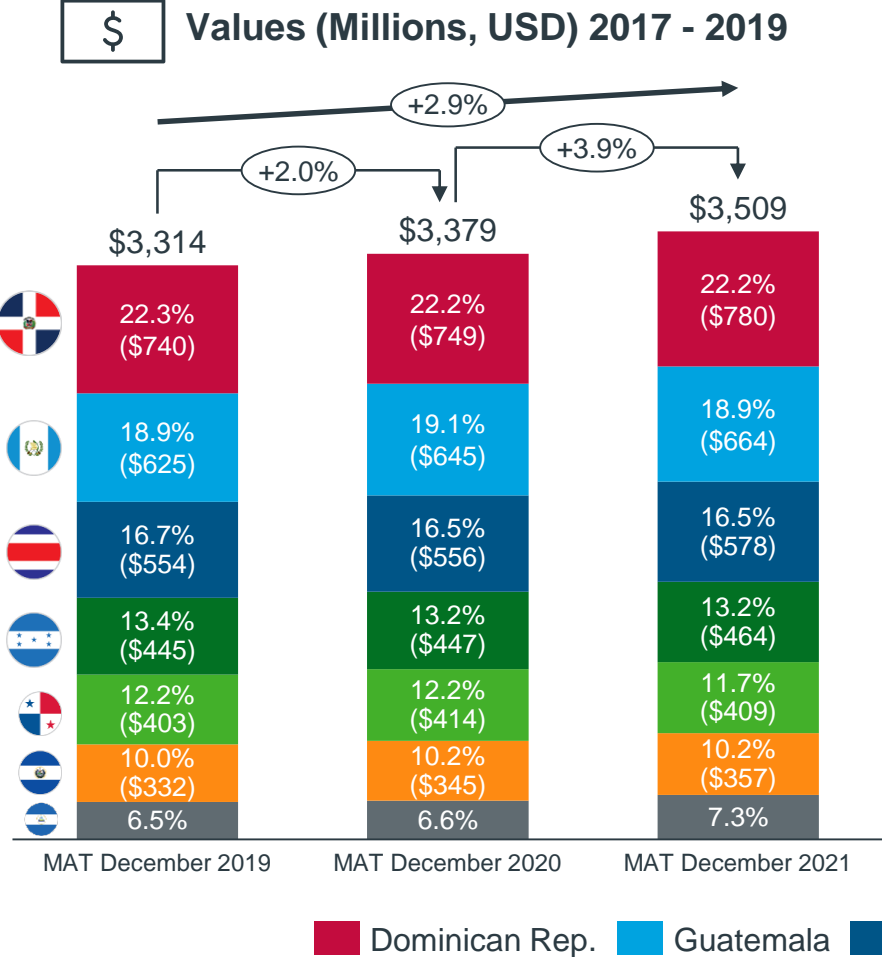
Chains  Indep. 

# The market as we used to know (Pre-COVID)



# The Retail Pharmaceutical Market was expected to grow +2.0 % in values.

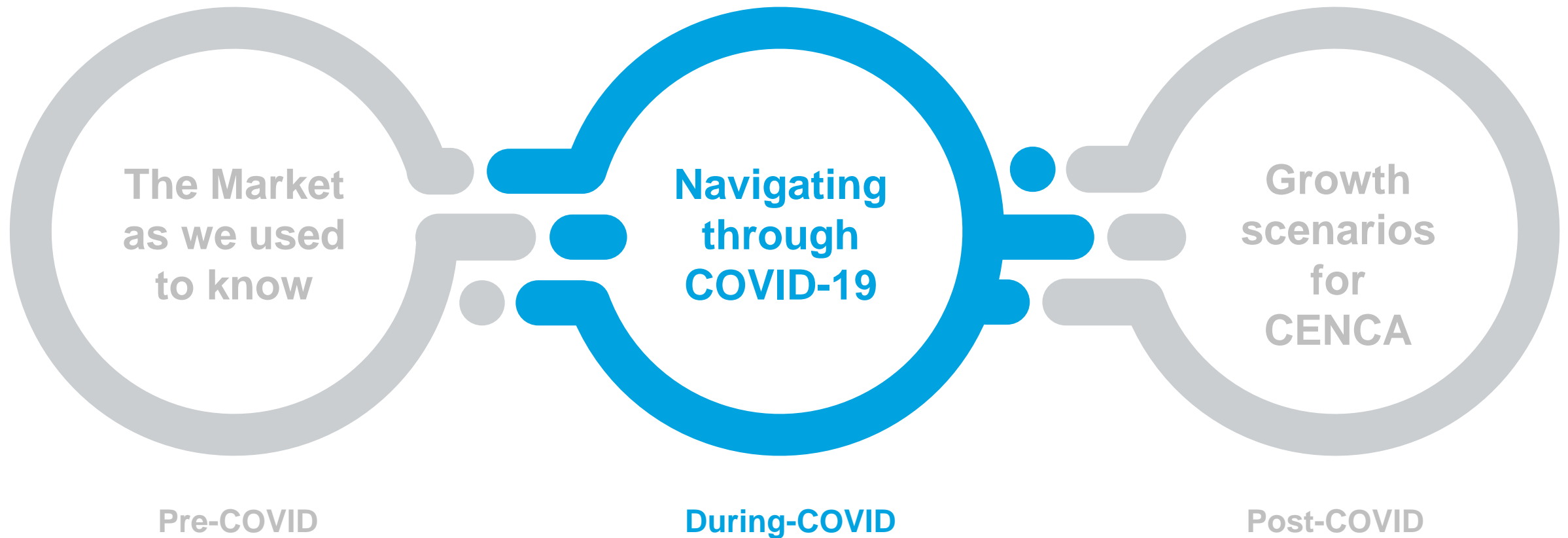
*Pre-COVID scenario*



**Growth Projections in Values**  
*(Pre-COVID Scenarios)*

Country / Growth	MAT 2019	MAT 2020	MAT 2021
Dominican Rep.	3.0%	1.2%	4.1%
Guatemala	4.4%	3.2%	2.9%
Costa Rica	3.0%	0.4%	4.0%
Honduras	7.4%	0.5%	4.0%
Panama	0.7%	2.7%	-1.1%
El Salvador	11.1%	4.0%	3.4%
Nicaragua	6.4%	3.4%	14.9%

