

In This Issue:

- **Pharma Sales: Lead Activity Report** 1
- **Lead Sampler** 1
- **User Tip: Get the Most Out of Your Subscription - Full Database Search** 3
- **Key Appointments: November 2009** 3
- **Sales Article: What is the Difference Between Marketing and Sales?** 4
- **Prospect Profile: Movetis NV (MOVE)** 7
- **PharmSource Lead Sheet: Special Offer** 9

Welcome to the December 2009 Issue!



*Warm holiday wishes
 for good health, happiness
 and a new year
 filled with success.*

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: November Results

375 overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in November, 2009.

Lead Type	Nov-09	2009 Y-T-D
Non-US Leads	165	1,350
Early development candidates	69	734
Late development candidates	84	696
Large molecule candidates	50	453
Small molecule candidates	119	1,068
Company Financings	95	809
New sourcing executives	15	206
Parenteral dosage form candidates	81	669
Oral candidates	72	669
Total Leads*	375	3,374

* Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form.

Lead Sampler

Below are two actual leads from a recent issue of the *PharmSource Lead Sheet (PLS)*, the weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It reports new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers up to 70+ fresh leads each week.

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Tel. 703-383-4903
 Fax. 703-383-4905

www.pharmsource.com
 info@pharmsource.com

Use the *PLS* to stay on top of opportunities as soon as they're announced, to keep attuned to market activity and trends, and as a key resource for targeted marketing.

<p>FOR WEEK OF: 11-29-2009</p> <p>Products in Development ●</p> <p>Product Acquisitions ●</p> <p>Corporate Finance ●</p> <p>Other Sponsor Events ●</p> <p>Key Appointments ●</p> <p>Download</p> <p>Preferences</p> <p>Comments/Questions?</p> <p>Full Database Search</p> <p>Qualifying Info Search</p> <p>PRINTER FRIENDLY</p> <p>[Export All] [Clear All] Print Lead Email Lead</p> <p>Export help</p>	<h2>Products in Development</h2> <h3>Phase I</h3>
	<p>Company: Addex Pharmaceuticals S.A.</p> <p>HQ Location: Plan-les Ouates, Geneva, Switzerland</p> <p>Product: ADX48621</p> <p>Dosage Form: Oral</p> <p>Nature of API: Chemical - Normal potency</p> <p>Therapeutic Area: Neurology</p> <p>Comment: Addex plans to initiate a Phase IIa trial in 2010 with ADX48621 for the treatment of levodopa-induced dyskinesia, a condition that can develop as a result of levodopa therapy in patients with Parkinson's disease. ADX48621 is an orally administered negative allosteric modulator of the metabotropic glutamate receptor 5.</p> <p>Clinical research contact: Charlotte Keywood, CMO</p> <p>Research Contact: Robert Lütjens, PhD, Head of Core Biology</p> <p>CMC R&D Contact: Jean-Philippe Rocher, PhD, Head of Core Chemistry</p> <p>Print Lead Email Lead</p>
	<h2>Corporate Finance, Alliances, and Acquisitions</h2> <h3>Corporate Finance</h3>
	<p>Company: Human Genome Sciences, Inc.</p> <p>HQ Location: Rockville, MD</p> <p>Financing Type: Secondary public offering</p> <p>Amount Raised: \$397.00 million</p> <p>Description: HGS raises \$397 million through a public offering of common stock. The proceeds will support: general corporate purposes, including the acquisition of additional manufacturing capacity and the development of new indications for BENLYSTA; potential sales and marketing activities; clinical trials; R&D; general, administrative and manufacturing expenses; the retirement of debt; and possibly strategic investments.</p> <p>Strategy: HGS develops products for several therapeutic indications, including cancer, rheumatoid arthritis, lupus and hepatitis C.</p> <p>Research contact: David C. Stump, MD, EVP, R&D</p> <p>Corporate: Curran Simpson, SVP, Operations</p> <p>Print Lead Email Lead</p>

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User Tip

Get the Most Out of Your Subscription: Full Database Search

The *PharmSource Lead Sheet* is designed to help you identify new business opportunities. The database search functions will help you to further research companies of interest, and also to find targeted opportunities based on specific parameters that are relevant for your specific goals. To find the most recent status of a specific product, we suggest the following:

