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12/3/18 mr  
Myers-28  
Exhibit

PLAINTIFFS TRIAL  
EXHIBIT  
**P-31284\_00001**

Highly Confidential

Acquired\_Actavis\_01367234

P-31284 \_ 00001



# Marketing Department Overview

# Marketing Goal - **Maximizing Profit**



# Product Management

Product life cycle management from launch to discontinuation and everything in between

- Day to day management - bids, supply, product allocation, gained and lost business
- Launch - discussed later
- Discontinuation
  - Analysis to determine whether to discontinue a product
  - Working with supply chain and customers to exit the product in an orderly fashion
  - Non-voluntary discontinuation - e.g. supply issue.

# Demand Forecast

- Projection of future sales units by month
- Done by sku by customer monthly by Marketing
- Plants manufacture to monthly forecast by sku
- What goes into demand forecast
  - Customer order history - most important factor
  - Customer provided usage - how much to believe them?
  - Overall market trend of the product - fast growing, declining or flat?
  - Seasonality - cough cold, diet?
  - Other market factors - competing product, competitor supply situation, etc

# Demand Forecast

Demand Solutions 91 - Citrix Presentation Server Client

Demand Solutions - Range Access : 1. ALL - 266611MC1

File Edit View Access Forecast Planning Window Help

266611MC1

Y1	2008	2009	Adj Fcst	2010	Adj Fcst	2011	Adj Fcst
Jan	0	13,440		13,006	37,100	17,622	37,100
Feb	3,360	19,800		34,352	37,100	47,412	37,100
Mar	3,362	26,880		38,631	37,100	53,318	37,100
Apr	6,720	30,876		47,086	37,100	64,987	37,100
May	3,360	36,960		43,726	37,100	59,813	37,100
Jun	6,720	26,880		36,999	37,100	50,611	37,100
Jul	10,080	36,960		50,453	37,100	69,015	37,100
Aug	0	30,240		44,629	37,100	61,311	37,100
Sep	0	187,440		52,067	37,100	71,529	37,100
Oct	3,360	31,682	37,100	44,629	37,100	61,311	37,100
Nov	3,360	13,006	37,100	17,622	37,100	24,159	37,100
Dec	83,304	87,120	37,100	118,038	37,100	161,824	37,100
<b>Total</b>	<b>123,626</b>	<b>541,284</b>	<b>520,776</b>	<b>541,238</b>	<b>445,200</b>	<b>742,912</b>	<b>445,200</b>

History Forecast Pricing Planning Perf Cust Fcst Adtl Fcst Budget File

Units

Item: 266611MC1 Desc: GABAPENTIN CAP 300MG 100

Class: 2665 Planner: ACTIVE C Price: .000000000 Trend: 86666 (234.5)

ABC: H N Vendor: ELIZ C Cost: .000000000 MTD: 0 0.00%

Prod... DS M... Plan... Flag... Perf Class UOM User Descr... Dates Ven...

DS Notes - 266611MC1

# Financial Forecast

- **Budget - next year revenue projection by month**
  - Volume - based on demand forecast, potential competition
  - Price - volume weighted average price of all customers, future price projection
  - New product - target share, price, competition, risk
- **Financial update - current year**
  - Official update - roughly quarterly, e.g. 2+10, 5+7
  - Ad hoc

# Financial Forecast

- 3-5 year plan - long term planning for company's future
  - What will our current product portfolio look like - Marketing provides sales and volume projection for in-line products
  - Where we want to be in 3-5 years
  - Identify the gaps, risks and opportunities
  - Result in Action!