# Now, how has the CENCA's pharmaceutical market been affected by the COVID-19 pandemic?





# COVID-19 effects on the Pharmaceutical market

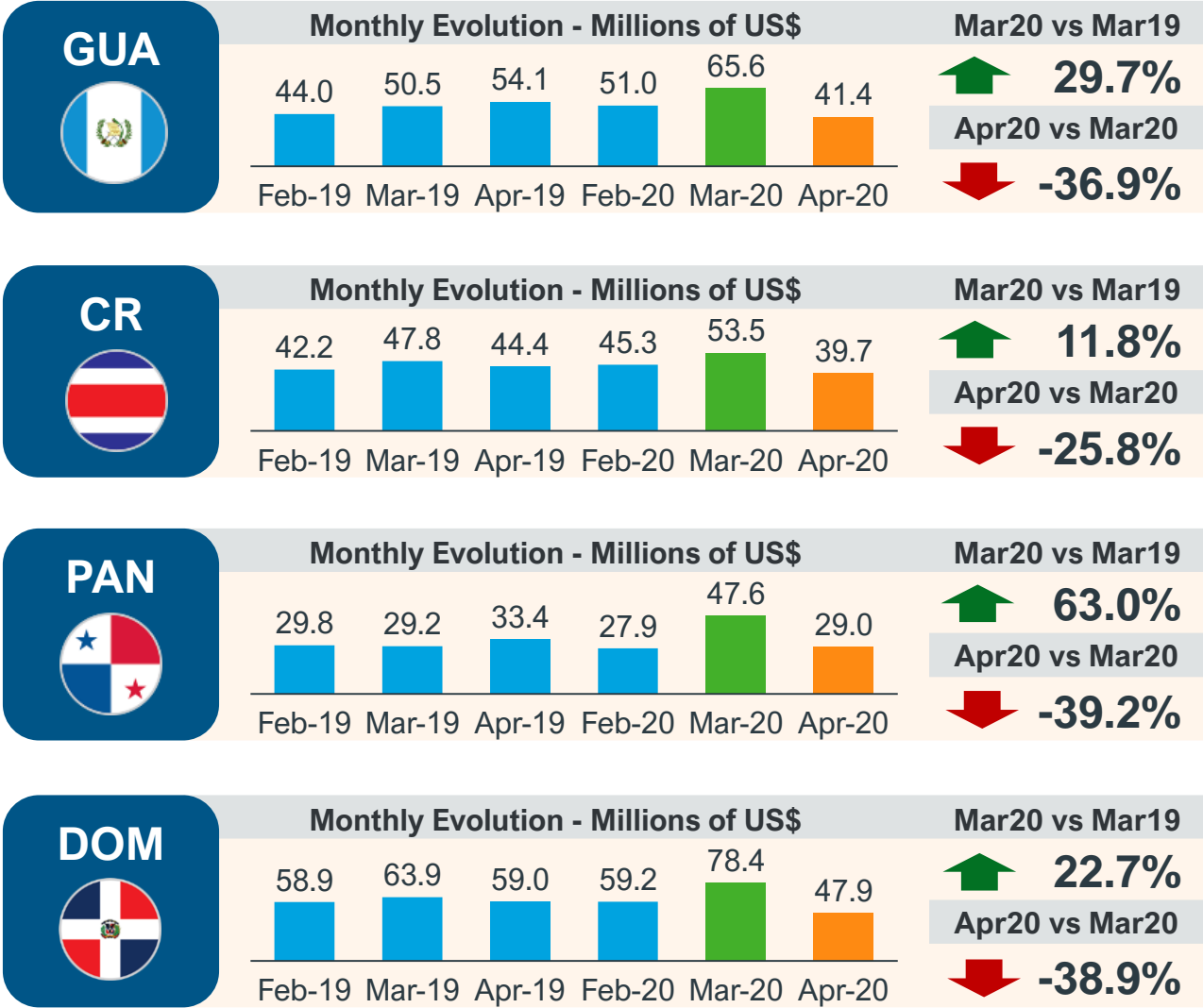
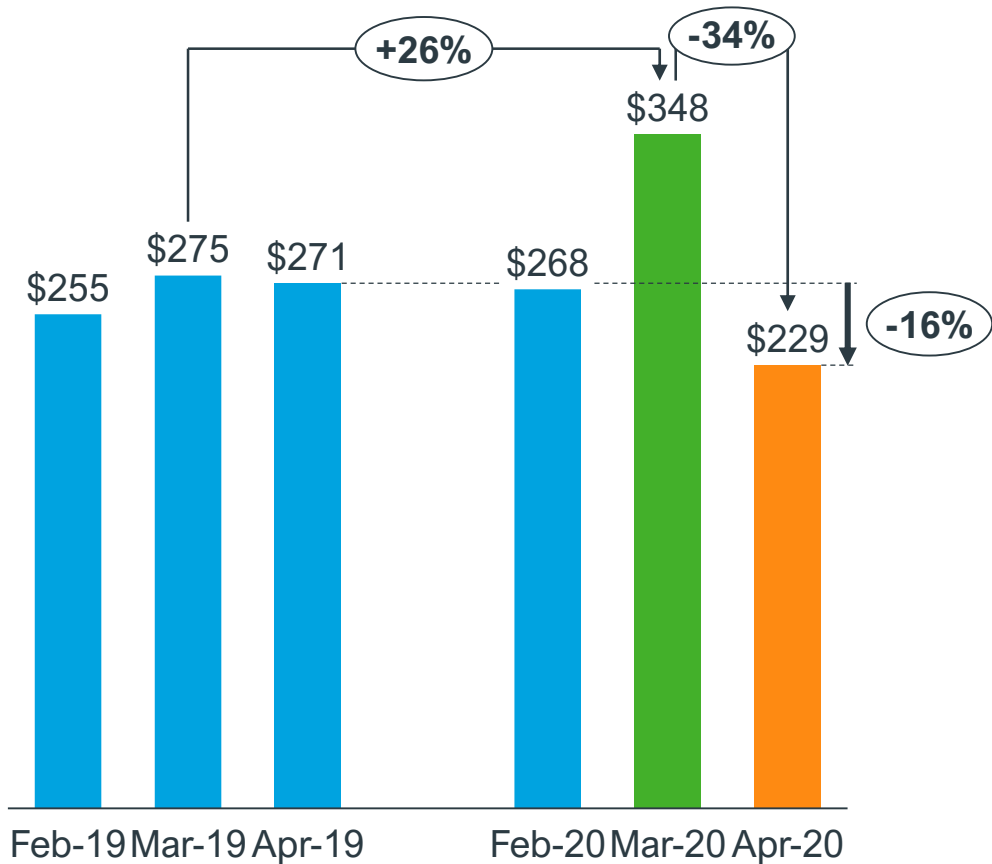


# COVID-19 effects on the Pharmaceutical market



# March with +26% growth due to panic purchases and consumption increases – April with an even higher decrease vs same month 19'

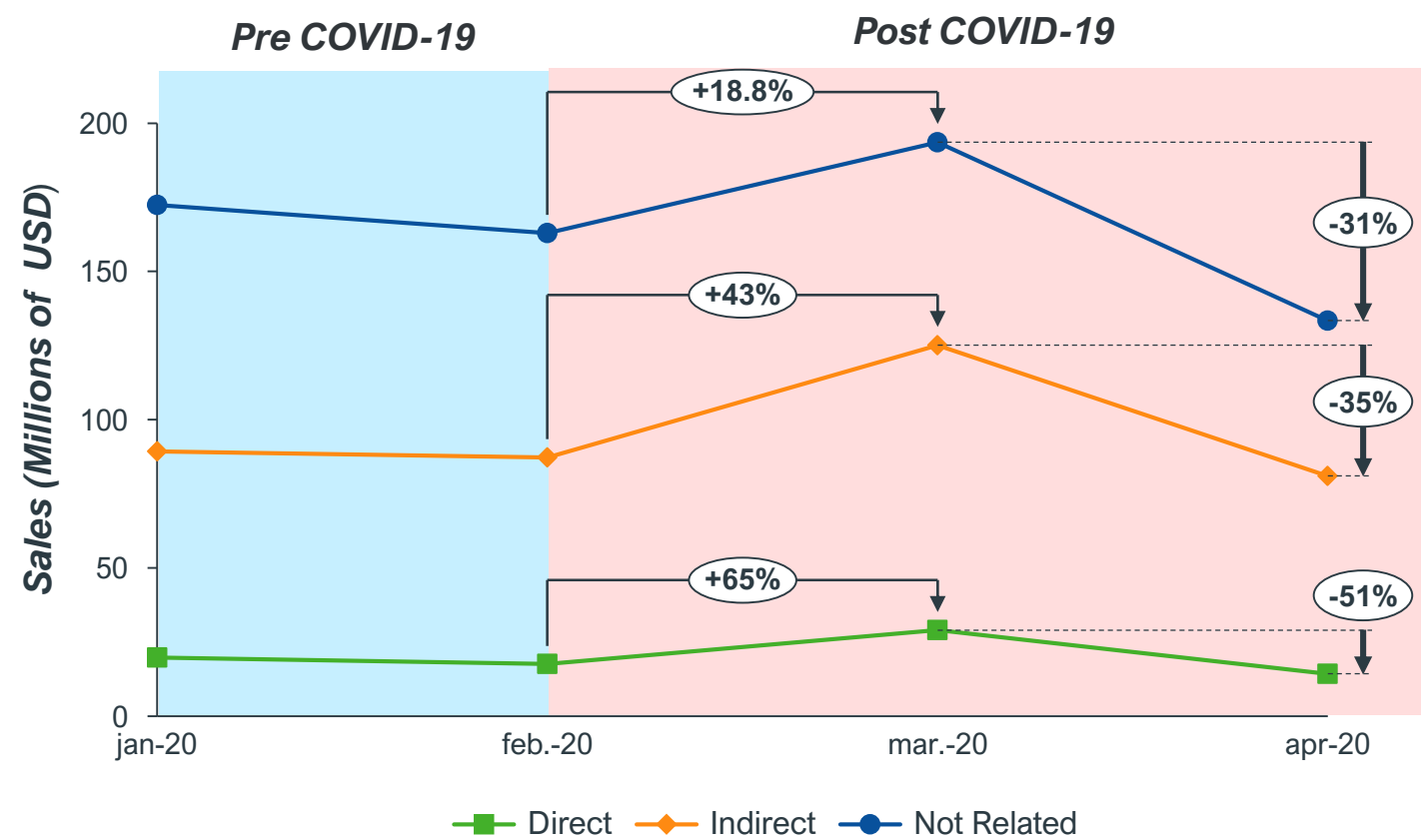
## COVID-19 Regional Impact



Source: IQVIA Databases PMCA – Total Retail Market  
 COVID-19 Market Impact - w/e May 07, 2020

