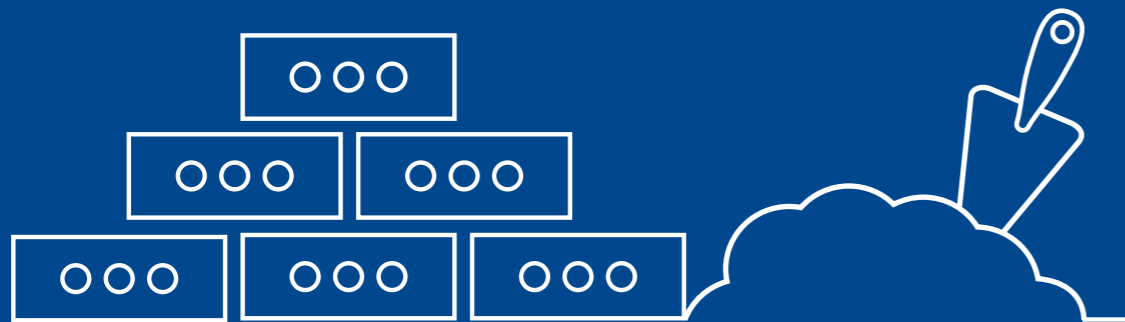




**Brand book**



The purpose of this brand book is to help each and everyone of us at NDA to see the whole picture of what we're doing, and to feel proud doing it.



Once upon a time a little boy saw three bricklayers at work.  
Curious as he was, he asked the men what they were doing.

The first man looked at him with a sad face and said:

*"I'm laying bricks".*

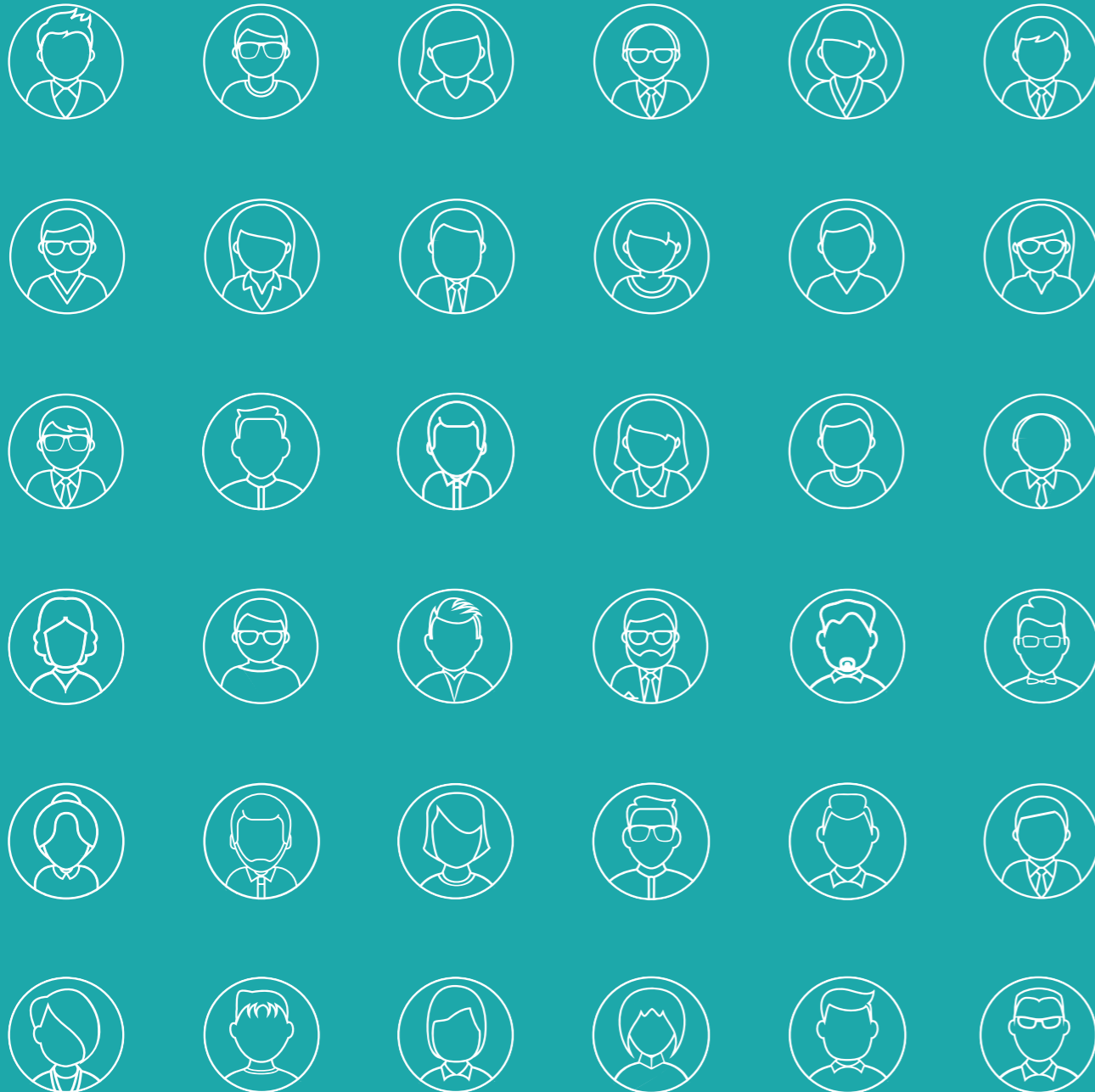
The second man then answered in a voice that was bored and tired:

