

# MARKET REPORT



## Multiple Myeloma [2017]: Bulletin #1

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# Multiple Myeloma [2017]: Bulletin #1

This edition presents key opinion leader (KOL) views on recent developments in the multiple myeloma (MM) market. Topics covered include; positive topline results from the Phase III study ALCYONE of Johnson & Johnson's and Genmab's Darzalex (daratumumab) in combination with Velcade (bortezomib; Takeda), melphalan and prednisone (VMP) versus VMP alone, as front-line treatment for newly diagnosed patients who are not considered candidates for autologous stem cell transplantation; BioLineRx's initiation of Phase III trial GENESIS assessing BL-8040, a highly-selective antagonist of the CXCR4 chemokine receptor, for the mobilisation of haematopoietic stem cells for autologous transplantation in patients with multiple myeloma; Cellectar Biosciences' announcement of encouraging results from Phase I trial investigating CLR 131 in patients with relapsed/refractory multiple myeloma.

## Business Questions:

How does Johnson & Johnson's and Genmab's Darzalex compare to Emluciti (elotuzumab; Bristol Myers Squibb)?

Is front-line treatment likely to be added to Darzalex's label?

Does data from ALCYONE support even broader use of Darzalex?

How will varied use of the VMP regimen in Europe and North America affect the utilisation of Darzalex?

Which patient types do KOLs expect to benefit from BioLineRx's BL-8040?

How does BL-8040 compare to Mozibil (plerixafor; Genzyme)?

Is BL-8040 likely to demonstrate anti-tumour activity, and how will this affect commercial success?

How do experts view early positive data for Cellectar Biosciences' CLR 131?

Do KOLs see a future for the drug conjugates approach in MM?

What barriers to standard practice will radioactive drug conjugates face?

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