# Main drivers of April's fall: buyer's March "overstock", countries lockdowns and a fall in overall consumers purchasing power

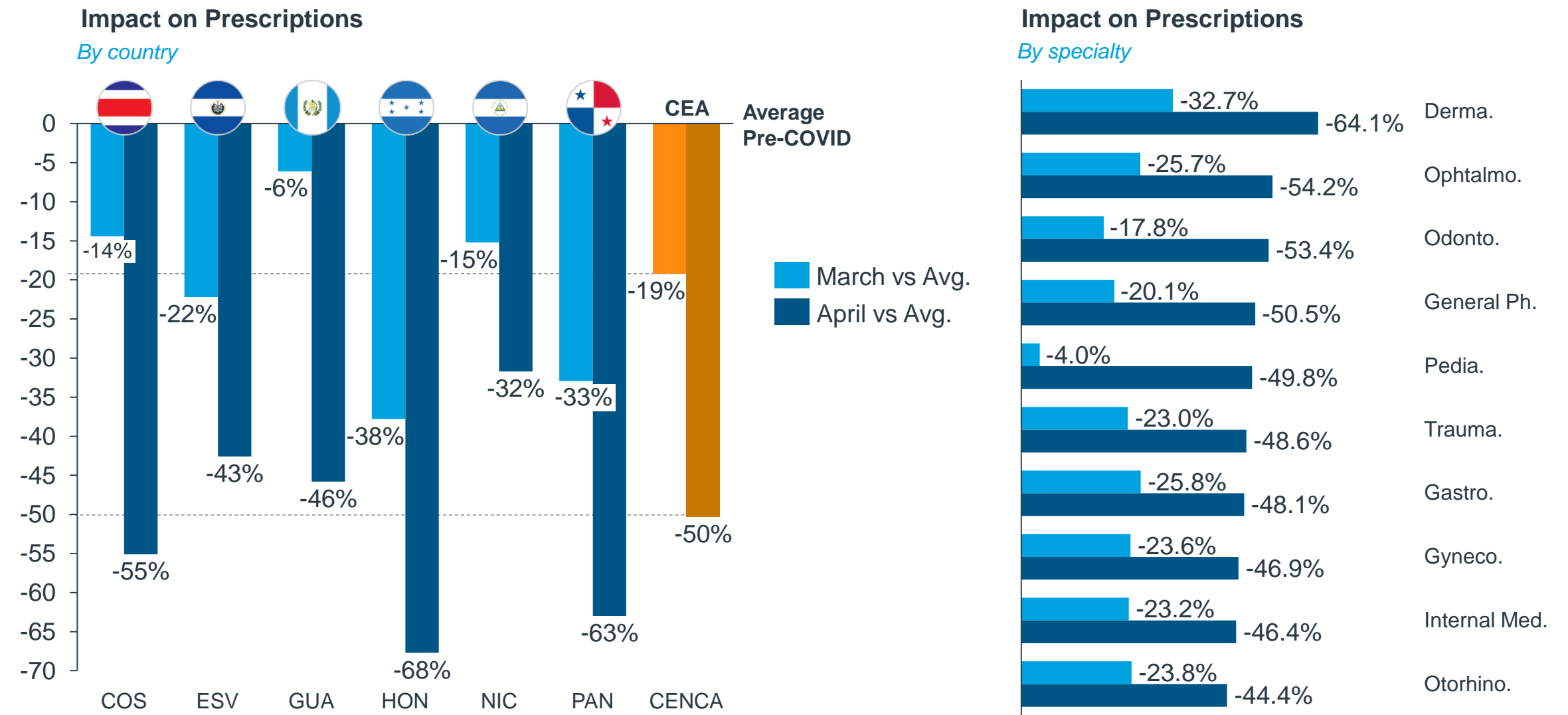
COVID Evolution in the region



Segmentation according to their relationship with COVID-19:

	Direct Relationship	Indirect Relationship	Not Related
Relationship with COVID-19	Medications directly linked to COVID prevention and / or symptom management	Medications linked to the treatment of risk groups	Not related to the treatment nor the prevention of COVID, nor to the treatment of risk groups
Examples	Fever Respiratory Antivirals	Diabetes Cardio Asthma EPOC	Skin Care Deodorants Dry eye products

# Prescriptions in the region with a -50% decrease vs pre-COVID's average – Derma, Ophtalmo, and Odonto the most impacted



Source: PBS Central America  
COVID-19 Market Impact - w/e May 07, 2020

# COVID-19 effects on the Pharmaceutical market

## Impact by Product Type and Therapeutic Segment

How has volume sales evolved during the development of COVID-19 in CENCA ?

## Impact on Sales' Channel

What was the impact of COVID-19 for Pharmacy Chains and Independent Pharmacies?

## COVID -19 market effect

Compared to the previous year, what was the impact of COVID-19 in March and April?

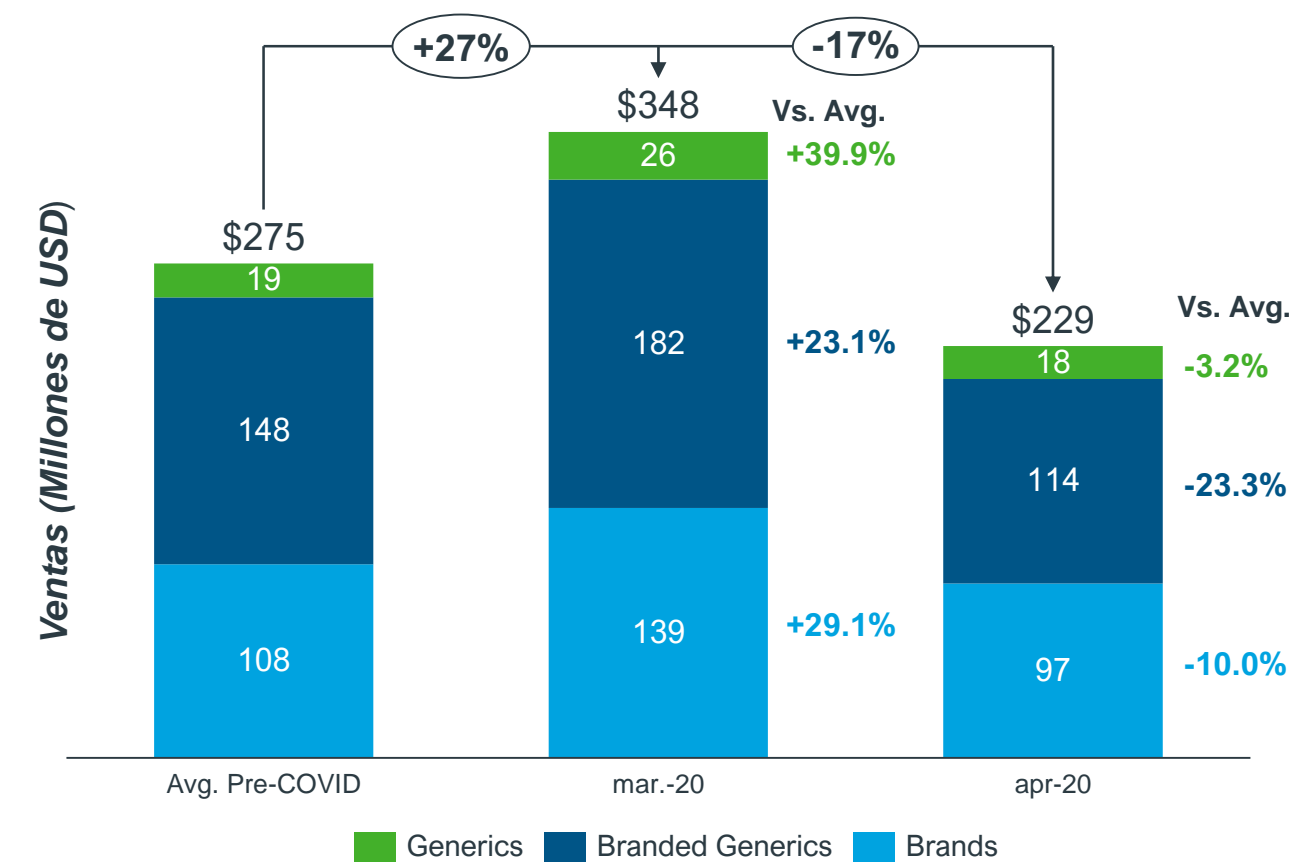
**The market as we used to know**  
Pre-COVID

