

From: Jinping McCormick
To: GRiedl@amsrep.com
CC: Michael Perfetto (mperfetto@actavis.com)
Sent: 4/19/2012 4:51:44 PM
Subject: NACDS Actavis Deck
Attachments: image001.gif; NACDS Annual Walgreen 4-2012.pdf

George,

Attached please find the NACDS deck for Walgreens discussion.

Please let me know if you require anything else.

Warm regards,

Jinping

Jinping McCormick
Director of Marketing

Actavis
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Morristown , NJ 07960 United States f 973-993-4319 w www.actavis.com <<http://www.actavis.com/>>
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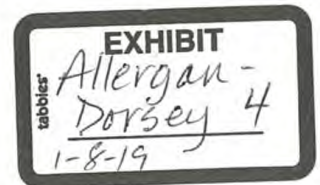
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From: George Riedl [mailto:GRiedl@amsrep.com]
Sent: Wednesday, April 18, 2012 6:19 PM
To: Michael Dorsey; Michael Perfetto
Cc: jfaerber@amsrep.com
Subject: RE: NACDS Confirmation

Mike,

Can you email me a copy of the NACDS deck tomorrow? I'd like to review it before our meeting.

Thanks,



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George

George Riedl

President

Advanced Marketing & Sales, Inc.

Office: 847-362-1111 x349

Fax: 847-362-1113

From: Michael Dorsey [mailto:MDORSEY@actavis.com]
Sent: Wednesday, April 18, 2012 11:37 AM
To: Michael Perfetto; griedl@amsrep.com
Cc: jfaerber@amsrep.com
Subject: Re: NACDS Confirmation

Nothing Major from my perspective. Closing the Ropinirole ER today and working on the VIR.

Mike Dorsey
Director, National Accounts
262.377.0874 (O)
262.421.4636 (F)
908.906.9838 (C)

From: Michael Perfetto
Sent: Tuesday, April 17, 2012 09:56 PM
To: George Riedl <GRiedl@amsrep.com>; Michael Dorsey
Cc: 'John Faerber' <jfaerber@amsrep.com>
Subject: RE: NACDS Confirmation

I will have a prepared presentation...

SOM - is one key issue to disx...

Michael Perfetto
VP, Sales and Marketing

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From: George Riedl [mailto:GRiedl@amsrep.com]
Sent: Monday, April 16, 2012 12:31 PM
To: Michael Perfetto; Michael Dorsey
Cc: 'John Faerber'
Subject: FW: NACDS Confirmation

Mike and Mike,

Please see below for your NACDS WAG deck presentation. Let me know if you need any help. Also, it looks like WAG will meet us at the restaurant Saturday evening.

FYI... Thanks,

George

George Riedl

President

Advanced Marketing & Sales, Inc.

Office: 847-362-1111 x349

Fax: 847-362-1113

From: Sue Campbell [mailto:scampbell@amsrep.com]
Sent: Monday, April 16, 2012 11:17 AM
To: griedl@amsrep.com
Cc: JFaerber@amsrep.com
Subject: FW: NACDS Confirmation

George - FYI. Sue

From: Metz, Allison [mailto:allison.metz@walgreens.com]
Sent: Monday, April 16, 2012 11:09 AM
To: scampbell@amsrep.com
Subject: NACDS Confirmation

Mike looks forward to meeting with your team at NACDS Annual on Saturday the 21st at 1:30pm at booth 284 AND for dinner that same day at 8pm. The Walgreens attendees will meet you at Charlie's Crab House. In order to facilitate a productive meeting, please be prepared to discuss the following:

- All company attendees
- Recent company performance
- Recent performance at Walgreens including unit and dollar sales

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- High-level generic pipeline
- Your company's strategic direction
- If you have specific questions for Walgreens that may require research, please submit them prior to the meeting so they can be addressed