# Product Launches

- Working with project management, regulatory and supply chain to ensure launch readiness
  - Approval/launch timing
  - Risk assessment
  - Weekly launch report issued to stake holder
- Build detailed forecast model for each new product
  - Share target, price, competition
- Working with sales and contract on launch strategy and execution
  - Provide team information on product and competition
  - Track market shares and customers
  - Manage product supply, especially during initial launch - common occurrence recently

# Product Launches

- Provide input/evaluation on product cost and negotiation with 3<sup>rd</sup> party manufacturers
  - About 30% revenue comes from 3<sup>rd</sup> party manufacturers
  - Cost affects both our top line and bottom line
- Launch go/ no-go decision
  - Assessing market dynamics and potential upside and downside.
  - In 2007-9, we have killed a good number of launches - galantamine, nabumetone, levetiracetam tabs, risperidone, topiramate, lamotrigine, venlafaxine IR, etc.

New products are the driver of growth; product launch success is central to our future

# Marketing Communications



# Marketing Communications: Corporate Ads

## All the right ingredients.

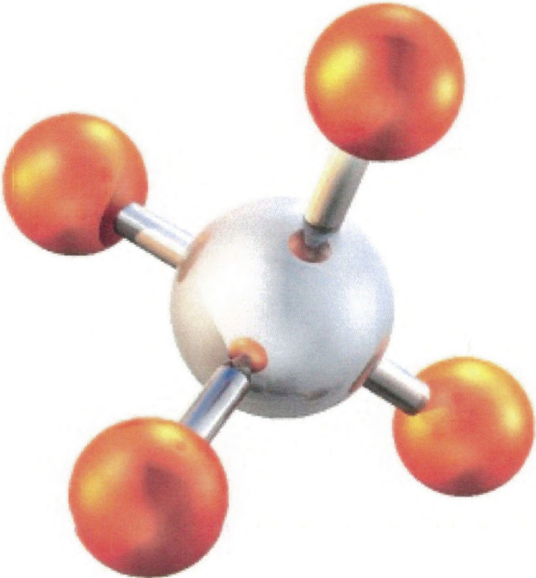
Proactive R&D.  
Experts in bringing products to market faster.  
650 generics to market, 350 on the way.  
A pipeline that's always in bloom.



To learn more, call Actavis customer service at 800.432.8534 or visit us at [www.actavis.us](http://www.actavis.us)

## The building blocks of all we do.

An ambitious team of 11,000 in 40 countries.  
An extensive array of formulations.  
650 generics to market, 350 on the way.  
The genetics behind our generics.



To learn more, call Actavis customer service at 800.432.8534 or visit us at [www.actavis.us](http://www.actavis.us)

Marketing Communications: Corporate Ads

**A smart business decision from head to toe.**

**The Actavis private label collection.**  
 High quality private label OTCs you'll be proud to put your name on.

- A full range of products your customers want—from hair growth to antifungal—at prices that are affordable.
- All products manufactured in FDA compliant, audited and approved facilities.
- Competitive priced for excellent profitability.

To learn more about Actavis' private label collection, contact Scott Emerson of The Emerson Group at 616.871.9600.

**actavis**  
 creating value in pharmaceuticals  
 www.actavis.us

**The Emerson Group**

**Simply illuminating.**

**Meeting the intense demand for generics with one of the brightest product portfolios in the industry.**

There is a bright spot on the horizon for healthcare. Generic pharmaceuticals are playing an increasing role in care worldwide because they're a lower-cost alternative to brand-name drugs. At Actavis, we work around the clock and the globe to meet the need for generics—with more than 800 products to market and over 350 more on the way. To us, the idea of bringing value to pharmaceuticals is nothing short of brilliant.

To learn more, contact Actavis customer service at 888.825.2342.

**actavis**  
 creating value in pharmaceuticals

# Marketing Communications: Lyrical Sellsheets

Fast-acting relief from heartache  
and a burning stomach.  
control your gastric acids  
Prolonged acidity can cause heartburn.  
Good health is priceless.  
Happiness is a healthy stomach.  
Don't let all this happen to you every day.

Be prepared,  
weather the turbulence

Name of drug  
- Short description

Learn more about Actavis... (illegible text)

**actavis**  
creating value in pharmaceuticals

This time of the month?

