# Addressing the oral IL-23 antagonist challenge to Ilumya



Pharmaceuticals > Company Update > January 21, 2025

TARGET PRICE (Rs): 2,400

J&J, in a recent investor interaction, had stated that its oral IL-23 receptor antagonist peptide (Icotrokinra) could potentially compete with existing oral as well as injectable treatment options for moderate to severe plaque psoriasis. In addition to the Stelara to Tremfya switch that it has been engineering, J&J, in our view, could seek to position Icotrokinra as a convenient oral alternative, given the expected decline in Stelara's sales after the entry of biosimilars in CY25. From an efficacy standpoint, Icotrokinra is superior to BMS's Sotyktu but inferior to Tremfya. We do not perceive Icotrokinra as a meaningful threat to Ilumya, given: 1) Ilumya's clear dominance in the Medicare Part B channel; 2) Tremfya, with superior efficacy, not impacting Ilumya's growth trajectory; 3) Sotyktu's ramp-up being much slower vs BMS's expectations. We reiterate BUY.

| Sun Pharma: Financial Snapshot (Consolidated) |         |         |         |         |         |  |  |  |
|---|---------|---------|---------|---------|---------|--|--|--|
| Y/E Mar (Rs mn)                               | FY23    | FY24    | FY25E   | FY26E   | FY27E   |  |  |  |
| Revenue                                       | 438,856 | 484,968 | 528,269 | 587,570 | 650,554 |  |  |  |
| EBITDA  | 116,467 | 130,231 | 151,613 | 172,158 | 195,817 |  |  |  |
| Adj. PAT                                      | 86,450  | 100,706 | 118,090 | 135,529 | 156,090 |  |  |  |
| Adj. EPS (Rs)                                 | 36.0    | 42.0    | 49.2    | 56.5    | 65.1    |  |  |  |
| EBITDA margin (%)                             | 26.5    | 26.9    | 28.7    | 29.3    | 30.1    |  |  |  |
| EBITDA growth (%)                             | 12.0    | 11.8    | 16.4    | 13.6    | 13.7    |  |  |  |
| Adj. EPS growth (%)                           | 10.2    | 16.5    | 17.2    | 14.8    | 15.2    |  |  |  |
| RoE (%)                                       | 16.6    | 16.8    | 17.4    | 17.7    | 18.2    |  |  |  |
| RoIC (%)                                      | 18.4    | 18.1    | 20.9    | 23.5    | 26.3    |  |  |  |
| P/E (x)                                       | 49.3    | 42.4    | 36.1    | 31.5    | 27.3    |  |  |  |
| EV/EBITDA (x)                                 | 35.9    | 31.5    | 26.8    | 23.1    | 19.9    |  |  |  |
| P/B (x)                                       | 7.6     | 6.7     | 5.9     | 5.3     | 4.7     |  |  |  |
| FCFF yield (%)                                | 0.1     | 2.6     | 2.7     | 3.1     | 3.6     |  |  |  |

Source: Company, Emkay Research

#### Icotrokinra's efficacy profile superior vs BMS's Sotyktu but inferior vs Tremfya

Icotrokinra (JNJ-2113) is an oral IL-23 receptor antagonist peptide, which has been investigated in adults and adolescents (aged 12 years and older) with moderate to severe plaque psoriasis. J&J had announced the results from its pivotal Phase-3 study of Icotrokinra in Nov-24. The study had met its co-primary endpoints – Psoriasis Area and Severity Index (PASI) 90, and Investigator's Global Assessment (IGA) scores of 0/1 at Week 16. The proportion of patients with adverse events was broadly similar across the treatment and placebo groups. Icotrokinra's efficacy profile is superior vs BMS's Sotyktu (primary competitor to Otezla - the current standard of care oral treatment for moderate to severe plaque psoriasis), but inferior vs Tremfya (refer to Exhibit 1).

