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| **Offering** | **Sub-offering** | **Strapline 1** | **Strapline 2** |
| Strategy and consulting |  | Helping you maximize value from investments, innovation, and insights | Driving alignment between science and business |
|  | Strategic portfolio management | From pipeline growth to topline growth | Strategic precision for scientific innovation |
|  | R&D portfolio management | From ambiguity to clinical certainty | Prioritizing R&D investments with insights |
|  | Portfolio decision analytics | Aligning portfolio value with organizational value | From insights to impact |
|  | Medical affairs | Get evidence, analytics and insights to drive medical organization excellence | Innovate with impact in mind. |
| Business Research |  | Better evidence for faster decision making | Precision, insight, and excellence. |
|  | Competitive intelligence | Creating limitless possibilities with insights | Be better informed |
|  | Early warning systems | Build resilience and preparedness | Anticipate, adapt and thrive. |
|  | Market assessment | Optimizing access and reimbursement with real-world evidence. | Navigate market access with confidence |
| Business Development and Licensing |  | Powering partnerships with data-driven deal insights. | Accelerate alliances, growth, opportunities. |
|  | Indication and Asset Prioritization | Strategic prioritization for high-value opportunities | Accelerating success through smart prioritization |
|  | Target Product Profile (TPP) & Partnering Package Preparation | Unlock asset potential and convey differentiation through analytics-powered TPPs. | Positioning you for deal success |
|  | Forecasting and valuation | Navigating deals with precision forecasting and valuation. | Drive forecast excellence and valuation accuracy. |
|  | Partner Identification and reach out | Discover strategic partnerships that accelerate growth | Targeting partnerships with data-driven insights and engagement. |
| Commercial |  | Unlocking commercial success with data-driven insights. | Strengthen efficiency, drive compliance, streamline experiences. |
|  | Forecasting and valuation | Align R&D portfolio investments with commercial outcomes | From insights to impact |
|  | BI dashboards | Actionable analytics for strategic commercial decisions | Do more with less data. |
|  | Marketing and digital services | Drive performance with data-driven marketing intelligence. | Amplify impact with data, intelligence and insights. |
|  | Sales analytics | Drive sales excellence by connecting data, analytics and expertise  | Precision strategies for pipeline growth |
|  | Market access | Unlocking market access with real-world evidence and insights. | Drive market access excellence through insights and intelligence. |