

From: Jennifer Altier
To: Terrence Fullem; Nathalie Leitch
Sent: 8/20/2012 1:00:17 PM
Subject: ValueCentric Pharmacy Data
Attachments: Actavis - VT MV Aug 2012.pptx; image001.gif

Terry and Nathalie,

Please find below the quote from ValueCentric to unblind the pharmacy data for all 12 SKUs of Kadian. I think the cost (\$10,000 set up fee and \$4,000/month for unblinding the pharmacy data) is well worth it for the ABMs to know which pharmacies are stocking the new strengths (as well as the current strengths). Their normal turn-around time on this is 30 days but since we are a current customer we should be able to do it faster.

ValueCentric is drafting the amendment to our contract now - if you have any questions or concerns with moving ahead with this please let me know.

Thanks,

Jennifer

Jennifer Altier
Marketing Director

Actavis
60 Columbia Rd. Bldg B t +1 908-672-1918 @ <mailto:JALTIER@actavis.com> JALTIER@actavis.com
Morristown , NJ 07960 United States w <http://www.actavis.com/> www.actavis.com
Internal VoIP number

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From: Conrad Morgiewicz [mailto:conrad.morgiewicz@valuecentric.com]
Sent: Monday, August 20, 2012 9:21 AM
To: Jennifer Altier
Subject: RE: Actavis 867 Data - clarifications

Good Morning Jennifer - hope you enjoyed a nice week and a great weekend

| | |
|---|--------|
| Exhibit: | 008 |
| Allergan - ALTIER | |
| Date: | 8/2/18 |
| <small>Reporter: Amanda Miller, CRR</small> | |

The following pricing is provided for the ValueTrak Market Visibility service which would un-blind the pharmacy locations for Actavis's Kadian brand, 8 SKU's (four currently in VT plus the launch of the additional 4 SKU's).

This ValueTrak capability would provide Actavis with visibility into the previously blinded locations to see which pharmacies are receiving product.

PLAINTIFFS TRIAL
EXHIBIT
P-03793_00001

ACTAVIS0252398

P-03793 _ 00001

One-Time Set-up Fee \$10,000

ValueTrak Market Visibility (Sales un-blinding) \$4,000 per month

Inventory projections additional \$2,000 per month (if pharmacy inventory is required)

* As discussed, this would not include the pharmacy finder portal as was discussed with the potential Moxduo launch.

I have attached a PowerPoint as additional background. If you have any questions, contact me at your convenience.

If Actavis would like to proceed with ValueTrak Market Visibility, we will draft an amendment for review and signature. Our team would then quickly implement this capability.

Thank you and Best regards,

Conrad

978-549-1436

From: Jennifer Altier [mailto: <mailto:JALTIER@actavis.com> JALTIER@actavis.com]
Sent: Thursday, August 09, 2012 11:05 PM
To: Conrad Morgiewicz
Subject: RE: Actavis 867 Data - clarifications

Hi Conrad,

I hope you have been enjoying your summer. When we spoke back in June we were hoping to work with you to unblind pharmacy data to get a complete picture of where our products were stocked. It turns out we are going to need this data for another one of our products. I believe you were close to sending us a proposal for this project in June when we received our complete response letter from the FDA. Could you please send me that proposal?

If you have any questions or want to discuss further please feel free to give me a call at 908-672-1918.

Thanks,

Jennifer

ACTAVIS0252399

P-03793 _ 00002

Jennifer Altier
Marketing Director

Actavis

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From: Conrad Morgiewicz [mailto: <mailto:conrad.morgiewicz@valuecentric.com>
conrad.morgiewicz@valuecentric.com]
Sent: Friday, June 22, 2012 2:05 PM
To: Jennifer Altier
Subject: RE: Actavis 867 Data - clarifications

No problem. I just checked - looks good. I will also add Rich

Have a great weekend

From: <mailto:jaltier@actavis.com> jaltier@actavis.com [mailto: <mailto:jaltier@actavis.com>
jaltier@actavis.com]
Sent: Friday, June 22, 2012 1:57 PM
To: Conrad Morgiewicz
Subject: Re: Actavis 867 Data - clarifications

Hi Conrad,

I will not be able to speak at 2:00 today...can we try for Monday at 9:30?

