

Life Sciences Multinational companies private roundtable

Welcome!

Thank you for taking time out of your busy schedules to attend today.

Given that we have a large number of participants for today's session as well as a number of new faces, we'll dedicate the first part of the session for networking

We will then give a quick overview of some of the key topics in the Japan pharma market, with a deep dive discussion into Digital Augmentation for Field Force/Commercial Operations and the key challenges/questions associated with this. Finally, BNP Paribas will then give a brief presentation on Receivables Financing in Japan.

We hope that you will participate actively in the discussions and look forward to hearing your thoughts and ideas on the Japanese life sciences industry.



Today's Agenda

Time	Agenda Item
08:00 - 08:30	Networking: "Meet and Greet"
08:30 - 08:40	Overview: Key Topics in the Japan Pharma Market
08:40 - 09:00	Discussion: Digital Augmentation of Field Force
09:00 - 09:15	BNP Paribas: Receivables Financing in Japan



Overview

Key Topics in the Japan Pharma Market

Key Topics in the Japan Pharma Industry

Topic

Key Questions



Field Force Digital Augmentation

When will the market be ready for radical change (if it isn't already?) And how far can pharma companies afford to go without impacting top line revenue? How best to overcome traditional mindset barriers?



Evolution of Medical

What should be the role of the MSL and how do Medical Departments keep up with changing stakeholder expectations, while ensuring compliance?



AI for Finance & Commercial Ops.

How can Pharma companies make the best use of RPA and emerging AI solutions in Finance and Commercial Operations?



Pricing Reform Impact

What are the key impacts of pricing reform on the industry? What capabilities are required to optimize pricing of new assets and what new ways of working will need to be adopted?



Finance Business Partnering

How best to support the business given commercial pressures and ongoing changes to commercial models? How can Finance get better visibility and improve forecasting accuracy?



Discussion

Digital Augmentation of Field Force

Digital Augmentation for Sales and Commercial Operations

Key initiatives and Challenges

Short-Mid
Term



Paperless MR Details

Q: While a shift from paper based marketing content towards leveraging valuable digital assets (e.g. for MR details) makes sense, how do pharma companies overcome the traditional mindset that physical content is required?



eEvents

Q: While most pharma companies are beginning to augment physical events with digital tools to increase reach, to what extent are they considering a more radical shift to a greater proportion of online-only events, given potential impact to top-line revenue?



Rep-Free Promotion

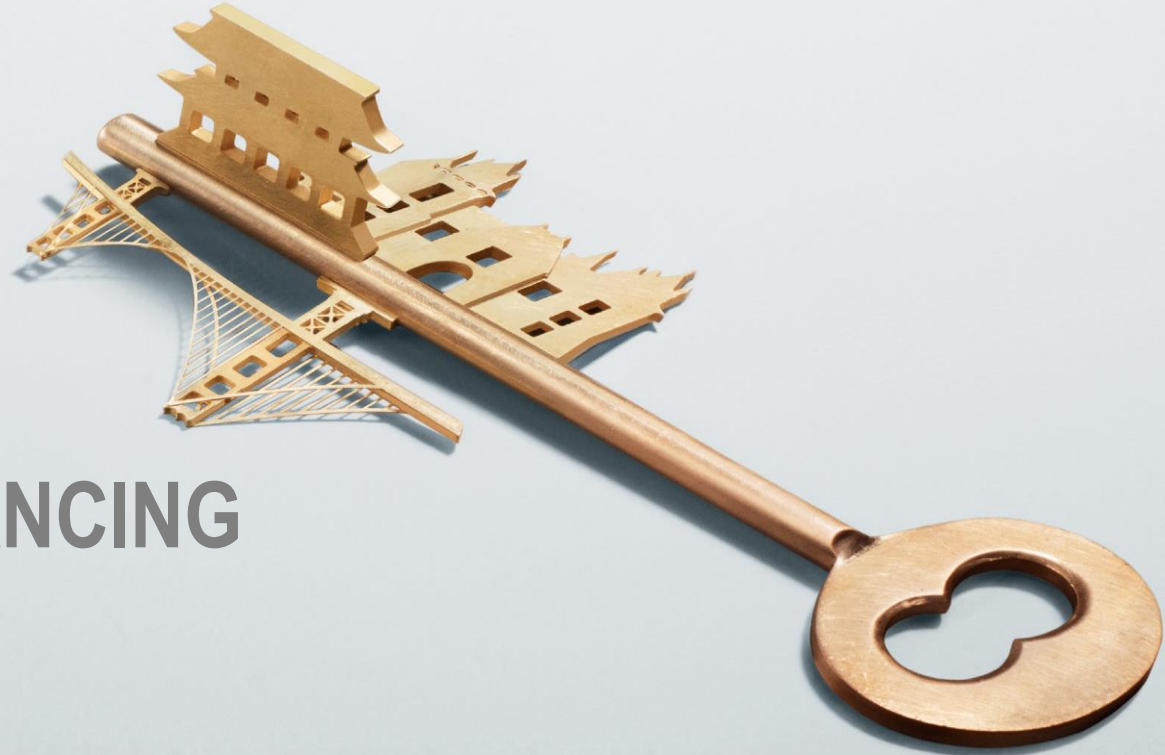
Q: With rep-free promotion an inevitable industry trend, pilots are under way for most companies – but what has been the key feedback from Doctors and the Field Force? And what is the best phased approach to take to mitigate risk?

