

## **Pharma/Biotech Collaborations: Catching the “once-in-a-lifetime” Business Opportunity**

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## LACER SA in a glimpse...

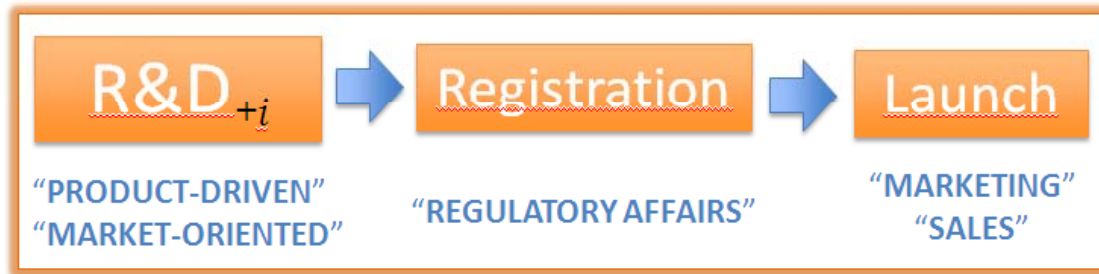


- Pharmaceutical company (Rx + OTC)
- Founded in 1949, Family-owned, HQ's in Barcelona (Spain)
- >550 employees, National & International scopes
- Pharmaceutical focus: CV, GI, Pain & Allergies
- Personal Health focus: Oral, Capillary and Skin cares



## Where is the pain ?

- Spanish health system is facing immediate & drastic cost-containment measures.
- The classical business model no longer works for mid-size players



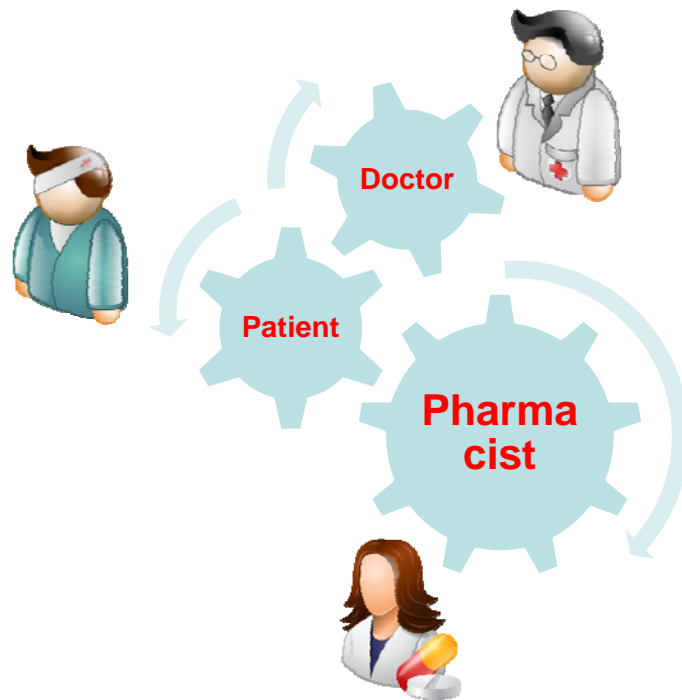
- The alternative business model (licensing) is fading away...

## Reasons for hope !

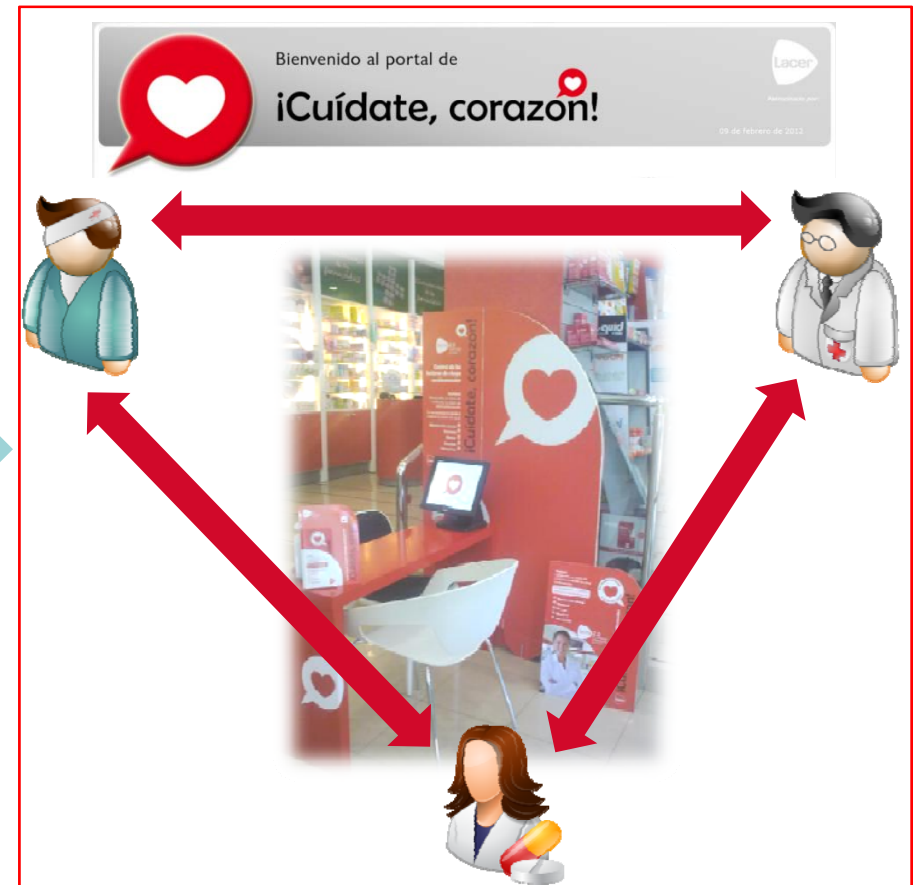


- Ashes are extremely fertile
- New Business Models needed
- Fresh Strategic vision needed
- Swiftiness & Opportunistic catches
- “BRIC”-it up !

## How do we see the future?



**Classical value chain**  
“near bankruptcy”  
Prescription-driven  
Reimbursed & Not reimbursed products



**Assistential Pharmaceutical Cares**  
Pharmacies are strategical market places  
Recommendation-driven  
Reimbursed & Not reimbursed products

# The PRIMACOL EXPERIENCE



Investigated & Developed by:



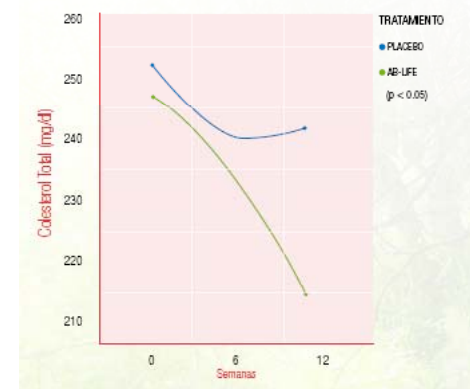
Clinical & EU Reg. Developments by:



Licensed, Filed & Marketed by:



Al final del tratamiento, se pudo constatar la reducción estadísticamente significativa del colesterol total en un 14%.







## Conclusions

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### **The value of the AB BIOTICS/Quantum Experimental/LACER Business Partnership?**

- Quick way to market innovative products
- A nice product/platform match that creates business synergy
- Very high learning content experience
- Inject pure science in your day-to-day life
- Vivifying & rejuvenating experience!
- A 360°-review/challenge of your company processes!
- Problem-solving attitude is key for Alliance Building & Mgt