

**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*



Actavis  
60 Columbia Rd. Bldg B t +1 908-868-9778 @ [mperfetto@actavis.com](mailto:mperfetto@actavis.com)  
Morristown , NJ 07960 United States f 607-724-0322 w [www.actavis.com](http://www.actavis.com)  
Internal VoIP number

Please note that this e-mail and its attachments are intended for the named addressee only and may contain information that is confidential and privileged. If you have by coincidence or mistake or without specific authorization received this e-mail and its attachments we request that you notify us immediately that you have received them in error, uphold strict confidentiality and neither read, copy, nor otherwise make use of their content in any way Please note that the sender of this e-mail and its attachments is solely responsible for its content if it does not concern the operations of Actavis Group or its subsidiaries.

**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*



Actavis  
60 Columbia Rd. Bldg B t +1 973-889-6977 @ [JMCCORMICK@actavis.com](mailto:JMCCORMICK@actavis.com)  
Morristown , NJ 07960 United States f 973-993-4319 w [www.actavis.com](http://www.actavis.com)  
Internal VoIP number t 1256977

Please note that this e-mail and its attachments are intended for the named addressee only and may contain information that is confidential and privileged. If you have by coincidence or mistake or without specific authorization received this e-mail and its attachments we request that you notify us immediately that you have received them in error, uphold strict confidentiality and neither read, copy, nor otherwise make use of their content in any way Please note that the sender of this e-mail and its attachments is solely responsible for its content if it does not concern the operations of Actavis Group or its subsidiaries.







