

# UBS Investment Research

## Puma Biotechnology

### Takeaways From UBS Biotech Day

#### ■ What's changed? We hosted CEO Alan Auerbach

Key updates: (1) Mgt. believes all outcomes from the Perjeta neoadjuvant panel on 9/12 are pos: (a) If Perjeta is approved, then it allows Roche to build the mkt and Puma can look at either a quad regimen (kinase escape is preferred mutation pathway for HER2 target, so there is some biological basis to a quad) or pot. file early from NSABP if pCR rates are sig.; (b) If FDA asks Roche for add'l data, then the current triplet plan can continue as is; (2) On iSPY, mgt. expects to PR topline pCR rates soon (last pt had surgery last week). Mgt. has not seen any data yet.

#### ■ Add'l updates

(3) On lung, mgt. expects to expand the preferred cohort by YE and report whether ORR rates were the same or better than in prior studies (~30%); (4) On HER2-breast, mgt. is happy with what it has seen so far and believes that ~20% or greater ORRs are the hurdle. Right now it is unclear if some mutations are more sensitive than others; (5) On the basket, we may see some data this yr and mgt. sees a ~20% ORR bar as reasonable; (6) On competition, mgt. believes GSK is waiting for adjuvant data from Tykerb before assessing neoadjuvant (data due YE).

#### ■ Impact on the stock: Waiting on the data

At this point we believe PBYI is discounting some pos. data in all indications. That said, given the multitude of data, getting one positive read-out and one negative is ok. We believe most investors are either focused on the basket or NSABP.

#### ■ Valuation: We maintain our Buy and \$61 PT

Our PT is based on our sum-of-the-parts analysis.

Highlights (US\$m)	12/11	12/12	12/13E	12/14E	12/15E
Revenues	0	0	0	0	19
EBIT (UBS)	(10)	(74)	(49)	(53)	(47)
Net Income (UBS)	(10)	(74)	(48)	(51)	(44)
EPS (UBS, US\$)	(1.32)	(3.42)	(1.67)	(1.66)	(1.28)
Net DPS (UBS, US\$)	0.00	0.00	0.00	0.00	0.00
Profitability & Valuation	5-yr hist av.	12/12	12/13E	12/14E	12/15E
EBIT margin %	-	-	-	-	-240.7
ROIC (EBIT) %	-	>500	382.6	308.1	296.7
EV/EBITDA (core) x	-	-3.4	-28.7	-27.2	-30.7
PE (UBS) x	-	NM	NM	NM	NM
Net dividend yield %	-	0.0	0.0	0.0	0.0

Source: Company accounts, Thomson Reuters, UBS estimates. (UBS) valuations are stated before goodwill-related charges and other adjustments for abnormal and economic items at the analysts' judgement.

Valuations: based on an average share price that year, (E): based on a share price of US\$52.60 on 09 Aug 2013 19:38 EDT

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### Global Equity Research

Americas

Biotechnology

12-month rating **Buy**  
**Unchanged**

12m price target **US\$61.00**  
**Unchanged**

Price **US\$52.60**

RIC: PBYI.N BBG: PBYI US

12 August 2013

#### Trading data

52-wk range	US\$58.94-13.50
Market cap.	US\$1.51bn
Shares o/s	28.7m (COM)
Free float	95%
Avg. daily volume ('000)	56
Avg. daily value (m)	US\$2.6

#### Balance sheet data 12/13E

Shareholders' equity	US\$0.09bn
P/BV (UBS)	17.9x
Net Cash (debt)	US\$0.10bn

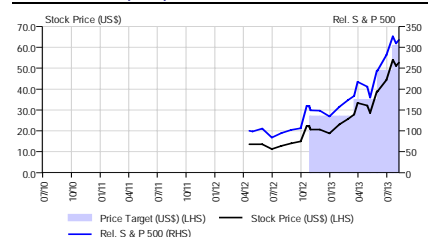
#### Forecast returns

Forecast price appreciation	+16.0%
Forecast dividend yield	0.0%
Forecast stock return	+16.0%
Market return assumption	5.3%
Forecast excess return	+10.7%

#### EPS (UBS, US\$)

	12/13E		12/12	
	From	To	Cons.	Actual
Q1	(0.41)	(0.41)	(0.41)	(0.59)
Q2	(0.39)	(0.44)	(0.44)	(0.73)
Q3E	(0.39)	(0.39)	(0.46)	(1.29)
Q4E	(0.39)	(0.42)	(0.49)	(0.83)
12/13E	(1.58)	(1.67)	(1.79)	
12/14E	(1.64)	(1.66)	(2.24)	

