
INFORMATION TECHNOLOGY

Deliver technology solutions and provide pre and post launch support for approved products and for existing business functions, such as Sales and Marketing, Manufacturing and Supply Chain. Develop technology capabilities and maintain support activities for products and business functions which support portfolio diversification, such as R&D. Ensure continued and uninterrupted general IT service across the organization. Reduce cost, time or defects, by driving operational efficiency across the company via technology and process. Support business functions such as Finance, HR, Legal, IT and improvements for talent development, communications, information sharing, and collaboration between IT groups and teams.

- Purdue IT successfully launched the Direct to Consumer web site - myintermezzo.com.
- IT supported packaging line upgrades in Wilson, with a focus on the shift from RFID to 2D Datamatrix barcoding, which ensure compliance with FDA regulations to identify drug packages with a unique ID number. In addition, projected cost savings from shifting to 2D barcoding are estimated to be more than \$800,000 per year.
- Early in 2012, IT enabled UPS labeling, parcel, and rate tracking functions to be executed on premises - drastically reducing shipping costs for Rhodes Pharma shipments made from Wilson. We have now completed the final phase - full integration of UPS Standard shipping into SAP - bypassing the Worldship standalone application. This has shaved an additional three minutes processing time from every Rhodes Pharma shipment from Wilson, equating to approximately one full-time employee per year. The conversion from Express Critical to UPS Standard for Rhodes will save over \$850,000 in direct shipping costs per year.
- The project team implemented a new work flow system on Nov. 9, 2012 for the Licensing and Business Development group. This implementation included executive dashboards.
- The Regulatory Document Management system upgrade was completed in November, delivering updated infrastructure components, enhanced security options, and advanced search capabilities. The project was completed by agreed-to timelines, and was delivered under budget by ~\$70,000.
- Wilson's Quality Phase-I Trackwise implementation went live on budget and on schedule on October 1, 2012. Wilson's Change Control Phase II implementation is on track for end of March 2013 completion.

- The Anaqua Intellectual Property Asset Management program is now live. The Invention Disclosure and Submission module has been rolled out to the primary invention user groups (Cranbury, Wilson, Rhodes, and Stamford) and have been widely accepted as an improved form of submitting intellectual property ideas. In addition, the Patent Review Committee ranking and collaboration module has been rolled out to the primary IP review committee. The primary application users for IP Management (docketing searching, office action monitoring, and annuity monitoring) have gone live with primary tasks in the new system.
- IT contributions to the Savings Scorecard greatly surpassed both our \$1.5MM target and \$2MM stretch goal with approximately \$9.5MM in cost savings and efficiencies from IT projects and Procurement negotiations.

###

Produced Natively

	Butrans	Intermezzo	OxyContin
4Q12	1241	313	742
4Q11	1573	49	872

Produced Natively

	Betadine	Colace	Dilaudid	MS Contin	Senokot	Ryzolt	PeriColace	SlowMag
4Q12	250	594	105	41	464	4	100	162
4Q11	260	568	50	34	433	16	126	152

Produced Natively

	12/7/2012
11/28/2012	0
11/29/2012	1
11/30/2012	2
12/1/2012	0
12/2/2012	1
12/3/2012	0
12/4/2012	1
12/5/2012	1
12/6/2012	0
12/7/2012	1
12/8/2012	1
12/9/2012	3
12/10/2012	1
12/11/2012	2
12/12/2012	2
12/13/2012	11
12/14/2012	4
12/15/2012	0
12/16/2012	4
12/17/2012	11
12/18/2012	9
12/19/2012	17
12/20/2012	16
12/21/2012	11
12/22/2012	14
12/23/2012	10
12/24/2012	13
12/25/2012	12
12/26/2012	10
12/27/2012	9
12/28/2012	17
12/29/2012	19
12/30/2012	16
12/31/2012	12
1/1/2013	11
1/2/2013	15
1/3/2013	15
1/4/2013	10
1/5/2013	10
1/6/2013	8
1/7/2013	13
1/8/2013	20
1/9/2013	32

To resize chart data range, drag lower right corner of range.

To: Sackler, Dr Richard [REDACTED] Dr Richard Sackler]
Cc: Stewart, John H. (US) [REDACTED]; Gasdia,
Russell [REDACTED]
From: Rosen, David (Sales and Marketing)
Sent: Mon 2/11/2013 11:24:43 AM
Subject: Butrans=9,793; Intermezzo=1,568 (Week ending 2-1-13)

Hi, Dr. Richard. Intermezzo has begun to respond to promotion as predicted. It reached a new high in both share and Rx's by a significant margin. While jumping up from a Holiday week, Butrans remains largely flat overall, but in-line with the forecast for the beginning of the year.

Butrans

Rx Increase from last week (8,679)	12.8%
Share	1.98%
Share last week	1.87%

Intermezzo

Rx Increase from last week (1,354)	15.8%
Share	0.112%
Share last week	0.103%

-David

David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma | One
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[REDACTED]

[REDACTED]

Message

From: [REDACTED]
Sent: 2/12/2013 1:20:00 PM
To: Sackler, Dr Raymond R [REDACTED]; Sackler, Dame Theresa [REDACTED]; Sackler, Beverly [REDACTED]; Sackler, Dr Richard [REDACTED]; Sackler Lefcourt, Ilene [REDACTED]; Sackler, Dr Kathe [REDACTED]; Sackler, Jonathan [REDACTED]; Sackler Hunt, Samantha [REDACTED]; Sackler, Mortimer D.A. [REDACTED]; Sackler, David [REDACTED]; Boer, Peter [REDACTED]; Lewent, Judy [REDACTED]; Pickett, Ceci [REDACTED]; Costa, Paulo [REDACTED]; Snyderman, Ralph [REDACTED];
CC: Baker, Stuart D. [REDACTED]; [REDACTED] (Ogier.com) [REDACTED] @ch.gt.com]; Mahony, Edward [REDACTED]; Stewart, John H. (US) [REDACTED];
BCC: Stewart, John H. (US) [REDACTED]
Subject: Worldwide Sales - January 2013
Attachments: WW Sales 2013 A January Send.xlsx

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HIGHLIGHTS – January 2013

- Monthly sales in January of \$275.6m were 4.2% up on January 2012. (Page 3)
- January sales in Europe, Australia and Asia were each ahead of both last year and budget. (Page 3)
- USA sales of \$136.3m were 29.8% behind budget. (Page 3)
- Non-USA sales exceeded USA sales for the first time since January 2012.

