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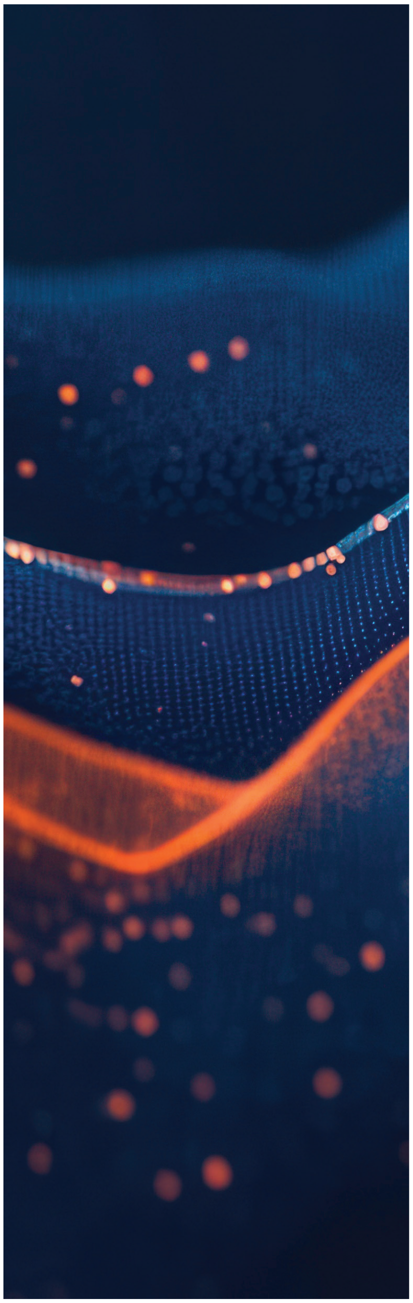
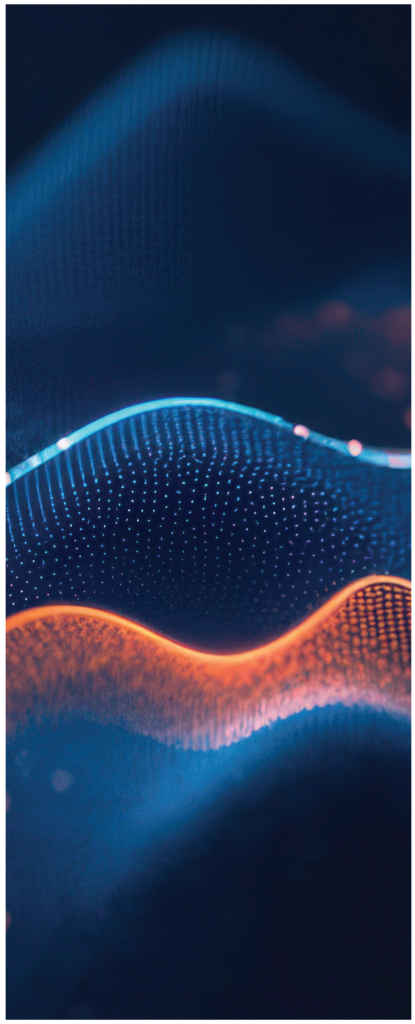
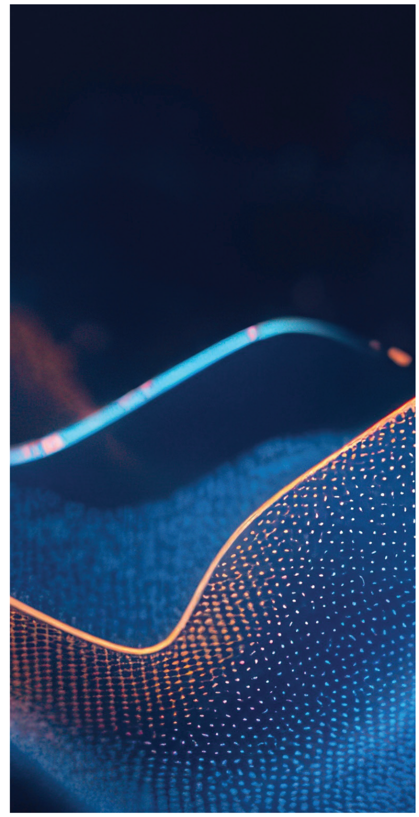
BEST PRACTICES







2026 GLOBAL MEDICAL WRITING COMPANY OF THE YEAR

siro

Table of Contents

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. SIRO Medical Writing Private Limited excels in many of the criteria in the medical writing space.

