

From: Michael Perfetto
To: Doug Boothe
Sent: 2/25/2012 8:57:20 AM
Subject: FW: final presentation
Attachments: Leadership Summit Presentation final MP 2-2012.pptx

I'm proud of this...but we did spend eight hours working on it....and practicing.

Michael Perfetto
VP, Sales and Marketing



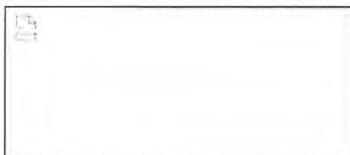
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From: Jinping McCormick
Sent: Tuesday, February 14, 2012 8:41 PM
To: Michael Perfetto; Rose-Marie Casilli
Subject: final presentation

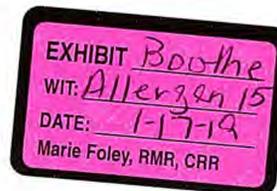
Hope this is final.
Corrected one spelling error on needle mover slide.

Jinping McCormick
Director of Marketing



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Realizing our vision

Building a Global Leader in Generic Pharmaceuticals



Michael Perfetto
Vice President, Sales & Marketing

Jinping McCormick
Director, Marketing

February 2012

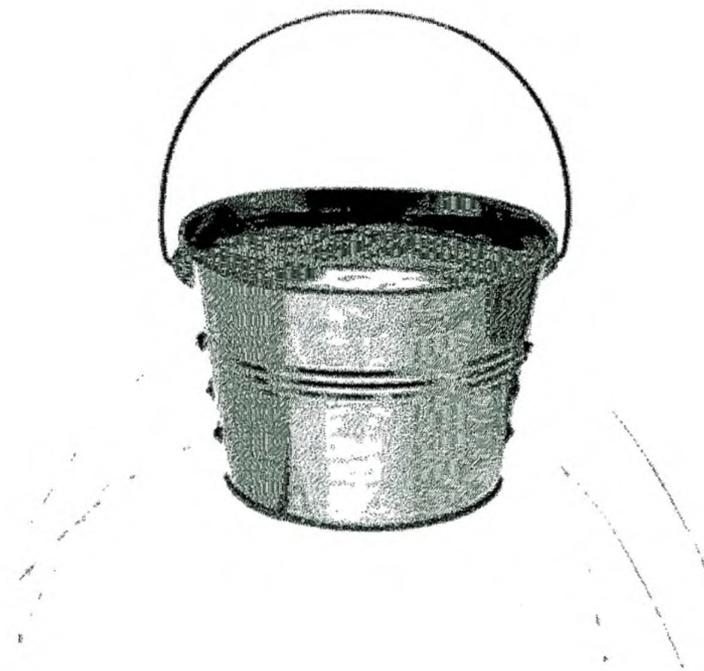


Agenda

- Overall Market - Competitive Landscape
- Gx Commercial Team
- Our Customers
- Our Products
- Success Factors



This is our Generic Business



3



Our Road to Success...is a Race

Generic Market Facts:

- Value of existing generic product lines erodes by 5-10% every year.
- New products are the life blood of our future.
- The Race to Launch: the value of a first-to-file product is exponentially greater than an on-time or a late-to-market launch.
- Our future success depends upon our continued ability to cross the finish line with new and difficult to replicate products.