Long
Term



BNP Paribas Receivables Financing

DELOITTE CFO ROUNDTABLE



RECEIVABLES FINANCING IN JAPAN

Multinational Corporations Coverage
Supply Chain Management
May 2018

World's Best Bank for Corporates

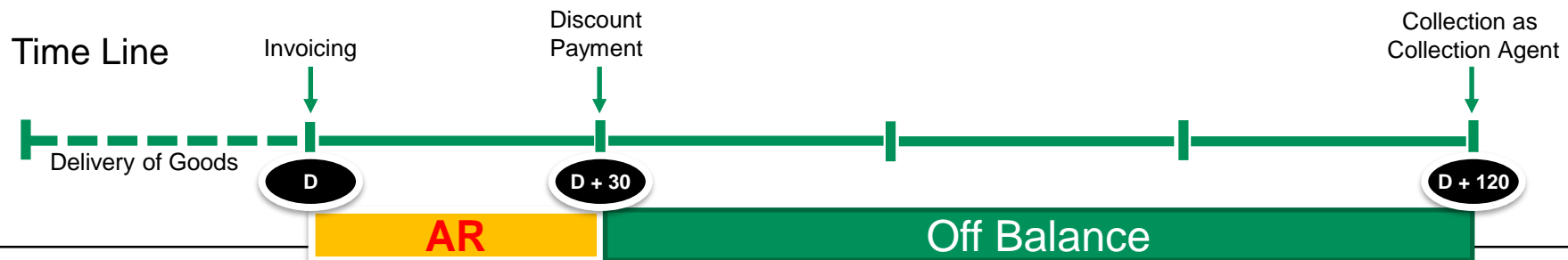
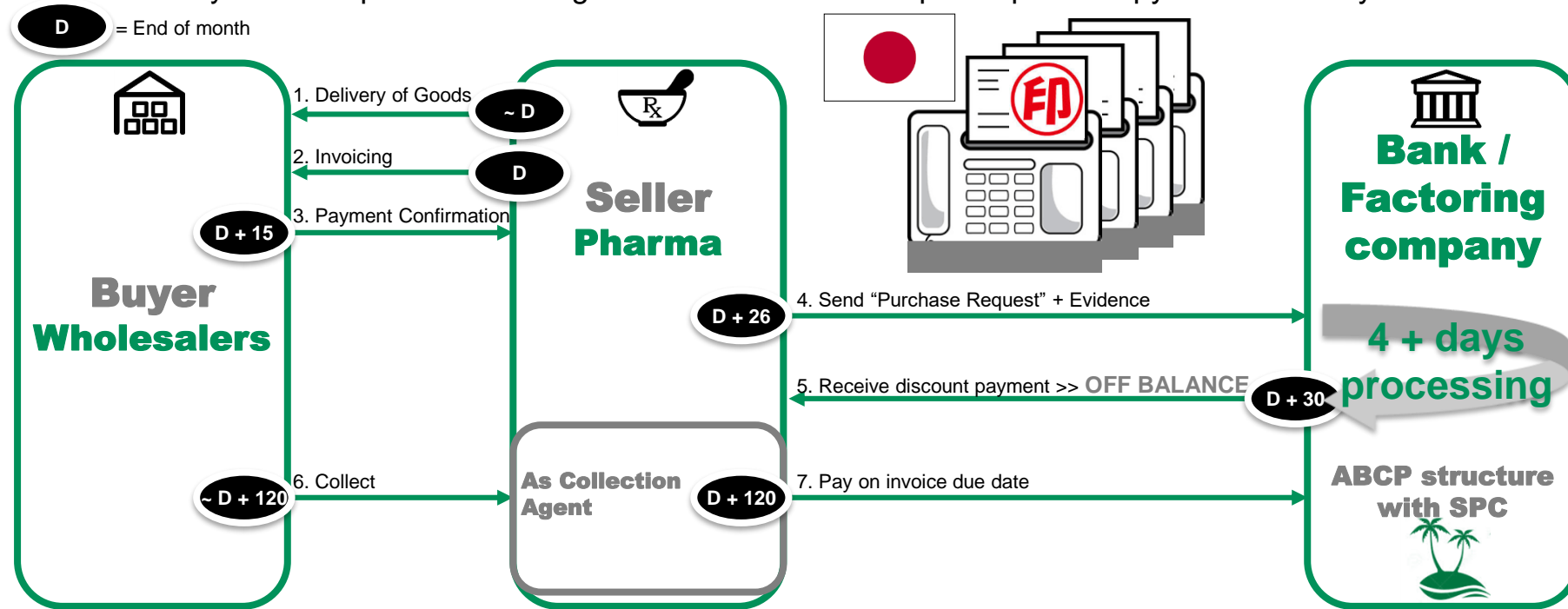