- **Worldwide sales in January of OxyContin of \$161.9m were 1.0% down on 2012, which was more than offset by the 12.6% growth in all other products to \$113.8m. (Page 6)**
- **OxyContin sales accounted for 58.7% of the total sales this month, compared to 64.7% for the whole of last year.**
- **Monthly sales of Targin exceeded those of BuTrans/Norspan for the first time.**
- **Record monthly sales were achieved by France, China, Switzerland and Korea.**

January 2013

Worldwide sales of \$275.6m were 4.2% up on January 2012, but 16.5% down on budget.

USA sales of \$136.3m were 8.0% better than last year, but 29.8% below budget. OxyContin sales of \$124.6m were 7.8% up on January 2012, but 29.4% less than budget, with the different strengths between 19% (15mg) and 32% (40mg) behind budget.

Worldwide excluding USA sales of \$139.3m were marginally up on 2012 and 2.5% better than budget.

January sales in **Europe** of \$91.4m were 5.0% better than January 2012 and 1.0% ahead of budget. Record monthly sales were achieved in **France** and **Switzerland**, whilst **Italy** achieved 2nd highest ever sales. The majority of countries were comfortably ahead of budget, including **Italy** (+28.7% after a poor December), **France** (+19.1%) and **Sweden** (+52.0%). This was offset by adverse variances to budget in the two biggest markets, **Germany** (-5.0%) and the **UK** (-13.7% after a good December). Most countries also showed good growth over January 2012, led by **France** (+29.1%) and **Italy** (+27.1%).

Canada sales of \$24.4m were 23.7% down on January 2012 and 1.0% less than budget. Sales of OxyNEO of \$10.4m were 43.3% less than last year and 6.0% below budget. Excluding OxyNEO, sales were 3.0% ahead of last year and 3.1% better than budget.

Despite a strong January 2012, sales in **Australia** of \$13.1m were 6.5% up on last year and 5.1% better than budget. Targin sales of \$1.4m were the 2nd highest ever and 1.1% ahead of budget.

Asia sales of \$10.0m were 57.3% up on 2011 and 26.8% higher than budget. After poor sales in December 2012, both **China** and **Korea** achieved record sales. **China** sales of \$5.2m were 10.5% better than the previous record set in September 2012, 51.7% up on January 2012 and 31.2% better than budget. OxyContin sales of \$2.6m were more than double those of last year. January sales in **Korea** of \$2.9m were 11.8% up on the previous record set in November 2012, 81.9% better than last year and 37.9% ahead of budget. Sales of Targin (\$0.9m) surpassed those of OxyContin (\$0.7m) for the first time.

For more detailed comments, reference should be made to individual country managers' reports and also to Antony Mattessich's European summary. Please contact me should you have any questions regarding this report.

With best regards,

[REDACTED]

Produced Natively

WORLDWIDE SALES REPORT (US \$'000)

January 2013

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JOINT VENTURES

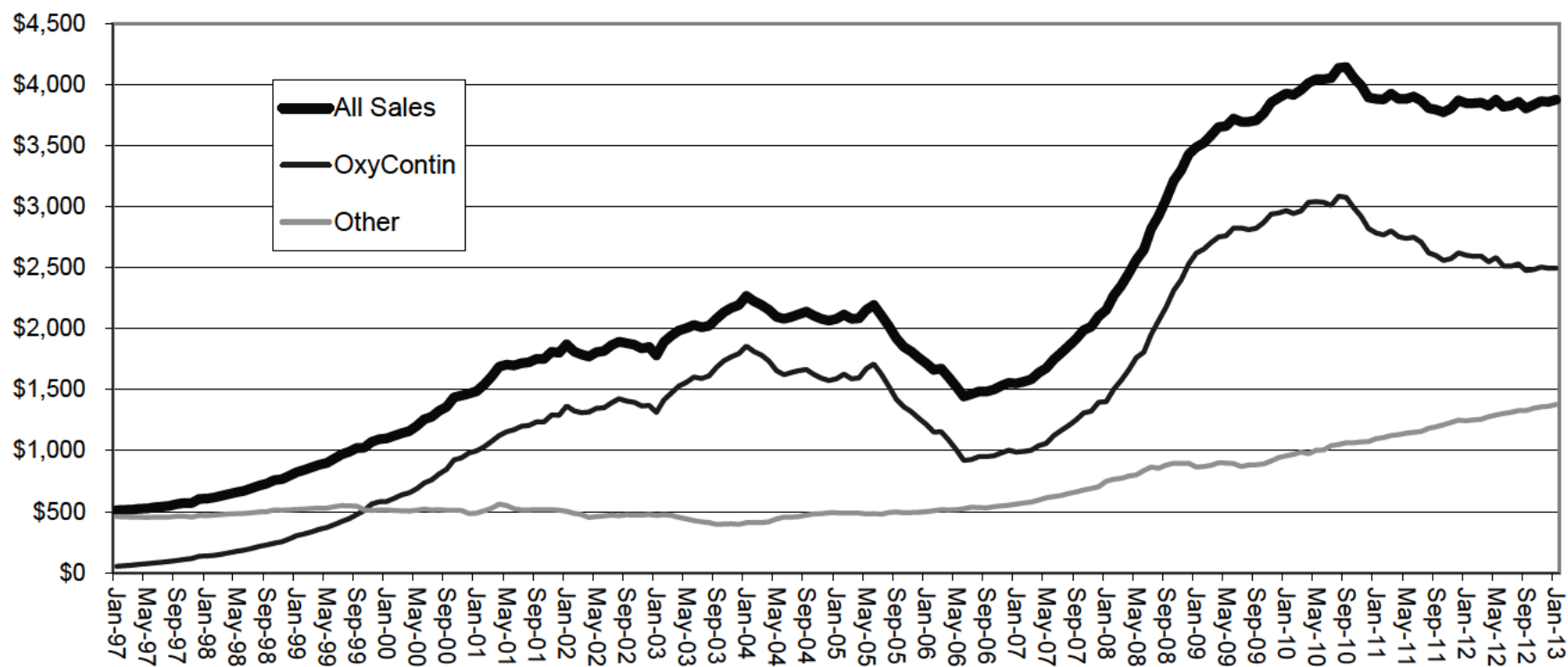
Month Sales	9
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January 2013

HISTORICAL SALES CHART

**WORLDWIDE SALES : TOTAL and OXYCONTIN
12 Month Rolling Total (US\$m)**

(millions)



