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Beneficiaries - 107

# Australian economy remains strong

- Strong, but slowing economy
- 2013 GDP growth = 2.9%
- Unemployment = 5.6%
- Inflation = 2.3%
- Cash rate = 3.5%
- A\$ = US\$ 0.91



Beneficiaries - 108

# Mundipharma in Australia

- Established in 1998
- Head Office in Sydney CBD
- Midsize pharmaceutical company
  - 2013 sales of A\$152 m
  - 168 employees
- Ranked 20<sup>th</sup> in Australian Pharmaceutical industry
- Ranked 1<sup>st</sup> in strong pain management with 66% market share



# Mundipharma Purpose Statement

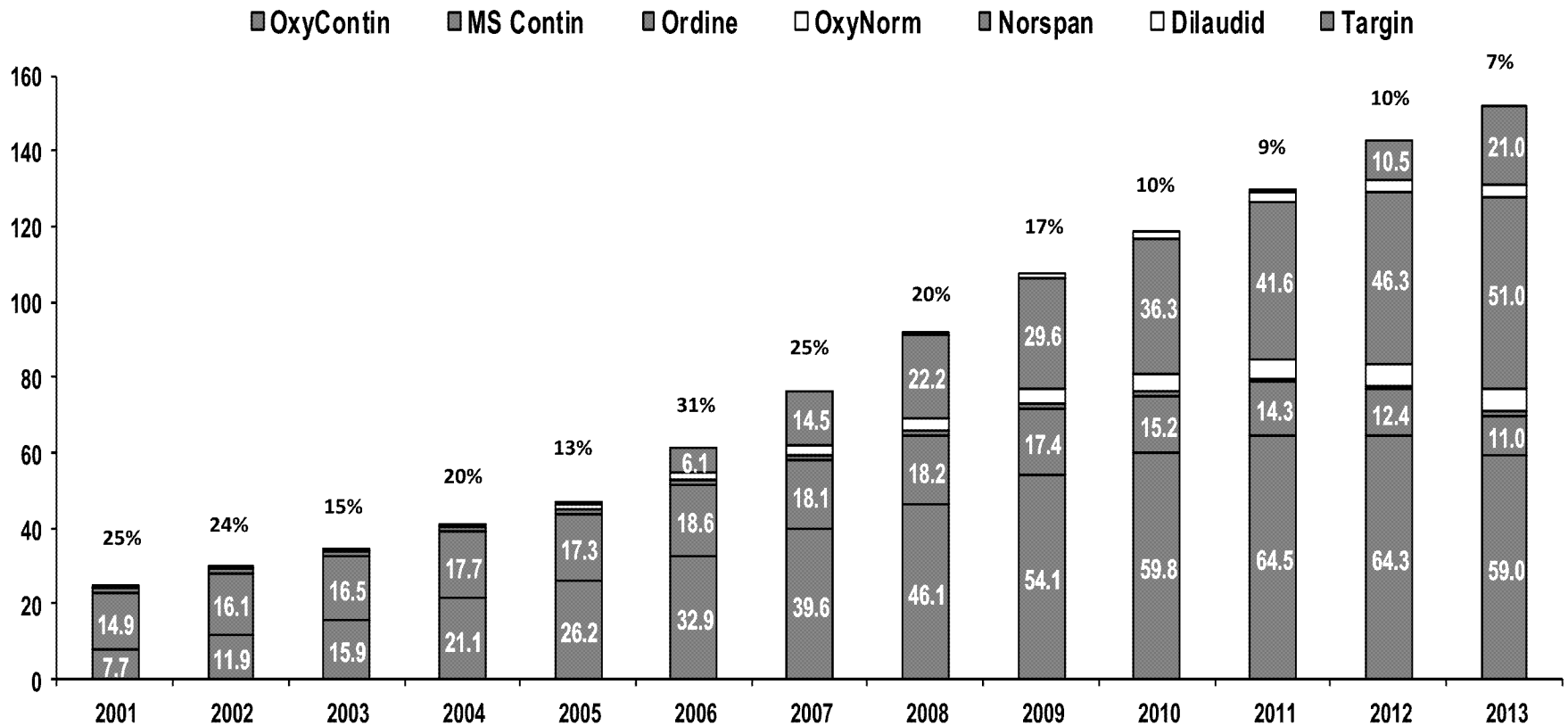
We care.

