From:

Jinping McCormick

To:

Brenda Vesev

CC:

David Myers; Michael Perfetto

Sent:

9/15/2011 11:05:09 PM

Subject: Attachments: Marketing Plan and Media Plan 2011 Collateral Material Development plan.xls; Actavis Media Plan 2011 110909a.xls; Launch

Report 9-14-2011.xls

Brenda,

I'm attaching our product promotional plan as well as media plan as we discussed earlier today.

Media Plan – details our advertising schedules and is updated every month to record actuals as well as adjustment for future insertions. Attached is a Sept update, orange color is actual for past date and planned for future date. As you can see from the schedule that we maintain Actavis presence in every month in both **print and digital** among these key trade journals which mostly target pharmacists and pharmacy buyers as audiences. We occasionally target prescribing physicians as needed, e.g. oxymorphone to promote our products. Practical Pain Management falls into this category.

Every year, we aim to develop new corporate ad to fresh the image. This year, we planned for two new ones, one is being used in ad (Green Planet, Zero Carbon, we call TREE ad).

We also did more product specific promotions this year as we discussed earlier. Fentanyl, Zolpidem and Oxymorphone are published. We did extensive promotion and media campaign for oxymorphone. We have Methylphenidate ad completed and approved, ready to go as soon as the product is approved. We are working on Amphetamine ER combo ad, near completion. We completed Banzai ad too. Product ads hinge upon how many products are approved of course.

Collateral Material Development Plan – this plan is developed for product promotions and timing. It details which products require an advertisement in trade journals, which need a sell sheet that is used by sales team but not published, and which products require neither. Launch date is from early in the year and you can see from the Launch Report that many of these products' launch schedule has been delayed.

This year, we updated the product section of the Actavis.us websites and site visits have increased since the launch of new contents.

Hope this provides some details on our effort to promote both Actavis name and products. If you would like any details, either David and I would be more than happy to assist.

**Jinping** 

## Jinping McCormick

Director of Marketing



Actavis

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PLAINTIFFS TRIAL EXHIBIT P-16024\_00001

ACTAVIS0346651

Product		Ad	Sellsheet	January	February	March	April	May	June	July	August	September	October	November	December
Pantaprazole			1	Launch											
Amphetamine Combo ER		1		g.	Launch (tent/l	ate)									
Buprenorphine			1										Launch		
Buprenorphine/Naloxone		1		in process now	Launch										
Morphine ER (Kadian)			1	already complete	d - check for updat	e	Launch								
Morphine ER (Avinza)		1 (wait)					Launch (dela	red)							
Valacyclovir			1				Launch								
Zolipidem ER 12.5mg/6.25mg		1	update existing						Launch 6/3/11						
Donepezil	need samples		1					Launch							
Diltiazem ER Caps (Tiazac)		1 (maybe)						Launch							
Ropinorole	when launching?	1							Launch						
Oxymorphone ER		1	1							Launch 7/1/11					
Methylphenidate ER		1								Launch					
Doxycycline DR			+							Launch					
Levetiracetam ER Tabs			1									Launch			

Corporate Ad #1 (Green factory)