Thanks,
Jennifer

Sent via BlackBerry by AT&T

From: Conrad Morgiewicz < <mailto:conrad.morgiewicz@valuecentric.com>
conrad.morgiewicz@valuecentric.com>

Date: Fri, 22 Jun 2012 07:51:39 -0400

To: Jennifer Altier< <mailto:JALTIER@actavis.com> JALTIER@actavis.com>

Subject: RE: Actavis 867 Data - clarifications

Hi Jennifer

ACTAVIS0252400

P-03793 _ 00003

We can provide a solution to meet your needs and we have enough information for one portion of the solution but Cam Hall, our Product Manager, wanted to speak with the team as he had a few questions (appears we have options for the portal link).

I understand Rich is out until Monday but if we have a call Monday morning, I can turn this around quickly.

Or did you want Cam to speak with someone else directly?

Regards,

Conrad

978-549-1436

From: Jennifer Altier [mailto: <mailto:JALTIER@actavis.com> JALTIER@actavis.com]
Sent: Friday, June 22, 2012 7:32 AM
To: Conrad Morgiewicz
Subject: RE: Actavis 867 Data - clarifications

Conrad,

I wanted to check in on the status of your request...were you able to get the information you needed? I am in meetings this morning but if it is information I can provide to you we can touch base this afternoon. Please feel free to give me a call after 2:00 at 908-672-1918.

Thanks,

Jennifer

Jennifer Altier
Marketing Director

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ACTAVIS0252401

P-03793 _ 00004

From: Conrad Morgiewicz [mailto: <mailto:conrad.morgiewicz@valuecentric.com>
conrad.morgiewicz@valuecentric.com]
Sent: Wednesday, June 20, 2012 4:39 PM
To: Richard Bruskin; Lisa Miller; Kathi Williams
Cc: Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data - clarifications

Sorry Rich - our team is not available today.

Let's see what we can schedule Thursday or Friday. If not, then Monday.

Conrad

978-549-1436

From: Richard Bruskin [mailto: <mailto:RBruskin@actavis.com> RBruskin@actavis.com]
Sent: Wednesday, June 20, 2012 4:15 PM
To: Conrad Morgiewicz; Lisa Miller; Kathi Williams
Cc: Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data - clarifications

Today is my last day in the office until Monday. So, it would be great if we can schedule something for today. If not, I will ask someone to sit in for me.

Thanks,

Rich

Richard Bruskin
IT Manager

Actavis
60 Columbia Rd. Bldg B t +1 973-889-6662 @ <mailto:RBruskin@actavis.com> RBruskin@actavis.com
Morristown , NJ 07960 United States w <http://www.actavis.com/> www.actavis.com
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From: Conrad Morgiewicz [mailto: <mailto:conrad.morgiewicz@valuecentric.com>
conrad.morgiewicz@valuecentric.com]
Sent: Wednesday, June 20, 2012 4:12 PM
To: Lisa Miller; Kathi Williams; Richard Bruskin
Cc: Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data - clarifications

ACTAVIS0252402

P-03793 _ 00005

Thank you again Lisa, Jennifer and the Actavis Team

I spoke with our product and implementation teams - We want to ensure we fully understand your requirements and provide the solution to meet your needs.

Do you have time for a 30 minute call tomorrow morning or Friday morning to discuss?

What day/time is most convenient for you?

Thank you

Conrad

978-549-1436

From: Lisa Miller [mailto: <mailto:LMILLER@actavis.com> LMILLER@actavis.com]
Sent: Tuesday, June 19, 2012 3:03 PM
To: Conrad Morgiewicz; Kathi Williams; Richard Bruskin
Cc: Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data - clarifications

Great. Thank you!

From: Conrad Morgiewicz [mailto: <mailto:conrad.morgiewicz@valuecentric.com> conrad.morgiewicz@valuecentric.com]
Sent: Tuesday, June 19, 2012 3:02 PM
To: Lisa Miller; Kathi Williams; Richard Bruskin
Cc: Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data - clarifications

Thank you so much Lisa - I will review with our team

From: Lisa Miller [mailto: <mailto:LMILLER@actavis.com> LMILLER@actavis.com]
Sent: Tuesday, June 19, 2012 2:53 PM
To: Conrad Morgiewicz; Kathi Williams; Richard Bruskin
Cc: Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data - clarifications

Thank you for your follow-up questions Conrad.