We strive.

We challenge.

We make a difference to patients' lives.

# MPL: 15 Years of Growth



A\$24M    A\$29.8M    A\$34.4M    A\$41.3M    A\$46.5M    A\$61M    A\$76.5M    A\$91.9M    A\$107.7M    A\$119.0M    A\$129.5M    A\$142.9M    A\$152.2M

(Budget)

Beneficiaries - 111

# Market leader and growing in the N2A strong opioid market

Product	A\$ (000)	\$ Growth	MS	MS Change
OxyContin	65,495	(6.1)	27.2	(2.8)
Targin	20,611	220.6	8.6	5.8
Oxycodone CR Total	86,105	13.0	35.8	2.9
Norspan	51,615	7.7	21.5	0.8
MS Contin	12,406	(10.3)	5.2	(0.8)
OxyNorm	5,660	5.3	2.4	0.0
Dilaudid	3,363	8.9	1.4	0.1
Ordine	1,201	(0.7)	0.5	(0.0)
<b>MPL Total</b>	<b>160,349</b>	<b>8.6</b>	<b>66.6</b>	<b>3.0</b>
Fentanyl Patch	40,672	(10.9)	16.9	(2.8)
Endone	9,005	9.8	3.7	0.2
Jurnista	8,067	10.6	3.4	0.2
Kapanol	5,222	(8.1)	2.2	(0.3)
<b>N2A Total</b>	<b>240,612</b>	<b>3.7</b>	<b>100.0</b>	<b>0.0</b>

Source: IMS Ethical API & AHI – September 2013 A\$ MAT

Beneficiaries - 112

# On track to deliver full year sales target

2013 Year End Estimate (9+3)

A\$'000	YEE 2013	OB 2013	% Budget	% 2012
OxyContin	59,500	59,000	100.8	92.5
Targin	22,500	21,000	107.1	215.3
<b>Oxycodone CR Total</b>	<b>82,000</b>	<b>80,000</b>	<b>102.5</b>	<b>109.7</b>
Norspan	49,000	51,000	96.1	105.9
MS Contin	11,000	11,000	100.0	89.0
OxyNorm	5,700	5,700	100.0	108.3
Dilaudid	3,300	3,300	100.0	105.1
Other	1,200	1,200	100.0	105.2
<b>TOTAL</b>	<b>152,200</b>	<b>152,200</b>	<b>100.0</b>	<b>106.5</b>

Beneficiaries - 113


# We have achieved our business priorities for 2013

## Develop Long Term Strategic Plan

### DELIVER RESULTS

- Sales ✓
- Expenses ✓
- P&L ✓
- Run rates ✓
- Market Share ✓
- Company Ranking ✓
- Employee engagement ✓

### BUILD OXYCODONE FRANCHISE

- Accelerate Targin adoption ✓
- Achieve OTR registration & prepare for launch ✓
- Successful defence of OxyContin patent ✓
- Achieve government & payer acceptance of abuse deterrent formulations 

### OPTIMISE NEW BUSINESS OPPORTUNITIES

- Finalise Flutiform strategy & launch plan ✓
- Actively pursue new BD opportunities ✓
- Accelerate time to market for new line extensions
  - Norspan intermediate strengths ✓
  - Targin higher dose ✓

