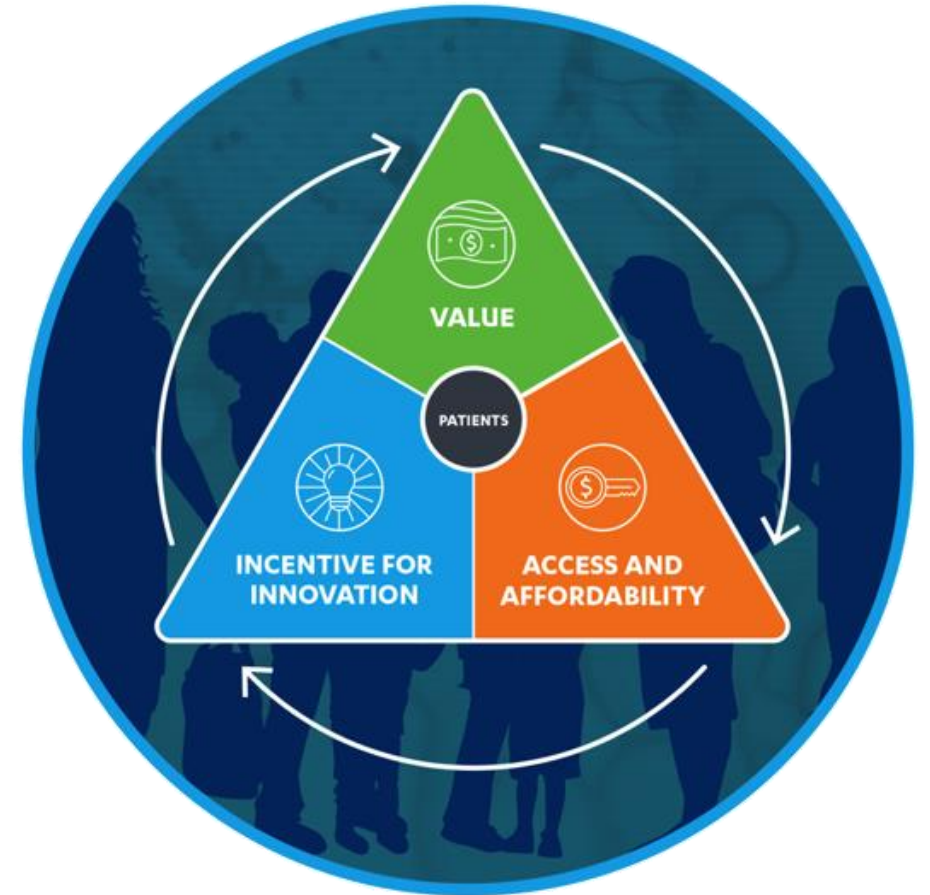


Medicines are priced to ensure patient access today – and tomorrow

- Patients are always at the center
- Broad understanding of **value** – to patients, healthcare system, society
- **Access** for **patients today**
- **Incentive for investment** in biomedical innovation to transform the lives of **patients tomorrow**



Canada's heavily regulated market access system ensures value for money

