GlaxoSmithKline profile

Contents

- 1 Company Overview
  - 1.1 Key Facts
  - 1.2 Key Financials
  - 1.3 Revenue Distribution
- 2 Business overview
  - 2.1 Business Strategy
  - 2.2 Geographic Presence
  - 2.3 Product Portfolio
    - 2.3.1 Respiratory
    - 2.3.2 Central nervous system (CNS)
    - 2.3.3 Anti-virals
    - 2.3.4 Anti-bacterials
    - 2.3.5 Metabolic
    - 2.3.6 Vaccines
    - 2.3.7 Oncology and emesis
    - 2.3.8 Cardiovascular and urogenital
    - 2.3.9 Dermatologicals
    - 2.3.10 Other
  - 2.4 Employee Distribution
- 3 Market Overview
  - 3.1 Market Share
- 4 Clinical Trial
  - 4.1 Pediatric Vaccine
  - 4.2 Other Vaccine
- 5 SWOT
- 6 Recommendation
- 7 References

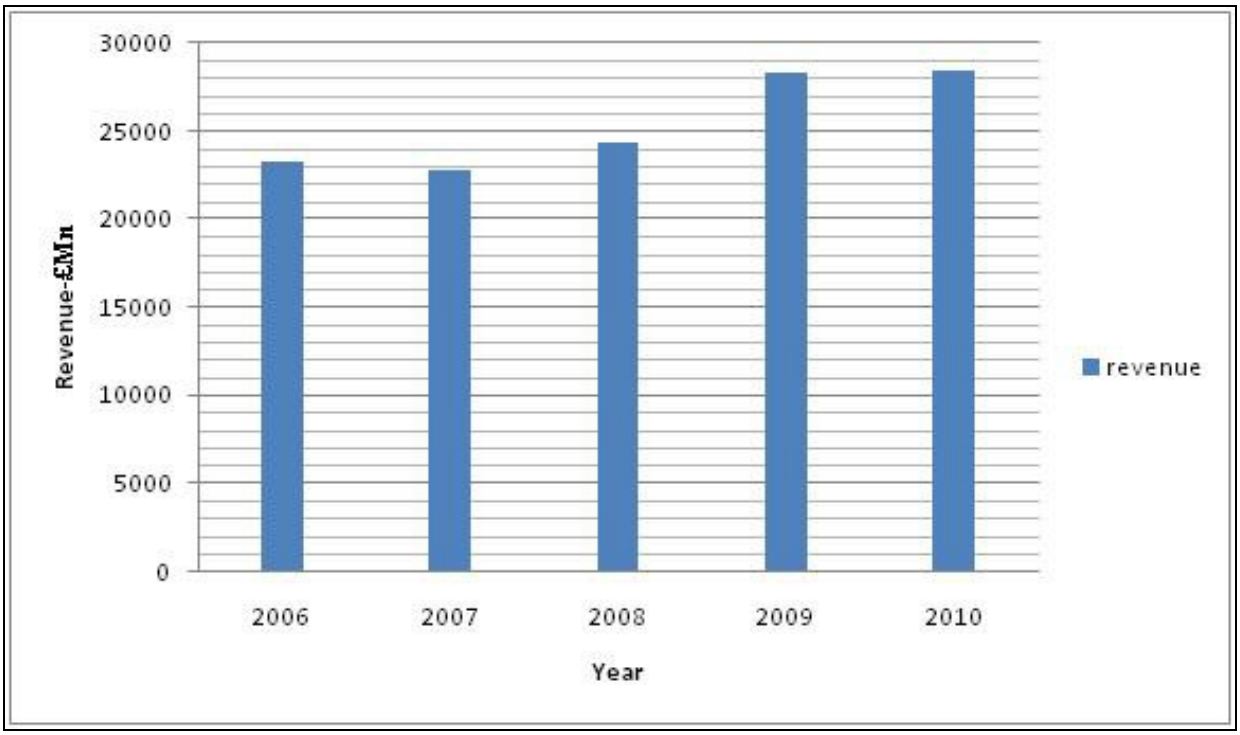
Company Overview

GSK is a global organisation with offices in over 100 countries and major research centres in the UK, USA, Belgium and China. It is listed on the London and New York Stock Exchanges and corporate head office is in Brentford, UK. A research-based pharmaceutical company, GSK has a share of around 5% of the world's pharmaceutical market. It employs 96,500 people with Around 13,000 people working in their research teams to discover new medicines