**Build Organisational Capability ✓**

**Simplify processes & Realise procurement benefits ✓**

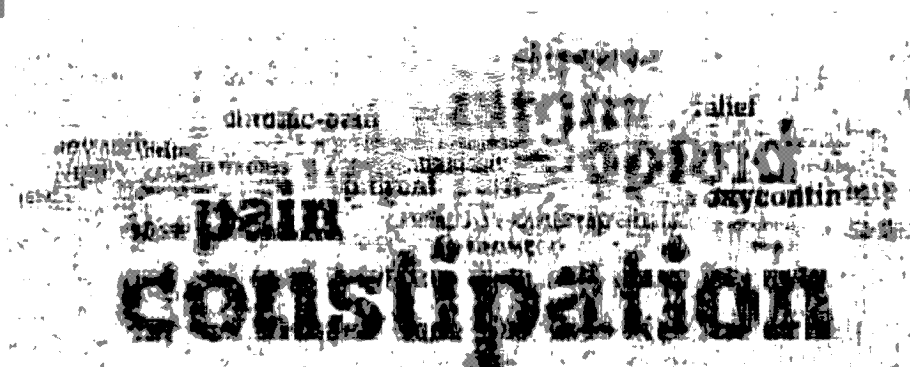
**Beneficiaries - 114**



# Targin nominated as the most interesting product of 2013

Top 10 products that GPs find interesting

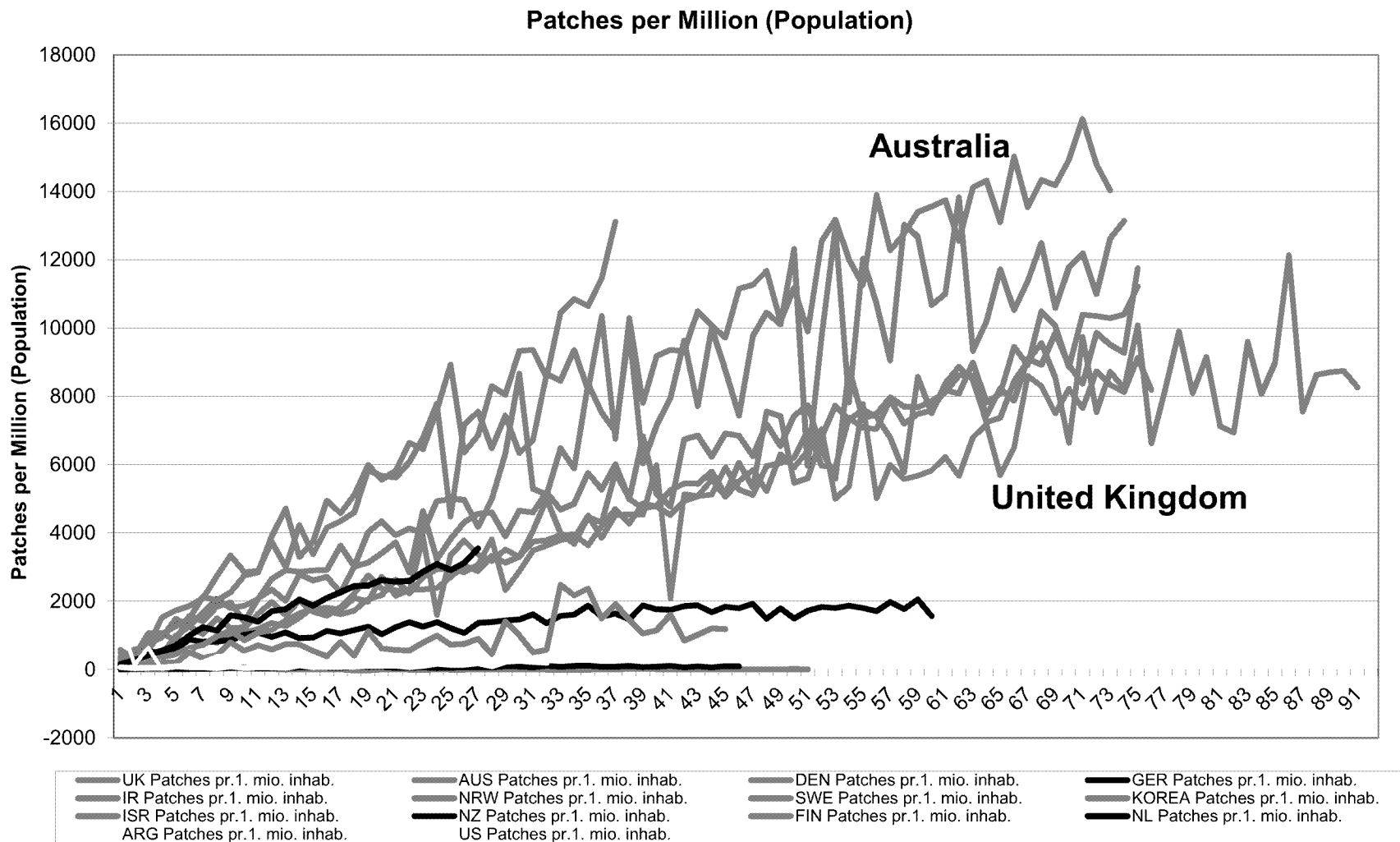
Brand	July 2013	June 2013	May 2013
Targin	1	8	1
Priligy	2	4	14
Trajenta	3	12	7
Xarelto	4	8	11
Onglyza	5	4	9
Byetta	6	1	4
Valdoxan	7	2	8
Pradaxa	7	11	5
Januvia	8	9	3
Prolia	9	8	13
Duromine	9	21	13
Yaz Flex	9	18	15
Axiron	10	5	6
Brilinta	10	14	15