## Impact Overview

How has COVID-19 affected industry dynamics?

# Branded Generics was the most affected category due to the pandemic, Generics also returned to Pre-COVID's average in 2020

Covid Effect according to the product's type

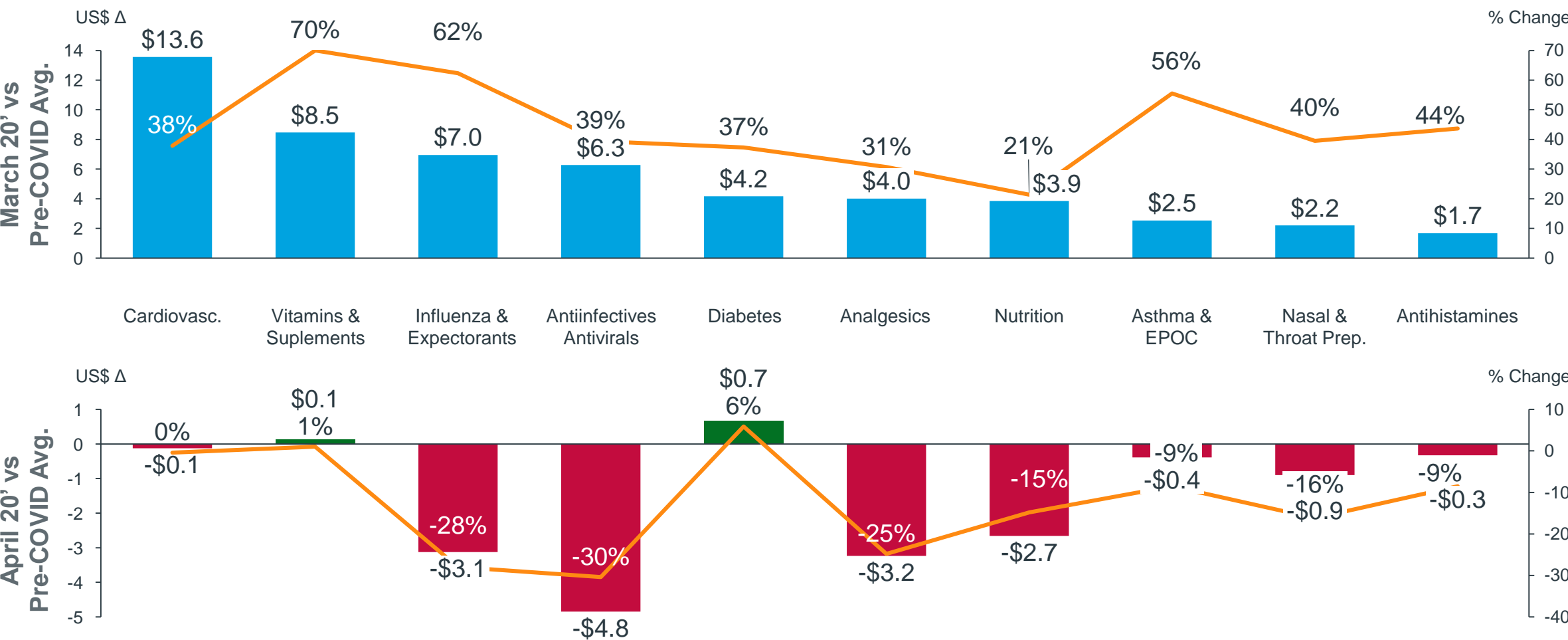


Variation vs Pre-COVID Months Avg.					
	Delta	GUA	CR	PAN	DOM
Generic	March	42.2%	22.2%	67.0%	42.4%
	April	-6.1%	-16.5%	4.6%	0.0%
Branded Generic	March	22.2%	10.0%	50.4%	32.0%
	April	-29.3%	-18.7%	-7.8%	-23.7%
Brands	March	21.5%	17.6%	55.3%	44.8%
	April	-15.1%	-11.5%	-6.6%	-3.3%

Branded Generics: Branded copies of originators (second or higher brand of the same non-patented molecule) Generics: Copies of LOE molecules commercialized without any distinctive name  
 Source: IQVIA Databases PMCADR  
 Avg. Pre-COVID = January 2020 and February 2020 average  
 COVID-19 Market Impact - w/e May 07, 2020

# Cardio, Vitamins, and Respiratory with the highest sales during Covid19 onset – Chronic products returned to Pre-COVID's avg.

Covid Effect in the Retail Market - millions of US\$



Source: IQVIA Databases PMCADR  
Avg. Pre-COVID = January 2020 and February 2020 average  
COVID-19 Market Impact - w/e May 07, 2020