1. Go to the *Full Database Search* page. To ensure that you're starting your search with a fresh page, just:
 - a) Click the "**Clear Selections**" button at the top of the page, and when the page refreshed,
 - b) In your browser, select **Tools > Delete Browsing History > Temporary Internet Files**, and **delete** the latter. This optional step is for those who do frequent searches; it ensures that previous search criteria are cleared from your browser's memory.
2. For the "**Date Range Start**" select **01-2003**. Leave the "Date Range End" on the current month and year. This will show you the most recent status for all products listed in our database for the company you are researching.
3. Click on the "**Company**" tab and select the company that holds the product.
4. Click on whichever of the two "**PRODUCT RESULTS**" options in you wish to have the search results. The product results "**PLS View**" option will show you a prose view that's easily readable, while the product results "Spreadsheet" view option will directly download the resulting data into an Excel .csv file.

The Full Database Search and Qualifying Information Search features can do many other types of searches. Our job is to help you get the most out of the *PharmSource Lead Sheet*. For customer support, please call us at 703-383-4903 (ET USA) or send an e-mail message to info@pharmsource.com.

Key Appointments: October 2009

This new section of the *PERISCOPE* summarizes just a small sampling of the many recent appointments of new people to high-level positions in pharma/biotech. For more information of this nature, see the "Key Appointments" section of the weekly *PharmSource Lead Sheet*.

Key Appointments

Company: [Alnara Pharmaceuticals, Inc.](#)
HQ Location: Cambridge, MA
Appointee: Lee R. Brettman
Position: CMO

Company: [Chelsea Therapeutics, Inc.](#)
HQ Location: Charlotte, NC
Appointee: William D. Schwieterman, MD
Position: CMO

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Company: [Evolva SA](#)
HQ Location: Allschwil, Switzerland
Appointee: Jessica Mann, MD, PhD
Position: CMO

Company: [Intrexon Corporation](#)
HQ Location: Blacksburg, VA
Appointee: Gerardo A. Zapata, PhD
Position: SVP & President, Protein Production Division

Company: [Nektar Therapeutics](#)
HQ Location: San Carlos, CA
Appointee: Lorianne Masuoka, MD
Position: SVP & CMO

Company: [Santaris Pharma](#)
HQ Location: Hørsholm, Denmark
Appointee: Mark Wedel, MD
Position: VP & CMO

Company: [Tolera Therapeutics, Inc.](#)
HQ Location: Kalamazoo, MI
Appointee: Leslie O'Toole
Position: Director, Clinical Programs

Company: [Watson Pharmaceuticals, Inc.](#)
HQ Location: Corona, CA
Appointee: Robert A. Stewart
Position: SVP, Global Operations

Sales Article

What is the Difference Between Marketing and Sales?

By Mark Smock

There seems to be a never ending argument among marketing and sales professionals as to what really is the difference between marketing and sales functions. More often than not, both business activity terms are used to describe any business activity that is involved in increasing revenues. For small businesses, with limited resources, there often is no practical difference in marketing and sales functions, all revenue generating activities are typically implemented by the same personnel.

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As a company grows in revenues and number of personnel, it typically follows a logical business function progression of "specialization", a process where the lines between more generic, departmental descriptions and functions became much more definitive and associated functional responsibilities become much more focused. Marketing and sales functions are no exception.

Marketing and sales functions are diverse yet very interdependent. Typically "sales" cannot exceed revenue objectives without effective marketing planning and support, and "marketing" directives ultimately become useless without sales implementing the plan.

Like many complex business issues, it is sometimes easier to define something by what it's NOT as it is to define it by what it is. Let's take a closer look at marketing to better define what sales is not.