January 2013

SUMMARY OF THIS MONTH'S SALES BY COUNTRY

		2013 Actual <u>US\$'000</u>	% of Total <u>%</u>	2012 Actual <u>US\$'000</u>	2013 vs 2012 <u>%</u>	2013 Budget <u>US\$'000</u>	2013 vs Bud <u>%</u>
Germany	(Mundipharma GmbH)	30,023	10.9	28,881	104.0	31,616	95.0
UK	(Napp Pharmaceuticals Ltd)	19,482	7.1	21,472	90.7	22,569	86.3
Nordic	(Norpharma / Mundipharma)	9,135	3.3	9,153	99.8	7,549	121.0
France	(Mundipharma SAS)	7,880	2.9	6,105	129.1	6,619	119.1
Italy	(Mundipharma Srl)	6,404	2.3	5,040	127.1	4,977	128.7
Switzerland	(Mundipharma Medical Co)	4,626	1.7	4,109	112.6	4,473	103.4
Austria	(Mundipharma GesmbH)	3,992	1.4	3,733	106.9	3,593	111.1
Spain	(Mundipharma SL)	3,270	1.2	2,881	113.5	2,922	111.9
Netherlands	(Mundipharma Pharmaceuticals BV)	2,692	1.0	3,076	87.5	2,341	115.0
Ireland	(Mundipharma Pharmaceuticals Ltd)	1,455	0.5	1,174	123.9	1,332	109.2
Belgium	(Mundipharma CVA)	929	0.3	701	132.5	1,029	90.3
Poland	(Norpharma)	756	0.3	384	196.7	600	126.0
Eastern Europe	(Mundipharma Medical GmbH)	541	0.2	203	266.1	537	100.6
South Africa	(Mundipharma Pty Ltd)	168	0.1	0	0.0	223	75.3
Portugal	(Mundipharma Farmaceutica Lda)	39	0.0	55	70.7	33	116.0
Total Europe		91,391	33.2	86,968	105.0	90,416	101.0
China	(MCPC)	5,216	1.9	3,438	151.7	3,976	131.2
Korea	(Mundipharma Korea Ltd)	2,866	1.0	1,576	181.9	2,078	137.9
Philippines	(Mundipharma Dist GmbH)	1,359	0.5	1,085	125.3	1,357	100.2
Malaysia	(Mundipharma Pharm. Sdn Bhd)	252	0.1	173	145.0	213	118.4
Hong Kong	(Mundipharma (Hong Kong) Ltd)	138	0.0	0	0.0	121	113.7
Singapore	(Mundipharma Pharmaceuticals Pte Ltd)	126	0.0	58	216.6	111	113.0
Total Asia		9,957	3.6	6,330	157.3	7,855	126.8
Australia	(Mundipharma Pty Ltd)	13,132	4.8	12,333	106.5	12,501	105.1
New Zealand	(Mundipharma NZ Ltd)	459	0.2	723	63.5	553	83.1
Total ANZ		13,591	4.9	13,056	104.1	13,054	104.1
Canada	(Purdue Pharma)	24,402	8.9	31,961	76.3	24,641	99.0
Total excluding USA		139,342	50.6	138,315	100.7	135,966	102.5
U.S.A.	(Purdue Pharma LP)	136,290	49.4	126,153	108.0	194,239	70.2
Total Sales		275,631	100.0	264,467	104.2	330,205	83.5