#### Performance (US\$)



Source: UBS

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Table 1: Puma – Income Statement (2011-2020E)

	2011	2012	1Q13	2Q13	3Q13E	4Q13E	2013E	2014E	2015E	2016E	2017E	2018E	2019E	2020E
Neratinib revenue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.5	202.1	391.6	530.2	670.1	771.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total Revenue</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>19.5</b>	<b>202.1</b>	<b>391.6</b>	<b>530.2</b>	<b>670.1</b>	<b>771.5</b>
COGS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	30.3	68.7	95.2	122.2	143.5
Gross Profit	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.6	171.8	323.0	435.0	548.0	628.0
SG&A	9.3	24.8	2.3	2.3	2.3	2.2	9.1	9.4	9.8	56.2	78.7	107.5	121.5	127.3
R&D	0.8	49.6	9.5	10.4	9.3	10.3	39.5	43.3	53.6	49.0	29.4	24.8	25.3	25.8
<b>Operating Income</b>	<b>-10.1</b>	<b>-74.4</b>	<b>-11.8</b>	<b>-12.7</b>	<b>-11.6</b>	<b>-12.5</b>	<b>-48.6</b>	<b>-52.7</b>	<b>-46.9</b>	<b>66.6</b>	<b>214.9</b>	<b>302.6</b>	<b>401.1</b>	<b>474.9</b>
Total Non-operating Income	-0.1	0.1	0.0	0.1	0.1	0.1	0.2	1.9	3.3	3.4	7.3	9.6	16.2	23.5
Pretax Income	-10.2	-74.4	-11.8	-12.6	-11.5	-12.5	-48.4	-50.8	-43.6	70.0	222.2	312.2	417.3	498.4
Taxes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tax Rate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Net Income	-10.2	-74.4	-11.8	-12.6	-11.5	-12.5	-48.4	-50.8	-43.6	70.0	222.2	312.2	417.3	498.4
<b>Diluted EPS</b>	<b>-1.32</b>	<b>-3.42</b>	<b>-0.41</b>	<b>-0.44</b>	<b>-0.39</b>	<b>-0.42</b>	<b>-1.67</b>	<b>-1.66</b>	<b>-1.28</b>	<b>1.97</b>	<b>6.00</b>	<b>8.10</b>	<b>10.42</b>	<b>11.99</b>
Basic shares outstanding														
Diluted shares outstanding	7.7	21.7	28.7	28.7	29.2	29.7	29.1	30.6	34.1	35.6	37.1	38.6	40.1	41.6
<b>Margin Analysis</b>														
Gross Margin		NA	NA	NA	NA	NA	NA	NA	85.0%	85.0%	82.5%	82.0%	81.8%	81.4%
SG&A (% of Revenue)		NA	NA	NA	NA	NA	NA	NA	50.4%	27.8%	20.1%	20.3%	18.1%	16.5%
R&D (% of Revenue)		NA	NA	NA	NA	NA	NA	NA	275.4%	24.2%	7.5%	4.7%	3.8%	3.4%
Operating Margin		NA	NA	NA	NA	NA	NA	NA	-240.7%	33.0%	54.9%	57.1%	59.9%	61.6%
Pretax Margin		NA	NA	NA	NA	NA	NA	NA	-223.8%	34.6%	56.7%	58.9%	62.3%	64.6%
Net Margin		NA	NA	NA	NA	NA	NA	NA	-223.8%	34.6%	56.7%	58.9%	62.3%	64.6%
<b>Year-over-Year Growth</b>														
Revenue		NA	NA	NA	NA	NA	NA	NA	NA	938%	94%	35%	26%	15%
COGS		NA	NA	NA	NA	NA	NA	NA	NA	938%	126%	39%	28%	17%
Gross Profit		NA	NA	NA	NA	NA	NA	NA	NA	938%	88%	35%	26%	15%
SG&A	166%	84%	35%	-72%	-84%	-63%	4%	4%	473%	40%	37%	13%	5%	
R&D	5906%	-10%	-20%	-48%	25%	-20%	10%	24%	-9%	-40%	-16%	2%	2%	
Operating Income	634%	0%	-14%	-55%	-43%	-35%	9%	-11%	-242%	223%	41%	33%	18%	
Pretax Income	627%	0%	-14%	-56%	-43%	-35%	5%	-14%	-261%	217%	41%	34%	19%	
Net Income	627%	0%	-14%	-56%	-43%	-35%	5%	-14%	-261%	217%	41%	34%	19%	
EPS	159%	-30%	-40%	-69%	-49%	-51%	0%	-23%	-254%	205%	35%	29%	15%	
Diluted shares outstanding	180%	43%	43%	46%	12%	34%	5%	11%	4%	4%	4%	4%	4%	