1) We are exploring inclusion of the pharmacy finder functionality to "live" on our MOXDUO.com professional website. It will be accessed by healthcare professionals as well as by our sales force. We do not have a consumer website; however, since it will live on the WWW we realize that consumers will also have access to it.

ACTAVIS0252403

P-03793 _ 00006

2) All of retail and independent pharmacy stores should be included.

3) Results ideally would include Pharmacy address, phone number and Google mapping functionality (FYI)

Please let me know if you have any other questions.

Thank you. Best, Lisa

From: Conrad Morgiewicz [mailto: <mailto:conrad.morgiewicz@valuecentric.com>
conrad.morgiewicz@valuecentric.com]
Sent: Tuesday, June 19, 2012 2:39 PM
To: Kathi Williams; Richard Bruskin
Cc: Lisa Miller; Jennifer Altier; Peter Shubiak
Subject: RE: Actavis 867 Data

Good Afternoon Richard, Jennifer, Lisa and Peter - hope this email finds you well

A few follow-up questions from our team to help us understand the requirements:

- Is the pharmacy finder portal for patients or for Actavis internal staff?
- Would you like to restrict access/views in any way (eg. "nearby" stores, only retail stores/chains, login only for "registered" patients, etc)?
- What would you like the results to display? Store details and last purchase date?

Thank you and best regards,

Conrad Morgiewicz

978-549-1436

From: Kathi Williams [mailto: <mailto:kathi.williams@valuecentric.com>
kathi.williams@valuecentric.com]
Sent: Monday, June 18, 2012 4:00 PM
To: Richard Bruskin
Cc: Lisa Miller; Jennifer Altier; Conrad Morgiewicz; Peter Shubiak
Subject: RE: Actavis 867 Data

Hello Richard,

ACTAVIS0252404

P-03793 _ 00007

In regards to unmasked data, this is something you will need to speak to Conrad about as you are referring to blinded CVS data per our call and we do not currently unblind CVS data for Actavis. This would require you to have an agreement with CVS and Conrad should be able to help with this. Currently, we cannot unblind your 867 data without that agreement as we do not receive the data unblinded so there would be no way for us to do that currently.

Conrad, can you work with Actavis regarding CVS data?

It sounds like from your e-mail that you are only asking for us to unblind CVS data. However, I had thought that you wanted copies of all 867 raw data from all Trading Partners also - not just unblinded data.

We can send a carbon copy of the raw 867 data from all Trading Partners to Actavis (this does not unblind the CVS data) It is only a carbon copy of exactly what the Trading Partners sends to us. Is this something that Actavis would like us to do?

We do already send carbon copies of some of the 852 data to Actavis via AS2 which was requested by Peter Shubiak a few months ago. Do you just want the carbon copies of 867 data sent now also for all Customers.

Paul would you be able to explain to Richard how we are sending the Carbon Copies to Actavis?

Thank you.

Kathi Williams

Customer Support Analyst

ValueCentric, LLC

Phone: (716) 972-1631

Support Phone: (716) 972-1660

Support E-mail: Support@valuecentric.com

From: Richard Bruskin [mailto: <mailto:RBruskin@actavis.com> RBruskin@actavis.com]

Sent: Monday, June 18, 2012 12:49 PM

To: Kathi Williams

Cc: Lisa Miller; Jennifer Altier

Subject: RE: Actavis 867 Data

ACTAVIS0252405

P-03793 _ 00008

Hi Kathi,

To answer your questions:

- 1) What I meant by "unmasked" is to show the store information for wholesalers that hide it. I am not sure how / where this is done yet.
- 2) We want to get this data in the most cost effective manner. I suggest giving us alternatives (i.e. daily or weekly, raw or formatted)?

Does this clarify your questions?

Thanks,

Rich

Richard Bruskin
IT Manager

Actavis
60 Columbia Rd. Bldg B t +1 973-889-6662 @ <mailto:RBruskin@actavis.com> RBruskin@actavis.com
Morristown , NJ 07960 United States w <http://www.actavis.com/> www.actavis.com
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From: Kathi Williams [<mailto:kathi.williams@valuecentric.com>
mailto:kathi.williams@valuecentric.com]
Sent: Monday, June 18, 2012 8:31 AM
To: Richard Bruskin
Cc: Lisa Miller; Jennifer Altier
Subject: RE: Actavis 867 Data

Hello Rich,

I think what you are looking for is a carbon copy of the raw data. Although I'm not sure what you mean by unmasked data. We do send carbon copies to some of our customers and. We do not alter the data or change the format.

