

- **Financial Impact:**

- *7% Price Increase February 2014 and 2015 VS. the 3% Price Increase used in the Ten-Year Plan has the following financial impact below:*

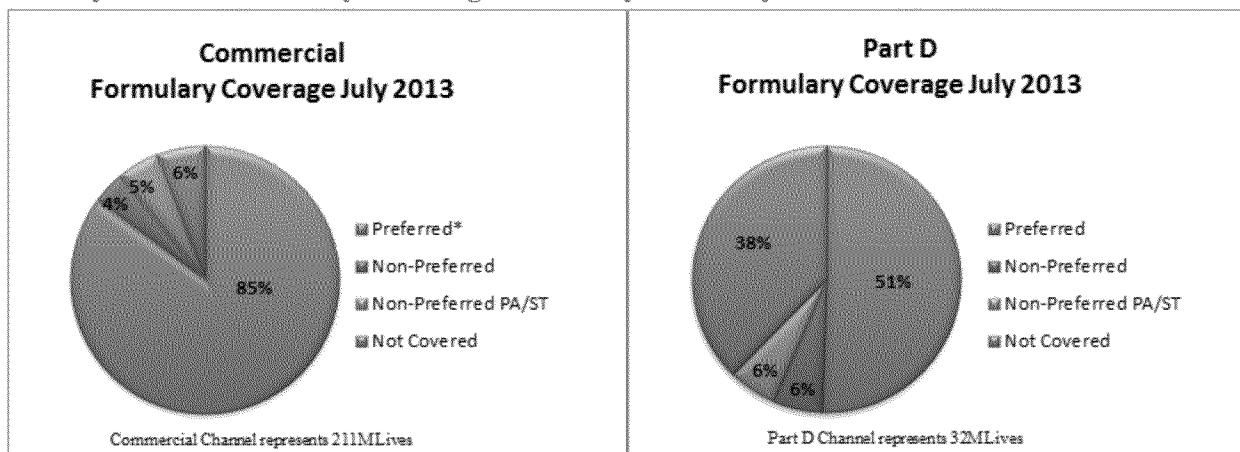
Financial Impact	Fcst	Fcst
3% Forecast each Feb vs. 7% Price Increase Feb 2014 and Feb 2015	CY2014	CY2015
Total Gross Sales	\$82,312,852	\$177,568,359
Total Rebate + Admin	\$33,742,149	\$75,618,971
*Addit. Corporate Costs Incurred	\$9,054,414	\$19,532,520
Subtotal Gross To Net	\$42,796,562	\$95,151,490
Total Gross Profit	\$39,516,290	\$82,416,869

Total Rebate + Admin equals rebate levels for the Commercial, Medicare Part D, and Medicaid Channels

*Additional Corporate Costs Incurred 11% off of GROSS SALES=Prompt Paid Discount 2%, Fee for Service, 2%, COGS 3%, Royalty 4%, Shipping & Warehousing and Sales Bonus set at 0%

Source: Market Access Team Analysis; excludes a reduction of volume due that may occur to the Purdue Financial forecast due to an authorized generic in 2014

- **Additional Gross Profit of \$39.5MM in 2014 and \$82.4MM in 2015** outweighs the impact of price protection penalties in the Commercial Channel (Purdue Price Protection Clauses allow for increases of up to 6%) and would in turn set a new Medicaid Best Price
- **Medicaid Best Price Impact due to a 7% Price Increase:** 2014 \$7M in additional Medicaid rebates, and in 2015 with a 7% price increase early in the year an additional \$14M, both of which are factored into the Financial Impact numbers above
- **OxyContin Formulary Coverage Summary as of July 2013**



Due to rounding, numbers may not add up to 100%

Total Lives by Channel may change from time to time. Medicaid includes both State and Managed Medicaid and only notes "On Formulary" if no PA is in place. Preferred Brand in Medicare Part D is defined as coverage on the Preferred Branded Tier (e.g. Tier 2 or Tier 3 Preferred). *Preferred Commercial includes Tier 1 and may include restrictions (i.e. ST, PA). **Tier 3 includes Tier 4. Source: Fingertip Formulary July 2013 Coverage Summary

- **Implementation**

- **Effective Date:** February 2014; once approved by the Board, Brand Managers, MAST, Trade, Finance, and Contracting will be notified - in order to implement the 7.0% increase in February 2014
- **Contracting Process & Logistics:** All processes for price changes to continue as normal
- **Finance Implementation:** Not applicable
- **Managed Care Negotiation Process:** Not applicable

- **Background**

- **Current Strategy for Reference:** N/A
- **Contracts Affected:** Caremark PCS and Prime commercial contracts
- **Detailed Financial Impact 2014 and 2015 below:**

BASELINE 3%	Fcst CY2014	Fcst CY2015
Total Gross Sales	\$2,300,000,000	\$2,363,373,443
Total Rebate + Admin	\$526,581,665	\$547,586,424
Blended Rebate % + Admin	23.52%	23.74%
*Addit. Corporate Costs Incurred	\$253,000,000	\$259,971,079
*% of Addit. Corporate Costs Incurred	11.00%	11.00%
Subtotal Gross To Net	\$779,581,665	\$807,557,503
Total Gross Profit	\$1,520,418,336	\$1,555,815,940
Highest Commercial Rebate %	22.75%	22.75%
	Prime and Caremark PCS	Prime and Caremark PCS

Pricing Scenario 7%	Fcst CY2014	Fcst CY2015
Total Gross Sales	\$2,382,312,853	\$2,546,793,422
Total Rebate + Admin	\$560,323,813	\$623,205,395
Blended Rebate % + Admin	24.25%	25.20%
*Addit. Corporate Costs Incurred	\$262,054,414	\$280,147,277
*% of Addit. Corporate Costs Incurred	11.00%	11.00%
Subtotal Gross To Net	\$822,378,227	\$903,352,671
Total Gross Profit	\$1,559,934,626	\$1,643,440,751
Highest Commercial Rebate %	23.50%	24.24%
	Prime and Caremark PCS	Prime and Caremark PCS

Impact	Fcst CY2014	Fcst CY2015
Total Gross Sales	\$82,312,852	\$183,419,979
Subtotal Gross To Net	\$42,796,562	\$95,795,168
Total Gross Profit	\$39,516,290	\$87,624,811

CY 2014:

Gross Sales Impact = \$82.3M

Net Profit Impact = \$39.5M

CY 2015:

Gross Sales Impact = \$117.6M

Net Profit Impact = \$82.4M

Prime and Caremark PCS are the Commercial accounts that impact Best Price in 2014 and 2015

Reference - Current OxyContin Contract Strategy as of July 15, 2013

Contract Strategy Summary

Effective as of July 15, 2013

For Internal Use Only. Not to be shown during promotion or left behind.

	Parameters	Baseline Rebate	* Meet Competition Range
	<p>*A Price Justification Form must be submitted for Rebate %s in the Meet Competition Range; Rebate %s above the Meet Competition Range have to come into the home office for RPC approval</p> <p>► For all products and options listed below, all strengths of a Product must be listed on formulary in order for any strength to receive a rebate ◀</p>		
OxyContin	<p>Less Managed Plans:</p> <ul style="list-style-type: none"> • Open or Tiered Plans that do not meet the requirements for a higher rebate • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters • Example: Co-pay differential < \$15 or Co-insurance differential < 6 points; OR, • Example: Non-preferred Tier, typically Tier 3 or Tier 4, Co-pay < \$30 or Co-insurance < 30% 	10.00%	N/A
Commercial	<p>Highly Managed Plans:</p> <ul style="list-style-type: none"> • 2 Tier Closed or 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters; and, • Example: Co-pay differential ≥ \$15 or Co-insurance differential ≥ 6 points; OR, • Example: Non-preferred Tier, typically Tier 3 or Tier 4, Co-pay ≥ \$30 or Co-insurance ≥ 30% 	19.75%	N/A
	Price Protection @ 6% or higher for 1-3 years	N/A	6% or higher 1-3 years
	Preponderance	70%	N/A
	Managed Medicaid all strengths; no admin fees will be paid	1.00%	N/A
	Not Rebate Eligible: If the QL is less than 2 tabs per day for any strength, then the plan is not eligible for a rebate; all OxyContin strengths must be on the same lowest preferred brand tier to be eligible for the rebate for any strength	0.00%	N/A
	QL Platform: 4 tabs per day for the 80mg and 2 tabs per day for all other strengths		
	<p>Lower QL for Less Managed Plans: [based on the 80mg QL, the 80mg only may earn a 5% Rebate]</p> <ul style="list-style-type: none"> • For plans that would otherwise meet the criteria for the 10.00% rebate, if the QL for the 80mg is restricted to under 4 tabs per day, but meets at least 2 tabs per day then "the 80mg ONLY" will earn the lower rebate; the other strengths will remain at the higher rebate rate if they are at least 2 tabs per day 	5.00%	N/A
	<p>Lower QL for Highly Managed Plans: [based on the 80mg QL, the 80mg only may earn a 8.25% Rebate]</p> <ul style="list-style-type: none"> • For plans that would otherwise meet the criteria for the 19.75% rebate, if the QL for the 80mg is restricted to under 4 tabs per day, but meets at least 2 tabs per day then "the 80mg ONLY" will earn the lower rebate; the other strengths will remain at the higher rebate rate if they are at least 2 tabs per day 	8.25%	N/A
OxyContin	<p>Medicare Part D Plans 24.50% Baseline:</p> <ul style="list-style-type: none"> • Less Managed and Highly Managed Plans • Open or Tiered Plans; Example: 2 Tier Closed or 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters <p>*Grandfathered Baseline Rebate Rates for plans that qualified/received rebate proposals in 2011/2012 before OxyContin rebates were reset:</p> <p>Highly Managed Plan Baseline 26.25%:</p> <ul style="list-style-type: none"> • 3 (or more) Tiered Closed Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters <p>Highly Managed Plan Baseline 27.5%:</p> <ul style="list-style-type: none"> • 2 Tier Closed Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters <p>US Grandfathered where there is a current executed agreement: Baseline 32%:</p> <ul style="list-style-type: none"> • Preferred Tier No Restrictions and US ≥ 40%, and meets the QL Platform parameters 	24.50%	>24.5 - 32%
Part D	Price Protection @ 6% or higher for 1-3 years	N/A	6% or higher 1-3 years
	Preponderance	70%	N/A
	Not Rebate Eligible: If the QL is less than 2 tabs per day for any strength, then the plan is not eligible for a rebate; all OxyContin strengths must be on the same lowest preferred brand tier to be eligible for the rebate for any strength	0.00%	N/A
	QL Platform: 4 tabs per day for the 80mg and 2 tabs per day for all other strengths		
	<p>Lower QL: [based on the 80mg QL ALL strengths may earn a 10% Rebate]</p> <ul style="list-style-type: none"> • If the QL for the 80mg is restricted to under 4 tabs per day, but meets at least 2 tabs per day then ALL strengths obtain the 10% rebate; 10, 15, 20, 30, 40, and 60mg strengths MUST have a QL of 2 tabs per day or more for the plan to be rebate eligible 	10.00%	N/A
OxyContin Medicaid	<ul style="list-style-type: none"> • 10% Supplemental rebate above the lowest forecasted quarterly federal rebate • Medicaid rebate state supplementals, provided total federal and supplemental rebate will not exceed 40% off WAC during contract period 	≤10%	N/A

Blue Sheet

Memo

September 3, 2013

To: John Stewart and [REDACTED]
 From: [REDACTED]
 Date: For Review September 3, 2013
 Re: **Approval Request:**

Action: Please review and provide feedback

Input/Approval From: Brand Managers and MAST Members

Summary Recommendation - Butrans:

Product	Price Increase	Timing
Butrans	9.5% and 6% Above price increases apply to all strengths, including the 15 mcg	January 14, 2014 and August 1, 2014

- **Introduction**
 - **Review Status:**
 - This proposal is being sent to John Stewart and [REDACTED] for feedback
- **Market Access**
 - **Product:** Butrans
 - **Market:** All Markets/Channels; i.e., Cash, Commercial, Medicare Part D, Medicaid, Managed Medicaid, Government, and Group Purchasing Organizations
 - **Specific Action and Change:** Greater proposed price increases in 2014 [February 2013 price increase @ 10%] in order to align Butrans pricing with the market and also in comparison to the increase (3.0%) that was used in the most recent Ten-Year Plan [Timing of price increases – additional price increase in the second half of 2014]
 - **Rationale For Change:**
 - Butrans is positioned in the market with a price per TRx that allows room for a greater Price Increase approach over the next couple of years. With double digit price increases Butrans would still be below the brand average in pricing. We believe the new pricing strategy will not impact our current and future managed care coverage due to the relative

low net cost to the payer compared to other branded EROs. In the chart below “Competitive Cost Per Rx,” are the market average costs/Rx as of Quarter 2, 2013- Butrans currently is at an average of \$264.96 per Rx (daily consumption varies largely when utilizing a system/patch vs. a pill)

Branded Competition: Frequency & Amount of Price Increase

Product	Average Frequency (months)	Total Price Increase over 13 months	Most Recent Increase
OxyContin	10.5	10.5%	5.5% (Feb. '13)
Opana ER	7.4	10.5%	5.6% (Jan. '13)
Avinza	8.7	20.0%	5.0% (Jul. '13)
Kadian	7.3	19.0%	15.0% (May '12)
Exalgo	8.1	19.0%	7.0% (Feb. '13)
Nucynta ER	9.0	10.5%	5.5% (Apr. '13)
Cymbalta	7.7	27.6%	9.9% (Jun. '13)
Lyrica	8.6	27.4%	9.4% (Jul. '13)
Celebrex	9.8	27.4%	9.4% (Jul. '13)
Average	8.6	19.1%	8.0%

Source: Wolters Kluwer Price Rx Price Analysis Report as of 7/2/13 from the Forecast Analytics Team; addition of Total Price Increase over 13 months by the Market Access Team

