

16-Sep-11 23-Sep-11 30-Sep-11 7-Oct-11 14-Oct-11 21-Oct-11 28-Oct-11 4-Nov-11 11-Nov-11

19,953	19,736	19,899	19,572	19,564	19,929	19,836	19,853	19,928
2,692	2,578	2,649	2,629	2,661	2,651	2,632	2,547	2,666
28,531	27,847	28,367	28,276	27,951	27,734	27,727	27,581	27,767
9,204	9,115	9,290	9,234	9,230	9,092	9,174	9,281	9,099
23,603	23,275	23,511	23,498	23,114	22,836	22,756	22,577	22,520
8,112	7,965	8,117	8,190	7,933	7,888	8,080	7,905	7,959
17,170	16,886	16,829	16,901	16,814	16,650	16,102	16,359	16,500
109,265	107,402	108,662	108,300	107,267	106,780	106,307	106,103	106,439

140	144	126	128	142	119	145	128	114
133	98	88	70	92	105	80	105	81
98	70	63	61	57	70	60	57	38
26	34	30	39	24	35	28	25	22
397	346	307	298	315	329	313	315	255

213	208	196	135	149	164	184	135	148
123	108	102	117	82	92	89	97	101
132	152	149	129	125	124	115	111	129
160	114	129	140	106	111	102	120	91
127	110	118	81	80	102	89	103	96
99	89	97	80	74	104	77	71	74
89	86	75	87	80	69	60	67	66
943	867	866	769	696	766	716	704	705

19,600	19,384	19,577	19,309	19,273	19,646	19,507	19,590	19,666
2,569	2,470	2,547	2,512	2,579	2,559	2,543	2,450	2,565
28,266	27,597	28,130	28,077	27,734	27,505	27,532	27,365	27,557
9,044	9,001	9,161	9,094	9,124	8,981	9,072	9,161	9,008
23,378	23,095	23,330	23,356	22,977	22,664	22,607	22,417	22,386
8,013	7,876	8,020	8,110	7,859	7,784	8,003	7,834	7,885
17,055	16,766	16,724	16,775	16,710	16,546	16,014	16,267	16,412
107,925	106,189	107,489	107,233	106,256	105,685	105,278	105,084	105,479

19,813	19,592	19,773	19,444	19,422	19,810	19,691	19,725	19,814
2,692	2,578	2,649	2,629	2,661	2,651	2,632	2,547	2,666

18-Nov-11 25-Nov-11 2-Dec-11 9-Dec-11 16-Dec-11 23-Dec-11 30-Dec-11 6-Jan-12 13-Jan-12

20,334	17,564	21,054	20,327	20,929	21,348	16,798	18,468	20,051
2,724	2,382	2,699	2,779	2,775	2,752	2,221	2,628	2,777
28,127	24,712	29,861	27,956	28,197	28,920	24,052	26,716	27,622
9,443	8,248	10,102	9,503	9,718	9,556	8,201	9,211	9,576
22,981	20,401	24,756	22,664	23,290	23,514	20,015	21,896	23,015
8,311	7,270	8,793	8,027	8,415	8,353	7,249	7,929	8,198
16,565	14,661	17,770	16,431	16,619	16,714	14,504	15,951	16,524
108,485	95,238	115,035	107,687	109,943	111,157	93,040	102,799	107,763

124	91	113	111	130	99	93	87	109
92	93	82	80	75	74	59	86	49
38	40	50	38	28	38	44	36	30
26	16	17	17	13	26	22	21	15
280	240	262	246	246	237	218	230	203

169	133	145	152	154	170	99	98	139
91	78	80	61	92	61	60	69	69
118	132	127	137	105	127	94	115	108
106	101	119	104	108	104	83	101	98
78	79	89	80	84	91	67	71	65
83	59	73	67	65	68	67	72	80
67	53	74	59	65	74	33	70	66
712	635	707	660	673	695	503	596	625

20,041	17,340	20,796	20,064	20,645	21,079	16,606	18,283	19,803
2,633	2,304	2,619	2,718	2,683	2,691	2,161	2,559	2,708
27,917	24,487	29,652	27,739	28,017	28,719	23,899	26,515	27,465
9,337	8,147	9,983	9,399	9,610	9,452	8,118	9,110	9,478
22,865	20,282	24,617	22,546	23,178	23,385	19,904	21,789	22,920
8,228	7,211	8,720	7,960	8,350	8,285	7,182	7,857	8,118
16,472	14,592	17,679	16,355	16,541	16,614	14,449	15,860	16,443
107,493	94,363	114,066	106,781	109,024	110,225	92,319	101,973	106,935

20,210	17,473	20,941	20,216	20,799	21,249	16,705	18,381	19,942
2,724	2,382	2,699	2,779	2,775	2,752	2,221	2,628	2,777

20-Jan-12 27-Jan-12 3-Feb-12 10-Feb-12 17-Feb-12 24-Feb-12 2-Mar-12 9-Mar-12 16-Mar-12

19,465	18,955	19,957	19,767	19,314	18,689	20,666	20,292	19,560
2,708	2,576	2,724	2,833	2,781	2,631	2,928	2,863	2,891
27,073	25,890	27,627	27,322	26,885	25,923	29,070	28,105	26,742
9,359	8,856	9,496	9,569	9,236	9,143	10,133	9,855	9,558
22,021	20,793	22,386	22,412	21,844	20,991	23,932	23,126	22,117
7,984	7,583	8,274	8,125	8,157	7,722	9,066	8,601	8,234
15,865	14,868	16,349	16,354	15,857	15,200	17,512	16,963	15,777
104,475	99,521	106,813	106,382	104,074	100,299	113,307	109,805	104,879

109	112	86	104	94	81	84	75	76
51	62	75	63	46	47	47	60	47
36	38	38	33	15	36	29	17	28
13	7	15	12	19	14	7	17	16
209	219	214	212	174	178	167	169	167

144	116	140	120	84	88	99	87	66
65	71	81	69	73	77	58	74	59
99	109	127	88	77	65	71	48	69
114	98	94	90	71	74	63	84	78
74	78	59	69	68	54	57	68	55
69	69	68	83	47	56	36	48	47
50	42	54	58	52	35	38	46	45
615	583	623	577	472	449	422	455	419

19,212	18,727	19,731	19,543	19,136	18,520	20,483	20,130	19,418
2,643	2,505	2,643	2,764	2,708	2,554	2,870	2,789	2,832
26,923	25,719	27,425	27,171	26,762	25,811	28,952	27,997	26,626
9,245	8,758	9,402	9,479	9,165	9,069	10,070	9,771	9,480
21,911	20,677	22,289	22,310	21,761	20,901	23,846	23,041	22,034
7,915	7,514	8,206	8,042	8,110	7,666	9,030	8,553	8,187
15,802	14,819	16,280	16,284	15,786	15,151	17,467	16,900	15,716
103,651	98,719	105,976	105,593	103,428	99,672	112,718	109,181	104,293

19,356	18,843	19,871	19,663	19,220	18,608	20,582	20,217	19,484
2,708	2,576	2,724	2,833	2,781	2,631	2,928	2,863	2,891

23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12	20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12
19,129	19,270	19,746	19,405	19,331	19,432	20,237	19,368	19,235
2,700	2,729	2,919	2,868	2,887	2,739	3,073	2,857	2,878
26,211	26,828	27,948	26,594	26,735	26,928	28,523	26,911	27,090
9,324	9,595	10,074	9,557	9,809	9,995	10,650	9,866	9,923
21,307	21,721	23,140	21,688	21,481	21,724	23,792	21,628	21,442
8,007	8,327	8,667	8,138	8,183	8,466	9,055	8,224	8,331
15,137	15,621	16,700	15,325	15,327	15,540	17,024	15,543	15,245
101,815	104,091	109,194	103,575	103,753	104,824	112,354	104,397	104,144
68	65	61	71	63	62	65	56	57
45	68	54	34	43	19	34	43	56
28	17	26	18	23	22	29	17	18
13	15	15	26	11	14	9	13	7
154	165	156	149	140	117	137	129	138
86	65	62	67	83	73	69	65	66
51	45	57	41	49	39	50	44	59
57	48	56	77	53	48	41	50	46
59	65	69	57	45	48	59	52	52
43	49	41	46	31	38	43	42	33
47	44	45	44	47	32	50	36	35
26	36	42	24	34	23	40	36	31
369	352	372	356	342	301	352	325	322
18,975	19,140	19,623	19,267	19,185	19,297	20,103	19,247	19,112
2,649	2,684	2,862	2,827	2,838	2,700	3,023	2,813	2,819
26,109	26,712	27,838	26,483	26,639	26,861	28,448	26,818	26,988
9,265	9,530	10,005	9,500	9,764	9,947	10,591	9,814	9,871
21,236	21,655	23,073	21,624	21,427	21,664	23,720	21,569	21,391
7,960	8,283	8,622	8,094	8,136	8,434	9,005	8,188	8,296
15,098	15,570	16,643	15,275	15,282	15,503	16,975	15,494	15,207
101,292	103,574	108,666	103,070	103,271	104,406	111,865	103,943	103,684
19,061	19,205	19,685	19,334	19,268	19,370	20,172	19,312	19,178
2,700	2,729	2,919	2,868	2,887	2,739	3,073	2,857	2,878

25-May-12 1-Jun-12 8-Jun-12 15-Jun-12 22-Jun-12 29-Jun-12 6-Jul-12 13-Jul-12 20-Jul-12

19,950	17,751	20,090	19,240	19,435	19,625	18,121	19,401	19,361
2,994	2,763	3,077	2,974	2,961	2,970	2,993	3,162	3,096
27,611	25,256	27,667	26,871	26,516	27,245	26,077	27,246	26,885
10,478	9,523	10,178	10,091	10,138	10,271	10,151	10,246	10,267
22,187	21,004	22,503	21,340	21,546	21,624	22,079	21,694	21,663
8,732	8,124	8,464	8,287	8,493	8,496	8,532	8,535	8,620
16,101	15,161	15,903	15,008	15,583	15,472	15,707	15,535	15,554
108,053	99,582	107,882	103,811	104,672	105,703	103,660	105,819	105,446

60	45	63	70	58	44	39	46	48
31	39	40	37	40	47	38	33	37
23	18	23	17	13	8	15	9	11
13	10	22	9	8	8	10	6	8
127	112	148	133	119	107	102	94	104

49	58	52	64	57	46	30	58	54
39	53	60	51	40	29	36	40	46
50	46	60	39	32	43	33	38	38
83	53	39	39	62	44	37	30	39
42	36	35	33	37	35	30	44	26
33	37	35	37	40	30	37	25	44
27	24	29	21	14	22	9	12	14
323	307	310	284	282	249	212	247	261

19,841	17,648	19,975	19,106	19,320	19,535	18,052	19,297	19,259
2,955	2,710	3,017	2,923	2,921	2,941	2,957	3,122	3,050
27,530	25,171	27,567	26,795	26,444	27,155	26,006	27,175	26,810
10,395	9,470	10,139	10,052	10,076	10,227	10,114	10,216	10,228
22,122	20,950	22,445	21,290	21,496	21,581	22,034	21,641	21,626
8,699	8,087	8,429	8,250	8,453	8,466	8,495	8,510	8,576
16,061	15,127	15,852	14,978	15,561	15,442	15,688	15,517	15,532
107,603	99,163	107,424	103,394	104,271	105,347	103,346	105,478	105,081

19,890	17,706	20,027	19,170	19,377	19,581	18,082	19,355	19,313
2,994	2,763	3,077	2,974	2,961	2,970	2,993	3,162	3,096

27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12	31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12
19,124	18,880	18,728	19,146	18,966	19,382	18,162	19,493	19,356
3,010	3,096	3,063	3,163	2,936	3,119	2,941	3,272	3,140
26,251	26,490	26,142	26,661	26,414	26,829	25,783	26,819	26,541
10,122	10,252	10,131	10,474	10,376	10,354	9,993	10,591	10,318
21,141	21,700	21,358	21,459	21,046	21,720	20,946	21,565	21,147
8,510	8,484	8,393	8,628	8,662	8,553	8,237	8,635	8,619
15,153	15,102	15,157	15,418	15,181	15,189	15,156	15,301	15,107
103,311	104,004	102,972	104,949	103,581	105,146	101,218	105,676	104,228
33	45	41	33	41	22	35	25	18
36	18	42	26	22	20	18	15	10
10	8	3	10	7	8	5	6	1
4	5	8	4	9	5	1	6	1
83	76	94	73	79	55	59	52	30
46	52	31	33	15	20	19	19	13
26	23	22	24	14	23	20	27	15
31	39	31	34	15	13	23	10	6
48	24	37	37	29	40	31	34	40
24	40	27	16	15	20	19	19	13
29	35	27	22	11	3	8	13	8
14	10	17	12	8	11	18	9	8
218	223	192	178	107	130	138	131	103
19,045	18,783	18,656	19,080	18,910	19,340	18,108	19,449	19,325
2,984	3,073	3,041	3,139	2,922	3,096	2,921	3,245	3,125
26,184	26,433	26,069	26,601	26,377	26,796	25,742	26,794	26,525
10,074	10,228	10,094	10,437	10,347	10,314	9,962	10,557	10,278
21,107	21,652	21,328	21,433	21,024	21,692	20,922	21,540	21,133
8,481	8,449	8,366	8,606	8,651	8,550	8,229	8,622	8,611
15,135	15,087	15,132	15,402	15,164	15,173	15,137	15,286	15,098
103,010	103,705	102,686	104,698	103,395	104,961	101,021	105,493	104,095
19,091	18,835	18,687	19,113	18,925	19,360	18,127	19,468	19,338
3,010	3,096	3,063	3,163	2,936	3,119	2,941	3,272	3,140

28-Sep-12 5-Oct-12 12-Oct-12 19-Oct-12 26-Oct-12 2-Nov-12 9-Nov-12 16-Nov-12 23-Nov-12

19,811	19,974	19,126	19,480	19,587	19,002	20,339	20,284	17,811
3,378	3,270	3,222	3,111	3,213	3,162	3,375	3,323	2,979
26,917	27,276	26,377	26,568	26,375	25,995	27,306	26,609	24,144
10,536	10,711	10,425	10,321	10,400	10,262	10,730	10,526	9,633
21,654	22,031	21,051	20,970	20,996	20,758	21,484	20,976	19,085
8,505	8,678	8,470	8,533	8,476	8,271	8,836	8,760	7,827
14,868	15,729	14,915	15,020	14,927	14,561	15,391	15,116	13,618
105,669	107,669	103,586	104,003	103,974	102,011	107,461	105,594	95,097

25	22	21	13	15	15	8	13	9
19	14	6	9	12	9	3	9	7
5	2	3	1	-	3	-	-	1
4	3	2	2	2	-	-	-	-
53	41	32	25	29	27	11	22	17

14	6	9	8	5	7	21	22	5
36	12	21	17	25	15	13	18	20
21	28	8	12	16	7	8	4	6
32	25	41	38	31	24	32	32	33
10	13	5	6	4	6	3	6	8
9	9	14	13	8	9	12	7	3
5	13	10	3	7	5	13	10	4
127	106	108	97	96	73	102	99	79

19,772	19,946	19,096	19,459	19,567	18,980	20,310	20,249	17,797
3,342	3,258	3,201	3,094	3,188	3,147	3,362	3,305	2,959
26,877	27,234	26,363	26,547	26,347	25,979	27,295	26,596	24,131
10,504	10,686	10,384	10,283	10,369	10,238	10,698	10,494	9,600
21,639	22,016	21,043	20,963	20,992	20,749	21,481	20,970	19,076
8,496	8,669	8,456	8,520	8,468	8,262	8,824	8,753	7,824
14,859	15,713	14,903	15,015	14,918	14,556	15,378	15,106	13,614
105,489	107,522	103,446	103,881	103,849	101,911	107,348	105,473	95,001

19,786	19,952	19,105	19,467	19,572	18,987	20,331	20,271	17,802
3,378	3,270	3,222	3,111	3,213	3,162	3,375	3,323	2,979

30-Nov-12	7-Dec-12	14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13	18-Jan-13	25-Jan-13
20,799	20,914	20,496	21,521	16,162	17,966	19,797	19,703	17,903
3,431	3,492	3,449	3,573	2,728	3,096	3,551	3,341	3,022
27,881	28,197	27,005	28,340	22,397	25,104	26,793	26,177	23,542
11,068	11,293	10,838	11,296	9,015	10,247	10,847	10,667	9,567
22,179	22,137	21,172	22,042	18,122	20,382	21,341	20,543	18,348
8,938	9,076	8,775	8,955	7,478	8,333	8,888	8,631	7,662
15,218	15,980	14,847	15,667	13,090	14,542	15,160	14,947	12,930
109,514	111,089	106,582	111,394	88,992	99,670	106,377	104,009	92,974
8	6	5	3	4	1	4	8	2
4	4	4	8	3		3	3	
-	-	-	2	1	3	1		
1	1	1	1	-	1	4		3
13	11	10	14	8	5	12	11	5
11	8	18	10	4	5	7	8	6
12	16	17	12	15	13	21	13	15
8	8	4	5	6	12	7	3	5
31	28	24	31	33	45	32	37	27
3	6	10	5	5	10	3	8	9
6	4	7	3	1	2	4	1	3
6	11	6	7	6	13	3	4	8
77	81	86	73	70	100	77	74	73
20,780	20,900	20,473	21,508	16,154	17,960	19,786	19,687	17,895
3,419	3,476	3,432	3,561	2,713	3,083	3,530	3,328	3,007
27,869	28,185	26,997	28,327	22,388	25,092	26,783	26,171	23,537
11,037	11,265	10,814	11,265	8,982	10,202	10,815	10,630	9,540
22,176	22,131	21,162	22,035	18,116	20,369	21,337	20,535	18,339
8,932	9,072	8,768	8,952	7,477	8,331	8,884	8,630	7,659
15,211	15,968	14,840	15,659	13,084	14,528	15,153	14,943	12,919
109,424	110,997	106,486	111,307	88,914	99,565	106,288	103,924	92,896
20,791	20,908	20,491	21,518	16,158	17,965	19,793	19,695	17,901
3,431	3,492	3,449	3,573	2,728	3,096	3,551	3,341	3,022

1-Feb-13	8-Feb-13	15-Feb-13	22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13	22-Mar-13	29-Mar-13
18,952	19,750	19,566	18,389	19,586	19,978	19,201	18,544	18,160
3,125	3,406	3,302	3,102	3,371	3,504	3,292	3,109	3,053
24,944	26,400	25,697	23,737	26,297	26,961	25,448	24,425	23,882
10,192	11,013	10,314	9,807	11,061	11,121	10,347	10,100	10,077
19,855	20,872	20,142	18,459	20,774	21,411	19,755	18,647	18,633
8,317	8,950	8,425	7,640	8,963	8,873	8,336	7,944	8,090
14,223	15,112	14,526	13,022	14,874	15,387	14,133	13,196	13,291
99,608	105,503	101,972	94,156	104,926	107,235	100,512	95,965	95,186
6	7	13	14	6	5	12	9	7
3	2	-	1	5	3	3	6	-
3	1	-	1	4	-	-	-	1
3	1	1	4	2	5	-	-	-
15	11	14	20	17	13	15	15	8
8	9	10	7	6	6	5	9	3
6	15	9	13	5	8	6	5	9
2	8	5	3	2	7	5	4	3
37	29	24	25	28	3	6	4	4
5	3	6	3	5	1	4	2	4
3	5	5	5	2	6	1	5	3
3	3	1	2	8	1		5	7
64	72	60	58	56	32	27	34	33
18,938	19,734	19,543	18,368	19,574	19,967	19,184	18,526	18,150
3,119	3,391	3,293	3,089	3,366	3,496	3,286	3,104	3,044
24,939	26,390	25,692	23,733	26,290	26,951	25,440	24,415	23,879
10,155	10,984	10,290	9,782	11,033	11,118	10,341	10,096	10,073
19,847	20,868	20,136	18,455	20,765	21,410	19,751	18,645	18,628
8,314	8,945	8,420	7,635	8,961	8,867	8,335	7,939	8,087
14,217	15,108	14,524	13,016	14,864	15,381	14,133	13,191	13,284
99,529	105,420	101,898	94,078	104,853	107,190	100,470	95,916	95,145
18,946	19,743	19,553	18,375	19,580	19,973	19,189	18,535	18,153
3,125	3,406	3,302	3,102	3,371	3,504	3,292	3,109	3,053

5-Apr-13 12-Apr-13 19-Apr-13 26-Apr-13 3-May-13

4-Jun-10 11-Jun-10

18,826
 3,312
 25,656
 10,612
 20,195
 8,619
14,573
 101,793

11	10	6	11	5
2	2	5	-	2
1	5	2	1	-
-	-	-	-	2
<hr/>				
14	17	13	12	9

6	100.0%	100.0%
7	100.0%	100.0%
4	100.0%	100.0%
2	100.0%	100.0%
5	100.0%	100.0%
7	100.0%	100.0%
1	100.0%	100.0%
<hr/>	<hr/>	<hr/>
32	100.0%	100.0%

18,809	0.0%	0.0%
3,305	0.0%	0.0%
25,650	0.0%	0.0%
10,610	0.0%	0.0%
20,189	0.0%	0.0%
8,612	0.0%	0.0%
<u>14,572</u>	<u>0.0%</u>	<u>0.0%</u>
101,747	0.0%	0.0%

18,815
 3,312

25,654
10,612
20,194
8,619
14,573
101,779

3.6%
8.5%
7.4%
5.3%
8.4%
6.5%
9.6%
6.9%

Share of Total OxyContin Prescriptions (Percent Conversion to I

18-Jun-10 25-Jun-10 2-Jul-10 9-Jul-10 16-Jul-10 23-Jul-10 30-Jul-10 6-Aug-10 13-Aug-10 20-Aug-10

100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	96.9%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	94.5%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	96.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.8%	97.2%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	94.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	96.0%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.6%	89.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.7%	94.6%

0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.1%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	5.5%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.3%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.8%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	5.3%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	10.3%
0.0%	0.000%	0.000%	0.000%	0.000%	0.000%	0.003%	0.012%	0.269%	5.351%

Reformulated OxyContin)

27-Aug-10 3-Sep-10 10-Sep-10 17-Sep-10 24-Sep-10 1-Oct-10 8-Oct-10 15-Oct-10 22-Oct-10

90.2%	79.6%	70.2%	59.9%	50.5%	43.4%	36.6%	31.7%	27.8%
88.3%	84.9%	76.4%	70.8%	66.1%	60.2%	56.3%	51.2%	48.2%
87.6%	74.1%	62.2%	50.3%	39.5%	32.2%	26.5%	21.1%	18.3%
91.6%	83.4%	76.0%	63.9%	52.6%	46.6%	40.6%	34.1%	29.0%
83.9%	70.8%	59.2%	46.9%	37.9%	31.5%	26.4%	21.6%	17.8%
86.1%	77.6%	66.7%	57.4%	47.6%	40.9%	34.6%	30.0%	26.0%
74.6%	61.5%	51.2%	42.4%	33.7%	28.6%	23.4%	20.0%	17.4%
84.5%	72.7%	62.2%	51.5%	42.0%	35.6%	30.0%	25.2%	21.8%

9.8%	20.4%	29.8%	40.1%	49.5%	56.6%	63.4%	68.3%	72.2%
11.7%	15.1%	23.6%	29.2%	33.9%	39.8%	43.7%	48.8%	51.8%
12.4%	25.9%	37.8%	49.7%	60.5%	67.8%	73.5%	78.9%	81.7%
8.4%	16.6%	24.0%	36.1%	47.4%	53.4%	59.4%	65.9%	71.0%
16.1%	29.2%	40.8%	53.1%	62.1%	68.5%	73.6%	78.4%	82.2%
13.9%	22.4%	33.3%	42.6%	52.4%	59.1%	65.4%	70.0%	74.0%
25.4%	38.5%	48.8%	57.6%	66.3%	71.4%	76.6%	80.0%	82.6%

15.500%	27.290%	37.759%	48.540%	58.003%	64.430%	69.983%	74.814%	78.209%
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29-Oct-10 5-Nov-10 12-Nov-10 19-Nov-10 26-Nov-10 3-Dec-10 10-Dec-10 17-Dec-10 24-Dec-10

23.2%	20.9%	17.7%	15.3%	14.0%	13.1%	11.4%	7.9%	9.2%
42.9%	35.9%	36.1%	33.2%	31.3%	27.1%	27.0%	19.8%	22.3%
14.7%	12.7%	10.5%	9.4%	9.0%	7.8%	7.3%	5.6%	5.9%
26.2%	23.8%	21.0%	18.4%	16.3%	13.6%	12.7%	11.6%	13.1%
15.1%	13.0%	11.2%	9.9%	8.5%	8.0%	7.2%	5.7%	5.6%
22.1%	19.9%	17.8%	17.2%	14.1%	13.7%	12.1%	10.1%	10.5%
14.3%	11.8%	10.8%	9.9%	8.8%	8.3%	8.3%	6.2%	6.0%
18.3%	16.0%	14.0%	12.5%	11.2%	10.2%	9.4%	7.2%	7.7%

76.8%	79.1%	82.3%	84.7%	86.0%	86.9%	88.6%	92.1%	90.8%
57.1%	64.1%	63.9%	66.8%	68.7%	72.9%	73.0%	80.2%	77.7%
85.3%	87.3%	89.5%	90.6%	91.0%	92.2%	92.7%	94.4%	94.1%
73.8%	76.2%	79.0%	81.6%	83.7%	86.4%	87.3%	88.4%	86.9%
84.9%	87.0%	88.8%	90.1%	91.5%	92.0%	92.8%	94.3%	94.4%
77.9%	80.1%	82.2%	82.8%	85.9%	86.3%	87.9%	89.9%	89.5%
85.7%	88.2%	89.2%	90.1%	91.2%	91.7%	91.7%	93.8%	94.0%

81.723%	83.992%	86.047%	87.542%	88.827%	89.841%	90.634%	92.775%	92.275%
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31-Dec-10 7-Jan-11 14-Jan-11 21-Jan-11 28-Jan-11 4-Feb-11 11-Feb-11 18-Feb-11 25-Feb-11

8.8%	8.6%	8.1%	7.9%	7.5%	7.7%	7.5%	7.2%	6.6%
21.7%	23.4%	21.8%	23.1%	21.7%	21.0%	22.7%	19.4%	21.4%
5.3%	5.4%	5.4%	5.0%	5.0%	4.7%	4.8%	4.4%	4.4%
12.4%	11.9%	11.0%	11.3%	11.4%	10.8%	10.4%	10.1%	10.0%
5.5%	5.4%	5.4%	4.9%	4.7%	4.9%	4.6%	4.2%	3.9%
9.7%	9.2%	9.5%	9.6%	8.7%	7.9%	8.1%	8.4%	7.8%
6.1%	6.3%	5.7%	5.9%	5.5%	5.6%	4.8%	4.7%	4.4%
7.4%	7.4%	7.1%	6.9%	6.6%	6.5%	6.3%	6.0%	5.7%

91.2%	91.4%	91.9%	92.1%	92.5%	92.3%	92.5%	92.8%	93.4%
78.3%	76.6%	78.2%	76.9%	78.3%	79.0%	77.3%	80.6%	78.6%
94.7%	94.6%	94.6%	95.0%	95.0%	95.3%	95.2%	95.6%	95.6%
87.6%	88.1%	89.0%	88.7%	88.6%	89.2%	89.6%	89.9%	90.0%
94.5%	94.6%	94.6%	95.1%	95.3%	95.1%	95.4%	95.8%	96.1%
90.3%	90.8%	90.5%	90.4%	91.3%	92.1%	91.9%	91.6%	92.2%
93.9%	93.7%	94.3%	94.1%	94.5%	94.4%	95.2%	95.3%	95.6%

92.646%	92.643%	92.935%	93.111%	93.364%	93.491%	93.684%	94.006%	94.258%
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4-Mar-11 11-Mar-11 18-Mar-11 25-Mar-11 1-Apr-11 8-Apr-11 15-Apr-11 22-Apr-11 29-Apr-11

6.4%	4.8%	5.1%	4.7%	4.3%	4.2%	4.0%	3.7%	3.4%
19.6%	16.4%	15.8%	15.9%	15.6%	13.8%	15.6%	14.5%	12.7%
4.1%	3.2%	3.1%	2.9%	2.6%	2.4%	2.2%	2.1%	1.9%
9.6%	7.3%	7.0%	6.6%	6.8%	7.0%	6.5%	5.7%	5.1%
3.8%	3.1%	3.0%	3.2%	2.8%	2.4%	2.3%	2.2%	1.9%
7.6%	6.0%	5.8%	5.6%	5.4%	4.5%	4.6%	5.0%	3.8%
4.1%	3.5%	3.0%	3.0%	2.9%	2.6%	2.2%	2.4%	1.9%
5.5%	4.3%	4.2%	4.1%	3.8%	3.5%	3.4%	3.2%	2.8%

93.6%	95.2%	94.9%	95.3%	95.7%	95.8%	96.0%	96.3%	96.6%
80.4%	83.6%	84.2%	84.1%	84.4%	86.2%	84.4%	85.5%	87.3%
95.9%	96.8%	96.9%	97.1%	97.4%	97.6%	97.8%	97.9%	98.1%
90.4%	92.7%	93.0%	93.4%	93.2%	93.0%	93.5%	94.3%	94.9%
96.2%	96.9%	97.0%	96.8%	97.2%	97.6%	97.7%	97.8%	98.1%
92.4%	94.0%	94.2%	94.4%	94.6%	95.5%	95.4%	95.0%	96.2%
95.9%	96.5%	97.0%	97.0%	97.1%	97.4%	97.8%	97.6%	98.1%

94.529%	95.683%	95.787%	95.915%	96.195%	96.469%	96.608%	96.772%	97.175%
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6-May-11 13-May-11 20-May-11 27-May-11 3-Jun-11 10-Jun-11 17-Jun-11 24-Jun-11 1-Jul-11

3.3%	2.9%	2.7%	2.2%	2.4%	2.0%	1.9%	1.8%	1.9%
12.8%	10.4%	10.7%	9.2%	8.6%	9.1%	8.5%	8.2%	8.4%
1.9%	1.5%	1.5%	1.2%	1.3%	1.1%	1.2%	1.0%	0.9%
4.8%	4.5%	3.3%	3.3%	3.1%	2.9%	3.1%	2.8%	2.5%
1.9%	1.4%	1.3%	1.2%	1.0%	1.0%	1.0%	0.9%	0.7%
4.3%	3.1%	3.0%	2.7%	2.8%	2.2%	2.1%	2.0%	2.0%
1.9%	1.5%	1.3%	1.1%	1.2%	1.0%	0.9%	0.8%	0.9%
2.8%	2.3%	2.1%	1.8%	1.8%	1.7%	1.6%	1.5%	1.4%

