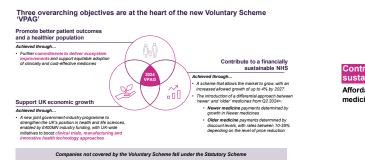
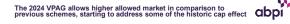
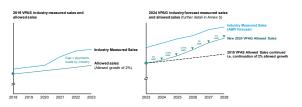


	2013 and before	2014 - 2023	2024 - 2028
>65 years of roluntary schemes since 1957	Pharmaceutical price regulation scheme (PPRss)	PPRS / Voluntary scheme for branded medicines pricing and access (2014 EPRS, 2019 VPAS)	2024 Voluntary scheme for branded medicines pricing, access and growth (2024./28MG)
Key financial aspects:	 Price cuts / adjustments across company portfolios and/or a cash payment to the Department¹ 	Cap in the market with variable robates paid beyond the allowable growth of 1.1% in the 2014 PPRS and 2% in the 2014 PPRS and 2% in the 2014 PPRS Payment rates were an average of 6.88% pre- pandemic, rising in the last two years – 15% in 2022 and 26.5% in 2023	Older products pay rebates between 10 and 35% depending on observed price decline Newer products pay variable rebate based on market growth beyond 2-4% allowable growth and allowed sales baseline adjustments ²







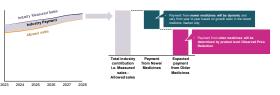


New to the 2024 VPAG is a differential approach to managing the 'affordability' of newer and older medicines



Step 1. The overall contribution from industry is determined by the expect gap between 'Allowed Sales' and Measured Sales'

Step 2. The total contribution HMG expect from industry is split by different mechanisms for 'newer' and



3