### Icotrokinra unlikely to pose a meaningful threat to Ilumya

Ilumya is a medical benefit product and competing plaque psoriasis drugs (except Remicade) have exited the Medicare Part B channel. Secondly, Ilumya's relatively weaker efficacy profile vs Tremfya/Skyrizi, around which concerns were raised at the time of launch, has not impacted its growth trajectory. Ilumya's growth has largely been driven by the durable response that it offers. Lastly, while Icotrokinra is likely to replace Sotyktu as the primary competitor to Otezla, Sotyktu's ramp-up has been much slower vs BMS's expectations. Its efficacy profile notwithstanding, in its first few years post-launch (CY27E), Icotrokinra could face a similar challenge of having to build a critical mass in terms of volumes via patient support programs before gaining wider formulary access.

## We see limited impact of Stelara biosimilars on Ilumya's growth trajectory

We had earlier highlighted the limited risk of patients switching from Ilumya to Stelara biosimilars (*refer to our note*). IL-23 inhibitors face the lowest risk of patients switching to other treatment options vs other biologics approved for psoriasis (refer to Exhibit 3). Notably, J&J has also focused on switching patients from Stelara to Tremfya (following Abbvie's 'Humira to Skyrizi switch') with Tremfya's sales for psoriasis and psoriatic arthritis indications having already exceeded Stelara's sales for these indications.

| Target Price – 12M    | Dec-25  |
|-----------------------|---------|
| Change in TP (%)      | -       |
| Current Reco.         | BUY     |
| Previous Reco.        | BUY     |
| Upside/(Downside) (%) | 35.0    |
| CMP (20-Jan-25) (Rs)  | 1.778.3 |

| Stock Data              | Ticker    |
|-------------------------|-----------|
| 52-week High (Rs)       | 1,960     |
| 52-week Low (Rs)        | 1,316     |
| Shares outstanding (mn) | 2,399.3   |
| Market-cap (Rs bn)      | 4,267     |
| Market-cap (USD mn)     | 49,285    |
| Net-debt, FY25E (Rs mn) | -204,646  |
| ADTV-3M (mn shares)     | 2         |
| ADTV-3M (Rs mn)         | 3,437.4   |
| ADTV-3M (USD mn)        | 39.7      |
| Free float (%)          | 45.5      |
| Nifty-50                | 23,345    |
| INR/USD                 | 86.6      |
| Shareholding, Sep-24    |           |
| Promoters (%)           | 54.5      |
| FPIs/MFs (%)            | 18.0/18.6 |

| Price Performance |       |       |      |  |  |  |
|-------------------|-------|-------|------|--|--|--|
| (%)               | 1M    | 3M    | 12M  |  |  |  |
| Absolute          | (1.7) | (6.9) | 34.1 |  |  |  |
| Rel. to Nifty     | (0.7) | (0.9) | 23.9 |  |  |  |



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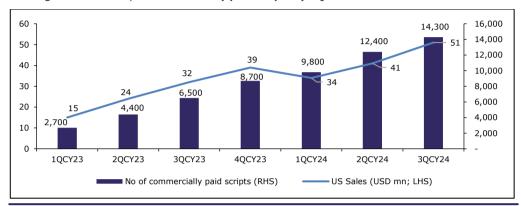
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Exhibit 1: Icotrokinra's efficacy profile is superior vs BMS's Sotyktu but inferior vs Tremfya

|                    | Icotrokinra | Tremfya  |          | Sot          | yktu         | Ilumya (at Week 12) |             |
|--------------------|-------------|----------|----------|--------------|--------------|---------------------|-------------|
| Difference vs      | ICONIC-LEAD | VOYAGE-1 | VOYAGE-2 | POETYK PSO-1 | POETYK PSO-2 | reSURFACE-1         | reSURFACE-2 |
| Placebo            | trial       | trial    | trial    | trial        | trial        | trial               | trial       |
| PASI 90 at Week 16 | 45.2%       | 70.4%    | 67.5%    | 31.5%        | 24.3%        | 32.0%               | 37.5%       |
| IGA 0/1 at Week 16 | 56.4%       | 78.2%    | 75.6%    | 46.7%        | 40.9%        | 50.8%               | 50.2%       |

