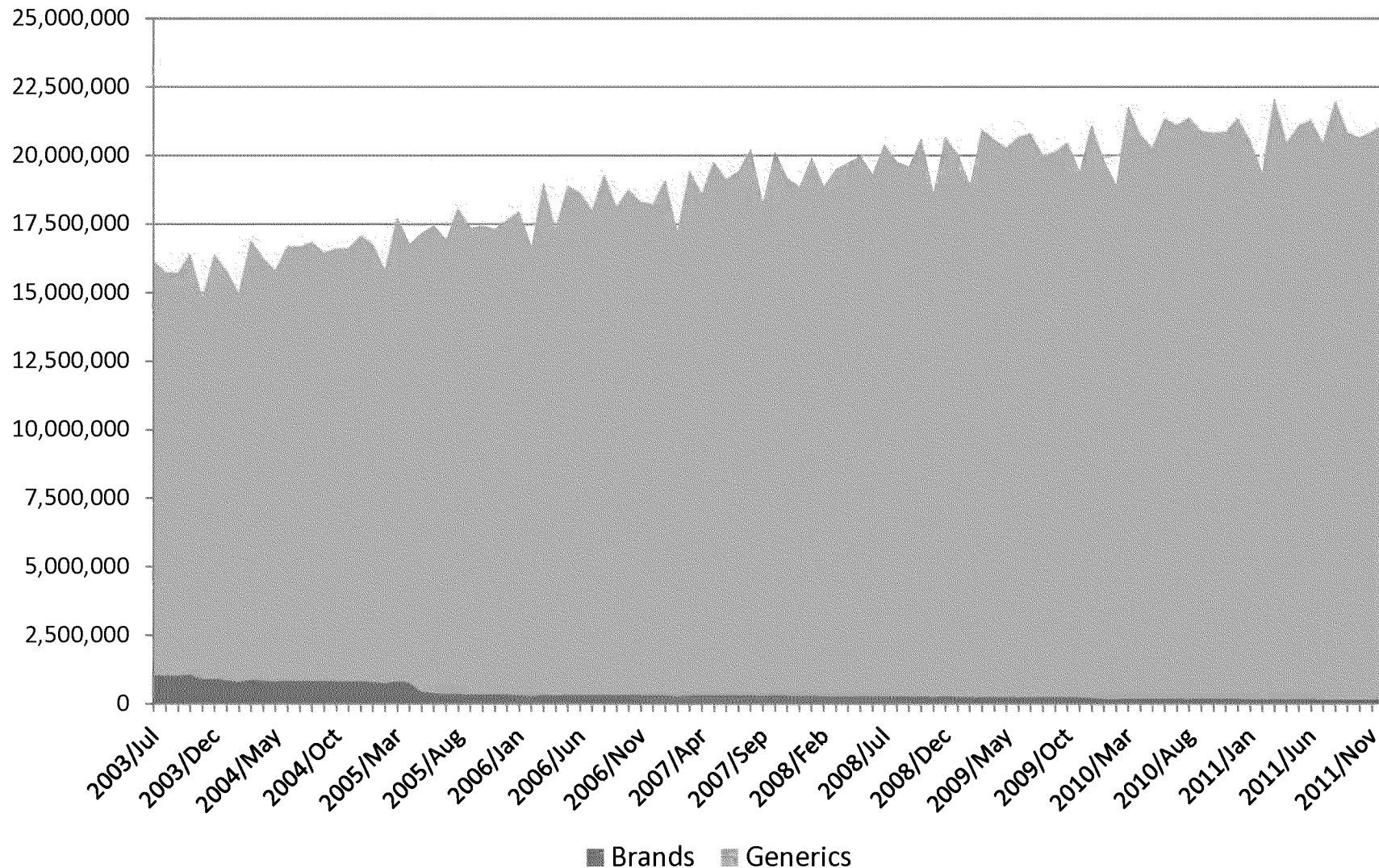