96.7%	97.1%	97.3%	97.8%	97.6%	98.0%	98.1%	98.2%	98.1%
87.2%	89.6%	89.3%	90.8%	91.4%	90.9%	91.5%	91.8%	91.6%
98.1%	98.5%	98.5%	98.8%	98.7%	98.9%	98.8%	99.0%	99.1%
95.2%	95.5%	96.7%	96.7%	96.9%	97.1%	96.9%	97.2%	97.5%
98.1%	98.6%	98.7%	98.8%	99.0%	99.0%	99.0%	99.1%	99.3%
95.7%	96.9%	97.0%	97.3%	97.2%	97.8%	97.9%	98.0%	98.0%
98.1%	98.5%	98.7%	98.9%	98.8%	99.0%	99.1%	99.2%	99.1%

97.203%	97.694%	97.879%	98.159%	98.174%	98.348%	98.373%	98.511%	98.585%
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8-Jul-11 15-Jul-11 22-Jul-11 29-Jul-11 5-Aug-11 12-Aug-11 19-Aug-11 26-Aug-11 2-Sep-11

1.6%	1.7%	1.9%	1.8%	1.6%	1.5%	1.5%	1.3%	1.4%
7.3%	6.9%	6.2%	7.0%	6.2%	5.9%	7.0%	6.1%	5.6%
1.0%	0.9%	0.8%	0.8%	0.8%	0.7%	0.7%	0.6%	0.6%
2.8%	2.3%	1.9%	1.9%	2.1%	2.0%	1.7%	1.5%	1.6%
0.9%	0.7%	0.8%	0.7%	0.7%	0.6%	0.5%	0.6%	0.5%
1.9%	1.6%	1.9%	1.7%	1.9%	1.7%	1.6%	1.6%	1.4%
0.7%	0.6%	0.7%	0.7%	0.7%	0.6%	0.6%	0.7%	0.6%
1.4%	1.3%	1.3%	1.3%	1.2%	1.1%	1.1%	1.0%	1.0%

98.4%	98.3%	98.1%	98.2%	98.4%	98.5%	98.5%	98.7%	98.6%
92.7%	93.1%	93.8%	93.0%	93.8%	94.1%	93.0%	93.9%	94.4%
99.0%	99.1%	99.2%	99.2%	99.2%	99.3%	99.3%	99.4%	99.4%
97.2%	97.7%	98.1%	98.1%	97.9%	98.0%	98.3%	98.5%	98.4%
99.1%	99.3%	99.2%	99.3%	99.3%	99.4%	99.5%	99.4%	99.5%
98.1%	98.4%	98.1%	98.3%	98.1%	98.3%	98.4%	98.4%	98.6%
99.3%	99.4%	99.3%	99.3%	99.3%	99.4%	99.4%	99.3%	99.4%
98.581%	98.711%	98.727%	98.744%	98.790%	98.872%	98.901%	98.968%	99.035%

9-Sep-11 16-Sep-11 23-Sep-11 30-Sep-11 7-Oct-11 14-Oct-11 21-Oct-11 28-Oct-11 4-Nov-11

1.3%	1.1%	1.1%	1.0%	0.7%	0.8%	0.8%	0.9%	0.7%
5.5%	4.6%	4.2%	3.9%	4.5%	3.1%	3.5%	3.4%	3.8%
0.6%	0.5%	0.5%	0.5%	0.5%	0.4%	0.4%	0.4%	0.4%
1.9%	1.7%	1.3%	1.4%	1.5%	1.1%	1.2%	1.1%	1.3%
0.5%	0.5%	0.5%	0.5%	0.3%	0.3%	0.4%	0.4%	0.5%
1.5%	1.2%	1.1%	1.2%	1.0%	0.9%	1.3%	1.0%	0.9%
0.6%	0.5%	0.5%	0.4%	0.5%	0.5%	0.4%	0.4%	0.4%
1.0%	0.9%	0.8%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%

98.7%	98.9%	98.9%	99.0%	99.3%	99.2%	99.2%	99.1%	99.3%
94.5%	95.4%	95.8%	96.1%	95.5%	96.9%	96.5%	96.6%	96.2%
99.4%	99.5%	99.5%	99.5%	99.5%	99.6%	99.6%	99.6%	99.6%
98.1%	98.3%	98.7%	98.6%	98.5%	98.9%	98.8%	98.9%	98.7%
99.5%	99.5%	99.5%	99.5%	99.7%	99.7%	99.6%	99.6%	99.5%
98.5%	98.8%	98.9%	98.8%	99.0%	99.1%	98.7%	99.0%	99.1%
99.4%	99.5%	99.5%	99.6%	99.5%	99.5%	99.6%	99.6%	99.6%

98.988%	99.134%	99.190%	99.201%	99.288%	99.349%	99.280%	99.324%	99.335%
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11-Nov-11 18-Nov-11 25-Nov-11 2-Dec-11 9-Dec-11 16-Dec-11 23-Dec-11 30-Dec-11 6-Jan-12

0.7%	0.8%	0.8%	0.7%	0.8%	0.7%	0.8%	0.6%	0.5%
3.8%	3.3%	3.3%	3.0%	2.2%	3.3%	2.2%	2.7%	2.6%
0.5%	0.4%	0.5%	0.4%	0.5%	0.4%	0.4%	0.4%	0.4%
1.0%	1.1%	1.2%	1.2%	1.1%	1.1%	1.1%	1.0%	1.1%
0.4%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%
0.9%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%	0.9%	0.9%
0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.2%	0.4%
0.7%	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%

99.3%	99.2%	99.2%	99.3%	99.2%	99.3%	99.2%	99.4%	99.5%
96.2%	96.7%	96.7%	97.0%	97.8%	96.7%	97.8%	97.3%	97.4%
99.5%	99.6%	99.5%	99.6%	99.5%	99.6%	99.6%	99.6%	99.6%
99.0%	98.9%	98.8%	98.8%	98.9%	98.9%	98.9%	99.0%	98.9%
99.6%	99.7%	99.6%	99.6%	99.6%	99.6%	99.6%	99.7%	99.7%
99.1%	99.0%	99.2%	99.2%	99.2%	99.2%	99.2%	99.1%	99.1%
99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.6%	99.8%	99.6%
99.336%	99.342%	99.332%	99.384%	99.386%	99.386%	99.373%	99.458%	99.419%

13-Jan-12 20-Jan-12 27-Jan-12 3-Feb-12 10-Feb-12 17-Feb-12 24-Feb-12 2-Mar-12 9-Mar-12

0.7%	0.7%	0.6%	0.7%	0.6%	0.4%	0.5%	0.5%	0.4%
2.5%	2.4%	2.8%	3.0%	2.4%	2.6%	2.9%	2.0%	2.6%
0.4%	0.4%	0.4%	0.5%	0.3%	0.3%	0.3%	0.2%	0.2%
1.0%	1.2%	1.1%	1.0%	0.9%	0.8%	0.8%	0.6%	0.9%
0.3%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
1.0%	0.9%	0.9%	0.8%	1.0%	0.6%	0.7%	0.4%	0.6%
0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.2%	0.2%	0.3%
0.6%	0.6%	0.6%	0.6%	0.5%	0.5%	0.4%	0.4%	0.4%

99.3%	99.3%	99.4%	99.3%	99.4%	99.6%	99.5%	99.5%	99.6%
97.5%	97.6%	97.2%	97.0%	97.6%	97.4%	97.1%	98.0%	97.4%
99.6%	99.6%	99.6%	99.5%	99.7%	99.7%	99.7%	99.8%	99.8%
99.0%	98.8%	98.9%	99.0%	99.1%	99.2%	99.2%	99.4%	99.1%
99.7%	99.7%	99.6%	99.7%	99.7%	99.7%	99.7%	99.8%	99.7%
99.0%	99.1%	99.1%	99.2%	99.0%	99.4%	99.3%	99.6%	99.4%
99.6%	99.7%	99.7%	99.7%	99.6%	99.7%	99.8%	99.8%	99.7%
99.419%	99.410%	99.413%	99.416%	99.457%	99.546%	99.552%	99.627%	99.585%

16-Mar-12 23-Mar-12 30-Mar-12 6-Apr-12 13-Apr-12 20-Apr-12 27-Apr-12 4-May-12 11-May-12

0.3%	0.5%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%
2.0%	1.9%	1.6%	2.0%	1.4%	1.7%	1.4%	1.6%	1.5%
0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
0.8%	0.6%	0.7%	0.7%	0.6%	0.5%	0.5%	0.6%	0.5%
0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
0.6%	0.6%	0.5%	0.5%	0.5%	0.6%	0.4%	0.6%	0.4%
0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%
0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%

99.7%	99.5%	99.7%	99.7%	99.7%	99.6%	99.6%	99.7%	99.7%
98.0%	98.1%	98.4%	98.0%	98.6%	98.3%	98.6%	98.4%	98.5%
99.7%	99.8%	99.8%	99.8%	99.7%	99.8%	99.8%	99.9%	99.8%
99.2%	99.4%	99.3%	99.3%	99.4%	99.5%	99.5%	99.4%	99.5%
99.8%	99.8%	99.8%	99.8%	99.8%	99.9%	99.8%	99.8%	99.8%
99.4%	99.4%	99.5%	99.5%	99.5%	99.4%	99.6%	99.4%	99.6%
99.7%	99.8%	99.8%	99.7%	99.8%	99.8%	99.9%	99.8%	99.8%
99.600%	99.637%	99.661%	99.659%	99.656%	99.670%	99.713%	99.686%	99.688%

18-May-12 25-May-12 1-Jun-12 8-Jun-12 15-Jun-12 22-Jun-12 29-Jun-12 6-Jul-12 13-Jul-12

0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.3%
2.1%	1.3%	1.9%	1.9%	1.7%	1.4%	1.0%	1.2%	1.3%
0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%
0.5%	0.8%	0.6%	0.4%	0.4%	0.6%	0.4%	0.4%	0.3%
0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.4%	0.4%	0.3%
0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%

99.7%	99.8%	99.7%	99.7%	99.7%	99.7%	99.8%	99.8%	99.7%
97.9%	98.7%	98.1%	98.1%	98.3%	98.6%	99.0%	98.8%	98.7%
99.8%	99.8%	99.8%	99.8%	99.9%	99.9%	99.8%	99.9%	99.9%
99.5%	99.2%	99.4%	99.6%	99.6%	99.4%	99.6%	99.6%	99.7%
99.8%	99.8%	99.8%	99.8%	99.8%	99.8%	99.8%	99.9%	99.8%
99.6%	99.6%	99.5%	99.6%	99.6%	99.5%	99.6%	99.6%	99.7%
99.8%	99.8%	99.8%	99.8%	99.9%	99.9%	99.9%	99.9%	99.9%

99.690%	99.701%	99.691%	99.712%	99.726%	99.730%	99.764%	99.795%	99.766%
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20-Jul-12 27-Jul-12 3-Aug-12 10-Aug-12 17-Aug-12 24-Aug-12 31-Aug-12 7-Sep-12 14-Sep-12

0.3%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
1.5%	0.9%	0.7%	0.7%	0.8%	0.5%	0.7%	0.7%	0.8%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
0.4%	0.5%	0.2%	0.4%	0.4%	0.3%	0.4%	0.3%	0.3%
0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
0.5%	0.3%	0.4%	0.3%	0.3%	0.1%	0.0%	0.1%	0.2%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
99.7%	99.8%	99.7%	99.8%	99.8%	99.9%	99.9%	99.9%	99.9%
98.5%	99.1%	99.3%	99.3%	99.2%	99.5%	99.3%	99.3%	99.2%
99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	100.0%	99.9%	100.0%
99.6%	99.5%	99.8%	99.6%	99.6%	99.7%	99.6%	99.7%	99.7%
99.9%	99.9%	99.8%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%
99.5%	99.7%	99.6%	99.7%	99.7%	99.9%	100.0%	99.9%	99.8%
99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%	99.9%
99.752%	99.789%	99.785%	99.813%	99.830%	99.897%	99.876%	99.864%	99.876%

21-Sep-12 28-Sep-12 5-Oct-12 12-Oct-12 19-Oct-12 26-Oct-12 2-Nov-12 9-Nov-12 16-Nov-12

0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
0.5%	1.1%	0.4%	0.7%	0.5%	0.8%	0.5%	0.4%	0.5%
0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
0.4%	0.3%	0.2%	0.4%	0.4%	0.3%	0.2%	0.3%	0.3%
0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

99.9%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%	99.9%
99.5%	98.9%	99.6%	99.3%	99.5%	99.2%	99.5%	99.6%	99.5%
100.0%	99.9%	99.9%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
99.6%	99.7%	99.8%	99.6%	99.6%	99.7%	99.8%	99.7%	99.7%
99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
99.9%	99.9%	99.9%	99.8%	99.8%	99.9%	99.9%	99.9%	99.9%
99.9%	100.0%	99.9%	99.9%	100.0%	100.0%	100.0%	99.9%	99.9%
99.901%	99.880%	99.902%	99.896%	99.907%	99.908%	99.928%	99.905%	99.906%

23-Nov-12 30-Nov-12 7-Dec-12 14-Dec-12 21-Dec-12 28-Dec-12 4-Jan-13 11-Jan-13 18-Jan-13

0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
0.7%	0.3%	0.5%	0.5%	0.3%	0.5%	0.4%	0.6%	0.4%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	0.3%	0.2%	0.2%	0.3%	0.4%	0.4%	0.3%	0.3%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
99.3%	99.7%	99.5%	99.5%	99.7%	99.5%	99.6%	99.4%	99.6%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
99.7%	99.7%	99.8%	99.8%	99.7%	99.6%	99.6%	99.7%	99.7%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
100.0%	99.9%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%
99.917%	99.930%	99.927%	99.919%	99.934%	99.921%	99.900%	99.928%	99.929%

25-Jan-13 1-Feb-13 8-Feb-13 15-Feb-13 22-Feb-13 1-Mar-13 8-Mar-13 15-Mar-13 22-Mar-13

0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
0.5%	0.2%	0.4%	0.3%	0.4%	0.1%	0.2%	0.2%	0.2%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	0.4%	0.3%	0.2%	0.3%	0.3%	0.0%	0.1%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%
100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%	100.0%	100.0%
99.5%	99.8%	99.6%	99.7%	99.6%	99.9%	99.8%	99.8%	99.8%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
99.7%	99.6%	99.7%	99.8%	99.7%	99.7%	100.0%	99.9%	100.0%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
100.0%	100.0%	99.9%	99.9%	99.9%	100.0%	99.9%	100.0%	99.9%
99.9%	100.0%	100.0%	100.0%	100.0%	99.9%	100.0%	100.0%	100.0%
99.921%	99.936%	99.932%	99.941%	99.938%	99.947%	99.970%	99.973%	99.965%

29-Mar-13 5-Apr-13 12-Apr-13

0.0%	0.0%
0.3%	0.2%
0.0%	0.0%
0.0%	0.0%
0.0%	0.0%
0.0%	0.1%
0.1%	0.0%
0.0%	0.0%

100.0%	100.0%
99.7%	99.8%
100.0%	100.0%
100.0%	100.0%
100.0%	100.0%
100.0%	99.9%
99.9%	100.0%
99.965%	99.969%

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](#)

Week #	Week Ending	Butrans New, Refill and Total Prescriptions by Strength													
		Total			5 mcg/hour			10 mcg/hour			20 mcg/hour				
		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%



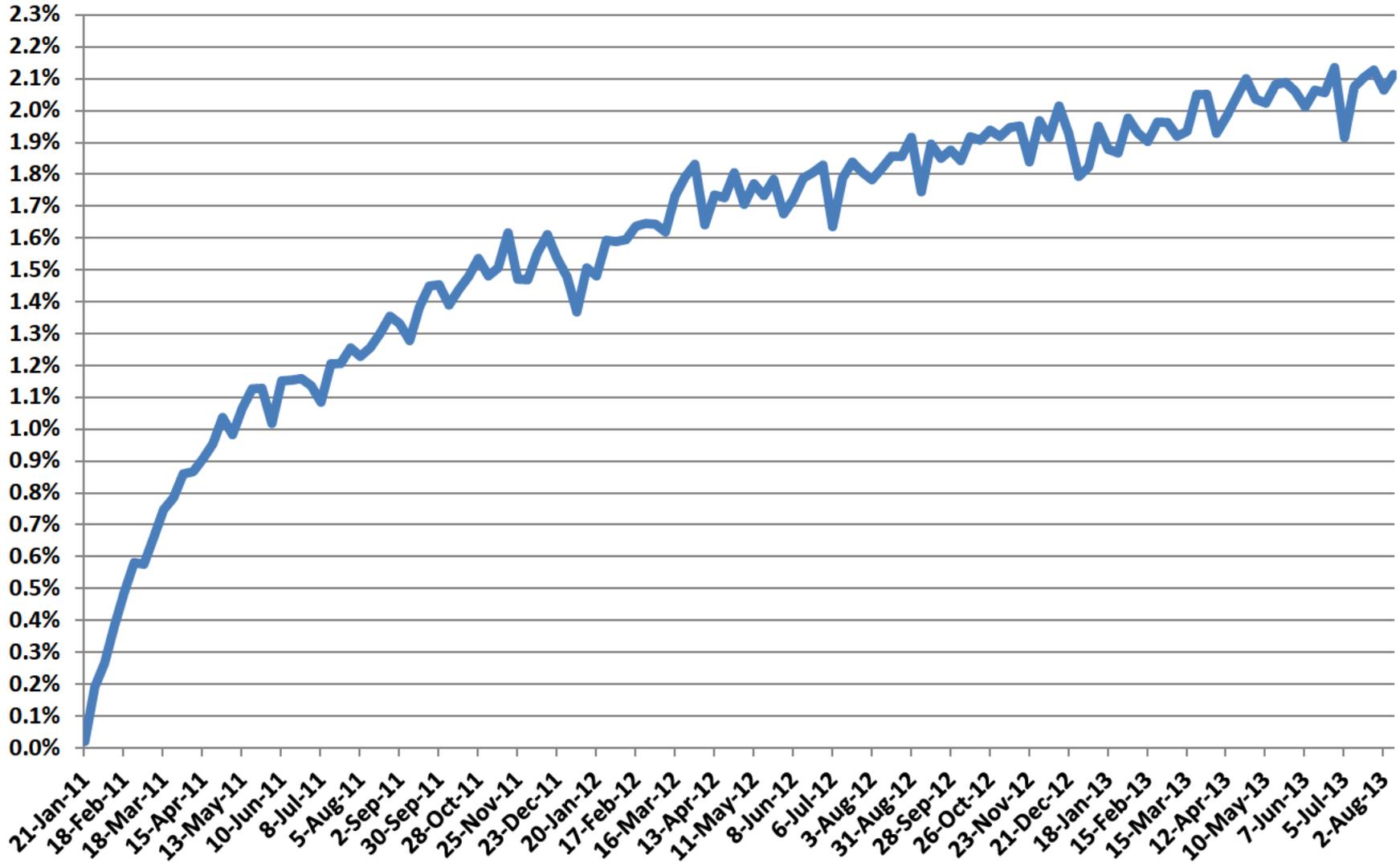
Growth in Butrans TRXs by Channel				
	Total	Retail	LTC	Mail
Week 92	1.1%	1.1%	1.5%	-1.5%
Week 93	-2.5%	-2.7%	-6.2%	21.9%

<u>Week #</u>	<u>Week Ending</u>
Week 92	26-Oct-12
Week 93	2-Nov-12

Butrans Weekly Extended Release Opioid Rx Share

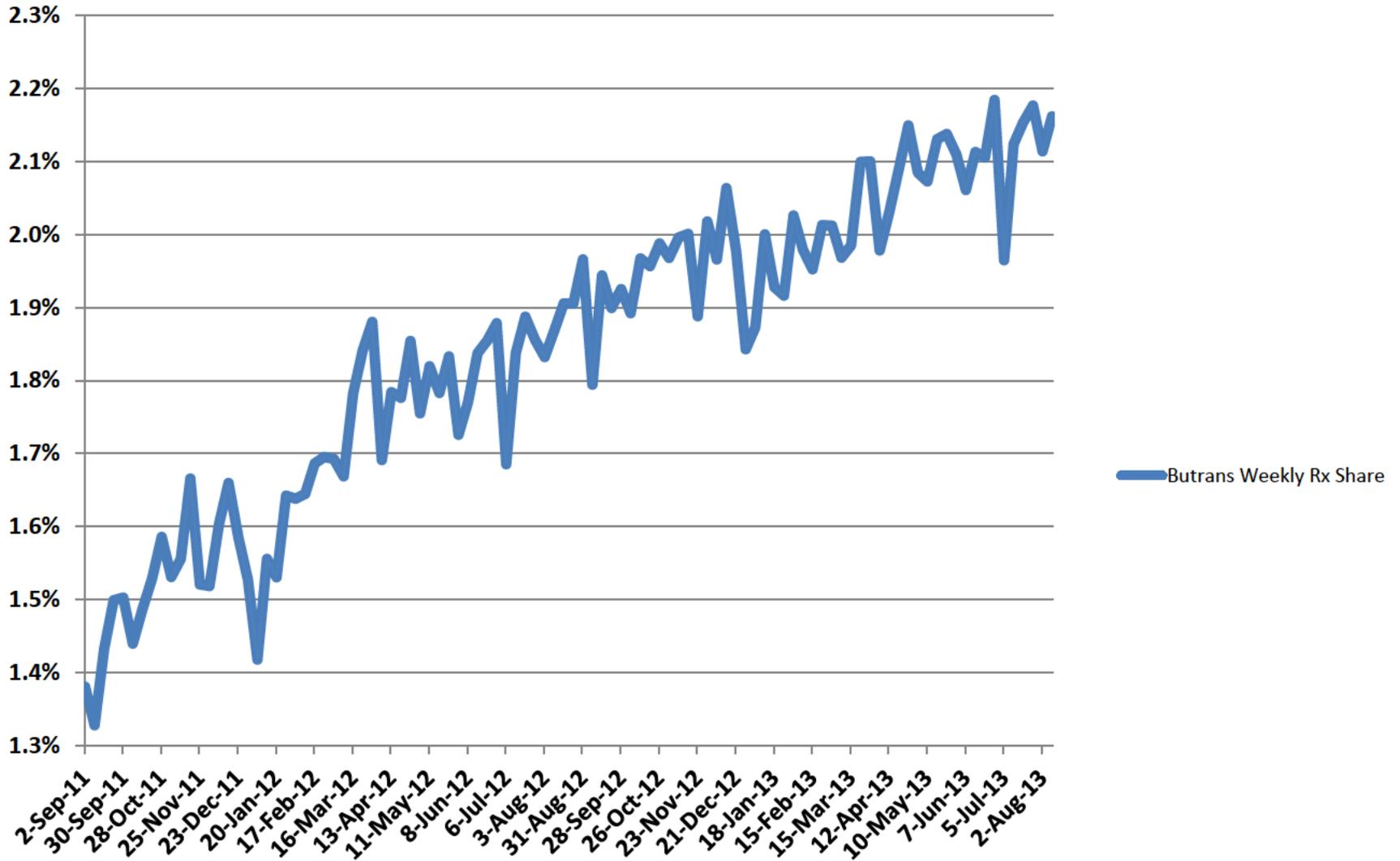
(Source: IMS National Prescription Audit; includes both brand and generic opioids)

Weekly TRx Share



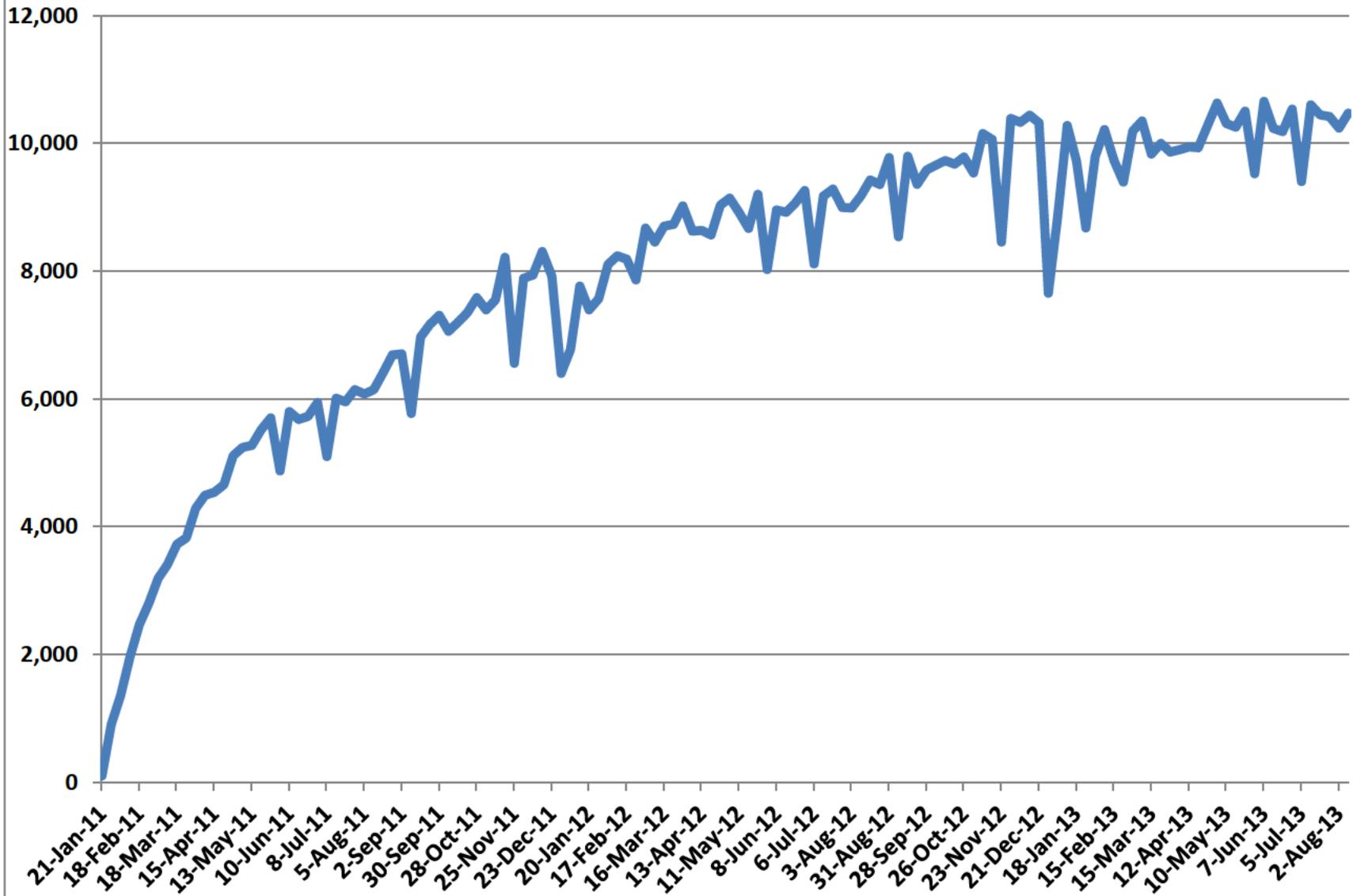
Detailed Butrans Weekly Extended Release Opioid Market Share

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

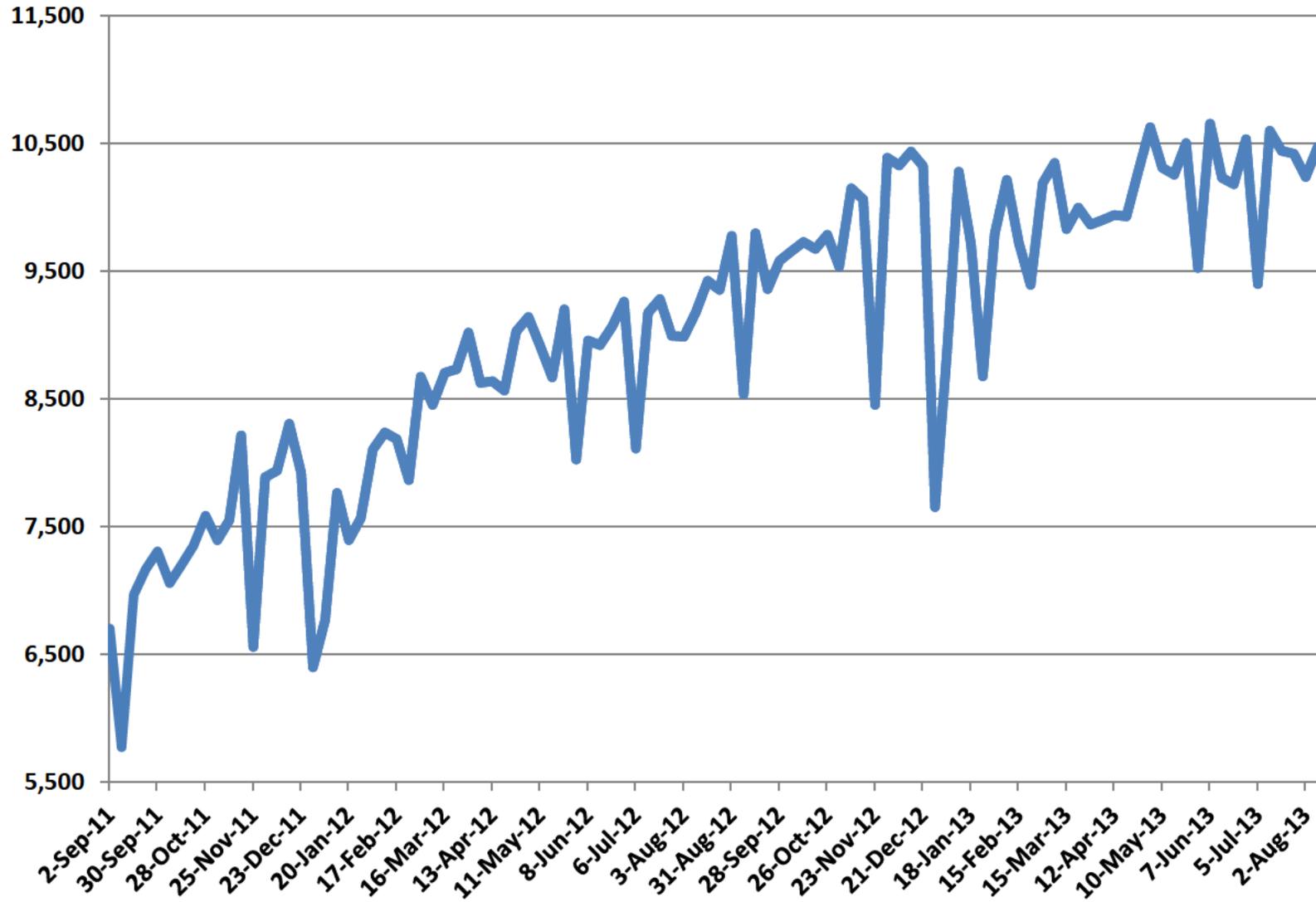


Butrans Weekly Rx Graph (Source: IMS National Prescription Audit)

Weekly TRxs



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



Message

From: [REDACTED]
Sent: 8/23/2013 1:59:44 PM
To: Baker, Stuart D. [REDACTED]; Lewent, Judy [REDACTED] Mortimer Sackler (StillW) [REDACTED]@stillw.com; paulocosta [REDACTED] Sackler, David A. [REDACTED]; Sackler, Jonathan [REDACTED]@pocobay.com; Sackler, Jonathan [REDACTED]
Sackler, Dr Kathe [REDACTED]
Subject: Materials for McKinsey Meeting
Attachments: 20130718 Identifying granular growth opportunities for OxyContin vF b.pdf; 20130808 Addendum to Board Memo v14.zip

[REDACTED]

Purdue Pharma | 201 Tresser Blvd | Stamford, CT 06901

Redacted [REDACTED]@pharma.com

From: [REDACTED]@mckinsey.com [mailto:[REDACTED]@mckinsey.com]
Sent: Friday, August 23, 2013 1:41 PM
To: [REDACTED]
Subject:

[REDACTED]

Can you please send to Board members joining today's discussion by phone. These are the same memos previously distributed in Board mailings.

