Global and local pharma market trends

SDP léčivých přípravků

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Jan Novotný, Offering Manager, Product Management & Marketing

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Regulatory and PV
CZ&SK IQVIA has brand new services in product registrations and pharmacovigilance services

Technology
AI-driven applications or OCE system shall now be more supported by local developers

Commercial Excellence
IQVIA pharmacy, physician or hospital segmentations are in line with its high industry benchmark quality

Primary Intelligence
IQVIA primary market research from patient journeys, ATU, and re-call tests are keeping high industry benchmark quality

Direct Marketing
IQVIA direct marketing (mailing and emailing) services are advancing also in the digital area

Source: IQVIA

Agenda

01 | **Global market highlights**

02 | **CEE trends**

03 | **Czech pharma market overview**

- **Rx focus**
- **Consumer health focus**
- **E-commerce focus**

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01

Global market highlights

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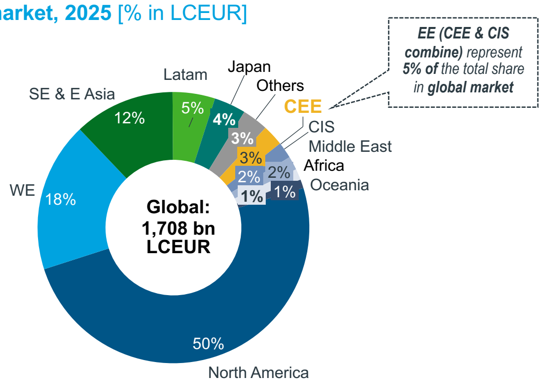
Central and Eastern Europe makes up nearly 3% of the global pharma market and is expected to see the fastest growth in the next 5 years

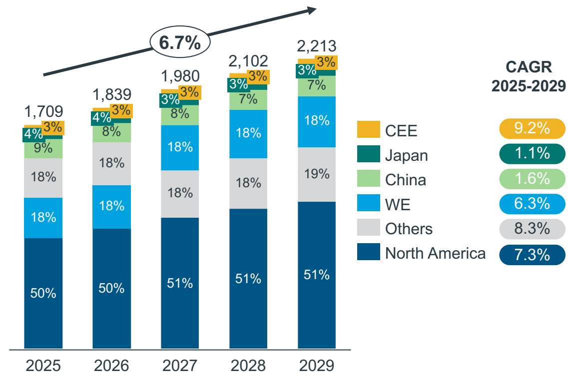
Pharma market overview [Rx + regOTC]

Global view

Size of pharma markets and their share in the global market, 2025 [% in LCEUR]



Global pharma markets value and YoY growth of key regions, 2025-2029 [bn LCEUR]



CEE: Poland, Romania, Hungary, Czech Republic, Slovakia, Croatia, Bulgaria, Slovenia, Lithuania, Serbia, Latvia, Bosnia, Estonia, Albania, Kosovo, Montenegro, Macedonia
CIS: Russia, Kazakhstan, Uzbekistan, Mongolia, Moldova, Armenia, Azerbaijan, Belarus, Georgia, Kyrgyzstan, Tajikistan
WE: Germany, France, UK, Italy, Spain, Netherlands, Belgium, Greece, Portugal, Sweden, Austria, Switzerland, Finland, Norway, Ireland

Source: IQVIA Local Databases, MIDAS, Pharma market includes Retail and Hospital sales; IQVIA Market Prognosis Global 2025-2029

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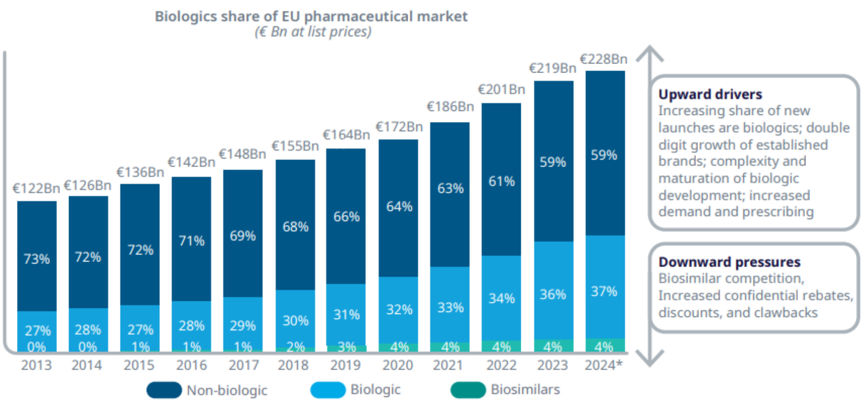
Biologic spending has increased from 27% of the total EU pharma market in 2015 till 37% + 4% biosimilars in 2024

Biologic and biosimilar development in the EU pharmaceutical market



Notes: Biologic market includes all biologic molecules (excluding biosimilars); and EU country scope (excludes Norway, UK, and Switzerland); Percentages may not total 100% due to rounding. Biologic molecules exclude ATC-V (various) and vaccines, LC€ (inflation adjusted).

Source: IQVIA White Paper The Impact of Biosimilar Competition in Europe 2025 , IQVIA MIDAS, Rx only; The Impact of Biosimilar Competition in Europe 2023. *Q2 MAT 2024 data.