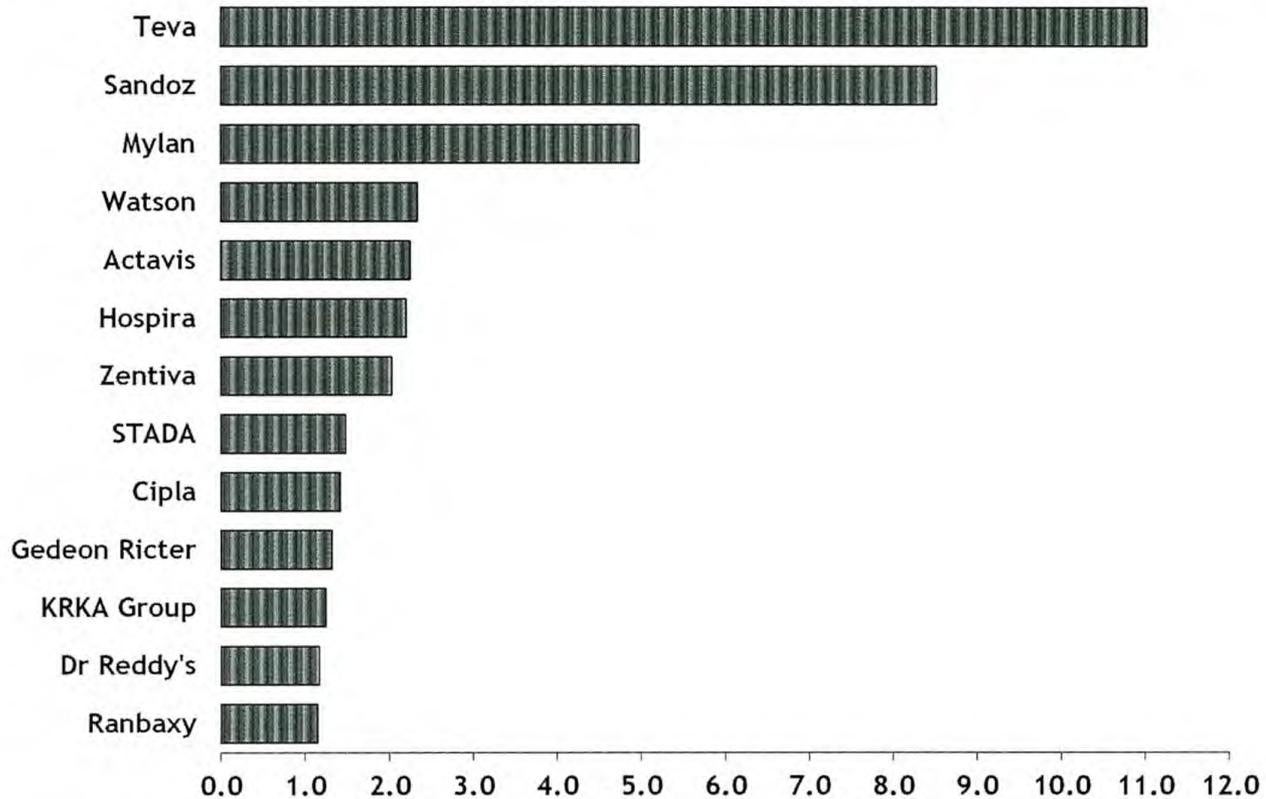




Where We Stand Today

Fifth Largest Generic Worldwide

2010 sales ⁽¹⁾, USD billion



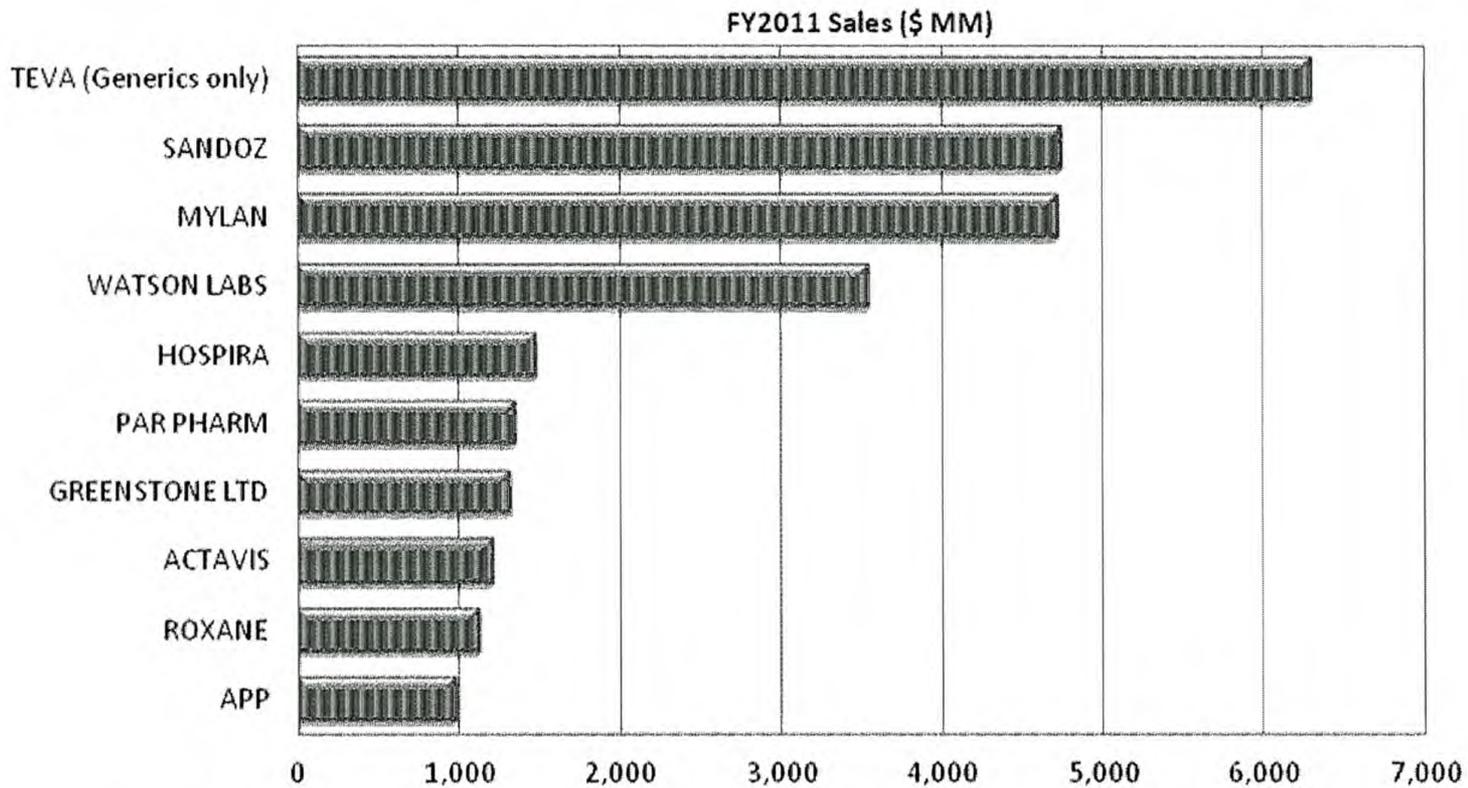
2010 SEC filings, 2010 Annual Reports; Teva generic and biosimilar products; Mylan generic segment excluding specialty segment and other; Watson global generics including royalties, milestone receipts and commission revenues; Actavis internal sales (rounded) including third party sales, Kadian® and acquired brands; Hospira specialty injectable pharmaceuticals excluding Precedex™ (dexmedetomidine HCl) IMS Health reported sales; Zentiva including Kendrick and Medley; STADA generics; Gedeon Richter adjusted sales; KRKA Group human health products including prescription pharmaceuticals and self-medication products. ⁽¹⁾ Cipla and Dr Reddy's sales for the year ending March 2011 reported. Exchange rates used: USD to Euro 0,7546 and USD to INR 45,7152. Privately held Apotex is not included as recent estimates of sales were not available, according to the company web site sales exceed one billion CAD

5



Top 10 in the United States

IMS Generic Sales In the U.S.

