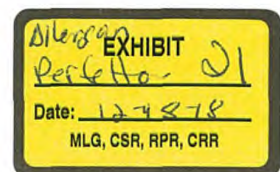

From: Michael Perfetto
Sent: Saturday, February 25, 2012 10:55 AM
To: Doug Boothe
Cc: Jinping McCormick
Subject: my presentation...from the sales meeting...maybe useful to you in your presentation
Attachments: BRING YOUR A GAME MP - FINAL.ppsx

Michael Perfetto
VP, Sales and Marketing



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Michael Perfetto

Actavis Sales Meeting
February 15, 2012

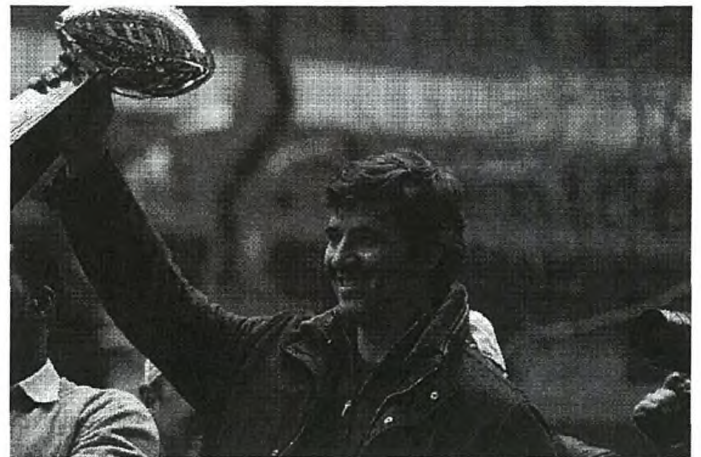
BRING YOUR “A” GAME

Quote:

“In life, as in a football game, the principle to follow is:

Hit the line hard.”

Author: Theodore Roosevelt



Thursday, Feb. 16, 2012

| TIME | SUBJECT | PARTICIPANTS |
|-------------|--|--------------------------|
| 1:00 – 1:30 | US Overview | Mike Perfetto |
| 1:30 – 3:00 | Marketing | Jinping McCormick & Team |
| 3:00 – 3:30 | Sales Rep Presentations | Sales Reps |
| 3:30 – 4:00 | Break | Meet the Reps |
| 4:00 – 5:30 | Sales Rep Presentations | Sales Reps |
| 5:30 – 6:00 | Closing Remarks – 2011 Sales Rep of the Year | Mike Perfetto |

Friday, Feb. 17, 2012

| TIME | SUBJECT | PARTICIPANTS |
|---------------|-------------------------------------|-------------------------|
| 8:30 – 9:30 | Individual meetings with Sales Reps | Mike Perfetto |
| 9:30 – 10:00 | Compliance & Ethics | Michael Clarke |
| 10:00 – 10:45 | Contracts | Ara Aprahamian & Team |
| 10:45 – 11:00 | OTC Overview | Lisa Buono & Rob Hooper |
| 11:00 – 12:00 | Customer Service | Nancy Baran & Team |

Three Years in a Row!

| REP | FULL YR 2011 ADJ TARGET | | | FULL YR 2011 ACTUAL | | | FULL YR 2011 % ACHIEVED | | |
|-----------------|-------------------------|-----------|-----------|---------------------|-----------|-----------|-------------------------|----------------|----------------|
| | DIRECT | INDIRECT | TOTAL | DIRECT | INDIRECT | TOTAL | DIRECT | INDIRECT | TOTAL |
| BERRYMAN | \$34,851 | \$52,042 | \$86,893 | \$33,343 | \$52,675 | \$86,018 | 95.67% | 101.22% | 98.99% |
| COHEN | \$78,631 | \$18,524 | \$97,155 | \$83,138 | \$26,171 | \$109,309 | 105.73% | 141.28% | 112.51% |
| PEHLKE | \$26,687 | \$158,692 | \$185,379 | \$29,259 | \$234,488 | \$263,747 | 109.64% | 147.76% | 142.27% |
| DORSEY | \$77,628 | \$88,393 | \$166,021 | \$106,022 | \$110,441 | \$216,463 | 136.58% | 124.94% | 130.38% |
| DEMOS | \$20,595 | \$4,034 | \$24,629 | \$22,828 | \$4,284 | \$27,112 | 110.84% | 106.20% | 110.08% |

2011 Sales Performance Direct & Indirect

Miss Lisa Pehlke

“Your dependable Actavis’ Sales Rep”!!!