Thank you,

Allison Metz

Divisional Coordinator

Phone: 847-315-3226

Fax: 847-315-3675

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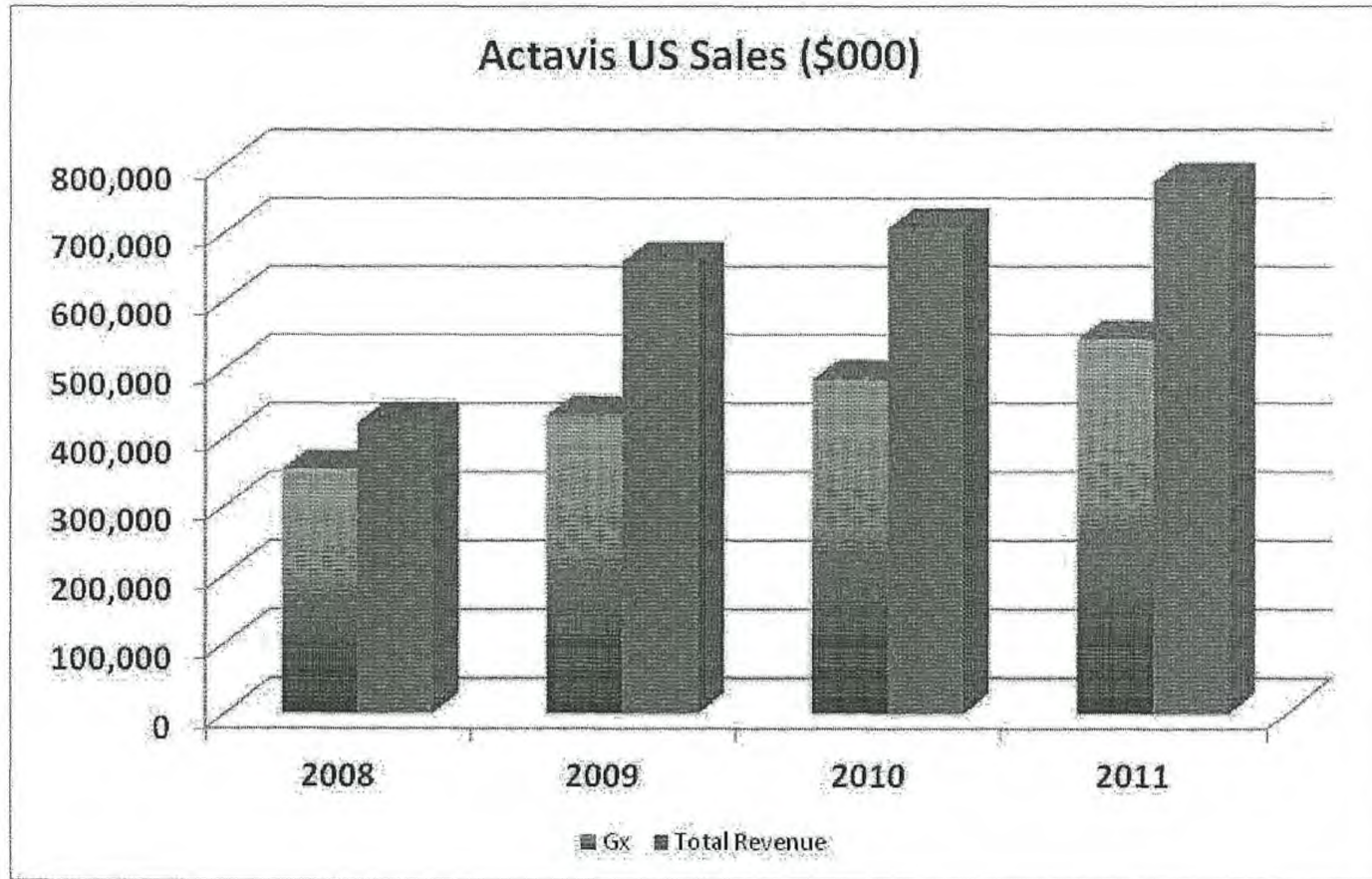
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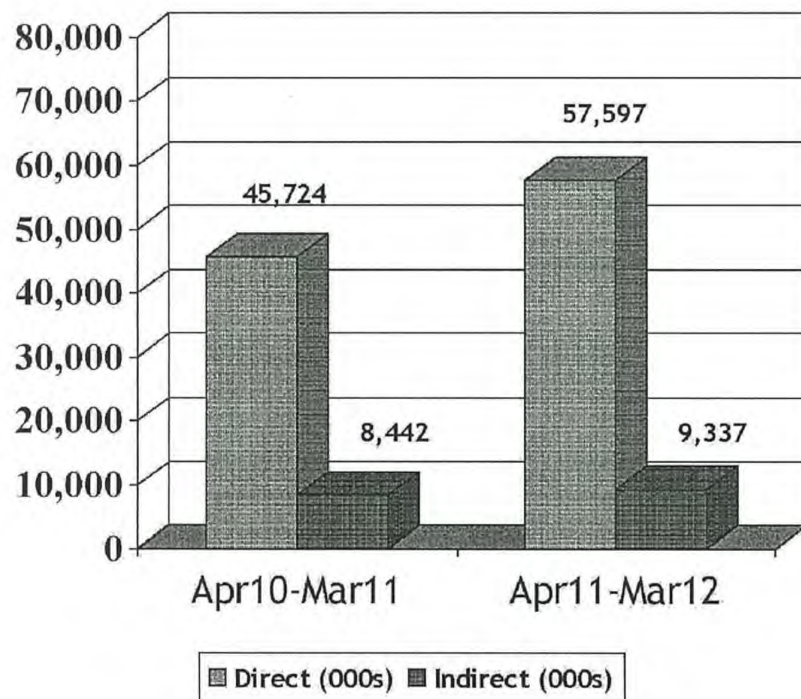
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Actavis - US Overview