Lactose intolerance  
Lactose intolerance can cause heartache  
and a burning stomach.  
control your gastric acids  
Prolonged acidity can cause heartburn.  
Good health is priceless.  
Happiness is a healthy stomach.  
Don't let all this happen to you every day.

Name of drug  
- Short description

Learn more about Actavis... (illegible text)

**actavis**  
creating value in pharmaceuticals

# Marketing Communications: **Sellsheets**



**The alcohol-free alternative.**

**Ranitidine Syrup from Actavis.**

- Ranitidine Syrup (Ranitidine Oral Solution USP)—the generic equivalent of GlaxoSmithKline's Zantac®—is for the treatment and prevention of ulcers, gastroesophageal reflux disorder (GERD) and conditions due to high acid secretion.
- Alcohol free-formula
- Clear, peppermint-flavored liquid
- Available in convenient, one pint (473 mL) bottles

Product	Strength	Size	NDC#	ABC#	CIN#	Equip#
Ranitidine Syrup	15 mg/mL (75 mg/5 mL)	1 pint (473 mL)	0472-0383-16	629814	3952470	1289653

Contact your Actavis representative or call customer service at 800.432.8534.  
Please see book page for brief summary of prescribing information.



Actavis is the registered trademark of Johnson & Johnson Corporation.

A 202 Rev. 7/2009



**Anda Special!**  
Buy 6,  
Get 1 Free

**The choice is clear...**  
Lower cost, generic dermatological products from Actavis.

NDC#	Product	Strength	Brand Equivalent	Size
047 2-0463-30 047 2-0463-60	Benzoyl Peroxide Pads	3%	Triaac® Pads	30 pads 60 pads
047 2-0464-30 047 2-0464-60	Benzoyl Peroxide Pads	6%		30 pads 60 pads
047 2-0465-30 047 2-0465-60	Benzoyl Peroxide Pads	9%		30 pads 60 pads
047 2-0469-06 047 2-0469-12	Benzoyl Peroxide Cleanser	3%		Triaac® Cleanser
047 2-0470-06 047 2-0470-12	Benzoyl Peroxide Cleanser	6%	6 oz 12 oz	
047 2-0471-06 047 2-0471-12	Benzoyl Peroxide Cleanser	9%	6 oz 12 oz	

To learn more, contact your Actavis representative or call customer service at 800.432.8534.

Anda Special! Buy 6, Get 1 Free    Anda Special! Buy 6, Get 1 Free    Anda Special! Buy 6, Get 1 Free    Anda Special!



www.actavis.us  
Actavis Inc.

Triaac® is a registered trademark of Medco Pharmaceutical Corporation.

# Marketing Communications: **Advertorial**



## A quick look at Actavis...

- A leading developer and manufacturer of first-class generics.
- More than 10,500 employees in 40 countries (including 1,400 in the U.S.).
- Eight hundred-thirty products on the market and 350+ on the way, with products registered in 40 markets.
- Sixteen manufacturing plants in 13 countries—including the U.S., Italy, Romania, Serbia and more.
- Twenty-four billion tablet and capsule capacity.
- The name Actavis comes from two Latin words: *acta*, meaning active and *avis*, meaning strength.

## In full bloom.

Generic pharmaceuticals are increasingly becoming a welcome refuge for consumers—because they offer that rare combination of controlling costs, without sacrificing quality. Actavis is working to meet the growing demand for generics, worldwide.

In 1999, Actavis was in a single country, its home of Iceland, with less than 150 employees. In a matter of just a decade, with aggressive product development and the acquisition and successful integration of 25 companies across the globe, Actavis is now among the top five leading developers of generic pharmaceuticals in the world. This year alone, the company is on schedule to launch more than 15 new generic products in the United States... on top of the 17 it launched in 2008. All in all, the company has 830 products on the market globally with more than 350 in active development.

