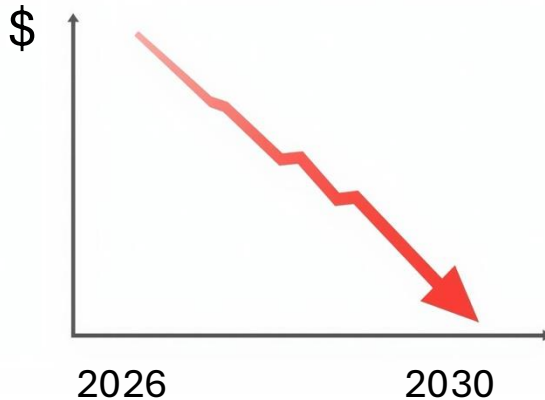




The Pharma Pricing Shift: Why You Should Consider Switzerland As Your New First Launch Hub

The Old Paradigm is Over

- The U.S. has always been the "free-price" launchpad for new drugs, setting a precedent that anchored global prices.
- But with new U.S. policies like the Inflation Reduction Act and the "Most-Favored-Nation" model, that era is likely ending.



The MFN Shift and the U.S. Ecosystem

- The new U.S. policy aims to tie its drug prices to the lowest in a basket of countries.
- This group includes major economies like Switzerland, Australia, Canada, Germany, and France.
- The U.S. drug pricing is uniquely complex. It's not just manufacturers setting high prices, but an opaque ecosystem where multiple players—including **Pharmacy Benefit Managers (PBMs)**—profit from high list prices.

The Swiss Opportunity

- In this new landscape, a carefully chosen first-launch market is critical.
- Switzerland offers a unique advantage.
- With its stable, high-price environment and a rigorous but efficient regulatory system, a Swiss launch can set a strong reference price.



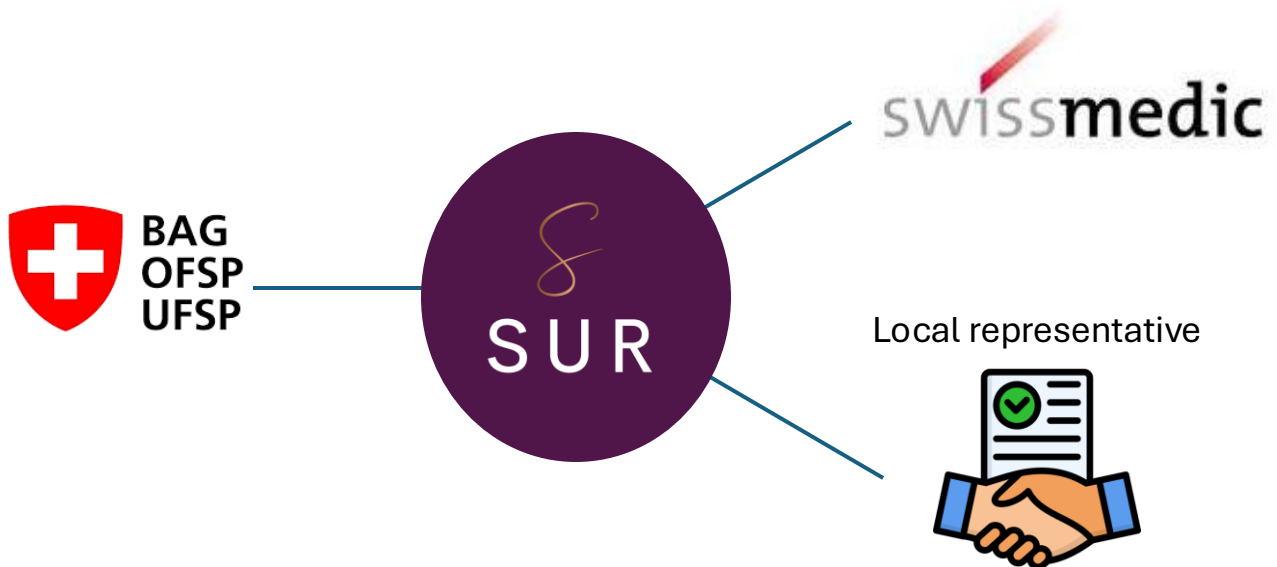
Establishing a Strategic Value

- Switzerland's established pricing framework is designed to recognize and reward innovation.
- By launching here first, you can set a strategic value benchmark that can influence future pricing in other markets—and protect your long-term revenue streams from U.S. policy spillovers.



Partner with a Local Expert

- Navigating this strategic shift requires more than a standard checklist.
- It demands in-depth local knowledge and a seamless network of collaborators—from Swissmedic dossier submissions to P&R negotiations and local representation.



Your Swiss Market Access Partner

Sur Access is a brand that provides the expert guidance and network you need to succeed. We offer:

- **Swiss Market Access Strategy**
- **P&R Dossier Management**
- **Swissmedic Application Support**
- **Local Representation through a trusted network**
- **And more: www.sur-access.com/sur-switzerland**

Secure Your Position. Succeed in Switzerland

- Don't let policy uncertainty devalue your innovation.
- Partner with a local expert to ensure your drug launch strategy is resilient and profitable.



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