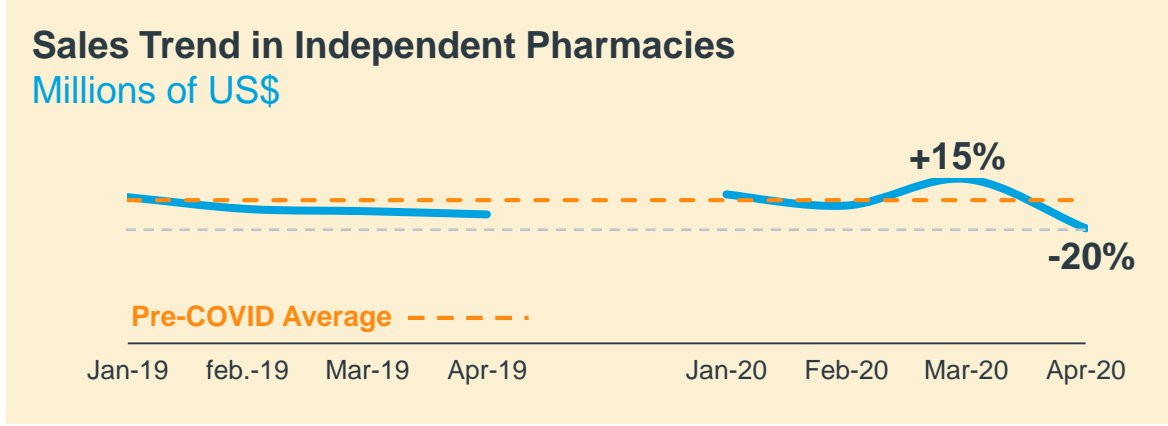
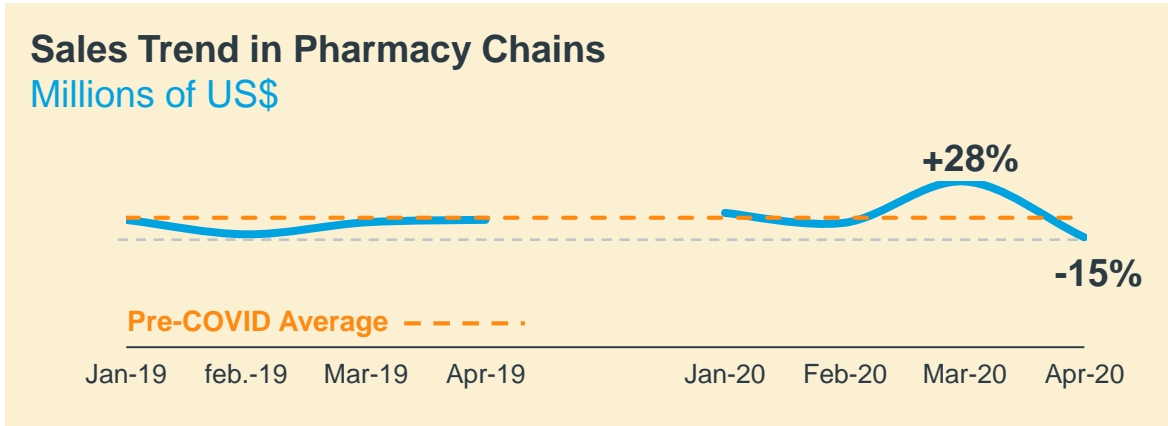
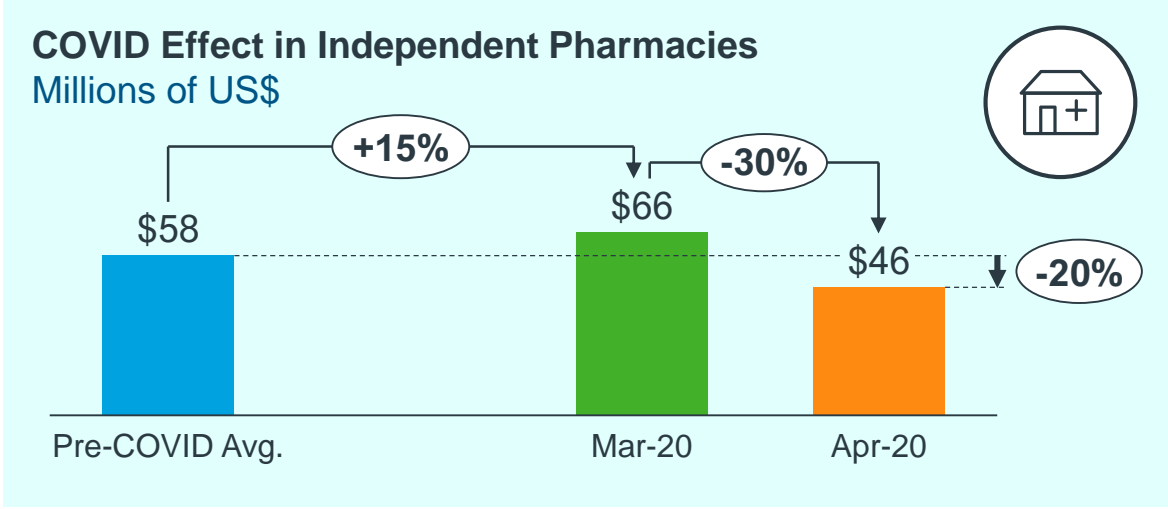
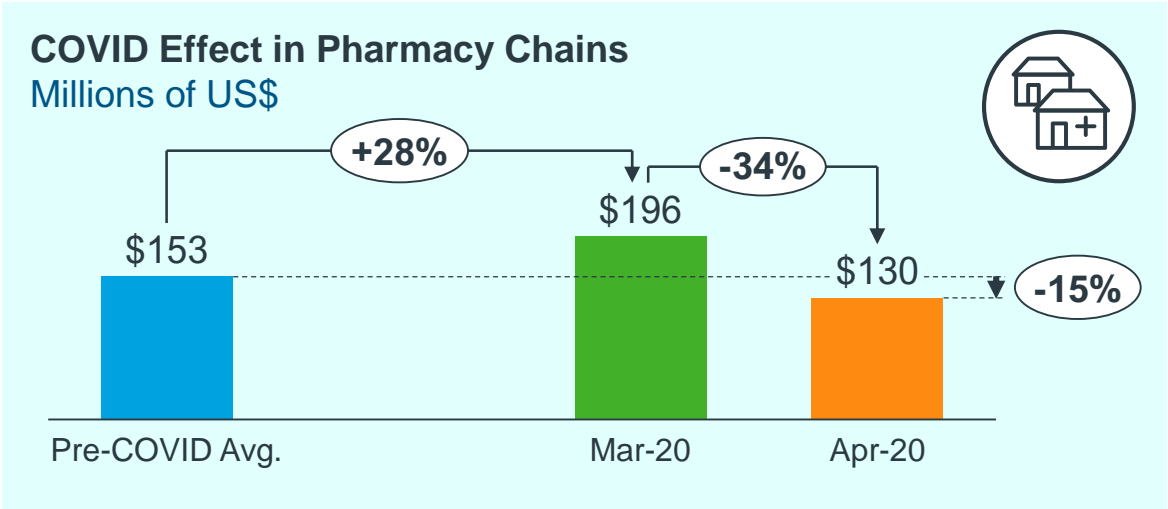
# COVID-19 effects on the Pharmaceutical market



# Both Pharmacy types affected by COVID-19's effect

## Independent Pharmacies' sales with a higher impact in April 2020

### Evolution by Pharmacy Type

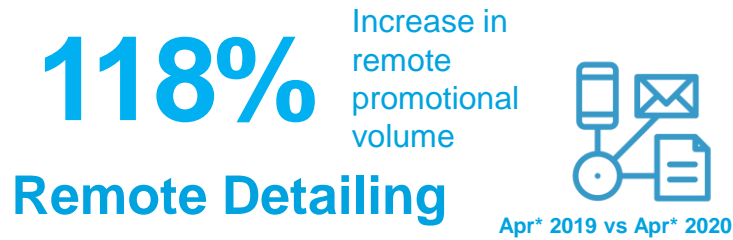


Source: IQVIA Databases PMCADR  
Avg. Pre-COVID = January 2020 and February 2020 average  
COVID-19 Market Impact - w/e May 07, 2020

# COVID-19 effects on the Pharmaceutical market



# COVID-19 has changed the industry's dynamics, promoting and accelerating the use of digital technologies

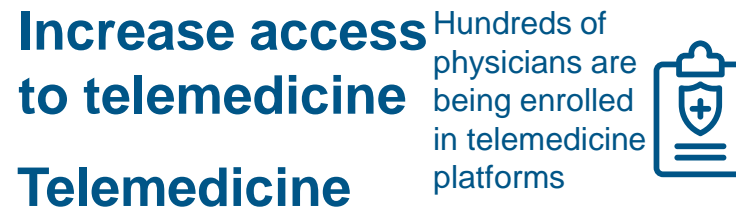


Shifting to digital promotion, mainly phone and e-detailing

Correct planning is necessary to **avoid** physicians perceiving it as **intrusive**



**Before March 2020** (start of COVID-19) main pharmacy chains reported that **10%** of their **volume sales** were done through eCommerce



Tech companies like **Doc.com**, **Blumedia**, **Byprice** and some others are offering telemedicine services

