

Produced Natively

	Total				% of Budget Achieved vs. True Rx's		% of Total		Total Rx		Total NRx		Total RRx		True Rx		Trial Card Redemptions		% Chg vs. Prior Period						
	Budget Rx	Total Rx	True Rx	Trial Card Redemptions	Weekly	Cumulative	True Rx	Trial Card Redemptions	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg True	3.5mg True	1.75mg	3.5mg	Total Rx	1.75mg Total Rx	3.5mg Total Rx	True Rx	1.75mg True Rx	3.5mg True Rx	Trial Card Redemptions
6-Apr-12	69	92	88	4	128.0%	128.0%	96%	4%	53	39	53	39	0	0	50	38	3	1	NA	NA	NA	NA	NA	NA	NA
13-Apr-12	104	410	392	18	376.7%	277.8%	96%	4%	227	183	227	183	0	0	218	174	9	9	345.7%	328.3%	369.2%	345.5%	336.0%	357.9%	350.0%
20-Apr-12	183	468	406	62	221.5%	248.8%	87%	13%	256	212	253	212	3	0	225	181	31	31	14.1%	12.8%	15.8%	3.6%	3.2%	4.0%	244.4%
27-Apr-12	322	461	400	61	124.1%	189.5%	87%	13%	254	207	251	205	3	2	226	174	28	33	-1.5%	-0.8%	-2.4%	-1.5%	0.4%	-3.9%	-1.6%
4-May-12	519	551	466	85	89.8%	146.3%	85%	15%	306	245	306	240	0	5	266	200	40	45	19.5%	20.5%	18.4%	16.5%	17.7%	14.9%	39.3%
11-May-12	924	581	482	99	52.2%	105.3%	83%	17%	329	252	320	242	9	10	279	203	50	49	5.4%	7.5%	2.9%	3.4%	4.9%	1.5%	16.5%
18-May-12	1,171	577	474	103	40.5%	82.3%	82%	18%	303	274	290	249	13	25	249	225	54	49	-0.7%	-7.9%	8.7%	-1.7%	-10.8%	10.8%	4.0%
25-May-12	1,334	644	539	105	40.4%	70.2%	84%	16%	330	314	309	296	21	18	281	258	49	56	11.6%	8.9%	14.6%	13.7%	12.9%	14.7%	1.9%
1-Jun-12	1,423	561	494	67	34.7%	61.8%	88%	12%	295	266	270	245	25	21	256	238	39	28	-12.9%	-10.6%	-15.3%	-8.3%	-8.9%	-7.8%	-36.2%
8-Jun-12	2,153	801	678	123	31.5%	53.9%	85%	15%	409	392	365	346	44	46	339	339	70	53	42.8%	38.6%	47.4%	37.2%	32.4%	42.4%	83.6%
15-Jun-12	2,246	760	657	103	29.2%	48.6%	86%	14%	393	367	362	325	31	42	333	324	60	43	-5.1%	-3.9%	-6.4%	-3.1%	-1.8%	-4.4%	-16.3%
22-Jun-12	2,406	840	720	120	29.9%	45.1%	86%	14%	462	378	426	332	36	46	405	315	57	63	10.5%	17.6%	3.0%	9.6%	21.6%	-2.8%	16.5%
29-Jun-12	2,683	842	728	114	27.1%	42.0%	86%	14%	443	399	395	346	48	53	372	356	71	43	0.2%	-4.1%	5.6%	1.1%	-8.1%	13.0%	-5.0%
6-Jul-12	2,488	715	646	69	26.0%	39.8%	90%	10%	367	348	325	281	42	67	333	313	34	35	-15.1%	-17.2%	-12.8%	-11.3%	-10.5%	-12.1%	-39.5%
13-Jul-12	3,222	904	808	96	25.1%	37.5%	89%	11%	417	487	343	405	74	82	368	440	49	47	26.4%	13.6%	39.9%	25.1%	10.5%	40.6%	39.1%
20-Jul-12	3,606	894	789	105	21.9%	35.3%	88%	12%	451	443	387	358	64	85	403	386	48	57	-1.1%	8.2%	-9.0%	-2.4%	9.5%	-12.3%	9.4%
27-Jul-12	3,926	939	818	121	20.8%	33.3%	87%	13%	458	481	403	398	55	83	391	427	67	54	5.0%	1.6%	8.6%	3.7%	-3.0%	10.6%	15.2%
3-Aug-12	4,452	907	785	122	17.6%	31.2%	87%	13%	461	446	392	367	69	79	393	392	68	54	-3.4%	0.7%	-7.3%	-4.0%	0.5%	-8.2%	0.8%
10-Aug-12	4,679	1,063	954	109	20.4%	29.9%	90%	10%	510	553	458	446	52	107	458	496	52	57	17.2%	10.6%	24.0%	21.5%	16.5%	26.5%	-10.7%
17-Aug-12	4,809	1,094	977	117	20.3%	28.8%	89%	11%	545	549	471	427	74	122	479	498	66	51	2.9%	6.9%	-0.7%	2.4%	4.6%	0.4%	7.3%
24-Aug-12	5,086	1,102	967	135	19.0%	27.8%	88%	12%	547	555	459	444	88	111	466	501	81	54	0.7%	0.4%	1.1%	-1.0%	-2.7%	0.6%	15.4%
31-Aug-12	5,166	1,093	975	118	18.9%	26.9%	89%	11%	539	554	433	426	106	128	479	496	60	58	-0.8%	-1.5%	-0.2%	0.8%	2.8%	-1.0%	-12.6%
7-Sep-12	4,357	974	873	101	20.0%	26.4%	90%	10%	465	509	372	382	93	127	412	461	53	48	-10.9%	-13.7%	-8.1%	-10.5%	-14.0%	-7.1%	-14.4%
14-Sep-12	5,453	1,194	1,078	116	19.8%	25.8%	90%	10%	590	604	489	468	101	136	539	539	51	65	22.6%	26.9%	18.7%	23.5%	30.8%	16.9%	14.9%



[NRx, RRx and TRx by Strength](#)
[Distribution of Rxs by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Intermezzo TRx](#)

Data includes retail pharmacy, mail order and LTC channels

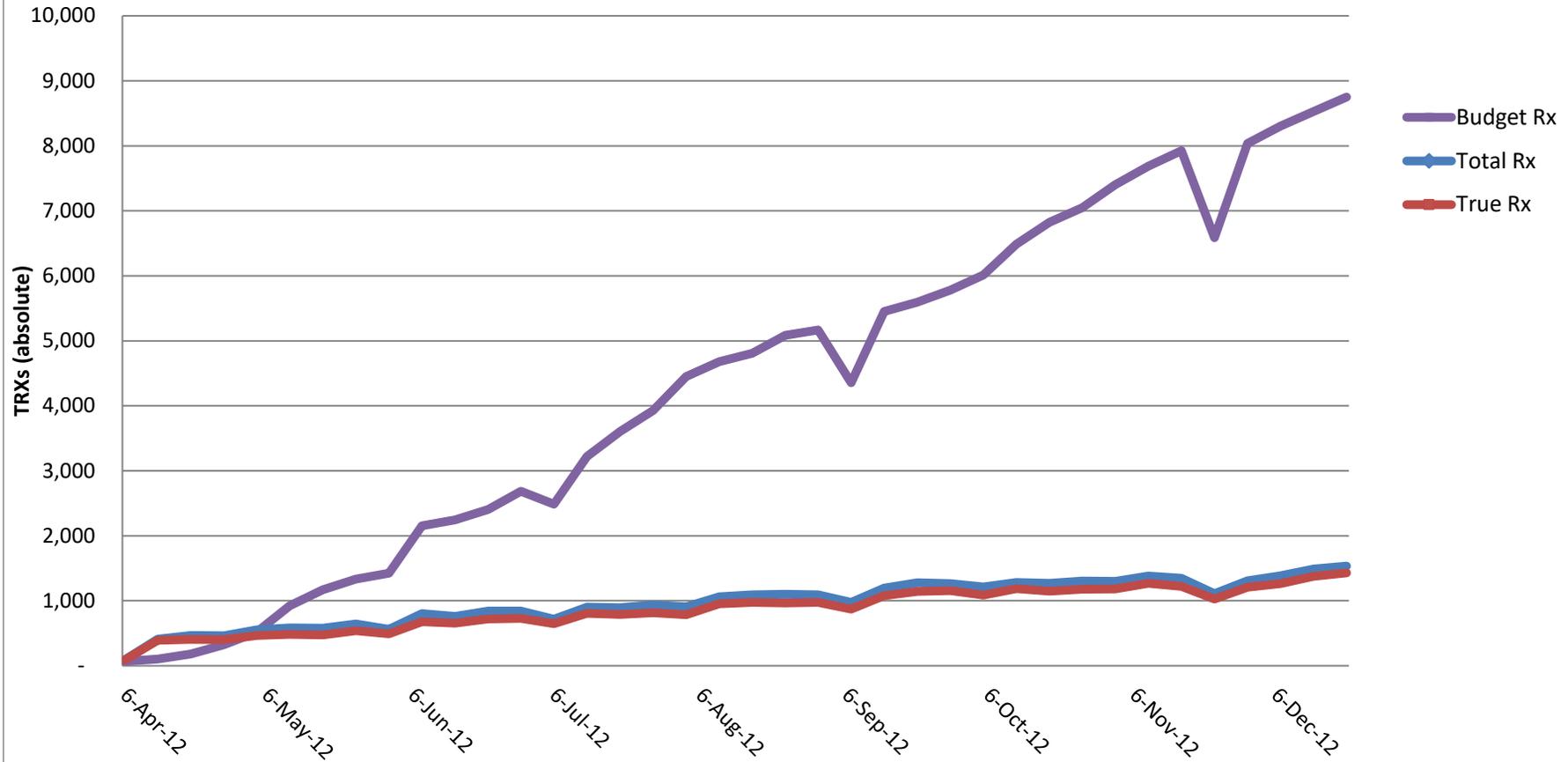
Week #	Week Ending	Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	456	5	461	251	3	254	205	2	207
Week 5	4-May-12	546	5	551	306	0	306	240	5	245
Week 6	11-May-12	562	19	581	320	9	329	242	10	252
Week 7	18-May-12	539	38	577	290	13	303	249	25	274
Week 8	25-May-12	605	39	644	309	21	330	296	18	314
Week 9	1-Jun-12	515	46	561	270	25	295	245	21	266
Week 10	8-Jun-12	711	90	801	365	44	409	346	46	392
Week 11	15-Jun-12	687	73	760	362	31	393	325	42	367
Week 12	22-Jun-12	758	82	840	426	36	462	332	46	378
Week 13	29-Jun-12	741	101	842	395	48	443	346	53	399
Week 14	6-Jul-12	606	109	715	325	42	367	281	67	348
Week 15	13-Jul-12	748	156	904	343	74	417	405	82	487
Week 16	20-Jul-12	745	149	894	387	64	451	358	85	443
Week 17	27-Jul-12	801	138	939	403	55	458	398	83	481
Week 18	3-Aug-12	759	148	907	392	69	461	367	79	446
Week 19	10-Aug-12	904	159	1,063	458	52	510	446	107	553
Week 20	17-Aug-12	898	196	1,094	471	74	545	427	122	549
Week 21	24-Aug-12	903	199	1,102	459	88	547	444	111	555
Week 22	31-Aug-12	859	234	1,093	433	106	539	426	128	554
Week 23	7-Sep-12	754	220	974	372	93	465	382	127	509
Week 24	14-Sep-12	957	237	1,194	489	101	590	468	136	604
Week 25	21-Sep-12	972	306	1,278	461	129	590	511	177	688
Week 26	28-Sep-12	1,141	279	1,420	478	124	602	663	155	818
Week 27	5-Oct-12	915	297	1,212	436	128	564	479	169	648
Week 28	12-Oct-12	1,017	267	1,284	485	107	592	532	160	692
Week 29	19-Oct-12	981	288	1,269	452	120	572	529	168	697
Week 30	26-Oct-12	1,026	277	1,303	553	44	597	473	233	706
Week 31	2-Nov-12	997	301	1,298	479	115	594	518	186	704
Week 32	9-Nov-12	1,043	340	1,383	467	151	618	576	189	765
Week 33	16-Nov-12	1,019	328	1,347	506	138	644	513	190	703
Week 34	23-Nov-12	810	299	1,109	369	116	485	441	183	624
Week 35	30-Nov-12	955	353	1,308	466	133	599	489	220	709
Week 36	7-Dec-12	1,046	339	1,385	483	132	615	563	207	770
Week 37	14-Dec-12	1,040	449	1,489	521	188	709	519	261	780
Week 38	21-Dec-12	1,137	397	1,534	537	169	706	600	228	828
TOTAL	2012	30,120	6,966	37,086	15,052	2,845	17,897	15,068	4,121	19,189
YTD	2012	30,120	6,966	37,086	15,052	2,845	17,897	15,068	4,121	19,189

*Includes pre-launch prescriptions
 Data includes retail pharmacy, mail order and LTC channels

Week #	Week Ending	Distribution of Total Intermezzo Prescriptions by Strength											
		Total			1.75mg			3.5mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	100.0%	100.0%	100.0%	57.6%	0.0%	57.6%	42.4%	0.0%	42.4%	100.0%	100.0%	100.0%
Week 2	13-Apr-12	100.0%	100.0%	100.0%	55.4%	0.0%	55.4%	44.6%	0.0%	44.6%	100.0%	100.0%	100.0%
Week 3	20-Apr-12	100.0%	100.0%	100.0%	54.4%	100.0%	54.7%	45.6%	0.0%	45.3%	100.0%	100.0%	100.0%
Week 4	27-Apr-12	100.0%	100.0%	100.0%	55.0%	60.0%	55.1%	45.0%	40.0%	44.9%	100.0%	100.0%	100.0%
Week 5	4-May-12	100.0%	100.0%	100.0%	56.0%	0.0%	55.5%	44.0%	100.0%	44.5%	100.0%	100.0%	100.0%
Week 6	11-May-12	100.0%	100.0%	100.0%	56.9%	47.4%	56.6%	43.1%	52.6%	43.4%	100.0%	100.0%	100.0%
Week 7	18-May-12	100.0%	100.0%	100.0%	53.8%	34.2%	52.5%	46.2%	65.8%	47.5%	100.0%	100.0%	100.0%
Week 8	25-May-12	100.0%	100.0%	100.0%	51.1%	53.8%	51.2%	48.9%	46.2%	48.8%	100.0%	100.0%	100.0%
Week 9	1-Jun-12	100.0%	100.0%	100.0%	52.4%	54.3%	52.6%	47.6%	45.7%	47.4%	100.0%	100.0%	100.0%
Week 10	8-Jun-12	100.0%	100.0%	100.0%	51.3%	48.9%	51.1%	48.7%	51.1%	48.9%	100.0%	100.0%	100.0%
Week 11	15-Jun-12	100.0%	100.0%	100.0%	52.7%	42.5%	51.7%	47.3%	57.5%	48.3%	100.0%	100.0%	100.0%
Week 12	22-Jun-12	100.0%	100.0%	100.0%	56.2%	43.9%	55.0%	43.8%	56.1%	45.0%	100.0%	100.0%	100.0%
Week 13	29-Jun-12	100.0%	100.0%	100.0%	53.3%	47.5%	52.6%	46.7%	52.5%	47.4%	100.0%	100.0%	100.0%
Week 14	6-Jul-12	100.0%	100.0%	100.0%	53.6%	38.5%	51.3%	46.4%	61.5%	48.7%	100.0%	100.0%	100.0%
Week 15	13-Jul-12	100.0%	100.0%	100.0%	45.9%	47.4%	46.1%	54.1%	52.6%	53.9%	100.0%	100.0%	100.0%
Week 16	20-Jul-12	100.0%	100.0%	100.0%	51.9%	43.0%	50.4%	48.1%	57.0%	49.6%	100.0%	100.0%	100.0%
Week 17	27-Jul-12	100.0%	100.0%	100.0%	50.3%	39.9%	48.8%	49.7%	60.1%	51.2%	100.0%	100.0%	100.0%
Week 18	3-Aug-12	100.0%	100.0%	100.0%	51.6%	46.6%	50.8%	48.4%	53.4%	49.2%	100.0%	100.0%	100.0%
Week 19	10-Aug-12	100.0%	100.0%	100.0%	50.7%	32.7%	48.0%	49.3%	67.3%	52.0%	100.0%	100.0%	100.0%
Week 20	17-Aug-12	100.0%	100.0%	100.0%	52.4%	37.8%	49.8%	47.6%	62.2%	50.2%	100.0%	100.0%	100.0%
Week 21	24-Aug-12	100.0%	100.0%	100.0%	50.8%	44.2%	49.6%	49.2%	55.8%	50.4%	100.0%	100.0%	100.0%
Week 22	31-Aug-12	100.0%	100.0%	100.0%	50.4%	45.3%	49.3%	49.6%	54.7%	50.7%	100.0%	100.0%	100.0%
Week 23	7-Sep-12	100.0%	100.0%	100.0%	49.3%	42.3%	47.7%	50.7%	57.7%	52.3%	100.0%	100.0%	100.0%
Week 24	14-Sep-12	100.0%	100.0%	100.0%	51.1%	42.6%	49.4%	48.9%	57.4%	50.6%	100.0%	100.0%	100.0%
Week 25	21-Sep-12	100.0%	100.0%	100.0%	47.4%	42.2%	46.2%	52.6%	57.8%	53.8%	100.0%	100.0%	100.0%
Week 26	28-Sep-12	100.0%	100.0%	100.0%	41.9%	44.4%	42.4%	58.1%	55.6%	57.6%	100.0%	100.0%	100.0%
Week 27	5-Oct-12	100.0%	100.0%	100.0%	47.7%	43.1%	46.5%	52.3%	56.9%	53.5%	100.0%	100.0%	100.0%
Week 28	12-Oct-12	100.0%	100.0%	100.0%	47.7%	40.1%	46.1%	52.3%	59.9%	53.9%	100.0%	100.0%	100.0%
Week 29	19-Oct-12	100.0%	100.0%	100.0%	46.1%	41.7%	45.1%	53.9%	58.3%	54.9%	100.0%	100.0%	100.0%
Week 30	26-Oct-12	100.0%	100.0%	100.0%	53.9%	15.9%	45.8%	46.1%	84.1%	54.2%	100.0%	100.0%	100.0%
Week 31	2-Nov-12	100.0%	100.0%	100.0%	48.0%	38.2%	45.8%	52.0%	61.8%	54.2%	100.0%	100.0%	100.0%
Week 32	9-Nov-12	100.0%	100.0%	100.0%	44.8%	44.4%	44.7%	55.2%	55.6%	55.3%	100.0%	100.0%	100.0%
Week 33	16-Nov-12	100.0%	100.0%	100.0%	49.7%	42.1%	47.8%	50.3%	57.9%	52.2%	100.0%	100.0%	100.0%
Week 34	23-Nov-12	100.0%	100.0%	100.0%	49.6%	38.8%	43.7%	54.4%	61.2%	56.3%	100.0%	100.0%	100.0%
Week 35	30-Nov-12	100.0%	100.0%	100.0%	48.8%	37.7%	45.8%	51.2%	62.3%	54.2%	100.0%	100.0%	100.0%
Week 36	7-Dec-12	100.0%	100.0%	100.0%	46.2%	38.9%	44.4%	53.8%	61.1%	55.6%	100.0%	100.0%	100.0%
Week 37	14-Dec-12	100.0%	100.0%	100.0%	50.1%	41.9%	47.6%	49.9%	58.1%	52.4%	100.0%	100.0%	100.0%
Week 38	21-Dec-12	100.0%	100.0%	100.0%	47.2%	42.6%	46.0%	52.8%	57.4%	54.0%	100.0%	100.0%	100.0%
TOTAL	2012	100.0%	100.0%	100.0%	50.0%	40.8%	48.3%	50.0%	59.2%	51.7%	100.0%	100.0%	100.0%

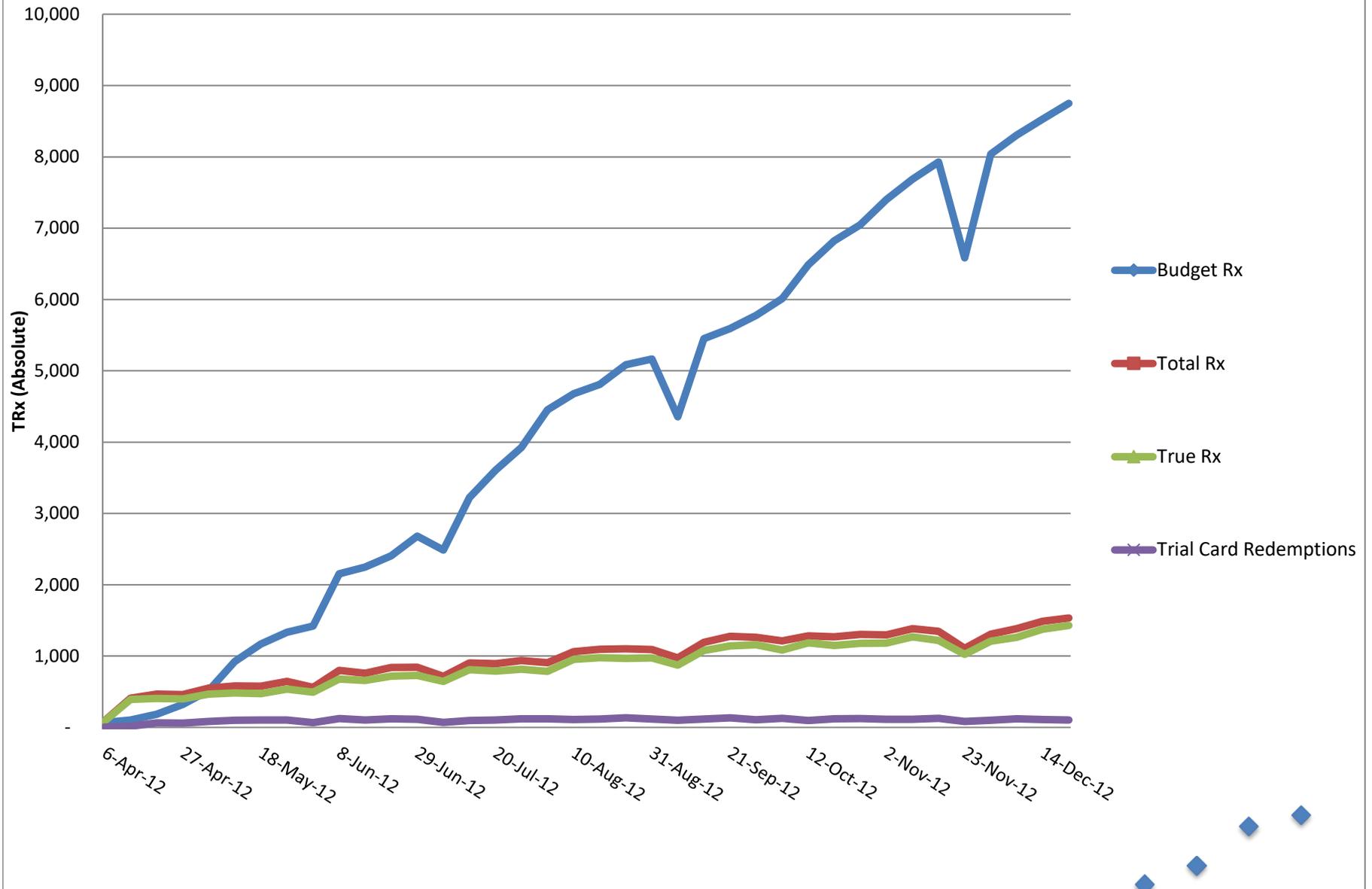
Week #	Week Ending	Distribution of Intermezzo New, Refill and Total Prescriptions by Strength											
		Total			1.75mg			3.5mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Week 2	13-Apr-12	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Week 3	20-Apr-12	99.4%	0.6%	100.0%	98.8%	1.2%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Week 4	27-Apr-12	98.9%	1.1%	100.0%	98.8%	1.2%	100.0%	99.0%	1.0%	100.0%	99.0%	1.0%	100.0%
Week 5	4-May-12	99.1%	0.9%	100.0%	100.0%	0.0%	100.0%	98.0%	2.0%	100.0%	98.0%	2.0%	100.0%
Week 6	11-May-12	96.7%	3.3%	100.0%	97.3%	2.7%	100.0%	96.0%	4.0%	100.0%	96.0%	4.0%	100.0%
Week 7	18-May-12	93.4%	6.6%	100.0%	95.7%	4.3%	100.0%	90.9%	9.1%	100.0%	90.9%	9.1%	100.0%
Week 8	25-May-12	93.9%	6.1%	100.0%	93.6%	6.4%	100.0%	94.3%	5.7%	100.0%	94.3%	5.7%	100.0%
Week 9	1-Jun-12	91.8%	8.2%	100.0%	91.5%	8.5%	100.0%	92.1%	7.9%	100.0%	92.1%	7.9%	100.0%
Week 10	8-Jun-12	88.8%	11.2%	100.0%	89.2%	10.8%	100.0%	88.3%	11.7%	100.0%	88.3%	11.7%	100.0%
Week 11	15-Jun-12	90.4%	9.6%	100.0%	92.1%	7.9%	100.0%	88.6%	11.4%	100.0%	88.6%	11.4%	100.0%
Week 12	22-Jun-12	90.2%	9.8%	100.0%	92.2%	7.8%	100.0%	87.8%	12.2%	100.0%	87.8%	12.2%	100.0%
Week 13	29-Jun-12	88.0%	12.0%	100.0%	89.2%	10.8%	100.0%	86.7%	13.3%	100.0%	86.7%	13.3%	100.0%
Week 14	6-Jul-12	84.8%	15.2%	100.0%	88.6%	11.4%	100.0%	80.7%	19.3%	100.0%	80.7%	19.3%	100.0%
Week 15	13-Jul-12	82.7%	17.3%	100.0%	82.3%	17.7%	100.						

Intermezzo True Rx's (Source: IMS NPA/McKesson)

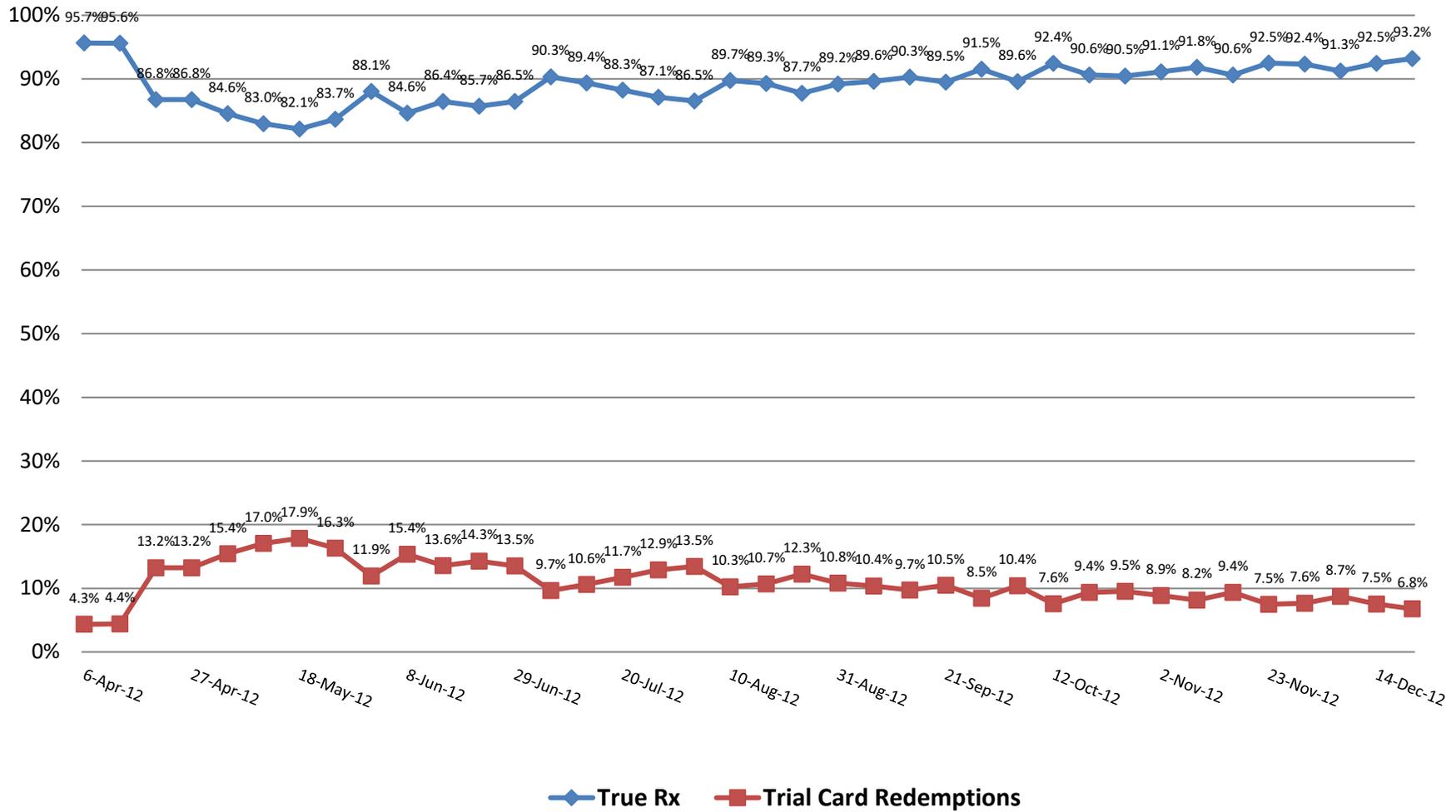


■

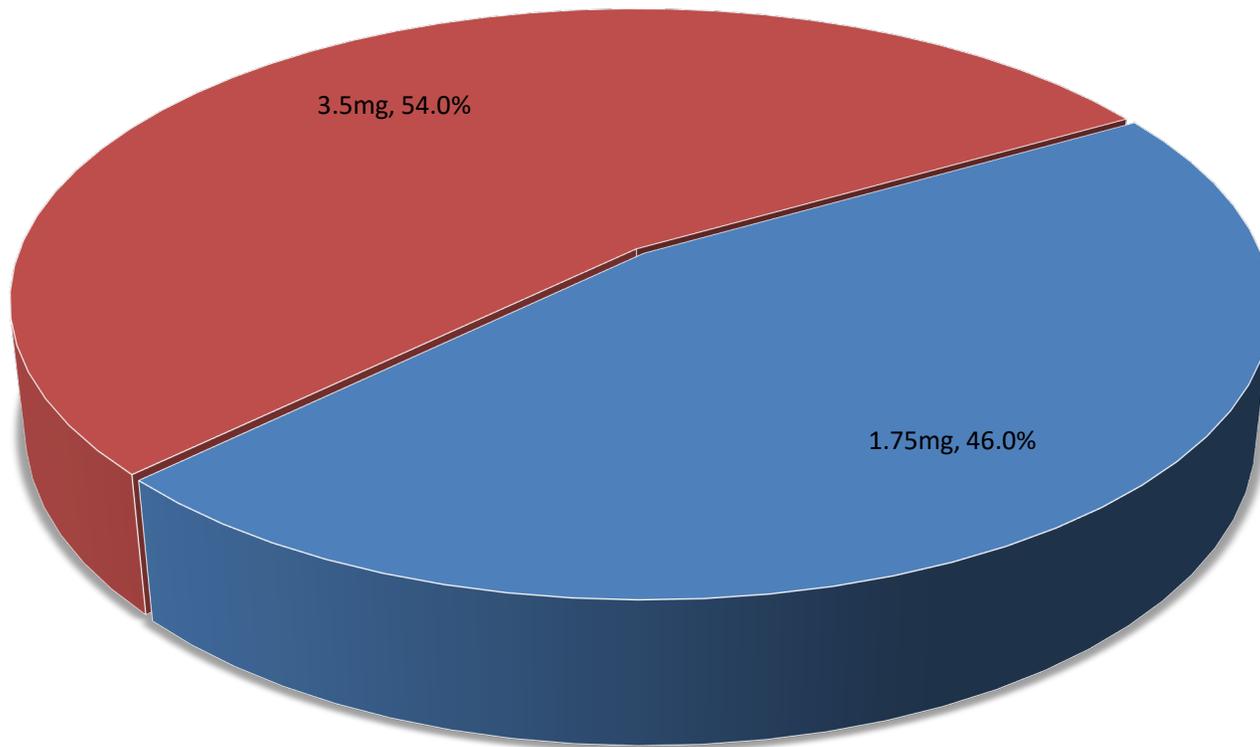
Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)



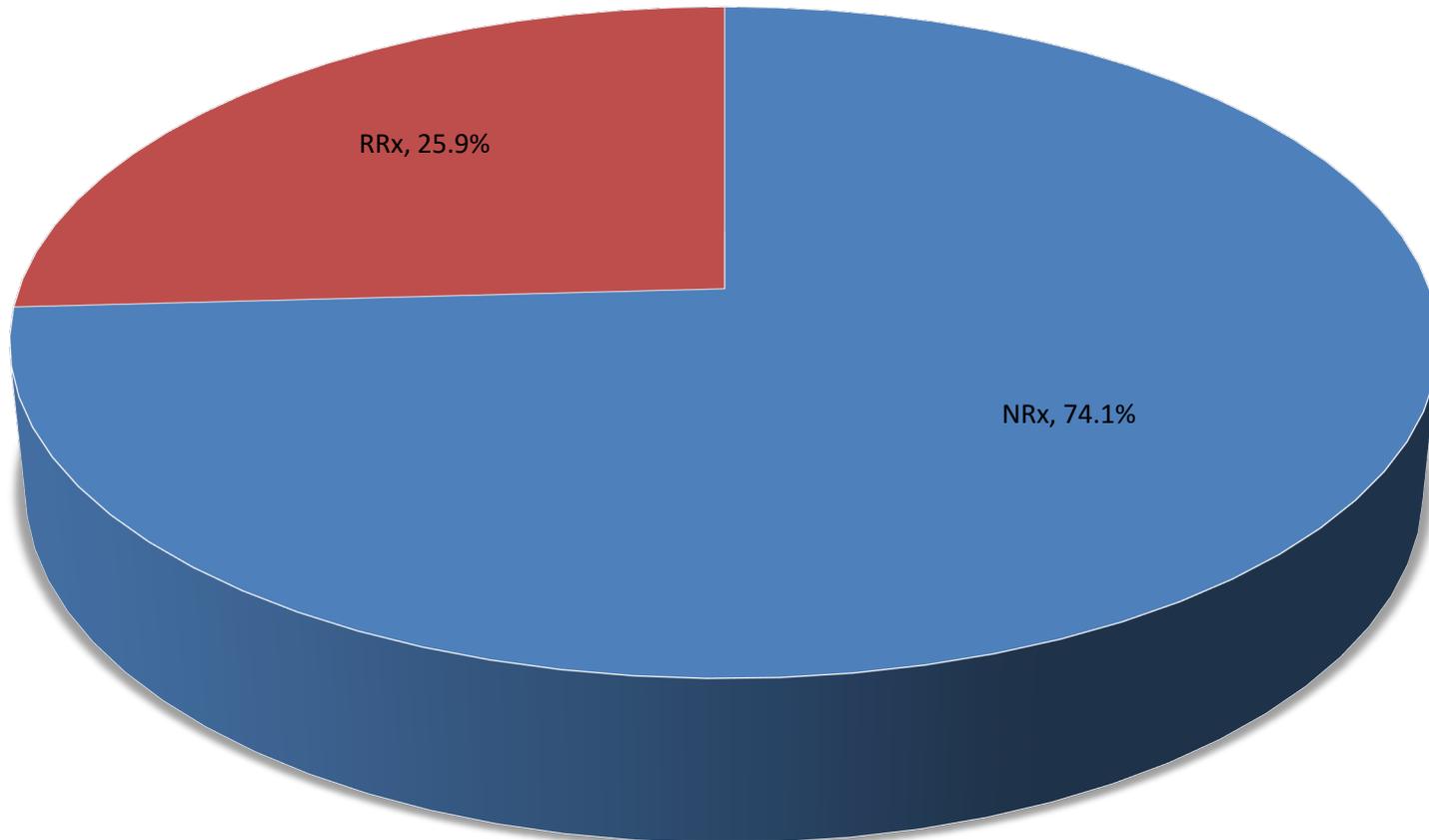
True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



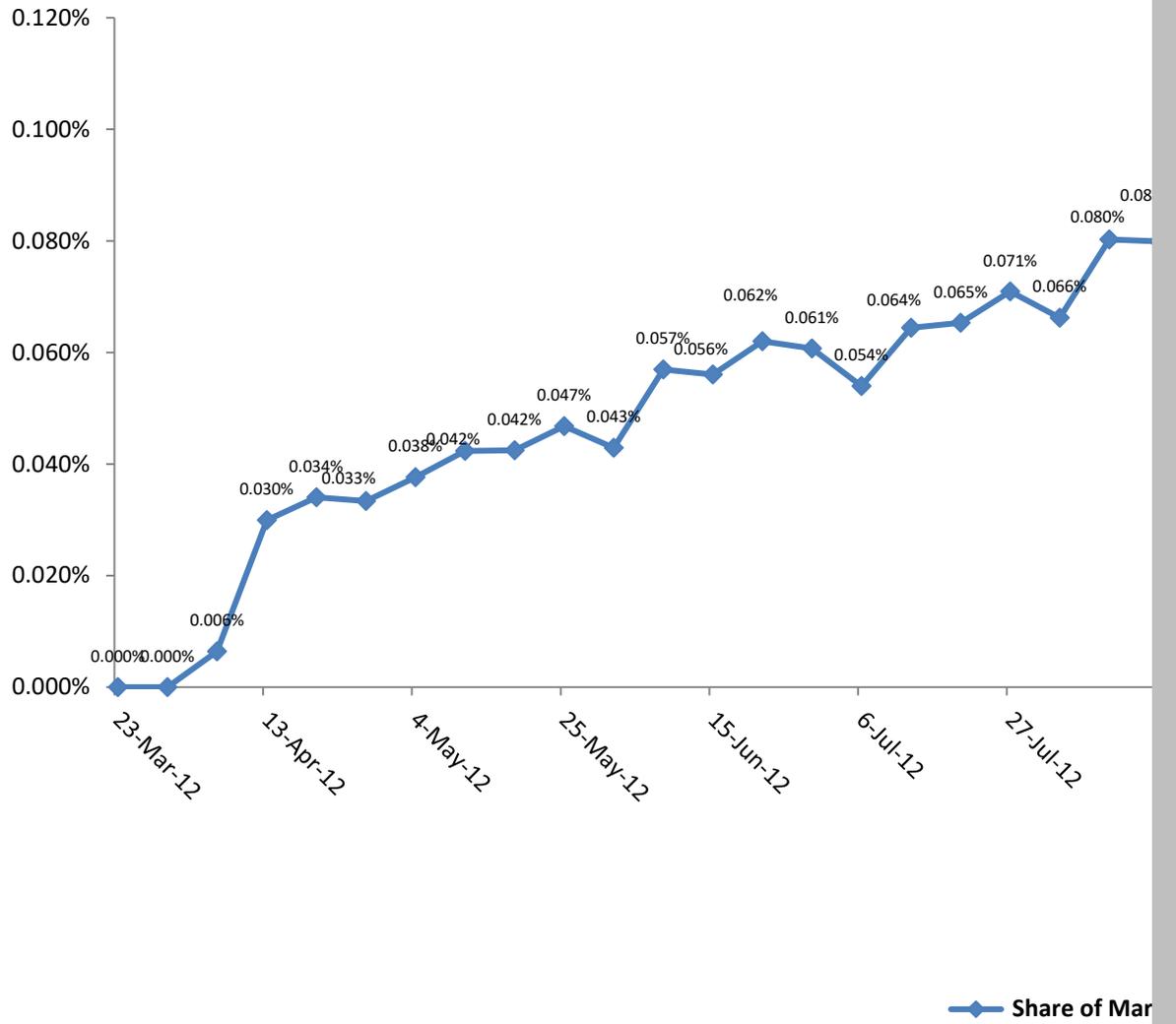
**Intermezzo Total Rxs by Dosage Strength
Week ending December 21, 2012
(Source: IMS NPA)**



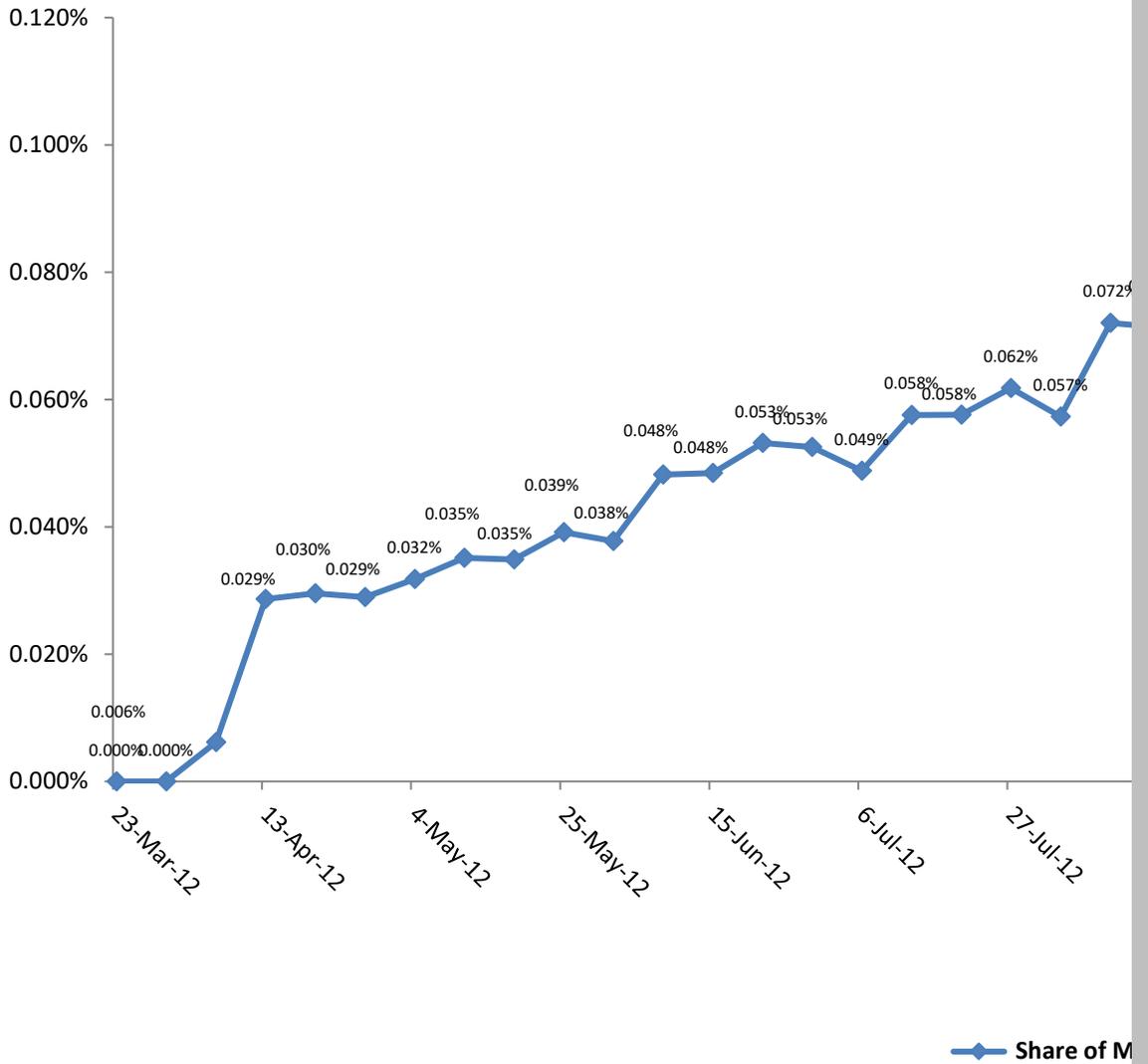
**Intermezzo Total NRx vs. Total RRx
Week ending December 21, 2012
(Source: IMS NPA)**



Intermezzo Total Rx Share of Insomnia



Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
Total Market TRx	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
Share of Market (Total TRx)			0.006%	0.030%
Share of Market (True TRx)			0.006%	0.029%

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
0.034%	0.033%	0.038%	0.042%	0.042%	0.047%
0.030%	0.029%	0.032%	0.035%	0.035%	0.039%

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
0.043%	0.057%	0.056%	0.062%	0.061%	0.054%	0.064%
0.038%	0.048%	0.048%	0.053%	0.053%	0.049%	0.058%

20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
0.065%	0.071%	0.066%	0.080%	0.080%	0.080%
0.058%	0.062%	0.057%	0.072%	0.071%	0.070%

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
0.077%	0.072%	0.084%	0.092%	0.090%
0.069%	0.064%	0.076%	0.082%	0.082%

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
0.083%	0.093%	0.091%	0.094%	0.094%
0.074%	0.086%	0.083%	0.085%	0.086%

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
0.098%	0.097%	0.092%	0.088%	0.094%
0.090%	0.088%	0.085%	0.082%	0.086%

14-Dec-12	21-Dec-12	1/1 Week Growth
1,417,828	1,444,247	1.9%
1,489	1,534	3.0%
1,377	1,430	3.8%
0.105%	0.106%	
0.097%	0.099%	

Intermezzo Total Rxs for the week ending December 21, 2012

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>	<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
1.75mg	537	169	706	56	650
3.5mg	600	228	828	48	780
Total	1,137	397	1,534	104	1,430

Distribution of Total New versus Refill Rxs for Intermezzo

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	76.1%	23.9%	100.0%
3.5mg	72.5%	27.5%	100.0%
Total	74.1%	25.9%	100.0%

Distribution of Intermezzo Total Rxs by Strength

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	47.2%	42.6%	46.0%
3.5mg	52.8%	57.4%	54.0%
Total	100.0%	100.0%	100.0%

Produced Natively



[NRx, RRx and TRx by Strength](#)
[Distribution of Rxs by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Butrans TRxs](#)

		Butrans New, Refill and Total Prescriptions by Strength													
Week #	Week Ending	Total			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total	
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385	2,270	728	2,998	77.9%	22.1%
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313	2,167	743	2,910	77.2%	22.8%
Week 94	9-Nov-12	7,840	2,311	10,151	1,983	485	2,468	3,443	1,013	4,456	2,414	813	3,227	77.2%	22.8%



Distribution of Butrans Prescriptions by Strength

Week #	Week Ending	Distribution of Butrans Prescriptions by Strength									
		5 mcg/hour			10 mcg/hour			20 mcg/hour			
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 92	26-Oct-12	100.0%	19.9%	4.7%	24.6%	34.8%	10.0%	44.8%	23.2%	7.4%	30.6%
Week 93	2-Nov-12	100.0%	19.7%	4.6%	24.3%	34.8%	10.4%	45.2%	22.7%	7.8%	30.5%
Week 94	9-Nov-12	100.0%	19.5%	4.8%	24.3%	33.9%	10.0%	43.9%	23.8%	8.0%	31.8%

Distribution of Butrans Ne

Total			5 mcg/hour	
NRx	RRx	TRx	NRx	RRx
77.9%	22.1%	100.0%	80.9%	19.1%
77.2%	22.8%	100.0%	81.2%	18.8%
77.2%	22.8%	100.0%	80.3%	19.7%



Weekly New, Refill and Total Prescriptions by Strength

Week #	Week Ending	10 mcg/hour			20 mcg/hour		
		TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	100.0%	77.8%	22.2%	100.0%	75.7%	24.3%
Week 93	2-Nov-12	100.0%	77.0%	23.0%	100.0%	74.5%	25.5%
Week 94	9-Nov-12	100.0%	77.3%	22.7%	100.0%	74.8%	25.2%

Weekly Growth in Butrans New, Refill and Total Prescriptions

Total			5 mcg/hour			10 mcg/hour	
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%
-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%
6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%



Prescriptions by Strength

<u>Week #</u>	<u>Week Ending</u>	20 mcg/hour			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 92	26-Oct-12	3.3%	1.4%	-5.9%	-0.5%
Week 93	2-Nov-12	-1.6%	-4.5%	2.1%	-2.9%
Week 94	9-Nov-12	3.3%	11.4%	9.4%	10.9%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

Week #	Week Ending	Butrans 10mcg Equivalents				Trend Line	Trend Line	Distrib
		Total TRx	5 mcg/hour TRx	10 mcg/hour TRx	20 mcg/hour TRx	Sept 1 TRx	Jan 20 TRx	
Week 92	26-Oct-12	11,583	1,202	4,385	5,996		11,583	100.0%
Week 93	2-Nov-12	11,290	1,157	4,313	5,820		11,290	100.0%
Week 94	9-Nov-12	12,144	1,234	4,456	6,454		12,144	100.0%



Distribution of Butrans 10mcg Equivalents

<u>Week #</u>	<u>Week Ending</u>	5 mcg/hour	10 mcg/hour	20 mcg/hour
		<u>TRx</u>	<u>TRx</u>	<u>TRx</u>
Week 92	26-Oct-12	10.4%	37.9%	51.8%
Week 93	2-Nov-12	10.2%	38.2%	51.6%
Week 94	9-Nov-12	10.2%	36.7%	53.1%

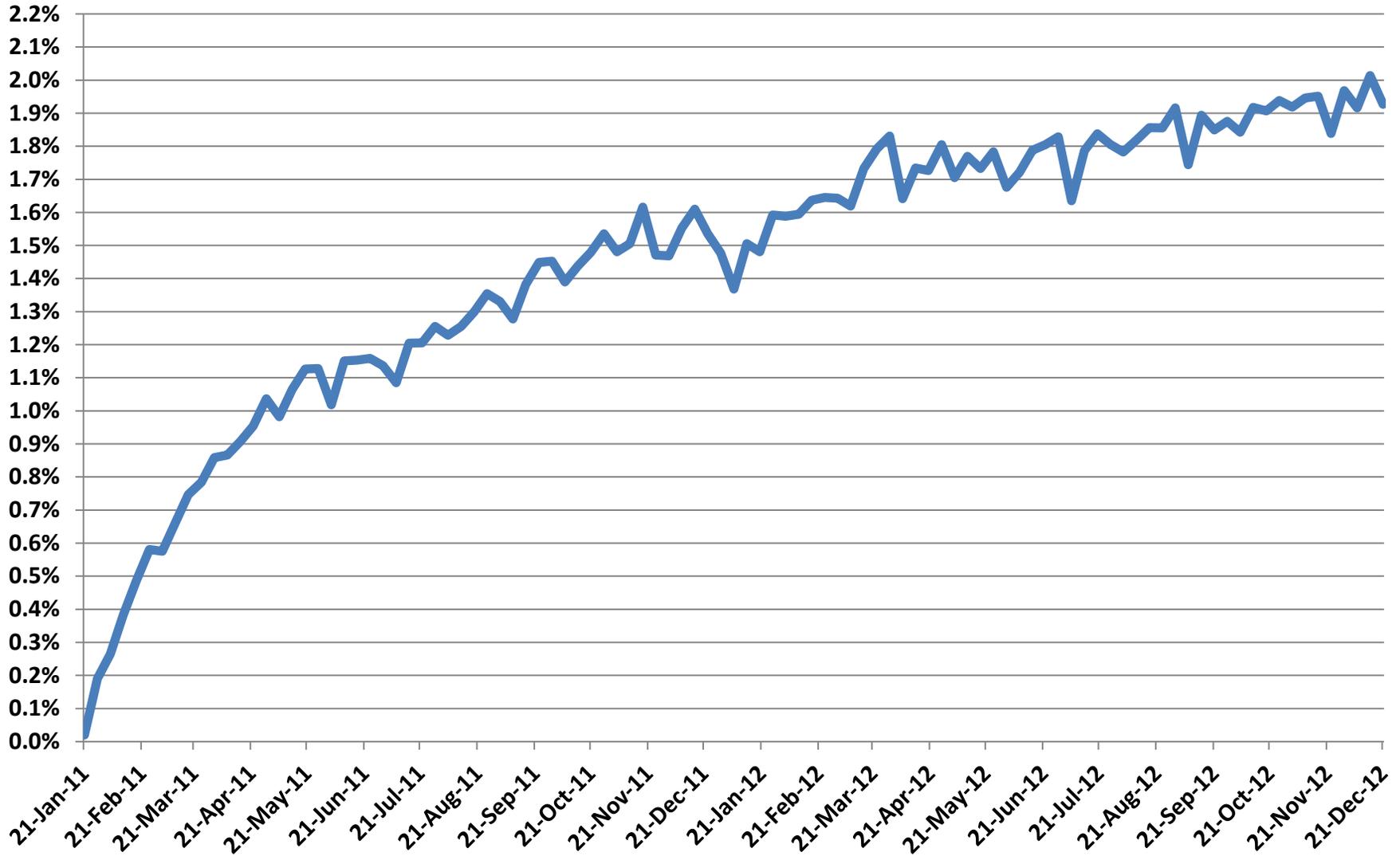
Weekly Growth - Butrans 10mcg Equivalents

