

From: Michael Perfetto
To: Jinping McCormick; Rose-Marie Casilli; Karen Stodter
Sent: 2/12/2012 8:19:22 AM
Subject: my presenatition...
Attachments: Sales Meeting MP Jan 11 2011.ppt

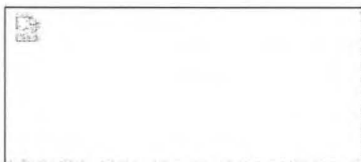
Can we update...

Karen – you have the results...

Lisa – is the winner...I have some funny ideas....not sure we can

Michael Perfetto

VP, Sales and Marketing



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EXHIBIT
P-16023_00001

ACTAVIS0323261

P-16023 _ 00001



ACTAVIS0323262



Michael Perfetto Actavis Sales Meeting

January 11, 2011

“MOVE THE NEEDLE”

“Move the Needle”

- Monday, January 10th
 - Arrival
 - Dinner @ 6:30 PM
- Tuesday, January 11th
 - 8:15 AM depart hotel for ASA
 - Mike P, Nancy & Ara (AM)
 - Lunch with ASA
 - Jinping & Sales Team presentation (PM)
 - Hockey Game
- Wednesday, January 12th
 - Ideas Exchange (AM)



2010 - Another Great Success Story Two Years in a Row

Sales Channel	2009	2010	2010	% Budget	Growth
	Actual	Actual (not final)	Budget	Achieved	2010 vs 2009
Generic Rx	432.5	481.9	477.4	101%	11%
Total Product Sales	637.5	686.9	579.2	119%	8%
Total Revenue	657.9	693.7	614.9	113%	5%

2010 Net sales are not final.

- Continued success on key products: Diltiazem, Gaba caps & tabs, Oxycodone tabs and Fentanyl Patches
- Implemented numerous price increases - Desipramine, Betamethasone family
- Successful launch of Zolpidem ER 6.25mg and Tamsolusin - Super over achieved target



Actavis Sales Person for CY 10

**Mr. Michael Dorsey
(aka Mr. Torn Blue Jeans)**





2010 Sales Performance (Direct & Indirect)

REP	FULL YR 2010 ADJ TARGET			FULL YEAR 2010 ACTUAL			FULL YR 2010 % ACHIEVED		
	DIRECT	INDIRECT	TOTAL	DIRECT	INDIRECT	TOTAL	DIRECT	INDIRECT	TOTAL
BERRYMAN	\$23,227	\$68,791	\$92,018	\$28,656	\$66,101	\$94,757	123.37%	96.09%	102.98%
COHEN	\$59,826	\$22,560	\$82,386	\$54,931	\$24,334	\$79,265	91.82%	107.86%	96.21%
PEHLKE	\$27,909	\$125,902	\$153,811	\$32,769	\$162,345	\$195,114	117.41%	128.95%	126.85%
DORSEY	\$64,809	\$73,282	\$138,091	\$85,094	\$95,184	\$180,278	131.30%	129.89%	130.55%
DEMOS	\$28,447	\$3,337	\$31,784	\$29,445	\$3,964	\$33,409	103.51%	118.79%	105.11%

Net sales for 2010 are not final



Top Accounts for Growth

Customer Family	Direct+Indirec Rx excluding Oxycodone CR				
	2010	2009	2008	growth vs '09	growth vs '08
McKesson - RxPak	14,201,358	1,067,947	846,849	1230%	26%
Humana	11,984,200	5,658,397	1,176,527	112%	381%
OPTI-SOURCE GROUP	16,486,666	8,327,519	4,169,434	98%	100%
WALGREEN	48,346,155	30,147,676	33,221,686	60%	-9%
RITE AID CORP.	18,124,382	11,394,407	8,070,131	59%	41%
WAL-MRT STORES INC.	30,155,524	19,810,673	13,798,190	52%	44%
MCKESSON DRUG CO.	81,320,041	57,517,583	38,937,148	41%	48%
MEDCO HEALTH	14,676,637	10,781,731	7,597,386	36%	42%
PEYTON	17,075,160	12,586,539	11,892,753	36%	6%

Criteria:

Combined sales greater than \$10MM in 2010, growth rate greater than 30% vs 2009.