Pharma companies are promoting to their physicians visited



Wholesalers **increase inventory** levels to secure supply to pharmacies

**Partnerships and new platforms** were created by stores for delivery options



Measures to guarantee **employee security and commitment** through committees

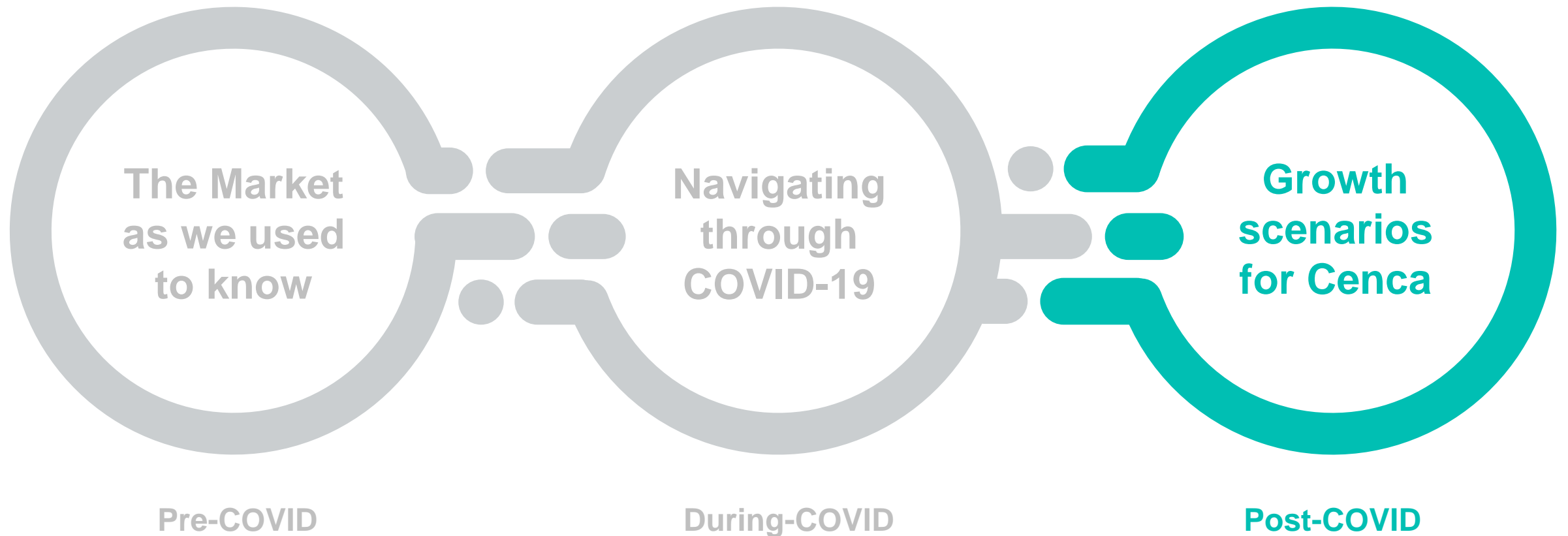
Acceleration of the transition to hybrid promotional models (**Multichannel Marketing**)



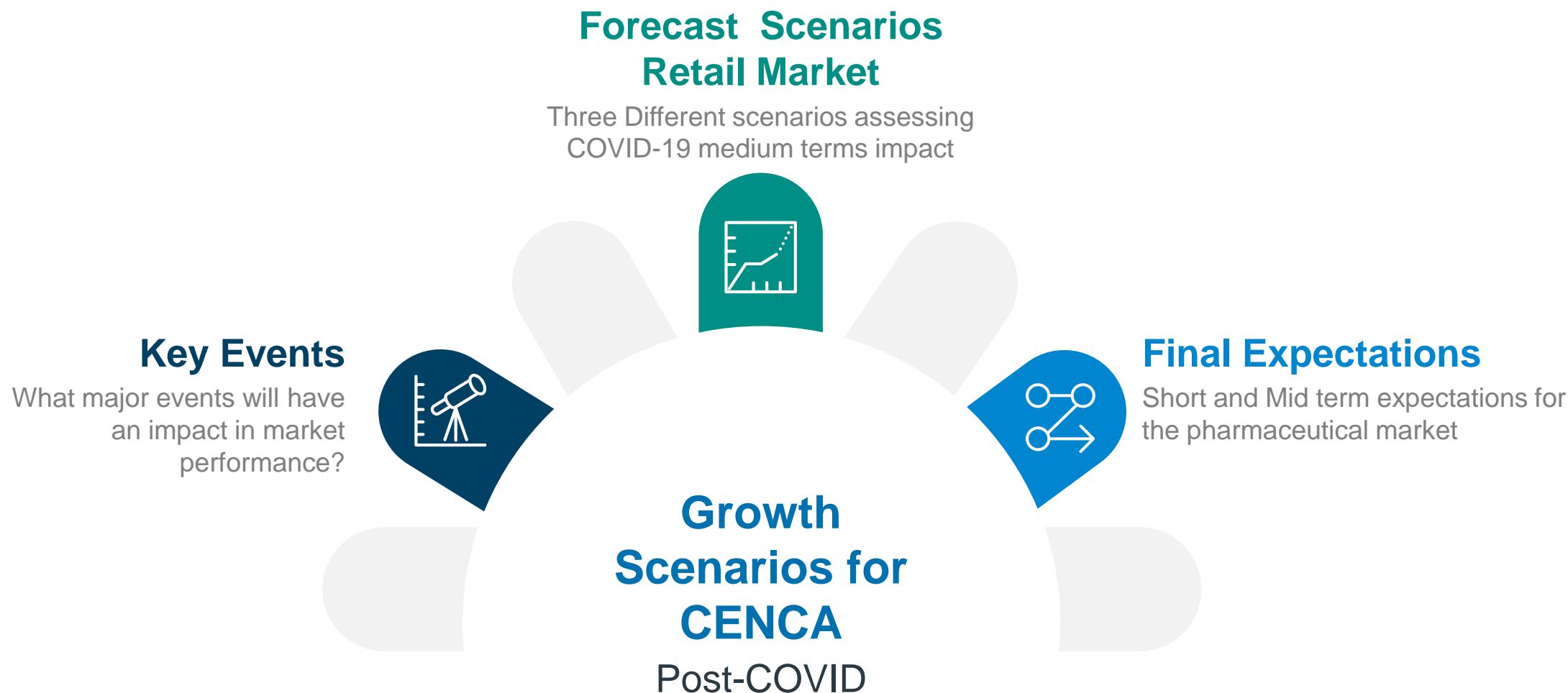
Technology has been applied with higher importance in main patient programs:

- Remote monitoring devices
- Applications to monitor and activate the patient
- Telemedicine (nurses and physicians)

# Lastly, what is the outlook for the CENCA's market after the pandemic?



# Expected future trends in face of COVID-19 (Post-COVID)



# Expected future trends in face of COVID-19 (Post-COVID)

## Forecast Scenarios Retail Market

Three Different scenarios assessing COVID-19 medium terms impact

## Key Events

What major events will have an impact in market performance?