Total	5mcg	10mcg	20mcg
<u>TRx</u>	<u>TRx</u>	<u>TRx</u>	<u>TRx</u>
0.9%	-0.7%	3.3%	-0.5%
-2.5%	-3.7%	-1.6%	-2.9%
7.6%	6.7%	3.3%	10.9%

Butrans Weekly Extended Release Opioid Rx Share

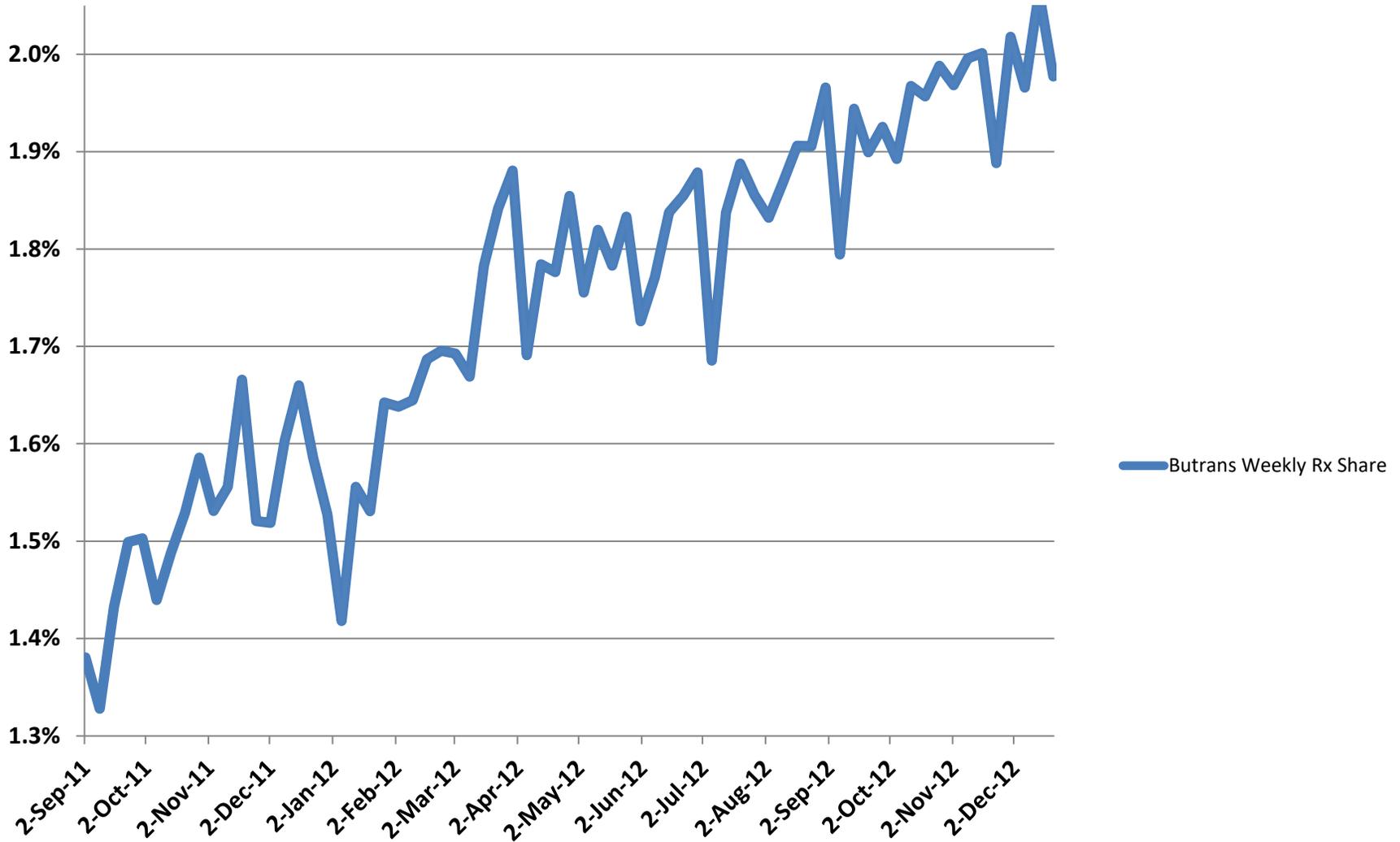
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



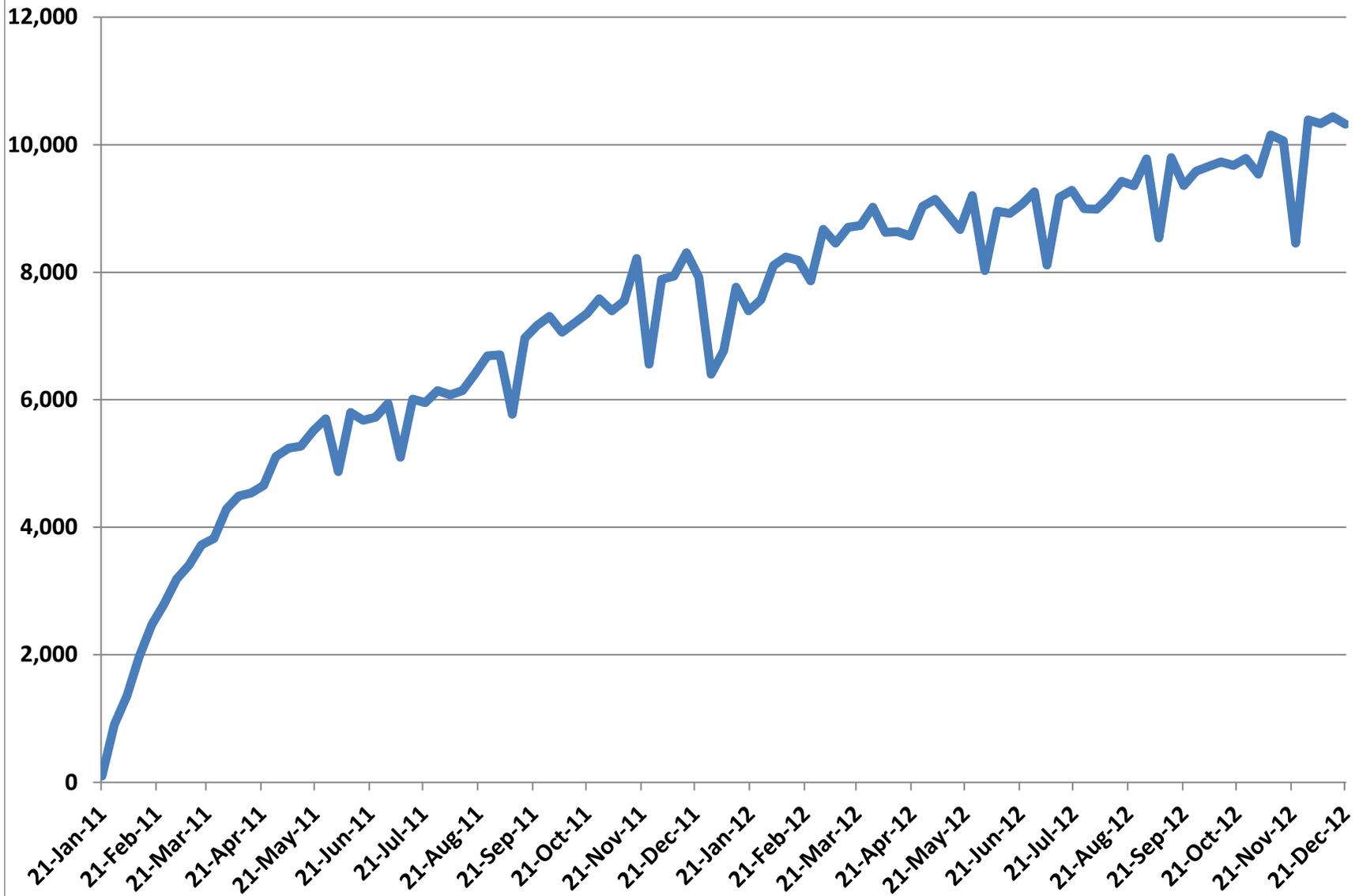
Detailed Butrans Weekly Extended Release Opioid Market Share

(Source: IMS National Prescription Audit; includes both branded and generic opioids)

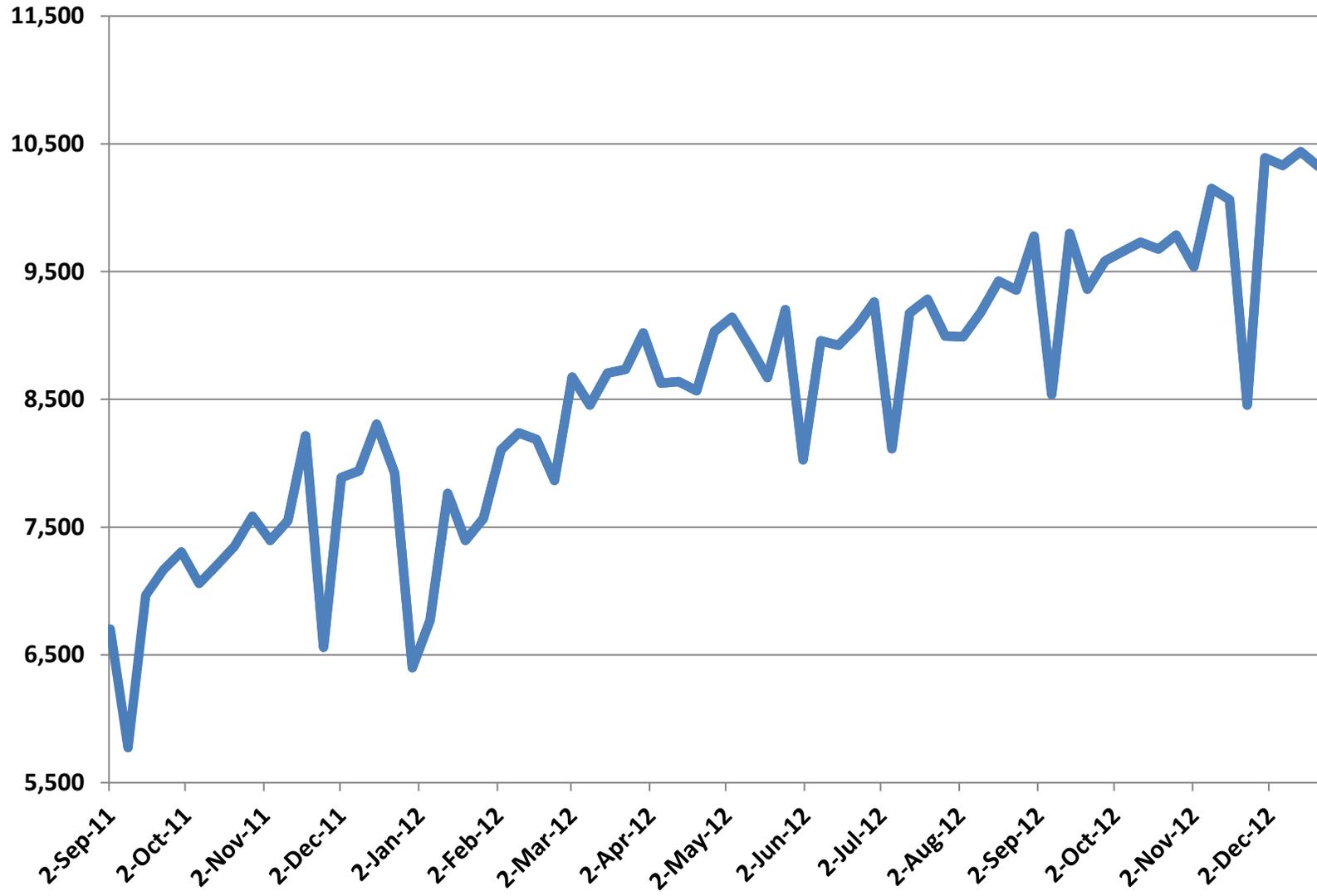


Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs

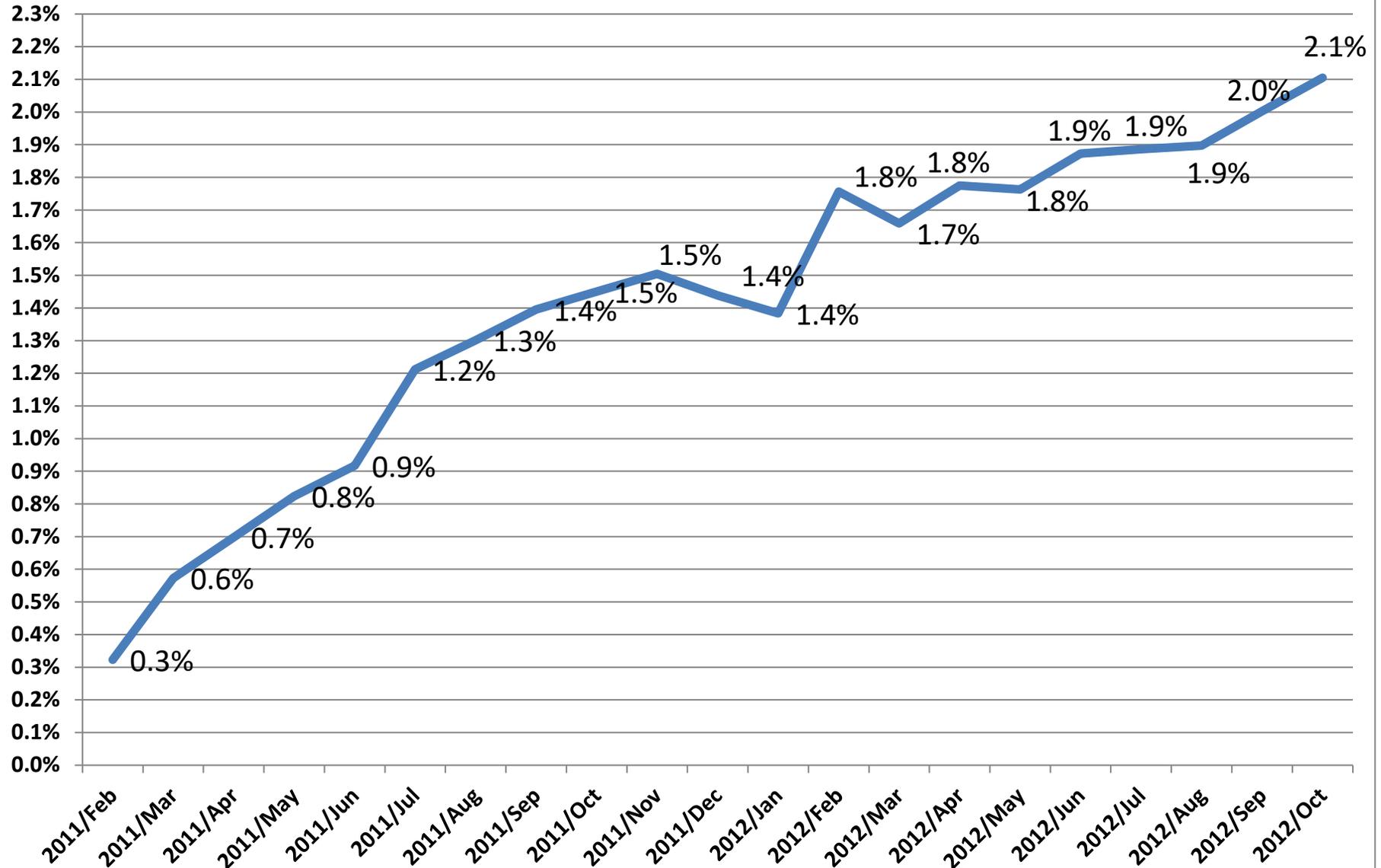


Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)

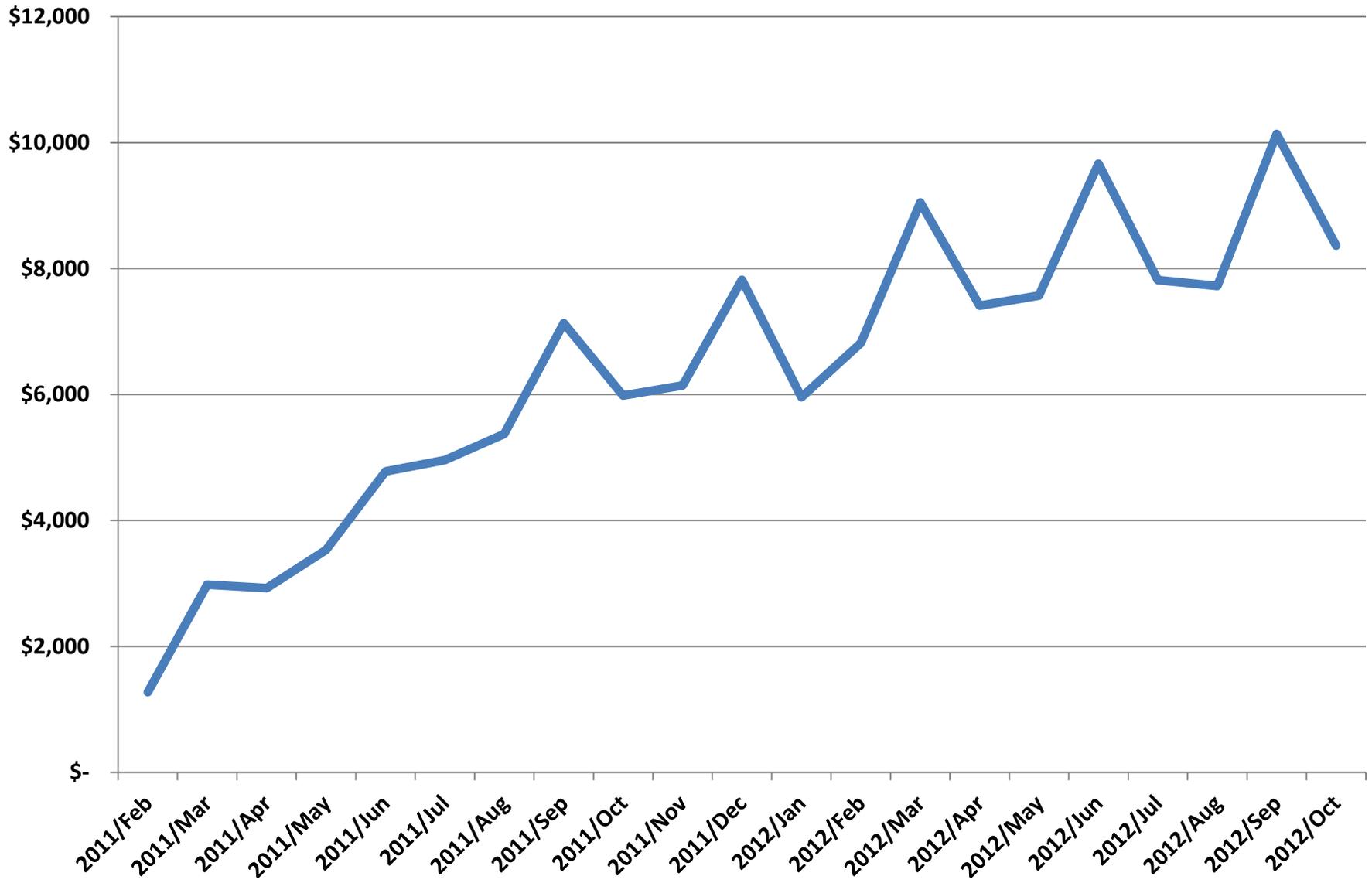


Butrans US Dollar Share of the Extended Release Opioid Market

(Source: IMS National Sales Perspective; includes branded and generic opioids)



Butrans monthly US Dollars Sold -- Wholesaler to Retailer --Excluding Jan Stocking (source: IMS National Sales Perspective)



Message

From: Rosen, David (Sales and Marketing) [REDACTED]
Sent: 1/2/2013 1:27:35 PM
To: Sackler, Dr Richard [REDACTED]
CC: Stewart, John H. (US) [REDACTED]; Gasdia, Russell [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: Butrans= 10,324; Intermezzo = 1,430 (Week ending 12-21-12)
Attachments: Intermezzo Weekly Report 12-21-2012.xlsx; Copy of Butrans Weekly Report 12-21-12.xlsm

Hi, Dr. Richard. Below are the latest data trends with attached Excel files as well. Butrans is maintaining slow growth. While Rxs decreased 1.1% from last week, they are coming off a record high last week in Rx (10,439) and share (2.01%). This is encouraging because December tends to be a big vacation month which could be detrimental to a call sensitive product like Butrans. Intermezzo has jumped up the past couple of weeks, correlating with the launch of the web and print direct to consumer campaigns.

Butrans

Rx Increase from last week	-1.1%
Share	1.93%
Share last week	2.01%

Intermezzo

Rx Increase from last week	3.8%
Share	0.099%
Share last week	0.099%

Happy New Year.

-David

David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma | One Stamford Forum Stamford CT 06901 | [REDACTED]@pharma.com | [REDACTED]

Produced Natively

	Total				% of Budget Achieved vs. True Rx's		% of Total		Total Rx		Total NRx		Total RRx		True Rx		Trial Card Redemptions		% Chg vs. Prior Period						
	Budget Rx	Total Rx	True Rx	Trial Card Redemptions	Weekly	Cumulative	True Rx	Trial Card Redemptions	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg True	3.5mg True	1.75mg	3.5mg	Total Rx	1.75mg Total Rx	3.5mg Total Rx	True Rx	1.75mg True Rx	3.5mg True Rx	Trial Card Redemptions
6-Apr-12	69	92	88	4	128.0%	128.0%	96%	4%	53	39	53	39	0	0	50	38	3	1	NA	NA	NA	NA	NA	NA	NA
13-Apr-12	104	410	392	18	376.7%	277.8%	96%	4%	227	183	227	183	0	0	218	174	9	9	345.7%	328.3%	369.2%	345.5%	336.0%	357.9%	350.0%
20-Apr-12	183	468	406	62	221.5%	248.8%	87%	13%	256	212	253	212	3	0	225	181	31	31	14.1%	12.8%	15.8%	3.6%	3.2%	4.0%	244.4%
27-Apr-12	322	461	400	61	124.1%	189.5%	87%	13%	254	207	251	205	3	2	226	174	28	33	-1.5%	-0.8%	-2.4%	-1.5%	0.4%	-3.9%	-1.6%
4-May-12	519	551	466	85	89.8%	146.3%	85%	15%	306	245	306	240	0	5	266	200	40	45	19.5%	20.5%	18.4%	16.5%	17.7%	14.9%	39.3%
11-May-12	924	581	482	99	52.2%	105.3%	83%	17%	329	252	320	242	9	10	279	203	50	49	5.4%	7.5%	2.9%	3.4%	4.9%	1.5%	16.5%
18-May-12	1,171	577	474	103	40.5%	82.3%	82%	18%	303	274	290	249	13	25	249	225	54	49	-0.7%	-7.9%	8.7%	-1.7%	-10.8%	10.8%	4.0%
25-May-12	1,334	644	539	105	40.4%	70.2%	84%	16%	330	314	309	296	21	18	281	258	49	56	11.6%	8.9%	14.6%	13.7%	12.9%	14.7%	1.9%
1-Jun-12	1,423	561	494	67	34.7%	61.8%	88%	12%	295	266	270	245	25	21	256	238	39	28	-12.9%	-10.6%	-15.3%	-8.3%	-8.9%	-7.8%	-36.2%
8-Jun-12	2,153	801	678	123	31.5%	53.9%	85%	15%	409	392	365	346	44	46	339	339	70	53	42.8%	38.6%	47.4%	37.2%	32.4%	42.4%	83.6%
15-Jun-12	2,246	760	657	103	29.2%	48.6%	86%	14%	393	367	362	325	31	42	333	324	60	43	-5.1%	-3.9%	-6.4%	-3.1%	-1.8%	-4.4%	-16.3%
22-Jun-12	2,406	840	720	120	29.9%	45.1%	86%	14%	462	378	426	332	36	46	405	315	57	63	10.5%	17.6%	3.0%	9.6%	21.6%	-2.8%	16.5%
29-Jun-12	2,683	842	728	114	27.1%	42.0%	86%	14%	443	399	395	346	48	53	372	356	71	43	0.2%	-4.1%	5.6%	1.1%	-8.1%	13.0%	-5.0%
6-Jul-12	2,488	715	646	69	26.0%	39.8%	90%	10%	367	348	325	281	42	67	333	313	34	35	-15.1%	-17.2%	-12.8%	-11.3%	-10.5%	-12.1%	-39.5%
13-Jul-12	3,222	904	808	96	25.1%	37.5%	89%	11%	417	487	343	405	74	82	368	440	49	47	26.4%	13.6%	39.9%	25.1%	10.5%	40.6%	39.1%
20-Jul-12	3,606	894	789	105	21.9%	35.3%	88%	12%	451	443	387	358	64	85	403	386	48	57	-1.1%	8.2%	-9.0%	-2.4%	9.5%	-12.3%	9.4%
27-Jul-12	3,926	939	818	121	20.8%	33.3%	87%	13%	458	481	403	398	55	83	391	427	67	54	5.0%	1.6%	8.6%	3.7%	-3.0%	10.6%	15.2%
3-Aug-12	4,452	907	785	122	17.6%	31.2%	87%	13%	461	446	392	367	69	79	393	392	68	54	-3.4%	0.7%	-7.3%	-4.0%	0.5%	-8.2%	0.8%
10-Aug-12	4,679	1,063	954	109	20.4%	29.9%	90%	10%	510	553	458	446	52	107	458	496	52	57	17.2%	10.6%	24.0%	21.5%	16.5%	26.5%	-10.7%
17-Aug-12	4,809	1,094	977	117	20.3%	28.8%	89%	11%	545	549	471	427	74	122	479	498	66	51	2.9%	6.9%	-0.7%	2.4%	4.6%	0.4%	7.3%
24-Aug-12	5,086	1,102	967	135	19.0%	27.8%	88%	12%	547	555	459	444	88	111	466	501	81	54	0.7%	0.4%	1.1%	-1.0%	-2.7%	0.6%	15.4%
31-Aug-12	5,166	1,093	975	118	18.9%	26.9%	89%	11%	539	554	433	426	106	128	479	496	60	58	-0.8%	-1.5%	-0.2%	0.8%	2.8%	-1.0%	-12.6%
7-Sep-12	4,357	974	873	101	20.0%	26.4%	90%	10%	465	509	372	382	93	127	412	461	53	48	-10.9%	-13.7%	-8.1%	-10.5%	-14.0%	-7.1%	-14.4%
14-Sep-12	5,453	1,194	1,078	116	19.8%	25.8%	90%	10%	590	604	489	468	101	136	539	539	51	65	22.6%	26.9%	18.7%	23.5%	30.8%	16.9%	14.9%



[NRx, RRx and TRx by Strength](#)
[Distribution of Rxs by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Intermezzo TRx](#)

Data includes retail pharmacy, mail order and LTC channels

Week #	Week Ending	Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	456	5	461	251	3	254	205	2	207
Week 5	4-May-12	546	5	551	306	0	306	240	5	245
Week 6	11-May-12	562	19	581	320	9	329	242	10	252
Week 7	18-May-12	539	38	577	290	13	303	249	25	274
Week 8	25-May-12	605	39	644	309	21	330	296	18	314
Week 9	1-Jun-12	515	46	561	270	25	295	245	21	266
Week 10	8-Jun-12	711	90	801	365	44	409	346	46	392
Week 11	15-Jun-12	687	73	760	362	31	393	325	42	367
Week 12	22-Jun-12	758	82	840	426	36	462	332	46	378
Week 13	29-Jun-12	741	101	842	395	48	443	346	53	399
Week 14	6-Jul-12	606	109	715	325	42	367	281	67	348
Week 15	13-Jul-12	748	156	904	343	74	417	405	82	487
Week 16	20-Jul-12	745	149	894	387	64	451	358	85	443
Week 17	27-Jul-12	801	138	939	403	55	458	398	83	481
Week 18	3-Aug-12	759	148	907	392	69	461	367	79	446
Week 19	10-Aug-12	904	159	1,063	458	52	510	446	107	553
Week 20	17-Aug-12	898	196	1,094	471	74	545	427	122	549
Week 21	24-Aug-12	903	199	1,102	459	88	547	444	111	555
Week 22	31-Aug-12	859	234	1,093	433	106	539	426	128	554
Week 23	7-Sep-12	754	220	974	372	93	465	382	127	509
Week 24	14-Sep-12	957	237	1,194	489	101	590	468	136	604
Week 25	21-Sep-12	972	306	1,278	461	129	590	511	177	688
Week 26	28-Sep-12	1,141	279	1,420	478	124	602	663	155	818
Week 27	5-Oct-12	915	297	1,212	436	128	564	479	169	648
Week 28	12-Oct-12	1,017	267	1,284	485	107	592	532	160	692
Week 29	19-Oct-12	981	288	1,269	452	120	572	529	168	697
Week 30	26-Oct-12	1,026	277	1,303	553	44	597	473	233	706
Week 31	2-Nov-12	997	301	1,298	479	115	594	518	186	704
Week 32	9-Nov-12	1,043	340	1,383	467	151	618	576	189	765
Week 33	16-Nov-12	1,019	328	1,347	506	138	644	513	190	703
Week 34	23-Nov-12	810	299	1,109	369	116	485	441	183	624
Week 35	30-Nov-12	955	353	1,308	466	133	599	489	220	709
Week 36	7-Dec-12	1,046	339	1,385	483	132	615	563	207	770
Week 37	14-Dec-12	1,040	449	1,489	521	188	709	519	261	780
Week 38	21-Dec-12	1,137	397	1,534	537	169	706	600	228	828
TOTAL	2012	30,120	6,966	37,086	15,052	2,845	17,897	15,068	4,121	19,189
YTD	2012	30,120	6,966	37,086	15,052	2,845	17,897	15,068	4,121	19,189

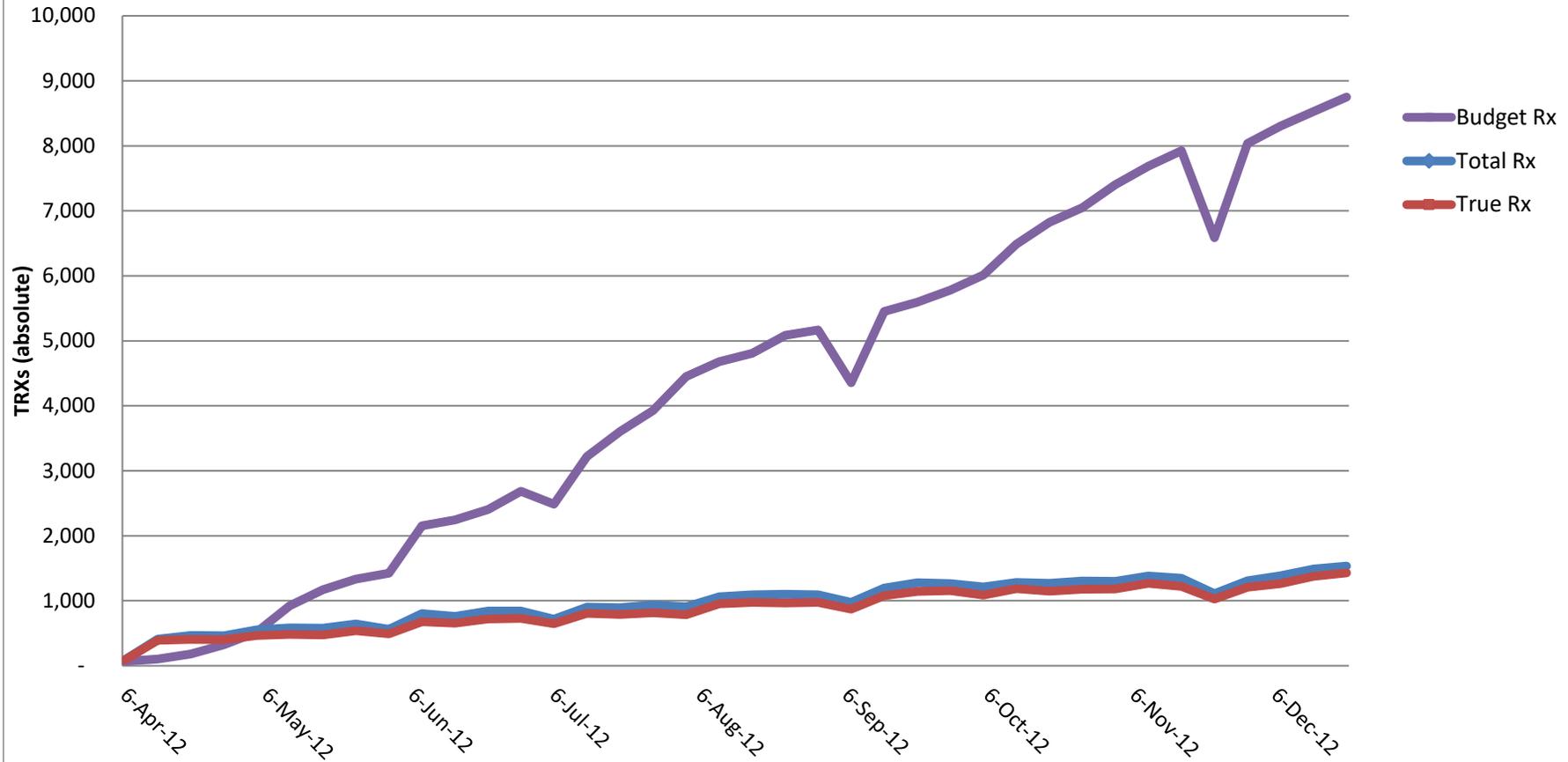
*Includes pre-launch prescriptions
 Data includes retail pharmacy, mail order and LTC channels

Total	Distribution of Total Intermezzo Prescriptions by Strength					
	1.75mg		3.5mg		Total	
	NRx	RRx	TRx	NRx	RRx	TRx
100.0%	100.0%	100.0%	100.0%	57.6%	0.0%	57.6%
100.0%	100.0%	100.0%	100.0%	55.4%	0.0%	55.4%
100.0%	100.0%	100.0%	100.0%	54.4%	100.0%	54.7%
100.0%	100.0%	100.0%	100.0%	55.0%	60.0%	55.1%
100.0%	100.0%	100.0%	100.0%	56.0%	0.0%	55.5%
100.0%	100.0%	100.0%	100.0%	56.9%	47.4%	56.6%
100.0%	100.0%	100.0%	100.0%	53.8%	34.2%	52.5%
100.0%	100.0%	100.0%	100.0%	51.1%	53.8%	51.2%
100.0%	100.0%	100.0%	100.0%	52.4%	54.3%	52.6%
100.0%	100.0%	100.0%	100.0%	51.3%	48.9%	51.1%
100.0%	100.0%	100.0%	100.0%	52.7%	42.5%	51.7%
100.0%	100.0%	100.0%	100.0%	56.2%	43.9%	55.0%
100.0%	100.0%	100.0%	100.0%	53.3%	47.5%	52.6%
100.0%	100.0%	100.0%	100.0%	53.6%	38.5%	51.3%
100.0%	100.0%	100.0%	100.0%	45.9%	47.4%	46.1%
100.0%	100.0%	100.0%	100.0%	51.9%	43.0%	50.4%
100.0%	100.0%	100.0%	100.0%	50.3%	39.9%	48.8%
100.0%	100.0%	100.0%	100.0%	51.6%	46.6%	50.8%
100.0%	100.0%	100.0%	100.0%	50.7%	32.7%	48.0%
100.0%	100.0%	100.0%	100.0%	52.4%	37.8%	49.8%
100.0%	100.0%	100.0%	100.0%	50.8%	44.2%	49.6%
100.0%	100.0%	100.0%	100.0%	50.4%	45.3%	49.3%
100.0%	100.0%	100.0%	100.0%	49.3%	42.3%	47.7%
100.0%	100.0%	100.0%	100.0%	51.1%	42.6%	49.4%
100.0%	100.0%	100.0%	100.0%	47.4%	42.2%	46.2%
100.0%	100.0%	100.0%	100.0%	41.9%	44.4%	42.4%
100.0%	100.0%	100.0%	100.0%	47.7%	43.1%	46.5%
100.0%	100.0%	100.0%	100.0%	47.7%	40.1%	46.1%
100.0%	100.0%	100.0%	100.0%	46.1%	41.7%	45.1%
100.0%	100.0%	100.0%	100.0%	53.9%	15.9%	45.8%
100.0%	100.0%	100.0%	100.0%	48.0%	38.2%	45.8%
100.0%	100.0%	100.0%	100.0%	44.8%	44.4%	44.7%
100.0%	100.0%	100.0%	100.0%	49.7%	42.1%	47.8%
100.0%	100.0%	100.0%	100.0%	49.6%	38.8%	43.7%
100.0%	100.0%	100.0%	100.0%	48.8%	37.7%	45.8%
100.0%	100.0%	100.0%	100.0%	46.2%	38.9%	44.4%
100.0%	100.0%	100.0%	100.0%	50.1%	41.9%	47.6%
100.0%	100.0%	100.0%	100.0%	47.2%	42.6%	46.0%
100.0%	100.0%	100.0%	100.0%	50.0%	40.8%	48.3%
100.0%	100.0%	100.0%	100.0%	50.0%	59.2%	51.7%

Total	Distribution of Intermezzo New, Refill and Total Prescriptions by Strength					
	1.75mg		3.5mg		Total	
	NRx	RRx	TRx	NRx	RRx	TRx
100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	100.0%
100.0%	0.0%	100.0%	100.0%	0.0%	0.0%	100.0%
99.4%	0.6%	100.0%	98.8%	1.2%	100.0%	100.0%
98.9%	1.1%	100.0%	98.8%	1.2%	100.0%	99.0%
99.1%	0.9%	100.0%	100.0%	0.0%	100.0%	98.0%
96.7%	3.3%	100.0%	97.3%	2.7%	100.0%	96.0%
93.4%	6.6%	100.0%	95.7%	4.3%	100.0%	90.9%
93.9%	6.1%	100.0%	93.6%	6.4%	100.0%	94.3%
91.8%	8.2%	100.0%	91.5%	8.5%	100.0%	92.1%
88.8%	11.2%	100.0%	89.2%	10.8%	100.0%	88.3%
90.4%	9.6%	100.0%	92.1%	7.9%	100.0%	88.6%
90.2%	9.8%	100.0%	92.2%	7.8%	100.0%	87.8%
88.0%	12.0%	100.0%	89.2%	10.8%	100.0%	86.7%
84.8%	15.2%	100.0%	88.6%	11.4%	100.0%	80.7%
82.7%	17.3%	100.0%	82.3%	17.7%	100.0%	83.2%
83.3%	16.7%	100.0%	85.8%	14.2%	100.0%	80.8%
85.3%	14.7%	100.0%	88.0%	12.0%	100.0%	82.7%
83.7%	16.3%	100.0%	85.0%	15.0%	100.0%	82.3%
85.0%	15.0%	100.0%	89.8%	10.2%	100.0%	80.7%
82.1%	17.9%	100.0%	86.4%	13.6%	100.0%	77.8%
81.9%	18.1%	100.0%	83.9%	16.1%	100.0%	80.0%
78.6%	21.4%	100.0%	80.3%	19.7%	100.0%	76.9%
77.4%	22.6%	100.0%	80.0%	20.0%	100.0%	75.0%
80.2%	19.8%	100.0%	82.9%	17.1%	100.0%	77.5%
76.1%	23.9%	100.0%	78.1%	21.9%	100.0%	74.3%
80.4%	19.6%	100.0%	79.4%	20.6%	100.0%	81.1%
75.5%	24.5%	100.0%	77.3%	22.7%	100.0%	73.9%
79.2%	20.8%	100.0%	81.9%	18.1%	100.0%	76.9%
77.3%	22.7%	100.0%	79.0%	21.0%	100.0%	75.9%
78.7%	21.3%	100.0%	92.6%	7.4%	100.0%	67.0%
76.8%	23.2%	100.0%	80.6%	19.4%	100.0%	73.6%
75.4%	24.6%	100.0%	75.6%	24.4%	100.0%	75.3%
75.6%	24.4%	100.0%	78.6%	21.4%	100.0%	73.0%
73.0%	27.0%	100.0%	76.1%	23.9%	100.0%	70.7%
73.0%	27.0%	100.0%	77.8%	22.2%	100.0%	69.0%
75.5%	24.5%	100.0%	78.5%	21.5%	100.0%	73.1%
69.8%	30.2%	100.0%	73.5%	26.5%	100.0%	66.5%
74.1%	25.9%	100.0%	76.1%	23.9%	100.0%	72.5%
81.2%	18.8%	100.0%	84.1%	15.9%	100.0%	78.5%
81.2%	18.8%	100.0%	84.1%	15.9%	100.0%	78.5%

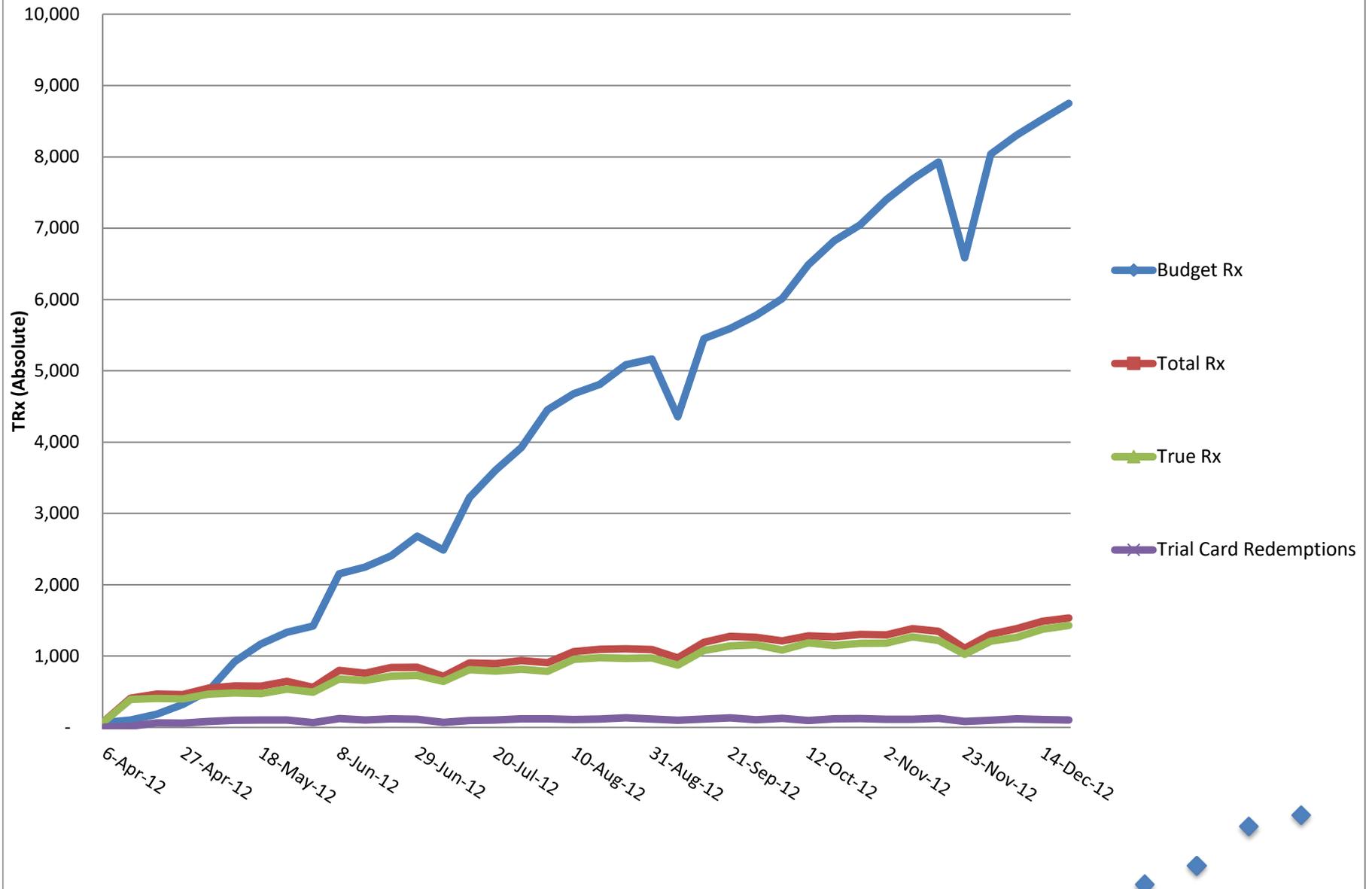
Total	Weekly Growth in Intermezzo New, Refill and Total Prescriptions by Strength					
	1.75mg		3.5mg		Total	
	NRx	RRx	TRx	NRx	RRx	TRx
NA	NA	NA	NA	NA	NA	NA
345.7%	NA	345.7%	328.3%	NA	328.3%	369.2%
13.4%	NA	14.1%	11.5%	NA	12.8%	15.8%
-1.9%	66.7%	-1.5%	-0.8%	0.0%	-0.8%	-3.3%
19.7%	0.0%	19.5%	21.9%	-100.0%	20.5%	17.1%
2.9%	280.0%	5.4%	4.6%	NA	7.5%	0.8%
-4.1%	100.0%	-0.7%	-9.4%	44.4%	-7.9%	2.9%
12.2%	2.6%	11.6%	6.6%	61.5%	8.9%	18.9%
-14.9%	17.9%	-12.9%	-12.6%	19.0%	-10.6%	-17.2%
38.1%	95.7%	42.8%	35.2%	76.0%	38.6%	41.2%
-3.4%	-18.9%	-5.1%	-0.8%	-29.5%	-3.9%	-6.1%
10.3%	12.3%	10.5%	17.7%	16.1%	17.6%	2.2%
-2.2%	23.2%	0.2%	-7.3%	33.3%	-4.1%	4.2%
-18.2%	7.9%	-15.1%	-17.7%	-12.5%	-17.2%	-18.8%
23.4%	43.1%	26.4%	5.5%	76.2%	13.6%	44.1%
-0.4%	-4.5%	-1.1%	12.8%	-13.5%	8.2%	-11.6%
7.5%	-7.4%	5.0%	4.1%	-14.1%	1.6%	11.2%
-5.2%	7.2%	-3.4%	-2.7%	25.5%	0.7%	-7.8%
19.1%	7.4%	17.2%	16.8%	-24.6%	10.6%	21.5%
-0.7%	23.3%	2.9%	2.8%	42.3%	6.9%	-4.3%
0.6%	1.5%	0.7%	-2.5%	18.9%	0.4%	4.0%
-4.9%	17.6%	-0.8%	-5.7%	20.5%	-1.5%	-4.1%
-12.2%	-6.0%	-10.9%	-14.1%	-12.3%	-13.7%	-10.3%
26.9%	7.7%					

Intermezzo True Rx's (Source: IMS NPA/McKesson)

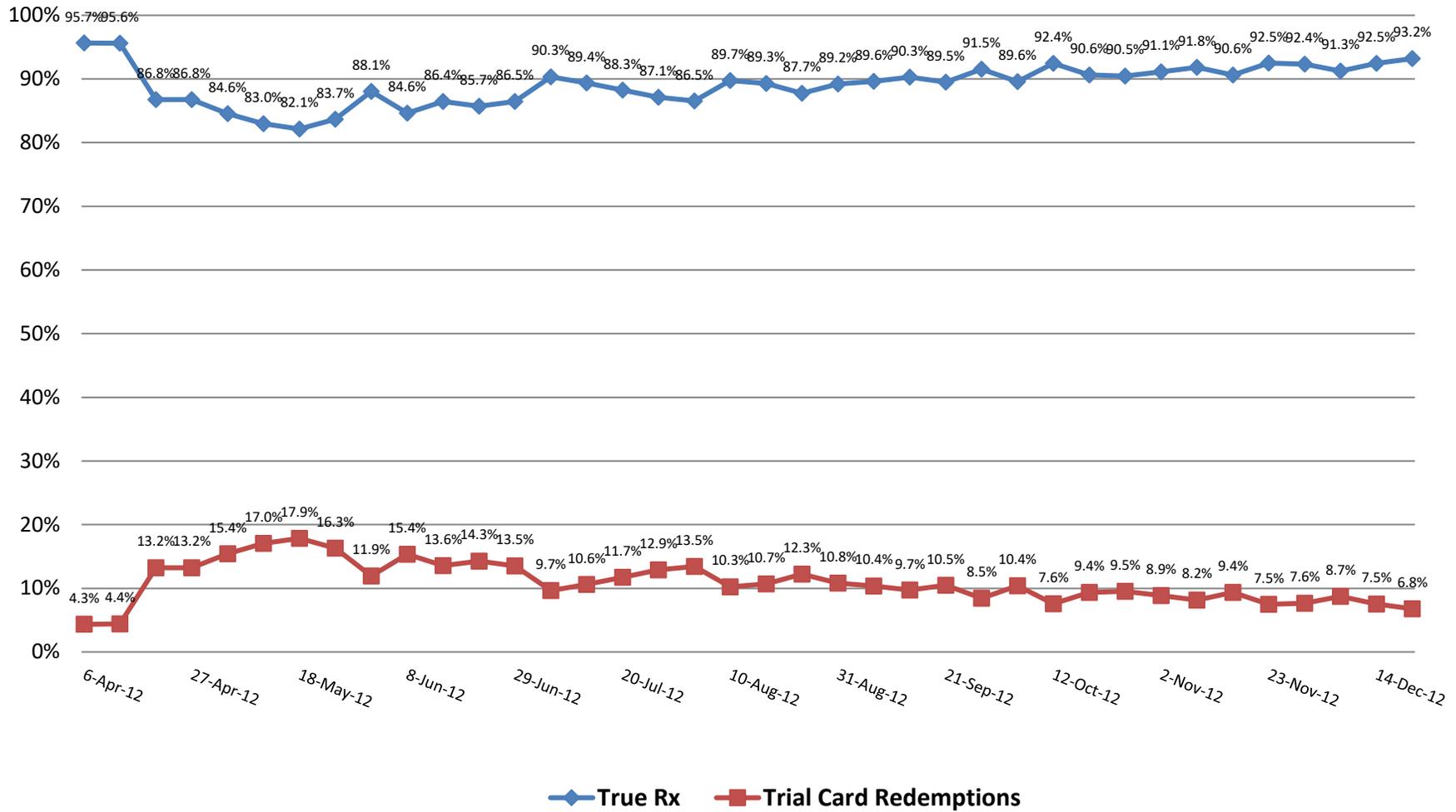


■

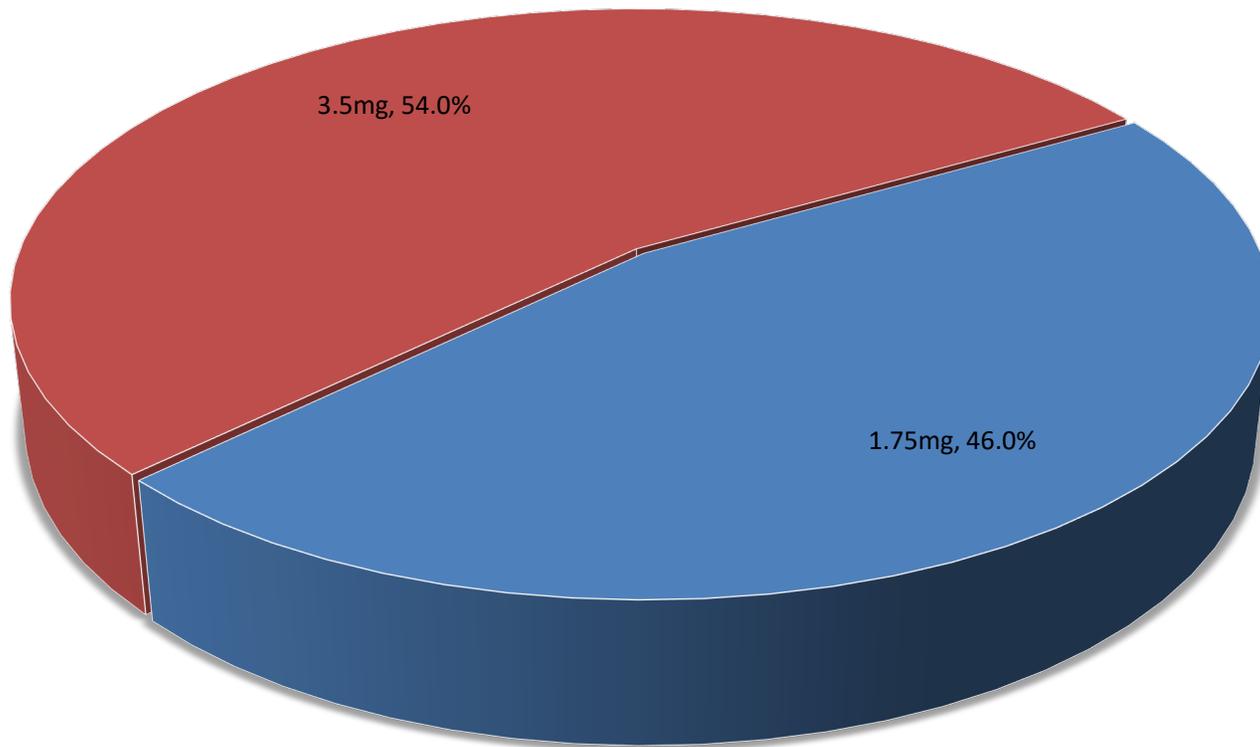
Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)



