

YODA2
CONTINGENCY FINANCIAL PLAN

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3/21/2013



Yoda2 - Contingency Financial Planning

- Purdue management expects OxyContin to remain exclusive for several years as result of regulatory, IP, and settlement strategies.
- It is, however, possible that Purdue could lose that exclusivity earlier than expected.
- This presentation describes two possible loss of exclusivity scenarios, the expected impact on revenue and then the expected impact on expense levels, investments, headcount, and one-time cost.
 - Scenario #1 - ANDA to the new OxyContin NDA is launched, which is bioequivalent to the current OxyContin NDA product and automatically substitutable.
 - Scenario #2 - ANDA to the old OxyContin NDA is launched which is not bioequivalent to the current OxyContin NDA product and not automatically substitutable.

Typical Brand Market Share Erosion

Scenario #1

– ANDA to New OxyContin NDA

Erosion Curve / Month=>	0	1	2	3	4	5	6	7	8	9	10	11	12	13
ZYPREXA	100%	94%	33%	28%	22%	23%	23%	22%	18%	11%	8%	7%	6%	6%
MIRAPEX	100%	59%	31%	24%	21%	19%	18%	14%	12%	12%	12%	7%	6%	5%
AMBIEN CR	100%	56%	23%	19%	17%	15%	15%	14%	13%	12%	11%	10%	10%	10%
ASTELIN	100%	92%	23%	18%	17%	15%	14%	12%	12%	11%	10%	10%	9%	9%
ULTRAM ER	100%	87%	34%	20%	16%	13%	11%	10%	9%	8%	7%	6%	6%	5%
TOPAMAX	100%	100%	33%	20%	15%	12%	11%	10%	10%	9%	8%	8%	8%	7%
LEXAPRO	100%	100%	31%	15%	13%	11%	10%	10%	9%	7%	7%			
XYZAL	100%	42%	19%	15%	13%	11%	9%	8%	7%	6%	5%	5%	4%	4%
FLOMAX	100%	56%	24%	10%	8%	7%	6%	5%	4%	4%	4%	3%	3%	2%
COZAAR	100%	36%	9%	7%	7%	6%	5%	4%	4%	3%	2%	2%	2%	2%
Average	100%	72%	26%	18%	15%	13%	12%	11%	10%	8%	7%	7%	6%	6%

AB-rated generics (i.e. automatically substitutable) are assumed to erode on average brand sales from 100% to 6% in 12 months.

Key Assumptions

Scenario #1 – ANDA to New OxyContin NDA

Key Assumptions	2014	2015-2018
Gross Branded Sales	\$622 million	Return to \$≈1 billion by 2017 with Butrans, ONU, and HYD
Rebates on Branded Products	<ul style="list-style-type: none"> 14% of branded sales vs. 17.5% in 2013 Budget. Reduced Oxy rebates amid generics entrance. 	Rebates grow from 8% to 15% between 2015 and 2018 as a result of the increasing contribution of Butrans, ONU and HYD to Purdue total sales and their gaining of formulary coverage.
Authorized Generics Income	<ul style="list-style-type: none"> An authorized generic would be launched immediately when unauthorized AB-rated, automatically substitutable generics are launched. The financial arrangement would be a margin share to Purdue equal to 90%/70%/50% of margin for months 0-6/7-12/over 12 months since AG's launch. Margin share is defined as sales minus standard cost of goods minus Medicaid impact. Purdue AG Income equals \$205 million. 	Purdue AG Income reduced to \$14 million and \$6 million in 2015 and 2016, respectively.
Cost of Goods Sold	<ul style="list-style-type: none"> 16% of gross sales vs. 5% in 2013 Budget. Totowa is immediately shut-down New Plant project continues. 	<ul style="list-style-type: none"> Remains at 15-16% of gross sales. Assumed new plant to be operational in 2016 with an annual operating cost of ≈\$20 million. Rhodes Pharma's HYD APAP will be produced by Wilson starting in 2016. The capacity utilization of two plants is at 49% without HYD APAP and 78% with HYD APAP.
Royalty Expenses	<ul style="list-style-type: none"> Contract rates for ORF, Butrans, and HYD. ORF royalty to Grunenthal 20 million Euros minimum per year is assumed to stop in 2015 . 	Same as left

Key Assumptions

Scenario #1 – ANDA to New OxyContin NDA

Key Assumptions	2014	2015-2018
G&A	<ul style="list-style-type: none"> G&A operating expenses are reduced by 40% versus 2013 Budget. 	Grow by 3% inflation rate
Legal Fees	<ul style="list-style-type: none"> Legal Fees are reduced by 26% versus 2013 Budget. 	<ul style="list-style-type: none"> Grow by 3% inflation rate
R&D	<ul style="list-style-type: none"> R&D operating expenses are reduced by ≈58% versus 2013 Budget. Fully support ONU, HYD, Butrans 1G, OCI, TRPV1, and 50% of Discovery with biased ligands and sodium channel programs. 	<ul style="list-style-type: none"> Grow by 3% inflation forward. As the 2014 projects conclude the forecast includes funding for future projects.
S&P	<ul style="list-style-type: none"> S&P operating expenses are reduced by ≈47% versus 2013 Budget. Field sales force @ 305 headcount and marketing to promote Butrans and ONU. Intermezzo sales activity ceases by EOY 2013. 	<ul style="list-style-type: none"> Grow by 3% inflation forward. Same sales force will also help to launch HYD in 2015.
Incentive Bonus	2014 @ 50% of 2013 level for the remaining employees.	2014 @ \$15 million. 2015 and on @ \$20 million p.a.
Restructuring Costs	<ul style="list-style-type: none"> Layoff costs are based on 2 weeks per year of service below director and 3 weeks per year of service for director and above. ≈665 employees estimated laid-off in 2014. Plus 20% additional costs for notice period, transition, extension, etc. \$100,000 all-in cost per employee laid-off. Non-cash write-offs of intangibles are not considered 	None

Gross Sales Summary

Scenario #1 – ANDA to New OxyContin NDA

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Updated as of 3/12/2013

Summary of Hypothetical Product Gross Sales

Scenario #1 - ANDA to New Formulation. AB-rated Generics Erosion

\$'000s

Products	2011A	2012A	2013B	2014	2015	2016	2017	2018	2019	2020
OxyContin/ORF/OIR	2,781,018	2,777,064	2,916,463	308,701	135,811	69,829	45,900	34,755	25,805	19,166
Butrans [1st*2nd Gen: (5, 10, 20mg)]	73,531	112,887	160,025	200,000	250,000	300,000	241,252	25,968	19,382	14,286
Intermezzo		16,556	57,622	-	-	-	-	-	-	-
Dilaudid	24,842	23,769	16,981	16,481	15,981	15,481	14,981	14,481	13,981	13,481
MS Contin	13,339	12,974	11,642	12,217	12,049	11,910	11,900	11,827	11,784	11,774
Laxatives	51,134	51,514	49,288	52,765	53,108	53,374	54,055	54,408	54,680	55,386
Slow-Mag	5,352	5,554	5,316	4,921	4,948	4,952	5,079	5,107	5,110	5,241
Betadine/Betasept	11,121	11,592	11,136	10,802	10,805	10,808	10,812	10,810	10,808	10,806
Subtotal - Marketed Products	2,971,161	3,004,905	3,228,472	605,887	482,703	466,354	383,979	157,356	141,550	130,139
Targin (ONU) - Pain, then OIC				15,599	77,813	153,976	296,498	406,548	555,463	55,460
HYD					54,451	150,000	239,607	329,742	395,756	415,845
OCI					10,000	30,000	50,000	50,000	50,000	50,000
TRPVI									193,961	406,485
Subtotal - Pipeline	-	-	-	15,599	142,264	333,976	586,105	786,290	1,195,180	927,790
TOTAL - MARKETED & PIPELINE	2,971,161	3,004,905	3,228,472	621,486	624,967	800,330	970,084	943,645	1,336,730	1,057,929

Profit and Loss Statement – Summary

Scenario #1 – ANDA to new OxyContin NDA

P&L Summary	\$000s	2012 A	2013 B	2014	2015
Net Sales - OxyContin		\$ 2,017,500	\$ 2,147,400	\$ 237,799	\$ 96,925
Net Sales - Others		163,041	262,948	254,087	440,457
Net Sales - Total		2,180,541	2,410,348	491,886	537,381
AG Income		-	-	205,411	14,274
Cost of Goods Sold and Shipping		(160,270)	(173,018)	(99,388)	(108,527)
Royalty Expense		(120,269)	(131,575)	(40,644)	(21,352)
Total Cost of Goods Sold		(280,539)	(304,592)	(140,032)	(129,879)
R&D		(317,742)	(384,039)	(160,420)	(155,184)
Operating Expenses - All Others		(569,700)	(558,053)	(331,704)	(266,176)
Total Operating Expenses		(887,442)	(942,092)	(492,119)	(403,880)
Incentive Bonus		(33,068)	(42,618)	(13,827)	(15,000)
One-Time Charges		-	-	(79,800)	-
Operating Profits		979,492	1,121,046	(28,481)	2,896
Others - Ex.U.S.A.		20,217	(86,134)	35	38
Pretax Profits (before tax)		\$ 999,709	\$ 1,034,912	\$ (28,446)	\$ 2,935

Balance Sheet and Cash Flow Summary

Scenario #1 – ANDA to New OxyContin NDA

	2012 A	2013 B	2014	2015
Unrestricted Cash \$	\$755.6mm	\$600.0mm	\$254.2mm	\$240.6mm
Month Sales	4.2x	3.0x	6.2x	5.4x
Owners Equity	\$658.4mm	\$705.2mm	\$500.0mm	\$500.0mm
Non-Tax Distribution	\$471.6mm	\$538.1mm	\$191.0mm	\$1.5mm
Headcount	1,666	1,784	1,119	1,119

Profit and Loss Statement (2006 Actual vs 2014 Hypothetical)

Scenario #1 – ANDA to New OxyContin NDA

as of March 12, 2013

Presented in 000s

	2006 Actual	2014 Hypothetical	2013 Budget
GROSS BRANDED PRODUCT SALES	\$ 755,663	\$ 621,486	\$ 3,228,472
Rebates on Branded Sales	(46,464)	(86,826)	(566,117)
Rebates as % of Gross Sales	-6.1%	-14.0%	-17.5%
NET REVENUES	685,171	491,886	2,410,348
Net Revenues as % of Gross Sales	90.7%	79.1%	74.7%
AUTHORIZED GENERICS INCOME	149,985	205,411	-
NET REVENUES + AUTHORIZED GENERICS INCOME	835,156	697,297	2,410,348
Cost of Goods Sold	(106,637)	(96,686)	(162,211)
Net Revenues as % of Gross Sales	-14.1%	-15.6%	-5.0%
GROSS PROFIT	728,519	557,266	2,105,756
Gross Profit as % of (Net Sales+AG)	87.2%	79.9%	87.4%
General and Administrative (incl Legal Dept, excl Legal Fees)	(122,038)	(96,647)	(160,426)
Redacted			
Research and Development	(69,744)	(159,049)	(377,347)
Sales and Promotion	(109,611)	(163,366)	(309,913)
OPERATING EXPENSES	(391,755)	(492,119)	(942,092)
Operating Expenses as % of (Net Revenue+AG)	-46.9%	-70.6%	-39.1%
OPERATING PROFIT MARGIN (before settlement expenses and insurance income)	336,764	51,319	1,124,604
Operating Profit Margin as % of (Net Revenue+AG)	40.3%	7.4%	46.7%
One-Time Charges and Others	(353,897)	(79,765)	(2,956)
PROFIT BEFORE TAX	(17,133)	(28,446)	1,034,912
Profit after Tax as % of (Net Revenue+AG)	-2.1%	-4.1%	42.9%

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Yoda2: Contingency Financial Plan

3/21/2013

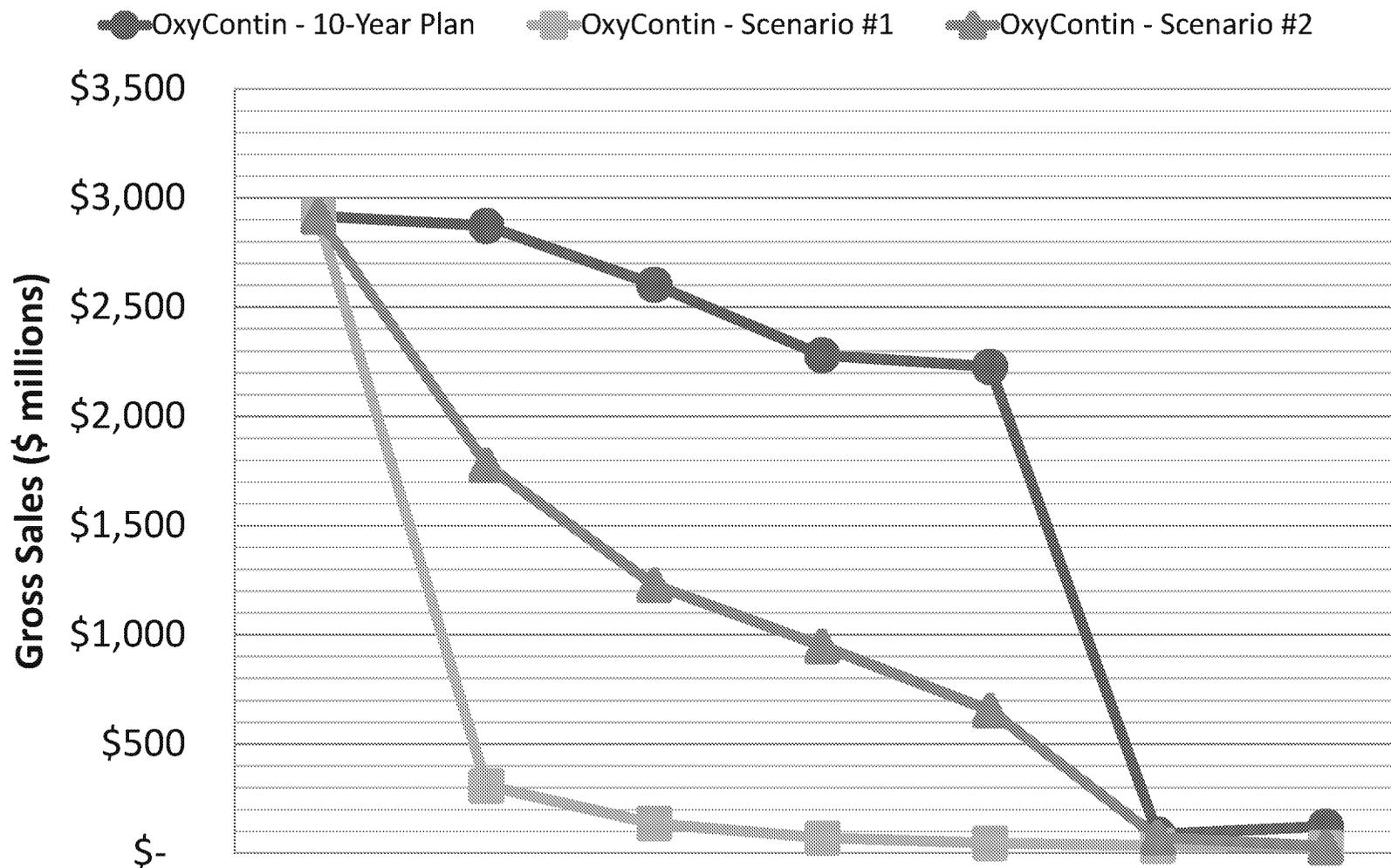
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Scenario #2 – ANDA to the Old OxyContin NDA

- The FDA approves ANDA(s) to the old OxyContin NDA --- these are assumed to not be abuse deterrent.
- The ANDA(s) would not be AB-rated to OxyContin -- so not automatically substitutable at the pharmacy.
- The ANDA(s) would likely sell at a lower price than OxyContin so – at least on price – would be attractive to payers.
- The ANDA(s) would likely be priced so that wholesalers and pharmacies would earn bigger profit per bottle than OxyContin.
- Payers and pharmacies – in spite of the economic advantages – would likely be reluctant to overtly encourage use of the non-abuse deterrent ANDA(s) product.
- Purdue would execute a multi-pronged campaign to discourage use of the non-abuse deterrent product.
- Sales could eventually reach Scenario #1 level – so expense reduction is shown here to be same as Scenario #1.