# Realizing our vision

## Building a Global Leader in Generic Pharmaceuticals



Michael Perfetto  
Vice President, Sales & Marketing

Jinping McCormick  
Director, Marketing

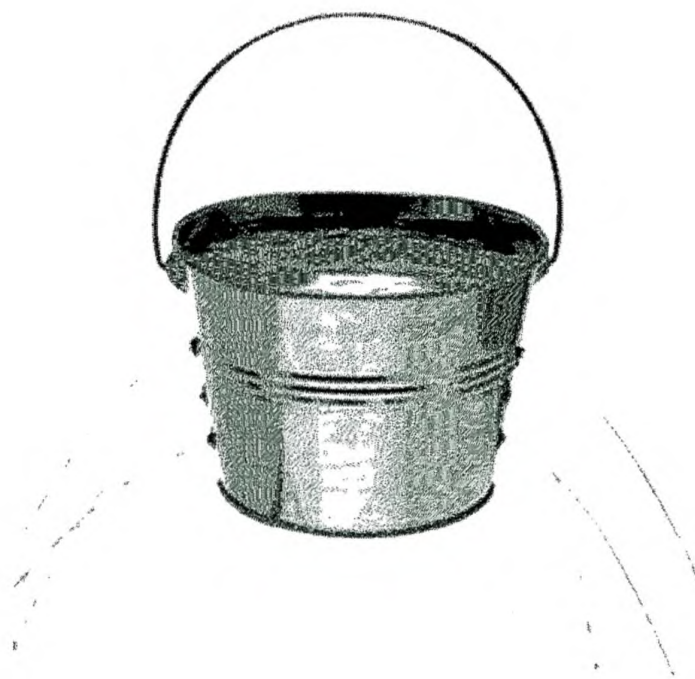
February 2012



# Agenda

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

# This is our Generic Business



## 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.



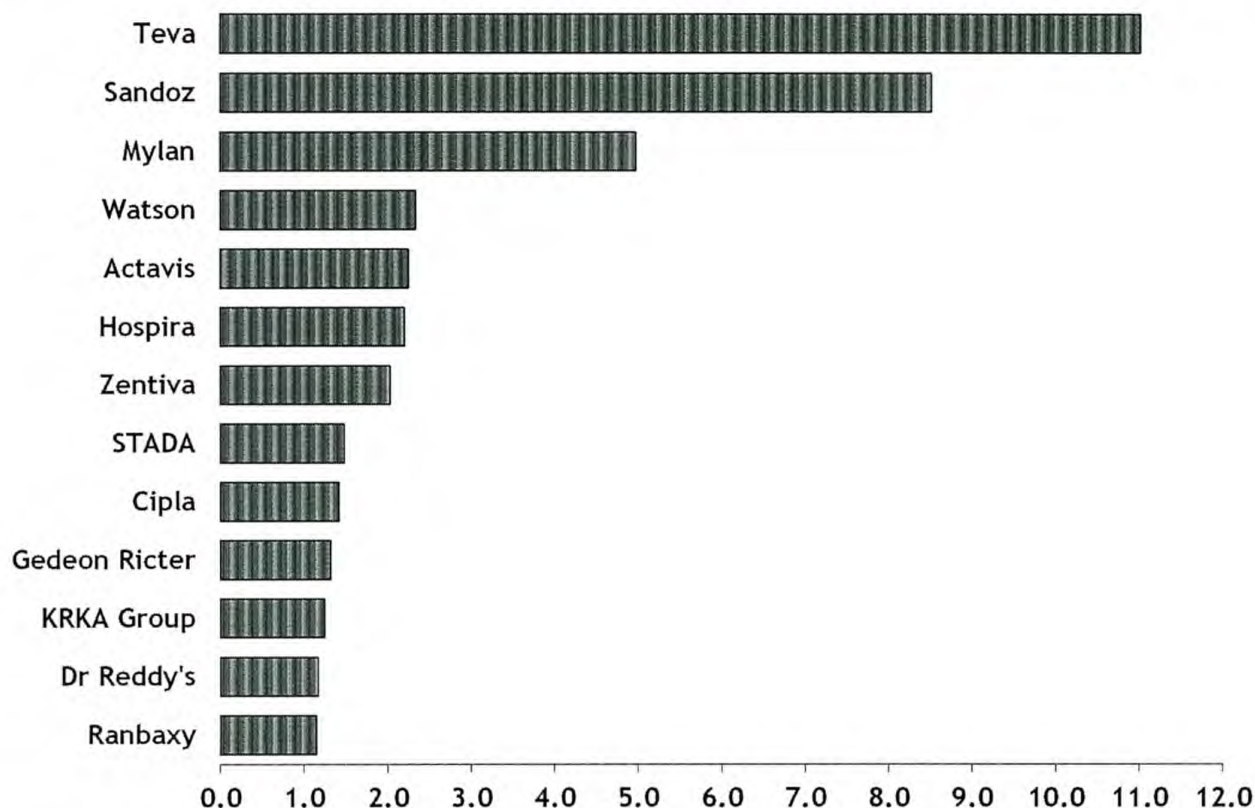




# Where We Stand Today

## Fifth Largest Generic Worldwide

2010 sales <sup>(1)</sup>, USD billion



