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# ***FENTORA***

## **2012 Budget Plan**

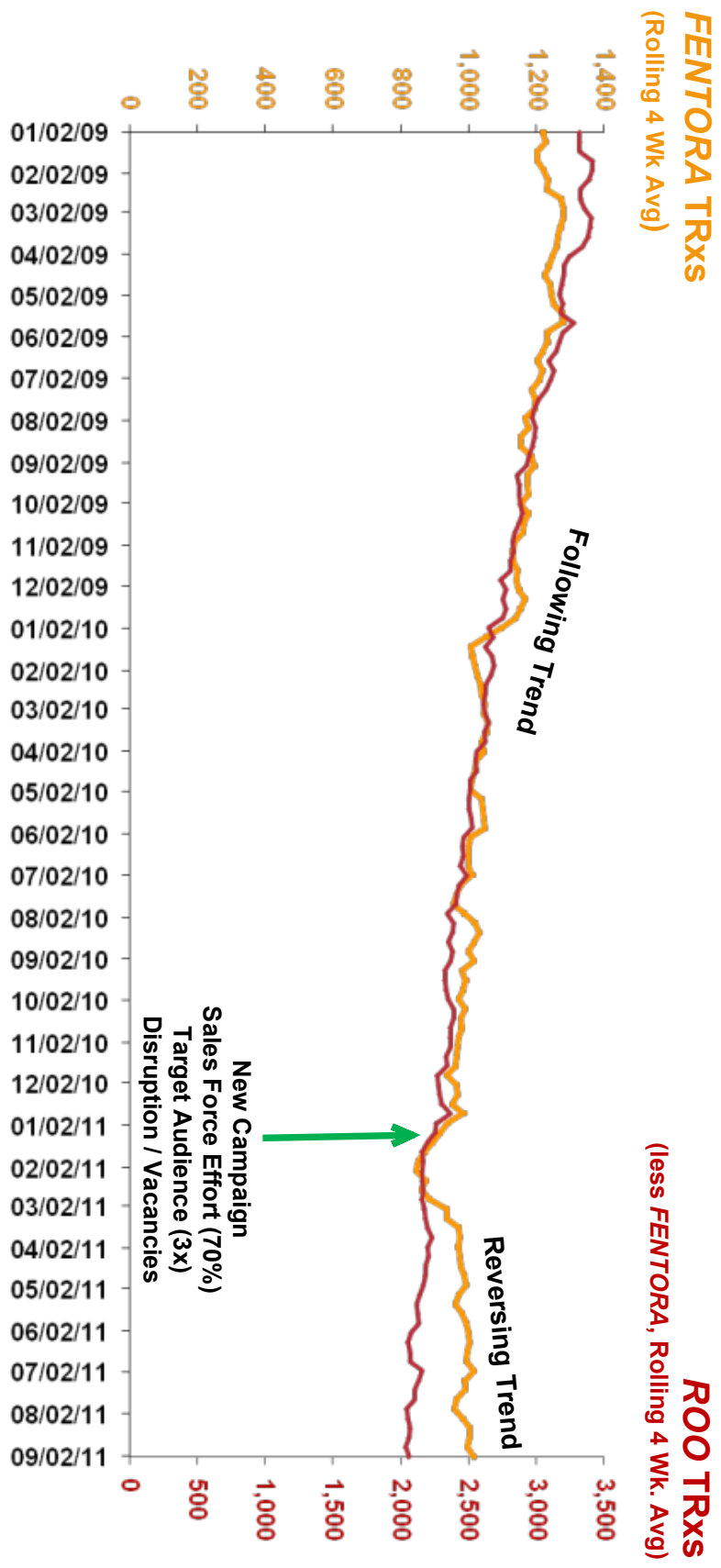
**September 20<sup>th</sup>, 2011**

***“This document is a draft for discussion purposes only and has not been approved by senior management. It may include clinical development plans for new product indications including regulatory filings as well as promotional strategies based on the assumed approval of these indications. Until these additional approvals are obtained, sales and marketing promotion is limited to the indications listed in the products’ respective package insert as of September 2011.”***



