

The background of the image is a deep space scene. The top half is a dark, black sky. In the upper right, a thin, brownish-gold crescent moon is visible. The bottom half of the image shows the horizon of the Earth, with a vibrant blue and cyan glow from the atmosphere. Below the horizon, there are wispy white clouds. The text "CRESCENDO ENTERPRISES" is centered in the upper half of the image, in a white, serif font.

CRESCENDO ENTERPRISES

OUR CORE BUSINESS

Crescendo Enterprises is a business focused on assisting companies in:

- The Pharmaceutical Sector
- The Medical Device Sector
- The Diagnostic Sector

Our aim is to assist companies in these areas to expand and grow their businesses by partnering on a regional basis

OUR FOCUS ON EMERGING MARKETS

Crescendo is not focused on world-wide deals

Our Key Activities:

- To assist SME's in Europe and USA to find partners in key emerging markets
- To help national and regional players in these emerging markets find deals from Europe and USA
- To create deals between regional players in emerging markets, as these companies expand
- To help fast-track diagnostics on to the Chinese market



CRESCENDO PROJECTS



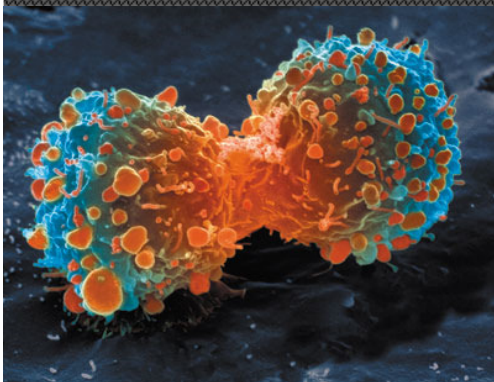
- This is the area of our business in which we introduce SME's, primarily based in Europe, and which own products and technologies in the pharmaceutical space, to pharmaceutical companies in the BRIC and other markets wanting to acquire the development, registration and commercialization rights to that product or technology in their country.
- We also have the capability to introduce such SME companies to potential investors, particularly from China and Russia.
- Alongside this, increasingly we are able to introduce a regional player in one emerging market, to regional players in other emerging markets
- As well as make the introduction, we help create the deal. We have structured literally hundreds of deals over the past 35 years



KEY PROJECT TYPES



- **Approved Products:** Any innovative product that is approved, in the approval process, or has a good data package after Phase III is highly sought after, including in region-to-region deals
- **Phase II Projects:** Any innovative product with proof of concept data in man
- **Orphan Drug Projects/Rare diseases:** In various emerging markets we have contacts who can, because of the local approach to orphan drugs, launch these very quickly, sometimes within 3 months of a deal
- **Oncology Projects:** There is a strong appetite for oncology projects of any nature, and so is possible to find partners for collaboration even at a relatively early stage of development





KEY TERRITORIES



- **CHINA:** With its sheer scale, the opportunities for partnering in China are breathtaking. This said, the language and cultural differences, and the huge complexity of making a deal cause partnering for China to be difficult.
- Crescendo has a network of potential partners in China that is second to none. We are well positioned to make the entry into China a smooth one.

LATAM: Through repeated visits over the last 5 years we have built a strong network of contacts throughout Latin America seeking all types of project, including orphan drugs



OUR NETWORK IN CHINA

We know many of the key pharmaceutical companies acquisitive of assets including:-

- Some of the key State Owned Enterprises and their operational subsidiaries
- Some of the largest independent, listed players
- The mid-sized players, often with particular therapeutic focus
- The small, fast growing players, especially in the oncology field
- Some of the key investor groups with portfolios of investee companies



BRIDGING SERVICES FOR CHINA



- China is a very special opportunity driven by the sheer size of the market. The Chinese hunger to acquire the rights to products and technologies creates a very significant opportunity to “marry” rights owners with Chinese partners and investors. But to succeed in such a courtship and marriage both sides need the right skill sets and experience, and the fact is that today there exists an acute shortage of people with the right experience, skills and cultural understanding to help make the deals happen.
- Crescendo has a unique network able to help the deal to happen and facilitate implementation. We call this “Bridging Services”





MEET OUR CEO



Our CEO, Julian Thurston, has been closely connected with the lifescience sector in the UK and Europe for over 35 years. He has specialised as an international lawyer advising on commercial transactions in the pharmaceutical, medical device and diagnostic sectors.

- About 5 years ago he decided to spend time and energy focusing on building networks of pharmaceutical, device and diagnostic companies and investors in China, Latin America, Russia and other emerging markets. The networks that he has built are unique
- He has built a significant reputation for carrying out international deals as a lawyer and, notably, in one of the major guides to lawyers and law firms, Chambers Global, he has been ranked one of the top 5 lawyers in the world for this specialism for each of the past 6 years.

THANK YOU