January 2013

MONTH SALES

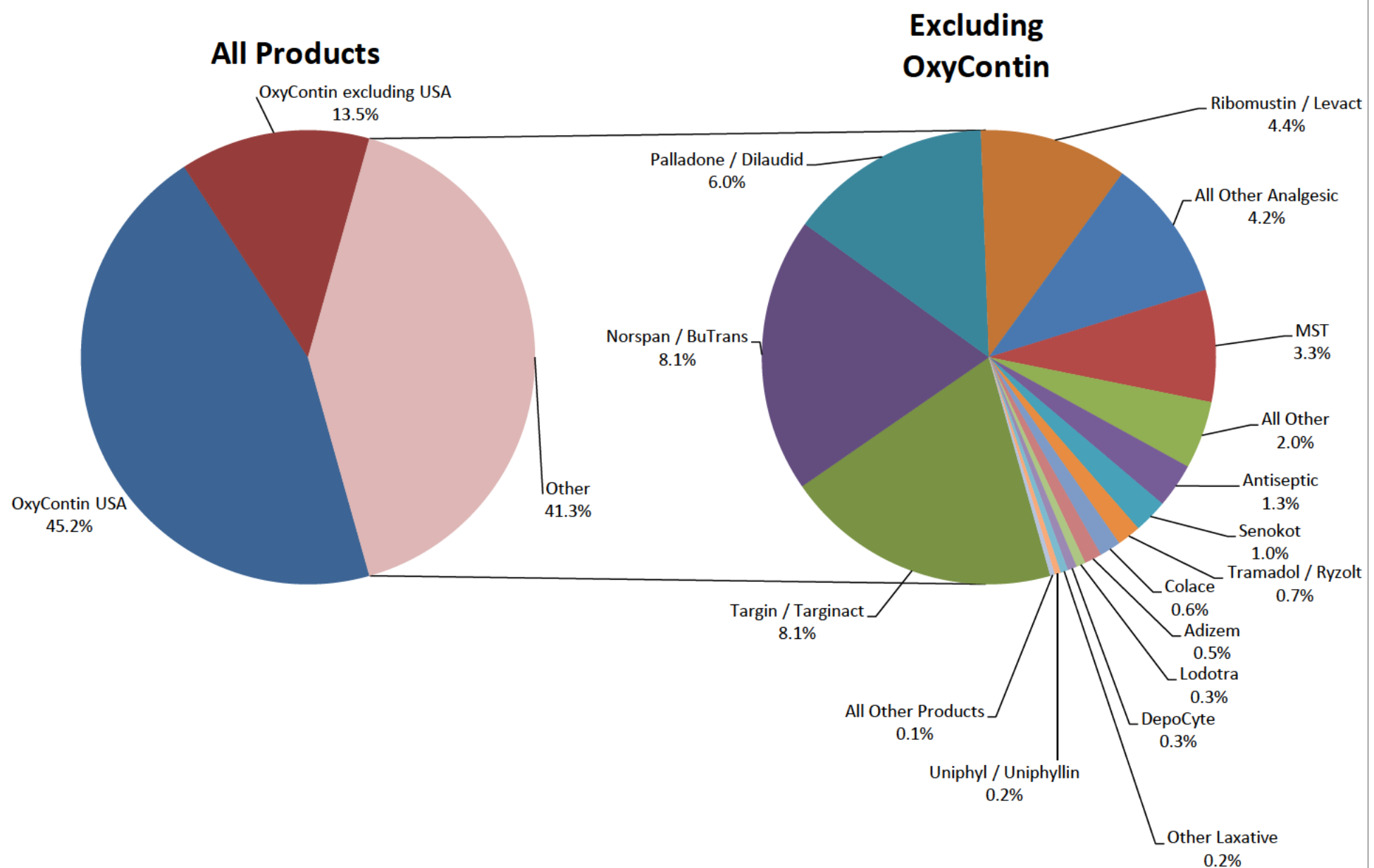
	USA (Purdue Pharma LP) US\$'000	Europe US\$'000	Canada (Purdue Pharma) US\$'000	ANZ US\$'000	Asia US\$'000	2013 Total US\$'000	% of Total	2012 Actual US\$'000	2013 vs 2012 %	2013 Budget US\$'000	2013 vs Bud %
OxyContin	124,553	17,282	10,428	6,013	3,597	161,873	58.7	163,429	99.0	211,203	76.6
Targin / Targinact		19,921	198	1,431	909	22,458	8.1	15,916	141.1	21,767	103.2
Other Oxycodone		7,288	179	454	462	8,383	3.0	8,366	100.2	8,742	95.9
MST	428	5,357	360	1,026	1,904	9,075	3.3	9,416	96.4	9,346	97.1
DHC		1,046		129		1,176	0.4	1,144	102.8	1,142	102.9
Tramadol / Ryzolt	(30)	297	497		1,159	1,923	0.7	(596)	522.8	1,352	142.2
Palladone / Dilaudid	1,053	7,095	8,039	265		16,453	6.0	15,509	106.1	16,050	102.5
Norspan / BuTrans	5,923	11,259	566	4,178	366	22,292	8.1	20,622	108.1	25,688	86.8
Transtec		746				746	0.3	942	79.2	830	89.8
Other		595	579	94	33	1,301	0.5	1,698	76.6	1,489	87.4
ANALGESIC - Total	131,926	70,886	20,845	13,591	8,431	245,680	89.1	236,446	103.9	297,609	82.6
	53.7%	28.9%	8.5%	5.5%	3.4%	100.0%					
ANTISEPTIC - Total	731	1,517	136		1,209	3,594	1.3	3,289	109.3	3,839	93.6
	20.3%	42.2%	3.8%	0.0%	33.7%	100.0%					
Uniphyl / Uniphyllin		314	147		27	488	0.2	509	95.8	517	94.4
Flutiform		514				514	0.2			916	56.1
Other Respiratory		144	81		5	230	0.1	209	110.1	207	111.1
RESPIRATORY - Total		971	228		32	1,231	0.4	718	171.5	1,639	75.1
	0.0%	78.9%	18.5%	0.0%	2.6%	100.0%					
Adizem		1,407				1,407	0.5	1,220	115.3	1,673	84.1
Other					28	28	0.0	22	130.5	21	136.3
CARDIOVASCULAR - Total		1,407			28	1,435	0.5	1,241	115.6	1,694	84.7
	0.0%	98.0%	0.0%	0.0%	2.0%	100.0%					
Senokot	1,162	6	1,477		104	2,749	1.0	2,990	91.9	3,156	87.1
Colace	1,725					1,725	0.6	1,935	89.2	2,476	69.7
Other		616				616	0.2	608	101.3	611	100.8
LAXATIVE - Total	2,887	622	1,477		104	5,090	1.8	5,533	92.0	6,243	81.5
	56.7%	12.2%	29.0%	0.0%	2.0%	100.0%					
DepoCyte		738			5	744	0.3	1,226	60.7	279	266.1
Ribomustin / Levact		12,016				12,016	4.4	11,069	108.6	12,014	100.0
Folotyn					47	47	0.0			17	275.0
Other oncology					42	42	0.0			20	212.0
ONCOLOGY - Total		12,754			95	12,849	4.7	12,295	104.5	12,330	104.2
	0.0%	99.3%	0.0%	0.0%	0.7%	100.0%					
Intermezzo	366					366	0.1			1,278	28.7
Other	380	3,234	1,715		58	5,386	2.0	4,946	108.9	5,573	96.7
ALL OTHER - Total	746	3,234	1,715		58	5,753	2.1	4,946	116.3	6,851	84.0
	13.0%	56.2%	29.8%	0.0%	1.0%	100.0%					
TOTAL SALES	136,290	91,391	24,402	13,591	9,957	275,631	100.0	264,467	104.2	330,205	83.5
	49.4%	33.2%	8.9%	4.9%	3.6%	100.0%					

January 2013

SALES BY PRODUCT

	2013 Actual		2012 Actual		2013 vs 2012		2013 OB		2013 vs OB	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Targin / Targinact	22,458	19.7	15,916	15.8	6,542	141.1	21,767	18.3	692	103.2
Norspan / BuTrans	22,292	19.6	20,622	20.4	1,670	108.1	25,688	21.6	(3,396)	86.8
Palladone / Dilaudid	16,453	14.5	15,509	15.3	944	106.1	16,050	13.5	403	102.5
Ribomustin / Levact	12,016	10.6	11,069	11.0	947	108.6	12,014	10.1	2	100.0
All Other Analgesic	11,606	10.2	12,150	12.0	(544)	95.5	12,204	10.3	(598)	95.1
MST	9,075	8.0	9,416	9.3	(341)	96.4	9,346	7.9	(271)	97.1
All Other	5,493	4.8	4,448	4.4	1,044	123.5	5,823	4.9	(330)	94.3
Antiseptic	3,594	3.2	3,289	3.3	305	109.3	3,839	3.2	(245)	93.6
Senokot	2,749	2.4	2,990	3.0	(241)	91.9	3,156	2.7	(407)	87.1
Tramadol / Ryzolt	1,923	1.7	(596)	(0.6)	2,519	522.8	1,352	1.1	571	142.2
Colace	1,725	1.5	1,935	1.9	(209)	89.2	2,476	2.1	(751)	69.7
Adizem	1,407	1.2	1,220	1.2	187	115.3	1,673	1.4	(266)	84.1
Lodotra	755	0.7	728	0.7	27	103.7	930	0.8	(176)	81.1
DepoCyte	744	0.7	1,226	1.2	(482)	60.7	279	0.2	464	266.1
Other Laxative	616	0.5	608	0.6	8	101.3	611	0.5	5	100.8
Uniphyl / Uniphyllin	488	0.4	509	0.5	(21)	95.8	517	0.4	(29)	94.4
Intermezzo	366	0.3	0	0.0	366	n/a	1,278	1.1	(911)	28.7
Products excl Oxy	113,758	100.0	101,038	100.0	12,720	112.6	119,002	100.0	(5,244)	95.6
Products excl Oxy restated		41.3		38.2				36.0		
OxyContin	161,873	58.7	163,429	61.8	(1,556)	99.0	211,203	64.0	(49,330)	76.6
TOTALS	275,631	100.0	264,467	100.0	11,164	104.2	330,205	100.0	(54,574)	83.5

