

OPTIMALPRICE®



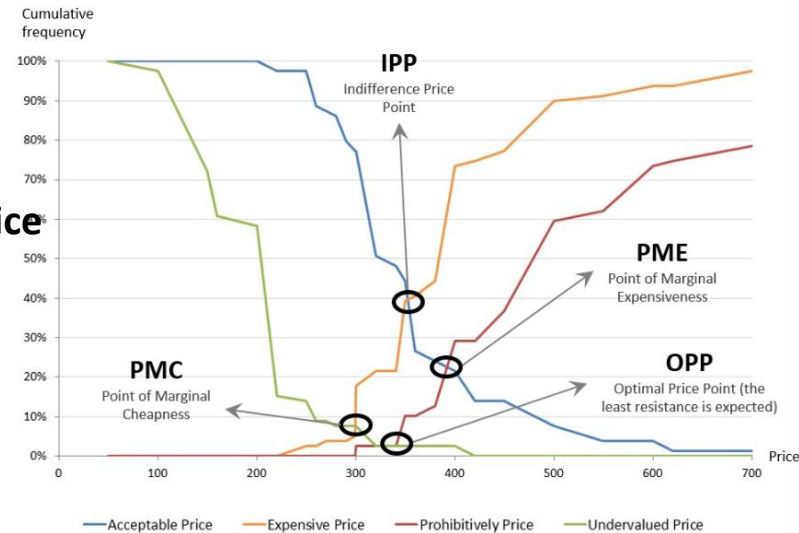
OPTIMALPRICE®

A tool to define the optimal price for your product vs. competitors



OPTIMALPRICE® is a pricing tool to:

- Define the optimal price for your skin care products vs. competitors
- Assess the potential product market shares for your skin care products according to various price scenarios
- Identify the sources of business
- Measure the level of cannibalization if other products from your company are available



OPTIMALPRICE® Key Characteristics

1. A mix of 3 robust pricing techniques

- Cf. next slide

2. A robust methodology

- Templates of questions already available
- Methodology used for several skin care products

3. Results delivered rapidly to allow you to take actions quickly

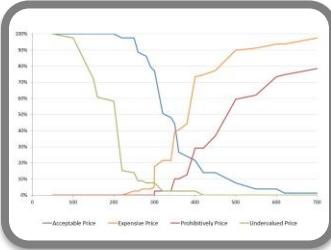
- Online data in real time for key questions (Chrono® module)
- Straightforward & user-friendly report

OPTIMALPRICE®

A mix of several pricing techniques

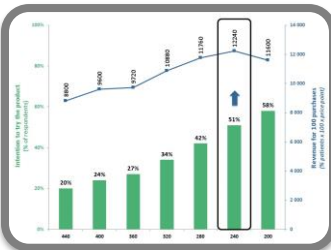


Price Sensitivity Meter (PSM analysis) - Van Westendorp Method



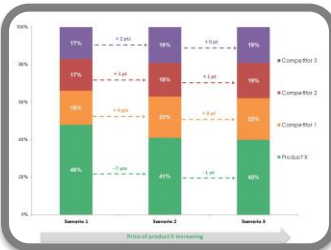
- Determine the spontaneous acceptable range of prices
- Determine the price level that would maximize % of respondents likely to buy or Rx/recommend a product
- Appropriate at an early stage when a set of potential specific prices for the new product is not yet defined (but competitive environment not taken into account)

Gabor Granger Method



- Measure patient volume that would be likely to receive a product according to various price levels and taking into account the competitive environment
- Take into account the competitive environment (but only price)
- Measure a product potential

Conjoint (Trade off)



- Determine share of preference (% of respondents) for all possible scenarios of products and prices
- All possible scenarios of products and prices can be tested

RELY ON OUR EXPERTISE.

THE NEXT TIME YOU WISH
TO KNOW WHAT HEALTHCARE
PRACTITIONERS AND PATIENTS
THINK AND WHY

JUST ASK US.



STEPHANE BAUDOIN
International Business Unit Director
P +33 (0)4 72 38 36 89
E sbaudouin@biosat-survey.com

VINCENT PIRJANTZ
Partner
P +33(0) 4 72 38 36 86
E vpirjantz@biosat-survey.com



14 chemin Professeur Depéret
69160 Tassin la Demi-Lune - France
P +33 (0)4 72 38 36 86

biosat-healthcare.com