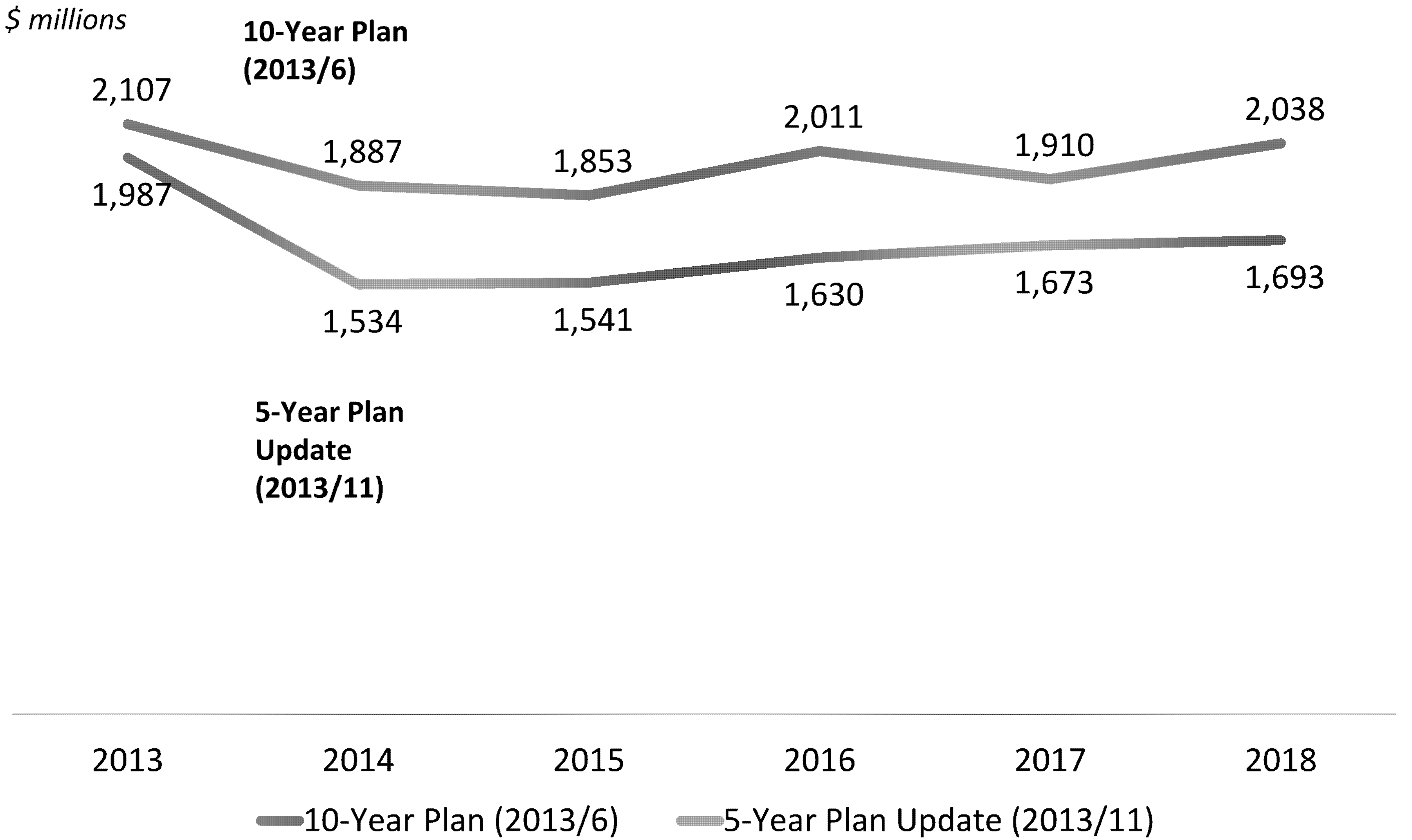
Gross Sales and Net Sales (2013/11 Updated)

2013: 10-Year Plan (Budget Update) *Updated as of 11/5/2013*

Summary of Product Sales (Non-Risk Adjusted) *(Note: These data accounted for ORF settlements with generic manufacturers.)* *$000s*

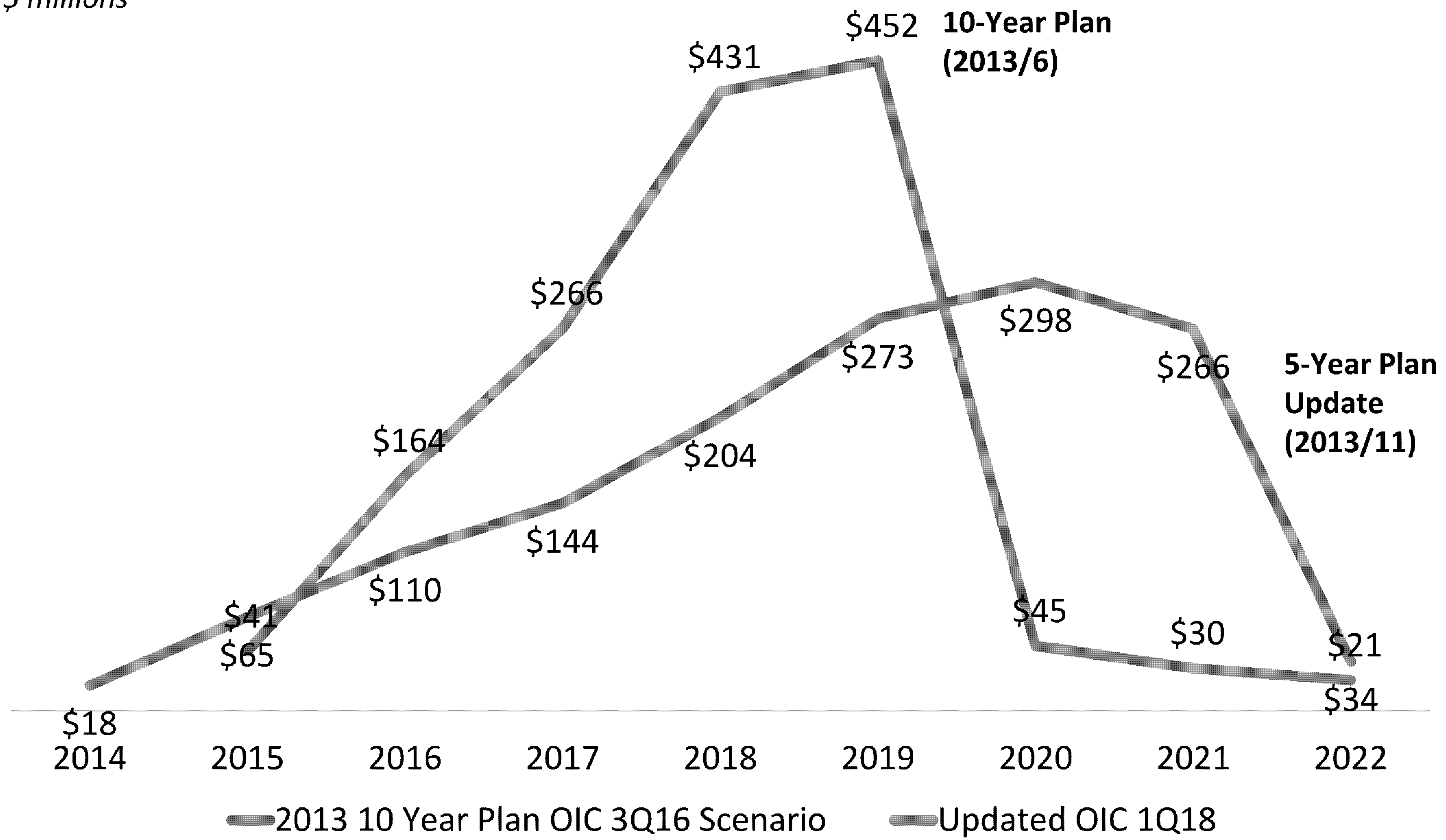
Products (Gross Sales)	**2011A**	**2012A**	**2013LE**	**2014B**	**2015**	**2016**	**2017**	**2018**
OxyContin/ORF/OIR	2,781,018	2,777,064	2,461,400	1,977,300	1,855,272	1,798,183	1,735,715	1,660,721
Butrans [1st→2nd Gen: (5-20μg)]	73,531	112,887	144,700	188,800	225,578	260,425	307,363	297,557
Intermezzo		16,556	13,900	-				
Dilaudid	24,842	23,769	14,300	13,200	12,119	9,074	8,638	8,221
MS Contin	13,339	12,974	11,642	12,400	11,749	11,547	11,234	10,876
Laxatives	51,134	51,514	49,287	50,300	50,603	50,709	50,812	50,915
Slow-Mag	5,352	5,554	5,306	5,633	5,334	5,344	5,343	5,323
Betadine/Betasept	11,121	11,592	11,055	11,144	11,208	11,107	11,001	11,082
Subtotal - Marketed Products	**2,971,161**	**3,004,905**	**2,711,589**	**2,258,777**	**2,171,862**	**2,146,389**	**2,130,105**	**2,044,695**
Targiniq (ONU) - Pain→OIC					57,445	113,600	153,028	214,864
Hydrocodone QD (HYD)					48,961	153,300	209,045	246,383
Oxycodone ADIR (OCI)					10,000	30,000	50,000	50,000
Subtotal - Pipeline					**116,407**	**296,900**	**412,072**	**511,247**
TOTAL GROSS SALES - MARKETED & PIPELINE	**2,971,161**	**3,004,905**	**2,711,589**	**2,258,777**	**2,288,268**	**2,443,289**	**2,542,177**	**2,555,942**
Gross to Net Sales Deduction	(748,666)	(806,438)	(724,117)	(724,423)	(747,616)	(812,923)	(868,704)	(863,184)
TOTAL NET SALES - MARKETED & PIPELINE	**2,222,495**	**2,198,467**	**1,987,472**	**1,534,354**	**1,540,653**	**1,630,367**	**1,673,473**	**1,692,758**

