

FIGURE 6

Overperformers: Performance barriers

Product (Company)	Indication	Percent of analyst estimates achieved	Performance drivers
Ayvakit (Blueprint)	Gastrointestinal stromal tumors	140%	<ul style="list-style-type: none"> With high unmet need in GIST, Ayvakit rapidly achieved broad payer coverage, complemented by patient support services
Elzonris (Stemline)	BPDCN	147%	<ul style="list-style-type: none"> First-in-indication drug for ultra-rare BPDCN patients Despite a black-box warning, it is prescribed well by physicians compared to aggressive chemotherapy
Oxbryta (Global Blood)	Sickle cell disease	147%	<ul style="list-style-type: none"> Serves a broad range of patients with sickle cell anemia with strong efficacy Target unmet of reducing painful vaso-occlusive crises (VOCs) in patients who have few treatments options
Xpovio (Karyopharm)	R/R Multiple myeloma	179%	<ul style="list-style-type: none"> Company reported rapid and sustained efficacy profile inducing strong demand from academic and community-based oncologists Studies show the drug to be superior to Darzalex in patients who failed multiple rounds of therapy. AE concerns in some patients during trials
Danyelza (Y-mAbs)	Neuroblastoma	189%	<ul style="list-style-type: none"> High adoption rate given no other available therapies for R/R patients High cost of therapy—reimbursement plans, co-pay programs provide maximum benefit of \$15k per enrollment period reducing patients' OOP
Jeuveau (Evolus)	Glabellar lines associated with corrugator and/or procerus muscle activity	208%	<ul style="list-style-type: none"> Superior clinical profile and lower price compared to decade-old Botox Analysts account targeted marketing campaigns, towards millennials and medical spa sector, for strong sales happened
Reblozyl (BMS & Acceleron)	Anemia in adult patients with beta thalassemia	253%	<ul style="list-style-type: none"> Co-promote between Celgene/BMS, the first and only therapy to treat patients with this rare blood disorder Increases healthy RBCs without increasing iron levels, and in some severe anemic patients can reduce two-thirds of needed blood transfusions
Fotivda (AVEO)	Renal cell carcinoma (RCC)	269%	<ul style="list-style-type: none"> Only approved drug for 3L RCC Better safety and tolerable profile compared to other RCC drugs below 3L
Orgovyx (Myovant)	Prostate cancer	309%	<ul style="list-style-type: none"> Oral first-in-class drug with better efficacy and lower risk of major AEs Partnered with Pfizer for ex-U.S. and Canada development and commercialization
Trodelvy (Immunomedics)	Metastatic triple-negative breast cancer	332%	<ul style="list-style-type: none"> First-in-class, well-differentiated product with better efficacy vs. SoC Invested in virtual promotional activities for building quick brand awareness Leveraged sales force expertise that the company built, prior to Trodelvy launch, for temporary support of J&J's Balversa (bladder cancer drug)
Firdapse (Catalyst)	Lambert-Eaton myasthenic syndrome	340%	<ul style="list-style-type: none"> Only prescribed drug for adults with LEMS. Despite high price of \$375k it has support from payers and prescribers Patient assistance programs brings the monthly cost down to \$10 or less
Spikevax (Moderna)	COVID-19	343%	<ul style="list-style-type: none"> Second EUA COVID-19 vaccine—high market demand with slightly high efficacy rate (94%), and lower risk of COVID-19 outcomes compared to its competitor drug, Pfizer-BioNTech vaccine
Qinlock (Deciphera)	Gastrointestinal stromal tumors	385%	<ul style="list-style-type: none"> Strong prescriber demand due to high unmet need in advanced GIST. Rapid and broad payer coverage Company invested in digital and other non-personal marketing channels