Source: Company, Emkay Research; Note: PASI - Psoriasis Area and Severity Index; PASI 90 implies an improvement of at least 90% from the baseline; IGA - Investigator's Global Assessment; IGA 0/1 implies 'clear' or 'almost clear' skin

Exhibit 2: Sotyktu's ramp-up has been much slower vs BMS's expectations; likely to fall short of BMS's quidance of  $\sim$ 20,000 commercially paid scripts by 4QCY24



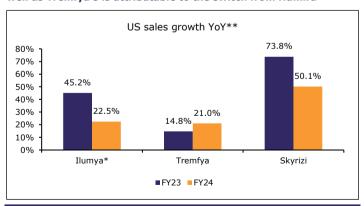
Source: Company, Emkay Research

Exhibit 3: IL-23 inhibitors face the lowest risk of patients switching to other treatment options vs other biologics approved for psoriasis

| Biologic Class     | Switch rate at 12 months | Switch rate at 24 months |
|--------------------|--------------------------|--------------------------|
| IL-23 inhibitors   | 6.4%                     | 12.7%                    |
| IL-12/23 inhibitor | 13.3%                    | 24.5%                    |
| IL-17 inhibitors   | 14.0%                    | 28.3%                    |
| TNF inhibitors     | 24.8%                    | 39.1%                    |

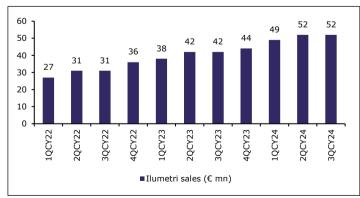
Source: Armstrong, AW et al (2023) 'Real-world switching patterns and associated characteristics in patients with psoriasis treated with biologics in the United States', Journal of Dermatological Treatment, 34(1), Emkay Research

Exhibit 4: Part of Skyrizi's growth outperformance vs Ilumya's as well as Tremfya's is attributable to the switch from Humira



Source: Company, Emkay Research; \*Estimate; \*\*FY ending March

Exhibit 5: Ilumetri on track to achieve peak annual sales of €250mn despite the entry of Stelara biosimilars in Europe



Source: Company, Emkay Research

## **Sun Pharma: Consolidated Financials and Valuations**

| Profit & Loss               |         |         |         |         |         |
|-----------------------------|---------|---------|---------|---------|---------|
| Y/E Mar (Rs mn)             | FY23    | FY24    | FY25E   | FY26E   | FY27E   |
| Revenue                     | 438,856 | 484,968 | 528,269 | 587,570 | 650,554 |
| Revenue growth (%)          | 13.5    | 10.5    | 8.9     | 11.2    | 10.7    |
| EBITDA                      | 116,467 | 130,231 | 151,613 | 172,158 | 195,817 |
| EBITDA growth (%)           | 12.0    | 11.8    | 16.4    | 13.6    | 13.7    |
| Depreciation & Amortization | 25,294  | 25,566  | 25,621  | 27,616  | 29,275  |
| EBIT                        | 91,173  | 104,664 | 125,992 | 144,542 | 166,542 |
| EBIT growth (%)             | 10.5    | 14.8    | 20.4    | 14.7    | 15.2    |
| Other operating income      | 6,068   | 7,384   | 4,061   | 5,077   | 6,346   |
| Other income                | 6,345   | 13,542  | 15,848  | 17,627  | 19,517  |
| Financial expense           | 1,720   | 2,385   | 2,323   | 2,135   | 1,835   |
| PBT                         | 95,798  | 115,821 | 139,517 | 160,034 | 184,223 |
| Extraordinary items         | (1,715) | (4,943) | 0       | 0       | 0       |
| Taxes                       | 8,476   | 14,395  | 20,928  | 24,005  | 27,633  |
| Minority interest           | (873)   | (721)   | (500)   | (500)   | (500)   |
| Income from JV/Associates   | 0       | 0       | 0       | 0       | 0       |
| Reported PAT                | 84,735  | 95,763  | 118,090 | 135,529 | 156,090 |
| PAT growth (%)              | 158.9   | 13.0    | 23.3    | 14.8    | 15.2    |
| Adjusted PAT                | 86,450  | 100,706 | 118,090 | 135,529 | 156,090 |
| Diluted EPS (Rs)            | 36.0    | 42.0    | 49.2    | 56.5    | 65.1    |
| Diluted EPS growth (%)      | 10.2    | 16.5    | 17.2    | 14.8    | 15.2    |
| DPS (Rs)                    | 10.5    | 12.1    | 16.0    | 19.0    | 23.0    |
| Dividend payout (%)         | 29.7    | 30.3    | 32.5    | 33.6    | 35.3    |
| EBITDA margin (%)           | 26.5    | 26.9    | 28.7    | 29.3    | 30.1    |
| EBIT margin (%)             | 20.8    | 21.6    | 23.9    | 24.6    | 25.6    |
| Effective tax rate (%)      | 8.8     | 12.4    | 15.0    | 15.0    | 15.0    |
| NOPLAT (pre-IndAS)          | 83,106  | 91,656  | 107,093 | 122,861 | 141,560 |
| Shares outstanding (mn)     | 2,399.0 | 2,399.0 | 2,399.0 | 2,399.0 | 2,399.0 |