RECOGNITION CRITERIA

Visionary Innovation & Performance	*Customer Impact*
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Global Medical Writing Market: Evolving into a Strategic Driver of Clinical Development

The global medical writing market is undergoing significant transformation as pharmaceutical (pharma) and biotechnology (biotech) companies adapt to an increasingly complex clinical development landscape. Expanding product pipelines, rising clinical and technical complexity, and mounting pressure to accelerate time-to-market while optimizing costs are driving greater reliance on outsourcing. As outsourcing strategies become more sophisticated, sponsors are complementing full-service contract research organization (CRO) engagements with expert partners that provide specialized capabilities across high-value technical and operational functions.

Among these outsourced services, medical writing has emerged as one of the fastest-growing segments within the clinical research ecosystem. Valued at approximately $2.9 billion in 2024 and forecast to expand at a compound annual growth rate of 11.5% through 2030,[1] the discipline has evolved far beyond document preparation to become an integral component of regulatory strategy, medical communications, and product commercialization. Today, medical writing supports the entire drug development continuum, from protocol development and submission documentation to pharmacovigilance, scientific publications, health economics and outcomes research (HEOR), real-world evidence (RWE), clinical trial transparency, and patient-facing communications, making it indispensable to successful product approvals and broader stakeholder engagement.

[1] *Pharmaceutical Clinical Contract Peripheral Services, Global, 2025–2030* (Frost & Sullivan, March 2025).

> *"Beyond strengthening its core regulatory writing, scientific publications, and medical communications offerings, the company has expanded into higher-value advisory services, including publication planning, conceptual medical writing, evidence communication strategies, protocol optimization, and journal selection. This evolution enables SIRO MW to engage earlier in the development process, helping customers shape evidence strategies, optimize development decisions, and strengthen product commercialization rather than simply executing individual writing assignments."*
>
> ***- Unmesh Lal,***
> ***Vice President, Healthcare & Life Sciences***

The increasing complexity of global compliance requirements further elevates the strategic importance of medical writing. Evolving guidance from regulatory authorities, expanding clinical trial transparency obligations, increasing expectations for plain language summaries, and the broader adoption of RWE in approval and market access decisions are driving demand for medical writing partners with comprehensive regulatory expertise, deep therapeutic knowledge, and rigorous quality systems. In this environment, success extends beyond producing compliant documentation and depends on the ability to interpret complex clinical data, maintain consistency across interconnected submissions, and communicate evidence effectively across regulators, healthcare professionals, payers, and patients.

To meet these growing demands more efficiently, the industry is leveraging advances in artificial intelligence (AI), machine learning, and large language models to augment, rather than replace, human expertise. Automation streamlines repetitive activities (e.g., literature screening, drafting support, quality control, consistency checks, and content reuse) and enables medical writers to focus on higher-value scientific interpretation and strategic communications. As a result, sponsors are seeking partners that combine responsible AI implementation with robust governance, technical proficiency, and disciplined quality systems to improve efficiency without compromising compliance or scientific integrity.

Collectively, these regulatory, scientific, and technological shifts are reshaping the role of medical writing from a transactional documentation function into an essential capability that supports every stage of drug development. Competitive differentiation now depends on the ability to integrate scientific insight, regulatory rigor, operational agility, and technology-enabled delivery within a unified service model. As the medical writing market becomes more complex, providers that consistently deliver quality, scalability, and innovation are best positioned to deliver superior customer outcomes and sustain competitive leadership.