Net Sales: Total Marketed + Pipeline



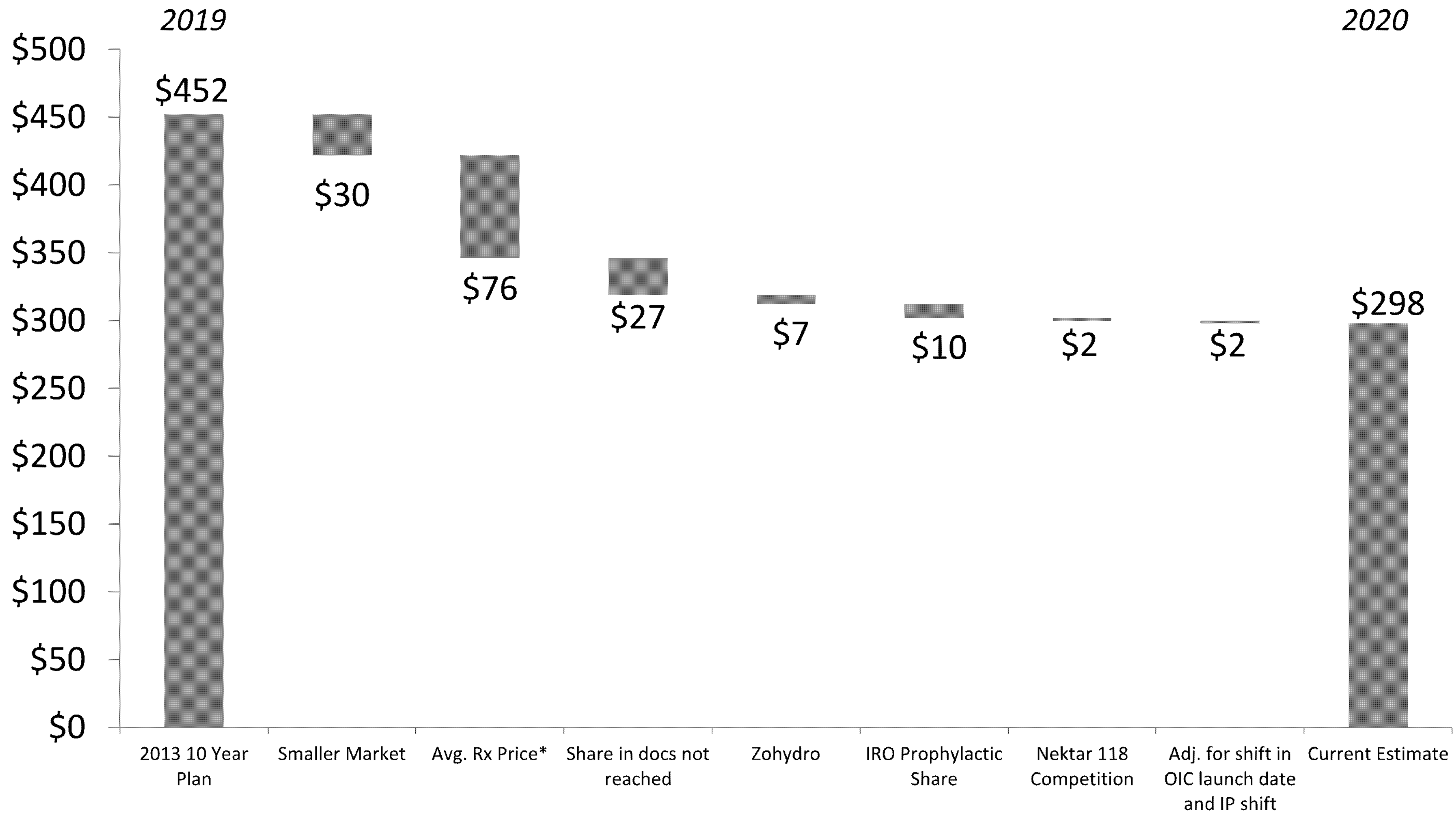
Gross Sales: Targiniq

$ millions



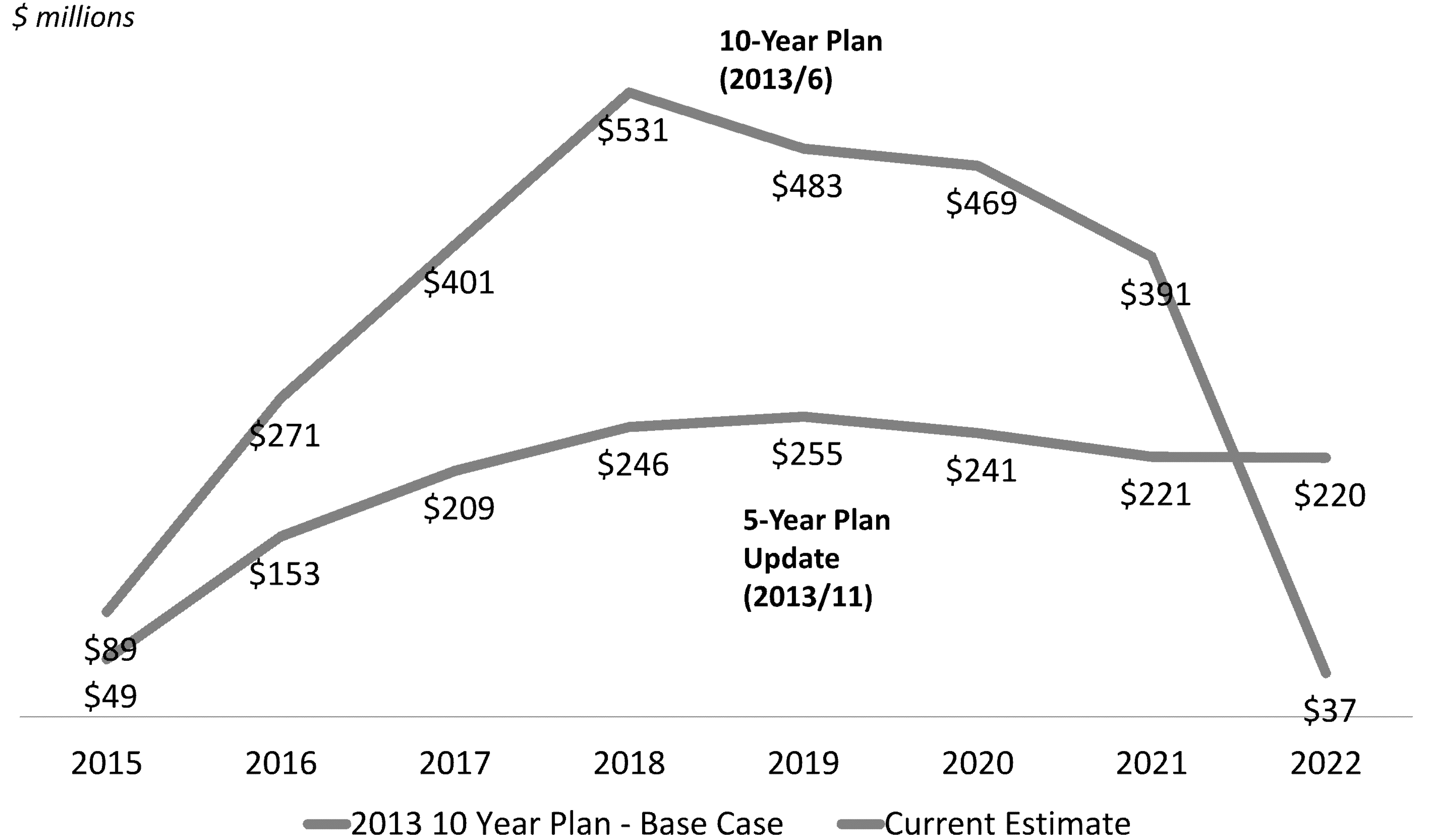
Gross Sales Roll Forward: Targiniq

$ millions



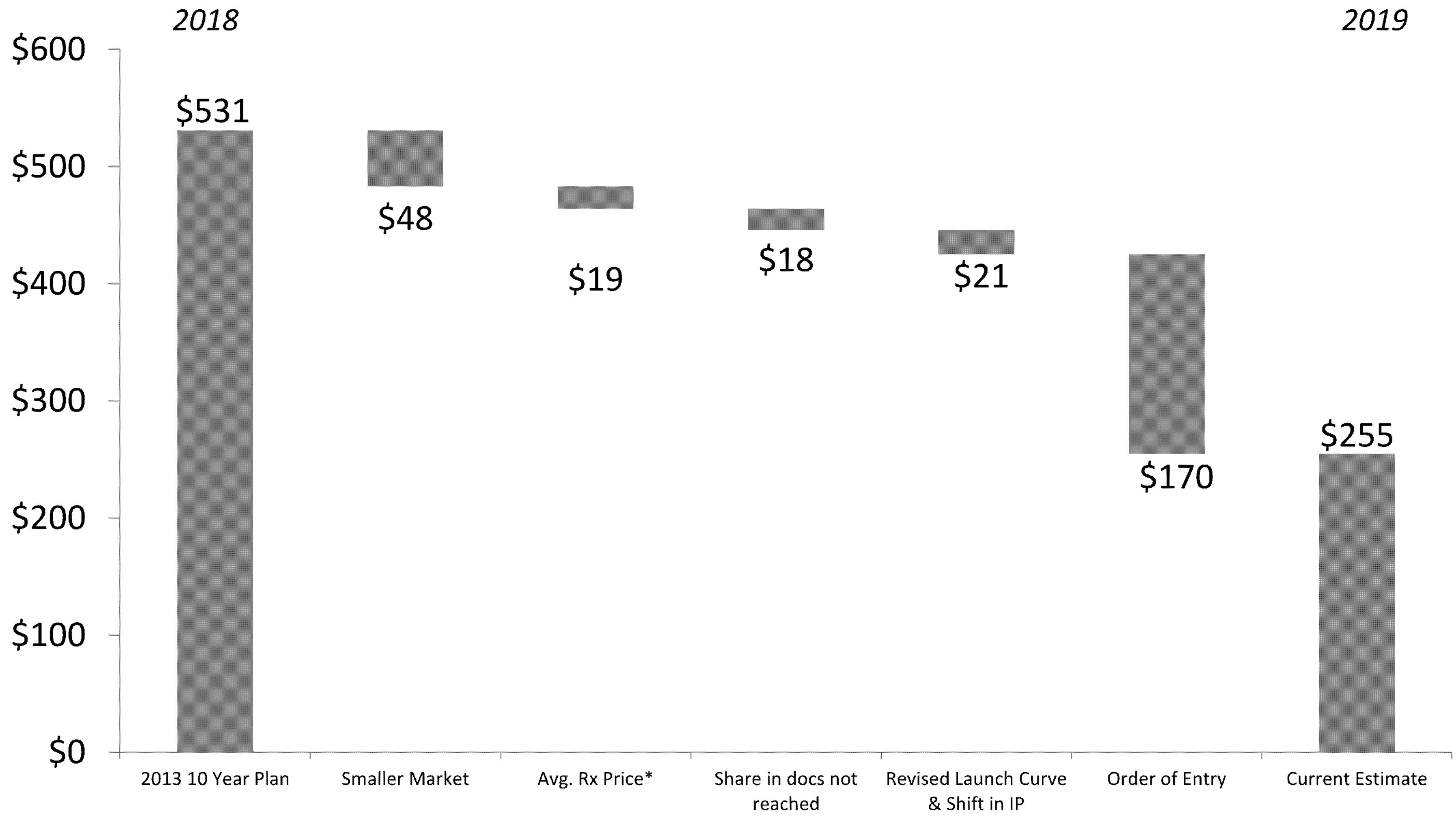
*Removed 5% premium, change in strength mix and change in tabs per Rx to 60.

Gross Sales: HydroContin



Gross Sales Roll Forward: HydroContin

$ millions



*Change in strength mix and change in tabs per Rx.

Changes in Key Assumptions

Product	5-Year Plan Update (2013/11)	10-Year Plan (2013/06)
OxyContin®	Assumed rate of decline for kilos dispensed	
Butrans®	IP expiry: 2018-Q3; no higher doses	IP expiry: 2017-Q3; no higher doses
Targiniq (ONU)	IP expiry: 2021-Q4 OIC Launch: 2018-Q1 Drivers: Smaller market, doctors not reached, lower price/Rx due to mix and number of tabs/Rx, no premium pricing, lower prophylactic share, Zohydro launch in 2014-Q1.	IP expiry: 2019-Q4 OIC Launch: 2016-Q3
HydroContin (HYD)	IP expiry: 2022-Q4 Competitors: 2nd of 3 products Entry: Zohydro launches in 2014-Q1 and Teva launches in 2015-Q3 Drivers: Smaller market, doctors not reached, lower price/Rx due to mix and number of tabs/Rx, new order of entry, revised launch curve.	IP expiry: 2021-Q4 Competitors: 1st of 2 products Entry: Teva launches in 2018-Q1