Competitive Cost per Rx Chart: Q2 2013

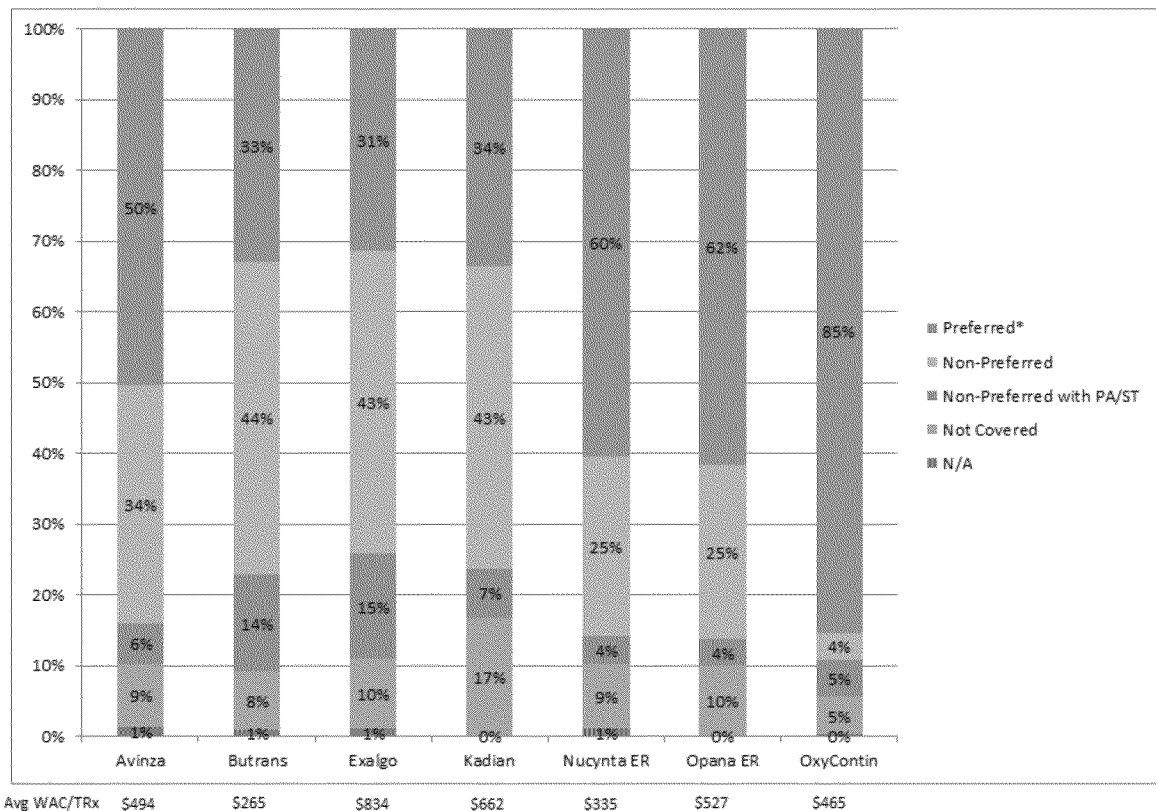
	Mean Days Therapy	Average Rx Size	Daily Consumption	Average Cost/Rx	Average Daily Cost	Average MGs/Day
Extended Release Opioids						
Butrans	27.7	4.0	0.1	\$264.96	\$9.54	0.04
Nucynta ER	28.5	57.3	2.0	\$334.98	\$11.70	273.7
OxyContin	27.2	69.3	2.5	\$465.13	\$16.72	91.6
Avinza	29.7	42.7	1.4	\$494.11	\$16.57	105.5
Opana ER	28.5	65.5	2.3	\$526.92	\$18.61	56.1
Kadian	28.8	59.0	2.1	\$662.41	\$22.85	103.8
Exalgo	27.4	40.0	1.5	\$833.93	\$29.97	21.2
Duragesic	28.8	13.0	0.5	\$917.58	\$31.79	0.7
Other Opioids						
Nucynta (IR)	22.1	82.3	3.7	\$244.54	\$10.74	263.4
Ultram ER	31.3	37.5	1.2	\$325.83	\$10.33	242.9
Suboxone	14.4	26.0	1.8	\$208.73	\$14.50	13.5

Sources:

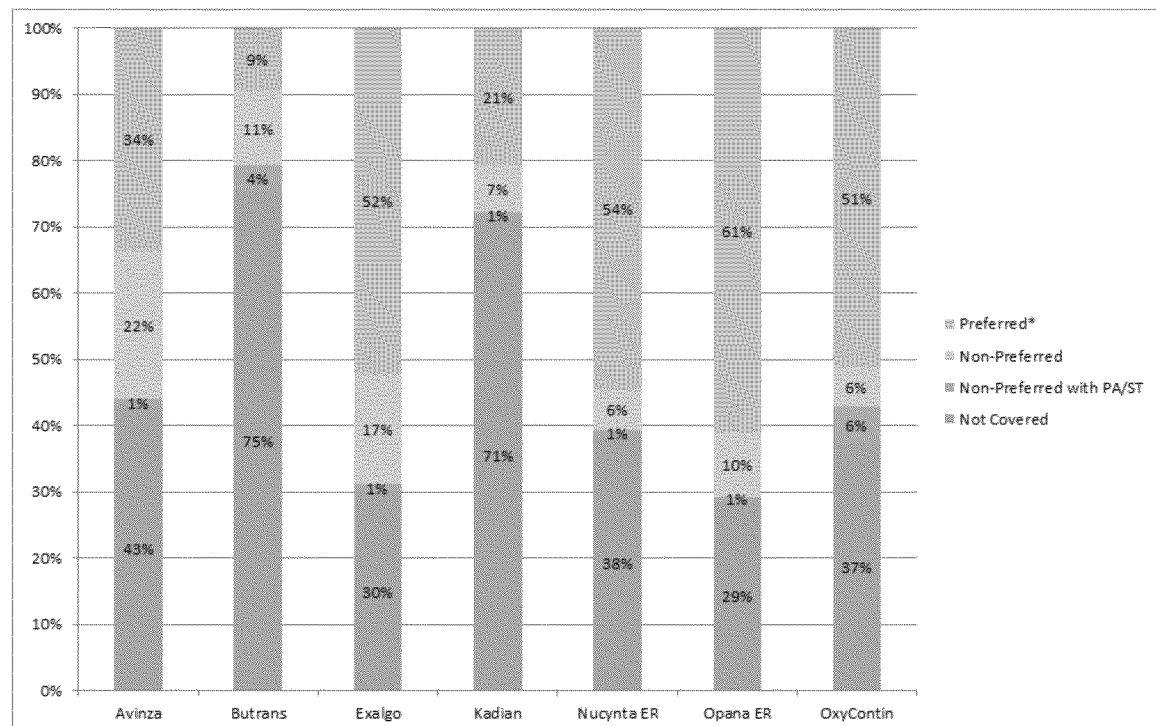
WACs per Wolter Kluwer Price Rx as of July 13

Commercial Rxs, Avg Rx Size, DOT and Daily Consumption per IMS/SDI Vector One Payer as of 2Q13

Commercial September 2013 – Formulary Coverage



Medicare Part D September 2013 – Formulary Coverage



Source (for both Commercial and Medicare Part D Bar Charts): Fingertip Formulary monthly coverage file raw data; Preferred* includes Tier 1 and Tier 2 and may include restrictions (i.e. ST, PA). For Avg WAC/TRx utilized Competitive Cost per Rx Chart : Q2 2013

Confidential – Draft Conceptual and Theoretical Proposal for Review

- At this time, Butrans does not have contractual rebate agreements for the majority of its business so the impact of the price increases on rebate rates would be minimal. Butrans does have contractual rebate agreements with price protection for the following major payers: Aetna (Commercial), Express Scripts (both Commercial and Part D), and Medco (both Commercial and Part D). These three Commercial accounts represent 31% of the Commercial business; Medco and Express Scripts represent 11% of the Part D business

Price Protected (PP) Accounts - Reference Summary						
Butrans						
Commercial	PP Term	Butrans TRx Sales**	PP%	Highest Rebate %	Admin Fee	PI Effective Date for Rebate Calculations
Aetna	1/1/13-12/31/14	3%	6%	21.00%	N/A	1 qtr lag
Express Scripts	1/1/12-12/31/13*	15%	7%	13.125%	4.375%	1st day of next month
Medco	1/1/12-12/31/13*	13%	6%	17.50%	2.5%	1 qtr lag
ODS [PBM=Med Impact]	1/1/12-12/31/13*	0%	6%	17.50%	N/A	1 qtr lag
Commercial Channel Rebate Levels can set Medicaid Best Price if over 23.1%						
Part D						
Part D	PP Term	Butrans TRx Sales**	PP%	Highest Rebate %	Service Fee	PI Effective Date for Rebate Calculations
BCBS of Idaho [PBM=CVS Caremark]	1/1/13-12/31/13*	0%	6%	32%	N/A	beg. of the month of the price increase
Express Scripts	1/1/12-12/31/13*	5%	7%	25%	4.375%	1st day of next month
Medco	1/1/13-12/31/14	6%	6%	27.5%	N/A	1 qtr lag
Notes:						
*Includes a 2 year extension with the same terms and conditions						
**Based off of IMS PlanTrak Gross Sales for the month of June 2013						
ESI both channels: monthly paid account; Admin fee of 4.375% (Commercial a separate fee and Part D embedded in Rebate %)						
PI=Price Increase						
Yellow Shaded Items=Contract does not reset as of January 2014						
In 2013 Admin Fees are excluded from Best Price and in 2014 Admin Fees are included in Best Price						

- The following considerations were discussed with MAST while developing the proposed Butrans price changes:
 - For payers what is their reference point for comparing Butrans pricing? Most Payers look at fentanyl as a comparator and OxyContin; payers typically look at the average WAC/Trx per month
 - Some Payers perceive that Butrans does not have the same potency as other pain products and should be at a lower cost than the other branded EROs
 - We have minimal clinical/economic evidence to differentiate Butrans which weakens our value story to payers, but we do have a competitive price and a competitive rebating strategy
 - Competitor list prices are higher, but the list price will not determine the competitive environment as competitors may be giving out high rebates to Payers, which will lower the net cost to the plan
 - When Payers see double digit price increases, they tend to demand price predictability in their rebate contracts
 - Butrans currently has an advantage in a genericized market over other branded EROs due to its relative low net cost to the plan

- A 28% price increase within 12 months may trigger payer dissent which can continue through other product launches by Purdue. Payer toleration of price increases varies by Payer. Staying under 20% should minimize payer dissent
- Patent expires in 2017; if our Loss of Exclusivity (LOE) was coming up the industry would expect Purdue to take large price increases

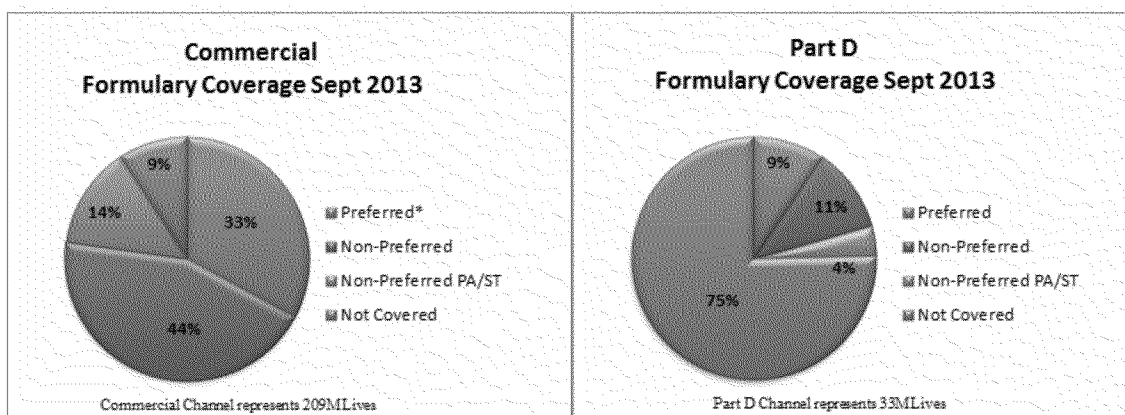
**Snapshot of Butrans Pricing as of Q2 2013
updated with the 2014 Pricing Scenario**

Butrans Pricing - Monthly	2013	2014
	Current Q2 2013	Estimate as of Aug 1, 2014
	WAC/TRx (monthly)	WAC/TRx (monthly)
5MCG	\$148.02	\$171.81
10MCG	\$222.02	\$257.70
20MCG	\$392.10	\$455.11
<i>Straight Avg All Strengths</i>	\$254.05	\$294.87
Mix Avg	\$264.96	\$307.54
15MCG Shipping Oct. 2, 2014	\$317.92	\$369.01
<i>Straight Avg All Strengths incl. the 15MCG</i>	\$270.02	\$313.41

Source=Q2 2013 VOPA for Commercial Third Party Only

- **Financial Impact:**

- The strategy is estimated to generate an additional Gross Profit of \$8.8MM in 2014 which outweighs the risk of price protection and Medicaid penalty impact
- Butrans Formulary Coverage Summary as of September 2013



Due to rounding, numbers may not add up to 100%; Total Lives by Channel may change from time to time. Medicaid includes both State and Managed Medicaid and only notes "On Formulary" if no PA is in place. Preferred Brand in Medicare Part D is defined as coverage on the Preferred Branded Tier (e.g. Tier 2 or Tier 3 Preferred). *Tier 2 includes Tier 1 and may include restrictions (i.e. ST, PA). Source: Fingertip Formulary Sept 2013 Coverage Summary

Confidential – Draft Conceptual and Theoretical Proposal for Review

- *3% Price Increase used in the Ten-Year Plan VS. the 2014 strategy proposal outlined:*

Purdue			
2014 Price Increase Impact Analysis Summary - High Level			
Product: Butrans			
(\$MM)			
	2014 10 Year Plan ⁽¹⁾	Price Increase Proposal ⁽²⁾	Variance
Gross Sales	\$ 199.4	\$ 216.6	\$ 17.1
Fee For Service	(4.2)	(4.6)	(0.3)
Sales Discounts	(4.4)	(4.8)	(0.4)
Rebates	(36.8)	(44.4)	(7.6)
Net Sales	<u>\$ 154.0</u>	<u>\$ 162.8</u>	<u>\$ 8.8</u>
Note:			
(1) As presented to Board of Directors June 2013. Includes a 3% Price Increase only; for scenario building back out the 3% and add any additional price increase assumptions that occurred in 2013 to provide a baseline for Options 1 and 2 above			
(2) Reflects 9.5% price increase as of January 14, 2014 and 6% price increase as of August 1, 2014			
Rebate Variances:			Variance
Higher Rebates Driven by Higher WAC values			\$ (3.6)
Price Protection impact:			
Commercial			(2.1)
Medicare Part D			(0.2)
Medicaid			(0.8)
Medicaid (Inflation penalty)			(0.9)
			<u>\$ (7.6)</u>

Gross Sales: Represents gross sales after VCBs and Returns.

