

# PhotoCure ASA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

PhotoCure ASA 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 PhotoCure ASA and its competitors. This provides our Clients with a clear understanding of PhotoCure ASA position in the [Pharmaceuticals and Biotechnology](#) Industry.

The report contains detailed information about PhotoCure ASA 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 PhotoCure ASA. 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 PhotoCure ASA 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 PhotoCure ASA 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 PhotoCure ASA business.

## **About PhotoCure ASA**

PhotoCure ASA, a pharmaceutical company, engages in the development and sale of pharmaceuticals and medical devices based on proprietary photodynamic technologies, targeting key dermatology and oncology markets.

PhotoCure is also developing photochemical internalisation (PCI), a technology for light-directed drug delivery. The PCI technology was developed to introduce therapeutic molecules in a biologically active form specifically into diseased cells. PCI Biotech AS, a subsidiary of the company, ensures an optimal development of the PCI technology.

### **Products**

**Hexvix:** Hexvix is a pharmaceutical product developed for the diagnosis of bladder cancer. The Hexvix procedure, which combines the Hexvix solution with blue light, gives a more accurate diagnosis than standard cystoscopy with white light. The product is approved for sales and marketing in all EU/EAA countries.

**Metvix:** Metvix is a pharmaceutical product developed for the treatment of skin cancer (BCC) and pre-cancerous skinlesions (AK). Metvix is a nonsurgical treatment, based on photodynamic therapy, which uses light to destroy the diseased cells. The product is

approved for the treatment of BCC and AK in most European countries, Australia and New Zealand, and for AK in the US.

**New Products:** PhotoCure is developing new ALA derivatives for the photodynamic diagnosis and treatment of early-stage cancers in internal organs, in particular colon cancers. PhotoCure is also investigating the use of ALA derivatives for other indications, including pre-cancerous conditions in the esophagus and the cervix.

## PCI Biotech AS

The company, through its subsidiary PCI Biotech AS, commercializes its proprietary photochemical internalisation technology (PCI). The PCI technology was developed to introduce therapeutic molecules in a biologically active form specifically into the diseased cells. PCI Biotech's business focus is to develop its proprietary photosensitiser for cancer treatment. In addition to cancers, the company's other target diseases include cardiovascular, eye, skin and autoimmune diseases.

Galderma, the company's marketing partner for Metvix, is a major pharmaceutical company, which engages in the research, development and marketing of dermatological products.

## Research and Development Partners

PhotoCure operates its research and development activities through a 'virtual' structure, based on collaborations with various outstanding academic institutions globally and third party contract research organizations. The company has partnerships with: Norwegian Radium Hospital Research Foundation, Norway; Swiss Federal Institute of Technology and the Municipal University Hospital in Lausanne, Switzerland; University of Geneva, Switzerland; Drug Discovery Laboratory (DDL), Norway; and Contract Research Organizations (CROs).

The company has signed a research collaboration agreement with The Norwegian Radium Hospital Research Foundation. Through research grants, the collaboration agreement assures Photocure first right of refusal to new inventions made by the researchers within photodynamic therapy and diagnostics.

## History

PhotoCure ASA was founded by Professor Vidar Hansson in 1993.

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.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
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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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