BNP PARIBAS

The bank for a changing world

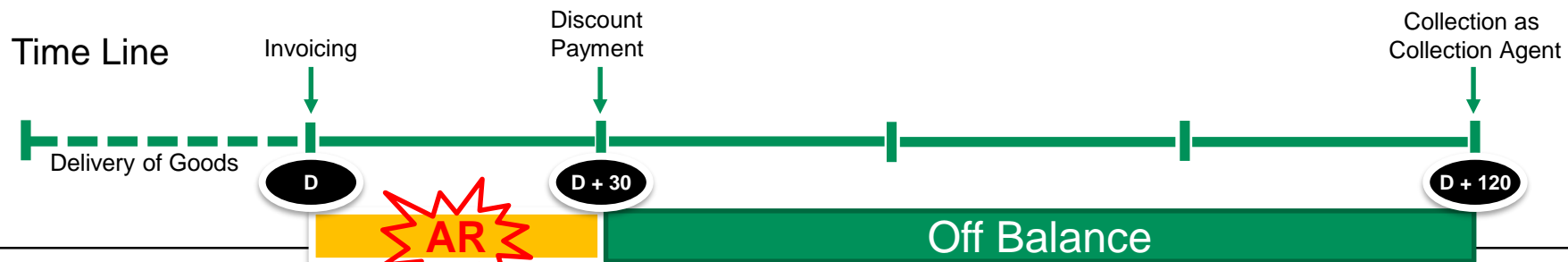
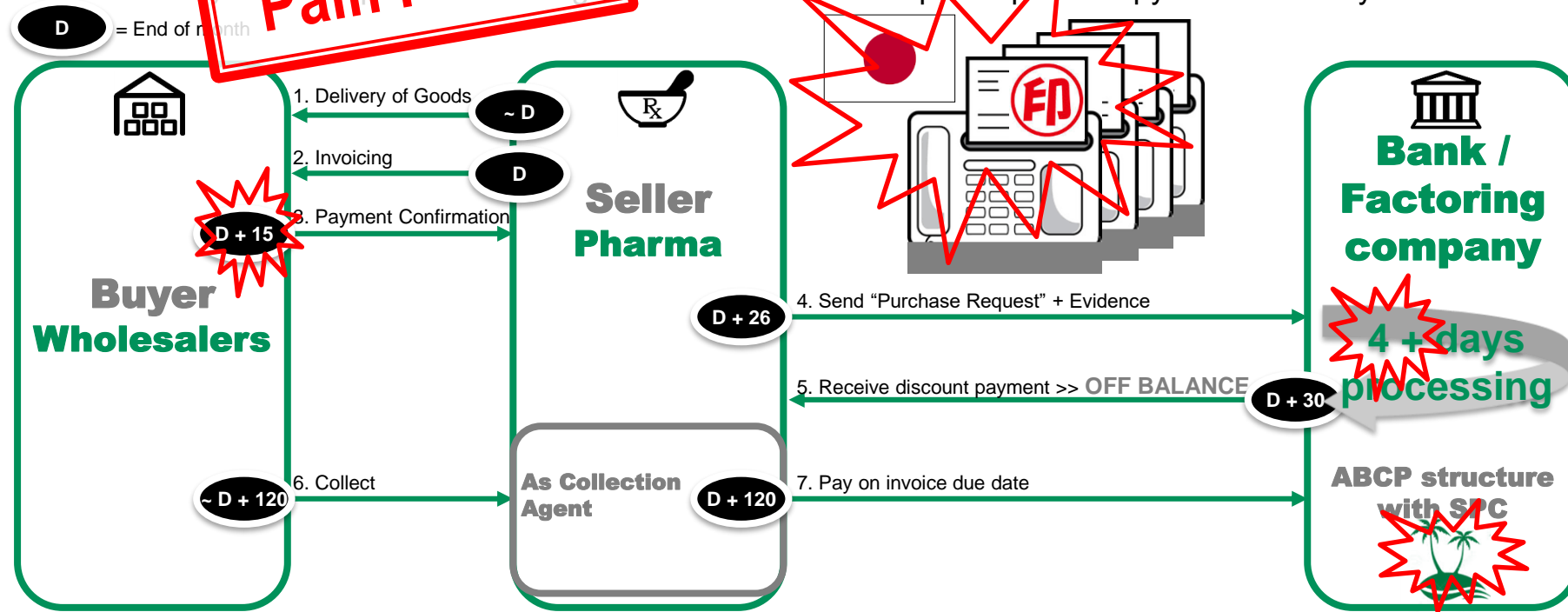
Receivables in Japan - The Traditional Scheme

