

Asian companies are looking for in-licensing opportunities

There is a high demand from Asian companies to in-license innovative products and technologies; a trend reconfirmed at our recent presentation in India and Korea at BioKorea and a licensing seminar we did with the Korea Pharmaceutical and Manufacturing Association (KPMA). Asian companies are especially looking for products in later stages of development with the potential for a licensing deal for the Asian market. They are even more interested in products already on the market. For US and European companies this is an excellent means of co-financing some development costs without giving up home markets and key markets for future licensing. The 2010 deal between Medivir AB, Sweden listed on the Stockholm Stock Exchange and Daewoong Pharmaceutical, Korea for Medivir's Hepatitis B virus (HBV) polymerase inhibitor drug (MIV-210) demonstrates this mutual benefit well. Daewoong secured the marketing rights for South Korea, Japan and China and is responsible for the clinical development (phase II), while Medivir retains rights to the rest of the world. The up-front was comparably low at USD 0.2m, but royalties are double digit and Daewoong is paying the phase II development costs.

We know that there are many such opportunities out there for European and US Biotech companies. We have partnered with KPMA in Korea to provide you with access to the numerous opportunities in the Asian market. Our Indian road-show in September also helped us establish a network of pharmaceutical companies to aid you in your partner search efforts.

Our partner search service capitalizes on Venture Valuation's broad network within the life science industry and our team's experience when it comes to assisting clients with their partnering strategy. The service is split into 3 levels with a flexible fee structure on a for service basis or a combination of fee for service and success fees.

- Level 1: Definition of the target partner or product, screening and creation of a long-list of potential candidates;
- Level 2: Selection and ranking of candidates from the long-list, contacting candidates to check interest and request non-confidential information and creating detailed profiles for all short-listed companies;
- Level 3: Organizing meetings, negotiation support, support with valuation, deal structuring and benchmarking deals.

If you are interested in finding out how you can benefit from working with us, please contact Johan Ohlsson, Partner (+41 43 321 8660; [j.ohlsson\(at\)venturevaluation.com](mailto:j.ohlsson@venturevaluation.com)) at Venture Valuation to discuss your specific needs in more detail.