Please let me know if this is what you are looking for.

Thank you.

Kathi Williams

ACTAVIS0252406

P-03793 _ 00009

Customer Support Analyst

ValueCentric, LLC

Phone: (716) 972-1631

Support Phone: (716) 972-1660

Support E-mail: Support@valuecentric.com

From: Richard Bruskin [mailto: <mailto:RBruskin@actavis.com> RBruskin@actavis.com]
Sent: Friday, June 15, 2012 5:20 PM
To: <mailto:kathi.williams@valuecentric.com> kathi.williams@valuecentric.com
Cc: Lisa Miller; Jennifer Altier
Subject: Actavis 867 Data

Hi Kathi,

Here is what Actavis requires for the 867 data:

- Either send the file to an Actavis server (via FTP?) or give us the ability to pick up the file daily
- All Wholesalers 867
- Unmasked data (if possible)
- Provide the data in a text file ("|" or Comma Separated)

What is required from Actavis to receive this data? If this is going to take more than a few weeks, would it be possible for Actavis to receive it manually (maybe via email) until it can be automated?

Thanks,

Rich

Richard Bruskin
IT Manager

Actavis
60 Columbia Rd. Bldg B t +1 973-889-6662 @ <mailto:RBruskin@actavis.com> RBruskin@actavis.com
Morristown , NJ 07960 United States w <http://www.actavis.com/> www.actavis.com
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P-03793 _ 00010

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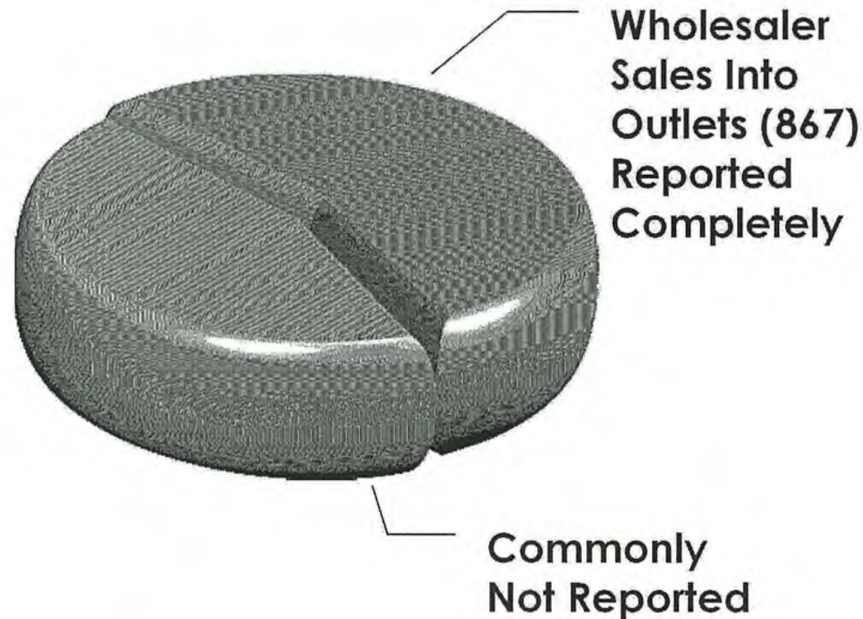


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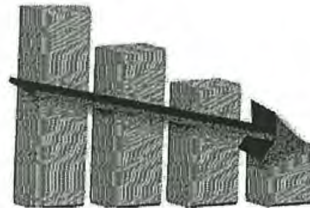
Industry Challenges

