

Press Release

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Smart applet provides mobile access to world's largest pharma markets

An overview on the 200 top selling pharmaceuticals worldwide is now accessible and provides a quick glance at the world's largest therapeutic areas and indications – High quality data taken from annual reviews of 2009 now readily accessible via mobile phone

Munich / San Francisco *“Which are the world's 13 leading products for diabetes? How big is the market for asthma drugs based on the best selling products in this field? What was the revenue for Roche's Avastin in 2009?”* Get instant answers with the click of a finger. All the information is now readily available as mobile phone applet providing key facts to pharma and biotech experts as well as everyone working in the pharma business!

Novumed consultants have generated a list of the world's 200 top selling products. The combined sales of these 200 drugs are >350 bn USD, representing almost 50% of the global pharma market in 2009. All products can be sorted by various criteria such as total revenue, therapeutic area or even individual diseases (indications). One can also list products of a single company, browse through the list or use free text search to find individual products.

The applet is available for smart phones with internet browser, especially iPhone and Blackberry or phones running with Android (Google) or Opera-Mini (Nokia). Users simply need to open www.novumed.com in their browser and click on the Pharma Blockbuster 200 link. iPhone users can save this link as applet on their main screen.

About Novumed Life Science Consulting

Novumed is an independent strategy consulting firm for the life sciences industry. With offices in San Francisco, Munich, and Asia, Novumed is one of the largest specialized strategy consulting organizations with clear industry focus. Our experienced management consultants support life science companies in making strategic decisions in innovations management, to develop growth strategies, and with commercial due diligence and advisory services. Clients can also rely on assistance with international clinical studies for pharma and medtech products via Novumed's sister company Effimed.

Please find further information on www.novumed.com or www.effimed.com