FFS: Calculated based on existing contracts. Includes credit to FFS Expense for inventory held at time of price increase

Sales Discounts: 2.1% Prompt Pay Discount, excludes amounts for Returns reserves, GPO Admin Fees, and VCB Accrual

Source: Finance Team

- **Implementation**

- **Effective Date:** Once approved by the Board, Brand Managers, MAST, Trade, Finance, and Contracting will be notified in order to implement the following price increase strategy:

<u>Product</u>	<u>Price Increase</u>	<u>Timing</u>
Butrans	9.5% and 6% Above price increases apply to all strengths, including the 15 mcg	January 14, 2014 and August 1, 2014

- **Contracting Process & Logistics:** All processes for price changes to continue as normal
- **Finance Implementation:** Not applicable
- **Managed Care Negotiation Process:** Not applicable

- **Background**

- **Current Strategy for Reference:** N/A
- **Contracts Affected:** Primarily, Aetna Commercial and both Commercial and Part D for Medco and Express Scripts

Contract Strategy Summary Effective as of July 15, 2013 For Internal Use Only. Not to be shown during promotion or left behind.			
	Parameters	Baseline Rebate	* Meet Competition Range
	<p>* A Price Justification Form must be submitted for Rebate %s in the Meet Competition Range; Rebate %s above the Meet Competition Range have to come into the home office for RPC approval</p> <p>► For all products and options listed below, all strengths of a Product must be listed on formulary in order for any strength to receive a rebate ◄</p>		
Butrans	Less Managed Plans: • Open or Tiered Plans that do not meet the requirements for a higher rebate • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters • Example: Co-pay differential < \$15 or Co-insurance differential < 6 points; OR, • Example: Non-preferred Tier, typically Tier 3 or Tier 4, Co-pay < \$30 or Co-insurance < 25%	12.50%	N/A
Commercial	Highly Managed Plans 17.5% Baseline: • 2 Tier Closed or 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters; and, • Example: Co-pay differential ≥ \$15 or Co-insurance ≥ 6 points; OR, • Example: Non-preferred Tier, typically Tier 3 or Tier 4, Co-pay ≥ \$30 or Co-insurance ≥ 25%	17.50%	>17.50-23%
	<p>*Grandfathered Baseline Rebate Rates for plans that qualified/received rebate proposals in 2011/2012 before Butrans rebates were reset:</p> <p>*Highly Managed Plans 17.5% Baseline: • 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters; and, • Co-pay differential ≥ \$15 but ≤ \$30 or Co-insurance ≥ 6 points but < 11 points; or, • Non-preferred Tier, typically Tier 3 or Tier 4, Co-pay ≥ \$40 but ≤ \$60 or Co-insurance ≥ 25% but ≤ 45%</p> <p>*Highly Managed Plans 22.5% Baseline: • 2 Tier Closed or 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters; and, • Co-pay differential > \$30 or Co-insurance differential ≥ 11 points; or, • Non-preferred Tier, typically Tier 3 or Tier 4, Co-pay > \$60 or Co-insurance > 45%</p>		
	3rd Tier Access No restrictions	0.00%	>0-7.5%
	Price Protection @ 6% or higher for 1-3 years	N/A	6% or higher 1-3 years
	Preponderance	70.00%	N/A
	Managed Medicaid; no admin fees will be paid	0.50%	>0.50%-5.0%
	QL Platform: 4 systems per month		
Butrans	Medicare Part D Plans 25% Baseline: • Less Managed and Highly Managed Plans • Open or Tiered Plans; Example: 2 Tier Closed or 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters		
Part D	<p>*Grandfathered Baseline Rebate Rates for plans that qualified/received rebate proposals in 2011/2012 before Butrans rebates were reset:</p> <p>*Highly Managed Plans 27.5% Baseline: • 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters; and, • Co-pay differential ≥ \$30 but ≤ \$60 or Co-insurance differential ≥ 16 points < 30 points</p> <p>*Highly Managed Plan 30% Baseline: • 2 Tier Closed or 3 (or more) Tiered Plans • Lowest preferred brand tier, no restrictions, and meets the QL Platform parameters; and, • Co-pay differential > \$60 or Co-insurance differential ≥ 30 points</p> <p>LIS Grandfathered where there is a current executed agreement: Baseline 32%: • Preferred Tier No Restrictions and LIS ≥ 40%, and meets the QL Platform parameters</p>	25.00%	>25-32%
	3rd Tier Access No Restrictions and LIS ≥ 40%	0.00%	>0-12%
	3rd Tier Access No Restrictions and LIS is >20% and < 40%	0.00%	>0-5%
	Price Protection @ 6% or higher for 1-3 years	N/A	6% or higher 1-3 years
	Preponderance	70.00%	N/A
	QL Platform: 4 systems per month		
Butrans Medicaid	10% Supplemental rebate above the lowest forecasted quarterly federal rebate	≤10%	N/A

TAB 6

PROPOSED DECISION

September 12, 2013

HYD Naming Recommendation HydroContin®

It is proposed that Purdue Pharma L.P. use HydroContin® as its first choice for the brand name candidate for extended-release hydrocodone and that Hydurim® be utilized as the backup name in the event HydroContin® is rejected by the U.S. Food and Drug Administration.

(Decision of the Board of Directors of Purdue Pharma Inc., as the general partner of Purdue Pharma L.P.)

CPAM: 5773508.1

Memo

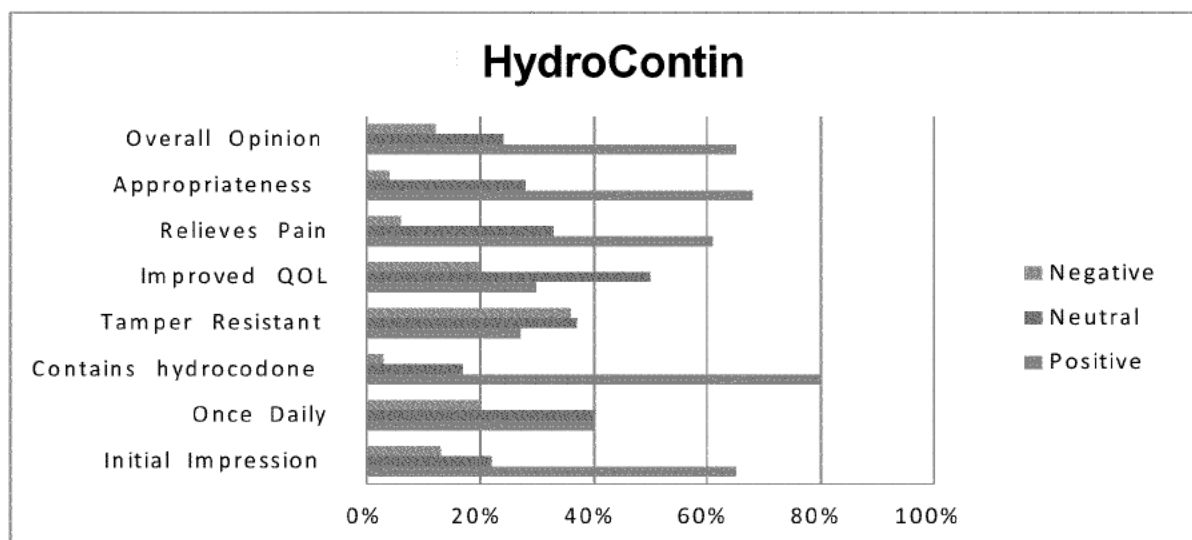
From: [REDACTED]
To: John Stewart
CC: Russ Gasdia, [REDACTED]
Date: September 3, 2013
Re: HYD Brand Name Recommendation

This memo is to provide rationale for the submission of HydroContin as the first choice for the HYD brand name candidate. Hydurim is recommended as the backup name in the event HydroContin is rejected by FDA.

HydroContin would continue our heritage in the ERO market, and would be easily recognized as a Purdue brand. In addition, HydroContin would also be recognized as an extended-release hydrocodone.

HydroContin tested exceptionally well in the naming research on the Addison Whitney Marketing Performance Index. HydroContin also exceeded Addison Whitney's historical means in the area of Promotional Evaluation. Specifically, when asked if HydroContin was "Safer", respondents' scores were 11.7% above the norm. When asked if it were "More Effective", 15.4% above. "Best Drug of Choice" was 12.2% above, and "Broader Range" was 12.1% above.

In the categories outlined in the chart below, HydroContin received the highest percentage of positive and positive plus neutral ratings, and the highest percentage of Top 2 and Middle 3 choices of the 14 names tested.



Separately, physician market research was conducted in April 2013 where reaction to the name HydroContin was sought. The overall result was neutral, showing indifference to any negative perception of the name.

The naming research did indicate a higher regulatory risk on the basis of Addison Whitney's assessment of the potential for brand confusion. There were several sound alike and look-alike names that may cause confusion (i.e., OxyContin, hydrocodone, hydrocortisone, hydralazine, and MS Contin) at either the physician or pharmacy level.

In addition, the U. S. Trademark office recently approved the application for HydroContin, and a Notice of Allowance is expected before the end of the year. That being said, HydroContin is at risk for claims that the name infringes due to the "hydro" prefix. They might claim that the prefix is descriptive of all hydrocodone-containing products. This occurred with the "oxy" prefix of OxyContin.

Based on the Addison Whitney naming research, the data informed the decision that HydroContin had the highest marketing preference but recognized more of a regulatory risk.

The second choice is Hydurim, which tested well but was below HydroContin. There is some regulatory risk to Hydurim as well. A less risky but lower marketing preference is the name Hysingla, which would be our fall back name if necessary.

Message

From: [REDACTED]
Sent: 9/9/2013 12:56:51 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, Samantha
[REDACTED] Sackler, Mortimer D A [REDACTED] Sackler, David
[REDACTED] Boer, Peter [REDACTED] Lewent, Judy
[REDACTED] Pickett, Cecil [REDACTED] Costa, Paulo
[REDACTED] Snyderman, Ralph [REDACTED]
CC: Baker, Stuart D. [REDACTED]
[REDACTED] Mahony, Edward [REDACTED]
[REDACTED] Stewart, John H. (US) [REDACTED]
[REDACTED] Landau, Dr. Craig (US) [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: Worldwide Sales - August 2013
Attachments: WW Sales 2013 H August Send.xlsx

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Note: This report compares Actual against Mid-Year Estimate ("MYE") and Original Budget ("budget"). Where countries have an approved Revised Budget this is reported within MYE.

HIGHLIGHTS – August 2013

- Year to date worldwide sales of \$2,451.9m are 4.0% down on last year, 2.0% less than MYE and 10.1% below budget. (Page 3)
- Worldwide sales in August of \$302.1m were 15.3% down on last year, 5.8% less than MYE and 13.9% behind budget.
- Cumulative USA sales of \$1,343.1m are 7.4% behind last year, 3.8% less than MYE and 16.7% behind budget. Year to date worldwide excluding USA sales of \$1,108.8m are marginally up on last year and in line with MYE, but marginally down on budget.
- Although year to date sales of the four largest markets (USA, Germany, Canada and the UK) are down on 2012, 18 of the remaining 24 markets are showing year-on-year growth. (Page 3)
- Worldwide year to date sales of OxyContin of \$1,461.2m are 12.2% down on 2012, which more than offsets the 11.3% growth in all other products. OxyContin makes up 60% of total sales in 2013, down from 65% for 2012. (Page 6)
- Cumulative sales for joint ventures (which are not included above), are \$108.3m, being 8.9% higher than 2012, but marginally down on MYE. Sales in India of \$55.7m are 5.2% up on 2012, whilst sales in Israel of \$48.4m are 14.5% up on 2012. (Page 9)

Year to Date – August 2013

Worldwide sales of \$2,451.9m are 4.0% down on 2012, 2.0% behind MYE and 10.1% less than budget.

Worldwide excluding USA sales of \$1,108.8m are marginally ahead of 2012 and in line with MYE, but marginally down on budget. The result is being adversely impacted by Canada (see below), and worldwide sales excluding both USA and Canada are 4.7% up on last year.

USA sales of \$1,343.1m are 7.4% down on 2012, 3.8% behind MYE and 16.7% below budget. OxyContin sales of \$1,187.9m are 9.6% lower than last year, 3.5% less than MYE and 16.7% behind budget, partly due to unbudgeted reductions in wholesaler inventory levels. All strengths are behind budget, with the 60mg strength showing the largest adverse variance (down 18%). Cumulative BuTrans sales of \$84.4m are 29.8% better than 2012, but 10.7% behind MYE and 11.1% less than budget.

Cumulative sales in **Europe** of \$730.1m are 1.3% better than last year and in line with both MYE and budget. The largest contributors to growth are **Italy** (+ \$9.9m / + 26%), **France** (+ \$8.2m / + 16%) and **Spain** (+ \$4.8m / + 20%). **Denmark** in particular continues to face a challenging environment with sales being 39.5% (\$7.2m) lower than last year and 21.8% less than budget (although YTD sales are 4.8% ahead of Revised Budget). Sales are also declining in the **Netherlands** (- \$5.8m / - 22%) as a result of the reduction in OxyContin sales (- \$7.0m / - 58%).