## Growth Scenarios for CENCA




Post-COVID

## Final Expectations

Short and Mid term expectations for the pharmaceutical market



# Three scenarios were made according to the level of the events' impact

Event	Description of the event	 Low Impact Scenario	 Medium Impact Scenario	 High Impact Scenario
Product stockpiling	One-time phenomena that happens during initial 1-3 months of 2020, where patients/consumers <b>stock up on RX/OTC</b> products for fear of stockouts.	Movement in anticipation to potential shortages and quarantines, already observed in the Retail markets from January to March. In April, however, market is expected to slow down after readjusting to previous months' demand		
Delay in product launches	Pharmaceutical companies <b>delay planned product launches</b> , including new molecules and generics.	<ul style="list-style-type: none"> <li>• No launches in 2 months</li> <li>• 100% rebound</li> </ul>	<ul style="list-style-type: none"> <li>• No launches in 6 months</li> <li>• 75% rebound</li> </ul>	<ul style="list-style-type: none"> <li>• No launches in 12 months</li> <li>• 50% rebound</li> </ul>
Impact of quarantine on purchases	<b>Sales reps, KAMs and MSLs reduced their visits</b> to physicians, pharmacies, hospitals and KOLs Depending on drug/product type: 1) <b>decreased</b> number of <b>new patients</b> entering the market 2) <b>reduction of non-essential OTC</b> products. 3) <b>pharmacy</b> inventory <b>out-of-stock increases</b> . <b>Telemedicine</b> is increasing its presence due to the lack of physicians	<ul style="list-style-type: none"> <li>• Loss of 35% of patients in RX segment due to fall of medical appointments</li> <li>• Loss of 10%~20% of visits to pharmacies in RX and OTC</li> <li>• Quarantine measures until April/20, rebound &lt; 75%</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of 35% of patients in RX segment due to fall of medical appointments</li> <li>• Loss of 10%~20% of visits to pharmacies in RX and OTC</li> <li>• Quarantine measures until May/20, rebound &lt; 50%</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of 35% of patients in RX segment due to fall of medical appointments</li> <li>• Loss of 10%~20% of visits to pharmacies in RX and OTC</li> <li>• Quarantine measures until July/20, rebound &lt; 40%</li> </ul>
Fall in income levels*	Patients have reduced income to purchase drugs as a result of <b>economic recession</b> therefore the <b>volume of drug purchases is negatively affected</b> . Impact may differ by drug type (ex. Brands vs. Generics vs Brand Generics)	<ul style="list-style-type: none"> <li>• México suffers an <b>economic recession all 2020</b> equal to IMF forecast* of CENCA GDP in the context of COVID-19 crisis</li> </ul>	<ul style="list-style-type: none"> <li>• México suffers an <b>economic recession all 2020</b> equal to IMF forecast* of CENCA GDP in the context of COVID-19 crisis</li> </ul>	<ul style="list-style-type: none"> <li>• México suffers an <b>economic recession all 2020</b> equal to IMF forecast* of CENCA GDP in the context of COVID-19 crisis</li> </ul>
Price impact	Potential <b>adjustment in price</b> as a function COVID-19.	<ul style="list-style-type: none"> <li>• Prices are increased after <b>2 months</b></li> </ul>	<ul style="list-style-type: none"> <li>• Prices are increased after <b>six months</b></li> </ul>	<ul style="list-style-type: none"> <li>• Prices are <b>not increased</b> during 2020</li> </ul>
Lack of access to drugs in public institutions	<b>Drugs are not available</b> in public institutions due to <b>reduced public funding</b> , therefore Out-of-Pocket will be mainly focused on generics	Low	Medium	High

\* International Monetary Fund 2020 GDP forecast for CENCA: -6.6%  
 COVID-19 Market Impact - w/e May 07, 2020



# Expected future trends in face of COVID-19 (Post-COVID)

## Forecast Scenarios

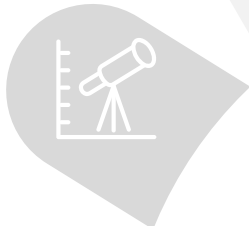
### Retail Market

Three Different scenarios assessing COVID-19 medium terms impact



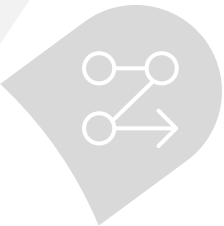
## Key Events

What major events will have an impact in market performance?



## Final Expectations

Short and Mid term expectations for the pharmaceutical market

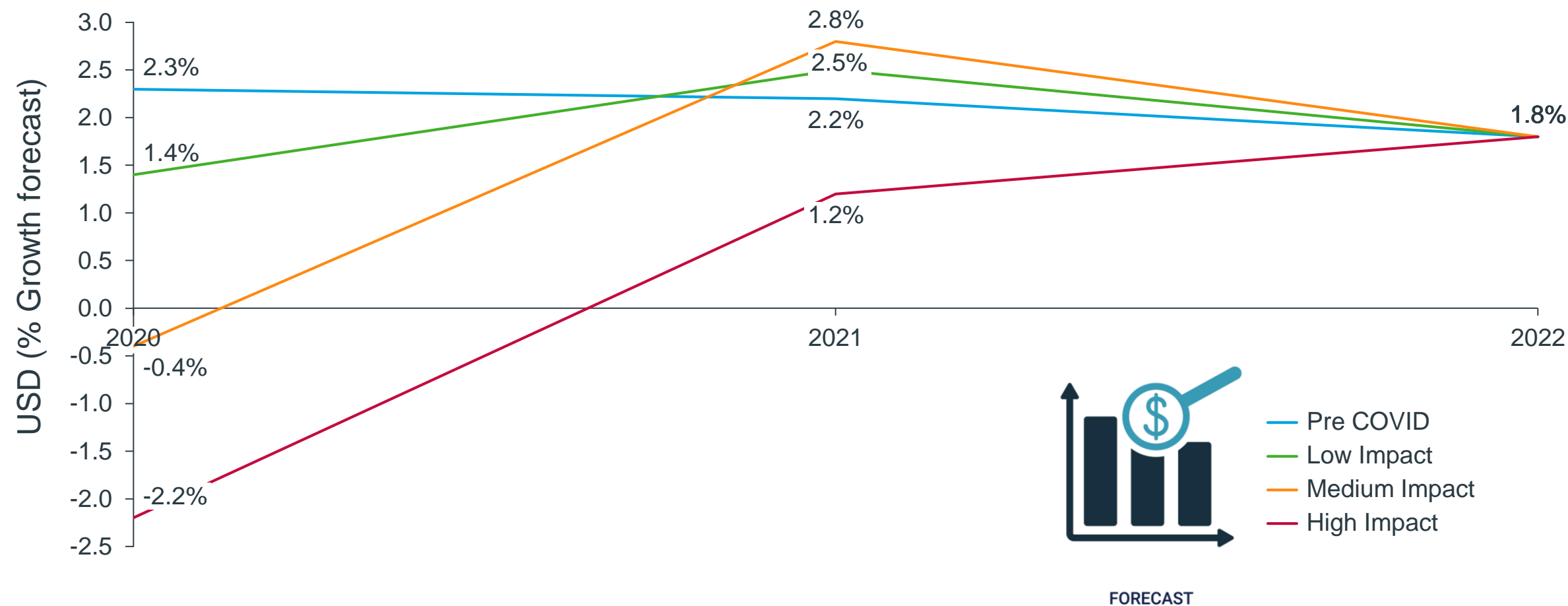


## Growth Scenarios for CENCA

Post-COVID

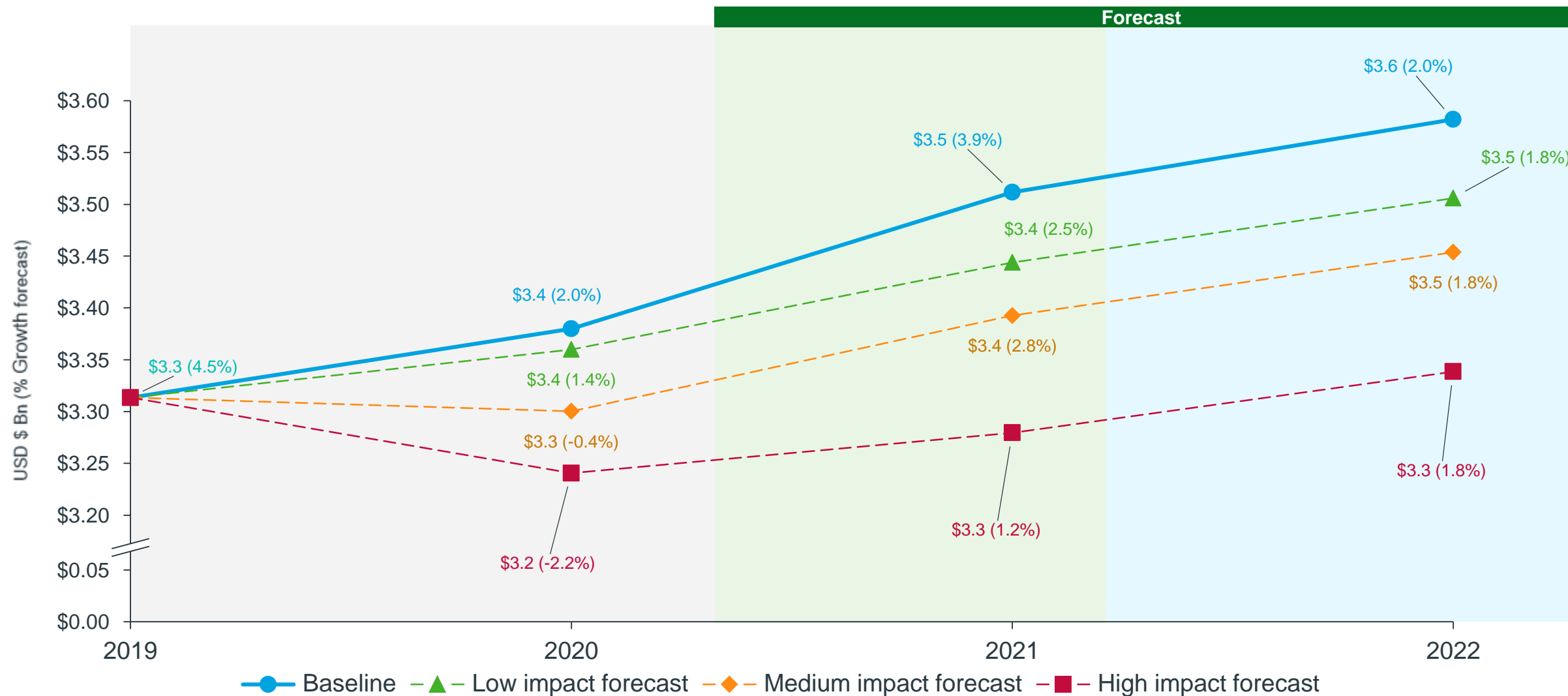
# Even though the COVID-19 crisis, it is expected that the Retail market would continue growing constantly from 2021 on

