

Asia-Pacific Neurological Disorders New Product Innovation Award

2016 Frost & Sullivan Asia Pacific Best Practices Awards



FROST & SULLIVAN

Moleac



BEST PRACTICES AWARDS

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This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2016 Frost & Sullivan Asia-Pacific Neurological Disorders New Product Innovation Award.

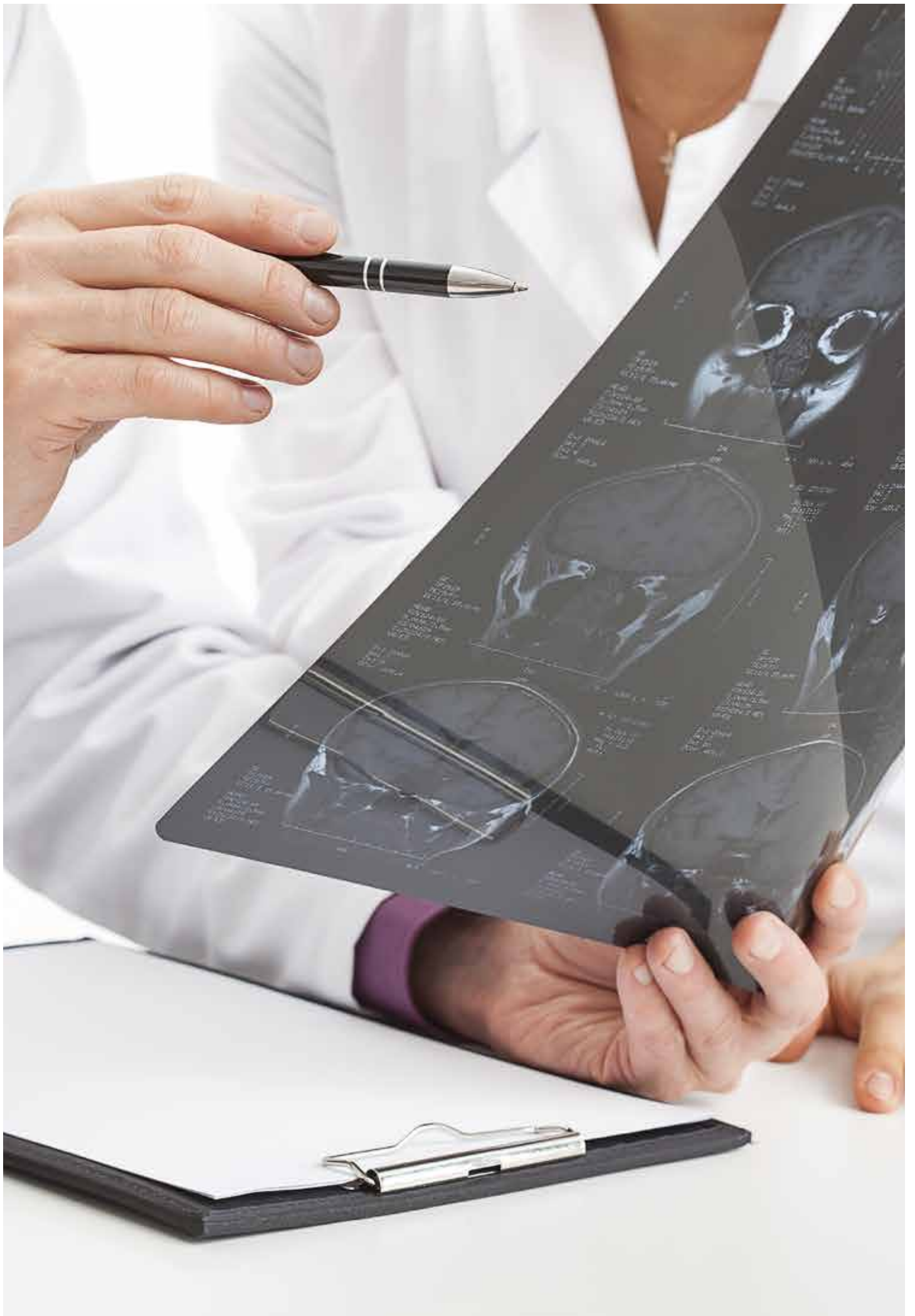


Overview of the Industry Challenges

The World Health Organization
estimated that about
15 million people
suffer from stroke globally.