Three consecutive years of double digit growth





Growth

- 26.0% Direct Net Sales
- 10.6% Indirect Contract sales

Key Drivers:

- Major drivers of sales:
 - Oxycodone
 - Methylphenidate ER
 - Clobetasol
 - Carbidopa/Levodopa
 - Desipramine
- Newly awarded products:
 - Methylphenidate ER
 - Clobetasol
 - Oxymorphone
 - Desipramine

Successful 2011 in a highly competitive market

- One of the strongest generic pharmaceutical companies in the world.
 - US division sales increased 10% in 2011, three consecutive years of growth
 - Launched 10 new products in 2011
- A strong record of introducing new generics to the market including these recent launches:
 - Morphine Sulfate ER Capsules (KADIAN) - Authorized Generic
 - Methylphenidate ER (Ritalin LA) - 1st to file on 20, 30 & 40mg (TA on 10mg)
 - Clobetasol Propionate Lotion and Shampoo (Clobex) - 1st to file
- 80+ currently marketed molecules (product families) in the US

Aggressively planning for the future

- One of the most robust development pipelines in the industry
 - 87 pending ANDAs currently filed with the US FDA representing \$50 billion in brand sales. Of these:
 - 50 of the pending ANDAs are paragraph IV
 - 25 are first-to-file or shared first-to-file
- 10% of revenue is invested in R&D to ensure robust future product offerings
- Leader in the development and manufacture of sustained-release pharmaceutical products - 49 additional CR products in our pipeline including several first-to-file.
- Entered strategic partnership with QRxPharma to commercialize MOXDUO[®] for the US acute pain market. Includes option to market MOXDUO[®] CR as well as MOXDUO[®] I.V. (intravenous).



Quality Products & Excellent Service Levels

- All plants (NJ, NC & 3P) reached 90% service levels
- Successful FDA inspections at all US sites (NJ, NC & FL)
- Walmart - RX Merchandising Award Q2 2011 for exceptional performance
- Cardinal - 2011 Generic RX Supplier Quality Award
- HD Smith - 2011 Trading Partner of the Year

Progressive customer assurance and continuity programs

- Global initiative for dual-sourcing of API and manufacturing sites on key products.
- Engaging industry experts regarding DEA matters to implement the design and implementation of comprehensive SOM/REMS programs.
- Prudent management of new business without compromising supply to existing committed customers.
- Implementing systems to increase efficiency and improve customer experience: EDI improvements, implementation of CSOS.
- Continuous investment in manufacturing facilities:
 - \$20 MM expansion of Modified Release Facility in NJ & additional production line in NC plant
 - Building new \$14MM packaging center in NJ to begin operation in April 2012
 - Invest \$60 MM to expand Indian facility to 5 billion tablet capacity

Robust advertising and marketing programs

- Product-specific advertising to drive sales through customer/partner businesses.
- Methylphenidate HCl ER Capsules (LA) CII:
 - Print advertising to reach pharmacists and pediatricians; direct mail campaign targeting top prescribing physicians and an email campaign to 90,000 pharmacists
- Clobetasol Propionate Lotion and Shampoo
 - Print and electronic advertising through major industry trade journals and electronic/tablet (iPad) editions. Online ads through NACDS website
- Oxymorphone HCl ER Tablets
 - Print advertising targeting pharmacists and pain specialists. Direct mail campaign to high-prescribing brand physicians; engaged brand division sales reps promote to physicians