OxyContin Gross Sales

Summary View



Gross Sales	2013	2014	2015	2016	2017	2018	2019	Total
10-Year Plan	\$2,916	\$2,873	\$2,603	\$2,280	\$2,227	\$86	\$123	\$13,109
Scenario #1	\$2,916	\$309	\$136	\$70	\$46	\$35	\$26	\$3,537
Scenario #2	\$2,916	\$1,778	\$1,228	\$949	\$655	\$72	\$30	\$7,628

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Year 12: Contingency Product Plan

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Gross Sales Summary

Scenario #2 – ANDA to Old OxyContin NDA

Yoda2: Contingency Financial Plan

Updated as of 3/12/2013

Summary of Hypothetical Product Gross Sales

Scenario #2 - ANDA to Old Formulation. Non-AB rated Generics Erosion

\$'000s

Products	2011A	2012A	2013B	2014	2015	2016	2017	2018	2019	2020
OxyContin/ORF/OIR	2,781,018	2,777,064	2,916,463	1,777,657	1,228,238	948,611	654,807	72,312	30,191	19,682
Butrans [1st®2nd Gen: (5, 10, 20mg)]	73,531	112,887	160,025	200,000	250,000	300,000	241,252	25,968	19,382	14,286
Intermezzo		16,556	57,622	-	-	-	-	-	-	-
Dilaudid	24,842	23,769	16,981	16,481	15,981	15,481	14,981	14,481	13,981	13,481
MS Contin	13,339	12,974	11,642	12,217	12,049	11,910	11,900	11,827	11,784	11,774
Laxatives	51,134	51,514	49,288	52,765	53,108	53,374	54,055	54,408	54,680	55,386
Slow-Mag	5,352	5,554	5,316	4,921	4,948	4,952	5,079	5,107	5,110	5,241
Betadine/Betasept	11,121	11,592	11,136	10,802	10,805	10,808	10,812	10,810	10,808	10,806
Subtotal - Marketed Products	2,971,161	3,004,905	3,228,472	2,074,843	1,575,130	1,345,136	992,885	194,912	145,936	130,655
Targin (ONU) - Pain, then OIC				15,599	77,813	153,976	296,498	406,548	555,463	55,460
HYD					54,451	150,000	239,607	329,742	395,756	415,845
OCI					10,000	30,000	50,000	50,000	50,000	50,000
TRPVI									193,961	406,485
Subtotal - Pipeline	-	-	-	15,599	142,264	333,976	586,105	786,290	1,195,180	927,790
TOTAL - MARKETED & PIPELINE	2,971,161	3,004,905	3,228,472	2,090,443	1,717,394	1,679,112	1,578,990	981,202	1,341,115	1,058,445

Profit and Loss Statement – Summary

Scenario #2 – ANDA to new OxyContin NDA

	2012 Actual	2013 Budget	2014	2015
\$000s				
Net Sales - OxyContin	2,017,500	2,147,400	1,351,019	958,026
Net Sales - Other	163,041	262,948	233,599	392,679
Total Net Sales	2,180,541	2,410,348	1,584,618	1,350,704
AG Income	0	0	0	0
Cost of Good Sold and Shipping	(160,270)	(173,018)	(199,991)	(212,349)
Royalty Expense	(120,269)	(131,575)	(64,089)	(44,375)
Total Cost of Goods Sold	(280,539)	(304,592)	(264,079)	(256,724)
R&D	(317,742)	(384,039)	(163,449)	(139,962)
Operating Expenses - All Others	(569,700)	(558,053)	(331,704)	(281,722)
Total Operating Expenses	(887,442)	(942,092)	(495,153)	(421,684)
Incentive Bonus	(33,068)	(42,618)	(13,827)	(15,000)
One Time Charges	0	0	(79,800)	0
Total Bonus and One Time Charges	(33,068)	(42,618)	(93,627)	(15,000)
Operating Profits	979,492	1,121,046	731,758	657,297
Ex USA / Other	20,217	(86,134)	(57,022)	(48,605)
Pre Tax Profit	999,709	1,034,912	674,736	608,692

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Yoda2: Contingency Financial Plan

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Balance Sheet and Cash Flow Summary

Scenario #1 – ANDA to New OxyContin NDA

	2012 A	2013 B	2014	2015
Unrestricted Cash \$	\$755.6mm	\$600.0mm	\$395.9mm	\$337.5mm
Month Sales	4.2x	3.0x	3.0x	2.9x
Owners Equity	\$658.4mm	\$705.2mm	\$631.9mm	\$594.3mm
Non-Tax Distribution	\$471.6mm	\$538.1mm	\$409.1mm	\$340.6mm
Headcount	1,666	1,784	1,119	1,119

BACK UP

Profit and Loss Statement

Scenario #1 – ANDA to New OxyContin NDA

as of March 14, 2013

Presented in 000s

	2011 Actual	2012 Actual	2013 Budget	2014 Hypothetical	2015 Hypothetical	2016 Hypothetical	2017 Hypothetical	2018 Hypothetical
GROSS BRANDED PRODUCT SALES	\$ 2,971,161	\$ 3,004,905	\$ 3,228,472	\$ 621,486	\$ 624,967	\$ 800,330	\$ 970,084	\$ 943,645
Fee for Service	(74,507)	(71,089)	(65,338)	(12,578)	(12,648)	(16,197)	(19,633)	(19,098)
Discounts and Allowances	(56,222)	(134,031)	(88,198)	(25,467)	(15,624)	(20,008)	(24,252)	(23,591)
Patient Savings Card Discount - Promoted Products	(15,572)	(25,104)	(34,537)	(3,729)	(6,686)	(8,562)	(10,377)	(10,095)
Rebates on Branded Sales	(545,891)	(534,619)	(566,117)	(86,826)	(51,694)	(73,328)	(105,509)	(137,853)
Proposed Regulation Adjustment for Medicaid Rebates	(68,854)	(61,976)	(65,584)	(1,000)	(934)	(204)	(190)	(202)
Other	12,380	2,455	1,651	-	-	-	-	-
Total Deductions from Gross Sales	(748,666)	(824,364)	(818,123)	(129,600)	(87,586)	(118,299)	(159,961)	(190,839)
NET REVENUES	2,222,495	2,180,541	2,410,348	491,886	537,381	682,031	810,122	752,807
Net Revenues as % of Gross Sales	74.8%	72.6%	74.7%	79.1%	86.0%	85.2%	83.6%	79.8%
AUTHORIZED GENERICS INCOME	-	-	-	205,411	14,274	5,716	5,716	5,716
NET REVENUES + AUTHORIZED GENERICS INCOME	2,222,495	2,180,541	2,410,348	697,297	551,655	687,747	815,839	758,523
Cost of Goods Sold	(166,870)	(148,456)	(162,211)	(96,686)	(105,810)	(125,169)	(145,160)	(154,818)
Royalty Expense	(115,272)	(120,269)	(131,575)	(40,644)	(21,352)	(31,571)	(28,765)	(22,022)
Shipping and Warehousing	(11,831)	(11,814)	(10,807)	(2,702)	(2,717)	(3,479)	(4,217)	(4,102)
TOTAL COST OF GOODS SOLD	(293,973)	(280,539)	(304,592)	(140,032)	(129,879)	(160,220)	(178,143)	(180,942)
GROSS PROFIT	1,928,522	1,900,002	2,105,756	557,266	421,777	527,528	637,696	577,581
Gross Profit as % of (Net Revenues+AG)	86.8%	87.1%	87.4%	79.9%	76.5%	76.7%	78.2%	76.1%
General and Administrative (incl Legal Dept, excl Legal Fees)	(145,857)	(155,016)	(160,426)	(96,647)	(89,246)	(91,924)	(94,681)	(97,522)
Research and Development	(269,937)	(315,458)	(377,347)	(159,049)	(136,212)	(140,298)	(144,507)	(148,843)
Research and Development Other - Milestones and Alliances	(604)	(2,284)	(6,692)	(1,366)	(1,492)	(1,894)	(2,249)	(2,090)
Sales and Promotion	(229,317)	(303,525)	(309,913)	(163,366)	(150,242)	(154,749)	(159,392)	(164,174)
Health Care Reform Fee	(26,543)	(31,251)	(31,800)	(34,160)	(6,577)	(6,614)	(8,470)	(10,266)
Other US	(3,055)	(18,598)	(4,939)	-	-	-	-	-
OPERATING EXPENSES	(733,245)	(887,442)	(942,092)	(492,119)	(403,880)	(416,193)	(430,635)	(444,870)
Operating Expenses as % of (Net Revenues+AG)	-33.0%	-40.7%	-39.1%	-70.6%	-73.2%	-60.5%	-52.6%	-58.6%
OPERATING MARGIN BEFORE INCENTIVES AND SETTLEMENTS	1,195,277	1,012,560	1,163,664	65,147	17,896	111,334	207,061	132,711
Incentive Bonus	(33,054)	(33,068)	(42,618)	(13,827)	(15,000)	(20,000)	(20,000)	(20,000)
Insurance Income	30,639	3,520	3,558	-	-	-	-	-
TOTAL INCENTIVES AND SETTLEMENTS	(2,415)	(29,548)	(39,060)	(13,827)	(15,000)	(20,000)	(20,000)	(20,000)
OPERATING PROFIT MARGIN	1,186,089	983,765	1,124,604	51,319	2,896	91,334	187,061	112,711
Operating Profit Margin as % of (Net Revenues+AG)	53.4%	45.1%	46.7%	7.4%	0.5%	13.3%	22.9%	14.9%
Royalty Income - ex US	91,367	82,371	40,692	-	-	-	-	-
Ex US Expenses	(129,506)	(65,949)	(127,600)	-	-	-	-	-
One Time Charges / Other Items	(2,482)	(2,147)	(2,956)	(79,800)	-	-	-	-
Interest Income (Expense), net	356	1,669	172	35	38	49	58	54
TOTAL OTHER ITEMS	(40,265)	15,944	(89,692)	(79,765)	38	49	58	54
PROFIT BEFORE TAX	1,145,824	999,709	1,034,912	(28,446)	2,935	91,383	187,118	112,765
Tax Provision for Corporations	(1,371)	(4,361)	(4,674)	128	(13)	(413)	(845)	(509)
PROFIT AFTER TAX	\$ 1,144,453	\$ 995,348	\$ 1,030,238	\$ (28,317)	\$ 2,921	\$ 90,970	\$ 186,273	\$ 112,255
Profit after Tax as % of (Net Revenues+AG)	51.5%	45.6%	42.7%	-4.1%	0.5%	13.2%	22.6%	14.6%

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Yoda2: Contingency Financial Plan

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Balance Sheet

Scenario #1 – ANDA to New OxyContin NDA

Balance Sheet (\$000)	2010 Actual	2011 Actual	2012 Actual	2013 Budget	2014 Hypothetical	2015 Hypothetical	2016 Hypothetical	2017 Hypothetical	2018 Hypothetical
Assets									
Current Assets:									
Cash and cash equivalents	\$ 437,094	\$ 606,494	\$ 755,593	\$ 599,950	\$ 254,181	\$ 240,574	\$ 261,174	\$ 278,850	\$ 307,888
Restricted Cash	52,944	16,000	23,927	-	-	-	-	-	-
Accounts and other receivable:									
Trade (net)	212,865	218,801	185,361	150,613	39,361	39,581	50,688	61,439	59,764
Associated companies	24,743	27,820	30,236	13,673	0	0	0	0	0
Other receivables	26,501	10,075	1,643	8,350	5,000	5,000	5,000	5,000	5,000
Total accounts and other receivable	264,109	256,696	217,240	172,636	44,361	44,581	55,688	66,439	64,764
Inventories	57,286	44,207	50,631	42,881	24,171	26,452	31,292	36,290	38,705
Prepaid expenses and other assets	39,244	32,658	22,685	28,670	28,670	28,670	28,670	28,670	28,670
Total current assets	850,677	956,055	1,070,076	844,137	351,383	340,278	376,824	410,249	440,026
Property, plant and equipment - net	140,190	143,163	149,484	163,447	197,447	185,247	171,912	160,617	151,050
Investments	31,832	19,787	6,976	14,936	14,936	14,936	14,936	14,936	14,936
Due from associated companies	3,350	3,250	3,000	3,250	3,250	3,250	3,250	3,250	3,250
Intangible assets, net	190,065	191,602	196,645	189,378	181,178	172,978	165,967	158,956	151,945
Other assets	36,889	90,454	229,242	177,444	177,444	177,444	177,444	177,444	177,444
Restricted cash	18,469	42,469	17,205	21,700	31,700	31,700	31,700	31,700	31,700
Total assets	\$ 1,271,472	\$ 1,446,780	\$ 1,672,628	\$ 1,414,292	\$ 957,338	\$ 925,833	\$ 942,033	\$ 957,152	\$ 970,352
Liabilities									
Current liabilities:									
Accounts payable	\$ 63,862	\$ 87,361	\$ 74,390	\$ 94,100	\$ 45,459	\$ 38,376	\$ 39,547	\$ 40,929	\$ 42,289
Accrued expenses and taxes	485,429	632,809	700,567	360,628	157,497	134,372	150,701	165,735	178,873
Due to associated companies	12,129	11,346	12,392	13,000	13,000	13,000	13,000	13,000	13,000
Total current liabilities	561,420	731,516	787,349	467,728	215,956	185,748	203,248	219,664	234,161
Other long-term obligations	133,020	223,628	226,849	241,382	241,382	240,084	238,786	237,488	236,190
Total liabilities	694,440	955,144	1,014,198	709,110	457,338	425,832	442,034	457,152	470,351
Equity:									
Capital stock-Common	10	9	9	9	9	9	9	9	9
Additional paid in capital	1,982	1,982	1,982	1,982	1,982	1,982	1,982	1,982	1,982
Retained earnings and partners' capital	659,704	635,780	700,240	772,394	567,212	567,212	567,212	567,212	567,212
Minimum pension liability adjustment	(88,128)	(145,136)	(140,271)	(128,436)	(128,436)	(128,436)	(128,436)	(128,436)	(128,436)
Unrealized gain on Infinity Stock /FX Translation	4,464	-	97,469	60,232	60,232	60,232	60,232	60,232	60,232
Subscription Receivable	(999)	(999)	(999)	(999)	(999)	(999)	(999)	(999)	(999)
Total stockholder's equity	577,032	491,636	658,430	705,182	500,000	500,000	500,000	500,000	500,000
Total liabilities and stockholder's equity	\$ 1,271,472	\$ 1,446,780	\$ 1,672,628	\$ 1,414,292	\$ 957,338	\$ 925,833	\$ 942,033	\$ 957,152	\$ 970,352

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Statement of Cash Flows

Scenario #1 – ANDA to New OxyContin NDA

Statement of Cash Flows (\$000)	2010 Actual	2011 Actual	2012 Actual	2013 Budget	2014 Hypothetical	2015 Hypothetical	2016 Hypothetical	2017 Hypothetical	2018 Hypothetical
Operating activities									
Net Income (loss) after tax before extraordinary item	\$ 1,503,449	\$ 1,144,453	\$ 995,348	\$ 1,030,238	\$ (28,317)	\$ 2,921	\$ 90,970	\$ 186,273	\$ 112,255
Non-cash charges (credits) to net income:									
Depreciation	30,864	25,564	24,120	25,364	25,000	30,200	28,334	26,295	24,567
Amortization	2,740	2,740	4,939	6,774	8,200	8,200	7,011	7,011	7,011
Deferred income taxes	(6,334)	(4,275)	-	-	-	-	-	-	-
Loss on disposal of properties	309	56	27	-	-	-	-	-	-
Other non-cash charges and credits - net	-	3,953	20,000	-	-	-	-	-	-
Loss on equity investment companies	117,056	112,368	101,900	128,621	-	-	-	-	-
Working capital changes	102,266	162,044	100,208	(212,281)	(118,460)	(32,709)	1,553	667	13,757
Extraordinary Item Payout	(825)	(988)			-	-	-	-	-
Long-term assets and liabilities	-	29,846	(5,733)	27,431	-	(1,298)	(1,298)	(1,298)	(1,298)
Cash flow from operations	1,749,524	1,475,761	1,240,809	1,006,147	(113,577)	7,315	126,571	218,949	156,293
Investing activities									
Capital expenditure	(30,368)	(26,823)	(30,468)	(35,000)	(59,000)	(18,000)	(15,000)	(15,000)	(15,000)
Product/License Acquisitions	(10,086)	(10,000)	(29,982)		-	-	-	-	-
Restricted Cash, net	18,770	12,944	17,337	22,472	(10,000)	-	-	-	-
Infinity LOC Funding	-	(50,000)	-		-	-	-	-	-
Investment	-		(27,500)		-	-	-	-	-
Investments in JV and associates	(119,126)	(100,323)	(89,089)	(134,605)	-	-	-	-	-
Cash flow used by investing	(140,810)	(174,202)	(159,702)	(147,133)	(69,000)	(18,000)	(15,000)	(15,000)	(15,000)
Financing activities*									
Proceeds from (to) associated companies, net	(9,114)	(3,823)	(1,120)	6,792	13,673	-	-	-	-
Capital contributions	4,142	303	-		-	-	-	-	-
Distributions for Required Tax Payments	(651,365)	(553,393)	(459,245)	(444,000)	14,159	(1,461)	(45,485)	(93,137)	(56,128)
Distributions Non Tax	(889,845)	(575,246)	(471,643)	(538,106)	(191,024)	(1,460)	(45,486)	(93,136)	(56,127)
Cash flow provided by financing	(1,546,182)	(1,132,159)	(932,008)	(975,314)	(163,192)	(2,921)	(90,971)	(186,273)	(112,255)
Increase in cash and cash equivalents	62,532	169,400	149,099	(116,300)	(345,769)	(13,606)	20,600	17,676	29,038
Unrestricted Cash at beginning of period	374,562	437,094	606,494	716,250	599,950	254,181	240,574	261,174	278,850
Unrestricted Cash at end of period	\$ 437,094	\$ 606,494	\$ 755,593	\$ 599,950	\$ 254,181	\$ 240,574	\$ 261,174	\$ 278,850	\$ 307,888