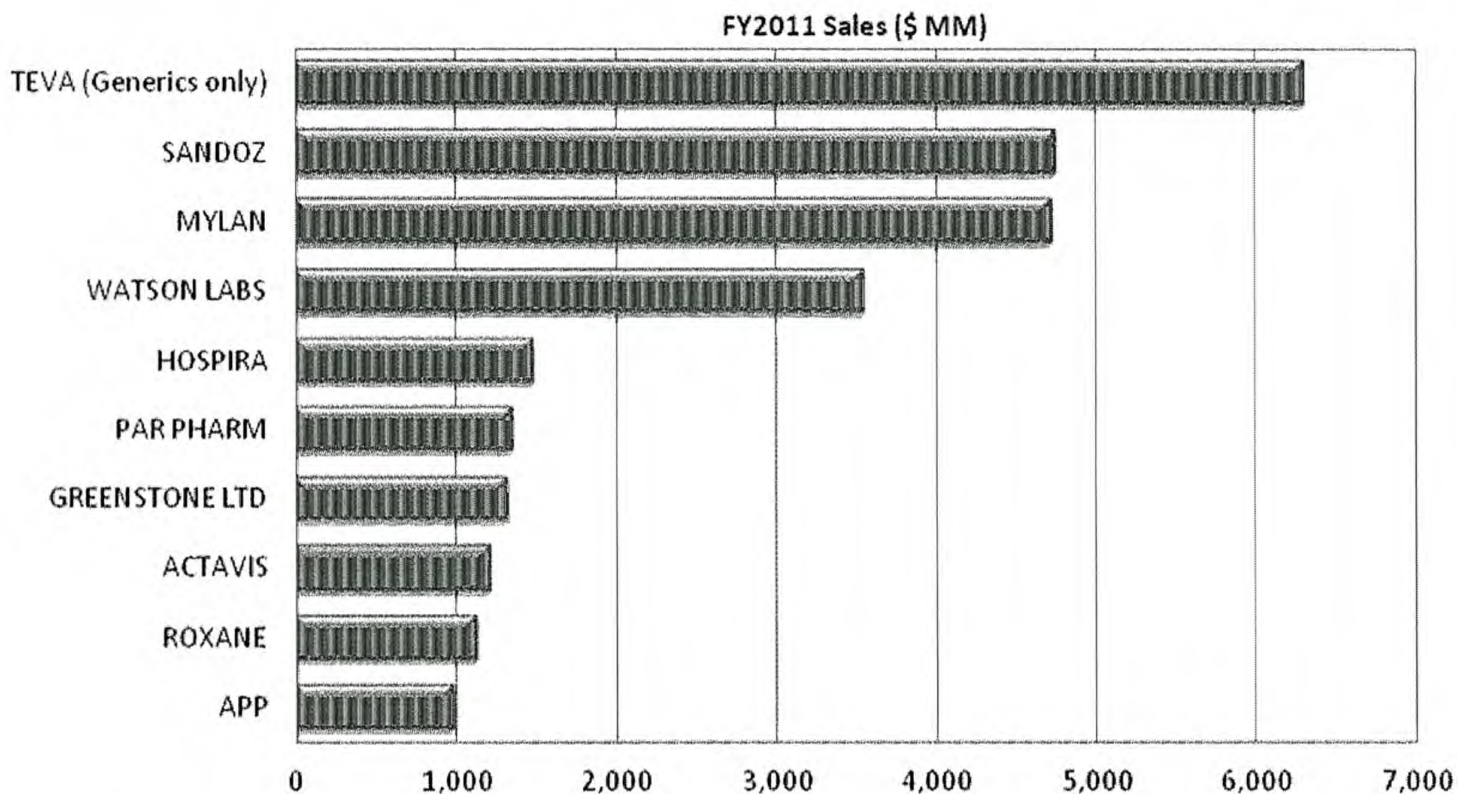
2010 SEC filings, 2010 Annual Reports; Teva generic and biosimilar products; Mylan generic segment excluding specialty segment and other; Watson global generics including royalties, milestone receipts and commission revenues; Actavis internal sales (rounded) including third party sales, Kadian® and acquired 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. <sup>(1)</sup> 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.