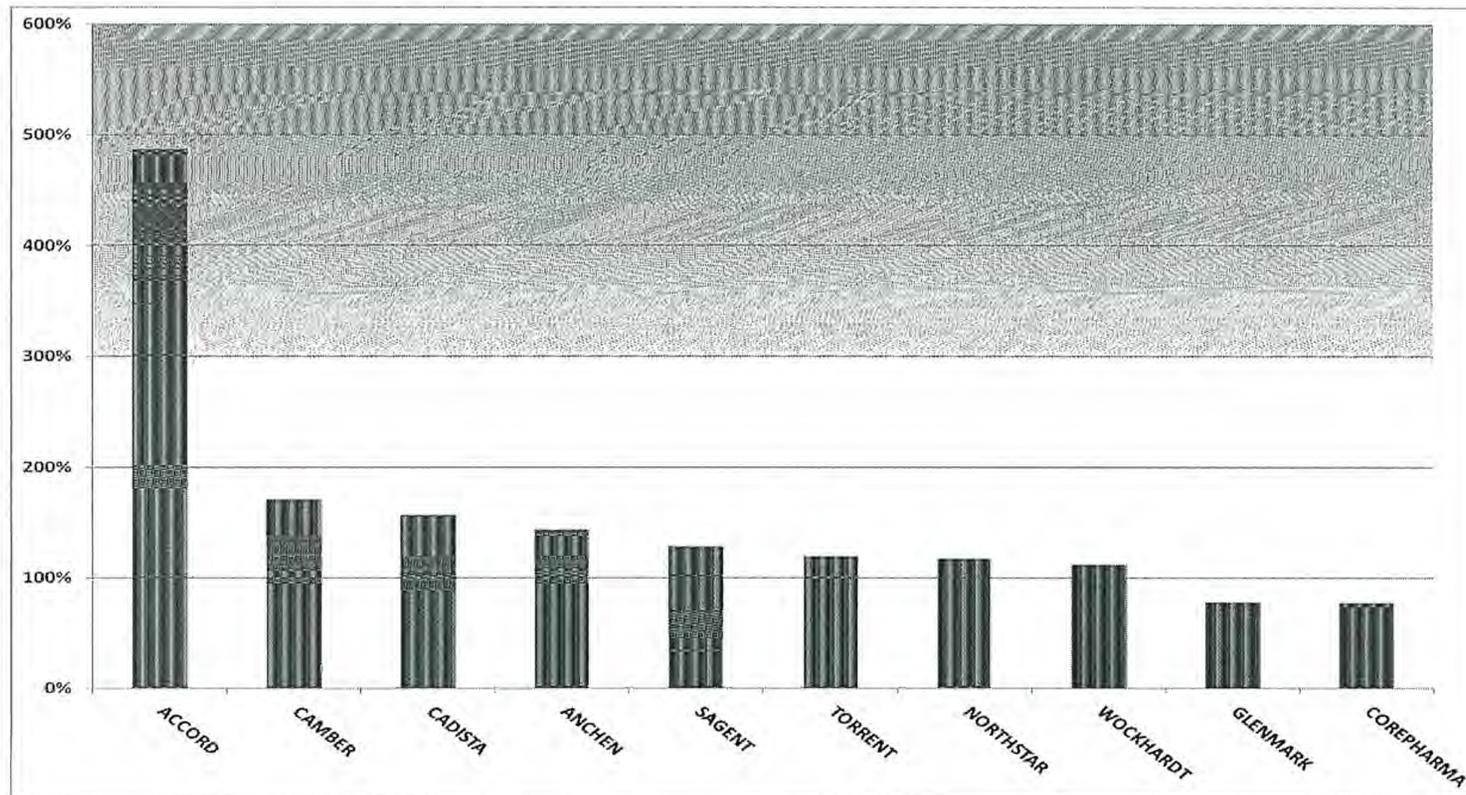


Sales data source: IMS NSP Dec 2011



Fastest Growing Generic Companies with Sales over \$100MM

- Competition puts pressure on price and profit
- Six out of top ten fastest growing generic companies are based in India