Simply defining "marketing" as the "Four P's", product, price, place and promotion, based on your Marketing 101 class in college is not practical in today's global markets. In a general sense, marketing is more theoretic than sales, focused on purchase causality and is more prescriptive in purpose than descriptive. Marketing involves micro and macro market analysis focused on strategic intentions where sales is driven more by tactical challenges and customer relations. Let's take a closer look at how marketing is truly different from sales:

Marketing responsibilities are distinct from sales in that marketing:

- Establishes and justifies the company's best competitive position within a market.
- Initially creates, helps sustain, and rigorously interprets customer relationships.
- Locates and profiles potential markets and key participants within.
- Generates quality sales leads.
- Develops effective selling tools.
- Formally analyzes and tracks competitor's business strategies and tactics.
- Defines, prioritizes and justifies new product or service improvements and developments.
- Promotes an explicit company product or service image.
- Facilitates information transfer from customers to the rest of the company.
- Simplifies the customer's product or service procurement process.

A full-time Marketing Manager would be responsible for the following tasks:

- **New Product Rollouts:** Strategy development, program incentives, timing and media coverage.
- **Agency Evaluation:** Selection and evaluation of outside marketing contractors.
- **Customer Database Management:** Software selection, training, maintenance of customer contact information.
- **Market Research:** Market definition, prioritization, project management, data gathering.
- **Pricing Analysis:** Pricing as a marketing tool, initiate and analyze competitor's pricing practices.
- **Product Audits:** Establishment of a formal means to evaluate competitive offerings.
- **Public Relations:** Establishment, guidance and coordination of all areas of public relations.
- **Trade Shows:** Definition, participation, prioritization and audit for effectiveness of all trade shows.

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- **Product Promotions:** Strategy formulation, program composition, premium definition, all media coverage.
- **Marketing Communications:** All printed / electronic communication: brochures, catalogs, price lists, case histories.
- **Media Selection:** Assist in selection and prioritization of all media options: print, broadcast, multimedia.
- **Internal Communications:** Establish and maintain all inter-company corporate communication means.
- **International Marketing:** Establish company presence in targeted international markets, audit for effectiveness.
- **Strategic Planning:** Offer strategic information and alternative insights to corporate management strategies.
- **Board Meeting Participation:** Communicate and reinforce the company marketing priorities, strategies and tactics.
- **Corporate Vision Statement:** Proliferate and reinforce the corporate vision throughout the organization.
- **Corporate Identity and Image:** Create, maintain, improve and "manage" all corporate images and symbols.

To a "pure" marketer, the marketing role in a company is not just a business function, but a business philosophy. An effective marketer truly believes "dominating" their target market is "owning" their market. The more a marketer can do to maintain market leadership the more effective they are perceived within the organization and within the industry.

As customer retention has become more of a business priority in our intensifying competitive markets, the marketing function has evolved from influencing potential customers to involving them the company's business planning and advancement. Effective marketing also has blurred the distinction between product and service and continues to apply more influence on the company's sales representation priorities.

In conclusion, marketing and sales functions are deeply rooted in each other's purpose and revenue growth intentions. There are few functional areas in business that relate more to each other. So the next time you hear someone say the word "sales", when the appropriate description would have been "marketing", or vice versa, think of this article and choose from any one of these documented business functions to make your point of distinction!

About the Author

Mark Smock is 30+ year veteran of the sales profession and president of www.business-buyer-directory.com, the FIRST international business buyer directory of its kind. Business Buyer Directory provides a non-traditional means for proactive business buyers to locate businesses for sale worldwide that meet their exact registered purchase criteria.

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Prospect Profile

Movetis NV (MOVE)

Movetis is a pharmaceutical company that discovers, develops and commercializes treatments for gastrointestinal diseases. The company filed an initial public offering (IPO) of its common stock, as reported in the November 22, 2009 issue of the *PharmSource Lead Sheet*. At \$18 a share, Movetis raised \$126.1 million through the sale of 6.93 million shares. The proceeds will fund: the commercialization of Resolor; the development and filing of Resolor for other indications; investment in the company's existing pipeline, including M0002 and M0003; and general corporate expenses.