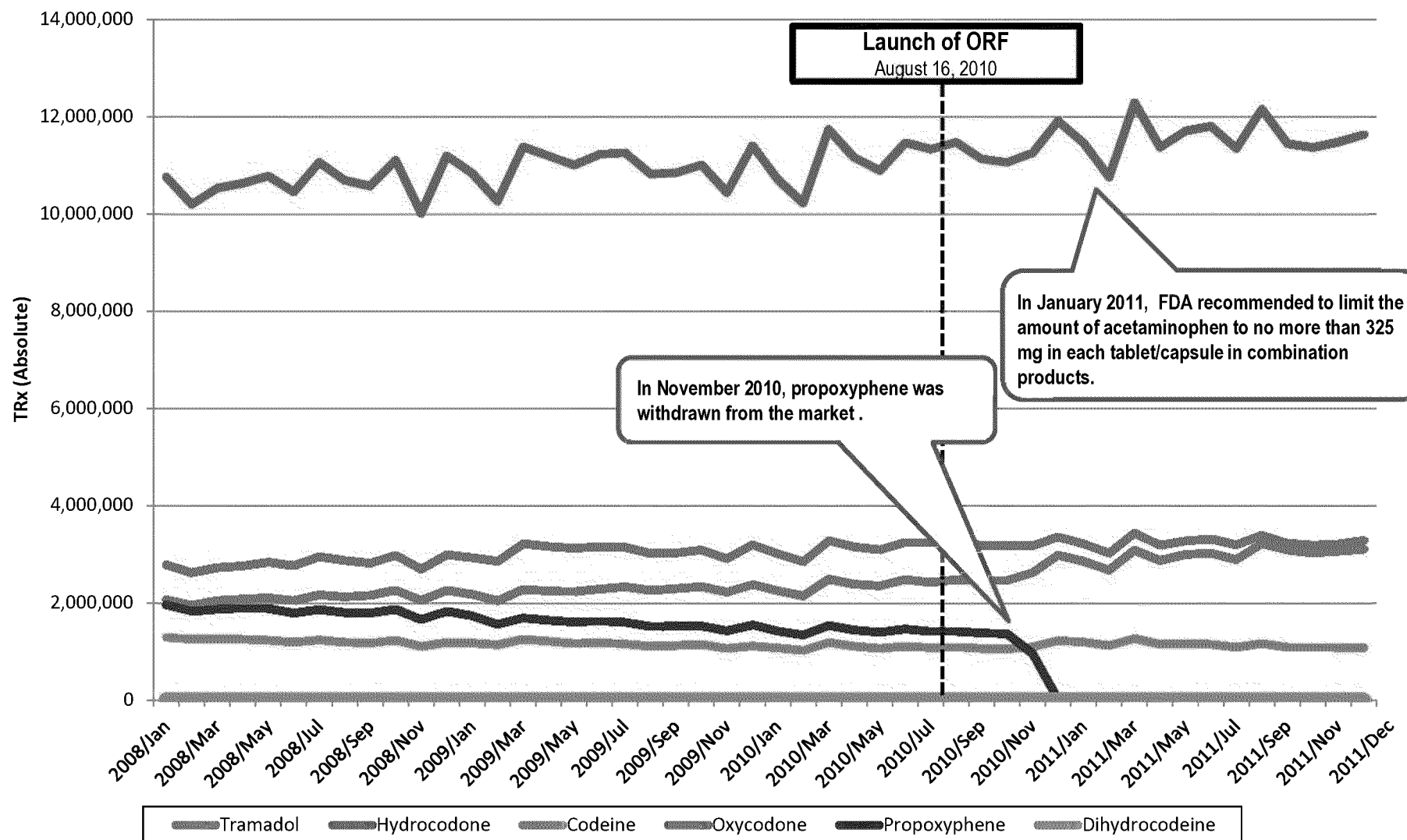