# FENTORA Weekly TRXS

**YTD August Shipments \$126.8M, 96% to YTD Budget**  
**YTD August TRX 33.3k, 95% to YTD Budget**



Source: IMS NPA Weekly TRxs

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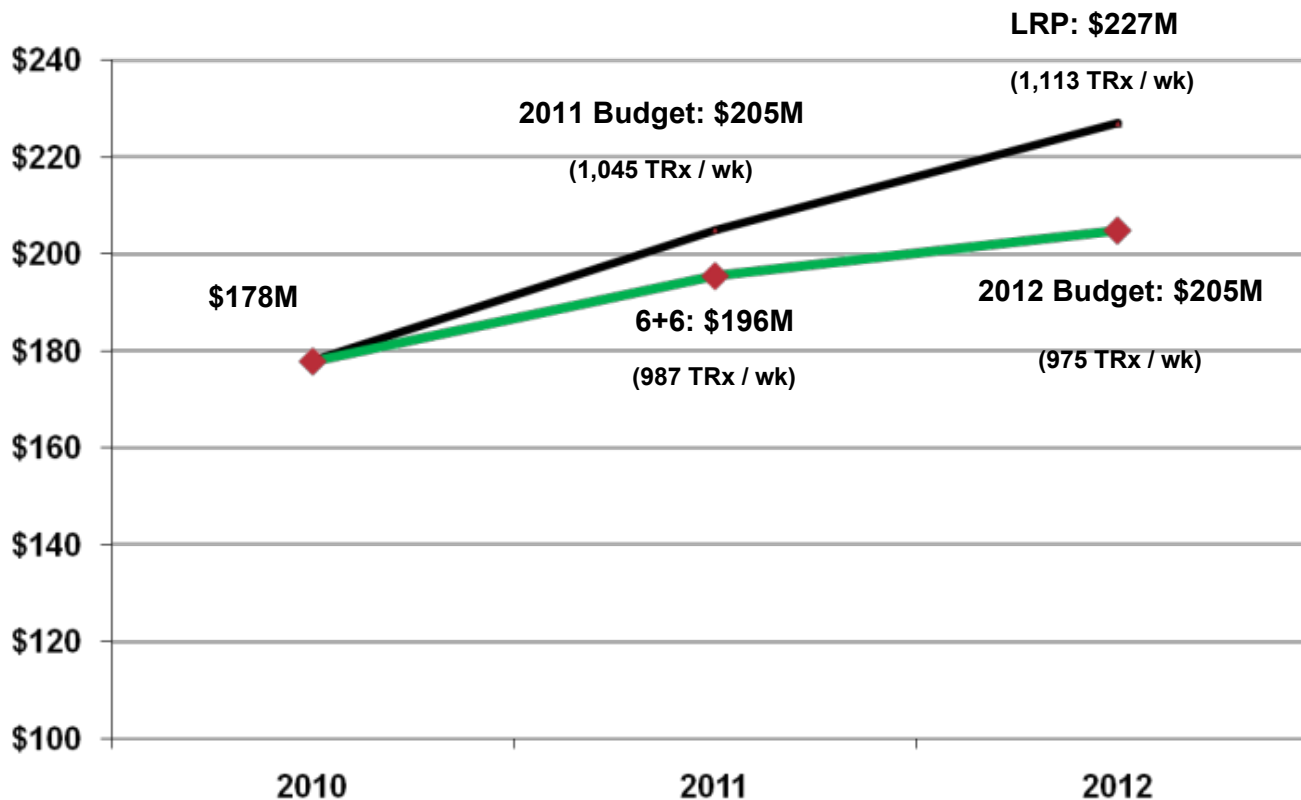
# FENTORA 2012 Budget Assumptions

	LRP (3/11) 2012	Budget Plan (9/11) 2012
<b>Market</b>	<ul style="list-style-type: none"> <li>• TRx Growth 13.2%</li> </ul>	<ul style="list-style-type: none"> <li>• TRx Growth - 6.5%</li> </ul>
<b>Competition</b>	<ul style="list-style-type: none"> <li>• Competitive uptake to drive growth               <ul style="list-style-type: none"> <li>PecFent launch 6/11, 12.5% share</li> <li>Abstral launch 3/11, 12.2% share</li> <li>Onsolis 5/11 REMS, 9.2% share</li> </ul> </li> <li>• Minimal competitive impact on FENTORA share</li> <li>• Class REMS in 2011</li> </ul>	<ul style="list-style-type: none"> <li>• Limited competitive uptake in '11</li> <li>• Competitive uptake helped by Class REMS (targeted 2H '12)               <ul style="list-style-type: none"> <li>Lazanda, 4% share</li> <li>Abstral 3% share</li> <li>Onsolis 2% share</li> </ul> </li> </ul>
<b>Brand</b>	<ul style="list-style-type: none"> <li>• REMs Impact 10%, April 2011</li> <li>• Average Share 33% (2012)</li> <li>• PCS 70% weighting, (~77 FTEs)</li> <li>• Target Audience ~ ROO prescribers ~6K</li> <li>• Price Increase 3%</li> </ul>	<ul style="list-style-type: none"> <li>• REMS Impact (10%), April – June 2012</li> <li>• Average Share 34%</li> <li>• PCS 100% FENTORA (~ 104K PDEs)</li> <li>• Target Audience: ~5.5k (FENTORA D10-2, ROO D5-10, Hi/Hi D10-5, additional oncologists hi/hi D4-10)</li> <li>• Price Increase 5%, 1/12</li> </ul>

