

Pharma 101

How do pharma companies create value?

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- 10 years of Biopharma & Consulting experience global & US
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- Prior to Bernstein, worked in pharma (Novartis), healthcare consulting (Back Bay Life Science Advisors), as well as healthcare private equity (E Fund Management Co.).
- BS in Economics and BS in Nursing from the University of Pennsylvania, CFA Level 1

What are the key dimensions of the industry?

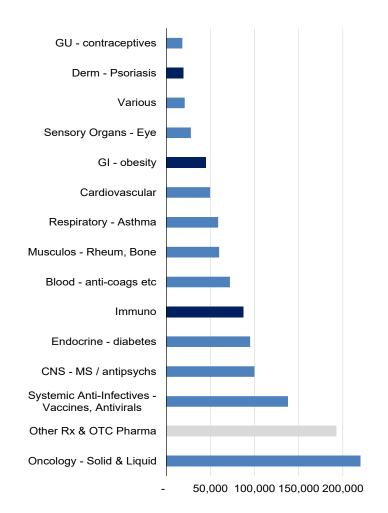
Where & how do these companies generate revenue?

Revenue proportion by region for patented medicines

5% (~2-8%) Japan 5% $(\sim 2-12\%)$ China 90% 10% (~5-25%) **Europe** 80% 70% 60% 50% US 60% $(\sim 45-75\%)$ 40% 30%

Revenue splits

Revenue proportion by therapeutic area (incl. generics / OTC)



Source: Evaluate, Bernstein analysis

Other

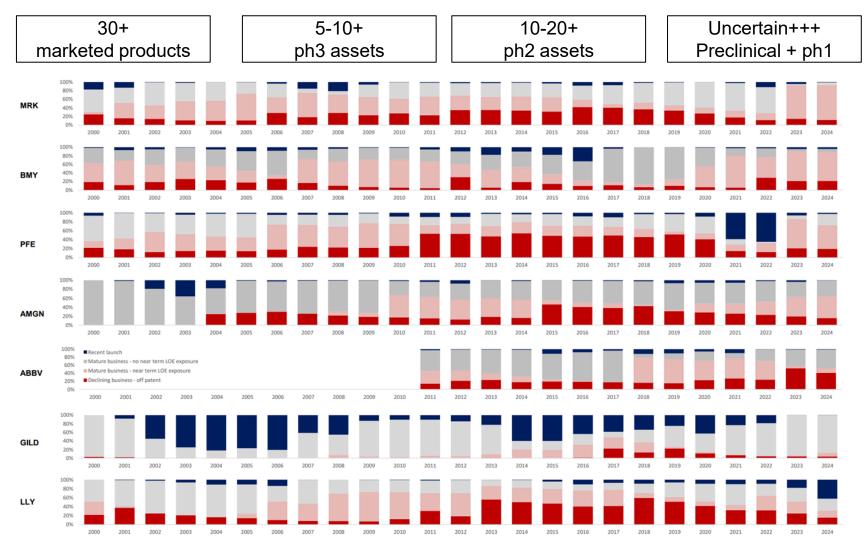
100%

20%

10%

0%

What do their portfolios look like? Forever reinventing...



Source: EvaluatePharma, Bernstein analysis

While patent expiries are company specific, the pressure has grown across the industry in total

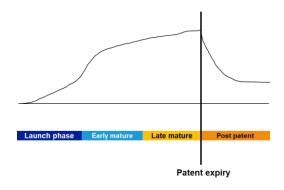
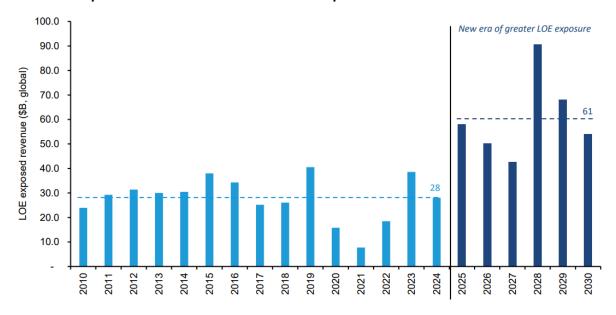


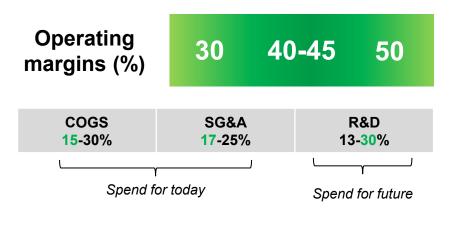
EXHIBIT 4: LOE exposure in 2025 rises to more than double the prior decades



And top to bottom – how do they spend their \$\$?