Source: UBS estimates, company reports, FactSet

Table 2: Puma – Balance Sheet (2011-2020E)

	2011A	2012A	2013E	2014E	2015E	2016E	2017E	2018E	2019E	2020E
	FY	FY	FY	FY	FY	FY	FY	FY	FY	FY
Cash and cash equivalents	53.4	137.4	103.8	57.6	98.4	171.0	394.1	709.2	1,129.9	1,633.2
Accounts receivable	0.0	10.6	0.0	0.0	0.0	12.1	33.3	48.7	64.6	77.3
Prepaid expenses and other current asset	0.3	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
<b>Total current assets</b>	<b>53.7</b>	<b>149.0</b>	<b>104.8</b>	<b>58.5</b>	<b>99.4</b>	<b>184.0</b>	<b>428.3</b>	<b>758.9</b>	<b>1,195.5</b>	<b>1,711.4</b>
Property, plant and equipment, net	0.7	1.5	2.4	3.4	4.5	5.7	7.1	8.6	10.3	12.2
Other assets	1.1	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
<b>Total assets</b>	<b>55.4</b>	<b>151.7</b>	<b>108.4</b>	<b>63.1</b>	<b>105.1</b>	<b>191.0</b>	<b>436.7</b>	<b>768.7</b>	<b>1,207.0</b>	<b>1,724.8</b>
Accounts payable	0.1	0.5	0.5	0.6	0.0	9.2	25.3	37.1	49.1	58.8
Accrued expenses	0.5	21.2	21.2	21.2	21.2	21.2	21.2	21.2	21.2	21.2
Other accrued liabilities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total current liabilities</b>	<b>0.6</b>	<b>21.7</b>	<b>21.7</b>	<b>21.8</b>	<b>21.2</b>	<b>30.4</b>	<b>46.5</b>	<b>58.3</b>	<b>70.3</b>	<b>80.0</b>
Long-term portion of deferred rent	0.4	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Other long-term liabilities	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total long-term liabilities</b>	<b>0.4</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>
<b>Total Liabilities</b>	<b>1.0</b>	<b>22.8</b>	<b>22.8</b>	<b>22.9</b>	<b>22.3</b>	<b>31.5</b>	<b>47.6</b>	<b>59.4</b>	<b>71.4</b>	<b>81.1</b>
Preferred stock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Common stock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Additional paid-in capital	64.6	213.5	218.5	224.0	310.0	316.7	324.0	332.1	340.9	350.7
Accumulated other comprehensive income	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accumulated Income (deficit)	-10.2	-84.6	-133.0	-183.8	-227.4	-157.4	64.8	377.0	794.3	1,292.7
<b>Total Equity</b>	<b>54.4</b>	<b>128.9</b>	<b>85.5</b>	<b>40.2</b>	<b>82.6</b>	<b>159.3</b>	<b>388.8</b>	<b>709.1</b>	<b>1,135.3</b>	<b>1,643.4</b>
<b>Total liabilities and equity</b>	<b>55.4</b>	<b>151.7</b>	<b>108.3</b>	<b>63.1</b>	<b>104.9</b>	<b>190.8</b>	<b>436.4</b>	<b>768.5</b>	<b>1,206.7</b>	<b>1,724.5</b>

Source: UBS estimates, company reports, FactSet

Table 3: Puma – Cash Flows (2011-2020E)