YTD SALES BY PRODUCT

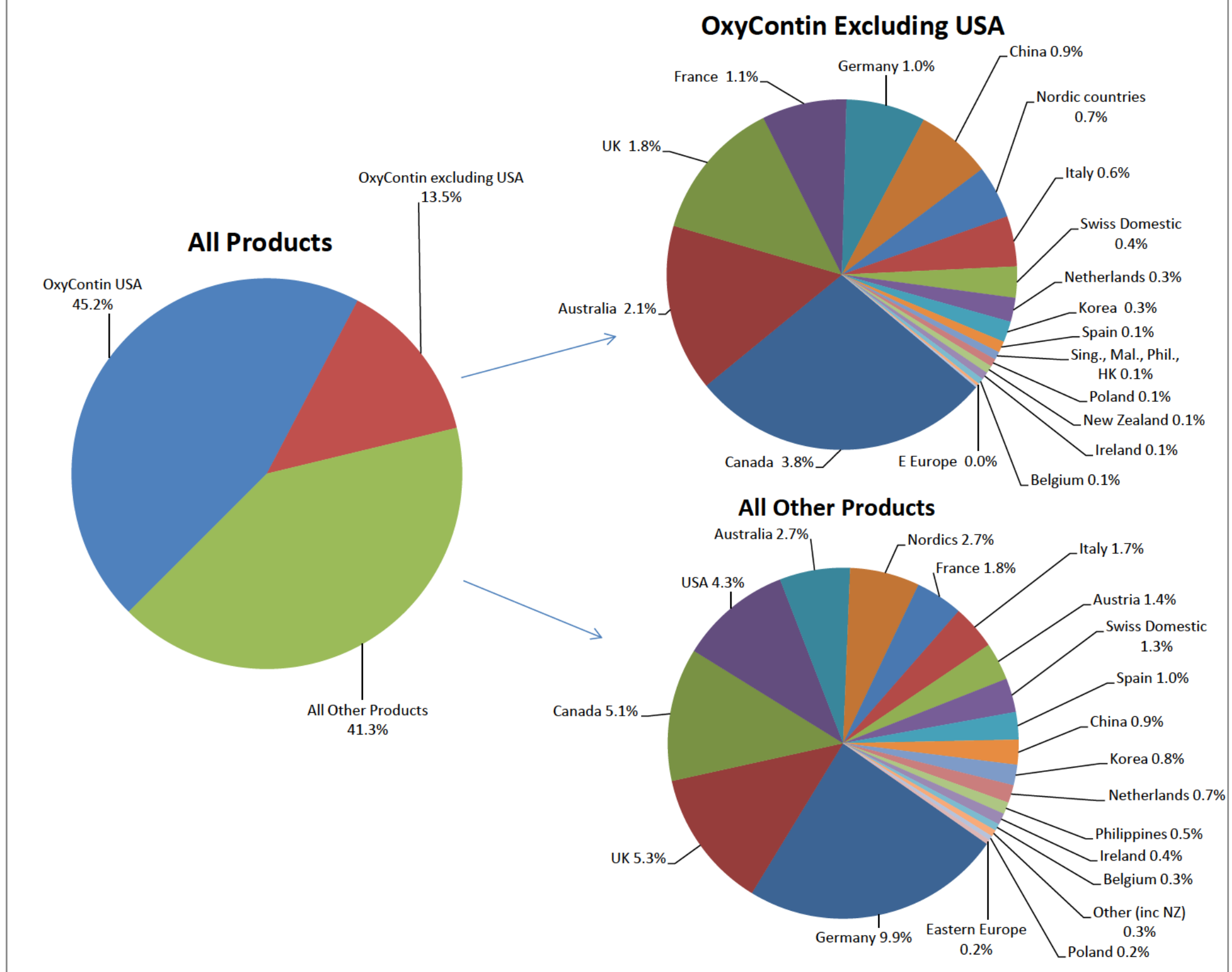


January 2013

SALES BY COUNTRY

	2013 Actual		2012 Actual		2013 vs 2012		2013 OB		2013 vs OB	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Germany (M. GmbH)	27,295	24.0	25,947	25.7	1,348	105.2	28,657	24.1	(1,362)	95.2
UK (Napp)	14,593	12.8	15,815	15.7	(1,221)	92.3	17,345	14.6	(2,752)	84.1
Canada (Purdue)	13,974	12.3	13,565	13.4	409	103.0	13,551	11.4	423	103.1
USA (Purdue)	11,737	10.3	10,619	10.5	1,117	110.5	17,828	15.0	(6,091)	65.8
Australia (M. Pty Ltd)	7,384	6.5	6,083	6.0	1,301	121.4	7,284	6.1	100	101.4
Nordics (Norpharma)	7,313	6.4	5,898	5.8	1,415	124.0	6,702	5.6	612	109.1
France (M. SAS)	4,968	4.4	3,786	3.7	1,182	131.2	4,065	3.4	903	122.2
Italy (M. Srl)	4,675	4.1	2,521	2.5	2,153	185.4	3,431	2.9	1,244	136.3
Austria (M. GesmbH)	3,954	3.5	3,705	3.7	249	106.7	3,571	3.0	383	110.7
Swiss Domestic (MMCO)	3,553	3.1	3,024	3.0	530	117.5	3,419	2.9	134	103.9
Spain (M. SL)	2,882	2.5	2,350	2.3	532	122.7	2,794	2.3	88	103.1
China (MCPC)	2,612	2.3	2,142	2.1	471	122.0	2,044	1.7	569	127.8
Korea (M. Korea Ltd)	2,150	1.9	591	0.6	1,559	363.9	1,624	1.4	526	132.4
Netherlands (M. P. BV)	1,866	1.6	1,679	1.7	188	111.2	2,042	1.7	(176)	91.4
Philippines (M Dist GmbH)	1,245	1.1	891	0.9	353	139.7	1,257	1.1	(12)	99.0
Ireland (M. P. Ltd)	1,199	1.1	952	0.9	247	125.9	1,171	1.0	27	102.3
Belgium (M. CVA)	725	0.6	456	0.5	269	159.1	789	0.7	(64)	91.9
Other (inc NZ)	698	0.6	552	0.5	146	126.4	706	0.6	(8)	98.9
Poland (Norpharma)	485	0.4	284	0.3	201	170.7	308	0.3	177	157.3
Eastern Europe (MMG)	450	0.4	180	0.2	270	250.1	413	0.3	37	108.9
Products excl Oxy	113,758	100.0	101,038	100.0	12,720	112.6	119,002	100.0	(5,244)	95.6
Products excl Oxy restated		41.3		38.2				36.0		
OxyContin	161,873	58.7	163,429	61.8	(1,556)	99.0	211,203	64.0	(49,330)	76.6
TOTALS	275,631	100.0	264,467	100.0	11,164	104.2	330,205	100.0	(54,574)	83.5