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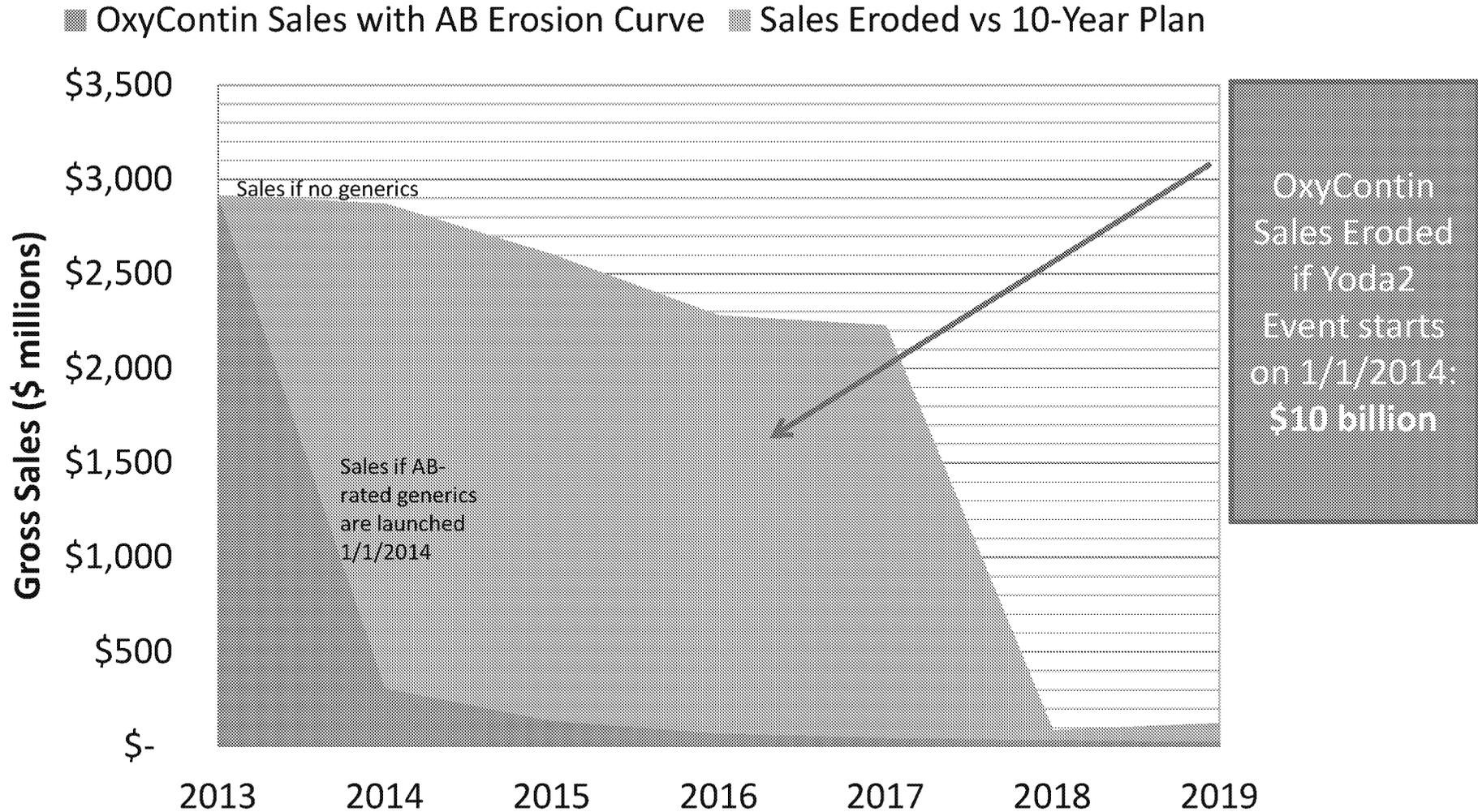
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OxyContin Gross Sales

Scenario #1 – ANDA to New OxyContin NDA



Gross Sales – 10 Year Plan

	2013	2014	2015	2016	2017	2018	2019	Total
No Generics	\$2,916	\$2,873	\$2,603	\$2,280	\$2,227	\$86	\$123	\$13,109
AB-Rated	\$2,916	\$309	\$136	\$70	\$46	\$35	\$26	\$3,537

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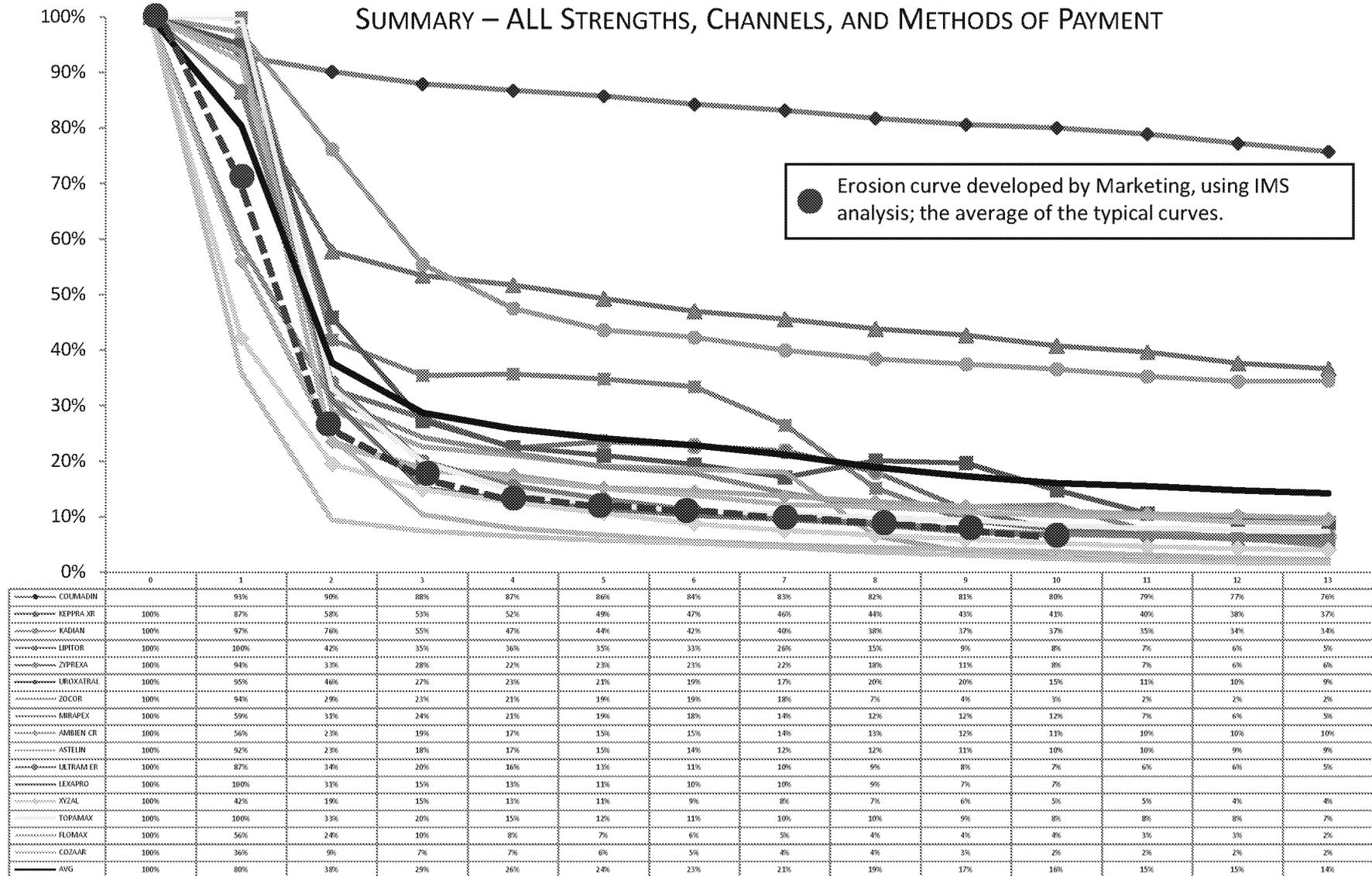
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Scenario #1, Typical Brand Market Share Erosion Sales Curve (Mid-Point of the Lower Cluster)

ANDA to New OxyContin NDA



*Data Source: IMS National Prescription Audit, erosion curves for all TRX Volume all channels (includes Retail, Mail and LTC)

OxyContin Sales Projection

Scenario #1 – ANDA to New OxyContin NDA

NO EROSION CURVE in 2014	2013	2014	2015	2016	2017	2018	2019	2020
Estimate from 2013 Budget								
OER Rx's - market	6,037,235	5,645,779	5,066,132	4,345,622	4,044,991	4,166,340	4,249,667	4,334,660
Rx's - OxyContin brand	6,037,235	5,645,779	5,066,132	4,345,622	4,044,991	335,405	220,415	142,267
Demand Dollars - Rx	\$ 2,855	\$ 2,761	\$ 2,557	\$ 2,263	\$ 2,172	\$ 189	\$ 131	\$ 89
Other COT Demand \$	\$ 204	\$ 198	\$ 183	\$ 162	\$ 156	\$ 14	\$ 9	\$ 6
Inventory Change (\$mms)	\$ (142)	\$ (86)	\$ (137)	\$ (145)	\$ (100)	\$ (117)	\$ (17)	\$ (12)
Factory Sales (\$mms)	\$ 2,916	\$ 2,873	\$ 2,603	\$ 2,280	\$ 2,227	\$ 86	\$ 123	\$ 83

Gross Factory Sales tablets

10mg	77,431,898	73,454,372	64,484,337	54,746,054	51,877,412	1,908,505	2,595,213	1,665,563
15mg	12,478,697	13,183,428	11,573,506	9,825,701	9,310,843	342,534	465,783	298,932
20mg	106,890,879	100,104,283	87,879,838	74,608,418	70,699,006	2,600,927	3,536,780	2,269,845
30mg	42,145,837	43,995,660	38,623,037	32,790,271	31,072,091	1,143,103	1,554,409	997,593
40mg	88,716,174	80,279,472	70,475,976	59,832,849	56,697,663	2,085,836	2,836,351	1,820,321
60mg	37,839,808	39,305,114	34,793,606	29,710,096	28,237,417	1,042,697	1,419,185	912,479
80mg	79,294,896	75,050,315	66,435,912	56,729,311	53,917,336	1,990,955	2,709,833	1,742,314
Total (tablets)	444,798,189	425,372,645	374,266,211	318,242,698	301,811,768	11,114,556	15,117,555	9,707,047

WITH EROSION CURVE in 2014	2013	2014	2015	2016	2017	2018	2019	2020
With Erosion Curve applied *								
OER Rx's - market	6,037,235	6,116,397	6,238,725	6,363,500	6,458,952	6,523,542	6,588,777	6,654,665
Rx's - OxyContin brand	6,037,235	1,039,785	249,549	127,270	77,507	54,798	38,742	27,391
Demand Dollars - Rx	\$ 2,855	\$ 518	\$ 131	\$ 70	\$ 45	\$ 33	\$ 25	\$ 18
Other COT Demand \$	\$ 204	\$ 36	\$ 9	\$ 5	\$ 3	\$ 2	\$ 2	\$ 1
Inventory Change (\$mms)	\$ (142)	\$ (236)	\$ (4)	\$ (5)	\$ (2)	\$ (1)	\$ (1)	\$ (1)
Factory Sales (\$mms)	\$ 2,916	\$ 309	\$ 136	\$ 70	\$ 46	\$ 35	\$ 26	\$ 19

Gross Factory Sales tablets

10mg	77,431,898	7,742,891	3,236,960	1,582,591	989,931	713,153	504,155	356,447
15mg	12,478,697	1,389,677	580,962	284,040	177,671	127,995	90,485	63,974
20mg	106,890,879	10,552,082	4,411,358	2,156,770	1,349,087	971,891	687,066	485,770
30mg	42,145,837	4,637,622	1,938,784	947,897	592,921	427,144	301,964	213,495
40mg	88,716,174	8,462,331	3,537,726	1,729,640	1,081,912	779,416	550,999	389,567
60mg	37,839,808	4,143,187	1,746,556	858,855	538,830	389,626	275,696	195,280
80mg	79,294,896	7,911,121	3,334,924	1,639,923	1,028,857	743,962	526,421	372,873
Total (tablets)	444,798,189	44,838,910	18,787,270	9,199,715	5,759,209	4,153,187	2,936,785	2,077,406

* Assumes 5% price increase annually after generic launch on 1/1/14.

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Authorized Generics Income

Scenario #1 – AB-rated Generics Erosion

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Example shows: Generics Enter in Q1-2014

Hypothetical and Confidential

Authorized Generics Assumptions

Authorized Generic is launched concurrent with first ANDA generic

	Q1-2014 Q1	Q2-2014 Q2	Q3-2014 Q3	Q4-2014 Q4	Q1-2015 Q5	Q2-2015 Q6	Q3-2015 Q7	Q4-2015 Q8	Q1-2016 Q9	Q2-2016 Q10	Q3-2016 Q11	Q4-2016 Q12
Number of Generics	2	2	3	3	4	4	4	4	4	4	4	4
Price (% of Brand WAC)	50%	50%	30%	30%	15%	15%	15%	15%	13%	13%	13%	13%
Share of market retained by brand	39%	13%	10%	7%	6%	5%	4%	3%	2%	2%	2%	2%
Share of generics market left after branded	61%	87%	90%	93%	94%	95%	96%	97%	98%	98%	98%	98%
Share of market captured by AG	40%	40%	30%	30%	25%	25%	25%	25%	25%	25%	25%	25%
If 12-mth market at brand price (pre-generics) is \$2,916,463	<=original branded sales for 2013											
then revenue value of Purdue AG is	\$ 88,952	\$ 126,866	\$ 59,058	\$ 61,027	\$ 25,701	\$ 25,975	\$ 26,248	\$ 26,522	\$ 22,329	\$ 22,329	\$ 22,329	\$ 22,329
less COGS is brand COGS is 8.900%	\$ (15,833)	\$ (22,582)	\$ (17,521)	\$ (18,105)	\$ (15,249)	\$ (15,412)	\$ (15,574)	\$ (15,736)	\$ (15,898)	\$ (15,898)	\$ (15,898)	\$ (15,898)
less shipping and warehousing at 2%	\$ (3,558)	\$ (5,075)	\$ (3,937)	\$ (4,068)	\$ (3,427)	\$ (3,463)	\$ (3,500)	\$ (3,536)	\$ (3,573)	\$ (3,573)	\$ (3,573)	\$ (3,573)
Pretax Net Margin to Purdue plus Rhodes	\$ 69,561	\$ 99,209	\$ 37,600	\$ 38,854	\$ 7,025	\$ 7,100	\$ 7,174	\$ 7,249	\$ 2,858	\$ 2,858	\$ 2,858	\$ 2,858
Pretax Net Margin to Purdue %	90%	90%	70%	70%	50%	50%	50%	50%	50%	50%	50%	50%
Pretax Net Margin to Purdue \$	\$ 62,604	\$ 89,288	\$ 26,320	\$ 27,198	\$ 3,513	\$ 3,550	\$ 3,587	\$ 3,625	\$ 1,429	\$ 1,429	\$ 1,429	\$ 1,429

Oxycodone API Requirements

Scenario #1 – AB-rated Generics Erosion

Oxycodone Requirements (Kilos)	2013	2014	2015	2016	2017	2018	2019	2020
OxyContin Brand	17,689.8	1,785.8	749.9	367.8	230.4	166.3	117.6	83.2
10 mg	826.5	82.7	34.6	16.9	10.6	7.6	5.4	3.8
15 mg	201.3	22.4	9.4	4.6	2.9	2.1	1.5	1.0
20 mg	2,282.0	225.3	94.2	46.0	28.8	20.7	14.7	10.4
30 mg	1,349.6	148.5	62.1	30.4	19.0	13.7	9.7	6.8
40 mg	3,788.0	361.3	151.1	73.9	46.2	33.3	23.5	16.6
60 mg	2,421.4	265.1	111.8	55.0	34.5	24.9	17.6	12.5
80 mg	6,821.1	680.5	286.9	141.1	88.5	64.0	45.3	32.1
OxyContin AG	-	5,053.3	4,229.5	4,340.2	4,340.2	4,340.2	4,340.2	4,340.2
10 mg	-	233.9	195.7	200.9	200.9	200.9	200.9	200.9
15 mg	-	63.4	53.1	54.5	54.5	54.5	54.5	54.5
20 mg	-	637.4	533.5	547.5	547.5	547.5	547.5	547.5
30 mg	-	420.2	351.7	360.9	360.9	360.9	360.9	360.9
40 mg	-	1,022.4	855.7	878.1	878.1	878.1	878.1	878.1
60 mg	-	750.2	627.9	644.4	644.4	644.4	644.4	644.4
80 mg	-	1,925.7	1,611.8	1,653.9	1,653.9	1,653.9	1,653.9	1,653.9
Oxy APAP	759.3	2,314.3	3,105.6	3,744.2	3,904.8	3,904.8	3,904.8	3,904.8
5/325 (100's)	64.6	166.8	333.6	517.0	517.0	517.0	517.0	517.0
5/325 (HUDS)	-	12.7	12.7	14.3	14.3	14.3	14.3	14.3
5/325 (500's)	32.3	165.2	346.9	546.3	573.6	573.6	573.6	573.6
7.5/325 (100's)	80.8	318.2	389.8	421.0	442.1	442.1	442.1	442.1
7.5/325 (HUDS)	-	0.6	0.6	0.7	0.7	0.7	0.7	0.7
10/325 (100's)	581.6	1,649.8	2,020.9	2,243.3	2,355.4	2,355.4	2,355.4	2,355.4
10/325 (HUDS)	-	1.1	1.1	1.6	1.6	1.6	1.6	1.6
ONU	-	39.1	195.2	386.2	743.8	1,019.8	1,393.4	139.1
10/5	-	5.5	27.4	54.2	104.4	143.2	195.7	19.5
20/10	-	11.0	54.8	108.5	208.9	286.4	391.3	39.1
40/20	-	22.6	113.0	223.5	430.4	590.2	806.4	80.5
Total Oxycodone Kilos	18,449.1	9,192.5	8,280.2	8,838.4	9,219.1	9,431.1	9,756.0	8,467.4

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Headcount and Personnel Restructuring Costs

Scenario #1 – ANDA to New OxyContin NDA

Headcount Comparison	2006 Actual	2014 Hypothetical	2013 Budget	14 vs 13 Δ	14 vs 13 Δ %
G&A	309	267	381	(114)	-30%
S&P	366	380	760	(380)	-50%
Sales force	295	305	617	(312)	-51%
Non Sales force	71	75	143	(68)	-48%
R&D	177	208	360	(152)	-42%
Totowa	73	3	18	(15)	-83%
Manufacturing	61	57	57	-	0%
Wilson	128	204	204	-	0%
Other / President's Reserve	-	-	4	(4)	-100%
Total	1,114	1,119	1,784	(665)	-37%

Personnel Restructuring Cost Estimation	Headcount Reduction	Avg All-In Cost / HC ^(a)	Calculated Costs
G&A	114	\$ 100,000	\$ 11,400,000
S&P	380	100,000	38,000,000
Sales force	312		
Non Sales force	68		
R&D	152	100,000	15,200,000
Totowa	15	100,000	1,500,000
Manufacturing	-	100,000	-
Wilson	-	100,000	-
Other / President's Reserve	4	100,000	400,000
Total	665	\$ 100,000	\$ 66,500,000

Plus 20% for notice period, transition, extension, etc. 13,300,000

Total Personnel Restructuring Charges \$ 79,800,000

(a) Based on HR's assumption of \$100K per headcount in 2014.
Comparing to 2004/2005 all-in cost at \$52,000 per person,
with 5% inflation p.a. for 10 years, equal to about \$85K/person.

