

YOU'RE INVITED

EUROPE LAUNCH OPTIONS

EXECUTIVE MASTERCLASS FOR US BIOPHARMA LEADERS

Executive insights. Practical strategies.
Confident decisions for Europe.



EXCLUSIVE
C-LEVEL EVENT



UNDERSTAND EUROPE
LAUNCH LANDSCAPE



STRATEGIC OPTIONS
& EXPERT INSIGHTS



DINNER & NETWORKING
WITH PEERS



EXCLUSIVELY FOR BIOPHARMA C-LEVEL EXECUTIVES
MAXIMUM 25 PARTICIPANTS PER EVENT

TWO EXCLUSIVE EVENTS



BOSTON MASTERCLASS

SEP 14, 2026

5:00 PM – 8:30 PM
Including Dinner

420 Broadway
Cambridge, MA 02138
United States



SAN FRANCISCO MASTERCLASS

SEP 16, 2026

5:00 PM – 8:30 PM
Including Dinner

200 Vallejo St
San Francisco, CA 94111
United States



REGISTRATION BY EMAIL IS MANDATORY
contact@miravabio.com

Invitation is non-transferable and reserved
for invited C-level executives only.
Spaces are limited.

AGENDA

1



Europe: Strategic Opportunity or Risk?

- The business opportunity
- The risks of getting it wrong
- Why Europe is far more than a single market

2



Winning in Europe Starts in Phase II

- Early regulatory & HTA planning
- Evidence strategy
- Decisions that determine approval, reimbursement and launch success (JSC, JCA, Local HTA negotiation, **MFN**)

3



Creating Value Before Marketing Authorisation

- Revenue generation before approval
- Chargeable early access pathways
- Leveraging FDA approvals to accelerate value creation

4



Designing the Right European Operating Model

- Supply chain
- IP and Tax strategy
- Corporate footprint: Product, Service, Financial flows strategy serving global value

5



Executive Panel & Q&A

- The CEO Playbook for Europe
- Critical executive decisions
- Common pitfalls
- Practical recommendations

EXECUTIVE BRIEFING TOPICS



MFN

Most-Favored-Nation
policies and their
global impact.



HTA

Health Technology
Assessment evolution
across Europe.



JCA

Joint Clinical
Assessments –
preparation is key.



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