Canada sales of \$191.5m are 15.2% down on 2012, marginally less than MYE and 8.8% below budget. The adverse variances are being caused by OxyContin/OxyNEO; sales of \$73.1m are 39.4% below those of 2012 and 24.5% below budget. Hydromorph Contin has benefited from patients being switched from OxyNEO with year to date sales of \$63.5m being 20.7% better than last year and 13.7% ahead of budget.

Sales in **Australia** of \$98.5m are 6.9% up on 2012, marginally up on budget and in line with MYE. Targin sales of \$13.6m are more than 2.5 times those of 2012. OxyContin sales are holding up well, and it remains the no.1 product, with sales of \$39.5m being only 7.5% down on last year, but marginally up on MYE and 1.9% better than budget.

Asia sales of \$84.0m are 44.2% up on 2012, 2.7% better than MYE and 16.8% higher than budget. The result is being driven by **China** (46.4% up on 2012, 5.7% ahead of MYE and 29.0% better than budget) and **Korea** (28.1% up on last year, marginally ahead of MYE and 11.9% better than budget), which contribute 77% of the total Asia sales. OxyContin comprises 56% of total year to date sales in **China** and cumulative OxyContin sales of \$24.9m are 89.8% up on those of last year, 10.4% better than MYE and 50.8% up on budget. In **Korea** the growth in Targin (+ \$3.5m / + 105%) more than offsets the decline in OxyContin (- \$3.1m / 48%).

Month – August 2013

Worldwide sales of \$302.1m were 15.3% down on the prior year, 5.8% behind MYE and 13.9% less than budget.

Worldwide excluding USA sales in August of \$138.3m were in line with 2012, but marginally down on MYE and 3.2% less than budget.

USA sales of \$163.8m were 25.2% down on last year, 9.7% less than MYE and 21.3% below budget. OxyContin sales of \$144.7m were 26.5% down on 2012, 9.2% less than MYE and 20.1% lower than budget. Rebates in the month were \$17.4m / 31% lower than last year and \$9.6m / 20% less than budget. BuTrans sales in August of \$10.0m were 18.0% less than 2012, in contrast to the year to date comparison noted above.

After record sales of \$101.2m in July, sales in **Europe** in August dipped because of the holiday period, but were in line with expectations. Sales of \$90.8m were 1.7% down on each of last year and budget, and marginally lower than MYE, partly as a result of the somewhat unpredictable sales patterns that occur during the summer. However, combined sales for July and August were up on each of last year, MYE and budget by 2.3%, 1.0% and 0.4%, respectively. The sales performance was achieved against the considerable headwind arising from reduced OxyContin sales following the patent expiry. Excluding OxyContin, August sales of \$76.0m were 4.0% up on 2012. Record monthly sales were achieved in **Belgium**.

Canada sales of \$22.9m were down on 2012, MYE and budget by 9.5%, 6.4% and 13.7%, respectively. Sales of OxyNEO of \$8.2m were 31.2% less than last year, 19.3% down on MYE and 35.3% below budget. Excluding OxyNEO, sales were 9.7% ahead of last year and 6.2% better than budget. Sales of Hydromorph Contin, Biphentin and Senokot, the no.2, 3 and 4 products in Canada, were ahead of last year by double digits.

In **Australia**, August sales of \$13.0m were the best this year, being 10.6% up on last year, 6.8% better than MYE and 5.5% ahead of budget. Targin continues to perform strongly and record monthly sales of \$2.1m were more than double those of August last year, 19.9% ahead of MYE and 15.3% up on budget. Norspan sales of \$4.2m were 14.1% up on last year, 2.6% ahead of MYE and 3.6% above budget.

August sales in **Asia** of \$10.7m were a little down on last month's record, but were 34.1% up on 2012, marginally ahead of MYE and 8.7% better than budget. **China** sales of \$5.7m were 33.0% higher than last year, 6.5% up on MYE and 23.4% ahead of budget. Sales in **Korea** of \$2.6m were

29.0% higher than last year, marginally ahead of MYE and 1.4% better than budget. **South East Asia** operating companies sales of \$2.1m were 9.8% less than MYE and 10.1% behind budget, largely as a result of Targin sales in the **Philippines** being much lower than anticipated (72.0% below MYE and 60.3% behind budget).

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

With best regards,

[REDACTED]

Produced Natively

WORLDWIDE SALES REPORT (US \$'000)

August 2013

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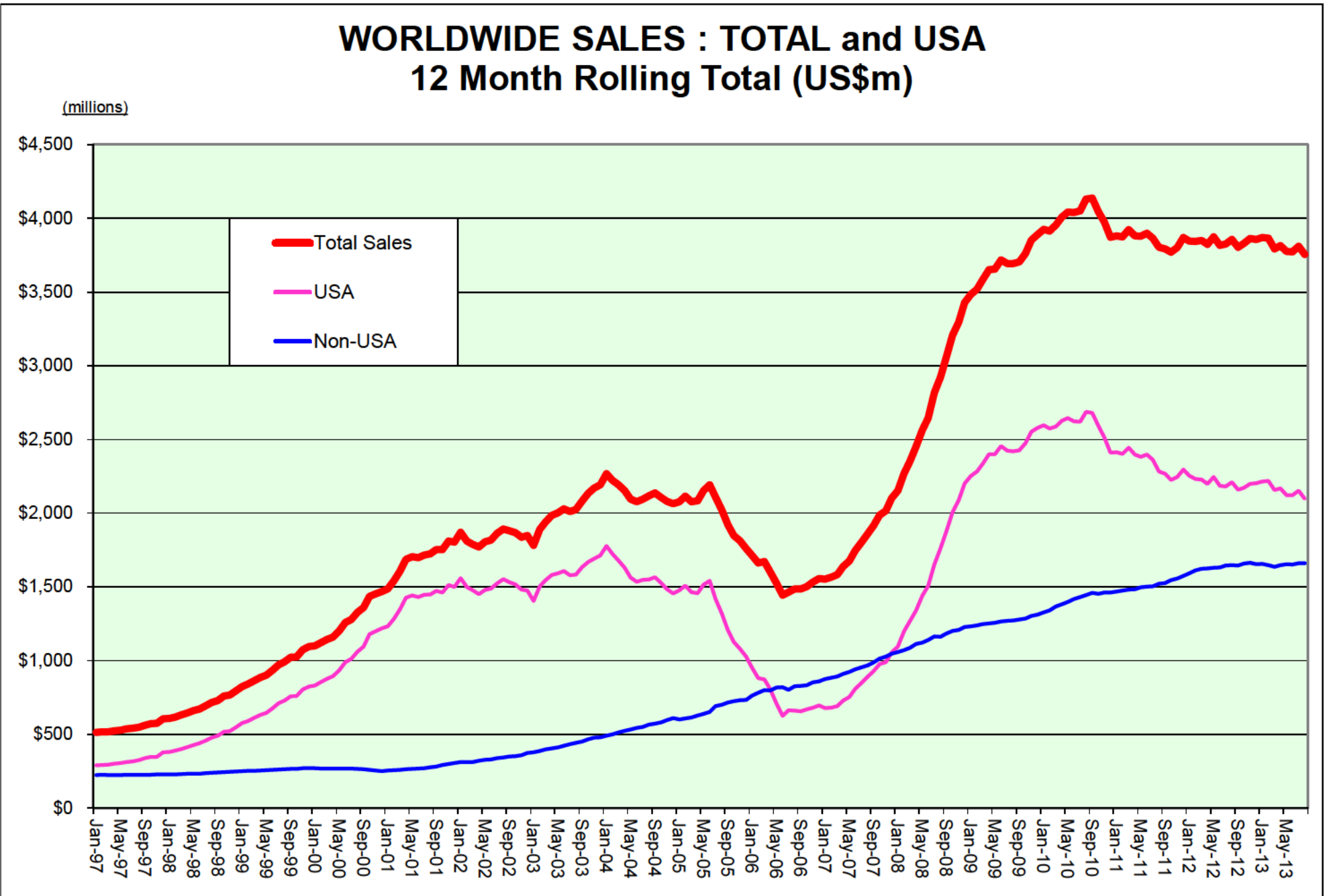
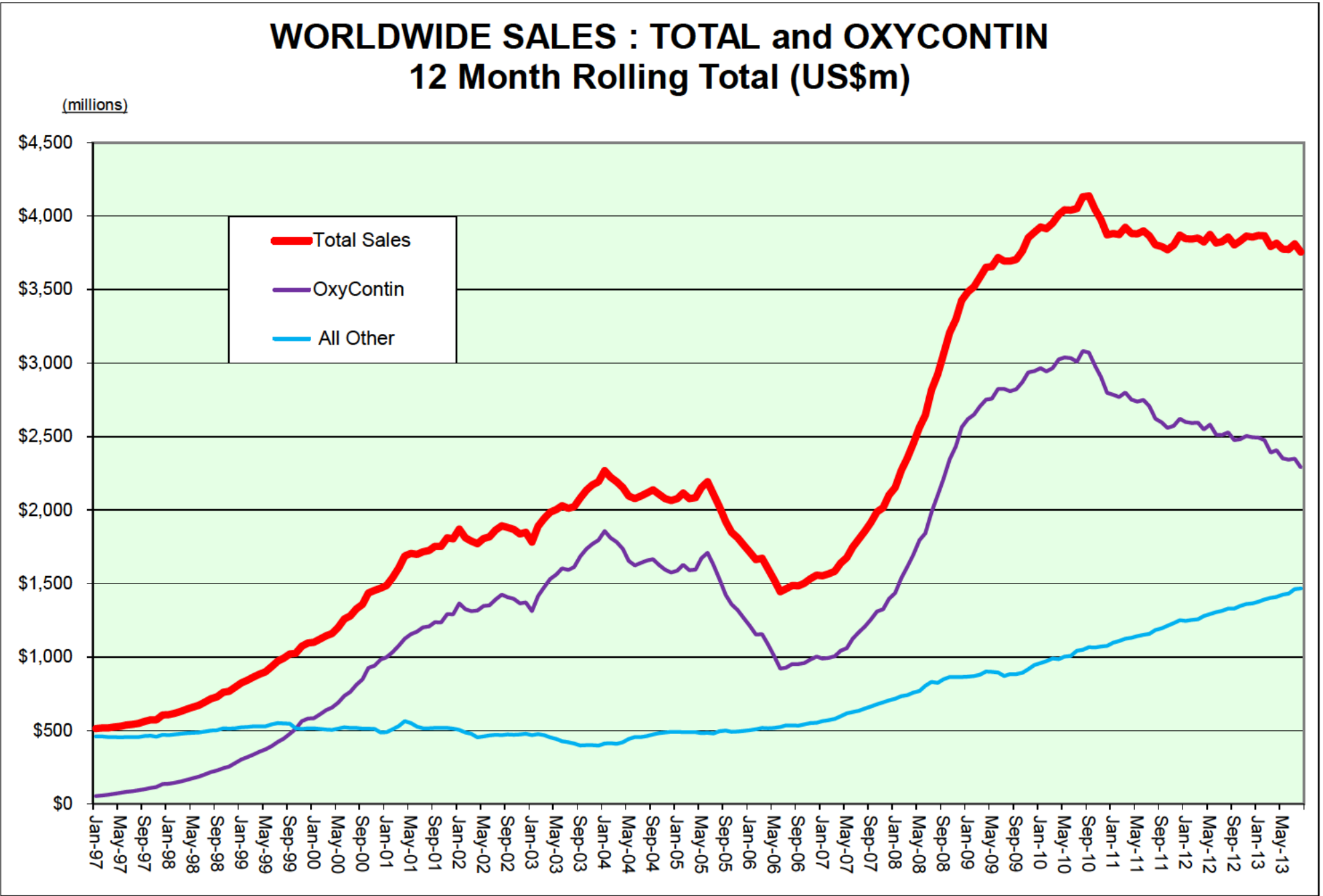
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August 2013