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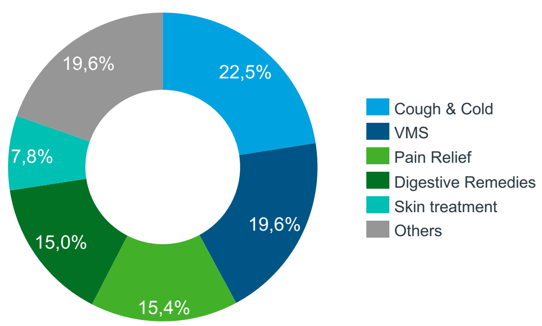
www.FiercePharma.com The top 20 pharma companies by 2024 revenue

	Company	2024 revenue [$ bn]	2023 revenue [$ bn]	PPG growth [%]	Comments (2024 vs. 2023)
1	Johnson & Johnson	89	85	4%	Stelara LoE (-5%), diversification through Tremfya, Rybrevant, and medtech (35%!)
2	Roche	65	65	3%	Vabysmo ($4.5B) replaces Tecentriq in top 3; Hemlibra (+12%), diagnostics (25%!)
3	MERCK	64	60	7%	46% of revenue from Keytruda (+18%) & Gardasil (-3%); IRA pricing and LoE risks, animal (10%!)
4	Pfizer	64	60	7%	Recovery from -41% in 2023; Seagen acquisition (+$3.4B)
5	abbvie	56	54	4%	Humira -38% (LoE) offset by Skyrizi & Rinvoq ($17B, both +50%)
6	AstraZeneca	54	46	18%	Growth drivers: Forxiga (+29%), Enhertu, Beyfortus; China sales decline in Q4
7	NOVARTIS	50	45	12%	Growth drivers: Entresto (+30%), Cosentyx, Kisqali (+46%), Scemblix & Fabhalta approvals
8	Bristol Myers Squibb	48	45	7%	Eliquis ($13.3B, +9%) Revlimid decline; Growth portfolio (+17%,Opdivo, Reblozyl)
9	Lilly	45	34	32%	Growth drivers: Mounjaro, Zepbound; $27B U.S. plant expansion
10	novo nordisk	42	34	26%	Growth drivers: Ozempic ($17B) & Wegovy ($8B) Shortages lifted; $9B plant expansion
11	sanofi	41	38	9%	Growth drivers: new launch Altuviiio & Rezurock; Beyfortus ($1.84B)
12	GSK	40	38	3%	HIV (+13%) offsets Arexvy RSV vaccine drop (-70%); Blenrep regains relevance
13	AMGEN	33	28	19%	Horizon acquisition adds Tepezza ($1.85B); Biosimilar launches key to strategy
14	Takeda	31	27	10%	Growth driver: Entyvio (+11%); IBD and rare disease growth; Vyvanse LoE impact softened
15	Boehringer Ingelheim	29	28	5%	Growth drivers: Jardiance (+15%) & Ofev (+9%) + Investing in 25 launches by 2030
16	GILEAD	29	27	6%	Growth driver: HIV Biktarvy ($13.4B); Lenacapavir PrEP TBL in 2025; Oncology (Trodelvy)
17	BAYER	26	26	0%	Xarelto (-15%) & Eylea LoE; Pressure from litigation, cost cuts; Nubeqa & Kerendia rising
18	MERCK	18	17	2%	Recovery from -5%; blockbusters (Erbitux, Glucophage, Mavenclad) all +10%; PS decline
19	teva	17	16	4%	Growth Drivers: Austedo (+36%), Ajovy (+18%) & stable generics (+11%)
20	CSL	15	14	7%	Privigen & Hizentra (+15%), hemophilia & plasma strong, Vifor stabilizing, Vaccine (-9%)

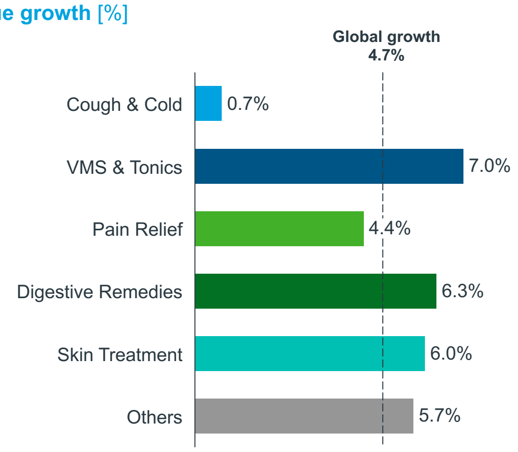
VMS was the fastest growing category in the last 12 months (+7%), followed by Digestive Remedies and Skin Treatment

Global OTC Region Performance: MAT Q2 2025

Value share [%]



Value growth [%]



Source: IQVIA Global OTC Insights plus estimates of e-Commerce & Mass-market (Excluding Venezuela)

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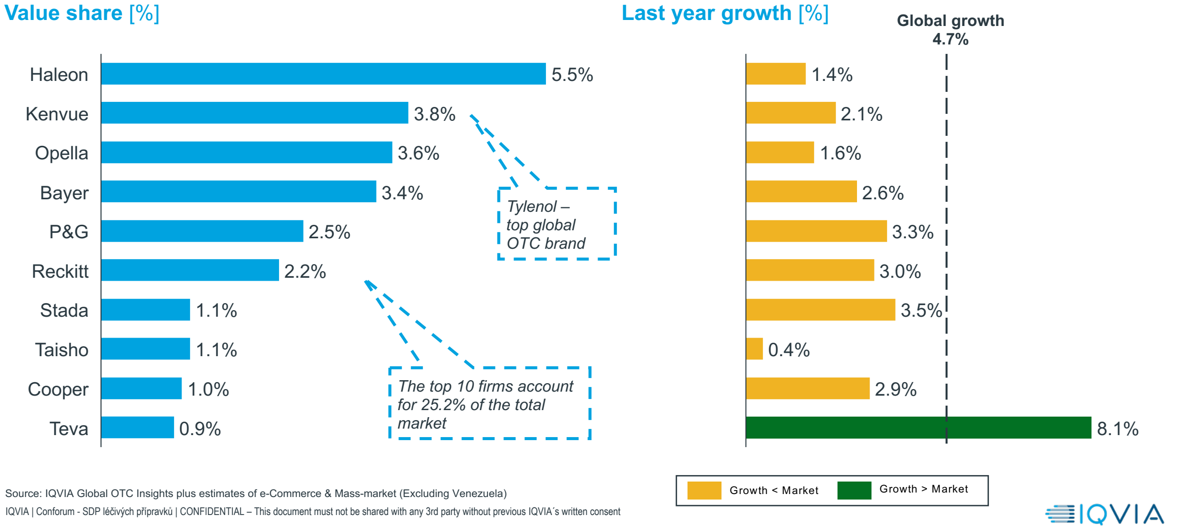
Haleon remains the global OTC market leader at 5.5% MS; Teva is the only company out of the top 10 outperforming the market