Immediate Release and Combination Opioid Prescriptions (Includes Tramadol)



Combination Opioid and Tramadol Prescriptions (December 2011)



Source: IMS Health NPA

2/15/2012

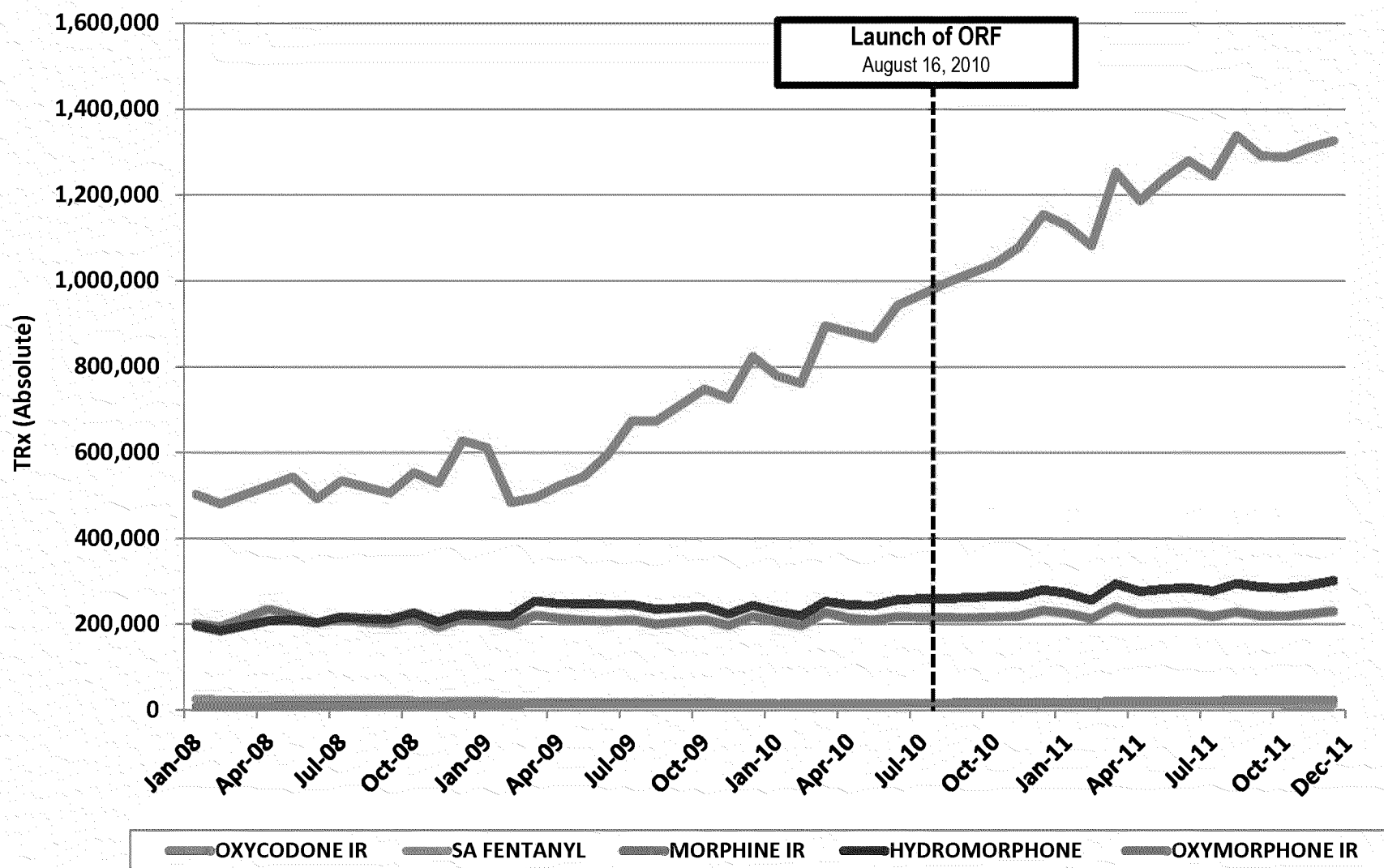
2012: 10-Year Plan

Confidential



19

Immediate-Release, Single-Entity Opioid Prescriptions (December 2011)