Margins are healthy – with a sweet spot of 40-45% balancing efficiency for today with future investment

And capital allocation...



Invest in the business

Bolster the pipeline (M&A)

Return dividends

R&D investment continues to trend-upwards (across the board)

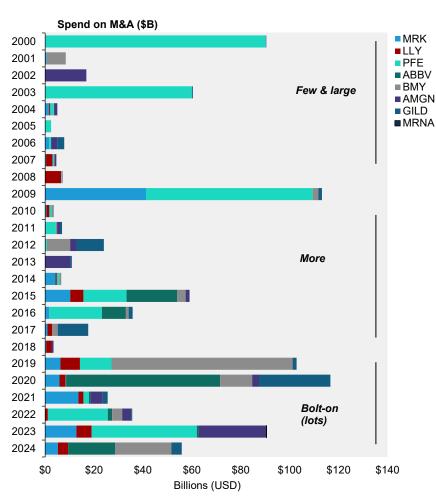
2017-21 2022-26

6B +49% 9B (avg R&D)

Stock buybacks

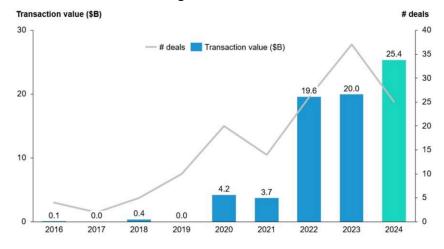
Bolstering the pipeline comes in the form of both acquisitions & licensing – value creation from growth, not cost synergies

Pipelines are sourced internally & externally...



And licensing (especially from China) is increasingly contributing to bolstering these pipelines

Number & value of licensing deals sourced from China

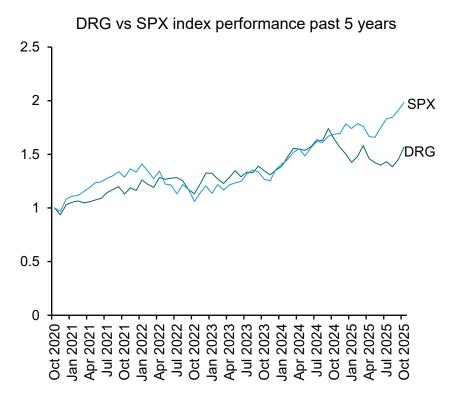


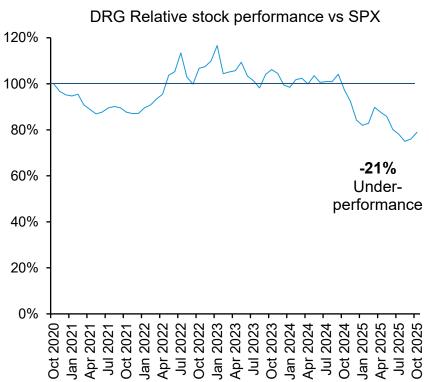
Source: Bloomberg, Bernstein analysis

Source: Bloomberg, Evaluate, Bernstein analysis

How do the stocks perform?

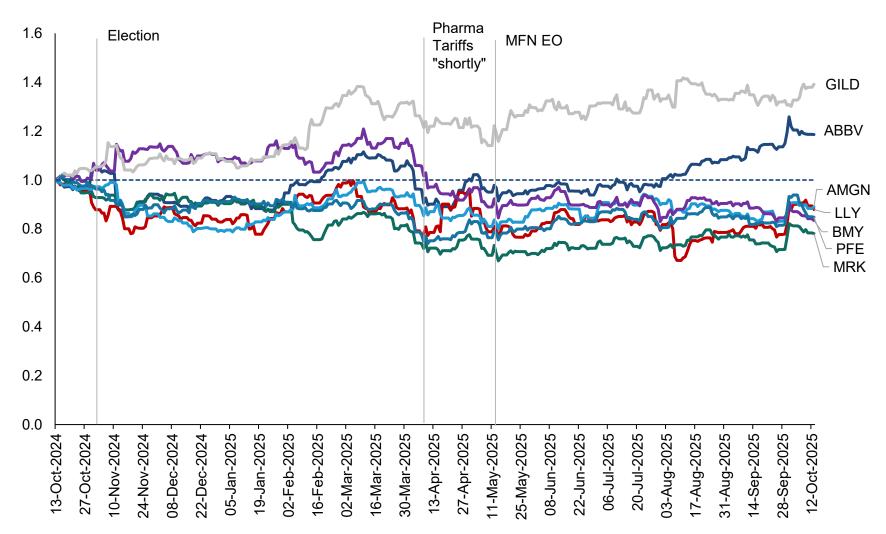
Sectoral Pressures: Dislocation of the sector (no longer defensive?)