# FENTORA Revenue Forecast

## 2011 Plan vs 2012 Plan

Gross \$M



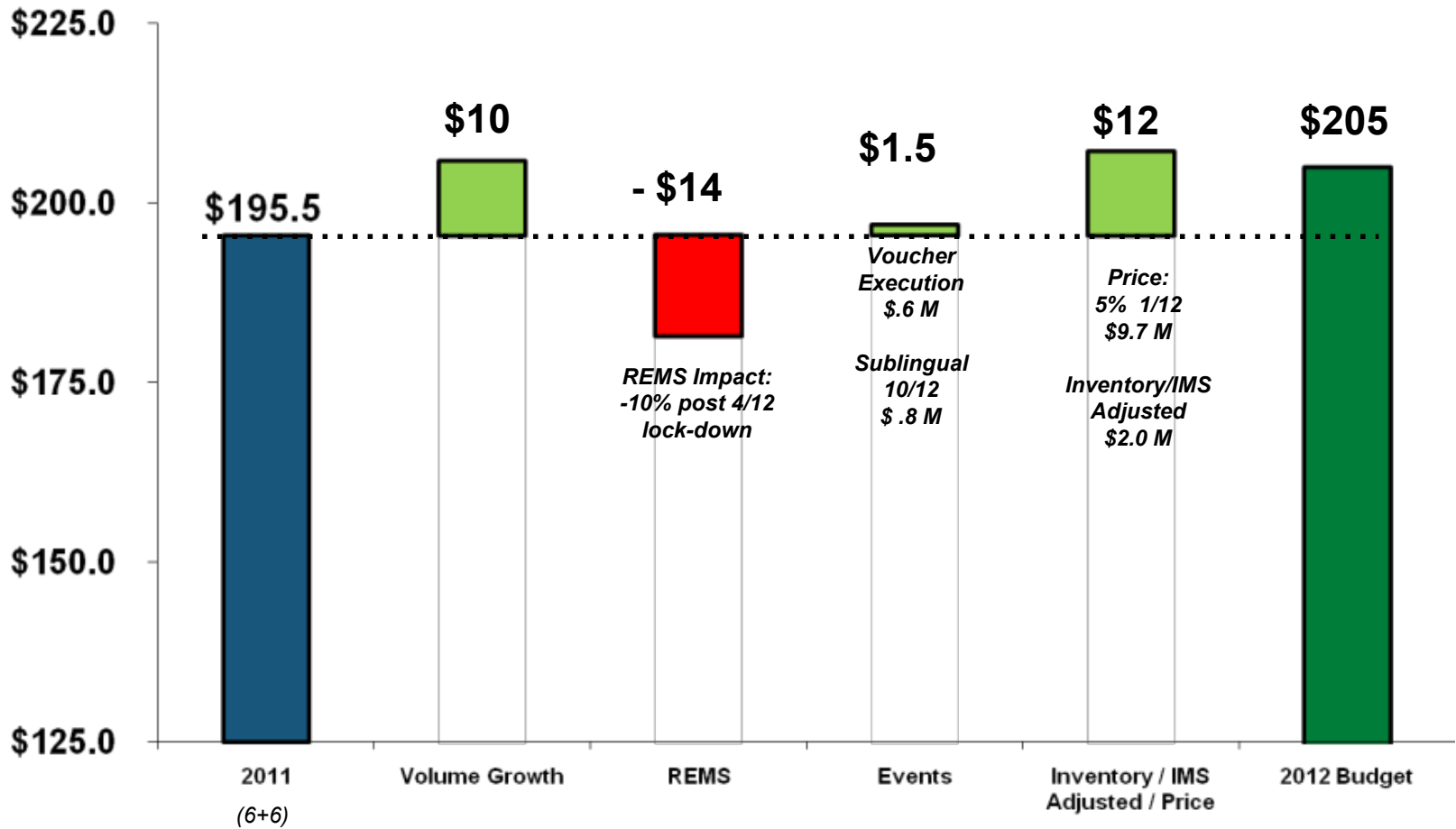
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# FENTORA 2012 Budget – Gross Revenue