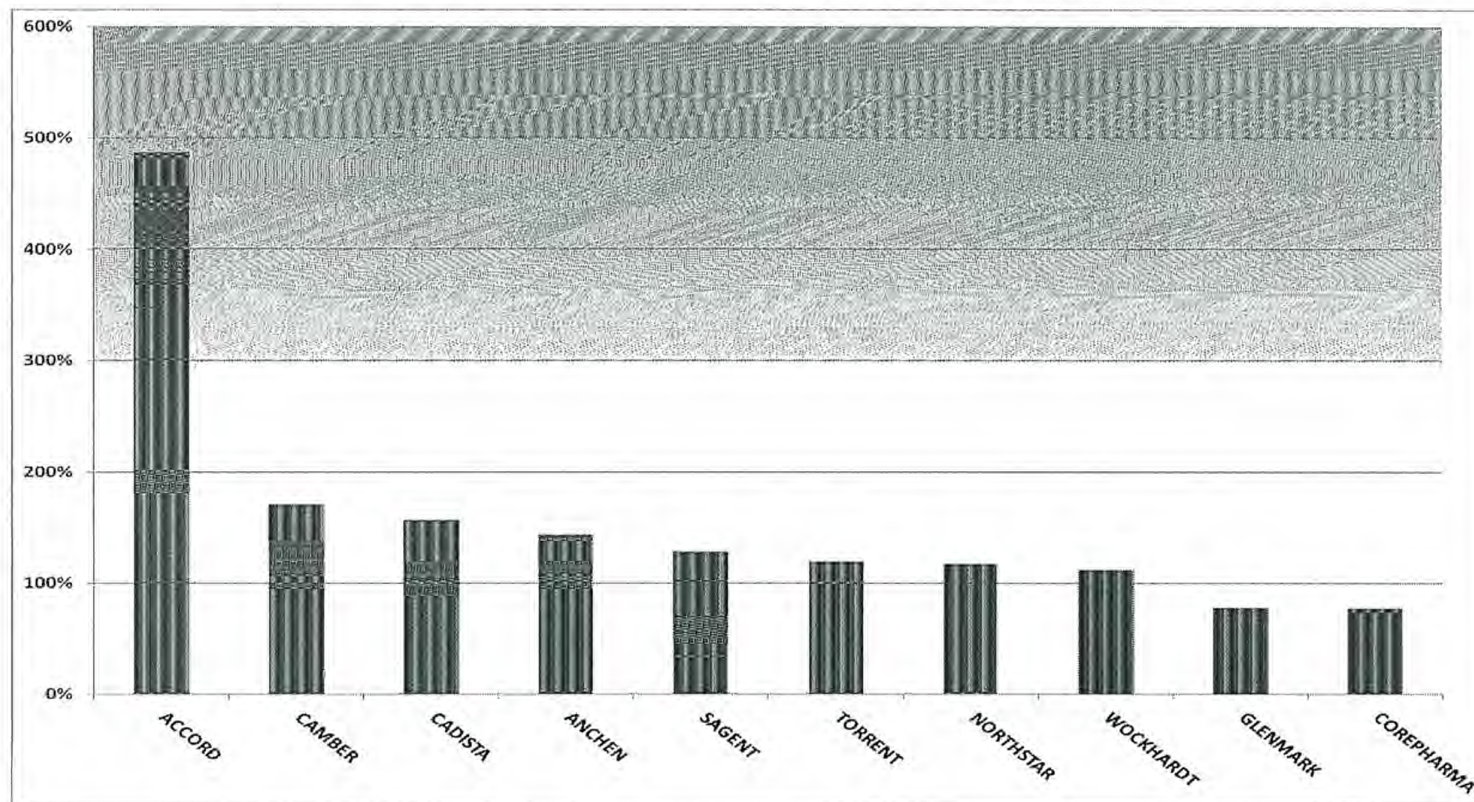
*Sales data source: IMS NSP Dec 2011*





## 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



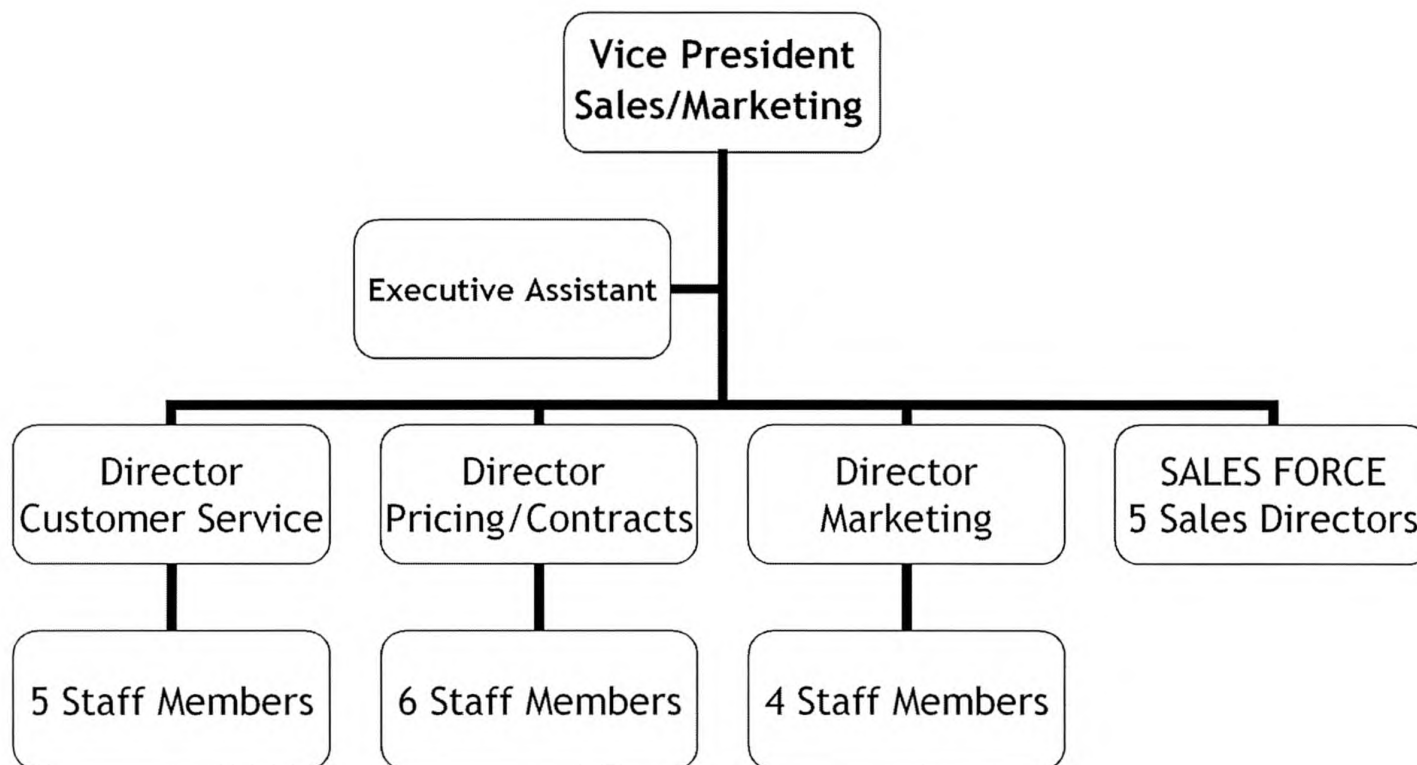