YTD SALES BY COUNTRY



January 2013

SUMMARY OF SALES PERFORMANCE (RUN-RATE) BY COUNTRY

	Year to Date		Full Year	2013 To Go		Monthly Run Rate ('MRR')		
	Actual	Original	Original	To Go	Orig Bud RoY	To Go MRR	YTD MRR	Required
	US\$'000	Budget	Budget	US\$'000	US\$'000	US\$'000	US\$'000	Increase v
	A	B	C	D = C - A Note 1	E = C - B Note 2	F = D / 11	G = A / 1	YTD MRR G v F Note 3
USA (Purdue Pharma LP)	136,290	194,239	2,410,348	2,274,058	2,216,109	206,733	136,290	52%
Germany (Mundipharma GmbH)	30,023	31,616	391,097	361,073	359,480	32,825	30,023	9%
Canada (Purdue)	24,402	24,641	332,351	307,949	307,709	27,995	24,402	15%
UK (Napp Pharmaceuticals Ltd)	19,482	22,569	264,794	245,312	242,225	22,301	19,482	14%
Australia (Mundipharma Pty Ltd)	13,132	12,501	160,211	147,078	147,709	13,371	13,132	2%
Nordic (Norpharma/Mundipharma)	9,135	7,549	99,748	90,613	92,198	8,238	9,135	On target
France (Mundipharma SAS)	7,880	6,619	80,528	72,648	73,910	6,604	7,880	On target
Italy (Mundipharma Srl)	6,404	4,977	71,733	65,329	66,756	5,939	6,404	On target
China (MCPC)	5,216	3,976	57,373	52,157	53,397	4,742	5,216	On target
Switzerland (Mundipharma Medical Co)	4,626	4,473	51,497	46,870	47,023	4,261	4,626	On target
Austria (Mundipharma GesmbH)	3,992	3,593	41,940	37,948	38,347	3,450	3,992	On target
Spain (Mundipharma SL)	3,270	2,922	40,313	37,043	37,391	3,368	3,270	3%
Korea (Mundipharma Korea Ltd)	2,866	2,078	30,560	27,693	28,482	2,518	2,866	On target
Netherlands (Mundipharma Pharmaceuticals BV)	2,692	2,341	36,610	33,918	34,268	3,083	2,692	15%
Ireland (Mundipharma Pharmaceuticals Ltd)	1,455	1,332	17,202	15,747	15,870	1,432	1,455	On target
Philippines (M Dist GmbH)	1,359	1,357	18,373	17,014	17,017	1,547	1,359	14%
Belgium (Mundipharma CVA)	929	1,029	13,548	12,619	12,519	1,147	929	23%
Poland (Norpharma)	756	600	9,233	8,477	8,633	771	756	2%
Eastern Europe (Mundipharma Medical GmbH)	541	537	22,066	21,526	21,529	1,957	541	262%
New Zealand (Mundipharma NZ Ltd)	459	553	3,567	3,108	3,014	283	459	On target
Malaysia (Mundipharma Pharmaceuticals Sdn Bhd)	252	213	4,163	3,912	3,951	356	252	41%
South Africa (Mundipharma Pty Ltd)	168	223	4,908	4,740	4,685	431	168	156%
Hong Kong (Mundipharma (Hong Kong) Ltd)	138	121	2,360	2,222	2,239	202	138	47%
Singapore (Mundipharma Pharmaceutical Pte Ltd)	126	111	1,653	1,528	1,542	139	126	10%
Portugal (Mundipharma Farmaceutica Lda)	39	33	400	361	367	33	39	On target
TOTALS (US \$'000)	275,631	330,205	4,166,574	3,890,943	3,836,369	353,722	275,631	

Note 1 'To Go' indicates the sales required over the remainder of the year in order to achieve Original Budget.

Note 2 'Orig Bud RoY' indicates the OB sales over the remainder of the year.

Note 3 Indicates the increase in average monthly sales needed to achieve Original Budget. 'On target' indicates that the YTD MRR is ahead of that required to achieve the Original Budget.