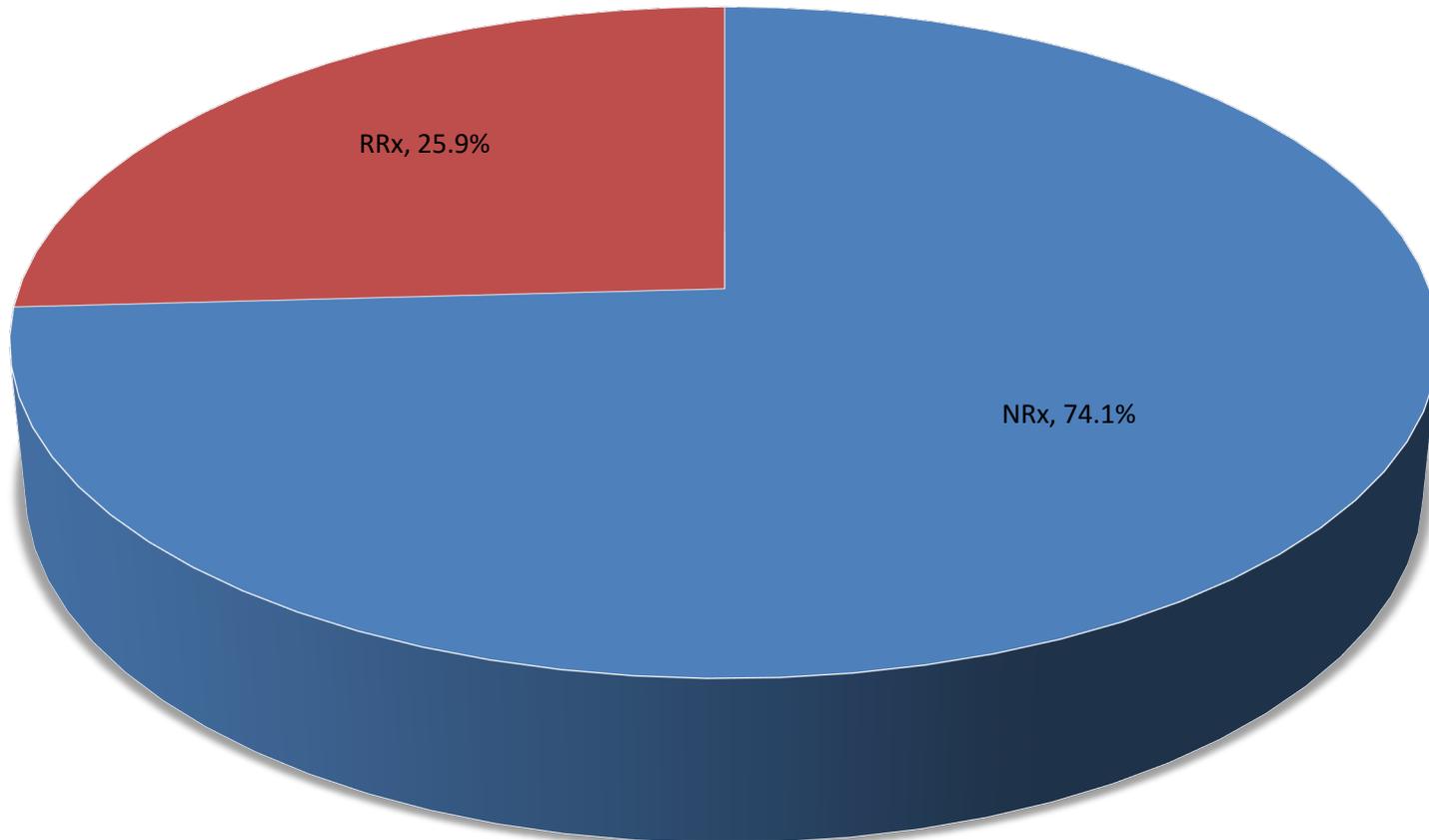
True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



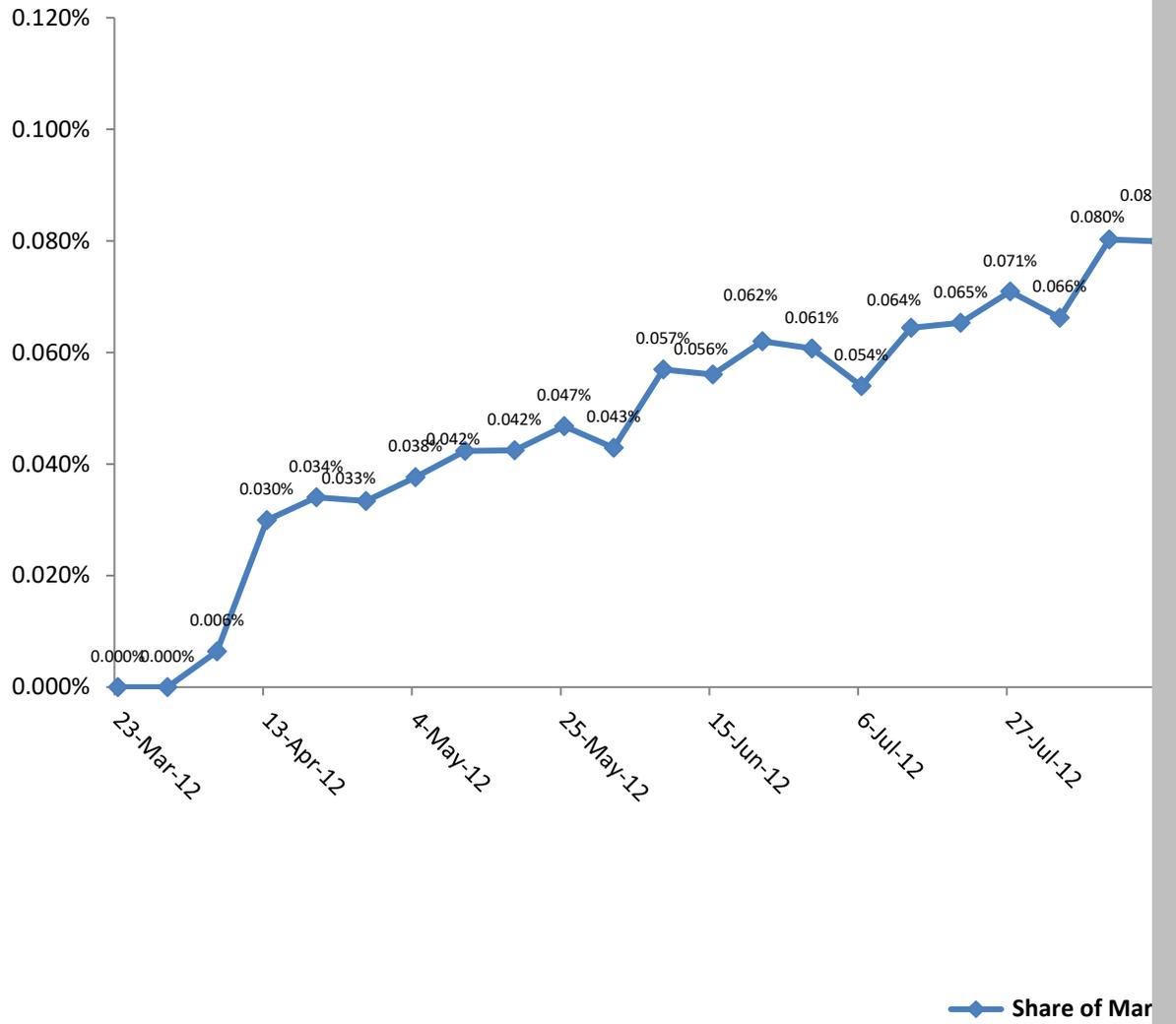
**Intermezzo Total Rxs by Dosage Strength
Week ending December 21, 2012
(Source: IMS NPA)**



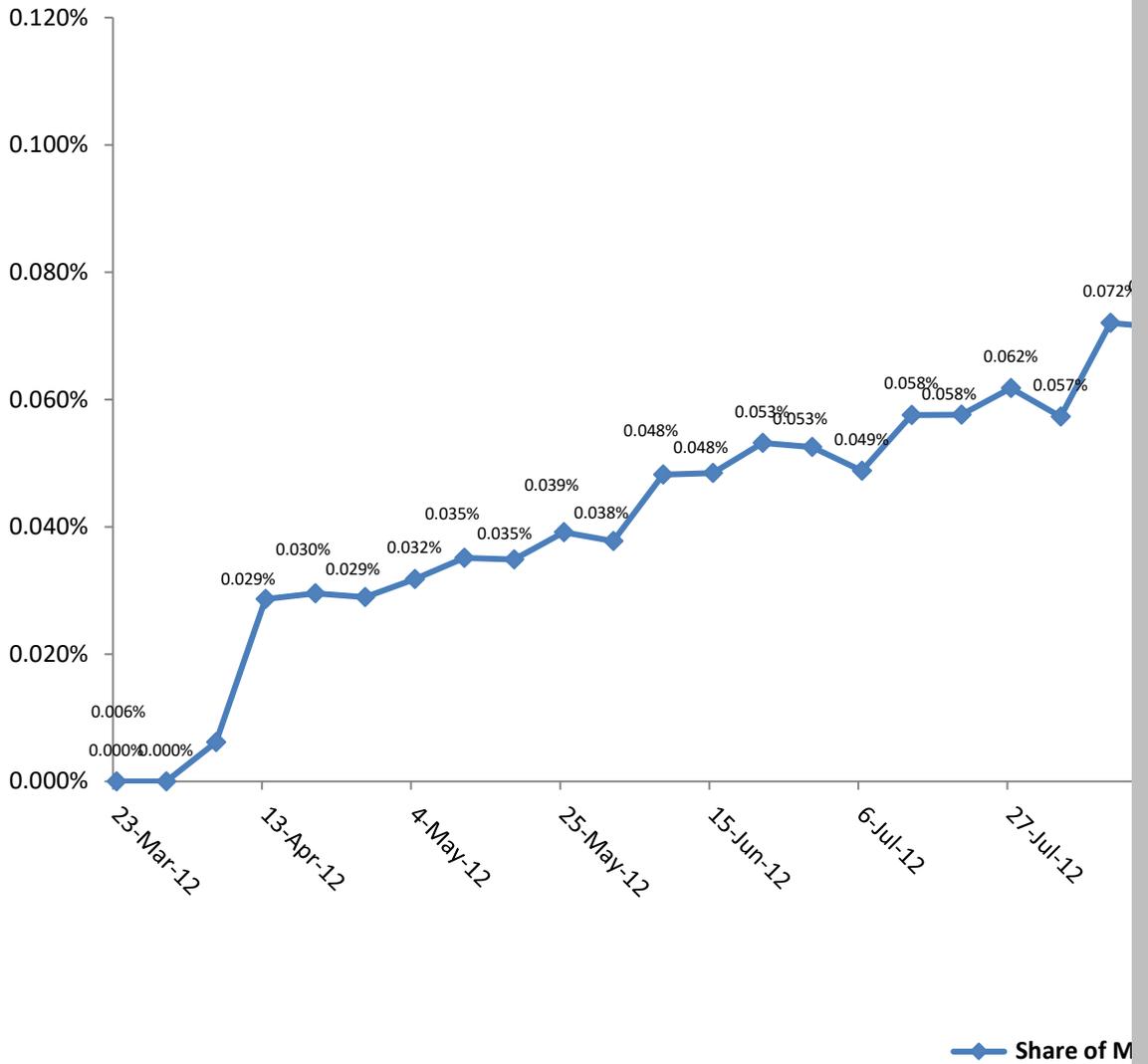
**Intermezzo Total NRx vs. Total RRx
Week ending December 21, 2012
(Source: IMS NPA)**



Intermezzo Total Rx Share of Insomnia



Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
Total Market TRx	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
Share of Market (Total TRx)			0.006%	0.030%
Share of Market (True TRx)			0.006%	0.029%

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
0.034%	0.033%	0.038%	0.042%	0.042%	0.047%
0.030%	0.029%	0.032%	0.035%	0.035%	0.039%

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
0.043%	0.057%	0.056%	0.062%	0.061%	0.054%	0.064%
0.038%	0.048%	0.048%	0.053%	0.053%	0.049%	0.058%

20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
0.065%	0.071%	0.066%	0.080%	0.080%	0.080%
0.058%	0.062%	0.057%	0.072%	0.071%	0.070%

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
0.077%	0.072%	0.084%	0.092%	0.090%
0.069%	0.064%	0.076%	0.082%	0.082%

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
0.083%	0.093%	0.091%	0.094%	0.094%
0.074%	0.086%	0.083%	0.085%	0.086%

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
0.098%	0.097%	0.092%	0.088%	0.094%
0.090%	0.088%	0.085%	0.082%	0.086%

14-Dec-12	21-Dec-12	1/1 Week Growth
1,417,828	1,444,247	1.9%
1,489	1,534	3.0%
1,377	1,430	3.8%
0.105%	0.106%	
0.097%	0.099%	

Intermezzo Total Rxs for the week ending December 21, 2012

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>	<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
1.75mg	537	169	706	56	650
3.5mg	600	228	828	48	780
Total	1,137	397	1,534	104	1,430

Distribution of Total New versus Refill Rxs for Intermezzo

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	76.1%	23.9%	100.0%
3.5mg	72.5%	27.5%	100.0%
Total	74.1%	25.9%	100.0%

Distribution of Intermezzo Total Rxs by Strength

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	47.2%	42.6%	46.0%
3.5mg	52.8%	57.4%	54.0%
Total	100.0%	100.0%	100.0%

Produced Natively



- [NRx, RRx and TRx by Strength](#)
- [Distribution of Rxs by Strength](#)
- [Distribution of NRx, RRx and TRx by Strength](#)
- [Weekly Growth in Butrans TRxs](#)

		Butrans New, Refill and Total Prescriptions by Strength													
Week #	Week Ending	Total			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total	
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385	2,270	728	2,998	77.9%	22.1%
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313	2,167	743	2,910	77.2%	22.8%
Week 94	9-Nov-12	7,840	2,311	10,151	1,983	485	2,468	3,443	1,013	4,456	2,414	813	3,227	77.2%	22.8%



Distribution of Butrans Prescriptions by Strength

Week #	Week Ending	Distribution of Butrans Prescriptions by Strength									
		5 mcg/hour			10 mcg/hour			20 mcg/hour			
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 92	26-Oct-12	100.0%	19.9%	4.7%	24.6%	34.8%	10.0%	44.8%	23.2%	7.4%	30.6%
Week 93	2-Nov-12	100.0%	19.7%	4.6%	24.3%	34.8%	10.4%	45.2%	22.7%	7.8%	30.5%
Week 94	9-Nov-12	100.0%	19.5%	4.8%	24.3%	33.9%	10.0%	43.9%	23.8%	8.0%	31.8%

Distribution of Butrans Ne

Total			5 mcg/hour	
NRx	RRx	TRx	NRx	RRx
77.9%	22.1%	100.0%	80.9%	19.1%
77.2%	22.8%	100.0%	81.2%	18.8%
77.2%	22.8%	100.0%	80.3%	19.7%



Weekly New, Refill and Total Prescriptions by Strength

Week #	Week Ending	10 mcg/hour			20 mcg/hour		
		TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	100.0%	77.8%	22.2%	100.0%	75.7%	24.3%
Week 93	2-Nov-12	100.0%	77.0%	23.0%	100.0%	74.5%	25.5%
Week 94	9-Nov-12	100.0%	77.3%	22.7%	100.0%	74.8%	25.2%

Weekly Growth in Butrans New, Refill and Total Prescriptions

Total			5 mcg/hour			10 mcg/hour	
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%
-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%
6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%



Prescriptions by Strength

<u>Week #</u>	<u>Week Ending</u>	20 mcg/hour			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 92	26-Oct-12	3.3%	1.4%	-5.9%	-0.5%
Week 93	2-Nov-12	-1.6%	-4.5%	2.1%	-2.9%
Week 94	9-Nov-12	3.3%	11.4%	9.4%	10.9%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

Week #	Week Ending	Butrans 10mcg Equivalents				Trend Line	Trend Line	Distrib
		Total TRx	5 mcg/hour TRx	10 mcg/hour TRx	20 mcg/hour TRx	Sept 1 TRx	Jan 20 TRx	
Week 92	26-Oct-12	11,583	1,202	4,385	5,996	11,583	100.0%	
Week 93	2-Nov-12	11,290	1,157	4,313	5,820	11,290	100.0%	
Week 94	9-Nov-12	12,144	1,234	4,456	6,454	12,144	100.0%	



Distribution of Butrans 10mcg Equivalents

<u>Week #</u>	<u>Week Ending</u>	5 mcg/hour <u>TRx</u>	10 mcg/hour <u>TRx</u>	20 mcg/hour <u>TRx</u>
Week 92	26-Oct-12	10.4%	37.9%	51.8%
Week 93	2-Nov-12	10.2%	38.2%	51.6%
Week 94	9-Nov-12	10.2%	36.7%	53.1%

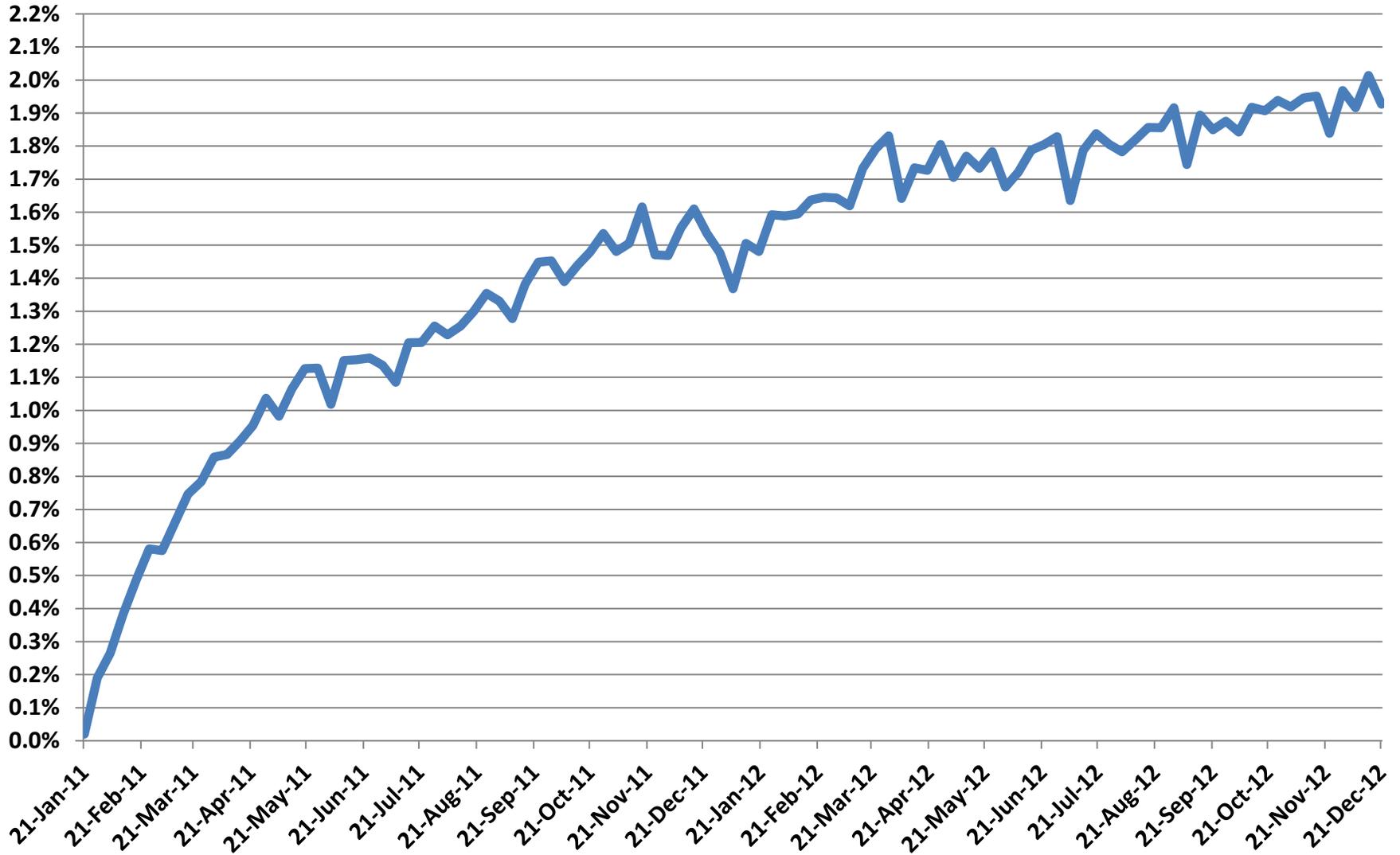
Weekly Growth - Butrans 10mcg Equivalents

Total <u>TRx</u>	5mcg <u>TRx</u>	10mcg <u>TRx</u>	20mcg <u>TRx</u>
0.9%	-0.7%	3.3%	-0.5%
-2.5%	-3.7%	-1.6%	-2.9%
7.6%	6.7%	3.3%	10.9%

Butrans Weekly Extended Release Opioid Rx Share

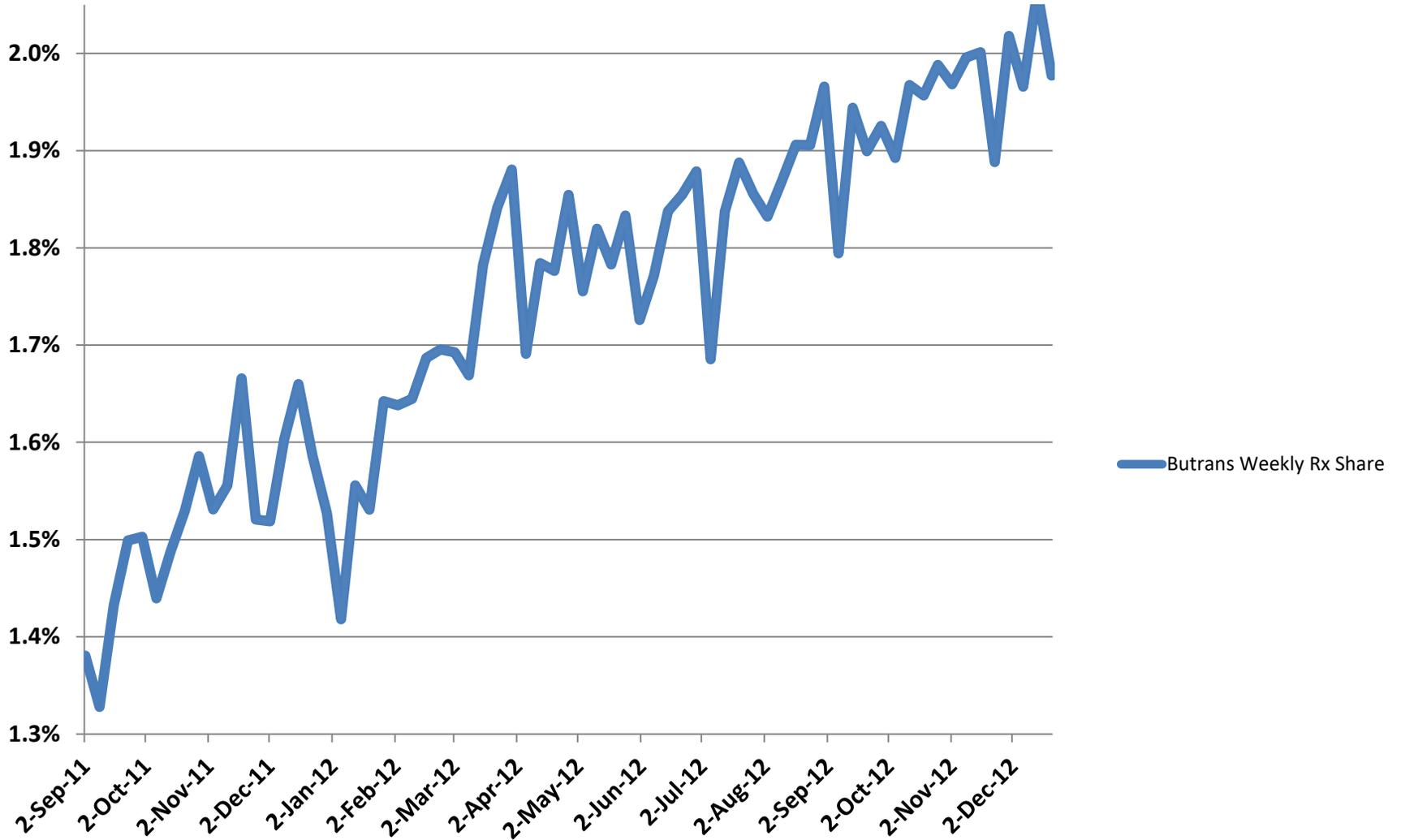
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



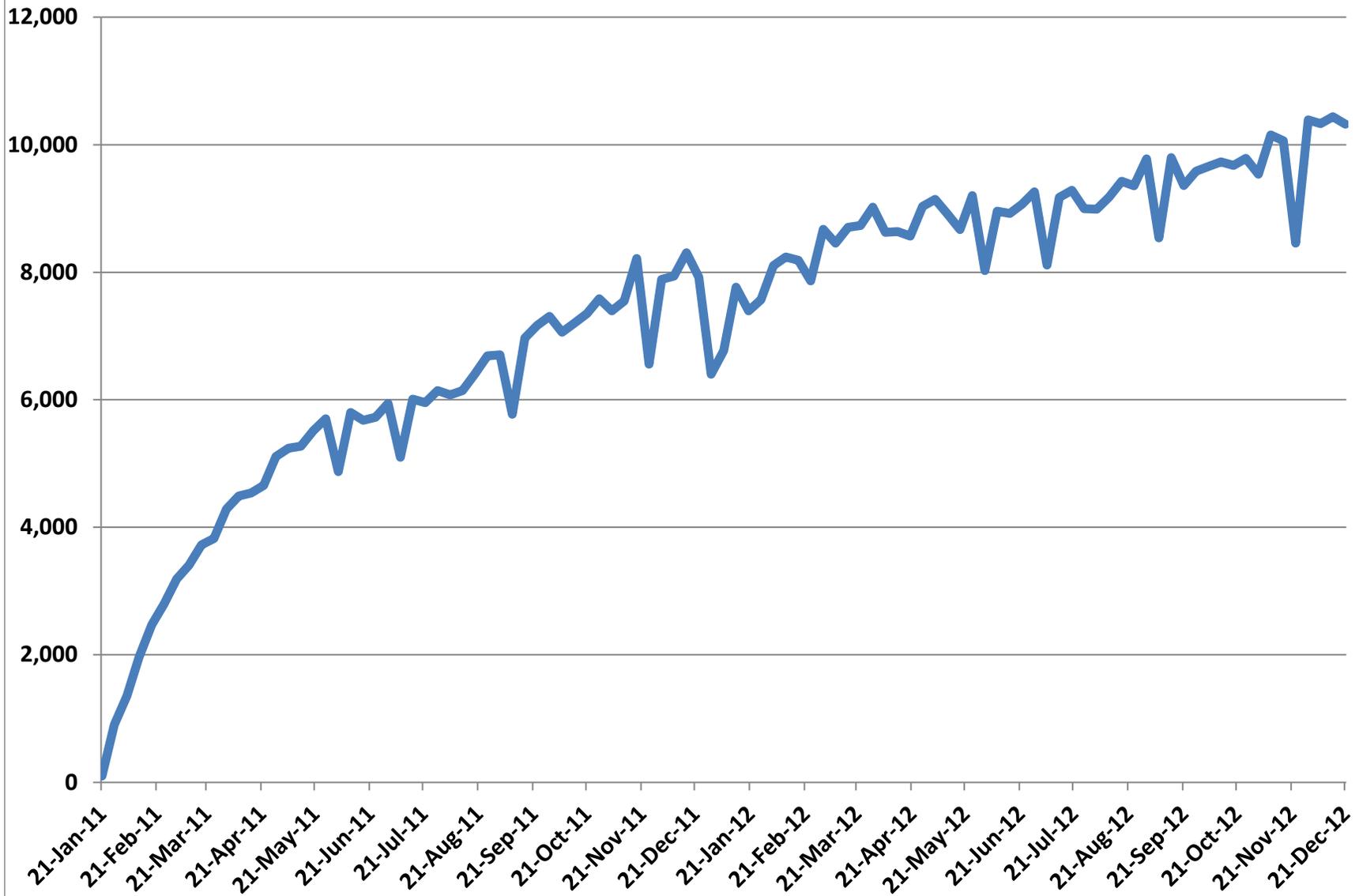
Detailed Butrans Weekly Extended Release Opioid Market Share

(Source: IMS National Prescription Audit; includes both branded and generic opioids)

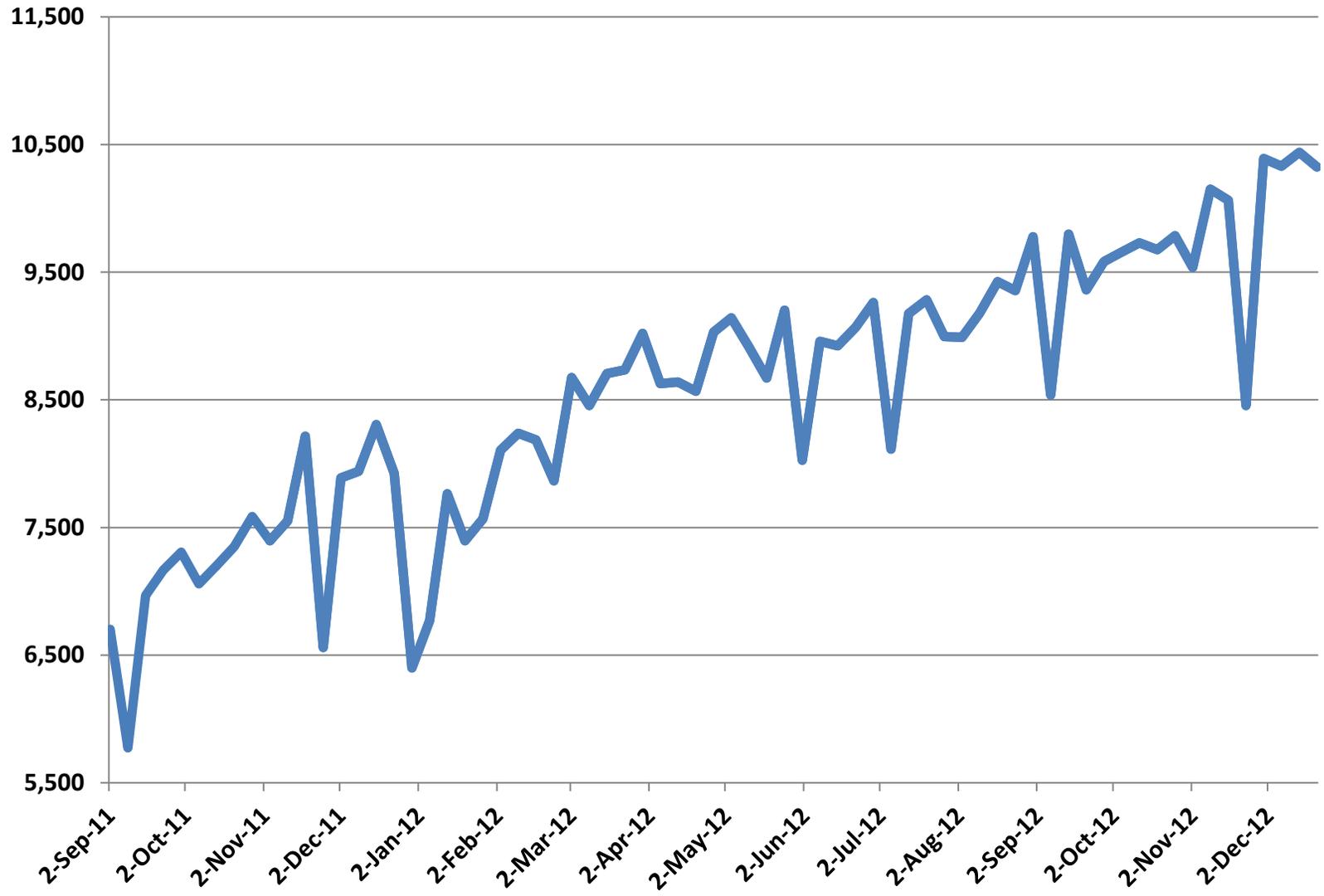


Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs

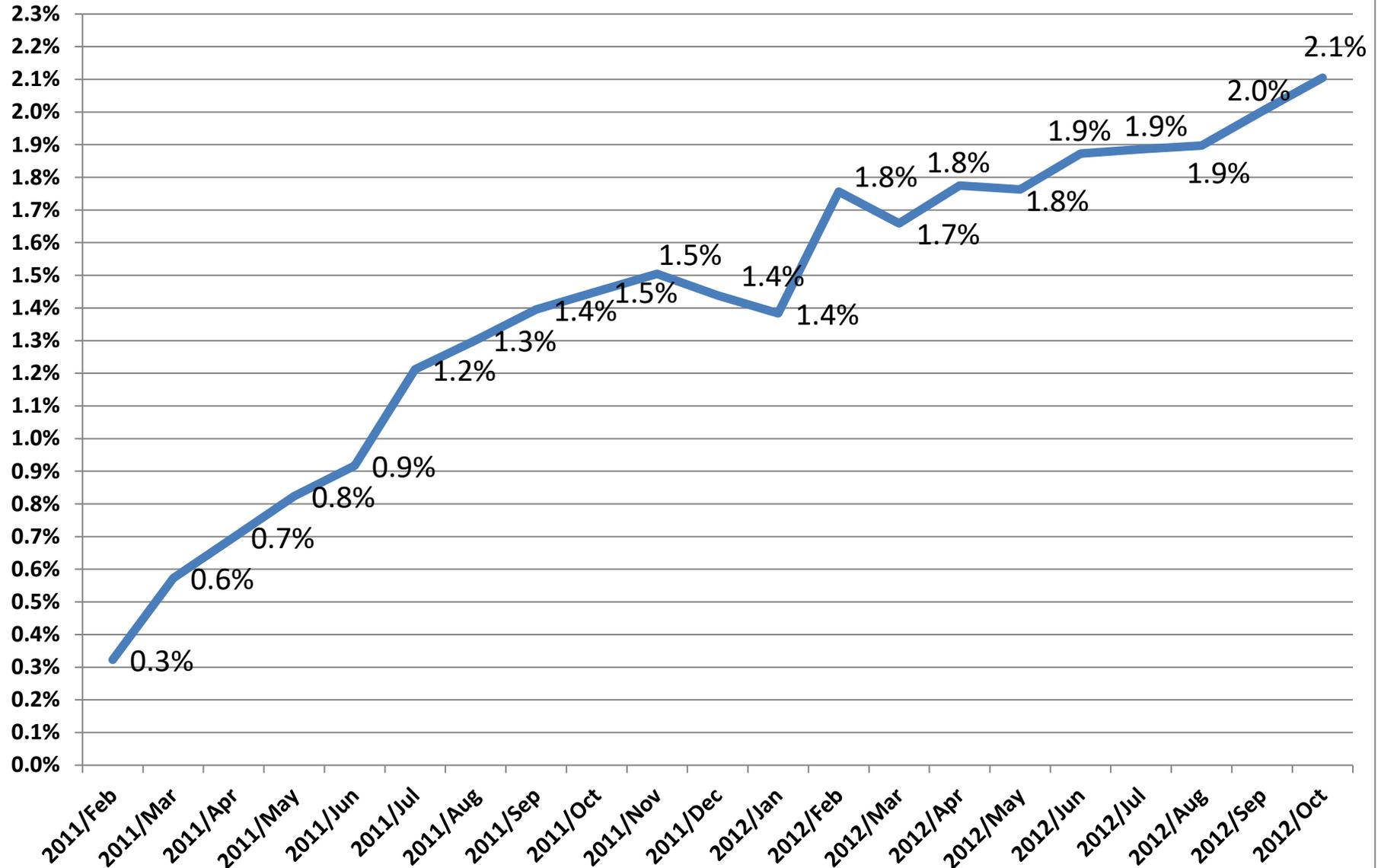


Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)

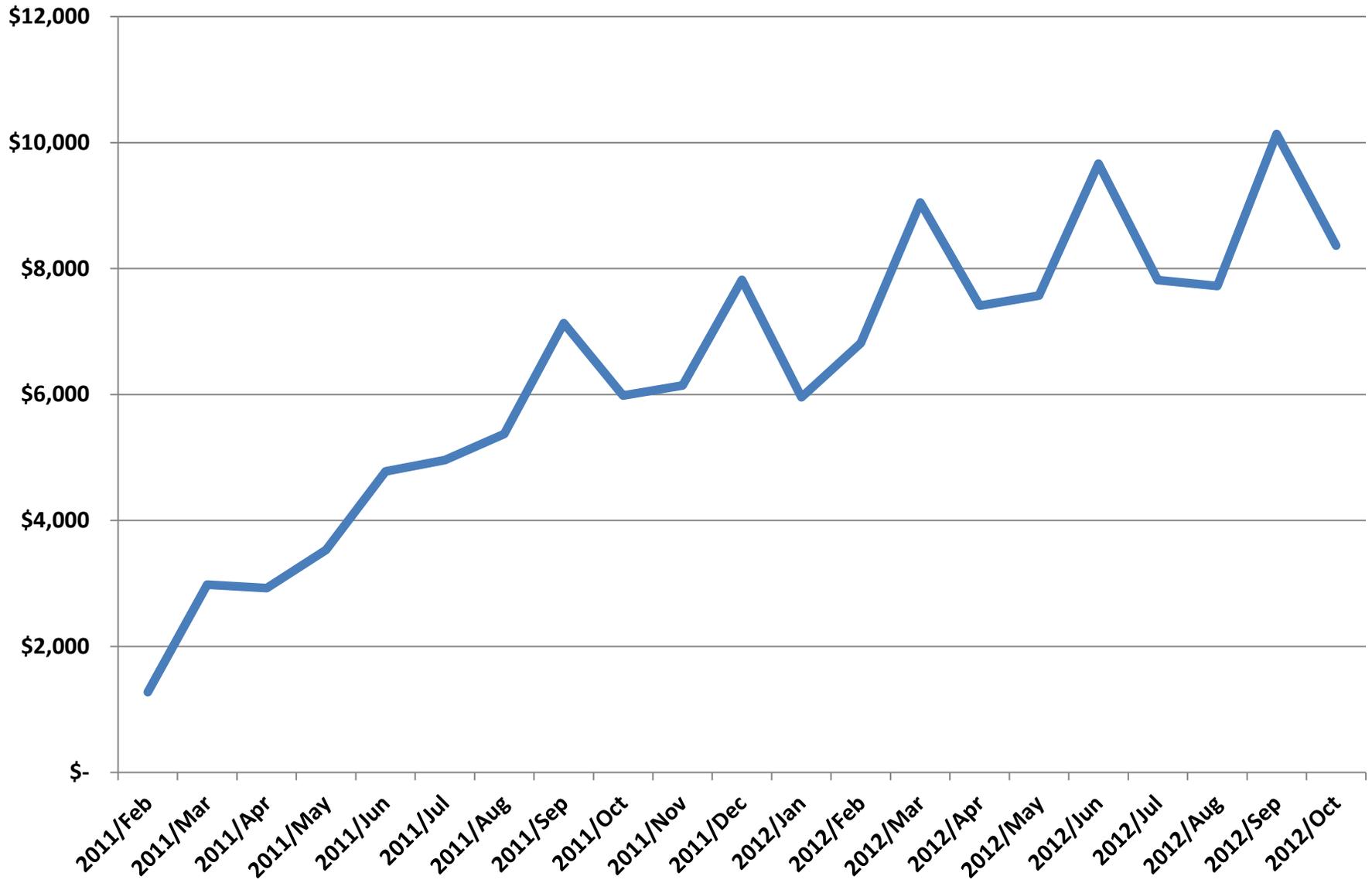


Butrans US Dollar Share of the Extended Release Opioid Market

(Source: IMS National Sales Perspective; includes branded and generic opioids)



Butrans monthly US Dollars Sold -- Wholesaler to Retailer --Excluding Jan Stocking (source: IMS National Sales Perspective)



Message

From: [REDACTED]
Sent: 1/10/2013 12:20:22 PM
To: Sackler, Dr Richard [REDACTED]
Subject: Corporate Presentation books from Jim Dolan as of January 10, 2013
Attachments: Purdue Capabilities_Jan2013 corp style rev 1-4-2013.pptx

[REDACTED]
[REDACTED]
Purdue Pharma
201 Tresser Blvd.
Stamford, CT 06901

(t) [REDACTED] **Redacted**

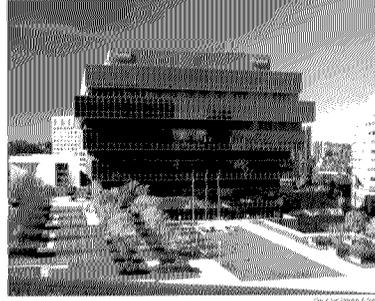
(f) [REDACTED]
[REDACTED]@pharma.com

From: [REDACTED]
Sent: Thursday, January 10, 2013 11:39 AM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: LBD Corporate Presentation books

Purdue Pharma L.P.
January 2013

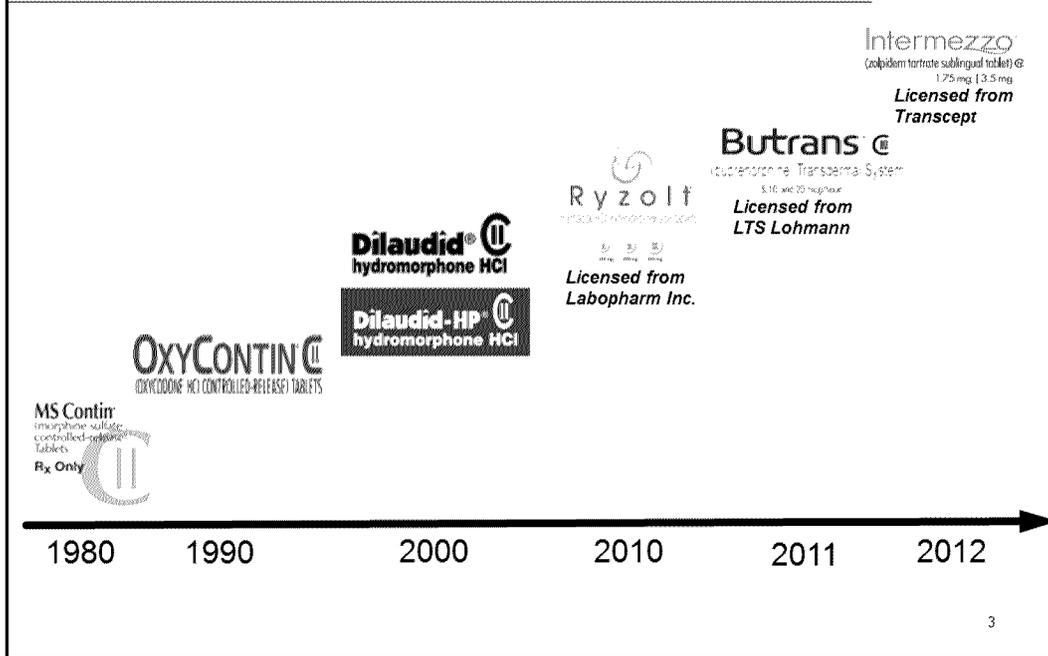
Who We Are

- Privately-owned company; founded by physicians in 1952
- Founders active as directors today
- Known for world-class analgesic brands
- Fully-integrated: API / MFG / R&D
Marketing / Sales Rx & OTC
- Focus on licensing and alliances



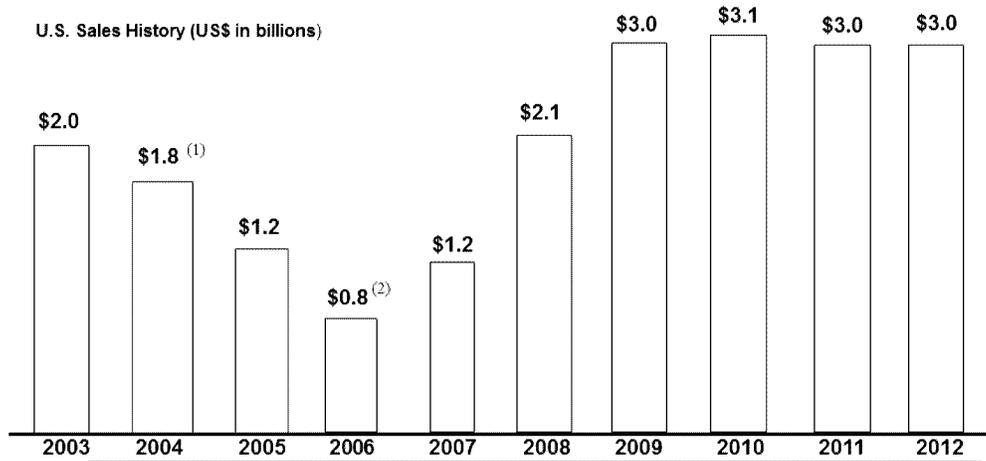
One Stamford Forum
Stamford, Connecticut

Three Decades of Pain Management Brand Experience with Expansion into CNS & Sleep



A Specialty Pharma Company with Significant Revenue

U.S. Sales History (US\$ in billions)



Total Sales of Rx and OTC products with 1,780 U.S. employees, including 702 in Field Sales⁽³⁾

(1)

(2)

(3)

Redacted

702 field sales organization as of Q4 2012

Global Marketing Reach – Purdue/Mundipharma



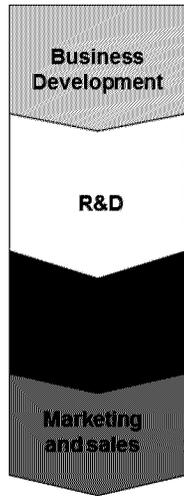
Purdue Pharma and its independent associates collaborate with a network of independent associates and pharmaceutical companies to provide sales and marketing services over 6 continents and generate revenues in excess of \$1 billion.

Purdue and the Associates Companies engage in product development, patent manufacture, distribution, and licensing of pharmaceuticals.

A worldwide flexible network enables the Company to respond with local knowledge to the conditions in their countries.

* each an "Associate" collectively the "Associates"

Capabilities Across All Functional Areas



- Rapid response deal-making ability; private structure
- Track record licensing in products in multiple therapeutic areas
- Global network to source, evaluate and execute worldwide deals – Mundipharma International

- Discovery scientists working in novel NMEs for pain
- Significant expertise in controlled-release delivery technology and tamper resistant formulations
- Extensive clinical and regulatory experience in pain management
- Significant risk management expertise

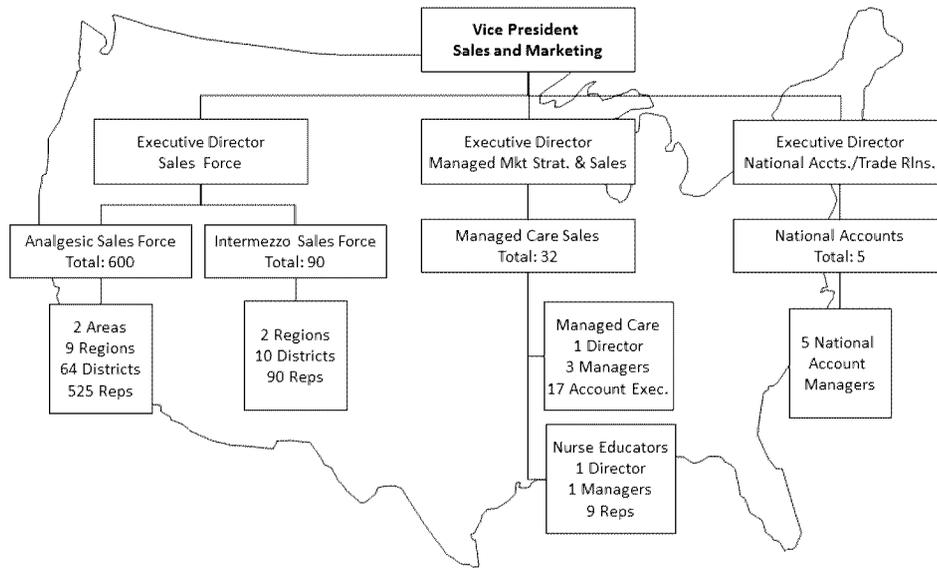
- 2 manufacturing facilities with experience in complex dosage formulations (Totowa, NJ and Wilson, NC)
- Fine chemical narcotic API facility in Coventry, RI

- 702 person sales organization; analgesic & specialty forces
- Physician relationships in pain management and primary care
- DTC experience from OTC brands and Rx Intermezzo®

New specialty sales representatives in 2012 for Intermezzo® launch

Sales Force - Overview

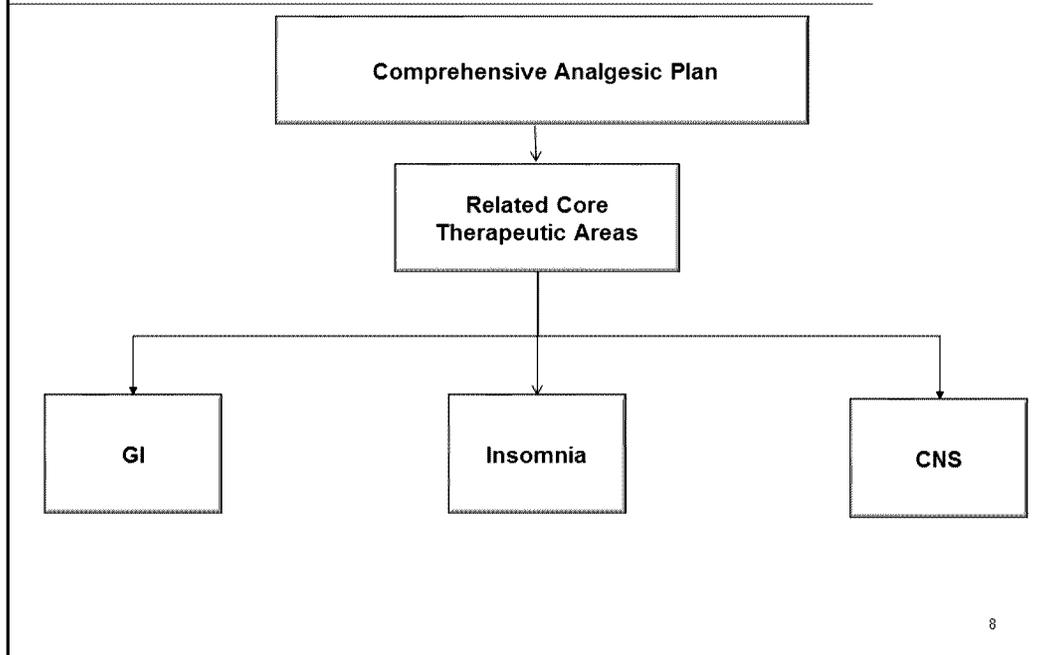
Sales & Marketing



- 702 Sales Representative & Managers
- 32 Managed Care Account Executives / Nurse Educators
- 5 National Account Managers



Purdue Therapeutic Areas



Selected Innovative Deals & Structures



Acquisition of publicly-traded CNS discovery company and merged into Purdue Neuroscience
Neuropathic pain, migraine, epilepsy and anxiety projects jump start Purdue discovery



Acquired exclusive marketing rights to Chirocaine® (levobupivacaine) injection and established specialty hospital sales force



Purdue Neuroscience enabled Newron to proceed with development of ralfinamide and related NME compounds for pain



Acquisition of Dilaudid® & Dilaudid-HP® (hydromorphone) brands and assets in U.S., Canada, Australia

Strategic Alliances, Long-Term Relationships



Licensed U.S. rights to Intermezzo™
(zolpidem 1.75 mg / 3.5 mg sublingual tablet)
for middle-of-the-night awakening;
launched April 2012 leading Purdue into new
therapeutic area



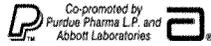
Shionogi & Co., Ltd.