TAB 4

Purdue Pharma Beneficiaries Meeting November 16, 2013

John H. Stewart

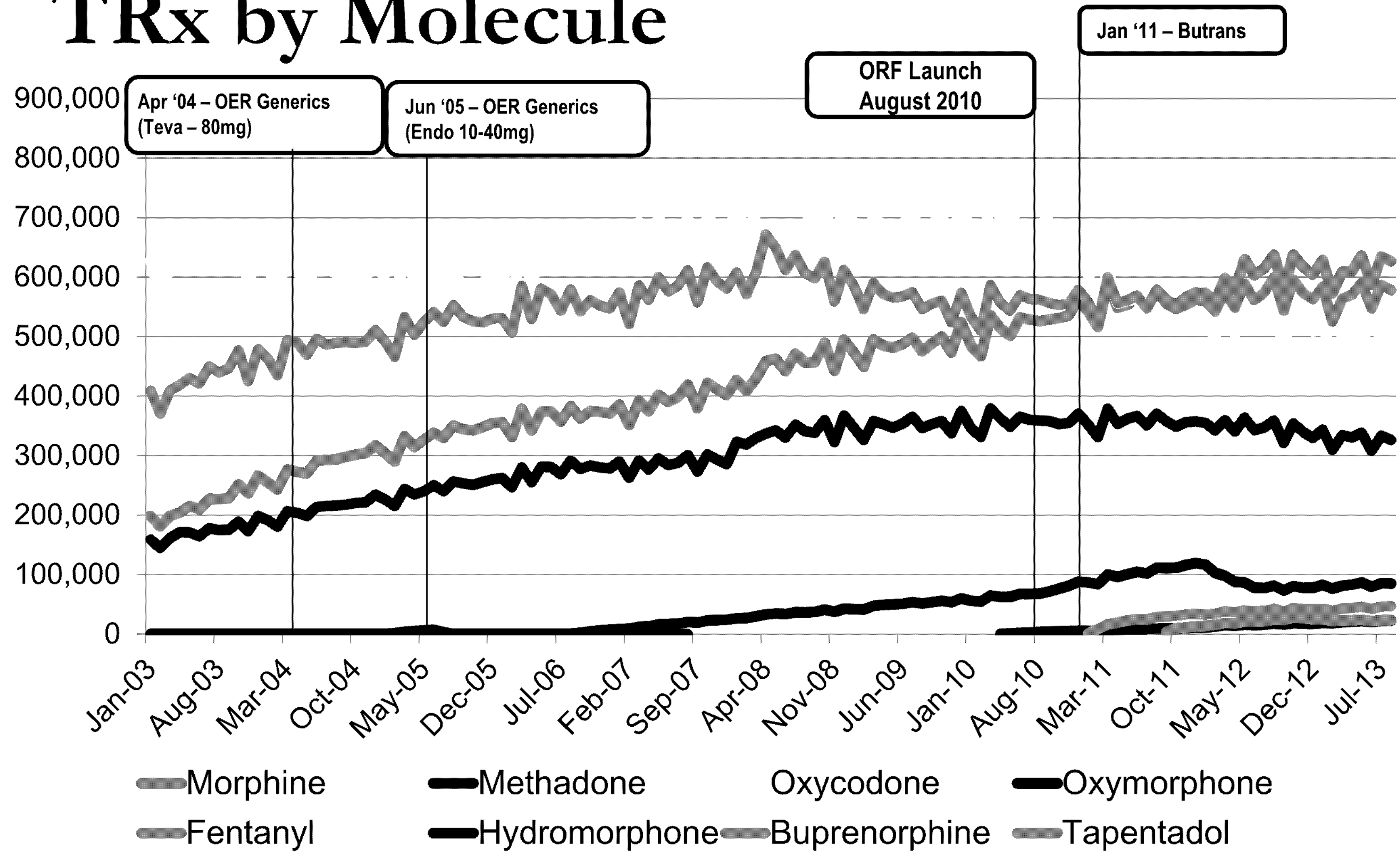
Year in Review 2013

- On April 16, the FDA announced that the NDA for the original formulation of OxyContin was withdrawn for reasons of safety, an achievement of a goal more than 8 years in the making
- Resulted from a company-wide, sustained effort with major support arising out of activities by the Federal and State Government Affairs Groups, the Law Enforcement Liaison and Education personnel, and the Legal Department - among others
- Avoided what would, in all likelihood, have been a “patent cliff” event

Year in Review 2013

- Recognized the positive impact of abuse-deterrent formulations, and Purdue's contributions to their development
- Received substantial, but relatively short lived, coverage in the media
- Abuse Deterrent Formulations not currently seen as particularly important/compelling to payers, many opioid prescribers and the members of the health community who focus primarily on the abuse of prescription opioids
- Substantial focus on problems associated with opioids remains – at both the public and professional levels
- Patent challenges remain

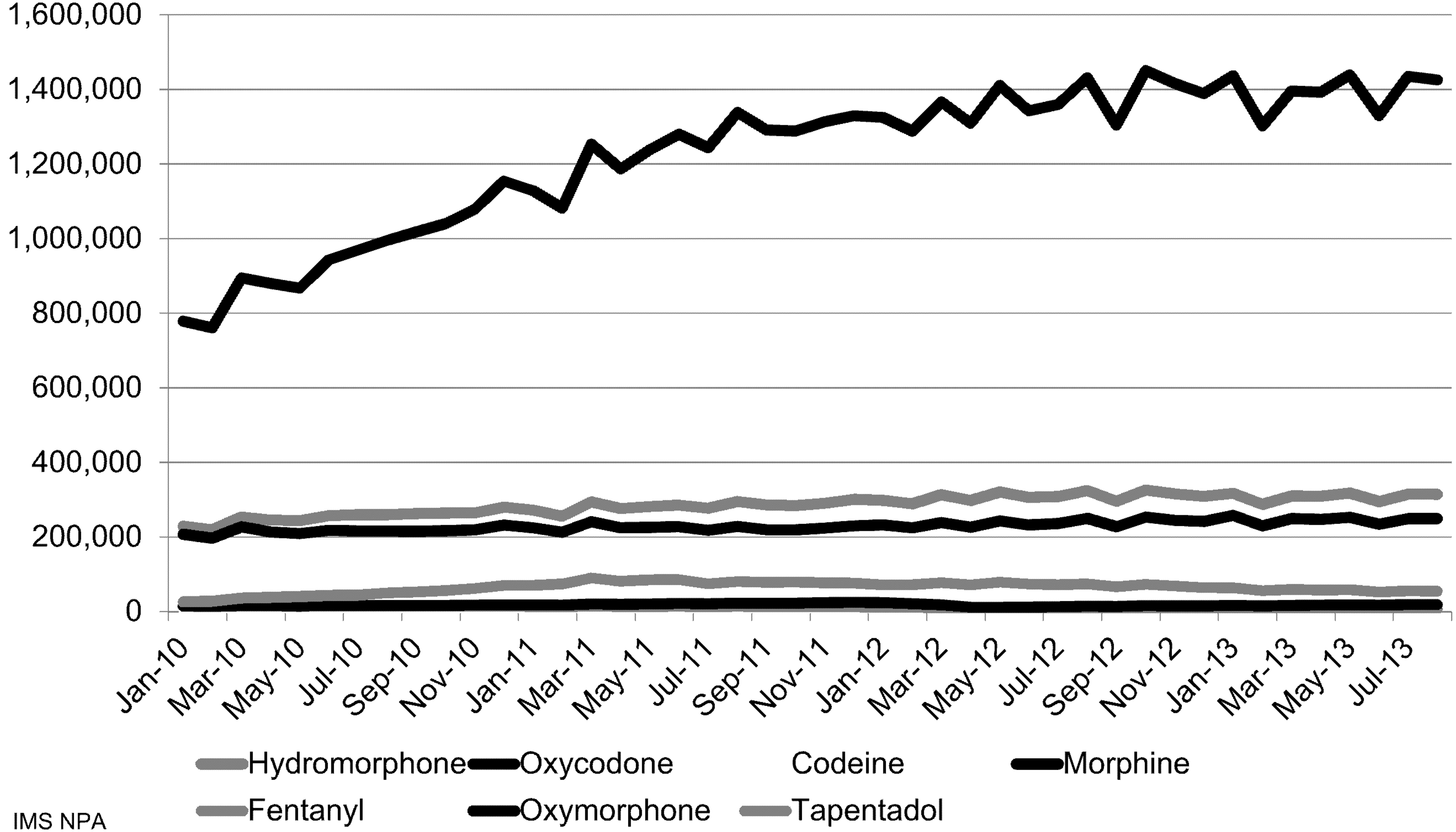
Extended Release Opioids: TRx by Molecule