Almost 6 million stroke patients die while close to 5 million patients suffer from some form of permanent disability. However, global incidences of stroke have drastically gone down over the past 20 years with the emergence of blood pressure lowering drugs and better chronic care in hypertension. Despite the decline in stroke prevalence, post stroke recovery still remains as a huge unmet clinical need. Close to 50% of patients that recover from a stroke are left with some degree of physical inability or cognitive impairment.

Stroke rehabilitation, or the medical management of a stroke, is often a dynamic process. While conventional therapeutic regimens exist to treat stroke, practitioners and patients are constantly looking for new techniques to improve patients' recovery outcomes. While the traditional focus is to impart a post-stroke rehabilitation program, much less progress has been made from a pharmacological standpoint for this particular neurodegenerative disorder. Alternative therapies for stroke patients that involve motor and language recovery include acupuncture, traditional Chinese medicine, reiki, motor cortex stimulation, and repetitive transcranial stimulation.



Key Benchmarking Criteria for the New Product Innovation Award



For the Company of the Year Award, the following criteria were used to benchmark performance against key competitors:

- Match to Needs
- Reliability
- Positioning
- Quality
- Performance Value
- Customer Service Experience

Methodology

Creating a shortlist of nominees

The companies short-listed for each Frost & Sullivan award were selected by Frost & Sullivan analysts, based on their expert knowledge and analysis of the market. The companies were evaluated on their revenues, product/service innovation, capabilities, and overall contribution to the industry. The data collected for the short-listed companies were benchmarked with proprietary Frost & Sullivan resources, as well as secondary research available from public sources.

Selecting the Award recipient

The profiles of the final nominees were presented to an independent panel of judges to determine the recipient for the Frost & Sullivan Asia Pacific Healthcare award category.

Best Practices Award

Analysis for Moleac

The 2016 Frost & Sullivan Asia-Pacific Neurological Disorders New Product Innovation Award is presented to Moleac for its exemplary performance in the region.

Moleac has emerged as a successful biopharmaceutical company with a unique business model, addressing a huge unmet clinical need in stroke with its proprietary product NeuroAid™. As one of the first therapies of its kind, NeuroAid™ is rapidly gaining acceptance as an innovative natural treatment for post-stroke recovery. Moleac is on a trajectory to introduce NeuroAid™ as a mainstream therapeutic drug for neurological disorders.

Criterion I: Match to Needs

Stroke rehabilitation is a crucial part of the stroke treatment process, with multimodal approaches to address the disabilities caused by a stroke. Rehabilitation programs are tailored to help stroke survivors relearn skills and recover motor functions lost due to brain injury. Rehabilitative therapy starts at a very early stage, often within 24 to 48 hours, once the patient's overall condition has been stabilized.

Depending on the severity of the stroke, rehabilitative programs are designed with multiple approaches in a recovery program that spans from a few months to several years. Although various treatment modalities are in practice that are focused on improving behavioral performance such as occupational therapy, vocational therapy, there is currently no approved drug with proven clinical evidence backed by scientific evidence.

Moleac is an early stage bio-pharmaceutical company that has ventured into the untapped segment of stroke management with an innovative product, NeuroAid™. NeuroAid™ is the world's first post-stroke recovery treatment that encompasses neuroprotective and neurorestorative properties used for brain injuries. Moleac's team was instrumental in identifying and decoding the underlying science to translate it into a therapeutic drug supported by clinical evidence. As one of the first therapies of its kind, NeuroAid™ is rapidly gaining acceptance as an innovative natural treatment for post-stroke recovery. It is approved and marketed in over 35 countries as a supplement during stroke rehabilitation.

Criterion 2: Reliability

Moleac's NeuroAiD™ is a type of traditional Chinese medicine used in stroke recovery management. Over 25 international scientific journals have published NeuroAiD™ clinical trials and its pharmacology over the past 10 years, demonstrating intense clinical and scientific interest in the product.

The published articles in reputable journals—such as Stroke, International Journal of Stroke, Cerebrovascular Diseases, European Neurology and Neuropharmacology—have strong scientific references for most neurologists. These publications have also given Moleac an excellent reputation in the scientific community as well as excellent global reach.

Moleac has consistently provided clinical evidence with multiple global clinical trials and strategic partnerships with neurology research institutes to expand its product line across geographies. It has also managed to get consistent increase in physicians adopting the product.

Besides clinical evidence on NeuroAiD™'s therapeutic efficacy, a recent study in 2016 on the pharmacogenomic profiling of patients undergoing treatment sheds light on the fundamental mechanisms regulating neurodegenerative diseases. The pleiotropic properties of NeuroAiD™ are further harnessed by Moleac for potential applications in allied therapeutic fields such as traumatic brain injuries and Alzheimer's.