Sources: IMS Health NPA

2/15/2012

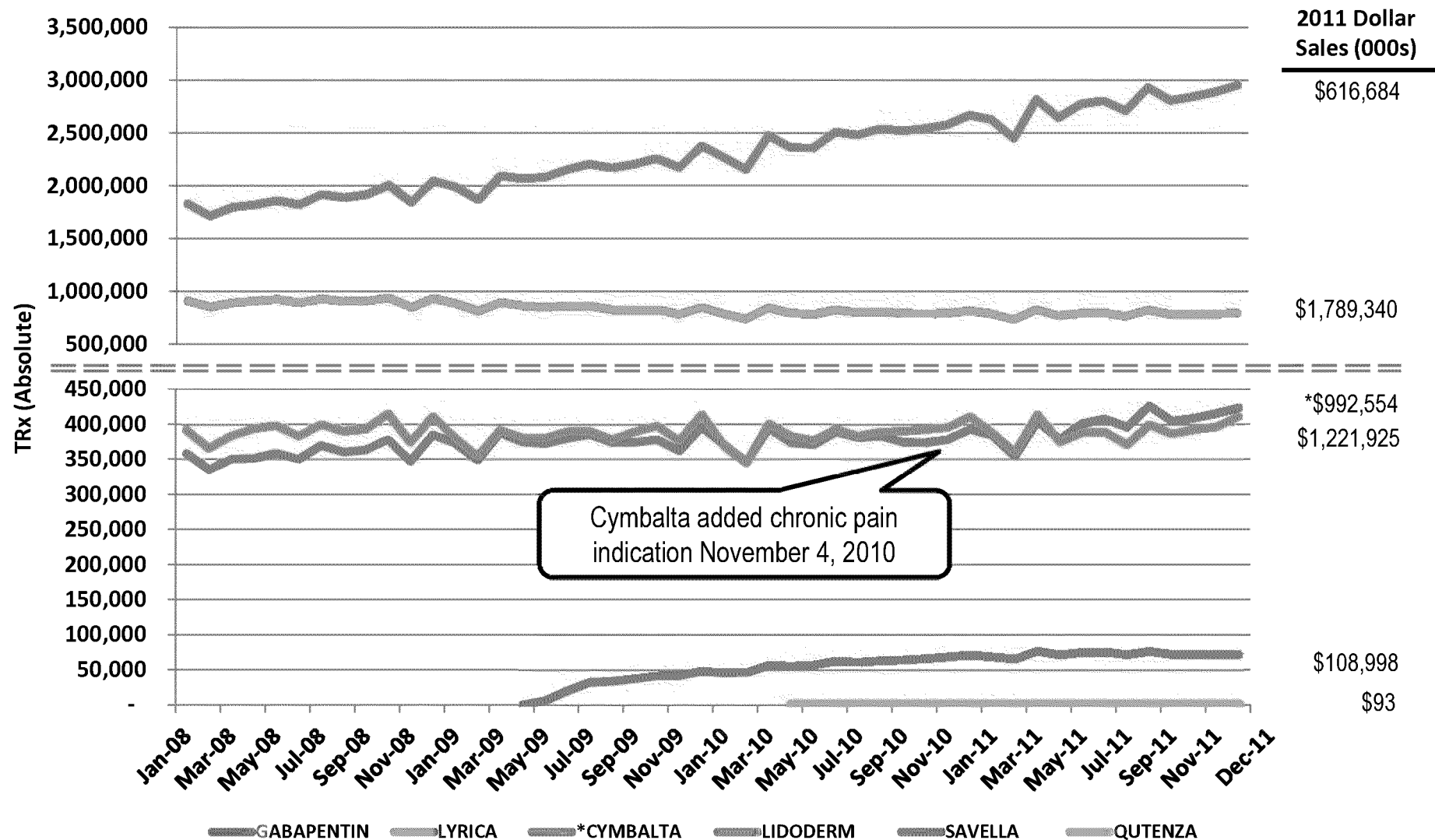
2012: 10-Year Plan

Confidential



20

Non-Opioid, Non-NSAID “Neuropathic Pain” Products Prescriptions (Jan ‘08- Dec ‘11)



* Cymbalta Sales Factored (27.1%) to Reflect Percent Used For Pain. (IMS Health NDTI)

