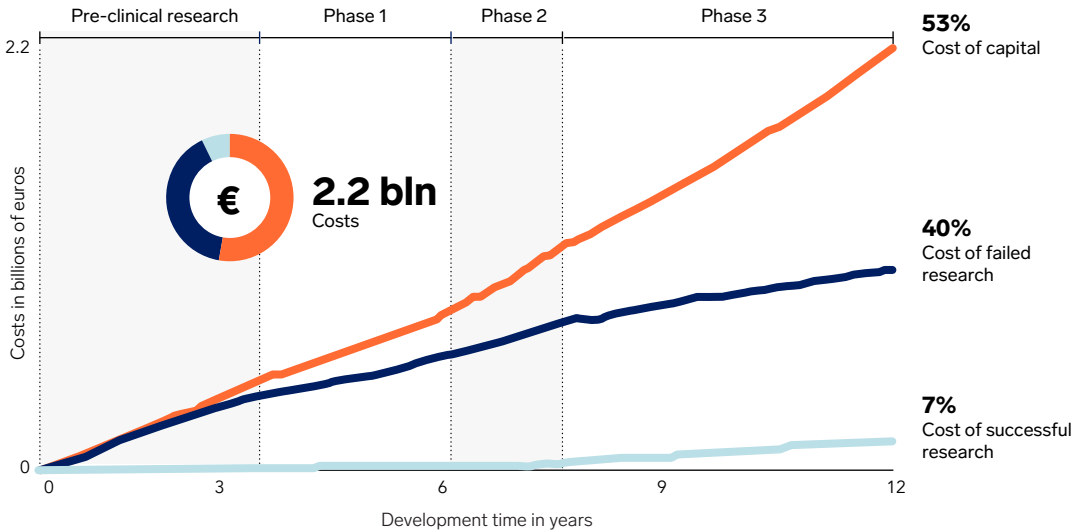


The cost of innovation

The development cost of one new drug averages 2.2 billion euros



Source: Gupta Strategists, the cost of opportunity, 2019