Profit and Loss Statement

Scenario #2 – ANDA to Old OxyContin NDA

as of March 14, 2013

Presented in 000s

	2011 Actual	2012 Actual	2013 Budget	2014 Hypothetical	2015 Hypothetical	2016 Hypothetical	2017 Hypothetical	2018 Hypothetical
GROSS BRANDED PRODUCT SALES	\$ 2,971,161	\$ 3,004,905	\$ 3,228,472	\$ 2,090,443	\$ 1,717,394	\$ 1,679,112	\$ 1,578,990	\$ 981,202
Fee for Service	(74,507)	(71,089)	(65,338)	(42,307)	(34,757)	(33,982)	(31,956)	(19,858)
Discounts and Allowances	(56,222)	(134,031)	(88,198)	(85,663)	(42,935)	(41,978)	(39,475)	(24,530)
Patient Savings Card Discount - Promoted Products	(15,572)	(25,104)	(34,537)	(22,363)	(18,372)	(17,962)	(16,891)	(10,496)
Rebates on Branded Sales	(545,891)	(534,619)	(566,117)	(329,588)	(255,974)	(198,414)	(196,391)	(143,255)
Proposed Regulation Adjustment for Medicaid Rebates	(68,854)	(61,976)	(65,584)	(25,904)	(14,653)	(11,256)	(7,057)	(202)
Other	12,380	2,455	1,651	-	-	-	-	-
Total Deductions from Gross Sales	(748,666)	(824,364)	(818,123)	(505,824)	(366,690)	(303,592)	(291,769)	(198,341)
NET REVENUES	2,222,495	2,180,541	2,410,348	1,584,618	1,350,704	1,375,519	1,287,221	782,860
Net Revenues as % of Gross Sales	74.8%	72.6%	74.7%	75.8%	78.0%	81.9%	81.5%	79.8%
AUTHORIZED GENERICS INCOME	-	-	-	-	-	-	-	46,119
NET REVENUES + AUTHORIZED GENERICS INCOME	2,222,495	2,180,541	2,410,348	1,584,618	1,350,704	1,375,519	1,287,221	828,979
Cost of Goods Sold	(166,870)	(148,456)	(162,211)	(190,903)	(204,883)	(203,788)	(201,748)	(160,980)
Royalty Expense	(115,272)	(120,269)	(131,575)	(64,089)	(44,375)	(51,384)	(44,344)	(28,515)
Shipping and Warehousing	(11,831)	(11,814)	(10,807)	(9,088)	(7,466)	(7,300)	(6,865)	(4,266)
TOTAL COST OF GOODS SOLD	(293,973)	(280,539)	(304,592)	(264,079)	(256,724)	(262,472)	(252,957)	(193,761)
GROSS PROFIT	1,928,522	1,900,002	2,105,756	1,320,539	1,093,981	1,113,048	1,034,265	635,218
Gross Profit as % of (Net Revenues+AG)	86.8%	87.1%	87.4%	83.3%	81.0%	80.9%	80.3%	78.6%
General and Administrative (incl Legal Dept, excl Legal Fees)	(146,857)	(155,016)	(160,426)	(96,647)	(89,246)	(91,924)	(94,681)	(97,522)
Research and Development	(269,937)	(315,358)	(377,347)	(159,039)	(136,212)	(130,298)	(144,507)	(148,843)
Research and Development Other - Milestones and Alliances	(604)	(2,284)	(6,692)	(4,399)	(3,750)	(3,819)	(3,574)	(2,174)
Sales and Promotion	(229,317)	(303,525)	(309,913)	(163,366)	(150,242)	(154,749)	(159,392)	(164,174)
Health Care Reform Fee	(26,543)	(31,251)	(31,800)	(34,166)	(22,123)	(18,175)	(17,770)	(16,710)
Other US	(3,055)	(18,598)	(4,939)	-	-	-	-	-
OPERATING EXPENSES	(733,245)	(867,442)	(942,092)	(495,153)	(421,684)	(429,679)	(441,260)	(451,397)
Operating Expenses as % of (Net Revenues+AG)	-33.0%	-40.7%	-39.1%	-31.2%	-31.2%	-31.2%	-34.3%	-54.5%
OPERATING MARGIN BEFORE INCENTIVES AND SETTLEMENTS	1,195,277	1,012,560	1,163,664	825,386	672,297	683,368	593,005	183,821
Incentive Bonus	(33,054)	(33,068)	(42,618)	(13,827)	(15,000)	(20,000)	(20,000)	(20,000)
Insurance Income	30,639	3,520	3,558	-	-	-	-	-
TOTAL INCENTIVES AND SETTLEMENTS	(9,188)	(28,795)	(39,060)	(13,827)	(15,000)	(20,000)	(20,000)	(20,000)
OPERATING PROFIT MARGIN	1,186,089	983,765	1,124,604	811,558	657,297	663,368	573,005	163,821
Operating Profit Margin as % of (Net Revenues+AG)	53.4%	45.1%	46.7%	51.2%	48.7%	48.2%	44.5%	19.8%
Royalty Income - ex US	91,367	82,371	40,692	26,752	22,803	23,222	21,731	13,216
Ex US Expenses	(129,506)	(68,949)	(127,600)	(83,887)	(71,504)	(72,818)	(68,143)	(41,443)
One Time Charges / Other Items	(2,482)	(2,147)	(2,956)	(79,800)	-	-	-	-
Interest Income (Expense), net	356	1,669	172	113	96	98	92	56
TOTAL OTHER ITEMS	(40,265)	15,944	(89,692)	(136,822)	(48,605)	(49,498)	(46,320)	(28,171)
PROFIT BEFORE TAX	1,145,824	999,709	1,034,912	674,736	608,692	613,870	526,685	135,650
Tax Provision for Corporations	(1,371)	(4,361)	(4,674)	(3,047)	(2,749)	(2,772)	(2,379)	(613)
PROFIT AFTER TAX	\$ 1,144,453	\$ 995,348	\$ 1,030,238	\$ 671,689	\$ 605,943	\$ 611,098	\$ 524,306	\$ 135,037
Profit after Tax as % of (Net Revenues+AG)	51.5%	45.6%	42.7%	42.4%	44.9%	44.4%	40.7%	16.3%

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Yoda2: Contingency Financial Plan

3/21/2013

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Balance Sheet

Scenario #2-- ANDA to Old OxyContin NDA

Balance Sheet (\$000)	2010 Actual	2011 Actual	2012 Actual	2013 Budget	2014 Hypothetical	2015 Hypothetical	2016 Hypothetical	2017 Hypothetical	2018 Hypothetical
Assets									
Current Assets:									
Cash and cash equivalents	\$ 437,094	\$ 606,494	\$ 755,593	\$ 599,950	\$ 395,937	\$ 337,513	\$ 344,206	\$ 322,039	\$ 294,142
Restricted Cash	52,944	16,000	23,927	-	-	-	-	-	-
Accounts and other receivable:									
Trade (net)	212,865	218,801	185,361	150,613	132,395	108,768	106,344	100,003	62,143
Associated companies	24,743	27,820	30,236	13,673	6,968	6,024	5,983	5,733	3,480
Other receivables	26,501	10,075	1,643	8,350	5,000	5,000	5,000	5,000	5,000
Total accounts and other receivable	264,109	256,696	217,240	172,636	144,362	119,792	117,326	110,735	70,622
Inventories	57,286	44,207	50,631	42,881	47,726	51,221	50,947	50,437	40,245
Prepaid expenses and other assets	39,244	32,658	22,685	28,670	28,670	28,670	28,670	28,670	28,670
Total current assets	850,677	956,055	1,070,076	844,137	616,695	537,196	541,150	511,881	433,680
Property, plant and equipment - net	140,190	143,163	149,484	163,447	197,447	185,247	171,912	160,617	151,050
Investments	31,832	19,787	6,976	14,936	14,936	14,936	14,936	14,936	14,936
Due from associated companies	3,350	3,250	3,000	3,250	3,250	3,250	3,250	3,250	3,250
Intangible assets, net	190,065	191,602	196,645	189,378	181,178	172,978	165,967	158,956	151,945
Other assets	36,889	90,454	229,242	177,444	177,444	177,444	177,444	177,444	177,444
Restricted cash	18,469	42,469	17,205	21,700	31,700	31,700	31,700	31,700	31,700
Total assets	\$ 1,271,472	\$ 1,446,780	\$ 1,672,628	\$ 1,414,292	\$ 1,222,650	\$ 1,122,751	\$ 1,106,359	\$ 1,058,784	\$ 964,005
Liabilities									
Current liabilities:									
Accounts payable	\$ 63,862	\$ 87,361	\$ 74,390	\$ 94,100	\$ 45,762	\$ 40,157	\$ 40,896	\$ 41,992	\$ 42,942
Accrued expenses and taxes	485,429	632,809	700,567	360,628	290,601	235,229	210,256	206,035	171,873
Due to associated companies	12,129	11,346	12,392	13,000	13,000	13,000	13,000	13,000	13,000
Total current liabilities	561,420	731,516	787,349	467,728	349,363	288,386	264,152	261,027	227,815
Other long-term obligations	133,020	223,628	226,849	241,382	241,382	240,084	238,786	237,488	236,190
Total liabilities	694,440	955,144	1,014,198	709,110	590,745	528,470	502,938	498,515	464,005
Equity:									
Capital stock-Common	10	9	9	9	9	9	9	9	9
Additional paid in capital	1,982	1,982	1,982	1,982	1,982	1,982	1,982	1,982	1,982
Retained earnings and partners' capital	659,704	635,780	700,240	772,394	699,117	661,493	670,633	627,482	567,212
Minimum pension liability adjustment	(88,128)	(145,136)	(140,271)	(128,436)	(128,436)	(128,436)	(128,436)	(128,436)	(128,436)
Unrealized gain on Infinity Stock /FX Translation	4,464	-	97,469	60,232	60,232	60,232	60,232	60,232	60,232
Subscription Receivable	(999)	(999)	(999)	(999)	(999)	(999)	(999)	(999)	(999)
Total stockholder's equity	577,032	491,636	658,430	705,182	631,905	594,281	603,421	560,270	500,000
Total liabilities and stockholder's equity	\$ 1,271,472	\$ 1,446,780	\$ 1,672,628	\$ 1,414,292	\$ 1,222,650	\$ 1,122,751	\$ 1,106,359	\$ 1,058,784	\$ 964,005

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Yoda2: Contingency Financial Plan

3/21/2013

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Statement of Cash Flows

Scenario #2 – ANDA to Old OxyContin NDA

Statement of Cash Flows	2010	2011	2012	2013	2014	2015	2016	2017	2018
(\$000)	Actual	Actual	Actual	Budget	Hypothetical	Hypothetical	Hypothetical	Hypothetical	Hypothetical
Operating activities									
Net Income (loss) after tax before extraordinary item	\$ 1,503,449	\$ 1,144,453	\$ 995,348	\$ 1,030,238	\$ 671,689	\$ 605,943	\$ 611,098	\$ 524,306	\$ 135,037
Non-cash charges (credits) to net income:									
Depreciation	30,864	25,564	24,120	25,364	25,000	30,200	28,334	26,295	24,567
Amortization	2,740	2,740	4,939	6,774	8,200	8,200	7,011	7,011	7,011
Deferred income taxes	(6,334)	(4,275)	-	-	-	-	-	-	-
Loss on disposal of properties	309	56	27	-	-	-	-	-	-
Other non-cash charges and credits - net	-	3,953	20,000	-	-	-	-	-	-
Loss on equity investment companies	117,056	112,368	101,900	128,621	87,396	75,558	75,039	71,904	43,646
Working capital changes	102,266	162,044	100,208	(212,281)	(101,641)	(40,846)	(21,536)	3,726	14,840
Extraordinary Item Payout	(825)	(988)			-	-	-	-	-
Long-term assets and liabilities	-	29,846	(5,733)	27,431	-	(1,298)	(1,298)	(1,298)	(1,298)
Cash flow from operations	1,749,524	1,475,761	1,240,809	1,006,147	690,644	677,758	698,649	631,944	223,804
Investing activities									
Capital expenditure	(30,368)	(26,823)	(30,468)	(35,000)	(59,000)	(18,000)	(15,000)	(15,000)	(15,000)
Product/License Acquisitions	(10,086)	(10,000)	(29,982)		-	-	-	-	-
Restricted Cash, net	18,770	12,944	17,337	22,472	(10,000)	-	-	-	-
Infinity LOC Funding	-	(50,000)	-		-	-	-	-	-
Investment	-		(27,500)		-	-	-	-	-
Investments in JV and associates	(119,126)	(100,323)	(89,089)	(134,605)	(87,396)	(75,558)	(75,039)	(71,904)	(43,646)
Cash flow used by investing	(140,810)	(174,202)	(159,702)	(147,133)	(156,396)	(93,558)	(90,039)	(86,904)	(58,646)
Financing activities*									
Proceeds from (to) associated companies, net	(9,114)	(3,823)	(1,120)	6,792	6,705	944	41	250	2,253
Capital contributions	4,142	303	-		-	-	-	-	-
Distributions for Required Tax Payments	(651,365)	(553,393)	(459,245)	(444,000)	(335,844)	(302,971)	(305,549)	(262,153)	(67,519)
Distributions Non Tax	(889,845)	(575,246)	(471,643)	(538,106)	(409,122)	(340,596)	(296,409)	(305,304)	(127,788)
Cash flow provided by financing	(1,546,182)	(1,132,159)	(932,008)	(975,314)	(738,261)	(642,623)	(601,917)	(567,207)	(193,054)
Increase in cash and cash equivalents	62,532	169,400	149,099	(116,300)	(204,013)	(58,424)	6,693	(22,168)	(27,896)
Unrestricted Cash at beginning of period	374,562	437,094	606,494	716,250	599,950	395,937	337,513	344,206	322,039
Unrestricted Cash at end of period	\$ 437,094	\$ 606,494	\$ 755,593	\$ 599,950	\$ 395,937	\$ 337,513	\$ 344,206	\$ 322,039	\$ 294,142

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

From: Rosen, David (Sales and Marketing)
Sent: Tue 3/19/2013 8:58:20 AM
Subject: Butrans=10,349; Intermezzo=1,674 (Week ending 3-1-13)
[Intermezzo Weekly Report 3-8-2013.xlsx](#)
[Copy of Butrans Weekly Report 3-8-13.xlsm](#)

Hi, Dr. Richard. While Butrans continues to climb, it appears that Intermezzo has largely flattened out.

Butrans

Rx Increase from last week (10,191)	1.6%
Share	1.92%
Share last week	1.96%

Intermezzo

Rx Increase from last week (1,664)	0.7%
Share	0.115%
Share last week	0.116%

-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

	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
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](#)

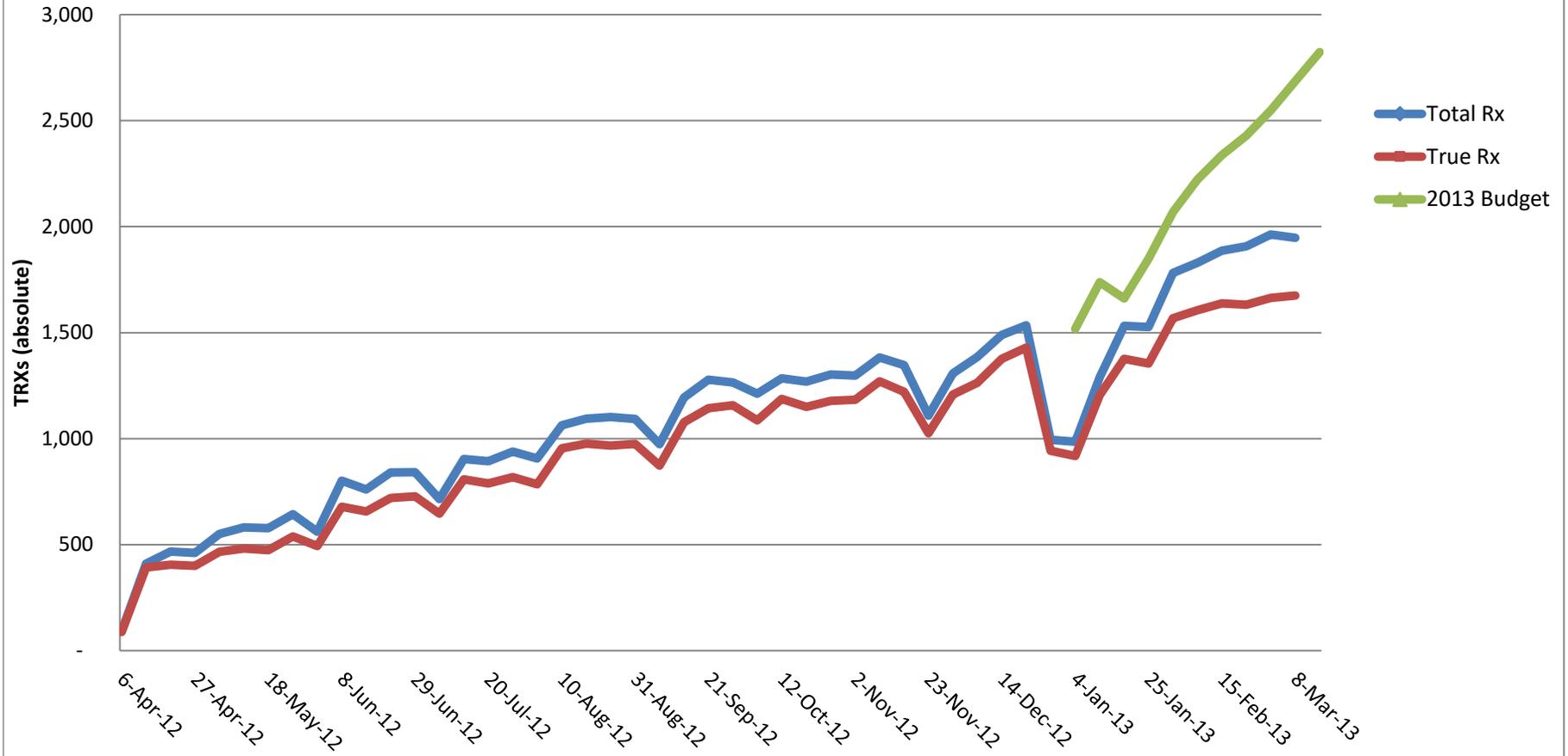
Data includes retail pharmacy, mail order and LTC channels