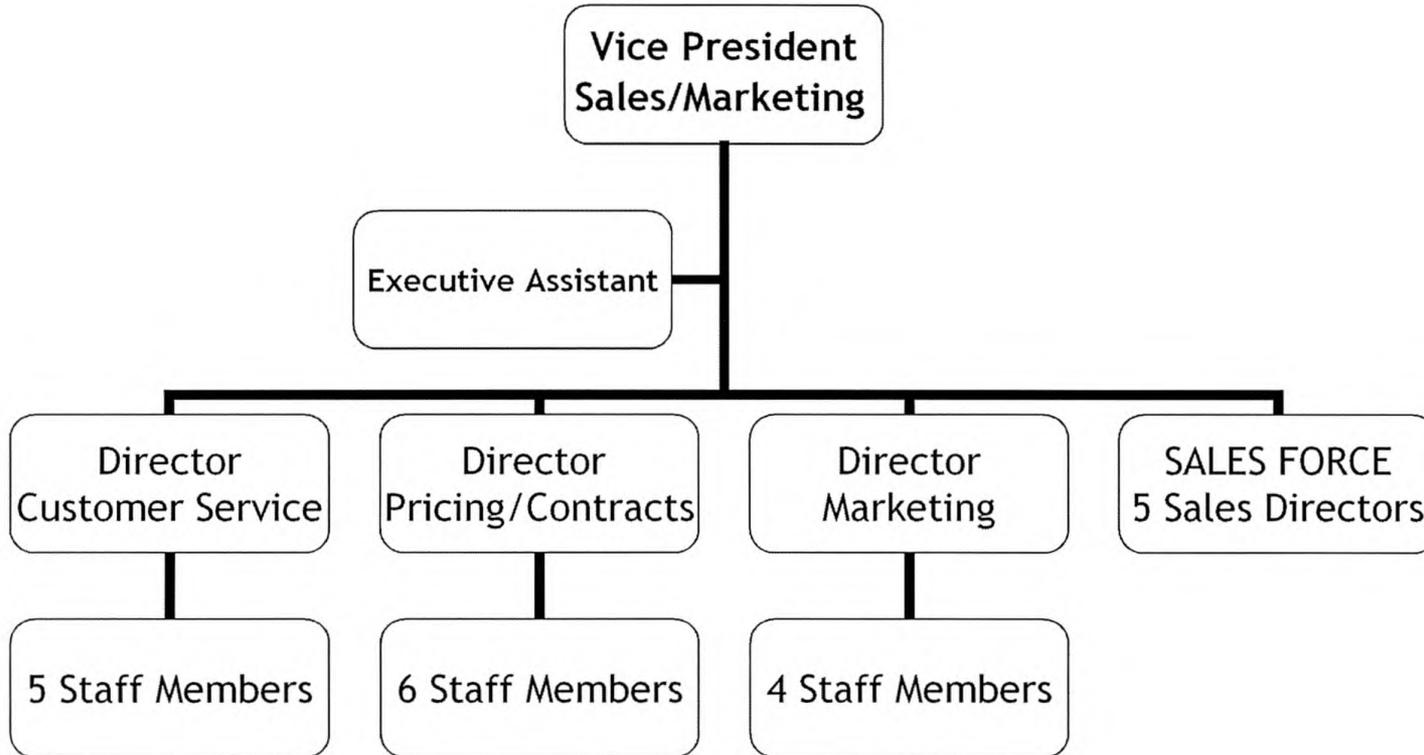


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Organization within the US



24 Team members within the Actavis US Rx Commercial Team



Strong platform for growth: Seasoned Commercial Team





Strong platform for growth: Seasoned Commercial Team - Sales





Strong platform for growth: Seasoned Commercial Team - Sales

- Experienced sales force with over 150 years of combined pharmaceutical experience.
- Proven results in the generic Rx business.
- Direct interaction with customers to:
 - ✓ win new distribution of Actavis products
 - ✓ defend our position when facing competition
 - ✓ communicate product and corporate message
- Provide field intelligence to commercial team
- Voice of Actavis



Strong platform for growth: Commercial Team - Marketing





Strong platform for growth: Commercial Team - Marketing

- Product management - day to day & life cycle management
- New product launch preparation - target setting, forecast, launch material, coordination with supply chain and commercial team
- Monthly product unit forecast for production planning
- Financial budget and update on product sales
- Corporate branding, advertising and awareness
- Market Research and competitive intelligence



Strong platform for growth: Award Winning Pricing & Contract Team





Strong platform for growth: Pricing & Contract Team

- Pricing strategy and maintenance
- Constant monitoring of market pricing & supply to maximize assets
- Liaison between sales and our customers
- Customer contract implementation and continuous updating to support sales
- Strategic product development to drive current and future sales



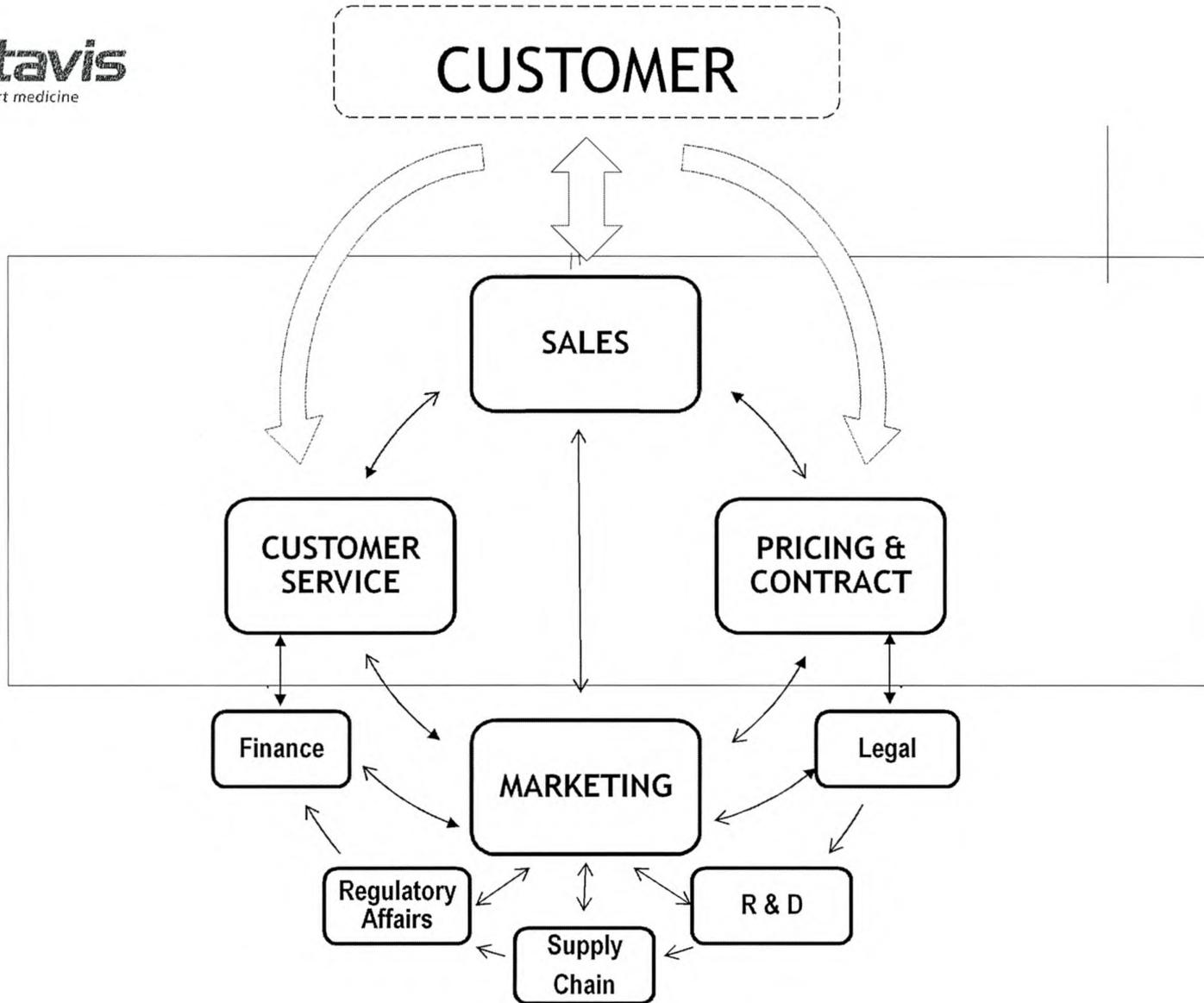
Strong platform for growth: Commercial Team - Customer Service