	2011A	2012E	2013E	2014E	2015E	2016E	2017E	2018E	2019E	2020E
	FY	FY	FY	FY	FY	FY	FY	FY	FY	FY
<b>Operating Activities</b>										
GAAP Net Income (loss)	-10.2	-74.4	-48.4	-50.8	-43.6	70.0	222.2	312.2	417.3	498.4
Depreciation and amortization	0.0	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Share-based compensation	0.1	1.4	5.0	5.5	6.1	6.7	7.3	8.1	8.9	9.7
Anti-dilutive warrant	7.6	18.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Changes in operating assets and liabilities:										
Accounts receivable	0.0	-10.6	10.6	0.0	0.0	-12.1	-21.2	-15.5	-15.9	-12.7
Prepaid expenses and other current assets	-0.3	-0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other assets	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Accounts payable	0.6	0.4	0.0	0.1	-0.6	9.2	16.1	11.8	12.1	9.6
Other accrued liabilities	0.0	20.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deferred rent and other long term liabilities	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Net cash produced (used in) operating activities</b>	<b>-2.3</b>	<b>-44.0</b>	<b>-32.5</b>	<b>-45.0</b>	<b>-37.8</b>	<b>74.1</b>	<b>224.8</b>	<b>316.9</b>	<b>422.7</b>	<b>505.5</b>
<b>Investing Activities</b>										
Restricted Cash	-1.1	-0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital expenditures	-0.3	-1.1	-1.2	-1.3	-1.4	-1.6	-1.7	-1.9	-2.1	-2.3
<b>Net cash provided by (used in) investing activities</b>	<b>-1.3</b>	<b>-1.2</b>	<b>-1.2</b>	<b>-1.3</b>	<b>-1.4</b>	<b>-1.6</b>	<b>-1.7</b>	<b>-1.9</b>	<b>-2.1</b>	<b>-2.3</b>
<b>Financing Activities</b>										
Proceeds from convertible note payable	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capital contributions by stockholder	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net proceeds from issuances of common stock and 1	56.7	129.2	0.0	0.0	80.0	0.0	0.0	0.0	0.0	0.0
<b>Net cash provided by financing activities</b>	<b>57.0</b>	<b>129.3</b>	<b>0.0</b>	<b>0.0</b>	<b>80.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Change in cash	53.4	84.0	-33.6	-46.2	40.8	72.6	223.1	315.1	420.7	503.3
Cash beginning of period	0.0	53.4	137.4	103.8	57.6	98.4	171.0	394.1	709.2	1,129.9
<b>Cash at end of period</b>	<b>53.4</b>	<b>137.4</b>	<b>103.8</b>	<b>57.6</b>	<b>98.4</b>	<b>171.0</b>	<b>394.1</b>	<b>709.2</b>	<b>1,129.9</b>	<b>1,633.2</b>