| Source: Company, L | Emkay Research |
|--------------------|----------------|
|--------------------|----------------|

| Cash flows                   |          |          |          |          |          |
|------------------------------|----------|----------|----------|----------|----------|
| Y/E Mar (Rs mn)              | FY23     | FY24     | FY25E    | FY26E    | FY27E    |
| PBT                          | 95,798   | 115,821  | 139,517  | 160,034  | 184,223  |
| Others (non-cash items)      | 36,196   | 21,627   | 15,818   | 17,528   | 19,478   |
| Taxes paid                   | (15,098) | (15,694) | (20,928) | (24,005) | (27,633) |
| Change in NWC                | (87,972) | (14,814) | (6,027)  | (9,537)  | (10,027) |
| Operating cash flow          | 49,593   | 121,350  | 140,476  | 156,143  | 177,635  |
| Capital expenditure          | (46,557) | (14,923) | (28,831) | (32,037) | (35,431) |
| Acquisition of business      | (1,176)  | (590)    | 0        | 0        | 0        |
| Interest & dividend income   | 6,345    | 13,542   | 15,848   | 17,627   | 19,517   |
| Investing cash flow          | (79,437) | (6,902)  | (28,801) | (31,938) | (35,393) |
| Equity raised/(repaid)       | 0        | 0        | 0        | 0        | 0        |
| Debt raised/(repaid)         | 52,672   | (33,522) | (1,013)  | (4,000)  | (4,000)  |
| Payment of lease liabilities | 0        | 0        | 0        | 0        | 0        |
| Interest paid                | (1,720)  | (2,385)  | (2,323)  | (2,135)  | (1,835)  |
| Dividend paid (incl tax)     | (25,197) | (29,007) | (38,384) | (45,581) | (55,177) |
| Others                       | (1,994)  | (2,188)  | (28,918) | 0        | 0        |
| Financing cash flow          | 23,761   | (67,102) | (70,638) | (51,716) | (61,012) |
| Net chg in Cash              | (6,083)  | 47,346   | 41,037   | 72,490   | 81,229   |
| OCF                          | 49,593   | 121,350  | 140,476  | 156,143  | 177,635  |
| Adj. OCF (w/o NWC chg.)      | (38,379) | 106,536  | 134,449  | 146,606  | 167,607  |
| FCFF                         | 3,037    | 106,427  | 111,645  | 124,106  | 142,203  |
| FCFE                         | 7,662    | 117,584  | 125,170  | 139,598  | 159,885  |
| OCF/EBITDA (%)               | 42.6     | 93.2     | 92.7     | 90.7     | 90.7     |
| FCFE/PAT (%)                 | 9.0      | 122.8    | 106.0    | 103.0    | 102.4    |
| FCFF/NOPLAT (%)              | 3.7      | 116.1    | 104.3    | 101.0    | 100.5    |