Strong platform for growth: Commercial Team - Customer Service

- Dedicated reps supporting each customer - accountability, partnerships/collaboration.
- Managing customer expectations - Working to ensure commitments by Actavis are met.
- Seek out opportunities to enhance service level - conference calls with customers & site visits with the goal identifying opportunities for improvement.
- Partner with Marketing & Contracts on the day-to-day management of products, product availability & execution of purchase order to contract.
- Execution of product launches and post launch activities.

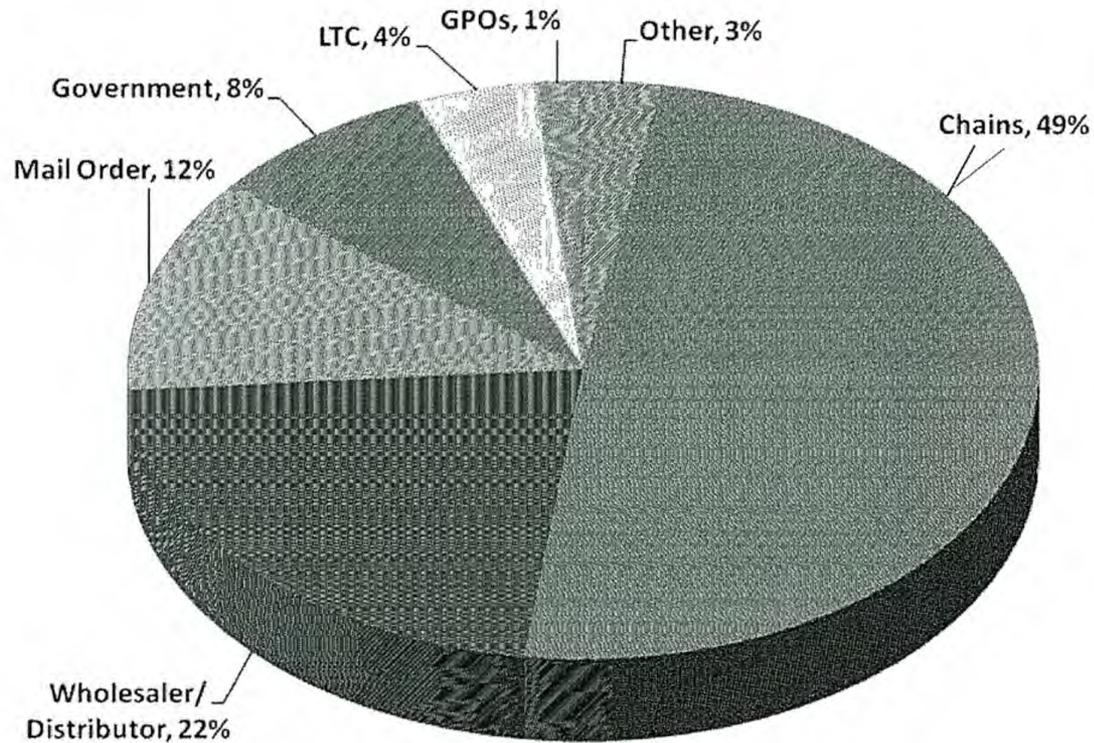




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Sales by Trade Class





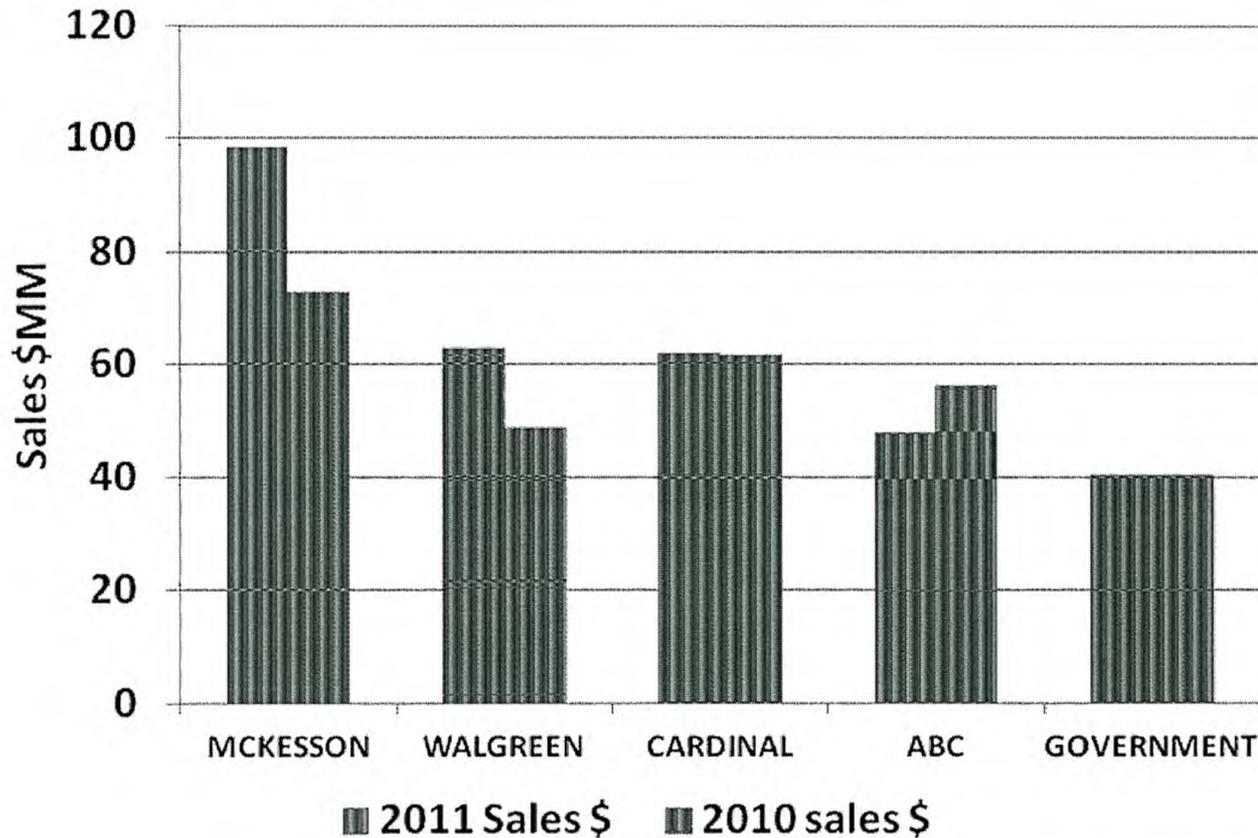
Who are we selling to directly?