[REDACTED]

DD

(See attached file: 20130718 Identifying granular growth opportunities for OxyContin vF b.pdf)(See attached file: 20130808 Addendum to Board Memo v14.zip)

=====
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=====

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Memorandum to
John Stewart
Russ Gasdia

From
McKinsey & Company

July 18, 2013

Identifying granular growth opportunities for OxyContin: First Board update

In June, Purdue engaged McKinsey to conduct a rapid assessment of the underlying drivers of current OxyContin performance, identify key opportunities to increase near-term OxyContin revenue and develop plans to capture priority opportunities.

While our work is only partially complete, we believe there is significant opportunity to improve OxyContin performance despite strong opioid marketplace trends that may be shaping a ‘new normal’. We are pursuing 20+ distinct opportunities. All require further analysis, some will require testing, but several can be implemented quickly.

This memo provides an interim update that is not comprehensive of all the work done. The memo is divided into four sections:

1. Overall analytical approach
2. Early findings from diagnostic
3. Emerging opportunities
4. Next steps

1. Overall analytical approach

We set out to objectively examine OxyContin performance in seven areas – market landscape, commercial resourcing levels, messaging, targeting, field execution, market access, and medical/scientific support. In each area, we are taking an independent, fact-based, and granular approach. For the analyses, we are leveraging existing data, and where needed, we have requested that Purdue purchase new data (e.g., IMS prescriber level milligram dosing data). In

some cases we are generating entirely new data (e.g., having Purdue’s sales force match specific prescribers to local ‘corporatized providers’ that make economically based usage decisions, such as Accountable Care Organizations.)

Our perspectives are shaped by 30+ interviews with external stakeholders including physicians, nurse practitioners, and pharmacists, as well as daily discussions with leaders in Stamford and initial ride-alongs with reps. There are strong marketplace headwinds from newer stakeholders (e.g., PROP, Corporatized Providers) that we are continuing to assess and quantify. In recognition of the complexity of the landscape and to better uncover root drivers, we have purposely and consistently focused on analyses at the local market level (e.g., zip code level analysis of growth). We have also leveraged McKinsey experts (e.g., field force execution, medical affairs) as well as proprietary tools (e.g., corporatized provider network connector) and McKinsey benchmarks (e.g., commercial spend, field productivity). Lastly our work builds upon our prior experiences serving Purdue that go back 10 years.

One important note: We have gathered and analyzed large amounts of data in a short period of time. Some initial findings will require refinement as we fill gaps in our fact base. We have been encouraged to provide an unvarnished, independent perspective on opportunities for improvement. As a result, our diagnostic focuses more on what’s not working than what is. We see opportunity for Purdue to improve performance and hope these perspectives are received in that spirit.

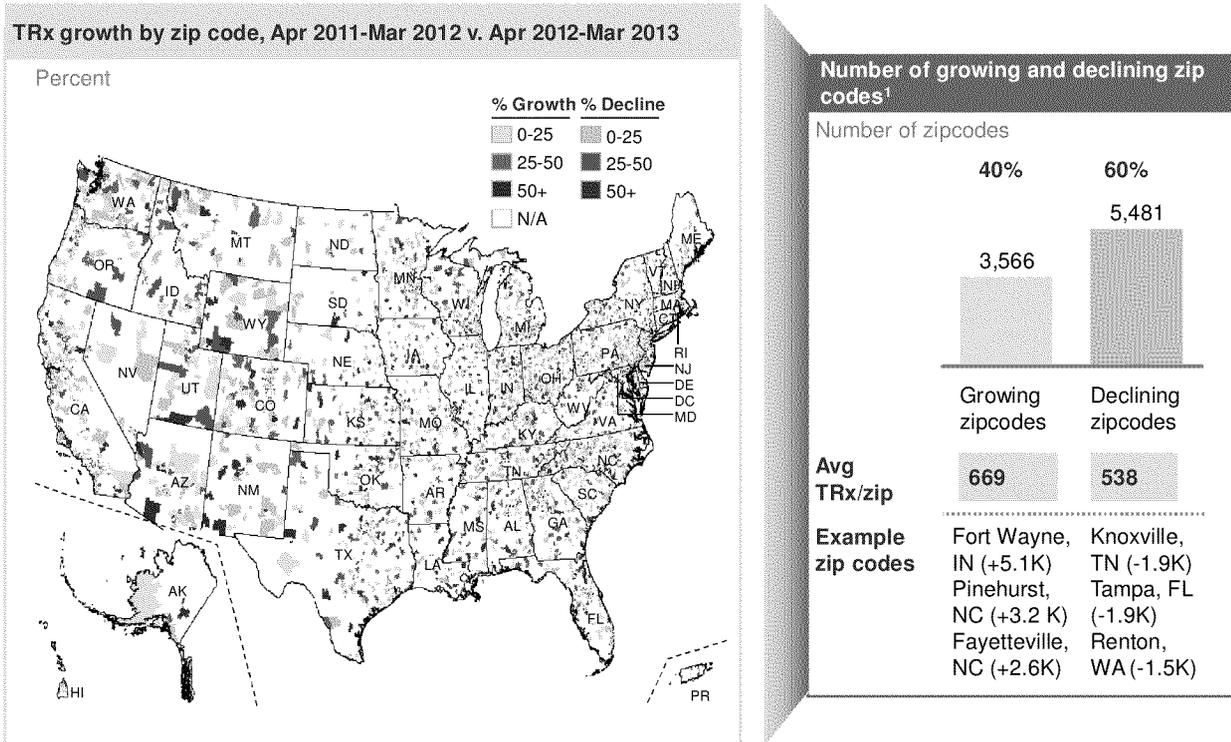
2. Findings from diagnostic

So far, we see four broad areas for improvement: market insights, local market fact-based decision-making, optimization of current resources, and tailored go-to-market approaches. Below we detail what we have found to date. These do not represent recommendations at this stage, although these findings inform the emerging opportunities we describe in section 3.

A) Growth by Geography

We believe that despite a national decline, micro market analysis suggests important pockets of growth that Purdue should focus on. It is encouraging that at a zip code level; roughly 40% of zips are actually growing their OxyContin prescription volume (Exhibit 1). The diffuse pattern in the geographic mapping also illustrates the extent of local dynamics– allowing Purdue to significantly improve its local market approach to capture these opportunities.

Exhibit 1: OxyContin growth by geography



SOURCE: IMS; Purdue Sales and Marketing; Team analysis

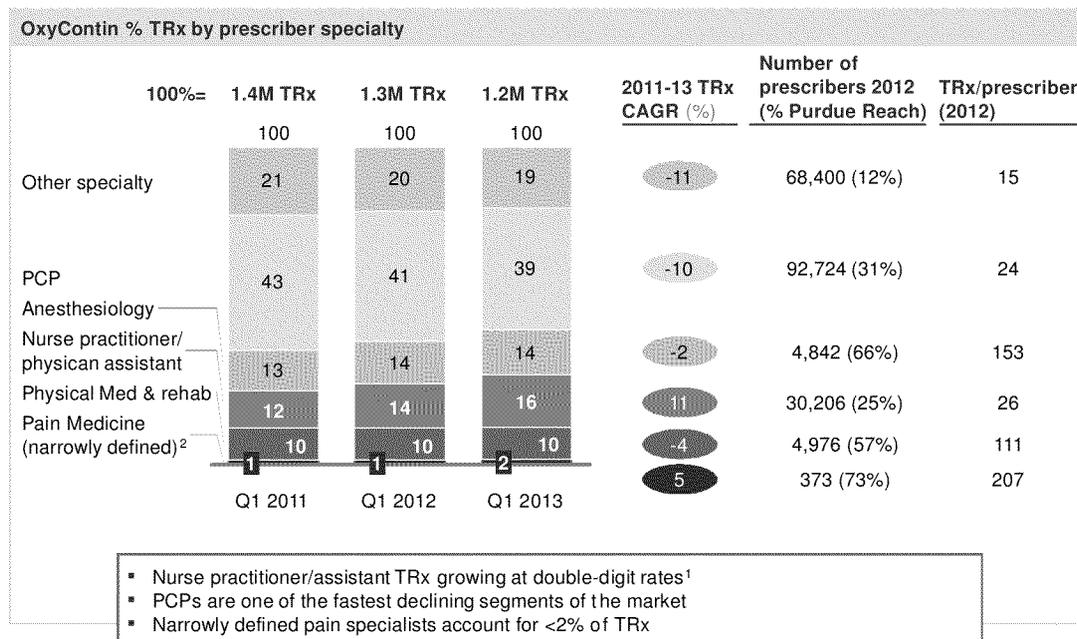
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B) Growth by Prescriber

Going one step further to a physician level, 47% of all OxyContin writers (between March 2012 and March 2013) increased their prescribing of OxyContin and 60,000 new prescribers began writing OxyContin. To better understand where this growth is coming from, we examined growth by specialty.

Nurse practitioners and physician assistants (NP/PAs) stand out as the only group growing in double digits (11%, Exhibit 2). They have the greatest sales rep access and are increasingly important in large group practices. NPs are currently able to prescribe OxyContin in 41 states. In addition, NP/PAs as a group are expected to grow at ~3.5% over the next 5 years. Today Purdue calls on NP/PAs when they appear on a target list, however there is not a tailored approach or strategy for NPs. Purdue also does not systematically capture data affiliating NP/PA OxyContin writers with the practice in which they work (e.g., in primary care or as part of a pain practice).

Exhibit 2: OxyContin growth by prescriber



¹ NPs can prescribe controlled substances in 41 states
² Does not include pain medicine as a subspecialty

SOURCE: IMS; NP Central; Team analysis

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C) OxyContin Reach and Targeting

The diffuse geographic pattern of OxyContin growth combined with the above prescriber analysis prompted an exploration of Purdue's current reach and targeting.

In Q1 2013, Purdue reached 21% of all OxyContin prescribers, covering 54% of total OxyContin prescriptions (TRx). (Exhibit 3)

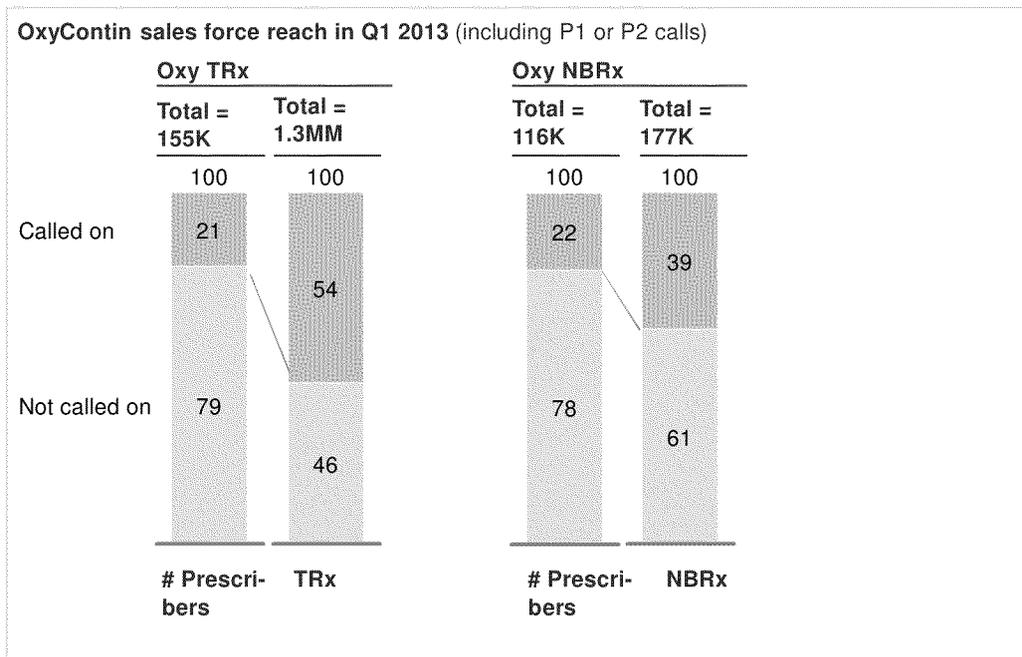
In Q1 2013, Purdue reached 22% of all OxyContin prescribers, covering 39% of total OxyContin prescriptions (NBRx).

Based on OxyContin's brand size, its relatively new reformulation and newer label change, improving Purdue's reach may be a profitable opportunity. Determining the optimal reach for OxyContin requires significant further analysis as it is both brand and situation specific. However for other brands of this size in similar situations, we regularly see reach near 80% of TRx when the brand is call sensitive.

Thus at an overall level, there is likely an opportunity to profitably expand reach.

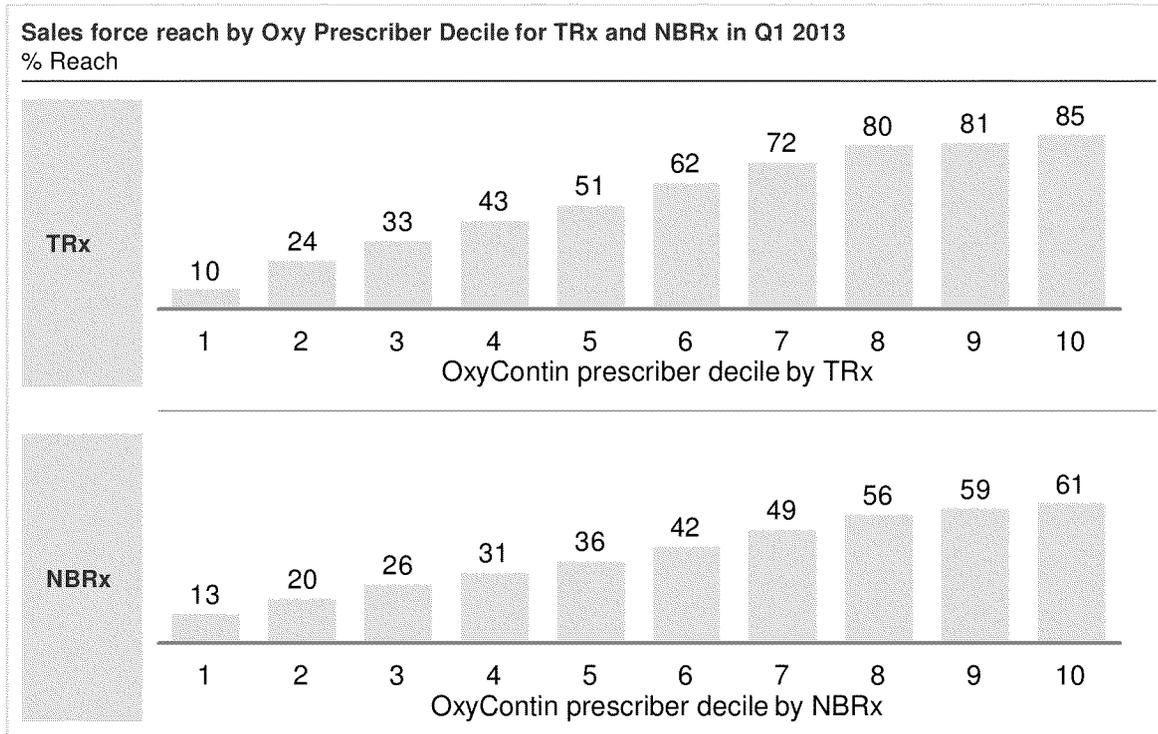
The sales force today is designed and incented entirely on TRx, not incorporating NBRx. This is evident in the reach analysis of prescribers deciled by TRx vs by NBRx.(Exhibit 4) TRx reach is consistently higher than NBRx, e.g., in decile 10, Purdue covers 85% of TRx vs 61% of NBRx.

Exhibit 3: Reach by OxyContin TRx and NBRx



1 For 3-month period ending in March 2013; Reach defined as any physician who received at least one call (P1 or P2) in the time period specified

Exhibit 4: Prescriber Deciling by TRx and NBRx



1 Reach defined as at least 1 P1 or P2 in Q1 2013

SOURCE: IMS; Purdue Sales and Marketing; Team analysis

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(Note: each decile contains 10% of the volume of TRx or NBRx. Each decile has different numbers of physicians. Decile 10 contains the smallest number of physicians but also those of highest value)

Targeting that only incorporates TRx can create sub-optimal field deployment as reps could spend too much time with historically high writers. These prescribers may largely be maintaining patients, with minimal risk of switching stable patients. As a result, these prescribers may not justify as high a call frequency.

Incorporating NBRx would encourage the field to seek out prescribers who are putting new patients on OxyContin, both opioid naives and switchers. It is critical for the field to message physicians experiencing a high rate of brand decision moments, e.g., someone expanding their practice. Identifying and supporting high NBRx prescribers is critical to growing your patient base. We have seen many companies with chronic products initiate sales acceleration strategies focused on NBRx to boost new starts.

Thus there is a tangible opportunity for Purdue to adjust its targeting to incorporate NBRx.

Industry best practice targets physicians based on a composite value incorporating TRx and NBRx, as well as access and other behavioral indicators.

D) OxyContin Call Responsiveness

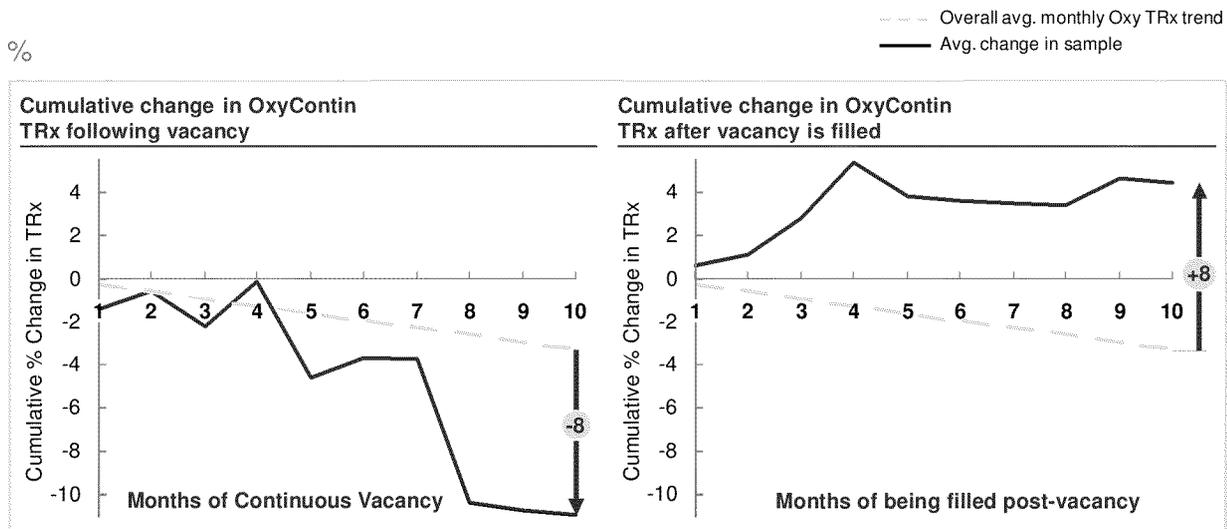
Given the size of the “unreached population” and unique characteristics of OxyContin (e.g., a well-known brand with new characteristics), we examined the impact of prescribers not being called upon using vacancies as a proxy.

Despite its age, OxyContin is surprisingly responsive to both a lack of calls and re-introduction of calls. Calling on a ‘vacant’ prescriber appears to increase sales in that prescriber on average by 15%. (Exhibit 5) This is consistent with internal Purdue analysis on call sensitivity.

OxyContin’s call responsiveness suggests there is tangible opportunity to benefit from increased reach.

Please note this analysis does not imply that more reps are needed; later on we will explore whether additional reach capacity could be found in the current force.

Exhibit 5: OxyContin call responsiveness



- After 10 months of vacancy, Oxy TRx falls an average of 8% v. the overall trend; the effect is similar when zips are filled post- vacancy
- Given that the sales force calls on ~54% of OxyContin volume, this is **consistent with a ~15% impact on prescribers actually called**

1 % changes calculated using a weighted average of month TRx change for 8373 zip codes with >100 total TRx in a 28 month period (Jan 2011 to April 2013)

SOURCE: IMS; Purdue Sales Operations; team analysis

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E) OxyContin Sales Force Efficiency and Effectiveness

The level of reach and responsiveness invite examination of the efficiency and effectiveness of the field force.

At the highest level, Purdue's annual goal of 1400 calls per rep is below our observed industry best practices of 1700 calls per rep for primary care. If the entire Purdue sales force was treated as effectively primary care, this benchmark would suggest 21% greater productivity is possible.

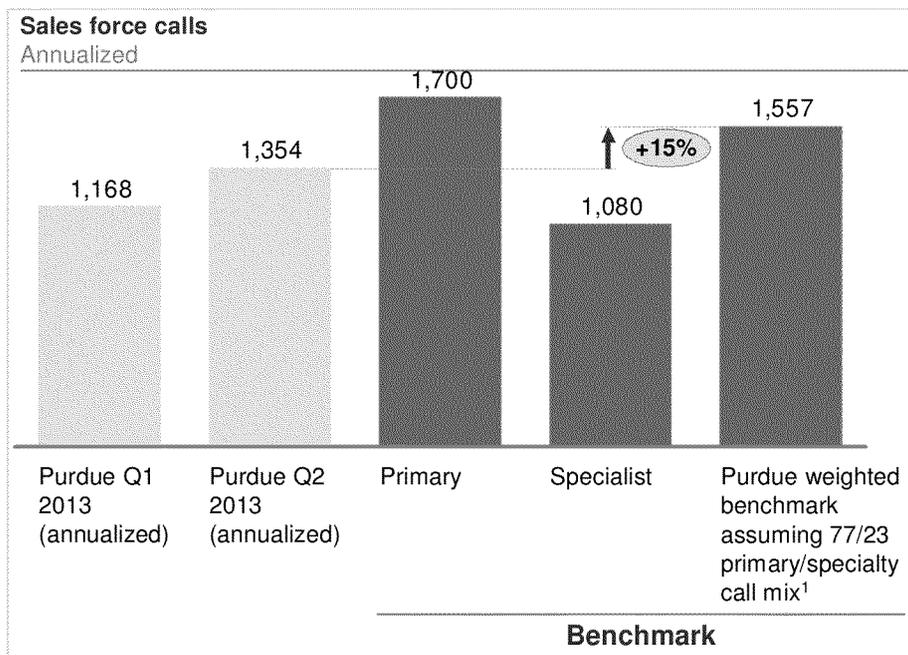
Specialty call rates can be lower but a major driver is geographic workload given specialty forces are typically half of Purdue's current size.

Being more conservative and treating Purdue's field force as a composite of primary care and specialty suggests 15% greater number of calls could be possible. (Exhibit 6)

An additional factor is that Purdue reps make calls to pharmacists outside the 1400 calls per rep aspiration and these are not on the official call list. As part of the opportunity to increase productivity, the value of these 'extra' calls should be re-evaluated.

Best practice field force productivity optimization requires a significant holistic approach (beyond the scope of this project) with robust analysis of many factors; therefore please view this observation as directional and preliminary.

Exhibit 6: OxyContin call productivity



¹ 77% of Purdue OxyContin details are for GPs; GPs include GPs, NRP, Phys Med & Rehab;
² Assuming 12 calls/ year/ prescriber, 39 incremental scripts per prescriber that is newly called upon (assuming Decile 5-7 sales responsiveness calculated by ZS Associates), 71 pills/ script, \$6.2 average price per pill, with 25% rebate and other fees.

SOURCE: GP/Specialist mix from ZS report "M6 Alignment and Preliminary Placement Review v2.0", slide 74; McKinsey benchmarks; Purdue sales reports; Team analysis | McKinsey & Company | 6

In terms of call attainment for OxyContin, in the first half of 2013 the field delivered 79% of target PDEs – 67% of the intended first position details (P1s) and 99% of second position details (P2s).(Exhibit 7) The rebalancing of territories in January is a factor but does not explain the entire difference, as Q2 P1% had risen to 80%.

Exhibit 7: OxyContin call attainment

Average monthly OxyContin calls Jan – June 2013			
	P1	P2	Primary detail equivalents (PDEs) ¹
Per Rep			
▪ Target ²	55	59	84
▪ Actual ³	37	58	66
Field force total			
▪ Target	28,875	30,713	44,231
▪ Actual	19,600	30,400	34,800
▪ % actual v. target	67%	99%	79%

1 P1s plus 50% of P2s

2 Target based on published call plan (e.g. 2 calls/month on Oxy Supercores and 1 call/month on Cores)

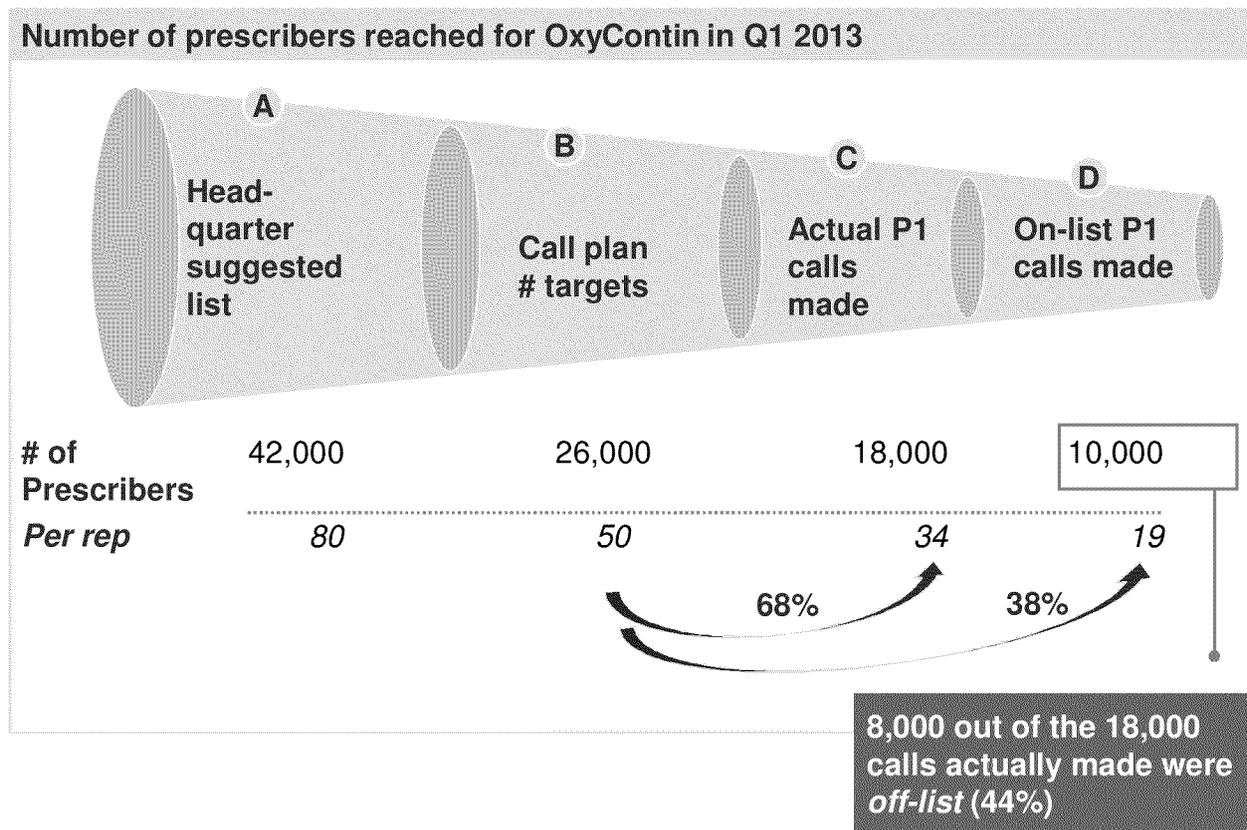
3 Assuming 525 active sales reps

SOURCE: Purdue sales reports; Purdue internal interviews; team analysis

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Looking more closely at P1s, we examined call adherence to the headquarters list. The year to date level of adherence to the HQ list is 56%, meaning that 44% of the calls were made to prescribers not on the HQ target list. This is well below what we have seen at other companies which typically reach 85-95%.

Exhibit 8: HQ call list adherence



SOURCE: ZS Associates report; Purdue call data; Team analysis

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Understandably given the particular characteristics of OxyContin, there may be a high percentage of no-see doctors. However these should be accounted for both when the HQ list is constructed and when the field is reducing it to their target list. This may explain the high degree of room for selection of only 50 out of 80 targets per rep.

In the above example from Q1, of the 50 target calls per rep – only 34 P1s were made, and of those only 19 were from the HQ list. Thus 56% (19/34) of the calls made were on the target list. Extracting further, 38% (19/50) of the original HQ target P1s on the list were made.

This degree of freedom can work if Purdue's reps are making consistently better real time decisions. However examination of off list P1s shows that 91% were to lower value decile 0-5 prescribers, with 47% coming from decile 0 and 1. Thus it appears that the degree of flexibility may be allowing the field to trade off higher value prescribers for lower ones. Purdue should

re-evaluate the optimal degree of freedom, which in turn could enable greater capture of benefits from adjustments to reach and targeting.

F) OxyContin information

Moving to what the field actually says once in the physician's office, it is clear from our early physician interviews that there is an opportunity to increase awareness and understanding of both the new formulation and the AD label change.

We detected a consistent difference between pain specialists and PCPs in their understanding of the new formulation and AD label change. Many pain specialists saw significant value in the AD properties while PCPs generally had a lower level of understanding and a correspondingly lower level of perceived value. Pain specialists suggested PCP perception of AD value was largely driven by their incorrect assessment of the lack of abuse risk in their patients.