# Agenda

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



## 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





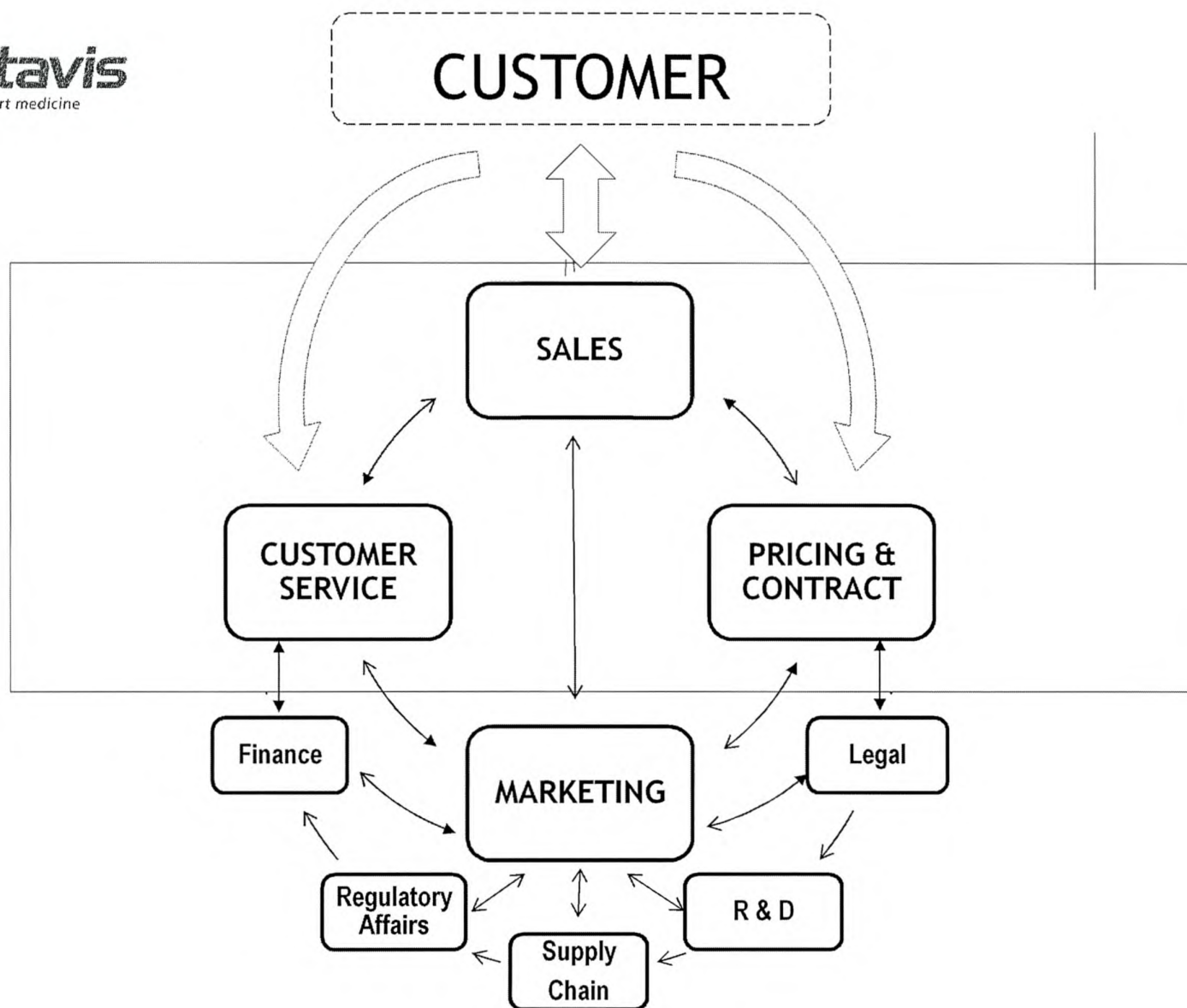
## Strong platform for growth: Commercial Team - Customer Service





