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The GSK Intelligence Dossier

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Abstracts

After two anemic years, GSK is ready to breathe new life.

Despite intense competition from generics in the US, the company has finally reported a healthy growth in the third quarter of 2009.

Now, eager to establish a forward-looking presence in emerging pharma markets that are growing at between 14 and 15 per cent, per year, GSK is capitalizing on its success and determining its future. Already, the pharma giant has purchased branded generic business from Bristol-Myers Squibb in key emerging markets for more than $23 million and in July, announced the completion of its $2.9 billion acquisition of Steifel. Between those purchases and other strategies such as the possibility of a $165 million, five per cent stake in Indian pharma company Dr Reddy's, the company has registered a Q3 increase in sales of 25 per cent in emerging markets.

Yet despite overwhelmingly positive presence in the media—61 per cent of GSK's third quarter news articles were positive, thanks to the undisputed success of the H1N1 vaccine, according to FirstWord's analysis—the company has faced serious setbacks: Previously profitable product lines facing heavy competition have been divested in favour of new innovations, the launch of a generic for GSK's Imitrex was announced and, most devastatingly, came news of Paxil's side effects on the foetus.

In what has been a tumultuous period of challenges and problems, the question remains: Will GSK sustain its healthy glow?

Key insights on critical developments at GSK

In The GSK Intelligence Dossier, FirstWord charts GSK's current and future health by examining the news events behind 365 second and third quarter headlines, covering

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everything from GSK's strategic acquisitions and drug pipeline to its dramatic profits in emerging markets. In the 50-plus page dossier, FirstWord analyzes not just news sentiment and content, but offers a breakdown of topics covered both in charts and in concise, clear-visioned reporting.

The report reviews Q2 and Q3 events at GSK to establish:

- Strategic moves by GSK both corporately and in R&D to establish a solid footing in quickly emerging pharma markets
- The greatest areas of news coverage, divided by drug and research, corporate and financial categories

The report

- Offers a detailed synopsis of major events, their coverage and corporate responses
- Reviews which news stories garnered positive and negative spins by month and topic, including on mergers, acquisitions, patient support programs, R&D and regulatory updates
- Updates all GSK and GSK-partnered product lines from Arzerra and Benlysta to Pandemrix and Relenza, cast against the backdrop of clinical trial results, approvals and post-market study outcomes
- Discusses critical strategies by GSK into emerging markets such as Jordan, Syria, Libya, Yemen and India, as well as their successes and ongoing issues
- Delivers a general company overview, including stakeholder details, financials and Phase III pipeline

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