Global OTC Region Performance: MAT Q2 2025

Value share [%]

Last year growth [%]



Source: IQVIA Global OTC Insights plus estimates of e-Commerce & Mass-market (Excluding Venezuela)

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CEE market trends

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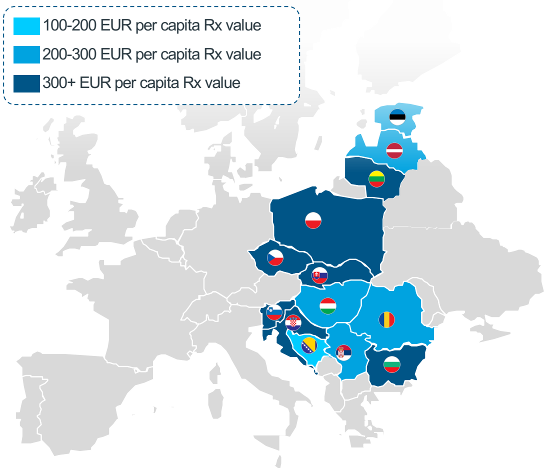
Czechia ranks as the third largest market, exhibiting high Rx sales per capita; however, with the lowest growth in the region

CEE region overview [Rx]

Central & Eastern Europe



Country	Rx Pharma market absolute value MAT 06/2025 [EUR m]	CAGR [%, MAT 06/2023-MAT 06/2025]	Rx per capita [EUR, MAT 06/2025]
POLAND	11,440	17%	313
ROMANIA	5,441	15%	286
CZECH REPUBLIC	4,326	8%	397
HUNGARY	2,832	10%	297
BULGARIA	2,467	14%	383
SLOVAKIA	1,951	11%	360
CROATIA	1,570	12%	405
SERBIA	1,329	12%	202
SLOVENIA	928	8%	436
LITHUANIA	919	14%	318
BOSNIA	407	9%	119
LATVIA	404	11%	217
ESTONIA[1]	318	14%	232

Note: 1) Estonia without hospital sales

Source: IQVIA MIDAS, Eurostat

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AstraZeneca leads the CEE region, achieving a 37% CAGR; the top 10 companies collectively hold 40% of the market

Top 10 CEE Companies [Rx]

Central & Eastern Europe

#	Corporation	MS MAT 06/2025 [%]	MAT 06/2023 [LCEUR m]	MAT 06/2024 [LCEUR m]	MAT 06/2025 [LCEUR m]	YoY MAT 06/2024-2025 [%]	CAGR MAT 06/2023-2025 [%]	Key products
1	ASTRAZENECA	5.5%	1,004	1,392	1,888	36%	37%	Forxiga, Lynparza, Tagrisso, Imfinzi
2	MSD	5.3%	1,149	1,452	1,803	24%	25%	Keytruda, Gardasil 9
3	NOVARTIS	5.1%	1,410	1,590	1,762	11%	12%	Entresto, Zolgensma, Jakavi, Kisqali, Cosentyx, Kesimpta
4	ROCHE	4.9%	1,264	1,477	1,687	14%	16%	Tecentriq, Ocrevus, Parjeta, Phesgo, Kadcyla, Evrysdi
5	JOHNSON & JOHNSON	4.5%	1,048	1,283	1,561	22%	22%	Imbruvica, Darzalex, Stelara, Erleada, Tremfya
6	NOVO NORDISK	3.6%	878	1,050	1,223	16%	18%	Ozempic, Rybelsus, Saxenda, Tresiba, NovoRapid, Xultophy
7	PFIZER	3.5%	960	1,131	1,189	5%	11%	Eliquis, Ibrance, Vyndaqel, Enbrel
8	SANOFI	2.7%	824	907	930	3%	6%	Clexane, Toujeo, Dupixent, Praluent, Lantus
9	SERVIER	2.7%	784	856	923	8%	8%	Triplixam, Detralex, Milurit, Prestarium,Lonsurf, Noliprel
10	SANDOZ	2.4%	741	785	831	6%	6%	Omnitrope, Hyrimoz, Binocrit, Amoksiklav
	Top 10	40%	10,062	11,924	13,798	16%	17%	
	Others	60%	16,672	18,592	20,534	10%	11%	
	Total	**100%**	**26,734**	**30,516**	**34,332**	**13%**	**13%**	

Note: CEE = Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia

Source: IQVIA MIDAS

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Keytruda leads the CEE market with EUR 1.5 bn annual sales and >32% YoY growth, ahead of Ozempic & Opdivo

Top 10 CEE brands [Rx]

Central & Eastern Europe

#	Brand	ATC2	Corporation	MS MAT 06/2025 [%]	MAT 06/2025 sales [LCEUR m]	YoY MAT06/2024 vs. 2025 [%]	CAGR MAT06/2023-2025 [%]
1	**KEYTRUDA**	L1 (ANTINEOPLASTICS)	MSD	4.3%	1,484	32%	36%
2	**OZEMPIC**	A10 (DRUGS USED IN DIABETES)	Novo Nordisk	1.8%	613	37%	46%
3	**OPDIVO**	L1 (ANTINEOPLASTICS)	BMS	1.8%	604	17%	22%
4	**ELIQUIS**	B1 (ANTITHROMBOTIC AGENTS)	Pfizer	1.4%	490	2%	10%
5	**DARZALEX**	L1 (ANTINEOPLASTICS)	Johnson & Johnson	1.4%	485	48%	56%
6	**JARDIANCE**	A10 (DRUGS USED IN DIABETES)	Boehringer Ingelheim	1.0%	341	34%	48%
7	**FORXIGA**	A10 (DRUGS USED IN DIABETES)	AstraZeneca	0.9%	325	43%	52%
8	**IMBRUVICA**	L1 (ANTINEOPLASTICS)	Johnson & Johnson	0.9%	306	8%	14%
9	**XTANDI**	L2 (CYTOSTATIC HORMONE THER)	Astellas	0.9%	293	7%	10%
10	**XARELTO**	B1 (ANTITHROMBOTIC AGENTS)	Bayer	0.8%	291	-44%	-26%
			Others	85%	29,099	12%	12%
			Total	**100%**	**34,332**	**13%**	**13%**