Source: Cegedim Omnibus, May-July 2013

Beneficiaries - 115

# Australia one of the most successful countries for Norspan/BuTrans



**Beneficiaries - 116**

# 2014 priorities are to accelerate Targin, protect OxyContin, and successfully launch Flutiform

## DEVELOP LONG TERM STRATEGIC PLAN

### ACCELERATE TARGIN

- Accelerate initiations of Targin in preference to OxyContin
- Encourage prescribers to “Think OxyContin, prescribe Targin”
- Maintain price of Targin through ministerial appeal

### PROTECT OXYCONTIN

- Gain regulatory outcome to prevent non abuse deterrent formulations (*US outcome*)
- Minimise impact of price reductions
- Effective transition to reformulated OxyContin
- NOMAD study to measure impact of abuse deterrent formulation

### LAUNCH FLUTIFORM

- Clear and effective messaging
- Strong differentiation
- Targeted sampling program
- Effective and continuous representative training

## BUILD ORGANISATIONAL CAPABILITY

## SIMPLIFY PROCESSES AND REALISE PROCUREMENT BENEFITS

Beneficiaries - 117

# Quality Use of Medicines : We have developed strong partnerships with key stakeholders

Mundipharma awarded by Queensland Police Commissioner for our valued partnership with law enforcement