IMS NPA

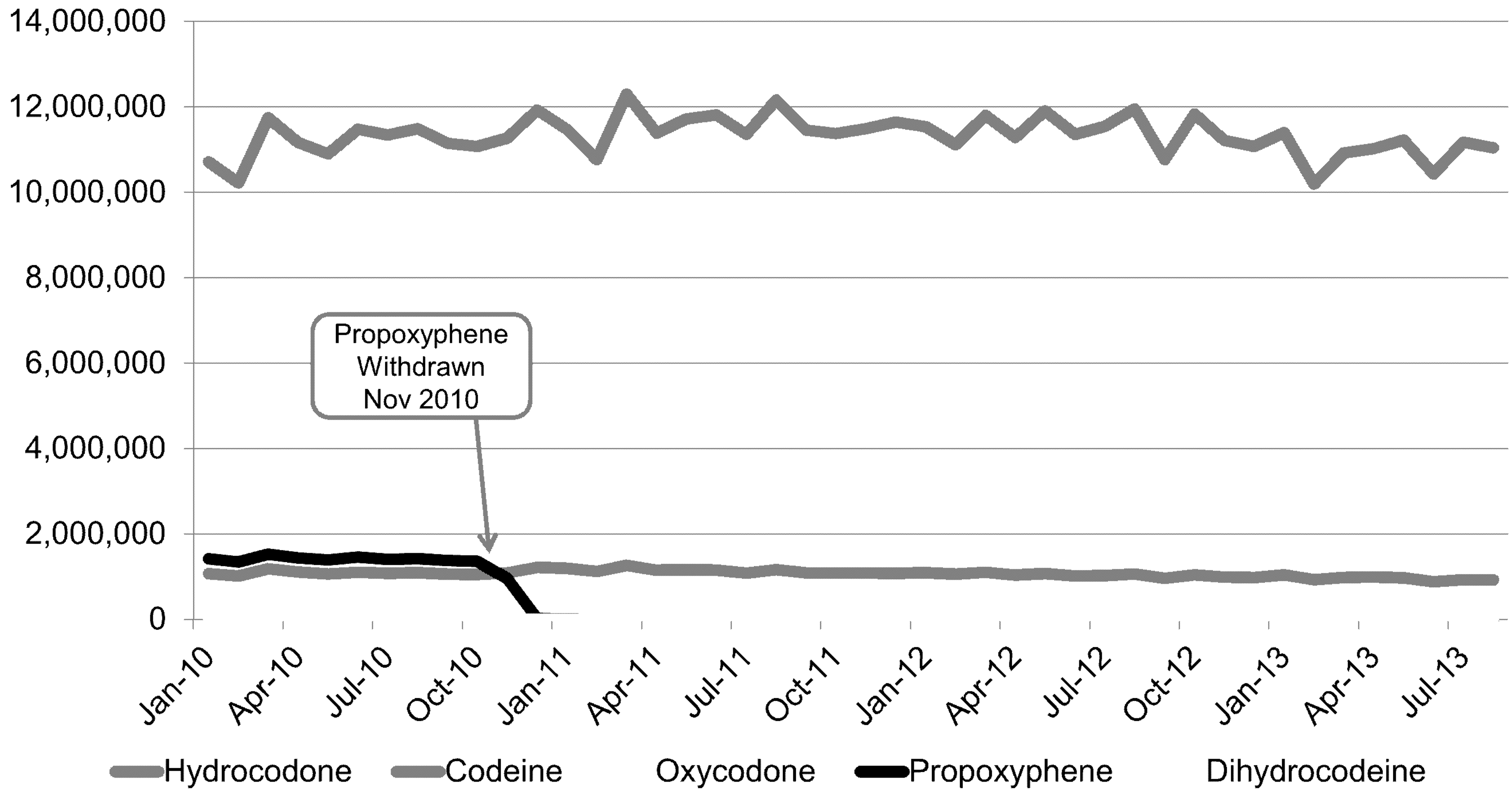
Beneficiaries - 30

Total Prescriptions of IR Opioids



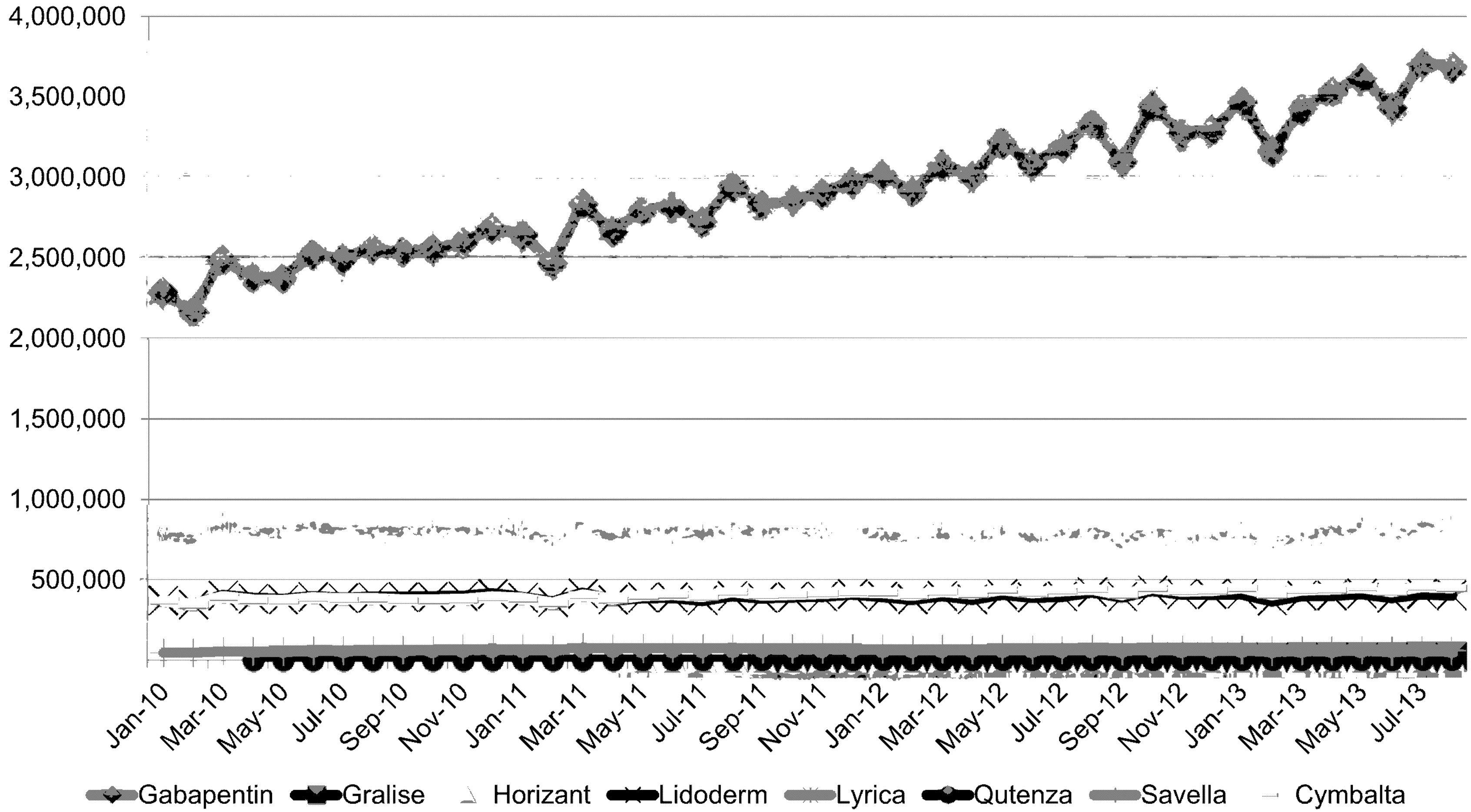
IMS NPA

Total Prescriptions of Combination Opioids



IMS NPA

Total Prescriptions of Key Non-Opioid Products

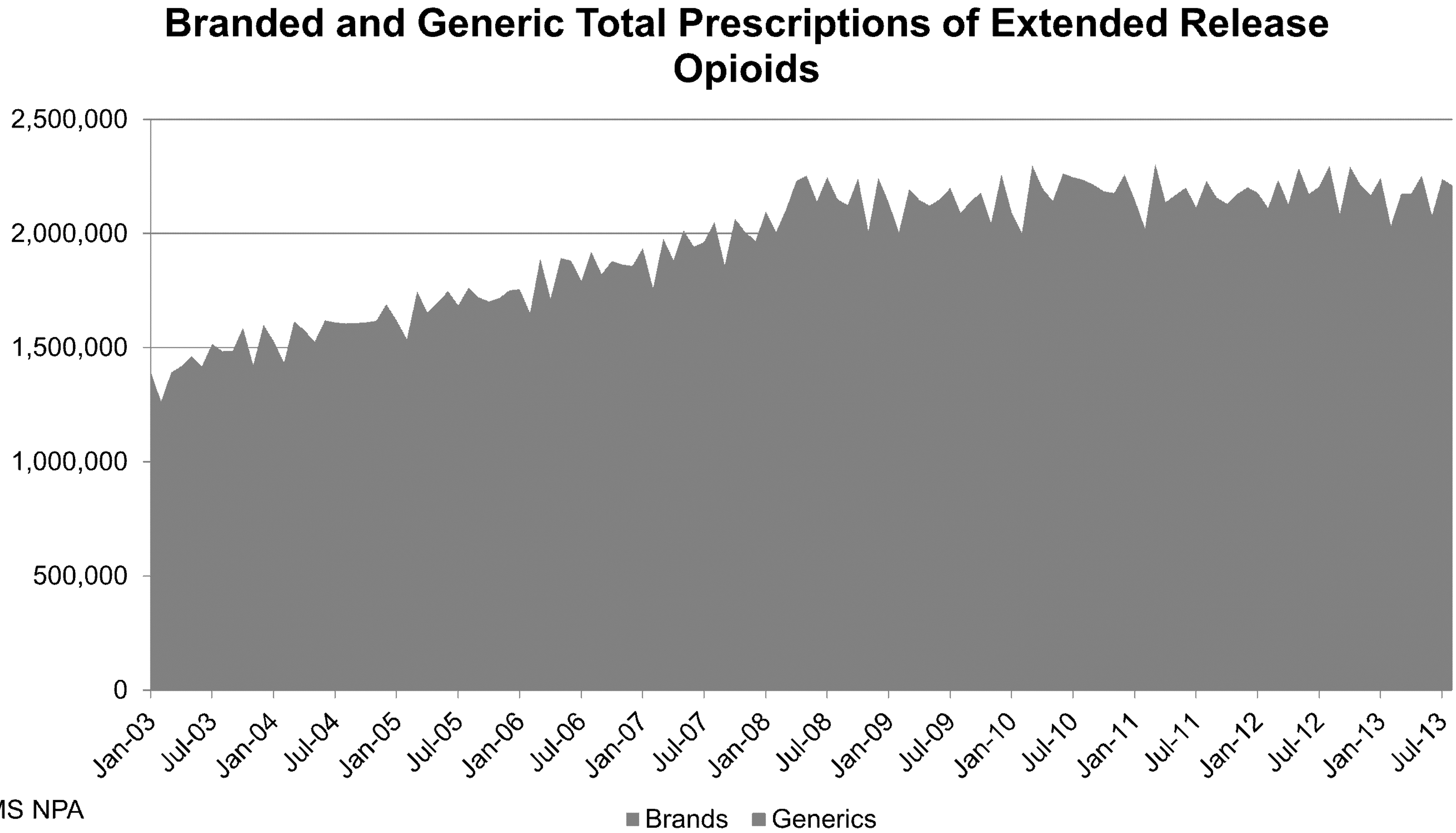


* Cymbalta has been factored to account for pain only Rx's

IMS NPA

Beneficiaries - 33

Despite Numerous Recent ERO Product Launches, The Branded ERO Volume Is Contracting



IMS NPA

Objectives – Going Forward

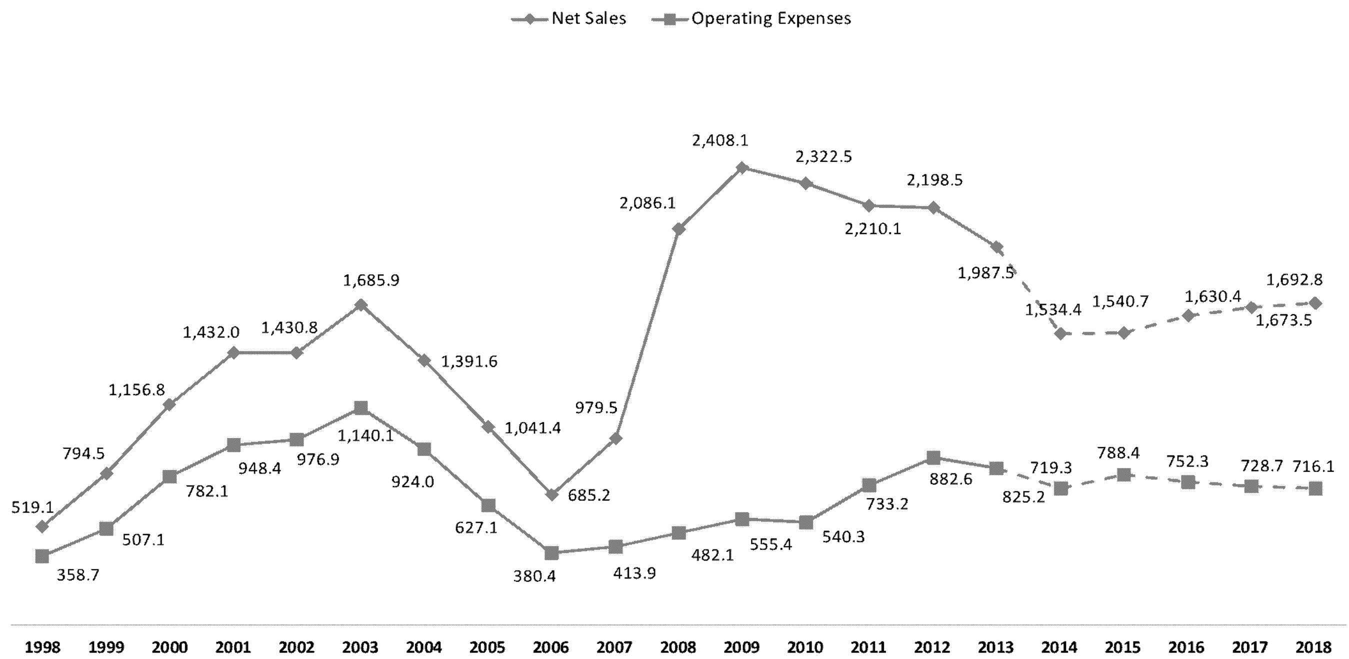
- Maintain OxyContin's Exclusivity
- Gain FDA approval of the Targiniq ER NDA – Pain Indication
- File the NDA for HydroContin
- Advance the AD MS Contin and IR Oxycodone projects
- Invest in a late-stage, non-opioid product targeted at treatment of neuropathic pain

Objectives – Going Forward

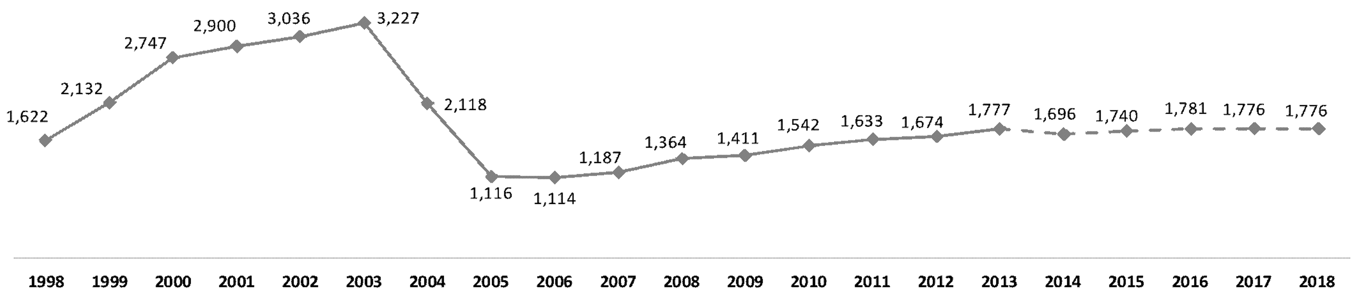
- Strengthen the Market Access Support Teams in order to achieve (and maintain) favorable formulary listings
- Generate substantial opinion leader dialogue on the value of abuse-deterrent opioids
- Challenge restrictive opioid prescribing/dispensing policies
- Balance investments and expenditures with realistic sales and profitability objectives

Back Up Slides

1998 - 2018 US Net Sales and Operating Expenses ($Millions)



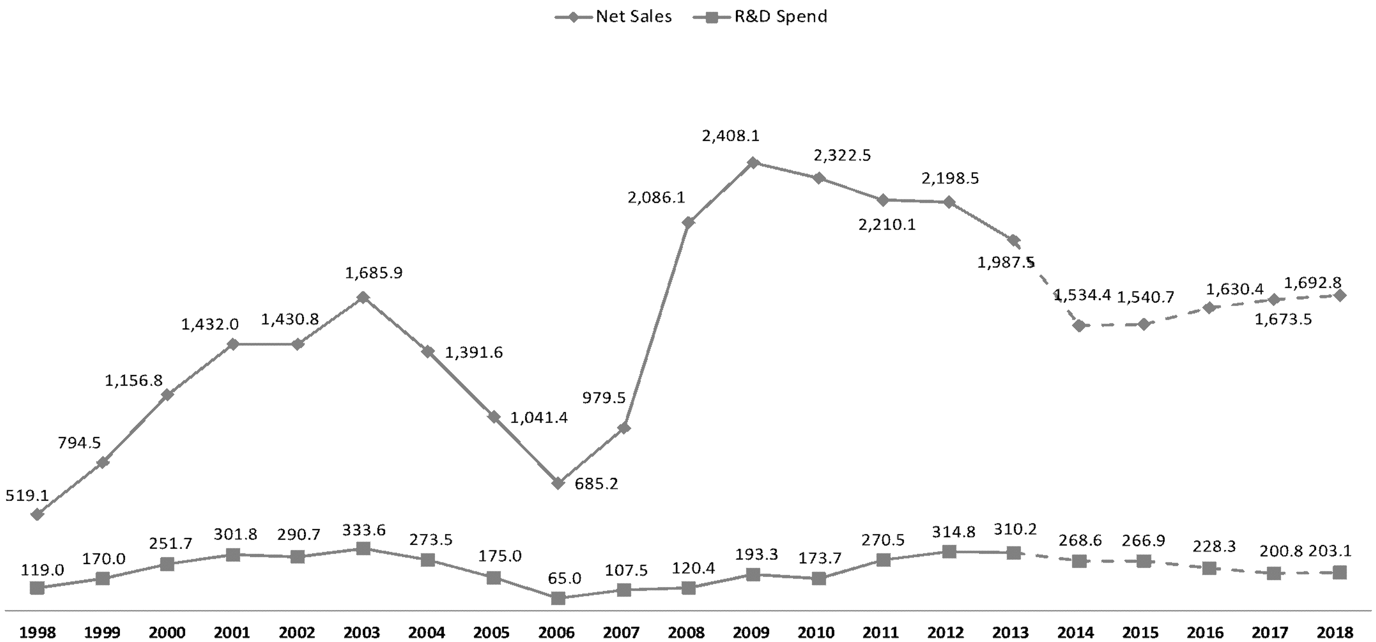
US Headcount (1998 - 2018)