Actavis has one of the broadest product portfolios and strongest pipelines in the business, with products that cover the full gamut of dosage forms, including tablets, capsules, injectables, suppositories, sprays, steriles, powders, oral liquids and semi-solids. Diverse? Yes. But there's one common element to them all: helping make pharmaceuticals more affordable for consumers.

A goal accomplished through a winning strategy. Growth of more than 2600% in 10 years doesn't come easy. But from its beginnings, Actavis has been well managed and aggressive. Its culture is guided in what the organization calls "the Orange Way," an approach that offers broad, value-based guidelines for all Actavis

employees in their daily tasks. Actavis focuses on its customers and on providing high-quality, low-cost products—with a strong pipeline of new products and a team of over 10,500 workers committed to bringing those products to market.

The company keeps costs under control through continuous process improvement, resource optimization and ongoing, careful analysis. It's a formula that has helped propel Actavis to a leading position in markets across the world.

### Ready for even more

After this intense period of growth, the company now has a solid foundation on which to build. It's investing strongly in and growing its research and development capability, with a focus on controlled release products. It's expanding its dosage forms and is enhancing its quality systems and production processes in its plants. And it anticipates launching numerous ANDAs this year and many more to come.

For Actavis, it's been a fascinating, fast-paced journey from a small Icelandic company to an international organization, but it's one that was founded on the right idea: offering high-quality, affordable alternatives to brand name drugs.

To learn more about Actavis, visit [www.actavis.us](http://www.actavis.us)



## All the right ingredients.

Proactive R&D.  
Experts in bringing products to market faster.  
830 generics to market, 350+ on the way.  
A pipeline that's always in bloom.



To learn more, call Actavis customer service at 800.432.8534 or visit us at [www.actavis.us](http://www.actavis.us)



Marketing Communications: **Electronic**

Spam: Spam: GenericRx 6/17/09 Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward


From: Drug Store News [noreply-dsn@f-mail.net] Sent: Wed 6/17/2009 3:20 AM  
 To: David Myers  
 Cc:  
 Subject: Spam: Spam: GenericRx 6/17/09

**Walgreens catches heat from Delaware lawmakers**  
 DEERFIELD, Ill. - Walgreens' decision to back out of Delaware's Medicaid program has some lawmakers in the state on the war path, with calls rising to the Governor's mansion to end the state's contract with Walgreens in Delaware's state group health plan. According to a press release issued June 9 on behalf of Delaware's House and Senate health committees, the state paid Walgreens \$44.4 million in fiscal 2008 to fill prescriptions for 33,000 state employees through the program.  
[READ MORE](#)

**Drug Store News guide helps policy-makers understand pharmacy's public health role**  
 NEW YORK - Pharmacy advocates hoping to educate lawmakers about the role that retail pharmacy can play in healthcare reform will have a leave-behind supplied by *Drug Store News*.  
[READ MORE](#)

**Pharmacy groups laud Kennedy health plan**  
 WASHINGTON - Pharmacy groups have applauded pro-patient, pro-pharmacy provisions of the Affordable Health Choices Act by Health, Education, Labor and Pensions Committee chairman Edward Kennedy, D-Mass.  
[READ MORE](#)

**Demand, meet supply.**  
 Oxycodone Hydrochloride Tablets, USP  
 15 mg and 30 mg tablets




**actavis**

start 7 Mic... LIVEM... Micros... Cbrx P... Actavi... Adobe ... 2 Mic... 100% 5:20 PM

## Sizing Up The Competition: Competitive Intelligence

The Communications Manager reviews news regarding Actavis and our main competitors on a daily basis. Actavis subscribes to a service called Meltwater News which compiles the reports daily.

