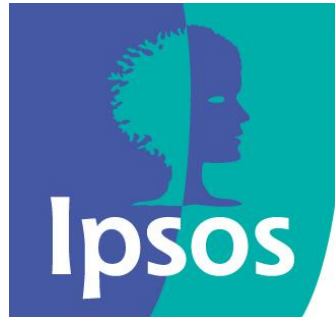


Ipsos Healthcare Launches Biosimilar Impact Study

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 86 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 billion (2 274 M\$) in 2013.

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London, UK – Ipsos Healthcare – the global healthcare division of Ipsos – has announced the launch of its syndicated Biosimilar Impact Study. The new study comes in response to pharma and biotech companies’ growing need to better understand the potential impact of ‘biosimilars’ (subsequent versions of innovator biopharmaceuticals created by a different manufacturer following patent expiry).

Ipsos’ new syndicated service will gauge baseline perceptions of biosimilars and evaluate the intent of physicians within the EU5 to prescribe the drugs across a broad array of autoimmune indications. Specifically, the Biosimilar Impact Study will survey 650 rheumatologists, dermatologists, and gastroenterologists across UK, France, Germany, Italy and Spain. It will capture 5000+ patient charts across 7 autoimmune indications: Crohn’s Disease; ulcerative colitis; rheumatoid arthritis; psoriatic arthritis; psoriasis; non-radiographic axial spondyloarthritis; and ankylosing spondylitis. Ipsos Healthcare intends to roll out the current study to the USA and other markets shortly – as well as to expand it into other therapy areas according to client demand.

Commented Paul O’Meara, Head of Ipsos’ Autoimmune Therapy Monitors:

“The potential impact of biosimilars remains an unknown – but through this study, we will be able to gauge awareness of different biosimilars and manufacturers, evaluate the anticipated benefits and concerns, explore doctors’ anticipated use and identify the most likely patient populations.”

Added Rhoda Schmuecking, Head of Ipsos’ Global Therapy Monitors:

“This exciting new study will equip subscribing clients with an understanding of how biosimilars might impact current market dynamics and the overall autoimmune landscape.”

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About Ipsos Healthcare

Ipsos Healthcare is a global specialised practice focusing on research in the pharmaceutical, bio-tech and medical device markets. It is also a leading provider of global syndicated patient chart studies in 35 markets. Operating in over 40 countries, the team of 500 healthcare market research experts, marketers and client-side brand-builders focuses on delivering outcome-oriented research for its clients. Drawing from a broad range of qualitative and quantitative techniques, Ipsos Healthcare offers custom and syndicated research programmes to evaluate the motivations, experiences, interactions and influences of stakeholders forming the multi-customer markets that increasingly drive business success in the healthcare industry.

For more information on this news release, please contact:

Paul O'Meara

Head of Autoimmune Therapy Monitors

Ipsos Healthcare

Tel: + 1 646.313.7711

Email: paul.omeara@ipsos.com

Joanna Butcher

Marketing Consultant

Ipsos Healthcare

Tel: +44 (0)7818 422117

Email: joanna.butcher@ipsos.com

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