Source: Company, Emkay Research

| FY23     | FY24  | FY25E  | FY26E   | FY27E   |
|----------|---|--|---|---|
| 2,399    | 2,399   | 2,399  | 2,399   | 2,399   |
| 557,555  | 634,268   | 717,145  | 807,094   | 908,006   |
| 559,954  | 636,668   | 719,545  | 809,493   | 910,406   |
| 33,201   | 34,392  | 2,803  | 3,303   | 3,803   |
| 15,211   | 13,712  | 13,712   | 13,712  | 13,712  |
| 61,979   | 28,457  | 27,444   | 23,444  | 19,444  |
| 670,345  | 713,228   | 763,503  | 849,951   | 947,364   |
| 103,904  | 101,923   | 102,554  | 104,485   | 107,648   |
| 140,297  | 130,191   | 132,770  | 135,261   | 138,254   |
| 0        | 0   | 0  | 0   | 0   |
| 9,634    | 11,077  | 11,077   | 11,077  | 11,077  |
| 87,127   | 85,990  | 85,990   | 85,990  | 85,990  |
| 3,836    | 4,426   | 4,426  | 4,426   | 4,426   |
| 151,429  | 191,052   | 232,090  | 304,579   | 385,809   |
| 398,336  | 415,959   | 432,557  | 458,431   | 485,681   |
| 137,091  | 141,400   | 151,971  | 168,308   | 185,531   |
| 261,245  | 274,559   | 280,586  | 290,123   | 300,150   |
| 670,345  | 713,228   | 763,503  | 849,951   | 947,364   |
| (89,450) | (162,595)   | (204,646)  | (281,136)   | (366,365)   |
| 670,345  | 713,228   | 763,503  | 849,951   | 947,364   |
| 505,446  | 506,673   | 515,910  | 529,869   | 546,052   |
| 233.4    | 265.4   | 299.9  | 337.4   | 379.5   |
| (0.2)    | (0.3)   | (0.3)  | (0.3)   | (0.4)   |
| (0.8)    | (1.2)   | (1.3)  | (1.6)   | (1.9)   |
| 56.7     | 49.6  | 61.1   | 76.0  | 101.4   |
| 16.2     | 17.1  | 19.2   | 20.1  | 20.7  |
|          | 2,399 557,555 559,954 33,201 15,211 61,979 670,345 103,904 140,297 0 9,634 87,127 3,836 151,429 398,336 137,091 261,245 670,345 (89,450) 670,345 505,446 233.4 (0.2) (0.8) 56.7 | 2,399 2,399 557,555 634,268 559,954 636,668 33,201 34,392 15,211 13,712 61,979 28,457 670,345 713,228 103,904 101,923 140,297 130,191 0 0 0 9,634 11,077 87,127 85,990 3,836 4,426 151,429 191,052 398,336 415,959 137,091 141,400 261,245 274,559 670,345 713,228 (89,450) (162,595) 670,345 713,228 (89,450) (162,595) 670,345 713,228 505,446 506,673 233.4 265.4 (0.2) (0.3) (0.8) (1.2) 56.7 49.6 | 2,399         2,399         2,399           557,555         634,268         717,145           559,954         636,668         719,545           33,201         34,392         2,803           15,211         13,712         13,712           61,979         28,457         27,444           670,345         713,228         763,503           103,904         101,923         102,554           140,297         130,191         132,770           0         0         0           9,634         11,077         11,077           87,127         85,990         85,990           38,336         4,426         4,426           151,429         191,052         232,090           398,336         415,959         432,557           137,091         141,400         151,971           261,245         274,559         280,586           670,345         713,228         763,503           (89,450)         (162,595)         (204,646)           670,345         713,228         763,503           505,446         506,673         515,910           233.4         265.4         299.9           (0 | 2,399         2,399         2,399           557,555         634,268         717,145         807,094           559,954         636,668         719,545         809,493           33,201         34,392         2,803         3,303           15,211         13,712         13,712         13,712           61,979         28,457         27,444         23,444           670,345         713,228         763,503         849,951           103,904         101,923         102,554         104,485           140,297         130,191         132,770         135,261           0         0         0         0         0           9,634         11,077         11,077         11,077         11,077           87,127         85,990         85,990         85,990           3,836         4,426         4,426         4,426           151,429         191,052         232,090         304,579           398,336         415,959         432,557         458,431           137,091         141,400         151,971         168,308           261,245         274,559         280,586         290,123           670,345         713,228 |