Corporate Highlights

- November 2006: The company was founded in Belgium as a spin-off of J&J.
- Funders include: Sofinnova Partners, Life Sciences Partners, Sofinnova Ventures, KBC GIMV, Quest for Growth and BIP.
- December 3, 2009: The company completed its IPO.
- December 4, 2009: The company is listed and started trading on Euronext Brussels.
- 37 employees, including 25 in R&D and 12 in administration. Movetis plans to add sales and marketing employees by Q1 of 2010 to support the launch of Resolor. The company expects to employ 45 people by the end of 2009 and more than 100 in Q4 of 2010.
- Corporate headquarters: Turnout, Belgium; 1,578 square meters.

Manufacturing Status

- Movetis does not own or operate a manufacturing facility.
- Movetis relies on CDMOs for:
 - Analytical labs
 - Active drug substance custom manufacturing and stability
 - Compound synthesis development
 - Drug formulation development
 - Drug custom manufacturing
 - Stability evaluation
- Prucalopride, the API of Resolor, is manufactured by Janssen Pharmaceutica NV.
- J&J provides contract manufacturing of drug substances.
- Sanico NV is responsible for tablet production, blistering, packaging and release of Resolor, for which one back-up site for manufacturing has begun production.
- M0002 is produced by Cambridge Major Laboratories in Weert, The Netherlands.
- A pediatric oral solution of M0003 that will be used for Phase III trials is being developed by an undisclosed CDMO.
- A tablet version of M0003 was developed for a Phase II trial by an undisclosed CDMO.

Business Relationships

- Preclinical and clinical research, data collection and analysis are conducted by third parties, including CROs.

Sourcing Opportunities

- Manufacturing
- Quality control
- Clinical trials

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- Sales
- Marketing

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
M0012	Constipation Predominant Irritable Bowel Syndrome (IBS)	TBA	Preclinical	TBA
M0014	Post infectious IBS	TBA	Preclinical	TBA
M0003/0004	Heartburn in proton pump inhibitor failures/ Pediatric reflux	Oral	Phase I	Phase II in H2 of 2010
M0002	Ascites	Oral	Phase IIa	Phase IIb in H1 of 2010
Prucalopride	Constipation/Opioid- induced constipation/ Post operative ileus	Oral	Phase II	TBA
Resolor	Chronic constipation	Oral	Approved	Launch in Q1 of 2010

Finances

(In \$ thousands)	2007	2008
Revenues	67	1,724
R&D Expenditures	16,664	22,166
General & Administrative Expenditures	3,277	5,095
Total Operating Expenses	19,937	27,255
Capital Expenditures	830	707

Contact Information

Movetis

Veedijk 58 (1004)
 2300 Turnhout, Belgium
 Tel.: 32 14 404 390
 Email: info@movetis.com
 Web: www.movetis.com

Key Officers

Dirk Reyn, CEO
 Jan Schuurkes, PhD, CSO
 Lieve Vandeplassche, PhD, Chief Development Officer
 Ann Meulemans, PhD, VP, Early Development
 Peter Korst, VP, Marketing & Customer Relations Mgmt

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PharmSource Lead Sheet Special Offer

The *PharmSource Lead Sheet (PLS)* is the weekly web-based information service that identifies fresh business opportunities for companies serving pharma and biotech. Respected, endorsed and depended on by the top companies, the *PLS* informs you of new business opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and helps keep your lead funnel full.

If you're not yet a subscriber to the *PharmSource Lead Sheet*, we invite you to take a **complimentary test-drive** to see for yourself how this service can be a vital tool for growing your market share.

*** Subscribe by December, 31 2009 and
Get 10% off!**

Here are just a few things the *PharmSource Lead Sheet* can do for you:

- **Save money:** The *PLS* costs less than exhibiting at a single trade show, and far less than an internal prospecting staff.
- **On-going source of fresh leads and current market information:** The *PLS* alerts your sales staff of new business opportunities every week, keeping you on top of pipeline product activity and Bio/Pharma financings.
- **Excellent resource for targeted mailing/contact lists:** The *Full Database Search* and *Qualifying Information Search* features can be used to create highly targeted lists of pharma companies to set up site visits in specific territories, for marketing campaigns and for many other intelligence purposes.

* This offer is for new subscribers only at the Corporate- or Premier-level.

To schedule your free **test-drive**, call Judy Miller at (703)383-4903, ext. 103 (ET) or send an email to judy@pharmsource.com.

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