Source: IMS Health NPA and NDTI

2/15/2012

2012: 10-Year Plan

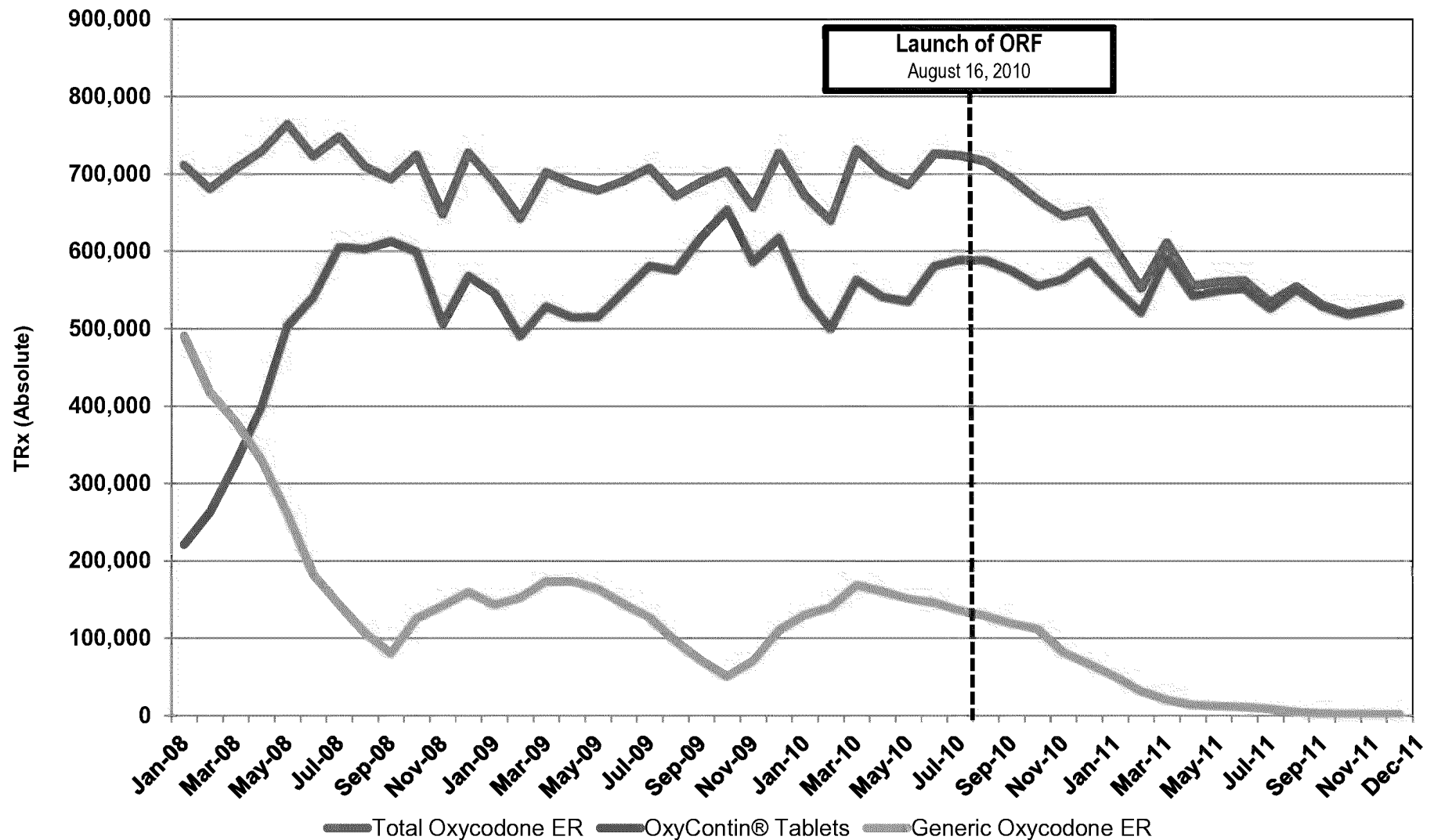
Confidential



21

OxyContin® and Generic OER Prescriptions

(Jan '08-Dec '11)



Sources: IMS Health NPA

2/15/2012

2012: 10-Year Plan

Confidential



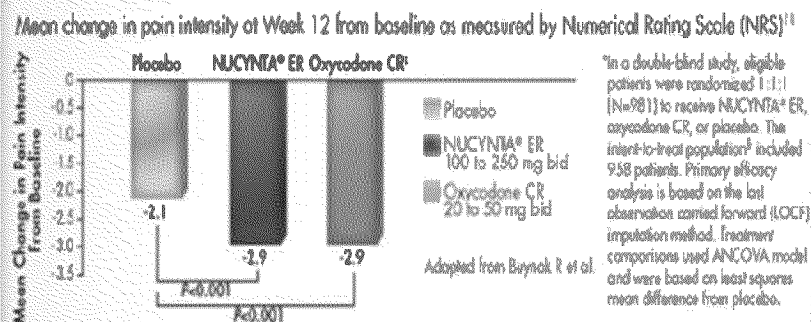
22

Branded Competition

(Extended-Release Opioid Category)

Nucynta® ER: 12 Hour Tapentadol Tablets (CII)

POWERFUL PAIN MANAGEMENT



Incidence of treatment-emergent adverse events (TEAEs) reported in at least 5% of patients in any treatment group¹¹

System/Organ Class	Placebo (n=319)	NUCYNIA® ER (n=318)	Oxycodone CR (n=328)
Gastrointestinal Disorders			
Nausea	26	44	62
Vomiting	9	20	35
Constipation	2	9	19
Diarrhea	5	14	27
Dry Mouth	7	6	2
Dyspepsia	2	8	4
Dyspepsia	3	5	2
Nervous System Disorders			
Dizziness	23	40	45
Somnolence	6	12	17
Headache	3	13	16
Headache	14	20	17
Psychiatric Disorders			
Insomnia	9	15	18
Insomnia	3	4	8
General Disorders			
Fatigue	10	16	19
Fatigue	4	7	7
Skin and Subcutaneous Tissue Disorders			
Hyperhidrosis	5	14	28
Hyperhidrosis	0	4	5
Skin Pruritus	2	7	17

