



**IQVIA Ltd.**  
37 The Point  
North Wharf Road, Paddington  
W2 1AF London  
United Kingdom  
[iqvia.com](http://iqvia.com)

**May 12<sup>th</sup> 2023**

**Re: Declaration regarding IQVIA MIDAS®**

IQVIA declares, to the best of its knowledge and belief, that IQVIA MIDAS® is the only solution able to supply:

- Centralised and integrated pharma sales information for 93 countries through 157 audit panels
- Local data fully harmonised (language, currency, company name, product name)
- Additional attributes for greater cross-country comparison and market hyper segmentation (licensing, specialty, biologics/biosimilars, etc)

IQVIA can enable the usage of MIDAS data with global service support team (with knowledge on all local data sources)

Integrating the breadth and depth of IQVIA's extensive data assets, MIDAS helps you confidently to:

- Track corporate pharmaceutical performance globally, with Market Segmentation which allows the recognition of local products under an international classification (i.e. International Product/ International Pack)
- Understand main pharmaceutical companies at a therapy and country level
- Identify analogues through cross-country comparison
- Learn how companies are performing

- Look at markets for licensing and development
- Understand usage of product across countries — by formulation and indication
- Track prescribing information across countries

<https://www.iqvia.com/solutions/commercialization/brand-strategy-and-management/market-measurement/midas>

Yours sincerely,

A handwritten signature in black ink, appearing to read "S. Bickley".

Sarah Bickley

**Director, Offering Management, Global Market Insights, IQVIA**