*Queensland Police Service*

*Lantern Award for Excellence in  
Problem-Oriented & Partnership Policing*



***State Highly Commended 2013***

*Awarded to*

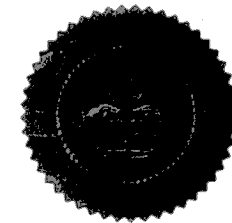
***Mundipharma***

*for their contribution to*

*Project Aegis*

  
Ian Stewart APM  
Commissioner

28 August 2013

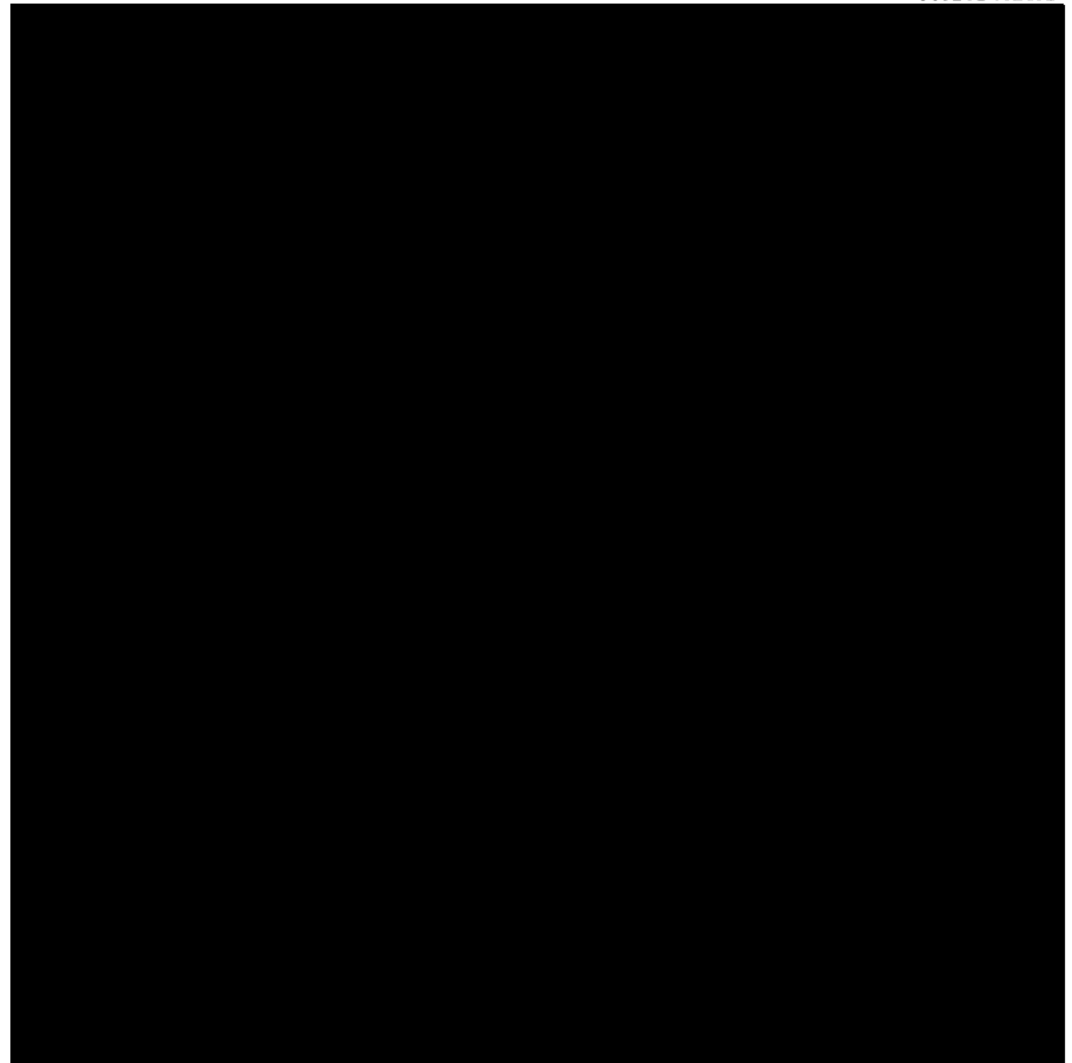


**Beneficiaries - 118**

# Quality Use of Medicines : We have developed strong partnerships with key stakeholders

Partnering with the  
Pharmaceutical Society  
of Australia by  
sponsoring the QUM  
Award for Pain  
Management