Subject: 74 articles from Meltwater News


Log in | Preferences



**News Report from Meltwater News**




Report overview:




Agent	Hits	<b>Your contact person:</b> Name: Andreas Frenholt Email: andreas.frenholt@meltwater.com Phone: +46 768 79 28 14
<b>Actavis</b>	<b>19 in 1 day</b>	
<b>Competitors</b>	<b>54 in 23 hours</b>	
<b>Products</b>	<b>1 in 1 day</b>	

Actavis
to the top

- Leaders a lansat proiectul Leadership Education**  
 SMARTfinancial – 02/10/09 06:51  
**Words matched:** Actavis  
*Director Productie Sinden Pharma, Cornelia Stancu, Director RA&RD Actavis Romania. Alina Culcea, Director Resurse Umane al companiei Actavis in...*

 Archive  
 Share
- "Der Wettbewerb nimmt ruinöse Ausmaße an"**  
 Aerzte Zeitung – 02/10/09 05:30  
**Words matched:** Actavis  
*ratiopharm und Hexal aber auch hierzulande kleinere Player wie Actavis oder Teva. Die Mitglieder von ProGenerika repräsentieren drei Viertel ...*

 Translate  
 Archive  
 Share
- New Report Just Published Drug Delivery Partnering Agreements in Pharma and Biotech**  
 Live-PR – 02/10/09 05:01  
**Words matched:** Actavis  
*deals 5.3 Biopharma partnering company profiles Abbott Actavis Alcon I ans*

 Translate  
 Archive  
 Share

# Sizing Up The Competition: Competitive Intelligence

Market share data from IMS Health is analyzed quarterly and used to publish the Actavis Market Share Book.

Sampling of the SSL Shares Grid:

SSL House Label - Market Share Grid Report - Q1 2009 IMS Data																										
Product	Share / Q1 '09	Ranking / Q2 2009	Share / Q2 '09	Able	Apotex / Novex	B & L	Dey	Ethex	Fougera	G & W	Hi-Tech	Major	Qualitest / Vintage	Roxane	RX Elite	Spear	Suppositoria	Taro / Thames	Teva / Ivax Copley	URL / Mutual	Warrick	Watson / Schein	Xttrium	Other	% Mkt. Generic	% Mkt. Brand
Acetasol HC	99.8	1	99.8								10.5		0.0					9.8						79.8	0.2	99.8
Acyclovir Oral Suspension	16.5	2	0.9								99.1													0.0	99.2	0.4
Apap Drops	6.0	3	5.8								12.8								0.0			0.0		0.0	23.2	72.2
Benzoyl Peroxide Cleanser	40.2	2	35.4																					64.6	69.5	30.5
Benzoyl Peroxide Pads	51.5	1	49.7																					50.3	79.1	20.9
Beta Dip Cream 0.05%	42.8	1	41						27.1									23.5						8.4	100.0	0.0
Beta Dip Ointment 0.05%	52.3	1	47.7						52.3															0.0	100.0	0.0
BMD Augmented Ointment	33.9	1	93						7.0															0.0	96.9	3.1
Beta Val Cream 0.1%	10.5	3	9.4						40.3									7.8	42.4					0.0	100.0	0.0
Beta Val Ointment 0.1%	32.2	2	33.1						66.4			0.5												0.0	100.0	0.0
Ciclopirox Soln -Nail lacquer	1.5	8	1.3		36.5					10.4	9.5							2.5	0.0			0.0		10.3	98.0	2.0
Clotrimazole BMD Cream	35.3	2	36.8						28.2									34.8						0.2	100.0	0.0
Clotrimazole Vag Cream 1%	20.4	3	20															45.7						0.0	93.3	6.7
Constulose/Enulose	25.7	1	15.6		0.6						28.4		31.3	0.4					0.4			0.1		0.0	100.0	0.0

# Sizing Up The Competition: Competitive Intelligence

Example of a typical Market Share Page:

Drug Indication

Levetiracetam Oral Soln (Keppra)									
100mg/mL									
<i>Levetiracetam is indicated as adjunctive treatment of partial onset seizures in adults and children 4 years of age and older with epilepsy.</i>									
Market Overview									
(mLs 000s)		Last 12 Months \$:		\$ 94,877		Generic Market		Generic Market	
		% change \$:		14.9		IMS Sales\$		Est. Net Sales \$	
						\$8,003		\$4,642	
Total Market Trends									
		Ext. units	% change	Annual Ex. Units	Annual Trend				
	Q3/07	34,666							
	Q4/07	38,194	10%						
	Q1/08	42,483	11%						
	Q2/08	45,185	6%	160,528					
	Q3/08	49,044	9%						
	Q4/08	50,460	3%						
	Q1/09	62,972	25%						
	Q2/09	55,847	-11%	218,323	36.0%				
Class of Trade									
		Drug chains	Indep.	Food stores	LTC	Mail Order	Other non retail		
	% share	34.5	14.7	7.0	27.0	3.0	13.8		
Market Shares									
		Q3/07	Q4/07	Q1/08	Q2/08	Q3/08	Q4/08	Q1/09	Q2/09
Brand share		100.0	100.0	100.0	100.0	100.0	100.0	50.1	36.1
	UCB PHARMA	100.0	100.0	100.0	100.0	100.0	100.0	50.1	36.1
Generic share		0.0	0.0	0.0	0.0	0.0	0.0	49.9	63.9
Competitive share									
	ROXANE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.5%	42.7%
	<b>ACTAVIS</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.2%</b>	<b>26.2%</b>
	SANDOZ	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	20.4%
	CYPRESS PHARM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.9%
	AUROBINDO PHARM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.5%
	SILARX PHARM INC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
NDA & ANDA Holders					<div style="border: 1px solid black; padding: 2px;">New entry</div> <p>Market formation/Launch in Q1/09</p>				
Applicant	Proprietary Name	TE Code	Strength	DATE					
UCB Inc	Keppra		100mg/mL	7/15/2003					
Actavis	Levetiracetam	AA	100mg/mL	1/15/2009					
Aurobindo	Levetiracetam	AA	100mg/mL	1/15/2009					
Cypress	Levetiracetam	AA	100mg/mL	1/15/2009					
Roxane	Levetiracetam	AA	100mg/mL	1/15/2009					
Silarx	Levetiracetam	AA	100mg/mL	4/3/2009					
Taro	Levetiracetam	AA	100mg/mL	2/10/2009					
Tolmar	Levetiracetam	AA	100mg/mL	1/15/2009					
Available sizes: 16oz									

# Tradeshaw Management

SHOW / MEETING DESCRIPTION	2009 PROPOSED ATTENDEES	SHOW / MEETING DESCRIPTION	2009 PROPOSED ATTENDEES
ECRM Meeting	MP, Mdor, LP, TD, JM	McKesson Tradeshaw	LP, SooC
GPhA Annual Meeting	DB, KB	Harvard/Major Gold Outing	LP
MHA Summit Meeting	Mdor	Cardinal Health - RBC Tradeshaw	LP, CG
Anda 2nd Annual Supply Chain Symposium	DB, MP, SC, Dale Martin	HD Smith National Sales Meeting	TD
NACDS Annual Meeting	DB, TF, BB, MP	<i>Kinray Tradeshaw</i>	
API Annual Conference	MB	NACDS Pharmacy & Technology Conference	DB, MP, LP, JM, AJ, Mdor, Nbar, SC, HM
Kinray Nat'l Kindey Foundation Golf Outing	DB, MP	NC Mutual/CAPS Show	MB
Kmart Pharmacy Meeting	LP	Omnicare Management Conference	MB (per MP, OK to attend)
Frank W. Kerr Golf Outing	LP	Morris & Dickson Tradeshaw	SooC, VW
H-E-B Generic Vendor Conference	SC	ABC Suppy Chain Summit	MP, Mdor
HDMA Business Partners Exchange	DB, AJ, JM	Wakefern Show	TD (and Judy??)
AmerisourceBergen Tradeshaw (1)	Mdor	NCPA Annual Conference	CG, AJ
AmerisourceBergen Tradeshaw (2)	CG, VW	H.D. Smith "Night Out With The Vendors"	TD
Harvard/Major Gold Outing	LP	Opti-Source Meeting	Mdor, MP
Cardinal Health - RBC Tradeshaw	LP, CG	Anda/Harvard/Premier Meeting	
HD Smith National Sales Meeting	TD	ASHP Mid Year Meeting	Per MB, not attending