## 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.



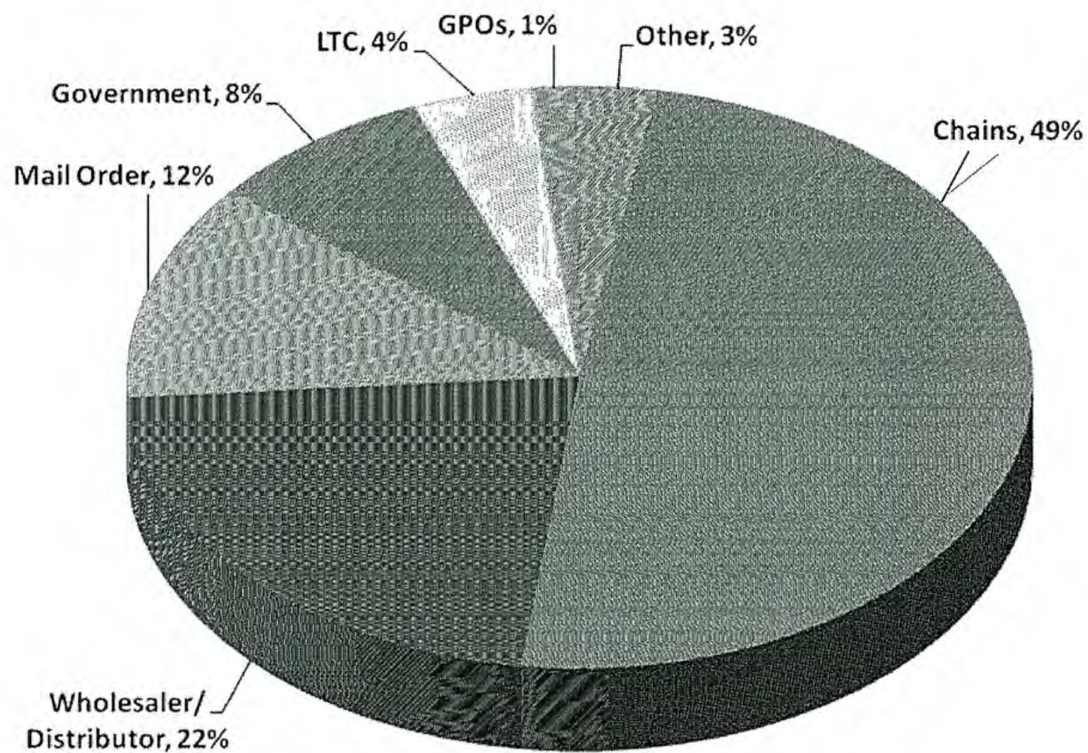


# Agenda

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



## Sales by Trade Class







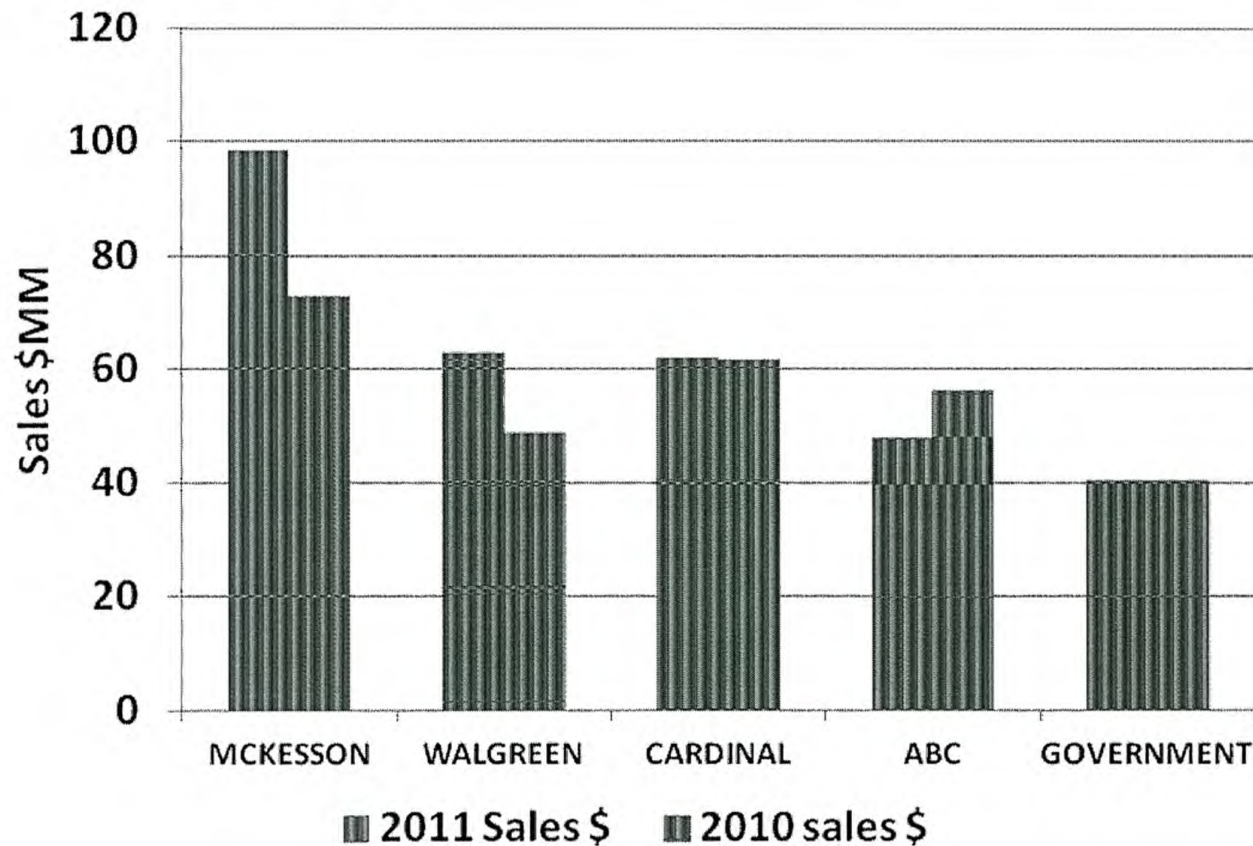
## Who are we selling to directly?