Sheet1

CONFIDENTIAL 1 of 1 ACTAVIS0346652

VEHICLE	Planes	er 9, 2011	154	CTUAL			CONFIDENTIAL January	February	March		April	Inc This document contain  May		June	July		August		September		October		November		December
Publications	Planned CPI Insertions as of 6/8/11	Subtotal	CPI In	sertions St Placed	ubtotal		InniEoh I	de la la	No.						July/August Irana				Sontember 15				Name of the last	Santy!	
n Health & Drug Benefits  Circulation: 30,610  Published: 6x	\$6,434	1 \$6,434	\$6,434	1	\$6,434	Ad placed Cost	Jan/Feb Issue \$6,434					Mortar Ad \$6.434			July/August Issue \$6,434				Mortar AD \$6,434				Nov/Dec Issue \$6,434		
y advance, ox						Theme Space Type	Payers Perspectives ROB A size 4/C					Harvey Ad Q Re ROB A size 4/C			ROB A size 4/C				ROB A size 4/C				Nov 5th Nov 19th		
Orug Review					М	IO Due Date Material Due Date Issue date	Jan an Issue	Fan dâm assue	Mar 14th Issue	Mar 18th Issue	April 36th Saule	Mar 29th Apr 190 May 24th Issue	June 6th Issue	June 27th Issue	July 16th July 23rd		Aug 8th Issue	Aug 29th Issue	September 3rd September 24th Sep 12th Issue	Sep 27th same	Oct 10th Issue	Oct 25th Issue	Nov 12th	Nov 21st Issue	Sec 12th (Sue
Circulation 45,000	\$5,750 \$23,750	6 \$34,500 1 \$23,750	\$5,750 \$23,750	4	\$23,000 \$23,750	Ad placed Cost Theme	Mortar Ad 2010 Budget	Mortar Ad \$5.750 FX: Serient Doug Fesco	CHPA Profile	Fentanyi Ad 825 760 75404 Roote	Morter Ad S9,790 Annual State of tile	\$5,750 SPECIAL FEATURE	\$5.750 Annual Drug Wholesaler	\$5,750 NACDS Marketplace	Morter Ad \$6.750 SULL ISSUE STUDY		\$5,750 Health Care Report First	S5,750 Annual Report of Retail	S5 750 ECRM Report Diabetes	TREE \$4,755 RT- Genero Drugs :	\$5,750 NACDS Pharmacy	S5,750 Top 100 Cham Drug	\$5,750 Annual Private label	\$5,750 Cat Management	\$5,750 Full-Issue Study • RX
FENTANYL AD	\$23,730	\$23,750	\$25,750		\$23,750	Space Type			CHPA PIONE	And white that we did	Immustry Penert + RV III NACOS	REPORT CVS ROB KING size 4/C	Report  ROB KING size 4/C	Report  ROB KING size 4/C	Careinal Health!		Aid . Niche Products Report ROB KING size 4/C	Pharm Rx - bonus @ NACDS roomdrop ROB KING size 4/C	Hypertension. Cholesterol Pain Arthritis ROB KING size 4/C	Cornerale Publies ROB KING are 4C	Roundtable ROB KING size 4/C	Market Report  ROB KING size 4/C	Report  ROB KING size 4/C	Roundtable  ROB KING size 4/C	ROB KING size 4/C
Published bi-weekly					м	IO Due Date	Dec 14th	Jan 14th	Feb 24th Mar 4th	Man7m Mac14m	Hot Str.	April 28th	May 11th	June 1st	June 21st		July 13th	Aug 7th Aug 16th	Aug 17th	Sep 3th Sep 9th	Sep 14th	Sep 28th	Oct 13th	Oct 27th	Nov 21st
Drugstore Daily - NACDS	\$4,995	3 \$4,995	\$4,995	3	\$4,995	Ad placed												Aug MAGDS TREE (3x) 54 995							
blished 3x - distributed at NACDS						Cost Theme												3-Ads - NACOS Shori Daily Publications							
ilistred 3x - distributed at NACDS						Space Type IO Due Date												HOTE KILDS also and July Yin		*					
tore Management			-	-	M	Material Due Date Issue date Ad placed								rune 20th Issue Mortar Ad				Aug fat							
Circulation 41,000 Published yearly	\$7,658	\$7,658	\$7,658	1	\$7,658	Cost Theme								\$7.958											
						Space Type IO Due Date Material Due Date								RSB King size 4/C Get 28th 2010 April 9th								2			
tore News Circulation 39,563						Issue Date Ad Unit	Jan Issue	Pag 28m Saue Mortar Ad	Mar 14th Issue		April 1st Issue	May 2nd losue Mortar Ad	May 30th Issue	June 27th Issue	ion 11th osce Mortar Ad		Aug 1st Issue	Ang 19th Sour Tree Ad	Sep 19th Issue		Oct 10th Issue	Oct 24th Issue	Bay 15th Issue		Dec 12th Issue
Published 15 times/year ZOLPIDEM 6.25 & 12.5 AD	\$6,800 \$17,706	5 \$34,000 0 \$0	\$6,800 \$17,706	0	\$27,200 \$0	Cost Theme	\$6 800 Top Players in Retail Pharmacy	35 800 (Селего Зреску Явроп	S6,800 Beyond Dispensing Mail Order, PBMs -Specially	\$6,800	\$6,800 Supplier Showcase	\$6 300 Too Players in Retail Pliarmacy - NACOS lesue	\$6,800 Niche Brands Making a Difference	\$6,800 NACDS Marketplace Issue	56 335 For Whalesvier Record		\$6,800 Specialty RX - Rite Aid Profile	36 800 Mr. Annual Report NACOS Issue	\$6,800 Generics Special Report		S6.800 CVS Caremark Profile	S6,800 The Supermarket Rx Report	\$6,800 Generics Special Report	*	S6,800 The Wal-Mart Profile
Fentayl - \$30,078 for all 7 pages)						Space Type IO Due Date	ROB A size 4/C	Ride Alare (RC Jap 14th	ROB A size 4/C	ROB A size 4/C	ROB A size 4/C Mar 23rd	ROB 4 dize 4/0 Apri 5th	ROB A size 4/C May 3rd	ROB A size 4/C May 31st	ROB A side 4051 Jun 18th		ROB A size 4/C July 5th	908 9 669 4(C Aug 068	ROB A size 4/C Aug 23rd		ROB A size 4/C Sep 13th	ROB A size 4/C Sep 27th	ROB A size 4/C Oct 18th		ROB A size 4/C Nov 15th Nov 18th