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Pharma performance vs SPX over past year

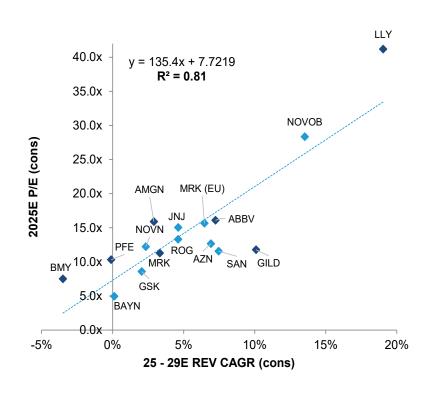


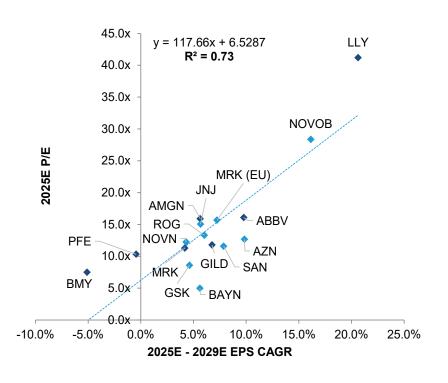
The market clearly rewards future revenue growth (as a marker of reinvention)

Stronger correlation to revenue growth owing to the willingness to forgo some earnings growth to R&D investment that spurs future revenue

P/E vs Revenue CAGR (R² =0.81)







What drives upside to pharma stocks...(usually)

Idiosyncratic

- Phase 3 data read-outs (sometimes earlier stages)
- Product specific revenue line beats for launch & growing assets (inconsequential for COVID, or late-life-cycle products)
- Upward revisions on guidance (esp. topline driven, excl. FX)
- M&A (later stage, particularly if pipeline gaps, risk of value destruction)
- Patent expiry exposure (in preceding 3-4y)
- Operating efficiency (but not enough to turn the tide)

More macro...

- Defensive place to hide…?
- Industry policy especially drug pricing

What are the macro pressures on the industry?

Macro pressures on the industry today ...

Section 232 investigation & tariffs



Could impact operating margin

Most favored nation drug pricing



Could impact topline

FDA cuts & changes

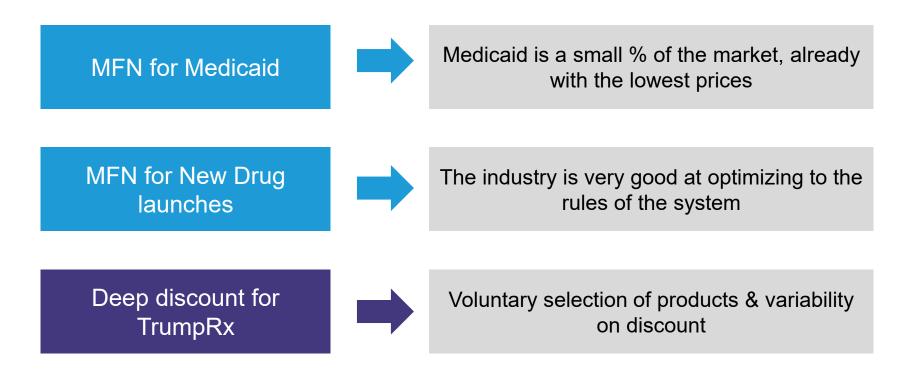


Could slow down drug approvals

Is there going to be a stepchange? Or slow erosion? Or no change?

Are we at the bottom? Or could sector valuations drop further?

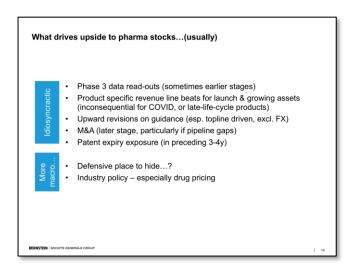
Drug pricing has been the primary pressure on the sector, albeit with a relief rally post the PFE deal – we sense flexibility & some tailwinds



What is MFN actually?

Lowest price in any country that has GDP per capita of 60% of US, OR something more manageable? What do we look for to identify strong companies & differentiated stock perspectives?

What do we look for?