Note: CEE = Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Serbia, Slovakia, Slovenia

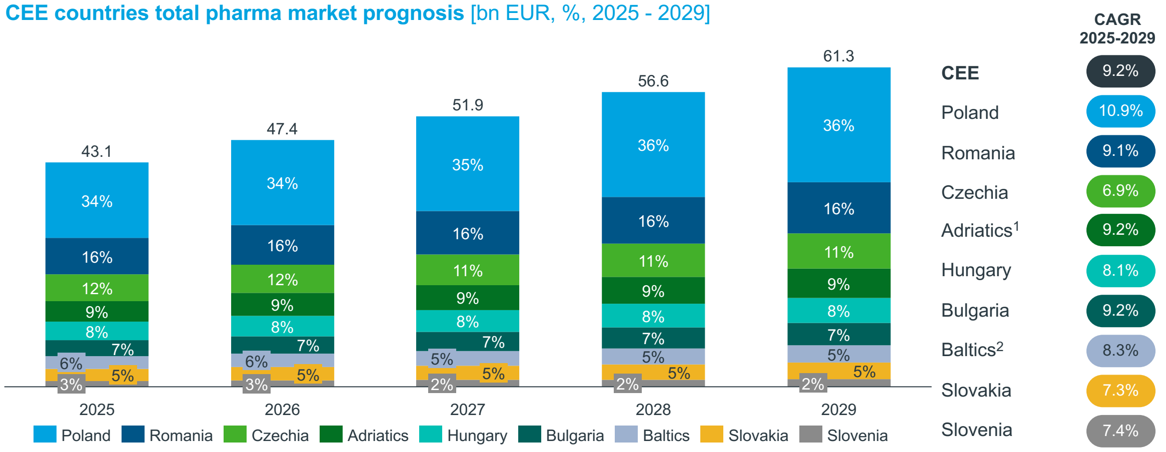
Source: IQVIA MIDAS

The prognosis for the CEE region predicts pharma market growth of 9.2% in the following 4 years, CZ with the lowest forecasted growth

CEE Market Prognosis forecast [Rx + regOTC]

Central & Eastern Europe

CEE countries total pharma market prognosis [bn EUR, %, 2025 - 2029]



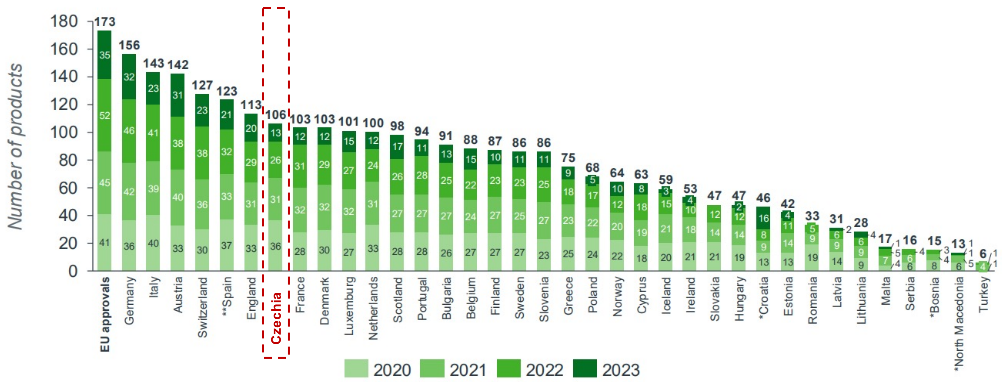
Note: 1) Adriatics include Serbia and Bosnia & Herzegovina and Croatia 2) Baltics include Lithuania, Latia and Estonia

Source: IQVIA Market Prognosis Global - Country Forecast update (September 2025)

11/25/25

According to EFPIA WAIT indicator, CZ is #7 in Europe and Slovakia #25 in molecule availability

Rate of availability - breakdown (drugs approved by EMA between 2020 - 2023)



The **rate of availability**, measured by the number of medicines available to patients in European countries as of 5th January 2025. For most countries this is the point at which the product gains access to the reimbursement list†, including products with limited availability.

Note: European Union average: 80 products available (46%) †In most countries, availability equates to granting of access to the reimbursement list, except in DK, FI, NO, SE where some hospital products are not covered by the general reimbursement scheme. *Countries with asterisks did not complete a full dataset and therefore availability may be unrepresentative. ** In Spain, the WAIT analysis does not identify those medicinal products being accessible earlier in conformity with Spain's Royal Decree 1015/2009 relating to Medicines in Special Situations

Source: IQVIA, EFPIA May 2025

03

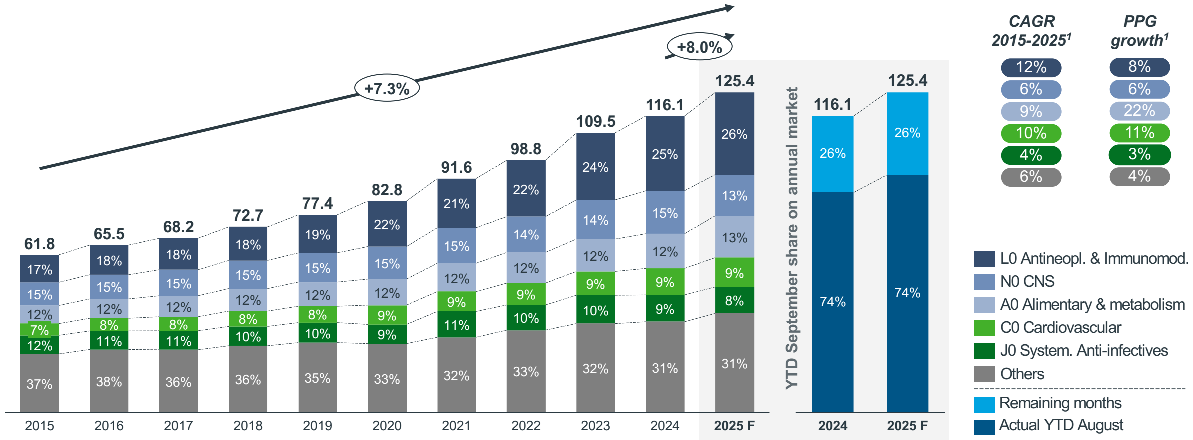
Czech pharma market overview

Since 2015, the Czech pharma market has grown by 7.3% annually, with oncology + immunology leading the long-term growth

