

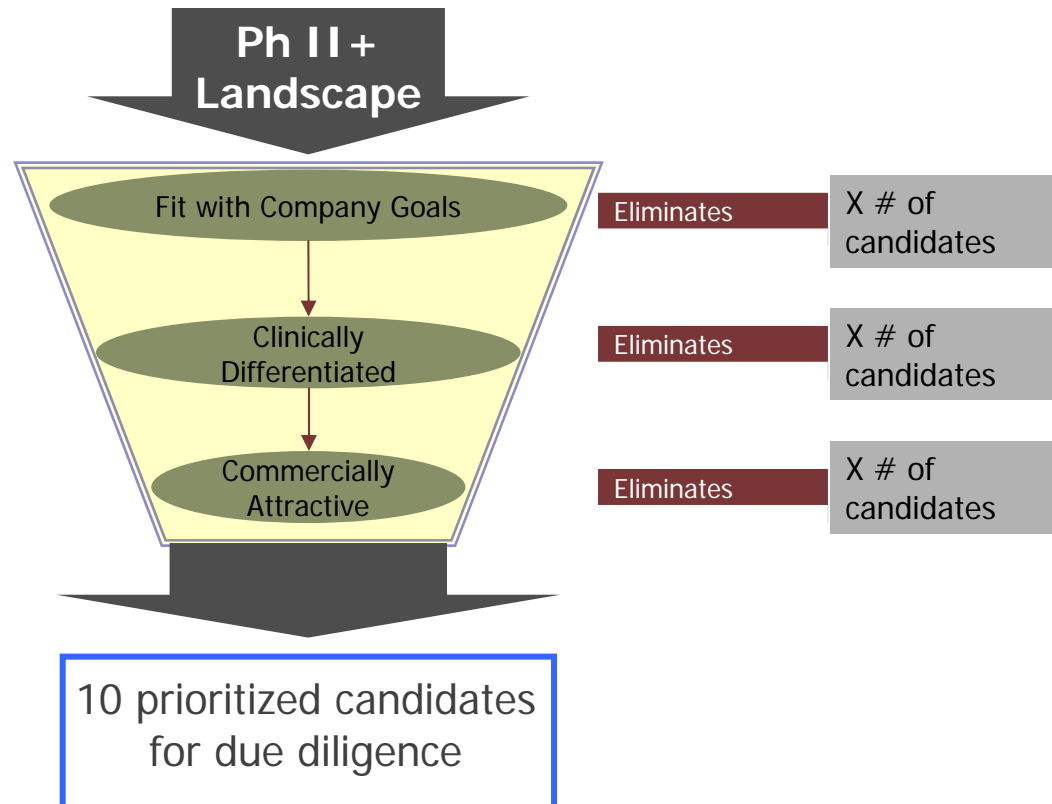
# Case Example: L&A Strategy and Asset Identification (1 of 2)

## Situation

- A mid-sized pharmaceutical company was seeking to expand their leadership in a specialty market space by acquiring new assets which could be leveraged by their existing sales force. Importantly, the acquired asset(s) had to maintain the franchise's profitability while at the same time fitting strategically into the company's vision.

## Approach

- Trinity designed a collaborative project with the client in which a comprehensive list of suitable assets (Phase II and higher) was compiled, followed by a series of tailored filtering processes whereby lower priority assets were eliminated. Trinity then conducted several workshops with the client team to focus on a manageable number of assets, which were finally moved to a due diligence process.



## Case Example: L&A Strategy and Asset Identification (2 of 2)

### Result

- Trinity identified a host of synergistic assets which were either launched or in late-stage development. The client performed full diligence on ~5 assets, culminating in the successful licensing of a complementary asset from a small private company which was launched within six months. Trinity continues to maintain a tailored online database which tracks other assets in the market space for future potential L&A activity.