PAC13 NEWS

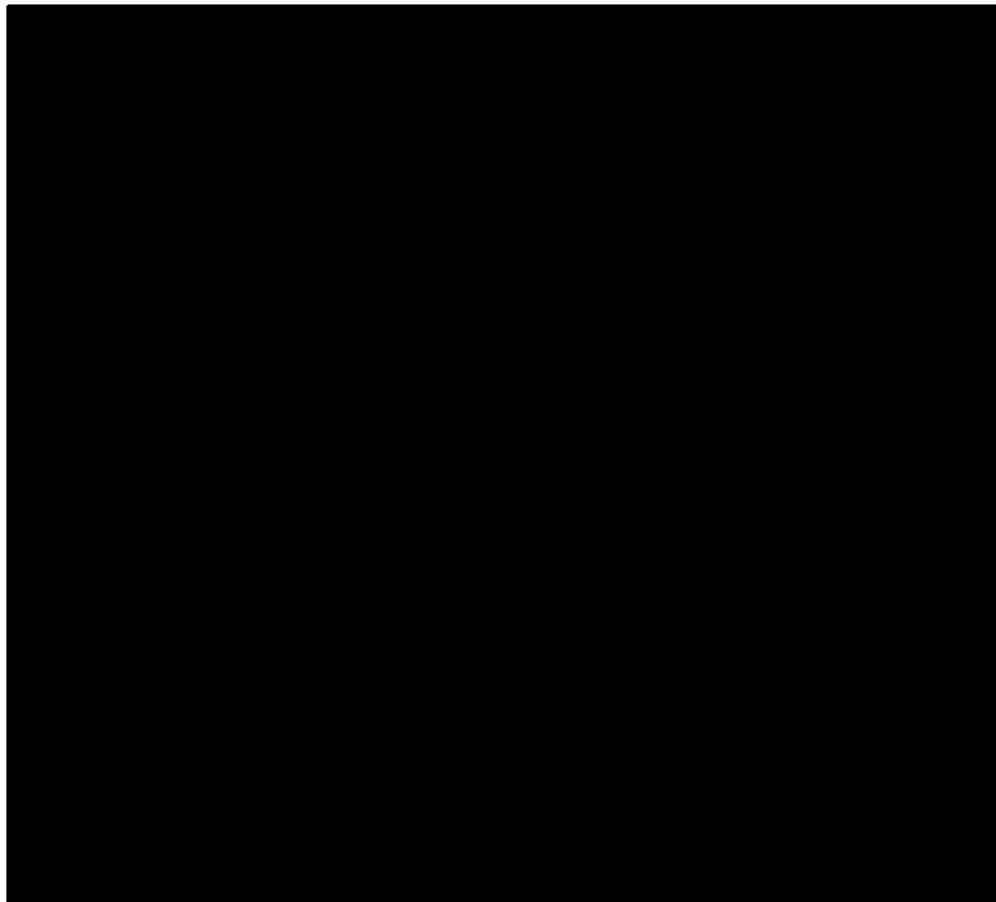


Beneficiaries - 119

# Quality Use of Medicines partnerships with key stakeholders:

## ACNP AWARD FOR QUALITY USE OF MEDICINES

Sponsoring a QUM  
Award for Pain  
Management with  
Nurse Practitioners



Beneficiaries - 120

# Flutiform combines the best steroid with the best LABA

Flutiform (MPL): Fluticasone + eFormoterol



Beneficiaries - 121

# Flutiform: a new combination of two trusted ingredients



## Messaging:

*The power of fluticasone with the speed of eformoterol in a modern, patient-friendly device*

## Key to success:

- KOL support
- Close working relationship with Thoracic Society, National Asthma Council
- High reach and frequency is critical to compete with AZ and GSK
- Extensive sampling is required to start initiations
- Promotional activities include: mailings, detailing, education programs, advertising, advertorials