Incomplete View of Sales & Inventory



Market View < 100%

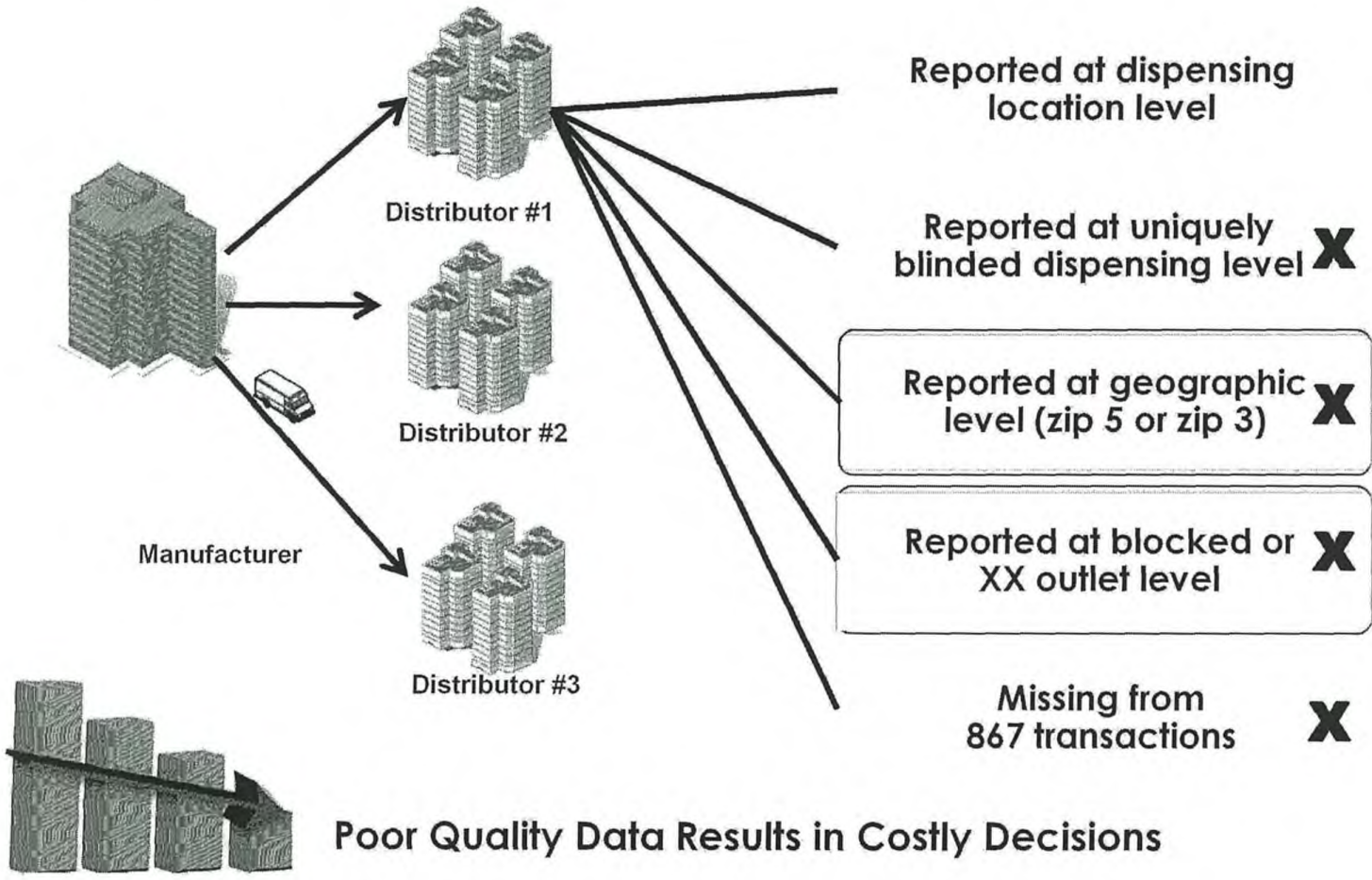
- Limited opportunity to plan, adjust and achieve results
 - Sales
 - Inventory
 - Returns management
 - Financial reporting
- Limited basis for enhancing partnerships with key retailers & eliminating supply chain inefficiencies