Source: Company, Emkay Research

| Valuations and key R     | atios |       |       |       |       |
|--------------------------|-------|-------|-------|-------|-------|
| Y/E Mar                  | FY23  | FY24  | FY25E | FY26E | FY27E |
| P/E (x)                  | 49.3  | 42.4  | 36.1  | 31.5  | 27.3  |
| P/CE(x)                  | 38.2  | 33.8  | 29.7  | 26.1  | 23.0  |
| P/B (x)                  | 7.6   | 6.7   | 5.9   | 5.3   | 4.7   |
| EV/Sales (x)             | 9.7   | 8.6   | 7.7   | 6.8   | 6.1   |
| EV/EBITDA (x)            | 35.9  | 31.5  | 26.8  | 23.1  | 19.9  |
| EV/EBIT(x)               | 45.8  | 39.2  | 32.2  | 27.6  | 23.4  |
| EV/IC (x)                | 8.3   | 8.1   | 7.9   | 7.5   | 7.1   |
| FCFF yield (%)           | 0.1   | 2.6   | 2.7   | 3.1   | 3.6   |
| FCFE yield (%)           | 0.2   | 2.8   | 2.9   | 3.3   | 3.7   |
| Dividend yield (%)       | 0.6   | 0.7   | 0.9   | 1.1   | 1.3   |
| DuPont-RoE split         |       |       |       |       |       |
| Net profit margin (%)    | 19.7  | 20.8  | 22.4  | 23.1  | 24.0  |
| Total asset turnover (x) | 0.7   | 0.7   | 0.7   | 0.7   | 0.7   |
| Assets/Equity (x)        | 1.2   | 1.2   | 1.1   | 1.1   | 1.0   |
| RoE (%)                  | 16.6  | 16.8  | 17.4  | 17.7  | 18.2  |
| DuPont-RoIC              |       |       |       |       |       |
| NOPLAT margin (%)        | 18.9  | 18.9  | 20.3  | 20.9  | 21.8  |
| IC turnover (x)          | 1.0   | 1.0   | 1.0   | 1.1   | 1.2   |
| RoIC (%)                 | 18.4  | 18.1  | 20.9  | 23.5  | 26.3  |
| Operating metrics        |       |       |       |       |       |
| Core NWC days            | 217.3 | 206.6 | 193.9 | 180.2 | 168.4 |
| Total NWC days           | 217.3 | 206.6 | 193.9 | 180.2 | 168.4 |
| Fixed asset turnover     | 1.9   | 2.0   | 2.3   | 2.5   | 2.7   |
| Opex-to-revenue (%)      | 49.2  | 51.2  | 50.3  | 49.9  | 49.3  |

Source: Company, Emkay Research

## **RECOMMENDATION HISTORY - DETAILS**

| Date      | Closing<br>Price (INR) | TP (INR) | Rating | Analyst               |
|-----------|------------------------|----------|--------|-----------------------|
| 13-Jan-25 | 1,747                  | 2,400    | Buy    | Shashank Krishnakumar |
| 04-Nov-24 | 1,809                  | 2,350    | Buy    | Shashank Krishnakumar |
| 29-Oct-24 | 1,872                  | 2,350    | Buy    | Shashank Krishnakumar |
| 27-Oct-24 | 1,860                  | 2,350    | Buy    | Shashank Krishnakumar |

Source: Company, Emkay Research

### **RECOMMENDATION HISTORY - TREND**



Source: Company, Bloomberg, Emkay Research

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