*"I'm building a wall".*

Finally the third man turned towards the little boy, smiled and said:  
*"I'm building a cathedral".*

What are we doing at NDA?





## At NDA we're all different ...

We all have different backgrounds at NDA. Some of us come from clinical research, others from regulatory affairs. You may have marketing experience, you may have been working for the authorities. Our broad experience is a good thing because it makes us stronger as a whole.

## ... that's why we're a team

We should always regard ourselves as a team and not just a gathering of individual players. People with different skills are necessary to form a strong team, and each team member is just as important as any other.

## We're a professional team ...

We have a growing organisation, with highly experienced staff, in some of the most important markets in the world.

We have unique expertise through our seasoned former regulators and health technology assessors.

We have such a high standing among regulatory agencies that they refer companies to us for advice.

Regardless of role, background and skills, we are all here to do some of the best work of our lives, to learn and to grow from that experience.

We're simply one of the most competent drug development consultancies in the world – and we're proud of it.





## **... and we act professionally**

### **We show great integrity in our work**

- because our clients expect us to be honest and reliable.

### **We spend a lot of time and effort to identify and understand our clients' needs**

- because only by understanding our clients can we give them optimal support.

### **We use tailor made teams for each client**

- because our clients appreciate our flexible attitude.

### **We're not afraid to be proactive and to look for new opportunities to explain and sell our services**

- because our clients expect us to identify issues they haven't seen themselves and propose solutions that are in their best interest.

## Our team spirit

### We care ...

We treasure the well-being of each individual: doing our best at work goes hand in hand with good quality time outside work.

### We share ...

We're not afraid to ask for help when we need it. We talk about problems and always bring up complaints internally before approaching the client. We do not believe in hierarchy, if something is wrong – we bring it out in the open.

**... because sharing our experiences is what makes us grow.**







## Who are we helping?

The pharmaceutical companies want our help to shorten the costly process of getting the right medicines to the market – and to keep them there.

They benefit from our risk evaluation, our input into development plans, and our assistance throughout the approval process and complete life cycle of their products.

The regulatory agencies need to be sure that the best medicines are approved and reach patients as fast as possible.

They need to be confident that the approved medicines are managed and maintained appropriately throughout their lifecycle.

## What is our role?

We act as a neutral and independent third party who understands the language and needs of both the industry and the regulators overseeing it.

We bridge the communication gap between them.

This is how we can make the regulatory process a “win-win” situation, which in the end benefits the patient.





## What is our cathedral?

If a little boy was to ask us what we are doing in our work, what would be our answer?

We could say that we help pharmaceutical companies in the development and approval process of new medicines.

We could add that we provide maintenance once the medicines have reached the market. And while we're at it, we could mention the support we give preparing companies for important interactions with regulatory agencies and other important stake holders.

But we could also say the following:

*We bring men, women and children, all over the world,  
the best possible medicines without unnecessary delay.*

This is our mission.

This is what makes us proud.



Three letters can help pharmaceutical companies to get their medicines to the market  
- **at the right time.**

Three letters can help regulatory agencies to approve the right medicines  
- **much faster.**

Three letters can help people all over the world to access better medicines  
- **without delay.**

**Let's bring medicines to the world.**