In our initial rep rides, we have seen missed opportunities for medical follow up to improve physician understanding. Yet we also heard from reps and management that medical has not optimally met physician needs due to a combination of: (a) MSL team being directed to focused on other stakeholders (but not necessarily prescribers); (b) no explicit channel for real-time engagement, and; (c) lack of belief that education will be beneficial for physicians, even when prescribers ask. In best practice medical organizations, each of these three observations is reversed: MSLs prioritize building strong relationships with physicians, Medical leverages real time technology – phone, video and even Google like proprietary tools, and the sales force routinely coordinates with their Medical colleagues to address physician needs.

The Medical Services information line is underutilized by physicians and the field appears under-trained on how to appropriately discuss it.

Given the unmet physician need to increase their understanding of the new formulation and AD label change, MSL resourcing and their ability to strategically engage physicians should be reconsidered.

G) Broader Marketplace Strategy

Moving beyond physicians, Purdue's marketplace is facing forceful headwinds but strategies for evolving stakeholders such as corporatized providers, Managed Care and Pharmacies have not kept pace with competitors and require attention.

Corporatized providers

Corporatized providers, ranging from large group practices to Accountable Care Organizations (ACOs) to large integrated delivery networks (IDNs) who are making use decisions using economic criteria, likely represent 25-35% of your potential business today and more going forward. Yet Purdue today does not purchase data on OxyContin performance in these groups.

This is in contrast to competitors (e.g., Pfizer, BI) that buy the data and have already redesigned their sales forces to respond to these new stakeholders (e.g., creating dedicated key account teams that have different capabilities and regulatory guidelines from traditional reps). For this diagnostic, we are bringing a proprietary field affiliation tool that will shortly give Purdue its first view on performance in this corporatized provider segment. Given the lack of focus on these stakeholders, we expect the performance of OxyContin to be well below its national share.

Based on this new data, a decision needs to be made whether it is better to bolster relationships to regain share or reduce sales effort in these accounts.

Health Economics

HECON is becoming increasingly important – from payors to corporatized providers to physicians. Given its increasing relevance, Purdue’s policies and strategic focus should be reconsidered.

For example, we understand that today Purdue does not proactively engage payors on HECON issues as a matter of policy and only responds to unsolicited requests. Therefore Purdue is not proactively sharing its new label or any of the supporting data to help inform formulary decisions. We are not aware of another pharma in the US that takes this approach. Rather we see increasing resources, in HECON and payor groups, and even growing numbers of institutional reps and key account managers empowered to shape these types of economic discussions.

Purdue’s policy and strategy have led to an undersized and underutilized HECON team of two. We recognize that HECON to support OxyContin and other pain products is more challenging than in other therapeutic areas. However your portfolio and the evolving landscape stress the importance of real effort in this area.

We believe there is an opportunity to build out the HECON story about AD in a way that payors and corporatized providers will take notice. We believe AD should be the disproportionate focus of your HECON efforts. Currently Purdue is also exploring a Budget Impact Model (BIM) to show payors that formulary restriction is a poor financial decision. While we appreciate this may be valuable in a few targeted situations, there is also certainly risk of this approach being counterproductive and potentially driving more severe restrictions including being taken off formulary.

Thus we see value in re-considering Purdue’s HECON policies and increasing focus on developing the AD value proposition.

Managed Care

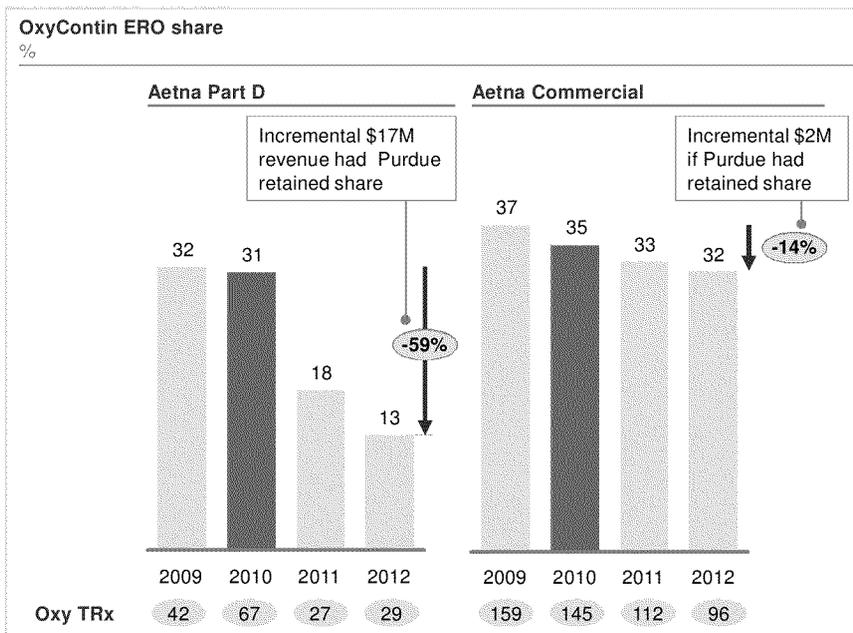
While this is an unlikely source of near term opportunity, we did uncover two findings that suggest there are some actions that can be taken quickly. First, when we explored changes in OxyContin formulary status in multiple Part D plans, we detected a clear drop off in the

commercial book of business for the same plan. This is inconsistent with industry best practice. (Exhibit 9) Additionally in areas where Part D coverage was lost, we found there was no concerted physician or patient advocacy effort to champion ongoing patient access to OxyContin and put complementary pressure on the payor. This is an opportunity to improve commercial access awareness today and going forward as Part D will continue to present formulary challenges.

Exhibit 9: Part D formulary loss spillover into Commercial plan

Summary of OxyContin performance in Aetna plans postloss of Medicare Part D formulary status

■ Year prior to OxyContin loss of Part D formulary status in Jan 2011

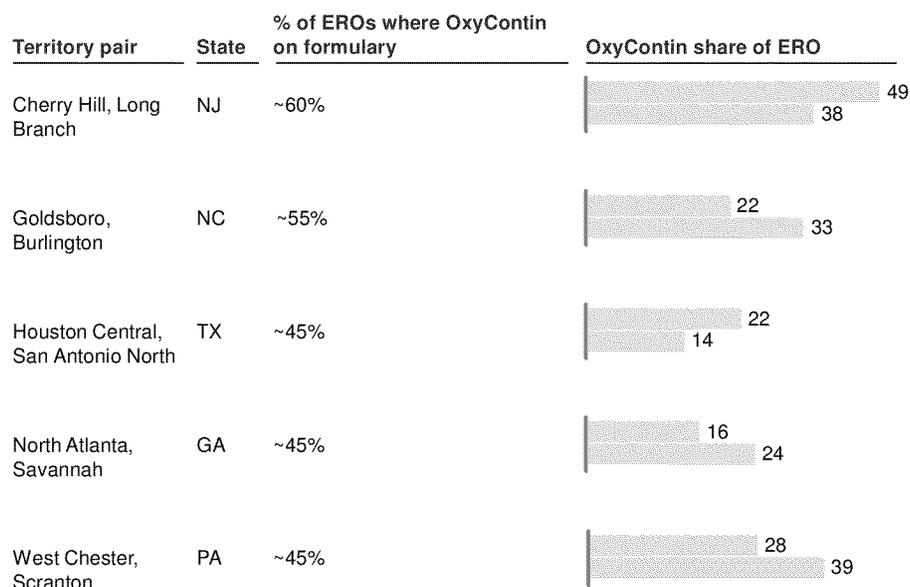


SOURCE: IMS PlanTrak; Purdue iGallery data; Purdue interviews; Team analysis

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The second potential opportunity we identified was addressing instances of differential field force pull-through in equal access situations within the same state. This will require further local inquiry to validate individual opportunities. (Exhibit 10)

Exhibit 10: Differential pull through in equal access situations



SOURCE: IMS, Igallery, team analysis

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More generally, payor pressures like those Purdue has experienced in Part D and MA-PD plans are likely to intensify. To date, Purdue has not actively prioritized deeply understanding payor customers and developing value propositions that go beyond rebates. Thus we believe these are both near-term and mid-term opportunities for Purdue to strengthen its managed care efforts.

Retail pharmacy

The retail channel, both pharmacies and distributors, is under intense scrutiny and direct risk. We see clear disruption impacting patients and it is spreading. The range of obstacles include entire pharmacies being shut off by distributors, pharmacies themselves imposing tablet limits, decreases in channel inventory leading to greater stockouts, and pharmacies choosing to not stock OxyContin. Yet against this clear and direct threat to patient access, we have not found a Purdue strategy for response or any significant mitigation steps taken. This requires an urgent response. Later on, we will describe one early idea to potentially address this issue.

The broader external environment around opioids is being shaped by others and Purdue is being impacted. In some cases such as state legislation, Purdue has taken action. Yet for other

significant influencers like PROP (Physicians for Responsible Opioid Prescribing), Purdue does not appear to have a clear strategy nor has it taken significant action.

The theme for these emerging stakeholders is that Purdue needs quicker, deeper insights and pro-active mitigation strategies.

3. Emerging opportunities

Our initial focus has been on the diagnostic. Our work will shift to opportunities over the coming weeks. To date we have identified and are pursuing 20+ tangible and near term opportunities to improve Purdue’s performance. All require further analysis; several will require real world testing. We are launching a ‘test and learn’ approach in close coordination with the sales force.

Initial opportunities fall into three areas: (I) *Immediate tactical opportunities* for impact within 6 months (II) *Near term opportunities requiring testing* for impact in 6-12 months, and (III) *Strategic policy decisions* to be debated and resolved. (Exhibit 11)

Exhibit 11: Examples of opportunities to pursue

WORK-IN-PROGRESS

I. Immediate tactical opportunities

- Make adjustments to select sales force efficiency and effectiveness levers (e.g., call productivity, reach, targeting, attainment, adherence)
- Increase involvement of MSLS in prescriber interactions to ensure effective communication of scientific results
- Increase messaging in low-share, high payer access territories on quality of OxyContin coverage
- Promote patient savings cards in areas with high Walgreen’s concentration
- Expand ‘starter kit’ distribution

II. Opportunities requiring testing

- Move to 100% OxyContin P1s and Butrans P2s in seled territories, adjusting incentives accordingly
- Selectively reduce peak frequency of OxyContin and use incremental capacity to increase reach, targeting high ERO and high NBRx prescribers being missed today
- Increase reach and frequency of calls to NPs and develop tailored messaging

III. Strategic policy decisions

- Create an alternative distribution channel to respond to retail patient access challenges
- Increase overall sales force productivity through fundamental re-examination of all the sales and marketing components, ranging from co-positioning to compensation to territory re-definition
- Develop new strategy to approach or deprioritize corporatized providers
- Reconsider policy around HECON engagement with payors

Below we provide examples of each of these types of opportunities:

I. Immediate tactical opportunities require further validation and adoption by OxyContin brand leadership. These ideas are primarily about implementing industry best practices in execution. These best practices can be adapted for Purdue and rolled out quickly. These include: higher call productivity, full delivery of OxyContin P1s, higher reach of decile 6-10 prescribers, greater adherence to call lists, and field training on how to appropriately engage medical.

II. Near term opportunities requiring testing represent a higher degree of change. We suggest evidence from pilots is needed prior to scale up.

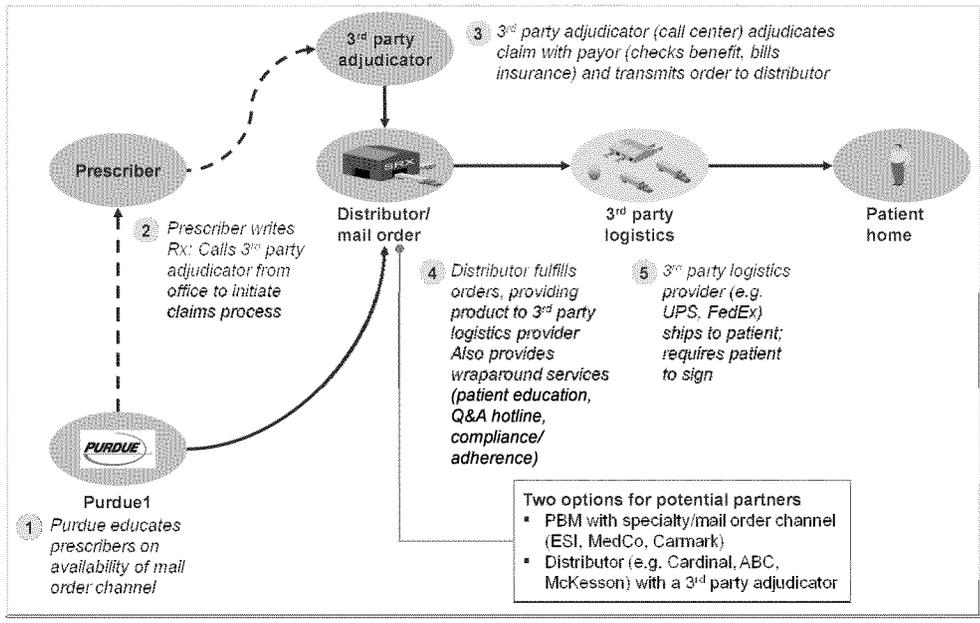
An example would be a transformative shift in OxyContin and Butrans call objectives to 100% OxyContin in P1s and Butrans in P2s. This could be part of a temporary build up or more permanent in many markets. This could come with corresponding targeting and compensation changes. We'd suggest this be a 'test and learn' given the value of insight from real world implementation (e.g., sizing both the potential OxyContin upside and Butrans downside.)

III. Strategic policy decisions are less about on the ground operations and more about fundamental change Purdue's go to market model. Many of these decisions could deliver short performance impact.

One example is reconsidering Purdue's policy regarding proactively engaging in HECON discussions with payors and corporatized providers.

Another example is an early idea to create an alternative model for how patients receive OxyContin. This model would bypass retail, likely through a third party vendor who would provide adjudication and direct distribution to patients.(Exhibit 12) Physician offices or patients would send in prescriptions and this alternative channel could replace pharmacy call backs with patient care value added services. Recordkeeping could be much easier if done centrally by experts. Pfizer, J&J and AZ have all developed versions of this direct to patient distribution model to improve patient access.

Exhibit 12: An early idea for disruption of OxyContin fulfillment → Product flow



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Implementation of ideas in all three areas requires a cultural and mindset change for Purdue. Successful adoption of new approaches will be challenging for the organization. We are encouraged by many leaders who are ready and highly supportive of driving the types of changes described here.

4. Next steps

We are only partially through our work and many analyses are in progress. For example, we know that over 40% of OxyContin decline (in milligrams sold) is due to a reduction in tabs/Rx and mgs/Rx. We are developing a perspective based on channel inventory data, external discussions with pharmacists and new IMS data. Other in progress analyses include: deeper evaluation of the micro-markets, consideration of sales curves by market characteristics and assessment of pricing by dosage.

Given the focus on near term performance, we will continue to focus disproportionately on those opportunities that can have the biggest impact.

We recognize the urgency, complexity and scale of the issues we have found to date. We will proceed with our absolute best efforts. We are confident that significant progress will be made and at a substantially accelerated pace; but the scale and degree of change being considered is substantial. Capturing these opportunities will be a journey, not an event for Purdue.

In our final report, you can expect a comprehensive assessment of our findings, quantified recommendations on the biggest opportunities and specific guidance on implementation – recognizing culture and mindset change requirements. It will include a roadmap for further work Purdue will need to do to make rapid progress on capturing these opportunities.

Purdue has had a remarkable history of success. So far, we have seen significant opportunity to drive performance improvements and openness to the scale of change that is needed.

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Memorandum to
John Stewart
Russ Gasdia

From
McKinsey & Company

August 8th, 2013

Identifying granular growth opportunities for OxyContin: Addendum to July 18th and August 5th updates

This addendum highlights two additional findings since our July 18th and August 5th updates and specific actions we believe Purdue should take to begin to increase sales.

1. Prescriber Targeting

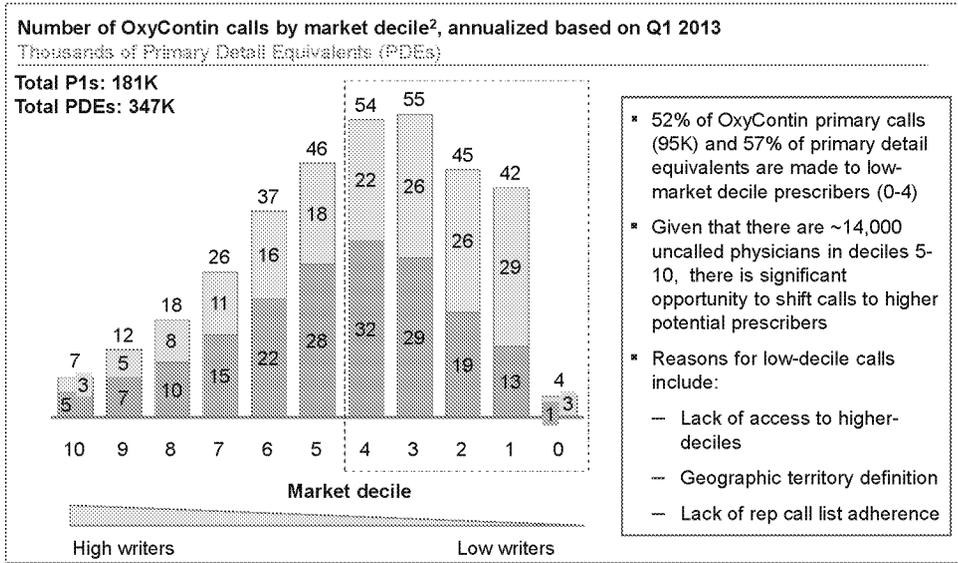
Our refined analyses confirm significant opportunity to improve sales through better targeting. We believe the upside is >\$100 million in annual sales.

Today Purdue spends as much effort detailing the lesser value prescribers (decile 0-4) as it does on the higher value prescribers (decile 5-10). To put this in perspective, the average prescriber in decile 5-10 writes 25 times as many OxyContin scripts as a prescriber in decile 0-4. In Q1 2013 the majority (52%) of OxyContin primary calls were made to decile 0-4 prescribers. Including the secondary calls, 57% of the primary detail equivalents (PDEs) were made to decile 0-4 prescribers. Best practice in the industry is over 80% of effort on higher value prescribers. (Exhibit 1)

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Exhibit 1: OxyContin calls by market decile

Secondary details (PDE equiv)¹
 Primary details



¹ PDEs calculated as 1.0 x P1 calls + 0.5 x P2 calls
² Market decile based on ER-IR market basket as defined by ZS Associates

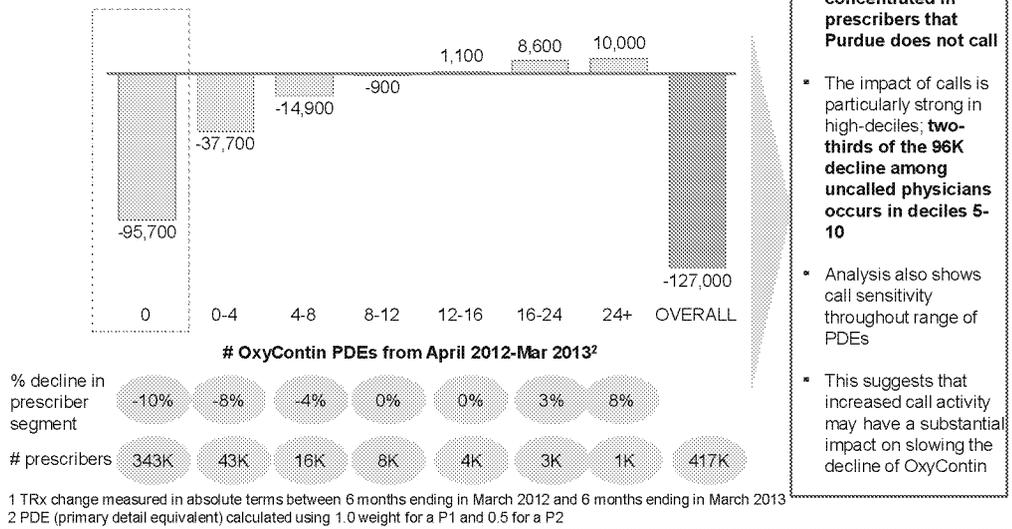
SOURCE: IMS, Purdue call data

McKinsey & Company | 0

Furthermore, 75% of the decline in OxyContin sales comes from prescribers that Purdue is not calling upon. Two thirds of this decline is from prescribers in deciles 5-10. (Exhibit 2) In addition, the field sales force primary OxyContin calls are running at 65% of goal.

Exhibit 2: OxyContin TRx change at different levels of call activity

Absolute Year over Year change in OxyContin TRx¹ by number of PDEs
Number of TRx



SOURCE: IMS, Purdue call data McKinsey & Company | 1

Collectively these findings show significant opportunity to improve targeting and also emphasize the upside from improvement as OxyContin’s responsiveness to calls appears significant.

2. Retail access

Access to OxyContin for some patients has become quite challenging in specific local markets. This is due to a combination of factors including: regulations, DEA initiatives, PROP, wholesaler initiatives and local pharmacist perceptions.

There is direct evidence of this reduced access through patient calls to Purdue’s Medical Information line which have recorded a 300% increase in instances of patients reporting difficulty filling opioid prescriptions, often needing to travel to multiple pharmacies in an attempt to fill their prescription.

There are reports of wholesalers stopping shipments entirely to an increasing number of pharmacies, causing temporary supply disruptions. Although, it appears that pharmacies are able to secure alternative distributors.

Many wholesalers are also imposing hard quantity limits on orders based on prior purchase levels. This restricts access for new and existing patients, especially in situations when an access challenge arises in a local pharmacy, the wholesaler quantity limits restrict the ability of other local pharmacies to pick up the displaced patients.

While the wholesaler issues are quite visible and real, we believe the daily decisions being made at local pharmacies, while less publicly visible, are in fact creating far greater access issues.

Walgreens, in particular, is having material impact on patients. In April, Walgreens rolled out national opioid dispensing guidelines. These guidelines are quite extensive and include ‘flags’ for new patients and dose limits which can clearly impact appropriate patient access. (Exhibit 3)

Exhibit 3: Guidelines established by major pharmacy chains for opioid dispensing

Pharmacy chains are implementing guidelines for which patients can fill opioid prescriptions, increasing pharmacists' risk of filling opioid prescriptions...

- Common mandatory requirements**
- Government ID
 - No previous failed attempt to fill the prescription at another pharmacy belonging to same chain
 - Clear Prescription Drug Monitoring Program (PDMP) check, in states where available

- Additional flags**
- Has not previously filled a prescription for the same medicine and dosage at same pharmacy
 - Quantity is 120 units or more
 - Patient on medication for 6 months or more
 - Lives far from the pharmacy
 - Prescription not filled on time
 - Paid through cash/ credit card rather than insurance

... moreover, pharmacists report increased work and hassle associated with filling opioid prescriptions

- "We kind of discourage [the opioid business]... **it's more headaches than it's worth** for the low profits [and] if you give one patient one prescription [for an opioid], they bring their friends" – *Clinical coordinator at Publix (FL)*
- "Stress load is high- they aren't insuring techs [and] it used to take 10-15 [minutes] to fill a prescription, now it takes a lot longer... Pharmacy also not providing enough support to fill these prescriptions... **80% of the time, they just refuse patients.**" – *Clinical coordinator at Publix (FL)*
- "With budget cuts and staffing cuts – we don't have time to handle everything... **it's easier to turn away patients... my personal turn away rate for opioids is about 5%**" – *Former Pharmacy Manager at Walgreens (KY)*

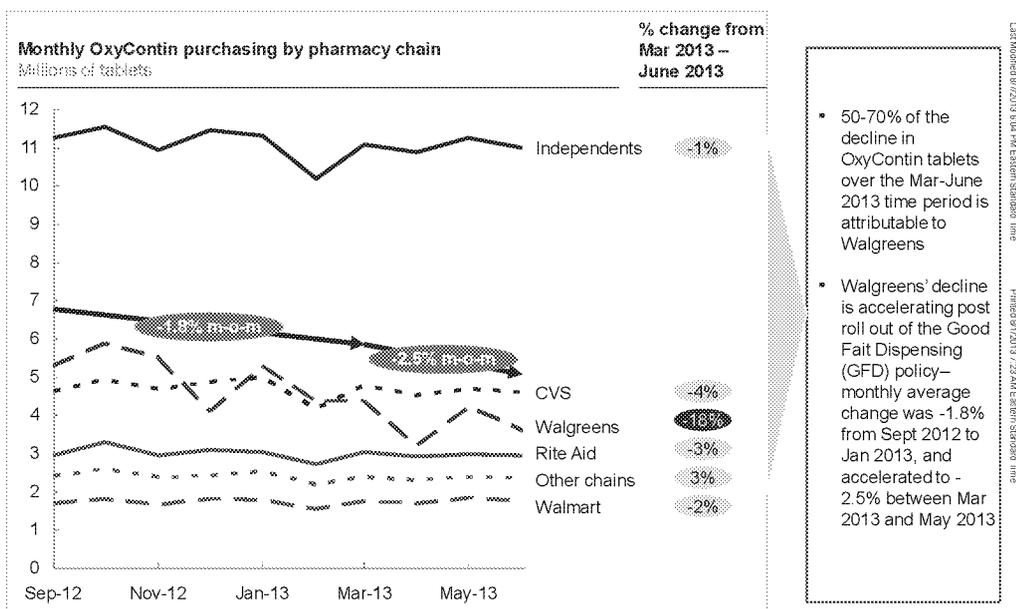
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Separately, as part of their agreement with the DEA, Walgreens eliminated controlled substances from their bonus calculations for pharmacists. Thus individual pharmacists effectively lose money every time they accept the work of fulfilling an opioid prescription. Thus there is a strong dis-incentive for pharmacists to dedicate the extra time needed to maintain patient access to opioids, even independent of the chain's national guidelines on opioid dispensing.

Deep examination of Purdue’s available pharmacy purchasing data shows that Walgreens has reduced its units by 18% in just the last three months. In March – June, the Walgreens reduction alone can account for 50-70% of the total OxyContin decline in units. (Exhibit 4)

Exhibit 4: OxyContin purchasing by pharmacy chain

PRELIMINARY - IN VALIDATION



SOURCE: Market Visibility dataset, OMS

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We have examined multiple zip codes where Walgreens is a major supplier, and the other local pharmacies have not seen offsetting increases in purchases – thus it appears that many of these patients are either going untreated or being forced to find alternatives.

Further, the Walgreens data also shows a significant impact on higher OxyContin dosages. Among Walgreen stores that stock OxyContin 20mg, in the last three months there has been a 21% reduction in the number of stores also purchasing the 80mg. It is also important to note that Walgreen’s reduction in the 80mg far exceeds the national trend. Their share of national purchases of the 80mg has fallen by nearly 20%. Thus Walgreens is not simply reflecting lower demand, but apparently taking independent action to further reduce 80mg purchasing.

While Walgreens is currently having the most dramatic impact, there is reason to believe that many of the chains either have implemented (e.g., CVS in 2012) or are considering similar policies. Thus the pharmacy access issue is both urgent and broad.

The magnitude of today’s patient access issues underscores the need to: (1) take immediate actions to address issues at pharmacies (e.g., ensure appropriate senior level dialogue with Walgreens, increase patient advocacy efforts); and (2) accelerate exploration of potential

innovative alternatives such as direct-to-patient mail order which was described in our prior memo.

3. Specific actions to begin to increase Purdue's sales¹

When combined with prior findings, the scale of change required in Purdue's sales force model is significant. Rather than addressing the pieces individually, we recommend you take actions to 'Turbocharge Purdue's Sales Engine' and optimize across all elements of the winning sales model – from targeting to territories to incentive compensation.

The rationale to for addressing Purdue's sales model holistically is strong. These findings demonstrate the breadth of issues and how they are inter-related. For example, despite the significant value in improving Purdue's targeting, the value cannot be captured unless the field achieves a higher level of adherence to Purdue's call plan.

While the behavioral and process changes described here are significant, and some incremental investments may be required (e.g., additional reps, Sales analytics capabilities), overall the financial investments are moderate relative to the upside sales potential.

Therefore, we recommend Purdue approve five actions immediately:

1. Create a senior leadership team to lead this effort (no more than three executives within and outside sales) and task them to develop a detailed workplan within 30 days.
2. Establish a revenue growth goal (e.g., \$150M incremental stretch goal by July 2014) and set monthly progress reviews with CEO and Board.
3. Shift Purdue's sales targeting from decile to workload (industry norm that more precisely defines the value of physicians)
4. Re-balance field effort dramatically toward OxyContin by increasing field force activity where needed and closely measuring changes in sales
5. Mandate field compliance with targets and align the incentive program to match OxyContin prioritization

Our experience with other pharmaceutical companies suggests that such a comprehensive Sales transformation program takes nine months, although positive impact will be seen within 2-3 months. It is critical that Purdue commits to addressing sales as an organizational journey, not an event. Success requires not only the analytic answer, but even more importantly winning the hearts and minds of the sales force and permanently changing how the company operates, from

¹ Recommended actions to address "retail access" will be included in our final report

HQ to the field. New capabilities will need to be learned and reinforced on a daily basis. The organizational mindset, behavior and culture will all need to evolve along with journey.

Purdue should start work immediately. Additional analytics are needed (e.g., workload and Champions need to be identified). As mentioned above, a detailed workplan needs to be developed within 30 days. While this effort would be focused on OxyContin, the approach and capabilities built would likely have positive spillover to Butrans and the rest of the portfolio.

While it is challenging to quantify the exact impact of such changes in a dynamic marketplace, we are confident that the value at stake is significant – hundreds of millions, not tens of millions. Analysis done during the prior sales force alignment and our own retrospective analysis both showed over \$200M of potential opportunity in a single year, even more in cumulative terms. While this did not take into account the negative landscape drivers such as pharmacy access challenges, it also did not consider the positive drivers such as the recent label change. The substantial size of the opportunity is reassurance that the significant effort required will be well rewarded.

Closing

We emphasized this ‘Sales Engine’ recommendation because we believe it is fundamental to Purdue’s near term and longer term success. We strongly believe that a comprehensive approach is the right answer. Success will require real commitment from Purdue leadership and also significant effort from the organization. This program requires substantial capability building at HQ and in the field. The program office described above will require support of an internal cross-functional working group, likely with executive committee engagement, possibly as co-chairs. Our experience is that these kinds of sales transformations are not easy and require real work but the end result is quite rewarding, both for individuals and for the organization.

Our experience makes clear that one fundamental ‘must have’ for execution success is strong leadership alignment upfront.

Therefore our recommendation is that Purdue makes a clear go-no go decision to ‘Turbocharge the Sales Engine’.