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
Week 42	18-Jan-13	1,151	381	1,532	553	144	697	598	237	835
Week 43	25-Jan-13	1,187	340	1,527	625	122	747	562	218	780
Week 44	1-Feb-13	1,417	365	1,782	741	141	882	676	224	900
Week 45	8-Feb-13	1,461	369	1,830	730	126	856	731	243	974
Week 46	15-Feb-13	1,479	408	1,887	779	157	936	700	251	951
Week 47	22-Feb-13	1,493	414	1,907	783	155	938	710	259	969
Week 48	1-Mar-13	1,534	429	1,963	804	177	981	730	252	982
Week 49	8-Mar-13	1,474	474	1,948	744	166	910	730	308	1,038
TOTAL	2013	12,775	3,876	16,651	6,465	1,462	7,927	6,310	2,414	8,724
YTD	2013	12,775	3,876	16,651	6,465	1,462	7,927	6,310	2,414	8,724

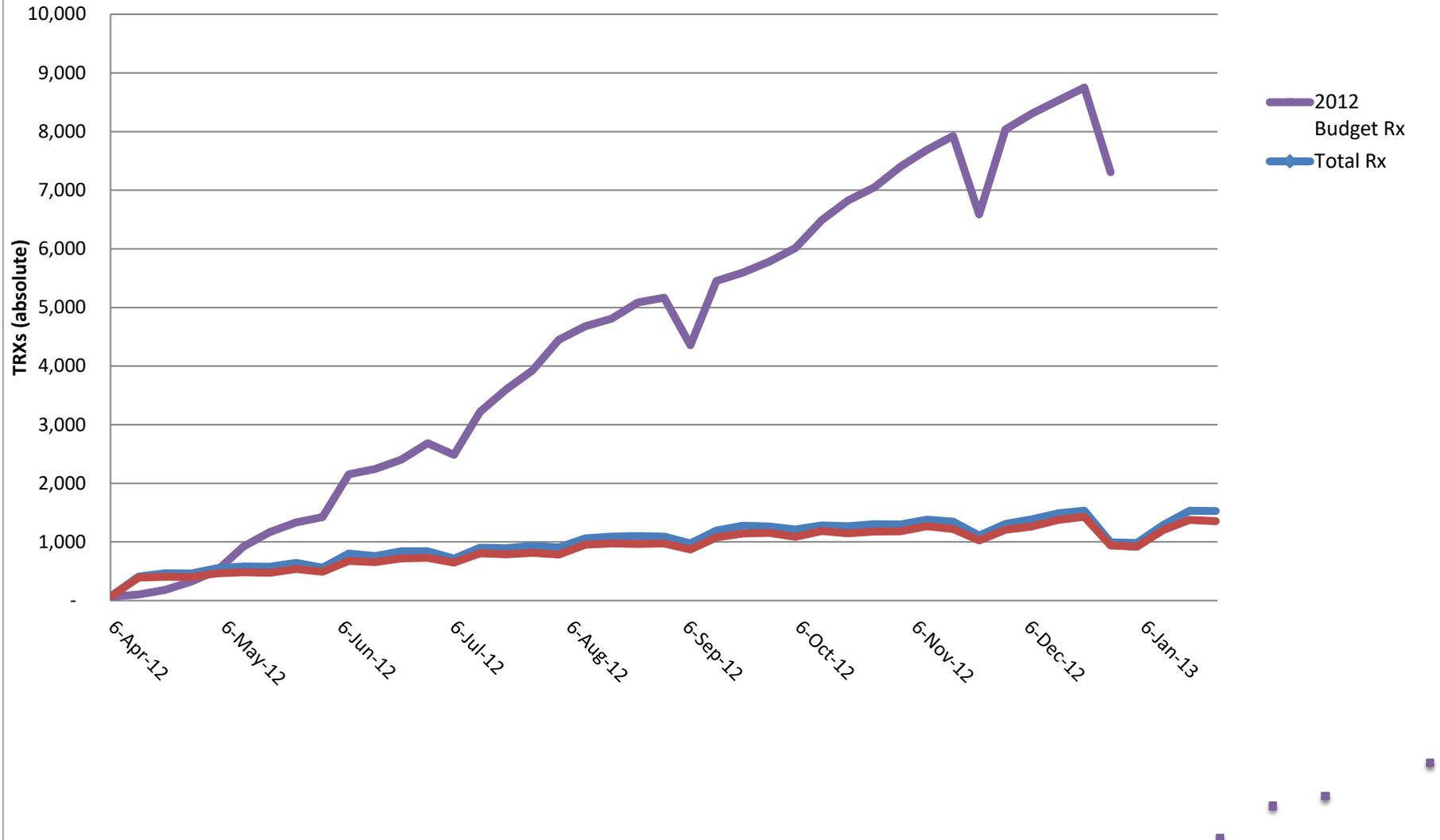
*Includes pre-launch prescriptions
 Data includes retail pharmacy, mail order and LTC channels

Week #	Week Ending	Distribution of Total Intermezzo Prescriptions by Strength											
		Total			1.75mg			3.5mg					
		NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx			
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%	45.6%	38.8%	43.7%	54.4%	61.2%	56.2%	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%
Week 42	18-Jan-13	100.0%	100.0%	100.0%	48.0%	37.8%	45.5%	52.0%	62.2%	54.5%	100.0%	100.0%	100.0%
Week 43	25-Jan-13	100.0%	100.0%	100.0%	52.7%	35.9%	48.9%	47.3%	64.1%	51.1%	100.0%	100.0%	100.0%
Week 44	1-Feb-13	100.0%	100.0%	100.0%	52.3%	38.6%	49.5%	47.7%	61.4%	50.5%	100.0%	100.0%	100.0%
Week 45	8-Feb-13	100.0%	100.0%	100.0%	50.0%	34.1%	46.8%	50.0%	65.9%	53.2%	100.0%	100.0%	100.0%
Week 46	15-Feb-13	100.0%	100.0%	100.0%	52.7%	38.5%	49.6%	47.3%	61.5%	50.4%	100.0%	100.0%	100.0%
Week 47	22-Feb-13	100.0%	100.0%	100.0%	52.4%	37.4%	49.2%	47.6%	62.6%	50.8%	100.0%	100.0%	100.0%
Week 48	1-Mar-13	100.0%	100.0%	100.0%	52.4%	41.3%	50.0%						

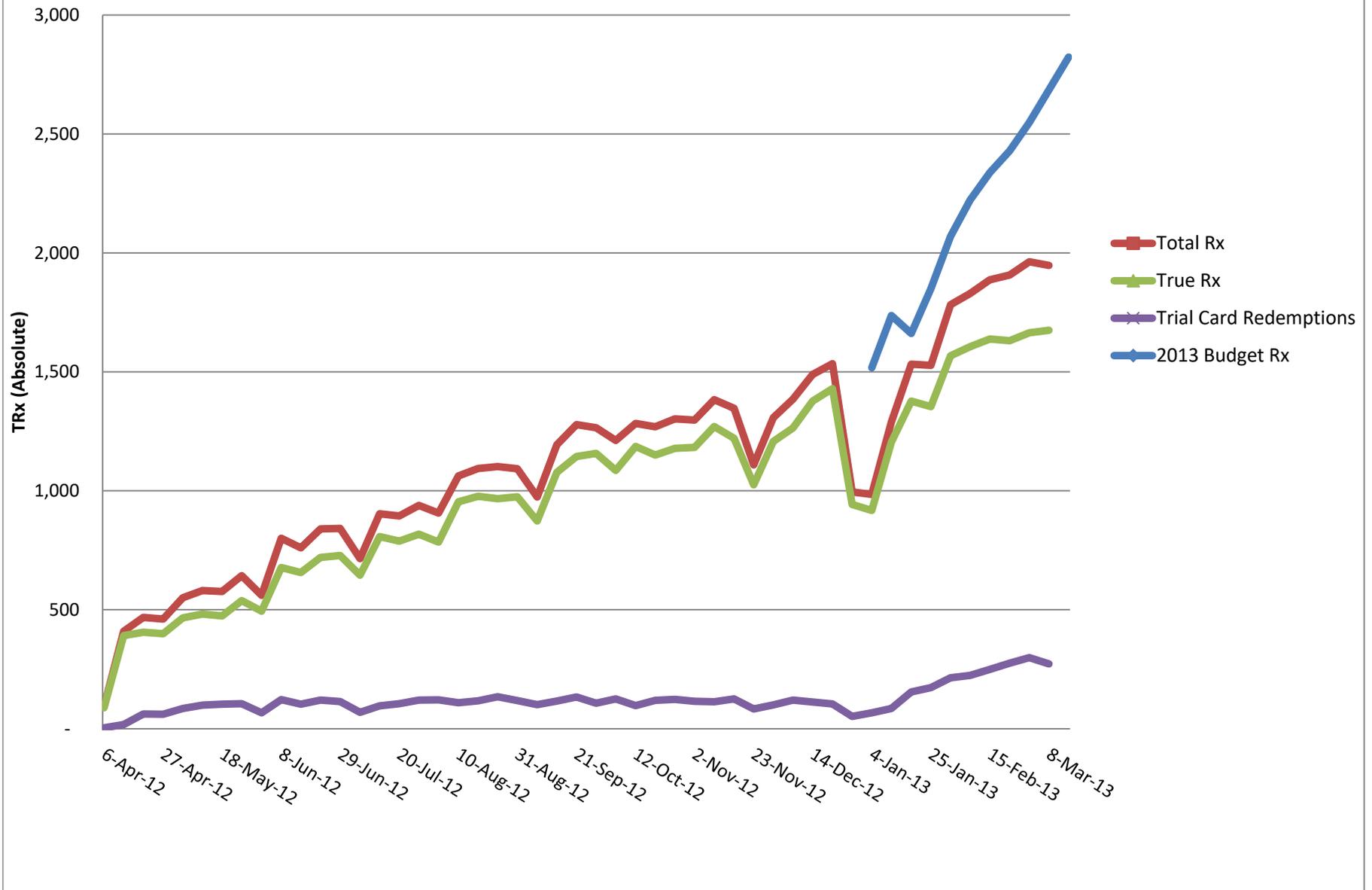
Intermezzo True Rx's (Source: IMS NPA/McKesson) 2013



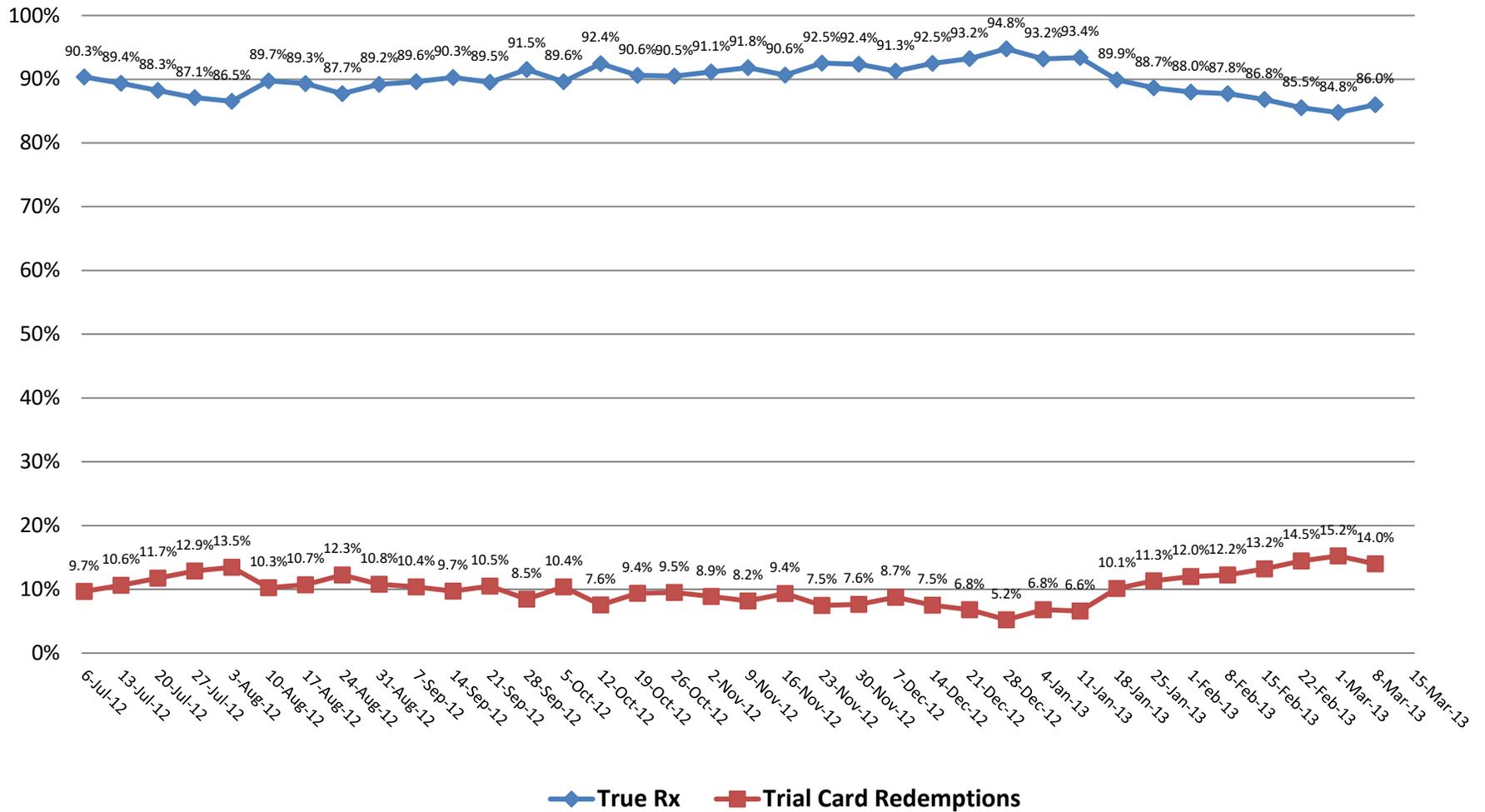
Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012



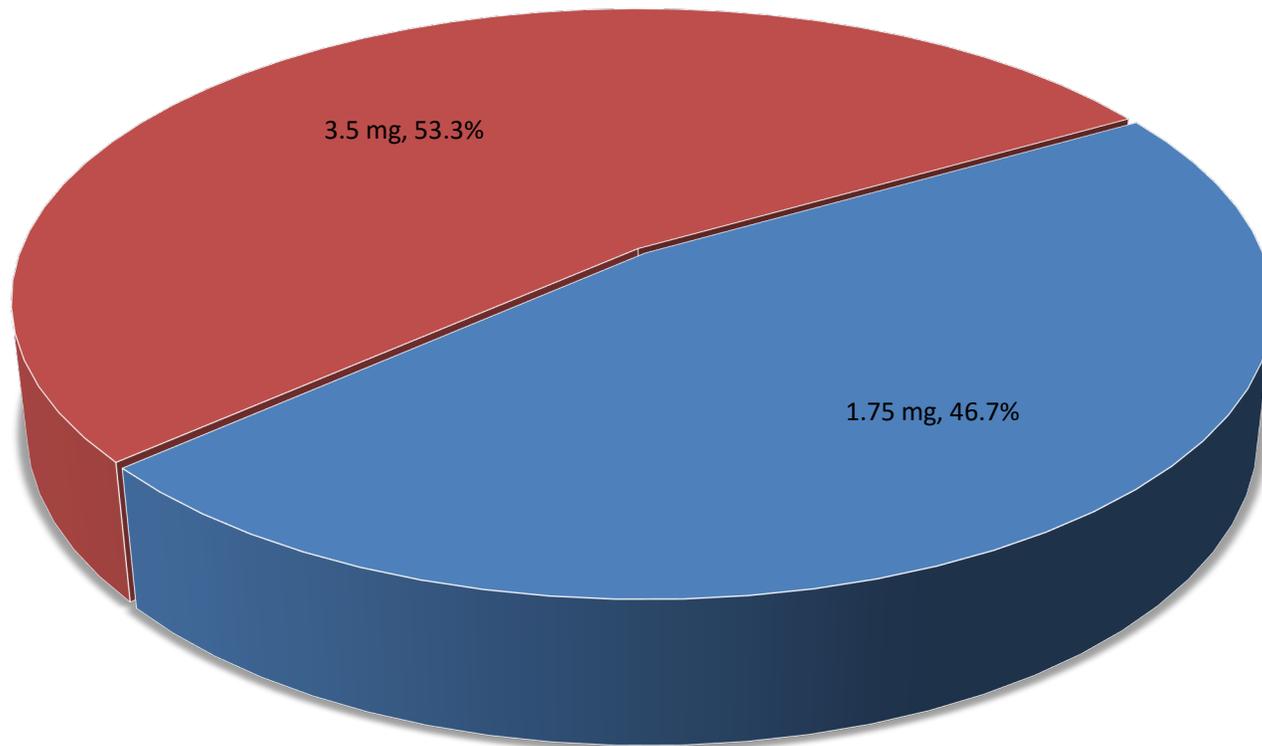
Total TRx, True Rx and Trial Card Redemptions (Source: IMS NPA/McKesson)