HISTORICAL SALES CHART



August 2013

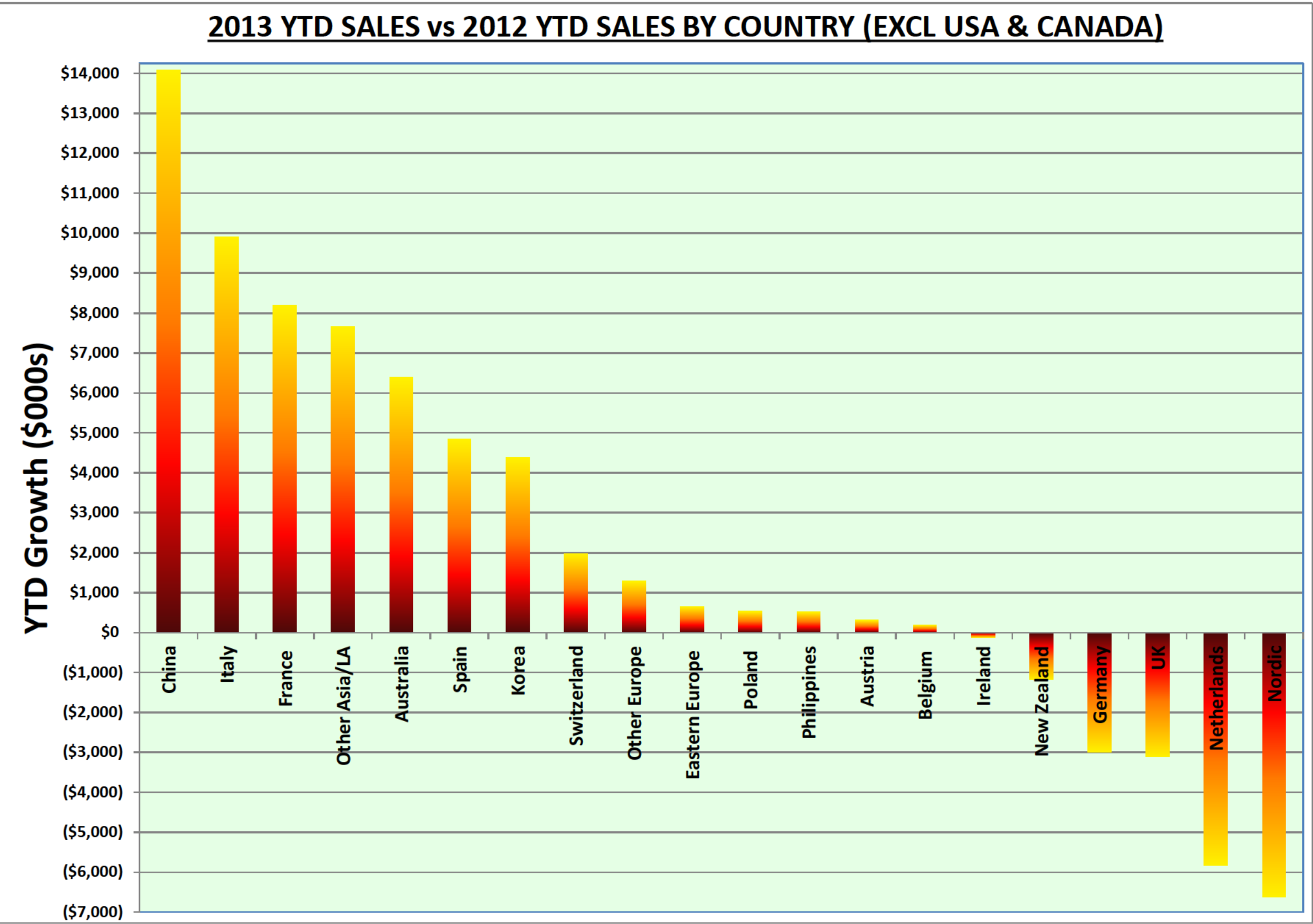
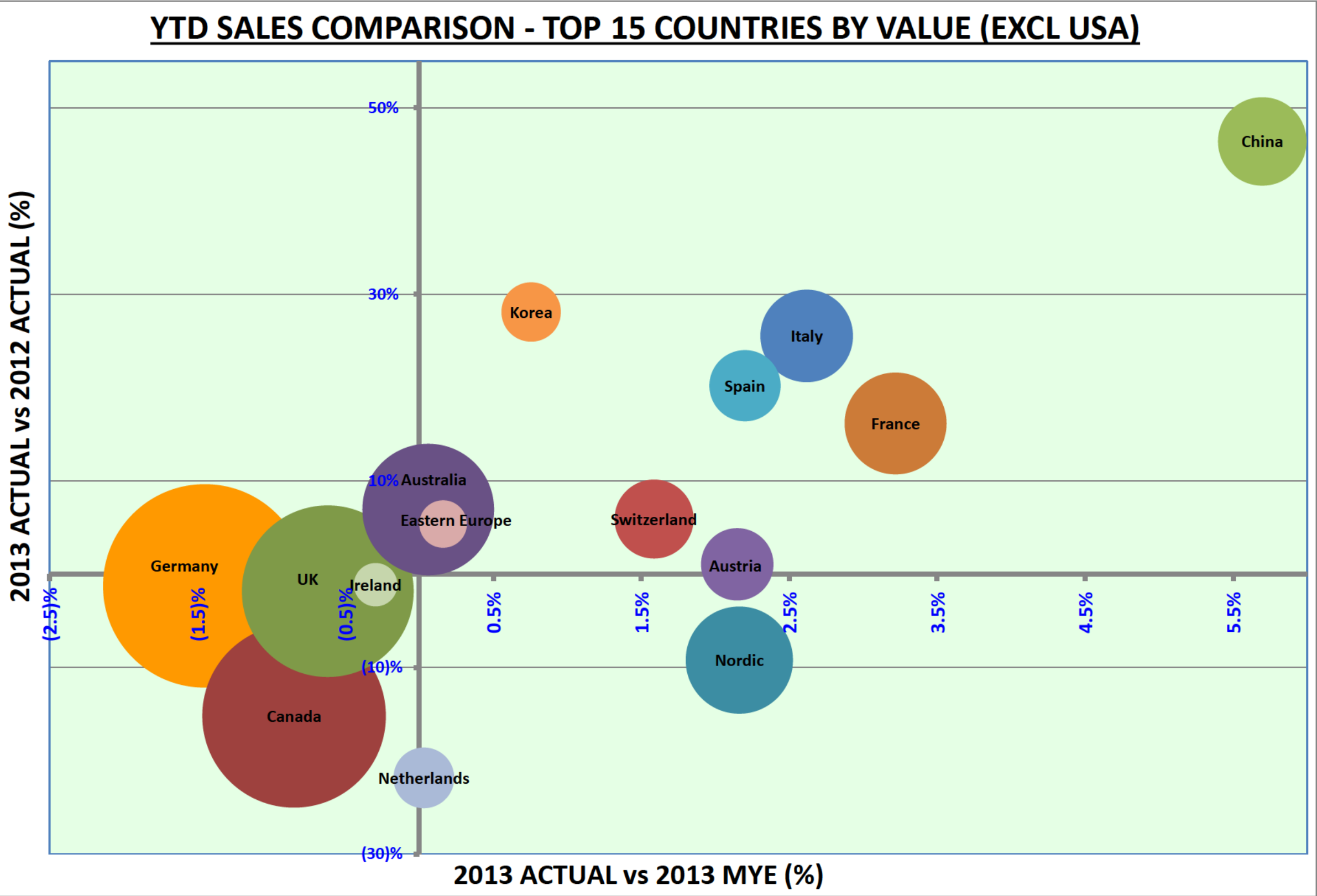
SUMMARY OF YEAR TO DATE SALES BY COUNTRY

		2013 Actual	% of Total	2012 Actual	2013 vs 2012	2013 MYE	2013 vs MYE	2013 Budget	2013 vs Bud
		US\$'000	%	US\$'000	%	US\$'000	%	US\$'000	%
Germany	(Mundipharma GmbH)	235,601	9.6	238,590	98.7	239,068	98.6	252,834	93.2
UK	(Napp Pharmaceuticals Ltd)	167,609	6.8	170,722	98.2	168,653	99.4	165,289	101.4
Nordic	(Norpharma / Mundipharma)	65,328	2.7	71,957	90.8	63,945	102.2	63,095	103.5
France	(Mundipharma SAS)	58,959	2.4	50,755	116.2	57,121	103.2	51,247	115.0
Italy	(Mundipharma Srl)	48,638	2.0	38,739	125.6	47,397	102.6	44,859	108.4
Switzerland	(Mundipharma Medical Co)	35,418	1.4	33,441	105.9	34,865	101.6	33,435	105.9
Austria	(Mundipharma GesmbH)	29,752	1.2	29,440	101.1	29,126	102.1	27,318	108.9
Spain	(Mundipharma SL)	28,779	1.2	23,940	120.2	28,160	102.2	26,182	109.9
Netherlands	(Mundipharma Pharmaceuticals BV)	20,878	0.9	26,711	78.2	20,871	100.0	23,226	89.9
Eastern Europe	(Mundipharma Medical GmbH)	12,760	0.5	12,108	105.4	12,740	100.2	13,619	93.7
Ireland	(Mundipharma Pharmaceuticals Ltd)	10,643	0.4	10,764	98.9	10,674	99.7	10,951	97.2
Belgium	(Mundipharma CVA)	7,134	0.3	6,946	102.7	6,943	102.7	8,358	85.4
Poland	(Norpharma)	6,269	0.3	5,738	109.3	5,788	108.3	5,710	109.8
South Africa	(Mundipharma Pty Ltd)	2,046	0.1	756	270.8	2,171	94.3	2,323	88.1
Portugal	(Mundipharma Farmaceutica Lda)	278	0.0	283	98.1	270	102.9	270	102.9
Total Europe		730,093	29.8	720,891	101.3	727,792	100.3	728,717	100.2
China	(MCPC)	44,452	1.8	30,362	146.4	42,056	105.7	34,470	129.0
Korea	(Mundipharma Korea Ltd)	19,989	0.8	15,602	128.1	19,839	100.8	17,862	111.9
Philippines	(Mundipharma Dist GmbH)	10,214	0.4	9,700	105.3	11,319	90.2	11,552	88.4
Thailand	(Mundipharma (Thailand) Ltd)	3,601	0.1	0	0.0	2,784	129.3	2,180	165.2
Malaysia	(Mundipharma Pharm. Sdn Bhd)	2,709	0.1	1,534	176.6	2,675	101.3	2,577	105.1
Hong Kong	(Mundipharma (Hong Kong) Ltd)	1,182	0.0	342	345.5	1,294	91.4	1,291	91.6
Singapore	(Mundipharma Pharmaceutical Pte Ltd)	786	0.0	719	109.3	877	89.6	1,035	76.0
Vietnam	(R.O. of Mundipharma Pharm. Pte. Ltd.)	643	0.0	0	0.0	639	100.7	653	98.5
Myanmar	(R.O. of Mundipharma Pharm. Pte. Ltd.)	430	0.0	0	0.0	300	n/a	300	143.5
Total Asia		84,007	3.4	58,259	144.2	81,784	102.7	71,921	116.8
Brazil	(Mundipharma Brasil Ltda)	906	0.3	0	0.0	1,686	53.7	3,198	28.3
Total Asia & Latin America		84,913	28.1	58,259	145.8	83,470	101.7	75,119	113.0
Australia	(Mundipharma Pty Ltd)	98,451	4.0	92,066	106.9	98,392	100.1	97,778	100.7
New Zealand	(Mundipharma NZ Ltd)	3,859	0.2	5,035	76.6	3,540	109.0	2,816	137.0
Total ANZ		102,310	4.2	97,102	105.4	101,932	100.4	100,595	101.7
Canada	(Purdue Pharma)	191,498	7.8	225,809	84.8	193,133	99.2	210,033	91.2
Total excluding USA		1,108,814	45.2	1,102,061	100.6	1,106,328	100.2	1,114,464	99.5
U.S.A.	(Purdue Pharma LP)	1,343,081	54.8	1,451,135	92.6	1,395,581	96.2	1,612,277	83.3
Total Sales		2,451,895	100.0	2,553,196	96.0	2,501,909	98.0	2,726,741	89.9

SUMMARY OF THIS MONTH'S SALES BY COUNTRY

		2013 Actual	% of Total	2012 Actual	2013 vs 2012	2013 MYE	2013 vs MYE	2013 Budget	2013 vs Bud
		US\$'000	%	US\$'000	%	US\$'000	%	US\$'000	%
Germany	(Mundipharma GmbH)	30,426	10.1	32,111	94.8	32,594	93.3	33,015	92.2
UK	(Napp Pharmaceuticals Ltd)	21,794	7.2	22,488	96.9	22,213	98.1	21,885	99.6
Nordic	(Norpharma / Mundipharma)	8,178	2.7	9,279	88.1	7,817	104.6	8,565	95.5
France	(Mundipharma SAS)	7,353	2.4	6,489	113.3	6,988	105.2	6,170	119.2
Switzerland	(Mundipharma Medical Co)	4,308	1.4	4,233	101.8	4,441	97.0	4,387	98.2
Austria	(Mundipharma GesmbH)	3,884	1.3	3,818	101.7	3,480	111.6	3,487	111.4
Italy	(Mundipharma Srl)	3,541	1.2	2,688	131.7	2,893	122.4	3,392	104.4
Spain	(Mundipharma SL)	3,248	1.1	2,002	162.2	2,917	111.4	2,791	116.4
Netherlands	(Mundipharma Pharmaceuticals BV)	2,762	0.9	4,093	67.5	2,562	107.8	3,187	86.7
Eastern Europe	(Mundipharma Medical GmbH)	1,746	0.6	1,854	94.2	2,000	87.3	1,829	95.5
Ireland	(Mundipharma Pharmaceuticals Ltd)	1,332	0.4	1,501	88.7	1,468	90.7	1,452	91.7
Belgium	(Mundipharma CVA)	1,083	0.4	967	112.0	912	118.8	1,032	105.0
Poland	(Norpharma)	794	0.3	716	110.8	600	132.2	785	101.1
South Africa	(Mundipharma Pty Ltd)	323	0.1	110	292.7	378	85.2	404	79.9
Portugal	(Mundipharma Farmaceutica Lda)	36	0.0	39	90.0	26	135.0	26	135.0
Total Europe		90,806	30.1	92,389	98.3	91,291	99.5	92,406	98.3
China	(MCPC)	5,745	1.9	4,319	133.0	5,393	106.5	4,656	123.4
Korea	(Mundipharma Korea Ltd)	2,645	0.9	2,049	129.0	2,624	100.8	2,609	101.4
Philippines	(Mundipharma Dist GmbH)	1,321	0.4	1,266	104.3	1,546	85.4	1,478	89.4
Malaysia	(Mundipharma Pharm. Sdn Bhd)	331	0.1	161	205.8	325	101.8	322	103.0
Thailand	(Mundipharma (Thailand) Ltd)	267	0.1	0	0.0	142	188.5	293	91.3
Hong Kong	(Mundipharma (Hong Kong) Ltd)	153	0.1	78	195.2	211	72.8	185	82.8
Singapore	(Mundipharma Pharmaceutical Pte Ltd)	103	0.0	68	151.0	134	76.6	130	78.8
Myanmar	(R.O. of Mundipharma Pharm. Pte. Ltd.)	88	0.0	0	0.0	38	234.8	38	234.8
Vietnam	(R.O. of Mundipharma Pharm. Pte. Ltd.)	0	0.0	0	0.0	155	0.0	88	0.0
Total Asia		10,652	3.5	7,942	134.1	10,567	100.8	9,797	108.7
Brazil	(Mundipharma Brasil Ltda)	691	0.2	0	0.0	610	113.3	1,612	42.9
Total Asia & Latin America		11,343	3.8	7,942	142.8	11,177	101.5	11,409	99.4
Australia	(Mundipharma Pty Ltd)	13,047	4.3	11,802	110.6	12,216	106.8	12,368	105.5
New Zealand	(Mundipharma NZ Ltd)	232	0.1	585	39.6	190	121.9	162	142.8
Total ANZ		13,279	4.4	12,386	107.2	12,406	107.0	12,530	106.0
Canada	(Purdue Pharma)	22,893	7.6	25,309	90.5	24,461	93.6	26,514	86.3
Total excluding USA		138,322	45.8	138,026	100.2	139,334	99.3	142,860	96.8
U.S.A.	(Purdue Pharma LP)	163,779	54.2	218,824	74.8	181,291	90.3	208,214	78.7
Total Sales		302,101	100.0	356,850	84.7	320,625	94.2	351,073	86.1