Source: UBS estimates, company reports, FactSet

# Puma Biotechnology

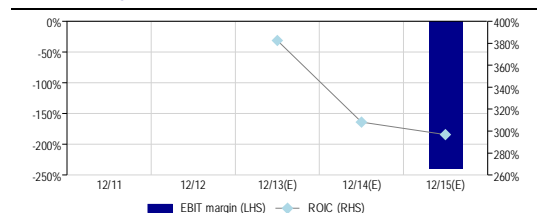
Income statement (US\$m)			12/11	12/12	12/13E	% ch	12/14E	% ch	12/15E	% ch
Revenues	-	-	0	0	0	-	0	-	19	-
Operating expenses (ex deprn)	-	-	-	-	-	-	-	-	(66)	-
EBITDA (UBS)	-	-	(10)	(74)	(48)	-34.9	(52)	8.5	(47)	-17.2
Depreciation	-	-	0	0	0	5.0	0	5.0	0	5.0
Operating income (EBIT, UBS)	-	-	(10)	(74)	(49)	-34.7	(53)	8.5	(47)	-11.1
Other income & associates	-	-	0	0	0	-	0	-	0	-
Net interest	-	-	0	0	0	104.1	2	850.0	3	73.7
Abnormal items (pre-tax)	-	-	0	0	0	-	0	-	0	-
Profit before tax	-	-	(10)	(74)	(48)	-34.9	(51)	5.0	(44)	-14.3
Tax	-	-	0	0	0	-	0	-	0	-
Profit after tax	-	-	(10)	(74)	(48)	-34.9	(51)	5.0	(44)	-14.3
Abnormal items (post-tax)	-	-	0	0	0	-	0	-	0	-
Minorities / pref dividends	-	-	0	0	0	-	0	-	0	-
Net income (local GAAP)	-	-	(10)	(74)	(48)	-34.9	(51)	5.0	(44)	-14.3
Net Income (UBS)	-	-	(10)	(74)	(48)	-34.9	(51)	5.0	(44)	-14.3
Tax rate (%)			0	0	0	-	0	-	0	-
Pre-abnormal tax rate (%)			0	0	0	-	0	-	0	-
Per share (US\$)			12/11	12/12	12/13E	% ch	12/14E	% ch	12/15E	% ch
EPS (local GAAP)	-	-	(1.32)	(3.42)	(1.67)	-51.3	(1.66)	-0.1	(1.28)	-23.1
EPS (UBS)	-	-	(1.32)	(3.42)	(1.67)	-51.3	(1.66)	-0.1	(1.28)	-23.1
Net DPS	-	-	0.00	0.00	0.00	-	0.00	-	0.00	-
Cash EPS	-	-	(1.32)	(3.41)	(1.66)	-51.4	(1.65)	-0.1	(1.27)	-23.2
BVPS	-	-	2.71	4.68	2.94	-37.1	1.31	-55.3	2.43	84.6
Balance sheet (US\$m)			12/11	12/12	12/13E	% ch	12/14E	% ch	12/15E	% ch
Cash and equivalents	-	-	53	137	104	-24.4	58	-44.5	98	70.9
Other current assets	-	-	0	12	1	-91.8	1	0.0	1	0.0
Total current assets	-	-	54	149	105	-29.7	59	-44.1	99	69.7
Net tangible fixed assets	-	-	1	2	3	41.2	4	32.5	5	27.4
Net intangible fixed assets	-	-	0	0	0	-	0	-	0	-
Investments / other assets	-	-	1	1	1	0.0	1	0.0	1	0.0
Total assets	-	-	55	152	109	-28.4	64	-41.5	106	65.7
Trade payables & other ST liabilities	-	-	1	22	22	0.2	22	0.2	21	-2.7
Short term debt	-	-	0	0	0	-	0	-	0	-
Total current liabilities	-	-	1	22	22	0.2	22	0.2	21	-2.7
Long term debt	-	-	0	0	0	-	0	-	0	-
Other long term liabilities	-	-	0	1	1	0.0	1	0.0	1	0.0
Total liabilities	-	-	1	23	23	0.2	23	0.2	22	-2.5
Equity & minority interests	-	-	54	130	86	-33.5	41	-52.5	83	103.8
Total liabilities & equity	-	-	55	152	109	-28.4	64	-41.5	106	65.7
Cash flow (US\$m)			12/11	12/12	12/13E	% ch	12/14E	% ch	12/15E	% ch
Net income	-	-	(10)	(74)	(48)	-34.9	(51)	5.0	(44)	-14.3
Depreciation	-	-	0	0	0	5.0	0	5.0	0	5.0
Net change in working capital	-	-	0	10	11	2.1	0	-99.5	(1)	-
Other (operating)	-	-	8	20	5	-74.5	6	10.0	6	10.0
Net cash from operations	-	-	(2)	(44)	(32)	-26.2	(45)	38.6	(38)	-16.0
Capital expenditure	-	-	0	(1)	(1)	10.0	(1)	10.0	(1)	10.0
Net (acquisitions) / disposals	-	-	0	0	0	-	0	-	0	-
Other changes in investments	-	-	(1)	0	0	-	0	-	0	-
Cash from investing activities	-	-	(1)	(1)	(1)	-4.3	(1)	10.0	(1)	10.0
Increase/(decrease) in debt	-	-	0	0	0	-	0	-	0	-
Share issues / (repurchases)	-	-	57	129	0	-	0	-	80	-
Dividends paid	-	-	0	0	0	-	0	-	0	-
Other cash from financing	-	-	0	0	0	-	0	-	0	-
Cash from financing activities	-	-	57	129	0	-100.0	0	0.0	80	17777.8
Cash flow chge in cash & equivalents	-	-	53	84	(34)	-	(46)	-	41	-
FX / non cash items	-	-	-	0	0	-	0	-	0	-
Bal sheet chge in cash & equivalents	-	-	-	84	(34)	-	(46)	-	41	-
Core EBITDA	-	-	(10)	(74)	(48)	-34.9	(52)	8.5	(47)	-11.2
Maintenance capital expenditure	-	-	0	(1)	(1)	10.0	(1)	10.0	(1)	10.0
Maintenance net working capital	-	-	0	0	0	-	0	-	0	-
Operating free cash flow, pre-tax	-	-	(10)	(75)	(49)	-34.2	(54)	8.6	(48)	-10.7

Source: Company accounts, UBS estimates. (UBS) valuations are stated before goodwill-related charges and other adjustments for abnormal and economic items at the analysts' judgement. Note: For some companies, the data represents an extract of the full company accounts.