Poor Quality Data Results in Costly Decisions

Industry Data

Understanding the Business Challenges



ACTAVIS0252414

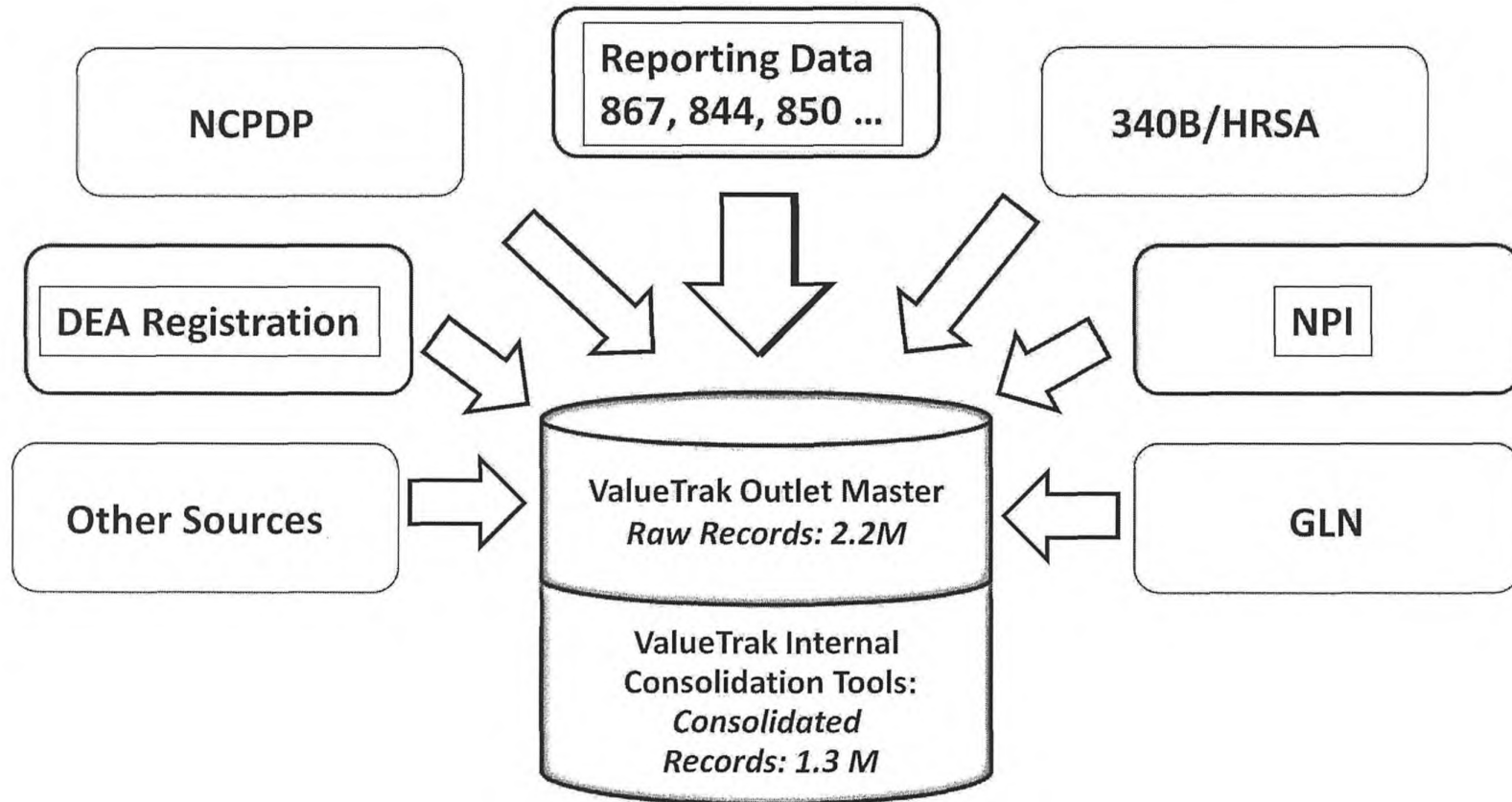
ValueCentric Market Visibility

Our Process Achieves Accurate Results

| | |
|---------------------------------|--|
| 1 MDM Solution | <ul style="list-style-type: none">- Product activity to 1.3 million POCs; 1.1 million files used as inputs in 2011- Combination of processes, support team and the validation tools- Continuously updated ValueCentric classes of trade reflect market changes |
| 2 Inbound Financial Data | <ul style="list-style-type: none">- Leveraging existing chargebacks, rebate and returns data to better understand the business at each POC- Valuable in unblinding accounts and providing insights for other POCs |
| 3 Outbound Shipment Data | <ul style="list-style-type: none">- All data is focused on understanding the business at each POC- Daily communication with ~150 distributors including understanding who their customers are and what POCs they service |
| 4 Methodology | <ul style="list-style-type: none">- Based on 20+ years of experience in developing distribution and demand estimation methodologies- Based on industry leading knowledge of trade data |
| 5 Validation | <ul style="list-style-type: none">- In-house data for 2 of the top 4 blinded retailers- Validation approach compares unblinded/estimated data to actual data |