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Message

From: [REDACTED]
on behalf of Mahony, Edward [REDACTED]

Sent: 9/5/2013 5:00:57 PM

To: Boer, Peter [REDACTED]
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BCC: Stewart, John H. (US) [REDACTED]

Subject: August Flash Report

Attachments: 2013 August Sales Analysis Monthly Package.pdf

Colleagues - The following flash financial report covers Purdue sales, cash-on-hand and material financial developments, if any. The report focuses on variances to the 2013 mid-year forecast presented in June, which projected a reduction in net sales from the original 2013 budget of \$303.1 million, from \$2,410.3 million to \$2,107.2 million - a decline of 12.6%.

Net Sales

Net Sales for the eight months ending August were \$1,343.1 million --- \$108.1 million lower than the same period last year and \$52.5 million or 3.8% under the mid-year forecast primarily due to OxyContin sales as discussed below.

OxyContin

OxyContin net sales for the eight months ending August total \$1,195.8 million --- \$48.4 million below the mid-year forecast and \$128.4 million lower than the same period last year. The variance vs. mid-year forecast is due to:

- a. Estimated OxyContin demand running approximately \$66.9 million lower than the mid-year forecast:
 - a. IMS reported demand in dollarized scripts is in line with the forecasted dollarized scripts, which was based on trended IMS demand;
 - b. However, recent analysis has shown that the IMS script data on which the forecast is based is consistently overstated by around 5.5%. The mid-year forecast assumed an overstatement of 1.6%. The change in the overstatement assumption accounts for the \$66.9 million lower demand (see Notes 1 and 2).
- b. The contraction in OxyContin trade inventory through August is lower than the mid-year forecast by \$18.7 million.

Note 1 – This consistent IMS overstatement is also being seen by another opioid tablet manufacturer and is being investigated by IMS.

Note 2 – The 2013 annual impact of this overstatement is projected to be \$80 million, offset by the impact of higher trade inventory projected to be \$50 million. Combined this would be a net reduction in the sales forecast of \$30 million.

Butrans

Butrans net sales for the eight months ending August were \$72.8 million --- \$8.9 million below the original 2013 budget and \$14.7 million above the same period last year. The sales shortfall is driven by contraction in trade inventory and prescriptions running slightly below budget.

Other comments:

- a. The analgesic sales force made 280 thousand primary Butrans sales calls through the end of August vs. budget of 247 thousand primary calls, or 113% of target.
- b. The 2013 objective for formulary coverage was 35% for commercial and 10% for Medicare Part D on a Tier 2 formulary (Preferred Brand Status). Actual results were 33% and 11% respectively – these results include recent Med D wins for Med Impact and Cigna

effective October 1st 2013, Coventry (First Health only) effective August 1st, 2013 and Healthnet effective July 1st, 2013.

The Butrans 15mcg strength will commence shipping on October 2nd and is expected to contribute \$2 million of gross sales in 2013, primarily stocking.

Intermezzo

The mid-year forecast assumes full year Intermezzo net sales of \$10.4 million versus budget of \$44 million. Prescriptions are in line with that forecast.

Cash and Short Term Investments

At the end of August, unrestricted cash and short term investments totaled \$935 million --- which is \$6 million lower than forecast. This temporary lower-than-forecast cash balance is due to timing of payments. Actual cash payments during the month included OxyContin royalty to AbbVie at \$9.7 million and Butrans royalty to LTS at \$1.5 million.

Material Financial Event in the Month

Redacted

Best Regards,

Ed

Purdue U.S.
Sales Flash Report
August 2013

Page Number

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3	Net Sales by Product
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5	Trade Inventory
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7	IMS Reported Demand by Month
8 - 9	Sales Force Call Metrics

Purdue US Sales Summary Gross to Net

Expressed in 000's

	August	August Year-to-Date				Variance 2013 YTD Actual Vs.			Full Year					
	Actual	2013 YTD Actual	2013 YTD Budget	2013 Mid Year Update	2012 YTD Actual	2013 YTD Budget	2013 Mid Year Update	2012 YTD Actual	2013 Budget	2013 Mid Year Update	2012 Actual	2011 Actual	2010 Actual	2009 Actual
10mg	\$ 11,556	\$ 92,304	\$ 105,015	\$ 93,659	\$ 98,449	\$ (12,711)	\$ (1,354)	\$ (6,145)	\$ 156,987	\$ 142,460	\$ 152,741	\$ 146,784	\$ 121,344	\$ 133,629
15mg	3,279	24,303	25,304	23,132	21,800	(1,001)	1,171	2,503	37,814	35,840	33,992	27,136	23,620	16,548
20mg	29,762	236,573	280,922	249,757	251,774	(44,349)	(13,184)	(25,200)	419,948	377,709	402,472	404,149	361,266	369,289
30mg	17,630	136,618	158,847	139,457	130,859	(22,229)	(2,839)	5,759	237,429	214,549	205,335	171,730	161,048	114,431
40mg	43,016	346,493	416,255	370,667	404,270	(67,762)	(22,174)	(55,777)	622,343	555,777	618,704	633,738	682,972	708,279
60mg	26,364	214,027	260,125	222,067	220,923	(46,099)	(8,040)	(6,897)	385,817	338,266	340,746	300,721	315,742	226,251
80mg	68,746	582,808	704,553	602,471	669,807	(121,745)	(19,663)	(86,999)	1,053,126	888,508	1,023,075	1,096,778	1,331,784	1,320,222
160mg	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OxyContin	200,352	1,695,126	1,951,021	1,701,209	1,807,881	(315,895)	(66,083)	(172,755)	2,916,463	2,553,108	2,777,064	2,781,018	2,997,775	2,888,649
Butrans	10,762	90,106	100,988	100,988	69,056	(10,882)	(10,882)	21,050	160,025	160,025	112,887	73,531	-	-
Intermezzo	7	6,539	32,066	10,031	13,995	(25,527)	(9,492)	(7,456)	57,622	13,892	16,556	-	-	-
Dilaudid Ampules	139	1,935	3,010	3,010	4,516	(1,076)	(1,076)	(2,581)	4,328	4,328	6,044	10,209	5,444	-
Dilaudid Vials	8	764	556	556	910	208	208	(146)	797	797	1,306	1,302	6,638	2,417
Dilaudid Tablets	720	6,682	7,965	7,965	9,508	(1,284)	(1,284)	(2,826)	11,856	11,856	14,191	17,495	18,234	24,977
Dilaudid	867	9,380	11,531	11,531	14,933	(2,151)	(2,151)	(5,553)	16,981	16,981	23,769	24,842	35,081	32,838
MS Contin	302	7,555	7,862	7,862	8,650	(307)	(307)	(1,095)	11,642	11,642	12,974	13,339	15,101	16,860
Ryzolt	(209)	(918)	-	-	(6,699)	(918)	(918)	5,780	-	-	(6,924)	11,168	16,510	10,842
Betadine First Aid	400	2,842	2,687	2,687	2,733	155	155	109	4,027	4,027	4,118	4,249	3,858	-
Betadine Hospital	419	3,155	2,933	2,933	3,033	221	221	121	4,401	4,401	4,653	4,412	4,196	3,864
Betadine Veterinary	92	669	549	549	614	120	120	55	830	830	850	793	765	729
Betadine	912	6,666	6,169	6,169	6,381	497	497	285	9,258	9,258	9,621	9,369	9,210	8,451
Betasept	225	1,416	1,248	1,248	1,266	168	168	150	1,878	1,878	1,971	1,753	1,715	1,500
Colace	2,526	16,424	17,112	17,112	16,389	(688)	(688)	35	25,669	25,669	25,891	23,729	22,250	22,889
Peri-Colace	379	2,819	3,138	3,138	2,983	(319)	(319)	(163)	4,708	4,708	4,403	3,968	3,637	3,058
Colace / Peri-Colace	2,905	19,243	20,250	20,250	19,372	(1,007)	(1,007)	(129)	30,377	30,377	30,294	27,697	25,887	25,947
Senokot	1,032	6,762	6,175	6,175	6,497	587	587	265	9,263	9,263	10,000	10,428	9,894	7,272
Senokot - 5	982	7,960	8,430	8,430	7,341	1,530	1,530	619	9,648	9,648	11,220	13,010	12,360	11,357
Senokot	2,014	14,722	12,605	12,605	13,838	2,117	2,117	884	18,911	18,911	21,220	23,437	22,253	18,629
Slow-Mag	815	4,076	3,587	3,587	3,457	489	489	619	5,316	5,316	5,554	5,352	4,585	4,703
Discontinued Products	(0)	(7)	-	-	(71)	(7)	(7)	64	-	-	(81)	(344)	(243)	3,725
Gross Branded Sales	\$ 219,453	\$ 1,793,904	\$ 2,147,328	\$ 1,875,482	\$ 1,952,060	\$ (353,424)	\$ (81,578)	\$ (158,155)	\$ 3,228,472	\$ 2,821,387	\$ 3,004,905	\$ 2,971,161	\$ 3,127,873	\$ 3,012,143
Fee-for-Service	\$ (3,875)	\$ (36,147)	\$ (43,464)	\$ (38,726)	\$ (49,915)	\$ 7,317	\$ 2,578	\$ 13,767	\$ (65,338)	\$ (57,957)	\$ (69,313)	\$ (74,507)	\$ (79,237)	\$ (76,215)
Fee-for-Service adj	(1,094)	1,321	-	2,409	9,241	1,321	(1,088)	(7,919)	2,539	9,458	13,693	12,035	10,570	10,570
SD&A w/out FFS adj	(4,616)	(36,499)	(45,856)	(40,642)	(42,518)	9,358	4,143	6,019	(88,198)	(56,605)	(76,476)	(63,021)	(73,347)	(71,491)
Disc. & Allowances	(5,710)	(35,177)	(45,856)	(38,233)	(33,277)	10,679	3,055	(1,900)	(88,198)	(54,066)	(67,018)	(49,328)	(61,312)	(60,921)
Ryzolt Returns Reserve	209	917	-	-	7,100	917	917	(6,183)	-	-	7,167	161	-	-
Intermezzo Returns Reserve	853	3,444	-	-	(8,178)	3,444	3,444	11,622	-	-	(8,981)	-	-	-
OxyContin Returns Reserve	-	-	-	-	-	-	-	-	-	-	(65,199)	(7,055)	12,519	5,359
Savings Card Discount	(4,702)	(29,678)	(22,518)	(28,360)	(15,779)	(7,161)	(1,318)	(13,900)	(34,537)	(41,334)	(25,104)	(15,572)	(15,691)	(17,131)
Rebates	(38,177)	(319,026)	(380,074)	(323,957)	(362,773)	61,048	4,931	43,747	(566,217)	(488,582)	(517,605)	(545,891)	(621,633)	(455,092)
Proposed regulation adj for Medicaid rebat	(4,520)	(38,271)	(44,240)	(51,726)	(39,785)	5,969	13,455	1,514	(65,584)	(73,892)	(60,383)	(68,854)	(40,041)	-
Other	250	3,116	1,101	1,101	1,682	2,015	2,015	1,434	1,651	1,651	2,455	12,380	27,611	-
Less: Deductions Subtotal	\$ (55,673)	\$ (450,823)	\$ (535,051)	\$ (479,901)	\$ (500,924)	\$ 84,228	\$ 29,078	\$ 50,101	\$ (818,124)	\$ (714,179)	\$ (803,982)	\$ (748,667)	\$ (777,784)	\$ (604,000)
Net Branded Sales	\$ 163,779	\$ 1,343,081	\$ 1,612,277	\$ 1,395,581	\$ 1,451,135	\$ (269,196)	\$ (52,500)	\$ (108,054)	\$ 2,410,348	\$ 2,107,208	\$ 2,200,922	\$ 2,222,495	\$ 2,350,089	\$ 2,408,143
Percent deductions gross to net	25.4%	25.1%	24.9%	25.6%	25.7%	0.21%	-0.46%	-0.07%	25.3%	25.3%	26.8%	25.2%	24.9%	20.1%

Sales Summary by Product - Gross to Net

Expressed in 000's

	July Year-to-Date								Variance 2013 YTD Actual Vs.					Full Year								
	2013 YTD Actual	% of Gross Sales	2013 YTD Budget	% of Gross Sales	2013 Mid Year Forecast	% of Gross Sales	2012 YTD Actual	% of Gross Sales	2013 YTD Budget	% of Gross Sales	2013 Mid Year Forecast	% of Gross Sales	2012 YTD Actual	% of Gross Sales	2013 Budget	% of Gross Sales	2013 Mid Year Forecast	% of Gross Sales	2012 Actual	% of Gross Sales		
OxyContin																						
Gross Sales	\$ 1,635,126	100%	\$ 1,951,021	100%	\$ 1,701,209	100%	\$ 1,807,881	100%	\$ (315,895)	100%	\$ (66,083)	100%	\$ (172,755)	100%	\$ 2,916,463	100%	\$ 2,553,108	100%	\$ 2,777,064	100%		
Fee for Service	(33,649)	-2.1%	(40,069)	-2.1%	(35,769)	-2.1%	(46,565)	-2.6%	6,419	-2.0%	2,140	-3.2%	12,915	-7.5%	(59,887)	-2.1%	(53,399)	-2.1%	(65,877)	-2.4%		
Sales Discounts and Allowances	(34,710)	-2.1%	(41,416)	-2.1%	(34,807)	-2.0%	(28,437)	-1.6%	6,706	-2.1%	97	-0.1%	(6,273)	3.6%	(72,658)	-2.5%	(44,826)	-1.8%	(116,425)	-4.2%		
Savings Cards Discounts	(23,721)	-1.5%	(15,282)	-0.8%	(22,055)	-1.3%	(11,091)	-0.6%	(8,439)	2.7%	(1,666)	2.5%	(12,629)	7.3%	(22,813)	-0.8%	(31,522)	-1.2%	(18,330)	-0.7%		
Rebates	(309,000)	-18.9%	(368,696)	-18.9%	(312,690)	-18.4%	(356,308)	-19.7%	59,697	-19%	3,691	-6%	47,309	-27.4%	(547,876)	-18.8%	(471,555)	-18.5%	(509,597)	-18.4%		
Proposed Regulation Adjustment for Medicaid Rebates	(38,271)	-2.3%	(44,240)	-2.3%	(51,726)	-3.0%	(41,260)	-2.3%	5,969	-1.9%	13,455	-20.4%	2,989	-1.7%	(65,584)	-2.2%	(73,892)	-2.9%	(60,383)	-2.2%		
OxyContin Net Sales	1,195,775	73%	1,441,318	74%	1,244,141	73%	1,324,220	68%	(245,544)	78%	(48,367)	73%	(128,445)	74%	2,147,645	74%	1,877,914	74%	2,006,453	72%		
Butrans																						
Gross Sales	\$ 90,106	100%	\$ 100,988	100%	\$ 100,988	100%	\$ 69,056	100%	\$ (10,882)	100%	\$ (10,882)	100%	\$ 21,050	100%	\$ 160,025	100%	\$ 160,025	100%	\$ 112,887	100%		
Fee for Service	(1,891)	-2.1%	(2,169)	-2.1%	(2,186)	-2.2%	(1,916)	-2.8%	278	-2.6%	295	-2.7%	25	0.1%	(3,432)	-2.1%	(3,448)	-2.2%	(2,693)	-2.4%		
Sales Discounts and Allowances	(2,085)	-2.3%	(2,337)	-2.3%	(2,120)	-2.1%	(1,245)	-1.8%	252	-2.3%	35	-0.3%	(840)	-4.0%	(6,826)	-4.3%	(6,609)	-4.1%	(13,725)	-12.2%		
Savings Cards Discounts	(5,104)	-5.7%	(5,481)	-5.4%	(5,320)	-5.3%	(4,474)	-6.5%	377	-3.5%	216	-2.0%	(630)	-3.0%	(8,573)	-5.4%	(8,392)	-5.2%	(6,198)	-5.5%		
Rebates	(8,224)	-9.1%	(9,217)	-9.1%	(9,278)	-9.2%	(3,381)	-4.9%	993	-9.1%	1,054	-9.7%	(4,842)	-23.0%	(14,336)	-9.0%	(14,326)	-9.0%	(6,139)	-5.4%		
Butrans Net Sales	72,802	81%	81,783	81%	82,083	81%	58,039	84%	(8,982)	83%	(9,281)	85%	14,763	70%	126,858	79%	127,250	80%	84,131	75%		
Intermezzo																						
Gross Sales	\$ 6,539	100%	\$ 32,066	100%	\$ 10,031	100%	\$ 13,995	100%	\$ (25,527)	100%	\$ (3,492)	100%	\$ (7,458)	100%	\$ 57,622	100%	\$ 13,892	100%	\$ 16,556	100%		
Fee for Service	(183)	-2.8%	(536)	-2.0%	(200)	-2.0%	(356)	-2.5%	455	-1.8%	17	-0.5%	173	-2.3%	(1,147)	-2.0%	(276)	-2.0%	(352)	-2.1%		
Sales Discounts and Allowances	3,313	50.7%	(641)	-2.0%	21	0.2%	(9,106)	-65.1%	3,955	-15.5%	3,292	-94.3%	12,419	-166.6%	(6,915)	-12.0%	(1,096)	-7.9%	(9,908)	-59.8%		
Savings Cards Discounts	(853)	-13.1%	(1,755)	-5.5%	(985)	-9.8%	(213)	-1.5%	901	-3.5%	132	-3.8%	(640)	8.6%	(3,150)	-5.5%	(1,421)	-10.2%	(576)	-3.5%		
Rebates	(228)	-3.5%	(1,116)	-3.5%	(604)	-6.0%	(291)	-2.1%	888	-3.5%	376	-10.8%	64	-0.9%	(2,364)	-4.1%	(729)	-5.2%	(138)	-0.8%		
Intermezzo Net Sales	8,588	131%	27,916	87%	8,264	82%	4,028	29%	(19,327)	76%	324	-9%	4,561	-61%	44,046	76%	10,371	75%	5,582	34%		
Total for All Products																						
Gross Sales	\$ 1,793,904	100%	\$ 2,147,328	100%	\$ 1,875,482	100%	\$ 1,952,060	100%	\$ (353,424)	100%	\$ (81,578)	100%	\$ (158,155)	100%	\$ 3,228,472	100%	\$ 2,821,387	100%	\$ 3,004,905	100%		
Fee for Service	(36,147)	-2.0%	(43,464)	-2.0%	(38,726)	-2.1%	(49,915)	-2.6%	7,317	-2.1%	2,578	-3.2%	13,767	-8.7%	(65,338)	-2.0%	(57,957)	-2.1%	(69,313)	-2.3%		
Sales Discounts and Allowances	(30,816)	-1.7%	(45,856)	-2.1%	(38,233)	-2.0%	(34,354)	-1.8%	15,040	-4.3%	7,416	-9.1%	3,538	-2.2%	(88,198)	-2.7%	(54,066)	-1.9%	(134,031)	-4.5%		
Savings Cards Discounts	(29,578)	-1.7%	(22,518)	-1.0%	(28,360)	-1.5%	(15,779)	-0.8%	(7,161)	2.0%	(1,318)	1.6%	(13,900)	8.8%	(34,537)	-1.1%	(41,334)	-1.5%	(25,104)	-0.8%		
Rebates	(319,026)	-17.8%	(380,074)	-17.7%	(323,957)	-17.3%	(361,298)	-18.5%	61,048	-17.3%	4,931	-6.0%	42,272	-26.7%	(566,117)	-17.5%	(488,582)	-17.3%	(517,606)	-17.2%		
Proposed Regulation Adjustment for Medicaid Rebates	(38,271)	-2.1%	(44,240)	-2.1%	(51,726)	-2.8%	(41,260)	-2.1%	5,969	-1.7%	13,455	-16.5%	2,989	-1.9%	(65,584)	-2.0%	(73,892)	-2.6%	(60,383)	-2.0%		
Other	3,116	0.2%	1,101	0.1%	1,101	0.1%	1,682	0.1%	2,015	-0.6%	2,015	-2.5%	1,434	-0.9%	1,651	0.1%	1,651	0.1%	2,455	0.1%		
Total Net Sales	\$ 1,343,081	75%	\$ 1,612,277	75%	\$ 1,395,581	74%	\$ 1,451,135	74%	\$ (269,196)	76%	\$ (52,500)	64%	\$ (108,054)	68%	\$ 2,410,348	75%	\$ 2,107,208	75%	\$ 2,200,922	73%		

Sales Variance to Forecast

	(\$ in millions)
<u>Gross Sales</u>	
◦ Impact of trade inventories higher than Forecast. (1)	
◦ Lower demand versus Forecast. (1)	\$ 25.3
Lower OxyContin Sales.	<u>(91.4)</u>
	(66.1)
◦ Butrans sales due to lower trade inventory and demand.	(10.9)
◦ Intermezzo due to lower trade inventory.	(3.5)
◦ All Other.	<u>(1.1)</u>
Sub-Total Gross Sales Variance	(81.6)
<u>Deductions</u>	
◦ Lower variable deductions due to lower Sales.	29.1
Net Branded Sales Variance to Forecast	<u><u>\$ (52.5)</u></u>

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

Trade Inventory Summary

Highlights

OxyContin trade inventory contraction is below budget by \$25 million.
 Butrans trade inventory growth is lower than budget likely driven by YTD sales performance.

	Inventory Value (\$000's)				Months on Hand		
	YTD August 2013		Variance	FY 2013	Aug-13		
	Actual	MY Update		MY Update	Actual	MY Update	Variance
<u>OxyContin</u>							
Total Trade Inventory - January 1st, 2013 (3)	\$ 493,611	\$ 539,959	\$ (46,348)	\$ 539,959	2.1	2.0	0.1
Wholesaler - Ending (1)	169,455	224,457	(55,002)	250,000	0.7	1.0	(0.3)
Pharmacy - Ending (2)	224,533	189,453	35,081	154,000	1.0	0.8	0.1
Hospital/Other - Ending	3,491	4,645	(1,154)	4,396	0.0	0.0	(0.0)
Total Trade Inventory - August 31st, 2013	<u>\$ 397,479</u>	<u>\$ 418,554</u>	<u>\$ (21,075)</u>	<u>\$ 408,396</u>	<u>1.7</u>	<u>1.8</u>	<u>(0.1)</u>
Change in Trade Inventory	\$ (96,132)	\$ (121,405)	\$ 25,273	\$ (131,563)	0.4	0.2	0.2
<u>Butrans</u>							
Total Trade Inventory - January 1st, 2013	\$ 21,102	\$ 21,102	\$ -	\$ 21,102	2.1	1.9	0.2
Wholesaler - Ending (1)	10,832	12,052	(1,220)	12,052	0.9	1.0	(0.1)
Pharmacy - Ending (2)	6,312	11,609	(5,297)	17,157	0.5	1.0	(0.5)
Hospital/Other - Ending	203	299	(96)	267	0.0	0.0	(0.0)
Total Trade Inventory - August 31st, 2013	<u>\$ 17,347</u>	<u>\$ 23,960</u>	<u>\$ (6,613)</u>	<u>\$ 29,476</u>	<u>1.8</u>	<u>2.4</u>	<u>(0.6)</u>
Change in Trade Inventory	\$ (3,755)	\$ 2,858	\$ (6,613)	\$ 8,375	0.2	(0.5)	0.8
<u>Intermezzo</u>							
Total Trade Inventory - January 1st, 2013	\$ 10,008	\$ 10,008	\$ -	\$ 10,008	N/A	N/A	N/A
Wholesaler - Ending (1)	1,563	3,194	(1,631)	3,194	N/A	N/A	N/A
Pharmacy - Ending (2)	5,458	6,452	(994)	6,452	N/A	N/A	N/A
Hospital/Other - Ending	-	-	-	-	N/A	N/A	N/A
Total Trade Inventory - August 31st, 2013	<u>\$ 7,020</u>	<u>\$ 9,646</u>	<u>\$ (2,625)</u>	<u>\$ 9,646</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
Change in Trade Inventory	\$ (2,988)	\$ (362)	\$ (2,625)	\$ (362)	N/A	N/A	N/A

Footnotes

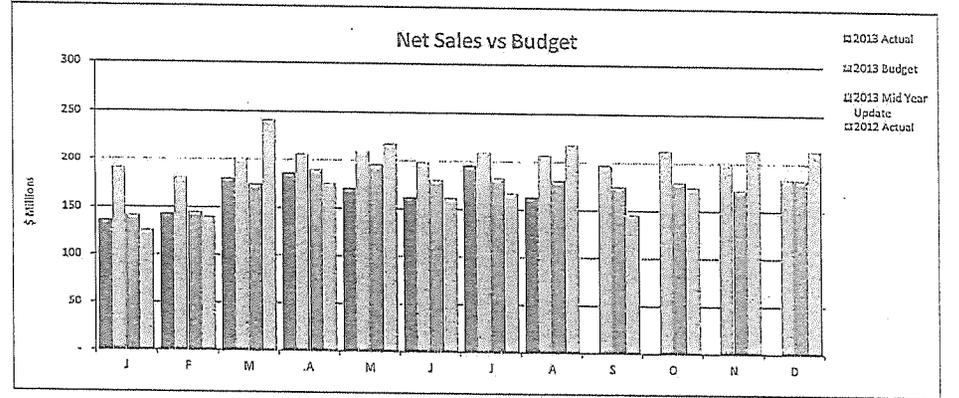
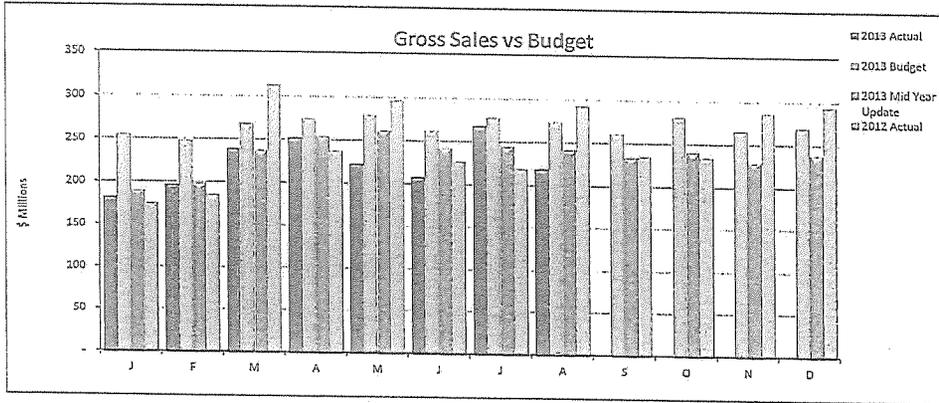
- (1) - Wholesaler - Includes inventory held by the wholesaler derived from the Value Centric system.
 (2) - Pharmacy - assumes the pharmacies maintain stocking levels.

Gross Sales by Month

(\$ Millions)	2013		2013	2012		2011		Monthly		
	Actual	Budget	Mid Year Update	Actual	Actual	2013 %		2013 %		2013 %
						Budget	of 2012	of 2011		
January	\$ 182.5	\$ 255.7	\$ 190.1	\$ 175.4	\$ 215.6	71.4%	104.0%	84.5%		
February	197.6	248.9	199.3	185.4	198.5	79.4%	106.6%	99.6%		
March	239.9	268.8	237.9	313.2	310.9	89.3%	76.6%	77.2%		
Q1	620.0	773.4	627.3	674.0	725.2	80.2%	85.5%	89.4%		
April	252.9	275.8	254.8	238.2	260.8	91.7%	106.2%	97.0%		
May	223.7	280.5	262.4	297.3	212.9	79.7%	75.2%	105.1%		
June	208.7	263.1	242.9	228.4	288.5	79.3%	91.4%	72.4%		
Q2	685.3	819.4	760.1	764.0	762.2	89.6%	89.9%	85.5%		
July	269.1	279.3	245.3	219.7	209.5	96.3%	122.5%	126.4%		
August	219.5	275.2	242.7	294.3	242.7	79.7%	74.6%	90.4%		
September		261.9	234.7	235.5	274.1					
Q3		816.4	722.7	749.6	726.3					
October		282.0	241.4	235.2	221.8					
November		266.8	230.5	237.7	238.8					
December		270.4	239.3	294.4	296.8					
Q4		819.3	711.2	817.3	757.4					
Total	\$ 1,793.9	\$ 3,228.5	\$ 2,821.4	\$ 3,004.8	\$ 2,571.2	55.6%	60.4%	57.4%		
YTD Cumulative	\$ 1,793.9	\$ 2,147.3	\$ 1,875.5	\$ 1,952.1	\$ 1,939.6	83.5%	92.5%	97.2%		

Net Sales by Month

(\$ Millions)	2013		2013	2012		2011		Monthly		
	Actual	Budget	Mid Year Update	Actual	Actual	2013 %		2013 %		2013 %
						Budget	of 2012	of 2011		
January	\$ 136.4	\$ 192.4	\$ 141.9	\$ 126.2	\$ 163.2	70.9%	108.1%	83.5%		
February	143.6	181.3	145.7	140.0	154.4	79.2%	102.6%	93.0%		
March	181.6	202.1	174.5	241.9	238.3	89.8%	75.1%	76.2%		
Q1	461.5	575.8	462.2	508.0	555.8	80.1%	83.0%	85.5%		
April	187.1	207.5	190.9	176.2	197.1	90.2%	106.2%	94.9%		
May	171.5	211.2	195.5	213.2	172.9	81.2%	78.6%	99.2%		
June	162.9	198.9	181.2	162.4	216.9	81.9%	100.3%	75.1%		
Q2	521.5	617.6	568.6	556.8	587.0	84.4%	88.8%	82.9%		
July	196.4	210.6	183.5	167.5	168.4	93.2%	117.2%	116.6%		
August	163.8	208.2	181.3	218.8	185.1	78.7%	74.8%	88.5%		
September		197.8	175.2	146.7	193.2					
Q3		616.7	539.9	533.0	546.7					
October		213.3	180.7	174.9	158.4					
November		202.0	172.3	213.8	181.3					
December		185.0	183.4	214.4	193.3					
Q4		600.2	536.4	603.1	533.0					
Total	\$ 1,343.1	\$ 2,410.3	\$ 2,107.2	\$ 2,200.9	\$ 2,222.5	55.7%	60.4%	57.8%		
YTD Cumulative	\$ 1,343.1	\$ 1,612.3	\$ 1,395.6	\$ 1,451.1	\$ 1,496.3	83.3%	89.8%	81.9%		

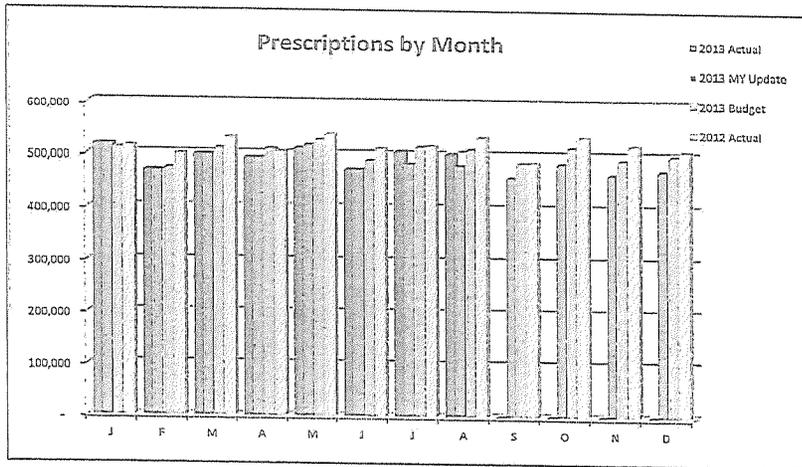


Note: The above net sales includes the impact of the proposed final rule for Medicaid rebates.