August 2013



August 2013

YEAR TO DATE SALES

	USA (Purdue Pharma LP)	Europe	Canada (Purdue Pharma)	ANZ	Asia / Lat Am	2013 Total	% of Total	2012 Actual	2013 vs 2012	2013 MYE	2013 vs MYE	2013 Budget	2013 vs Bud
	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000		US\$'000	%	US\$'000	%	US\$'000	%
OxyContin	1,187,917	127,756	73,059	41,623	30,884	1,461,239	59.6	1,663,397	87.8	1,497,585	97.6	1,697,434	86.1
Targin / Targinact		161,190	1,585	13,651	7,114	183,540	7.5	147,707	124.3	183,994	99.8	188,548	97.3
Other Oxycodone		60,581	1,615	4,211	3,362	69,770	2.8	68,211	102.3	68,895	101.3	65,764	106.1
MST	6,890	42,140	3,444	7,424	14,241	74,139	3.0	76,316	97.1	74,590	99.4	72,955	101.6
DHC		8,601		1,001		9,603	0.4	10,077	95.3	9,696	99.0	9,839	97.6
Tramadol / Ryzolt	84	2,944	3,701		8,100	14,830	0.6	13,574	109.2	13,568	109.3	12,893	115.0
Palladone / Dilaudid	8,855	50,642	68,711	2,123		130,330	5.3	127,434	102.3	130,653	99.8	124,235	104.9
Norspan / BuTrans	84,391	92,459	5,355	31,527	3,222	216,955	8.8	184,793	117.4	227,219	95.5	230,120	94.3
Transtec		4,633				4,633	0.2	6,375	72.7	5,424	85.4	6,087	76.1
Other		4,858	4,872	735	363	10,828	0.4	13,498	80.2	11,615	93.2	10,687	101.3
ANALGESIC - Total	1,288,138	555,804	162,341	102,296	67,287	2,175,866	88.7	2,311,384	94.1	2,223,240	97.9	2,418,562	90.0
	59.2%	25.5%	7.5%	4.7%	3.1%	100.0%							
ANTISEPTIC - Total	7,924	13,655	897		15,525	38,000	1.5	29,412	129.2	37,520	101.3	35,289	107.7
	20.9%	35.9%	2.4%	0.0%	40.9%	100.0%							
Flutiform		11,166				11,166	0.5			13,214	84.5	17,080	65.4
Uniphyll / Uniphyllin		2,609	1,082		207	3,898	0.2	4,121	94.6	3,874	100.6	3,904	99.8
Other Respiratory		1,103	244		28	1,375	0.1	1,515	90.7	1,431	96.1	1,472	93.4
RESPIRATORY - Total		14,877	1,326		235	16,439	0.7	5,636	291.7	18,519	88.8	22,456	73.2
	0.0%	90.5%	8.1%	0.0%	1.4%	100.0%							
Adizem		10,719				10,719	0.4	11,780	91.0	11,362	94.3	12,149	88.2
Other					191	191	0.0	176	108.6	167	114.3	158	120.5
CARDIOVASCULAR - Total		10,719			191	10,910	0.4	11,956	91.3	11,528	94.6	12,307	88.6
	0.0%	98.3%	0.0%	0.0%	1.7%	100.0%							
Senokot	14,434	36	11,680		809	26,959	1.1	25,872	104.2	25,266	106.7	25,281	106.6
Colace	18,866					18,866	0.8	19,041	99.1	19,838	95.1	19,818	95.2
Other		4,750				4,750	0.2	4,893	97.1	4,722	100.6	4,762	99.7
LAXATIVE - Total	33,299	4,785	11,680		809	50,574	2.1	49,806	101.5	49,825	101.5	49,861	101.4
	65.8%	9.5%	23.1%	0.0%	1.6%	100.0%							
Levact		97,564				97,564	4.0	88,419	110.3	99,771	97.8	104,159	93.7
DepoCyte		5,861			59	5,919	0.2	9,865	60.0	5,392	109.8	5,087	116.4
Folotyn					319	319	0.0			291	109.8	365	87.4
ONCOLOGY - Total		103,425			378	103,803	4.2	98,283	105.6	105,453	98.4	109,611	94.7
	0.0%	99.6%	0.0%	0.0%	0.4%	100.0%							
Intermezzo	9,731					9,731	0.4	5,225	186.2	9,621	101.1	30,735	31.7
Other	3,989	26,828	15,253	14	487	46,572	1.9	41,494	112.2	55,823	83.4	47,919	97.2
ALL OTHER - Total	13,721	26,828	15,253	14	487	56,303	2.3	46,719	120.5	55,823	100.9	78,654	71.6
	24.4%	47.6%	27.1%	0.0%	0.9%	100.0%							
TOTAL SALES	1,343,081	730,093	191,498	102,310	84,913	2,451,895	100.0	2,553,196	96.0	2,501,909	98.0	2,726,741	89.9
	54.8%	29.8%	7.8%	4.2%	3.5%	100.0%							

August 2013

MONTH SALES

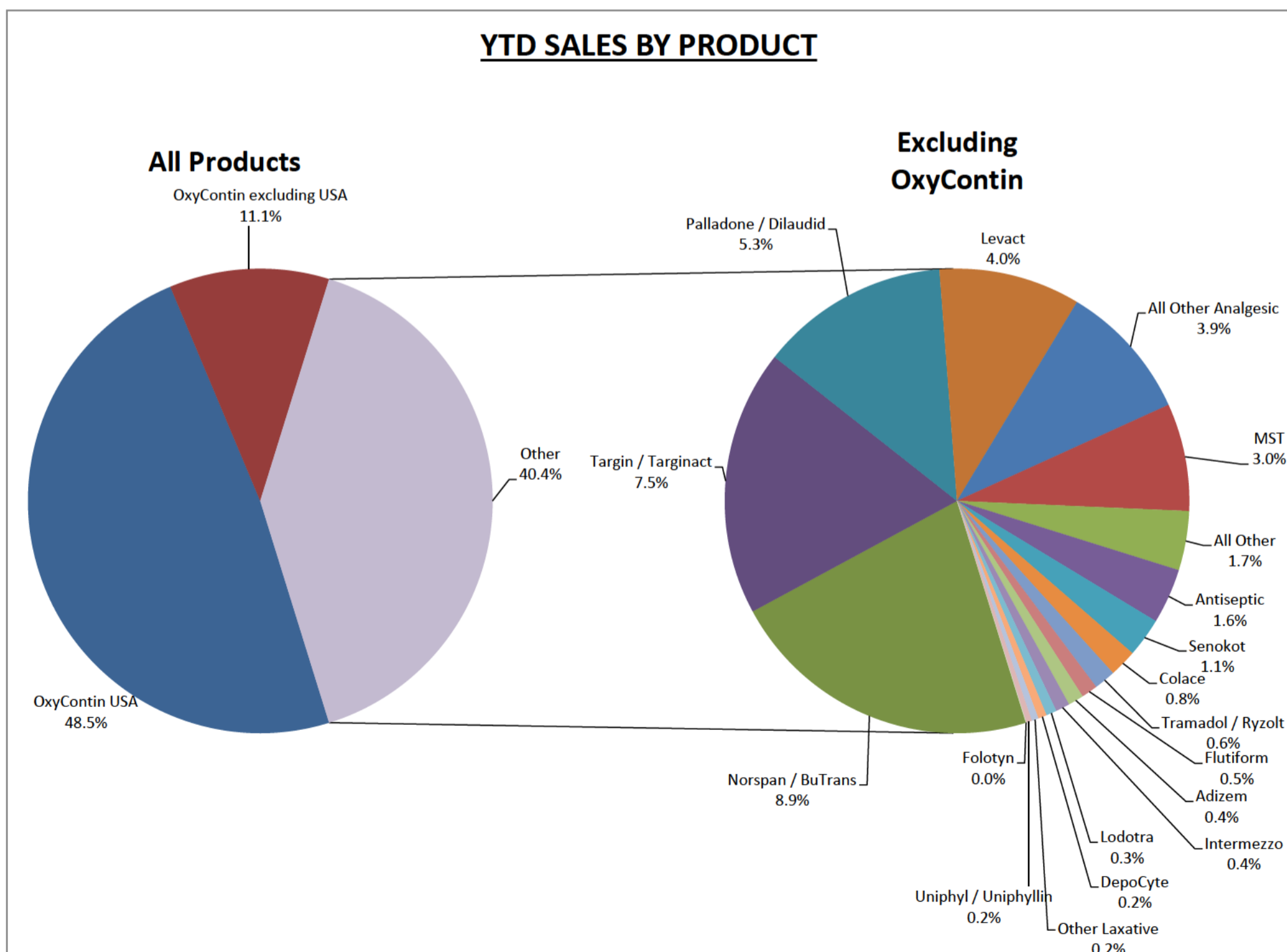
	USA (Purdue Pharma LP) US\$'000	Europe US\$'000	Canada (Purdue Pharma) US\$'000	ANZ US\$'000	Asia / Lat Am US\$'000	2013 Total US\$'000	% of Total	2012 Actual US\$'000	2013 vs 2012 %	2013 MYE US\$'000	2013 vs MYE %	2013 Budget US\$'000	2013 vs Budget %
OxyContin	144,688	14,855	8,204	5,039	4,527	177,313	58.7	236,468	75.0	191,583	92.6	214,841	82.5
Targin / Targinact		19,192	213	2,114	1,070	22,589	7.5	18,095	124.8	22,926	98.5	24,114	93.7
Other Oxycodone		7,376	196	521	385	8,478	2.8	8,911	95.1	8,478	100.0	8,322	101.9
MST	728	5,282	467	962	1,798	9,237	3.1	9,607	96.1	9,161	100.8	9,151	100.9
DHC		1,093		85		1,178	0.4	1,303	90.4	1,225	96.2	1,278	92.2
Tramadol / Ryzolt	22	282	496		1,085	1,884	0.6	1,644	114.6	1,821	103.5	1,806	104.3
Palladone / Dilaudid	815	6,287	8,719	263		16,083	5.3	16,263	98.9	15,753	102.1	14,903	107.9
Norspan / BuTrans	9,975	12,707	706	4,198	508	28,094	9.3	28,218	99.6	31,096	90.3	31,975	87.9
Transtec		368				368	0.1	777	47.4	735	50.0	777	47.4
Other		492	605	96	34	1,227	0.4	1,640	74.8	1,120	109.5	1,332	92.1
ANALGESIC - Total	156,228	67,934	19,606	13,277	9,406	266,451	88.2	322,928	82.5	283,899	93.9	308,500	86.4
	58.6%	25.5%	7.4%	5.0%	3.5%	100.0%							
ANTISEPTIC - Total	1,107	2,122	82		1,662	4,973	1.6	3,940	126.2	4,992	99.6	4,650	106.9
	22.3%	42.7%	1.6%	0.0%	33.4%	100.0%							
Flutiform		1,897				1,897	0.6			2,629	72.1	2,970	63.9
Uniphyll / Uniphyllin		322	126		25	474	0.2	506	93.7	479	99.0	473	100.3
Other Respiratory		137	20		3	160	0.1	182	87.8	178	89.9	174	91.8
RESPIRATORY - Total		2,356	146		29	2,531	0.8	688	367.9	3,286	77.0	3,617	70.0
	0.0%	93.1%	5.8%	0.0%	1.1%	100.0%							
Adizem		1,454				1,454	0.5	1,491	97.5	1,584	91.8	1,553	93.6
Other					24	24	0.0	20	120.5	18	136.8	20	121.9
CARDIOVASCULAR - Total		1,454			24	1,478	0.5	1,511	97.8	1,601	92.3	1,572	94.0
	0.0%	98.4%	0.0%	0.0%	1.6%	100.0%							
Senokot	1,962	4	1,559		91	3,616	1.2	3,088	117.1	3,077	117.5	3,079	117.5
Colace	2,829					2,829	0.9	2,293	123.4	2,476	114.3	2,481	114.0
Other		533				533	0.2	597	89.3	611	87.2	636	83.8
LAXATIVE - Total	4,791	537	1,559		91	6,979	2.3	5,978	116.7	6,163	113.2	6,196	112.6
	68.7%	7.7%	22.3%	0.0%	1.3%	100.0%							
Levact		11,840				11,840	3.9	14,479	81.8	13,186	89.8	13,825	85.6
DepoCyte		933			8	941	0.3	884	106.4	885	106.3	929	101.3
Folotyn					29	29	0.0			33	87.5	117	24.6
ONCOLOGY - Total		12,773			36	12,810	4.2	15,363	83.4	14,105	90.8	14,871	86.1
	0.0%	99.7%	0.0%	0.0%	0.3%	100.0%							
Intermezzo	860					860	0.3	939	91.6	942	91.2	5,953	14.4
Other	793	3,630	1,500	2	95	6,020	2.0	5,503	109.4	6,580	91.5	5,714	105.4
ALL OTHER - Total	1,653	3,630	1,500	2	95	6,880	2.3	6,442	106.8	6,580	104.6	11,667	59.0
	24.0%	52.8%	21.8%	0.0%	1.4%	100.0%							
TOTAL SALES	163,779	90,806	22,893	13,279	11,343	302,101	100.0	356,850	84.7	320,625	94.2	351,073	86.1
	54.2%	30.1%	7.6%	4.4%	3.8%	100.0%							