11 years of the Czech pharma market 2015-2025

Rx + regOTC

CZ pharma market development [CZK bn, ex-mnf, Rx + regOTC]

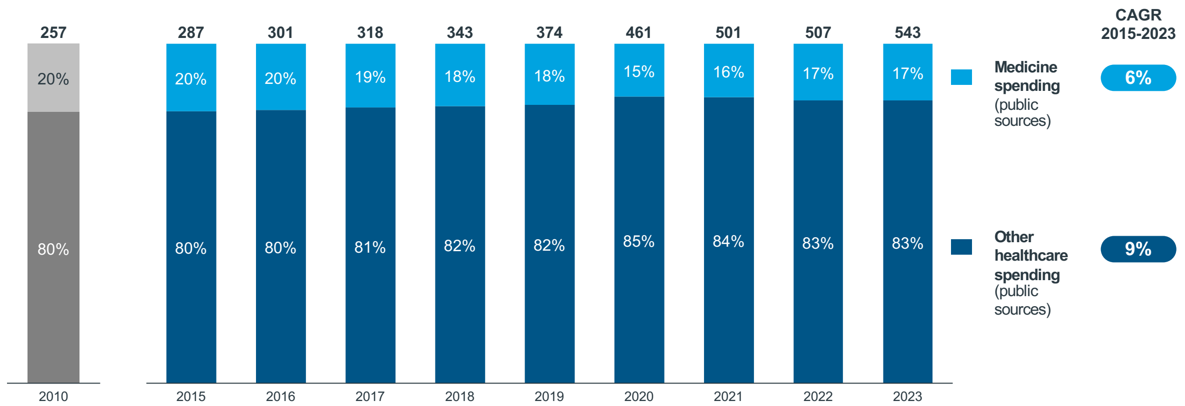


Note: 1) Forecasted total 2025 value used
Source: IQVIA, SUKL DIS 13

The share of medicine spending has declined since 2015, reaching 17% of public healthcare expenditure in 2023

Public healthcare spending trends 2015-2023 (pharmaceuticals vs. total)

CZ Total public medicine spending vs. Total public healthcare spending [CZK bn, Rx]



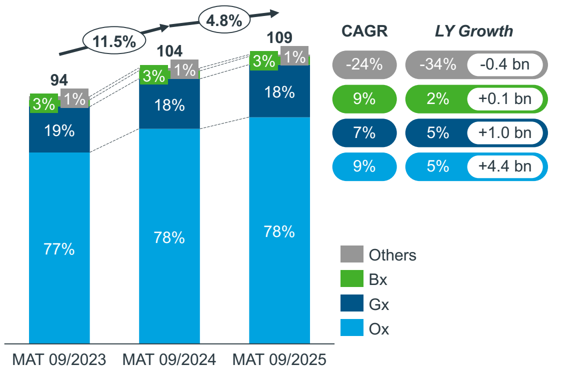
Note: Total healthcare spending = Spending of Public Health insurance companies and the Government
Source: CSU

Rx focus

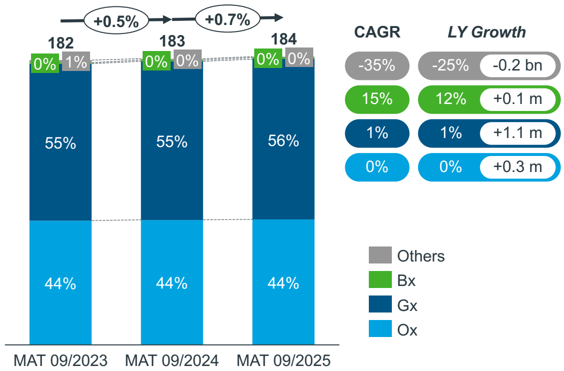
The sales value has increased faster than the number of units sold; generics account for 56% of units but only 18% of the value

CZ Rx market only: split by Ox[1], Gx[2], Biosimilars[3] and Others[4]

CZ Rx sales value [CZK bn, MAT 09/2023-MAT 09/2025]



CZ Rx volume [units m, MAT 09/2023-MAT 09/2025]



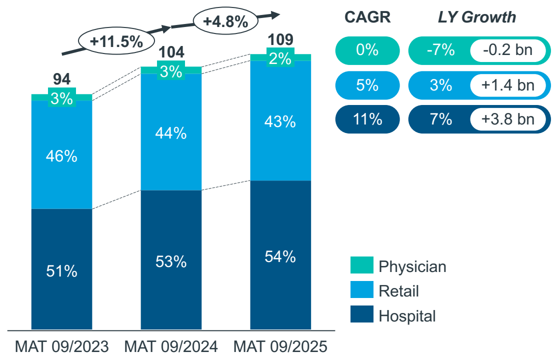
Note: [1]Ox – Original Rx products protected by patent or with expired patent , [2]Gx – Generic Rx products, [3]Biosimilars – Biologic Rx product almost identical copy of an original product, [4]Others – Other Rx products such as COVID-19 medicines, special joint lubrications, etc.