Topics Circulation 155,000	12x rate		12x rate		M	Material Due Date Issue date Ad placed	Jan Issue	Jan 32nd Reb tearro Mottar Ad	March Issue		Mar 25th Aptin assu- Mortar Ad	April 7rn May Issue	May 5th	June 2nd June Szue Martar Ad	July Issue		July 7th August issue Tree Ad	AUG 4th	Aug 25th Sep Issue		Sep 15th Oct Issue	Sep 29th	Oct 20th Play (Scue Methylpheniuste A1 1730)		Nov 18th Dec solla Mennyiphaninare Ad - DBD
Published Monthly	\$8,884	5 \$44,420	\$8,884	4	\$35,536	Cost Theme	\$8.884 Drug Pipeline	\$2,364 Audit Readiness	\$8,884 Brand Drug erosion due		\$8,381 Annual Salary Strucy	\$8,884 Medication Safety		\$8.884 Bhàin d'fhe Year	\$8,884 The Medical Home		S6 334 Vacinations - Also		\$8,884 Specially pharmacy		\$8,884 Top Independent		\$8,884 Management of		\$8,884  Business Outlook for
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Circulation 52,627 Published Quarterly	\$10,523	4 542,092	\$10,523	3	\$31,569	Ad placed Cost		Martar Ad \$10,523				Mortar Ad \$10,023					Tree Ad \$70,520								Tree of Bird Ad \$10, 523
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	\$7,795	1 \$7,795	\$7,795	1	\$7,795	Cost Theme		121	S5 567 50 Specially Pharma Article			\$5,567 50 ASHP MidYear Show							\$7.195.00 General Supplement				S5 567 50 ASHP Mid Year Show		\$5,567.50 Generics Feature Article
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acy Times			-		M	Material Due Date	Jan Issue	Feb Issue	Feb 24th Maior resur Mortan A8		April Issue	April 24th May/2auz Mortar/Ad		June Issue	July Issue		August Stor	Oxymorphone Ad	Aug 24th Sept Issue		October sale		Oct 24th Nov Issue		Nov 24th Dec Issue
Circulation 162,500 Published Monthly	9,400 \$11,234	3 \$28,200 1 \$11,234	9,400 \$11,234		\$18,800	Ad placed Cost Theme	\$9,400 The Aging Population	\$9,400 Infectious Diseases	SS 400 Contrall/Visitions System		\$9,400 Allergy & Asthma	59 400 Shir W.Eva Health		\$9,400 Women's Health	S9,400 Digestive Health		\$11, 233,75 Oneslogy	929,258 GENERIC SUPP	S9,400 Pain Awareness / bonus		\$29,268 Diabetes / Pharmacist	TBD David to ck Jinping	\$9,400 Cough & Cold		S9,400 Heart Health
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acy Today	-		-		М	faterial Due Date	Dec 19th Jan Issue	Jan 19th Feb Issue	App 19% March Issue		March 20th April Issue	April 20th May Issue		May 20th June Issue	June 21st July Issue	_	August Issue	July Sam	Aug 20th Sept Issue		Sep 20th October Issue	,	Oct 20th Nov Issue		Nov 19th Dec Issue
Circulation 140 868 Published Monthly	\$9,285	o so	\$9,285	0	\$0	Ad placed Cost Theme	\$9,285 Cardiology	\$9,285 Urology	\$9,285 Bonus distribution at the		\$9,285 Rheumatology	\$9,285 Psychiatry		\$9,285 Ad Test - Neurology	\$9,285 G1 disorders		\$9,285 Women's Health		\$9,285 Diabetes		S9 285 American Pharmacists		\$9 285 Genatrics		\$9,285 Ad Test - Respilory
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al Pain Management			600		Long Control	Asterial Due Date Issue date	Dec 15th Jan Issue	Jan 15th Feb Issue	Feb 15th March Issue		Feb 15th April Issue	April 15th May Issue		May 15th June Issue	June 15th July Issue		July 15th		August 15th Sept Issue		Sep 15th		Oct 15th		Nov 15th Dec Issue
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rmacist Circulation 127,619						Issue date Ad placed	Jon 15906 Zolgramm 6.25 Ad		March Issue		Aylal Sing Mortar Atl (2x)	May Issue	Junio Issue Mortae (naw taglina) Ad	Julie Bach Corp Editorial	July Issue		August Issue		Sept Issue		Omissive Tree Ad		Nov Issue		DBC (SRUE)
Published monthly  ZOLPIDEM 6.25 AD	\$10,500 \$28,141	5 \$52,500 1 \$28,141	\$10,510 \$28,141		\$21,020 \$28,141	Cost Theme			\$10,500	\$10 500	S10 900 Authoring and 2007US magazan in 2000	S10,500 Pain Management	SIGNAL GENERAL REMAN SUPPRI SOACE	\$0 SEVERIC REINEW SUPPRENTITIONAL PAGE	Respiratory Dieases		\$10,500 Infectious Diseases		S10.500 Women's Health				\$10,500 Psychotropics		\$10,500 Gastro-enterologic
LPIDEM 6.25 & 12.5 AD s insertions offered:	\$13,500	1 \$13,500	\$13,500	1	\$13,500	Space Type			ROB A size 4/C		Contended and ROB in acts and	ROB A size 4/C April 15th	ROB Agreets	86NUS 808 A 676 Hill	ROB A size 4/C June 15th		ROB A size 4/C July 15th		ROB A size 4/C				ROB A size 4/C Oct 15th	3	ROB KING 1 4/C + 5 B/W Nov 15th
d June in polybagged supplemen	15	\$410,360 94%			\$328,394 93%	IO Due Date			Feb 15th		100	April 13th	987 531 537 546	May 18th May 75th	Jone (30)		July (Jth		Aug 15th				Julion		Nov 22nd
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of total	\$11,234	2 \$24,734 6%	\$11,234	0	\$24,734 7%				nugosadi salas sa		52-11 mg										The same of the				
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## Actavis 2011 Media Plan - 1/2/2019