January 2013

OXYCONTIN SALES HISTORY

Date of Launch >	USA	Canada	Nordic	Germany	Ireland	Australia	UK	Neths.	Switzerland	E.Europe	Austria	Korea	France	Spain	Italy	New Zealand	AsiaPacific	China	Belgium	Poland	South Africa	Total Monthly Sales	12 Mth Rolling Total	12 Mth Monthly Moving Average
	(Purdue Pharma LP)	(Purdue Pharma)	(Norpharma / Mundipharma)	(Mundipharma GmbH)	(Mundipharma Pharm. Ltd)	(Mundipharma Pty Ltd)	(Napp Pharma. Ltd)	(Mundipharma Pharm. BV)	(Mundipharma Medical Co)	(Mundipharma Medical GmbH)	(Mundipharma GesmbH)	(Mundipharma Korea Ltd)	(Mundipharma SAS)	(Mundipharma SL)	(Mundipharma Srl)	(Mundipharma NZ Ltd)	(Philippines, HK, Malaysia, Spore)	(MCPC)	(Mundipharma CVA)	(Norpharma)	(Mundipharma Pty Ltd)			
	Dec 95 US\$'000	Jun 96 US\$'000	Dec 96 US\$'000	Aug 98 US\$'000	Jan 99 US\$'000	Sep 99 US\$'000	Jan 00 US\$'000	Dec 00 US\$'000	Feb 01 US\$'000	Feb 01 US\$'000	Mar 01 US\$'000	Mar 01 US\$'000	Apr 02 US\$'000	Jun 04 US\$'000	Mar 05 US\$'000	Jul 05 US\$'000	Jul 05 US\$'000	Aug 04 US\$'000	Feb 07 US\$'000	Jul 08 US\$'000	Mar 12 US\$'000			
1996	47,982	122	12																			48,116	48,116	4,010
1997	133,255	1,014	240																			134,509	134,509	11,209
1998	273,219	2,614	646	2,669																		279,148	279,148	23,262
1999	562,570	5,111	1,541	10,956	228																	580,405	580,405	48,367
2000	951,446	9,583	2,620	14,612	326	1,663	2,320	22														982,592	982,592	81,883
	96.8%	1.0%	0.3%	1.5%	0.0%	0.2%	0.2%	0.0%														100.0%		
2001	1,232,159	18,349	4,783	21,915	553	3,985	6,639	351	41	92	262	1,419										1,290,548	1,290,548	107,546
	95.5%	1.4%	0.4%	1.7%	0.0%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%										100.0%		
2002	1,269,342	29,691	9,739	37,060	845	6,681	11,793	1,333	213	283	662	2,200	629									1,370,471	1,370,471	114,206
	92.6%	2.2%	0.7%	2.7%	0.1%	0.5%	0.9%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%									100.0%		
2003	1,619,821	52,889	17,213	62,176	1,233	10,809	20,052	3,196	1,097	945	948	3,607	1,652									1,795,638	1,795,638	149,637
	90.2%	2.9%	1.0%	3.5%	0.1%	0.6%	1.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%									100.0%		
2004	1,334,601	75,404	22,170	79,186	1,262	16,051	24,696	5,655	2,208	1,681	1,360	5,533	3,345	336								1,573,488	1,573,488	131,124
	84.8%	4.8%	1.4%	5.0%	0.1%	1.0%	1.6%	0.4%	0.1%	0.1%	0.1%	0.4%	0.2%	0.0%								100.0%		
2005	941,705	93,960	27,676	114,711	1,988	20,032	33,687	7,317	3,300	3,537	1,399	5,663	5,404	1,169	839	103	345					1,262,836	1,262,836	105,236
	74.6%	7.4%	2.2%	9.1%	0.2%	1.6%	2.7%	0.6%	0.3%	0.3%	0.1%	0.4%	0.4%	0.1%	0.1%	0.0%	0.0%					100.0%		
2006	605,123	124,231	32,382	130,001	1,869	24,704	42,330	9,420	4,551	4,437	1,852	8,629	7,209	1,927	3,104	505	644					1,002,915	1,002,915	83,576
	60.3%	12.4%	3.2%	13.0%	0.2%	2.5%	4.2%	0.9%	0.5%	0.4%	0.2%	0.9%	0.7%	0.2%	0.3%	0.1%	0.1%					100.0%		
2007	955,636	152,630	41,294	90,966	2,404	33,018	57,144	11,982	6,425	6,718	2,274	11,035	10,126	3,066	6,690	1,198	954	2,421	516			1,396,496	1,396,496	116,375
	68.4%	10.9%	3.0%	6.5%	0.2%	2.4%	4.1%	0.9%	0.5%	0.5%	0.2%	0.8%	0.7%	0.2%	0.5%	0.1%	0.1%	0.2%	0.0%			100.0%		
2008	2,114,078	164,773	44,031	69,907	2,717	36,032	52,130	13,052	8,914	8,635	2,657	8,663	13,958	5,333	10,242	1,612	1,316	4,444	1,628	8		2,564,130	2,564,130	213,677
	82.4%	6.4%	1.7%	2.7%	0.1%	1.4%	2.0%	0.5%	0.3%	0.3%	0.1%	0.3%	0.5%	0.2%	0.4%	0.1%	0.1%	0.2%	0.1%	0.0%		100.0%		
2009	2,457,763	181,732	45,943	62,779	2,876	42,270	56,581	9,269	10,037	8,874	2,665	9,523	18,718	6,764	17,688	2,261	1,556	6,308	2,278	24		2,945,909	2,945,909	245,492
	83.4%	6.2%	1.6%	2.1%	0.1%	1.4%	1.9%	0.3%	0.3%	0.3%	0.1%	0.3%	0.6%	0.2%	0.6%	0.1%	0.1%	0.2%	0.1%	0.0%		100.0%		
2010	2,267,670	205,224	40,016	50,960	2,965	54,863	53,388	14,691	11,468	10,799	1,973	10,219	22,902	8,206	24,384	3,396	1,864	8,509	3,257	134		2,796,889	2,796,889	233,074
	81.1%	7.3%	1.4%	1.8%	0.1%	2.0%	1.9%	0.5%	0.4%	0.4%	0.1%	0.4%	0.8%	0.3%	0.9%	0.1%	0.1%	0.3%	0.1%	0.0%		100.0%		
2011	2,045,908	215,457	45,460	43,576	3,229	66,497	62,363	17,209	13,608	9,165	1,342	10,222	28,057	6,556	24,876	3,954	2,402	13,779	4,140	1,829		2,619,627	2,619,627	218,302
	78.1%	8.2%	1.7%	1.7%	0.1%	2.5%	2.4%	0.7%	0.5%	0.3%	0.1%	0.4%	1.1%	0.3%	0.9%	0.2%	0.1%	0.5%	0.2%	0.1%		100.0%		
Jan-12	114,958	18,212	3,195	2,821	214	6,122	5,657	1,344	1,063	22	28	916	2,229	511	2,422	363	264	1,290	236	96		161,963	2,599,498	216,625
Feb-12	127,009	23,526	3,769	2,834	233	4,873	4,722	1,430	994	267	35	766	2,221	508	1,600	347	222	1,462	337	121		177,278	2,592,208	216,017
Mar-12	225,184	21,549	3,272	2,991	227	5,701	5,765	1,354	1,060	1,186	46	732	2,396	458	1,294	255	206	1,637	377	224	27	275,940	2,593,572	216,131
Apr-12	149,161	11,872	2,383	2,816	235	5,635	5,378	1,296	973	309	44	754	2,510	545	1,899	319	340	1,458	277	308	28	188,539	2,546,823	212,235
May-12	199,012	10,601	2,597	2,880	246	5,272	6,687	1,453	1,023	449	46	808	2,608	481	1,964	400	183	1,682	365	295	52	239,106	2,581,510	215,126
Jun-12	145,696	10,952	2,275	3,095	229	6,363	6,726	1,564	1,057	636	42	864	2,618	647	1,215	310	135	1,748	219	122	30	186,544	2,512,838	209,403
Jul-12	155,532	14,185	2,530	3,068	217	5,439	5,264	1,507	1,011	524	40	879	2,742	443	2,736	340	229	1,757	381	307	71	199,200	2,511,317	209,276
Aug-12	196,367	12,156	2,509	2,754	241	5,530	6,006	1,832	935	562	39	695	2,636	193	881	309	180	1,918	301	319	57	236,418	2,528,614	210,718
Sep-12	129,031	9,447	2,348	2,925	238	5,240	5,522	1,538	883	671	34	752	2,242	372	883	307	295	2,147	251	185	82	165,391	2,474,168	206,181
Oct-12	154,821	13,409	2,211	2,897	232	5,580	5,894	1,494	1,071	800	49	694	2,617	309	1,736	333	187	2,048	287	303	86	197,054	2,481,796	206,816
Nov-12	195,245	13,450	1,665	3,037	275	6,266	6,503	1,071	1,040	875	37	645	2,846	361	983	373	244	2,242	187	258	87	237,692	2,503,294	208,608
Dec-12	196,457	9,007	1,428	2,728	204	4,273	5,358	860	918	467	34	451	2,863	263	500	311	206	1,948	160	114	107	228,661	2,493,786	207,815
2012	1,988,473	168,365	30,182	34,847	2,792	66,295	69,482	16,742	12,029	6,768	474	8,956	30,530	5,090	18,113	3,967	2,691	21,336	3,379	2,652	625	2,493,786	2,493,786	207,815
	79.7%	6.8%	1.2%	1.4%	0.1%	2.7%	2.8%	0.7%	0.5%	0.3%	0.0%	0.4%	1.2%	0.2%	0.7%	0.2%	0.1%	0.9%	0.1%	0.1%	0.0%	100.0%		
Jan-13	124,553	10,428	1,822	2,728	256	5,748	4,888	825	1,073	90	38	717	2,912	388	1,729	264	277	2,604	204	271	57	161,873	2,493,696	207,808
2013	124,553	10,428	1,822	2,728	256	5,748	4,888	825	1,073	90	38	717	2,912	388	1,729	264	277	2,604	204	271	57	161,873	2,493,696	207,808
	76.9%	6.4%	1.1%	1.7%	0.2%	3.6%	3.0%	0.5%	0.7%	0.1%	0.0%	0.4%	1.8%	0.2%	1.1%	0.2%	0.2%	1.6%	0.1%	0.2%	0.0%	100.0%		
GRAND TOTAL																								
1996 - 2013 YTD	20,925,305	1,511,575	367,770	829,050	25,543	388,648	497,492	111,064	74,964	62,024	17,905	86,385	145,442	38,834	107,665	17,259	12,048	59,400	15,403	4,919	682	25,299,376		

