



Press Release

Louvain-la-Neuve, Belgium and Lalaye, France – February 27, 2015

## **RADIOTHERAPEUTICS, THE DRIVING FORCE OF NUCLEAR MEDICINE**

The first annual financial results of Xofigo (radium-223 dichloride) from Bayer – a product used in the treatment of prostate and bone cancers – are in line with the MEDraysintell analysis showing that the growth of nuclear medicine in the future will come through therapeutic radiopharmaceuticals (radiotherapeutics). Xofigo's revenue reached EUR 157 million (US\$ 209 million) in 2014. Xofigo is on its way to becoming the first blockbuster of nuclear medicine. Bayer's success with Xofigo is the result of bringing a radiopharmaceutical to the market with financial and marketing means which were so far used for chemotherapeutics only. This unprecedented result was obtained despite an almost 2-month long shortage issue.

There is a persistent common belief that a key driver for future growth in the nuclear medicine market will come from PET (Positron Emission Tomography), with for instance, the major switch in cardiology from SPECT (Single Photon Emission Computed Tomography) to PET. Recent published analyst reports continue to predict a bright future for cardiology in PET, forgetting that the leading molecule has been on hold since 2013 and that other companies involved in this domain struggle to find the financial means to complete phase III trials.

MEDraysintell suggests in its report, "Opportunities in Nuclear Medicine", a different evolution for the nuclear medicine market, with the main driver coming from radiotherapeutics, while diagnostic radiopharmaceuticals will maintain an average limited growth. In cardiology, SPECT will continue to progress on the basis of  $^{99m}\text{Tc}$  (despite the  $^{99}\text{Mo}$  shortage issue that will be solved within the next 5 years) and in PET there is only a real future for the  $^{82}\text{Sr}/^{82}\text{Rb}$  generator. A real interest in PET in cardiology will arise from applications in cardiovascular diseases (atherosclerosis, vulnerable plaque). PET in neurology has proven to be of high interest, but the healthcare system cannot absorb additional costs at this stage, or at least not before associated therapies for neurodegenerative diseases are available. Oncology will remain the primary area of interest for PET imaging with the introduction of more than half a dozen new tracers on the market within the next 5 years.

At MEDraysintell, the experts in the medical radiation fields, intelligence is gathered through their extended contacts and network and by regular participation in major congresses worldwide in nuclear medicine. The MEDraysintell report "Opportunities in Nuclear Medicine" provides almost 800 pages of description and analysis of over 300 radiopharmaceuticals and radionuclides and more than 130 companies active in nuclear medicine around the world. In addition to the report, a 44-page supplement was published in December 2014, providing the latest updates in Nuclear Medicine. A summary and a table of contents are available at: [www.medraysintell.com/Nuclear\\_Medicine.html](http://www.medraysintell.com/Nuclear_Medicine.html)

### **About MEDraysintell**

**Medical Radiation Strategic Intelligence Experts**

*Bringing value to Businesses and Investors!*

MEDraysintell was created in 2013 by Paul-Emmanuel Goethals (CSIntell) and Richard Zimmermann (Chrysalium Consulting). It combines over 40 years of experience in nuclear medicine, proton therapy and radiotherapy. We aim to form an international team of experts in the field of Medical Radiation to provide Strategic Intelligence in nuclear medicine, radiotherapy, proton therapy and brachytherapy to help our clients better understand the markets – the competitive environment as well as the potential of mergers and acquisitions (M&A) – and technology development. MEDraysintell wants to support in their decision process, manufacturers of radiopharmaceuticals or therapeutic radioisotopes, suppliers of equipment and software as well as investors interested by this industry. [www.medraysintell.com](http://www.medraysintell.com)

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