	\$147.88	12	\$1,775	\$147.88	12	\$1,775		S188 Vertical Skysotoper 120 x 500	STUB Vertical Statement 120 x 600	SHIS Vertical Skystomer 120 x 900	S148 Vertical Skylostaper 100 x 908	Shap Verbial Skuptracer 120 x 500	5148 Vertical Sevectador 120 x 500	\$146 Vertical Skysorapet 120 x 760	S148 Vertical Skysoraner 128 x 700	\$198 Veritoal Skyecraner 120 x 900	Sinds Verhoal Skysoraper 100 x 508	Stude Vertical Skysotager 126.x 396	3148 Vertical Skyscroper 120 x 300	5138 Verbon Skysblader 199 x 1900		5148 Vertical Skysoraper 120 x 600	5148 Verrical Skypotagel 720 ≈ 600	S148' Vertical Skyscraper 100 v 500	\$188 Verlies) Skyserader 129 x 998	\$198 Period Skysdraper PSD x 309	S198 Verndal Skysplaner 100 ± 808
NACDS Guide - Horizontal Banner	\$147.88	12	\$1,775	\$147.88	12	\$1,775		20pisehi 5148 Hilysonta) Tob 728 x 30	Moden S148 Hanzantal Top 738 x 90	Morrer Shae Hericontal Too 708 x 90	(Narta): \$118 (Horizanta) figo 723 + 90	Mottar 9148 Höttzontal Top 924 v 30	Morter 514a Hárdántai Tap 7384 áb	Metta) \$148 Hariatahai Pob 708 k 98	Mortar S†49 Haracottal Tun 729 v. Sti	Mortan 5148 Herizantal Frin 728 X 90	Martar - 2148 Horgania Foe 728 ± 90	Montal \$1.45 Horizontal Fig. 758 : 20	Morar Shaq Horopman bo End with	Tree Shale Rencontar Tale 108 x 90	Tree 5748 Partonal toe 708 x 80	Free Still Harcontal fide 726 ± 90	\$146 9146 Historial Tee 128 + 90	7/56 \$1/49 9/6/2018/17/00 108/2/50	7149 2149 Hotasmai Fai 728 x 90	free \$148 Horsonal Con 718 2 90	Tree 3148 Hotseath Tree 729 x 95
NCPA - Horizontal Banner	\$245.83	12	\$2,950	\$245.83	12	\$2,950		Zalpiem 9249 Horzantal Tau 728 x 90	Mortar \$246 Harrental Top 728 x 90	Mottet SC46: Hanzontal Too 728 k 30	Mortar 5548 Horeontal Top 728 x 90	Mortar 9246 PerizontarTop 728 x 90	Molter 9246 Horgontal * do 708/490	Mortar \$2.46 Horizontal Top 726 4 46	Mortar S046 Horizoblar Top 708 k 30	Mortar \$548 Honzantai Top 728 x 96	Morrar 50ad Harizantal Tap 708:4:90	Morta: \$0.45 Forizontal flag 738 1-30	Montar 5245 Hanzontar Top 708 x 90	7/66 5,749 Forzantal 7 op 708 v 50	Treb 5/48 Pangoniai Tuo 7/28/4/50	Tree 5846 Henzontal Fan 728 v 90	Tree \$046 Harzantei Top 718 x 90	7/86 9245 Hb/(25hta) 7dd - 728 x 30	Tree \$248 Hargonial Top 708 x 90	Pred \$248 Hadicanta Pap 726 v #0	Title Solds Harlsonta Tid 778,830
subtotal percent of budget			\$24,999 6%			524,999 7%	355	Little and the second s	Leading to the control of the contro								3				Harris St. School St. Accordance	Thursday		1	) brown the sales of the sales	disense and laborate and a	
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Budget Differences			\$420,000 \$15,359			420,000 66,607)	110 12 201			Anterior Santistantino de la Constantino della C																	