Source: IQVIA Sell-in ex-MNF

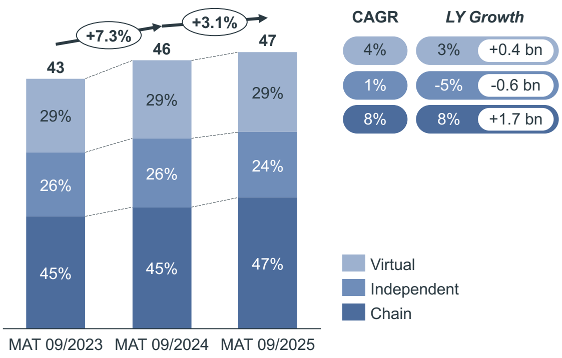
Hospitals are the leading sales channel, capturing 54% of the last MAT's sales value; chain PCYs account for 47% of retail sales

CZ Rx market split by channel

CZ Rx sales value Retail/Hospital/Physician
[CZK bn, MAT 09/2023-MAT 09/2025]



CZ Rx Retail sales value Independent/Chain/Virtual
[CZK bn, MAT 09/2023-MAT 09/2025]



Note: Top chains – Dr. Max, Benu, Euroclinicum; Top virtual chains – Alphega, Moje Lékárna, Magistra

Source: IQVIA Sell-in ex-MNF

The ranks of the largest companies on the Rx market remain mostly unchanged, Roche #1 with 14% sales growth YoY

Top 10 ranking of corporations on the Rx market

#	Corporation	Top brands	Sales & market share [MAT 09/2025, CZK bn]	Value growth / decline [MAT 09/2024 vs. MAT 09/2025]	Position change [MAT 09/2024 vs. MAT 09/2025; change in position]
1	ROCHE	Ocrevus, Hemlibra, Vabysmo	7.0 (6%)	14%	0
2	NOVARTIS	Kesimpta, Leqvio, Entresto	6.0 (5%)	-2%	0
3	MSD	Keytruda, Gardasil, Lagevrio	5.4 (5%)	3%	0
4	J&J	Darzalex, Erleada Imbruvica	4.7 (4%)	-1%	0
5	ASTRAZENECA	Forxiga, Imfinzi, Enhertu	4.7 (4%)	10%	+2
6	PFIZER	Eliquis, Vyndaqel, FSME-IMMUN	4.1 (4%)	-8%	-1
7	SANOFI	Dupixent, Clexane, Toujeo	4.1 (4%)	-6%	-1
8	NOVO NORDISK	Rybelsus, Ozempic, Xultophy	3.7 (3%)	14%	+1
9	ZENTIVA	Rosucard, Tezeo, Pregabalin	3.6 (3%)	5%	-1
10	SERVIER	Detralex, Triplixam, Prestance	3.1 (3%)	1%	0
		Top 10	46.5	3%	
		Others	62.9	7%	
		Total	109.5	5%	

Source: IQVIA Sell-in ex-MNF

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Since its launch in late 2024, Mounjaro has entered the top 10 Rx brands; Eylea up 81% YoY, Darzalex up 60%

Top 10 ranking of Rx brands

#	Brand (launch year)	Indication	Corporation	Sales & market share [MAT 09/2025, CZK bn]	Value growth / decline [MAT 09/2024 vs. MAT 09/2025]	Position change [MAT 09/2024 vs. MAT 09/2025; change in position]
1	**KEYTRUDA** (2016)	Multiple onco: e.g. NSCLC, melanoma	MSD	**3.7** (3%)	17%	0
2	**OCREVUS** (2018)	Multiple sclerosis	ROCHE	**1.7** (2%)	15%	+1
3	**KAFTRIO** (2021)	Cystic fibrosis	VERTEX	**1.5** (1%)	22%	+1
4	**DARZALEX** (2016)	Relapsed and Refractory Multiple Myeloma	J&J	**1.1** (1%)	60%	+10
5	**ERLEADA** (2020)	Prostate cancer (nmCRPC, mHSPC)	J&J	**1.1** (1%)	27%	+3
6	**OPDIVO** (2015)	Multiple onco: e.g. NSCLC, melanoma	BMS	**1.0** (1%)	-30%	-4
7	**DETRALEX** (1993)	Chronic Venous Insufficiency	SERVIER	**1.0** (1%)	6%	-1
8	**MOUNJARO** (2024)	Obesity	ELI LILLY	**1.0** (1%)	4,968%	+803
9	**EYLEA** (2013)	Visual impairments	BAYER	**1.0** (1%)	81%	+17
10	**HEMLIBRA** (2018)	Hemophilia A	ROCHE	**0.9** (1%)	10%	0
			Top 10	*14.1*	*25%*	
			Others	*95.4*	*3%*	
			Total	**109.5**	**5%**	

Source: IQVIA Sell-in ex-MNF

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Dr.Max keeps dominant position on the market, with Pilulka no longer present in the top 10 CZ PCYs by MS

Top 10 ranking of pharmacy chains & virtual chains – Rx retail market

#	PCY chain	Sales & market share [MAT 09/2025, CZK bn, MS%]	Value growth / decline [MAT 09/2025 vs MAT 09/2024]	Position change [MAT 09/2025 vs MAT 09/2024; change in position]
1	DR.MAX	**13.3** (37%)	9%	0
2	BENU	**5.0** (14%)	13%	0
3	ALPHEGA	**3.8** (10%)	-1%	0
4	MOJE LEK	**3.1** (8%)	1%	0
5	MAGISTRA	**2.5** (7%)	1%	0
6	PHARMAPOINT	**2.5** (7%)	2%	0
7	BENU FR	**1.7** (5%)	18%	0
8	EUC	**0.8** (2%)	3%	0
9	MOJE LEK PARTNER	**0.7** (2%)	14%	0
10	MOJE LEK PARTNER + OTHERS	**0.6** (2%)	63%	+3
	Top 10	*33.9*	*+7%*	
	Others	*2.4*	*-10%*	
	Total	**36.3**	**+6%**	