ValueCentric Core Services

Master Data Management



Master Data Management

Impacts of Outlet Consolidation

- Easily reconcile different data sets with different IDs:
 - 867 (DEA)
 - 844 (HIN and 340B)
 - Rx (NCPDP)
- True representation of the Marketplace
- Assigning attributes to support flexibility in COT reporting

OP Specialty Pharmacy

123 Main Street
Orchard Park, NY, 14075

DEA: AB1234567

340B: CAH87654321

NPI: 2345678901

Type: Pharmacy

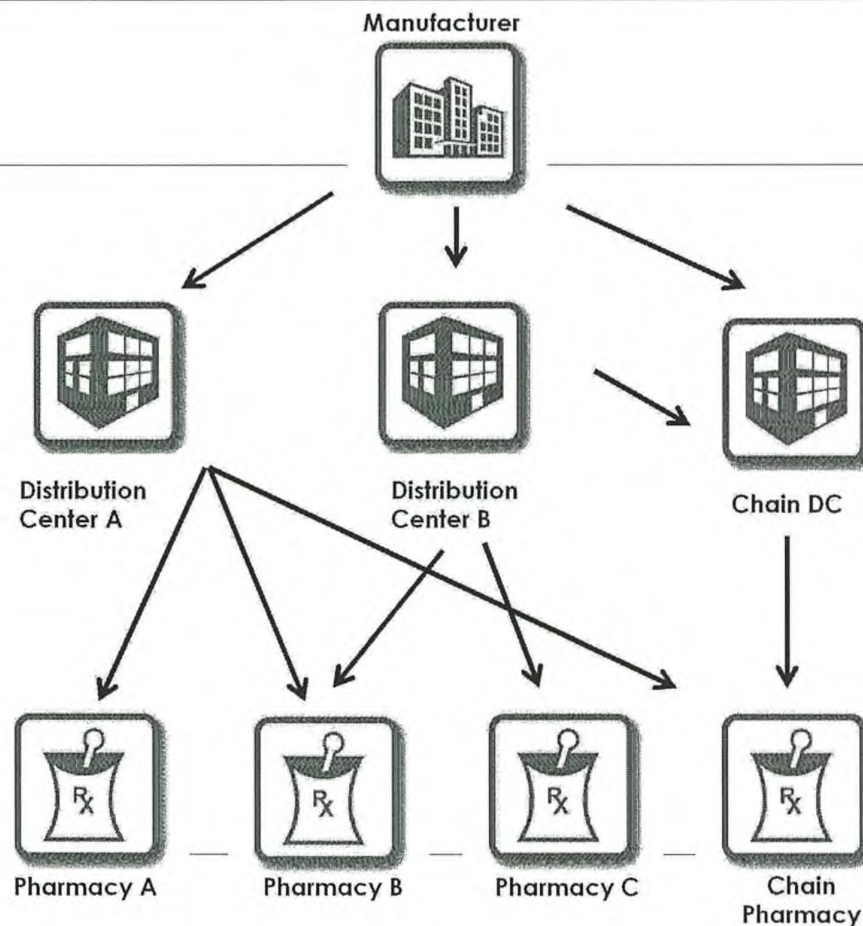
Specialization: Specialty

Ownership: Non-Retail

Class of Trade: Specialty Pharmacy

DC / Pharmacy Link Process

- DCs are linked to other DCs and pharmacies
- Service team communicates regularly with trading partners to understand the DC's customer base
- Each pharmacy's primary and secondary DCs are identified



ValueCentric, LLC
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ACTAVIS0252418

P-03793 _ 00021

ValueCentric

Market Visibility Services

100% View of Store-Level Sales

- Includes visibility into all outlets
- Reporting of sales at outlet level weekly
- Multiple time periods to allow trending
- Summary reports at the retail account level
 - * **Highest available accuracy; based on larger foundation of actual data**
 - * **Minimal data lag (1 day after receipt of data)**
 - * **Validated by actual retail data**

Program Benefits & Cross-Functional Value

Increased understanding of retail channel inventory down to DC and store level

- Fills a major void with current data assets allowing for visibility at the pharmacy

Enables inventory dialogue with retailers

- Provides for deeper, more collaborative relationships that leads to elimination of supply chain inefficiencies and new revenue opportunities