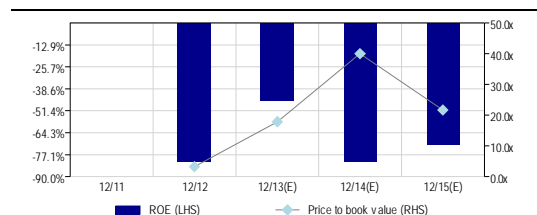
## Company profile

Puma is a biotechnology company, focused on the development of small molecules for the treatment of cancer. Its key development compound is an agent for HER2+ disease called neratinib. Neratinib is currently being studied in metastatic breast cancer, CNS disease, neoadjuvant breast cancer and lung cancer. We expect key data in 2013.

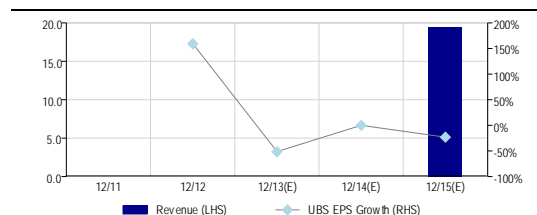
## Profitability



## ROE v Price to book value



## Growth (UBS EPS)



## Puma Biotechnology

Valuation (x)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
P/E (local GAAP)	-	-	NM	NM	NM	NM
P/E (UBS)	-	-	NM	NM	NM	NM
P/CEPS	-	-	NM	NM	NM	NM
Net dividend yield (%)	-	-	0.0	0.0	0.0	0.0
P/BV	-	-	3.2	17.9	40.0	21.7
EV/revenue (core)	-	-	-	-	-	NM
EV/EBITDA (core)	-	-	-3.4	-28.7	-27.2	-30.7
EV/EBIT (core)	-	-	NM	NM	NM	NM
EV/OpFCF (core)	-	-	NM	NM	NM	NM
EV/op. invested capital	-	-	NM	NM	NM	NM

Enterprise value (US\$m)	12/11	12/12	12/13E	12/14E	12/15E
Average market cap	-	344	1,508	1,508	1,508
+ minority interests	0	0	0	0	0
+ average net debt (cash)	(10)	(95)	(121)	(81)	(78)
+ pension obligations and other	0	0	0	0	0
- non-core asset value	0	0	0	0	0
Core enterprise value	-	249	1,388	1,428	1,430

Growth (%)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
Revenue	-	-	-	-	-	-
EBITDA (UBS)	-	-	NM	-34.9	8.5	-11.2
EBIT (UBS)	-	-	NM	-34.7	8.5	-11.1
EPS (UBS)	-	-	159.3	-51.3	-0.1	-23.1
Cash EPS	-	-	158.7	-51.4	-0.1	-23.2
Net DPS	-	-	-	-	-	-
BVPS	-	-	72.5	-37.1	-55.3	84.6

Margins (%)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
EBITDA / revenue	-	-	-	-	-	NM
EBIT / revenue	-	-	-	-	-	-240.7
Net profit (UBS) / revenue	-	-	-	-	-	NM

Return on capital (%)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
EBIT ROIC (UBS)	-	-	NM	NM	NM	NM
ROIC post tax	-	-	NM	NM	NM	NM
Net ROE	-	-	(81.1)	(45.1)	(80.9)	(71.0)

Coverage ratios (x)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
EBIT / net interest	-	-	-	-	-	-
Dividend cover (UBS EPS)	-	-	-	-	-	-
Div. payout ratio (% , UBS EPS)	-	-	-	-	-	-
Net debt / EBITDA	-	5.3	1.9	2.1	1.1	2.1

Efficiency ratios (x)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
Revenue / op. invested capital	-	-	0.0	0.0	0.0	NM
Revenue / fixed assets	-	-	0.0	0.0	0.0	4.2
Revenue / net working capital	-	-	0.0	0.0	0.0	NM

Investment ratios (x)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
OpFCF / EBIT	-	1.0	1.0	1.0	1.0	1.0
Capex / revenue (%)	-	-	-	-	-	7.3
Capex / depreciation	-	NM	4.0	4.2	4.4	4.6

Capital structure (%)	5Yr Avg	12/11	12/12	12/13E	12/14E	12/15E
Net debt / total equity	-	(98.2)	NM	NM	NM	NM
Net debt / (net debt + equity)	-	NM	NM	NM	NM	NM
Net debt (core) / EV	-	-	(38.3)	(8.7)	(5.7)	(5.5)

Source: Company accounts, UBS estimates. (UBS) valuations are stated before goodwill-related charges and other adjustments for abnormal and economic items at the analysts' judgement.  
Valuations: based on an average share price that year, (E): based on a share price of US\$52.60 on 09 Aug 2013 19:38 EDT Market cap(E) may include forecast share issues/buybacks.