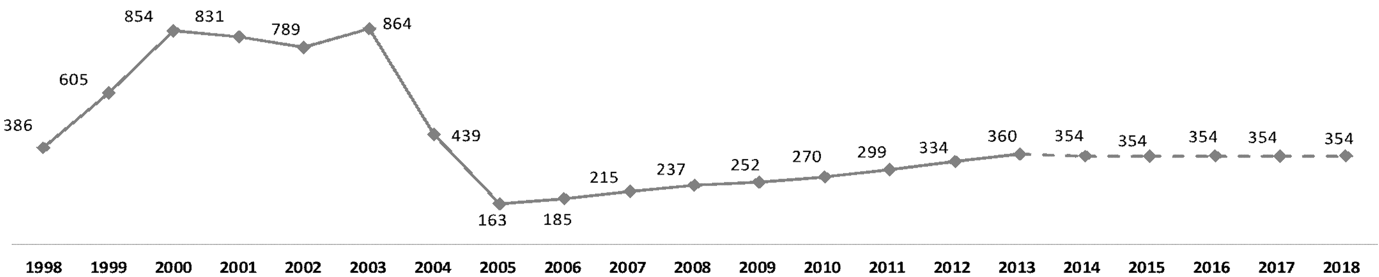
Data Source: 1998 - 2012 actuals from "Key Facts"; 2013 - 2018 from 5 year projections prepared in November 2013

Note: Headcount increases in 2015/2016 are due to the new manufacturing facility.

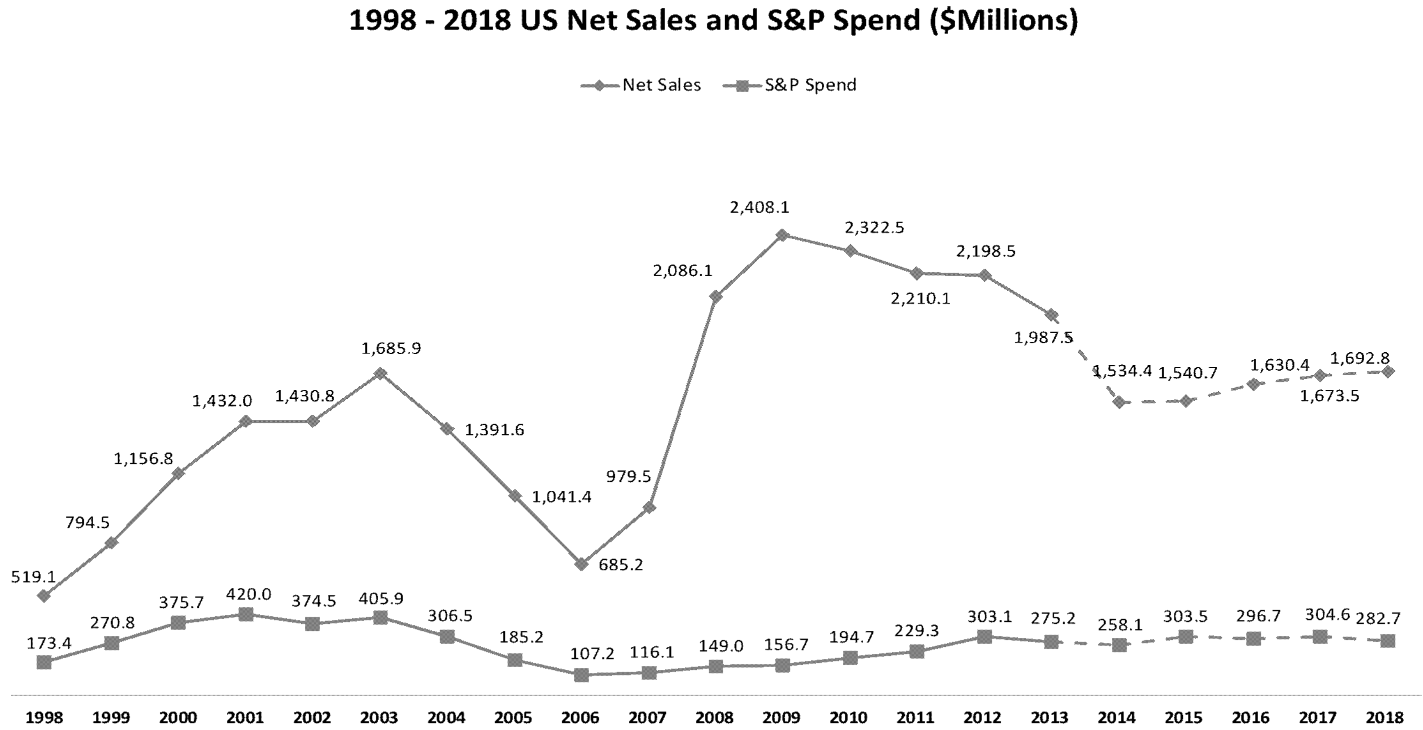
1998 - 2018 US Net Sales and R&D Spend ($Millions)

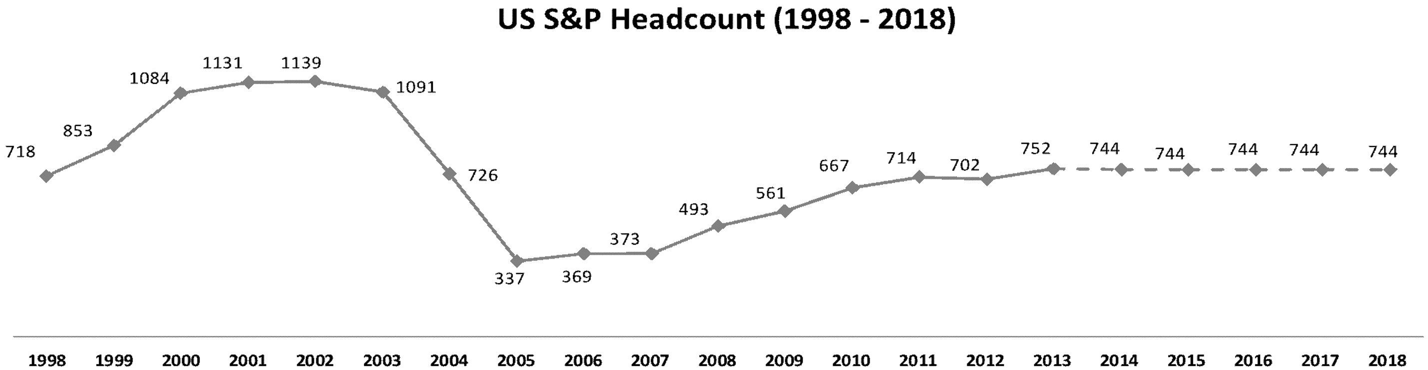


US R&D Headcount (1998 - 2018)



Data Source: 1998 - 2012 actuals from "Key Facts"; 2013 - 2018 from 5 year projections prepared in November 2013





Data Source: 1998 - 2012 actuals from "Key Facts"; 2013 - 2018 from 5 year projections prepared in November 2013

Beneficiaries - 40

TAB 5

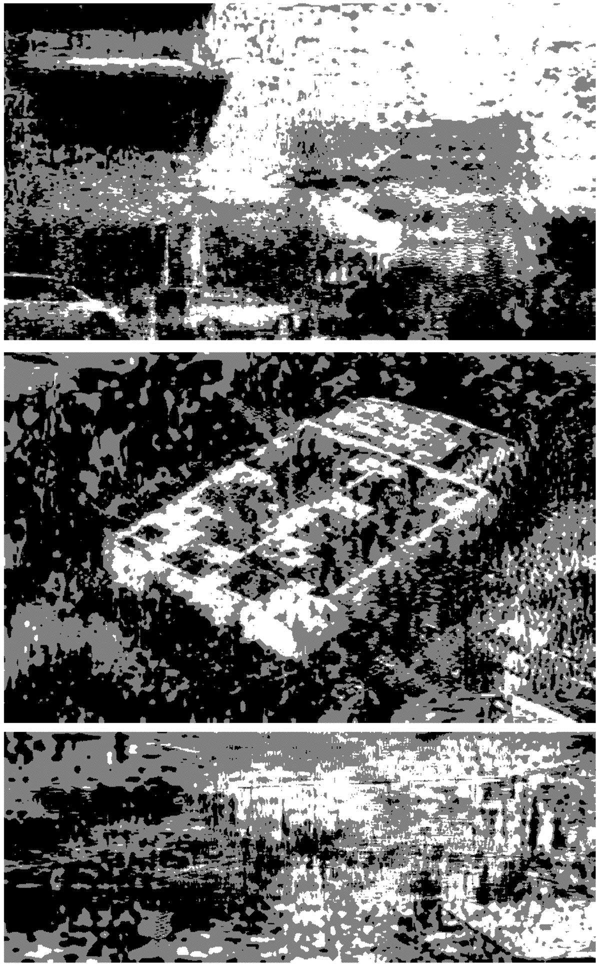
PURDUE CANADA

2013 Beneficiaries Meeting

Saturday, November 16, 2013

PURDUE

Purdue's Presence in Canada



- Began operations in 1956
- The fourth largest private sector employer in the City of Pickering
- Has a workforce of more than 500 employees in Pickering and across Canada
- In 2012, Purdue Canada was named by AON Hewitt one of the *Best Small & Medium Employers* in the Greater Toronto Area

PURDUE

Top Canadian Pharma Companies

Rank 2013	Rank 2012	Company	$ Billions MAT Aug 2013	% Market Share MAT Aug 2013	% Growth MAT Aug 2013	CAGR % 2008-2012
		CANADA	22.52	100.0	(1.6)	2
1	1	J & J	2.12	9.4	8.5	7
2	3	Pfizer	1.64	7.3	(4.7)	(15)
3	4	Apotex	1.23	5.5	(2.6)	(4)
4	5	Merck	1.14	5.1	1.7	4
5	7	Novartis	1.09	4.8	8.6	8
6	6	Teva	0.98	4.3	(9.5)	(7)
7	8	GlaxoSmithKline	0.95	4.2	(0.5)	1
8	3	AstraZeneca	0.84	3.7	(42.2)	(3)
9	9	Pharmascience	0.79	3.5	1.8	9
10	10	Roche	0.79	3.5	4.5	5
		TOP 10	**11.57**	**51.3**	**(5.7)**	**(2)**
21	**19**	**Purdue Pharma**	**0.33**	**1.5**	**(14.4)**	**3**

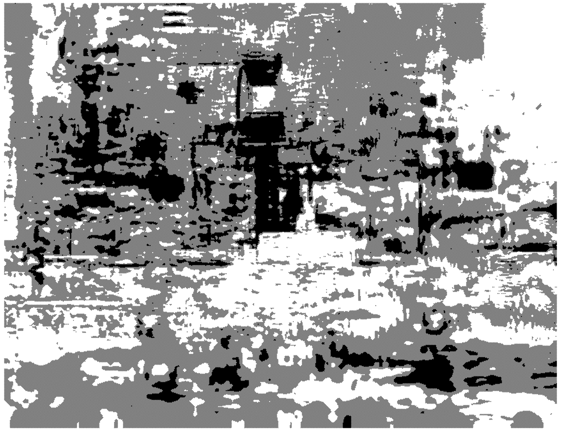
PURDUE

Beneficiaries - 44

Market Leader in Brand Name Analgesics

	Company	# of Rx (Million)	Market share (%)
1	PURDUE	3.7	34
2	JANSSEN PHARMACEUTICA	2.8	25
3	paladin	0.7	6
4	NOVARTIS	0.7	6
5	sanofi aventis	0.6	5

Canadian Manufacturing Operations



- More than 150,000 square ft. facilities
- 2013 volumes
  - 505 million tablets/capsules
  - 10.8 million bottles/blisters
  - Export to more than 15 international markets, including the United States
- Capabilities in production from raw materials
- Packaging of imported bulk products

