



To switch or not to switch?
We can answer your questions

MAXWELLIA

We make Rx to OTC innovation happen

Is there a drug here worth switching?

Is there an unmet need that would benefit from a switch?

Is there an OTC opportunity to explore?



Maxwellia helps pharma companies switch their drugs from Rx to OTC in the UK & EU

We are the UK's leading experts in the reclassification of medicines; our patient-centred approach based on the early identification of critical success factors is unique.

Most pharma companies are sitting on Rx drugs with OTC potential but they do not know it is there or how to release it.

We offer a step by step process to help you discover this extra potential and exploit it.

Our mission is to widen access to medicines to enable people to look after themselves better.

We offer fully outsourced Rx to OTC switch capability if you need it – we call this SwitchAbility™.

We are known for making it happen and for leaving Rx brands switched on.



Rx to OTC Switch – where do we start?

Typically pharma companies need to know the answers to frequently asked questions before they can get comfortable with even entertaining the idea of an Rx to OTC switch. Here are some of them:

Most are not resourced to be able to answer these questions expertly so they never get started or get stuck.

Can we switch it?
How do we do that then?
Who is going to run the process?
What are the risks?
What is the potential?
How much will it cost?



SwitchScreen™

Discover the hidden OTC potential in your portfolio

Pinpointing your switch potential might be the start of your switch journey. SwitchScreen™ will help you discover what is there and what could be possible for your molecules or categories.

Our multi-disciplinary team of switch specialists will assess each molecule and give you top line ideas where we see the OTC potential.



SwitchUp™

Identify the critical success factors from a commercial, regulatory and clinical perspective

Once a drug candidate has been selected SwitchUp™ is the VITAL next step of the switch journey.

SwitchUp™ is our service that allows you to take that first vital step. Undertaken by Maxwellia's unique and multi-disciplinary team of switch experts, we will identify the critical success factors specific to your switch from a commercial, regulatory and clinical perspective.

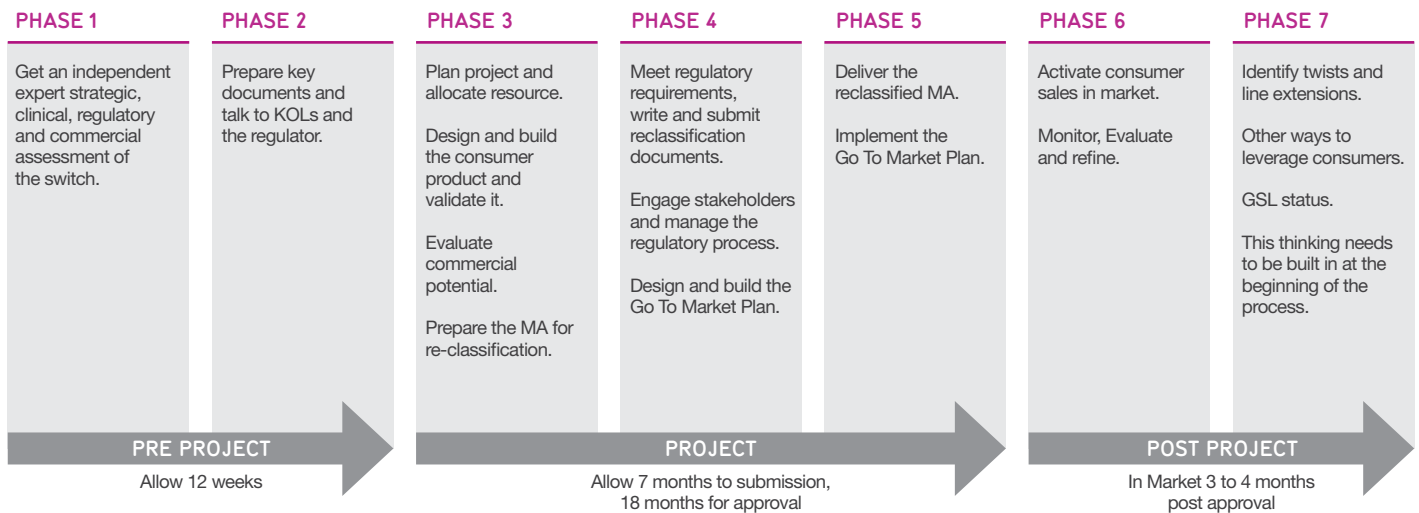
SwitchUp™ will help you understand:

- If your switch is feasible in principle.
- How to design your switch for the best chance of success.
- What the risk factors are and how to mitigate them.

