TOP TEN PHARMACEUTICAL COMPANIES

Despite the cries about pharmaceutical industry ripping of poor Americans by charging new drugs at premium prices to recover the investment and make enormous profits\(^1\), top 10 pharmaceutical companies, ranked by market cap as of November 9, 2017\(^2\), made more money than that in previous year - generated a combined $1.722 trillion in market cap, up 9.8% from the $1.568 trillion racked up by the drug developers on last year’s GEN List of the Top 10 Pharma Companies\(^3\), and 5.9% from the combined $1.626 trillion in market cap on GEN’s 2015 top-10 pharma list\(^4\).

1. Johnson & Johnson, USA $378.61 billion
2. Novartis, EU $215.87 billion
3. Pfizer, USA $208.07 billion
4. Roche, EU $198.61 billion
5. AbbVie, USA $153.59 billion
6. Merck & Co., USA $152.31 billion
7. Sanofi, EU $114.74 billion
8. Bayer, EU $106.57 billion
9. BMS, USA $101.27 billion
10. Eli Lilly, USA $92.29 billion

Some Americans and politicians distrust of the pricing practices of pharmaceutical companies, because they charge more for the new drugs in the United States than they do in other Western countries. These Americans do not buy the pharmaceutical industry’s explanation that the higher prices they charge in the US provide them with the funds they need to conduct their high-risk research involving more than 15 years and billions of dollars investment\(^5\). However, four out of the above ten companies are EU-based, and Roche was recognized as Industry Leader in Dow Jones Sustainability Index 2017, for the 9th year in a row\(^6\).

During the Super Bowl, a representative of the pharmaceutical company Eli Lilly posted on the company’s corporate blog that

“on average, it costs $1.3 billion to bring a new drug to market. What could you buy with $1.3 billion? *371 Super Bowl ads. The average cost of a Super Bowl ad is $3.5 million dollars.
*16.25 million official NFL footballs. An official, unused NFL football costs $80. 108 of them will be on hand for the big game.

*2 professional football stadiums. The average cost of a new professional football stadium over the last ten years is $536 million.

*Pay the salary of (almost) all NFL players. There are 1696 total players and you could afford to pay 1688 NFL players. Calculated using the median NFL salary of $770,000.

*12.4 million NFL tickets. In other words, you could buy out every seat in all NFL stadiums for 6 weeks in a row (approximately 2 million seats available each week). Median ticket prices are $105.

*11,000 houses in Indianapolis. The median cost of a house in Indianapolis is $118,100; 2,500 houses in New York. The median cost of a house in New York is $504,500; 3,500 houses in Boston. The median cost of a house in Boston is $369,600.

It takes about 12 years to bring a new molecule to market. Take a quick trip back in my time machine and see what was happening 12 years ago (and what has happened since)?

*The Tennessee Titans defeated the Saint Louis Rams to win the Super Bowl at the Georgia Dome in Atlanta. That same year, Florida State battled Oklahoma in the BCS Championship game - the Sooners won. Budweiser unleashed “Wassup” into the world in the now infamous Superbowl XXIV ad.

*Tom Brady was still playing at Michigan. Eli Manning had just started at Mississippi. Peyton Manning was in his second year at the Colts.

*Unrelated to football, but related to sports - We've seen Olympic games in Sydney, Turin, Beijing, and Vancouver since 2000.

*George W. Bush was elected for the first time. Three presidential elections have taken place since.”
The Andhra Journal of Industrial News

IP and Industry News

<table>
<thead>
<tr>
<th>Company</th>
<th>Ticker</th>
<th>Number of drugs approved</th>
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Sources: InnoThink Center For Research In Biomedical Innovation; Thomson Reuters Fundamentals via FactSet Research Systems
The Andhra Journal of Industrial News

IP and Industry News

Disclaimer: Every effort has been made to verify the accuracy of items in the Quarterly IP Law Update. However, readers are urged to check independently on specific matters from their corresponding foreign agents. For further information or support, please contact the editor.

REFERENCES AND NOTES

1 R&D Costs For Pharmaceutical Companies Do Not Explain Elevated US Drug Prices


5 The Truly Staggering Cost Of Inventing New Drugs https://www.forbes.com/sites/matthewherper/2012/02/10/the-truly-staggering-cost-of-inventing-new-drugs/#25a9e344a948


Results Announced for 2017 Dow Jones Sustainability Indices Review


The World's Most Reputable Pharmaceutical Companies In 2017

7 Football - By the Numbers https://lillypad.lilly.com/entry.php?e=1424


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10 In addition to the primary sources cited above, additional references include:


"Where the mind is without fear and the head is held high, Where knowledge is free Where the world has not been broken up into fragments, By narrow domestic walls.” Rabindranath Tagore (1861-1941), Gitanjali, 1912.

One World One Family

AUM! SWASTI!

Om! Asatoma Sadgamaya, Tamasoma Jyotirgamaya, Mrityorma Amritamgamaya, Om Shanti, Shanti, Shanti! [Aum! Lead the world from wrong path to the right path, from ignorance to knowledge, from mortality to immortality, and peace!]

SWASTI! AUM!

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