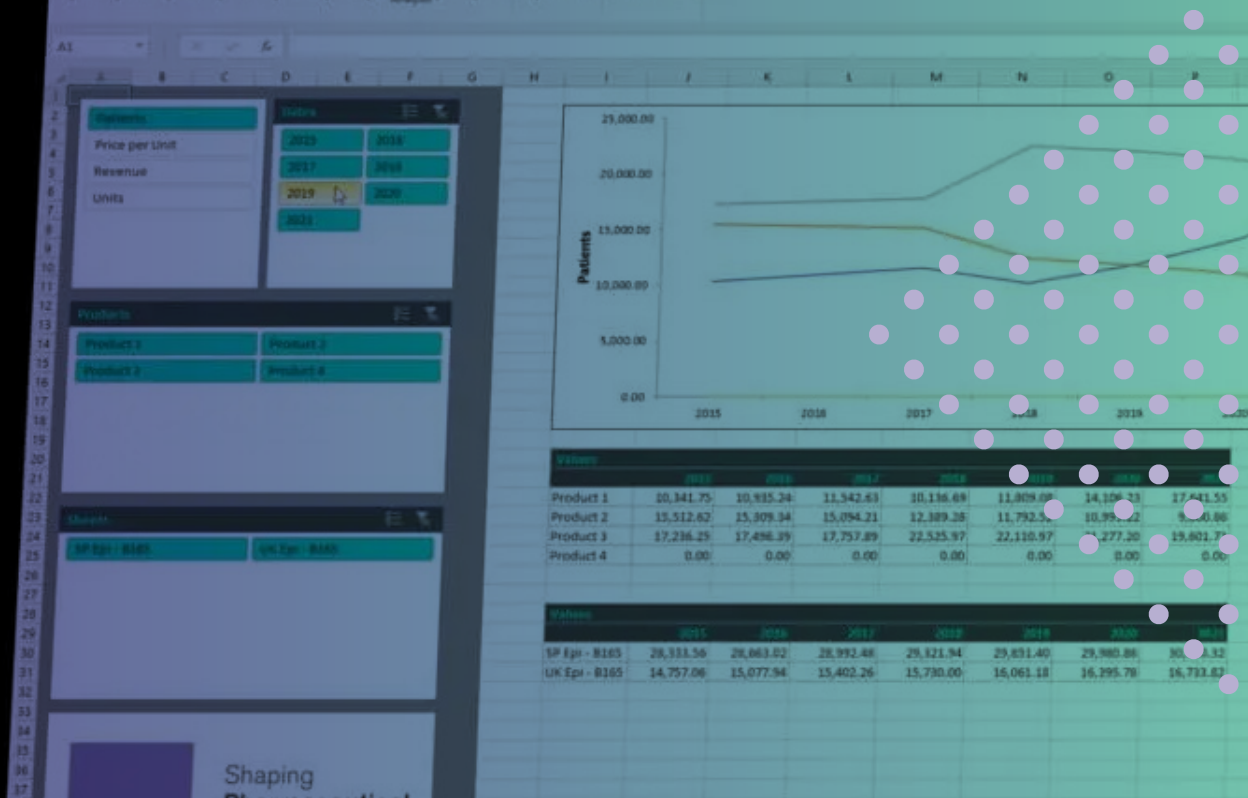


The Smarter Way to Forecast Pharma Markets

Empower your team with
intuitive, best-practice
forecasting tools designed
for pharmaceutical success.



