
From: Jinping McCormick </O=ONETEAM/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS
/CN=JMCCORMICK>
To: Michael Perfetto
Sent: 11/22/2010 7:01:39 AM
Subject: PER4MA Form 2010 self appraisal - JM
Attachments: PER4MA Form 2010 V 02 (Orange Steps 2 3) - JM.doc

Here you go.
If you notice, I keep it simple especially in the "Keep simple" portion :-)
Thank you for your support.

PLAINTIFFS TRIAL
EXHIBIT
P-01068_00001



Personal Details

Name & Surname of Employee	Jinping McCormick
Position	Director, Marketing
Identification Number	
Division & Location	Sales & Marketing, Morristown, NJ
Name & Position of Appraiser	Mike Perfetto VP, Sales & Marketing
Period Covered by Appraisal	Jan 1 - Dec 31, 2010

Welcome to the Actavis performance management system.

We operate in an exciting environment, full of opportunities and challenges for Actavis to grow and develop. It is therefore essential that all of us are focused on our goals and objectives and are ready to seize the opportunities that will make our business grow and become a top player in the pharmaceutical industry.

Actavis is a company that creates values in pharmaceuticals for all its stakeholders and we all play a very important role in this. In order to meet our ambitious targets we need to build a high performance culture and develop a shared vision of how we do things. PER4MA is about achieving these two aims.

All Actavis employees have to be challengers who are continuously seeking new ways of creating value. As managers we are the catalysts of such behaviour, we are expected to walk the **Orange Way**, to deliver on our targets and to develop and help our employees excel in their jobs. PER4MA is the system that will help Actavis tell its people how well they are achieving these goals.

Actavis PER4MA is not a replacement to candid and honest corrective or developmental feedback to people, it is simply the formalisation of a natural process which we all have been doing for a long time.

The brand of Actavis brings us all together under one corporate identity. The dedication and hard work of all of us has made Actavis what it is today. PER4MA will continue to strengthen our commitment to the company by ensuring that our efforts are leading to our single most important aim...that of creating value in pharmaceuticals to all our stakeholders.

Form for Orange Steps 2 & 3

The Winning Formula

Use this section to write objectives that should achieve over the next 12 months by this employee using the **SMART** concept - Specific, Measurable, Achievable, Relevant and Time related.

Objective 1 - Maximize revenue and profit of Rx products to achieve 2010 budget sales and EBITDA objective	Completion Criteria 1. Achieve 2010 budget - Gx Product sales of \$477.5 MM 2. Achieve market share on all key product launches 3. Keep marketing budget at or below 2010 budget 4. Ensure Product Managers review profitability on key products - to maximize assets PM's to review top 3 products and ensure pricing is maximized (check and balance w contracts and sales)
Mid-year comments	End of year comments YTD Nov 19 th Gx net sales are \$441MM, with 1.5 months to go for the year. Monthly run rate is about \$40M, so it's safe to say we will achieve the 2010 budget in spite of lack of new product launches (generic Kadian, Avinza, Amphetamine ER combo, etc). We over achieved market share goals on key product launches: Zolpidem CR 6.25mg - achieved ~60% share vs 50% in 8+4; Tamsulosin - achieved 15% vs 5% in budget Marketing budget is about at budget level, over spent on advertising is offset by lower cost in trade show.

Assessment

Objective Fully Attained x	Objective Partially Attained	Objective Not Attained	Objective No Longer Applicable
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Objective 2 Conduct market research, analysis and evaluation to support new product opportunity, business development and API sourcing.	Completion Criteria 1. Publish quarterly market share report 2. Conduct ad hoc market research for both current and potential new opportunities 3. Support business development activity and API sourcing 4. Provide major competitor top product information to commercial team and senior management
Mid-year comments	End of year comments Published quarterly market share report timely and added the top 12 competitors top 20 products information since Q1, 2010. Consistently conducted market research for opportunities for the company. Frequently supported business development activities by providing market and pricing input and analysis, meeting current and potential partners and presenting on behalf of Actavis.

Assessment

Objective Fully Attained x	Objective Partially Attained	Objective Not Attained	Objective No Longer Applicable
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Objective 3 Improve the brand image and trust in Actavis labeled products.	Completion Criteria 1. Improve/refresh brand image advertising campaign working with agency 2. Expand product advertising to about 50% budget 3. Increase utilization of electronic media to reach broader audiences at lower cost 4. Update company presentation quarterly 5. Improve internal communication on new product launches
Mid-year comments	End of year comments Fully implemented the new corporate branding ad (lyrical theme); Increased focus on product advertising - did Fentanyl mailing to VA hospitals (ad was delayed due to timing of recall) and Zolpidem CR 6.25mg in two journals. Product ads placed in -Drug Store News e-Letters (Oxycodone, Zolpidem). Also targeted Ambien high prescribing physicians with an e-mailing campaign to increase to scripts for 6.25mg before 12.5mg launch by competitors. Revamped corporate presentation earlier in the year. Improved internal employee communication on new product launches by loading press release on internal and external websites and emailing to all employees for every product launch.

Assessment

Form for Orange Steps 2 & 3

Objective Fully Attained x	Objective Partially Attained	Objective Not Attained	Objective No Longer Applicable
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Objective 4 Support achieving service level of 95%	Completion Criteria 1. Marketing group to maintain forecast accuracy of 70% of skus within 20% of forecast on rolling three month basis (based on forecast two month prior to actual) 2. Communicate to supply chain any major change in forecast within 24 hours of notice, manually upload change in MFG/PRO within 48 hours 3. Protect the business by allocating product to customers when product is in short supply.
Mid-year comments	End of year comments Jan - Oct, forecast accuracy rate for ELZ average 79%, Lincolnton 76% and 3 rd party 73%. We are very diligent in communicating changes to supply chain in a timely manner and manually uploading forecast if changes are significant. This year has been the year of supply interruptions/difficulties. Marketing group painstakingly managed product carefully by reserve/allocation and communicating to sales, customers and customer service to protect the business to the best of our ability.