Prescriptions by Month *

	2013	2013	2013	2012	2011	2013 % of:		
	Actual	Budget	MY Update	Actual	Actual	MY Update	2012	2011
January	517,356	509,358	517,474	514,798	552,000	100.0%	100.5%	93.7%
February	468,657	473,183	468,599	499,576	520,261	100.0%	93.8%	90.1%
March	499,153	509,663	499,040	531,912	591,337	100.0%	93.8%	84.4%
Q1	1,485,166	1,492,204	1,485,113	1,546,286	1,663,598	100.0%	96.0%	89.3%
April	493,220	509,754	493,181	503,504	541,903	100.0%	98.0%	91.0%
May	511,052	527,311	518,427	539,226	548,639	98.6%	94.8%	93.1%
June	470,774	489,476	470,903	511,712	551,377	100.0%	92.0%	85.4%
Q2	1,475,046	1,526,541	1,482,511	1,554,442	1,641,919	99.5%	94.8%	89.8%
July	505,127	514,923	482,722	515,379	525,554	104.8%	98.0%	96.3%
August	502,331	510,550	479,300	533,434	550,311		94.2%	91.3%
September	-	485,785	456,698	486,395	528,464			
Q3	-	1,511,258	1,418,720	1,536,208	1,604,329			
October	-	514,705	483,589	533,807	517,385			
November	-	492,507	463,517	519,237	523,745			
December	-	500,017	471,437	508,694	530,903			
Q4	-	1,507,230	1,418,542	1,551,738	1,572,033			
Total	3,958,670	6,037,283	5,804,886	6,138,674	6,481,879	68.4%	64.0%	61.2%
YTD Cumulative	3,466,339	3,533,668	3,450,345	3,617,107	3,831,071	100.5%	95.8%	90.5%

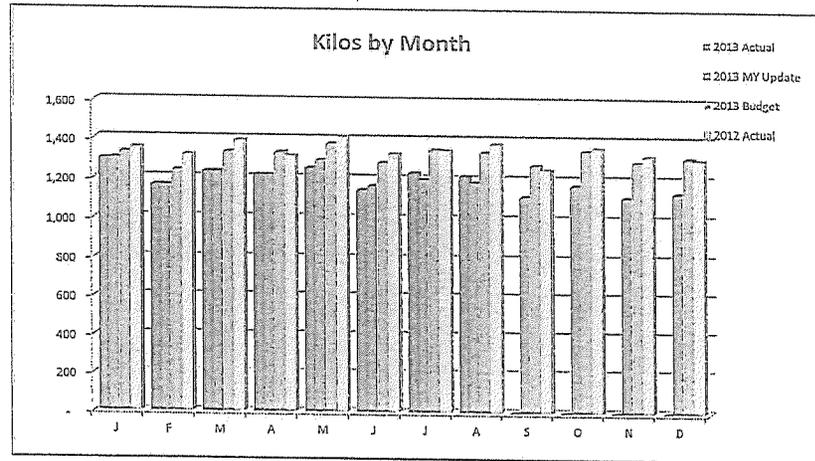
* Represents total prescription demand (does not include tablet demand not covered by an Rx in an institutional setting).



Kilos by Month *

	2013	2013	2013	2012	2011	2013 % of:		
	Actual	Budget	MY Update	Actual	Actual	MY Update	2012	2011
January	1,299	1,333	1,300	1,355	1,488	99.9%	95.9%	67.3%
February	1,164	1,238	1,164	1,319	1,409	100.0%	88.3%	82.6%
March	1,234	1,334	1,233	1,395	1,601	100.0%	88.4%	77.1%
Q1	3,697	3,905	3,693	4,069	4,498	100.0%	90.9%	82.2%
April	1,218	1,334	1,218	1,315	1,452	100.0%	92.7%	83.9%
May	1,252	1,380	1,292	1,410	1,469	96.9%	88.8%	85.2%
June	1,146	1,281	1,164	1,329	1,483	98.4%	86.2%	77.3%
Q2	3,616	3,995	3,674	4,054	4,404	98.4%	89.2%	82.1%
July	1,282	1,348	1,199	1,345	1,408	102.8%	91.6%	87.5%
August	1,217	1,336	1,183	1,382	1,471	102.9%	83.1%	82.7%
September	-	1,271	1,117	1,250	1,416			
Q3	-	3,955	3,499	3,977	4,295			
October	-	1,347	1,169	1,361	1,372			
November	-	1,289	1,115	1,321	1,390			
December	-	1,309	1,137	1,301	1,407			
Q4	-	3,945	3,422	3,983	4,169			
Total	9,762	15,801	14,293	16,083	17,366	68.3%	60.7%	56.2%
YTD Cumulative	8,545	9,249	8,571	9,468	10,310	98.7%	90.3%	82.9%

* Represents KG equivalent of total prescription demand (does not include tablet demand not covered by an Rx in an institutional setting).



Purdue
Sales Force
Call Activity Metrics

	Actual		Aug YTD 2013		Variance	Comments
			Budget			
Days On Territory Per Rep	133.0	76%	136.3	78%	(3.3)	
Days Off Territory Per Rep	41.0	24%	37.7	22%	3.3	
Days YTD	<u>174.00</u>	100%	<u>174.00</u>	100%	<u>-</u>	
Average Rep Headcount	<u>504.9</u>		<u>511.9</u>		<u>(7.0)</u>	
Vacancy % (vs. 525)	<u>-3.8%</u>		<u>-2.5%</u>			
Prescriber Calls	<u>458,093</u>		<u>495,202</u>		<u>(37,110)</u>	
Calls Per Day	<u>6.8</u>		<u>7.1</u>		<u>(0.3)</u>	Q1 = 6.6 (Driven by Territory Alignment) Q2 = 6.9

Lower Days On Territory	(11,927)	32%
Vacancies	(6,349)	17%
Calls per Day	(18,961)	51%
Rounding/Other	128	0%
	<u>(37,110)</u>	

Source: Weekly Metric Report through August 23, 2013 (last week is projected based on previous week).

**Calls by Product
2013 Budget v. Actual
August YTD**

Primary Calls					
	Act	Budget	Var	Act	Budget
Butrans	280,533	247,601	32,931	61%	50%
OxyContin	172,501	247,601	(75,100)	38%	50%
Intermezzo	5,059	-	5,059	1%	0%
Total Primary Calls	458,093	495,202	(37,110)	100%	100%
Secondary Calls					
	Act	Budget	Var	Act	Budget
OxyContin	242,788	222,841	19,947	53%	45%
Butrans	167,540	222,841	(55,301)	37%	45%
Total Secondary Calls	410,327	445,682	(35,355)	90%	90%
Tertiary Calls					
	Act	Budget	Var		
Intermezzo	324,006	173,321	150,685		
Total Tertiary Calls	324,006	173,321	150,685	71%	35%
PDEs					
	Act	Budget	Var		
Butrans	364,302	359,022	5,281		
OxyContin	293,895	359,022	(65,127)		
Intermezzo	37,460	17,332	15,068		
Total PDEs	695,657	735,376	(44,777)		
Calls					
	Act	Budget	Var		
Butrans	448,072	470,442	(22,370)		
OxyContin	415,289	470,442	(55,153)		
Intermezzo	329,065	173,321	150,685		
Total calls	1,192,426	1,114,205	73,162		

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

From: Rosen, David (Sales and Marketing)
Sent: Fri 9/6/2013 11:44:38 AM
Subject: Butrans=10,698; Intermezzo=1,239 (Week ending 8-23-13)
[OxyContin Wkly Report 8-23-13.xlsx](#)
[Intermezzo Weekly Report 8-23-2013.xlsx](#)
[Butrans Weekly Report 8-23-13.xlsm](#)

Hi, Dr. Richard. Butrans now seems to be breaking through the recent plateau on Rx volume with consecutive record highs on volume and share. This is coming off some recent Med D formulary wins. Intermezzo is showing slow decline. However, a preliminary look at copay card redemptions for next week's data indicates a stronger week.

Butrans

Rx Increase from last week (10,673)	0.2%
Share	2.17%
Share last week	2.14%

Intermezzo

Rx Increase from last week (1,269)	-2.4%
Share	0.093%
Share last week	0.095%

-David

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Produced Natively

OxyContin Weekly TRx - Original Formulation and Reformulation

Source: IMS Health NPA

Retail Pharmacies, mail order and LTC

Numbers Are Absolute

notes:

		11-Jun-10	18-Jun-10	25-Jun-10	2-Jul-10
OxyContin	Total	128,530	129,279	131,627	140,649
	10MG	20,900	21,669	22,239	23,049
	15MG	2,689	2,602	2,715	2,874
	20MG	28,398	28,011	28,836	31,277
	30MG	10,274	10,551	10,354	11,062
	40MG	29,131	29,274	30,068	32,789
	60MG	9,650	9,844	9,622	10,348
	80MG	27,488	27,328	27,793	29,250
Generic OER	Total	33,210	32,501	32,204	33,775
	10MG	9,079	8,604	8,310	8,726
	20MG	12,743	12,749	12,646	12,981
	40MG	7,008	6,878	7,005	7,459
	80MG	4,380	4,270	4,243	4,609
	Total OER	161,740	161,780	163,831	174,424
Total OER	10MG	29,979	30,273	30,549	31,775
	15MG	2,689	2,602	2,715	2,874
	20MG	41,141	40,760	41,482	44,258
	30MG	10,274	10,551	10,354	11,062
	40MG	36,139	36,152	37,073	40,248
	60MG	9,650	9,844	9,622	10,348
	80MG	31,868	31,598	32,036	33,859

the data below was updated on 2/15/13 as part of change in reporting from retail pharmacies only to retail pharmacies, mail order and LTC. Older OxyContin data will not have all 3 channels as IMS did not begin tracking these until well after OxyContin launched

9-Jul-10	16-Jul-10	23-Jul-10	30-Jul-10	6-Aug-10	13-Aug-10	20-Aug-10	27-Aug-10
125,462	133,822	133,627	131,880	134,357	132,266	134,878	133,091
21,109	22,981	22,783	22,890	22,558	22,560	22,605	22,678
2,702	2,790	2,724	2,808	2,780	2,753	2,695	2,902
27,786	29,917	29,733	29,518	29,945	29,409	30,746	30,977
10,063	10,725	10,540	10,523	10,722	10,810	10,896	10,466
28,057	29,519	29,807	29,486	29,810	28,567	29,602	29,254
9,601	10,050	9,942	9,671	10,114	10,138	10,139	10,045
26,144	27,840	28,098	26,984	28,428	28,029	28,195	26,769
29,122	30,577	30,968	29,723	30,265	29,775	29,408	27,986
7,205	7,639	7,634	7,292	7,281	7,181	6,986	6,941
11,302	11,755	11,937	11,428	11,490	11,407	10,893	9,861
6,470	6,809	7,039	6,745	7,078	6,788	7,084	6,785
4,145	4,374	4,358	4,258	4,416	4,399	4,445	4,399
154,584	164,399	164,595	161,603	164,622	162,041	164,286	161,077
28,314	30,620	30,417	30,182	29,839	29,741	29,591	29,619
2,702	2,790	2,724	2,808	2,780	2,753	2,695	2,902
39,088	41,672	41,670	40,946	41,435	40,816	41,639	40,838
10,063	10,725	10,540	10,523	10,722	10,810	10,896	10,466
34,527	36,328	36,846	36,231	36,888	35,355	36,686	36,039
9,601	10,050	9,942	9,671	10,114	10,138	10,139	10,045
30,289	32,214	32,456	31,242	32,844	32,428	32,640	31,168



3-Sep-10	10-Sep-10	17-Sep-10	24-Sep-10	1-Oct-10	8-Oct-10	15-Oct-10
141,169	124,754	135,893	129,425	133,297	128,212	128,616
23,977	21,794	23,930	23,708	24,274	23,939	24,310
3,121	2,769	3,020	2,800	3,134	2,988	2,893
33,480	30,411	33,476	32,159	33,860	33,054	33,810
11,424	10,179	11,308	10,774	11,064	10,879	10,990
31,078	26,620	29,020	27,518	28,143	26,424	26,143
10,814	9,828	10,396	9,954	10,447	10,024	9,918
27,275	23,153	24,743	22,512	22,375	20,904	20,552
28,560	24,500	27,616	28,171	28,574	27,499	26,923
7,043	6,055	6,603	6,750	6,604	6,446	5,856
9,293	7,348	8,728	8,720	8,339	7,296	6,484
7,345	6,491	7,222	7,292	7,699	7,737	8,011
4,879	4,606	5,063	5,409	5,932	6,020	6,572
169,729	149,254	163,509	157,596	161,871	155,711	155,539
31,020	27,849	30,533	30,458	30,878	30,385	30,166
3,121	2,769	3,020	2,800	3,134	2,988	2,893
42,773	37,759	42,204	40,879	42,199	40,350	40,294
11,424	10,179	11,308	10,774	11,064	10,879	10,990
38,423	33,111	36,242	34,810	35,842	34,161	34,154
10,814	9,828	10,396	9,954	10,447	10,024	9,918
32,154	27,759	29,806	27,921	28,307	26,924	27,124

22-Oct-10	29-Oct-10	5-Nov-10	12-Nov-10	19-Nov-10	26-Nov-10	3-Dec-10	10-Dec-10
128,059	127,622	130,619	130,132	134,808	116,890	142,371	132,687
24,950	25,222	26,143	26,513	27,687	23,447	27,965	27,477
3,042	2,892	3,042	2,983	3,012	2,726	3,278	3,051
33,695	34,448	35,145	34,663	35,581	31,196	37,879	35,095
10,847	10,495	10,676	10,673	10,876	9,391	11,649	10,767
26,126	26,040	27,173	27,400	28,942	25,635	31,691	28,560
9,757	9,525	9,716	9,533	9,874	8,537	10,399	9,510
19,642	19,000	18,724	18,367	18,836	15,958	19,510	18,227
25,704	23,276	21,529	19,321	18,957	15,757	18,261	15,659
5,119	4,302	3,693	3,178	3,059	2,423	2,645	2,204
6,024	5,144	4,897	4,433	4,370	3,484	4,278	3,595
7,732	7,001	5,978	4,577	4,067	3,186	3,426	2,786
6,829	6,829	6,961	7,133	7,461	6,664	7,912	7,074
153,763	150,898	152,148	149,453	153,765	132,647	160,632	148,346
30,069	29,524	29,836	29,691	30,746	25,870	30,610	29,681
3,042	2,892	3,042	2,983	3,012	2,726	3,278	3,051
39,719	39,592	40,042	39,096	39,951	34,680	42,157	38,690
10,847	10,495	10,676	10,673	10,876	9,391	11,649	10,767
33,858	33,041	33,151	31,977	33,009	28,821	35,117	31,346
9,757	9,525	9,716	9,533	9,874	8,537	10,399	9,510
26,471	25,829	25,685	25,500	26,297	22,622	27,422	25,301

17-Dec-10	24-Dec-10	31-Dec-10	7-Jan-11	14-Jan-11	21-Jan-11	28-Jan-11
135,753	129,843	113,101	134,976	130,378	127,466	121,941
28,407	27,439	23,452	27,567	27,181	27,431	26,218
3,044	2,892	2,581	3,125	2,986	2,963	2,913
35,533	34,714	29,291	35,502	34,019	33,496	32,085
10,799	10,408	9,274	11,149	10,736	10,255	9,720
29,516	27,042	23,248	27,583	25,880	24,853	23,601
9,414	9,262	8,141	9,745	9,326	8,988	8,333
19,040	18,086	17,114	20,305	20,250	19,480	19,071
14,238	13,782	12,427	13,489	12,377	11,744	10,024
1,665	1,476	1,178	1,143	974	1,006	928
3,676	3,351	2,880	3,565	3,273	3,172	2,907
2,562	3,527	4,109	4,637	4,784	4,946	4,410
6,335	5,428	4,260	4,144	3,346	2,620	1,779
149,991	143,625	125,528	148,465	142,755	139,210	131,965
30,072	28,915	24,630	28,710	28,155	28,437	27,146
3,044	2,892	2,581	3,125	2,986	2,963	2,913
39,209	38,065	32,171	39,067	37,292	36,668	34,992
10,799	10,408	9,274	11,149	10,736	10,255	9,720
32,078	30,569	27,357	32,220	30,664	29,799	28,011
9,414	9,262	8,141	9,745	9,326	8,988	8,333
25,375	23,514	21,374	24,449	23,596	22,100	20,850

4-Feb-11	11-Feb-11	18-Feb-11	25-Feb-11	4-Mar-11	11-Mar-11	18-Mar-11	25-Mar-11
131,418	132,743	129,597	124,030	144,839	132,372	126,421	124,996
27,359	28,076	27,450	25,995	28,804	27,569	26,286	26,368
3,054	3,117	3,108	3,010	3,314	3,116	2,844	2,889
33,707	34,570	33,726	32,427	37,890	34,704	33,241	32,998
10,743	10,563	10,562	9,898	11,629	10,588	10,115	9,991
26,130	26,037	25,722	25,009	30,008	26,733	26,005	25,511
9,199	9,239	9,083	8,484	10,061	9,130	8,755	8,496
21,226	21,141	19,946	19,207	23,133	20,532	19,175	18,743
9,770	8,873	7,430	6,282	5,960	4,844	4,290	3,754
899	802	723	658	682	622	560	488
3,050	2,779	2,375	1,969	1,707	1,380	1,101	859
4,280	3,965	3,343	2,843	2,797	2,175	2,013	1,893
1,541	1,327	989	812	774	667	616	514
141,188	141,616	137,027	130,312	150,799	137,216	130,711	128,750
28,258	28,878	28,173	26,653	29,486	28,191	26,846	26,856
3,054	3,117	3,108	3,010	3,314	3,116	2,844	2,889
36,757	37,349	36,101	34,396	39,597	36,084	34,342	33,857
10,743	10,563	10,562	9,898	11,629	10,588	10,115	9,991
30,410	30,002	29,065	27,852	32,805	28,908	28,018	27,404
9,199	9,239	9,083	8,484	10,061	9,130	8,755	8,496
22,767	22,468	20,935	20,019	23,907	21,199	19,791	19,257

1-Apr-11	8-Apr-11	15-Apr-11	22-Apr-11	29-Apr-11	6-May-11	13-May-11
127,947	131,416	126,107	123,106	125,855	134,758	124,730
25,999	26,920	26,486	25,724	26,052	26,976	25,903
2,975	3,076	3,052	2,964	3,042	3,154	3,028
33,707	34,637	33,185	32,785	33,260	35,802	33,201
10,220	10,590	10,316	9,934	10,006	10,915	10,182
26,360	26,853	25,596	25,226	25,665	27,613	25,313
8,772	9,215	8,999	8,445	8,758	9,670	8,642
19,914	20,125	18,473	18,028	19,072	20,628	18,461
3,491	3,427	3,287	3,062	2,896	2,959	2,854
445	431	458	420	388	371	376
750	691	592	525	472	457	427
1,838	1,870	1,791	1,710	1,714	1,801	1,700
458	435	446	407	322	330	351
131,438	134,843	129,394	126,168	128,751	137,717	127,584
26,444	27,351	26,944	26,144	26,440	27,347	26,279
2,975	3,076	3,052	2,964	3,042	3,154	3,028
34,457	35,328	33,777	33,310	33,732	36,259	33,628
10,220	10,590	10,316	9,934	10,006	10,915	10,182
28,198	28,723	27,387	26,936	27,379	29,414	27,013
8,772	9,215	8,999	8,445	8,758	9,670	8,642
20,372	20,560	18,919	18,435	19,394	20,958	18,812

20-May-11	27-May-11	3-Jun-11	10-Jun-11	17-Jun-11	24-Jun-11	1-Jul-11
123,166	128,700	120,695	125,321	123,140	124,430	131,965
25,804	26,764	24,175	26,090	25,752	25,756	26,776
3,006	3,061	2,842	3,074	3,050	2,991	3,160
32,613	33,990	31,701	33,117	32,826	32,617	35,184
10,053	10,407	9,958	10,301	10,233	10,293	11,014
25,048	26,070	24,967	25,279	24,760	25,288	26,387
8,564	9,122	8,602	8,880	8,460	8,896	9,423
18,078	19,286	18,450	18,580	18,059	18,589	20,021
2,595	2,723	2,485	2,504	2,466	2,467	2,642
327	337	276	256	272	246	261
382	407	345	345	324	300	320
1,599	1,708	1,609	1,671	1,608	1,671	1,783
287	271	255	232	262	250	278
125,761	131,423	123,180	127,825	125,606	126,897	134,607
26,131	27,101	24,451	26,346	26,024	26,002	27,037
3,006	3,061	2,842	3,074	3,050	2,991	3,160
32,995	34,397	32,046	33,462	33,150	32,917	35,504
10,053	10,407	9,958	10,301	10,233	10,293	11,014
26,647	27,778	26,576	26,950	26,368	26,959	28,170
8,564	9,122	8,602	8,880	8,460	8,896	9,423
18,365	19,557	18,705	18,812	18,321	18,839	20,299

8-Jul-11	15-Jul-11	22-Jul-11	29-Jul-11	5-Aug-11	12-Aug-11	19-Aug-11
115,918	123,433	122,406	122,673	121,965	120,721	122,134
23,375	25,477	25,092	25,513	24,932	24,760	24,963
2,924	3,089	3,088	2,944	3,073	3,010	3,174
30,589	32,817	32,473	31,894	32,066	31,819	31,968
9,766	10,441	10,091	10,189	10,295	10,140	10,385
23,718	24,752	24,919	25,179	25,196	24,802	25,097
8,281	8,798	8,525	8,755	8,719	8,623	8,641
17,265	18,059	18,218	18,199	17,684	17,567	17,906
2,257	2,248	1,728	1,418	1,165	1,004	934
245	256	188	195	216	187	166
273	294	241	256	200	206	218
1,486	1,425	1,046	726	497	393	305
253	273	253	241	252	218	245
118,175	125,681	124,134	124,091	123,130	121,725	123,068
23,620	25,733	25,280	25,708	25,148	24,947	25,129
2,924	3,089	3,088	2,944	3,073	3,010	3,174
30,862	33,111	32,714	32,150	32,266	32,025	32,186
9,766	10,441	10,091	10,189	10,295	10,140	10,385
25,204	26,177	25,965	25,905	25,693	25,195	25,402
8,281	8,798	8,525	8,755	8,719	8,623	8,641
17,518	18,332	18,471	18,440	17,936	17,785	18,151

26-Aug-11	2-Sep-11	9-Sep-11	16-Sep-11	23-Sep-11	30-Sep-11	7-Oct-11
122,485	123,844	113,128	123,744	121,768	123,112	122,675
25,056	25,649	22,679	25,600	25,315	25,531	25,173
3,144	2,989	2,919	3,178	3,121	3,173	3,230
31,881	32,467	29,616	32,268	31,633	32,218	32,005
10,331	10,239	9,634	10,415	10,237	10,480	10,386
25,350	25,499	23,338	25,367	24,928	25,082	25,214
8,772	8,875	8,099	8,733	8,654	8,822	8,825
17,951	18,126	16,843	18,183	17,880	17,806	17,842
875	761	593	567	482	437	456
154	159	142	164	162	148	149
208	209	204	164	117	104	83
277	217	125	108	85	73	72
236	176	122	131	118	112	152
123,360	124,605	113,721	124,311	122,250	123,549	123,131
25,210	25,808	22,821	25,764	25,477	25,679	25,322
3,144	2,989	2,919	3,178	3,121	3,173	3,230
32,089	32,676	29,820	32,432	31,750	32,322	32,088
10,331	10,239	9,634	10,415	10,237	10,480	10,386
25,627	25,716	23,463	25,475	25,013	25,155	25,286
8,772	8,875	8,099	8,733	8,654	8,822	8,825
18,187	18,302	16,965	18,314	17,998	17,918	17,994

14-Oct-11	21-Oct-11	28-Oct-11	4-Nov-11	11-Nov-11	18-Nov-11	25-Nov-11	2-Dec-11
121,674	120,636	120,531	120,202	120,752	122,501	108,042	129,086
25,182	25,253	25,300	25,314	25,302	25,776	22,486	26,481
3,150	3,163	3,143	3,109	3,177	3,278	2,899	3,251
31,677	31,346	31,483	31,178	31,529	31,779	28,017	33,356
10,382	10,222	10,340	10,417	10,255	10,541	9,246	11,315
24,779	24,444	24,446	24,252	24,246	24,618	21,864	26,379
8,634	8,580	8,761	8,568	8,639	8,952	7,876	9,465
17,870	17,628	17,058	17,364	17,604	17,557	15,654	18,839
422	420	426	394	332	340	307	338
171	146	166	148	135	140	110	144
104	117	93	119	101	112	105	95
64	73	72	67	46	48	55	60
83	84	95	60	50	40	37	39
122,096	121,056	120,957	120,596	121,084	122,841	108,349	129,424
25,353	25,399	25,466	25,462	25,437	25,916	22,596	26,625
3,150	3,163	3,143	3,109	3,177	3,278	2,899	3,251
31,781	31,463	31,576	31,297	31,630	31,891	28,122	33,451
10,382	10,222	10,340	10,417	10,255	10,541	9,246	11,315
24,843	24,517	24,518	24,319	24,292	24,666	21,919	26,439
8,634	8,580	8,761	8,568	8,639	8,952	7,876	9,465
17,953	17,712	17,153	17,424	17,654	17,597	15,691	18,878

9-Dec-11	16-Dec-11	23-Dec-11	30-Dec-11	6-Jan-12	13-Jan-12	20-Jan-12
121,912	124,001	125,651	105,269	115,681	121,679	118,251
25,722	26,431	26,774	21,386	23,413	25,422	24,657
3,338	3,378	3,332	2,757	3,181	3,323	3,275
31,760	31,757	32,674	27,251	30,028	31,200	30,546
10,557	10,790	10,741	9,248	10,274	10,686	10,528
24,313	24,853	25,292	21,455	23,382	24,667	23,720
8,662	9,102	9,080	7,741	8,527	8,821	8,660
17,560	17,690	17,758	15,431	16,876	17,560	16,865
294	306	287	272	278	256	244
122	154	120	113	105	132	115
98	96	85	81	102	65	68
42	34	50	50	43	37	42
32	22	32	28	28	22	19
122,206	124,307	125,938	105,541	115,959	121,935	118,495
25,844	26,585	26,894	21,499	23,518	25,554	24,772
3,338	3,378	3,332	2,757	3,181	3,323	3,275
31,858	31,853	32,759	27,332	30,130	31,265	30,614
10,557	10,790	10,741	9,248	10,274	10,686	10,528
24,355	24,887	25,342	21,505	23,425	24,704	23,762
8,662	9,102	9,080	7,741	8,527	8,821	8,660
17,592	17,712	17,790	15,459	16,904	17,582	16,884

27-Jan-12	3-Feb-12	10-Feb-12	17-Feb-12	24-Feb-12	2-Mar-12	9-Mar-12	16-Mar-12
113,353	120,538	120,353	117,713	114,520	127,414	123,719	119,029
24,317	25,318	25,339	24,539	24,320	26,245	25,819	25,038
3,165	3,227	3,349	3,308	3,182	3,453	3,404	3,416
29,447	31,100	30,832	30,339	29,474	32,682	31,516	30,350
10,002	10,602	10,646	10,254	10,272	11,277	10,982	10,724
22,374	24,012	24,017	23,621	22,660	25,519	24,714	23,867
8,192	8,907	8,745	8,771	8,308	9,681	9,222	8,802
15,856	17,372	17,425	16,881	16,304	18,557	18,062	16,832
271	242	245	205	203	197	187	199
137	97	112	103	85	95	83	89
79	89	74	59	58	60	63	51
41	40	35	22	43	33	21	37
14	16	24	21	17	9	20	22
113,624	120,780	120,598	117,918	114,723	127,611	123,906	119,228
24,454	25,415	25,451	24,642	24,405	26,340	25,902	25,127
3,165	3,227	3,349	3,308	3,182	3,453	3,404	3,416
29,526	31,189	30,906	30,398	29,532	32,742	31,579	30,401
10,002	10,602	10,646	10,254	10,272	11,277	10,982	10,724
22,415	24,052	24,052	23,643	22,703	25,552	24,735	23,904
8,192	8,907	8,745	8,771	8,308	9,681	9,222	8,802
15,870	17,388	17,449	16,902	16,321	18,566	18,082	16,854

23-Mar-12	30-Mar-12	6-Apr-12	13-Apr-12	20-Apr-12	27-Apr-12	4-May-12
115,694	117,693	123,178	117,383	117,663	119,123	126,344
24,587	24,510	25,298	24,741	24,631	25,096	25,823
3,222	3,293	3,456	3,396	3,479	3,337	3,655
29,821	30,389	31,676	30,161	30,298	30,562	32,072
10,438	10,692	11,134	10,693	10,968	11,218	11,808
22,869	23,292	24,654	23,285	23,106	23,307	25,335
8,554	8,955	9,248	8,737	8,813	9,005	9,673
16,203	16,562	17,712	16,370	16,368	16,598	17,978
178	191	180	174	163	149	161
72	80	74	82	65	73	70
48	69	56	35	56	25	40
37	22	29	24	31	35	35
21	20	21	33	11	16	16
115,872	117,884	123,358	117,557	117,826	119,272	126,505
24,659	24,590	25,372	24,823	24,696	25,169	25,893
3,222	3,293	3,456	3,396	3,479	3,337	3,655
29,869	30,458	31,732	30,196	30,354	30,587	32,112
10,438	10,692	11,134	10,693	10,968	11,218	11,808
22,906	23,314	24,683	23,309	23,137	23,342	25,370
8,554	8,955	9,248	8,737	8,813	9,005	9,673
16,224	16,582	17,733	16,403	16,379	16,614	17,994