August 2013

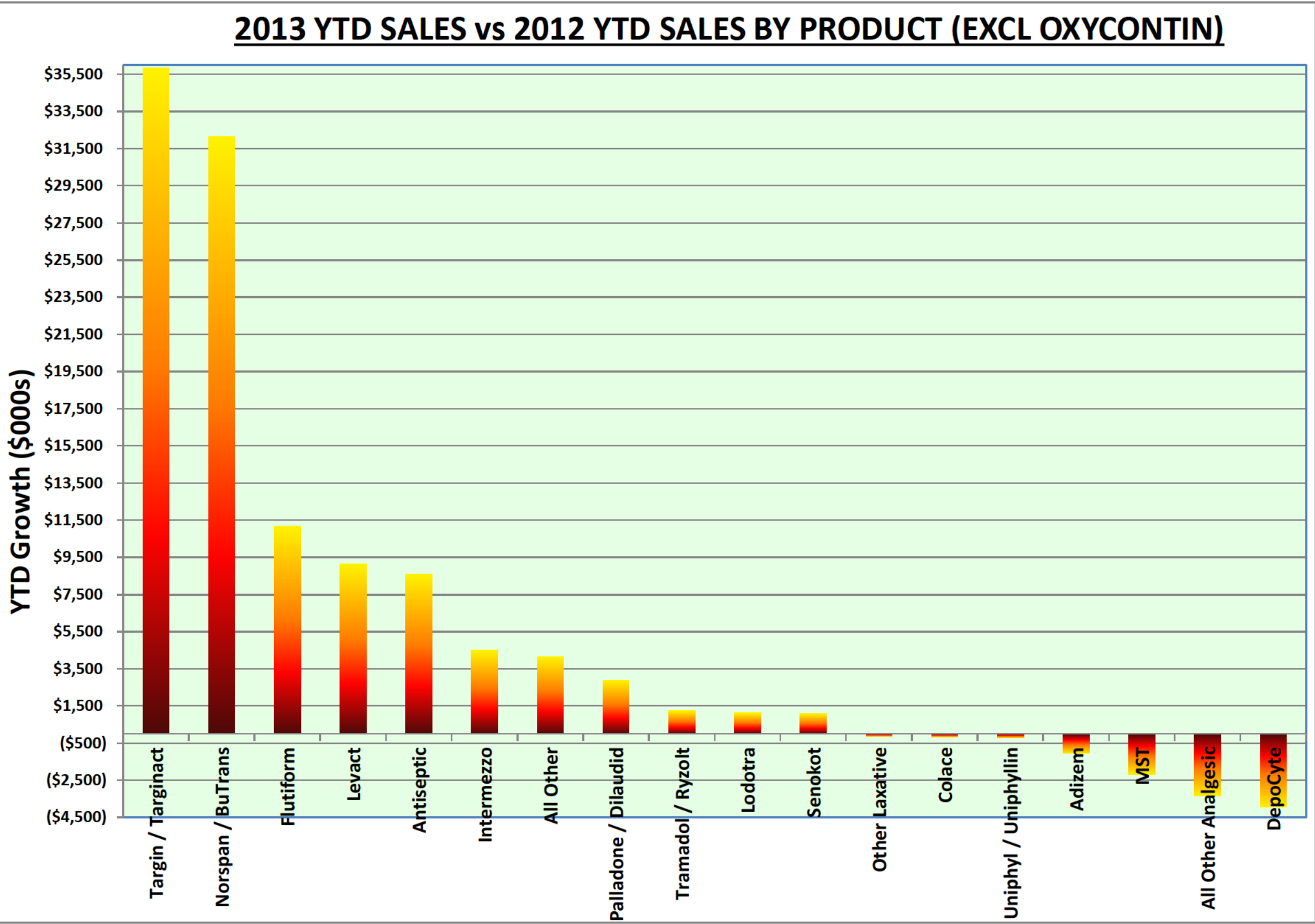
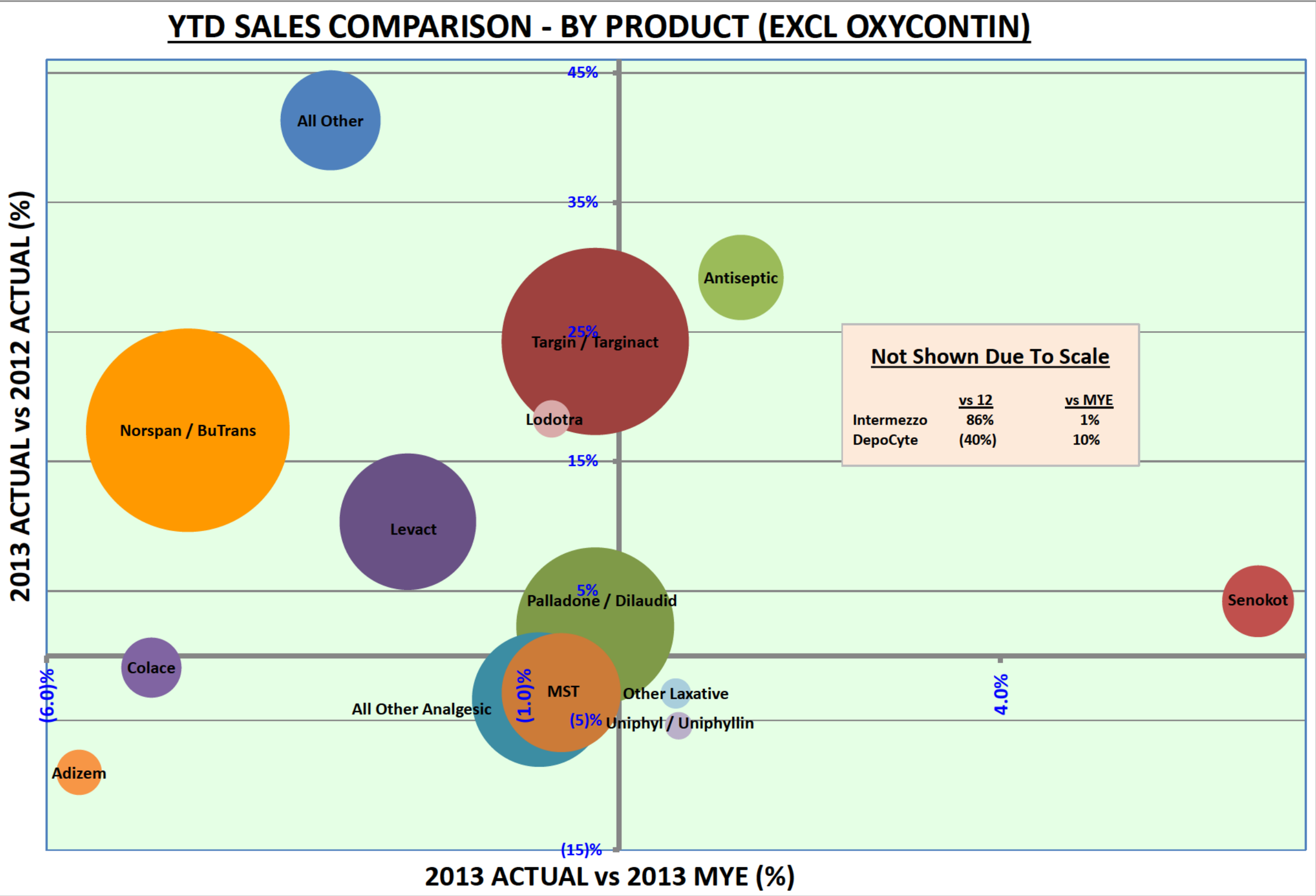
SALES BY PRODUCT - YEAR TO DATE

	2013 Actual		2012 Actual		2013 vs 2012		2013 MYE		2013 vs MYE	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Norspan / BuTrans	216,955	21.9	184,793	20.8	32,162	117.4	227,219	22.6	(10,265)	95.5
Targin / Targinact	183,540	18.5	147,707	16.6	35,833	124.3	183,994	18.3	(454)	99.8
Palladone / Dilaudid	130,330	13.2	127,434	14.3	2,897	102.3	130,653	13.0	(323)	99.8
Levact	97,564	9.8	88,419	9.9	9,146	110.3	99,771	9.9	(2,206)	97.8
All Other Analgesic	94,833	9.6	98,162	11.0	(3,329)	96.6	95,630	9.5	(797)	99.2
MST	74,139	7.5	76,316	8.6	(2,177)	97.1	74,590	7.4	(451)	99.4
All Other	40,887	4.1	37,055	4.2	3,832	110.3	40,499	4.0	388	101.0
Antiseptic	38,000	3.8	29,412	3.3	8,589	129.2	37,520	3.7	480	101.3
Senokot	26,959	2.7	25,872	2.9	1,087	104.2	25,266	2.5	1,693	106.7
Colace	18,866	1.9	19,041	2.1	(176)	99.1	19,838	2.0	(972)	95.1
Tramadol / Ryzolt	14,830	1.5	13,574	1.5	1,255	109.2	13,568	1.4	1,261	109.3
Flutiform	11,166	1.1	0	0.0	11,166	n/a	13,214	1.3	(2,048)	84.5
Adizem	10,719	1.1	11,780	1.3	(1,061)	91.0	11,362	1.1	(643)	94.3
Intermezzo	9,731	1.0	5,225	0.6	4,506	186.2	9,621	1.0	111	101.1
Lodotra	7,250	0.7	6,130	0.7	1,121	118.3	7,302	0.7	(51)	99.3
DepoCyte	5,919	0.6	9,865	1.1	(3,945)	60.0	5,392	0.5	528	109.8
Other Laxative	4,750	0.5	4,893	0.5	(143)	97.1	4,722	0.5	28	100.6
Uniphyl / Uniphyllin	3,898	0.4	4,121	0.5	(223)	94.6	3,874	0.4	24	100.6
Folotyn	319	0.0	0	0.0	319	n/a	291	0.0	29	109.8
Products excl Oxy	990,656	100.0	889,798	100.0	100,857	111.3	1,004,324	100.0	(13,668)	98.6
Products excl Oxy restated		40.4		34.9				40.1		
OxyContin	1,461,239	59.6	1,663,397	65.1	(202,158)	87.8	1,497,585	59.9	(36,345)	97.6
TOTALS	2,451,895	100.0	2,553,196	100.0	(101,300)	96.0	2,501,909	100.0	(50,014)	98.0

