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## Fentora Agile Marketing Scorecard

Q1'15 (Jan'15 - Mar'15) data

Prepared for TEVA CNS

Last revised: - June 18, 2015



### National Summary

Summary of Fentora brand tactics performance at national and area level



### Cross-geographic view

Cross geographic comparison of Fentora brand tactics



### Trends

Monthly performance summary of the key metrics of Fentora brand tactics



### Brand Objectives

Summary of Fentora brand performance against 2015 brand objectives



### Glossary

Metric definitions, data sources, notes and benchmarks