Elevate Your Pharmaceutical Forecasting With FC+

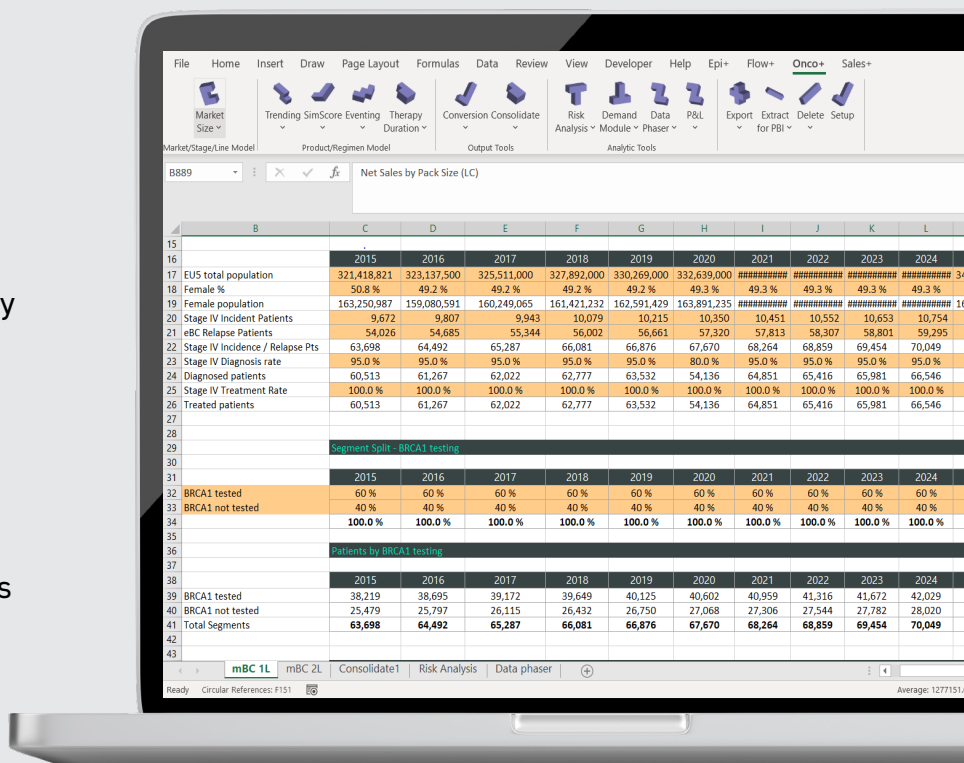
A suite of advanced forecasting software that redefines industry standards.

Generate more accurate and actionable insights for any market, disease area, or product. By combining best practice methodologies, advanced analytics, and intuitive design, FC+ streamlines your forecasting process and supports confident decision-making.

CREATE AND POPULATE
FORECASTING MODELS ANYTIME,
ANYWHERE - EFFICIENTLY AND
COST-EFFECTIVELY.

Why Choose FC+

- ▶ Create multiple forecasts efficiently
- ▶ Sophisticated inbuilt features and functionality
- ▶ Training and support included
- ▶ Consistent and transparent models
- ▶ Built on best practice forecasting principles
- ▶ Easy to use for all teams



The screenshot displays the FC+ software interface, which is a spreadsheet application. The top menu bar includes File, Home, Insert, Draw, Page Layout, Formulas, Data, Review, View, Developer, Help, Epi+, Flow+, Onco+, and Sales+. The toolbar contains icons for Market Size, Trending, SimScore, Eventing, Therapy Duration, Conversion, Consolidate, Risk Analysis, Demand Module, Data Phaser, P&L, Export, Extract for PBI, Delete, and Setup. The main data area shows a table with columns for years (2015-2024) and various metrics. The table is titled 'Net Sales by Pack Size (LC)' and includes data for EU5 total population, Female %, Female population, Stage IV Incident Patients, eBC Relapse Patients, Stage IV Incidence / Relapse Pts, Stage IV Diagnosis rate, Diagnosed patients, Stage IV Treatment Rate, and Treated patients. Below this, there are sections for 'Segment Split - BRCA1 testing' and 'Patients by BRCA1 testing', each with a table showing percentages and patient counts for BRCA1 tested and not tested categories.

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
EU5 total population	321,418,821	323,137,500	325,511,000	327,892,000	330,269,000	332,639,000	335,010,000	337,381,000	339,752,000	342,123,000
Female %	50.8 %	49.2 %	49.2 %	49.2 %	49.2 %	49.3 %	49.3 %	49.3 %	49.3 %	49.3 %
Female population	163,250,987	159,080,591	160,249,065	161,421,232	162,591,429	163,891,235	165,191,040	166,490,845	167,790,650	169,090,455
Stage IV Incident Patients	9,672	9,807	9,943	10,079	10,215	10,350	10,485	10,621	10,756	10,891
eBC Relapse Patients	54,026	54,685	55,344	56,002	56,661	57,320	57,979	58,638	59,297	59,956
Stage IV Incidence / Relapse Pts	63,698	64,492	65,287	66,081	66,876	67,670	68,464	69,258	70,052	70,846
Stage IV Diagnosis rate	95.0 %	95.0 %	95.0 %	95.0 %	95.0 %	80.0 %	95.0 %	95.0 %	95.0 %	95.0 %
Diagnosed patients	60,513	61,267	62,022	62,777	63,532	54,136	64,851	65,416	65,981	66,546
Stage IV Treatment Rate	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %
Treated patients	60,513	61,267	62,022	62,777	63,532	54,136	64,851	65,416	65,981	66,546