- Pharmacy Chains - e.g. Walgreens, CVS, Rite Aid, Walmart
- Wholesalers & Distributors - e.g. McKesson, Cardinal, AmerisourceBergen, HD Smith
- Government - VA/FSS
- Mail order/PBM - e.g. Medco, Express Scripts, Humana
- GPOs - e.g. Premier, Managed HealthCare Associates



Top 5 Customers by Sales \$

- Largest 5 customers account for 50% of our business
- McKesson grew 35%





Agenda

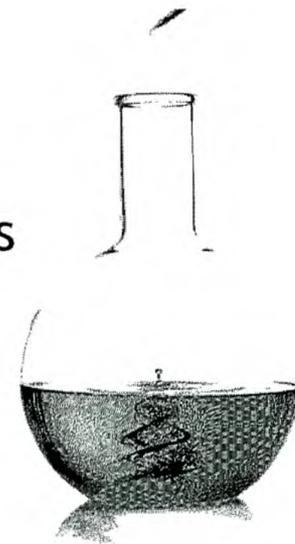
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Leadership in US Generic Products

- 80-90 product families currently marketed in the US
- 73%+ of product line ranks in the top 3 market position*
 - Ranked #1 - 22 products
 - Ranked #2 - 16 products
 - Ranked #3 - 14 products
- 54% of product line ranks in the top 2 positions

*Based on IMS Data Q3 2011





Top 10 Generic Products for 2011

Top 10 products account for 60% of total Gx Sales

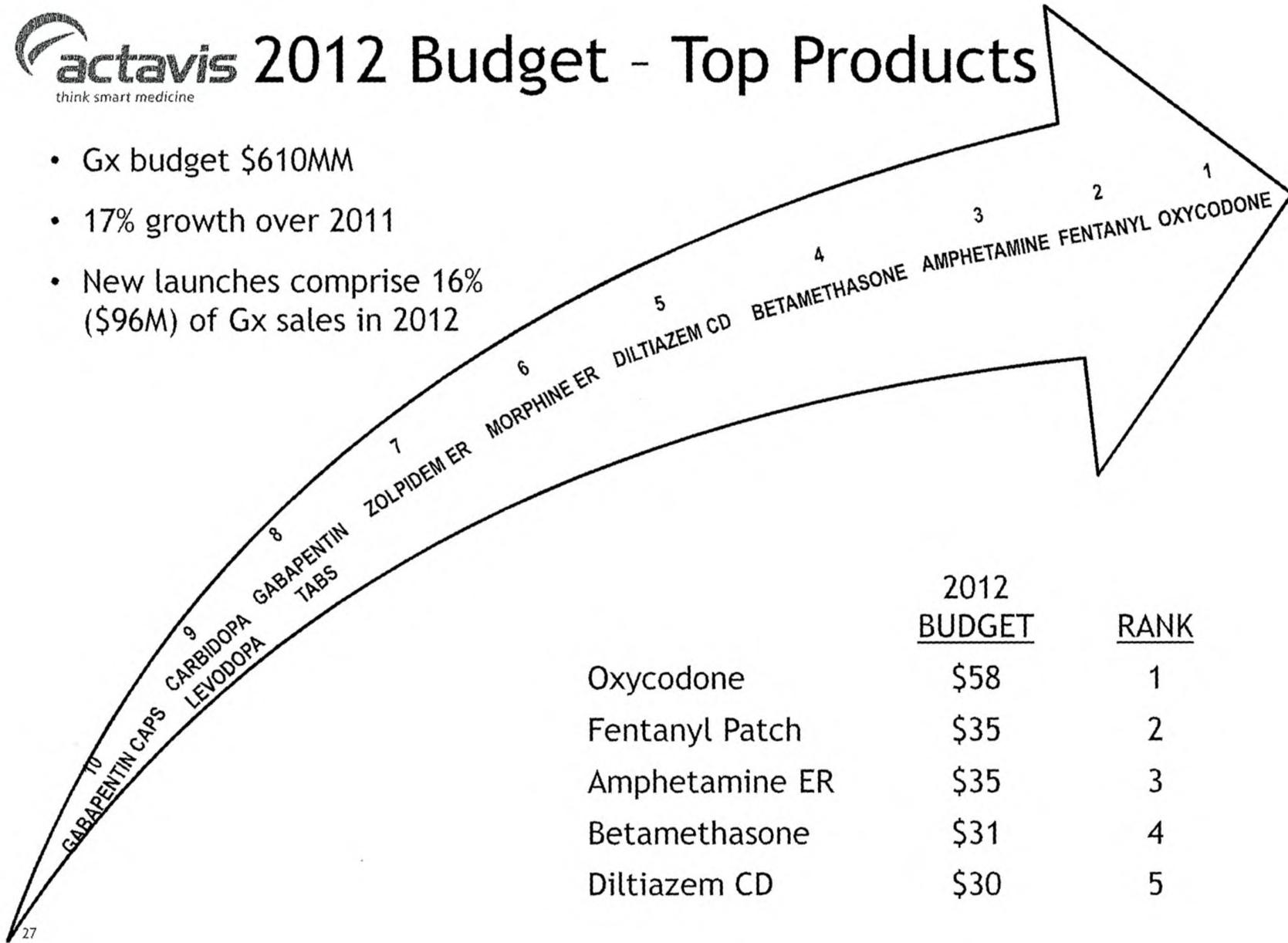
Rank	Product	Net Sales FY2011	Net Sales Growth %	Manufacturing Location
1	Oxycodone Tabs	62,638	55%	Elizabeth
2	Fentanyl Patch	40,461	39%	3rd Party
3	Diltiazem CD	37,542	-14%	Elizabeth
4	Betamethasone	34,689	254%	Lincolnton
5	Zolpidem CR	28,060	62%	Elizabeth
6	Gabapentin Capsules	24,959	-39%	Elizabeth
7	Bupropion XL	24,273	-19%	3rd Party
8	Carbidopa/Levodopa	23,221	33%	Elizabeth
9	Gabapentin Tablets	21,028	7%	Elizabeth
10	Tamsulosin	19,295	42%	3rd Party
Top 10 Products		316,166	21%	
All Gx Products		523,341	8%	