Key Facts

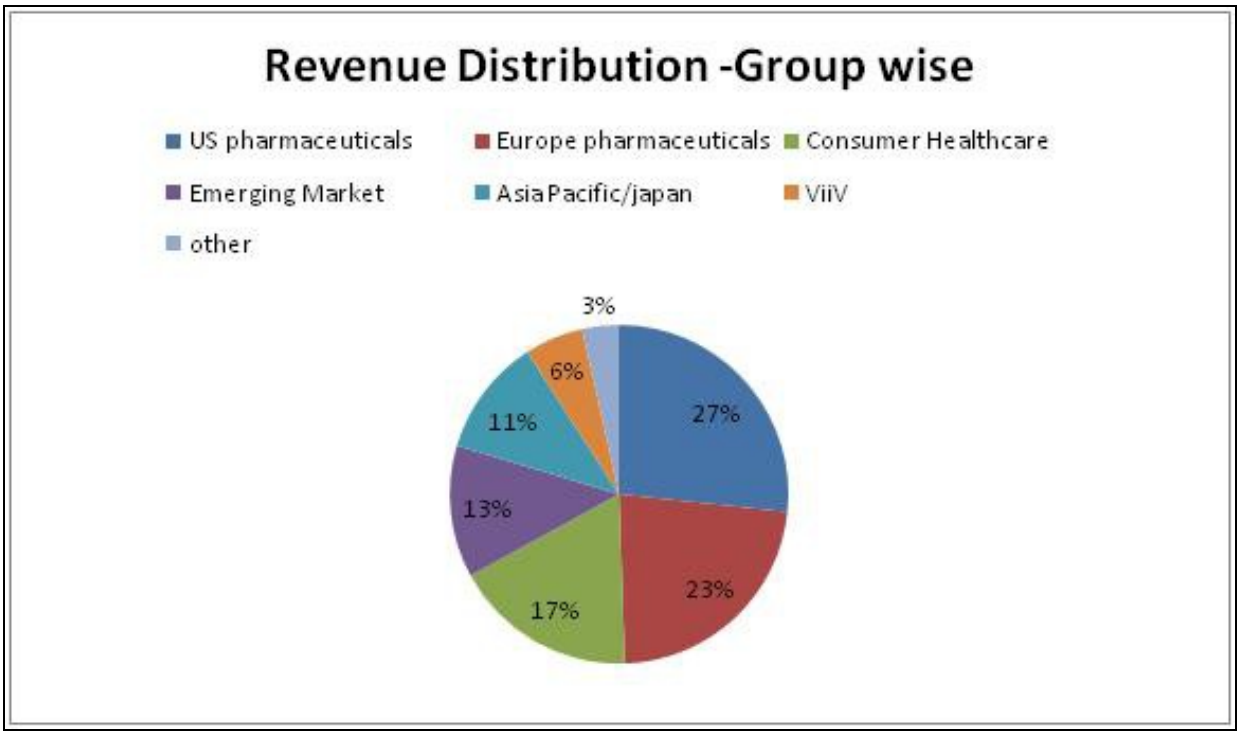
Headquaters	980 Great West Rd., Brentford TW8 9GS Britain
Phone	44-20-8047-5000
Fax	44-20-8047-7807
Website	www.gsk.com
Profit	28.39 £B
Year End	December