- 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

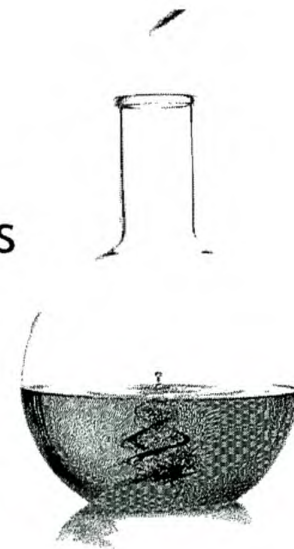
- Overall Market - Competitive Landscape
- Gx Commercial Team
- Our Customers
- Our Products
- Success Factors



## 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
<b>Top 10 Products</b>		<b>316,166</b>	<b>21%</b>	
<b>All Gx Products</b>		<b>523,341</b>	<b>8%</b>	

PROPRIETARY & CONFIDENTIAL





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

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

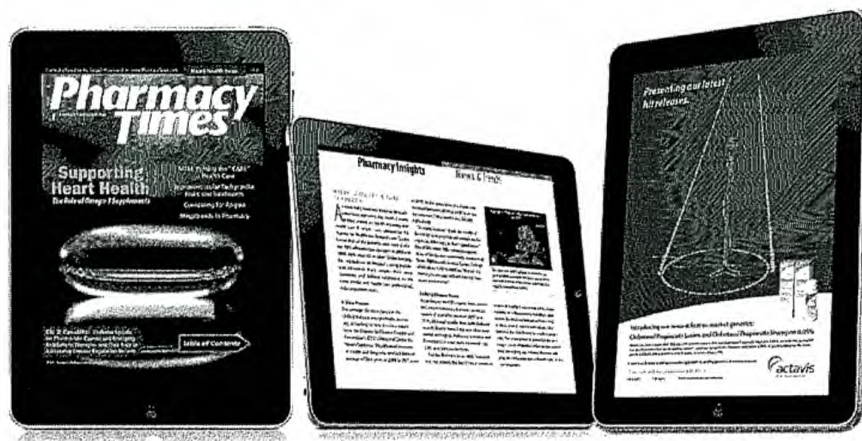
## Sales and Marketing: POA

- Maximize Profit
- Focus on the Needle Mover Products

Orange Sheet			
	Est Dec 2011 Share	Target Add'l Share	Comments
<b>Fentanyl patch</b>	10.0%	3.0%	Competitive but large market.
<b>Gabapentin tablets</b>	9.0%	5.0%	Target Glenmark accounts
<b>Zolpidem CR</b>	22.0%	5.0%	Target small Winthrop accounts. Par acquisition of Anchen affords opportunity.
<b>Oxymorphone ER</b>	NA	NA	Increase Rx. Nov Rx is 30% of pre-discontinuation level
<b>Valacyclovir</b>	3.9%	4.0%	Competitive but large market. Target Mylan and Ranbaxy accounts

## Marketplace Support: Advertising

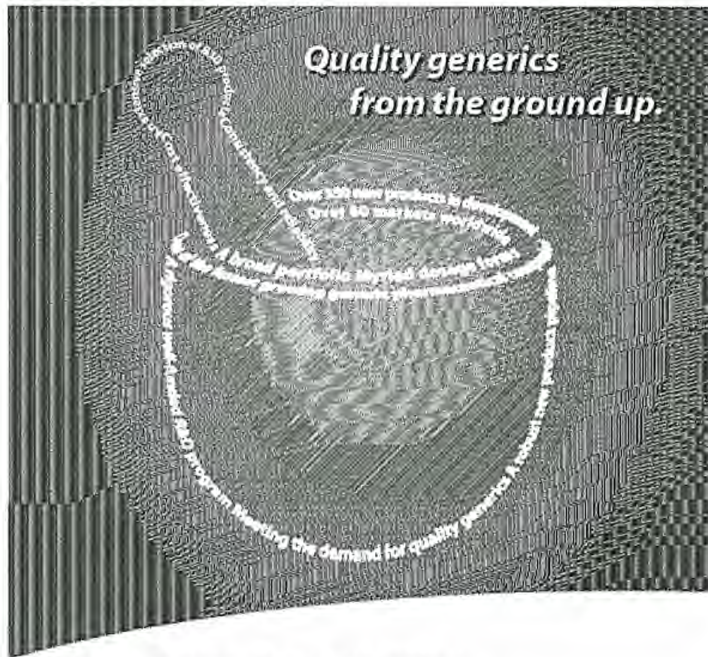
- We support an active advertising program within the generic market to promote our products and help shape perception of Actavis as a leader in the generics industry
- We utilize both print and electronic media:
  - Industry trade magazines (print & electronic editions)
  - Online publications
  - Website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





