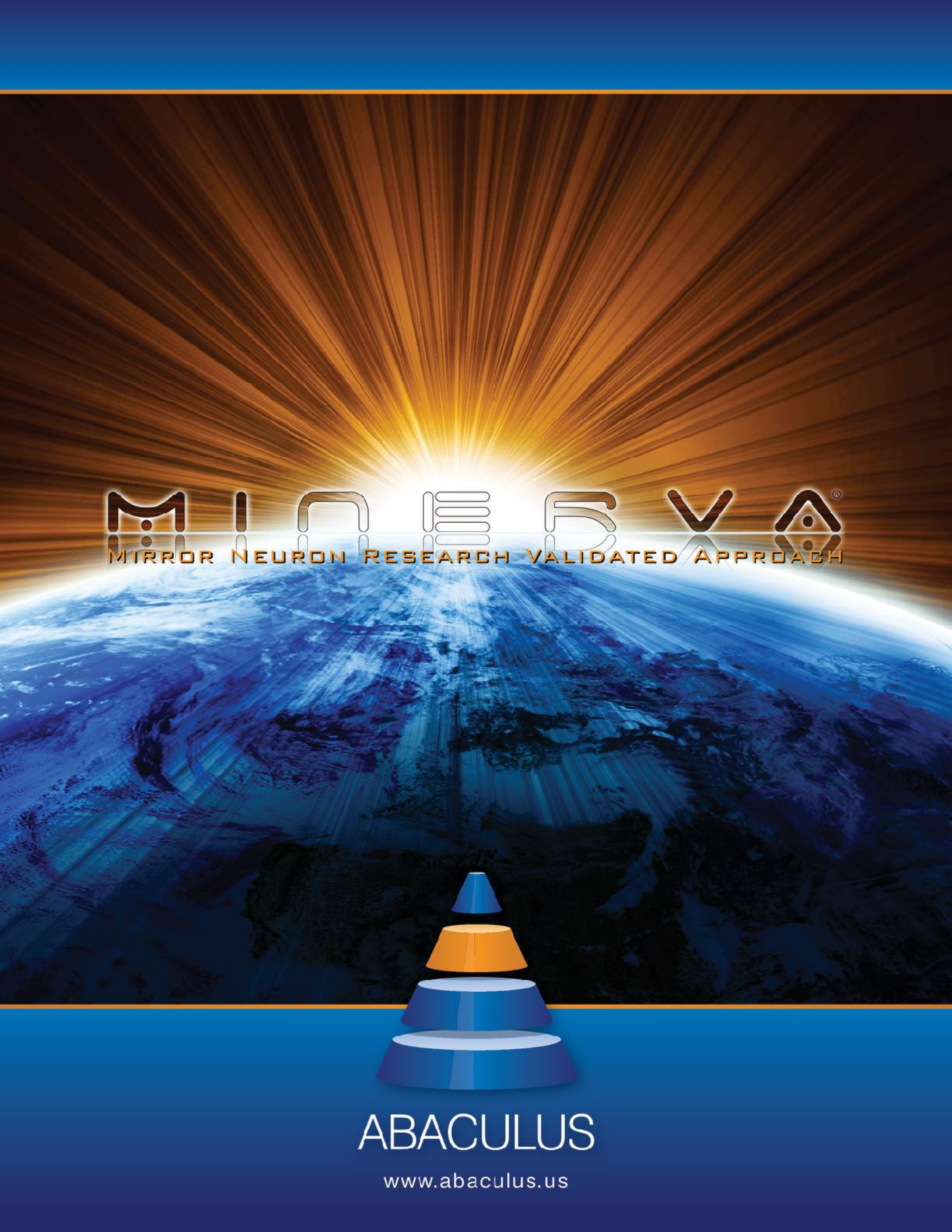




MINE RVA[®]
MIRROR NEURON RESEARCH VALIDATED APPROACH



ABACULUS

www.abaculus.us

RABYPREX MINERVA RESEARCH

1. Aim of the research

Besides the existing Refluxon TEVA Hungary Zrt. planned a new drug launch in the therapy of reflux and peptic ulcer. The new medicine Rabyprex was a proton pump blocker generic. It was another important point that the position and the image of Rabyprex not to take patients away from Refluxon.

2. The research method and the sample

In order to achieve the previously defined goals we carried out a 12-person MINERVA group with the participation of GPs and gastroenterologists. The research group conducted by our professionals took three hours.

MINERVA is a paradigm-shifting marketing tool developed by ABACULUS GROUP. It facilitates deeper understanding of human thinking and decision making. It helps in decoding the actions and behavior of others. This method, unlike others, is able to overcome distortion factors. It provides a much more genuine picture of what is really going on inside the participants when they have to make a choice or decision.