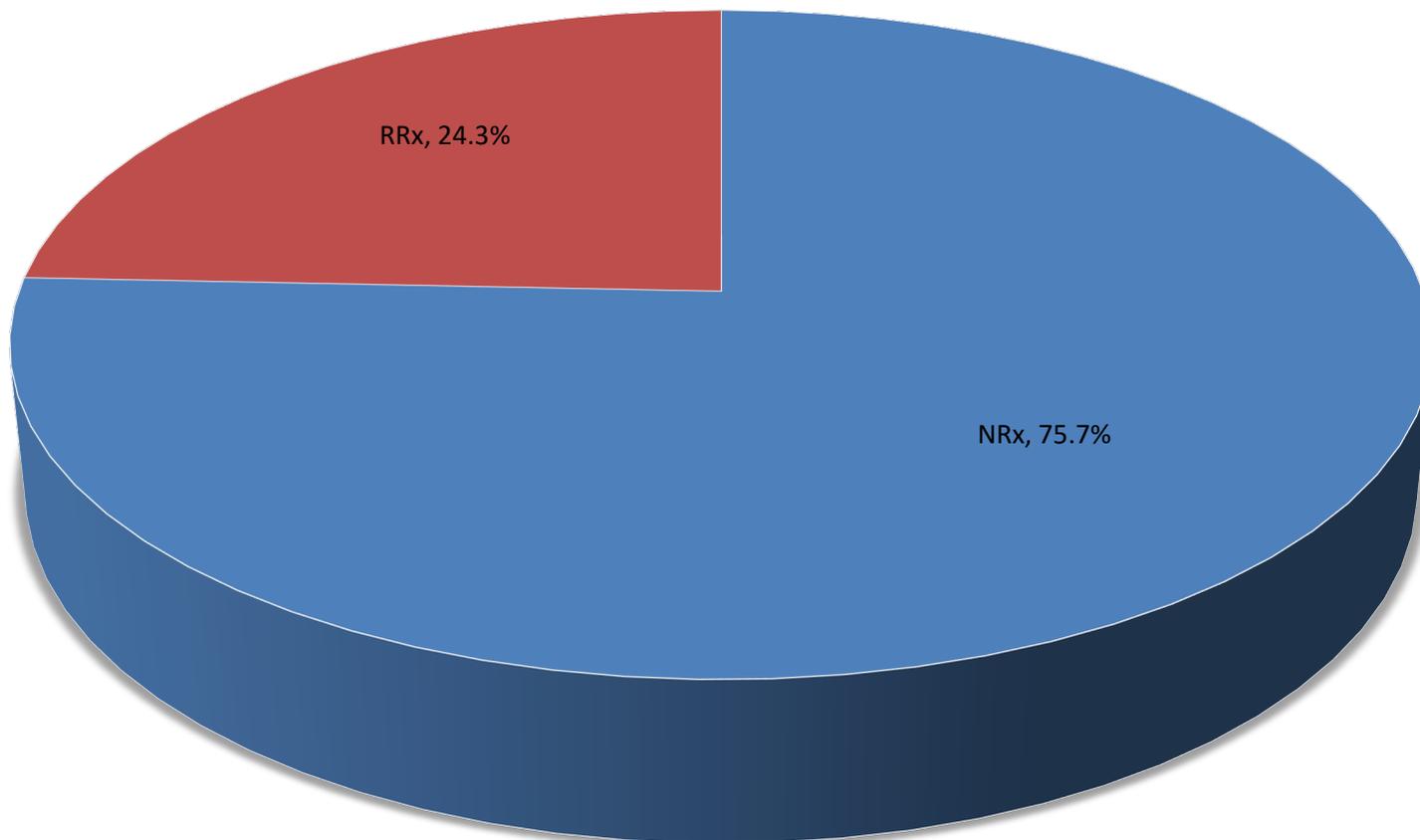
True Rx vs. Trial Card Redemptions (Source: IMS NPA/McKesson)



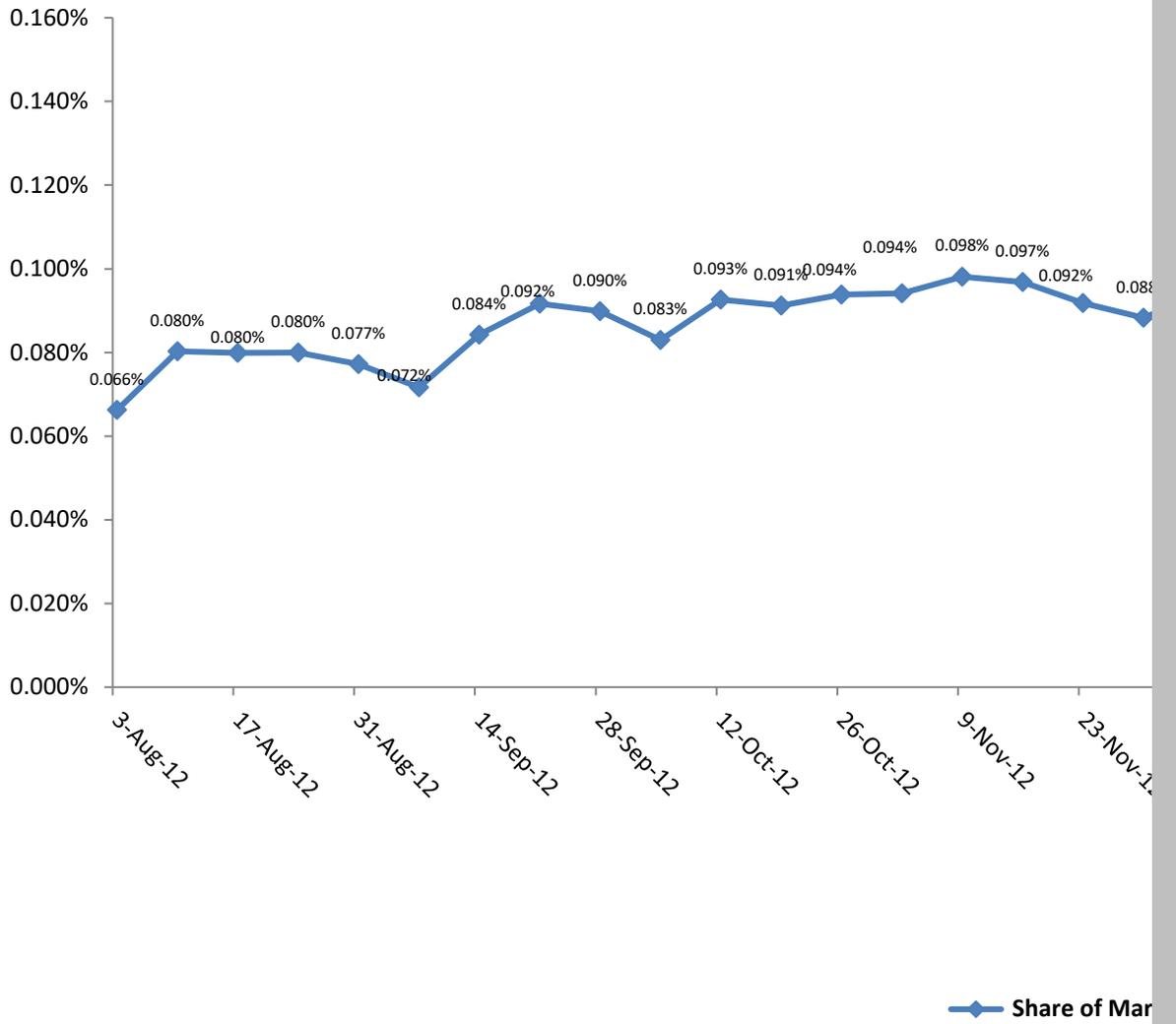
**Intermezzo Total Rxs by Dosage Strength
Week ending March 8, 2013
(Source: IMS NPA)**



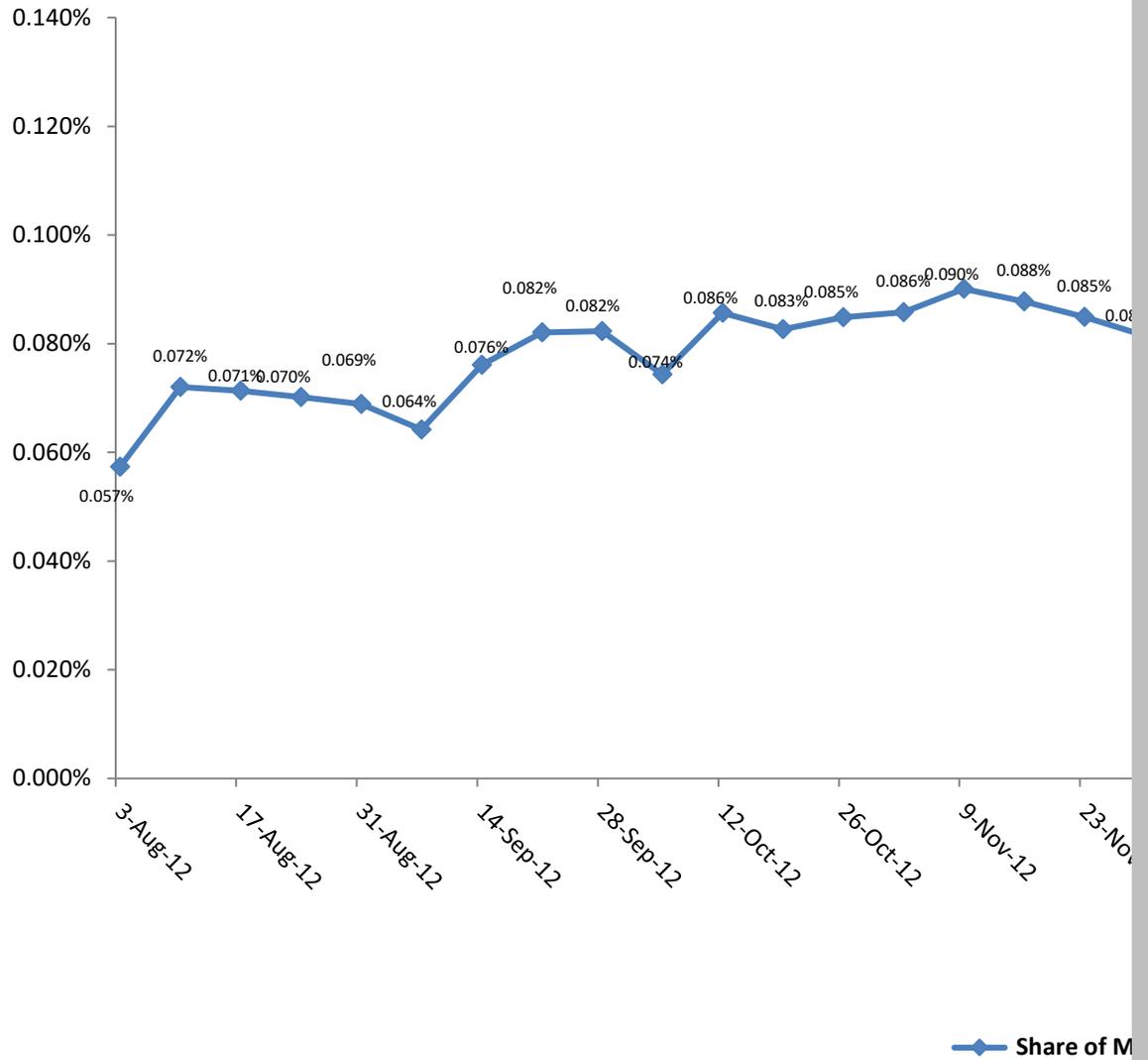
**Intermezzo Total NRx vs. Total RRx
Week ending March 8, 2013
(Source: IMS NPA)**



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%

18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13
1,422,268	1,317,001	1,399,365	1,435,241	1,378,842
1,532	1,527	1,782	1,830	1,887
1,377	1,354	1,568	1,606	1,638
0.108%	0.116%	0.127%	0.128%	0.137%
0.097%	0.103%	0.112%	0.112%	0.119%

22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13
1,334,165	1,439,081	1,454,057	
1,907	1,963	1,948	
1,631	1,664	1,675	
0.143%	0.136%	0.134%	
0.122%	0.116%	0.115%	

1/1 Week Growth

1.0%

-0.8%

0.7%

Intermezzo Total Rxs for the week ending

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	744	166	910
3.5mg	730	308	1,038
Total	1,474	474	1,948

Distribution of Total New versus Refill Rxs for Intermezzo

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRxs</u>
1.75mg	81.8%	18.2%	100.0%
3.5mg	70.3%	29.7%	100.0%
Total	75.7%	24.3%	100.0%

Distribution of Intermezzo Total Rxs by Strength

Strength	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>
1.75mg	50.5%	35.0%	46.7%
3.5mg	49.5%	65.0%	53.3%
Total	100.0%	100.0%	100.0%

g March 8, 2013

<u>Trial Card Redemptions</u>	<u>"True" Rx</u>
131	779
142	896
273	1,675

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%



[TRxs by Channel](#)

[Distribution of Rxs by Channel](#)

[Weekly Growth in Butrans TRxs by Channel](#)

Week # Week Ending
 Week 92 26-Oct-12
 Week 93 2-Nov-12

Butrans TRxs (absolute) by Channel			
Total	Retail	LTC	Mail
9,786	9,253	405	128
9,537	9,001	380	156

Distribution of Butrans TRxs by Channel			
Total	Retail	LTC	Mail
100.0%	94.6%	4.1%	1.3%
100.0%	94.4%	4.0%	1.6%



		Growth in Butrans TRXs by Channel			
<u>Week #</u>	<u>Week Ending</u>	Total	Retail	LTC	Mail
Week 92	26-Oct-12	1.1%	1.1%	1.5%	-1.5%
Week 93	2-Nov-12	-2.5%	-2.7%	-6.2%	21.9%



[Extended Release Opioid Market - TRxs](#)
[Rx Share of Extended Release Opioid Market](#)
[Weekly Growth in Extended Release Opioid Market](#)

All channels of trade, combined

Week #	Week Ending	Extended Release Opioid Market - Total Prescri							
				Butrans	<u>Oxycodone ER</u>	<u>Fentanyl Patch</u>	<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>
Week 87	14-Sep-12	9,798	9,798	9,798	119,575	134,979	143,651	80,909	18,491
Week 88	21-Sep-12	9,361	9,361	9,361	118,412	132,053	140,912	77,372	17,847
Week 89	28-Sep-12	9,583	9,583	9,583	119,939	132,706	141,934	78,646	17,952
Week 89	5-Oct-12	9,658	9,658	9,658	122,102	136,344	146,505	80,900	18,344
Week 90	12-Oct-12	9,730	9,730	9,730	117,411	131,166	142,163	78,962	17,969
Week 91	19-Oct-12	9,677	9,677	9,677	118,852	131,569	140,196	78,366	18,119
Week 92	26-Oct-12	9,786	9,786	9,786	118,408	131,549	139,819	77,310	17,681
Week 93	2-Nov-12	9,537	9,537	9,537	116,248	129,355	139,217	75,859	17,143
Week 94	9-Nov-12	10,151	10,151	10,151	121,939	134,418	145,259	80,829	18,570



Week #	Week Ending	Options				Total EROs			Butrans
				Exalgo	Nucynta ER				
Week 87	14-Sep-12	9,798	9,798	3,974	5,964	517,341	1.89%	1.89%	1.89%
Week 88	21-Sep-12	9,361	9,361	3,998	6,180	506,135	1.85%	1.85%	1.85%
Week 89	28-Sep-12	9,583	9,583	3,996	6,252	511,008	1.88%	1.88%	1.88%
Week 89	5-Oct-12	9,658	9,658	4,168	6,180	524,201	1.84%	1.84%	1.84%
Week 90	12-Oct-12	9,730	9,730	3,779	6,270	507,450	1.92%	1.92%	1.92%
Week 91	19-Oct-12	9,677	9,677	4,107	6,647	507,533	1.91%	1.91%	1.91%
Week 92	26-Oct-12	9,786	9,786	4,095	6,282	504,930	1.94%	1.94%	1.94%
Week 93	2-Nov-12	9,537	9,537	3,881	5,961	497,201	1.92%	1.92%	1.92%
Week 94	9-Nov-12	10,151	10,151	4,113	6,366	521,645	1.95%	1.95%	1.95%



Week #	Week Ending	Share of Extended Release Opioid Market							
				Oxycodone ER	Fentanyl Patch	Morphine SR	Methadone	Oxymorphone ER	Exalgo
Week 87	14-Sep-12	9,798	9,798	23.1%	26.1%	27.8%	15.6%	3.57%	0.77%
Week 88	21-Sep-12	9,361	9,361	23.4%	26.1%	27.8%	15.3%	3.53%	0.79%
Week 89	28-Sep-12	9,583	9,583	23.5%	26.0%	27.8%	15.4%	3.51%	0.78%
Week 89	5-Oct-12	9,658	9,658	23.3%	26.0%	27.9%	15.4%	3.50%	0.80%
Week 90	12-Oct-12	9,730	9,730	23.1%	25.8%	28.0%	15.6%	3.54%	0.74%
Week 91	19-Oct-12	9,677	9,677	23.4%	25.9%	27.6%	15.4%	3.57%	0.81%
Week 92	26-Oct-12	9,786	9,786	23.5%	26.1%	27.7%	15.3%	3.50%	0.81%
Week 93	2-Nov-12	9,537	9,537	23.4%	26.0%	28.0%	15.3%	3.45%	0.78%
Week 94	9-Nov-12	10,151	10,151	23.4%	25.8%	27.8%	15.5%	3.56%	0.79%



Week #	Week Ending			Nucynta ER		Butrans		
					Total EROs		Oxycodone ER	Fentanyl Patch
Week 87	14-Sep-12	9,798	9,798	1.15%	100.0%	14.7%	4.9%	5.9%
Week 88	21-Sep-12	9,361	9,361	1.22%	100.0%	-4.5%	-1.0%	-2.2%
Week 89	28-Sep-12	9,583	9,583	1.22%	100.0%	2.4%	1.3%	0.5%
Week 89	5-Oct-12	9,658	9,658	1.18%	100.0%	0.8%	1.8%	2.7%
Week 90	12-Oct-12	9,730	9,730	1.24%	100.0%	0.7%	-3.8%	-3.8%
Week 91	19-Oct-12	9,677	9,677	1.31%	100.0%	-0.5%	1.2%	0.3%
Week 92	26-Oct-12	9,786	9,786	1.24%	100.0%	1.1%	-0.4%	0.0%
Week 93	2-Nov-12	9,537	9,537	1.20%	100.0%	-2.5%	-1.8%	-1.7%
Week 94	9-Nov-12	10,151	10,151	1.22%	100.0%	6.4%	4.9%	3.9%



