

## Pfizer spoilt for choice of oncology assets



Evaluate Vantage

The ambitious estimates revealed yesterday by Pfizer to grow its oncology business ten-fold by 2018 to \$25bn appear just that and for the US pharma giant to come anywhere close to achieving this goal it will need to significantly ramp up its licensing and business development operations ([Pfizer might achieve No.3 in cancer but needs deals to hit \\$25bn sales target, July 14, 2009](#)).

Whilst this is encouraging news for small oncology players who would love to land a lucrative deal with the world's biggest pharma company, an analysis by *EP Vantage* of clinical stage unpartnered oncology assets reveals that with 549 products potentially available, competition for Pfizer's attention will be fierce (see tables below). For Pfizer the trick will be in filtering out these partnering opportunities to identify the Avastins of the future.

### Spoilt for choice

The following table is derived by extracting pipeline portfolio data from EvaluatePharma, and excludes any cancer products which are already being developed by, or partnered with, a big pharma company.

Unsurprisingly the bulk of these assets are in early and mid-stage clinical trials, whereas just eight products are currently under regulatory review.

Unpartnered oncology pipeline assets	
Phase	Product count
Filed	8
Phase III	75
Phase II	240
Phase I	226
<b>Total</b>	<b>549</b>

In terms of the key unpartnered assets which are currently attracting the most attention and valuation by analysts, the following table highlights some products that could be of most immediate interest to Pfizer.

Key late-stage unpartnered pipeline oncology assets						WW annual sales / royalties (\$m)		
Phase	Product	Company	Pharmacological Class	Launch	Sales or Royalties	2010	2012	2014
Filed	PDX	Allos Therapeutics	Dihydrofolate reductase inhibitor	Dec-2009	sales	72	224	360
	Acapodene	GTx	Selective oestrogen receptor modulator (SERM)	Dec-2009	sales	67	217	357
	Cerepro	Ark Therapeutics	HSV tk gene therapy	Dec-2009	sales	38	137	237
Phase III	Provenge	Dendreon	Prostate cancer vaccine	Jun-2010	sales	54	324	661
	Anti-CD23 MAb	Biogen Idec	Anti-CD23 MAb	Dec-2010	sales	33	133	200
	Picoplatin	Poniard Pharmaceuticals	Platinum compound	Dec-2010	sales	8	44	171
	Proellex	Repros Therapeutics	Progestogen modulator	Dec-2010	royalties	1	60	145
	AS1413	Antisoma	Topoisomerase II inhibitor	Dec-2011	sales	-	59	108
	Rencarex	Willex	Anti-MN MAb	Dec-2010	royalties	34	84	101
	Phase II	R406/R788	Rigel Pharmaceuticals	Syk kinase inhibitor	Dec-2011	royalties	-	18
ARRY-797		Array BioPharma	p38 MAP kinase inhibitor	Dec-2011	sales	-	55	158
AVN944 (VX-944)		Clinical Data	Inosine monophosphate dehydrogenase inhibitor	Dec-2011	sales	-	-	145
SGN-35		Seattle Genetics	Anti-CD30 MAb-auristatin E conjugate	Dec-2012	sales	-	36	143
GRN163L		Geron	Telomerase inhibitor	Jun-2011	sales	-	35	105
Arenegyr (NGR-TNFa)		MolMed	CD13 aminopeptidase N (APN) inhibitor	Dec-2011	royalties	-	16	105

Whilst the likes of Dendreon, GTx and Allos Therapeutics so far intend to commercialise their oncology products themselves, rights outside the US would certainly be available and there is no reason why talks could not lead to a global license if both parties are in agreement.

With regard to some of the companies with most unpartnered pipeline assets, the following table reveals an interesting mixture of parties that may be most keen to attract Pfizer's attention.

## Companies with the most unpartnered oncology assets

Company	Product count
Celgene	9
Biogen Idec	8
TopoTarget	7
Array BioPharma	6
Immunomedics	6
Meabco Biotech	6
Pierre Fabre	6
BTG	5
EntreMed	5
Introgen Therapeutics	5
Medarex	5
Northwest Biotherapeutics	5
Sigma-Tau	5

Whilst the likes of Celgene and Biogen Idec clearly have the potential to develop and commercialise their own oncology products themselves, their inclusion in this list is relevant as it identifies them as key oncology players just behind big pharma.

Although a takeover of Biogen Idec or Celgene would significantly enhance Pfizer's oncology portfolio in one go, the current merger with Wyeth would tend to rule this out any time soon. Nevertheless, their assets may attract interest a few years down the line if and when Pfizer's appetite for another major acquisition returns.

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