SIRO Medical Writing Private Limited (SIRO MW) has successfully aligned its business with these evolving industry requirements, building a differentiated operating model that combines therapeutic specialization, scientific excellence, and customer-centric collaboration. Over more than two decades, the company has continually expanded its capabilities to support pharma, biotech, and medical device companies across the full spectrum of medical writing and scientific communications. Through its integrated approach to expertise, innovation, and quality, SIRO MW helps customers accelerate development, navigate increasingly complex global requirements, and maximize the value of their clinical evidence.

SIRO Medical Writing: Transforming Medical Writing into a Strategic Scientific Partnership

As the dedicated medical writing business within the broader SIRO Group, SIRO MW has established a distinctive position within the highly specialized medical writing market. Operating across the United Kingdom (UK), the United States (US), and India, the company combines global client proximity with scalable delivery capabilities, serving customers across three continents.[2] Unlike many competitors pursuing acquisition-led expansion, SIRO MW remains independent, self-funded, and debt-free, allowing continuous investment in talent, technology, and service innovation while maintaining a disciplined, long-term growth strategy. Today, the company supports over 150 therapeutic indications, covers over 40 document types, and draws on a team of more than 100 highly qualified medical writers to deliver solutions spanning pre-clinical development, clinical trials, regulatory submissions, post-marketing safety, and medical communications.[3]

SIRO MW's focused operating model allows it to deliver value far beyond document execution. Instead of functioning as a transactional outsourcing provider, the company integrates closely with its clients' clinical, regulatory, and development teams, ensuring consistency across regulatory writing, drug safety documentation, clinical trial transparency, scientific publications, medical communications, patient narratives, and plain language summaries. By maintaining continuity across these interconnected activities, SIRO MW helps sponsors improve submission quality, strengthen evidence communication, and maximize the overall value of development programs.

Reflecting the evolving needs of the life sciences industry, SIRO MW has continued to broaden both the scope and sophistication of its capabilities. Beyond strengthening its core regulatory writing, scientific publications, and medical communications offerings, the company has diversified its service portfolio to include higher-value advisory services, including publication planning, conceptual medical writing, evidence communication strategies, protocol optimization, and journal selection. This evolution enables SIRO MW to engage earlier in the development process, helping customers shape evidence strategies, optimize development decisions, and strengthen product commercialization instead of simply executing individual writing assignments.

Building on this strategic expansion, SIRO MW has expanded its capabilities into complementary evidence-generation services that further enhance customer value. The establishment of a dedicated HEOR vertical, together with the introduction of systematic and targeted literature review services, enables the company to support reimbursement, market access, publication planning, and broader evidence-generation strategies. Already delivering these services for multiple customers, SIRO MW views these offerings as natural extensions of its existing capabilities, enabling the company to support a broader range of customer needs while extending its role across the evidence-generation continuum.

Furthermore, SIRO MW complements its expanding service portfolio with a strong emphasis on therapeutic specialization. The company has established dedicated teams across complex disease areas (e.g., oncology, neuroscience, immunology, vaccines, rare diseases, and medical devices), while exploring emerging therapeutic domains. This focused approach enables SIRO MW to consistently deliver

[2] Frost & Sullivan's Discussion with the SIRO Group, July 2026.
[3] https://www.siromw.com/

scientifically rigorous, contextually relevant content tailored to the unique requirements of diverse therapeutic areas and development programs.

Innovation and Operational Excellence: Advancing Quality Through Intelligent Delivery

> *"The breadth of SIRO MW's capabilities, combined with its customer-centric operating model, has enabled the company to cultivate long-term partnerships that extend well beyond traditional outsourcing relationships. Instead of providing support on a project-by-project basis, the company embeds itself within its customers' clinical development organizations, operating as an extension of their clinical, regulatory, and medical affairs teams."*
>
> ***- Sama Suwal, Best Practices Research Analyst***

SIRO MW reinforces its competitive differentiation through a disciplined approach to innovation that combines intelligent automation with operational excellence. Rather than pursuing automation for its own sake, the company selectively deploys AI, machine learning, and workflow automation where they deliver meaningful improvements in efficiency, scalability, and customer outcomes. This philosophy has enabled SIRO MW to accelerate turnaround times, improve process efficiency, and manage larger volumes of work while preserving the expert oversight essential to high-quality medical writing.