Discovery/development of NME pain drugs;
global multi-year collaboration yielding
several INDs



labopharm

Tramadol once-a-day; U.S. co-promotion
alliance; Ryzolt® approved in U.S. Jan '09



www.abbottpain.com

OxyContin® co-promotion in hospital market;
U.S. 10 years

10

Equity & Strategic Investments

Partner	Location	Deal Time	Deal Type	Deal Description
	Cambridge, MA	NOV 2008	Up to \$75 mm in PIPE; \$50mm credit line	100% R&D funding for multiple years to access current pipeline & new discovery; Ex-U.S. commercial rights to products; board observer seat; scientific advisory board
	New Haven, CT	JAN 2009	Series A	Early round investment in new Yale University oncology company; board observer seat; scientific advisory board
	Branford, CT	JUN 2005	Divest for equity	Divested clinical stage epilepsy drug for equity stake in new biotech company; board observer seat
	New Haven, CT	JUL 2007	Series A	Early round investment in new AMD company; board observer seat
	Newton, MA	FEB 2009 AUG 2009	Series E preferred & collaboration	Exclusive commercial rights in EU & Asia/Pacific for NOV-002 for NSCLC; board observer seat

11

Leading Medical Education and Liaison Programs

Purdue offers an array of non-commercial programs and resources to help improve patient care and well-being, including:



Partners Against Pain[®], a national education program that aims to help patients, caregivers, and health care professionals alleviate unnecessary suffering.



In the Face of Pain[®], a free interactive toolkit that enables pain management advocates to advance the standards of pain care through education and advocacy.



Medical Education Catalog

Non-promotional education programs to help HCPs properly assess and treat patients suffering from pain through education.

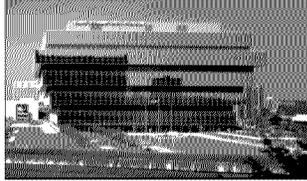
- Purdue's Medical Education Resource Catalog delivered more than 130,000 materials to HCP in the past 3 years.

Grants to foster the increased understanding of scientific, clinical and healthcare issues that contribute to improvement of patient care.

- Independent medical education programs reaching more than 1.2 million healthcare providers

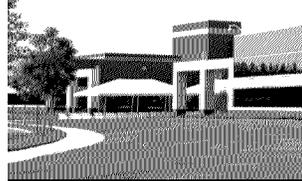
Operations of Purdue Pharma L.P. & Its U.S. Independent Associated Companies

Headquarters



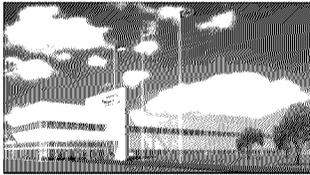
Purdue Pharma L.P.
One Stamford Forum
Stamford, CT 06901

Research & Development

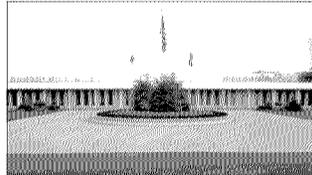


Purdue Pharma L.P.
6 Cedar Brook Drive
Cranbury, NJ 08512

Manufacturing



Purdue Pharmaceuticals L.P.
4701 Purdue Drive
Wilson, NC 27893

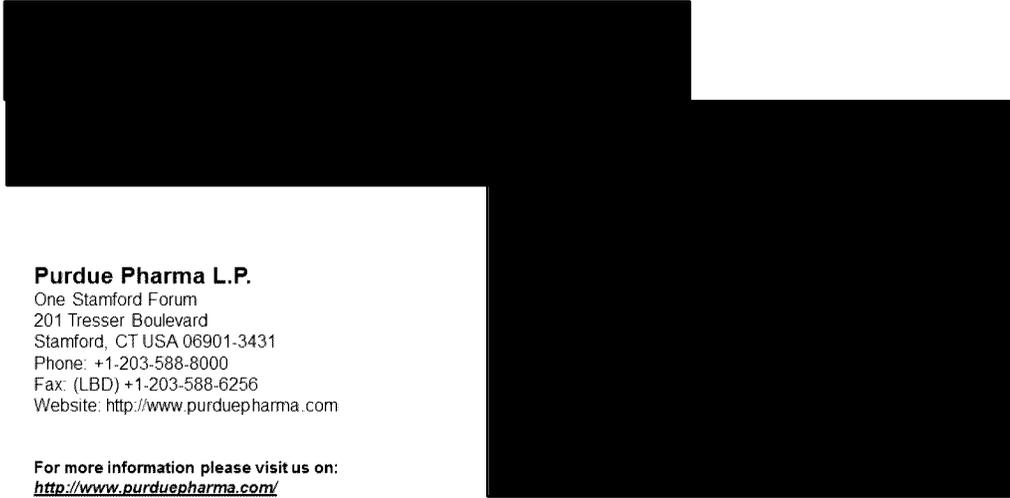


The P.F. Laboratories, Inc.
700 Union Boulevard
Totowa, NJ 07512



Rhodes Technologies
498 Washington Street
Coventry, RI 02816

**Purdue Pharma L.P.
U.S. Licensing & Business Development Contacts**



Purdue Pharma L.P.
One Stamford Forum
201 Tresser Boulevard
Stamford, CT USA 06901-3431
Phone: +1-203-588-8000
Fax: (LBD) +1-203-588-6256
Website: <http://www.purduepharma.com>

For more information please visit us on:
<http://www.purduepharma.com/>
<http://www.purduepharma.com/About/Pages/Partner-With-Purdue.aspx>

Message

From: [REDACTED]
Sent: 1/11/2013 12:13:24 PM
To: Sackler, Dr Raymond R [REDACTED] Sackler, Dame Theresa [REDACTED]
[REDACTED] Sackler, Beverly [REDACTED] Sackler, Dr Richard [REDACTED]
[REDACTED] Sackler Lefcourt, Ilene [REDACTED] Sackler, Dr Kathe [REDACTED]
[REDACTED] Sackler, Jonathan [REDACTED] Sackler Hunt, Samantha [REDACTED]
[REDACTED] Sackler, Mortimer D.A. [REDACTED] Sackler, David [REDACTED]
[REDACTED] Boer, Peter [REDACTED] Lewent, Judy [REDACTED]
[REDACTED] Costa, Paulo [REDACTED]
[REDACTED] Snyderman, Ralph [REDACTED]
CC: Baker, Stuart D. [REDACTED] [REDACTED] (Ogier.com) [REDACTED]
[REDACTED] Vlahony, Edward [REDACTED]
[REDACTED] Stewart, John H. (US) [REDACTED]
[REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: Worldwide Sales - December 2012
Attachments: WW Sales 2012 L December Send.xlsx

STRICTLY CONFIDENTIAL - PLEASE DO NOT COPY OR FORWARD

Note: This report compares Actual against Mid-Year Estimate (MYE) and Budget. For Europe and Asia the references to 'Budget' in this report refer to the budgets approved in February 2012.

HIGHLIGHTS – December 2012

- Monthly sales in December of \$345.4m were 4.9% ahead of 2011 and 1.1% up on MYE. (Page 3)

- **Worldwide full year sales of \$3,857.4m are 1.7% up on 2011 and only marginally down on MYE. (Page 3)**
- **Worldwide excluding USA cumulative sales of \$1,654.3m are in line with budget, with Canada (+ 0.7%) and Asia (+ 10.7%) each up, whilst Europe (- 1.1%) and ANZ (- 0.5%) are a little down on budget. (Page 3)**
- **USA sales in the month of \$219.2m were 14.0% up on 2011 and 5.7% better than MYE.**
- **China surpassed its full year MYE/budget target by \$4.8m (11.4%), whilst Korea similarly surpassed its full year MYE/budget target by \$3.9m/19.5%. (Page 3)**
- **Total worldwide sales of OxyContin since its first launch in December 1995 passed the \$25 billion mark this month. (Page 9)**
- **Worldwide full year sales of OxyContin of \$2,493.8m are 3.6% down on 2011, which is more than offset by the 12.9% growth in all other products to \$1,363.5m. OxyContin made up 65% of total sales in 2012, down from 68% for 2011. (Page 6)**
- **The full year growth in other products is driven by the strong performance of BuTrans, Targin and Levact, with each up at least 23% on 2011. (Page 6)**
- **YTD sales for joint ventures (which are not included above), are \$155.0m, being 5.7% up on 2011, but 3.6% down on MYE. Sales in India of \$84.8m YTD are 8.0% up on 2011. (Page 9)**

Full Year – December 2012

Worldwide sales of \$3,857.4m are 1.7% up 2011, but marginally down on MYE and 3.7% behind budget.

USA sales of \$2,203.1m are in line with 2011, but 1.6% behind MYE and 6.3% below budget. OxyContin sales of \$1,988.5m are 2.0% lower than 2011 and 4.3% less than budget, but 1.0% ahead of MYE. Full year BuTrans sales of \$105.9m are 52.4% better than 2011.

Worldwide excluding USA sales of \$1,654.3m are 4.5% better than 2011, marginally ahead of MYE and in line with budget.

Europe sales of \$1,076.2m are 6.3% up on 2011 and in line with MYE, but 1.1% less than budget. This result is slightly (\$1.2m) ahead of the year end estimate. Each of the 'big 5' markets show growth on 2011, with **Germany** +1.2%, the **UK** +10.3%, **France** +15.6%, **Italy** +37.7% and **Spain** +15.2%.

Following a year of challenges, full year sales in **Canada** of \$333.3m are 7.9% lower than 2011, but finished the year marginally ahead of MYE/budget. Combined OxyContin/OxyNEO full year sales of \$168.4m (after deducting \$7.1 million of OxyContin returns) are 21.1% down on last year and 1.1% below MYE/budget. Full year Hydromorph Contin sales (\$91.2m) are 14.9% better than 2011 and 9.4% up on MYE/budget, as physicians switch some patients from OxyContin to Hydromorph Contin instead of OxyNEO due to uncertainty around the reimbursement situation for 2013. BuTrans remains without reimbursement, but full year sales of \$7.1 million are 32.9% better than 2011.

Sales in **ANZ** of \$154.7m (including \$147.4m of sales in Australia) are 9.8% up on 2011, but marginally less than MYE/budget. In **Australia**, OxyContin sales of \$66.3m are in line with 2011, but

1.1% below MYE/budget. The largest contributor to growth remains Targin, with full year sales of \$10.8m being 10.0% ahead of MYE/budget. Combined OxyContin/Targin sales are 14.7% ahead of 2011 and in line with MYE/budget. Norspan sales of \$47.7m are up on last year by 11.4%, but 1.5% below MYE/budget.

Asia sales of \$90.0m are 32.9% up on 2011 and 10.7% higher than MYE/budget. All countries are comfortably up on last year, with **China**, **Korea** and the **Philippines** being ahead of 2011 by 34%, 36% and 13%, respectively. In **China**, OxyContin continues to perform strongly, with full year sales up 51% on 2011. In **Korea**, the recently launched products Targin and Norspan continue to exceed expectations, being ahead of budget by 50% and 68%, respectively, despite subdued sales in December.

Month – December 2012

Worldwide sales of \$345.4m were 4.9% ahead of December 2011 and 1.1% up on MYE, but 5.1% below budget.

USA sales in the month of \$219.2m (the best since March) were 14.0% up on 2011 and 5.7% more than MYE, but 2.3% lower than budget. OxyContin sales of \$196.5m were 14.8% up on 2011, 8.4% higher than MYE and marginally better than budget.

Worldwide excluding USA sales in December of \$126.2m were 7.8% less than 2011, 5.9% down on MYE and 9.6% behind budget.

Following two consecutive record months, sales in **Europe** in December were lower than anticipated. Sales in the month of \$86.3m were 2.5% down on 2011, 4.7% less than MYE and 10.0% behind budget. December is an unpredictable month, as wholesaler buying patterns around the end of year holiday period can be hard to forecast – so January 2013 sales could turn out better than expected. On a positive note, **Sweden** and **Norway** each recorded their first sales of **flutiform®** in December.

Canada sales in the month of \$21.7m were 29.4% down on 2011 and 5.7% less than MYE/budget. OxyNEO sales of \$9.0m were less than half those of OxyContin in December 2011 and 19.3% below MYE/budget, whereas Hydromorph Contin sales in December of \$7.5m were 10.2% better than 2011 and 27.3% ahead of MYE/budget.

Sales in **ANZ** of \$11.2m were 3.9% down on 2011, 15.9% below MYE and 16.5% less than budget. Following record sales in November, sales in December in **Australia** of \$10.6m were 2.6% below 2011 and more than 15% less than each of MYE and budget, as wholesaler buying patterns ahead of the year end differed from expectations.

December sales in **Asia** of \$7.0m were 16.3% up on 2011, but 2.2% down on MYE and 4.6% behind budget. The overall result was impacted by subdued sales in **Korea** (following record sales in November), where sales in the month of \$1.5m were the lowest since January 2012, 14.7% down on December 2011 and 18.9% below each of MYE and budget. However, **China** rounded off a good year with sales of \$4.0m being 30.8% up on 2011, 6.2% ahead of MYE and 2.6% better than 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,



Produced Natively

STRICTLY CONFIDENTIAL

WORLDWIDE SALES REPORT (US \$'000)

December 2012

CONTENTS

Page No.

OPERATING COMPANIES

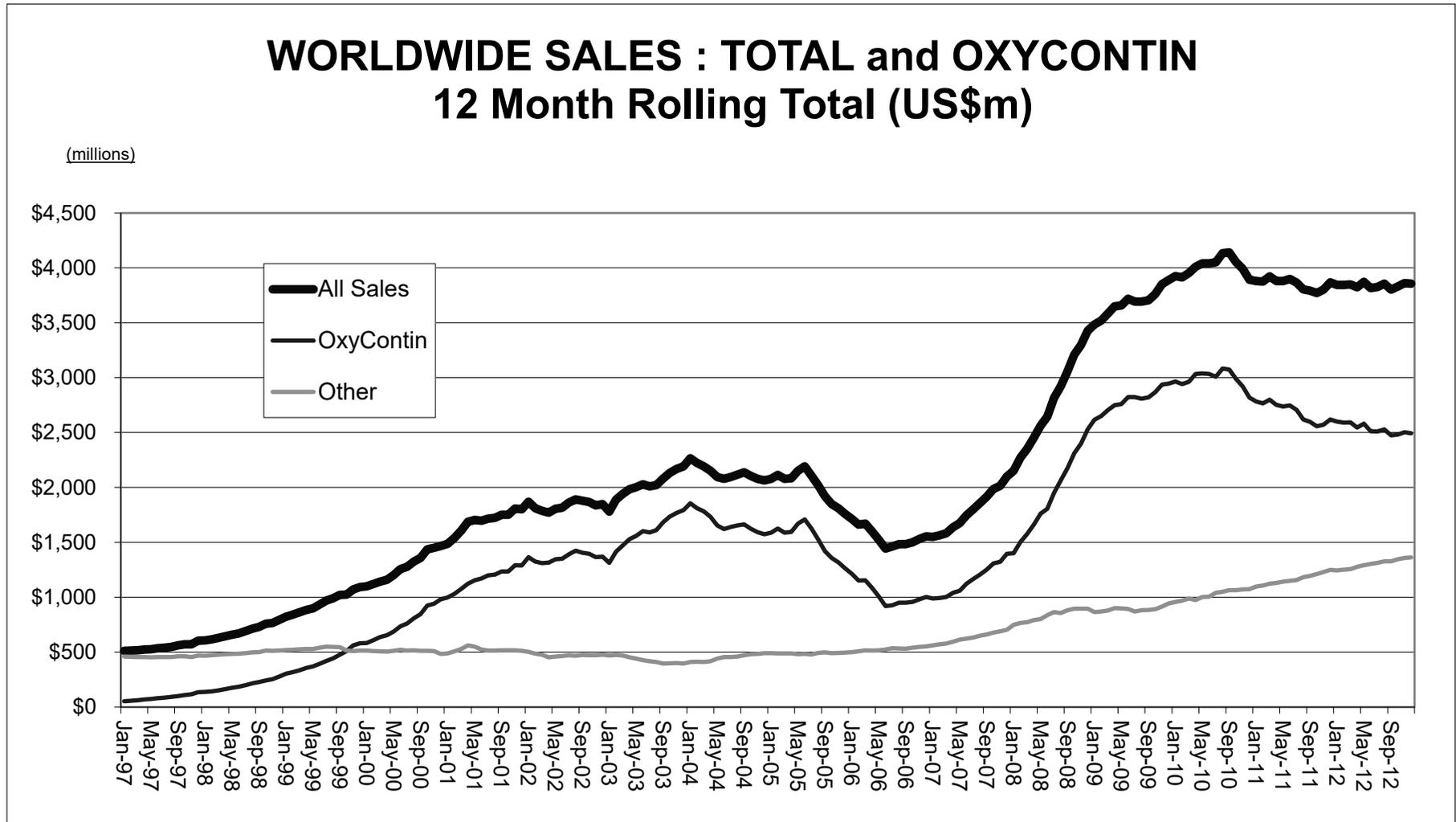
Historical Sales Chart - 12 Month Rolling Total	2
Summary of Month and Full Year Sales by Country	3
Full Year Sales	4
Month Sales	5
Sales by Product	6
Sales by Country Excluding OxyContin	7
OxyContin Sales History	8

JOINT VENTURES

Month and Full Year Sales	9
---------------------------	---

December 2012

HISTORICAL SALES CHART



December 2012

SUMMARY OF FULL YEAR SALES BY COUNTRY

		2012 Actual	% of Total	2011 Actual	2012 vs 2011	2012 MYE	2012 vs MYE	2012 Budget	2012 vs Bud
		US\$'000	%	US\$'000	%	US\$'000	%	US\$'000	%
Germany	(Mundipharma GmbH)	350,595	9.1	346,608	101.2	359,605	97.5	359,953	97.4
UK	(Napp Pharmaceuticals Ltd)	268,197	7.0	243,073	110.3	262,826	102.0	262,826	102.0
Nordic	(Norpharma / Mundipharma)	106,227	2.8	110,044	96.5	102,384	103.8	104,762	101.4
France	(Mundipharma SAS)	74,754	1.9	64,648	115.6	74,781	100.0	77,561	96.4
Italy	(Mundipharma Srl)	54,092	1.4	39,272	137.7	55,192	98.0	54,936	98.5
Switzerland	(Mundipharma Medical Co)	50,505	1.3	48,697	103.7	49,731	101.6	49,731	101.6
Austria	(Mundipharma GesmbH)	42,848	1.1	43,810	97.8	41,714	102.7	41,682	102.8
Netherlands	(Mundipharma Pharmaceuticals BV)	38,798	1.0	33,156	117.0	37,896	102.4	35,470	109.4
Spain	(Mundipharma SL)	34,470	0.9	29,916	115.2	35,907	96.0	38,462	89.6
Eastern Europe	(Mundipharma Medical GmbH)	19,658	0.5	21,014	93.5	19,964	98.5	22,144	88.8
Ireland	(Mundipharma Pharmaceuticals Ltd)	15,836	0.4	15,395	102.9	16,907	93.7	16,900	93.7
Belgium	(Mundipharma CVA)	10,135	0.3	9,177	110.4	11,019	92.0	11,429	88.7
Poland	(Norpharma)	7,935	0.2	7,062	112.4	7,568	104.8	9,060	87.6
South Africa	(Mundipharma Pty Ltd)	1,706	0.0	0	0.0	1,819	93.8	2,455	69.5
Portugal	(Mundipharma Farmaceutica Lda)	432	0.0	414	104.3	385	112.3	385	112.3
Total Europe		1,076,188	27.9	1,012,284	106.3	1,077,698	99.9	1,087,755	98.9
China	(MCPC)	47,397	1.2	35,275	134.4	42,548	111.4	42,548	111.4
Korea	(Mundipharma Korea Ltd)	23,695	0.6	17,369	136.4	19,823	119.5	19,823	119.5
Philippines	(Mundipharma Dist GmbH)	14,441	0.4	12,791	112.9	14,314	100.9	14,314	100.9
Malaysia	(Mundipharma Pharm. Sdn Bhd)	2,604	0.1	1,612	161.6	2,523	103.2	2,523	103.2
Singapore	(Mundipharma Pharmaceuticals Pte Ltd)	1,148	0.0	699	164.2	1,083	106.1	1,083	106.1
Hong Kong	(Mundipharma (Hong Kong) Ltd)	739	0.0	0	0.0	1,003	73.7	1,003	73.7
Total Asia		90,023	2.3	67,747	132.9	81,293	110.7	81,293	110.7
Australia	(Mundipharma Pty Ltd)	147,369	3.8	133,540	110.4	147,423	100.0	147,423	100.0
New Zealand	(Mundipharma NZ Ltd)	7,343	0.2	7,406	99.2	8,065	91.1	8,065	91.1
Total ANZ		154,712	4.0	140,946	109.8	155,487	99.5	155,487	99.5
Canada	(Purdue Pharma)	333,329	8.6	362,102	92.1	330,997	100.7	330,997	100.7
Total excluding USA		1,654,252	42.9	1,583,079	104.5	1,645,475	100.5	1,655,532	99.9
U.S.A.	(Purdue Pharma LP)	2,203,113	57.1	2,210,115	99.7	2,237,917	98.4	2,351,488	93.7
Total Sales		3,857,365	100.0	3,793,193	101.7	3,883,393	99.3	4,007,020	96.3

SUMMARY OF THIS MONTH'S SALES BY COUNTRY

		2012 Actual	% of Total	2011 Actual	2012 vs 2011	2012 MYE	2012 vs MYE	2012 Budget	2012 vs Bud
		US\$'000	%	US\$'000	%	US\$'000	%	US\$'000	%
Germany	(Mundipharma GmbH)	28,122	8.1	30,181	93.2	31,946	88.0	30,708	91.6
UK	(Napp Pharmaceuticals Ltd)	22,632	6.6	21,453	105.5	20,313	111.4	25,735	87.9
Nordic	(Norpharma / Mundipharma)	8,607	2.5	10,703	80.4	8,345	103.1	8,641	99.6
France	(Mundipharma SAS)	6,500	1.9	5,867	110.8	6,715	96.8	7,134	91.1
Switzerland	(Mundipharma Medical Co)	4,070	1.2	4,112	99.0	3,607	112.8	3,704	109.9
Italy	(Mundipharma Srl)	3,492	1.0	3,046	114.6	4,574	76.3	5,372	65.0
Austria	(Mundipharma GesmbH)	3,015	0.9	3,449	87.4	3,354	89.9	3,190	94.5
Netherlands	(Mundipharma Pharmaceuticals BV)	2,818	0.8	3,025	93.1	2,991	94.2	2,312	121.9
Spain	(Mundipharma SL)	2,332	0.7	1,804	129.2	2,802	83.2	3,272	71.3
Eastern Europe	(Mundipharma Medical GmbH)	1,955	0.6	1,718	113.8	2,258	86.6	2,132	91.7
Ireland	(Mundipharma Pharmaceuticals Ltd)	1,097	0.3	1,559	70.4	1,634	67.1	1,494	73.4
Belgium	(Mundipharma CVA)	745	0.2	809	92.1	1,014	73.5	1,015	73.4
Poland	(Norpharma)	587	0.2	689	85.2	658	89.3	807	72.7
South Africa	(Mundipharma Pty Ltd)	241	0.1	0	0.0	304	79.5	261	92.6
Portugal	(Mundipharma Farmaceutica Lda)	45	0.0	40	112.9	32	140.0	38	116.7
Total Europe		86,257	25.0	88,455	97.5	90,546	95.3	95,817	90.0
China	(MCPC)	3,959	1.1	3,026	130.8	3,727	106.2	3,861	102.6
Korea	(Mundipharma Korea Ltd)	1,517	0.4	1,777	85.3	1,870	81.1	1,870	81.1
Philippines	(Mundipharma Dist GmbH)	1,091	0.3	1,069	102.0	1,008	108.2	1,064	102.5
Malaysia	(Mundipharma Pharm. Sdn Bhd)	284	0.1	107	266.2	320	88.8	320	88.8
Hong Kong	(Mundipharma (Hong Kong) Ltd)	119	0.0	0	0.0	172	69.0	167	71.2
Singapore	(Mundipharma Pharmaceuticals Pte Ltd)	65	0.0	69	93.7	95	68.0	95	68.0
Total Asia		7,034	2.0	6,048	116.3	7,192	97.8	7,376	95.4
Australia	(Mundipharma Pty Ltd)	10,598	3.1	10,882	97.4	12,476	84.9	12,594	84.1
New Zealand	(Mundipharma NZ Ltd)	574	0.2	746	77.0	814	70.5	790	72.6
Total ANZ		11,172	3.2	11,627	96.1	13,290	84.1	13,384	83.5
Canada	(Purdue Pharma)	21,743	6.3	30,782	70.6	23,053	94.3	23,053	94.3

December 2012

SUMMARY OF FULL YEAR SALES BY COUNTRY

	2012 Actual US\$'000	% of Total %	2011 Actual US\$'000	2012 vs 2011 %	2012 MYE US\$'000	2012 vs MYE %	2012 Budget US\$'000	2012 vs Bud %
Total excluding USA	126,206	36.5	136,913	92.2	134,080	94.1	139,630	90.4
U.S.A. (Purdue Pharma LP)	219,224	63.5	192,243	114.0	207,459	105.7	224,319	97.7
Total Sales	345,430	100.0	329,156	104.9	341,539	101.1	363,949	94.9

December 2012

FULL YEAR 2012

	USA (Purdue Pharma LP) US\$'000	Europe US\$'000	Canada (Purdue Pharma) US\$'000	ANZ US\$'000	Asia US\$'000	2012 Total US\$'000	% of Total	2011 Actual US\$'000	2012 vs 2011 %	2012 MYE US\$'000	2012 vs MYE %	2012 Budget US\$'000	2012 vs Bud %
OxyContin	1,988,473	233,704	168,365	70,261	33,042	2,493,845	64.7	2,585,650	96.4	2,456,132	101.5	2,556,682	97.5
Targin / Targinact		210,340	2,582	10,779	6,071	229,772	6.0	173,556	132.4	233,392	98.4	236,569	97.1
Other Oxycodone		89,322	3,218	6,744	4,054	103,337	2.7	92,686	111.5	96,858	106.7	93,128	111.0
MST	11,740	65,061	5,863	12,738	19,373	114,775	3.0	113,109	101.5	107,783	106.5	108,450	105.8
DHC		13,610		2,004		15,615	0.4	16,116	96.9	15,433	101.2	15,951	97.9
Tramadol / Ryzolt	806	3,585	5,271		10,318	19,980	0.5	29,355	68.1	21,688	92.1	20,189	99.0
Palladone / Dilaudid	22,268	79,829	91,208	3,236		196,540	5.1	197,769	99.4	189,208	103.9	193,362	101.6
Norspan / BuTrans	105,885	132,564	7,099	47,773	1,932	295,253	7.7	231,293	127.7	318,471	92.7	318,704	92.6
Transtec		9,548				9,548	0.2	10,414	91.7	9,483	100.7	9,979	95.7
Other		10,598	7,388	1,177	497	19,660	0.5	21,683	90.7	19,815	99.2	21,540	91.3
ANALGESIC - Total	2,129,172	848,162	290,993	154,712	75,287	3,498,325	90.7	3,471,632	100.8	3,468,262	100.9	3,574,555	97.9
	60.9%	24.2%	8.3%	4.4%	2.2%	100.0%							
ANTISEPTIC - Total	11,344	18,475	1,398		12,862	44,078	1.1	40,387	109.1	41,330	106.6	41,548	106.1
	25.7%	41.9%	3.2%	0.0%	29.2%	100.0%							
Uniphyl / Uniphyllin		4,260	1,768		240	6,268	0.2	6,702	93.5	6,071	103.2	6,217	100.8
Flutiform		2,541				2,541	0.1			3,446	73.7	192	1324.2
Other Respiratory		1,887	404		38	2,329	0.1	2,366	98.4	2,266	102.8	2,230	104.4
RESPIRATORY - Total		8,688	2,171		278	11,137	0.3	9,068	122.8	11,782	94.5	8,639	128.9
	0.0%	78.0%	19.5%	0.0%	2.5%	100.0%							
Adizem		18,528				18,528	0.5	18,844	98.3	19,265	96.2	19,242	96.3
Other					250	250	0.0	237	105.5	207	120.9	249	100.4
CARDIOVASCULAR - Total		18,528			250	18,778	0.5	19,081	98.4	19,472	96.4	19,491	96.3
	0.0%	98.7%	0.0%	0.0%	1.3%	100.0%							
Senokot	20,765	52	17,422		1,042	39,282	1.0	40,950	95.9	39,534	99.4	41,823	93.9
Colace	29,645					29,645	0.8	27,237	108.8	29,467	100.6	27,190	109.0
Other		7,391				7,391	0.2	7,503	98.5	7,171	103.1	7,185	102.9
LAXATIVE - Total	50,411	7,443	17,422		1,042	76,318	2.0	75,689	100.8	76,172	100.2	76,198	100.2
	66.1%	9.8%	22.8%	0.0%	1.4%	100.0%							
DepoCyte		10,190			23	10,212	0.3	16,876	60.5	16,001	63.8	17,302	59.0
Ribomustin / Levact		127,422				127,422	3.3	103,537	123.1	139,743	91.2	150,277	84.8
Other Oncology					51	51	0.0			326	15.5	326	15.5
ONCOLOGY - Total		137,612			73	137,685	3.6	120,413	114.3	156,070	88.2	167,906	82.0
	0.0%	99.9%	0.0%	0.0%	0.1%	100.0%							
Intermezzo	6,831					6,831	0.2			41,955	16.3	46,851	14.6
Other	5,356	37,280	21,345		231	64,213	1.7	56,923	112.8	110,304	58.2	71,833	89.4
ALL OTHER - Total	12,187	37,280	21,345		231	71,043	1.8	56,923	124.8	110,304	64.4	118,684	59.9
	17.2%	52.5%	30.0%	0.0%	0.3%	100.0%							
TOTAL SALES	2,203,113	1,076,188	333,329	154,712	90,023	3,857,365	100.0	3,793,193	101.7	3,883,393	99.3	4,007,020	96.3
	57.1%	27.9%	8.6%	4.0%	2.3%	100.0%							

December 2012

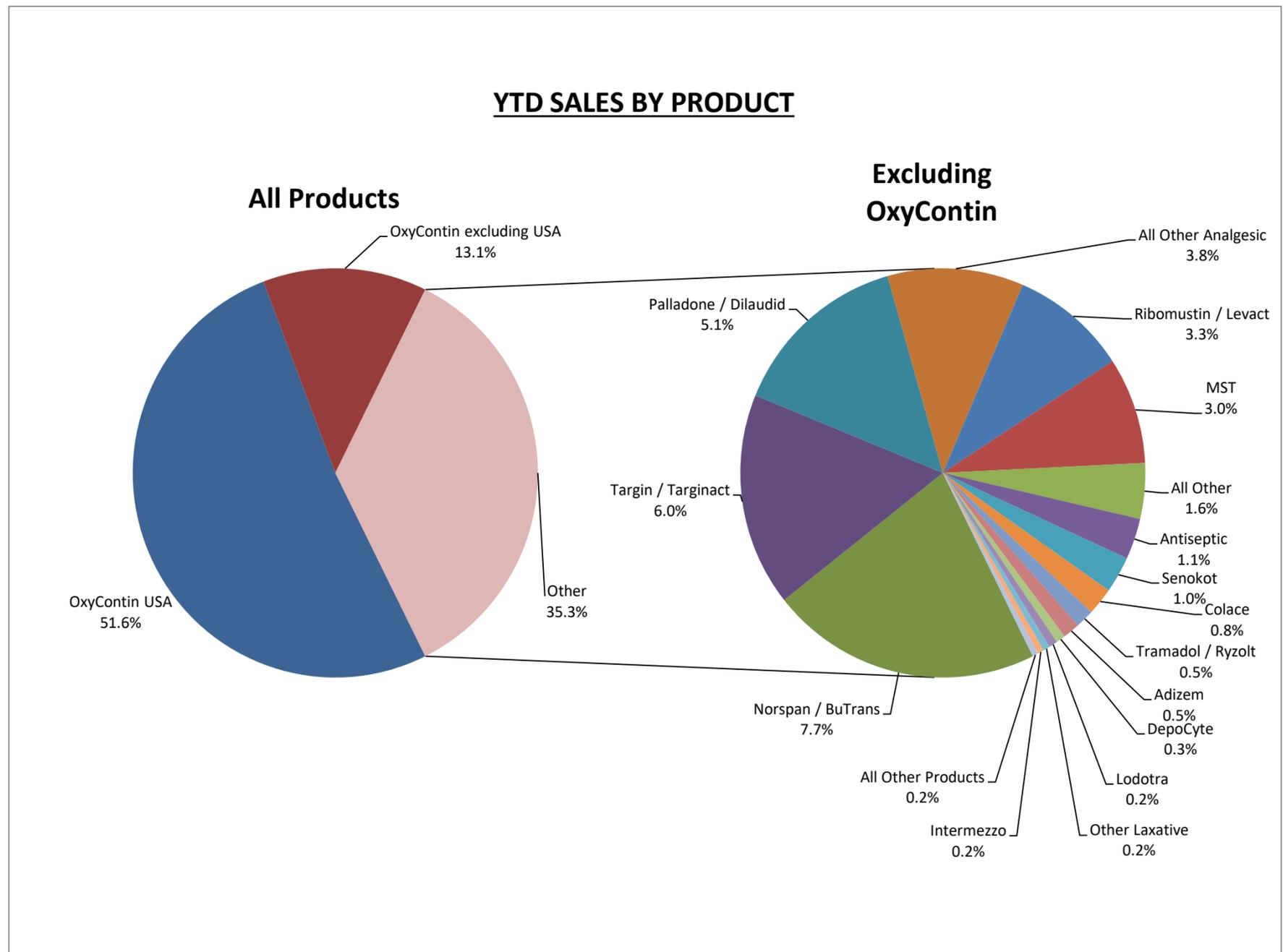
MONTH SALES

	USA (Purdue Pharma LP) US\$'000	Europe US\$'000	Canada (Purdue Pharma) US\$'000	ANZ US\$'000	Asia US\$'000	2012 Total US\$'000	% of Total	2011 Actual US\$'000	2012 vs 2011 %	2012 MYE US\$'000	2012 vs MYE %	2012 Budget US\$'000	2012 vs Bud %
OxyContin	196,457	16,007	9,007	4,585	2,607	228,663	66.2	218,842	104.5	214,321	106.7	228,341	100.1
Targin / Targinact		18,109	217	1,279	525	20,131	5.8	16,317	123.4	21,942	91.7	22,715	88.6
Other Oxycodone		7,608	200	524	180	8,512	2.5	8,210	103.7	7,857	108.3	8,313	102.4
MST	1,196	5,055	365	916	1,501	9,033	2.6	9,469	95.4	8,620	104.8	9,505	95.0
DHC		1,201		166		1,367	0.4	1,349	101.3	1,445	94.6	1,425	95.9
Tramadol / Ryzolt	(60)	411	277		797	1,425	0.4	2,136	66.7	3,198	44.6	(698)	(204.2)
Palladone / Dilaudid	1,812	6,401	7,457	272		15,941	4.6	18,766	84.9	14,638	108.9	15,220	104.7
Norspan / BuTrans	12,407	11,607	585	3,348	176	28,123	8.1	22,399	125.6	31,513	89.2	32,221	87.3
Transtec		730				730	0.2	894	81.7	738	98.9	980	74.5
Other		735	546	81	29	1,391	0.4	1,881	73.9	1,288	107.9	1,894	73.4
ANALGESIC - Total	211,812	67,864	18,653	11,172	5,815	315,315	91.3	300,263	105.0	305,560	103.2	319,918	98.6
	67.2%	21.5%	5.9%	3.5%	1.8%	100.0%							
ANTISEPTIC - Total	916	1,212	83		1,053	3,265	0.9	3,136	104.1	3,274	99.7	3,289	99.3
	28.1%	37.1%	2.5%	0.0%	32.3%	100.0%							
Uniphyl / Uniphyllin		355	92		12	458	0.1	557	82.3	464	98.8	530	86.4
Flutiform		925				925	0.3			1,224	75.6	12	7427.8
Other Respiratory		164	21			185	0.1	211	87.7	183	100.8	214	86.4
RESPIRATORY - Total		1,444	112		12	1,568	0.5	768	204.3	1,871	83.8	757	207.3
	0.0%	92.1%	7.1%	0.0%	0.8%	100.0%							
Adizem		1,615				1,615	0.5	1,781	90.7	1,678	96.3	1,955	82.6
Other					15	15	0.0	19	77.5	14	101.9	22	66.0
CARDIOVASCULAR - Total		1,615			15	1,630	0.5	1,799	90.6	1,692	96.3	1,977	82.5
	0.0%	99.1%	0.0%	0.0%	0.9%	100.0%							
Senokot	1,991	5	1,029		94	3,119	0.9	3,791	82.3	3,038	102.7	3,231	96.6
Colace	3,003					3,003	0.9	3,198	93.9	2,355	127.5	2,256	133.1
Other		578				578	0.2	577	100.2	532	108.8	615	94.0
LAXATIVE - Total	4,994	583	1,029		94	6,701	1.9	7,566	88.6	5,925	113.1	6,101	109.8
	74.5%	8.7%	15.4%	0.0%	1.4%	100.0%							
DepoCyte		204			8	211	0.1	1,147	18.4	1,338	15.8	1,463	14.4
Ribomustin / Levact		10,487				10,487	3.0	9,436	111.1	13,177	79.6	14,740	71.1
Other oncology					12	12	0.0			83	14.6	83	14.6
ONCOLOGY - Total		10,691			20	10,710	3.1	10,583	101.2	14,597	73.4	16,286	65.8
	0.0%	99.8%	0.0%	0.0%	0.2%	100.0%							
Intermezzo	1,067					1,067	0.3			2,403	44.4	9,311	11.5
Other	435	2,848	1,866		26	5,175	1.5	5,041	102.7	8,620	60.0	6,311	82.0
ALL OTHER - Total	1,502	2,848	1,866		26	6,242	1.8	5,041	123.8	8,620	72.4	15,622	40.0
	24.1%	45.6%	29.9%	0.0%	0.4%	100.0%							
TOTAL SALES	219,224	86,257	21,743	11,172	7,034	345,430	100.0	329,156	104.9	341,539	101.1	363,949	94.9
	63.5%	25.0%	6.3%	3.2%	2.0%	100.0%							

December 2012

SALES BY PRODUCT - FULL YEAR

	2012 Actual		2011 Actual		2012 vs 2011		2012 MYE		2012 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	295,253	21.7	231,293	19.2	63,961	127.7	318,471	22.3	(23,217)	92.7
Targin / Targinact	229,772	16.9	173,556	14.4	56,216	132.4	233,392	16.4	(3,620)	98.4
Palladone / Dilaudid	196,540	14.4	197,769	16.4	(1,229)	99.4	189,208	13.3	7,333	103.9
All Other Analgesic	148,160	10.9	140,900	11.7	7,260	105.2	141,589	9.9	6,571	104.6
Ribomustin / Levact	127,422	9.3	103,537	8.6	23,885	123.1	139,743	9.8	(12,320)	91.2
MST	114,775	8.4	113,109	9.4	1,666	101.5	107,783	7.6	6,992	106.5
All Other	59,963	4.4	53,163	4.4	6,800	112.8	62,426	4.4	(2,463)	96.1
Antiseptic	44,078	3.2	40,387	3.3	3,691	109.1	41,330	2.9	2,748	106.6
Senokot	39,282	2.9	40,950	3.4	(1,667)	95.9	39,534	2.8	(251)	99.4
Colace	29,645	2.2	27,237	2.3	2,409	108.8	29,467	2.1	178	100.6
Tramadol / Ryzolt	19,980	1.5	29,355	2.4	(9,375)	68.1	21,688	1.5	(1,708)	92.1
Adizem	18,528	1.4	18,844	1.6	(316)	98.3	19,265	1.3	(737)	96.2
DepoCyte	10,212	0.7	16,876	1.4	(6,664)	60.5	16,001	1.1	(5,789)	63.8
Lodotra	9,420	0.7	6,363	0.5	3,057	148.0	12,168	0.9	(2,748)	77.4
Other Laxative	7,391	0.5	7,503	0.6	(112)	98.5	7,171	0.5	219	103.1
Intermezzo	6,831	0.5	0	0.0	6,831	n/a	41,955	2.9	(35,125)	16.3
Uniphyl / Uniphyllin	6,268	0.5	6,702	0.6	(435)	n/a	6,071	0.4	197	103.2
Products excl Oxy	1,363,521	100.0	1,207,543	100.0	155,977	112.9	1,427,261	100.0	(63,741)	95.5
Products excl Oxy restated		35.3		31.8				36.8		
OxyContin	2,493,845	64.7	2,585,650	68.2	(91,805)	96.4	2,456,132	63.2	37,713	101.5
TOTALS	3,857,365	100.0	3,793,193	100.0	64,172	101.7	3,883,393	100.0	(26,027)	99.3

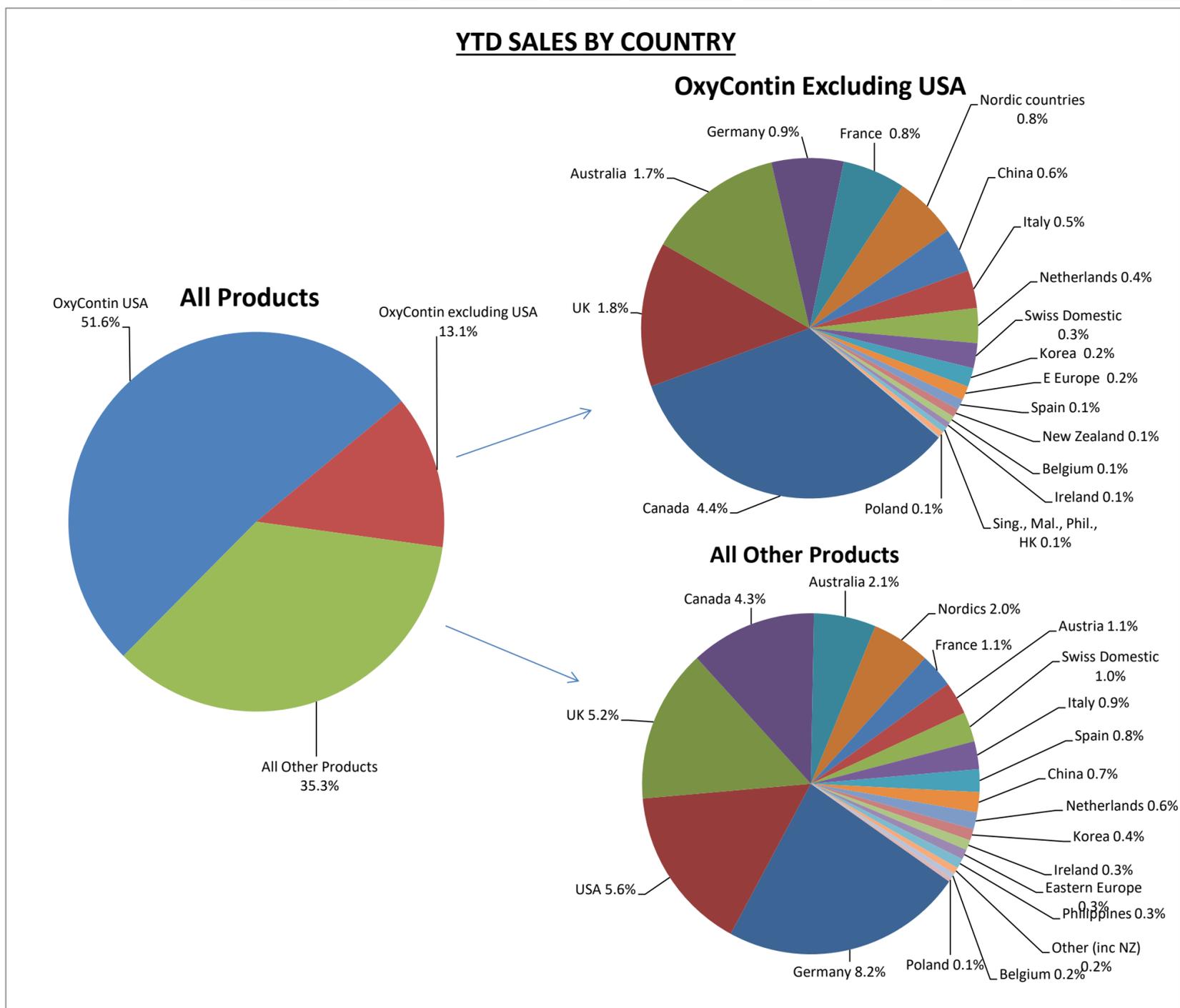


December 2012

SALES BY COUNTRY - FULL YEAR

	2012 Actual		2011 Actual		2012 vs 2011		2012 MYE		2012 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)	315,749	23.2	306,388	25.4	9,361	103.1	326,659	22.9	(10,910)	96.7
USA (Purdue)	214,640	15.7	181,452	15.0	33,188	118.3	269,108	18.9	(54,468)	79.8
UK (Napp)	198,715	14.6	181,700	15.0	17,015	109.4	201,774	14.1	(3,059)	98.5
Canada (Purdue)	164,965	12.1	148,800	12.3	16,165	110.9	160,687	11.3	4,278	102.7
Australia (M. Pty Ltd)	81,074	5.9	67,043	5.6	14,031	120.9	80,412	5.6	662	100.8
Nordics (Norpharma)	76,044	5.6	66,892	5.5	9,152	113.7	74,914	5.2	1,130	101.5
France (M. SAS)	44,224	3.2	38,749	3.2	5,474	114.1	44,656	3.1	(432)	99.0
Austria (M. GesmbH)	42,375	3.1	42,571	3.5	(196)	99.5	41,426	2.9	949	102.3
Swiss Domestic (MMCO)	38,477	2.8	35,813	3.0	2,664	107.4	38,809	2.7	(333)	99.1
Italy (M. Srl)	35,979	2.6	16,309	1.4	19,671	220.6	39,167	2.7	(3,187)	91.9
Spain (M. SL)	29,380	2.2	23,865	2.0	5,515	123.1	30,138	2.1	(758)	97.5
China (MCPC)	26,061	1.9	21,169	1.8	4,892	123.1	23,480	1.6	2,581	111.0
Netherlands (M. P. BV)	22,056	1.6	17,271	1.4	4,785	127.7	21,436	1.5	620	102.9
Korea (M. Korea Ltd)	14,696	1.1	7,327	0.6	7,369	200.6	11,850	0.8	2,846	124.0
Ireland (M. P. Ltd)	13,043	1.0	12,414	1.0	629	105.1	14,170	1.0	(1,127)	92.0
Eastern Europe (MMG)	12,890	0.9	12,528	1.0	362	102.9	14,210	1.0	(1,320)	90.7
Philippines (M Dist GmbH)	12,747	0.9	11,255	0.9	1,492	113.3	13,031	0.9	(284)	97.8
Other (inc NZ)	8,367	0.6	5,214	0.4	3,153	160.5	9,042	0.6	(675)	92.5
Belgium (M. CVA)	6,755	0.5	5,409	0.4	1,346	124.9	7,446	0.5	(691)	90.7
Poland (Norpharma)	5,283	0.4	5,373	0.4	(90)	98.3	4,846	0.3	437	109.0
Products excl Oxy	1,363,521	100.0	1,207,543	100.0	155,977	112.9	1,427,261	100.0	(63,741)	95.5
Products excl Oxy restated		35.3		31.8				36.8		
OxyContin	2,493,845	64.7	2,585,650	68.2	(91,805)	96.4	2,456,132	63.2	37,713	101.5
TOTALS	3,857,365	100.0	3,793,193	100.0	64,172	101.7	3,883,393	100.0	(26,027)	99.3