Key Financials



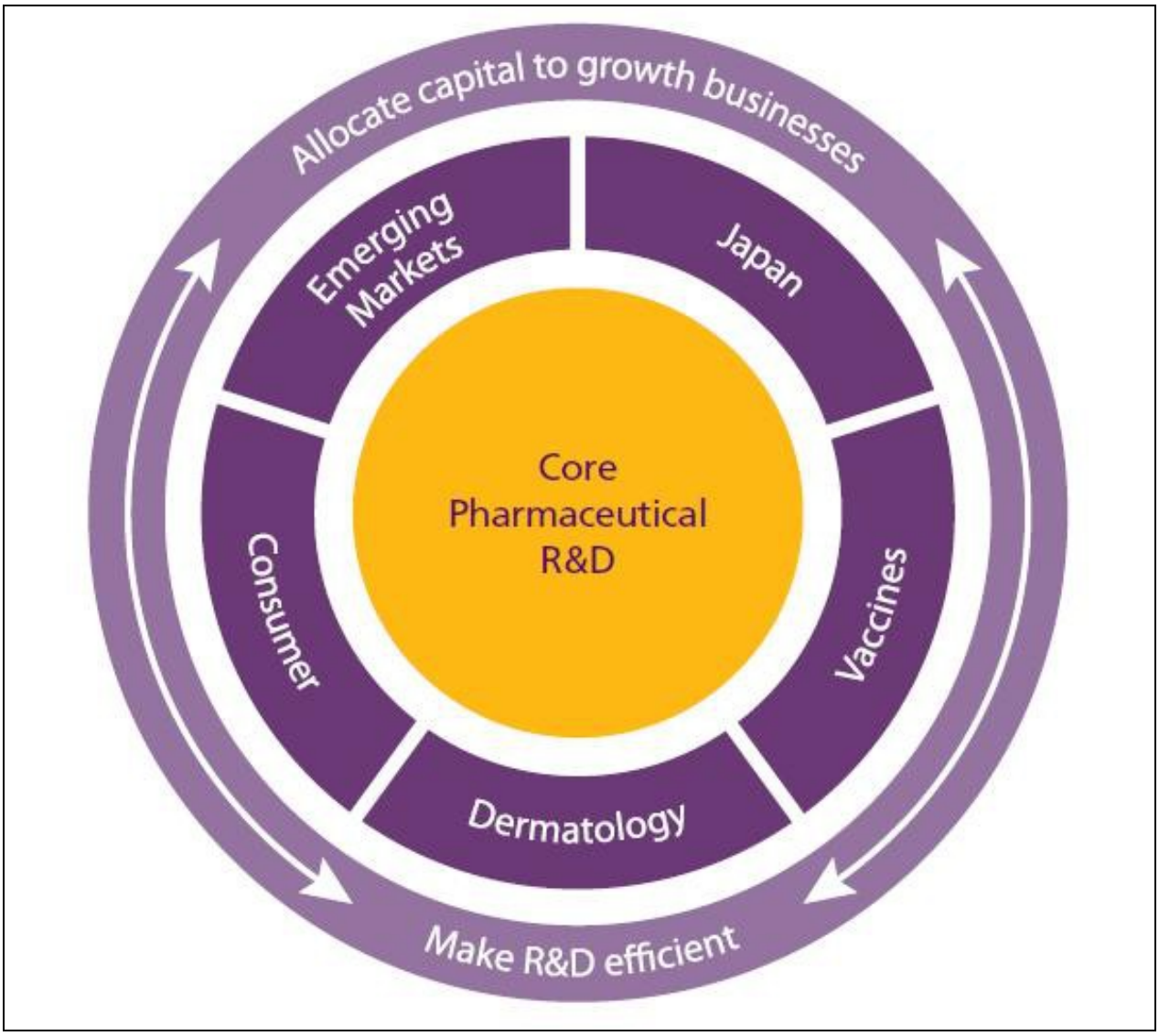


Revenue Distribution



Business overview

Business Strategy



Geographic Presence

GSK is present in more than 100 countries across the World. The major geographical division of GSK is US , Europe,Asia pacific/Japan and Emerging Market.

Product Portfolio

Respiratory

Seretide/Advair, a combination of Serevent and Flixotide, offers a long-acting bronchodilator and an anti-inflammatory in a single inhaler. It is approved for the treatment of asthma and COPD.

Flixotide/Flovent and Beclovent are inhaled steroids for the treatment of inflammation associated with asthma and COPD.

Serevent is a long-acting bronchodilator used to treat asthma and COPD, and Ventolin is a selective short-acting bronchodilator used to treat bronchospasm.

Veramyst/Avamys, Flixonase/Flonase and Beconase are intra-nasal preparations for the treatment of perennial and seasonal rhinitis.

Central nervous system (CNS)

Seroxat/Paxil is a selective serotonin re-uptake inhibitor (SSRI) for the treatment of major depressive disorder, panic, obsessive compulsive disorder, post traumatic stress disorder, social anxiety disorder, premenstrual dysphoric disorder, and general anxiety disorder. A controlled release forumulation, Paxil CR, is available in the USA.

Wellbutrin is an anti-depressant, available in the USA and many European and international markets in normal, sustained-release (SR) and once daily (XL) formulations.

Imigran/Imitrex is a 5HT1 receptor agonist used for the treatment of severe or frequent migraine and cluster headache, and has become the reference product in this sector. Naramig/Amerge is also a 5HT1 receptor agonist indicated for the treatment of migraine.

Lamictal, a well established treatment for epilepsy, is also indicated for bipolar disorder.

Requip is a specific dopamine D2/D3 receptor agonist indicated for the treatment of Parkinson's disease and Restless Legs Syndrome (RLS).

Anti-virals

In November 2009, GSK's HIV/AIDS medicines became the property of ViiV Healthcare.

Zeffix has been approved for marketing in the USA, Europe, China and other markets for the treatment of chronic hepatitis B.

Valtrex is a treatment for episodic genital herpes as well as the long term suppression and reduction of transmission of genital herpes, zoster (shingles), cold sores and chicken pox. Valtrex supersedes Zovirax , which is also used to treat herpes infections.

Relenza is an anti-viral used to prevent and treat influenza.

Anti-bacterials

Augmentin is a broad-spectrum antibiotic suitable for the treatment of a wide range of common bacterial infections and is particularly effective against respiratory tract infections. Augmentin ES-600 is an extra strength suspension specifically designed to treat children with recurrent or persistent middle ear infections.

Augmentin XR is an extended release formulation for the treatment of patients with community acquired pneumonia or acute bacterial sinusitis.

Altabax/Altargo, approved in 2007 for the topical treatment of certain bacterial skin infections, represents the first new class of topical antibiotics approved by the FDA in nearly two decades.

Ceftin/Zinnat is an oral antibiotic used primarily for community acquired infections of the lower respiratory tract.

Metabolic

Avandia is a potent insulin sensitising agent which acts on the underlying pathophysiology of type 2 diabetes. For more information about Avandia and associated products, visit the Avandia section of this website.