SIRO MW's approach to AI-enabled solutions prioritizes responsible implementation through client-approved platforms, stringent data security, and continued human oversight. Supported by its internally funded innovation strategy, the company develops purpose-built automation that enhances systematic literature reviews, medical communications, and publication workflows, while seamlessly integrating with customer-specific technology environments for regulatory documentation. By combining intelligent automation with the expertise of experienced medical writers and robust quality controls, SIRO MW improves productivity without compromising accuracy, consistency, or regulatory compliance.

Realizing these efficiency gains requires an equally strong operational foundation. SIRO MW combines therapeutic specialization, experienced reviewers, standardized operating procedures, and robust quality management systems to consistently provide high-quality, compliant content across a broad range of therapeutic areas and document types. Continued investment in senior project management talent has further strengthened delivery governance, enabling the company to successfully manage increasingly complex global programs while maintaining high levels of responsiveness and execution quality.

The effectiveness of SIRO MW's operating model is reflected in consistently strong quality outcomes. During 2025, the company completed eight client quality audits without any major findings, demonstrating the strength of its quality systems and compliance framework.[4] The company also continued supporting documentation submitted to leading global regulatory authorities, including the US Food and Drug Administration, European Medicines Agency, Health Canada, Pharmaceuticals and Medical Devices Agency, China's National Medical Products Administration, and India's Central Drugs Standard Control Organization. This sustained performance reinforces customer confidence in SIRO MW's ability to deliver accurate, compliant, and submission-ready documentation across multiple regulatory jurisdictions.

[4] Frost & Sullivan's Discussion with the SIRO Group (July 2026)

Collectively, SIRO MW's disciplined approach to innovation and operational excellence reinforces its leadership in the global medical writing market. By integrating responsible technology adoption with robust quality systems, experienced talent, and disciplined delivery processes, the company enhances efficiency, scalability, and execution while consistently meeting the rigorous accuracy, consistency, and regulatory standards of complex global development programs.

Customer Partnership Excellence: Building Enduring Strategic Relationships

The breadth of SIRO MW's capabilities, combined with its customer-centric operating model, has enabled the company to cultivate long-term partnerships that extend well beyond traditional outsourcing relationships. Instead of providing support on a project-by-project basis, the company embeds itself within its customers' clinical development organizations, operating as an extension of their clinical, regulatory, and medical affairs teams. Large pharma companies increasingly engage the company on strategic initiatives incorporating AI-enabled workflows, while emerging biotech organizations rely on SIRO MW for publication planning, evidence positioning, protocol optimization, and broader go-to-market strategies in addition to core medical writing services. The company has also expanded collaborations with global CROs and leading medical communications agencies, further broadening its role across multiple therapeutic areas, document types, and customer engagements.

These embedded relationships create opportunities for deeper account expansion as customer needs evolve. Initial engagements frequently extend beyond individual documents or therapeutic areas to encompass multiple molecules, development programs, and functional disciplines, allowing SIRO MW to deepen its involvement throughout the product development process. This collaborative model enables the company to deliver greater strategic value while providing customers with a consistent partner capable of supporting diverse scientific and regulatory requirements.

As these partnerships deepen over time, they translate into strong customer loyalty and sustained commercial momentum. During 2025, SIRO MW successfully requalified as a preferred vendor for several of its largest pharma customers, securing multi-year preferred supplier status that strengthens long-term collaboration and improves revenue visibility. The company also maintained 100% repeat business across its established customer base while sustaining average customer relationships exceeding eight years among its leading accounts.[5] Complementing this performance, SIRO MW onboarded approximately nine new customers during the year, well above its historical average, while maintaining a highly stable customer portfolio and experiencing only limited turnover attributable to external market factors.