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## ■ Puma Biotechnology

Puma is a biotechnology company, focused on the development of small molecules for the treatment of cancer. Its key development compound is an agent for HER2+ disease called neratinib. Neratinib is currently being studied in metastatic breast cancer, CNS disease, neoadjuvant breast cancer and lung cancer. We expect key data in 2013.

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Key risks associated with a development-stage biotechnology company include: (a) the ability to finance the company through debt and equity issuances; (b) the outcome of clinical trials and regulatory approvals; and (c) the ability of management to bring its development projects to the market.

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UBS 12-Month Rating	Rating Category	Coverage <sup>1</sup>	IB Services <sup>2</sup>
Buy	Buy	46%	35%
Neutral	Hold/Neutral	44%	37%
Sell	Sell	10%	21%
UBS Short-Term Rating	Rating Category	Coverage <sup>3</sup>	IB Services <sup>4</sup>
Buy	Buy	less than 1%	33%
Sell	Sell	less than 1%	20%

1:Percentage of companies under coverage globally within the 12-month rating category.

2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.

3:Percentage of companies under coverage globally within the Short-Term rating category.

4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

Source: UBS. Rating allocations are as of 30 June 2013.

### UBS Investment Research: Global Equity Rating Definitions

UBS 12-Month Rating	Definition
Buy	FSR is > 6% above the MRA.
Neutral	FSR is between -6% and 6% of the MRA.
Sell	FSR is > 6% below the MRA.
UBS Short-Term Rating	Definition
Buy	Buy: Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event.
Sell	Sell: Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event.



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**UBS Securities LLC:** Matthew Harrison; Matthew Roden, PhD.

**Company Disclosures**

Company Name	Reuters	12-mo rating	Short-term rating	Price	Price date
Puma Biotechnology <sup>2, 4, 6, 16</sup>	PBYI.N	Buy	N/A	US\$52.60	09 Aug 2013

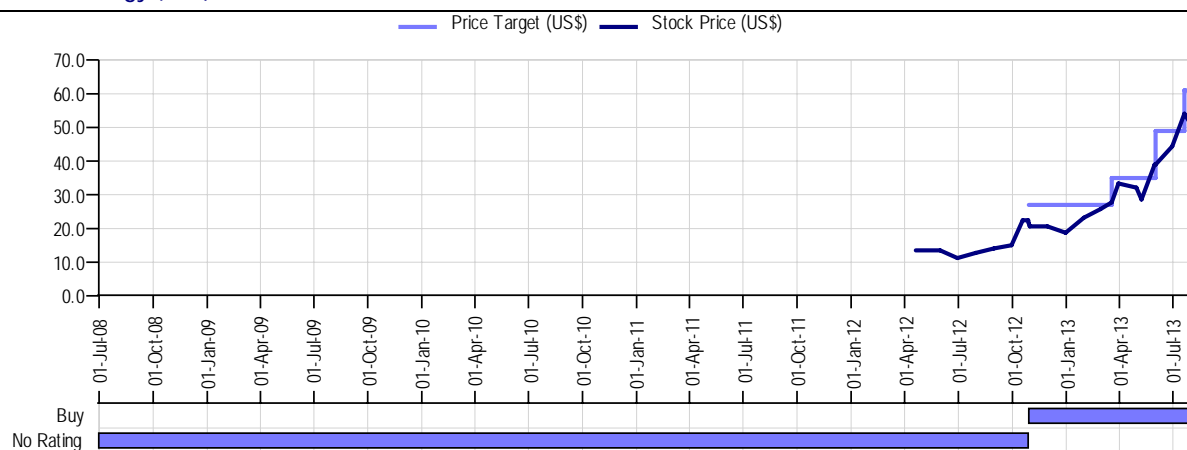
Source: UBS. All prices as of local market close.

Ratings in this table are the most current published ratings prior to this report. They may be more recent than the stock pricing date

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## Puma Biotechnology (US\$)



Source: UBS; as of 09 Aug 2013

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