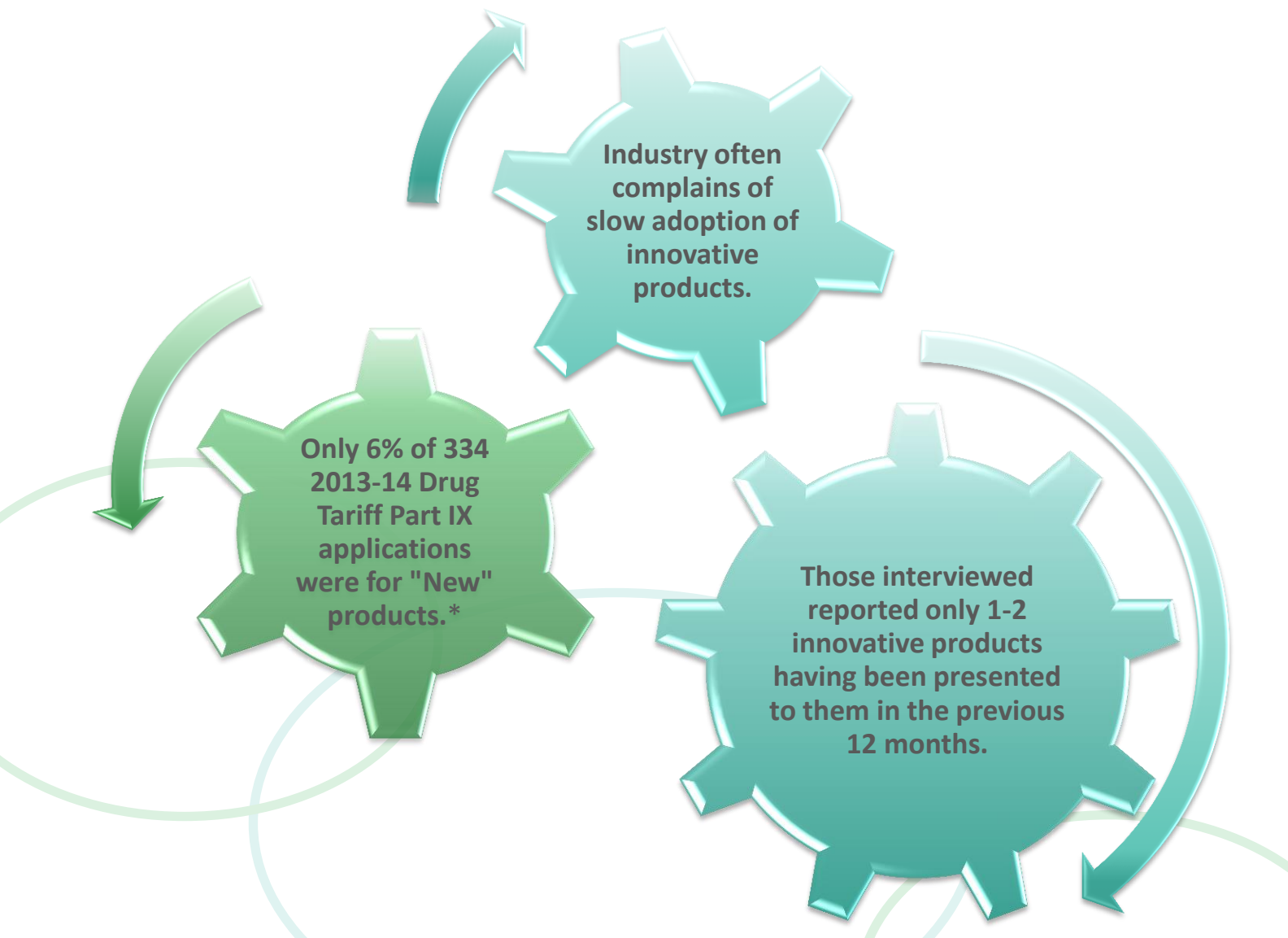


WMC European Innovation Survey 2014 - Excerpt 4

Industry complains of slow adoption of innovative products but the Drug Tariff receive few applications for new products & UK formulary decision makers report only 1-2 innovative products being presented to them in the previous 12 months.



Is the Industry developing sufficient Innovative products to satisfy the market?

** Source: Drug Tariff Part IX Annual Review 2013-2014 (May 2014)*