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
BRCA1 tested	60 %	60 %	60 %	60 %	60 %	60 %	60 %	60 %	60 %	60 %
BRCA1 not tested	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
BRCA1 tested	38,219	38,695	39,172	39,649	40,125	40,602	41,079	41,556	42,033	42,510
BRCA1 not tested	25,479	25,797	26,115	26,432	26,750	27,068	27,386	27,704	28,022	28,340
Total Segments	63,698	64,492	65,287	66,081	66,876	67,670	68,464	69,258	70,052	70,846

FC+

Evaluate
a norstell company

J+D
an Evaluate company

A Suite of Pharma-Specific Modules

FC+ contains a suite of modules based on best practice principles to meet all your needs – from trend-based sales forecasts to complex patient flow models.

EPI+

Epidemiology-based forecasting

SALES+

Time series methodology for reliable sales forecasting

ONCO+

Patient flow tailored towards oncology forecasting

FLOW+

Patient flow for progressive diseases

All add-ins feature advanced capabilities like Monte Carlo simulation and SimScore market peak share estimation.

EXCEL ADD-INS FOR PHARMACEUTICAL FORECASTING,
BUILT ON DECADES OF INDUSTRY EXPERTISE.

Intuitive, Agile, Engaging, Innovative



Responsive and user-friendly Excel-based application



Modular approach: add to existing models or build from scratch



Visualize data in a click



Risk analysis, peak share predictor, demand analysis



Efficient, cost-effective, and flexible

“I love how simple FC+ is to follow.”

“FC+ is an exciting tool for quickly developing custom sales models.”

GLOBAL FORECASTING
& COMMERCIAL
ANALYTICS LEADERS

FC+

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a norstella company

J+D
an Evaluate company

FC+ has advanced capabilities to transform complex data into actionable insights, enabling teams to forecast with greater accuracy and confidence.



SIMSCORE

Estimate peak share for new products



P&L

Risk-adjusted KPIs (NPV, IRR, payback)



CONSOLIDATION

Multi-country scenario consolidation



DATA PHASER

Granular insights from annual to monthly data



LICENSE REMOVER

Share models without extra licenses



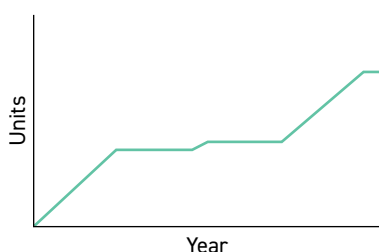
DEMAND ANALYSIS

Adjust for supply chain factors

Built on best practice forecasting principles, FC+ leverages proven methodologies and advanced analytics to ensure every forecast is clear, reliable, and tailored for success.

STEP 1

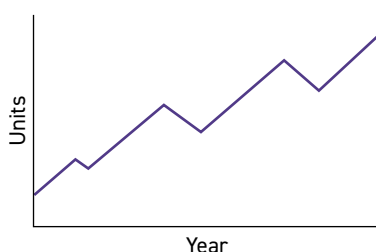
Define the market



Establish the size of the current market in the most appropriate manner for the specific forecast.

STEP 2

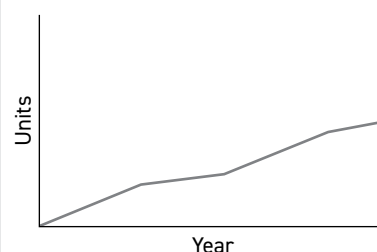
Trend the market



Trend out historical data to predict the future market and create a baseline forecast.

STEP 3

Add events



Account for future market changes that you can't predict from historical data, e.g. new products.

STEP 4

Convert to volume/sales

FC+ ENSURES CLARITY, TRANSPARENCY, AND CONFIDENCE IN EVERY FORECAST.

Ready to transform your pharmaceutical forecasting?
Get in touch to find out how we can help.

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