Bonviva/Boniva is a long acting bisphosphonate available in once-monthly oral and quarterly injection forms for the treatment of osteoporosis (co-promoted with Roche)

Vaccines

GlaxoSmithKline markets over 30 vaccines worldwide, of which more than half are combination vaccines to protect children, adolescents and/or adults against up to six diseases at the same time.

Cervarix is a vaccine intended to protect females against the diseases caused by infection with Human Papillomavirus (HPV) types 16 and 18. These diseases include cervical cancer and precancerous cervical lesions.

Infanrix is a range of paediatric vaccine combinations. Infanrix provides protection against diphtheria, tetanus and pertussis (whooping cough). Infanrix penta (Europe) / Pediarix (USA and Canada) provides additional protection against hepatitis B and polio, and Infanrix hexa further adds protection against Haemophilus influenzae type b, which causes meningitis. Boostrix is available to add protection against pertussis (whooping cough) to the routine tetanus/diphtheria booster administered to teenagers.

In GSK's hepatitus range, Havrix protects against hepatitis A and Engerix-B against hepatitis B.

Twinrix is the only available combined hepatitis A and B vaccine, protecting against both diseases with one vaccine and available in both adult and paediatric strengths. In Europe, FENDrix, a vaccine to prevent hepatitis B in patients with renal insufficiency including high-risk groups such as pre-haemodialysis and haemodialysis patients, is available from 15 years of age onwards.

GSK added Fluviral to its portfolio of products when it acquired the Canadian vaccine manufacturer ID Biomedical Corporation in December 2005. Fluviral is marketed in Canada and, following FDA approval, the USA where it is approved for the active immunisation of adults 18 years and older against infl uenza disease under the brand FluLaval. Fluviral and FluLaval add to Fluarix GSK?s seasonal ?flu vaccine, which is distributed in 79 countries including the USA.

GSK also markets Priorix, a measles, mumps and rubella vaccine, Typherix, a vaccine for protection against typhoid fever, and Varilrix, a vaccine against varicella or chicken pox. Priorix-Tetra, GSK?s new combination vaccine to prevent measles, mumps, rubella and varicella (MMRV) was first launched in Germany in August 2006.

In addition, the Group markets a range of vaccines to prevent meningitis under the umbrella name Mencevax. GSK?s new Hib- MenC vaccine, Menitorix is now available in the UK. GSK?s meningitis vaccine portfolio will be complemented by new meningitis conjugate vaccines in the near future.

As part of its paediatric franchise, GSK continued to roll out the launch of its vaccine against rotavirus induced gastroenteritis, Rotarix, which is now launched in 90 countries worldwide. Rotavirus vaccination has been included in the national vaccination calendar of fi ve Latin American countries where Rotarix will be available free at public health clinics, as part of governmental paediatric immunisation programmes.

Oncology and emesis

Tykerb is an oral treatment for patients with advanced or metastatic breast cancer whose tumours overexpress HER2 and who have received prior therapy including an anthracycline, a taxane and trastuzumab. Tykerb was approved in the USA in 2007 and is now available in Europe, where is is known as Tyverb.

Hycamtin is a second line treatment for ovarian, cervical and small cell lung cancer.

Bexxar is a treatment for patients with CD20 follicular, non-Hodgkin?s lymphoma with and without transformation whose disease is refractory to rituximab and who have relapsed following chemotherapy.

Arranon (nelarabine) a treatment for patients with T-cell acute lymphoblastic leukaemia and T-cell lymphoblastic lymphoma.

Zofran is used to prevent nausea and vomiting associated with chemotherapy and radiotherapy for cancer, and is available in both oral and injectable forms. It is also approved for use in the prevention and treatment of post-operative nausea and vomiting.

Cardiovascular and urogenital

Coreg is an alpha/beta blocker which has been proven to be effective in treating patients with mild, moderate and severe heart failure, heart attack or hypertension. GSK has sole marketing rights in the USA and Canada. A controlled release formulation, Coreg CR is also available in the USA. Generic versions of Coreg are available in the USA and Canada.

Levitra is a PDE-5 inhibitor indicated for male erectile dysfunction. GSK has co-promotion rights in the USA and more than 20 other markets.

Avodart is a 5-ARI inhibitor currently indicated for benign prostatic hyperplasia. A large clinical study is underway examining its efficacy in reducing the risk of prostate cancer.

Vesicare is an anti-muscarinic indicated for overactive bladder. GSK has co-promotion rights with Astellas in the USA. Its major competitors are Detrol LA, Ditropan XL/generic oxybutynin, and Enablex.

Arixtra, a selective Factor Xa inhibitor, is indicated for the treatment of deep vein thrombosis (DVT) and pulmonary embolism (PE) and for the prevention of DVT and PE in patients undergoing major orthopaedic surgery, abdominal surgery and acutely ill medical patients (EU only). Also in the EU, Arixtra is indicated for the treatment of patients with acute coronary (unstable angina, NSTEMI and STEMI).

Fraxiparine is a low-molecular weight heparin indicated for prophylaxis of thromboembolic disorders (particularly deep vein thrombosis and pulmonary embolism) in general surgery and in orthopedic surgery, treatment of deep vein thrombosis and prevention of clotting during haemodialysis.