YTD SALES BY COUNTRY



December 2012

OXYCONTIN SALES HISTORY

Date of Launch >	USA	Canada	Nordic	Germany	Ireland	Australia	UK	Neths.	Switzerland	E.Europe	Austria	Korea	France	Spain	Italy	New Zealand	AsiaPacific	China	Belgium	Poland	South Africa	Total Monthly Sales	12 Mth Rolling Total	12 Mth Monthly Moving Average
	(Purdue Pharma LP) Dec 95 US\$'000	(Purdue Pharma) Jun 96 US\$'000	(Norpharma / Mundipharma) Dec 96 US\$'000	(Mundipharma GmbH) Aug 98 US\$'000	(Mundipharma Pharm. Ltd) Jan 99 US\$'000	(Mundipharma Pty Ltd) Sep 99 US\$'000	(Napp Pharma Ltd) Jan 00 US\$'000	(Mundipharma Pharm. BV) Dec 00 US\$'000	(Mundipharma Medical Co) Feb 01 US\$'000	(Mundipharma Medical GmbH) Feb 01 US\$'000	(Mundipharma GesmbH) Mar 01 US\$'000	(Mundipharma Korea Ltd) Mar 01 US\$'000	(Mundipharma SAS) Apr 02 US\$'000	(Mundipharma SL) Jun 04 US\$'000	(Mundipharma Srl) Mar 05 US\$'000	(Mundipharma NZ Ltd) Jul 05 US\$'000	(Philippines, Malaysia, S'pore) Jul 05 US\$'000	(MCPC) Aug 04 US\$'000	(Mundipharma CVA) Feb 07 US\$'000	(Norpharma) Jul 08 US\$'000	(Mundipharma Pty Ltd) Mar 12 US\$'000			
1996	47,982	122	12																			48,116	48,116	4,010
1997	133,255	1,014	240																			134,509	134,509	11,209
1998	273,219	2,614	646	2,669																		279,148	279,148	23,262
1999	562,570	5,111	1,541	10,956	228																	580,405	580,405	48,367
2000	951,446	9,583	2,620	14,612	326	1,663	2,320	22														982,592	982,592	81,883
	96.8%	1.0%	0.3%	1.5%	0.0%	0.2%	0.2%	0.0%														100.0%		
2001	1,232,159	18,349	4,783	21,915	553	3,985	6,639	351	41	92	262	1,419										1,290,548	1,290,548	107,546
	95.5%	1.4%	0.4%	1.7%	0.0%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%										100.0%		
2002	1,269,342	29,691	9,739	37,060	845	6,681	11,793	1,333	213	283	662	2,200	629									1,370,471	1,370,471	114,206
	92.6%	2.2%	0.7%	2.7%	0.1%	0.5%	0.9%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%									100.0%		
2003	1,619,821	52,889	17,213	62,176	1,233	10,809	20,052	3,196	1,097	945	948	3,607	1,652									1,795,638	1,795,638	149,637
	90.2%	2.9%	1.0%	3.5%	0.1%	0.6%	1.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%									100.0%		
2004	1,334,601	75,404	22,170	79,186	1,262	16,051	24,696	5,655	2,208	1,681	1,360	5,533	3,345	336								1,573,488	1,573,488	131,124
	84.8%	4.8%	1.4%	5.0%	0.1%	1.0%	1.6%	0.4%	0.1%	0.1%	0.1%	0.4%	0.2%	0.0%								100.0%		
2005	941,705	93,960	27,676	114,711	1,988	20,032	33,687	7,317	3,300	3,537	1,399	5,663	5,404	1,169	839	103	345					1,262,836	1,262,836	105,236
	74.6%	7.4%	2.2%	9.1%	0.2%	1.6%	2.7%	0.6%	0.3%	0.3%	0.1%	0.4%	0.4%	0.1%	0.1%	0.0%	0.0%					100.0%		
2006	605,123	124,231	32,382	130,001	1,869	24,704	42,330	9,420	4,551	4,437	1,852	8,629	7,209	1,927	3,104	505	644					1,002,915	1,002,915	83,576
	60.3%	12.4%	3.2%	13.0%	0.2%	2.5%	4.2%	0.9%	0.5%	0.4%	0.2%	0.9%	0.7%	0.2%	0.3%	0.1%	0.1%					100.0%		
2007	955,636	152,630	41,294	90,966	2,404	33,018	57,144	11,982	6,425	6,718	2,274	11,035	10,126	3,066	6,690	1,198	954	2,421	516			1,396,496	1,396,496	116,375
	68.4%	10.9%	3.0%	6.5%	0.2%	2.4%	4.1%	0.9%	0.5%	0.5%	0.2%	0.8%	0.7%	0.2%	0.5%	0.1%	0.1%	0.2%	0.0%			100.0%		
2008	2,114,078	164,773	44,031	69,907	2,717	36,032	52,130	13,052	8,914	8,635	2,657	8,663	13,958	5,333	10,242	1,612	1,316	4,444	1,628	8		2,564,130	2,564,130	213,677
	82.4%	6.4%	1.7%	2.7%	0.1%	1.4%	2.0%	0.5%	0.3%	0.3%	0.1%	0.3%	0.5%	0.2%	0.4%	0.1%	0.1%	0.2%	0.1%	0.0%		100.0%		
2009	2,457,763	181,732	45,943	62,779	2,876	42,270	56,581	9,269	10,037	8,874	2,665	9,523	18,718	6,764	17,688	2,261	1,556	6,308	2,278	24		2,945,909	2,945,909	245,492
	83.4%	6.2%	1.6%	2.1%	0.1%	1.4%	1.9%	0.3%	0.3%	0.3%	0.1%	0.3%	0.6%	0.2%	0.6%	0.1%	0.1%	0.2%	0.1%	0.0%		100.0%		
2010	2,267,670	205,224	40,016	50,960	2,965	54,863	53,388	14,691	11,468	10,799	1,973	10,219	22,902	8,206	24,384	3,396	1,864	8,509	3,257	134		2,796,889	2,796,889	233,074
	81.1%	7.3%	1.4%	1.8%	0.1%	2.0%	1.9%	0.5%	0.4%	0.4%	0.1%	0.4%	0.8%	0.3%	0.9%	0.1%	0.1%	0.3%	0.1%	0.0%		100.0%		
Jan-11	139,062	15,860	4,118	3,511	256	5,250	3,924	1,391	1,162	225	123	888	1,952	589	2,031	351	157	806	356	78		182,092	2,783,299	231,942
Feb-11	143,248	15,594	3,186	3,764	247	4,216	3,960	1,356	1,062	972	130	874	1,980	592	1,989	347	96	585	282	87		184,568	2,767,453	230,621
Mar-11	222,636	18,904	4,304	3,905	243	7,512	5,882	1,540	1,194	478	135	913	2,185	571	2,015	269	232	1,198	381	80		274,576	2,799,093	233,258
Apr-11	186,736	18,453	3,548	3,423	297	6,039	5,258	1,420	977	1,044	120	706	2,142	648	2,253	297	192	1,281	340	116		235,288	2,751,116	229,260
May-11	156,181	18,454	3,857	3,669	263	5,248	5,319	1,484	1,162	880	120	869	2,346	439	1,819	304	204	1,252	399	152		204,419	2,737,043	228,087
Jun-11	205,044	18,578	4,157	3,910	290	5,216	5,885	1,573	1,245	890	131	815	2,529	635	2,054	336	217	1,313	290	108		255,215	2,748,465	229,039
Jul-11	152,981	17,841	2,867	3,246	259	5,171	5,027	1,357	1,089	1,224	129	889	2,342	604	3,342	359	225	1,247	340	183		200,722	2,707,353	225,613
Aug-11	170,822	19,403	3,453	3,885	283	5,391	5,477	1,400	1,201	708	128	781	2,329	474	1,254	306	230	1,164	264	170		219,121	2,620,030	218,336
Sep-11	173,038	17,520	3,944	3,068	277	5,392	5,037	1,474	1,073	547	134	798	2,466	607	1,957	414	148	1,287	526	128		219,837	2,597,194	216,433
Oct-11	141,898	17,261	3,689	3,588	221	6,014	5,276	1,363	1,072	763	49	1,019	2,420	426	2,136	274	257	1,199	189	312		189,426	2,558,106	213,176
Nov-11	165,345	19,134	3,948	3,622	302	5,617	5,747	1,405	1,175	713	66	775	2,554	623	2,915	302	220	1,199	404	127		216,194	2,571,784	214,315
Dec-11	188,917	18,455	4,387	3,988	292	5,431	5,571	1,445	1,196	720	76	895	2,813	348	1,111	395	223	1,248	369	288		238,169	2,619,627	218,302
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										

Message

From: Sackler, Dr Richard [REDACTED]
Sent: 1/11/2013 1:04:27 PM
To: [REDACTED]; Sackler, Dr Raymond R [REDACTED]
[REDACTED] Sackler, Dr Kathe
[REDACTED] Sackler, Mortimer D.A.
[REDACTED] Boer, Peter
CC: Lewent, Judy [REDACTED]
Stewart, John H. (US) [REDACTED] Mahony,
Edward [REDACTED] Baker, Stuart D.
BCC: Stewart, John H. (US) [REDACTED]
Subject: Re: Compensation Committee - January 14, 2013

Please present a spread sheet of results rather than a presentation and add additional columns:

1. Last year's sales results, both in dollars and relevant 'units' such as kg of API or 10 mg patch equivalents
2. 2012 sales results with adjustor for units of OxyContin Tablets and Butrans. This adjustor for change of average price should allow us to compare units sold in 2011 to 2012.
3. The point at where sales performance yields a 0 performance level for the first three items.

From: [REDACTED]@pharma.com>
Date: Thursday, January 10, 2013 2:58 PM
To: Raymond Sackler [REDACTED]@pharma.com>, "Sackler, Dr Kathe" [REDACTED]@pharma.com>,
"Richard S. Sackler" [REDACTED]@pharma.com>, Mortimer Sackler [REDACTED]@pharma.com>, Peter Boer
[REDACTED]@pharma.com>, Judy Matk Lewent [REDACTED]@pharma.com>
Cc: John Stewart <[REDACTED]@pharma.com>,
[REDACTED]@pharma.com>, Chadbourne SDB [REDACTED]@chadbourne.com>
Subject: Compensation Committee - January 14, 2013

To: Compensation Committee
Dr. Raymond R. Sackler
Dr. Kathe Sackler
Dr. Richard S. Sackler
Mortimer D.A. Sackler
Peter Boer
Judy Lewent

Cc: John H. Stewart
[REDACTED]
Edward B. Mahony
Stuart B. Baker

Attached is the material which we will present at the Compensation Committee meeting on Monday, January 14 at our meeting beginning at 3pm in the Board Room. I will send the password for the presentation materials separately.

As discussed at prior Committee meetings, this material presents an overview of the performance results for all Company objectives, along with management's proposed evaluation of those results for determining the company-results based portion of annual bonus awards.

Specifically at this meeting, we will present information on the Licensing and Business Development and Corporate Compliance results. For final Sales and Operating Profit objectives, year-end results are included in this presentation. At the November meeting, [REDACTED] presented a discussion of Research & Development results. His presentation, along with the historic financial information requested by the Committee is included in this presentation as an appendix.

We have presented the attainment of Company objectives using the Scorecard format proposed earlier by management. While this Scorecard was not approved by the Committee and Board as the basis for bonus determination, it does provide for the presentation of key business objectives for 2012. We have also included an additional evaluation which shows the attainment of these objectives on an adjusted basis which incorporates business issues which the Committee may want to consider in setting the Company performance portion of bonus awards. Information on these adjustments is included in the presentation with additional supporting material included in the Financial Data appendix. Ed Mahony will lead management's discussions of these items.

For the LBD component of the proposed scorecard, the rating scale was binary – 100% for a completed transaction and 0% if no transaction was completed. Upon further reflection, such a scale doesn't fairly capture all the contributions/work that the LBD/BDC group accomplishes – and that not all individuals in the organization should be affected equally by the LBD score (since there is really only a small number of individuals closely involved with the LBD process). As such, we propose that the LBD score be adjusted from 0% to 33% for Senior LBD Staff and Senior BDC Members - in recognition of their achievements such as revamping and improving the in-licensing process and for closing-out (i.e. deciding not to pursue) some opportunities that had progressed to late stages of assessment – such as Theravance's opioid antagonist for treatment of opioid induced constipation/bowel dysfunction. For all other individuals in the company, we propose adjusting the LBD score from 0% to 66% - since they generally are not directly involved in supporting LBD processes and LBD is only a very small component of the company's overall budget.

Please contact [REDACTED] or me if you have any questions concerning these materials prior to Monday's meeting.

Regards,

[REDACTED]

[REDACTED] | Executive Director, Compensation & Benefits | Purdue Pharma L.P.

Redacted

From: Mahony, Edward

Sent: Friday, January 11, 2013 2:13 PM

To: Boer, Peter; Lewent, Judy; Pickett, Cecil; Costa, Paulo; Sackler, Beverly; Sackler, David; Sackler, Dr Kathe; Sackler, Dame Theresa; Sackler, Mortimer D.A.; Sackler, Dr Raymond R; Sackler, Dr Richard; Sackler Lefcourt, Ilene; Baker, Stuart D.; Stewart, John H. (US); [REDACTED]

[REDACTED] Gasdia, Russell; Landau, Dr. Craig; [REDACTED]

Weinstein, Bert; Snyderman, Ralph

CC: Rosen, David (Sales and Marketing); Lowne, Jon; [REDACTED]

Subject: December Finance Flash Report

Attachments: December Sales Analysis Monthly Package (5).pdf

Colleagues:

The following is Purdue's December Flash[1] Report.

2012

Net Sales full year 2012 was \$2.2 billion.

This sales performance was:

- Equal to the \$2.2 billion achieved in 2011.
- Equal to the 2012 estimate presented at the November Board meeting.
- Under 2012 Net Sales budget by \$148 million due to (1) lower OxyContin trade inventory of \$35 million, (2) returns of OxyContin sold in 2010 and 2011 not fully reserved at the end of 2011 of \$47 million, and (3) lower than budget demand – primarily Butrans and Intermezzo of \$47 million.

Cash balance at the end of 2012 was \$755 million - \$16 million lower than budget.

Distributions in 2012 totaled \$472 million.

- \$25 million higher than budget. In addition, Purdue invested \$27 million of new cash in Infinity common stock as part of the overall restructuring of the relationship with Infinity.

2013

Net Sales are budgeted at \$2.4 billion, an increase of \$206 million over 2012. OxyContin and Butrans ended 2012 at run rates that should allow us to achieve the 2013 sales budget.

All the best,
Ed

[1] Flash Finance Report including sales, cash and any finance significant events. Full financial statements are issued at least five times per year – March, May, June, September and December.

Sales Summary by Product - Gross to Net

Expressed in 000's

	Full Year			
	2012 Actual	2012 Budget	2012 Nov. LE	2011 Actual
OxyContin				
Gross Sales	\$ 2,777,064	\$ 2,877,361	\$ 2,773,757	\$ 2,781,018
Fee for Service	(66,950)	(73,631)	(72,464)	(70,993)
Sales Discounts and Allowances	(88,136)	(58,180)	(88,536)	(58,928)
Savings Cards Discounts	(18,329)	(19,890)	(18,890)	(10,935)
Rebates	(528,356)	(542,148)	(513,881)	(540,410)
Proposed Regulation Adjustment for Medicaid Rebates	(62,576)	(74,836)	(62,506)	(68,854)
OxyContin Net Sales	2,012,717	2,108,676	2,017,480	2,030,898
Butrans				
Gross Sales	\$ 112,887	\$ 135,808	\$ 117,332	\$ 73,531
Fee for Service	(2,803)	(3,685)	(3,028)	(1,827)
Sales Discounts and Allowances	(11,747)	(16,123)	(12,953)	(8,254)
Savings Cards Discounts	(6,198)	(9,671)	(7,632)	(4,392)
Rebates	(7,769)	(10,387)	(7,949)	(3,123)
Butrans Net Sales	84,369	95,942	85,770	55,935
Intermezzo				
Gross Sales	\$ 16,556	\$ 49,185	\$ 14,764	\$ -
Fee for Service	(395)	(1,244)	(380)	-
Sales Discounts and Allowances	(10,010)	(1,000)	(8,744)	-
Savings Cards Discounts	(576)	(500)	(615)	-
Rebates	(461)	(3,000)	(342)	-
Intermezzo Net Sales	5,114	43,441	4,683	-
Other Products				
Gross Sales	\$ 98,398	\$ 105,516	\$ 93,814	\$ 116,611
Fee for Service	(940)	(1,252)	(907)	(1,687)
Sales Discounts and Allowances	5,777	1,805	9,308	10,960
Savings Cards Discounts	-	(350)	-	(245)
Rebates	(2,322)	(2,289)	(2,263)	(2,358)
Other Products Net Sales	100,913	103,430	99,952	123,281
Total for All Products				
Gross Sales	\$ 3,004,905	\$ 3,167,870	\$ 2,999,667	\$ 2,971,161
Fee for Service	(71,089)	(79,812)	(76,779)	(74,507)
Sales Discounts and Allowances	(104,116)	(73,498)	(100,925)	(56,222)
Savings Cards Discounts	(25,104)	(30,411)	(27,137)	(15,572)
Rebates	(538,907)	(557,824)	(524,435)	(545,891)
Proposed Regulation Adjustment for Medicaid Rebates	(62,576)	(74,836)	(62,506)	(68,854)
Total Net Sales	\$ 2,203,113	\$ 2,351,488	\$ 2,207,884	\$ 2,210,115

December 2012
Flash Report

(\$000)	Full Year									
	2012 Actual	2012 Budget	2012 Nov. LE	Var. to Budget	Var. to Nov. LE	2011 Actual	2010 Actual	2009 Actual	2008 Actual	2013 Budget
10mg	\$ 152,741	\$ 156,075	\$ 150,554	\$ (3,334)	\$ 2,187	\$ 146,784	\$ 121,344	\$ 133,629	\$ 118,134	\$ 156,987
15mg	33,992	26,007	33,638	7,985	354	27,136	23,620	16,548	10,432	37,814
20mg	402,472	408,862	401,739	(6,391)	733	404,149	361,266	369,289	388,132	419,948
30mg	205,335	174,780	206,143	30,555	(808)	171,730	161,048	114,431	57,716	237,429
40mg	618,704	648,781	616,964	(30,077)	1,740	633,738	682,972	708,279	650,395	622,343
60mg	340,746	319,936	343,576	20,810	(2,830)	300,721	315,742	226,251	106,119	388,817
80mg	1,023,075	1,142,920	1,021,143	(119,845)	1,932	1,096,778	1,331,784	1,320,222	1,105,694	1,053,126
160mg	-	-	-	-	-	(17)	-	-	(4)	-
OxyContin	2,777,064	2,877,361	2,773,757	(100,296)	3,308	2,781,018	2,997,775	2,888,649	2,436,618	2,916,463
Butrans	112,887	135,808	117,332	(22,922)	(4,446)	73,531	-	-	-	160,025
Intermezzo	16,556	49,185	14,764	(32,629)	1,792	-	-	-	-	57,622
Dilaudid Injectibles	7,128	1,932	5,164	5,197	1,965	4,622	6,903	4,038	3,115	3,240
Dilaudid HP	2,449	2,698	2,440	(249)	9	2,724	9,448	3,823	9,947	1,885
Dilaudid Tablets	14,191	19,108	13,737	(4,917)	455	17,495	18,730	24,977	14,472	11,856
Dilaudid	23,769	23,738	21,341	31	2,428	24,842	35,081	32,838	27,535	16,981
MS Contin	12,974	13,620	12,554	(646)	421	13,339	15,101	16,860	17,996	11,642
Ryzolt	(6,924)	391	(7,106)	(7,315)	182	11,168	16,510	10,842	-	-
Betadine First Aid	4,118	4,314	4,070	(196)	47	4,164	4,249	3,858	3,664	4,027
Betadine Hospital	4,653	4,144	4,459	509	194	4,412	4,196	3,864	4,082	4,401
Betadine Veterinary	850	861	860	(11)	(10)	793	765	729	747	830
Betadine	9,621	9,319	9,389	302	232	9,369	9,210	8,451	8,493	9,258
Betasept	1,971	1,656	1,852	315	118	1,753	1,715	1,500	1,729	1,878
Colace	25,891	23,725	25,404	2,166	488	23,729	22,250	22,889	22,996	25,669
Peri-Colace	4,403	4,068	4,569	334	(166)	3,968	3,637	3,058	4,665	4,708
Colace / Peri-Colace	30,294	27,793	29,973	2,501	321	27,697	25,887	25,947	27,661	30,377
Senokot	10,000	10,450	9,913	(450)	87	10,428	9,894	7,272	13,417	9,263
Senokot - S	11,220	13,610	10,935	(2,390)	285	13,010	12,360	11,357	17,127	9,648
Senokot	21,220	24,059	20,848	(2,840)	372	23,437	22,253	18,629	30,545	18,911
Slow-Mag	5,554	4,940	5,034	614	520	5,352	4,585	4,703	4,523	5,316
Discontinued Products	(81)	-	(71)	(81)	(10)	(344)	(243)	3,725	4,374	-
Gross Branded Sales	\$ 3,004,905	\$ 3,167,870	\$ 2,999,667	\$ (162,965)	\$ 5,238	\$ 2,971,161	\$ 3,127,873	\$ 3,012,143	\$ 2,559,475	\$ 3,228,472
Fee-for-Service	\$ (71,089)	\$ (79,812)	\$ (76,779)	\$ 8,723	\$ 5,690	\$ (74,507)	\$ (79,237)	\$ (76,215)	\$ (60,355)	\$ (65,338)
Disc. & Allowances	(64,332)	(68,765)	(61,517)	4,433	(2,815)	(49,328)	(61,312)	(60,921)	(35,040)	(77,405)
Ryzolt Returns Reserve	7,092	(1,158)	7,353	8,250	(261)	161	-	-	-	-
Intermezzo Returns Reserve	(8,970)	-	(7,854)	(8,970)	(1,116)	-	-	-	-	(515)
OxyContin Returns Reserve	(37,906)	(3,576)	(38,907)	(34,330)	1,001	(7,055)	12,519	5,359	(22,366)	(10,278)
Savings Card Discount	(25,104)	(30,411)	(27,137)	5,307	2,033	(15,572)	(15,691)	(17,131)	(13,444)	(34,537)
Rebates	(538,907)	(557,823)	(524,435)	18,916	(14,472)	(545,891)	(621,633)	(455,092)	(342,153)	(566,117)
Proposed regulation adj for Medicaid rebates	(62,576)	(74,836)	(62,506)	12,260	(70)	(68,854)	(40,041)	-	-	(65,584)
Less: Deductions Subtotal	\$ (801,792)	\$ (816,382)	\$ (791,782)	\$ 14,590	\$ (10,010)	\$ (761,047)	\$ (805,395)	\$ (604,000)	\$ (473,358)	\$ (819,774)
Net Branded Sales	\$ 2,203,113	\$ 2,351,488	\$ 2,207,884	\$ (148,375)	\$ (4,772)	\$ 2,210,115	\$ 2,322,478	\$ 2,408,143	\$ 2,086,116	\$ 2,408,698

Net Branded Sales - Variance to Budget Due to:

(\$ in millions)

Gross Sales

• Impact of trade inventories lower than budget. ⁽¹⁾	\$ (43.0)	
• Lower OxyContin demand as Rxs are running ~5% below budget. ⁽¹⁾	<u>(57.3)</u>	
Lower OxyContin Sales due to lower trade inventory and lower demand.		(100.3)
• Lower Butrans sales - see Sales Trend chart.		(22.9)
• Intermezzo sales - see Sales Trend chart.		(32.6)
• Ryzolt returns		(7.3)
• All Other		<u>0.2</u>
Sub-Total Gross Sales Variance		(163.0)

Deductions

• Lower Fee for Service due to new negotiated lower FFS rate (\$5.7MM) from 3rd Quarter and lower sales (\$3.0MM).	\$ 8.7	
• Higher Discounts and Allowances primarily due to OxyContin (\$34.3MM) and Intermezzo Return Reserves (\$9.0MM), offset by the change in Ryzolt return reserve (\$8.3MM) and lower sales/other (\$4.4MM).	(30.6)	
• Lower Savings Card Discount due to lower OxyContin sales and redemption rates (\$1.5MM), lower Butrans sales (\$3.5MM) and all other (\$0.3MM).	5.3	
• Lower Rebates due to lower sales, partially offset by higher Commercial rebate eligible sales.	18.9	
• Lower Proposed regulation adjustment primarily due to lower Medicaid eligible sales.	<u>12.3</u>	

Sub-Total Deductions variance 14.6

Net Branded Sales Variance to Budget \$ (148.4)

(1) Each of these factors is based on estimates provided by IMS and customers.

Message

From: Mahony, Edward [REDACTED]
Sent: 1/11/2013 2:13:08 PM
To: Boer, Peter [REDACTED]; Lewent, Judy; Pickett, Cecil; Costa, Paulo; Sackler, Beverly [REDACTED]; Sackler, David [REDACTED]; Sackler, Dr Kathe [REDACTED]; Sackler, Dame Theresa [REDACTED]; Sackler, Mortimer D.A. [REDACTED]; Sackler, Dr Raymond R [REDACTED]; Sackler, Dr Richard [REDACTED]; Sackler Lefcourt, Ilene [REDACTED]; Baker, Stuart D. [REDACTED]; Stewart, John H. (US) [REDACTED]; Gasdia, Russel [REDACTED]; Landau, Dr. Craig [REDACTED]; Weinstein, Bert [REDACTED]; Snyderman, Ralph [REDACTED]
CC: Rosen, David (Sales and Marketing) [REDACTED]; Lowne, Jon [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: December Finance Flash Report
Attachments: December Sales Analysis Monthly Package (5).pdf

Colleagues:

The following is Purdue's December Flash^[1] Report.

2012

Net Sales full year 2012 was \$2.2 billion.

This sales performance was:

- Equal to the \$2.2 billion achieved in 2011.
- Equal to the 2012 estimate presented at the November Board meeting.

^[1] Flash Finance Report including sales, cash and any finance significant events. Full financial statements are issued at least five times per year – March, May, June, September and December.

- Under 2012 Net Sales budget by \$148 million due to (1) lower OxyContin trade inventory of \$35 million, (2) returns of OxyContin sold in 2010 and 2011 not fully reserved at the end of 2011 of \$47 million, and (3) lower than budget demand – primarily Butrans and Intermezzo of \$47 million.

Cash balance at the end of 2012 was \$755 million - \$16 million lower than budget.

Distributions in 2012 totaled \$472 million.

- \$25 million higher than budget. In addition, Purdue invested \$27 million of new cash in Infinity common stock as part of the overall restructuring of the relationship with Infinity.

2013

Net Sales are budgeted at \$2.4 billion, an increase of \$206 million over 2012. OxyContin and Butrans ended 2012 at run rates that should allow us to achieve the 2013 sales budget.

All the best,
Ed

Sales Summary by Product - Gross to Net

Expressed in 000's

	Full Year			
	2012 Actual	2012 Budget	2012 Nov. LE	2011 Actual
OxyContin				
Gross Sales	\$ 2,777,064	\$ 2,877,361	\$ 2,773,757	\$ 2,781,018
Fee for Service	(66,950)	(73,631)	(72,464)	(70,993)
Sales Discounts and Allowances	(88,136)	(58,180)	(88,536)	(58,928)
Savings Cards Discounts	(18,329)	(19,890)	(18,890)	(10,935)
Rebates	(528,356)	(542,148)	(513,881)	(540,410)
Proposed Regulation Adjustment for Medicaid Rebates	(62,576)	(74,836)	(62,506)	(68,854)
OxyContin Net Sales	2,012,717	2,108,676	2,017,480	2,030,898
Butrans				
Gross Sales	\$ 112,887	\$ 135,808	\$ 117,332	\$ 73,531
Fee for Service	(2,803)	(3,685)	(3,028)	(1,827)
Sales Discounts and Allowances	(11,747)	(16,123)	(12,953)	(8,254)
Savings Cards Discounts	(6,198)	(9,671)	(7,632)	(4,392)
Rebates	(7,769)	(10,387)	(7,949)	(3,123)
Butrans Net Sales	84,369	95,942	85,770	55,935
Intermezzo				
Gross Sales	\$ 16,556	\$ 49,185	\$ 14,764	\$ -
Fee for Service	(395)	(1,244)	(380)	-
Sales Discounts and Allowances	(10,010)	(1,000)	(8,744)	-
Savings Cards Discounts	(576)	(500)	(615)	-
Rebates	(461)	(3,000)	(342)	-
Intermezzo Net Sales	5,114	43,441	4,683	-
Other Products				
Gross Sales	\$ 98,398	\$ 105,516	\$ 93,814	\$ 116,611
Fee for Service	(940)	(1,252)	(907)	(1,687)
Sales Discounts and Allowances	5,777	1,805	9,308	10,960
Savings Cards Discounts	-	(350)	-	(245)
Rebates	(2,322)	(2,289)	(2,263)	(2,358)
Other Products Net Sales	100,913	103,430	99,952	123,281
Total for All Products				
Gross Sales	\$ 3,004,905	\$ 3,167,870	\$ 2,999,667	\$ 2,971,161
Fee for Service	(71,089)	(79,812)	(76,779)	(74,507)
Sales Discounts and Allowances	(104,116)	(73,498)	(100,925)	(56,222)
Savings Cards Discounts	(25,104)	(30,411)	(27,137)	(15,572)
Rebates	(538,907)	(557,824)	(524,435)	(545,891)
Proposed Regulation Adjustment for Medicaid Rebates	(62,576)	(74,836)	(62,506)	(68,854)
Total Net Sales	\$ 2,203,113	\$ 2,351,488	\$ 2,207,884	\$ 2,210,115

December 2012
Flash Report

(\$000)	Full Year									
	2012 Actual	2012 Budget	2012 Nov. LE	Var. to Budget	Var. to Nov. LE	2011 Actual	2010 Actual	2009 Actual	2008 Actual	2013 Budget
10mg	\$ 152,741	\$ 156,075	\$ 150,554	\$ (3,334)	\$ 2,187	\$ 146,784	\$ 121,344	\$ 133,629	\$ 118,134	\$ 156,987
15mg	33,992	26,007	33,638	7,985	354	27,136	23,620	16,548	10,432	37,814
20mg	402,472	408,862	401,739	(6,391)	733	404,149	361,266	369,289	388,132	419,948
30mg	205,335	174,780	206,143	30,555	(808)	171,730	161,048	114,431	57,716	237,429
40mg	618,704	648,781	616,964	(30,077)	1,740	633,738	682,972	708,279	650,395	622,343
60mg	340,746	319,936	343,576	20,810	(2,830)	300,721	315,742	226,251	106,119	388,817
80mg	1,023,075	1,142,920	1,021,143	(119,845)	1,932	1,096,778	1,331,784	1,320,222	1,105,694	1,053,126
160mg	-	-	-	-	-	(17)	-	-	(4)	-
OxyContin	2,777,064	2,877,361	2,773,757	(100,296)	3,308	2,781,018	2,997,775	2,888,649	2,436,618	2,916,463
Butrans	112,887	135,808	117,332	(22,922)	(4,446)	73,531	-	-	-	160,025
Intermezzo	16,556	49,185	14,764	(32,629)	1,792	-	-	-	-	57,622
Dilaudid Injectibles	7,128	1,932	5,164	5,197	1,965	4,622	6,903	4,038	3,115	3,240
Dilaudid HP	2,449	2,698	2,440	(249)	9	2,724	9,448	3,823	9,947	1,885
Dilaudid Tablets	14,191	19,108	13,737	(4,917)	455	17,495	18,730	24,977	14,472	11,856
Dilaudid	23,769	23,738	21,341	31	2,428	24,842	35,081	32,838	27,535	16,981
MS Contin	12,974	13,620	12,554	(646)	421	13,339	15,101	16,860	17,996	11,642
Ryzolt	(6,924)	391	(7,106)	(7,315)	182	11,168	16,510	10,842	-	-
Betadine First Aid	4,118	4,314	4,070	(196)	47	4,164	4,249	3,858	3,664	4,027
Betadine Hospital	4,653	4,144	4,459	509	194	4,412	4,196	3,864	4,082	4,401
Betadine Veterinary	850	861	860	(11)	(10)	793	765	729	747	830
Betadine	9,621	9,319	9,389	302	232	9,369	9,210	8,451	8,493	9,258
Betasept	1,971	1,656	1,852	315	118	1,753	1,715	1,500	1,729	1,878
Colace	25,891	23,725	25,404	2,166	488	23,729	22,250	22,889	22,996	25,669
Peri-Colace	4,403	4,068	4,569	334	(166)	3,968	3,637	3,058	4,665	4,708
Colace / Peri-Colace	30,294	27,793	29,973	2,501	321	27,697	25,887	25,947	27,661	30,377
Senokot	10,000	10,450	9,913	(450)	87	10,428	9,894	7,272	13,417	9,263
Senokot - S	11,220	13,610	10,935	(2,390)	285	13,010	12,360	11,357	17,127	9,648
Senokot	21,220	24,059	20,848	(2,840)	372	23,437	22,253	18,629	30,545	18,911
Slow-Mag	5,554	4,940	5,034	614	520	5,352	4,585	4,703	4,523	5,316
Discontinued Products	(81)	-	(71)	(81)	(10)	(344)	(243)	3,725	4,374	-
Gross Branded Sales	\$ 3,004,905	\$ 3,167,870	\$ 2,999,667	\$ (162,965)	\$ 5,238	\$ 2,971,161	\$ 3,127,873	\$ 3,012,143	\$ 2,559,475	\$ 3,228,472
Fee-for-Service	\$ (71,089)	\$ (79,812)	\$ (76,779)	\$ 8,723	\$ 5,690	\$ (74,507)	\$ (79,237)	\$ (76,215)	\$ (60,355)	\$ (65,338)
Disc. & Allowances	(64,332)	(68,765)	(61,517)	4,433	(2,815)	(49,328)	(61,312)	(60,921)	(35,040)	(77,405)
Ryzolt Returns Reserve	7,092	(1,158)	7,353	8,250	(261)	161	-	-	-	-
Intermezzo Returns Reserve	(8,970)	-	(7,854)	(8,970)	(1,116)	-	-	-	-	(515)
OxyContin Returns Reserve	(37,906)	(3,576)	(38,907)	(34,330)	1,001	(7,055)	12,519	5,359	(22,366)	(10,278)
Savings Card Discount	(25,104)	(30,411)	(27,137)	5,307	2,033	(15,572)	(15,691)	(17,131)	(13,444)	(34,537)
Rebates	(538,907)	(557,823)	(524,435)	18,916	(14,472)	(545,891)	(621,633)	(455,092)	(342,153)	(566,117)
Proposed regulation adj for Medicaid rebates	(62,576)	(74,836)	(62,506)	12,260	(70)	(68,854)	(40,041)	-	-	(65,584)
Less: Deductions Subtotal	\$ (801,792)	\$ (816,382)	\$ (791,782)	\$ 14,590	\$ (10,010)	\$ (761,047)	\$ (805,395)	\$ (604,000)	\$ (473,358)	\$ (819,774)
Net Branded Sales	\$ 2,203,113	\$ 2,351,488	\$ 2,207,884	\$ (148,375)	\$ (4,772)	\$ 2,210,115	\$ 2,322,478	\$ 2,408,143	\$ 2,086,116	\$ 2,408,698

Net Branded Sales - Variance to Budget Due to:

(\$ in millions)

Gross Sales

• Impact of trade inventories lower than budget. ⁽¹⁾	\$ (43.0)	
• Lower OxyContin demand as Rxs are running ~5% below budget. ⁽¹⁾	(57.3)	
Lower OxyContin Sales due to lower trade inventory and lower demand.		(100.3)
• Lower Butrans sales - see Sales Trend chart.		(22.9)
• Intermezzo sales - see Sales Trend chart.		(32.6)
• Ryzolt returns		(7.3)
• All Other		0.2

Sub-Total Gross Sales Variance

(163.0)

Deductions

• Lower Fee for Service due to new negotiated lower FFS rate (\$5.7MM) from 3rd Quarter and lower sales (\$3.0MM).	\$ 8.7	
• Higher Discounts and Allowances primarily due to OxyContin (\$34.3MM) and Intermezzo Return Reserves (\$9.0MM), offset by the change in Ryzolt return reserve (\$8.3MM) and lower sales/other (\$4.4MM).	(30.6)	
• Lower Savings Card Discount due to lower OxyContin sales and redemption rates (\$1.5MM), lower Butrans sales (\$3.5MM) and all other (\$0.3MM).	5.3	
• Lower Rebates due to lower sales, partially offset by higher Commercial rebate eligible sales.	18.9	
• Lower Proposed regulation adjustment primarily due to lower Medicaid eligible sales.	12.3	

Sub-Total Deductions variance

14.6

Net Branded Sales Variance to Budget

\$ (148.4)

(1) Each of these factors is based on estimates provided by IMS and customers.

Message

From: [REDACTED]
Sent: 1/11/2013 5:08:22 PM
To: Sackler, Dr Richard [REDACTED]; Sackler, Dr Raymond R [REDACTED]; Sackler, Dr Kathe [REDACTED]; Sackler, Mortimer D.A. [REDACTED]; Boer, Peter [REDACTED]; [REDACTED]; Lewent, Judy [REDACTED]
CC: Stewart, John H. (US) [REDACTED]; Mahony, Edward [REDACTED]; Baker, Stuart D. [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: RE: Compensation Committee - January 14, 2013
Attachments: Business Results Summary.xlsx

To respond to the below questions from Dr. Richard, Ed Mahony prepared the attached spreadsheet showing Purdue results for 2012 along with the requested comparison information.

The information on the threshold payout levels in the draft scorecards which were presented to the Committee was then added below the gray line.

Please let us know if there are further questions prior to the Committee meeting on Monday.

[REDACTED]

[REDACTED] Executive Director, Compensation & Benefits | Purdue Pharma L.P.

[REDACTED] **Redacted**

From: Sackler, Dr Richard
Sent: Friday, January 11, 2013 1:04 PM
To: [REDACTED] Sackler, Dr Raymond R; Sackler, Dr Kathe; Sackler, Mortimer D.A.; Boer, Peter; Lewent, Judy
Cc: Stewart, John H. (US); [REDACTED] Mahony, Edward; Baker, Stuart D.
Subject: Re: Compensation Committee - January 14, 2013

Please present a spread sheet of results rather than a presentation and add additional columns:

1. Last year's sales results, both in dollars and relevant 'units' such as kg of API or 10 mg patch equivalents
2. 2012 sales results with adjustor for units of OxyContin Tablets and Butrans. This adjustor for change of average price should allow us to compare units sold in 2011 to 2012.
3. The point at where sales performance yields a 0 performance level for the first three items.

From: [REDACTED]@pharma.com>
Date: Thursday, January 10, 2013 2:58 PM
To: Raymond Sackler <[REDACTED]@pharma.com>, "Sackler, Dr Kathe" <[REDACTED]@pharma.com>,</p></div>

CONFIDENTIAL TREATMENT REQUESTED
NOT FOR CIRCULATION/COMMITTEE MEMBERS AND STAFF ONLY

PURDUE-COR-00014108

"Richard S. Sackler" [REDACTED]@pharma.com>, Mortimer Sackle [REDACTED]@pharma.com>, Peter Boer
<[REDACTED]@pharma.com>, Judy Matk Lewent [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, [REDACTED]@pharma.com>, Ed Mahony
[REDACTED]@pharma.com>, Chadbourne SDB [REDACTED]@chadbourne.com>
Subject: Compensation Committee - January 14, 2013

To: Compensation Committee
Dr. Raymond R. Sackler
Dr. Kathe Sackler
Dr. Richard S. Sackler
Mortimer D.A. Sackler
Peter Boer
Judy Lewent

Cc: John H. Stewart
[REDACTED]
Edward B. Mahony
Stuart B. Baker

Attached is the material which we will present at the Compensation Committee meeting on Monday, January 14 at our meeting beginning at 3pm in the Board Room. I will send the password for the presentation materials separately.

As discussed at prior Committee meetings, this material presents an overview of the performance results for all Company objectives, along with management's proposed evaluation of those results for determining the company-results based portion of annual bonus awards.

Specifically at this meeting, we will present information on the Licensing and Business Development and Corporate Compliance results. For final Sales and Operating Profit objectives, year-end results are included in this presentation. At the November meeting, [REDACTED] presented a discussion of Research & Development results. His presentation, along with the historic financial information requested by the Committee is included in this presentation as an appendix.

We have presented the attainment of Company objectives using the Scorecard format proposed earlier by management. While this Scorecard was not approved by the Committee and Board as the basis for bonus determination, it does provide for the presentation of key business objectives for 2012. We have also included an additional evaluation which shows the attainment of these objectives on an adjusted basis which incorporates business issues which the Committee may want to consider in setting the Company performance portion of bonus awards. Information on these adjustments is included in the presentation with additional supporting material included in the Financial Data appendix. Ed Mahony will lead management's discussions of these items.

For the LBD component of the proposed scorecard, the rating scale was binary – 100% for a completed transaction and 0% if no transaction was completed. Upon further reflection, such a scale doesn't fairly capture all the contributions/work that the LBD/BDC group accomplishes –

and that not all individuals in the organization should be affected equally by the LBD score (since there is really only a small number of individuals closely involved with the LBD process). As such, we propose that the LBD score be adjusted from 0% to 33% for Senior LBD Staff and Senior BDC Members - in recognition of their achievements such as revamping and improving the in-licensing process and for closing-out (i.e. deciding not to pursue) some opportunities that had progressed to late stages of assessment – such as Theravance’s opioid antagonist for treatment of opioid induced constipation/bowel dysfunction. For all other individuals in the company, we propose adjusting the LBD score from 0% to 66% - since they generally are not directly involved in supporting LBD processes and LBD is only a very small component of the company’s overall budget.

Please contact [REDACTED] or me if you have any questions concerning these materials prior to Monday’s meeting.

Regards,

[REDACTED]

[REDACTED]

| Purdue Pharma L.P.

Redacted

Produced Natively

Purdue 2012 Selected Business Results Summary for Compensation Committee

		<u>2011</u>	<u>2012 Budget</u>	<u>2012 Actual</u>
Total Net Sales		\$ 2,210.1 million	\$ 2,352.8 million	\$ 2,210.4 million
OxyContin	#Rx	6.48 million	6.6 million	6.2 million
	Price/Rx	\$433	\$435	\$440
	Kilo	17,364	17,254	16,013
	Net Factory Sales	\$ 2,030.1 million	\$ 2, 108.7 million	\$ 2,018.6 million
Butrans	#Rx	276,842	604,500	470,923
	#Rx 10 mg equivalent	286,493	664,909	546,737
	Price/Rx	\$201.00	\$218.10	\$227.09
	Net Factory Sales	\$55.9 million	\$95.9 million	\$84.3 million
Intermezzo	#Rx	-	171,051	35,480
	Price/Rx	-	\$180.60	\$181.57
	Net Factory Sales	-	\$43.4 million	\$6.3 million
Operating Profit		\$ 1,186.1 million	\$ 1,094.2 million	\$ 1,010.2 million

Note: Rx #, Price/Rx and Kilo's calculations above are based on IMS data which are estimates.

The OxyContin Kilo 2012 actual -- is an estimate, looks low and will be researched further when final 2012 IMS data is available.

Above prepared by Ed Mahony

Under the Original Proposed Scorecard, the following are the threshold levels for a bonus payout for that component

Total Net Sales:	90% of Budget	\$2,117.5 million would result in a 50% Payout Score recommendation
	Below 90% of Budget	Below \$2,117.5 million - 0% Payout subject to Board Discretion
OxyContin:	Not a specific component in Scorecard	
Butrans	50% of Prescription Target	302,250 prescriptions would result in a 50% Payout Score recommendation
	Below 50% of Target	Below 302,250 prescriptions - 0% Payout subject to Board Discretion
Intermezzo	50% of Prescription Target	85,525 prescriptions would result in a 50% Payout Score recommendation
	Below 50% of Target	Below 85,525 prescriptions - 0% Payout subject to Board Discretion
Operating Profit:	90% of Budget	\$984.8 million would result in a 50% Payout Score recommendation
	Below 90% of Budget	Below \$984.8 million - 0% Payout subject to Board Discretion

Message

From: Sackler, Dr Richard [REDACTED]
Sent: 1/14/2013 1:47:05 PM
To: [REDACTED]
Subject: FW: Compensation Committee - January 14, 2013
Attachments: Business Results Summary.xlsx

Print this large format please for me.

From: [REDACTED]@pharma.com>
Date: Friday, January 11, 2013 5:08 PM
To: "Richard S. Sackler" [REDACTED]@pharma.com>, Raymond Sackler [REDACTED]@pharma.com>, "Sackler, Dr Kathe" [REDACTED]@pharma.com>, Mortimer Sackler [REDACTED]@pharma.com>, Peter Boer [REDACTED]@pharma.com>, Judy Matk Lewent [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, [REDACTED] Ed Mahony [REDACTED]@pharma.com>, Chadbourne SDB [REDACTED]@chadbournecom.com>
Subject: RE: Compensation Committee - January 14, 2013

To respond to the below questions from Dr. Richard, Ed Mahony prepared the attached spreadsheet showing Purdue results for 2012 along with the requested comparison information.

The information on the threshold payout levels in the draft scorecards which were presented to the Committee was then added below the gray line.

Please let us know if there are further questions prior to the Committee meeting on Monday.

[REDACTED]

[REDACTED] | Purdue Pharma L.P.

Redacted

From: Sackler, Dr Richard
Sent: Friday, January 11, 2013 1:04 PM
To: [REDACTED] Sackler, Dr Raymond R; Sackler, Dr Kathe; Sackler, Mortimer D.A.; Boer, Peter; Lewent, Judy
Cc: Stewart, John H. (US); [REDACTED] Mahony, Edward; Baker, Stuart D.
Subject: Re: Compensation Committee - January 14, 2013

Please present a spread sheet of results rather than a presentation and add additional columns:

1. Last year's sales results, both in dollars and relevant 'units' such as kg of API or 10 mg patch equivalents
2. 2012 sales results with adjustor for units of OxyContin Tablets and Butrans. This adjustor for change of average price should allow us to compare units sold in 2011 to 2012.
3. The point at where sales performance yields a 0 performance level for the first three items.

From: [REDACTED]
Date: Thursday, January 10, 2013 2:58 PM

To: Raymond Sackler [REDACTED]@pharma.com>, "Sackler, Dr Kathe" [REDACTED]@pharma.com>, "Richard S. Sackler" [REDACTED]@pharma.com>, Mortimer Sackler [REDACTED]@pharma.com>, Peter Boer [REDACTED]@pharma.com>, Judy Matk Lewent [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, [REDACTED]@pharma.com>, Ed Mahony [REDACTED]@pharma.com>, Chadbourne SDB [REDACTED]@chadbourne.com>
Subject: Compensation Committee - January 14, 2013

To: Compensation Committee
Dr. Raymond R. Sackler
Dr. Kathe Sackler
Dr. Richard S. Sackler
Mortimer D.A. Sackler
Peter Boer
Judy Lewent

Cc: John H. Stewart
[REDACTED]
Edward B. Mahony
Stuart B. Baker

Attached is the material which we will present at the Compensation Committee meeting on Monday, January 14 at our meeting beginning at 3pm in the Board Room. I will send the password for the presentation materials separately.

As discussed at prior Committee meetings, this material presents an overview of the performance results for all Company objectives, along with management's proposed evaluation of those results for determining the company-results based portion of annual bonus awards.

Specifically at this meeting, we will present information on the Licensing and Business Development and Corporate Compliance results. For final Sales and Operating Profit objectives, year-end results are included in this presentation. At the November meeting, [REDACTED] presented a discussion of Research & Development results. His presentation, along with the historic financial information requested by the Committee is included in this presentation as an appendix.

We have presented the attainment of Company objectives using the Scorecard format proposed earlier by management. While this Scorecard was not approved by the Committee and Board as the basis for bonus determination, it does provide for the presentation of key business objectives for 2012. We have also included an additional evaluation which shows the attainment of these objectives on an adjusted basis which incorporates business issues which the Committee may want to consider in setting the Company performance portion of bonus awards. Information on these adjustments is included in the presentation with additional supporting material included in the Financial Data appendix. Ed Mahony will lead management's discussions of these items.

For the LBD component of the proposed scorecard, the rating scale was binary – 100% for a completed transaction and 0% if no transaction was completed. Upon further reflection, such a

scale doesn't fairly capture all the contributions/work that the LBD/BDC group accomplishes – and that not all individuals in the organization should be affected equally by the LBD score (since there is really only a small number of individuals closely involved with the LBD process). As such, we propose that the LBD score be adjusted from 0% to 33% for Senior LBD Staff and Senior BDC Members - in recognition of their achievements such as revamping and improving the in-licensing process and for closing-out (i.e. deciding not to pursue) some opportunities that had progressed to late stages of assessment – such as Theravance's opioid antagonist for treatment of opioid induced constipation/bowel dysfunction. For all other individuals in the company, we propose adjusting the LBD score from 0% to 66% - since they generally are not directly involved in supporting LBD processes and LBD is only a very small component of the company's overall budget.

Please contact [REDACTED] or me if you have any questions concerning these materials prior to Monday's meeting.

Regards,

[REDACTED]

[REDACTED]

| Purdue Pharma L.P.

Redacted

Produced Natively

Purdue 2012 Selected Business Results Summary for Compensation Committee

		<u>2011</u>	<u>2012 Budget</u>	<u>2012 Actual</u>
Total Net Sales		\$ 2,210.1 million	\$ 2,352.8 million	\$ 2,210.4 million
OxyContin	#Rx	6.48 million	6.6 million	6.2 million
	Price/Rx	\$433	\$435	\$440
	Kilo	17,364	17,254	16,013
	Net Factory Sales	\$ 2,030.1 million	\$ 2, 108.7 million	\$ 2,018.6 million
Butrans	#Rx	276,842	604,500	470,923
	#Rx 10 mg equivalent	286,493	664,909	546,737
	Price/Rx	\$201.00	\$218.10	\$227.09
	Net Factory Sales	\$55.9 million	\$95.9 million	\$84.3 million
Intermezzo	#Rx	-	171,051	35,480
	Price/Rx	-	\$180.60	\$181.57
	Net Factory Sales	-	\$43.4 million	\$6.3 million
Operating Profit		\$ 1,186.1 million	\$ 1,094.2 million	\$ 1,010.2 million

Note: Rx #, Price/Rx and Kilo's calculations above are based on IMS data which are estimates.

The OxyContin Kilo 2012 actual -- is an estimate, looks low and will be researched further when final 2012 IMS data is available.

Above prepared by Ed Mahony

Under the Original Proposed Scorecard, the following are the threshold levels for a bonus payout for that component

Total Net Sales:	90% of Budget	\$2,117.5 million would result in a 50% Payout Score recommendation
	Below 90% of Budget	Below \$2,117.5 million - 0% Payout subject to Board Discretion
OxyContin:	Not a specific component in Scorecard	
Butrans	50% of Prescription Target	302,250 prescriptions would result in a 50% Payout Score recommendation
	Below 50% of Target	Below 302,250 prescriptions - 0% Payout subject to Board Discretion
Intermezzo	50% of Prescription Target	85,525 prescriptions would result in a 50% Payout Score recommendation
	Below 50% of Target	Below 85,525 prescriptions - 0% Payout subject to Board Discretion
Operating Profit:	90% of Budget	\$984.8 million would result in a 50% Payout Score recommendation
	Below 90% of Budget	Below \$984.8 million - 0% Payout subject to Board Discretion

To: Sackler, Dr Richard [REDACTED]
Cc: Stewart, John H. (US) [REDACTED] Gasdia,
Russell [REDACTED]
From: Rosen, David (Sales and Marketing)
Sent: Mon 1/14/2013 2:33:41 PM
Subject: RE: Butrans=8,855; Intermezzo=918 (Week ending 1-04-13)

Hi, Dr. Richard. As surmised last week, New Years week was another light one for both products. Many prescribers, reps and patients have vacation time and some pharmacies are closed. Butrans picked up some volume and Intermezzo declined slightly. Next week should be a significantly stronger week for both products.

Butrans

Rx Increase from last week	15.7%
Share	1.82%
Share last week	1.79%

Intermezzo

Rx Increase from last week	-2.7%
Share	0.068%
Share last week	0.081%

-David

David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma | One Stamford Forum Stamford CT 06901 | [REDACTED]@pharma.com | [REDACTED]

[REDACTED]

To: Rosen, David (Sales and Marketing [REDACTED]@pharma.com]
From: Sackler, Dr Richard
Sent: Fri 1/25/2013 7:39:43 AM
Subject: Re: Butrans=10,280; Intermezzo=1,205 (Week ending 1-11-13)

Can you send me a longer time horizon in Excel?
Also, what am I to make of of these % without the absolutes?

From: <Rosen>, "David (Sales and Marketing)" [REDACTED]@pharma.com>
Date: Friday, January 25, 2013 7:08 AM
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>, [REDACTED]@pharma.com>
Subject: Butrans=10,280; Intermezzo=1,205 (Week ending 1-11-13)

Hi, Dr. Richard. As surmised last week, this week was a significantly stronger week for both products. We should be getting out of the holiday "doldrums" and into a slow growth period for both products over the next few weeks. Growth overall tends to be slower this time of year as many prescription plans now have a deductible that patients need to meet in the beginning of the each year.