- Reducing DSO from ~120 to 30 → Impossible to off balance the current month's sales
- Heavy manual operation → "Original documents with chop stamp" or "Copy of evidence by faxed"



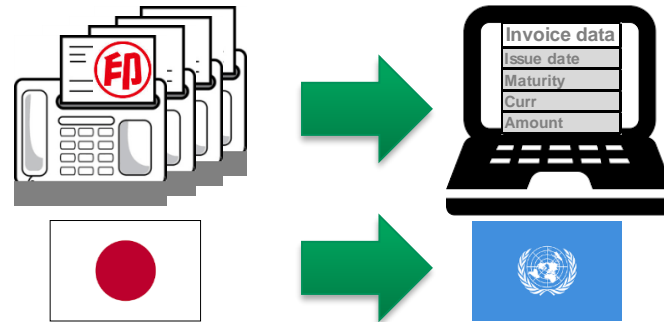
Receivables in Japan - The Traditional Scheme

- Reduction of DSO from ~150 to ~90 → impossible to off balance the current month's sales
- Heavy market penetration → "Original documents with chop stamp" or "Copy of evidence by faxed"



Addressing the weaknesses of the traditional scheme

■ Efficiency



Invoice data						
Obligor ID	Invoice Ref	Issue date	Maturity	Curr	Amount	Ref
Suzuken	Suzu1	5/31/2018	9/30/2018	JPY	123,456	
Mediceo	Medi1	5/31/2018	9/30/2018	JPY	123,456	
Alfresa	Alfre1	5/31/2018	9/30/2018	JPY	123,456	
Toho	Toho1	5/31/2018	9/30/2018	JPY	123,456	

■ Maximizing the receivables to discount

- Purchase based on Delivery slip (Vs. Payment confirmation)
- Shorter processing time