Integrilin is a GP IIb-IIIa inhibitor, approved in the EU for the prevention of early myocardial infarction in patients with unstable angina or non-Q-wave MI.

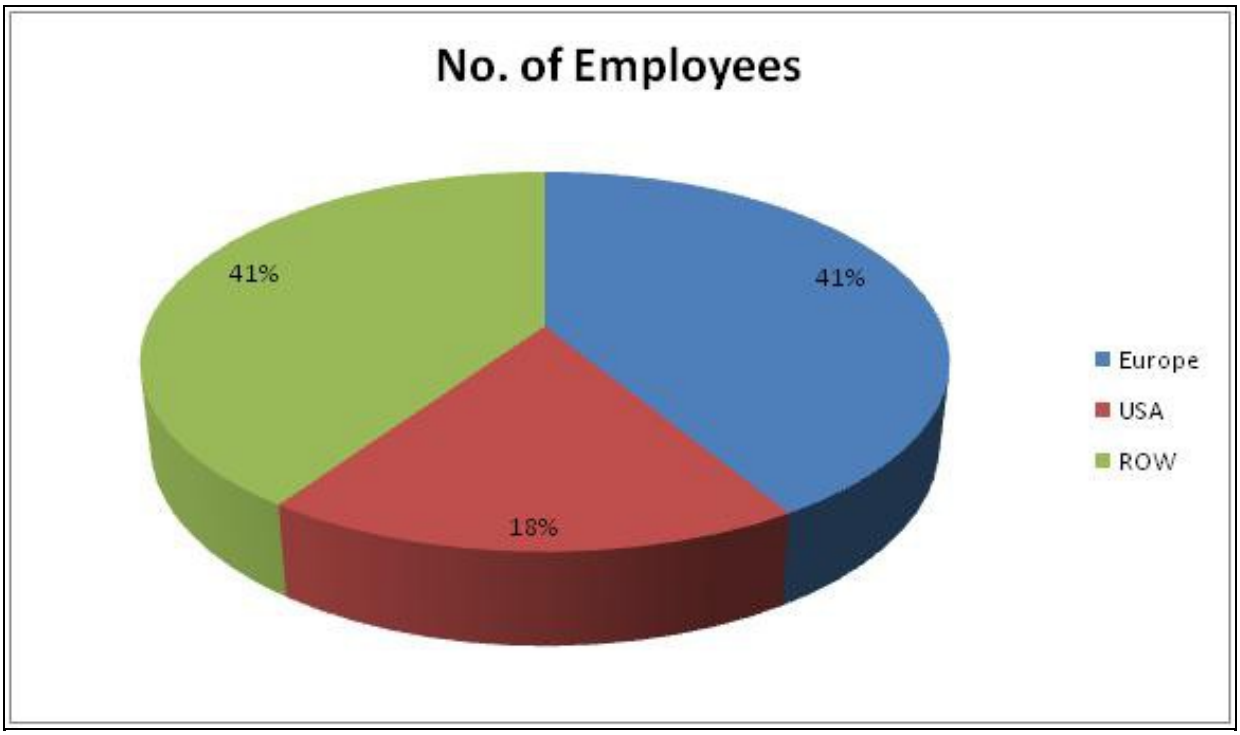
Dermatologicals

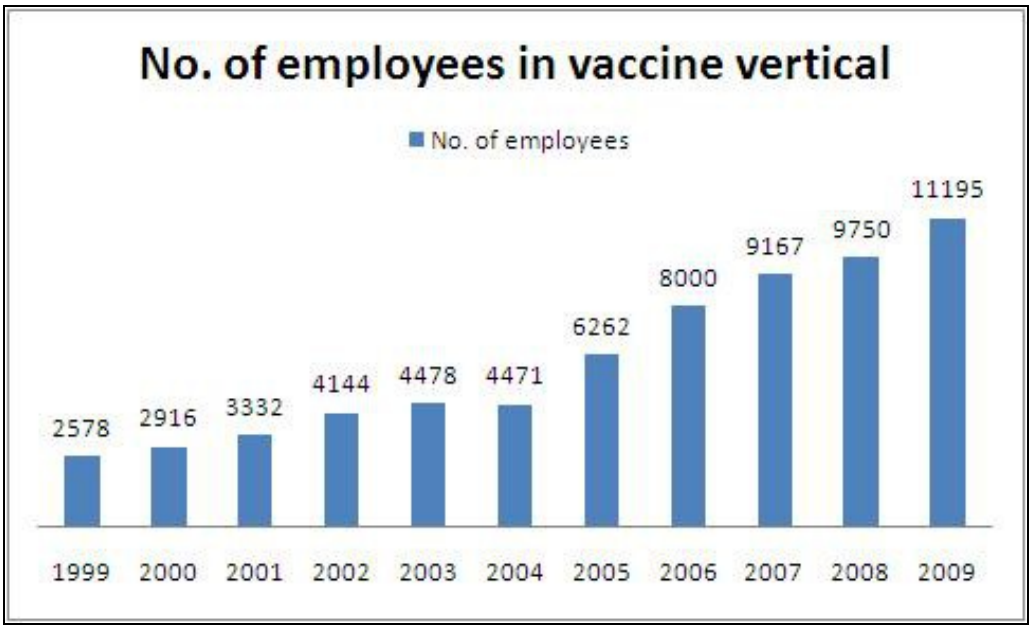
The dermatology portfolio includes heritage GSK products (e.g. Bacroban, Duac and Zovirax) and those acquired through business acquisitions, principally Stiefel in July 2009.