Extended Release Opioid Market Weekly Growth

<u>Week #</u>	<u>Week Ending</u>			<u>Morphine SR</u>	<u>Methadone</u>	<u>Oxymorphone ER</u>	<u>Exalgo</u>	<u>Nucynta ER</u>
Week 87	14-Sep-12	9,798	9,798	4.6%	6.4%	7.8%	5.6%	14.3%
Week 88	21-Sep-12	9,361	9,361	-1.9%	-4.4%	-3.5%	0.6%	3.6%
Week 89	28-Sep-12	9,583	9,583	0.7%	1.6%	0.6%	-0.1%	1.2%
Week 89	5-Oct-12	9,658	9,658	3.2%	2.9%	2.2%	4.3%	-1.2%
Week 90	12-Oct-12	9,730	9,730	-3.0%	-2.4%	-2.0%	-9.3%	1.5%
Week 91	19-Oct-12	9,677	9,677	-1.4%	-0.8%	0.8%	8.7%	6.0%
Week 92	26-Oct-12	9,786	9,786	-0.3%	-1.3%	-2.4%	-0.3%	-5.5%
Week 93	2-Nov-12	9,537	9,537	-0.4%	-1.9%	-3.0%	-5.2%	-5.1%
Week 94	9-Nov-12	10,151	10,151	4.3%	6.6%	8.3%	6.0%	6.8%

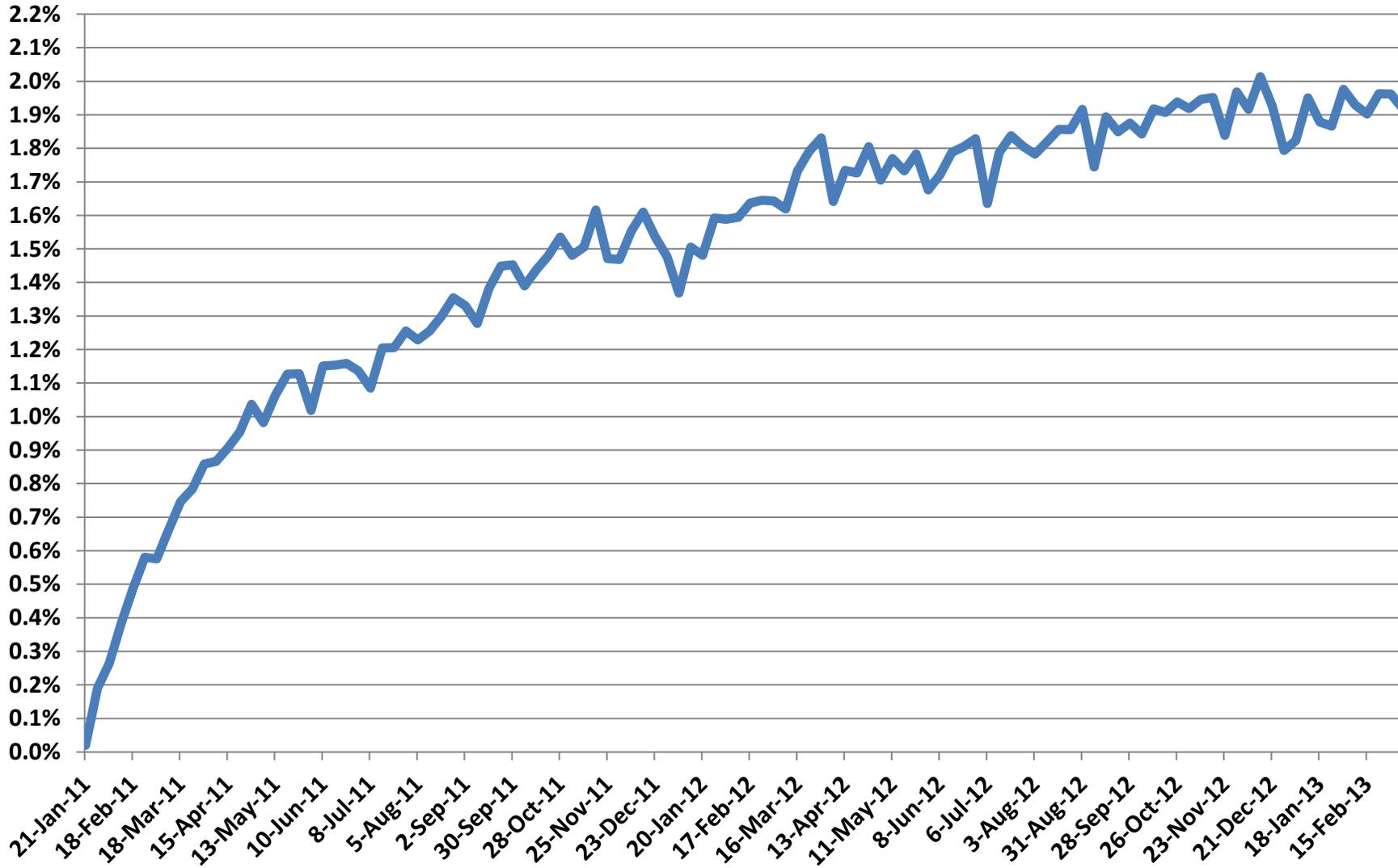


<u>Week #</u>	<u>Week Ending</u>			<u>Total EROs</u>
Week 87	14-Sep-12	9,798	9,798	5.7%
Week 88	21-Sep-12	9,361	9,361	-2.2%
Week 89	28-Sep-12	9,583	9,583	1.0%
Week 89	5-Oct-12	9,658	9,658	2.6%
Week 90	12-Oct-12	9,730	9,730	-3.2%
Week 91	19-Oct-12	9,677	9,677	0.0%
Week 92	26-Oct-12	9,786	9,786	-0.5%
Week 93	2-Nov-12	9,537	9,537	-1.5%
Week 94	9-Nov-12	10,151	10,151	4.9%

Butrans Weekly Extended Release Opioid Rx Share

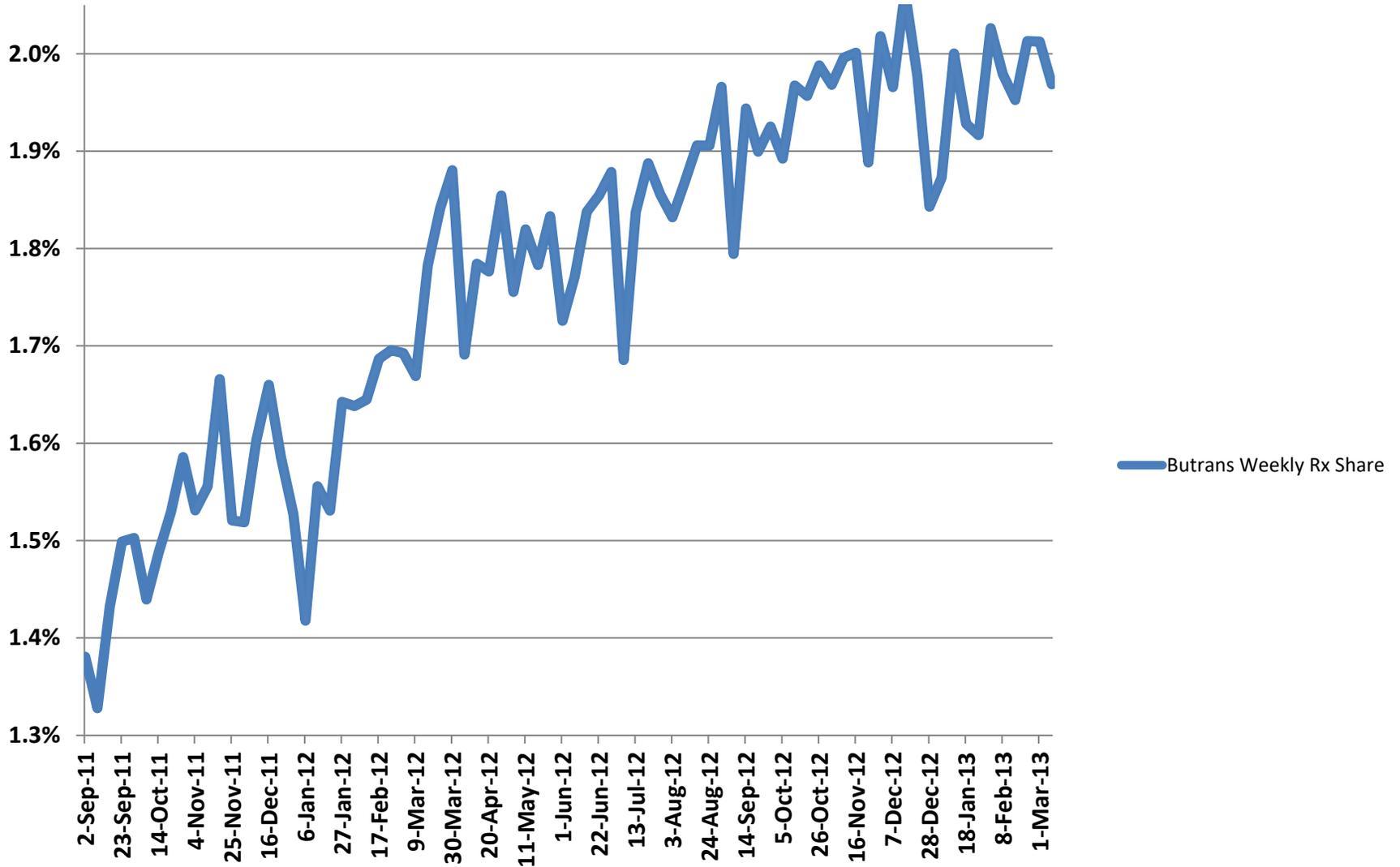
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



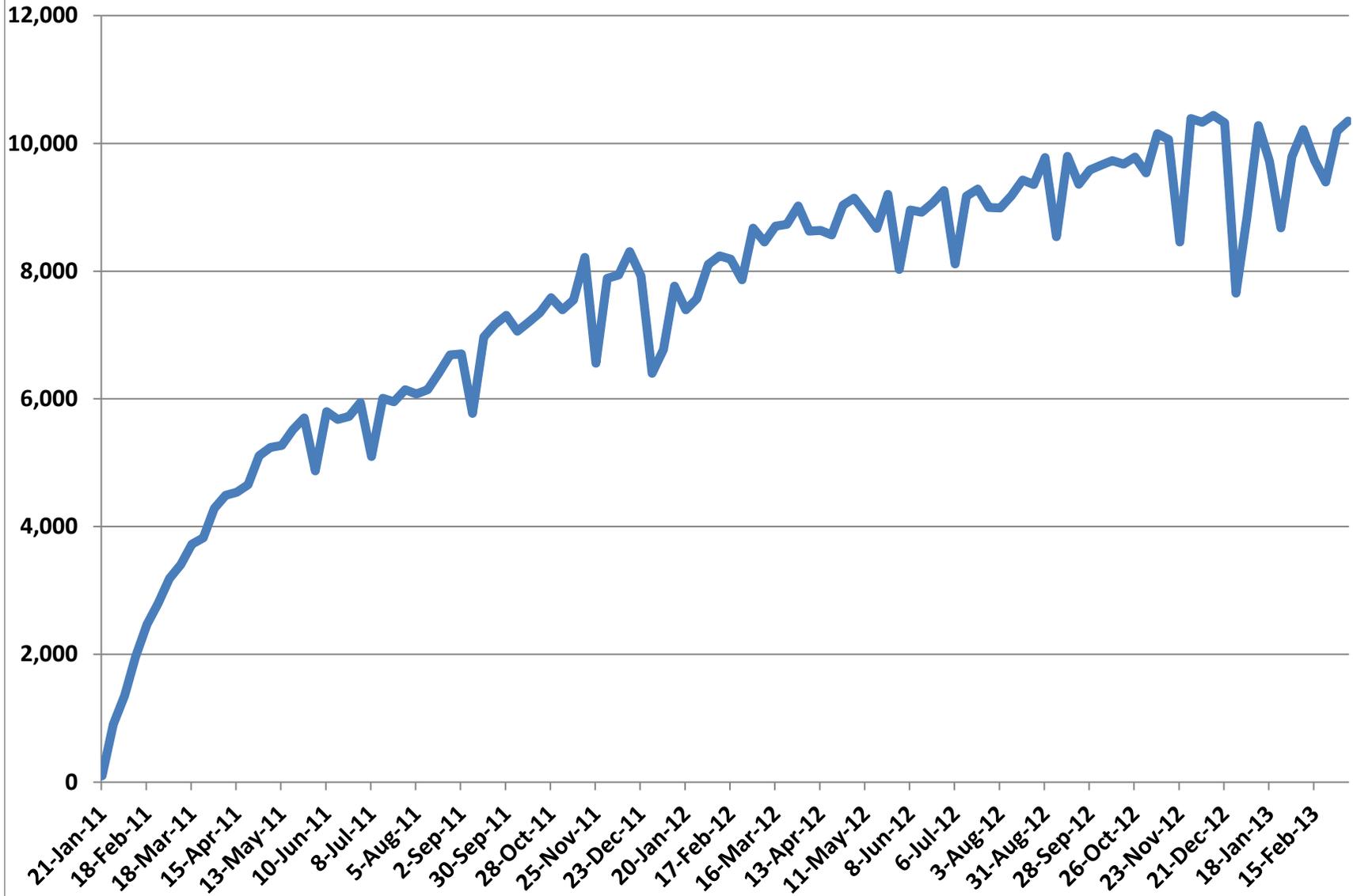
Detailed Butrans Weekly Extended Release Opioid Market Share

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

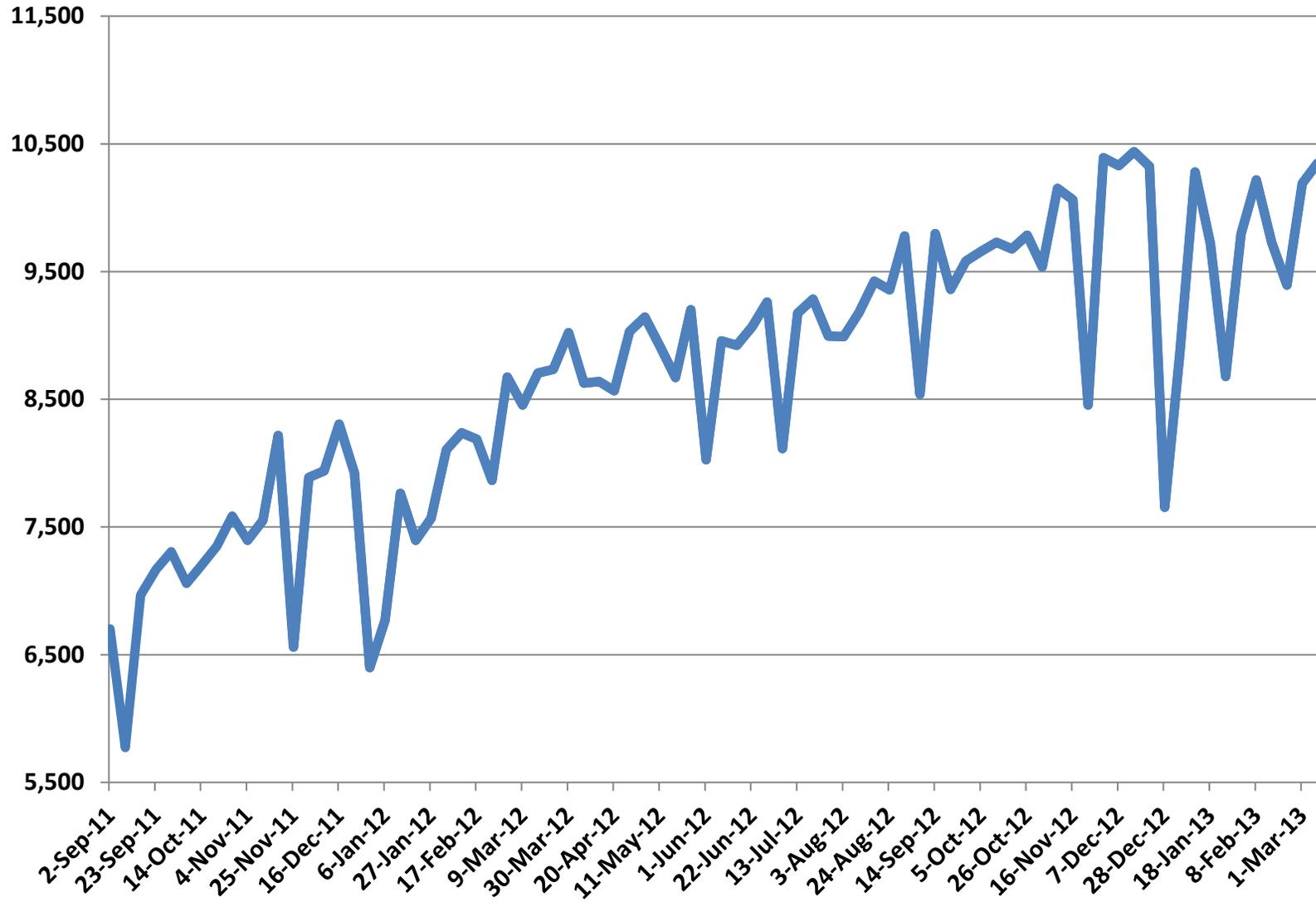


Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs



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



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

From: Rosen, David (Sales and Marketing)
Sent: Mon 4/1/2013 12:50:51 PM
Subject: Butrans=10,000; Intermezzo=1,665 (Week ending 3-22-13)
[Intermezzo Weekly Report 3-22-2013.xlsx](#)
[Copy of Butrans Weekly Report 3-22-13.xlsm](#)

Hi, Dr. Richard. Butrans reached a new high in share, while Intermezzo remains flat.