# Marketplace Support: Advertising

- Corporate awareness advertising

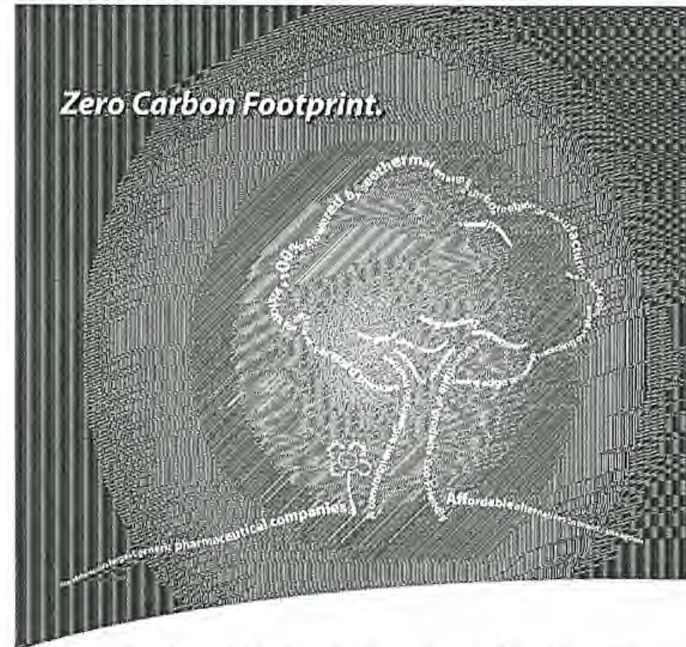


## Actavis, the leader in first-class generics.

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.

To learn more, visit [www.actavis.com](http://www.actavis.com) or call 1-800-925-3344.

© 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.

This 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 now working toward making its other pharmaceutical products more sustainable. Visit [www.actavis.com](http://www.actavis.com) to learn more.





# Marketplace Support: Advertising

- Product promotional advertising

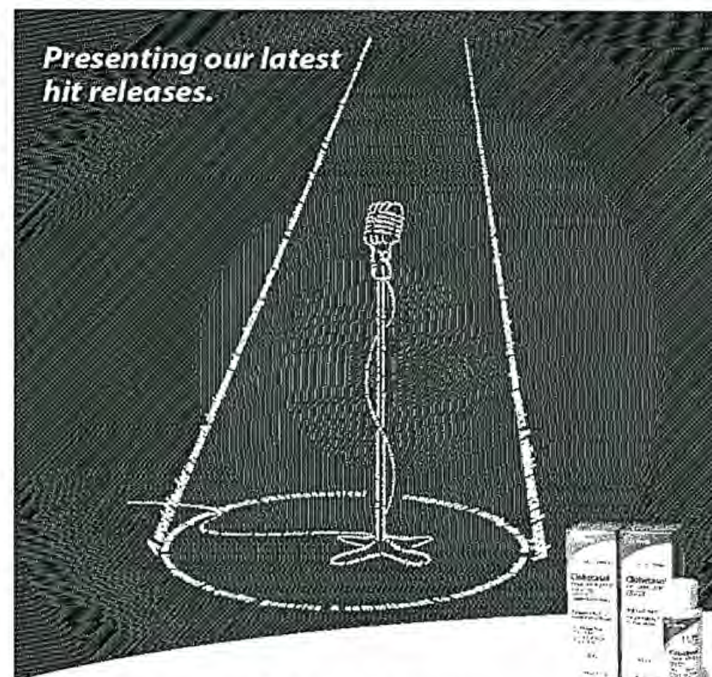


Actavis introduces AB-rated to Ritalin LA<sup>®</sup>,  
Methylphenidate Hydrochloride Extended-Release Capsules (LA) CII  
20, 30 and 40mg

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<sup>®</sup>. 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](http://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.  
ADA 10/12/09 © 2011 Actavis Inc. "Ritalin LA" is a registered trademark 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 Clobex<sup>®</sup> (clobetasol propionate) Shampoo and Lotion, 0.05%. If you're looking for the fastest 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](http://www.actavis.us)

To learn more, call Actavis customer service at 888.925.2142.

ADA 10/12/09 © 2011 Actavis Inc. "Clobex" is a registered trademark of a party other than Actavis.



# Agenda

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





# 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:

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

**P**roduct Availability - Delivering high-quality products on a consistent basis

**P**roduct 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?



EFFECTIVE ORDER

ALLERGAN\_MDL\_00676582