Butrans

Rx Increase from last week	16.1%
Share	1.95%
Share last week	1.82%

Intermezzo

Rx Increase from last week	31.3%
Share	0.082%
Share last week	0.068%

-David

David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma | One Stamford Forum Stamford CT 06901 | [REDACTED]@pharma.com | [REDACTED]

[REDACTED]

To: Sackler, Dr Richard [REDACTED]
Cc: Stewart, John H. (US) [REDACTED] Gasdia,
Russell [REDACTED]

From: Rosen, David (Sales and Marketing)
Sent: Fri 1/25/2013 9:51:39 AM
Subject: Intermezzo and Butrans data
[Copy of Butrans Weekly Report 1-11-13.xlsm](#)
[Intermezzo Weekly Report 1-11-2013.xlsx](#)

Hi, Dr. Richard. Attached are Intermezzo and Butrans data and graphs. Please let me know if you need any additional information.

Thanks,
David

David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma | One
Stamford Forum Stamford CT 06901 | [REDACTED]@pharma.com | [REDACTED]

[REDACTED]

Produced Natively



[NRx, RRx and TRx by Strength](#)
[Distribution of Rxs by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Butrans TRxs](#)

		Butrans New, Refill and Total Prescriptions by Strength													
Week #	Week Ending	Total			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total	
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385	2,270	728	2,998	77.9%	22.1%
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313	2,167	743	2,910	77.2%	22.8%
Week 94	9-Nov-12	7,840	2,311	10,151	1,983	485	2,468	3,443	1,013	4,456	2,414	813	3,227	77.2%	22.8%



Distribution of Butrans Prescriptions by Strength											
Week #	Week Ending	5 mcg/hour			10 mcg/hour			20 mcg/hour			
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 92	26-Oct-12	100.0%	19.9%	4.7%	24.6%	34.8%	10.0%	44.8%	23.2%	7.4%	30.6%
Week 93	2-Nov-12	100.0%	19.7%	4.6%	24.3%	34.8%	10.4%	45.2%	22.7%	7.8%	30.5%
Week 94	9-Nov-12	100.0%	19.5%	4.8%	24.3%	33.9%	10.0%	43.9%	23.8%	8.0%	31.8%

Distribution of Butrans Ne					
Total			5 mcg/hou		
NRx	RRx	TRx	NRx	RRx	TRx
77.9%	22.1%	100.0%	80.9%	19.1%	
77.2%	22.8%	100.0%	81.2%	18.8%	
77.2%	22.8%	100.0%	80.3%	19.7%	



Weekly New, Refill and Total Prescriptions by Strength

Week #	Week Ending	10 mcg/hour			20 mcg/hour		
		TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	100.0%	77.8%	22.2%	100.0%	75.7%	24.3%
Week 93	2-Nov-12	100.0%	77.0%	23.0%	100.0%	74.5%	25.5%
Week 94	9-Nov-12	100.0%	77.3%	22.7%	100.0%	74.8%	25.2%

Weekly Growth in Butrans New, Refill and Total Prescriptions

Total			5 mcg/hour			10 mcg/hour	
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%
-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%
6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%



Prescriptions by Strength

<u>Week #</u>	<u>Week Ending</u>	20 mcg/hour			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 92	26-Oct-12	3.3%	1.4%	-5.9%	-0.5%
Week 93	2-Nov-12	-1.6%	-4.5%	2.1%	-2.9%
Week 94	9-Nov-12	3.3%	11.4%	9.4%	10.9%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

Week #	Week Ending	Butrans 10mcg Equivalents				Trend Line	Trend Line	Distrib
		Total TRx	5 mcg/hour TRx	10 mcg/hour TRx	20 mcg/hour TRx	Sept 1 TRx	Jan 20 TRx	
Week 92	26-Oct-12	11,583	1,202	4,385	5,996		11,583	100.0%
Week 93	2-Nov-12	11,290	1,157	4,313	5,820		11,290	100.0%
Week 94	9-Nov-12	12,144	1,234	4,456	6,454		12,144	100.0%



Distribution of Butrans 10mcg Equivalents

<u>Week #</u>	<u>Week Ending</u>	5 mcg/hour <u>TRx</u>	10 mcg/hour <u>TRx</u>	20 mcg/hour <u>TRx</u>
Week 92	26-Oct-12	10.4%	37.9%	51.8%
Week 93	2-Nov-12	10.2%	38.2%	51.6%
Week 94	9-Nov-12	10.2%	36.7%	53.1%

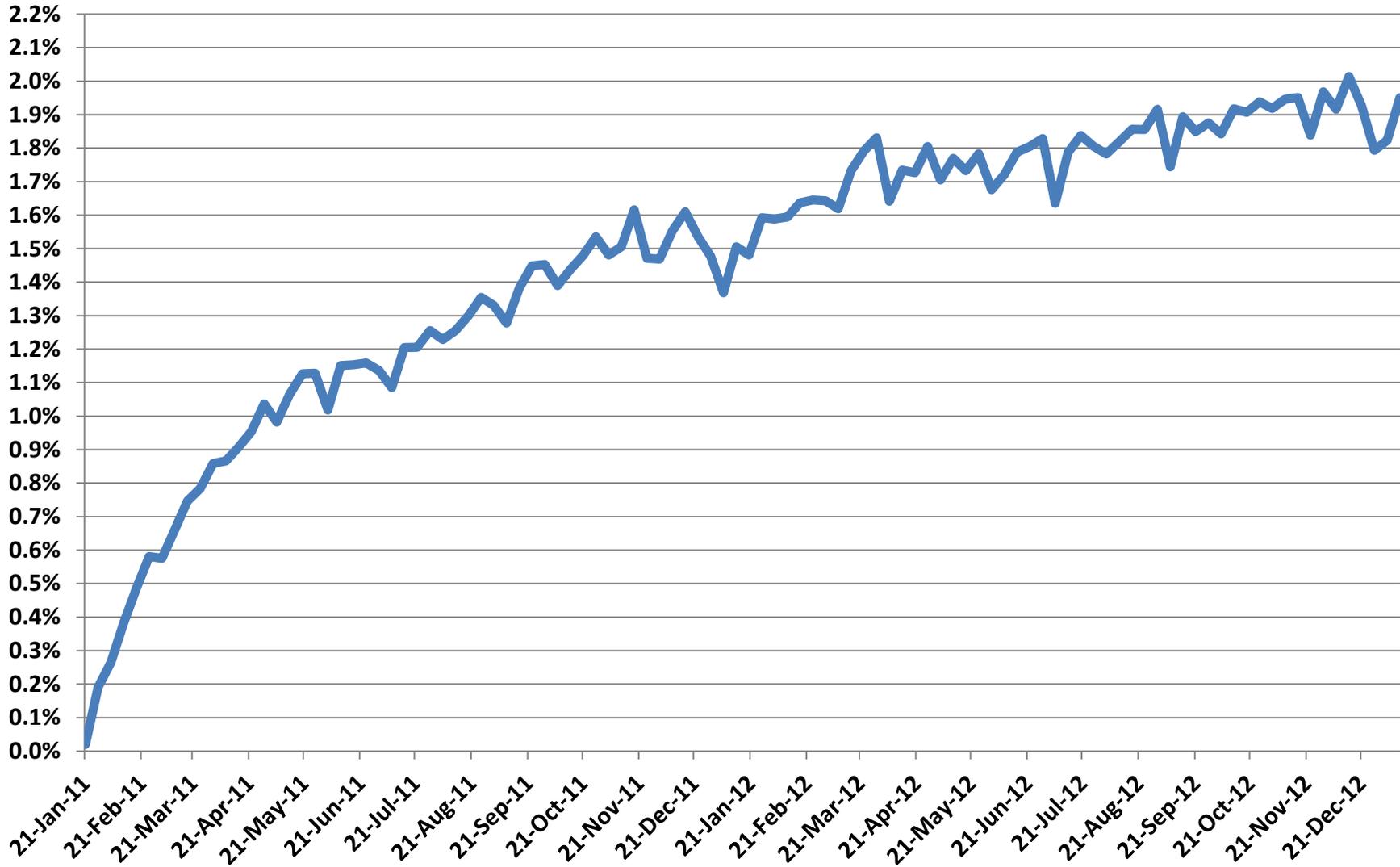
Weekly Growth - Butrans 10mcg Equivalents

Total <u>TRx</u>	5mcg <u>TRx</u>	10mcg <u>TRx</u>	20mcg <u>TRx</u>
0.9%	-0.7%	3.3%	-0.5%
-2.5%	-3.7%	-1.6%	-2.9%
7.6%	6.7%	3.3%	10.9%

Butrans Weekly Extended Release Opioid Rx Share

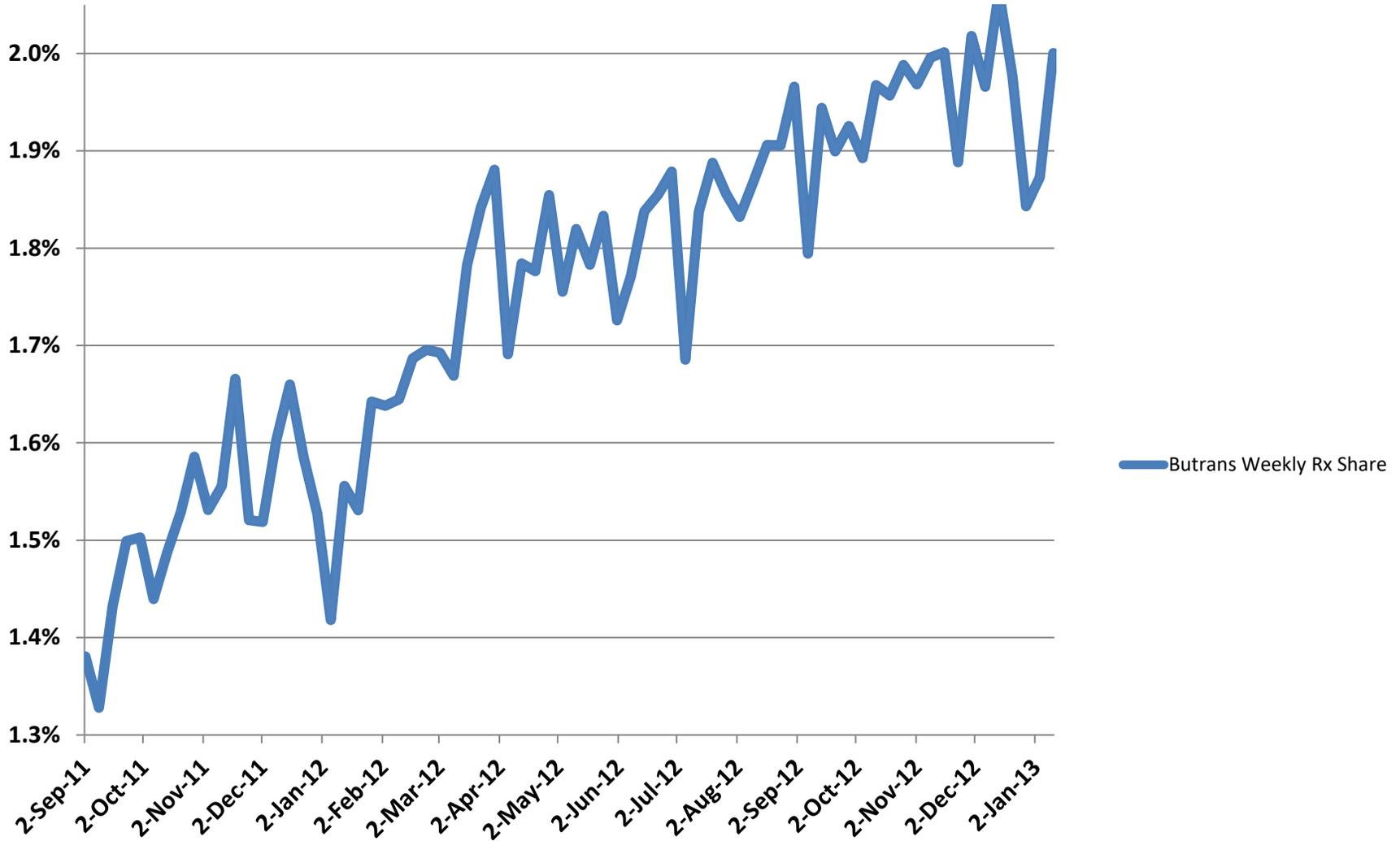
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



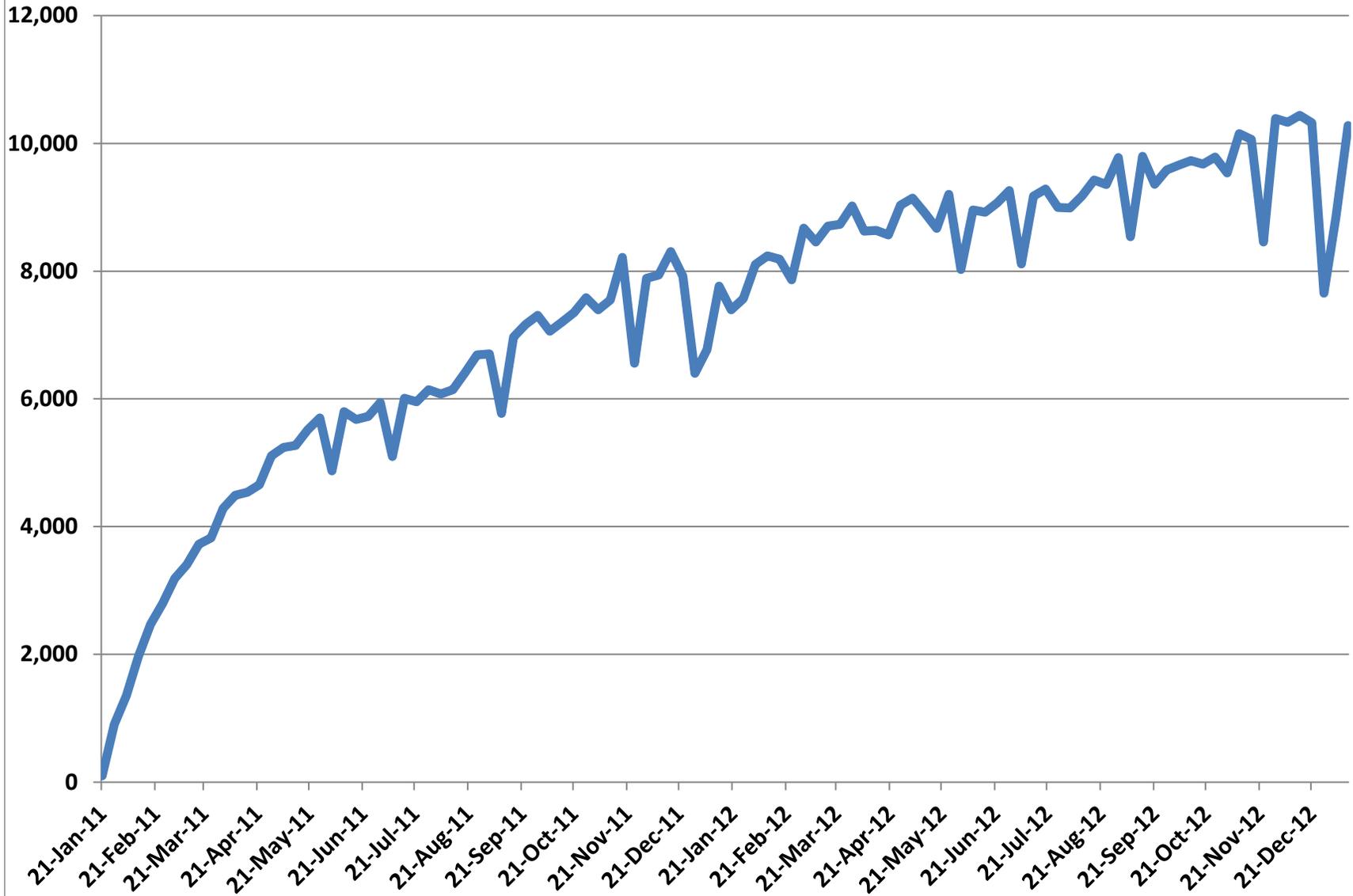
Detailed Butrans Weekly Extended Release Opioid Market Share

(Source: IMS National Prescription Audit; includes both branded and generic opioids)

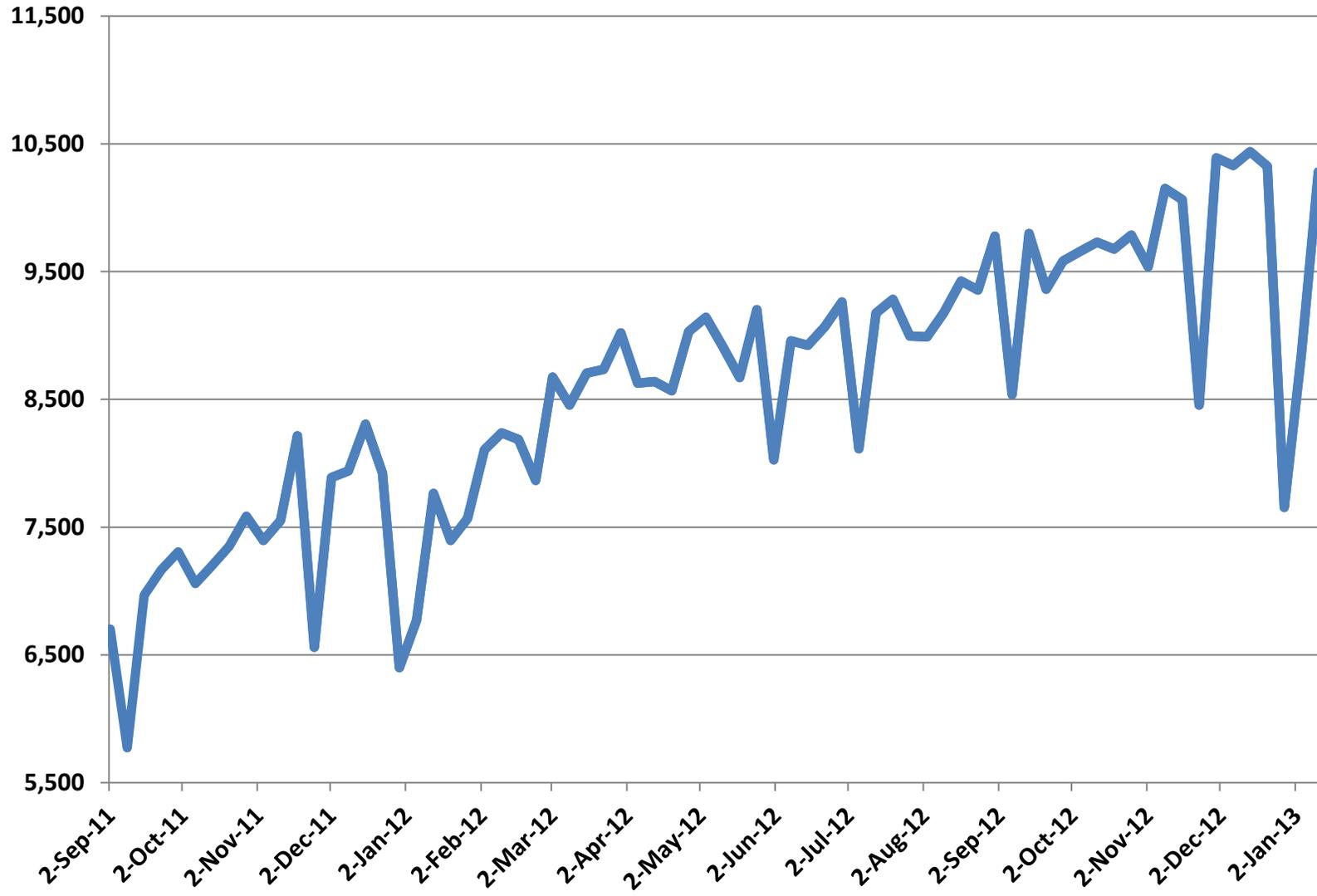


Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs

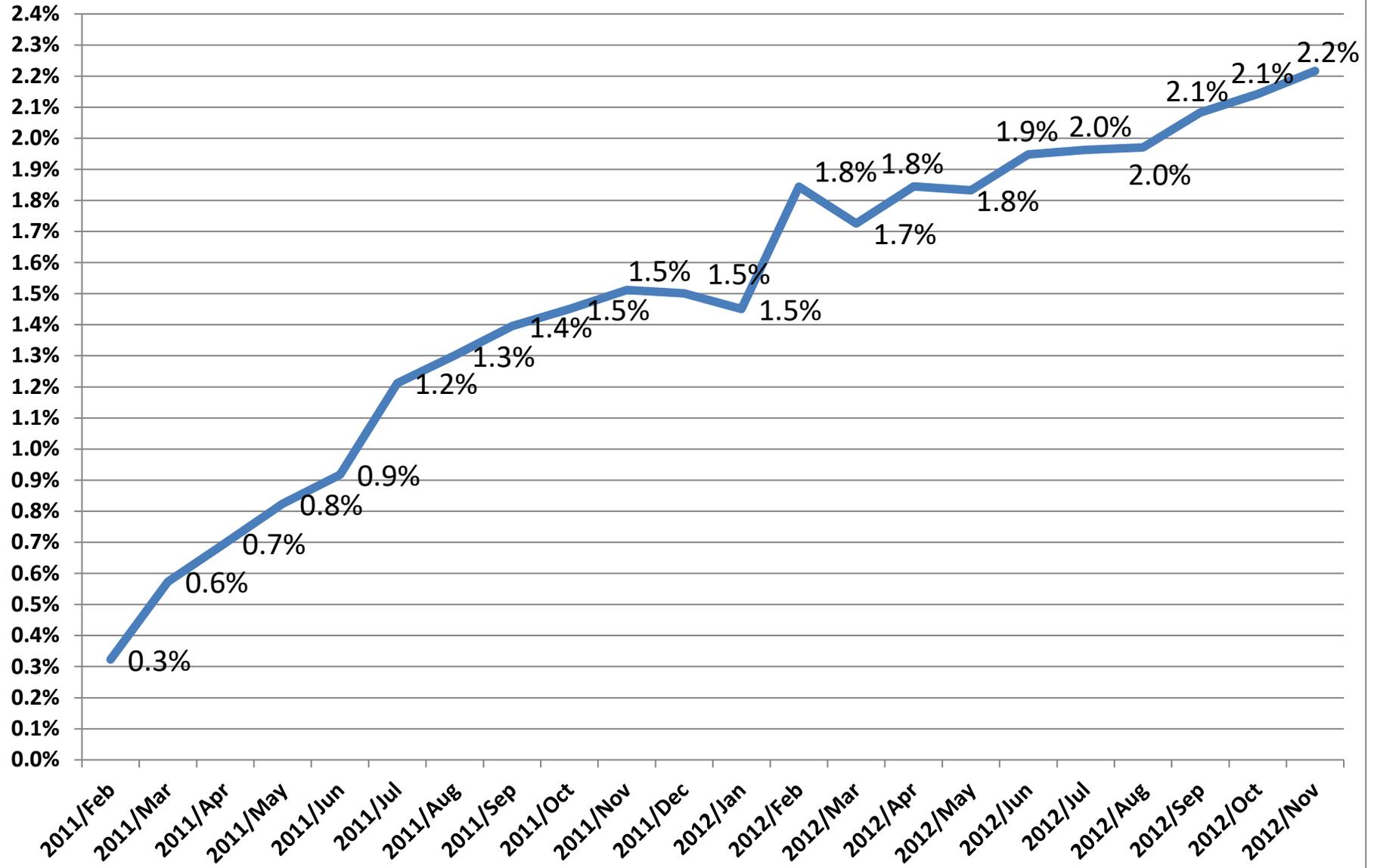


Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)

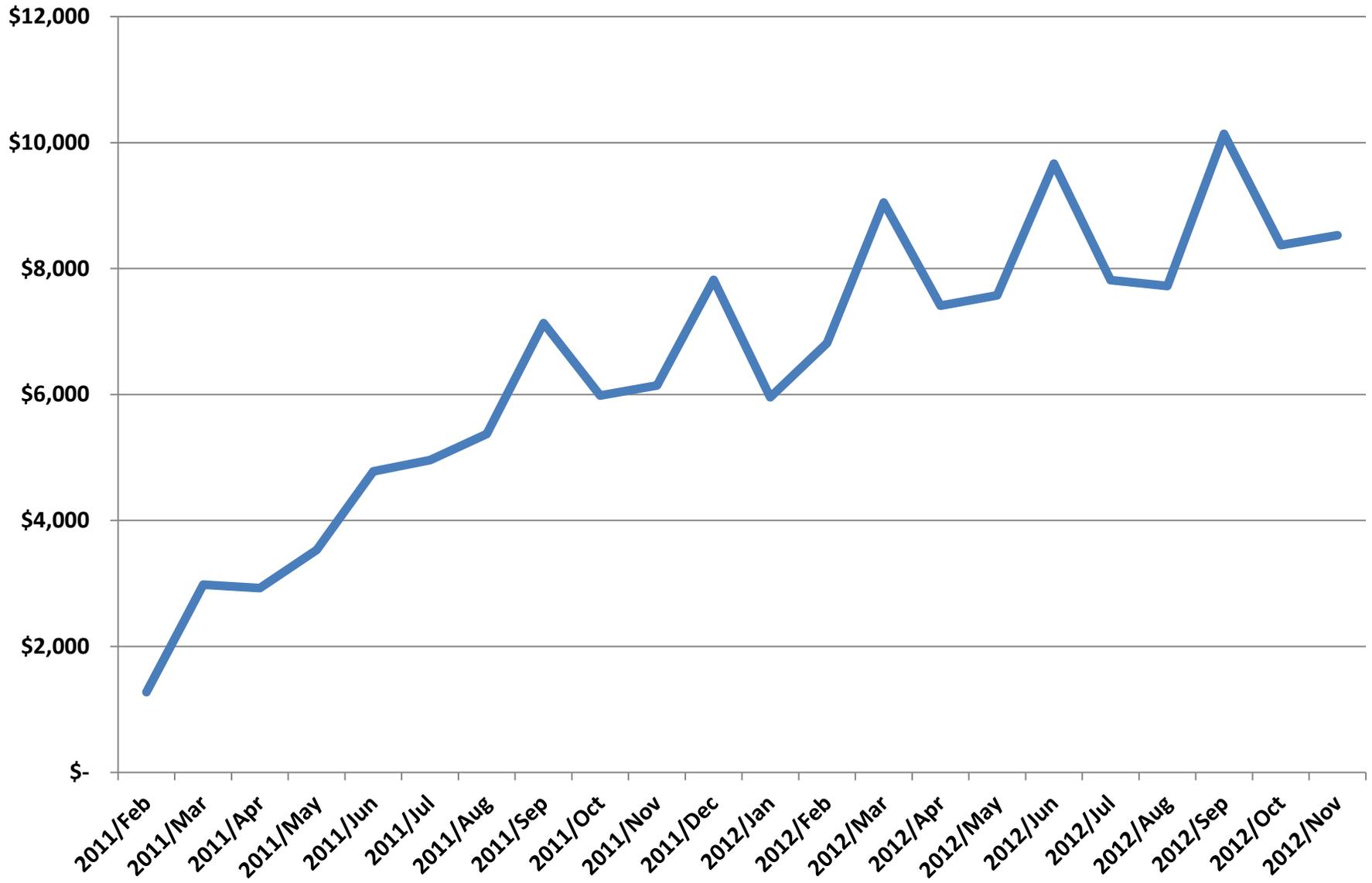


Butrans US Dollar Share of the Extended Release Opioid Market

(Source: IMS National Sales Perspective; includes branded and generic opioids)



Butrans monthly US Dollars Sold -- Wholesaler to Retailer --Excluding Jan Stocking (source: IMS National Sales Perspective)



Produced Natively

	Total					% of Budget Achieved vs. True Rx's		% of TRx		Total Rx		Total NRx		Total RRx		True Rx		Trial Card Redemptions		% Chg vs. Prior Period						
	2012 Budget Rx	2013 Budget Rx	Total Rx	True Rx	Trial Card Redemptions	Weekly True Rx Vs Budget	Cumulative % True Rx vs Budget	True Rx	Trial Card Redemptions	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg True	3.5mg True	1.75mg	3.5mg	Total Rx	1.75mg Total Rx	3.5mg Total Rx	True Rx	1.75mg True Rx	3.5mg True Rx	Trial Card Redemptions
6-Apr-12	69		92	88	4	128.0%	128.0%	96%	4%	53	39	53	39	0	0	50	38	3	1	NA	NA	NA	NA	NA	NA	NA
13-Apr-12	104		410	392	18	376.7%	277.8%	96%	4%	227	183	227	183	0	0	218	174	9	9	345.7%	328.3%	369.2%	345.5%	336.0%	357.9%	350.0%
20-Apr-12	183		468	406	62	221.5%	248.8%	87%	13%	256	212	253	212	3	0	225	181	31	31	14.1%	12.8%	15.8%	3.6%	3.2%	4.0%	244.4%
27-Apr-12	322		461	400	61	124.1%	189.5%	87%	13%	254	207	251	205	3	2	226	174	28	33	-1.5%	-0.8%	-2.4%	-1.5%	0.4%	-3.9%	-1.6%
4-May-12	519		551	466	85	89.8%	146.3%	85%	15%	306	245	306	240	0	5	266	200	40	45	19.5%	20.5%	18.4%	16.5%	17.7%	14.9%	39.3%
11-May-12	924		581	482	99	52.2%	105.3%	83%	17%	329	252	320	242	9	10	279	203	50	49	5.4%	7.5%	2.9%	3.4%	4.9%	1.5%	16.5%
18-May-12	1,171		577	474	103	40.5%	82.3%	82%	18%	303	274	290	249	13	25	249	225	54	49	-0.7%	-7.9%	8.7%	-1.7%	-10.8%	10.8%	4.0%
25-May-12	1,334		644	539	105	40.4%	70.2%	84%	16%	330	314	309	296	21	18	281	258	49	56	11.6%	8.9%	14.6%	13.7%	12.9%	14.7%	1.9%
1-Jun-12	1,423		561	494	67	34.7%	61.8%	88%	12%	295	266	270	245	25	21	256	238	39	28	-12.9%	-10.6%	-15.3%	-8.3%	-8.9%	-7.8%	-36.2%
8-Jun-12	2,153		801	678	123	31.5%	53.9%	85%	15%	409	392	365	346	44	46	339	339	70	53	42.8%	38.6%	47.4%	37.2%	32.4%	42.4%	83.6%
15-Jun-12	2,246		760	657	103	29.2%	48.6%	86%	14%	393	367	362	325	31	42	333	324	60	43	-5.1%	-3.9%	-6.4%	-3.1%	-1.8%	-4.4%	-16.3%
22-Jun-12	2,406		840	720	120	29.9%	45.1%	86%	14%	462	378	426	332	36	46	405	315	57	63	10.5%	17.6%	3.0%	9.6%	21.6%	-2.8%	16.5%
29-Jun-12	2,683		842	728	114	27.1%	42.0%	86%	14%	443	399	395	346	48	53	372	356	71	43	0.2%	-4.1%	5.6%	1.1%	-8.1%	13.0%	-5.0%
6-Jul-12	2,488		715	646	69	26.0%	39.8%	90%	10%	367	348	325	281	42	67	333	313	34	35	-15.1%	-17.2%	-12.8%	-11.3%	-10.5%	-12.1%	-39.5%
13-Jul-12	3,222		904	808	96	25.1%	37.5%	89%	11%	417	487	343	405	74	82	368	440	49	47	26.4%	13.6%	39.9%	25.1%	10.5%	40.6%	39.1%
20-Jul-12	3,606		894	789	105	21.9%	35.3%	88%	12%	451	443	387	358	64	85	403	386	48	57	-1.1%	8.2%	-9.0%	-2.4%	9.5%	-12.3%	9.4%
27-Jul-12	3,926		939	818	121	20.8%	33.3%	87%	13%	458	481	403	398	55	83	391	427	67	54	5.0%	1.6%	8.6%	3.7%	-3.0%	10.6%	15.2%
3-Aug-12	4,452		907	785	122	17.6%	31.2%	87%	13%	461	446	392	367	69	79	393	392	68	54	-3.4%	0.7%	-7.3%	-4.0%	0.5%	-8.2%	0.8%
10-Aug-12	4,679		1,063	954	109	20.4%	29.9%	90%	10%	510	553	458	446	52	107	458	496	52	57	17.2%	10.6%	24.0%	21.5%	16.5%	26.5%	-10.7%
17-Aug-12	4,809		1,094	977	117	20.3%	28.8%	89%	11%	545	549	471	427	74	122	479	498	66	51	2.9%	6.9%	-0.7%	2.4%	4.6%	0.4%	7.3%
24-Aug-12	5,086		1,102	967	135	19.0%	27.8%	88%	12%	547	555	459	444	88	111	466	501	81	54	0.7%	0.4%	1.1%	-1.0%	-2.7%	0.6%	15.4%
31-Aug-12	5,166		1,093	975	118	18.9%	26.9%	89%	11%	539	554	433	426	106	128	479	496	60	58	-0.8%	-1.5%	-0.2%	0.8%	2.8%	-1.0%	-12.6%
7-Sep-12	4,357		974	873	101	20.0%	26.4%	90%	10%	465	509	372	382	93	127	412	461	53	48	-10.9%	-13.7%	-8.1%	-10.5%	-14.0%	-7.1%	-14.4%
14-Sep-12	5,453		1,194	1,078	116	19.8%	25.8%	90%	10%	590	604	489	468	101	136	539	539	51	65	22.6%	26.9%	18.7%	23.5%	30.8%	16.9%	14.9%



[NRx, RRx and TRx by Strength](#)
[Distribution of Rx by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Intermezzo TRx](#)

Data includes retail pharmacy, mail order and LTC channels

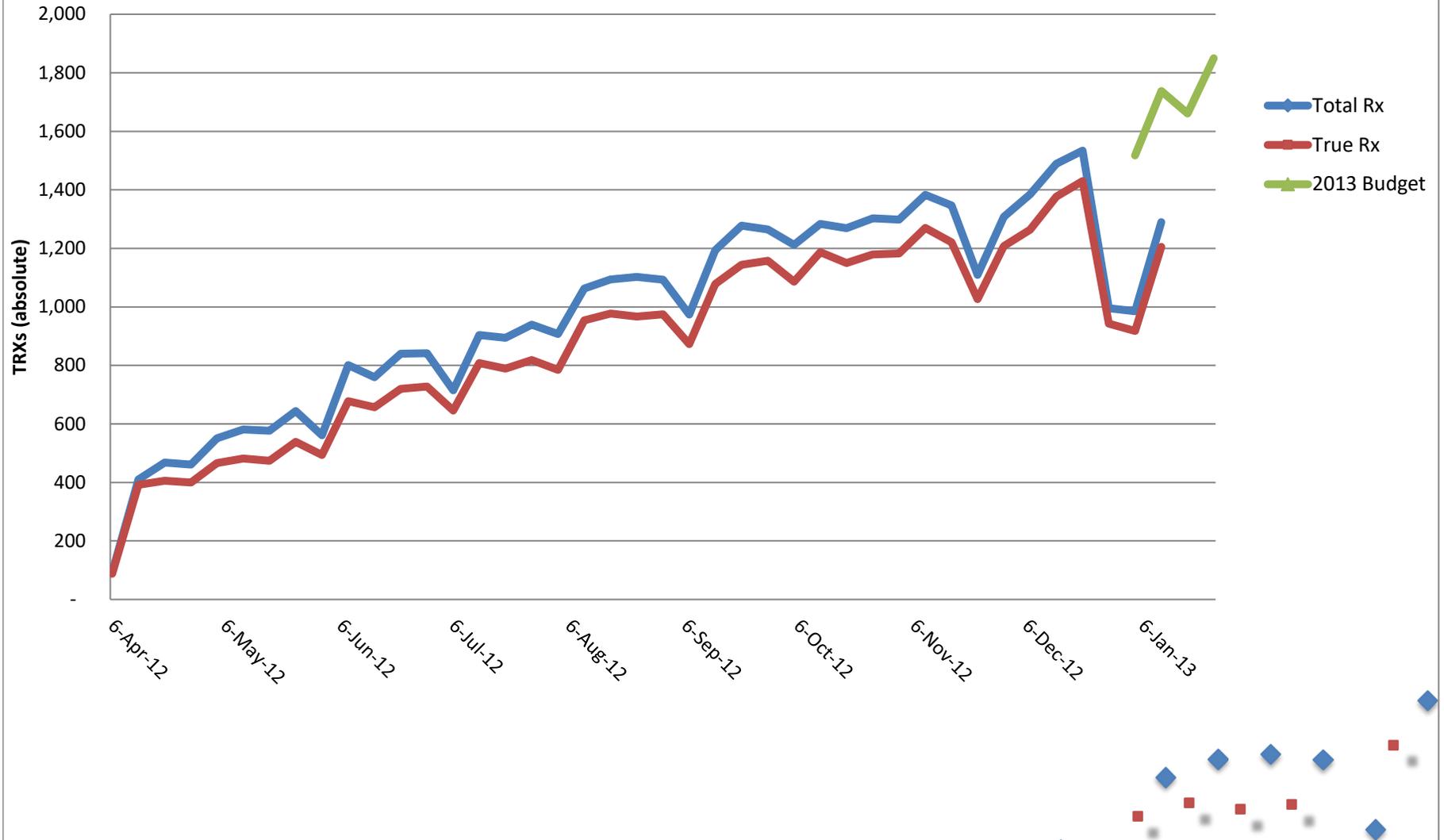
Week #	Week Ending	Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	456	5	461	251	3	254	205	2	207
Week 5	4-May-12	546	5	551	306	0	306	240	5	245
Week 6	11-May-12	562	19	581	320	9	329	242	10	252
Week 7	18-May-12	539	38	577	290	13	303	249	25	274
Week 8	25-May-12	605	39	644	309	21	330	296	18	314
Week 9	1-Jun-12	515	46	561	270	25	295	245	21	266
Week 10	8-Jun-12	711	90	801	365	44	409	346	46	392
Week 11	15-Jun-12	687	73	760	362	31	393	325	42	367
Week 12	22-Jun-12	758	82	840	426	36	462	332	46	378
Week 13	29-Jun-12	741	101	842	395	48	443	346	53	399
Week 14	6-Jul-12	606	109	715	325	42	367	281	67	348
Week 15	13-Jul-12	748	156	904	343	74	417	405	82	487
Week 16	20-Jul-12	745	149	894	387	64	451	358	85	443
Week 17	27-Jul-12	801	138	939	403	55	458	398	83	481
Week 18	3-Aug-12	759	148	907	392	69	461	367	79	446
Week 19	10-Aug-12	904	159	1,063	458	52	510	446	107	553
Week 20	17-Aug-12	898	196	1,094	471	74	545	427	122	549
Week 21	24-Aug-12	903	199	1,102	459	88	547	444	111	555
Week 22	31-Aug-12	859	234	1,093	433	106	539	426	128	554
Week 23	7-Sep-12	754	220	974	372	93	465	382	127	509
Week 24	14-Sep-12	957	237	1,194	489	101	590	468	136	604
Week 25	21-Sep-12	972	306	1,278	461	129	590	511	177	688
Week 26	28-Sep-12	1,141	279	1,420	478	124	602	663	155	818
Week 27	5-Oct-12	915	297	1,212	436	128	564	479	169	648
Week 28	12-Oct-12	1,017	267	1,284	485	107	592	532	160	692
Week 29	19-Oct-12	981	288	1,269	452	120	572	529	168	697
Week 30	26-Oct-12	1,026	277	1,303	553	44	597	473	233	706
Week 31	2-Nov-12	997	301	1,298	479	115	594	518	186	704
Week 32	9-Nov-12	1,043	340	1,383	467	151	618	576	189	765
Week 33	16-Nov-12	1,019	328	1,347	506	138	644	513	190	703
Week 34	23-Nov-12	810	299	1,109	369	116	485	441	183	624
Week 35	30-Nov-12	955	353	1,308	466	133	599	489	220	709
Week 36	7-Dec-12	1,046	339	1,385	483	132	615	563	207	770
Week 37	14-Dec-12	1,040	449	1,489	521	188	709	519	261	780
Week 38	21-Dec-12	1,137	397	1,534	537	169	706	600	228	828
Week 39	28-Dec-12	654	341	995	307	144	451	347	197	544
Week 40	4-Jan-13	663	322	985	289	127	416	374	195	569
Week 41	11-Jan-13	916	374	1,290	417	147	564	499	227	726
TOTAL	2013	1,579	696	2,275	706	274	980	873	422	1,295

*Includes pre-launch prescriptions
 Data includes retail pharmacy, mail order and LTC channels

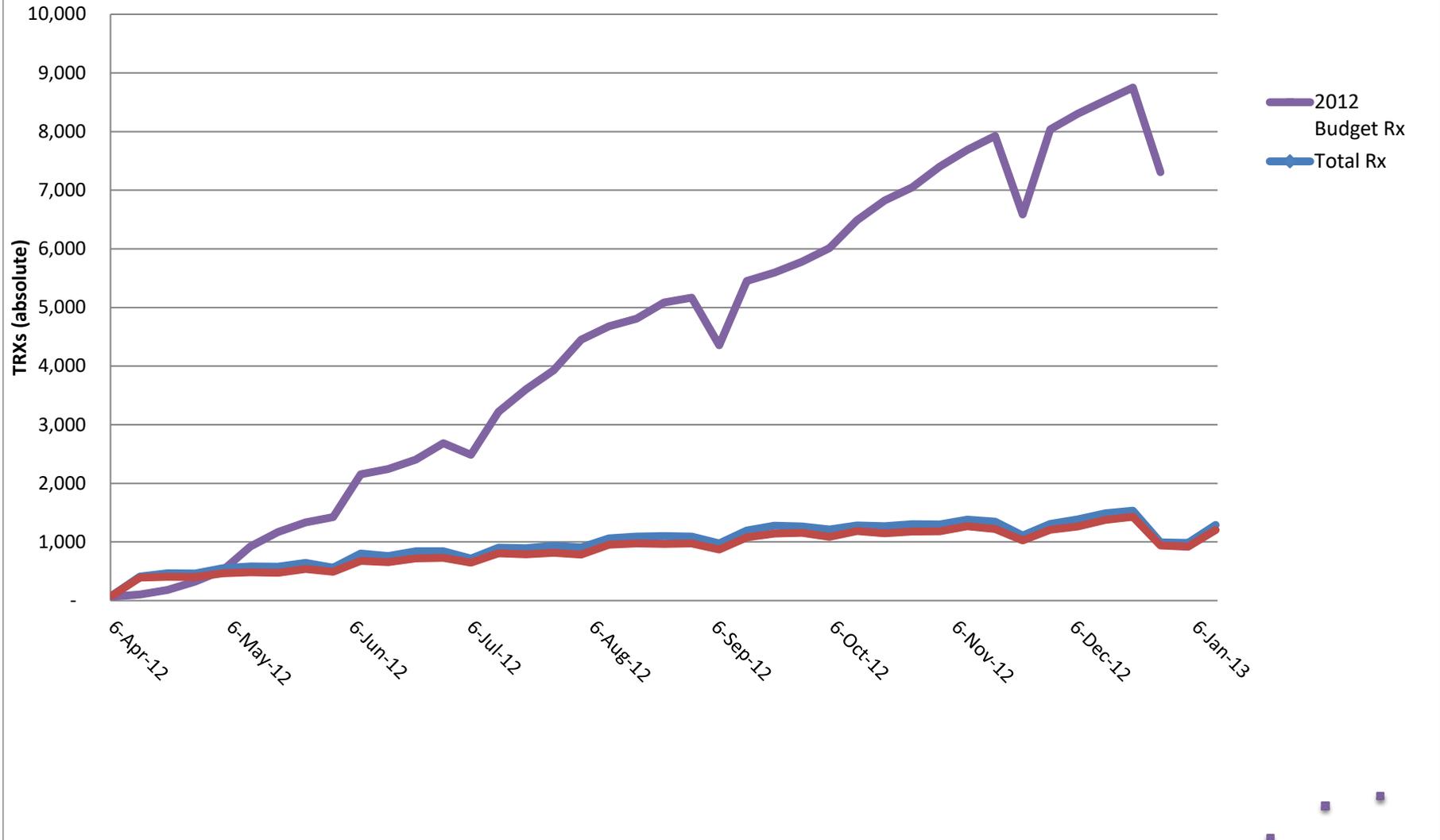
Week #	Week Ending	Distribution of Total Intermezzo Prescriptions by Strength											
		Total				1.75mg				3.5mg			
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	100.0%	100.0%	100.0%	57.6%	0.0%	57.6%	42.4%	0.0%	42.4%	100.0%	100.0%	100.0%
Week 2	13-Apr-12	100.0%	100.0%	100.0%	55.4%	0.0%	55.4%	44.6%	0.0%	44.6%	100.0%	100.0%	100.0%
Week 3	20-Apr-12	100.0%	100.0%	100.0%	54.4%	100.0%	54.7%	45.6%	0.0%	45.3%	100.0%	100.0%	100.0%
Week 4	27-Apr-12	100.0%	100.0%	100.0%	55.0%	60.0%	55.1%	45.0%	40.0%	44.9%	100.0%	100.0%	100.0%
Week 5	4-May-12	100.0%	100.0%	100.0%	56.0%	0.0%	55.5%	44.0%	100.0%	44.5%	100.0%	100.0%	100.0%
Week 6	11-May-12	100.0%	100.0%	100.0%	56.9%	47.4%	56.6%	43.1%	52.6%	43.4%	100.0%	100.0%	100.0%
Week 7	18-May-12	100.0%	100.0%	100.0%	53.8%	34.2%	52.5%	46.2%	65.8%	47.5%	100.0%	100.0%	100.0%
Week 8	25-May-12	100.0%	100.0%	100.0%	51.1%	53.8%	51.2%	48.9%	46.2%	48.8%	100.0%	100.0%	100.0%
Week 9	1-Jun-12	100.0%	100.0%	100.0%	52.4%	54.3%	52.6%	47.6%	45.7%	47.4%	100.0%	100.0%	100.0%
Week 10	8-Jun-12	100.0%	100.0%	100.0%	51.3%	48.9%	51.1%	48.7%	51.1%	48.9%	100.0%	100.0%	100.0%
Week 11	15-Jun-12	100.0%	100.0%	100.0%	52.7%	42.5%	51.7%	47.3%	57.5%	48.3%	100.0%	100.0%	100.0%
Week 12	22-Jun-12	100.0%	100.0%	100.0%	56.2%	43.9%	55.0%	43.8%	56.1%	45.0%	100.0%	100.0%	100.0%
Week 13	29-Jun-12	100.0%	100.0%	100.0%	53.3%	47.5%	52.6%	46.7%	52.5%	47.4%	100.0%	100.0%	100.0%
Week 14	6-Jul-12	100.0%	100.0%	100.0%	53.6%	38.5%	51.3%	46.4%	61.5%	48.7%	100.0%	100.0%	100.0%
Week 15	13-Jul-12	100.0%	100.0%	100.0%	45.9%	47.4%	46.1%	54.1%	52.6%	53.9%	100.0%	100.0%	100.0%
Week 16	20-Jul-12	100.0%	100.0%	100.0%	51.9%	43.0%	50.4%	48.1%	57.0%	49.6%	100.0%	100.0%	100.0%
Week 17	27-Jul-12	100.0%	100.0%	100.0%	50.3%	39.9%	48.8%	49.7%	60.1%	51.2%	100.0%	100.0%	100.0%
Week 18	3-Aug-12	100.0%	100.0%	100.0%	51.6%	46.6%	50.8%	48.4%	53.4%	49.2%	100.0%	100.0%	100.0%
Week 19	10-Aug-12	100.0%	100.0%	100.0%	50.7%	32.7%	48.0%	49.3%	67.3%	52.0%	100.0%	100.0%	100.0%
Week 20	17-Aug-12	100.0%	100.0%	100.0%	52.4%	37.8%	49.8%	47.6%	62.2%	50.2%	100.0%	100.0%	100.0%
Week 21	24-Aug-12	100.0%	100.0%	100.0%	50.8%	44.2%	49.6%	49.2%	55.8%	50.4%	100.0%	100.0%	100.0%
Week 22	31-Aug-12	100.0%	100.0%	100.0%	50.4%	45.3%	49.3%	49.6%	54.7%	50.7%	100.0%	100.0%	100.0%
Week 23	7-Sep-12	100.0%	100.0%	100.0%	49.3%	42.3%	47.7%	50.7%	57.7%	52.3%	100.0%	100.0%	100.0%
Week 24	14-Sep-12	100.0%	100.0%	100.0%	51.1%	42.6%	49.4%	48.9%	57.4%	50.6%	100.0%	100.0%	100.0%
Week 25	21-Sep-12	100.0%	100.0%	100.0%	47.4%	42.2%	46.2%	52.6%	57.8%	53.8%	100.0%	100.0%	100.0%
Week 26	28-Sep-12	100.0%	100.0%	100.0%	41.9%	44.4%	42.4%	58.1%	55.6%	57.6%	100.0%	100.0%	100.0%
Week 27	5-Oct-12	100.0%	100.0%	100.0%	47.7%	43.1%	46.5%	52.3%	56.9%	53.5%	100.0%	100.0%	100.0%
Week 28	12-Oct-12	100.0%	100.0%	100.0%	47.7%	40.1%	46.1%	52.3%	59.9%	53.9%	100.0%	100.0%	100.0%
Week 29	19-Oct-12	100.0%	100.0%	100.0%	46.1%	41.7%	45.1%	53.9%	58.3%	54.9%	100.0%	100.0%	100.0%
Week 30	26-Oct-12	100.0%	100.0%	100.0%	53.9%	15.9%	45.8%	46.1%	84.1%	54.2%	100.0%	100.0%	100.0%
Week 31	2-Nov-12	100.0%	100.0%	100.0%	48.0%	38.2%	45.8%	52.0%	61.8%	54.2%	100.0%	100.0%	100.0%
Week 32	9-Nov-12	100.0%	100.0%	100.0%	44.8%	44.4%	44.7%	55.2%	55.6%	52.3%	100.0%	100.0%	100.0%
Week 33	16-Nov-12	100.0%	100.0%	100.0%	49.7%	42.1%	47.8%	50.3%	57.9%	52.2%	100.0%	100.0%	100.0%
Week 34	23-Nov-12	100.0%	100.0%	100.0%	45.6%	38.8%	43.7%	54.4%	61.2%	56.3%	100.0%	100.0%	100.0%
Week 35	30-Nov-12	100.0%	100.0%	100.0%	48.8%	37.7%	45.8%	51.2%	62.3%	54.2%	100.0%	100.0%	100.0%
Week 36	7-Dec-12	100.0%	100.0%	100.0%	46.2%	38.9%	44.4%	53.8%	61.1%	55.6%	100.0%	100.0%	100.0%
Week 37	14-Dec-12	100.0%	100.0%	100.0%	50.1%	41.9%	47.6%	49.9%	58.1%	52.4%	100.0%	100.0%	100.0%
Week 38	21-Dec-12	100.0%	100.0%	100.0%	47.2%	42.6%	46.0%	52.8%	57.4%	54.0%	100.0%	100.0%	100.0%
Week 39	28-Dec-12	100.0%	100.0%	100.0%	46.9%	42.2%	45.3%	53.1%	57.8%	54.7%	100.0%	100.0%	100.0%
Week 40	4-Jan-13	100.0%	100.0%	100.0%	43.6%	39.4%	42.2%	56.4%	60.6%	57.8%	100.0%	100.0%	100.0%
Week 41	11-Jan-13	100.0%	100.0%	100.0%	45.5%	39.3%	43.7%	54.5%	60.7%	56.3%	100.0%	100.0%	100.0%
TOTAL	2013	100.0%	100.0%	100.0%	44.7%	39.4%	43.1%	55.3%	60.6%	56.9%	100.0%	100.0%	100.0%