Launch planning and execution

- Enables optimized launch activities, sales resources and programs

Supports loss of exclusivity planning and visibility

- Allows the manufacturer to maximize revenue while minimizing returns

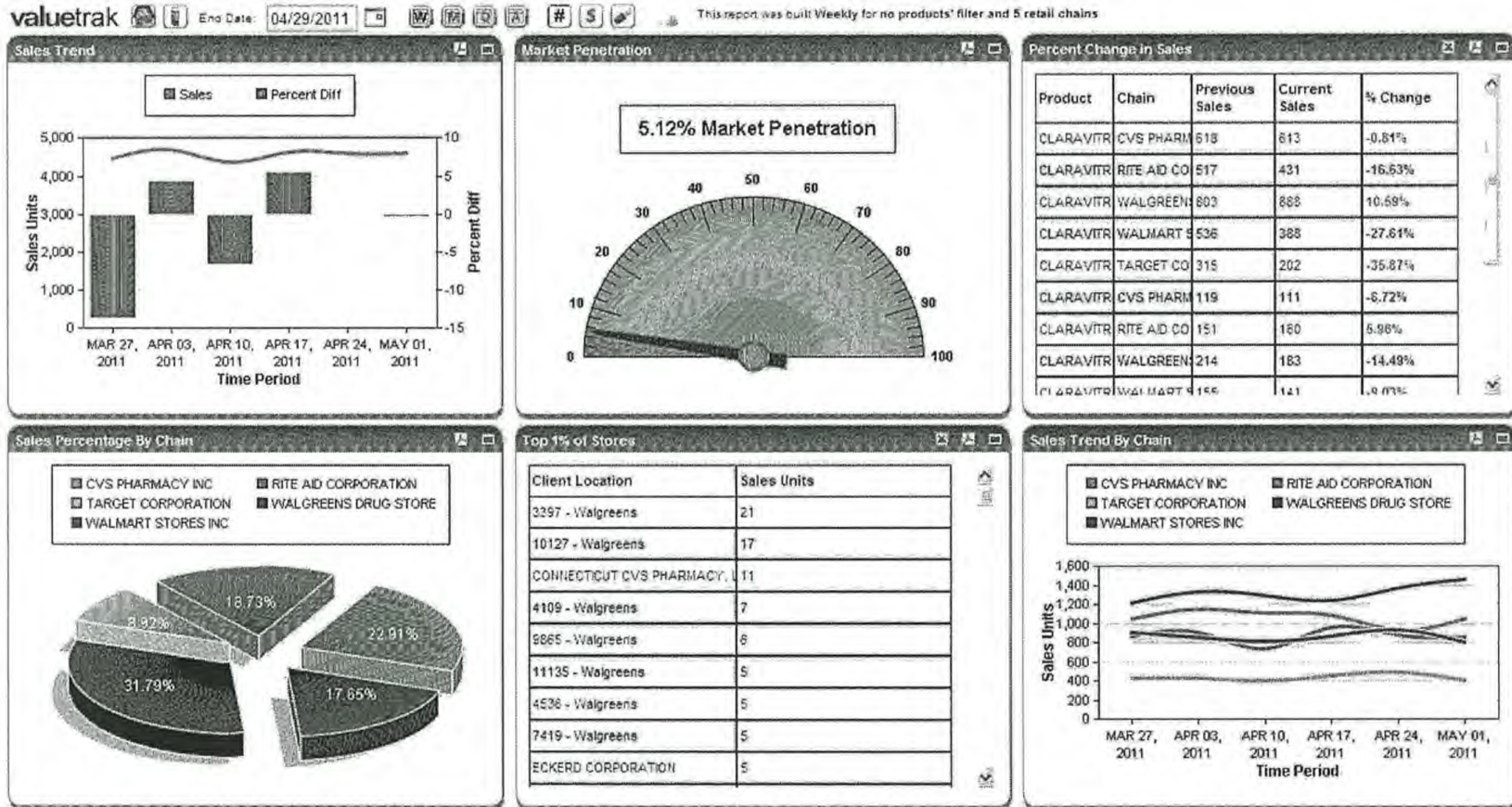
Proactive portfolio management and increased agility

- Provides ability to respond to market events and more effectively balance supply and demand

Improves overall financial projections and reporting

- Actual brand sales and inventory data (Walgreens data) increases certainty and predictability

Market Visibility Console example



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