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2012 Budget - Top Products

- Gx budget \$610MM
- 17% growth over 2011
- New launches comprise 16% (\$96M) of Gx sales in 2012



	<u>2012 BUDGET</u>	<u>RANK</u>
Oxycodone	\$58	1
Fentanyl Patch	\$35	2
Amphetamine ER	\$35	3
Betamethasone	\$31	4
Diltiazem CD	\$30	5



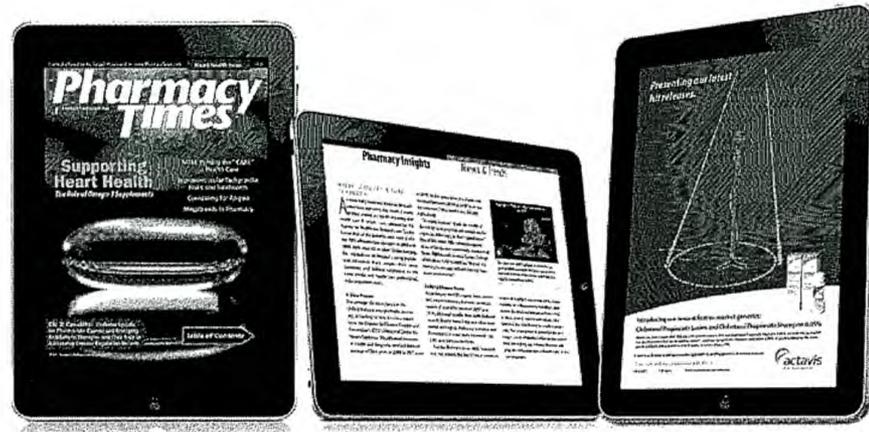
Sales and Marketing: POA

- Maximize Profit
- Focus on the Needle Mover Products

Orange Sheet			
	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

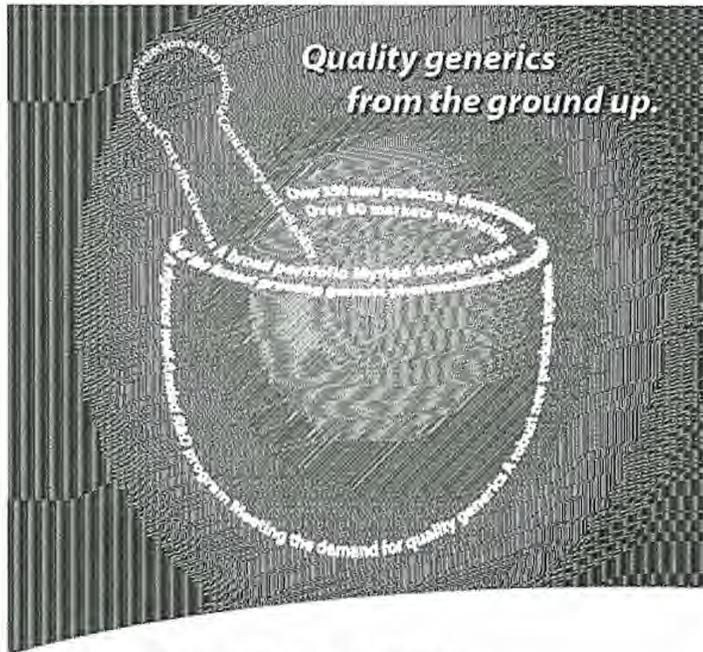
Marketplace Support: Advertising

- We support an active advertising program within the generic market to promote our products and help shape perception of Actavis as a leader in the generics industry
- We utilize both print and electronic media:
 - Industry trade magazines (print & electronic editions)
 - Online publications
 - Website banner ads
 - Mass email programs
 - Direct Mail campaigns