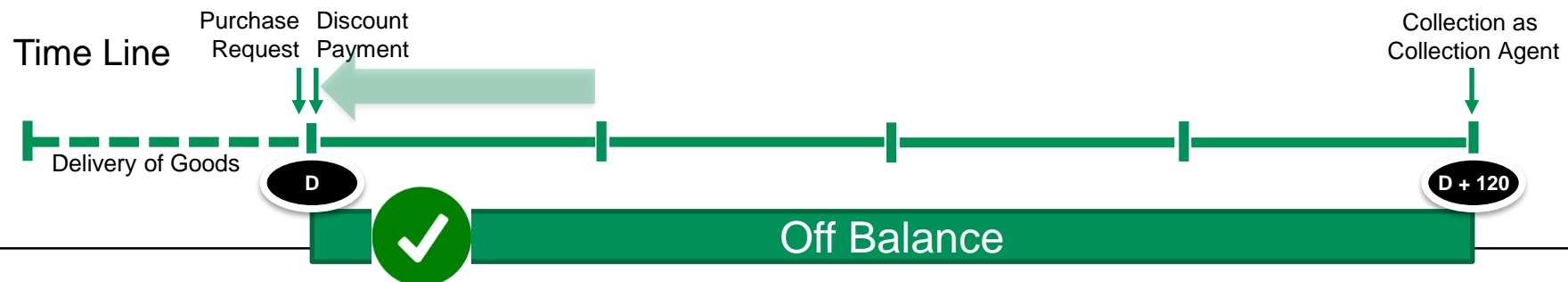
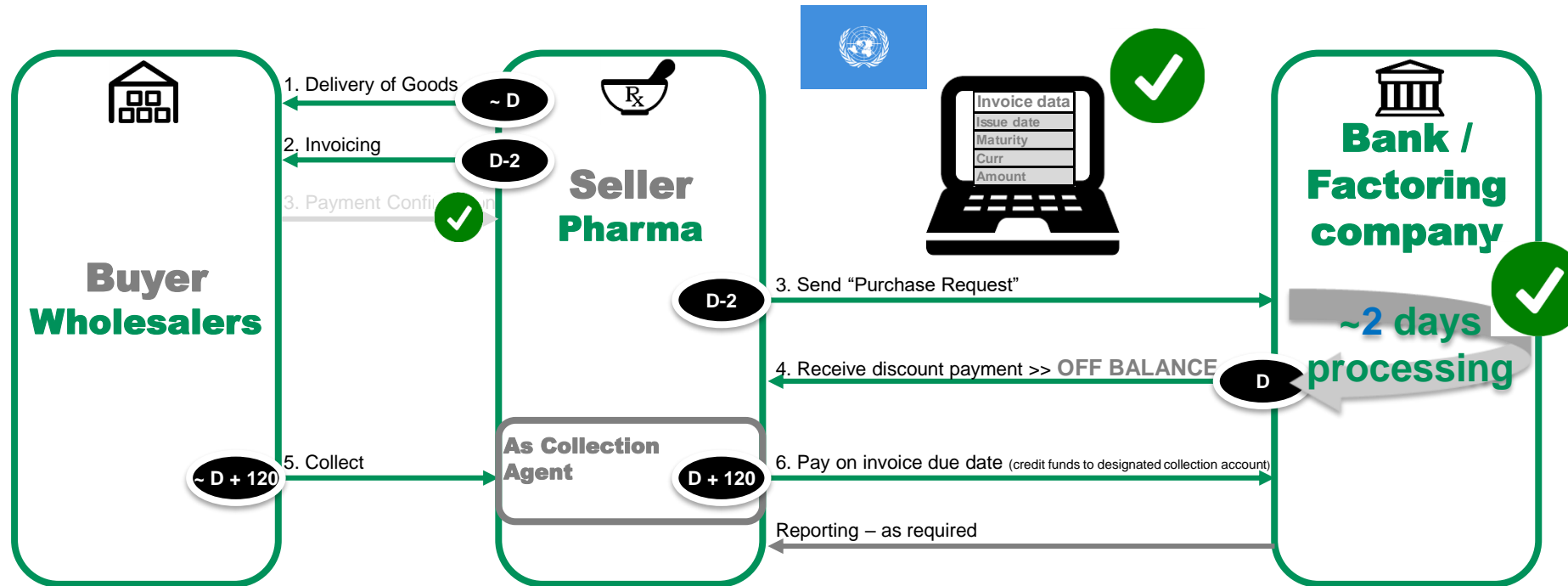
■ Simplifying the structure

- Documentation in English, in line with global standards
- Removing complexity related to SPC