Assessment

Objective Fully Attained x	Objective Partially Attained	Objective Not Attained	Objective No Longer Applicable
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Objective 5 - What do you need to accomplish this year?	Completion Criteria
Mid-year comments	End of year comments

Assessment

Objective Fully Attained	Objective Partially Attained	Objective Not Attained	Objective No Longer Applicable
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Signed and Agreed
Date:

_____ Employee

_____ Assessor

The Orange Way

The table below is a list of all the Actavis competencies associated with the Orange Way. **The competencies in bold and highlighted in grey are the core competencies associated with this position and as a minimum these need to be discussed during this review.** If in addition to the core competencies, you see a need to discuss any of the other competencies in the list you are free to do so.

Competencies - Use this section to discuss the competencies listed below.			Assessment		
The Orange Way	Competency	Comments	Needs more attention	As expected	Definite Strength
Think Smarter	1.1 Deciding and initiating action	I constantly look for ways to improve what we do and how we do things. Take the lead to creating a real time net pricing database working with IT and pricing group.			
	1.2 Coping with pressure and setbacks				
	1.3 Adapting and responding to change	Generic market is so dynamic; have to respond & change with the market. For example, when Anchen did not launch Zolpidem CR 12.5mg, we saw an opportunity to increase scripts and got the email campaign out within one week.			
	1.4 Applying expertise & technology				
	1.5 Analysing				
	1.6 Learning & researching				
Look Beyond	2.1 Set vision, inspire and align				
	2.2 Formulating strategies and concepts	This is what leaders need to do - discussing strategies and bouncing ideas off Mike and Ara, looking for ways to grow the business is one of my greatest joys working here.			
	2.3 Leading & Supervising	I lead by example and take time coaching and developing people in my group. I give people more when I see that they can take on more. I have one-on-one with new member (Rachelle & Violet) weekly, seasoned managers (Karen & David) biweekly. Have weekly staff meeting to communicate and prioritize.			
	2.4 Creating & innovating				
	2.5 Achieving personal work goals & objectives				
Keep Simple	3.1 Entrepreneurial and commercial thinking	That's the core of my job.			
	3.2 Planning and organizing	I'm sufficient.			

Form for Orange Steps 2 & 3

	3.3 Deliver results and meeting customer expectations	I'm very results oriented. Understanding customers and their needs ultimately drives the results for Actavis.			
	3.4 Presenting & communicating information	I'm mindful of the audience and tailor the communication accordingly, usually with summary and recommendation, especially to busy executives.			
	3.5 Following instructions & procedures				
	3.6 Writing & reporting				
Be Connected	4.1 Working with people				
	4.2 Relating and networking	Internally, I work with many people in various areas establishing excellent working relationship. Externally, I start to get out more meeting customers with support from Mike. I will continue to improve in this area.			
	4.3 Living the values and principles	I'm a firm believer and practitioner of "Doing the right thing".			
	4.4 Persuading & influencing				

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Overall Comments

Use the space provided below to write any comments related to this employee's performance and developmental needs.

Assessor Comments	Employee Comments
Signature & Date	Signature & Date

Overall Performance Evaluation

Use this section to assess the overall performance of this employee. When doing so you should take into consideration the following:

- The overall behaviour of the employee as described by the competencies and its alignment with the Corporate values
- The assessment on the performance indicators
- The attainment of objectives if any have been agreed upon
- The level of engagement of the employee and skill level of the employee
- The overall performance of the employee
- The overall business circumstances and any factors affecting performance which were beyond his or her control.

Needs Improvement	Performing Well	Exceeds Expectations
<p>Overall performance is not consistent with what is expected of someone in this position. Will normally show three or more of the following in a regular manner:</p> <ul style="list-style-type: none"> - Inconsistent in his or her work - Tasks delivered not on time or are incomplete - Work delivered requires substantial revision - Desired outcome not always met - May require substantial supervision - Company values shown inconsistently - Requires substantial coaching on competencies and/or Performance Indicators - Some objectives not met due to employee performance 	<p>Overall performance is consistent with what is expected of someone in this position. Will normally show at least six or more of the following in a regular manner to be at the 100% level:</p> <ul style="list-style-type: none"> - Consistent in his or her work - Tasks delivered on time and right the first time - Work delivered requires minimal or no revision - Desired outcome met - Requires minimal supervision - Behaviour is in line with Company values - Assessment of competencies and/or performance indications are in their majority positive (80% plus marked As Expected or above) - All objectives have been met with none being marked as not attained - Achieves goals as required 	<p>Overall performance is consistently beyond what is expected of someone in this position. This person may even be ready to take on new and/or wider responsibilities. Will normally show <u>all</u> of the following in a regular manner:</p> <ul style="list-style-type: none"> - All tasks are right first time and delivered on or before the deadline - Very minimal supervision required to deliver on high quality work (as shown in objectives) - Consistently demonstrates behaviour in line with Company values and is a champion of such behaviours - Competencies and/or performance indicators are mainly (80% plus) marked as definite strengths - All objectives have been fully attained - Skill level demonstrated is at a very advanced level - Generally considered as a role model for others

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