

# MediGene AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

MediGene AG Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between MediGene AG and its competitors. This provides our Clients with a clear understanding of MediGene AG position in the [Pharmaceuticals and Biotechnology](#) Industry.

The report contains detailed information about MediGene AG that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for MediGene AG. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The MediGene AG financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes MediGene AG competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of MediGene AG business.

## **About MediGene AG**

MediGene AG (the company) is a German-American biotechnology company located in Martinsried, Germany and San Diego, USA. MediGene has the most mature drug development pipeline in the German biotech industry and possesses innovative platform technologies. With Eligard® (previously known as Leuprogel®) for the treatment of prostate cancer, MediGene is the first German biotech company with an approved drug on the verge of market launch. MediGene's core competence lies in research and development of novel approaches for the treatment of various tumor diseases.

Eligard® (previously Leuprogel®) for the treatment of prostate cancer

Eligard® (previously known as Leuprogel®) combines standard hormone therapy with a new and particularly effective form of administering that is gentle on the patient: Atrigel depot technology. The liquid Eligard® is injected under the skin of the patient, where it forms a depot. The biodegradable depot matrix is slowly dissolved in the body and continually releases the active ingredient.

MediGene has exclusive marketing rights in Europe for four products based on Eligard® to treat advanced prostate cancer. In December 2003, MediGene has received the German approval for Eligard®. MediGene will submit marketing authorization

applications in other European countries as well. MediGene's partner Yamanouchi will take on marketing of Eligard® in Europe.

#### Polyphenon®E for the treatment of genital warts

In Polyphenon®E, MediGene has a natural ingredient at the clinical trial stage which is extracted from the leaves of green tea. At the end of 2001, a phase 2/3 study of this drug candidate was completed with highly promising results. The recovery rate was 59%. The relapse rate of the patients, whose therapy had been successful, was very low at 12.5%. At present, MediGene is carrying through a phase 3 clinical study in Europe and America, involving almost 1,000 patients.

#### NV1020 for the treatment of liver metastases

NV1020 is a modified herpes simplex type 1 virus (HSV) that has been genetically engineered to replicate aggressively in cancer cells to kill them while sparing normal cells. A phase 1 clinical study to evaluate NV1020 for the liver metastases of colorectal cancer has been completed at Memorial Sloan Kettering Medical Center in New York.

#### AAV-vaccine for the treatment of malignant melanoma

MediGene, in cooperation with the pharmaceuticals company Aventis, is developing a tumor vaccine for the treatment of malignant melanoma on the basis of rAAV technology. The tumor vaccine is produced from the patient's own tumor cells into which immunostimulating genes are introduced with the help of recombinant (i.e. genetically altered) adeno-associated viruses (rAAV). This is intended to stimulate the immune system of the patient in order to combat the malignant tumor cells. The project is currently at the clinical phase 1/2.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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