Receivables in Japan – Advanced Structure

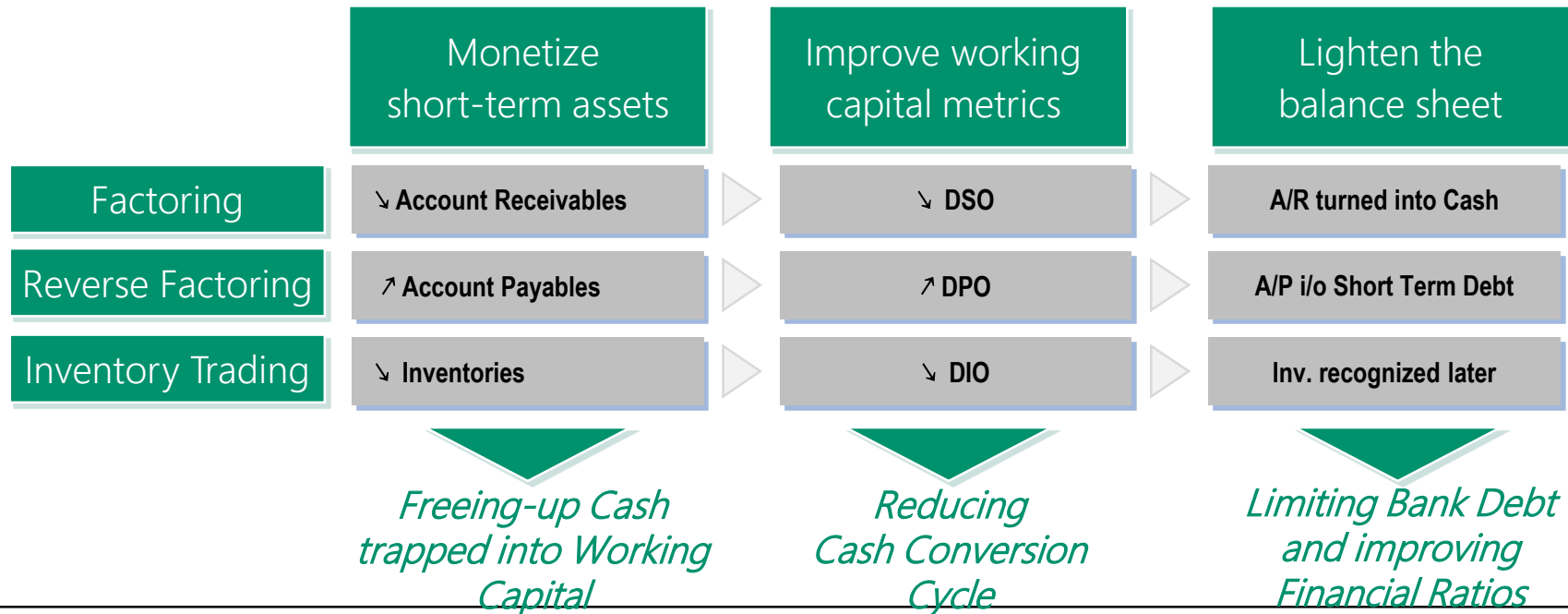
- ✓ DSO minimized → maximize ability to discount current month's sales
- ✓ E-Platform solution → lighter operation and reporting ability



Supply Chain Management – Overview of solutions

- Japan is an **ideal market to consider Supply Chain Program**
 - **Longest payment terms in APAC**, above global standards
 - Leverages Japan's **extremely cheap liquidity**
 - **Strong credit quality** of the obligors / distributors used by MNCs
 - On top of shortening cash conversion cycles, SCM **reduces global FX exposure**
- BNPP is the leading Bank for Supply Chain in Japan

BNPP Japan has a full range of solutions to improve Cash, Working Capital and Balance Sheet



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BNP PARIBAS

Appendix

BNP Paribas in Japan

Overview



Close to **800** specialist of BNP Paribas group in Japan across 4 entities

Provides domestic liquidity services and offers cross-border transactions for affiliates of **Multinational corporations** as well as large **Japanese groups**

Key MNC Products

Account Services: Domestic & Foreign Currencies	Trade Solutions: Conventional Trade Finance, Supply Chain Management
Working Capital Financing: Bilateral/Syndicated Loans, Specialised Lending	Markets**: Foreign Exchange / Interest Rates, Investment Solutions, Debt Capital Markets, Securitization
Cash Management: Payments & Collections Management, Liquidity Management, Cross-border Cash Pooling	Corporate Finance: Mergers & Acquisitions, Debt & Equity Capital Markets

World's Best Bank 2017 for Corporates



World's Best Bank 2016



Transaction Banker of the Year 2017



Best Regional Cash Management Solution 2017: Royal Boskalis



The Asset 2016, Best Service Provider, MNCs / LLCs



BNP PARIBAS

The bank for a changing world

*KPMG Foreign Banks in Japan Survey and regulatory reporting

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