The company's reputation for consistent delivery has also become an important driver of sustainable organic growth. Several recently acquired customers originated through referrals from professionals who had previously worked with SIRO MW at other organizations and subsequently re-engaged the company after moving to new employers. This level of customer advocacy reflects the trust SIRO MW has established through reliable execution, strategic collaboration, and consistently high-quality delivery, creating a virtuous cycle that continues to strengthen its competitive position.

To sustain this momentum, SIRO MW continues to invest in the capabilities needed to serve an expanding global customer base. The company expanded its team capacity by approximately 20% in 2025 while

[5] Ibid.

strengthening its onshore presence in the UK and the US, creating a stronger balance between customer-facing teams and its established delivery operations in India.[6] At the same time, SIRO MW significantly expanded its market presence through increased participation in international industry conferences and continued investment in brand development, helping accelerate customer acquisition. Together, these investments position the company to support growth while preserving the responsiveness, flexibility, and quality that underpin its customer partnerships.

Accelerating Sustainable Growth Through Strategic Execution

SIRO MW delivered exceptional business performance in 2025, driven by disciplined execution, long-term investment, and increasing demand for specialized, high-value medical writing services. The company recorded approximately 25% growth in its medical writing business, its strongest performance in recent years, driven by expanding engagements with leading pharma companies, increasing demand from emerging biotech firms, and stronger partnerships with global CROs and medical communications agencies.[7] Generating approximately 95% of its revenue from international markets,[8] SIRO MW continues to strengthen its position as a globally competitive provider.

A deliberate strategy of sustainable, organic expansion underpins this strong commercial momentum. Rather than pursuing growth through acquisitions, SIRO MW prioritizes strengthening governance, expanding capabilities, and deepening customer relationships while maintaining financial discipline as an independent, debt-free organization. The company's focus on process maturity, operational consistency, and scalable delivery enables it to accommodate continued business success without compromising quality, reinforcing the resilience of its operating model and providing greater visibility into future revenue streams.

A key component of SIRO MW's growth strategy has been the continued expansion of commercial presence across international markets. The company participated in approximately 16 international industry conferences, sponsored five major industry events, and reinvested approximately 5% of annual revenue into marketing and brand-building initiatives.[9] These targeted investments have strengthened SIRO MW's visibility among global pharma and biotech companies while reinforcing its commercial presence in Europe through continued expansion of its UK-centered customer-facing organization. Together, these initiatives have enhanced brand recognition, accelerated customer engagement, and supported the company's international expansion.

Looking ahead, SIRO MW expects to maintain annual growth of approximately 20% to 25% through continued organic expansion.[10] The company plans to further diversify its customer portfolio, strengthen technology-enabled capabilities, expand internally funded product development, and continue investing in scalable processes and governance to support long-term success. Guided by a disciplined strategy, SIRO MW remains focused on translating innovation into practical customer value while preserving the

[6] Ibid.
[7] Ibid.
[8] Ibid.
[9] Ibid.
[10] Frost & Sullivan's Discussion with the SIRO Group, July 2026.

operational excellence, financial independence, and quality standards that have become defining characteristics of its business.

Conclusion

As medical writing evolves into a strategic capability that underpins successful clinical development, life sciences organizations require partners that can integrate scientific excellence, regulatory rigor, operational agility, and technology-enabled delivery within a single, scalable engagement model. SIRO Medical Writing Private Limited (SIRO MW) addresses these evolving market needs through a customer-centric approach that extends beyond document execution to encompass strategic scientific advisory, evidence generation, responsible artificial intelligence adoption, and long-term collaborative partnerships. Its continued investment in specialized capabilities, internally funded innovation, rigorous quality systems, and sustainable organic growth exemplifies industry best practices while enabling customers to navigate increasingly complex development and commercialization challenges with confidence. Through this differentiated operating model, SIRO MW has established itself as a trusted strategic partner and continues to set the benchmark for excellence in the global medical writing market.

With its strong overall performance, SIRO Medical Writing Private Limited earns Frost & Sullivan's 2026 Global Company of the Year Recognition in the medical writing industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging megatrends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fueled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)