Discontinuation rates due to TEAEs

placebo: 4%

NUCYNIA® ER 17%

oxycodone CR 32%

J&J Launched: Sept 2011

2011 Sales Results

Total Dollars: \$14.5MM
Total Prescriptions: 38,412
Prescription Share: 0.6%
New to Brand Share: 3.1%

Promotional Support

- ~1,000 Sales Representatives
- Web Site
- Competitive Savings Card Program
- Speaker's Programs

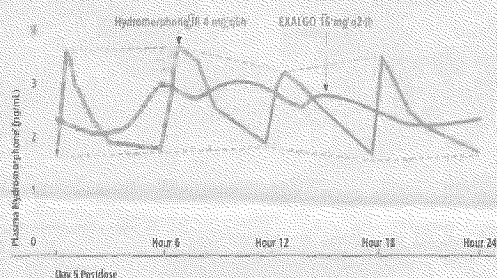
Source: IMS Health

Exalgo®: 24 Hour Hydromorphone Tablets (CII)

Up. Down. Up. Down. Up. Down.

Will the lack of steady blood levels be your chronic pain patients' downfall?

Once-daily EXALGO® reaches steady-state concentrations in 3 to 4 days, reducing peaks and troughs.*



* Comparable in bioavailability with immediate-release (IR) hydromorphone given 4 times daily

EXALGO. The power of hydromorphone in a once-daily dose.

With 24-hour, extended-release hydromorphone, EXALGO helps minimize peaks and troughs at steady state. So, your patients don't have to worry as much about when their medication may wear off. To find out more, visit www.keeppainwaiting.com.

Reference: 1. EXALGO® Prescribing Information.

Mallinckrodt

COVIDIEN

EXALGO
(hydromorphone HCl) C
Control-Release Tablets, Once Daily

Covidien Launched: April 2010 **2011 Sales Results**

Total dollars: \$73MM

Total Prescriptions: 98,834

Prescription Share: 0.5%

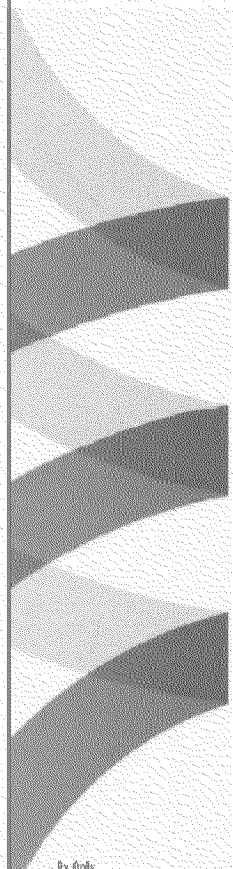
New to Brand Share: 0.8%

Promotional Support

- ~200 Sales Representatives
- Web Site
- Competitive Savings Card Program

Source: IMS Health

Opana® ER: 12 Hour Oxymorphone Tablets (CII)



**Complex challenges.
One solution.**

Opana® ER is the only long-acting opioid that pairs the efficacy of oxymorphone with TIMERx™-N technology.

-  **No known CYP450 PK drug-drug interactions at clinically relevant doses¹**
Opana® ER should be started at 1/3 to 1/2 of the usual dose in patients who are concurrently receiving other CNS depressants.
-  **True 12-hour dosing¹**
Symmetrical, every 12h dosing is appropriate for the majority of patients.
-  **Flexible dosing and individualized therapy¹**
Opana® ER should be administered on an empty stomach, at least 1 hour prior to or 2 hours after eating.
-  **Widely available on managed care plans (including Medicare Part D) for 8 out of 10 covered patients²**

Visit www.opana.com for complete information.

 **opana® ER**
(oxymorphone HCl) 
EXTENDED-RELEASE TABLETS
5 mg • 10 mg • 20 mg • 30 mg • 40 mg

Rx Only
24 Hour Supply
See Patient Medication Guide for Important Information
NADA 141-504 (Rev. 12/10) (US) (NADA 141-504) (US)

References: 1. Opana® ER "Prescribing Information," Endo Pharmaceuticals, Inc., Cheshire, CT, 2012. 2. SDA data. Accessed February 2008.

