

FIGURE 5

Met expectations: Performance drivers

Product (Company)	Indication	Percent of analyst estimates achieved	Performance drivers
Empaveli (Apellis)	Paroxysmal nocturnal hemoglobinuria (PNH)	89%	<ul style="list-style-type: none"> Entered a competitive market against established products, Soliris and Ultomiris Launch was focused on non-responders to existing drugs. Empaveli showed better efficacy than Soliris
Zokinvy (Eiger)	Progeria/ Hutchinson- Gilford syndrome	92%	<ul style="list-style-type: none"> First and only approved therapy for ultra-rare genetic disease progeria Company reported strong dedicated salesforce and campaigns to ensure personalized support, financial assistance and easy access to Zokinvy
Bylvay (Albireo)	Cholestasis	104%	<ul style="list-style-type: none"> First and only approved non-surgical option for treatment of progressive familial intrahepatic cholestasis Oral drug Company laid a good promotion plan with immediate rollout of sales force to identified key centers, plus focus on access and reimbursement
Nurtec ODT (Biohaven)	Migraine	116%	<ul style="list-style-type: none"> Company collaborated with Cove (a telemedicine provider) to facilitate remote evaluation and drug delivery for patients Spent heavily on traditional channels, digital and face-to-face channels. SG&A far above typical

Sources: Company reports, press releases