MONTH OF JANUARY 2013

	2013 Actual	2012 Actual	2013 OB	2013 vs 2,012		2013 vs. OB	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
Israel (Rafa Laboratories Ltd)							
OxyContin	184	264	240	(79)	69.9	(55)	76.9
Targin / Targinact	308	260	285	48	118.6	23	108.1
Other Oxycodone	97	102	94	(5)	94.8	2	102.2
Morphine	49	56	50	(7)	87.2	(1)	97.6
BuTrans	48	94	72	(45)	51.6	(24)	66.7
Adizem	22	14	11	8	153.8	11	200.5
Non Mundipharma products	4,488	4,409	4,238	79	101.8	250	105.9
	5,196	5,198	4,990	(2)	100.0	205	104.1
India (Modi Mundipharma Ltd)							
Analgesic	991	888	990	103	111.6	1	100.1
Betadine	2,946	2,395	2,681	551	123.0	264	109.8
Respiratory	449	468	450	(19)	96.0	(1)	99.8
Cardiovascular	894	855	979	39	104.6	(85)	91.3
Laxative	29	0	0	29		29	
Non Mundipharma products	1,908	1,935	2,530	(27)	98.6	(623)	75.4
	7,217	6,541	7,631	677	110.3	(414)	94.6
Cyprus (Mundipharma Pharmaceuticals Ltd)							
Analgesic	64	61	65	3	105.1	(1)	99.0
Betadine	148	151	144	(3)	98.1	4	102.5
Respiratory	68	62	78	7	110.9	(10)	87.5
Cardiovascular	6	5	5	1	119.9	1	112.1
Laxative	7	6	7	0	107.7	(0)	98.0
Hedrin	14	14	13	0	101.7	1	105.2
Oncology	18	23	18	(5)	79.8	0	100.0
Non Mundipharma products	266	408	267	(142)	65.1	(1)	99.8
	590	729	597	(138)	81.0	(6)	99.0
TOTAL	13,003	12,468	13,218	536	104.3	(215)	98.4

Message

From: Baker, Stuart D. [REDACTED]
Sent: 2/14/2013 10:07:42 AM
To: Sackler, Dr Raymond R. [REDACTED]
[REDACTED] Sackler, Beverly
[REDACTED] Sackler, Dame Theresa [REDACTED] Sackler, Dr Richard [REDACTED]
[REDACTED] ; Sackler Lefcourt, Ilene
[REDACTED] Sackler, Dr Kathe [REDACTED]
[REDACTED] Sackler, Jonathan
[REDACTED] Sackler, Mortimer D.A. [REDACTED]
[REDACTED] Sackler, David
[REDACTED] Boer, Peter [REDACTED]
[REDACTED] Boer, Peter
[REDACTED] Lewent, Judy [REDACTED] Pickett, Ceci [REDACTED]
[REDACTED] Costa, Paulo
[REDACTED] Snyderman, Ralph [REDACTED]
CC: Stewart, John H. (US) [REDACTED]
[REDACTED] Roncalli, Anthony [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: JHS Priority Objectives 2013
Attachments: Objectives.pdf

Dear All,

Herewith John Stewart's highest priority objectives for 2013 which was distributed and discussed at yesterday's meetings of the Boards of Directors (U.S. Companies).

Stuart

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HIGHEST PRIORITY OBJECTIVES - 2013

1. Overall

- Achieve Sales, Profitability, R&D, LBD and Compliance Objectives.

2. OxyContin Tablets

- Pursue positive FDA decision regarding non abuse-resistant generic formulations.
- Pursue positive CMS decision on Medicaid Rebates (i.e. line extension issue).
- Epidemiology Studies – continue with publication strategy, and increase the communications of the results at scientific/medical meetings and to other select audiences.

3. Communication

- Contribute to the ongoing collection and distribution of data/evidence in support of the long-term efficacy of opioid therapy.
- Develop and deliver (already underway) a national and state-specific initiative to transition the dialog on pain management from the current focus on abuse and addiction, to the burden of pain and the imperative for effective treatment of pain.

4. Organizational Structure/Staffing

Recruit VP Marketing and Managed Care

- Map the optimal structure for the organization and reporting relationships of the Market Access Group/Payer Business Unit.

Recruit VP Corporate Affairs

- Align Communications, Federal and State Government Affairs, Healthcare Alliance and Policy into a single department/group.
- Reassess reporting lines for Medical Services, Medical Education and Liaison and Library/Information Services.

5. Departmental Support

Marketing

- Establish product management project to determine optimal positioning and promotion/sales strategies for simultaneous marketing of Butrans, HYD, OxyContin and Targiniq.
- Develop the commercial model that creates the greatest value from the “abuse-resistant formulation strategy”.

Sales

- Complete the assessment and realignment of the salesforce incentive plan – to be effected January 2014.

Business Development

- Enhance early engagement of Marketing and R&D into the process (already underway) and move the operational approach of the group to one of greater proactive targeting.

6. Corporate Culture

- Continue with activities to increase the performance/outcomes mindset - via increased outcomes content within individual objectives, improved reporting of and follow-up on actions arising out of significant undertakings, and an increase in demand for quality and timeliness.
- Address the extreme risk avoidance mindset that exists in many departments/groups, and is especially reflected in the MRL (Medical, Regulatory and Legal) review process.
- Establish a comprehensive attendance tracking/management system.

JHS/pt

February 8th, 2013