Source: IQVIA Sell-in ex-MNF

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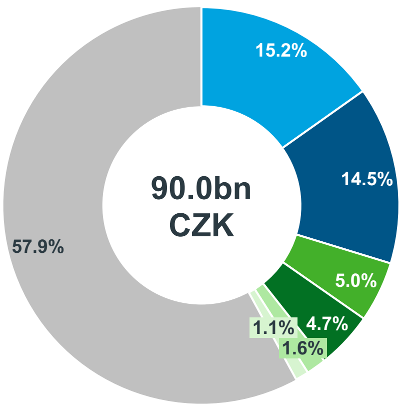
Consumer Health focus

Rx bound products contribute to the total Retail market size with ~58%, which is more than 50 bn CZK in sales

Retail market in Czechia

CZ Retail market components [CZK % and bn, MAT 08/2025]



MAT 08/2025 sales bn CZK	MAT 08/2025 vs MAT 08/2024 growth	
52.1	8.2%	Rx
13.6	3.1%	OTC registered
13.1	3.4%	OTC non-registered
4.5	1.4	Dermatology
4.2	6.3%	Patient care
1.5	-6.9%	Nutritional supplements
1.0	0.1%	Personal care
90.0	**5.9%**	**Total Retail market**

Source: IQVIA Pharmatrend data, Sell-out, Retail Market; Total Retail Market = OTC, PAC, PEC, DRC, NUT, Rx

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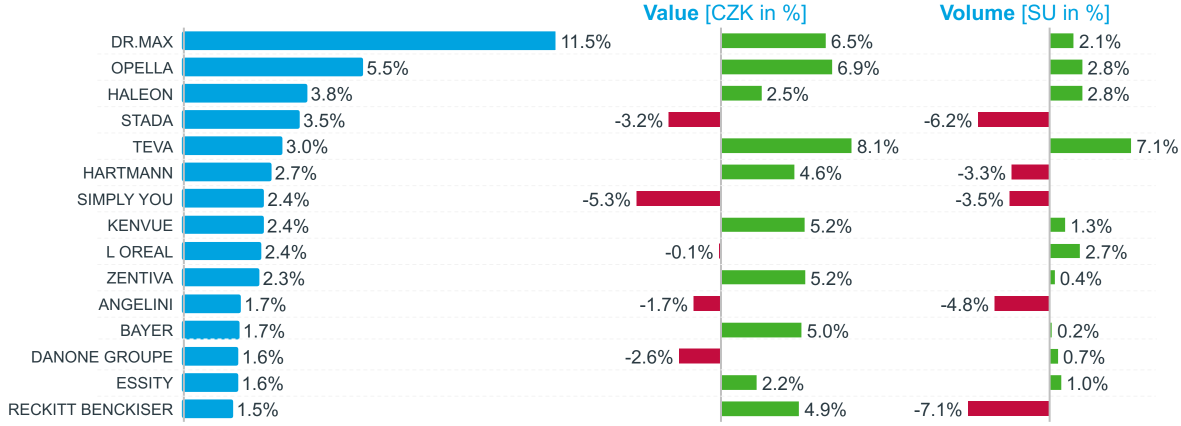
The top 15 players represented ~48% of the CH market, Dr. Max holds the #1 spot with 11.5% MS; Teva grew the most yoy (8.1% in value)

TOP 15 corporations on the CH market

Top 15 corporations market share [CZK in %, MAT 08/2025]

MAT 08/2025 vs MAT 08/2024 growth

Value [CZK in %] **Volume** [SU in %]



Note: SU = Standard Units
Source: IQVIA Pharmatrend data, Sell-out, Retail Market; CH Market = OTC, PAC, PEC, DRC, NUT

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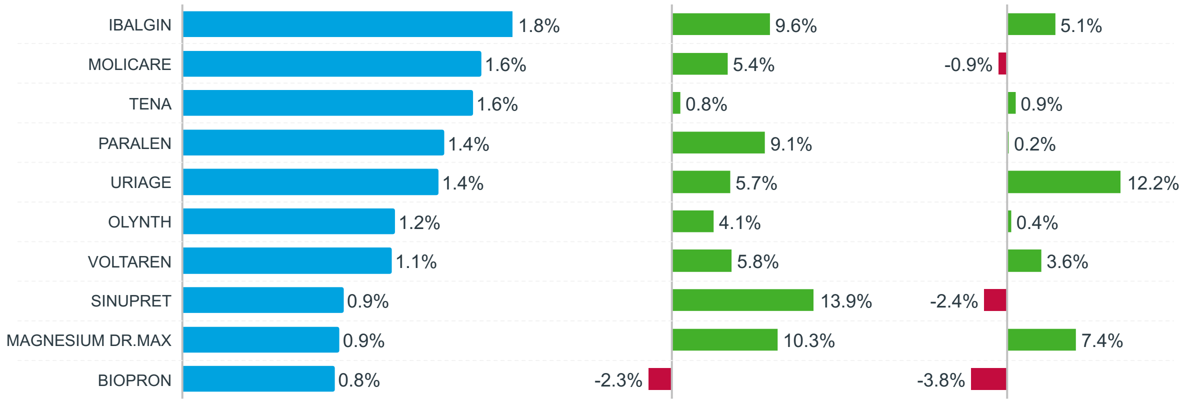
Top-selling Ibalgin saw growth in 2025 (9.6% in sales), the fastest growing brand was Sinupret (13.9% in sales)

Top 10 CH market umbrella brands

Top 10 brands market share [CZK in %, MAT 08/2025]

MAT 08/2025 vs MAT 08/2024 growth

Value [CZK in %] **Volume** [SU in %]



Note: SU = Standard Units
Source: IQVIA Pharmatrend data, Sell-out, Retail Market; CH Market = OTC, PAC, PEC, DRC, NUT

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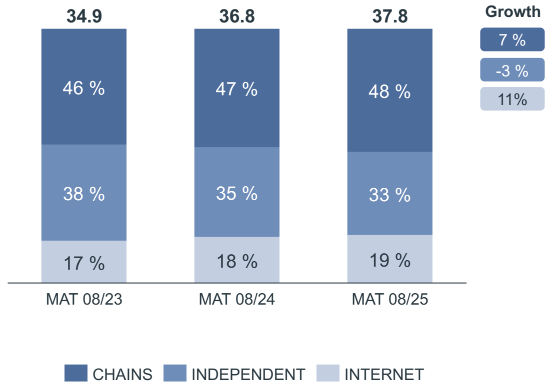
E-commerce focus