ENDO
PHARMACEUTICALS

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Endo Launched: July 2006

2011 Sales Results

Total dollars: \$635MM

Total Prescriptions: 1.238 MM

Prescription Share: 5.4%

New to Brand Share: 6.2%

Promotional Support

- ~600 Sales Representatives
- Web Site
- Competitive Savings Card Program
- Speaker's Programs

Source: IMS Health

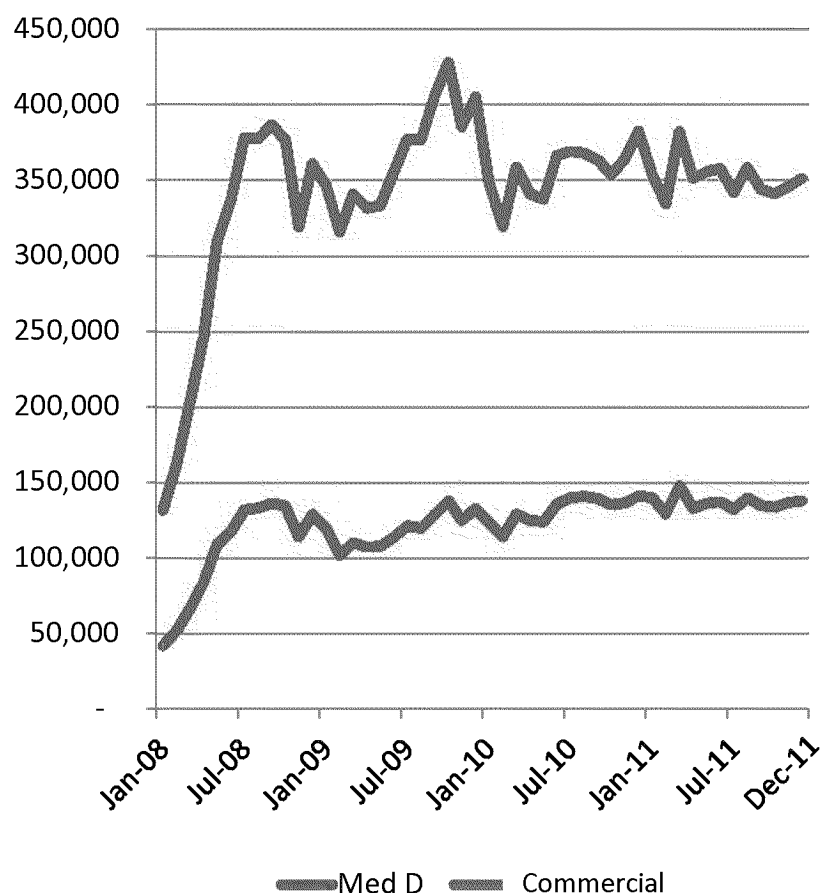
Managed Care

Russ Gasdia

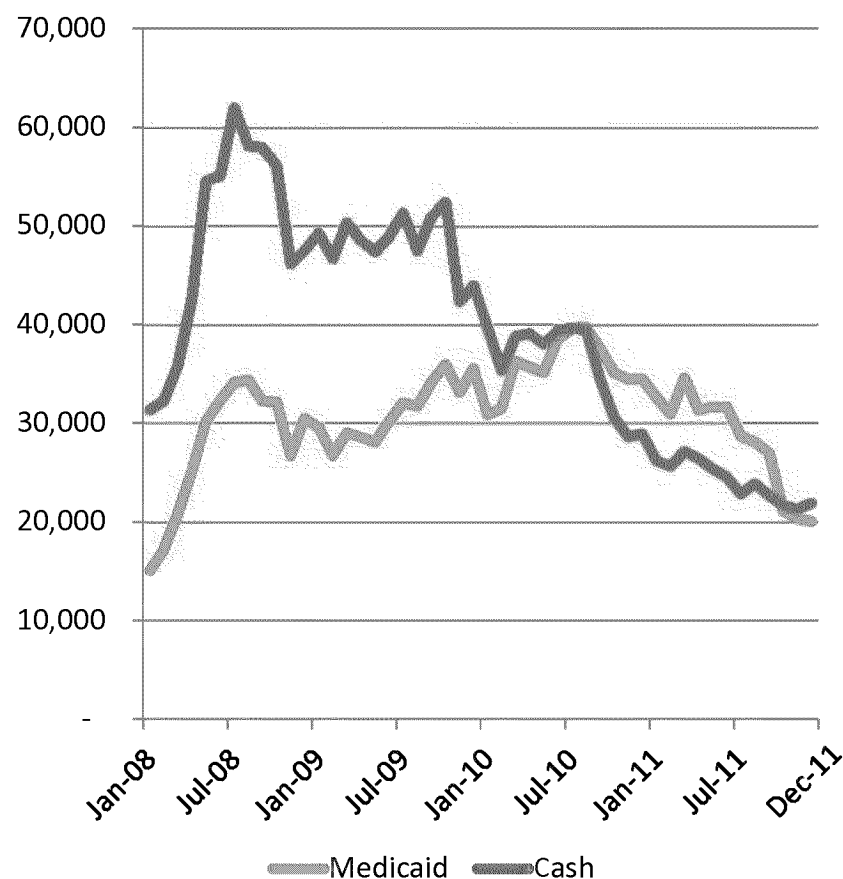
Vice President, Sales & Marketing

OxyContin® Prescriptions - Method of Payment

**Commercial and Medicare Part D
(Jan '08-Nov '11)**



**Medicaid and Cash
(Jan '08-Nov '11)**



Managed Care Formulary Coverage

Commercial Formulary Status (~213 Million Lives)				
	Tier 2	Tier 3	Tier 3 PA/ST	Not Covered / Not Available
OxyContin®	80.9%	4.9%	4.0%	10.2%
Lives	172,625,414	10,372,408	8,523,388	21,860,019
Butrans	6%	66%	11%	17%
Lives	13,229,636	141,031,536	22,840,956	36,279,101
Medicare Part D Formulary Status (~26.5 Million Lives)				
	Tier 2/3 Preferred	Tier 3/4 Non Preferred	Tier 3/4 Non- Preferred Brand with PA/ST	Not Covered / Not Available
OxyContin	55.5%	2.6%	9.7%	32.2%
Lives	14,685,762	686,318	2,565,527	8,523,225
Butrans	0.4%	4.6%	9.0%	86%
Lives	105,843.33	1,225,557	2,371,635	22,757,797
Medicaid Formulary Status (~48 Million Lives)				
	On Formulary		Prior Authorization	
OxyContin	4.0%		96.0%	
Lives	1,920,000		46,080,000	
Butrans	13.6%		86.4%	
Lives	6,528,000		41,472,000	

Total Insured Lives - US:
288,191,483

Source: Fingertip Formulary, 2/2/12