Butrans

Rx Increase from last week (9,832)	1.7%
Share	2.05%
Share last week	1.94%

Intermezzo

Rx Increase from last week (1,602)	3.9%
Share	0.121%
Share last week	0.115%

-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

	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
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](#)

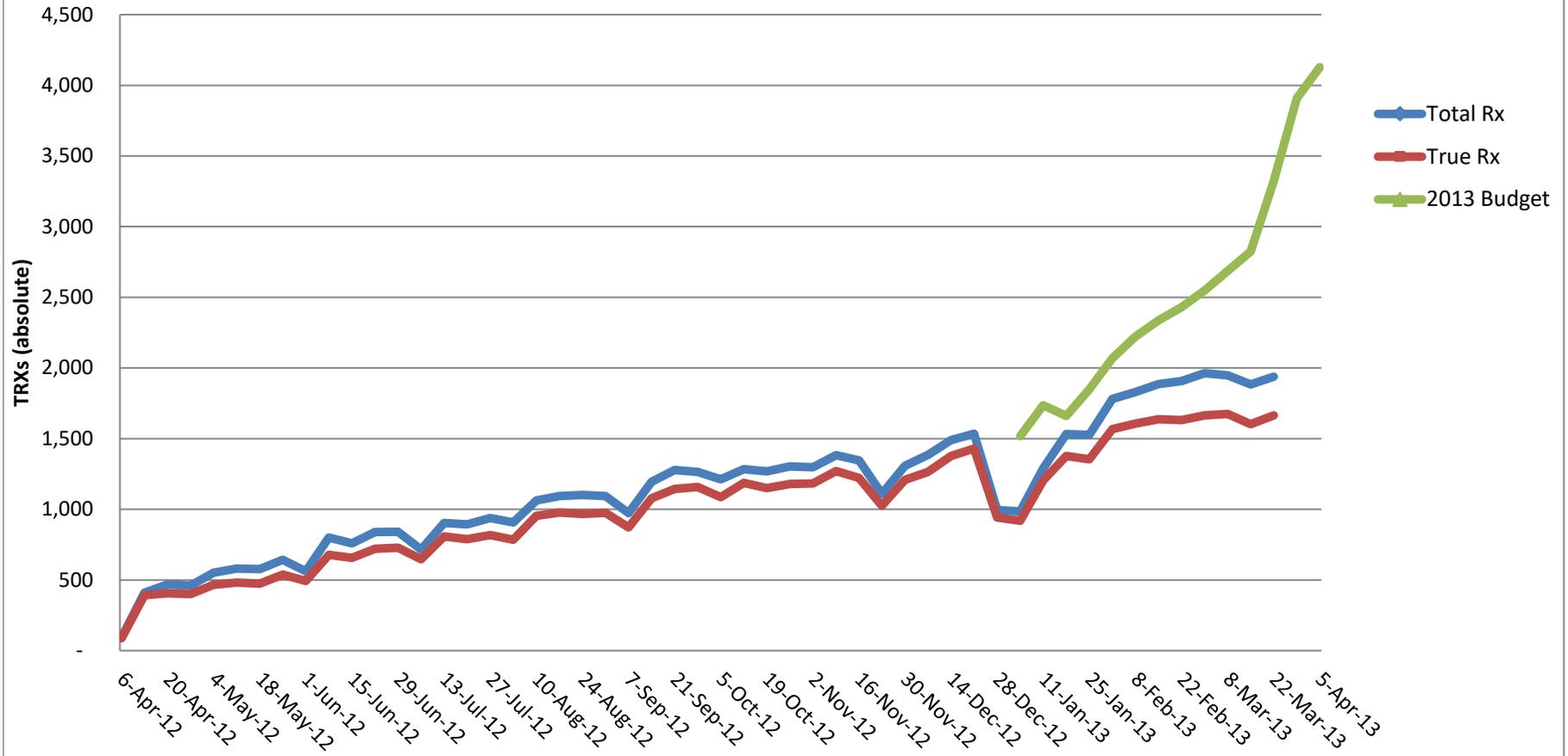
Data includes retail pharmacy, mail order and LTC channels

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
Week 42	18-Jan-13	1,151	381	1,532	553	144	697	598	237	835
Week 43	25-Jan-13	1,187	340	1,527	625	122	747	562	218	780
Week 44	1-Feb-13	1,417	365	1,782	741	141	882	676	224	900
Week 45	8-Feb-13	1,461	369	1,830	730	126	856	731	243	974
Week 46	15-Feb-13	1,479	408	1,887	779	157	936	700	251	951
Week 47	22-Feb-13	1,493	414	1,907	783	155	938	710	259	969
Week 48	1-Mar-13	1,534	429	1,963	804	177	981	730	252	982
Week 49	8-Mar-13	1,474	474	1,948	744	166	910	730	308	1,038
Week 50	15-Mar-13	1,442	443	1,885	747	176	923	695	267	962
Week 51	22-Mar-13	1,416	523	1,939	739	228	967	677	295	972
TOTAL	2013	15,633	4,842	20,475	7,951	1,866	9,817	7,682	2,976	10,658
YTD	2013	15,633	4,842	20,475	7,951	1,866	9,817	7,682	2,976	10,658

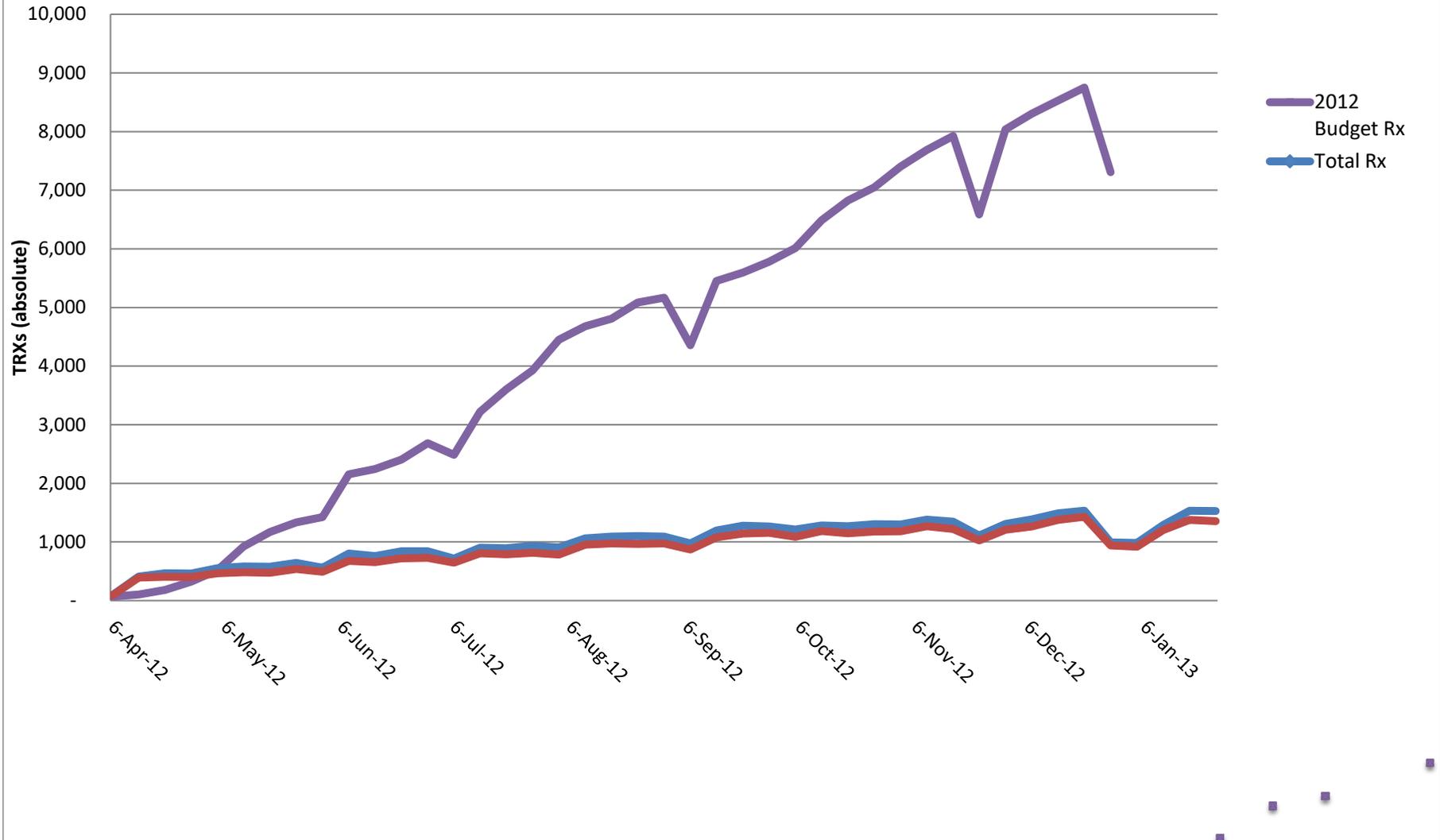
*Includes pre-launch prescriptions
Data includes retail pharmacy, mail order and LTC channels

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%	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%	45.6%	38.8%	43.7%	54.4%	61.2%	56.2%	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%
Week 42	18-Jan-13	100.0%	100.0%	100.0%	48.0%	37.8%	45.5%	52.0%	62.2%	54.5%	100.0%	100.0%	100.0%
Week 43	25-Jan-13	100.0%	100.0%	100.0%	52.7%	35.9%	48.9%	47.3%	64.1%	51.1%	100.0%	100.0%	100.0%
Week 44	1-Feb-13	100.0%	100.0%	100.0%	52.3%	38.6%	49.5%	47.7%	61.4%	50.5%	100.0%	100.0%	100.0%
Week 45	8-Feb-13	100.0%	100.0%	100.0%	50.0%	34.1%	46.8%	50.0%	65.9%	53.2%	100.0%	100.0%	100.0%
Week 46	15-Feb-13	100.0%	100.0%	100.0%	52.7%	38.5%	49.6%	47.3%	61.5%	50.4%	100.0%	100.0%	100.

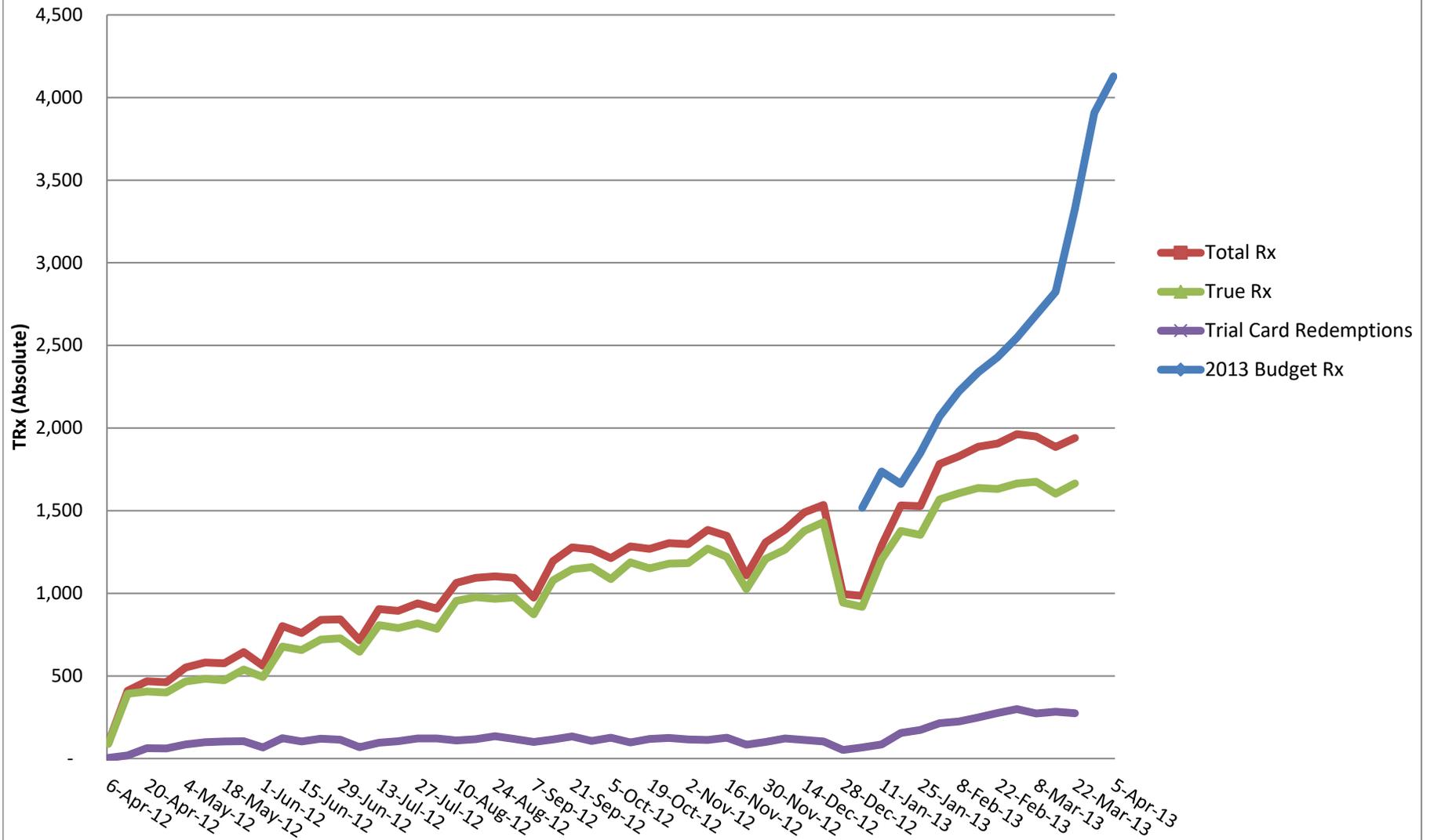
Intermezzo True Rx's (Source: IMS NPA/McKesson) 2013



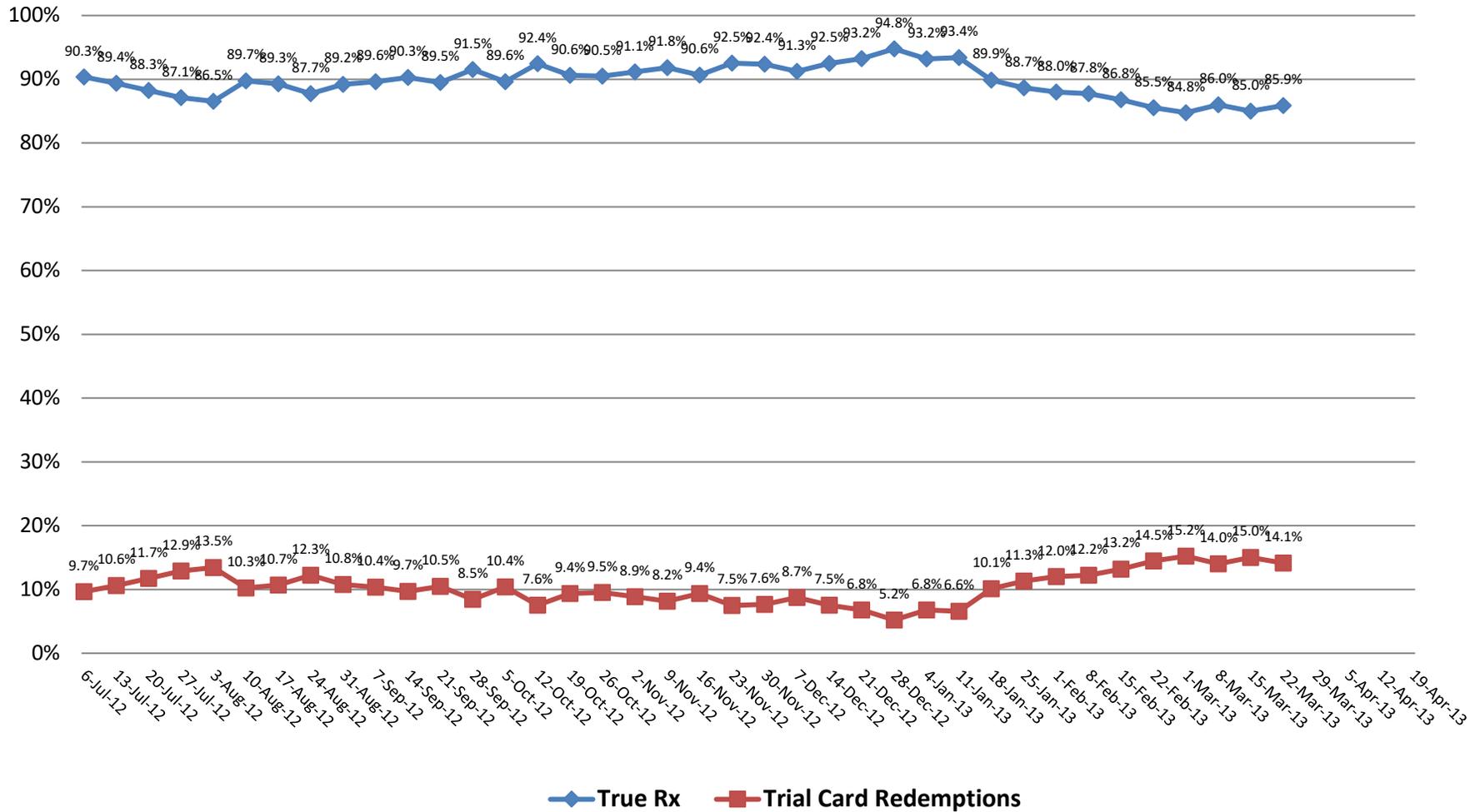
Intermezzo True Rx's (Source: IMS NPA/McKesson) 2012



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 March 22, 2013
(Source: IMS NPA)**