Exlcuding Kadian and Oxycodone CR

Net sales for 2010 are not final



Top 10 Products for 2010

Rank	Product Group	Actual	Budget	Variance \$	Variance %
1	Oxycodone CR	59,397	49,950	9,447	19%
2	Diltiazem CD	43,918	31,873	12,045	38%
3	Gabapentin Capsules	40,618	28,597	12,021	42%
4	Oxycodone Tabs	39,527	24,161	15,367	64%
5	Bupropion XL	29,874	30,381	-507	-2%
6	Fentanyl Patch	29,737	21,887	7,850	36%
7	Gabapentin Tablets	18,930	8,863	10,067	114%
8	Zolpidem CR	17,009	1,253	15,756	1257%
9	Carbidopa/Levodopa	16,834	14,457	2,377	16%
10	Tamsulosin	12,846	2,072	10,774	520%

Ranked by absolute net sales \$

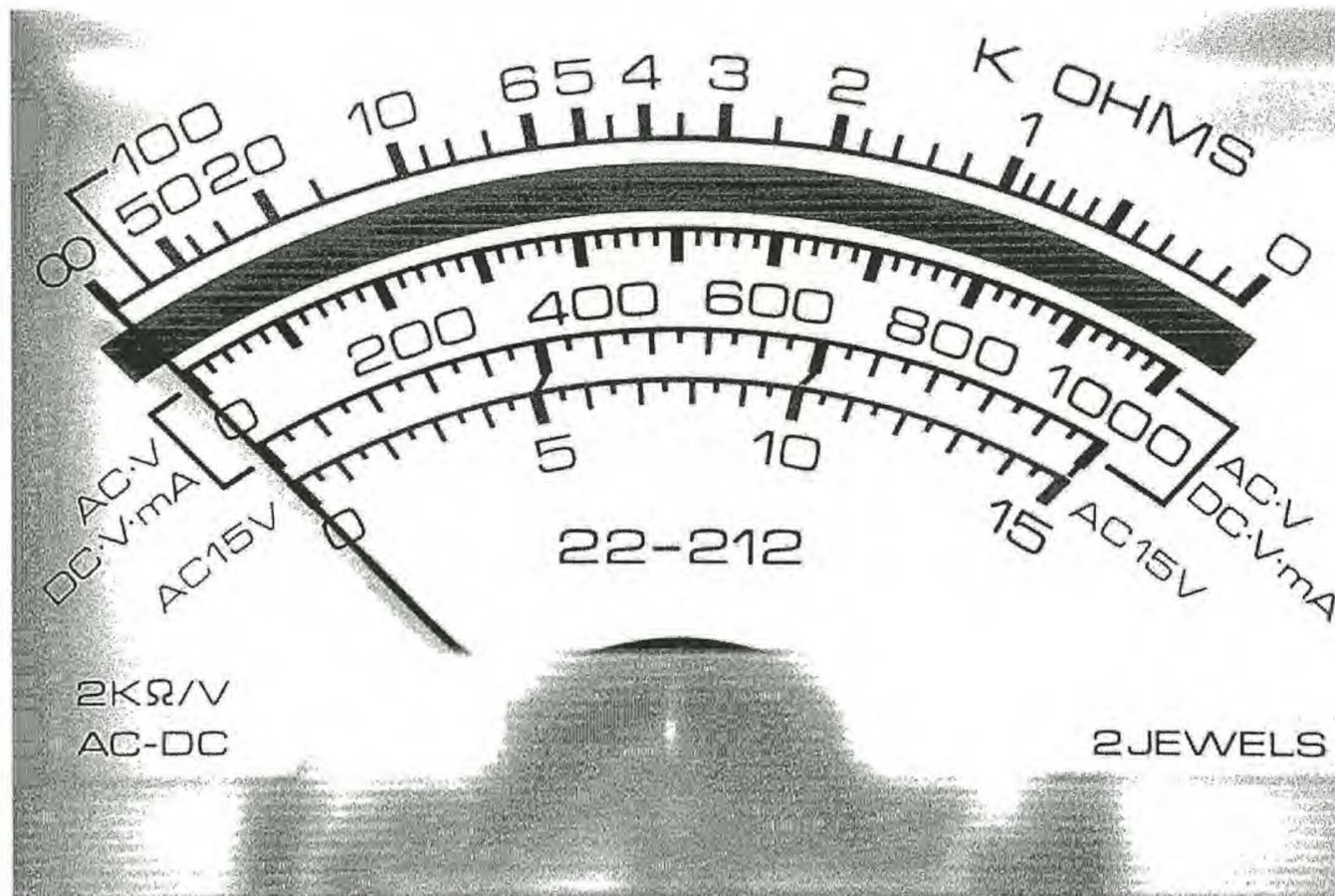
Net sales for 2010 are not final



CY 2011 Generic Rx Revenue Target \$535 MM



Move the Needle
"It's UP TO US"