Other

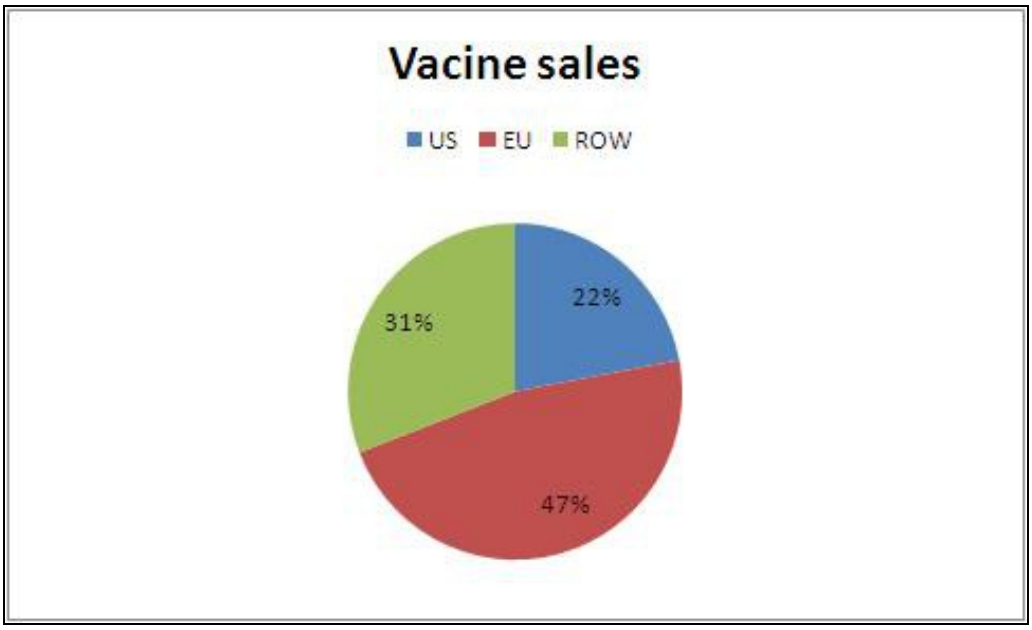
This category includes Betnovate, the higher potency Dermovate and the newer Cutivate, which are anti-inflammatory steroid products used to treat skin diseases such as eczema and psoriasis, Relafen, a non-steroidal anti-inflammatory drug for the treatment of arthritis, and Zantac, for the treatment of peptic ulcer disease and a range of gastric acid related disorders.