Notes: NC includes not available data (~9mm for Butrans® and 3.7mm for OxyContin®), Medicaid includes State and Managed Medicaid and only notes as "On Formulary" if no PA is in place. Preferred Brand defined as coverage on the Preferred Branded Tier (e.g., Tier 2 or Tier 3 Preferred)

Managed Care Key Accounts – Objectives (OxyContin® Tablets)

Commercial Plans

Name	Type	Lives	Objective:
Cigna	MCO	6 million	Maintain Formulary Status
ExpressScripts(ESI)	PBM	22 million	Maintain Formulary Status
Humana	MCO	2.5 million	Maintain Formulary Status
Medco	PMB	51 million	Maintain Formulary Status
United	MCO	14 million	Maintain Formulary Status
Aetna	MCO	9 million	Maintain Formulary Status
Caremark	PBM	56 million	Maintain Formulary Status
Catalyst	PBM	8.5 million	Maintain Formulary Status
Kaiser	MCO	8.6 million	Gain Access
MedImpact	PBM	1.6 Million	Maintain Formulary Status
Prime	PBM	13 million	Maintain Formulary Status
Wellpoint	MCO	19 million	Maintain Formulary Status

Medicare Part D Plans

Name	Type	Lives	Objective:
Cigna	MCO	574,000	Maintain Formulary Status
ExpressScripts(ESI)	PBM	1 million	Maintain Formulary Status
Humana	MCO	3.4 million	Gain Preferred Status
Medco	PMB	6.3 million	Maintain Formulary Status
United	MCO	7.1 million	Maintain Formulary Status
Aetna	MCO	700,000	Gain Preferred Status
Caremark-SilverScript	PBM	5.8 million	Maintain Preferred Status
Catalyst	PBM	50,000	Gain Preferred Status for all plans/strengths
Kaiser	MCO	860,000	Gain Access
MedImpact	PBM	250,000	Maintain Preferred Status
Prime	PBM	790,000	Maintain Preferred Status
Wellpoint	PBM	2.5 million	Gain Preferred Status

2012 Initiatives to Drive Sales & Profitability

Mike Ronning
Director, Marketing
OxyContin[®] Brand Business Unit Leader