



CANCERLANDSCAPE™

ACCURATELY IDENTIFY AND SCREEN PROMISING GLOBAL ONCOLOGY TARGETS

The oncology space is rapidly evolving, and pharmaceutical companies seek to create transformational medicines with bigger impact for both monotherapies and combination therapies. Our clients want to identify the right development targets for potential breakthrough therapies quickly, comprehensively and cost-effectively with easy-to-use outputs.

CancerLandscape is a web-based platform that allows users to quickly review more than 2,000 cancer drugs simultaneously. It combines multiple data sources so users can assess business development and licensing opportunities, identify novel targets for drug development, compare company pipelines, and understand the competitive landscape. Kantar Health leverages internal Ph.D.-level oncology expertise combined with our clinical, commercial and scientific experience to provide clients with a systematic and scientific set of criteria to identify molecular agents.

The data visualizations allow the user to quickly understand large, complicated datasets. Each output is unique and tailored through the clickable and exportable filters while maintaining visual consistency across dashboards.

Kantar Health can assemble and analyze oncolytics using both scientific and commercial filters. Our scientific team provides expert quality control and a systematic approach to ensure confidence in the data. CancerLandscape can also review, filter and isolate preliminary agents to identify market attractiveness and target unique opportunities.

Kantar Health has completed numerous successful new product commercial assessments, marketing research engagements and strategic engagements. We employ a proven process and combine it with experience, proprietary databases, methods and software to create unique insight, actions and results.

AT A GLANCE

How can CancerLandscape help you evaluate the future?

- + Quickly navigate large oncology datasets to understand oncology drug opportunities and the competitive landscape
- + Identify the right development targets for potential breakthrough therapies
- + Uncover in-licensing and acquisition prospects
- + Explore more than **175 tumor types**

CANCER LANDSCAPE™

RECOGNIZING DISRUPTIVE POTENTIAL: WHO WILL BE YOUR NEXT PARTNER OR COMPETITOR?

In the graphic below, filters were applied within the tool to illustrate oncology drugs in development in breast cancer with trials that are active in Phase I, II, and III. The color represents the size of the pharmaceutical company or whether development is in academia only. Trial duration is calculated when trial status is filtered on completed trials only.

Breast Cancer Details

Elements below are interactive

Immunotherapy
All Values

Select Target
All

Select Pharma Size
All

Select Technology
All

Select Tumor Type
All

Select Phase
All

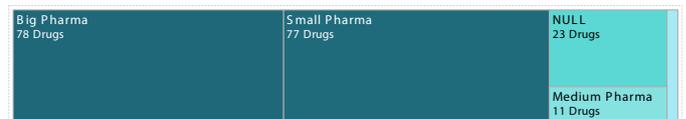
Select Trial Status
All

Tumor Type Overall #s

237 # of Onc Drugs
136 Companies
3,477 Trials
60 Avg. Trial Duration (mos)

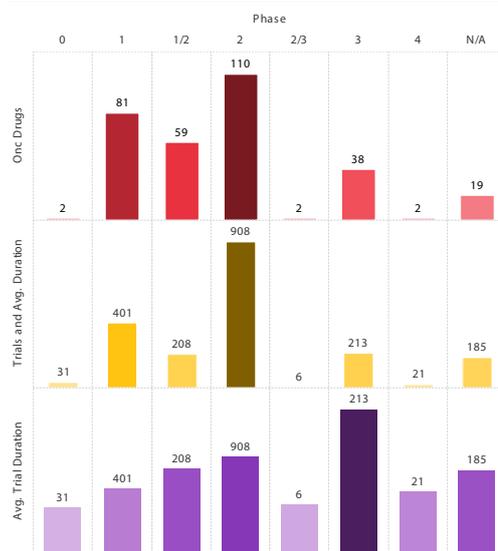
Number of Drugs by Pharma Type

Click to Filter



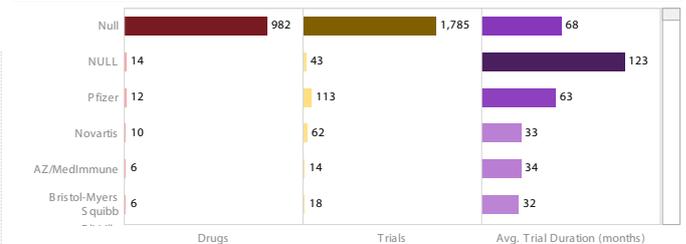
Drugs by Phase, Trials and Avg. Trial Duration

Select bar to filter other views



Drugs by Company, Trial and Avg. Trial Duration

Select bar to filter



Breakout by Drug, Indication and MOA

Phase	Drug	Tumor Type	NCT Id	Trial Status	MOA
Phase 4	Anastrozole	Breast Cancer	NCT0082277	Completed	
	Arzoxifene	Breast Cancer	NCT00190697	Completed	Estrogen receptor modulator
	bevacizumab	Breast Cancer	NCT00121836	Completed	
	capecitabine	Breast Cancer	NCT00121836	Completed	Thymidylate Synthase Inhibi..
			NCT00127933	Completed	Thymidylate Synthase Inhibi..
	Cyclophosphamide	Breast Cancer	NCT02502864	Recruiting	
	Definity	Breast Cancer	NCT01817374	Recruiting	
	docetaxel	Breast Cancer	NCT02502864	Recruiting	
	lapatinib + capecit.	Breast Cancer	NCT00338247	Active, not recruiti..	
	letrozole	Breast Cancer	NCT00014638	Completed	
			NCT00688909	Completed	

UNIQUE USER EXPERIENCE

Quickly navigate the cancer market landscape by sorting through filters:

- + Drug name
- + Developing company
- + Geographic scope
- + Mechanism of action
- + Technology platform
- + Stage of clinical development
- + Tumor type/indication
- + Time period

FOR MORE INFORMATION

Please contact info@kantarhealth.com, or visit us at www.kantarhealth.com.

WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.