PURDUE

Research Activities

- Full capability in-house R&D function and facilities
- 14 products developed in Canada since 1991
- 11 R&D projects and clinical studies ongoing, including:
  - Senokot Syrup reformulaton
  - Senokot (Senna) Tablets
  - HMC-NX (Hydrolox)
  - Dilaudid-NX Tablets
  - Codeine Contin reformulation
  - Triphentin

PURDUE

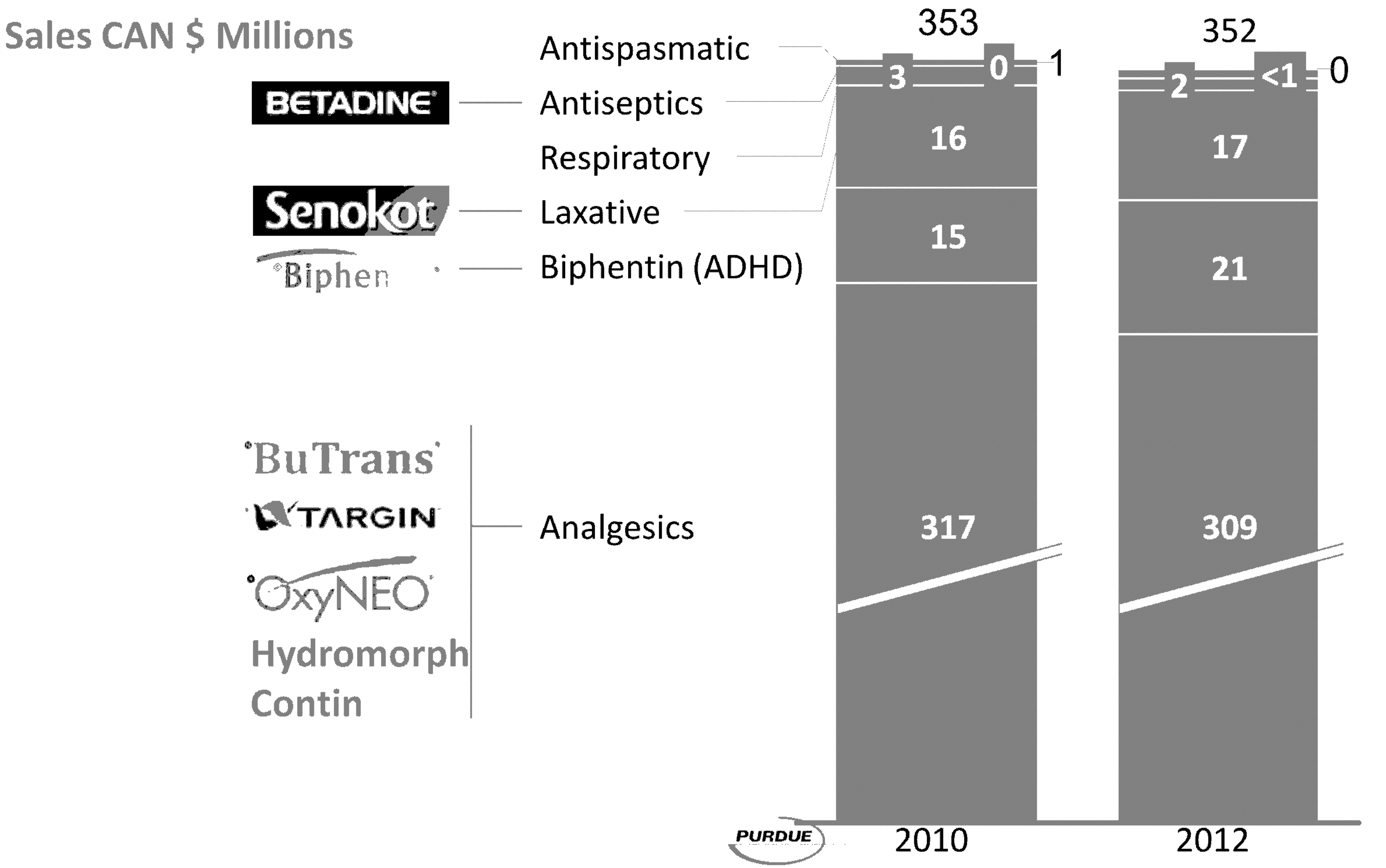
Charitable Giving and Civic Involvement

- Charitable giving (Pain & ADHD)
  - Education, advocacy, access
  - Anti-abuse initiatives

- Commitment to Ontario
  - 70% of Purdue's employees live locally
  - Completed a $38.5 million capital expansion project
  - $300,000 donation towards the expansion of Ambulatory Care Centre at Rouge Valley Health-Ajax-Pickering Hospital

PURDUE

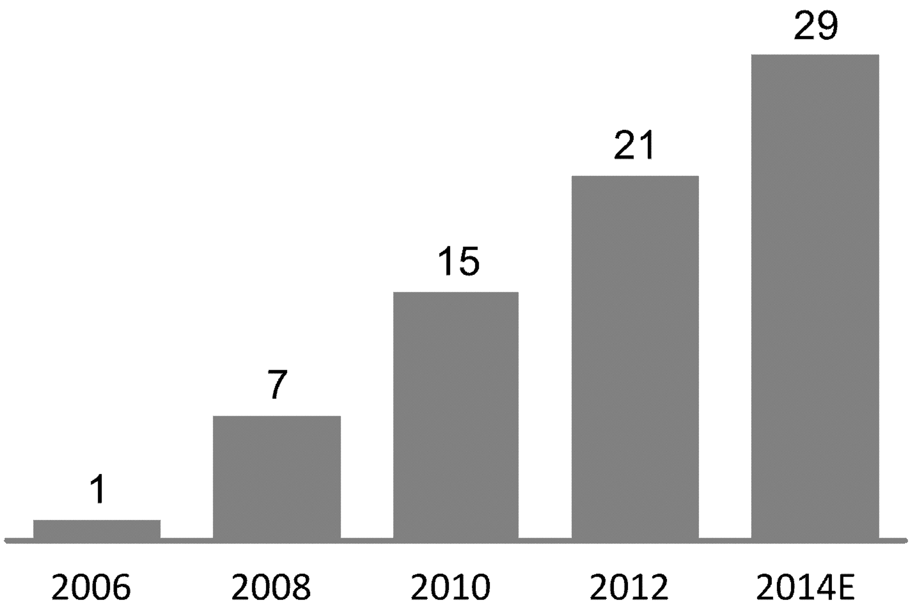
While analgesics are the core business, our product portfolio is diverse



Beneficiaries - 49

Biphentin growth shows promise of the ADHD market

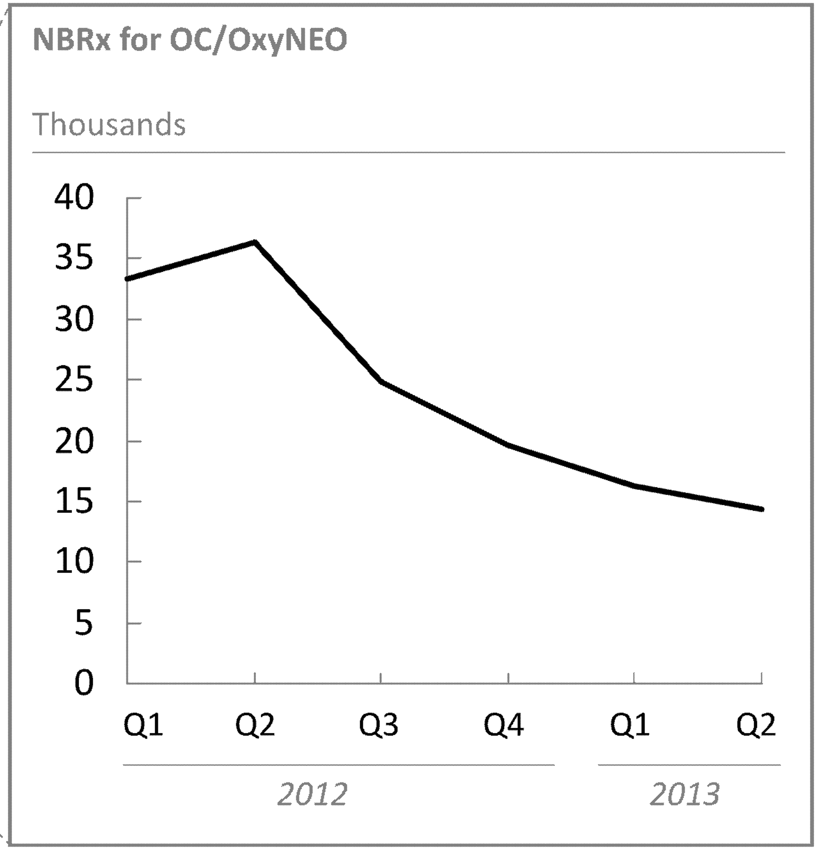
Total Biphentin sales are projected to continue increasing
CAN $ Millions



- Overall ADHD market up 40% since 2009
- Biphentin to overtake Concerta as number one in 6-12 segment
- Adult ADHD segment growing at >20% per annum
- Triphentin™

OxyNEO business is declining

Across provinces, new to brand prescriptions (NBRx) are going down



SOURCE: IMS CompuScript Market Dynamics (CSMD) Database

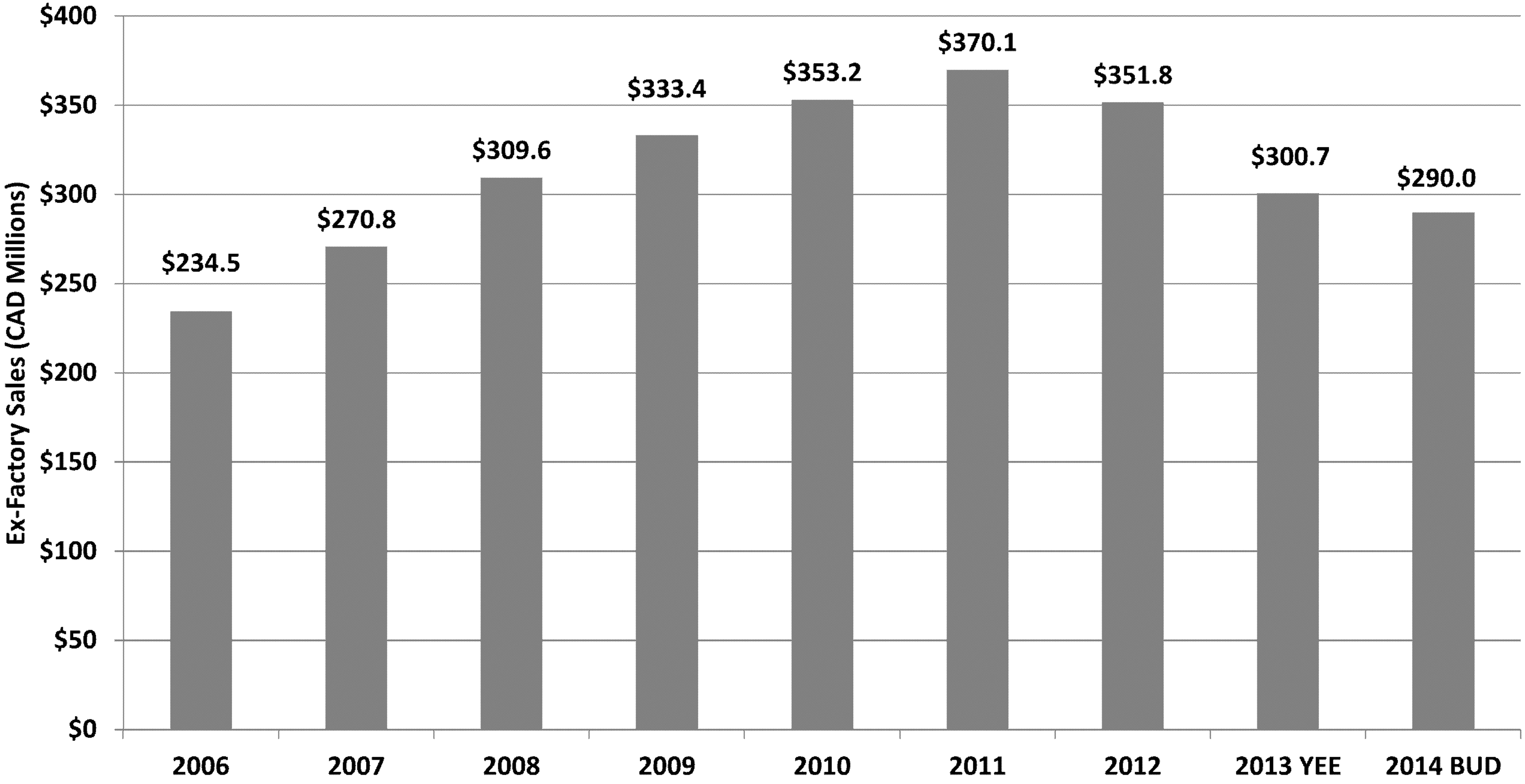
...and market access remains a constraint on our other brands

TARGIN®

Estimated combined sales for 2014
Is ~CAN$15 million

PURDUE

Purdue Canada Sales



Beneficiaries - 53

Priorities for 2014

Current Business Condition

Environmental pressures have constrained our core analgesic business...
Recalibration of expectations, prudent P&L management, and immediate actions are required.