YTD SALES BY PRODUCT



August 2013

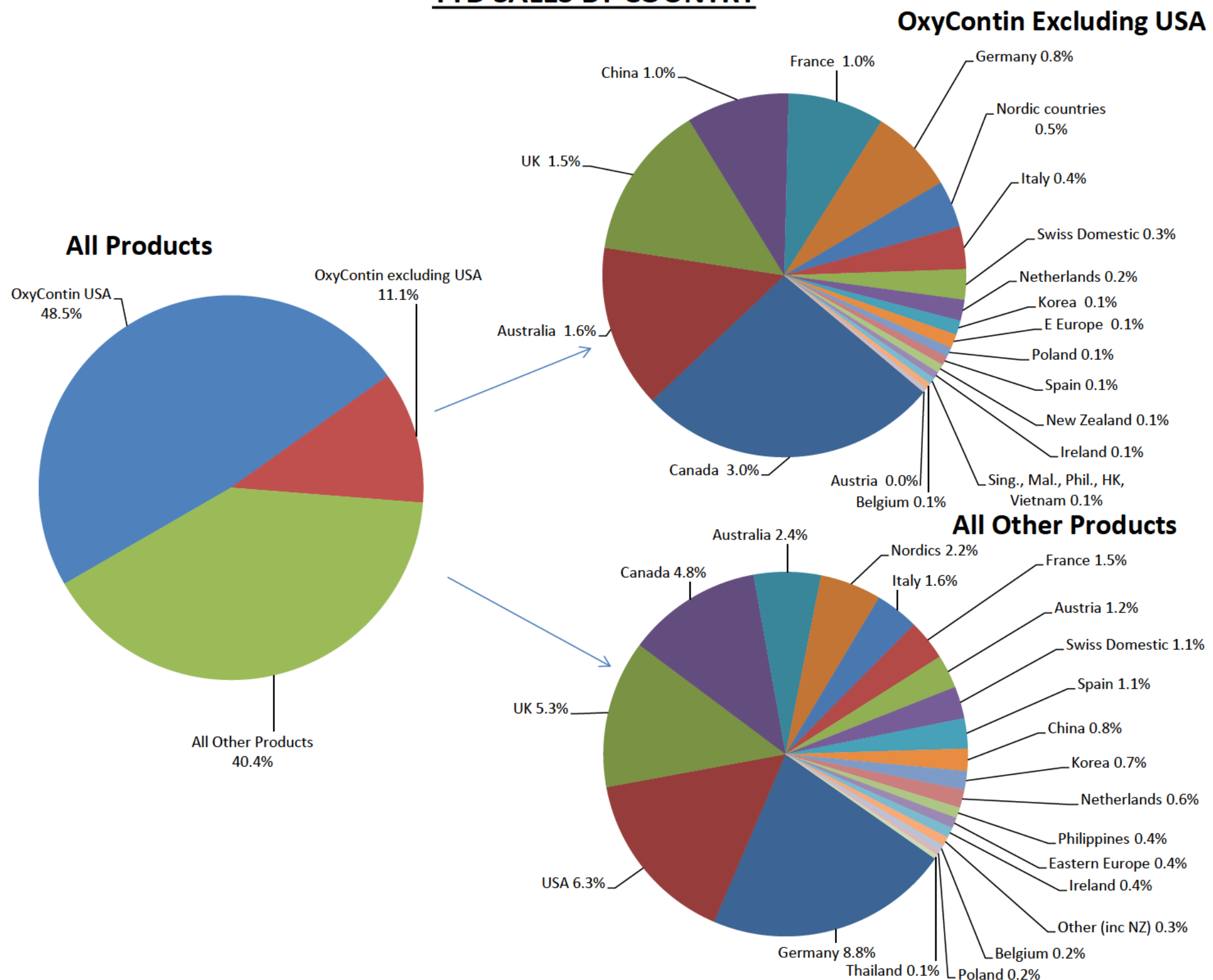


August 2013

SALES BY COUNTRY - YEAR TO DATE

	2013 Actual		2012 Actual		2013 vs 2012		2013 MYE		2013 vs MYE	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Germany (M. GmbH)	215,082	21.7	214,719	24.1	363	100.2	219,586	21.9	(4,504)	97.9
USA (Purdue)	155,164	15.7	136,622	15.4	18,542	113.6	165,083	16.4	(9,919)	94.0
UK (Napp)	129,987	13.1	125,939	14.2	4,047	103.2	129,818	12.9	168	100.1
Canada (Purdue)	118,439	12.0	105,169	11.8	13,271	112.6	119,595	11.9	(1,156)	99.0
Australia (M. Pty Ltd)	58,941	5.9	49,334	5.5	9,607	119.5	59,212	5.9	(272)	99.5
Nordics (Norpharma)	53,934	5.4	49,120	5.5	4,813	109.8	53,989	5.4	(55)	99.9
Italy (M. Srl)	38,287	3.9	24,361	2.7	13,926	157.2	37,346	3.7	941	102.5
France (M. SAS)	35,615	3.6	30,268	3.4	5,347	117.7	34,722	3.5	893	102.6
Austria (M. GesmbH)	29,464	3.0	29,112	3.3	352	101.2	28,858	2.9	606	102.1
Swiss Domestic (MMCO)	28,078	2.8	25,324	2.8	2,754	110.9	28,179	2.8	(101)	99.6
Spain (M. SL)	26,560	2.7	20,055	2.3	6,505	132.4	25,971	2.6	588	102.3
China (MCPC)	19,560	2.0	17,244	1.9	2,315	113.4	19,500	1.9	60	100.3
Korea (M. Korea Ltd)	16,544	1.7	9,029	1.0	7,515	183.2	16,452	1.6	91	100.6
Netherlands (M. P. BV)	15,789	1.6	14,623	1.6	1,167	108.0	16,497	1.6	(707)	95.7
Philippines (M Dist GmbH)	9,460	1.0	8,606	1.0	854	109.9	10,449	1.0	(990)	90.5
Eastern Europe (MMG)	9,364	0.9	8,049	0.9	1,315	116.3	9,770	1.0	(406)	95.8
Ireland (M. P. Ltd)	8,989	0.9	8,872	1.0	116	101.3	9,015	0.9	(26)	99.7
Other (inc NZ)	8,204	0.8	5,066	0.6	3,139	162.0	8,307	0.8	(102)	98.8
Belgium (M. CVA)	5,649	0.6	4,387	0.5	1,262	128.8	5,507	0.5	142	102.6
Poland (Norpharma)	3,946	0.4	3,899	0.4	48	101.2	3,683	0.4	263	107.1
Thailand (Mundi. (T'land) Ltd)	3,601	0.4	0	0.0	3,601	n/a	2,784	0.3	817	129.3
Products excl Oxy	990,656	100.0	889,798	100.0	100,857	111.3	1,004,324	100.0	(13,668)	98.6
Products excl Oxy restated		40.4		34.9				40.1		
OxyContin	1,461,239	59.6	1,663,397	65.1	(202,158)	87.8	1,497,585	59.9	(36,345)	97.6
TOTALS	2,451,895	100.0	2,553,196	100.0	(101,300)	96.0	2,501,909	100.0	(50,014)	98.0

YTD SALES BY COUNTRY



August 2013

	USA	Canada	Nordic	Germany	Ireland	Australia	UK	Neths.	Switzerland	E.Europe	Austria	Korea	France	Spain	Italy	New Zealand	SE Asia / LA	China	Belgium	Poland	South Africa			
	(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)	(P'ines, HK, Malaysia, S'pore, Brazil)	(MCPC)	(Mundipharma CVA)	(Norpharma)	(Mundipharma Pty Ltd)			
Date of Launch >	Dec 95	Jun 96	Dec 96	Aug 98	Jan 99	Sep 99	Jan 00	Dec 00	Feb 01	Feb 01	Mar 01	Mar 01	Apr 02	Jun 04	Mar 05	Jul 05	Jul 05	Aug 04	Feb 07	Jul 08	Mar 12	Total Monthly Sales	12 Mth Rolling Total	12 Mth Monthly Moving Average
	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	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	10,122	1,793	2,692	253	5,354	4,738	814	1,050	89	38	684	2,874	383	1,707	260	270	2,625	201	267	53	160,819	2,492,642	207,720
Feb-13	125,814	9,694	1,370	2,680	207	4,484	4,277	632	863	639	34	488	2,524	219	1,132	321	175	2,683	166	250	85	158,737	2,474,101	206,175
Mar-13	159,968	8,174	1,184	2,511	223	4,929	5,486	542	929	490	32	238	2,674	391	624	291	223	3,482	178	243	88	192,898	2,391,059	199,255
Apr-13	168,299	9,088	1,480	2,411	239	5,315	4,496	682	928	597	34	294	3,212	198	1,932	327	170	2,895	161	427	79	203,264	2,405,784	200,482
May-13	149,442	9,377	1,529	2,555	238	4,912	5,298	742	882	315	41	427	2,936	307	974	302	222	3,111	203	358	116	184,285	2,350,962	195,914
Jun-13	145,488	8,295	1,485	2,631	135	4,812	3,785	552	884	481	36	430	2,829	250	839	348	99	3,265	183	172	96	177,095	2,341,514	195,126
Jul-13	169,666	10,107	1,372	2,448	197	4,714	4,875	562	1,010	198	40	479	3,309	288	2,649	215	445	3,652	175	329	100	206,829	2,349,143	195,762
Aug-13	144,688	8,204	1,181	2,591	163	4,990	4,668	563	794	587	33	406	2,987	182	496	49	943	3,179	220	277	114	177,313	2,290,038	190,836
2013	1,187,917	73,059	11,394	20,520	1,654	39,510	37,622	5,088	7,340	3,396	288	3,446	23,344	2,220	10,351	2,113	2,546	24,892	1,486	2,322	730	1,461,239	2,290,038	190,836
	81.3%	5.0%	0.8%	1.4%	0.1%	2.7%	2.6%	0.3%	0.5%	0.2%	0.0%	0.2%	1.6%	0.2%	0.7%	0.1%	0.2%	1.7%	0.1%	0.2%	0.0%	100.0%		
GRAND TOTAL																								

YEAR TO DATE AUGUST 2013

	2013 Actual	2012 Actual	2013 MYE	2013 Actual vs 2012 Actual		2013 Actual vs. MYE	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
Israel (Rafa Laboratories Ltd)							
OxyContin	1,552	1,690	1,554	(138)	91.8	(2)	99.9
Targin / Targinact	2,759	1,964	2,637	796	140.5	122	104.6
Other Oxycodone	833	729	772	103	114.2	61	107.9
Morphine	391	341	349	50	114.6	41	111.8
BuTrans	593	588	595	5	100.8	(2)	99.7
Adizem	134	114	122	20	117.5	11	109.3
Prioderm	204	185	178	19	110.3	27	114.9
Hedrin	1,055	721	1,029	334	146.4	26	102.6
Lodotra	6	2	5	4	305.1	1	112.2
Non Mundipharma products	40,831	35,909	38,418	4,922	113.7	2,413	106.3
	48,358	42,243	45,660	6,115	114.5	2,698	105.9
India (Modi Mundipharma Ltd)							
Analgesic	7,599	6,985	8,173	614	108.8	(573)	93.0
Betadine	21,832	20,434	22,077	1,397	n/a	(245)	98.9
Respiratory	3,327	2,911	3,461	415	114.3	(135)	96.1
Cardiovascular	6,736	6,434	7,090	302	104.7	(354)	95.0
Laxative	368	65	365	303	563.4	3	100.8
Non Mundipharma products	15,870	16,133	18,194	(263)	98.4	(2,324)	87.2
	55,732	52,963	59,359	2,769	105.2	(3,627)	93.9
Cyprus (Mundipharma Pharmaceuticals Ltd)							
Analgesic	513	441	462	72	116.3	51	111.1
Betadine	924	958	950	(34)	96.5	(26)	97.3
Respiratory	249	291	338	(43)	85.3	(90)	73.5
Cardiovascular	38	38	39	0	100.0	(1)	96.8
Laxative	47	46	45	0	100.6	1	102.7
Hedrin	156	142	155	14	109.9	1	100.8
Oncology	211	139	152	73	152.4	60	139.2
Non Mundipharma products	2,026	2,140	2,000	(114)	94.7	26	101.3
	4,164	4,196	4,141	(32)	99.2	22	100.5
TOTAL	108,254	99,402	109,160	8,852	108.9	(907)	99.2

MONTH OF AUGUST 2013

	2013 Actual	2012 Actual	2013 MYE	2013 Actual vs 2012 Actual		2013 Actual vs. MYE	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
Israel (Rafa Laboratories Ltd)							
OxyContin	196	194	203	2	100.9	(7)	96.5
Targin / Targinact	404	228	344	177	177.6	60	117.5
Other Oxycodone	122	91	98	31	134.7	24	124.3
Morphine	57	40	45	17	142.5	13	128.0
BuTrans	74	74	82	0	100.4	(7)	90.9
Adizem	10	13	13	(3)	76.4	(3)	79.5
Prioderm	38	24	16	14	156.7	22	239.4
Hedrin	134	90	109	44	148.6	25	123.3
Lodotra	0	1	1	(1)	45.0	(0)	61.2
Non Mundipharma products	4,984	4,735	5,231	249	105.3	(247)	95.3
	6,020	5,490	6,140	530	109.6	(120)	98.0
India (Modi Mundipharma Ltd)							
Analgesic	988	902	1,112	86	109.5	(124)	88.8
Betadine	3,011	2,923	3,022	88	103.0	(10)	99.7
Respiratory	449	330	455	119	136.2	(6)	98.7
Cardiovascular	819	818	993	2	100.2	(173)	82.6
Laxative	60	32	67	28	187.9	(7)	89.5
Non Mundipharma products	1,993	2,131	2,768	(138)	93.5	(775)	72.0
	7,320	7,135	8,416	185	102.6	(1,096)	87.0
Cyprus (Mundipharma Pharmaceuticals Ltd)							
Analgesic	58	66	67	(8)	88.1	(9)	86.8
Betadine	106	115	111	(9)	91.9	(5)	95.7
Respiratory	19	53	28	(34)	36.4	(8)	69.8
Cardiovascular	4	3	3	0	111.8	0	115.0
Laxative	6	6	6	0	101.9	0	102.2
Hedrin	33	39	39	(6)	85.4	(6)	83.6
Oncology	18	0	15	18	n/a	3	121.8
Non Mundipharma products	275	253	258	22	108.7	17	106.6
	519	535	527	(16)	97.1	(8)	98.6
TOTAL	13,859	13,160	15,083	699	105.3	(1,224)	91.9

To: Gasdia, Russell [REDACTED]
Cc: Stewart, John H. (US [REDACTED] Rosen, David
(Sales and Marketing) [REDACTED] Baker, Stuart
[REDACTED]
From: Sackler, Dr Richard
Sent: Tue 9/10/2013 12:00:45 PM
Subject: Re: HydroCodone Naming Project

I'm concerned that the test primed people to see it our way.

So, I think it is **uncertain** when people hear the name without being primed (it is an opioid analgesic, so what do you think of the name?) many doctors will see it my way. If say 50% of doctors unprimed would say related to incontinence or a diuretic or both, would you be concerned?

From: <Gasdia>, Russell <[REDACTED]@pharma.com>
Date: Thursday, September 5, 2013 4:40 PM
To: "Richard S. Sackler" <[REDACTED]@pharma.com>
Cc: John Stewart <[REDACTED]@pharma.com>, "Rosen, David (Sales and Marketing)" <[REDACTED]@pharma.com>, [REDACTED] <[REDACTED]@chadbourn.com>
Subject: HydroCodone Naming Project

Dr Richard

I have to leave the office to meet with a vendor but wanted to get back to you.

I'm available tomorrow to discuss, and David can also be available as it is his market research team who coordinates the naming research.

I'm send down portions of the slide deck, that was presented to us from Addison Whitney Health, who conducted the study, for your review.

Quick answers to your questions:

- 260 respondents
 - 75 MDs
 - 78 pharmacists
 - 107 patients being treated for mod-sev pain
- They are shown description of product
 - This is standard practice as many of the names provided make zero sense without context. Branding efforts help to create brand/name awareness. For example, common brands we know today (Celebrex, Lyrica, Cymbalta) often make no sense without the branding efforts. Some of the names tested were Dolihyd, Hydola, Hyjora, Hytinuum, Parrenzyn, Rulinqua, Vylibec.
- The methodology does attempt to identify confusion with other agents or indications
 - You will see in the slide deck that there was no confusion with diuretics. In fact, following the question "What comes to mind when you see/hear the name

Hydrocontin?" associations were, in descending rank, with OxyContin (89 mentions), hydrocodone (75 mentions), pain medication/pain killer/pain reliever (26 mentions), MS Contin (11 mentions), pain relief (10 mentions), narcotic (8 mentions) and then there were 7 more associations with mentions from 8 down to 2. In this bottom group, opioid had 4 mentions, oxycodone had 2 and pain had 2.

- I put in another name tested, Hydurim, which has several top associations with water, related to water, hydration, to hydrate and diuretic and even what you mentions, hydrodirul/Hydrochlorothiazide (3 mentions – last on list)
- This demonstrates that respondents would have indicated an association with diuretics to Hydrocondone, if they felt that it was an association.
- You will see from the deck I sent down that Hydrocodone tested very strong and was tested in a way to actually avoid biases because respondents associated it with MS Contin and OxyContin. The "contin" portion of the name is related to our efforts over the past two decades of branding the "contin" system in MS Contin and OxyContin.
- Our targeting efforts will be focused on prescribers of opioids and a majority will have a high degree of awareness of MS Contin and OxyContin and we believe we can leverage the "contin" into our branding efforts within the pain management community.

I will be in the office tomorrow, should you want to meet
Russ