Criterion 3: Positioning

Moleac followed a unique model in its initial phases of drug discovery. The conventional approach to research in acute treatment was to develop one molecule targeted at one specific process in the pathway of one particular disease. However, this approach is often hampered by consecutive failures of clinical trials to prove the benefits of reputed treatments despite exhaustive testing in animals and cellular models under well-controlled laboratory conditions.

Initially, Moleac started with an array of traditional Chinese medicine (TCM) products with well-established clinical benefits, with a strategic intent to develop novel therapeutics for unmet clinical needs. Using this approach, NeuroAiD™ has been successfully reengineered into a product of immense clinical value, supported by successful clinical trials and augmented by ongoing trials in allied fields of neuroscience research.

Moleac is in the process of transformation; it is working to file a new investigative new drug (IND) application with the Food and Drug Administration (FDA) to re-brand NeuroAiD™ as a therapeutic drug with convincing clinical evidence and pharmacoeconomic benefits, updating it from its status as a supplement in post-stroke recovery. This is a great leap forward as Moleac's proprietary technology addresses neurodegenerative disorders from different dimensions, which are potentially applicable in other neuro disorders such as Alzheimer's.

Criterion 4: Quality

Moleac has successfully overcome stringent quality requirements in the introduction of a traditional Chinese medicine as a therapeutic drug. The safety profiles of NeuroAiD™ have been clinically validated and have demonstrated excellent safety profiles, being well tolerated in patients without any adverse effects. NeuroAiD™ is also reported as safe to be used with other post-stroke therapeutic strategies.

NeuroAiD™ as a treatment revealed excellent clinical benefits that have shown a significant increase in the level of functional independence after the stroke's onset. MLC 601, the original formulation of NeuroAiD™ adapted from TCM, was further refined with clinical and pharmacological tests to eliminate the animal components to be used in Western countries and to pass stringent European Union (EU) regulatory requirements. MLC 901, with equivalent clinical benefits, is sold in Europe.

Criterion 5: Performance Value

Moleac relies on product performance and clinical significance to fuel growth. A recent meta-analysis of 4 clinical trials using NeuroAiD™ demonstrated a high level of patient independency and self-reliance during post-stroke recovery. Moleac has consistently focused on heavy research and development (R&D) spending, with extensive clinical trials to demonstrate the efficiency of NeuroAiD™.

Moleac also relies on organic growth with a focused strategy aimed at improving the clinical significance of its product through large-scale clinical trials and geographic expansion to increase physician acceptance and to garner real-world evidence. With increasing price pressures and the need to demonstrate “value,” Moleac is on the right growth path to successfully make NeuroAiD™ as a first-in-class therapeutic drug for post-stroke management.

Criterion 6: Customer Service Experience

Moleac has positioned itself as a stroke recovery partner by offering integrated services through its clinical expertise. As part of its efforts, Moleac has ventured into two different initiatives: “Understanding Stroke” book and “Stroke Recovery Coach” digital platform.

“Understanding Stroke” is a comprehensive book dedicated to stroke survivors and was full of insights from leading stroke experts and healthcare professionals as part of Moleac’s offering in patients’ post-stroke recovery.

Meanwhile, “Stroke Recovery Coach” is an innovative digital platform to track the progress of recovery with connected access for physicians.

Moleac has used a rapid expansion strategy over the past 13 years with access to over 35 global markets and has plans to enter many more with its proprietary and unique flagship product, NeuroAiD™. Moleac has been consistently growing in terms of revenue with an annual year-over-year (YoY) growth of 19%. This is remarkable for a supplement product, which would have been impossible without clinical benefits and physician preference.

Moleac has successfully positioned itself in a niche, opportunistic position in the competitive pharma landscape for stroke recovery, which has an estimated global market size of US\$2 billion with the successful launch of an FDA-approved product.

Conclusion

Moleac has emerged as a successful biopharmaceutical company with a unique business model, addressing a huge unmet clinical need in neurological disorders. Moleac has embarked on an unconventional business strategy 13 years ago, with a “reverse innovation” concept to translate a product from traditional Chinese medicine into a therapeutic modality for global markets. Moleac has successfully beaten the odds in gaining market access as a supplement in over 35 countries.

With its strong overall performance, Moleac has earned the 2016 Frost & Sullivan Asia-Pacific Neurological Disorders New Product Innovation Award.

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