actavisSr. Forecast Manager Responsibilities

creating value in pharmaceuticals

### DEMAND SOLUTIONS DATABASE MANAGEMENT:

- Upload monthly order history into three separate databases (Private Label, Eliz & Linc and Little Falls)
- Load data into Demand Solutions for any new skus created as a result of month end demand processing
- Load wholesaler sales out data in all databases
- Run batch forecasts in all databases
- Generate aggregates in Eliz/Linc and Little Falls databases
- Run Supersession Utility in DS (three databases)
- Run reindex/reorganize DS databases after rolling data
- Run DS Batch builder
- Perform monthly environment check in DS
- Make changes in DS from PIR's and RX and OTC Forecast Q&A updates
- Audit all databases for consistency of fields
- Upload from Demand Solutions to Cognos for each estimate



actavisSr. Forecast Manager Responsibilities

creating value in pharmaceuticals

### MFGPRO and BPCS FILES:

- 7.17.21 - Full Yr invoice units & \$\$\$ - calendar yr format
- 7.17.19 - monthly order history - (for aggregate part # and also orders by customer)
- 9.12.22 - Shipment history run for sites 02, 70, 81, 33
- 7.17.16 - Open orders for Reserve Report
- 3.6.18.1 - Inventory by Sku
- 3.6.23 - MRP report with production plan
- 9.9.12 - Allocation Report
- 22.1 - Forecast Maintenance
- 22.4 - Forecast Load for individual sites 2004, 2006, 2001, 4003, 2304, 2306, 2106, 6006
- MRP 100 - Direct Load BPCS Forecasts
- Maintain Access Database/ODBC queries in BPCS



**actavisSr. Forecast Manager Responsibilities**  
creating value in pharmaceuticals

**MONTHLY REPORTS:**

- Waterfall Analysis all plants
- Monthly Forecast/Orders/Ships file
- 12 Month Rolling Unit Forecast by sku/by plant
- 3 Months Over/Under Forecast Report to Product Managers
- Month to Month Forecast change report
- Generate Demand Forecast Accuracy file for upload to Sharepoint (13 files)
- Create 3 months accuracy files and graphs for RX and OTC (17 files)
- Send out forecast challenge questions (RX and OTC)
- Fcst/orders file for Ming Li

**QUARTERLY UPDATES:**

- SIOP slides all sites for RX and OTC (23 files)
- Develop Sales Reps target file - use Q4 Bis to update actuals

**PRODUCT MANAGEMENT:**

- Update forecasts in Demand Solutions for 16 Products (54 skus)
- Manage product allocations/updates/bids/discontinuations/etc
- Produce weekly reserve report



# Product **Training**



# Products by <sup>25</sup> Therapeutic Category

# Top Profit Products

## Gross Profit 12 months ending September 2009

1.	Diltiazem CD	\$18.6 M
2.	Acetasol HC	\$17.0 M
3.	Propranolol ER	\$15.0 M
4.	Oxycodone IR	\$14.0 M
5.	Fentanyl Patch	\$10.3 M
6.	Bupropion XL	\$9.3 M
7.	Hydromet	\$8.9 M
8.	Carbidopa/Levedopa	\$7.7 M
9.	Nifedipine IR	\$7.4 M
10.	Finasteride	\$6.9 M