11-May-12	18-May-12	25-May-12	1-Jun-12	8-Jun-12	15-Jun-12	22-Jun-12
118,056	118,182	122,070	112,484	121,604	117,421	118,726
24,694	24,597	25,260	22,598	25,358	24,612	24,878
3,424	3,510	3,553	3,295	3,662	3,523	3,529
30,482	30,679	31,327	28,725	31,199	30,356	30,061
10,904	11,136	11,668	10,623	11,382	11,231	11,293
23,186	23,106	23,735	22,444	24,047	22,908	23,175
8,827	8,939	9,356	8,707	9,117	8,888	9,219
16,539	16,215	17,171	16,092	16,839	15,903	16,571
142	150	141	143	173	149	152
63	59	64	65	79	78	73
43	56	32	44	40	37	48
22	25	28	24	27	21	19
14	10	17	10	27	13	12
118,198	118,332	122,211	112,627	121,777	117,570	118,878
24,757	24,656	25,324	22,663	25,437	24,690	24,951
3,424	3,510	3,553	3,295	3,662	3,523	3,529
30,525	30,735	31,359	28,769	31,239	30,393	30,109
10,904	11,136	11,668	10,623	11,382	11,231	11,293
23,208	23,131	23,763	22,468	24,074	22,929	23,194
8,827	8,939	9,356	8,707	9,117	8,888	9,219
16,553	16,225	17,188	16,102	16,866	15,916	16,583

29-Jun-12	6-Jul-12	13-Jul-12	20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12
119,243	116,154	119,139	118,784	116,567	117,416	115,928
24,839	22,927	24,571	24,474	24,189	24,085	23,942
3,479	3,470	3,697	3,597	3,561	3,628	3,559
30,739	29,235	30,567	30,270	29,599	30,017	29,413
11,432	11,211	11,389	11,410	11,245	11,395	11,227
23,246	23,564	23,332	23,257	22,701	23,069	22,792
9,059	9,152	9,112	9,288	9,121	9,116	8,982
16,449	16,595	16,471	16,488	16,151	16,106	16,013
113	118	101	129	109	100	105
48	47	48	63	53	55	49
47	42	35	45	36	28	42
8	15	9	13	10	10	3
10	14	9	8	10	7	11
119,356	116,272	119,240	118,913	116,676	117,516	116,033
24,887	22,974	24,619	24,537	24,242	24,140	23,991
3,479	3,470	3,697	3,597	3,561	3,628	3,559
30,786	29,277	30,602	30,315	29,635	30,045	29,455
11,432	11,211	11,389	11,410	11,245	11,395	11,227
23,254	23,579	23,341	23,270	22,711	23,079	22,795
9,059	9,152	9,112	9,288	9,121	9,116	8,982
16,459	16,609	16,480	16,496	16,161	16,113	16,024

17-Aug-12	24-Aug-12	31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12
118,476	117,202	119,054	113,825	119,368	118,261	119,766
24,305	24,548	24,950	23,222	24,886	24,754	25,350
3,736	3,484	3,695	3,489	3,852	3,740	3,984
30,096	29,863	30,281	28,823	30,288	30,197	30,675
11,692	11,402	11,620	11,057	11,678	11,500	11,732
23,006	22,555	23,184	22,363	23,113	22,709	23,197
9,268	9,253	9,188	8,884	9,268	9,297	9,042
16,373	16,097	16,136	15,987	16,283	16,064	15,786
94	94	70	85	66	38	59
41	50	29	45	34	22	29
34	22	20	28	18	10	19
10	11	8	5	6	1	5
9	11	13	7	8	5	6
118,570	117,296	119,124	113,910	119,434	118,299	119,825
24,346	24,598	24,979	23,267	24,920	24,776	25,379
3,736	3,484	3,695	3,489	3,852	3,740	3,984
30,130	29,885	30,301	28,851	30,306	30,207	30,694
11,692	11,402	11,620	11,057	11,678	11,500	11,732
23,016	22,566	23,192	22,368	23,119	22,710	23,202
9,268	9,253	9,188	8,884	9,268	9,297	9,042
16,382	16,108	16,149	15,994	16,291	16,069	15,792

5-Oct-12	12-Oct-12	19-Oct-12	26-Oct-12	2-Nov-12	9-Nov-12	16-Nov-12	23-Nov-12
121,919	117,232	118,675	118,211	116,115	121,778	120,116	108,593
25,838	24,616	25,288	25,395	24,696	26,154	26,215	23,221
3,855	3,786	3,765	3,828	3,765	3,932	3,921	3,491
30,727	29,825	30,326	30,000	29,535	30,912	30,176	27,610
11,835	11,606	11,565	11,566	11,440	11,920	11,644	10,833
23,543	22,555	22,590	22,546	22,344	23,004	22,628	20,580
9,437	9,086	9,190	9,068	8,909	9,562	9,410	8,376
16,684	15,758	15,951	15,808	15,426	16,294	16,122	14,482
59	43	29	43	32	21	30	19
32	21	14	27	18	13	17	9
18	6	12	12	11	5	12	7
4	10	1		3	3		2
5	6	2	4			1	1
121,978	117,275	118,704	118,254	116,147	121,799	120,146	108,612
25,870	24,637	25,302	25,422	24,714	26,167	26,232	23,230
3,855	3,786	3,765	3,828	3,765	3,932	3,921	3,491
30,745	29,831	30,338	30,012	29,546	30,917	30,188	27,617
11,835	11,606	11,565	11,566	11,440	11,920	11,644	10,833
23,547	22,565	22,591	22,546	22,347	23,007	22,628	20,582
9,437	9,086	9,190	9,068	8,909	9,562	9,410	8,376
16,689	15,764	15,953	15,812	15,426	16,294	16,123	14,483

30-Nov-12	7-Dec-12	14-Dec-12	21-Dec-12	28-Dec-12	4-Jan-13	11-Jan-13
123,659	125,259	120,714	125,619	101,167	112,524	120,276
26,489	26,517	26,051	27,077	21,021	23,087	25,231
4,109	4,032	4,026	4,170	3,207	3,595	4,111
31,374	31,846	30,640	31,888	25,515	28,300	30,360
12,244	12,447	12,006	12,563	10,004	11,327	11,931
23,701	23,716	22,772	23,677	19,428	21,885	23,056
9,642	9,734	9,380	9,610	8,046	8,923	9,488
16,100	16,967	15,839	16,634	13,946	15,407	16,099
19	16	15	19	17	11	18
11	8	8	6	6	3	10
4	6	6	8	7	2	3
2			4	4	3	1
2	2	1	1		3	4
123,678	125,275	120,729	125,638	101,184	112,535	120,294
26,500	26,525	26,059	27,083	21,027	23,090	25,241
4,109	4,032	4,026	4,170	3,207	3,595	4,111
31,378	31,852	30,646	31,896	25,522	28,302	30,363
12,244	12,447	12,006	12,563	10,004	11,327	11,931
23,703	23,716	22,772	23,681	19,432	21,888	23,057
9,642	9,734	9,380	9,610	8,046	8,923	9,488
16,102	16,969	15,840	16,635	13,946	15,410	16,103

18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13	22-Feb-13	1-Mar-13	8-Mar-13
118,988	108,221	115,072	121,640	117,664	109,872	120,657	123,202
25,634	23,858	24,986	26,132	25,813	24,646	25,914	26,268
3,971	3,681	3,765	4,144	3,910	3,804	4,030	4,198
29,828	27,539	28,981	30,406	29,720	27,875	30,374	31,167
12,055	10,790	11,542	12,411	11,513	11,117	12,375	12,450
22,211	20,069	21,557	22,693	22,037	20,090	22,469	23,244
9,336	8,328	9,012	9,660	9,086	8,397	9,655	9,514
15,953	13,956	15,229	16,194	15,585	13,943	15,840	16,361
25	8	18	11	14	20	17	13
17	5	9	7	13	14	6	5
8		3	2		1	5	3
		3	1		1	4	
	3	3	1	1	4	2	5
119,013	108,229	115,090	121,651	117,678	109,892	120,674	123,215
25,651	23,863	24,995	26,139	25,826	24,660	25,920	26,273
3,971	3,681	3,765	4,144	3,910	3,804	4,030	4,198
29,836	27,539	28,984	30,408	29,720	27,876	30,379	31,170
12,055	10,790	11,542	12,411	11,513	11,117	12,375	12,450
22,211	20,069	21,560	22,694	22,037	20,091	22,473	23,244
9,336	8,328	9,012	9,660	9,086	8,397	9,655	9,514
15,953	13,959	15,232	16,195	15,586	13,947	15,842	16,366

15-Mar-13	22-Mar-13	29-Mar-13	5-Apr-13	12-Apr-13	19-Apr-13	26-Apr-13	3-May-13
116,106	111,519	110,562	116,985	113,283	109,820	111,523	119,075
25,511	24,829	24,147	24,786	24,574	24,247	24,428	25,505
3,983	3,849	3,806	4,016	4,071	3,886	3,884	4,204
29,367	28,215	27,841	29,443	28,561	27,759	28,034	29,677
11,612	11,419	11,413	11,917	11,576	11,535	11,556	12,166
21,400	20,358	20,331	22,027	20,935	20,003	20,692	22,404
9,026	8,713	8,840	9,295	8,954	8,650	8,791	9,372
15,207	14,136	14,184	15,501	14,612	13,740	14,138	15,747
15	15	8	14	17	13	12	9
12	9	7	11	10	6	11	5
3	6		2	2	5		2
		1	1	5	2	1	
							2
116,121	111,534	110,570	116,999	113,300	109,833	111,535	119,084
25,523	24,838	24,154	24,797	24,584	24,253	24,439	25,510
3,983	3,849	3,806	4,016	4,071	3,886	3,884	4,204
29,370	28,221	27,841	29,445	28,563	27,764	28,034	29,679
11,612	11,419	11,413	11,917	11,576	11,535	11,556	12,166
21,400	20,358	20,332	22,028	20,940	20,005	20,693	22,404
9,026	8,713	8,840	9,295	8,954	8,650	8,791	9,372
15,207	14,136	14,184	15,501	14,612	13,740	14,138	15,749

10-May-13	17-May-13	24-May-13	31-May-13	7-Jun-13	14-Jun-13	21-Jun-13	28-Jun-13
114,849	110,628	115,142	105,510	119,269	111,927	112,247	112,343
24,914	24,582	25,086	22,589	25,704	25,022	24,707	24,539
4,142	4,010	4,155	3,865	4,318	4,120	4,050	4,059
29,288	28,309	29,165	26,604	30,155	28,142	28,339	28,142
11,779	11,585	11,976	10,936	12,213	11,836	11,765	11,769
20,933	19,867	21,012	19,640	22,124	19,962	20,610	20,531
9,166	8,664	9,204	8,305	9,380	8,759	8,918	8,949
14,627	13,611	14,544	13,571	15,375	14,086	13,858	14,354
1	13	10	6	21	8	8	9
	5	4		10	4	5	7
	7	3	4	9	3	3	2
1		1	2	2			
	1	2			1		
114,850	110,641	115,152	105,516	119,290	111,935	112,255	112,352
24,914	24,587	25,090	22,589	25,714	25,026	24,712	24,546
4,142	4,010	4,155	3,865	4,318	4,120	4,050	4,059
29,288	28,316	29,168	26,608	30,164	28,145	28,342	28,144
11,779	11,585	11,976	10,936	12,213	11,836	11,765	11,769
20,934	19,867	21,013	19,642	22,126	19,962	20,610	20,531
9,166	8,664	9,204	8,305	9,380	8,759	8,918	8,949
14,627	13,612	14,546	13,571	15,375	14,087	13,858	14,354

5-Jul-13	12-Jul-13	19-Jul-13	26-Jul-13	2-Aug-13	9-Aug-13	16-Aug-13	23-Aug-13
111,143	114,323	113,158	111,365	112,367	111,677	113,068	111,895
23,583	25,049	24,866	23,971	24,485	24,322	24,941	24,688
4,071	4,348	4,135	4,200	4,116	4,358	4,312	4,230
27,513	28,910	28,341	27,891	28,208	28,178	28,301	28,081
11,735	12,090	12,190	11,902	11,903	11,888	12,007	11,845
21,001	20,647	20,674	20,436	20,704	20,082	20,592	20,473
8,907	8,897	9,083	8,953	8,842	8,909	9,015	8,781
14,333	14,382	13,869	14,012	14,109	13,940	13,900	13,797
13	11	14	8	8	8	7	8
6	5	9	5	2	5	5	3
5	3	2	1	6	2	2	
2		1					3
	3	2	2		1		2
111,156	114,334	113,172	111,373	112,375	111,685	113,075	111,903
23,589	25,054	24,875	23,976	24,487	24,327	24,946	24,691
4,071	4,348	4,135	4,200	4,116	4,358	4,312	4,230
27,518	28,913	28,343	27,892	28,214	28,180	28,303	28,081
11,735	12,090	12,190	11,902	11,903	11,888	12,007	11,845
21,003	20,647	20,675	20,436	20,704	20,082	20,592	20,476
8,907	8,897	9,083	8,953	8,842	8,909	9,015	8,781
14,333	14,385	13,871	14,014	14,109	13,941	13,900	13,799

30-Aug-13

1/1 Week 3/3 Week 6/6 Week
Growth Growth Growth

-1.0% -0.1% -1.1%
-1.0% 0.9% -0.9%
-1.9% 3.6% 1.5%
-0.8% 0.1% -1.3%
-1.3% -0.7% 0.5%
-0.6% -1.1% -1.5%
-2.6% -0.6% -0.4%
-0.7% -0.8% -3.2%

14.3% -23.3% -24.3%
-40.0% -18.8% -21.6%
-100.0% -55.6% -48.0%
#DIV/0! 200.0% 0.0%
#DIV/0! -25.0% 75.0%

-1.0% -0.1% -1.1%
-1.0% 0.9% -0.9%
-1.9% 3.6% 1.5%
-0.8% 0.1% -1.3%
-1.3% -0.7% 0.5%
-0.6% -1.1% -1.5%
-2.6% -0.6% -0.4%
-0.7% -0.8% -3.2%

Total Branded OxyContin

Gross Up

notes:

0.55%	1.0055
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"= needs to be

in Feb 2013, we changed to reporting from retail pharmacy only
the weekly budget is based on the agreed upon full year total, t

	4-Jan-13	11-Jan-13	18-Jan-13	25-Jan-13
Actual Weekly TRx	112,524	120,276	118,988	108,221
Grossed Up Weekly TRx	113,143	120,938	119,642	108,816
YTD Grossed Up Weekly TRx	113,143	234,080	353,723	462,539
Budget TRx	115,687	121,404	117,758	112,236
YTD Budget Total	115,687	237,091	354,849	467,085
Weekly Difference	(2,544)	(467)	1,885	(3,420)
YTD Total Difference	(2,544)	(3,011)	(1,126)	(4,546)

Weekly % Difference	-2.2%	-0.4%	1.6%	-3.0%
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New Numbers	
2013 TRx Goal	6,037,235
YTD Rolling Grossed Up Weekly TRx	3,899,228
Difference	2,138,006
Remaining Weeks	18
Revised 2012 Weekly TRx Goal	118,778

Goal to date	3,987,222
Actual to date (grossed up)	3,899,228
YTD Difference	-2.2%

re updated

to reporting retail pharmacies, mail order and LTC. The gross up simply reflects the recent difference when phased

1-Feb-13	8-Feb-13	15-Feb-13	22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13
115,072	121,640	117,664	109,872	120,657	123,202	116,106
115,705	122,309	118,311	110,476	121,321	123,880	116,745
578,244	700,553	818,864	929,340	1,050,661	1,174,541	1,291,285
115,207	114,753	112,314	108,273	123,591	119,804	114,547
582,292	697,045	809,359	917,632	1,041,223	1,161,027	1,275,574
498	7,556	5,997	2,203	(2,270)	4,076	2,197
(4,048)	3,508	9,505	11,708	9,438	13,514	15,711
0.4%	6.6%	5.3%	2.0%	-1.8%	3.4%	1.9%

between weekly and monthly Rx's over a 12 month period

22-Mar-13	29-Mar-13	5-Apr-13	12-Apr-13	19-Apr-13	26-Apr-13	3-May-13
111,519	110,562	116,985	113,283	109,820	111,523	119,075
112,132	111,170	117,628	113,906	110,424	112,136	119,730
1,403,418	1,514,588	1,632,216	1,746,122	1,856,546	1,968,683	2,088,412
111,238	113,687	125,840	119,544	119,811	121,039	125,092
1,386,812	1,500,499	1,626,339	1,745,883	1,865,694	1,986,733	2,111,825
895	(2,517)	(8,212)	(5,638)	(9,387)	(8,903)	(5,362)
16,606	14,089	5,877	240	(9,148)	(18,050)	(23,412)
0.8%	-2.2%	-6.5%	-4.7%	-7.8%	-7.4%	-4.3%

10-May-13	17-May-13	24-May-13	31-May-13	7-Jun-13	14-Jun-13	21-Jun-13
114,849	110,628	115,142	105,510	119,269	111,927	112,247
115,481	111,236	115,775	106,090	119,925	112,543	112,864
2,203,893	2,315,130	2,430,905	2,536,995	2,656,920	2,769,463	2,882,327
116,368	116,112	120,508	108,465	117,624	113,262	114,207
2,228,192	2,344,304	2,464,812	2,573,277	2,690,901	2,804,163	2,918,370
(887)	(4,876)	(4,733)	(2,375)	2,301	(719)	(1,343)
(24,299)	(29,175)	(33,907)	(36,282)	(33,981)	(34,701)	(36,043)
-0.8%	-4.2%	-3.9%	-2.2%	2.0%	-0.6%	-1.2%

28-Jun-13	5-Jul-13	12-Jul-13	19-Jul-13	26-Jul-13	2-Aug-13	9-Aug-13
112,343	111,143	114,323	113,158	111,365	112,367	111,677
112,961	111,754	114,952	113,780	111,978	112,985	112,291
2,995,288	3,107,042	3,221,994	3,335,774	3,447,752	3,560,737	3,673,028
115,360	117,630	120,357	119,919	117,559	119,679	118,551
3,033,730	3,151,360	3,271,718	3,391,637	3,509,196	3,628,875	3,747,426
(2,399)	(5,876)	(5,406)	(6,139)	(5,581)	(6,694)	(6,260)
(38,442)	(44,318)	(49,724)	(55,862)	(61,444)	(68,138)	(74,397)
-2.1%	-5.0%	-4.5%	-5.1%	-4.7%	-5.6%	-5.3%

16-Aug-13	23-Aug-13	30-Aug-13	6-Sep-13	13-Sep-13	20-Sep-13	27-Sep-13
113,068	111,895					
113,690	112,510					
3,786,718	3,899,228					
120,708	119,089	115,023	110,440	115,685	114,074	115,729
3,868,133	3,987,222					
(7,018)	(6,579)					
(81,415)	(87,994)					
-5.8%	-5.5%					

4-Oct-13	11-Oct-13	18-Oct-13	25-Oct-13	1-Nov-13	8-Nov-13	15-Nov-13
118,520	117,059	117,551	117,540	113,593	116,583	114,587



22-Nov-13 29-Nov-13 6-Dec-13 13-Dec-13 20-Dec-13 27-Dec-13

103,144 115,825 117,538 112,710 117,934 96,477



OxyContin Weekly Tablets Dispensed Per Rx

IMS Health NPA

	8-Apr-11	15-Apr-11	22-Apr-11	29-Apr-11	6-May-11	13-May-11	20-May-11
10MG	54.93	53.90	54.07	53.95	55.14	54.06	53.89
15MG	59.58	59.05	58.56	58.97	58.71	60.03	59.35
20MG	66.14	66.06	66.05	65.95	66.80	66.25	65.99
30MG	65.43	65.33	65.18	66.63	65.70	64.93	65.84
40MG	76.54	75.93	75.30	76.39	76.43	76.46	75.51
60MG	72.89	73.23	72.29	72.85	72.39	73.40	73.46
80MG	93.04	93.22	93.53	92.68	92.57	93.66	92.35
Total	70.35	69.77	69.64	70.01	70.51	70.08	69.61

27-May-11	3-Jun-11	10-Jun-11	17-Jun-11	24-Jun-11	1-Jul-11	8-Jul-11	15-Jul-11	22-Jul-11	29-Jul-11
54.19	54.26	54.89	53.98	54.04	55.08	54.90	54.46	54.51	54.48
60.17	58.44	58.94	58.25	60.37	59.94	58.39	59.44	59.22	59.81
65.68	66.14	66.35	65.71	66.27	66.82	66.26	65.82	66.01	66.58
66.27	65.34	65.75	65.77	66.07	66.00	65.65	65.39	66.61	65.53
77.13	75.61	76.38	76.03	77.24	76.61	75.69	76.25	77.10	76.92
72.79	72.91	73.12	73.09	73.18	72.58	72.96	73.35	74.46	73.68
93.07	91.62	92.84	93.20	93.62	94.11	92.98	92.99	93.17	93.42
70.14	69.85	70.16	69.69	70.39	70.71	70.11	69.88	70.42	70.42

5-Aug-11	12-Aug-11	19-Aug-11	26-Aug-11	2-Sep-11	9-Sep-11	16-Sep-11	23-Sep-11	30-Sep-11
54.21	54.62	53.98	54.34	55.19	54.20	53.98	54.56	53.78
59.38	60.21	58.67	59.29	59.74	59.96	59.66	59.90	59.94
65.88	65.81	66.03	66.10	66.14	66.42	66.46	66.77	66.29
65.51	65.24	65.36	66.18	66.09	66.08	65.06	65.81	65.99
76.87	76.12	77.20	76.35	76.59	76.51	77.48	76.77	76.35
72.79	72.78	73.43	72.99	72.84	72.86	73.55	73.40	73.07
93.13	92.64	93.08	93.16	92.85	92.35	93.13	93.44	93.22
70.02	69.85	70.10	70.11	70.26	70.18	70.27	70.41	69.94

7-Oct-11	14-Oct-11	21-Oct-11	28-Oct-11	4-Nov-11	11-Nov-11	18-Nov-11	25-Nov-11	2-Dec-11
54.37	53.69	54.42	53.63	53.97	53.41	53.69	53.75	54.34
58.96	58.95	59.69	59.12	58.28	58.94	58.37	58.94	59.49
65.80	65.87	65.59	65.39	65.82	65.61	65.68	65.10	66.35
66.40	65.15	66.20	65.91	66.05	65.98	66.40	65.67	66.88
76.22	76.86	76.40	76.73	76.03	77.07	76.72	75.68	76.29
73.13	73.44	74.40	73.61	73.53	73.01	74.12	73.41	73.86
92.71	92.99	92.57	92.35	92.32	92.96	92.26	92.34	92.50
69.91	69.86	69.91	69.52	69.59	69.73	69.67	69.32	70.16

9-Dec-11	16-Dec-11	23-Dec-11	30-Dec-11	6-Jan-12	13-Jan-12	20-Jan-12	27-Jan-12	3-Feb-12
53.43	53.85	54.23	54.18	54.76	53.72	54.06	53.11	53.61
60.25	58.53	59.63	58.60	60.51	59.69	59.00	59.46	60.42
65.31	65.94	65.85	66.29	65.65	65.65	66.00	65.68	65.33
66.78	66.22	66.50	66.45	66.23	66.28	65.79	67.02	67.22
76.97	76.60	76.42	75.84	75.76	76.46	75.74	75.76	76.25
73.24	73.17	74.04	73.67	72.54	73.75	73.49	73.70	73.44
93.15	92.40	93.62	92.99	91.69	91.81	92.50	91.79	92.39
69.69	69.63	69.91	70.05	69.71	69.61	69.58	69.15	69.58

10-Feb-12	17-Feb-12	24-Feb-12	2-Mar-12	9-Mar-12	16-Mar-12	23-Mar-12	30-Mar-12	6-Apr-12
54.35	54.18	52.67	53.82	53.65	53.49	53.33	53.96	53.43
59.90	60.06	59.50	61.42	60.90	60.06	59.84	58.27	59.47
65.94	65.95	65.36	65.69	65.62	65.15	65.33	65.49	65.44
66.59	66.78	66.56	67.45	67.12	66.63	66.37	66.18	66.57
76.29	76.62	75.93	76.36	75.90	75.63	75.19	76.23	75.34
73.40	74.04	74.02	73.74	73.81	73.34	73.50	73.57	74.12
91.97	92.35	92.18	91.61	92.12	92.18	92.19	91.35	91.65
69.76	69.93	69.15	69.81	69.66	69.21	69.04	69.33	69.31

13-Apr-12	20-Apr-12	27-Apr-12	4-May-12	11-May-12	18-May-12	25-May-12	1-Jun-12	8-Jun-12
53.80	53.34	53.85	53.91	53.51	53.64	53.84	53.65	53.94
59.51	59.96	59.49	59.21	59.85	59.91	60.71	59.36	59.07
65.62	65.20	65.16	65.57	65.07	64.85	64.72	65.55	65.49
66.08	66.43	66.09	66.35	65.86	66.34	66.14	65.78	66.04
75.54	75.36	76.24	75.54	75.83	76.14	75.34	75.02	76.03
73.06	73.65	73.05	73.71	73.51	73.53	72.69	73.62	72.86
91.91	91.57	92.68	91.72	91.77	91.66	92.78	91.02	92.49
69.18	68.97	69.30	69.42	69.06	69.05	69.11	69.16	69.32

15-Jun-12	22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12	20-Jul-12	27-Jul-12	3-Aug-12	10-Aug-12	17-Aug-12
53.68	53.27	53.61	54.42	54.26	53.97	53.49	53.75	53.19	53.57
59.31	59.80	59.56	59.08	59.57	59.33	59.52	62.05	60.09	59.63
65.18	65.36	65.37	65.60	65.21	65.45	65.26	65.25	64.98	65.20
65.55	65.80	66.02	66.04	65.53	66.08	66.31	66.05	65.42	65.82
75.37	76.16	75.80	75.32	74.74	75.35	75.36	74.83	75.64	74.94
73.47	73.23	73.96	73.08	74.06	73.26	74.27	73.98	73.24	72.09
92.23	92.32	91.86	91.04	90.90	92.05	91.53	91.78	91.16	91.64
68.91	69.19	69.15	69.44	68.90	69.20	69.06	69.07	68.79	68.79

24-Aug-12	31-Aug-12	7-Sep-12	14-Sep-12	21-Sep-12	28-Sep-12	5-Oct-12	12-Oct-12	19-Oct-12
53.42	53.54	53.61	53.27	53.54	53.02	53.19	52.94	52.94
60.09	60.42	59.63	58.56	60.20	59.48	58.83	58.35	60.20
65.22	65.30	65.04	64.97	64.94	65.13	65.02	64.50	64.69
66.59	65.53	64.76	65.71	65.72	65.90	65.53	65.55	65.73
75.45	75.24	74.68	75.23	75.21	75.24	74.95	74.59	74.65
73.53	73.39	72.87	73.62	73.21	74.11	73.00	73.38	73.93
91.34	91.77	91.60	91.19	92.18	91.62	91.92	91.44	92.26
68.94	68.86	68.75	68.63	68.80	68.58	68.58	68.23	68.46

26-Oct-12	2-Nov-12	9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12	7-Dec-12	14-Dec-12	21-Dec-12
52.45	52.53	52.76	52.13	52.45	53.61	52.87	52.06	52.61
58.83	59.04	60.59	59.46	59.84	58.50	59.69	60.45	59.51
64.52	64.48	64.99	64.21	64.63	64.77	65.10	64.59	64.92
65.53	65.58	66.20	66.12	65.26	65.78	66.06	65.97	65.68
74.73	74.29	75.02	74.99	74.91	74.27	75.49	74.69	74.94
72.95	72.45	74.17	72.85	72.39	73.09	73.95	73.81	73.77
91.91	91.11	91.35	91.79	91.56	92.13	91.44	92.84	92.59
68.10	67.90	68.48	68.01	68.07	68.30	68.66	68.21	68.39

28-Dec-12	4-Jan-13	11-Jan-13	18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13	15-Feb-13	22-Feb-13
52.75	53.21	52.29	51.79	50.48	50.04	50.67	50.80	50.09
60.20	58.62	58.52	57.98	59.48	58.25	57.57	57.82	57.04
64.40	64.45	64.11	64.37	62.75	63.71	63.25	63.16	62.58
65.05	65.64	65.06	64.67	64.02	64.28	65.01	65.05	65.05
74.46	73.06	74.28	74.19	73.71	73.87	74.27	74.45	73.64
73.85	73.67	72.93	73.56	73.27	73.11	73.11	72.09	72.55
90.80	89.97	90.46	91.52	90.90	90.25	91.29	91.10	89.33
68.23	67.98	67.71	67.67	66.53	66.77	67.10	66.96	66.02

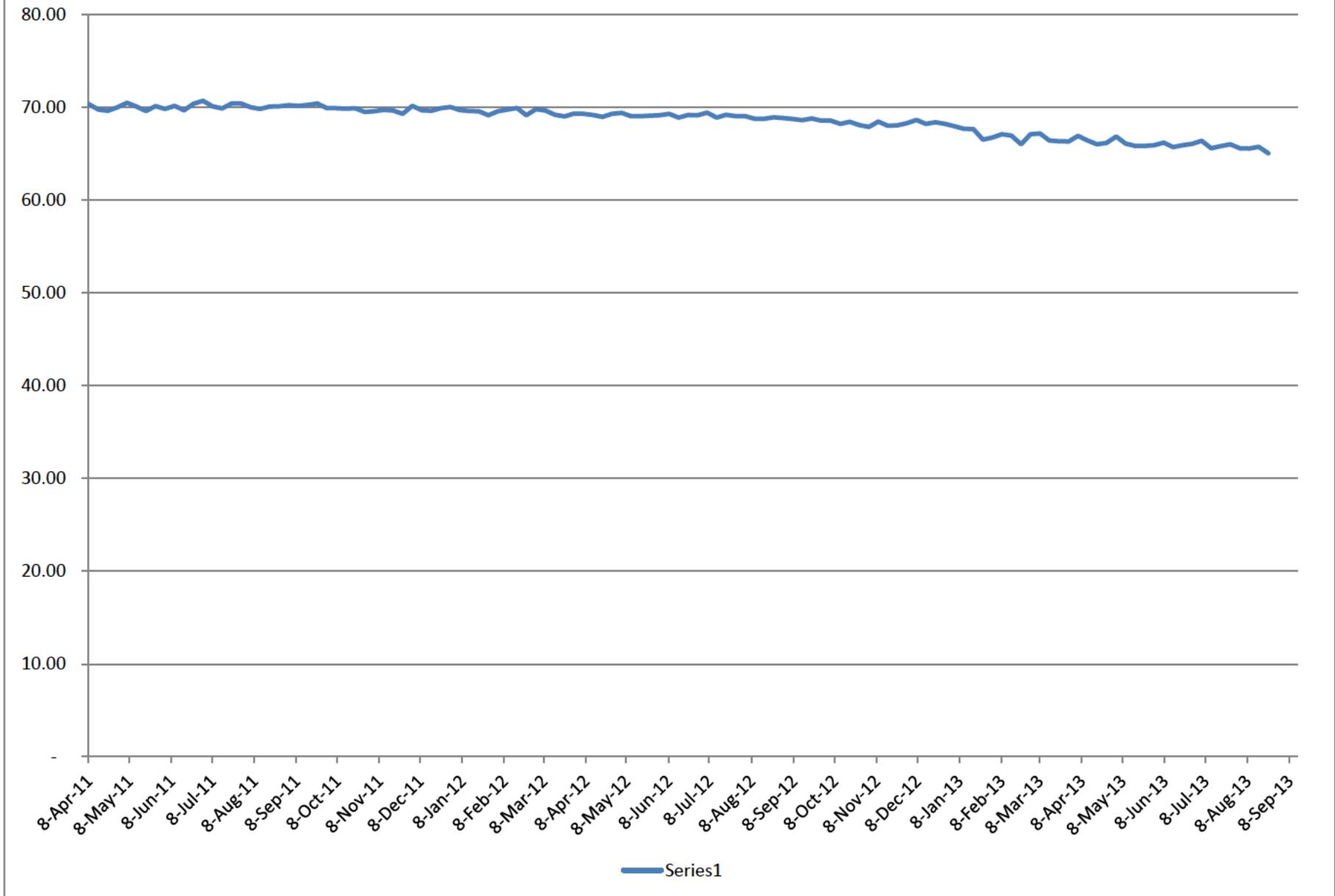
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59.83	57.78	57.27	59.11	56.75	57.22	57.19	57.09	57.09
63.81	63.50	63.00	63.16	63.37	63.13	63.37	63.09	62.75
64.73	64.43	64.19	64.37	64.35	64.98	64.17	63.86	64.29
74.01	74.37	73.30	73.73	73.66	73.53	73.05	72.85	73.18
72.63	73.03	72.46	71.34	72.05	72.71	71.53	71.93	72.12
90.85	91.41	91.16	90.14	89.72	90.48	90.01	90.20	90.22
67.10	67.19	66.42	66.35	66.32	66.94	66.44	66.02	66.17