Retail market growth forecast by scenario (%)



# In 2020 the Retail sector will have a contraction in its growth, however in the coming years will recover at rates of +2% to 2.5%

Retail market trend (Values Constant USD, Millions) 2018 - 2023



# Expected future trends in face of COVID-19 (Post-COVID)

## Forecast Scenarios Retail Market

Three Different scenarios assessing COVID-19 medium terms impact

## Key Events

What major events will have an impact in market performance?

## Final Expectations

Short and Mid term expectations for the pharmaceutical market

## Growth Scenarios for CENCA Post-COVID

# COVID crisis requires PharmaCos to rapidly adapt go to market models, considering short and mid-term initiatives (1/2)

## Short term

## Mid term

### Understanding product demand & supply

- Develop **detailed demand forecast** for key products
- **Perform a distribution analysis at** PoS / HC facility

- Review key products forecasts and budget for 2021 and 22
- Revision of **resource allocation** & major initiatives / **project investment decisions**

### HCP engagement strategy

- Acceleration of **non-personal engagement initiatives** (from pilot to action)
- Provide appropriate **technology platforms** for engagement
- **Segmentation** in the new reality – greater focus of digital attributes understanding – to optimize effort

- **Full MCM approach** – remote interactions becoming the new normal?
- **Orchestrate** from “digital experience” to full MCM approach
- HCPs potentially requiring support in patient management with an **increase in eHealth solutions** (e.g. e/tele-health patients visits, remote monitoring of adherence, virtual clinical trials, PSP apps for patients).

# COVID crisis requires PharmaCos to rapidly adapt short and mid-term initiatives (2/2)

## Short term

### Launch strategy, planning & execution

- **What to do with products “ready for launch”?**
  - decisions regarding when and how
- **Elements to consider**
  - Restricted F2F promotion
  - Access restriction

### Payer and market access insight / strategy

- **Revisit HTA strategies/submissions** for potential adaptations to COVID-19 (e.g. healthcare efficiency, de-hospitalization, etc...) and/or more stringent payer environment
- **Re-evaluate ideal timing** for HTA submissions

## Mid term

- Re-evaluation of **digital promotion approach**, with potentially higher and richer mix of non-personal
  - **Re-phase launch timings**, considering potential **field force bottlenecks**
  - **Revise resource allocation** and product uptake **forecasts** post-COVID
- 
- **Re-phase HTA timings**, considering potential **payer bottlenecks**
  - Consider greater focus on **decentralized access strategies** as a result of likely economic downturn
  - **Revise resource allocation** and product uptake **forecasts** post-COVID



...and to help you  
moving forward



# New services and data

*Coming soon on our Pharmaceutical Market*

## New Data audits to increase our coverage



Data audit	Focus	Expected date
DDD in Dominican Republic	Territory sales data	Jan 2021
Public Hospital data by country	Public Hospital data Audit (Oncology, RA, Hep C, MS)	July 2020
Non Retail Channel	Hospital data public and private markets	Jan 2021
PBS national projected data	Prescriptions national data projections	October 2020
Consumer Health data	OTC and Consumer health products	October 2020

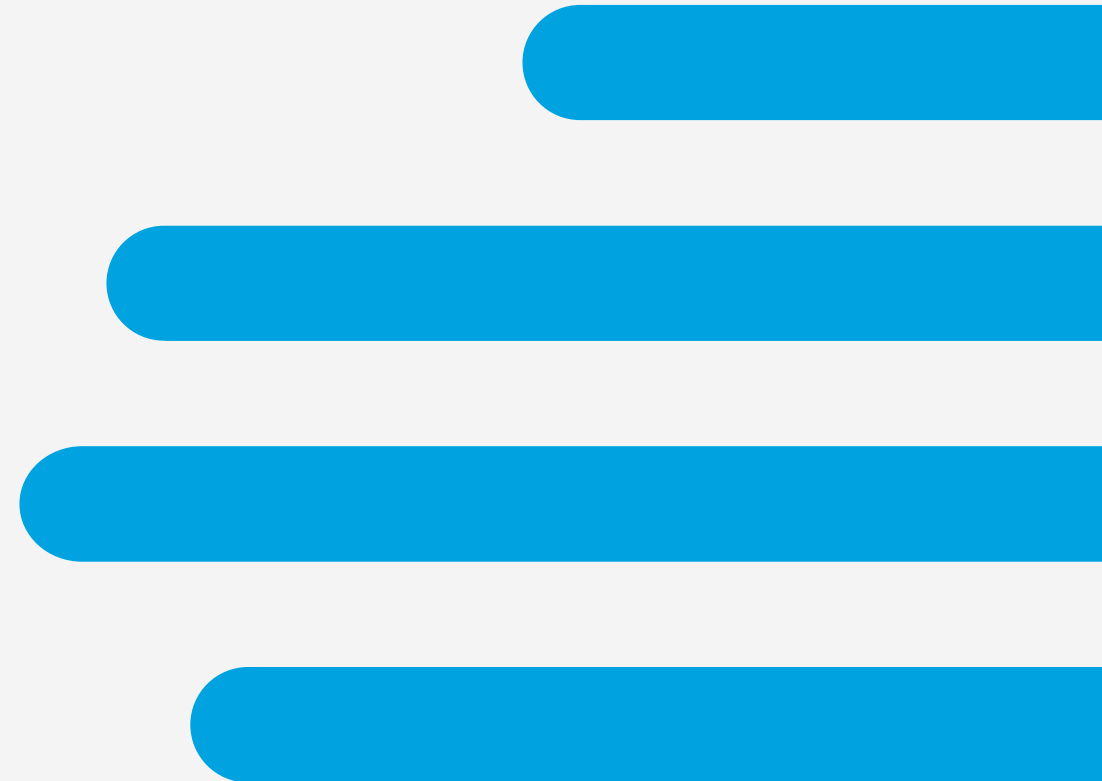
## New services to increase insights



Service	Focus	Expected date
PDS Patient Daries Study	Patient disease management and journey	June 2020
Power BI integration dashboards	Sales and marketing teams	July 2020
Remote detailing	Sales force digital promotion	April 2020
OCE orchestrated customer engagement	CRM powered by Salesforce	April 2020
Therapy Forecast	Market understanding (disease management, patient journey, Brand awareness)	April 2020



# Q&A session



# Thank you!

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