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Jrl	Web	Rate Card	Rep	Rep Email	Rep#	Target Audience	Circulation	12X Rate b/w page		Total 1pg 4/C + 3pg b/w
Practical Pain Managemnt	(A)		Sean.Cunni ngham	Sean.Cunni ngham@Ve rticalHealth .com		clinicians, pharmacists	46580	\$3,225	\$5,245	\$14,920
Pain Medicine	http://www.b lackwellpubli shing.com/jo urnal.asp?re f=1526-2375	email sent	Karl Franz	KFranz@Wil ey.com	781-388- 8470	TBD	5,734			\$5,555
Pain Medicine News - A page		http://www. painmedici nenews.co m/PDF/med iaplanner.p df		alabrozzi@ mcmahonm ed.com	212-957- 5300, ext. 204	clinicians	48,134			\$19,465
The Journal of Pain	http://www.e lsevier.com/ wps/find/jour naldescriptio n.cws_home /505775/des cription#des cription	http://media kits.elsevier. com/ratecar ds/JPAI_dis play.pdf	Michael Targowski	m.targowski @elsevier.c om	212-633- 3693	researchers, scientiests, cliniicans	2600	\$1,245	\$2,750	\$6,485
The Journal of Pain Symptom and Pain Management		http://media kits.elsevier. com/ratecar ds/JPSM di splay.pdf	Michael Targowski	m.targowski @elsevier.c om	212-633- 3693	Anesthesiologists, neurologists, oncologists, pharmacologists, nurses, social workers, and others in clinical or academic disciplines concerned with pain and palliative care	4700	\$1,935	\$3,695	\$9,500
Anesthesiolog y News	www.anest hesiologyn ews.com	http://www. anesthesiol ogynews.c om/PDF/me diaplanner. pdf		alabrozzi@ mcmahonm ed.com	212-957- 5300, ext. 204	all Anesthesiologis ts (pain - 1,204, pediatric, critial care and cardiovasular)	44,832			\$17,965

pain jrls 3 of 3



Total Launched 7
Total Launches Remaining for : 11
TOTAL Projected Launches for 18