Employee Distribution

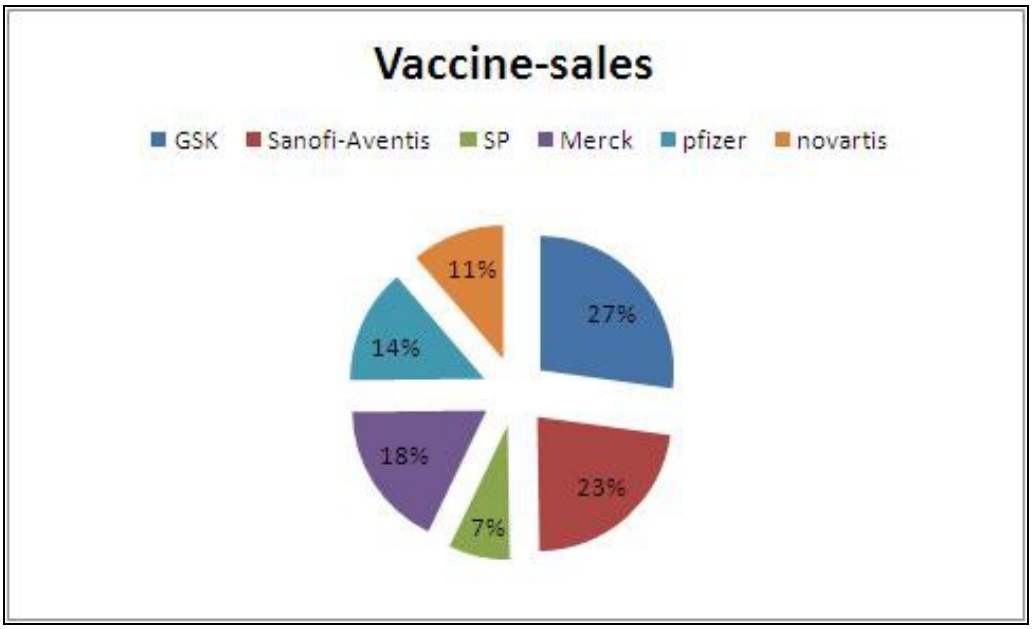




Market Overview



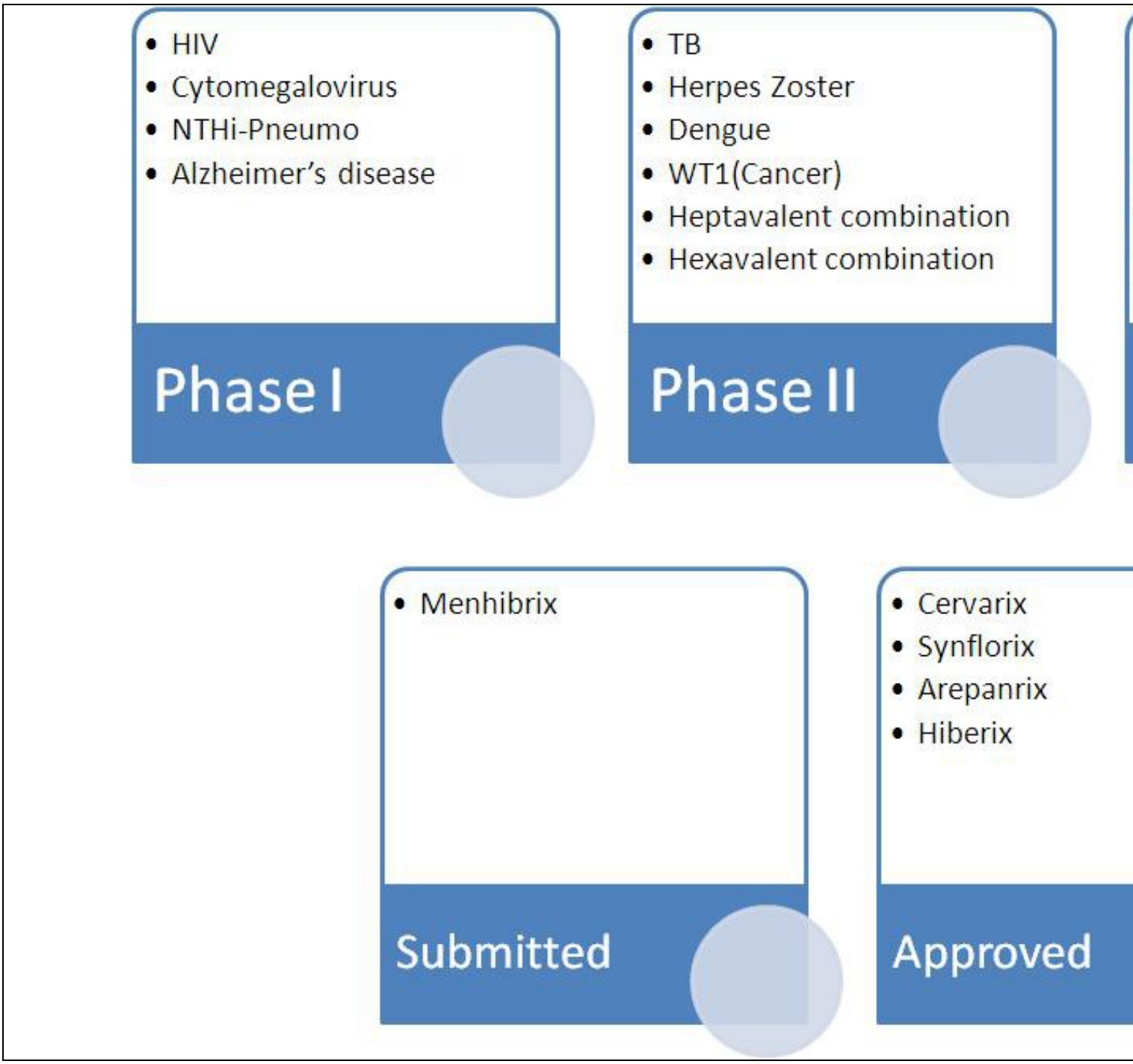
Market Share



	GSK	Merck	Sanofi	Pfizer	Novartis
DTPw combos	Y		Y		Y
DTPa combos	Y		Y		
MMR	Y	Y	Y		
HEP a	Y	Y	Y		
Rotavirus	Y	Y			
Meningococcal	Y		Y		D
Influenza	Y		Y		Y
Pneumococcal	Y			Y	
HPV	Y	Y			
Malaria	D				
Dengue	D		D		

