

To estimate the **Potential Peak Sales** for zanubrutinib (Brukinsa) in the indication of chronic lymphocytic leukemia (CLL) or small lymphocytic lymphoma (SLL) in the US, EU5 (France, Germany, Italy, Spain, UK), China, and Japan, as well as the **\$ value of a 1% share of treated patients** in these geographies, we need to make several assumptions and calculations based on available data and market analysis. Since exact figures may vary depending on real-time data, pricing, and market dynamics, the following is a structured estimation based on typical industry approaches.

---

## **Step 1: Key Assumptions**

### **1. Patient Population for CLL/SLL:**

- CLL/SLL is a common type of leukemia, with incidence rates varying by region. Estimates of treated patients are based on prevalence and treatment-eligible populations.
- Approximate prevalence of CLL/SLL (based on epidemiology data):
  - US: ~200,000 prevalent cases, with ~60,000-70,000 treated patients annually.
  - EU5: ~150,000 prevalent cases, with ~40,000-50,000 treated patients annually.
  - China: ~50,000 prevalent cases, with ~15,000-20,000 treated patients annually (lower treatment rates due to access issues).
  - Japan: ~20,000 prevalent cases, with ~5,000-10,000 treated patients annually.

### **2. Market Share:**

- As per the query, we assume a 20%-30% market share of treated patients for zanubrutinib in this indication.

### **3. Annual Cost of Treatment:**

- Zanubrutinib is a targeted BTK inhibitor, and its pricing is in line with similar drugs like ibrutinib or acalabrutinib.
- Approximate annual cost per patient (based on US pricing, adjusted for other regions due to pricing differences):
  - US: ~\$150,000 per patient per year.
  - EU5: ~\$100,000 per patient per year (lower due to negotiated pricing).
  - China: ~\$50,000 per patient per year (significant discounts and access programs).
  - Japan: ~\$120,000 per patient per year (similar to US but slightly lower).

### **4. Peak Sales Timing:**

- Peak sales are typically achieved 5-7 years post-launch after market penetration stabilizes. Zanubrutinib was approved for CLL/SLL in the US in January 2023, so peak sales might be projected around 2028-2030.

---

## **Step 2: Estimate Treated Patients and Market Share**

Let's use the midpoint of treated patient estimates for simplicity and apply the 20%-30% market share assumption.

Region	Estimated Treated Patients	20% Market Share	30% Market Share
--------	----------------------------	------------------	------------------

-----	-----	-----	-----
-------	-------	-------	-------

US	65,000	13,000	19,500
----	--------	--------	--------

EU5	45,000	9,000	13,500
-----	--------	-------	--------

China	17,500	3,500	5,250
-------	--------	-------	-------

Japan	7,500	1,500	2,250
-------	-------	-------	-------

---

## **Step 3: Calculate Potential Peak Sales**

Using the annual cost per patient and the number of patients under the 20%-30% market share scenarios, we calculate the potential peak sales.

### **#### Peak Sales at 20% Market Share**

Region	Patients (20%)	Annual Cost per Patient	Peak Sales (20%)
--------	----------------	-------------------------	------------------

-----	-----	-----	-----
-------	-------	-------	-------

US	13,000	\$150,000	\$1.95 billion
----	--------	-----------	----------------

EU5	9,000	\$100,000	\$0.90 billion
-----	-------	-----------	----------------

China	3,500	\$50,000	\$0.175 billion
-------	-------	----------	-----------------

Japan	1,500	\$120,000	\$0.18 billion
-------	-------	-----------	----------------

Total			<b>\$3.205 billion  </b>
-------	--	--	--------------------------

### **#### Peak Sales at 30% Market Share**

Region	Patients (30%)	Annual Cost per Patient	Peak Sales (30%)
--------	----------------	-------------------------	------------------

-----	-----	-----	-----
-------	-------	-------	-------

US	19,500	\$150,000	\$2.925 billion
----	--------	-----------	-----------------

EU5	13,500	\$100,000	\$1.35 billion
-----	--------	-----------	----------------

China	5,250	\$50,000	\$0.2625 billion
-------	-------	----------	------------------

Japan	2,250	\$120,000	\$0.27 billion
-------	-------	-----------	----------------

Total			<b>\$4.8075 billion  </b>
-------	--	--	---------------------------

Thus, the **Potential Peak Sales** for zanubrutinib in CLL/SLL across these geographies range from **\$3.2 billion to \$4.8 billion** annually, depending on the market share (20%-30%).

---

#### **Step 4: Calculate \$ Value of 1% Share of Treated Patients**

A 1% share of treated patients corresponds to 1% of the total treated patient population in each region. We multiply this by the annual cost per patient to get the \$ value of a 1% share.

**| Region | Total Treated Patients | 1% of Treated Patients | Annual Cost per Patient | \$ Value of 1% Share |**

|-----|-----|-----|-----|-----|

| US | 65,000 | 650 | \$150,000 | \$97.5 million |

| EU5 | 45,000 | 450 | \$100,000 | \$45 million |

| China | 17,500 | 175 | \$50,000 | \$8.75 million |

| Japan | 7,500 | 75 | \$120,000 | \$9 million |

| **Total** | | | | **\$160.25 million** |

Thus, the **\$ value of a 1% share of treated patients** across these geographies is approximately **\$160.25 million** annually.

---

#### **Final Answer**

1. **Potential Peak Sales for zanubrutinib in CLL/SLL (20%-30% market share):**

- **\$3.2 billion to \$4.8 billion** annually across the US, EU5, China, and Japan.

2. **\$ Value of 1% Share of Treated Patients:**

- **\$160.25 million** annually across the US, EU5, China, and Japan.

**Note:** These figures are estimates and depend on real-world factors such as competition (e.g., ibrutinib, acalabrutinib), pricing negotiations, market access, and patient uptake. For precise data, consulting specific market research reports (e.g., from EvaluatePharma, GlobalData, or company filings) is recommended.