We used several psychological tools derived from psychodrama, psychoanalysis, cognitive and behavioral therapy, symbol therapy, art therapy and cultural anthropology during the MINERVA research. In addition the analysis and observation of group dynamic processes played an important role in the conceptual background. According to the three-hour session we analyzed the research and we presented the results to our Client within two weeks.

"We didn't think it was impossible,
– therefore we did it"

3. Visual communication and keywords regarding the research analysis

- ✓ Using Sky and Ground as basic motives. The Rapyrex must be the connection between these elements.
- ✓ Regarding colors a continuous transition from red into green can be visualized in order to express the way into happiness and tranquillity
- ✓ Highlight the reliability of the manufacturing process
- ✓ Recommended to emphasize the fact that the drug was quality tested with the same method like original medicines
- ✓ In addition it is crucial that the doctors begin to prescribe the drug in accordance with the clinical diagnosis. If the drug is efficient they can spare their patients from invasive examinations.



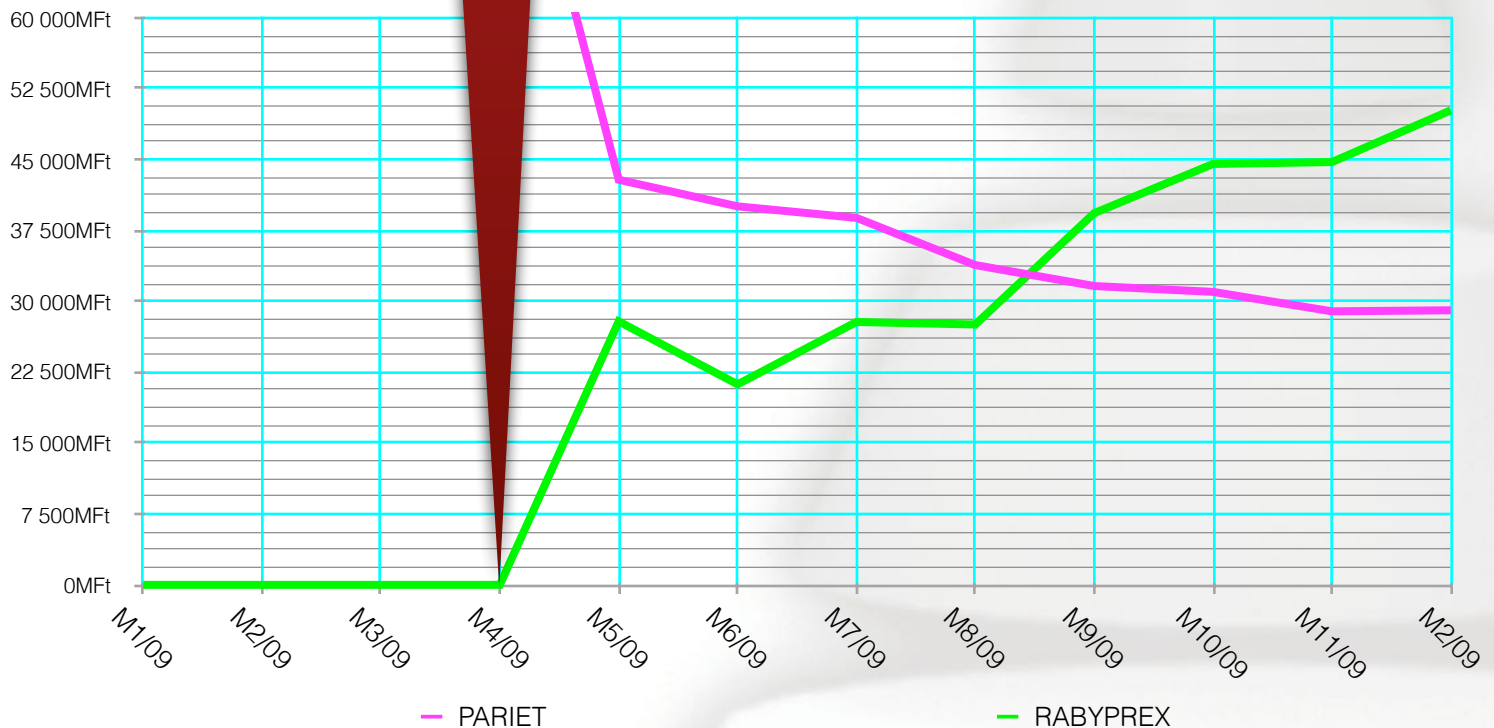
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4. Business results and testimonial

Turnover boost within 2 months after implementing the recommended communication and strategy.

ABACULUS MINERVA RESEARCH AND COMMUNICATION PLANNING



"Nowadays doctors can choose between tens of thousands of products when prescribing medication. In this intensive competition we try to reach a prominent position not only with an effective medicine but also with attention-catching, memorable design. We designed an image for the promotion of our product based on the results of the company's research conducted with doctors. This design received undivided success among doctors and expressed the quality this product represents." – Dr. Nóra Marsal product manager – TEVA Hungary PLC.

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