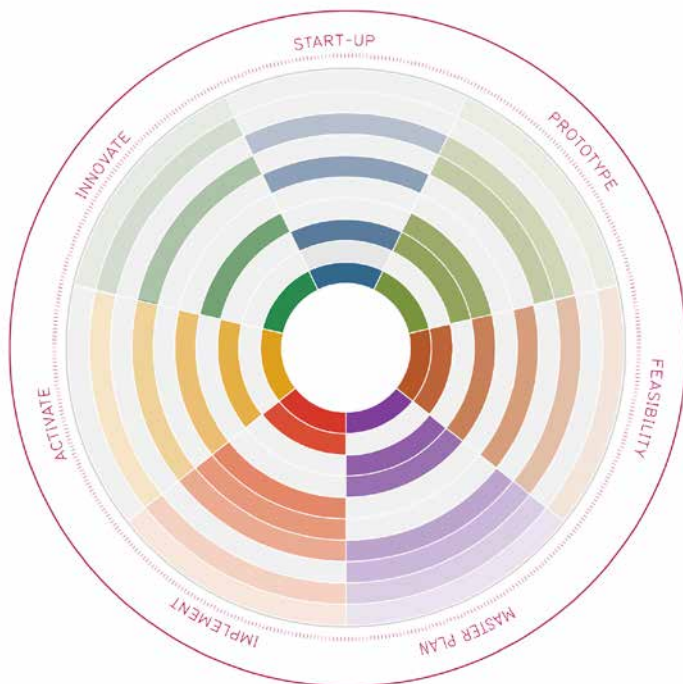
- The potential size of the opportunity.
- An estimate of the pre-commercialisation and commercialisation fees and costs.
- The pathway to achieve the switch.

We will help you get clarity on options and issues affecting a potential drug reclassification from Rx to OTC and these outputs can be confidently used for business planning.

Here's a typical roadmap for a potential switch candidate



SwitchAbility™



- START-UP
- PROTOTYPE
- FEASIBILITY
- MASTER PLAN
- IMPLEMENT
- ACTIVATE
- INNOVATE

SwitchAbility™ is our switch capability service built to give you the best chance of success.

Using our multidisciplinary team of switch specialists and following our unique 7 phases, we design, develop and deliver bespoke switch programmes either as a 'do it with you' or a 'do it for you' service.

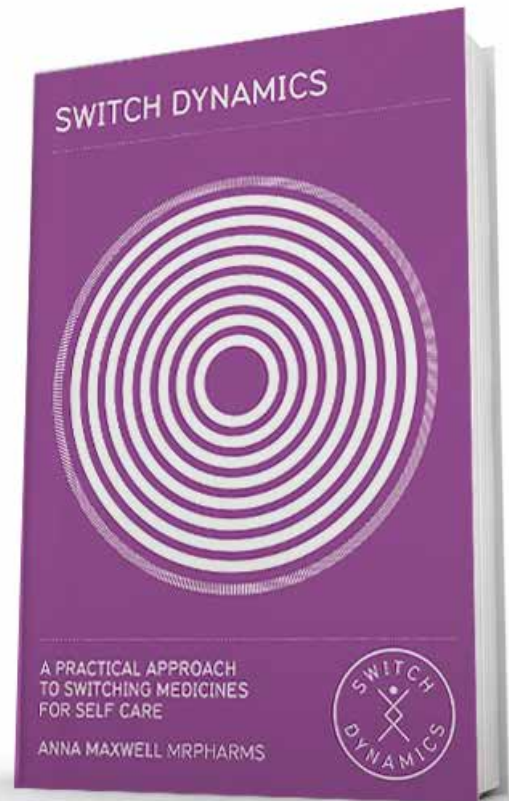
If you have an Rx to OTC hunch
and would like to explore working
with us...

**Book a confidential
FREE 30 minute telecon**

Email Maxwellia at
info@maxwellia.com

and we will get in touch.

Each caller will receive a free copy of
*Switch Dynamics: A Practical
Approach to Switching Medicines
for Self Care* by Anna Maxwell
(RRP £39.00) after the call.



MAXWELLIA

**Dedicated to widening access to medicines
for self care**

info@maxwellia.com

www.maxwellia.com

Maxwellia Mission Control, Alderley Park 20F38,
Alderley Edge, Cheshire SK10 4TG



Disclaimer: Rx to OTC switch relies upon a regulatory process, there are no guarantees of success at the regulatory or commercial stages. Maxwellia's unique process will give your brand the best chance of switch success.