2011 BUDGET KPI = ?? LAUNCHES

## 2011 Budget Launches

Label	Product	Dosage	Brand (Company)	Strengths	MAT June 2010 IMS Sales US (\$MM)	2011 Budget Approval	Target Approval [Best Case]	2011 Budget Sales (\$000)	Mfg Country, Site	Competitors	Comments	Market Share Target (2011 budget)
Actavis Inc.	Pantaprazole	DR Tablet	Protonix (Pfizer)	20, 40mg	\$1,771	Jan-11	02/07/11	\$6,473	India, Shasun	on market: Teva, Sun; new approvals: Dr. Reddy's, Kudco, Matrix, Torrent, Wockhardt	PE expires 1/19/2011	10%
Actavis Totowa	Valacyclovir	Tablet	Valtrex (GSK)	500mg, 1000mg	\$2,018	Jul-11	04/25/11	\$4,000	India, Alathur	On market: Ranbaxy, Watson, Mylan, Roxane, Sandoz, Teva, Aurobindo, Greenstone, Northstar	Filed Jun-08. API constraints help keep price at profitable level	7%-10%
Actavis Inc.	Donepezil	Tablet	Aricept (Eisai)	5, 10mg	\$2,374	May-11	5/31/2011	\$1,052	India, Alathur	13 TA. Expect highly competitive market.	Teva lost exclusivity, but Ranbaxy can lauch with exclusivity.	7%
Actavis SouthAtlantic	Zolpidem	ER Tabs	Ambien CR (Sanofi)	12.5 mg	\$812	May-11	06/06/11	\$11,255	US, ELZ	Not FTM, Anchen launched 12/6/2010		25%
Actavis Elizabeth	Oxymorphone	ER Tabs	Opana ER (Endo)	7.5mg, 15mg	\$15	July-11	07/15/11	\$3,289	US, ELZ	approval received on 7.5mg and 15mg; TA on other strengths. Brand is	PIV, filed Jun-07, May-08	60%
Sagent	Gemcitabine	lnj	Gemzar	200mg; 1g	\$814	2011	07/25/11	\$5.3M	Romania	Teva-APP; Hospira; Watson; Pliva; Sun; Sandoz	Teva-APP launched Jan. 26, last possible date to maintain 180-day exclusivity; Act- Sagent launch date revised to July 25, 2011.	15%
Actavis Elizabeth	Levetiracetam	ER Tabs	Keppra XR (UCB)	500, 750mg	\$120	Sep-11	9/12/2011	\$622	US, ELZ	8TA - Watson, Lupin, Torrent	Launched 9/12/2011 on market formation	20%
Sagent	Paclitaxel	Inj	Taxol (BMS)	6mg/ml	\$52	2011	Sept-11	\$2.4M	Romania	Teva, Hospira, APP, Bedford, Parenta already in market. 1-2 additional competitors expected over next 1-2 years.	Approved 12/10/09. API 6 month lead time. Capacity issues at Sindan; reviewing 2011 launch dates. Revised launch date August 2011.	10-15% dependin g on strength
Actavis Elizabeth	ISMN	ER	Imdur	30, 60mg	\$77	NA	Oct-11	NA	US, ELZ	KU, WestWard, Alvergo, Qualitest	relaunch	15%
Actavis, Inc	Trimipramine	Caps	Surmontil	25, 50, 100mg	\$3	NA	Oct-11	NA	US, Epic	No generic. Teva owns the brand. Potential AG	relaunch	100%
Actavis SouthAtlantic	Methylphenidate	ER Caps	Ritalin LA (Novartis)	10, 20, 30, 40mg	\$91	Jul-11	Oct-11	\$9,524		expect 3 inlouding Sandoz as AG post exclusivity	First to file on 20, 30, 40mg; delayed due to two Citizen Petitions. Settled with Brand	60%
Actavis Elizabeth	Amphetamine Combo ER	ER Caps	Adderall XR (Shire)	5, 10, 15, 20, 25, 30 mg	\$791	Feb 11	Dec-11	\$26,419	US, ELZ	Teva/Barr launched 4/1/09. Both are AG.	Product at UPS went short- dated. CP pending -	15%