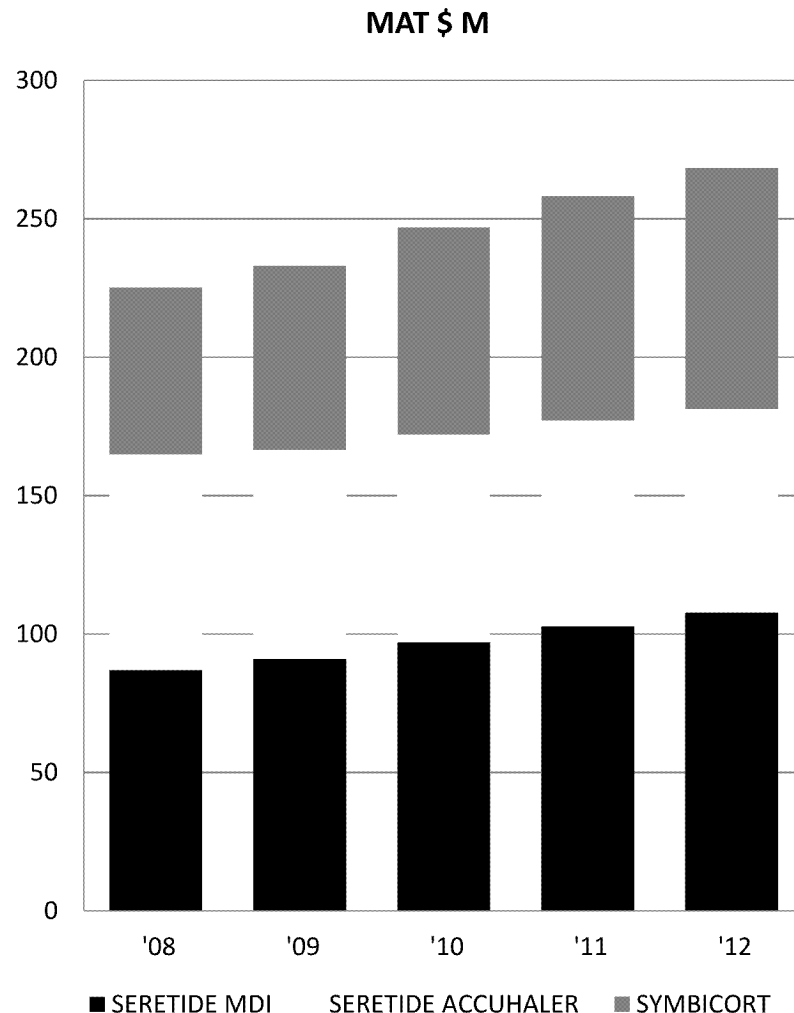
## Strategy:

- Detailing and sampling Specialists from November 2013
- PBS listing 1<sup>st</sup> December 2013
- Detailing and sampling to GPs from 1<sup>st</sup> February 2014
- Specialist launch meeting February 2014
- Capital city meetings GP launch
- Regional launch meetings
- Platinum sponsor of Thoracic Society

**Beneficiaries - 122**



# The market is highly competitive



\$87M

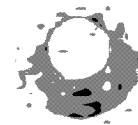
**Symbicort AstraZeneca**

DPI format Turbuhaler

pMDI Rapihaler PBS Dec 2013

Approved for asthma and COPD

SMART



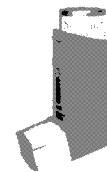
\$182M

**Seretide GSK**

DPI Accuhaler and pMDI

Approved for asthma and COPD

Once-daily version expected 2014



**Beneficiaries - 123**

# 2014 – a year of modest sales growth

2014 Ex-factory sales forecasts

A\$000	YEE 2013	Budget 2014	% vs 2013	% volume growth
OxyContin	59,500	47,000	79.0	82.4
Targin	22,500	36,000	160.0	164.4
<b>Subtotal</b>	<b>82,000</b>	<b>83,000</b>	<b>101.2</b>	<b>104.9</b>
Norspan	49,000	51,000	104.1	104.1
MS Contin	11,000	10,500	95.4	95.4
OxyNorm	5,700	5,100	89.5	100.0
Dilaudid	3,300	3,600	109.1	109.1
Flutiform	-	2,600	-	-
Other	1,200	1,220	101.7	101.7
<b>TOTAL</b>	<b>152,200</b>	<b>157,020</b>	<b>103.2</b>	<b>105.5</b>

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Beneficiaries - 124