2011 Direct & Indirect Targets

DIRECT SALES	1ST HALF 2011	2ND HALF 2011	FULL YR 2011	1ST HALF 2011	2ND HALF 2011	FULL YR 2011
	TARGET BASE ONLY	TARGET BASE ONLY	TARGET BASE ONLY	TARGET INCLUDES NEW	TARGET INCLUDES NEW	TARGET INCLUDES NEW
BERRYMAN	\$10,685,940	\$10,874,227	\$21,560,167	\$15,309,941	\$18,222,667	\$33,532,608
COHEN	\$27,922,492	\$27,682,953	\$55,605,444	\$38,692,110	\$45,573,266	\$84,265,375
PEHLKE	\$15,573,009	\$15,234,222	\$30,807,232	\$19,574,513	\$22,704,591	\$42,279,104
DORSEY	\$25,989,586	\$25,841,664	\$51,831,250	\$36,590,519	\$43,199,188	\$79,789,707
DEMOS	\$10,124,552	\$9,943,025	\$20,067,578	\$14,045,262	\$16,490,765	\$30,536,027
TOTALS ABC, MC1, 2, , CA1	\$82,828,160	\$82,115,271	\$164,943,431	\$121,413,692	\$141,951,955	\$263,365,646
2011 TOTAL SALES TEAM DIRECT	\$173,123,739	\$171,691,362	\$344,815,101	\$173,123,739	\$288,142,431	\$533,768,467
INDIRECT SALES	1ST HALF 2011	2ND HALF 2011	FULL YR 2011	1ST HALF 2011	2ND HALF 2011	FULL YR 2011
	TARGET BASE ONLY	TARGET BASE ONLY	TARGET BASE ONLY	TARGET INCLUDES NEW	TARGET INCLUDES NEW	TARGET INCLUDES NEW
BERRYMAN	\$21,672,720	\$21,208,270	\$42,880,990	\$30,709,400	\$35,593,795	\$66,303,195
COHEN	\$6,040,621	\$6,065,997	\$12,106,618	\$8,546,188	\$10,185,881	\$18,732,068
PEHLKE	\$52,804,614	\$52,222,257	\$105,026,871	\$75,009,174	\$87,676,505	\$162,685,679
DORSEY	\$28,818,148	\$28,942,016	\$57,760,164	\$40,858,932	\$48,533,211	\$89,392,142
DEMOS	\$1,323,007	\$1,305,007	\$2,628,014	\$1,878,221	\$2,188,613	\$4,066,834
2011 TTL SALES TEAM INDIRECT	\$110,659,110	\$109,743,547	\$220,402,657	\$110,659,110	\$184,178,004	\$341,179,919



Path for Sales Success

- Focus on Needle Movers
- Execute on product launches
- Maximize each asset
- Prudent management of accounts/territories



Needle Movers

Products	Current Share	Target Share
Fentanyl patch	13.0%	5.0%
Oxycodone tablets	37.0%	6.0%
Gabapentin capsule	16.0%	5.0%
Bupropion XL		
150mg	18.0%	9.0%
300mg	11.0%	9.0%
Zolpidem ER 12.5mg	0.0%	25.0%



2011 Team Goals

- Achieve GRx sales target of \$535MM and gross profit \$225MM
- Product price increases of \$10-15M; include Operations on cost review; 3 products identified by S&M to review as part of SIOP meetings. Maximize each asset
- Establish 5 product-specific advertising programs
- Develop by mid-year a Suspicious Order Report for all DEA products across all manufacturing sites
- Incorporate strategic programs with 50% of the top 15 customers (7)
- Complete implementation of Contract/Pricing database and ensure processes are realigned to compliment the automation

1 Goal of Sales and Marketing Teams

Exceed the sales target of \$535 M

Thank you.....