D= In Developement

Clinical Trial



Pediatric Vaccine

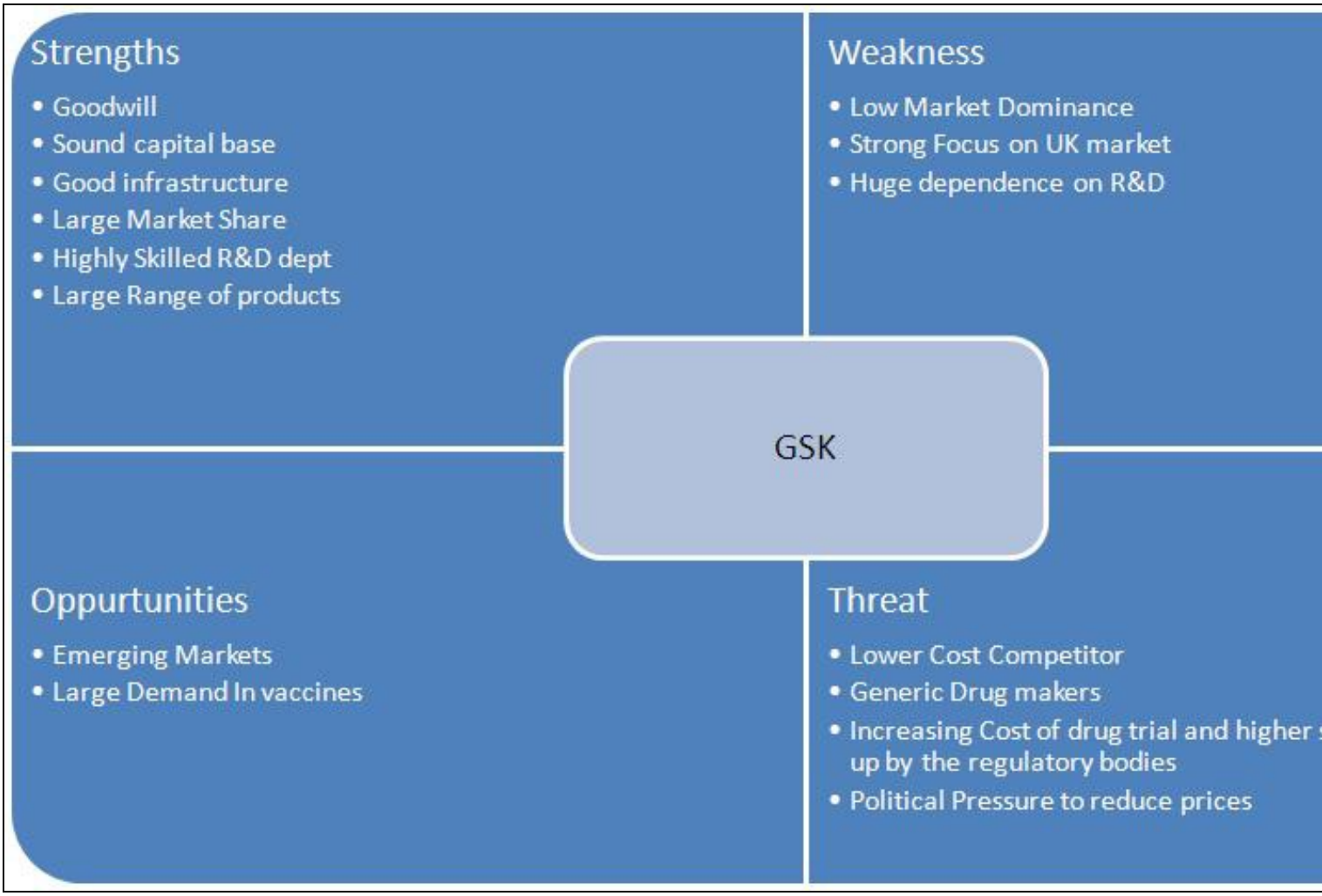
Vaccine	Indication	Phase
Heptavalent combination vacine	Neisseriamenhibrix meningitis C , haemophilus Influenza type b, Diptheria, HepB, Tetanus, pertussis and poliomyelitis disease prophylaxis	II
MMR	Measeles mumps rebella propylaxis	II(US)
S.Pneumoniae pediatric next generation	Streptococcus pneumoniae disease prophylaxis	II
Mosquirix	Malaria prophylaxis	III
Nimenrix	Neisseria meningtis groups A,C,W,Y	Submited
Menhibrix	Neisseria meningtis group C & Y & haemophilus Influenza type b	Submited

Other Vaccine

Vaccine	Indication	Phase

Flu Pandemic	Pandemic influenza prophylaxis	I
HIV	HIV prophylaxis	I
HIV	HIV immunotherapy	II
Tb	TB prophylaxis	II
Flu Vaccine	Seasonal influenza prophylaxis	III
Zoster	Herpes Zoster prevention	III
Flu (pre-) Pandemic	Pre pandemic and pandemic influenza prophylaxis	Submitted
Pumariz	Pandemic Influeza Prophylaxis	Submitted

SWOT



Recommendation

With respect to GSK , Serum can go in for the following options:

- Low cost Manufacturing
- Strategic Partnership for marketing of Serum Products

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