4



Top Accounts for Growth IN FY 2011

| CUSTOMER FAMILY | COMBINED SALES | | Growth % |
|-------------------|----------------|------------|----------|
| | 2011 | 2010 | |
| MCKESSON DRUG CO. | 98,548,129 | 72,748,579 | 35% |
| WALGREEN | 63,089,382 | 48,740,087 | 29% |
| OPTI-SOURCE GROUP | 31,157,777 | 20,623,098 | 51% |
| MEDCO HEALTH | 18,054,554 | 15,016,658 | 20% |
| KAISER FOUNDATION | 11,210,839 | 7,255,094 | 55% |

Criteria:

Combined sales greater than \$10MM in 2011
Growth rate greater than 20% vs. 2010
Excluding Kadian

Top 10 Products for 2011

| RANK | PRODUCT GROUP | ACTUAL 2011 | BUDGET 2011 | VARIANCE \$ | VARIANCE % |
|------|----------------------------|----------------|----------------|----------------|---------------|
| 1 | Oxycodone Tabs | \$62,639 | \$35,262 | \$27,377 | 44% |
| 2 | Fentanyl Patch | \$40,461 | \$30,815 | \$9,646 | 24% |
| 3 | Diltiazem Extended Release | \$37,453 | \$29,389 | \$8,064 | 22% |
| 4 | Betamethasone | \$34,689 | \$10,530 | \$24,159 | 70% |
| 5 | Zolpidem CR | \$28,060 | \$20,136 | \$7,924 | 28% |
| 6 | Gabapentin Capsules | \$24,959 | \$23,407 | \$1,552 | 6% |
| 7 | Bupropion XL | \$24,273 | \$25,191 | -\$918 | -4% |
| 8 | Carbidopa/Levodopa | \$23,222 | \$11,254 | \$11,968 | 52% |
| 9 | Gabapentin Tablets | \$21,028 | \$17,529 | \$3,499 | 17% |
| 10 | Tamsulosin | \$19,295 | \$11,099 | \$8,196 | 42% |

Based on net sales

CY 2012 Generic Rx Revenue Target

\$610 M

2012 Team Goals

- Achieve GPX sales target of **\$610M**
- Six price increases equating to over \$10M in additional revenue
- Cross-functional team to ensure and improve compliance of DEA products "SOM"
- AG opportunities and review of competitor's product lines for additional revenues
- Contract database system to track bids and contract pricing. Additionally will provide profitability by contract. System to ensure customer compliance.

- **80/20 Rule**
- **Key products (needle movers) with key customers.. Follow the POA...**
- **Compliance on key products and new products**
- **Price increases**
- **Strategic projects**
- **Execute**

- **Accountability**
- **Less emails - more phone calls or meetings**
- **Don't ask - don't get....field information**
- **How can you be better than “Watson” rep.. If you expect the same outcome w the same input...**
- **Take more Risk**
- **Think outside the box....**

2012 Direct & Indirect Targets

| DIRECT SALES | 1 ST HALF 2012 TARGET | 2 ND HALF 2012 TARGET | FULL YEAR 2012 TARGET |
|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Berryman | \$19,032,841 | \$17,906,078 | \$36,938,919 |
| Cohen | \$51,857,544 | \$48,787,525 | \$100,645,069 |
| Pehlke | \$13,410,517 | \$12,968,355 | \$26,378,872 |
| Dorsey | \$65,702,408 | \$61,812,758 | \$127,515,166 |
| Demos | \$12,413,249 | \$11,678,372 | \$24,091,622 |
| TOTALS ABC, MC1, 2, CA1 | \$151,605,076 | \$142,825,276 | \$294,430,352 |
| 2012 TOTAL SALES TEAM DIRECT | \$314,021,636 | \$295,978,364 | \$610,000,000 |

| INDIRECT SALES | 1 ST HALF 2012 TARGET | 2 ND HALF 2012 TARGET | FULL YEAR 2012 TARGET |
|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Berryman | \$23,878,421 | \$22,421,514 | \$46,299,935 |
| Cohen | \$14,992,397 | \$14,089,022 | \$29,081,419 |
| Pehlke | \$144,786,091 | \$136,061,928 | \$280,848,019 |
| Dorsey | \$62,229,961 | \$58,770,140 | \$121,000,100 |
| Demos | \$2,550,495 | \$2,396,814 | \$4,947,309 |
| TOTALS ABC, MC1, 2, CA1 | \$9,291,542 | \$8,731,676 | \$18,023,218 |
| 2012 TOTAL SALES TEAM DIRECT | \$257,728,907 | \$242,471,093 | \$500,200,000 |

11

Focus on the Needle Mover Products



| | Est Dec 2011 Share | Target Add'l Share | Comments |
|---------------------------|---------------------------|---------------------------|--|
| Fentanyl Patch | 10.0% | 3.0% | Competitive but large market. |
| Gabapentin Tablets | 9.0% | 5.0% | Target Glenmark accounts. |
| Zolpidem CR | 22.0% | 5.0% | Target small Winthrop accounts. Par acquisition of Anchen affords opportunity. |
| Oxymorphone ER | NA | NA | Increase Rx. Nov Rx is 30% of pre-discontinuation level. |
| Valacyclovir | 3.9% | 4.0% | Competitive but large market. Target Mylan and Ranbaxy accounts. |

1 Goal of
Sales and Marketing Teams
EXCEED THE TARGET
of
\$610 M

Thank you . . . 13