- LOE exposure what's the set-up to support growth? And multiple compression?
- Pipeline potential unmet need (size & SoC performance), differentiation of the asset; launch trajectory (differs by TA), regional opportunity
- Set-up for out-performing near term expectations... (earnings meets & beats) – especially welcome in this environment
- Management capability, behavior & M&A appetite
- Set-up relative to policy exposure & ability to navigate it (politically and operationally)

Bernstein US Biopharma expectations

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| | Rating | TP | Stock moving catalysts | BernE |
|---|--------|--------|--|---|
| Lilly | ОР | \$1100 | GLP1 demand (weekly & quarterly) / price erosion Orforglipron p3 data; Ret p3 data | Near term demand doesn't impact peak, price elastic under-appreciated Orals are critical to TAM expansion, launch curve |
| GILEAD | ОР | \$120 | Lenacapavir PrEP launch (mid-25) Reset of late stage devt & diversification strategy | Confidence in launch plan (US & global) Low bar - just need to mitigate fears of value destruction |
| AMGEN | ОР | \$350 | MariTide p2 data presentation MariTide p3 initiations | 1/2. While p2 full data will enlighten, critical data will come with p3; there's more "space" to play Increased risk |
| ullı Bristol Myers Squibb [™] | MP | \$62 | Cobenfy launch & Alz-psychosis readout Growth product performance, M&A | It's early (DoT, GTN, scripts), popn uncertainty Milvexian waiting for the data card |
| MERCK | MP | \$95 | M&A (substantive) [burning platform] Winrevair launch performance | It's not in the recent behavior pattern, long-term orientation (2035-40) |
| abbvie | MP | \$203 | Filling/advancing the pipeline Skyrizi & Rinvoq performance near term upside / low risk | They have time, no clear movers LT Skyrizi and Rinvoq expectations well baked in |
| Pfizer | MP | \$30 | Harder to identify – so much to do Danuglipron? | No clear stock-movers, R&D day? Skepticism will persist around Danu |
| moderna | MP | \$28 | Vaccine policy risk receding Earnings performance | Low probability due to high uncertainty Outperforming guidance isn't a strength |

Source: Bernstein analysis and estimates

LLY: Why our top pick?

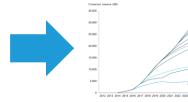
In the strongest position in the largest growing **TAM**

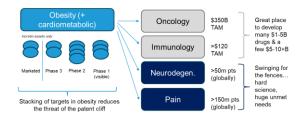


- Double digit growth is unique
- Price pressure near / longterm

| | P/E FY26 | 3y EPS CAGR | PEG |
|------|-------------|----------------|-------|
| LLY | 25.6 | 25% | 1.03 |
| ABBV | 13.2 | 12% | 1.10 |
| MRK | 7.8 | 6% | 1.32 |
| GILD | 12.2 | 6% | 1.93 |
| AMGN | 12.7 | 4% | 3.55 |
| BMY | 7.7 | -7% | -1.15 |
| PFE | 7.4 | -2% | -3.32 |

Unique set-up... highly durable growth





Good position to navigate near term uncertainty



Tariffs : flexibility

MFN:

FDA disruption : Growth

| | | | 13 Oct 2025 | | ттм | Adjusted EPS | | Adjusted P/E (x) | | | | |
|--------|--------|-----|-------------|----------|---------|--------------|--------|------------------|--------|-------|-------|-------|
| | | | Closing | Price | Rel. | | | | | | | |
| Ticker | Rating | Cur | Price | Target | Perf. | Cur | 2024A | 2025E | 2026E | 2024A | 2025E | 2026E |
| ABBV | М | USD | 230.30 | 203.00 | 5.2% | USD | 10.10 | 11.96 | 14.05 | 22.8 | 19.3 | 16.4 |
| LLY | О | USD | 819.40 | 1,100.00 | (25.5)% | USD | 12.99 | 22.84 | 30.15 | 63.1 | 35.9 | 27.2 |
| AMGN | 0 | USD | 292.41 | 335.00 | (24.3)% | USD | 19.86 | 21.01 | 21.84 | 14.7 | 13.9 | 13.4 |
| GILD | О | USD | 118.21 | 135.00 | 25.8% | USD | 4.61 | 8.16 | 8.87 | 25.6 | 14.5 | 13.3 |
| MRNA | М | USD | 26.74 | 28.00 | (67.5)% | USD | (9.28) | (9.94) | (8.27) | (2.9) | (2.7) | (3.2) |
| PFE | М | USD | 24.73 | 30.00 | (28.6)% | USD | 3.11 | 3.02 | 3.08 | 8.0 | 8.2 | 8.0 |
| ВМҮ | М | USD | 43.54 | 58.00 | (30.0)% | USD | 1.13 | 6.51 | 6.30 | 38.5 | 6.7 | 6.9 |
| MRK | М | USD | 85.70 | 95.00 | (35.3)% | USD | 7.64 | 8.93 | 9.55 | 11.2 | 9.6 | 9.0 |
| SPX | | | 6,552.51 | | | | | | | | | |

O - Outperform, M - Market-Perform, U - Underperform, NR - Not Rated, CS - Coverage Suspended Source: Bloomberg, Bernstein estimates and analysis.

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