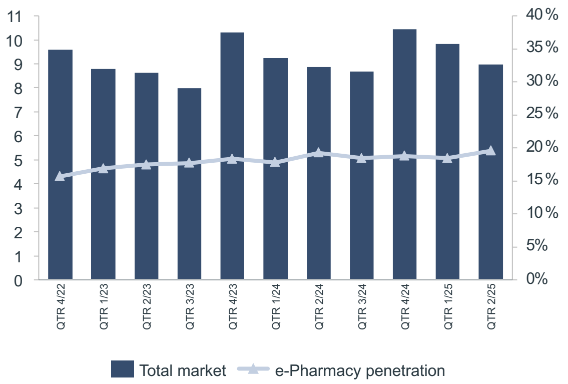
The internet channel accounts for 19% of the Czech CH market with fastest growth (11%) compared to traditional PCYs

CH market share and contribution to growth by PCY type

Market share by pharmacy type
[bn CZK, MAT 08/2023-08/2025]



Pharmacy market & share of e-commerce market
[bn CZK, QTR 4/2022-2/2025]



Source: IQVIA Pharmatrend data, Sell-out, Retail Market; CH Market = OTC, PAC, PEC, DRC, NUT; Total market = Chains + Independent + Internet

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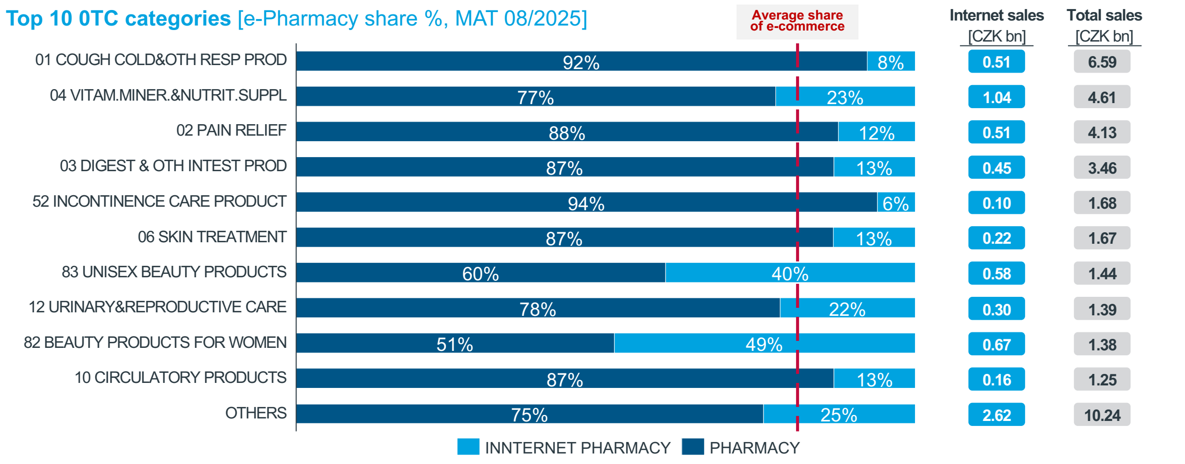
Beauty products for women category has the highest share of e-commerce sales (~49%) in the top 10 OTC categories

Share of OTC1 e-Pharmacy sales in total sales

Top 10 0TC categories [e-Pharmacy share %, MAT 08/2025]

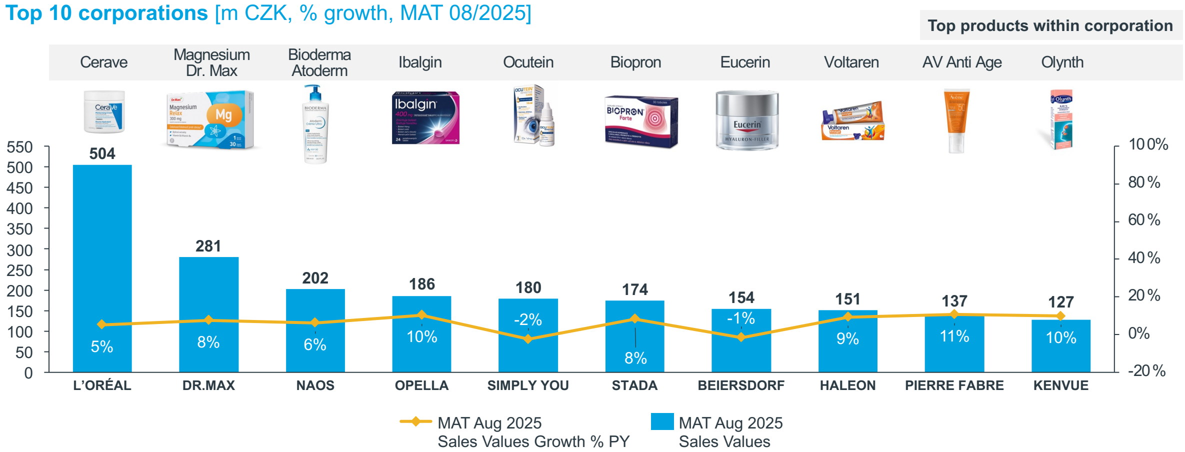


Source: IQVIA Pharmatrend data, Sell-out, Retail Market; CH Market = OTC, PAC, PEC, DRC, NUT

Leading corporation in terms of e-commerce sales is L'Oreal (MS: 5%), Pierre Fabre recorded the highest growth rate (11%)

Top corporations (e-Pharmacy), CH market

Top 10 corporations [m CZK, % growth, MAT 08/2025]



Source: IQVIA Pharmatrend data, Sell-out, Retail Market; CH Market = OTC, PAC, PEC, DRC, NUT

Thank you for your attention.

Jan Novotný
Offering Manager, Product Management & Marketing
Email: jan.novotny@iqvia.com
Mobile: +420 731 258 921

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