



Magic Molecules: The Pipeline Report

Upcoming Blockbuster Drugs

Drug	Generic	Company	Target indication	Likely launch
Acomplia	Rimonabant	Sanofi-Aventis	Obesity	2006
Exenatide	Synthetic exendin-4	Amylin Pharmaceuticals/ Eli Lilly	Type 2 diabetes	2005
TBD	Indiplon	Neurocrine Biosciences/Pfizer	Sleep disorders	2005
TBD	Lasofloxifene	Ligand/Pfizer	Post-menopausal osteoporosis	2005
Lipitor/ torcetrapib	Atorvastatin/ torcetrapib	Pfizer	High cholesterol	2006
PTK 787	Vatalanib	Schering AG/Novartis	Colorectal cancer (solid tumour)	2007
TBD	Ruboxistaurin	Eli Lilly	Diabetic peripheral neuropathy/retinopathy	2006

TBD: To be determined

Estimated Global Peak Sales of Blockbuster Drugs

Drug name (or generic)	Estimated global peak sales	Probability of success	ADIS rating
Indiplon	\$2.486 million	90%	70
PTK 787	\$1.850 million	25%	76
Acomplia	\$1.700 million	60%	
Exenatide	\$1.500 million	80%	77
Lipitor/ torcetrapib	\$1.500 million	50%	
Lasofloxifene	\$1.050 million	40%	86
Ruboxistaurin	\$1.000 million		