Week #	Week Ending	Distribution of Intermezzo New, Refill and Total Prescriptions by Strength											
		Total				1.75mg				3.5mg			
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Week 2	13-Apr-12	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Week 3	20-Apr-12	99.4%	0.6%	100.0%	98.8%	1.2%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Week 4	27-Apr-12	98.9%	1.1%	100.0%	98.8%	1.2%	100.0%	99.0%	1.0%	100.0%	99.0%	1.0%	100.0%
Week 5	4-May-12	99.1%	0.9%	100.0%	100.0%	0.0%	100.0%	98.0%	2.0%	100.0%	96.0%	4.0%	100.0%
Week 6	11-May-12	96.7%	3.3%	100.0%	97.3%	2.7%	100.0%	96.0%	4.0%	100.0%	90.9%	9.1%	100.0%
Week 7	18-May-12	93.4%	6.6%	100.0%	95.7%	4.3%	100.0%	90.9%	9.1%	100.0%	90.9%	9.1%	100.0%
Week 8	25-May-12	93.9%	6.1%	100.0%	93.6%	6.4%	100.0%	94.3%	5.7%	100.0%	92.1%	7.9%	100.0%
Week 9	1-Jun-12	91.8%	8.2%	100.0%	91.5%	8.5%	100.0%	92.1%	7.9%	100.0%	88.6%	11.4%	100.0%
Week 10	8-Jun-12	88.8%	11.2%	100.0%	89.2%	10.8%	100.0%	88.3%	11.7%	100.0%	88.6%	11.4%	100.0%
Week 11	15-Jun-12	90.4%	9.6%	100.0%	92.1%	7.9%	100.0%	88.6%	11.4%	100.0%	88.6%	1	

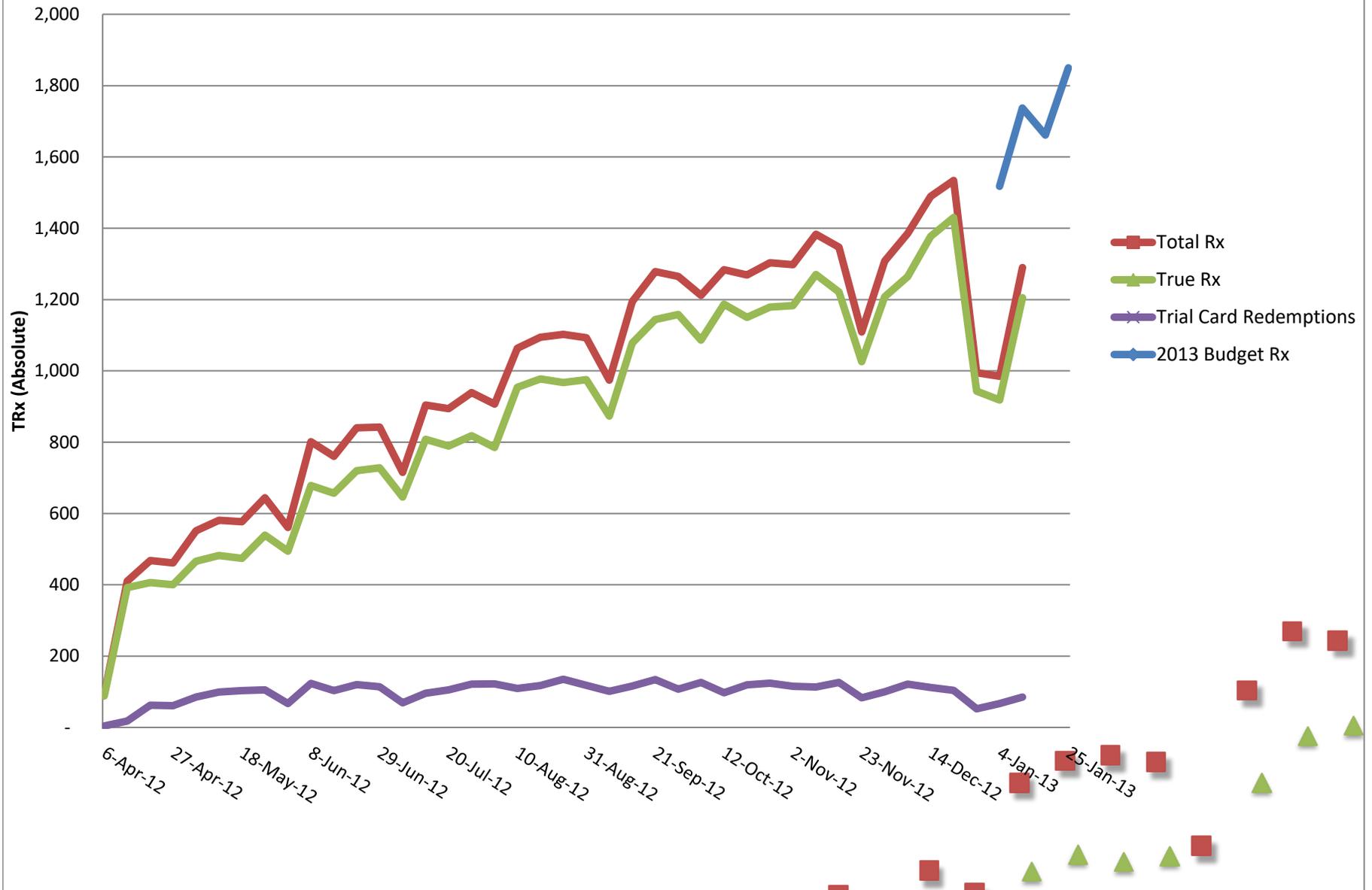
Intermezzo True Rx's (Source: IMS NPA/McKesson)



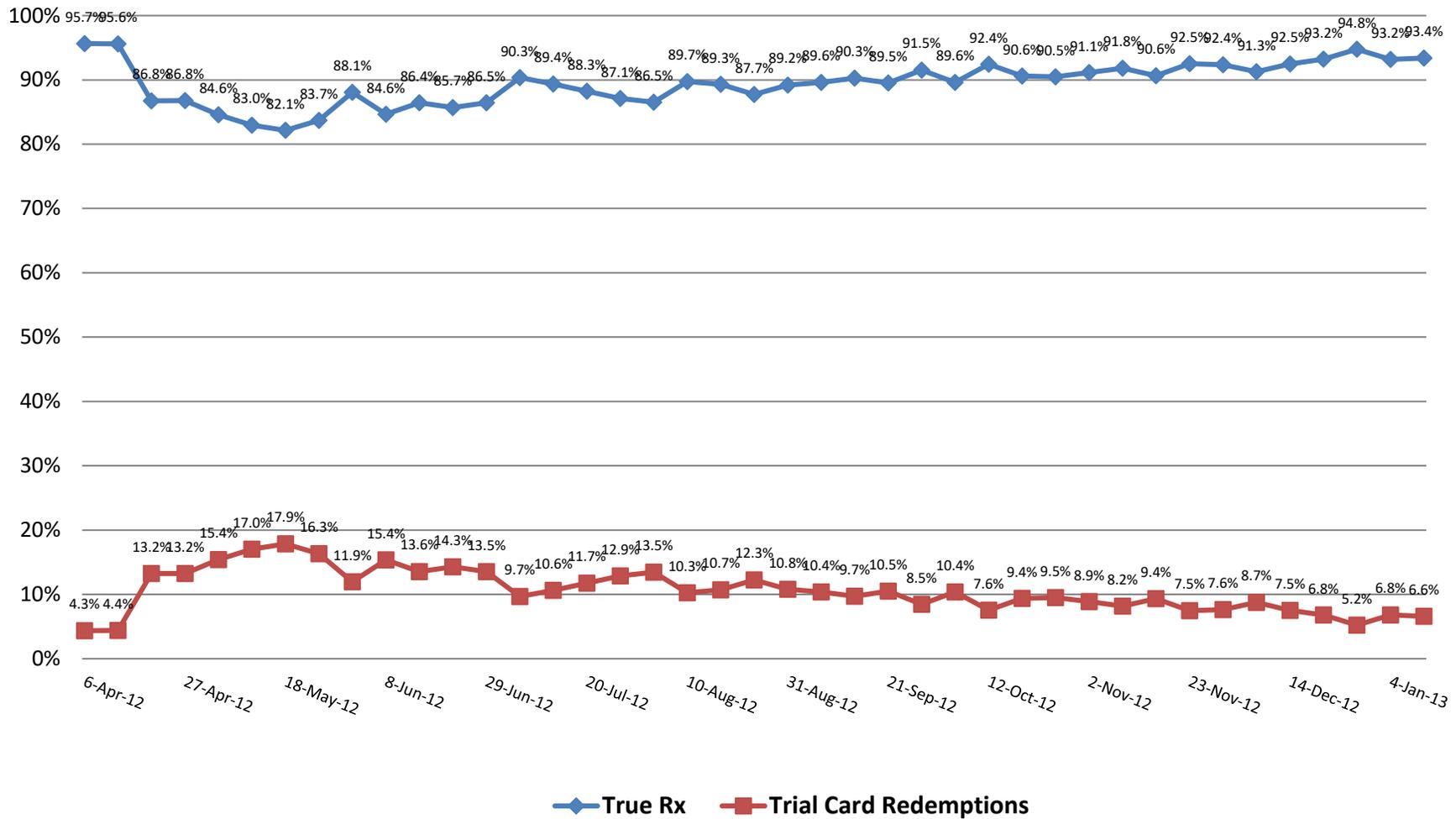
Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012



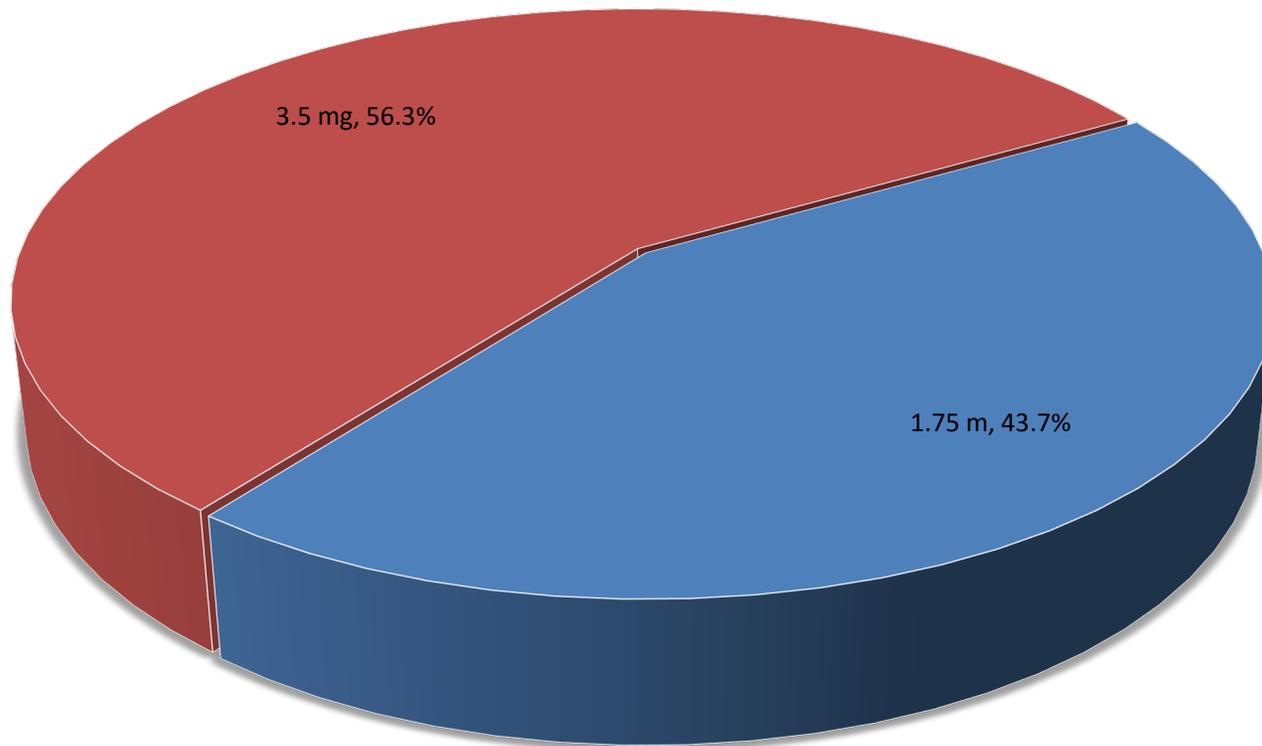
Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)



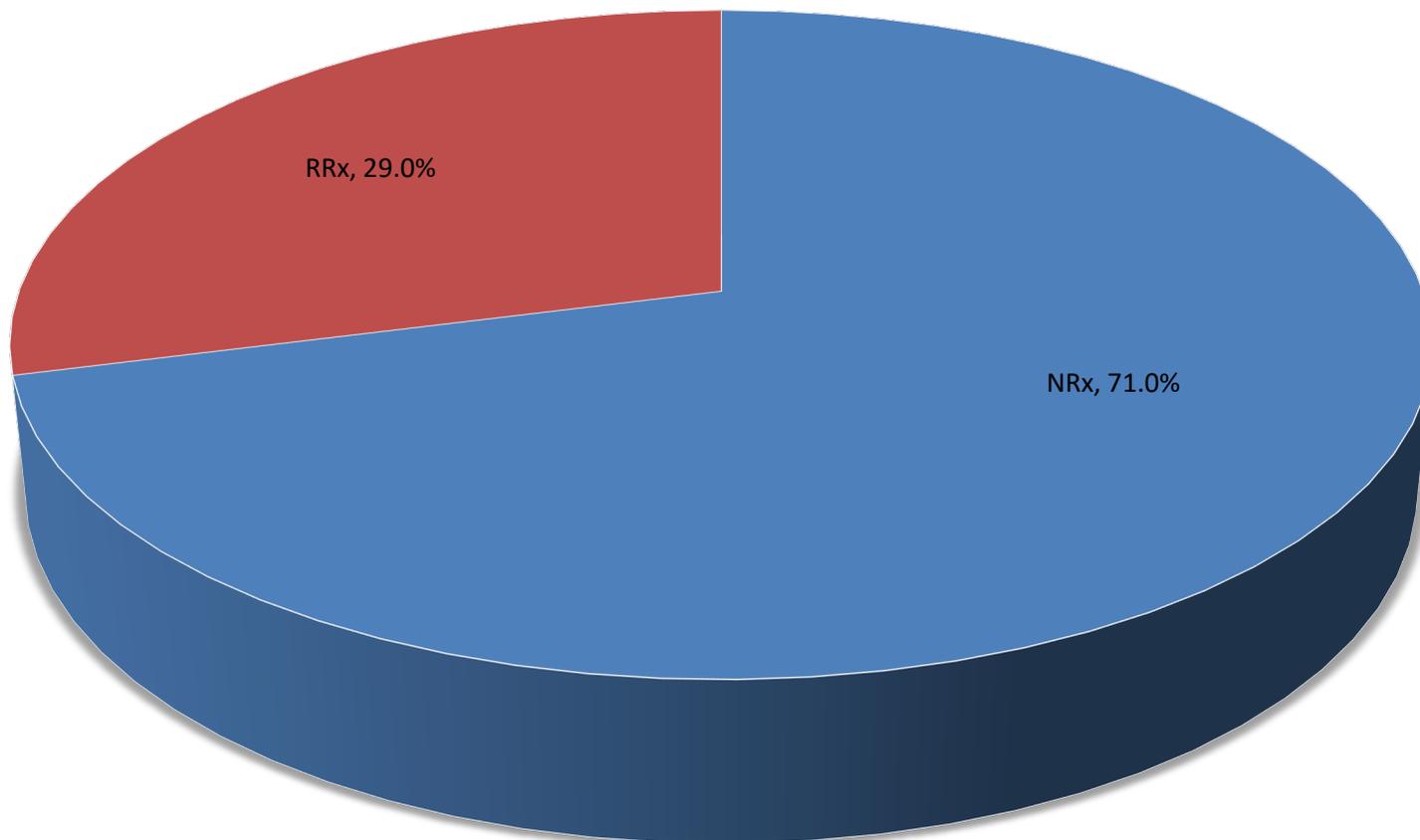
True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



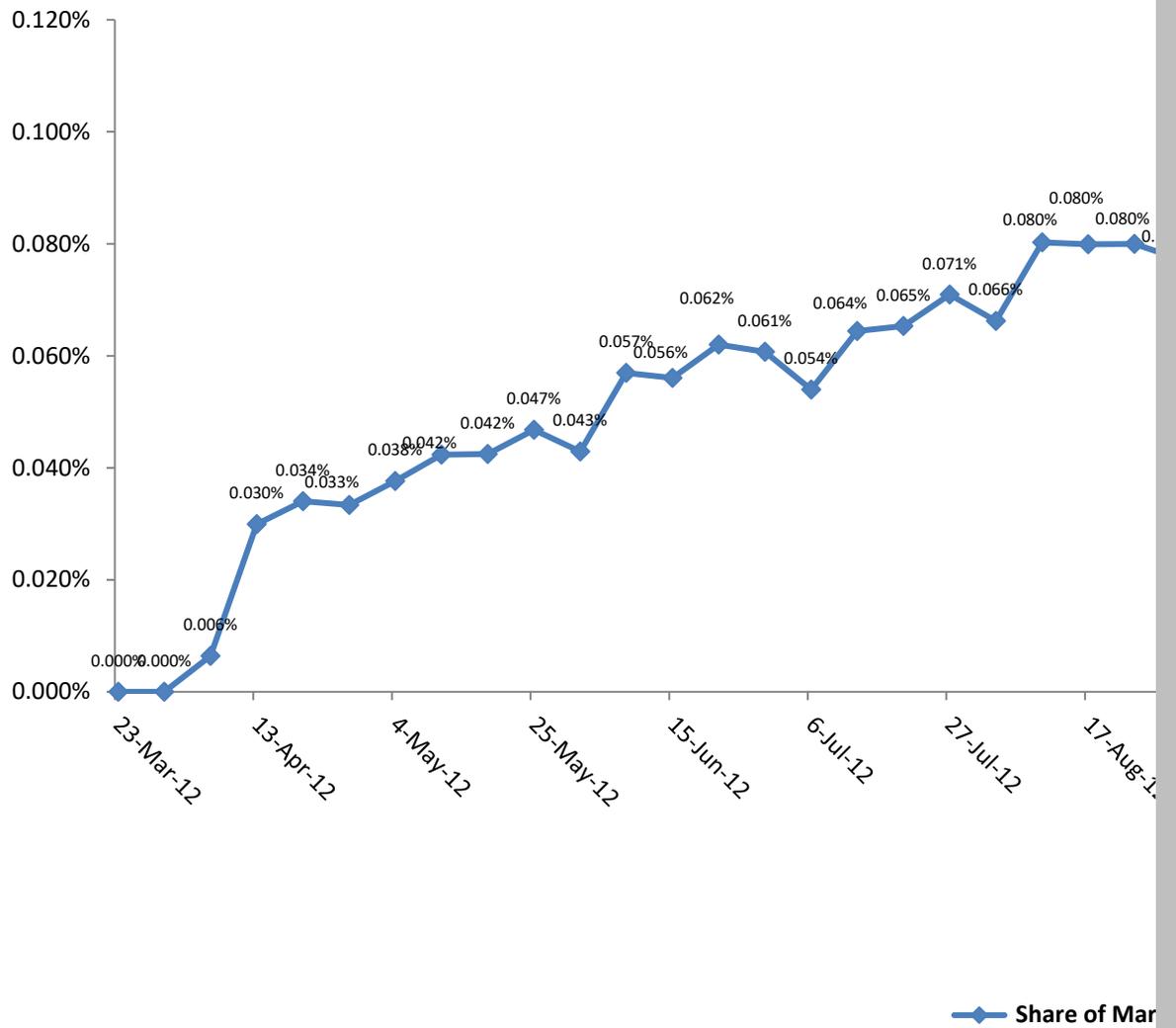
**Intermezzo Total Rxs by Dosage Strength
Week ending January 11, 2013
(Source: IMS NPA)**



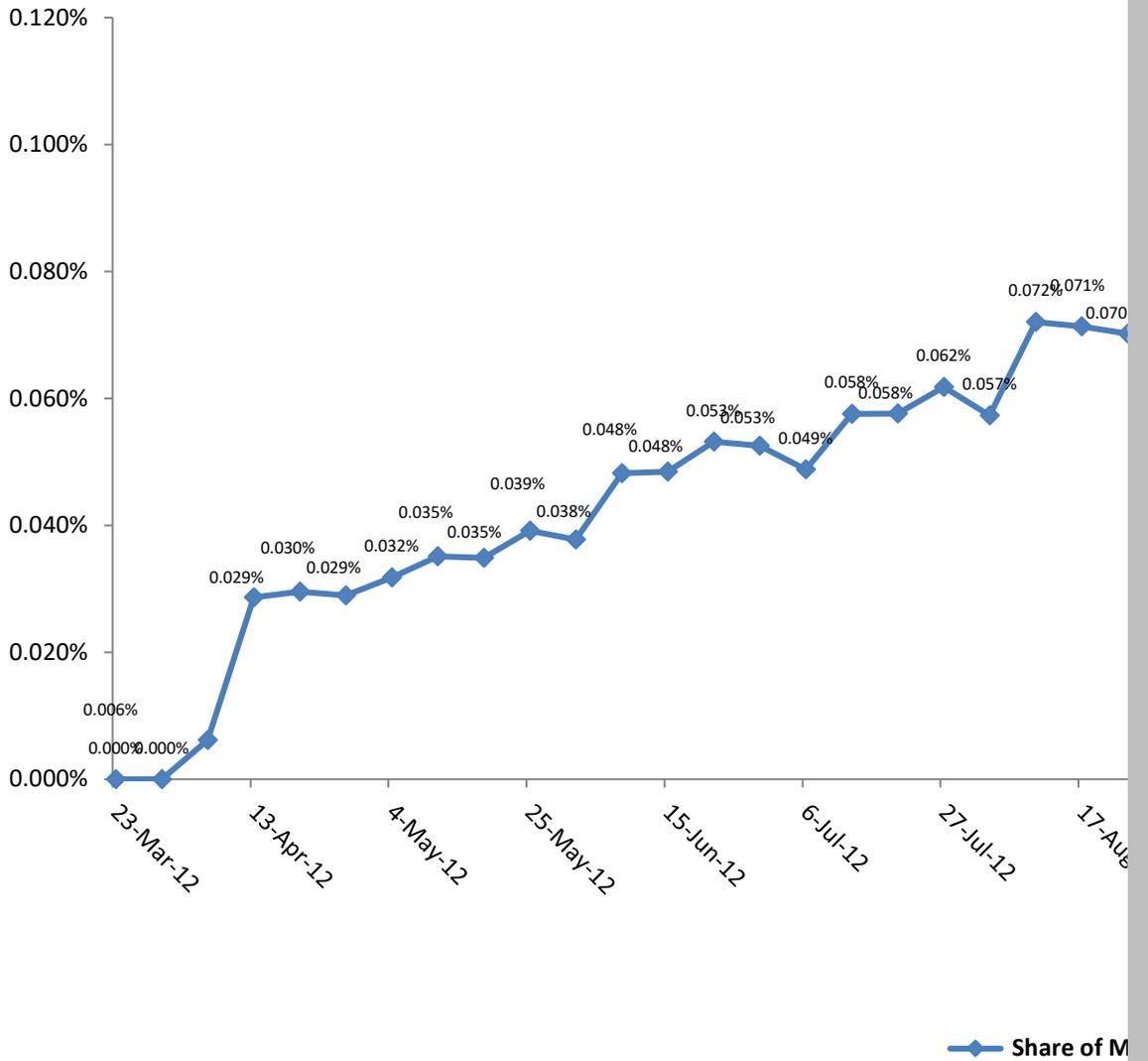
**Intermezzo Total NRx vs. Total RRx
Week ending January 11, 2013
(Source: IMS NPA)**



Intermezzo Total Rx Share of Insomnia



Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
Total Market TRx	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
Share of Market (Total TRx)			0.006%	0.030%
Share of Market (True TRx)			0.006%	0.029%

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
0.034%	0.033%	0.038%	0.042%	0.042%	0.047%
0.030%	0.029%	0.032%	0.035%	0.035%	0.039%

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
0.043%	0.057%	0.056%	0.062%	0.061%	0.054%	0.064%
0.038%	0.048%	0.048%	0.053%	0.053%	0.049%	0.058%

20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
0.065%	0.071%	0.066%	0.080%	0.080%	0.080%
0.058%	0.062%	0.057%	0.072%	0.071%	0.070%

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
0.077%	0.072%	0.084%	0.092%	0.090%
0.069%	0.064%	0.076%	0.082%	0.082%

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
0.083%	0.093%	0.091%	0.094%	0.094%
0.074%	0.086%	0.083%	0.085%	0.086%

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
0.098%	0.097%	0.092%	0.088%	0.094%
0.090%	0.088%	0.085%	0.082%	0.086%

14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13
1,417,828	1,444,247	1,170,577	1,356,237	1,475,389
1,489	1,534	995	985	1,290
1,377	1,430	943	918	1,205
0.105%	0.106%	0.085%	0.073%	0.087%
0.097%	0.099%	0.081%	0.068%	0.082%

1/1 Week Growth

8.8%

31.0%

31.3%

Intermezzo Total Rxs for the week ending January 11, 2013

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>	<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
1.75mg	417	147	564	38	526
3.5mg	499	227	726	47	679
Total	916	374	1,290	85	1,205

Distribution of Total New versus Refill Rxs for Intermezzo

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	73.9%	26.1%	100.0%
3.5mg	68.7%	31.3%	100.0%
Total	71.0%	29.0%	100.0%

Distribution of Intermezzo Total Rxs by Strength

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	45.5%	39.3%	43.7%
3.5mg	54.5%	60.7%	56.3%
Total	100.0%	100.0%	100.0%

Message

From: Sackler, Dr Richard [REDACTED]
Sent: 1/27/2013 12:28:29 PM
To: [REDACTED]
Subject: FW: Intermezzo and Butrans data
Attachments: Copy of Butrans Weekly Report 1-11-13.xlsm; Intermezzo Weekly Report 1-11-2013.xlsx

Probably too early to be sure, but we aren't seeing the result of any TV and next week is week 3 of TV ads.

Gasdia says it is working with a lot of inquiries and docs saying that patients are coming in asking for Intermezzo.

From: <Rosen>, "David (Sales and Marketing)" [REDACTED]@pharma.com>
Date: Friday, January 25, 2013 9:51 AM
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>, [REDACTED]@pharma.com>
Subject: Intermezzo and Butrans data

Produced Natively



[NRx, RRx and TRx by Strength](#)
[Distribution of Rxs by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Butrans TRxs](#)

		Butrans New, Refill and Total Prescriptions by Strength													
Week #	Week Ending	Total			5 mcg/hour			10 mcg/hour			20 mcg/hour			Total	
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385	2,270	728	2,998	77.9%	22.1%
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313	2,167	743	2,910	77.2%	22.8%
Week 94	9-Nov-12	7,840	2,311	10,151	1,983	485	2,468	3,443	1,013	4,456	2,414	813	3,227	77.2%	22.8%



Distribution of Butrans Prescriptions by Strength											
Week #	Week Ending	5 mcg/hour			10 mcg/hour			20 mcg/hour			
		TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 92	26-Oct-12	100.0%	19.9%	4.7%	24.6%	34.8%	10.0%	44.8%	23.2%	7.4%	30.6%
Week 93	2-Nov-12	100.0%	19.7%	4.6%	24.3%	34.8%	10.4%	45.2%	22.7%	7.8%	30.5%
Week 94	9-Nov-12	100.0%	19.5%	4.8%	24.3%	33.9%	10.0%	43.9%	23.8%	8.0%	31.8%

Distribution of Butrans Ne					
Total			5 mcg/hou		
NRx	RRx	TRx	NRx	RRx	TRx
77.9%	22.1%	100.0%	80.9%	19.1%	
77.2%	22.8%	100.0%	81.2%	18.8%	
77.2%	22.8%	100.0%	80.3%	19.7%	



Weekly New, Refill and Total Prescriptions by Strength

Week #	Week Ending	10 mcg/hour			20 mcg/hour		
		TRx	NRx	RRx	TRx	NRx	RRx
Week 92	26-Oct-12	100.0%	77.8%	22.2%	100.0%	75.7%	24.3%
Week 93	2-Nov-12	100.0%	77.0%	23.0%	100.0%	74.5%	25.5%
Week 94	9-Nov-12	100.0%	77.3%	22.7%	100.0%	74.8%	25.2%

Weekly Growth in Butrans New, Refill and Total Prescriptions

Total			5 mcg/hour			10 mcg/hour	
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx
0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%
-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%
6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%



Prescriptions by Strength

<u>Week #</u>	<u>Week Ending</u>	20 mcg/hour			
		<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
Week 92	26-Oct-12	3.3%	1.4%	-5.9%	-0.5%
Week 93	2-Nov-12	-1.6%	-4.5%	2.1%	-2.9%
Week 94	9-Nov-12	3.3%	11.4%	9.4%	10.9%



[Butrans 10mcg Equivalents](#)
[Distribution of 10mcg Equivalents](#)
[Weekly Growth in 10mcg Equivalents](#)

Week #	Week Ending	Butrans 10mcg Equivalents				Trend Line	Trend Line	Distrib
		Total TRx	5 mcg/hour TRx	10 mcg/hour TRx	20 mcg/hour TRx	Sept 1 TRx	Jan 20 TRx	
Week 92	26-Oct-12	11,583	1,202	4,385	5,996		11,583	100.0%
Week 93	2-Nov-12	11,290	1,157	4,313	5,820		11,290	100.0%
Week 94	9-Nov-12	12,144	1,234	4,456	6,454		12,144	100.0%



Distribution of Butrans 10mcg Equivalents

<u>Week #</u>	<u>Week Ending</u>	5 mcg/hour <u>TRx</u>	10 mcg/hour <u>TRx</u>	20 mcg/hour <u>TRx</u>
Week 92	26-Oct-12	10.4%	37.9%	51.8%
Week 93	2-Nov-12	10.2%	38.2%	51.6%
Week 94	9-Nov-12	10.2%	36.7%	53.1%

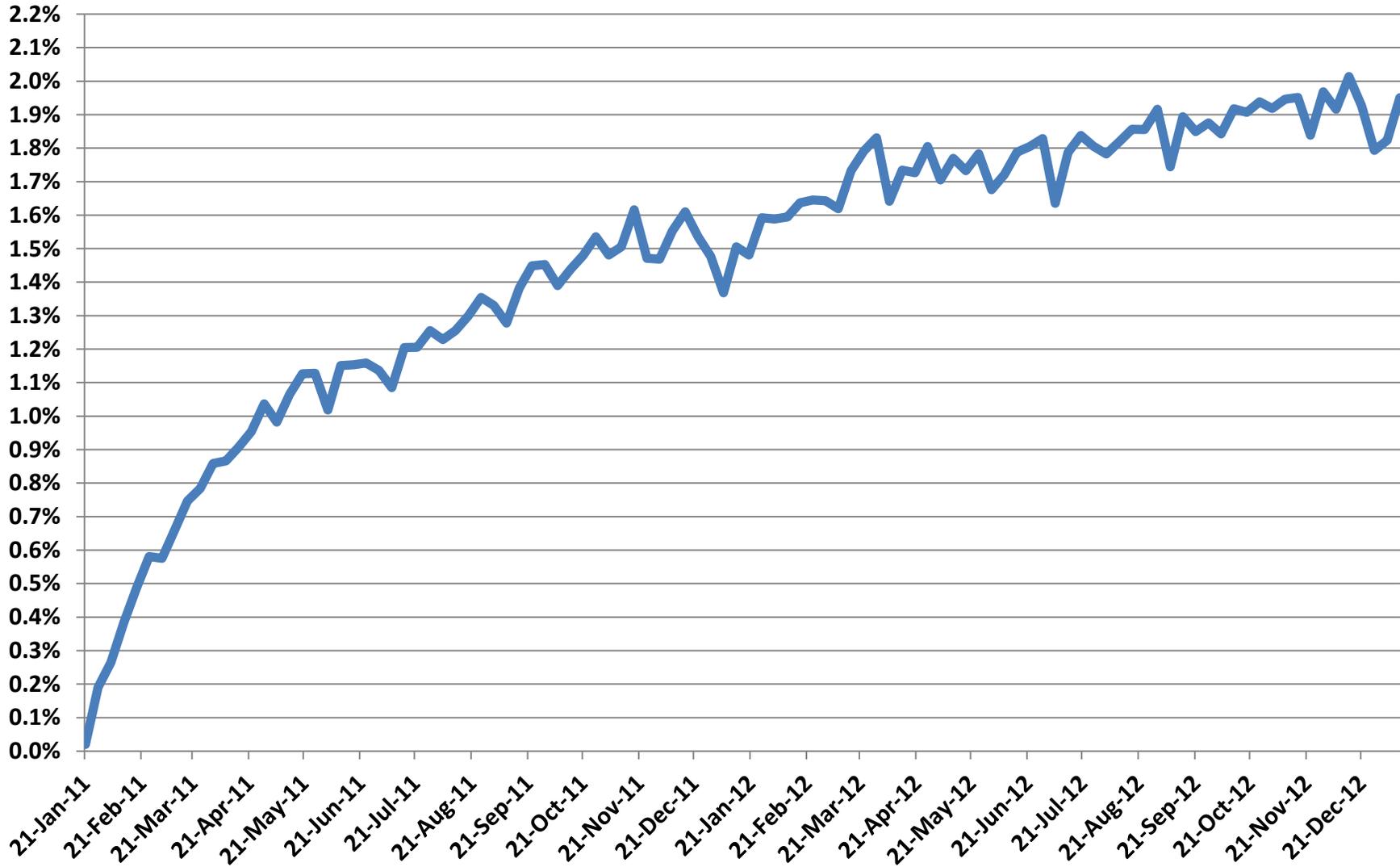
Weekly Growth - Butrans 10mcg Equivalents

Total <u>TRx</u>	5mcg <u>TRx</u>	10mcg <u>TRx</u>	20mcg <u>TRx</u>
0.9%	-0.7%	3.3%	-0.5%
-2.5%	-3.7%	-1.6%	-2.9%
7.6%	6.7%	3.3%	10.9%

Butrans Weekly Extended Release Opioid Rx Share

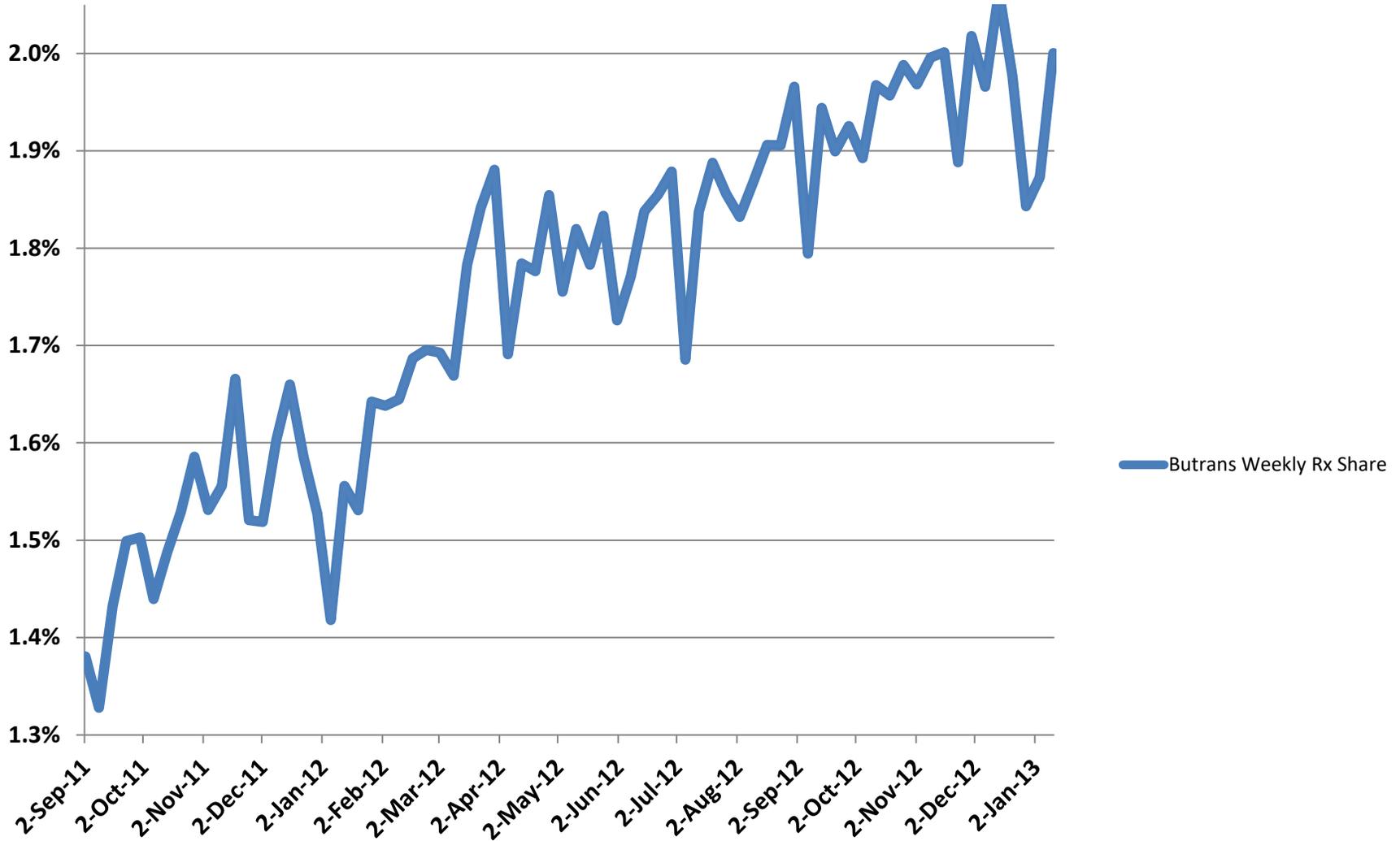
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



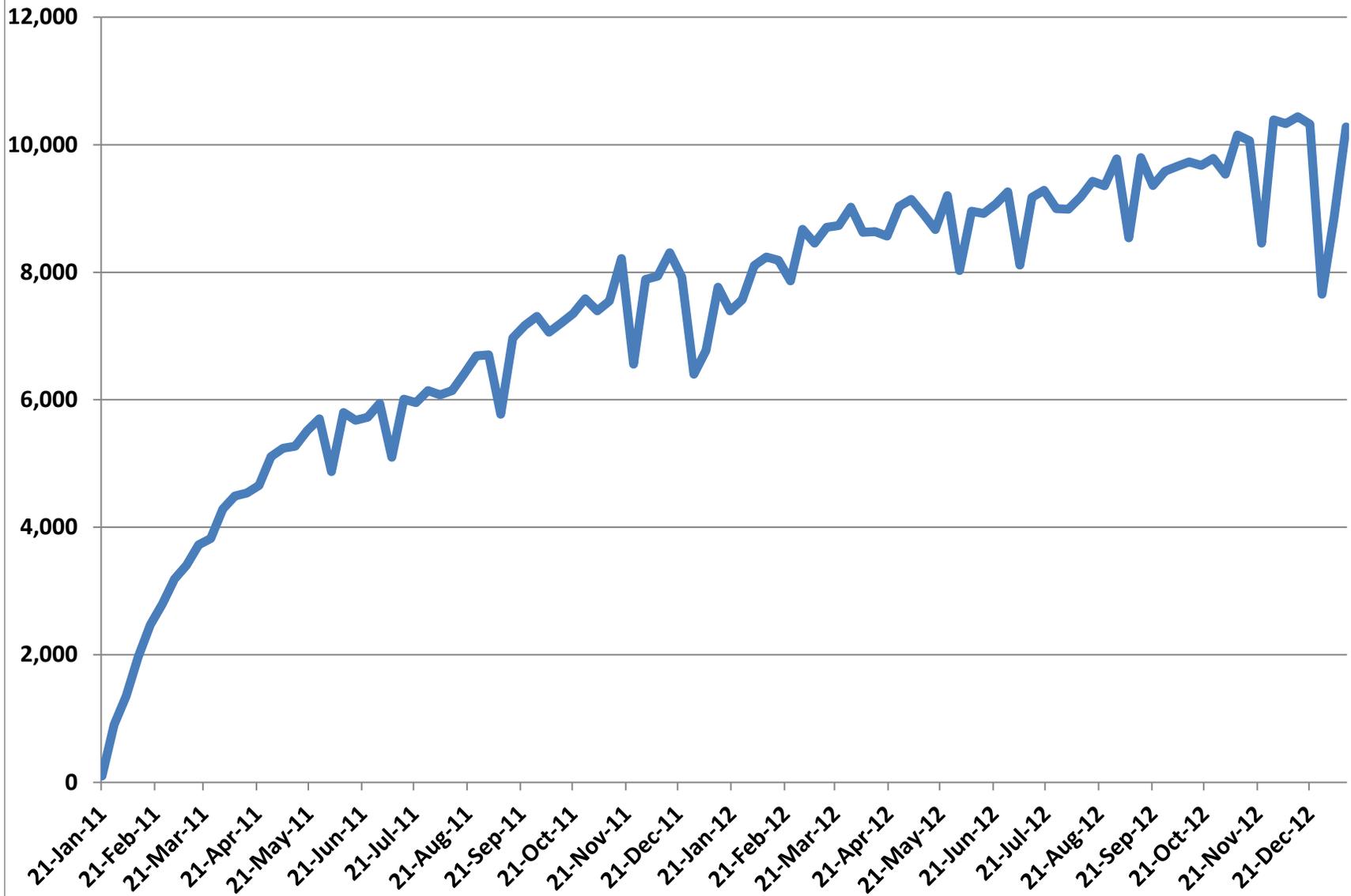
Detailed Butrans Weekly Extended Release Opioid Market Share

(Source: IMS National Prescription Audit; includes both branded and generic opioids)

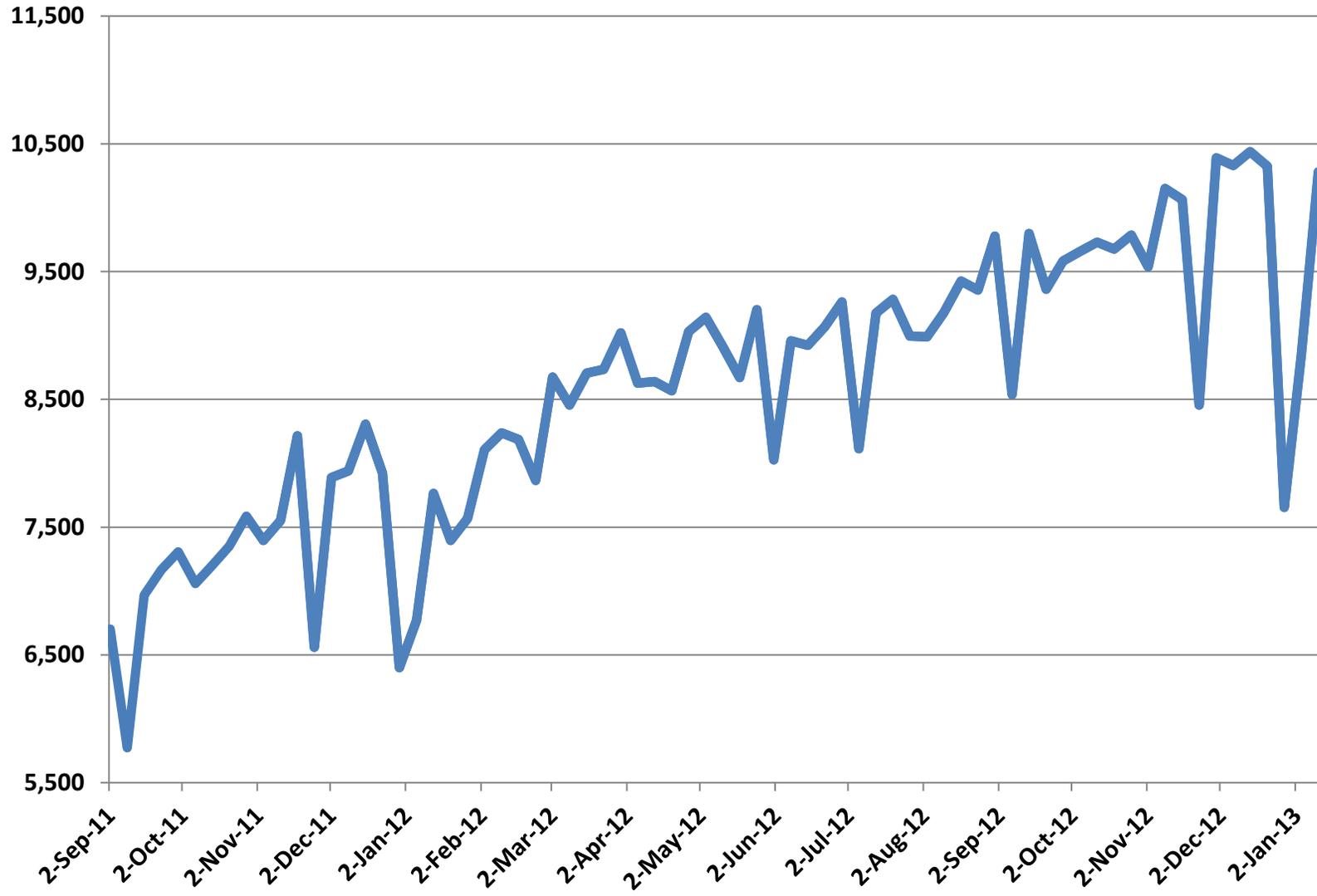


Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs

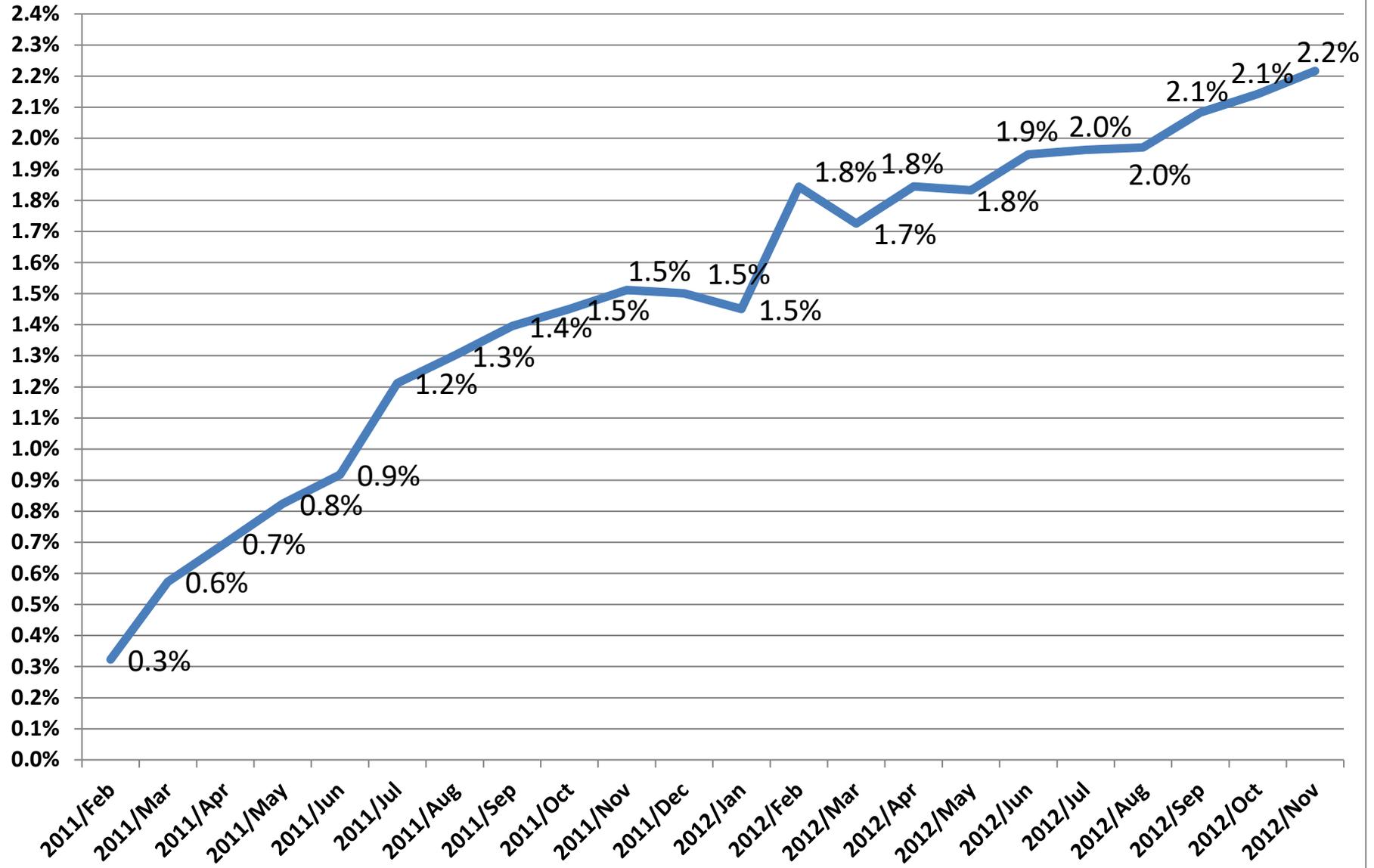


Detailed Butrans Weekly Rx's (Source: IMS National Prescription Audit)

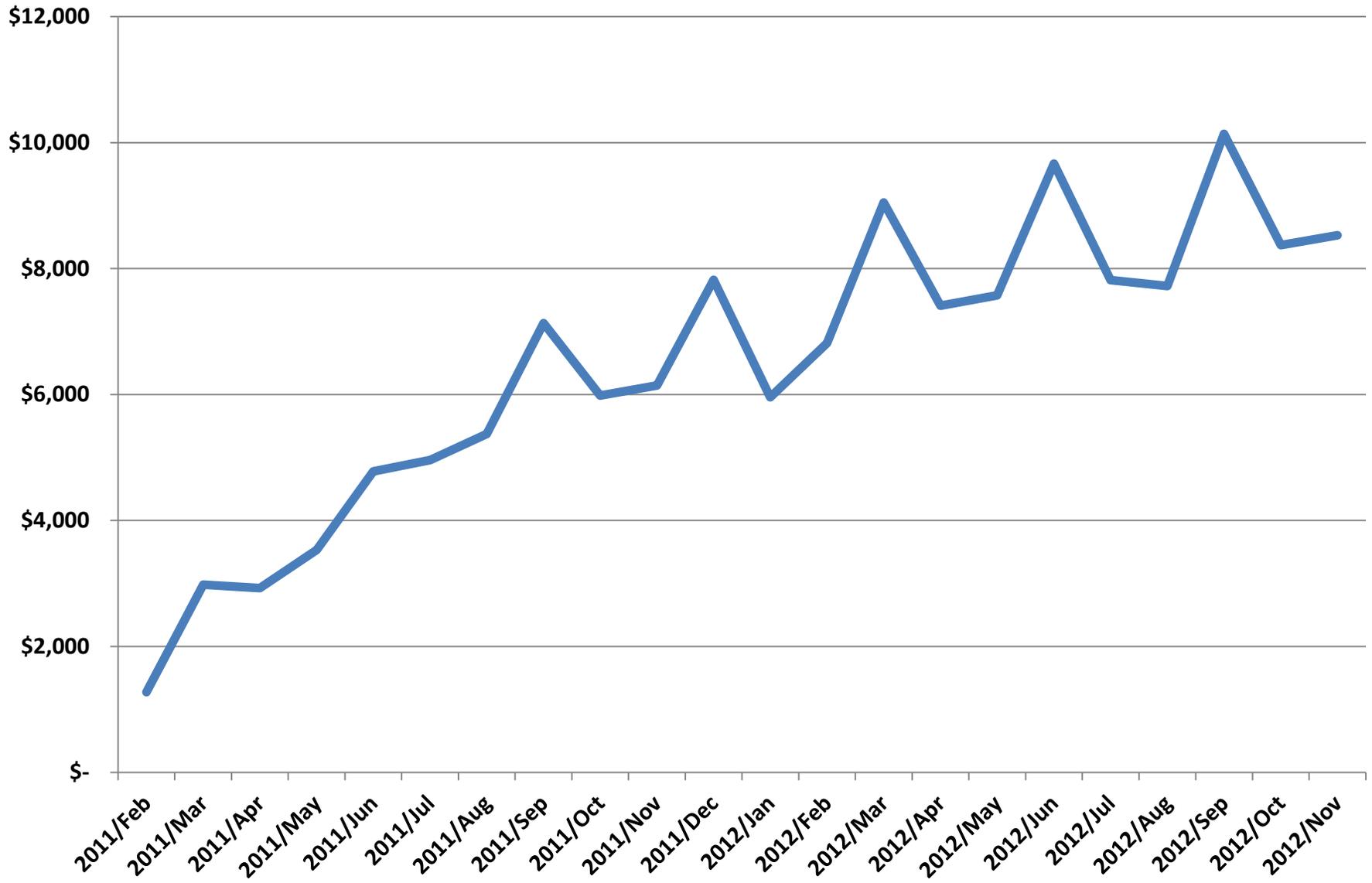


Butrans US Dollar Share of the Extended Release Opioid Market

(Source: IMS National Sales Perspective; includes branded and generic opioids)