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Page 1 of 2

Total Launched 7
Total Launches Remaining for : 11
TOTAL Projected Launches for 18



2011 BUDGET KPI = ?? LAUNCHES

## 2011 Budget Launches

Label	Product	Dosage	Brand (Company)	Strengths	MAT June 2010 IMS Sales US (\$MM)	2011 Budget Approval	Target Approval [Best Case]	2011 Budget Sales (\$000)	Mfg Country, Site	Competitors	Comments	Market Share Target (2011 budget)
Actavis SouthAtlantic	Nifedipine	ER Tabs	Adalat CC (Bayer)	90mg	\$25	Jul-10	Dec-11	\$2,144	US, ELZ	Teva; Mylan got approval on all 3 strength	Filed Dec-08; line ext to existing 30mg & 60mg.	30%
Actavis Elizabeth	Buprenorphine	Sublingu al Tabs	Subutex	2, 8 mg	\$86	Feb-11	TBD	\$6,879	US, ELZ	Market formation 10/8/09. On market - Roxane, Teva; Hi-Tech	Filed September of 2008. Awaiting RiskMap/REMS approval	25%
Actavis Elizabeth	Morphine ER	Caps	Kadian (Actavis)	10, 20, 30, 50, 60, 80, 100, 200mg	\$266	Apr-11	ready	\$29,400	US, ELZ	Patents expire Apr-10; own AG	Product ready at UPS	60%
Actavis Elizabeth	Diltiazem	ER Caps	Tiazac (Biovail)	120, 180, 240, 300, 360, 420mg	\$96	May-11	Feb-12	\$2,915	US, ELZ	Approval: Watson, KV, Apotex, Inwood (AG). KV, Apotex is out of market	Filed Dec-08;	20%
Actavis Totowa	Oxycodone	Tablet	Roxicodone	5mg	\$51	Jan-11	2012	\$1,737	US, ELZ	Mallinkrodt, Qualitest, KVK, Caraco, Corepharm	Current product short-dated; Needs fresh product from ELZ post CBE 30 filing	15%
Actavis Totowa	Oxycodone APAP	Tablets	Percocet (Endo)	7.5/325, 10/325, <del>7.5/500,</del> 10/650 mg	\$451	Oct-10	2012	\$6,817	US, ELZ	Mallinkrodt, Watson, Endo Roxane, Qualitest.	Filed Oct-06. Not launching 5mg/325mg; Not getting approval on 7.5/500 & 10/625mg per FDA	10%
Actavis Elizabeth	Ropinorole	ER Tabs	Requip XL	2,4,6,8,12mg	\$54	Jun-11	2012	\$6,200	US, ELZ	FTF; Impax is known filer		50%
Actavis Elizabeth	Morphine ER	Caps	Avinza (King)	30, 60, 90, 120mg	\$144	Apr-11	2013	\$18,044	US, ELZ			50%
Actavis Elizabeth	Atomoxetine	Caps	Strattera (Lilly)	10, 18, 25, 40, 60, 80, 100mg	\$514	Nov-10	2017	\$858	US, ELZ	Approval - Actavis, Aurobindo, Zydus, Sandoz, Sun, Mylan,	Court date Dec 9, 2010	15%
Actavis SouthAtlantic	Doxycycline Hyclate DR	DR Tabs	Doryx (Warner Chilcott)	75, 100mg	\$36	Jul-11	Cancelled	\$2,506	US, ELZ	Impax and Mylan approved 12/28/2010. Four known filers:Mylan, Impax, Actavis, Mutual.		50%
Actavis Inc.	Letrozole	Tablet	Femara (Novartis)	2.5mg	\$644	Dec-11	Cancelled	\$209	Romania	Tentative approval: Roxane, Teva, Zyus, Accord (Intas), Fresenius	Patent expires 6/30/2011; Cancelled due to capacitu constrains at Sindan	10%