Building Critical Capabilities

Gaps in leadership and core capabilities must be addressed.
→ Market Access, Business Development, Government Affairs

Stabilization of Core Business

Our first priority is to stabilize and protect the current business by addressing "Pressures and Key Drivers".

New Growth Opportunities

Create and execute an appropriate business strategy that leverages current assets to pursue new growth opportunities. → e.g. new therapeutic areas (TAs), internal (IAC) and external (global and regional) opportunities.

PURDUE

TAB 6

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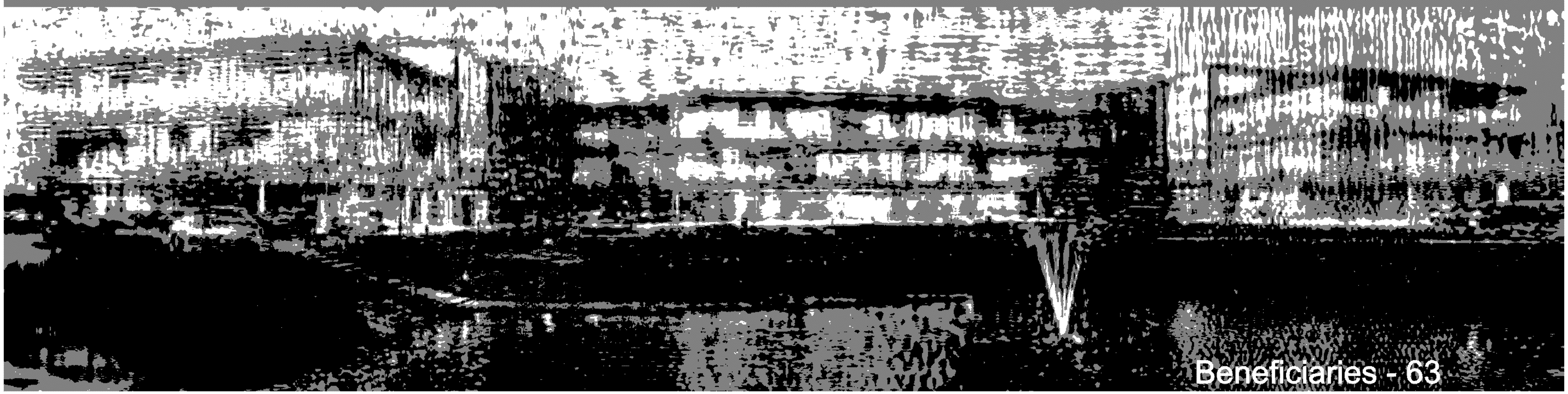
TAB 8

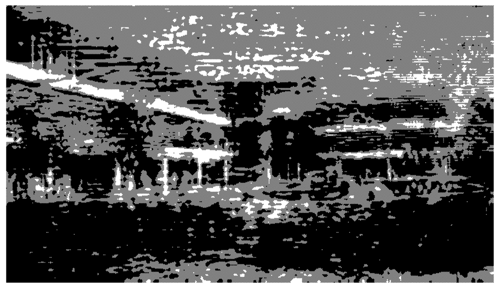
Beneficiaries - 62

Introduction to Mundipharma Europe Ltd



Mundipharma "Europe" is a misnomer

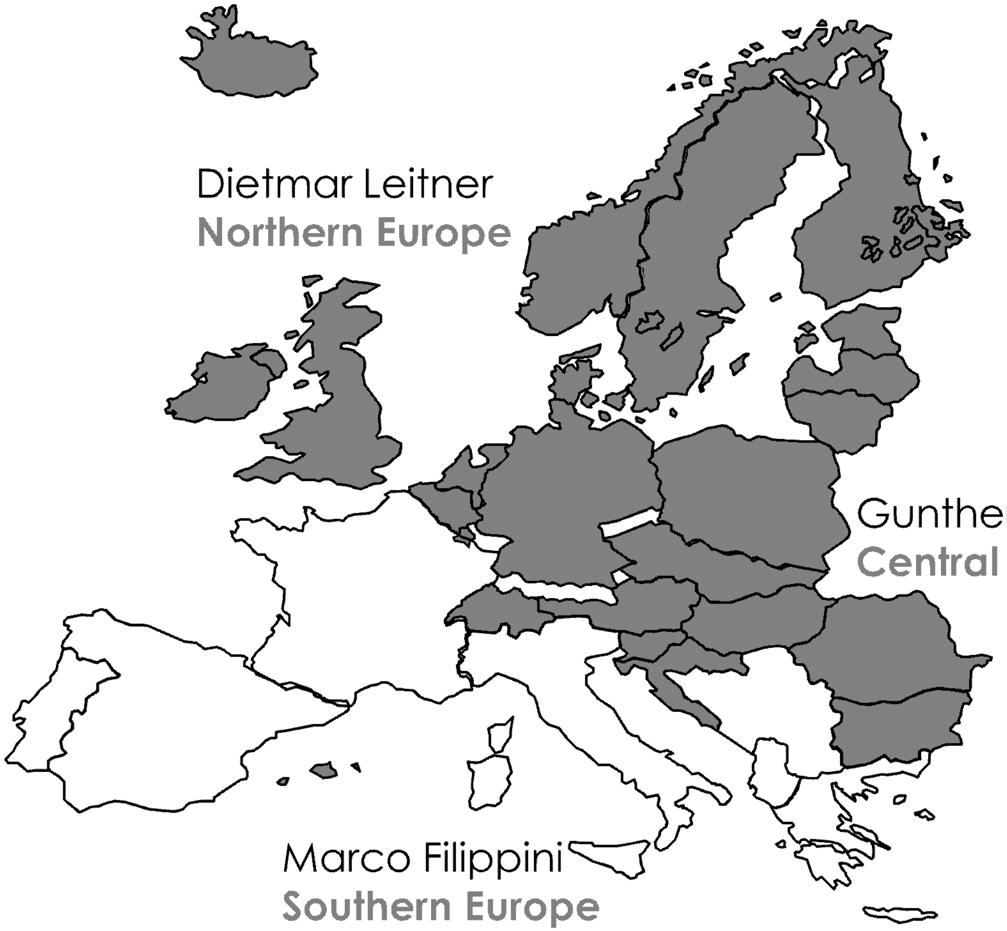
- We market and sell our products in European Territories
  - 33 European Independent Associated Companies (IAC's)
- We get products in sellable condition to IAC's worldwide
  - "International" R&D development projects seek registration wherever rights exist
  - Supply chain ensures product flow worldwide (ex-US)
  - MINT franchise management, business development and market access acquire and optimize assets without regard to region
  - EDO develops pre-clinical oncology compounds with global reach
- We manage shared service functions for greater efficiency
  - Europe/MAL Quality Assurance/Quality Control
  - Ex-US information technology services



Selling our Products in the European Territories

Beneficiaries - 65

IACs in Europe Have Significant Market Capabilities



1,200 Sales FTEs

Presence in 33 European markets through our network of independent associated companies organised in 3 groupings

Mundipharma Commercializes a Diversified Portfolio of Products

mundipharma

Selected products include :

TARGIN
oxycodone / naloxone

flutiform®
Formoterol / fluticasone

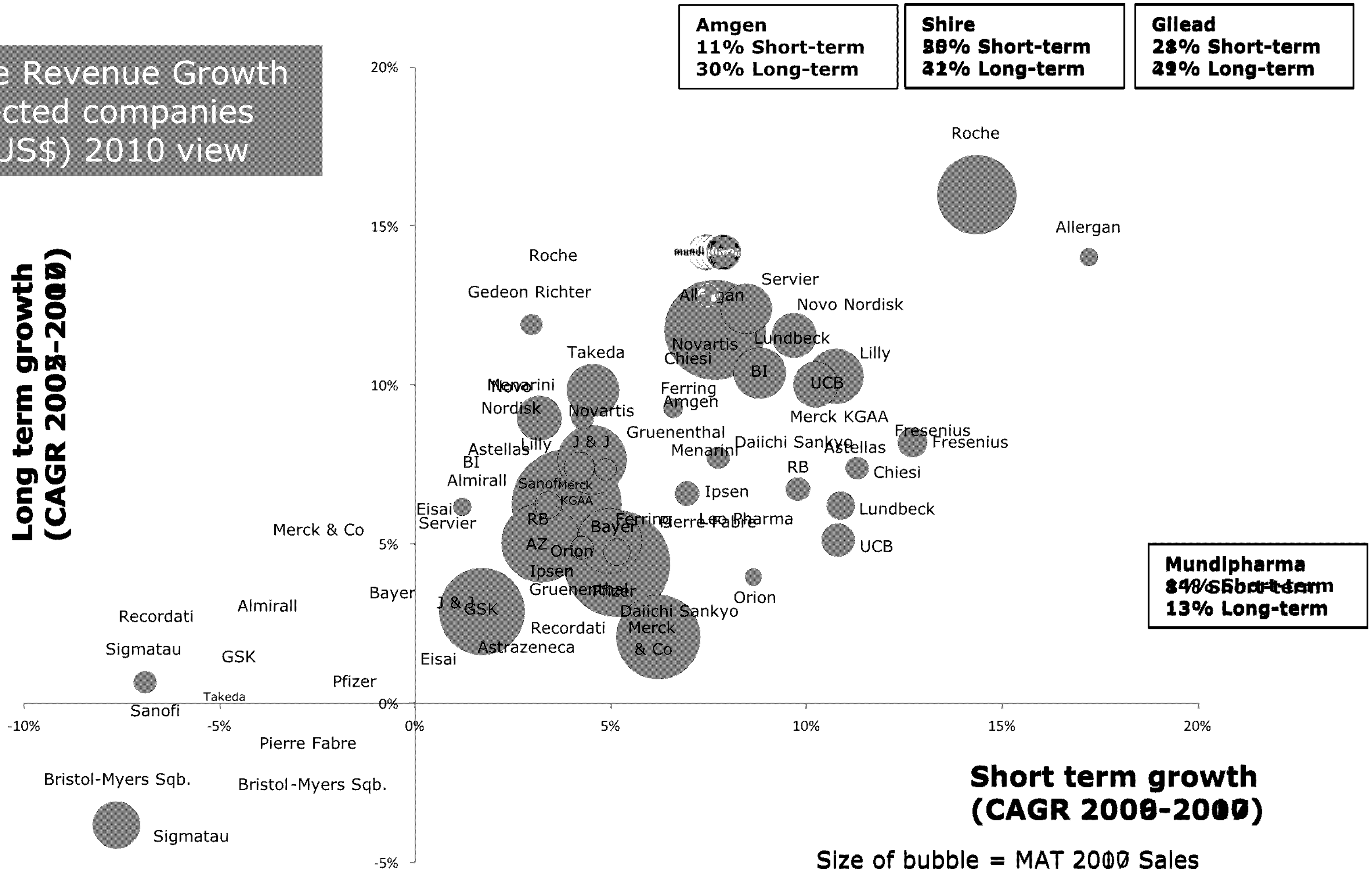
OXYCONTIN® CII
(OXYCODONE HCl CONTROLLED-RELEASE) TABLETS

Butrans™ CIII
(buprenorphine) Transdermal System
5, 10, and 20 mcg/hour

Levact®
bendamustine HCl

The European IAC's are very good at selling the products it has despite the declining market

Europe Revenue Growth
Selected companies
(LCUS$) 2010 view



Source: IMS Health MIDAS MAT Dec 2010 (All European countries), Corporations considered as peers to Mundipharma are non-generic and non-biologic multi-national corporations