Gross (\$M)



TRx

51,302

+2,819

-3,811

+383

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P-02344 \_ 00006

# FENTORA 2012 Objectives & Strategies

For HCPs that are comfortable with their treatment of BTCP, *FENTORA* is the proven product of choice that enables HCPs to advance their approach providing freedom from BTCP

## Objectives

Develop a common understanding of BTCP that evolves treatment approach

Reassess patient needs and align with benefits of *FENTORA*

Increase conviction that patient benefits outweigh additional effort needed

## Strategies

Educate target segments on identifying and treating BTCP appropriately

Establish broader benefits of *FENTORA* vs. current BTCP treatment approach

Establish partnership in the process to enhance patient experience

# FENTORA 2012 Marketing Budget

Category (\$K)	2011 Budget	2011 6+6	2012	Chg vs Budget
Promotional Materials (7630)	7,514	3,718	3,288	(4,226)
Voucher / Debit Cards (7690) <sup>1</sup>	3,909	2,326	2,350	(1,559)
Speaker Programs – CSPs (7600)	2,040	2,253	1,300	(740)
Market Research (7610)	975	592	600	(375)
Conventions (7054)	481	481	481	0
Medical Education (7640)	1,335	953	2,181	846
Journal Reprints (7670)	106	0	0	(106)
Corporate Memberships ((7056)	5	20	20	15
Charitable Contributions (7070)	5	5	0	(5)
Consultants (7225)	5	5	0	(5)
<b>Total Promotion</b>	<b>16,375</b>	<b>10,353</b>	<b>10,220</b>	<b>(6,155)</b>
Public Relations	630	388	630	0
REMS (marketing only)	2,601	2,247	500	(2,101)
<b>Total FENTORA Marketing (before G-N)</b>	<b>19,606</b>	<b>12,988</b>	<b>11,350</b>	<b>(8,256)</b>
Voucher / Debit Card Gross to Net	5,000	9,327	9,400	4,400
<b>Total FENTORA Marketing</b>	<b>24,606<sup>3</sup></b>	<b>22,315</b>	<b>20,750</b>	<b>(3,856)</b>

<sup>1</sup> 2011: \$2,400 vouchers, \$1,309 debit cards, \$200K tele-detailing  
 2011 6+6: \$1,538 vouchers, \$788 debit cards  
 2012: \$1,550 vouchers, \$800 debit cards

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P-02344 \_ 00008



# FENTORA 2012 Contribution Statement

	<u>2011 Budget</u>	<u>2012 LRP</u>	<u>2012 Budget</u>
Gross Shipments	205,000	227,391	204,992
Net Sales	173,350	188,626	168,913
	84.6%	83.0%	82.4%
Cost of Goods Sold	6,886	7,581	6,863
cgs%	4.0%	4.0%	4.1%
Gross Margin	166,464	181,045	162,050
Marketing	16,375	18,200	10,220
Reimb	-	-	-
SAA	-	-	-
Marketing & Promo.	16,375	18,200	10,220
Sales Force	19,019	19,399	16,480
3rd Party Sales Force	-	-	-
Expense Subtotal	35,394	37,599	26,700
<b>Total Marketing Responsibility</b>	<b>131,071</b>	<b>143,446</b>	<b>135,350</b>
Clinical Trials	2,148	-	1,000
Medical Education	2,100	1,200	1,200
Phase IV	200	-	-
Publications	544	309	250
ISS	150	100	25
Regulatory	1,116	1,227	-
REMS	2,711	1,300	4,923
Public Relations	630	500	630
Expense Subtotal	9,599	4,636	8,028
Total Expense	44,992	42,235	34,728
<b>Total Product Contribution</b>	<b>121,472</b>	<b>138,810</b>	<b>127,322</b>

<i>Sales &amp; Marketing Activities</i>
5% Price Increase assumed Jan. 2012 Co-Pay Program and Vouchers included in G-N deduction
Personal, Non-Personal and Web initiatives , Voucher / Co-Pay Admin Costs, CSPs, Medical Education, Marketing Research
71 FTEs
Pediatric Study
Includes Marketing (\$500K)

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P-02344 \_ 00009