Marketplace Support: Advertising

- Corporate awareness advertising

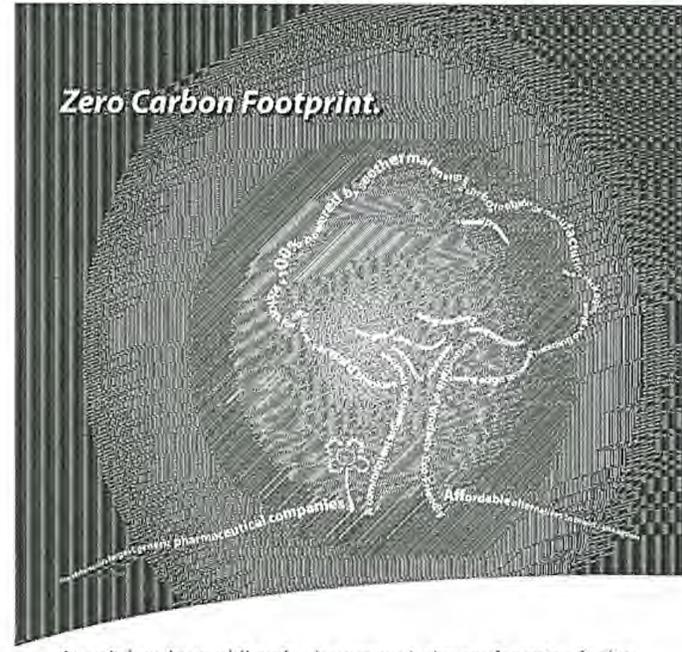


Actavis, the leader in first-class generics.

Around the world, there's a growing demand for high-quality, lower-cost alternatives to brand name pharmaceuticals. At Actavis, we're at the forefront of meeting that need. From our rigorous research and development program, to our world-class manufacturing facilities, we're committed to serving the global market - with quality generics from the ground up.

For full details, visit www.actavis.com or call 1-800-825-2244 or visit us at 10000 Lakeside Drive, Allentown, PA 18106.

© 2011 Actavis



Actavis has the world's only pharmaceutical manufacturing facility completely powered by geothermal energy.

When it comes to the environment, the best footprint is none at all. It's the reason Actavis has built a pharmaceutical manufacturing facility in Iceland that's powered solely by geothermal energy—with no fossil fuels and zero carbon footprint.

The environmental wonder is another example of how Actavis is leading the way by producing affordable, high quality generics in the most sustainable manner possible.

Actavis is moving toward 100% renewable energy. All commercial products are produced in the most sustainable manner possible. For more information, visit www.actavis.com.

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Marketplace Support: Advertising

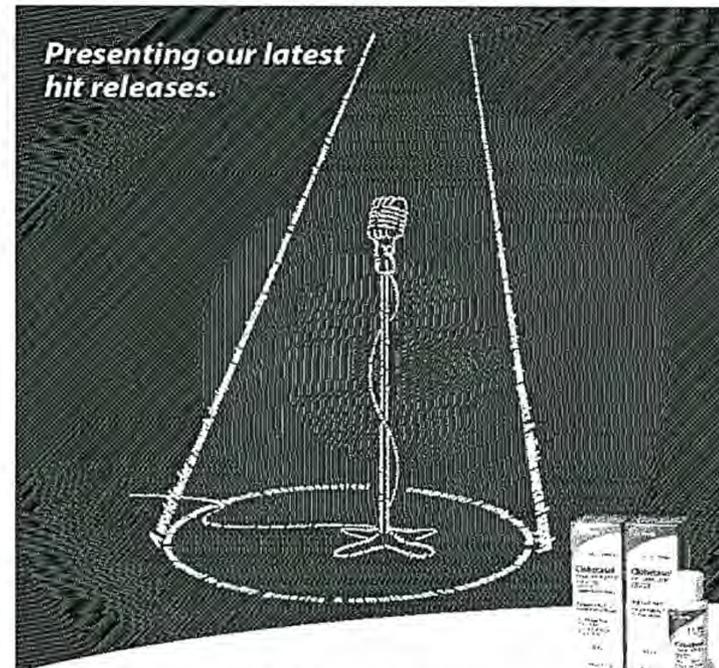
- Product promotional advertising



Actavis introduces AB-rated to Ritalin LA[®],
Methylphenidate Hydrochloride Extended-Release Capsules (LA) CII
20, 30 and 40mg

At Actavis, we've turned our attention to ADHD—and we're proud to announce the release of a new generic that's AB-rated to Ritalin LA[®]. It's another quality generic from Actavis, as we continue to build our portfolio by bringing complex, extended-release products to market. Learn how Actavis is taking a smarter approach to quality generics at www.actavis.us.

To learn more, call Actavis customer service at 888.925.2142. Please see adjacent page for important safety information and brief summary of prescribing information. 1/2011 (1/2011) © 2011 Actavis. [®] and [™] are registered trademarks of a party other than Actavis.



Introducing our newest first-to-market generics:
Clobetasol Propionate Lotion and Clobetasol Propionate Shampoo 0.05%

Actavis has done it again. With Clobetasol Propionate Lotion 0.05% and Clobetasol Propionate Shampoo 0.05%, we were first-to-market two quality generics that are AB-rated to Clobee[™] (clobetasol propionate) Shampoo and Lotion, 0.05%. If you're looking for the latest generic products with a reliable source of supply, Actavis is always a hit.

Learn how Actavis is taking a smarter approach to quality generics at www.actavis.us

To learn more, call Actavis customer service at 888.925.2142.

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Why should customers buy from Actavis

Focused on producing high-quality products

Consistent and reliable supply

Competitive price

Aggressively planning for the future

- ✓ One of the most robust development pipelines in the industry
- ✓ Leader in the development and manufacture of sustained-release pharmaceutical products
- ✓ Invest 10% revenue in R&D



The “Three “P’s” to Success

There are three key items for building success in the Generic market:

Price - Controlling costs and improving efficiency throughout the supply chain to compete in price & maintain profitability

Product Availability - Delivering high-quality products on a consistent basis

Product Pipeline - Offering difficult to replicate products and the latest generic products on Day One





Our vision

Our vision is to be a leading Company
in the development, manufacture and sales of
first-class generic pharmaceuticals
in the international market



What Can YOU Contribute?



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