Getting products in Sellable Condition

We have a clear strategy to filter opportunities

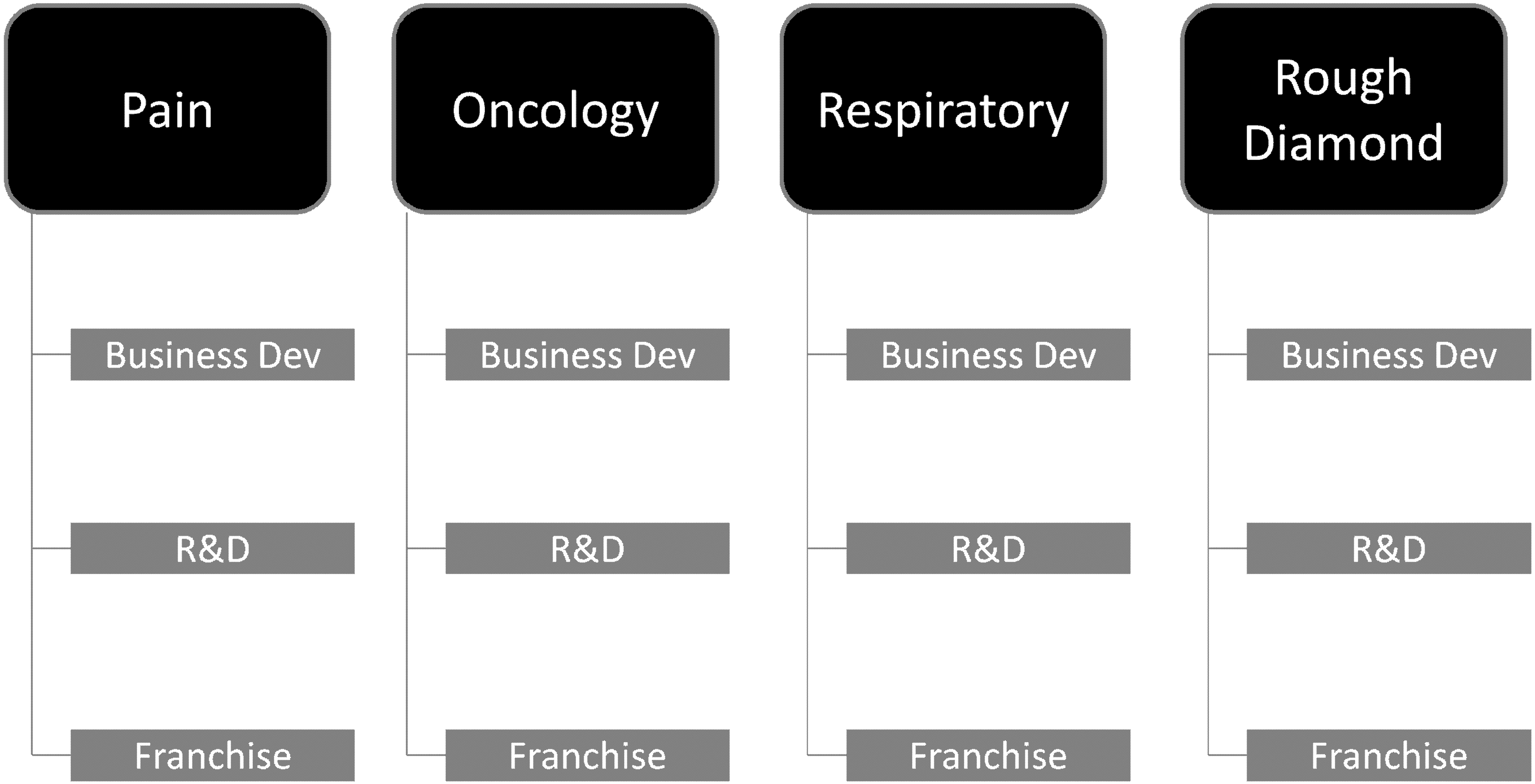
mundipharma

We are a market shaper in Pain, a focused player in Oncology, and a fast-follower in Respiratory.

We acquire and develop "rough diamond" opportunities in new therapeutic areas.

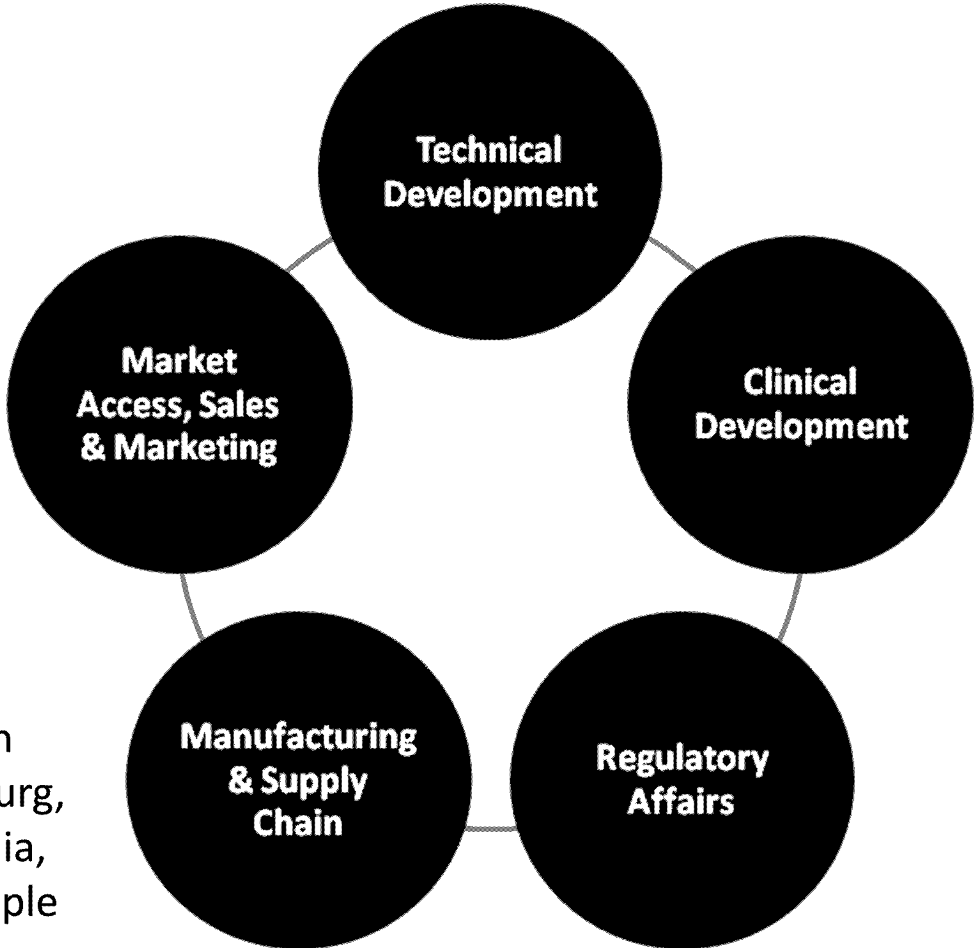
We will remain asset-led and build out capabilities along the value chain to support our growth ahead.

Product acquisition and development are driven by the "three-headed beast"



Mundipharma can do everything but wet chemistry and integrates all capabilities

Strong go-to-market capabilities with presence in 33 European markets and 1,100+ sales FTEs focussed on both hospital and primary care sectors



Through IAC Mundipharma Research, over 250 employees at sites in Limberg Germany and Cambridge UK

Supply units in Cambridge, Limburg, JV's in Isreal, India, Cyprus and multiple CMO relationships

With our ability to:

- effectively market and sell our products in Europe,
- acquire, develop and deliver products in sellable condition for a global base of business
- provide cost-effective service for a growing number of IAC's,

we can be a key driver in the continued success of the group

TAB 9

PURDUE

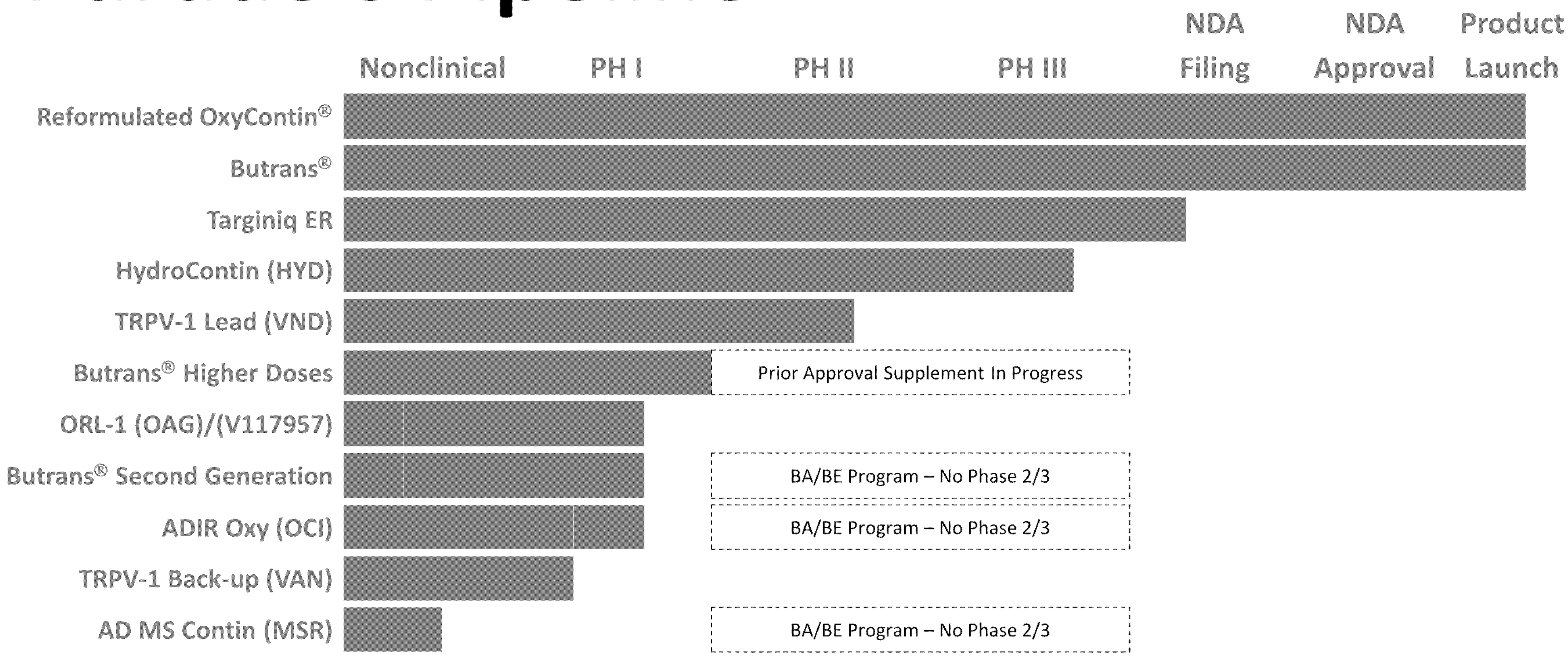
Become the Leading Company in Pain Management

[redacted]

Senior Vice President, Research and Development

Beneficiaries - 75

Purdue's Pipeline



Butrans®	Transdermal Patch (5 mcg, 10 mcg, 20 mcg; 7 day duration) Next generation, Higher doses
HydroContin	Once daily hydrocodone for moderate to severe persistent pain
MSR	MS Contin Reformulation (Abuse Deterrent)
OAG	ORL-1 opioid-like receptor agonist for inflammatory and neuropathic pain
OCI	Abuse deterrent immediate release (ADIR) oxycodone
OxyContin®	Reformulated OxyContin® Tablets
Targiniq ER	w/naloxone for moderate to severe persistent pain and opioid induced constipation prevention
VAN	TRPV-1 antagonist for inflammatory and neuropathic pain
VND	TRPV-1 antagonist for inflammatory and neuropathic pain

PURDUE

Beneficiaries - 76

Vision

Building A Competitive Advantage

- Be the first pharmaceutical company with a broad menu of Abuse Deterrent opioids with IR/CR
  - ❑ OxyContin: Supplement with epidemiology/claims – timing TBD
  - ❑ Targiniq NDA (2013)
  - ❑ Hydrocodone NDA (2014)
  - ❑ Abuse Deterrent IR Oxycodone NDA (2014)
  - ❑ Abuse Deterrent MS Contin NDA (2015)

PURDUE

Reformulated OxyContin

Background

- OxyContin was reformulated with physicochemical properties to make it more difficult to manipulate for the purposes of abuse and misuse
  - More difficult to crush
  - Retains extended-release characteristics even if crushed/ground
  - Forms a gel if dissolved in liquid
- Manufacturer shipments of the original formulation of OxyContin ceased on Aug 5, 2010 and on Aug 9, 2010 shipments for reformulated OxyContin started

PURDUE