Butrans monthly US Dollars Sold -- Wholesaler to Retailer --Excluding Jan Stocking (source: IMS National Sales Perspective)



Produced Natively

	Total					% of Budget Achieved vs. True Rx's		% of TRx		Total Rx		Total NRx		Total RRx		True Rx		Trial Card Redemptions		% Chg vs. Prior Period						
	2012 Budget Rx	2013 Budget Rx	Total Rx	True Rx	Trial Card Redemptions	Weekly True Rx Vs Budget	Cumulative % True Rx vs Budget	True Rx	Trial Card Redemptions	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg Total Rx	3.5mg Total Rx	1.75mg True	3.5mg True	1.75mg	3.5mg	Total Rx	1.75mg Total Rx	3.5mg Total Rx	True Rx	1.75mg True Rx	3.5mg True Rx	Trial Card Redemptions
6-Apr-12	69		92	88	4	128.0%	128.0%	96%	4%	53	39	53	39	0	0	50	38	3	1	NA	NA	NA	NA	NA	NA	NA
13-Apr-12	104		410	392	18	376.7%	277.8%	96%	4%	227	183	227	183	0	0	218	174	9	9	345.7%	328.3%	369.2%	345.5%	336.0%	357.9%	350.0%
20-Apr-12	183		468	406	62	221.5%	248.8%	87%	13%	256	212	253	212	3	0	225	181	31	31	14.1%	12.8%	15.8%	3.6%	3.2%	4.0%	244.4%
27-Apr-12	322		461	400	61	124.1%	189.5%	87%	13%	254	207	251	205	3	2	226	174	28	33	-1.5%	-0.8%	-2.4%	-1.5%	0.4%	-3.9%	-1.6%
4-May-12	519		551	466	85	89.8%	146.3%	85%	15%	306	245	306	240	0	5	266	200	40	45	19.5%	20.5%	18.4%	16.5%	17.7%	14.9%	39.3%
11-May-12	924		581	482	99	52.2%	105.3%	83%	17%	329	252	320	242	9	10	279	203	50	49	5.4%	7.5%	2.9%	3.4%	4.9%	1.5%	16.5%
18-May-12	1,171		577	474	103	40.5%	82.3%	82%	18%	303	274	290	249	13	25	249	225	54	49	-0.7%	-7.9%	8.7%	-1.7%	-10.8%	10.8%	4.0%
25-May-12	1,334		644	539	105	40.4%	70.2%	84%	16%	330	314	309	296	21	18	281	258	49	56	11.6%	8.9%	14.6%	13.7%	12.9%	14.7%	1.9%
1-Jun-12	1,423		561	494	67	34.7%	61.8%	88%	12%	295	266	270	245	25	21	256	238	39	28	-12.9%	-10.6%	-15.3%	-8.3%	-8.9%	-7.8%	-36.2%
8-Jun-12	2,153		801	678	123	31.5%	53.9%	85%	15%	409	392	365	346	44	46	339	339	70	53	42.8%	38.6%	47.4%	37.2%	32.4%	42.4%	83.6%
15-Jun-12	2,246		760	657	103	29.2%	48.6%	86%	14%	393	367	362	325	31	42	333	324	60	43	-5.1%	-3.9%	-6.4%	-3.1%	-1.8%	-4.4%	-16.3%
22-Jun-12	2,406		840	720	120	29.9%	45.1%	86%	14%	462	378	426	332	36	46	405	315	57	63	10.5%	17.6%	3.0%	9.6%	21.6%	-2.8%	16.5%
29-Jun-12	2,683		842	728	114	27.1%	42.0%	86%	14%	443	399	395	346	48	53	372	356	71	43	0.2%	-4.1%	5.6%	1.1%	-8.1%	13.0%	-5.0%
6-Jul-12	2,488		715	646	69	26.0%	39.8%	90%	10%	367	348	325	281	42	67	333	313	34	35	-15.1%	-17.2%	-12.8%	-11.3%	-10.5%	-12.1%	-39.5%
13-Jul-12	3,222		904	808	96	25.1%	37.5%	89%	11%	417	487	343	405	74	82	368	440	49	47	26.4%	13.6%	39.9%	25.1%	10.5%	40.6%	39.1%
20-Jul-12	3,606		894	789	105	21.9%	35.3%	88%	12%	451	443	387	358	64	85	403	386	48	57	-1.1%	8.2%	-9.0%	-2.4%	9.5%	-12.3%	9.4%
27-Jul-12	3,926		939	818	121	20.8%	33.3%	87%	13%	458	481	403	398	55	83	391	427	67	54	5.0%	1.6%	8.6%	3.7%	-3.0%	10.6%	15.2%
3-Aug-12	4,452		907	785	122	17.6%	31.2%	87%	13%	461	446	392	367	69	79	393	392	68	54	-3.4%	0.7%	-7.3%	-4.0%	0.5%	-8.2%	0.8%
10-Aug-12	4,679		1,063	954	109	20.4%	29.9%	90%	10%	510	553	458	446	52	107	458	496	52	57	17.2%	10.6%	24.0%	21.5%	16.5%	26.5%	-10.7%
17-Aug-12	4,809		1,094	977	117	20.3%	28.8%	89%	11%	545	549	471	427	74	122	479	498	66	51	2.9%	6.9%	-0.7%	2.4%	4.6%	0.4%	7.3%
24-Aug-12	5,086		1,102	967	135	19.0%	27.8%	88%	12%	547	555	459	444	88	111	466	501	81	54	0.7%	0.4%	1.1%	-1.0%	-2.7%	0.6%	15.4%
31-Aug-12	5,166		1,093	975	118	18.9%	26.9%	89%	11%	539	554	433	426	106	128	479	496	60	58	-0.8%	-1.5%	-0.2%	0.8%	2.8%	-1.0%	-12.6%
7-Sep-12	4,357		974	873	101	20.0%	26.4%	90%	10%	465	509	372	382	93	127	412	461	53	48	-10.9%	-13.7%	-8.1%	-10.5%	-14.0%	-7.1%	-14.4%
14-Sep-12	5,453		1,194	1,078	116	19.8%	25.8%	90%	10%	590	604	489	468	101	136	539	539	51	65	22.6%	26.9%	18.7%	23.5%	30.8%	16.9%	14.9%



[NRx, RRx and TRx by Strength](#)
[Distribution of Rx's by Strength](#)
[Distribution of NRx, RRx and TRx by Strength](#)
[Weekly Growth in Intermezzo TRx's](#)

Data includes retail pharmacy, mail order and LTC channels

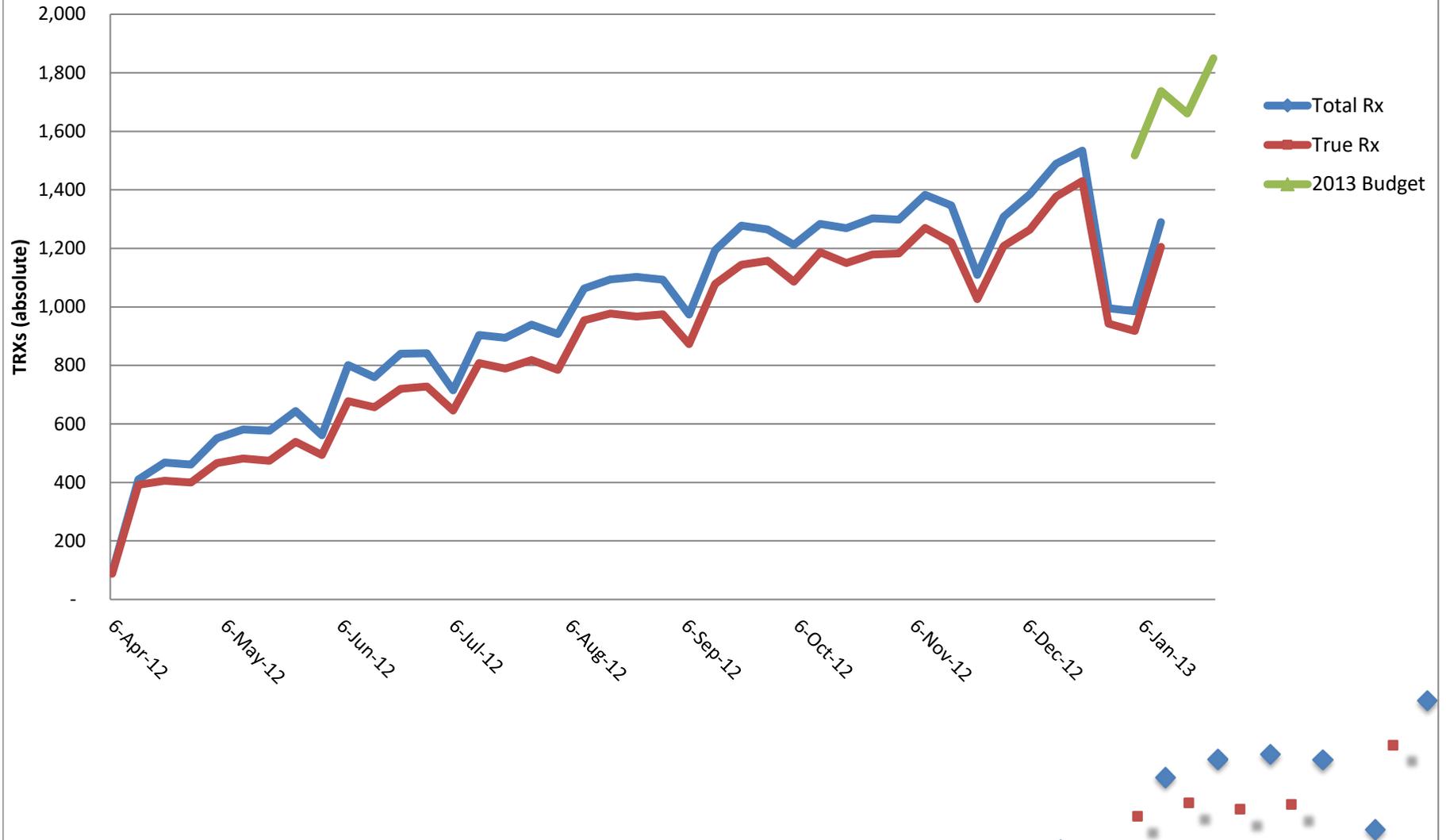
Week #	Week Ending	Intermezzo New, Refill and Total Prescriptions by Strength								
		Total			1.75mg			3.5mg		
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
Week 1*	6-Apr-12	92	0	92	53	0	53	39	0	39
Week 2	13-Apr-12	410	0	410	227	0	227	183	0	183
Week 3	20-Apr-12	465	3	468	253	3	256	212	0	212
Week 4	27-Apr-12	456	5	461	251	3	254	205	2	207
Week 5	4-May-12	546	5	551	306	0	306	240	5	245
Week 6	11-May-12	562	19	581	320	9	329	242	10	252
Week 7	18-May-12	539	38	577	290	13	303	249	25	274
Week 8	25-May-12	605	39	644	309	21	330	296	18	314
Week 9	1-Jun-12	515	46	561	270	25	295	245	21	266
Week 10	8-Jun-12	711	90	801	365	44	409	346	46	392
Week 11	15-Jun-12	687	73	760	362	31	393	325	42	367
Week 12	22-Jun-12	758	82	840	426	36	462	332	46	378
Week 13	29-Jun-12	741	101	842	395	48	443	346	53	399
Week 14	6-Jul-12	606	109	715	325	42	367	281	67	348
Week 15	13-Jul-12	748	156	904	343	74	417	405	82	487
Week 16	20-Jul-12	745	149	894	387	64	451	358	85	443
Week 17	27-Jul-12	801	138	939	403	55	458	398	83	481
Week 18	3-Aug-12	759	148	907	392	69	461	367	79	446
Week 19	10-Aug-12	904	159	1,063	458	52	510	446	107	553
Week 20	17-Aug-12	898	196	1,094	471	74	545	427	122	549
Week 21	24-Aug-12	903	199	1,102	459	88	547	444	111	555
Week 22	31-Aug-12	859	234	1,093	433	106	539	426	128	554
Week 23	7-Sep-12	754	220	974	372	93	465	382	127	509
Week 24	14-Sep-12	957	237	1,194	489	101	590	468	136	604
Week 25	21-Sep-12	972	306	1,278	461	129	590	511	177	688
Week 26	28-Sep-12	1,141	279	1,420	478	124	602	663	155	818
Week 27	5-Oct-12	915	297	1,212	436	128	564	479	169	648
Week 28	12-Oct-12	1,017	267	1,284	485	107	592	532	160	692
Week 29	19-Oct-12	981	288	1,269	452	120	572	529	168	697
Week 30	26-Oct-12	1,026	277	1,303	553	44	597	473	233	706
Week 31	2-Nov-12	997	301	1,298	479	115	594	518	186	704
Week 32	9-Nov-12	1,043	340	1,383	467	151	618	576	189	765
Week 33	16-Nov-12	1,019	328	1,347	506	138	644	513	190	703
Week 34	23-Nov-12	810	299	1,109	369	116	485	441	183	624
Week 35	30-Nov-12	955	353	1,308	466	133	599	489	220	709
Week 36	7-Dec-12	1,046	339	1,385	483	132	615	563	207	770
Week 37	14-Dec-12	1,040	449	1,489	521	188	709	519	261	780
Week 38	21-Dec-12	1,137	397	1,534	537	169	706	600	228	828
Week 39	28-Dec-12	654	341	995	307	144	451	347	197	544
Week 40	4-Jan-13	663	322	985	289	127	416	374	195	569
Week 41	11-Jan-13	916	374	1,290	417	147	564	499	227	726
TOTAL	2013	1,579	696	2,275	706	274	980	873	422	1,295
YTD	2013	1,579	696	2,275	706	274	980	873	422	1,295

*Includes pre-launch prescriptions
 Data includes retail pharmacy, mail order and LTC channels

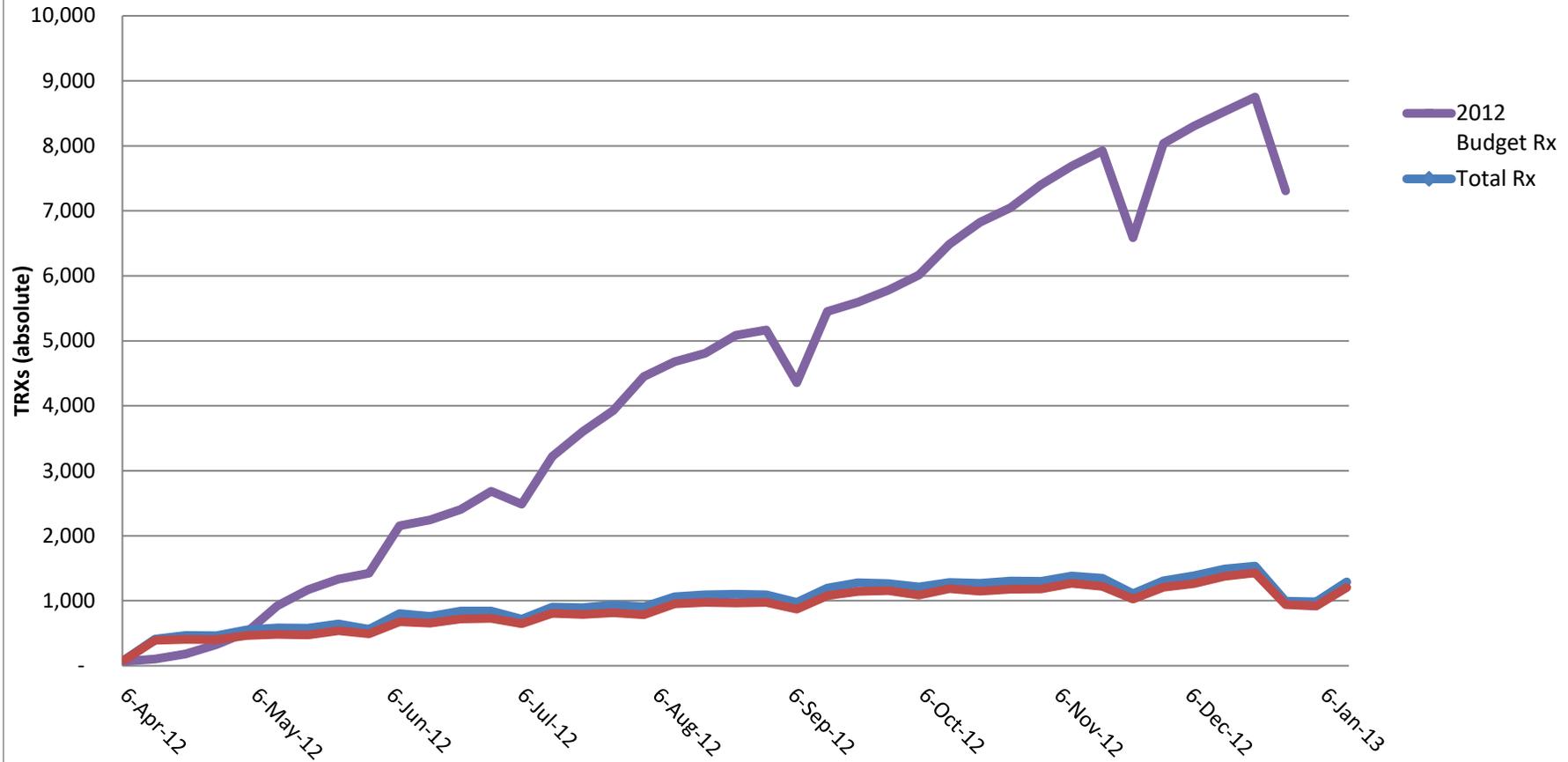
Distribution of Total Intermezzo Prescriptions by Strength											
Total			1.75mg			3.5mg			TRx		
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
100.0%	100.0%	100.0%	57.6%	0.0%	57.6%	42.4%	0.0%	42.4%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	55.4%	0.0%	55.4%	44.6%	0.0%	44.6%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	54.4%	100.0%	54.7%	45.6%	0.0%	45.3%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	55.0%	60.0%	55.1%	45.0%	40.0%	44.9%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	56.0%	0.0%	55.5%	44.0%	100.0%	44.5%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	56.9%	47.4%	56.6%	43.1%	52.6%	43.4%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	53.8%	34.2%	52.5%	46.2%	65.8%	47.5%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	51.1%	53.8%	51.2%	48.9%	46.2%	48.8%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	52.4%	54.3%	52.6%	47.6%	45.7%	47.4%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	51.3%	48.9%	51.1%	48.7%	51.1%	48.9%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	52.7%	42.5%	51.7%	47.3%	57.5%	48.3%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	56.2%	43.9%	55.0%	43.8%	56.1%	45.0%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	53.3%	47.5%	52.6%	46.7%	52.5%	47.4%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	53.6%	38.5%	51.3%	46.4%	61.5%	48.7%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	45.9%	47.4%	46.1%	54.1%	52.6%	53.9%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	51.9%	43.0%	50.4%	48.1%	57.0%	49.6%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	50.3%	39.9%	48.8%	49.7%	60.1%	51.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	51.6%	46.6%	50.8%	48.4%	53.4%	49.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	50.7%	32.7%	48.0%	49.3%	67.3%	52.0%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	52.4%	37.8%	49.8%	47.6%	62.2%	50.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	50.8%	44.2%	49.6%	49.2%	55.8%	50.4%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	50.4%	45.3%	49.3%	49.6%	54.7%	50.7%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	49.3%	42.3%	47.7%	50.7%	57.7%	52.3%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	51.1%	42.6%	49.4%	48.9%	57.4%	50.6%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	47.4%	42.2%	46.2%	52.6%	57.8%	53.8%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	41.9%	44.4%	42.4%	58.1%	55.6%	57.6%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	47.7%	43.1%	46.5%	52.3%	56.9%	53.5%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	47.7%	40.1%	46.1%	52.3%	59.9%	53.9%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	46.1%	41.7%	45.1%	53.9%	58.3%	54.9%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	53.9%	15.9%	45.8%	46.1%	84.1%	54.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	48.0%	38.2%	45.8%	52.0%	61.8%	54.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	44.8%	44.4%	44.7%	55.2%	55.6%	52.3%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	49.7%	42.1%	47.8%	50.3%	57.9%	52.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	45.6%	38.8%	43.7%	54.4%	61.2%	56.3%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	48.8%	37.7%	45.8%	51.2%	62.3%	54.2%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	46.2%	38.9%	44.4%	53.8%	61.1%	55.6%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	50.1%	41.9%	47.6%	49.9%	58.1%	52.4%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	47.2%	42.6%	46.0%	52.8%	57.4%	54.0%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	46.9%	42.2%	45.3%	53.1%	57.8%	54.7%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	43.6%	39.4%	42.2%	56.4%	60.6%	57.8%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	45.5%	39.3%	43.7%	54.5%	60.7%	56.3%	100.0%	100.0%	100.0%
100.0%	100.0%	100.0%	44.7%	39.4%	43.1%	55.3%	60.6%	56.9%	100.0%	100.0%	100.0%

Distribution of Intermezzo New, Refill and Total Prescriptions by Strength											
Total			1.75mg			3.5mg			TRx		
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx
100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
99.4%	0.6%	100.0%	98.8%	1.2%	100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
98.9%	1.1%	100.0%	98.8%	1.2%	100.0%	99.0%	1.0%	100.0%	99.0%	1.0%	100.0%
99.1%	0.9%	100.0%	100.0%	0.0%	100.0%	98.0%	2.0%	100.0%	96.0%	4.0%	100.0%
96.7%	3.3%	100.0%	97.3%	2.7%	100.0%	96.0%	4.0%	100.0%	90.9%	9.1%	100.0%
93.4%	6.6%	100.0%	95.7%	4.3%	100.0%	90.9%	9.1%	100.0%	94.3%	5.7%	100.0%
93.9%	6.1%	100.0%	93.6%	6.4%	100.0%	92.1%	7.9%	100.0%	92.1%	7.9%	100.0%
91.8%	8.2%	100.0%	91.5%	8.5%	100.0%	89.2%	10.8%	100.0%	88.3%	11.7%	100.0%
88.8%	11.2%	100.0%	89.2%	10.8%	100.0%	88.6%	11.4%	100.0%	88.6%	11.4%	100.0%
90.4%	9.6%	100.0%	92.1%	7.9%	100.0%	88.6%	11.4%	100.0%	87.8%	12.2%	100.0%
90.2%	9.8%	100.0%	92.2%	7.8%	100.0%	87.8%	12.2%	100.0%	86.7%	13.3%	100.0%
88.0%	12.0%	100.0%	89.2%	10.8%	100.0%	86.7%	13.3%	100.0%	80.7%	19.3%	100.0%
84.8%	15.2%	100.0%	88.6%	11.4%	100.0%	80.7%	19.3%	100.0%	80.7%	19.3%	100.0%
82.7%	17.3%	100.0%	82.3%	17.7%	100.0%	83.2%	16.8%	100.0%	80.8%	19.2%	100.0%
83.3%	16.7%	100.0%	85.8%	14.2%	100.0%	80.8%	19.2%	100.0%	82.7%	17.3%	100.0%
85.3%	14.7%	100.0%	88.0%	12.0%	100.0%	82.7%	17.3%	100.0%	82.7%	17.3%	100.0%
83.7%	16.3%	100.0%	85.0%	15.0%	100.0%	82.3%	17.7%	100.0%	80.7%	19.3%	100.0%
85.0%	15.0%	100.0%	89.8%	10.2%	100.0%	80.7%					

Intermezzo True Rx's (Source: IMS NPA/McKesson)



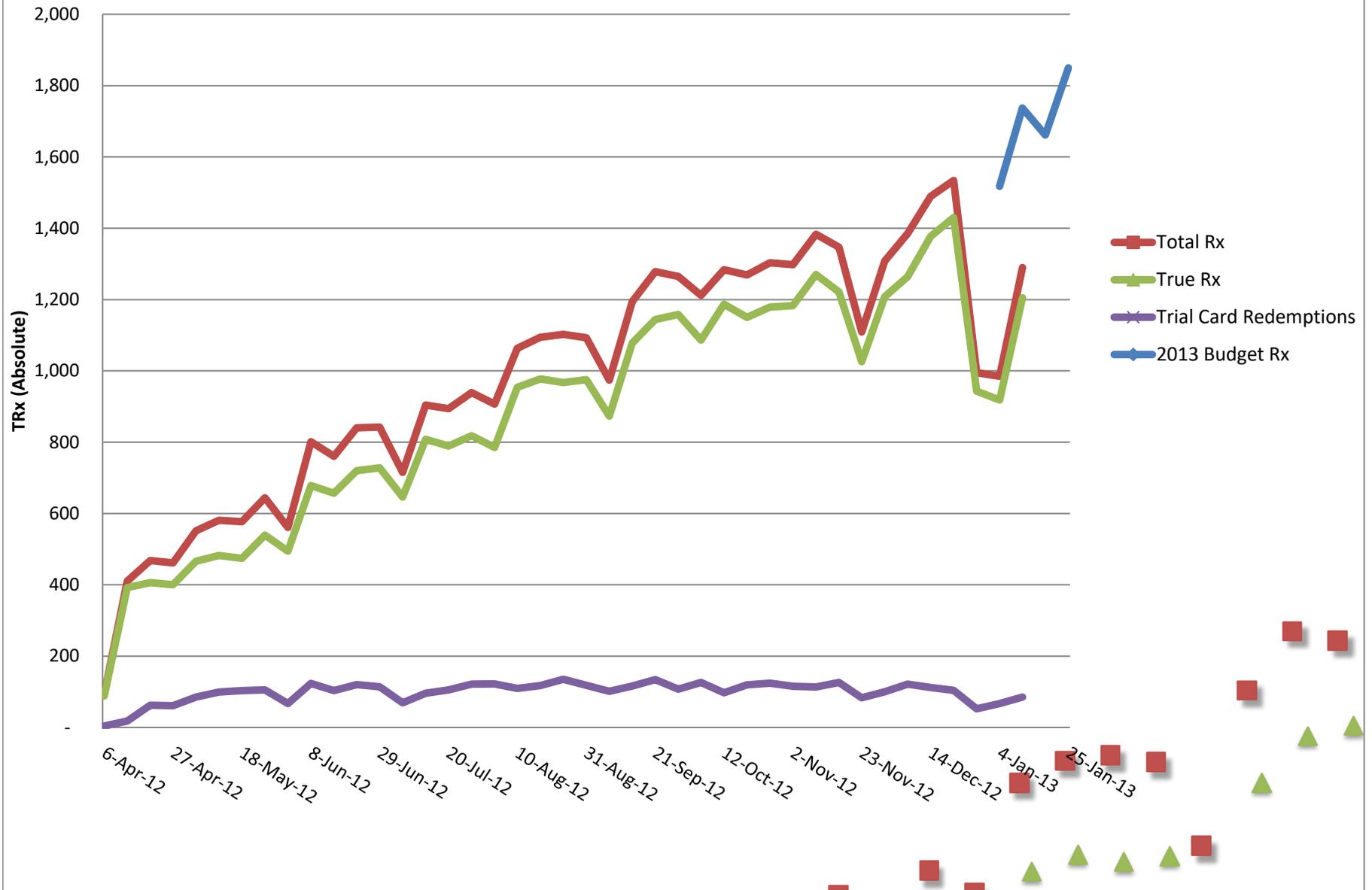
Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012



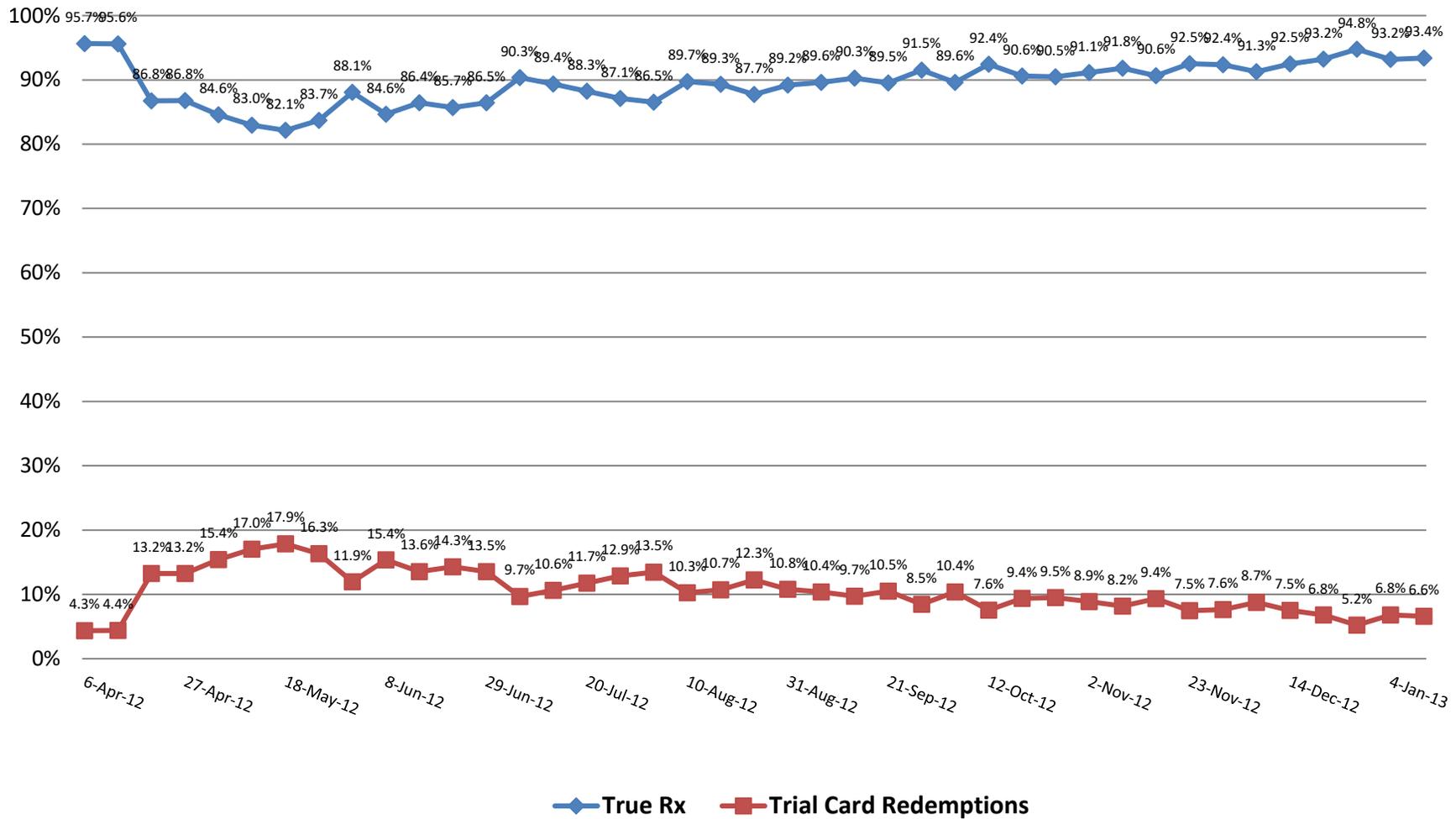
2012
Budget Rx
Total Rx

■

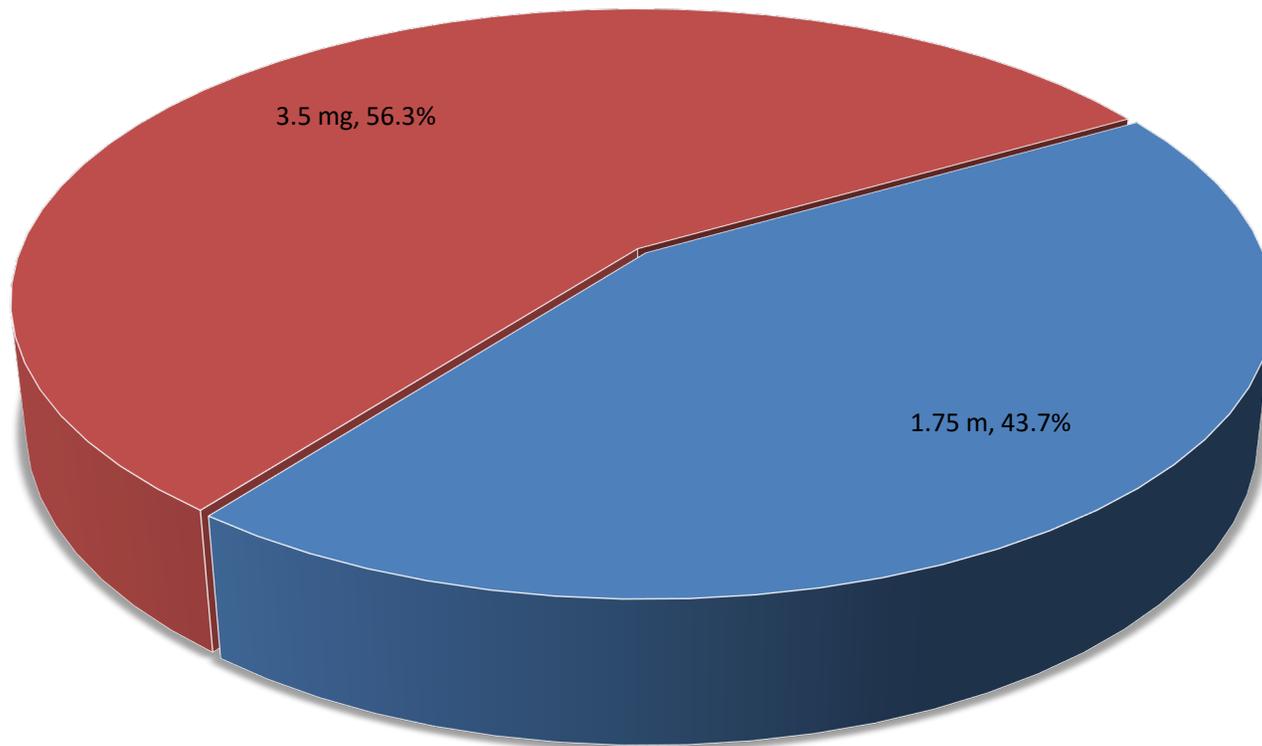
Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)



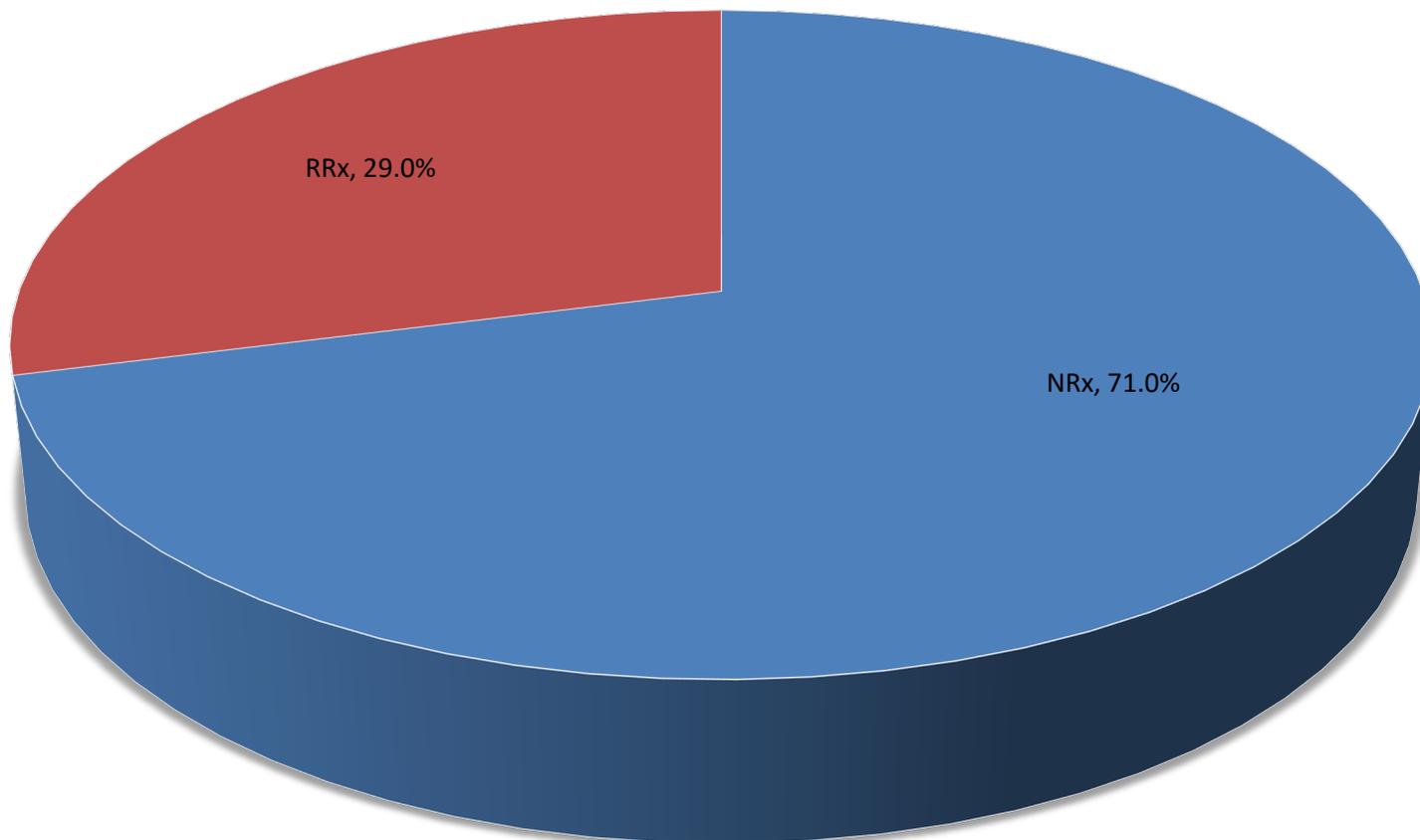
True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



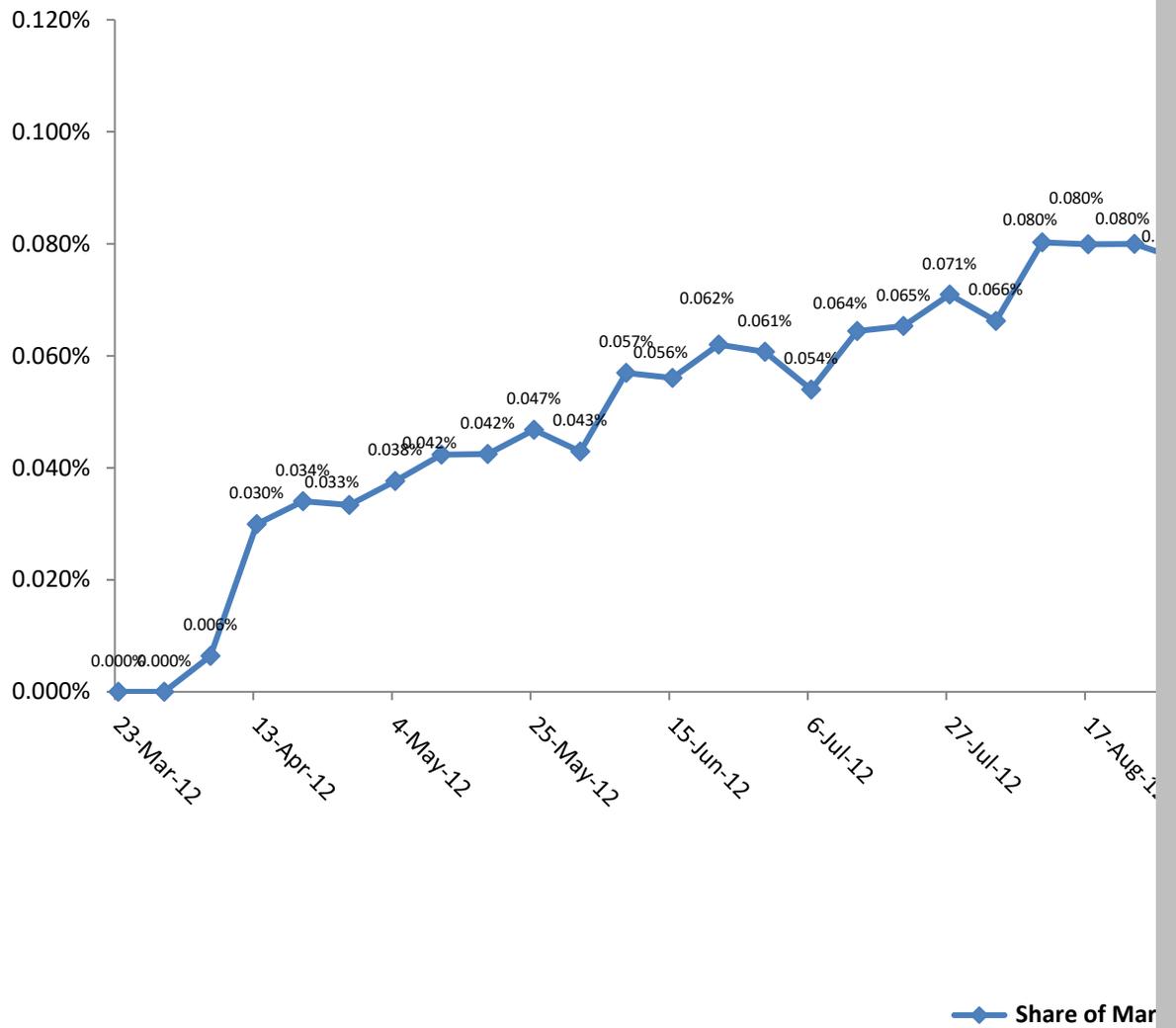
**Intermezzo Total Rxs by Dosage Strength
Week ending January 11, 2013
(Source: IMS NPA)**



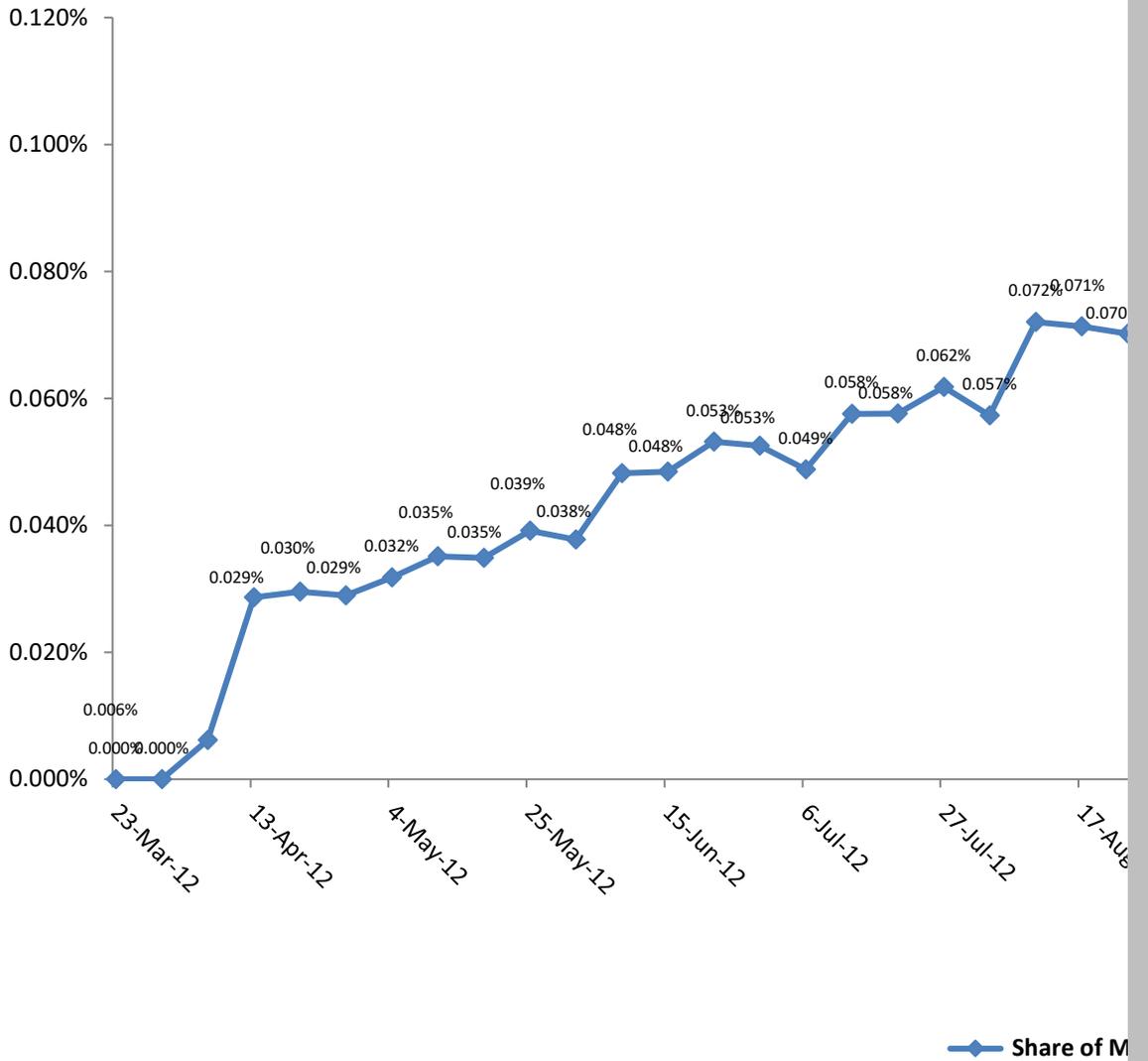
**Intermezzo Total NRx vs. Total RRx
Week ending January 11, 2013
(Source: IMS NPA)**



Intermezzo Total Rx Share of Insomnia



Intermezzo True Rx Share of Insomnia Ma



Source: IMS NPA Data

Data includes retail pharmacy, mail order and LTC channels

Numbers are absolute

	23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12
Total Market TRx	1,370,896	1,384,239	1,432,279	1,369,297
Intermezzo Total	-	0	92	410
Intermezzo True			88	392
Share of Market (Total TRx)			0.006%	0.030%
Share of Market (True TRx)			0.006%	0.029%

20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12
1,375,370	1,382,029	1,465,269	1,372,778	1,358,917	1,377,379
468	461	551	581	577	644
406	400	466	482	474	539
0.034%	0.033%	0.038%	0.042%	0.042%	0.047%
0.030%	0.029%	0.032%	0.035%	0.035%	0.039%

1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12
1,308,074	1,406,687	1,355,575	1,354,480	1,386,497	1,324,286	1,403,405
561	801	760	840	842	715	904
494	678	657	720	728	646	808
0.043%	0.057%	0.056%	0.062%	0.061%	0.054%	0.064%
0.038%	0.048%	0.048%	0.053%	0.053%	0.049%	0.058%

20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12
1,369,334	1,324,286	1,369,334	1,324,286	1,369,334	1,377,799
894	939	907	1,063	1,094	1,102
789	818	785	954	977	967
0.065%	0.071%	0.066%	0.080%	0.080%	0.080%
0.058%	0.062%	0.057%	0.072%	0.071%	0.070%

31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
1,415,168	1,359,788	1,416,839	1,394,006	1,407,414
1,093	974	1,194	1,278	1,265
975	873	1,078	1,144	1,158
0.077%	0.072%	0.084%	0.092%	0.090%
0.069%	0.064%	0.076%	0.082%	0.082%

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12
1,461,046	1,385,829	1,391,512	1,389,095	1,378,667
1,212	1,284	1,269	1,303	1,298
1,086	1,187	1,150	1,179	1,183
0.083%	0.093%	0.091%	0.094%	0.094%
0.074%	0.086%	0.083%	0.085%	0.086%

9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12
1,409,855	1,391,492	1,208,449	1,482,181	1,470,840
1,383	1,347	1,109	1,308	1,385
1,270	1,221	1,026	1,208	1,264
0.098%	0.097%	0.092%	0.088%	0.094%
0.090%	0.088%	0.085%	0.082%	0.086%

14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13
1,417,828	1,444,247	1,170,577	1,356,237	1,475,389
1,489	1,534	995	985	1,290
1,377	1,430	943	918	1,205
0.105%	0.106%	0.085%	0.073%	0.087%
0.097%	0.099%	0.081%	0.068%	0.082%

1/1 Week Growth

8.8%

31.0%

31.3%

Intermezzo Total Rxs for the week ending January 11, 2013

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>	<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
1.75mg	417	147	564	38	526
3.5mg	499	227	726	47	679
Total	916	374	1,290	85	1,205

Distribution of Total New versus Refill Rxs for Intermezzo

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	73.9%	26.1%	100.0%
3.5mg	68.7%	31.3%	100.0%
Total	71.0%	29.0%	100.0%

Distribution of Intermezzo Total Rxs by Strength

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	45.5%	39.3%	43.7%
3.5mg	54.5%	60.7%	56.3%
Total	100.0%	100.0%	100.0%

To: Rosen, David (Sales and Marketing) [REDACTED]@pharma.com]
From: Sackler, Dr Richard
Sent: Mon 1/28/2013 10:03:50 PM
Subject: Re: Butrans=9,719; Intermezzo=1,377 (Week ending 1-18-13)

thx

From: <Rosen>, "David (Sales and Marketing)" [REDACTED]@pharma.com>
Date: Monday, January 28, 2013 9:26 PM
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Subject: Re: Butrans=9,719; Intermezzo=1,377 (Week ending 1-18-13)

I should be able to get them to you tomorrow.

On Jan 28, 2013, at 9:08 PM, "Sackler, Dr Richard" [REDACTED]@pharma.com> wrote:

When can you get me the charts?

From: <Rosen>, "David (Sales and Marketing)" [REDACTED]@pharma.com>
Date: Monday, January 28, 2013 5:28 PM
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>, [REDACTED]@pharma.com>
Subject: Butrans=9,719; Intermezzo=1,377 (Week ending 1-18-13)

Hi, Dr. Richard. The down week for Butrans correlates with our national sales meeting. Nice increase for Intermezzo, although I still feel that it is a little early to be showing much effect for the direct to consumer campaign.

Butrans

Rx Increase from last week (10,280)	-5.5%
Share	1.88%
Share last week	1.95%

Intermezzo

Rx Increase from last week (1,205)	14.3%
---------------------------------------	-------

Share 0.097%

Share last week 0.082%

-David

David Rosen | Executive Director, Forecasting, Analytics and Market Research | Purdue Pharma
| One Stamford Forum Stamford CT 06901 | [REDACTED]@pharma.com

Redacted

Redacted