3-May-13	10-May-13	17-May-13	24-May-13	31-May-13	7-Jun-13	14-Jun-13	21-Jun-13	28-Jun-13
50.85	50.00	50.34	50.41	50.28	50.82	50.49	50.30	50.43
57.85	57.15	56.90	55.93	57.01	55.77	56.77	56.90	57.49
63.28	62.77	63.00	62.44	62.56	63.03	62.81	63.14	62.51
65.00	64.58	64.34	64.85	63.65	63.96	63.57	64.32	63.89
73.44	73.93	73.19	72.67	72.84	73.30	73.15	72.62	73.18
72.70	72.12	71.69	71.72	71.06	72.35	71.42	71.28	72.28
90.43	88.95	89.16	89.38	89.78	88.79	88.90	90.04	90.07
66.85	66.10	65.84	65.85	65.93	66.20	65.72	65.92	66.09

5-Jul-13	12-Jul-13	19-Jul-13	26-Jul-13	2-Aug-13	9-Aug-13	16-Aug-13	23-Aug-13	30-Aug-13	6-Sep-13
51.20	51.02	49.98	50.57	50.40	50.38	50.29	49.61		
57.28	56.93	57.45	56.73	56.15	56.68	57.38	56.24		
63.14	62.02	63.02	62.79	62.29	62.50	62.83	61.93		
64.00	64.09	63.95	64.41	64.09	63.76	64.36	63.25		
73.08	72.17	72.97	72.73	72.66	72.49	72.45	71.97		
71.75	71.84	71.67	71.53	70.91	71.29	71.02	71.49		
89.05	88.77	89.54	89.84	88.83	88.86	89.80	88.97		
66.41	65.60	65.82	66.04	65.60	65.56	65.74	65.06		

13-Sep-13 20-Sep-13 27-Sep-13 4-Oct-13 11-Oct-13 18-Oct-13 25-Oct-13 1-Nov-13 8-Nov-13

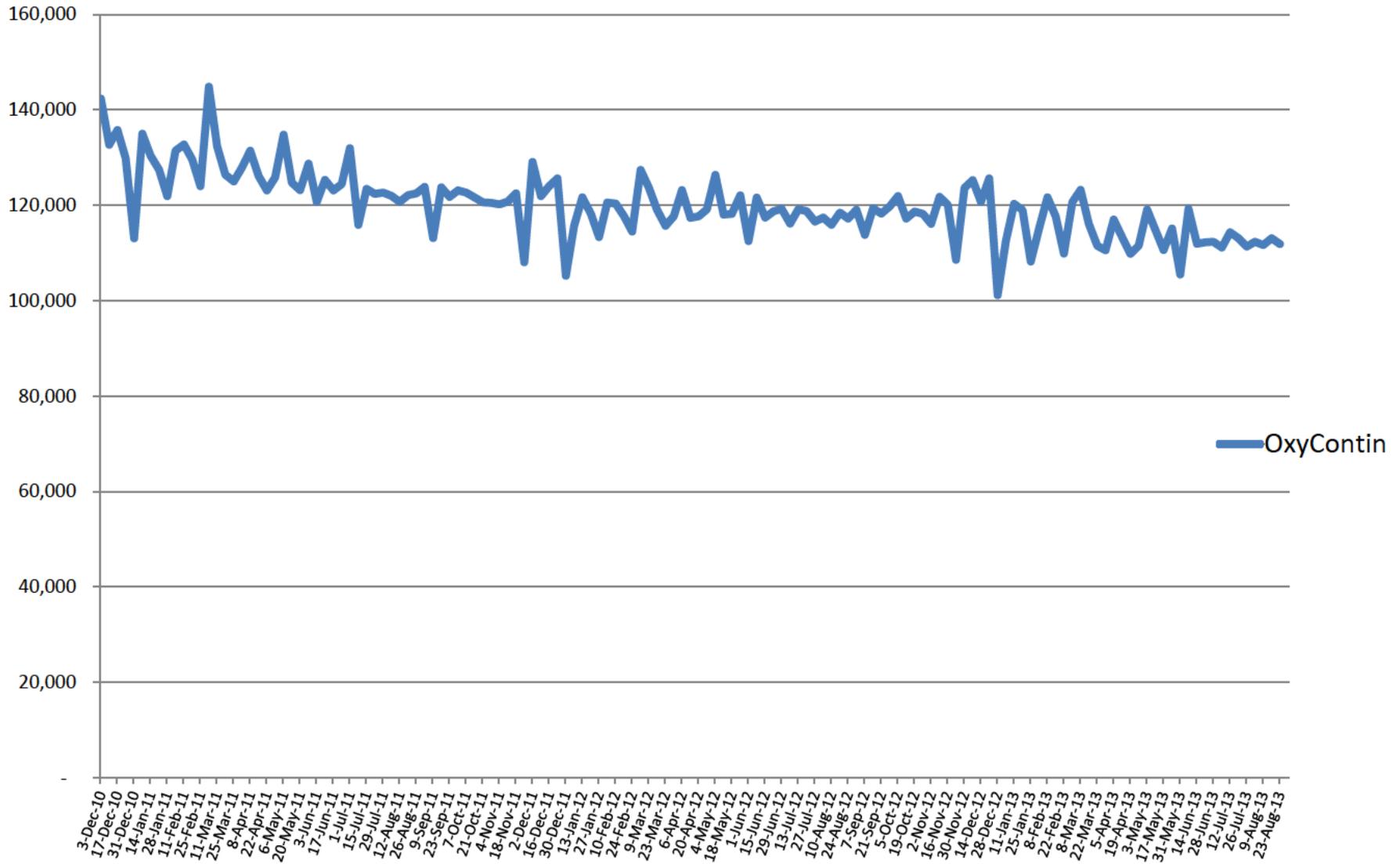
OxyContin Weekly Tabs Per Rx



Weekly OxyContin Total Prescriptions

Retail Pharmacies, Mail order, and LTC

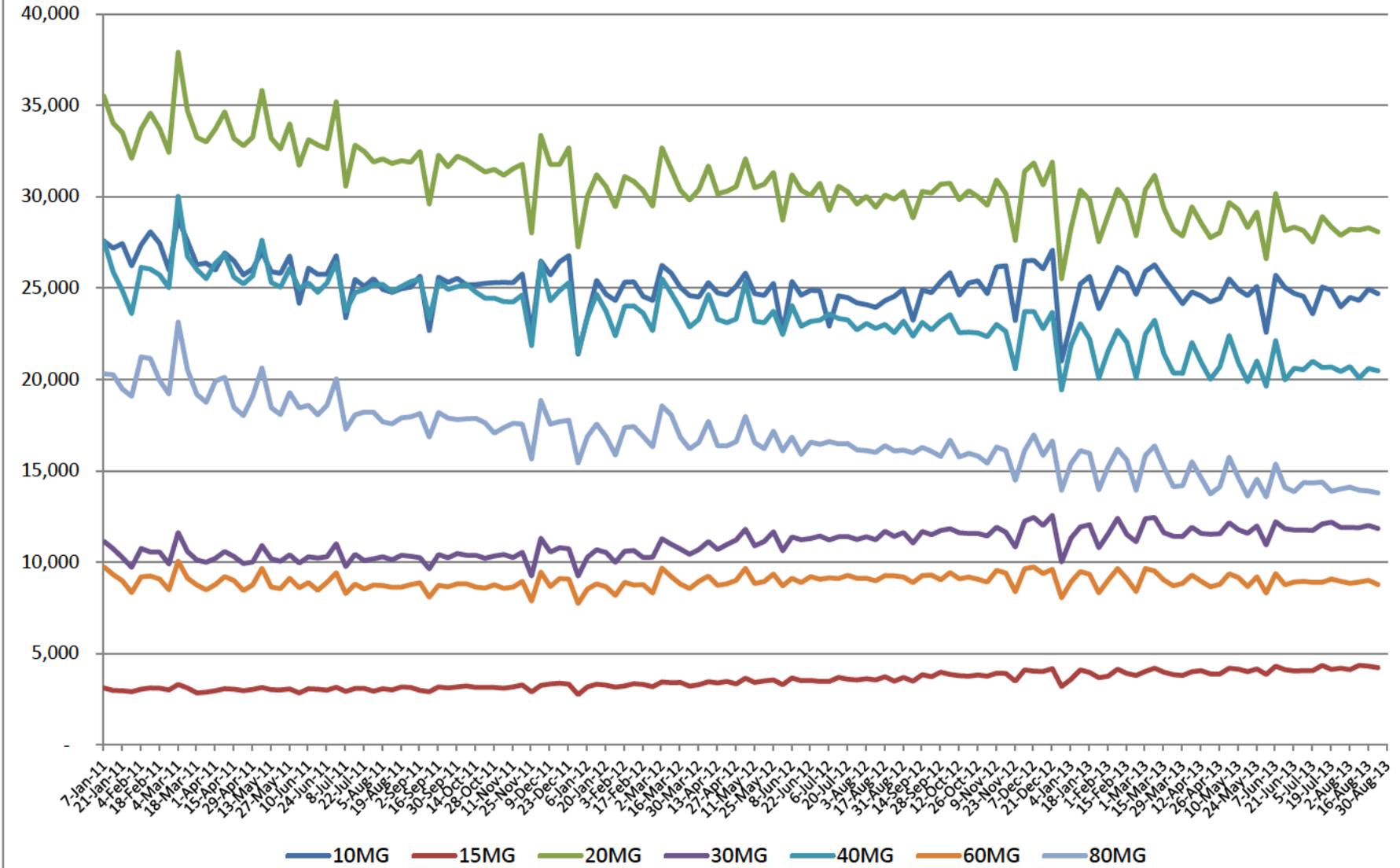
All Numbers are Absolute



OxyContin Total Prescriptions By Strength

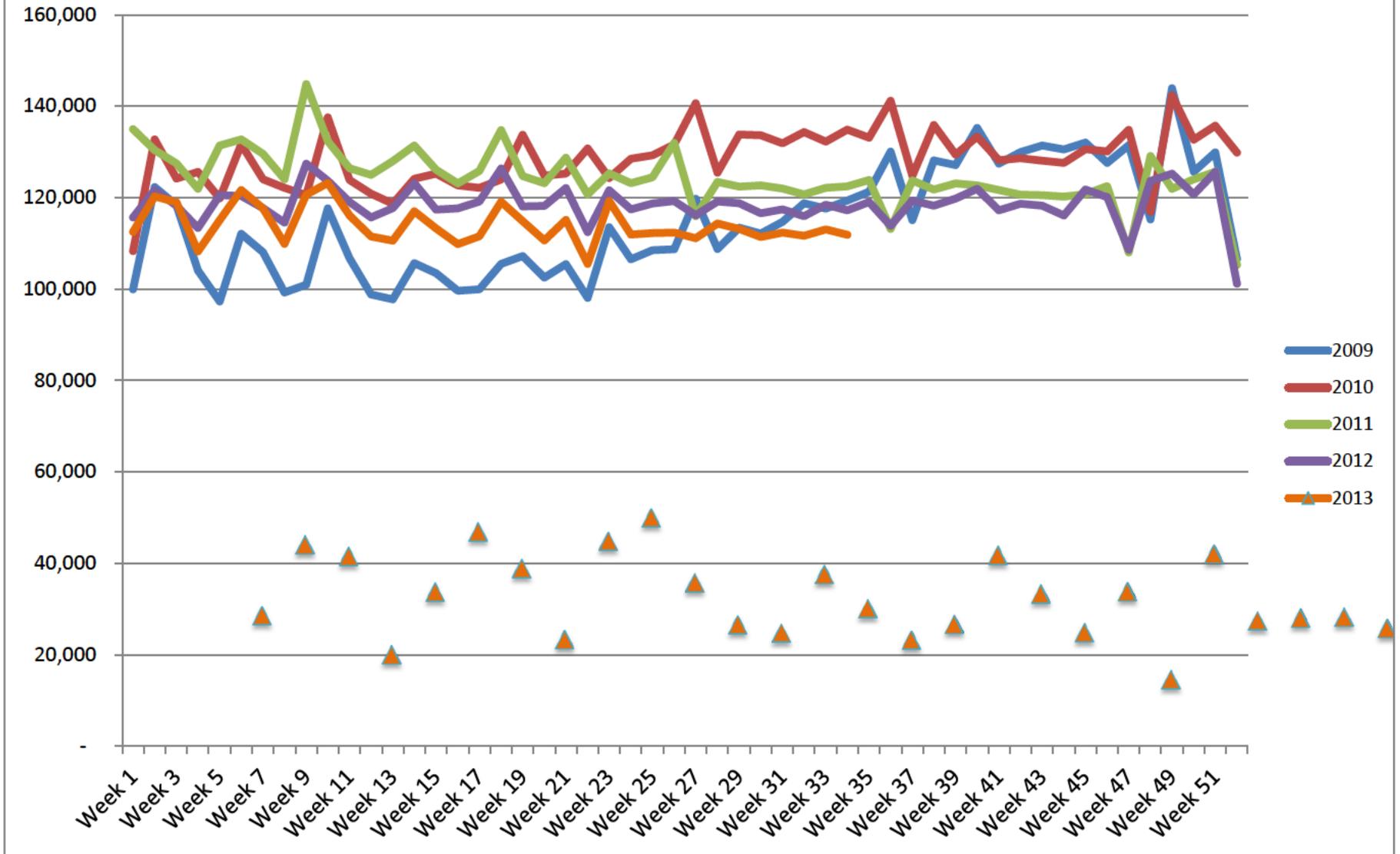
Retail Pharmacies, Mail Order, and LTC

All Numbers Absolute



Comparison of Weekly OxyContin TRx's 2009-2013

Retail Pharmacies, Mail Order and LTC



OxyContin Weekly TRx - Original Formulation and Reformulation							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Strength	Week Ending	2-Jan-09	9-Jan-09	16-Jan-09	23-Jan-09	30-Jan-09	6-Feb-09
10MG		14,904	18,498	18,242	16,859	16,605	18,379
15MG		1,087	1,490	1,336	1,171	1,128	1,300
20MG		28,407	34,398	32,742	27,630	25,232	28,854
30MG		4,284	5,468	5,380	4,921	4,603	5,327
40MG		25,393	30,567	30,047	27,015	24,862	28,662
60MG		4,336	5,273	5,095	4,783	4,541	5,349
80MG		21,508	26,618	25,483	21,655	20,320	24,194
Total	2009	99,919	122,312	118,325	104,034	97,291	112,065
		8-Jan-10	15-Jan-10	22-Jan-10	29-Jan-10	5-Feb-10	12-Feb-10
10MG		15,812	19,748	18,906	20,664	19,175	20,070
15MG		1,643	2,072	2,007	2,260	2,293	2,542
20MG		26,804	32,159	29,875	30,068	28,571	31,249
30MG		6,994	8,689	8,190	8,997	8,882	9,772
40MG		27,435	33,418	30,776	30,018	28,291	31,702
60MG		7,248	8,574	8,214	8,326	8,203	9,104
80MG		22,376	28,047	26,191	25,286	24,406	27,199
Total	2010	108,312	132,707	124,159	125,619	119,821	131,638
		7-Jan-11	14-Jan-11	21-Jan-11	28-Jan-11	4-Feb-11	11-Feb-11
10MG		27,567	27,181	27,431	26,218	27,359	28,076
15MG		3,125	2,986	2,963	2,913	3,054	3,117
20MG		35,502	34,019	33,496	32,085	33,707	34,570
30MG		11,149	10,736	10,255	9,720	10,743	10,563
40MG		27,583	25,880	24,853	23,601	26,130	26,037
60MG		9,745	9,326	8,988	8,333	9,199	9,239

OxyContin Weekly TRx - Original Formulation and Reformulation							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Strength	Week Ending	2-Jan-09	9-Jan-09	16-Jan-09	23-Jan-09	30-Jan-09	6-Feb-09
80MG		20,305	20,250	19,480	19,071	21,226	21,141
Total	2011	134,976	130,378	127,466	121,941	131,418	132,743
		6-Jan-12	13-Jan-12	20-Jan-12	27-Jan-12	3-Feb-12	10-Feb-12
10MG		23,413	25,422	24,657	24,317	25,318	25,339
15MG		3,181	3,323	3,275	3,165	3,227	3,349
20MG		30,028	31,200	30,546	29,447	31,100	30,832
30MG		10,274	10,686	10,528	10,002	10,602	10,646
40MG		23,382	24,667	23,720	22,374	24,012	24,017
60MG		8,527	8,821	8,660	8,192	8,907	8,745
80MG		16,876	17,560	16,865	15,856	17,372	17,425
Total	2012	115,681	121,679	118,251	113,353	120,538	120,353
		4-Jan-13	11-Jan-13	18-Jan-13	25-Jan-13	1-Feb-13	8-Feb-13
10MG		23,087	25,231	25,634	23,858	24,986	26,132
15MG		3,595	4,111	3,971	3,681	3,765	4,144
20MG		28,300	30,360	29,828	27,539	28,981	30,406
30MG		11,327	11,931	12,055	10,790	11,542	12,411
40MG		21,885	23,056	22,211	20,069	21,557	22,693
60MG		8,923	9,488	9,336	8,328	9,012	9,660
80MG		15,407	16,099	15,953	13,956	15,229	16,194
Total	2013	112,524	120,276	118,988	108,221	115,072	121,640
	1 week % Change						

OxyContin Weekly TRx - Original Formulation and Reformulation							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Strength	Week Ending	2-Jan-09	9-Jan-09	16-Jan-09	23-Jan-09	30-Jan-09	6-Feb-09
	2009		22.4%	-3.3%	-12.1%	-6.5%	15.2%
	2010		22.5%	-6.4%	1.2%	-4.6%	9.9%
	2011		-3.4%	-2.2%	-4.3%	7.8%	1.0%
	2012		5.2%	-2.8%	-4.1%	6.3%	-0.2%
	2013		6.9%	-1.1%	-9.0%	6.3%	5.7%

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Strength	Week Ending	13-Feb-09	20-Feb-09	27-Feb-09	6-Mar-09	13-Mar-09	20-Mar-09
10MG		17,330	16,337	16,651	18,382	17,352	16,603
15MG		1,363	1,309	1,274	1,510	1,458	1,345
20MG		28,074	25,718	25,443	29,400	26,232	24,425
30MG		5,470	5,143	5,251	6,063	5,884	5,381
40MG		27,221	24,850	25,527	30,276	27,307	24,659
60MG		5,271	4,996	5,200	6,169	5,591	5,413
80MG		23,351	20,896	21,620	25,823	22,901	20,977
Total	2009	108,080	99,249	100,966	117,623	106,725	98,803
		19-Feb-10	26-Feb-10	5-Mar-10	12-Mar-10	19-Mar-10	26-Mar-10
10MG		18,919	18,743	18,572	20,656	18,741	19,125
15MG		2,422	2,383	2,519	2,658	2,479	2,598
20MG		29,031	28,644	28,009	31,775	28,088	27,174
30MG		9,348	9,392	9,229	10,367	9,849	9,445
40MG		29,560	28,920	28,177	32,938	29,370	28,114
60MG		8,892	8,696	8,694	9,974	9,288	8,899
80MG		25,860	25,378	25,316	29,168	26,063	25,526
Total	2010	124,032	122,156	120,516	137,536	123,878	120,881
		18-Feb-11	25-Feb-11	4-Mar-11	11-Mar-11	18-Mar-11	25-Mar-11
10MG		27,450	25,995	28,804	27,569	26,286	26,368
15MG		3,108	3,010	3,314	3,116	2,844	2,889
20MG		33,726	32,427	37,890	34,704	33,241	32,998
30MG		10,562	9,898	11,629	10,588	10,115	9,991
40MG		25,722	25,009	30,008	26,733	26,005	25,511
60MG		9,083	8,484	10,061	9,130	8,755	8,496

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Strength	Week Ending	13-Feb-09	20-Feb-09	27-Feb-09	6-Mar-09	13-Mar-09	20-Mar-09
80MG		19,946	19,207	23,133	20,532	19,175	18,743
Total	2011	129,597	124,030	144,839	132,372	126,421	124,996
		17-Feb-12	24-Feb-12	2-Mar-12	9-Mar-12	16-Mar-12	23-Mar-12
10MG		24,539	24,320	26,245	25,819	25,038	24,587
15MG		3,308	3,182	3,453	3,404	3,416	3,222
20MG		30,339	29,474	32,682	31,516	30,350	29,821
30MG		10,254	10,272	11,277	10,982	10,724	10,438
40MG		23,621	22,660	25,519	24,714	23,867	22,869
60MG		8,771	8,308	9,681	9,222	8,802	8,554
80MG		16,881	16,304	18,557	18,062	16,832	16,203
Total	2012	117,713	114,520	127,414	123,719	119,029	115,694
		15-Feb-13	22-Feb-13	1-Mar-13	8-Mar-13	15-Mar-13	22-Mar-13
10MG		25,813	24,646	25,914	26,268	25,511	24,829
15MG		3,910	3,804	4,030	4,198	3,983	3,849
20MG		29,720	27,875	30,374	31,167	29,367	28,215
30MG		11,513	11,117	12,375	12,450	11,612	11,419
40MG		22,037	20,090	22,469	23,244	21,400	20,358
60MG		9,086	8,397	9,655	9,514	9,026	8,713
80MG		15,585	13,943	15,840	16,361	15,207	14,136
Total	2013	117,664	109,872	120,657	123,202	116,106	111,519
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Strength	Week Ending	13-Feb-09	20-Feb-09	27-Feb-09	6-Mar-09	13-Mar-09	20-Mar-09
	2009	-3.6%	-8.2%	1.7%	16.5%	-9.3%	-7.4%
	2010	-5.8%	-1.5%	-1.3%	14.1%	-9.9%	-2.4%
	2011	-2.4%	-4.3%	16.8%	-8.6%	-4.5%	-1.1%
	2012	-2.2%	-2.7%	11.3%	-2.9%	-3.8%	-2.8%
	2013	-3.3%	-6.6%	9.8%	2.1%	-5.8%	-4.0%

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 13	Week 14	Week 15	Week 16	Week 17	Week 18
Strength	Week Ending	27-Mar-09	3-Apr-09	10-Apr-09	17-Apr-09	24-Apr-09	1-May-09
10MG		16,754	17,752	17,975	17,966	18,416	19,519
15MG		1,322	1,411	1,521	1,366	1,358	1,552
20MG		23,351	25,206	24,024	23,246	22,976	24,072
30MG		5,358	5,860	5,860	5,530	5,771	6,125
40MG		24,560	26,463	25,609	24,575	24,212	25,574
60MG		5,401	5,987	5,839	5,641	5,963	6,128
80MG		21,019	22,986	22,665	21,276	21,245	22,540
Total	2009	97,765	105,665	103,493	99,600	99,941	105,510
		2-Apr-10	9-Apr-10	16-Apr-10	23-Apr-10	30-Apr-10	7-May-10
10MG		19,207	19,150	19,508	19,135	18,758	19,222
15MG		2,431	2,580	2,553	2,548	2,525	2,575
20MG		26,432	27,672	27,998	27,269	27,327	27,781
30MG		9,458	9,828	9,880	9,776	9,964	10,001
40MG		27,324	29,084	29,232	28,416	27,871	28,608
60MG		8,918	9,335	9,501	9,191	9,445	9,225
80MG		24,889	26,447	26,590	26,315	26,256	26,575
Total	2010	118,659	124,096	125,262	122,650	122,146	123,987
		1-Apr-11	8-Apr-11	15-Apr-11	22-Apr-11	29-Apr-11	6-May-11
10MG		25,999	26,920	26,486	25,724	26,052	26,976
15MG		2,975	3,076	3,052	2,964	3,042	3,154
20MG		33,707	34,637	33,185	32,785	33,260	35,802
30MG		10,220	10,590	10,316	9,934	10,006	10,915
40MG		26,360	26,853	25,596	25,226	25,665	27,613
60MG		8,772	9,215	8,999	8,445	8,758	9,670

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 13	Week 14	Week 15	Week 16	Week 17	Week 18
Strength	Week Ending	27-Mar-09	3-Apr-09	10-Apr-09	17-Apr-09	24-Apr-09	1-May-09
80MG		19,914	20,125	18,473	18,028	19,072	20,628
Total	2011	127,947	131,416	126,107	123,106	125,855	134,758
		30-Mar-12	6-Apr-12	13-Apr-12	20-Apr-12	27-Apr-12	4-May-12
10MG		24,510	25,298	24,741	24,631	25,096	25,823
15MG		3,293	3,456	3,396	3,479	3,337	3,655
20MG		30,389	31,676	30,161	30,298	30,562	32,072
30MG		10,692	11,134	10,693	10,968	11,218	11,808
40MG		23,292	24,654	23,285	23,106	23,307	25,335
60MG		8,955	9,248	8,737	8,813	9,005	9,673
80MG		16,562	17,712	16,370	16,368	16,598	17,978
Total	2012	117,693	123,178	117,383	117,663	119,123	126,344
		29-Mar-13	5-Apr-13	12-Apr-13	19-Apr-13	26-Apr-13	3-May-13
10MG		24,147	24,786	24,574	24,247	24,428	25,505
15MG		3,806	4,016	4,071	3,886	3,884	4,204
20MG		27,841	29,443	28,561	27,759	28,034	29,677
30MG		11,413	11,917	11,576	11,535	11,556	12,166
40MG		20,331	22,027	20,935	20,003	20,692	22,404
60MG		8,840	9,295	8,954	8,650	8,791	9,372
80MG		14,184	15,501	14,612	13,740	14,138	15,747
Total	2013	110,562	116,985	113,283	109,820	111,523	119,075
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 13	Week 14	Week 15	Week 16	Week 17	Week 18
Strength	Week Ending	27-Mar-09	3-Apr-09	10-Apr-09	17-Apr-09	24-Apr-09	1-May-09
	2009	-1.1%	8.1%	-2.1%	-3.8%	0.3%	5.6%
	2010	-1.8%	4.6%	0.9%	-2.1%	-0.4%	1.5%
	2011	2.4%	2.7%	-4.0%	-2.4%	2.2%	7.1%
	2012	1.7%	4.7%	-4.7%	0.2%	1.2%	6.1%
	2013	-0.9%	5.8%	-3.2%	-3.1%	1.6%	6.8%

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 19	Week 20	Week 21	Week 22	Week 23	Week 24
Strength	Week Ending	8-May-09	15-May-09	22-May-09	29-May-09	5-Jun-09	12-Jun-09
10MG		19,962	19,726	20,541	18,667	21,782	20,884
15MG		1,548	1,543	1,540	1,415	1,562	1,569
20MG		24,458	23,655	24,008	22,033	25,528	24,151
30MG		6,267	6,058	6,275	5,740	6,450	6,269
40MG		26,151	24,108	25,010	23,739	27,988	26,033
60MG		6,226	6,030	6,087	5,784	6,626	6,009
80MG		22,607	21,376	21,969	20,676	23,608	21,625
Total	2009	107,219	102,496	105,430	98,054	113,544	106,540
		14-May-10	21-May-10	28-May-10	4-Jun-10	11-Jun-10	18-Jun-10
10MG		20,056	19,914	20,002	20,648	19,283	20,900
15MG		2,607	2,562	2,601	2,775	2,535	2,689
20MG		29,096	27,159	27,586	28,796	27,208	28,398
30MG		10,490	9,983	10,218	10,817	9,730	10,274
40MG		32,256	28,866	28,629	30,133	29,493	29,131
60MG		10,159	9,802	9,480	9,785	9,453	9,650
80MG		29,082	26,528	26,718	27,826	26,558	27,488
Total	2010	133,746	124,814	125,234	130,780	124,260	128,530
		13-May-11	20-May-11	27-May-11	3-Jun-11	10-Jun-11	17-Jun-11
10MG		25,903	25,804	26,764	24,175	26,090	25,752
15MG		3,028	3,006	3,061	2,842	3,074	3,050
20MG		33,201	32,613	33,990	31,701	33,117	32,826
30MG		10,182	10,053	10,407	9,958	10,301	10,233
40MG		25,313	25,048	26,070	24,967	25,279	24,760
60MG		8,642	8,564	9,122	8,602	8,880	8,460

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 19	Week 20	Week 21	Week 22	Week 23	Week 24
Strength	Week Ending	8-May-09	15-May-09	22-May-09	29-May-09	5-Jun-09	12-Jun-09
80MG		18,461	18,078	19,286	18,450	18,580	18,059
Total	2011	124,730	123,166	128,700	120,695	125,321	123,140
		11-May-12	18-May-12	25-May-12	1-Jun-12	8-Jun-12	15-Jun-12
10MG		24,694	24,597	25,260	22,598	25,358	24,612
15MG		3,424	3,510	3,553	3,295	3,662	3,523
20MG		30,482	30,679	31,327	28,725	31,199	30,356
30MG		10,904	11,136	11,668	10,623	11,382	11,231
40MG		23,186	23,106	23,735	22,444	24,047	22,908
60MG		8,827	8,939	9,356	8,707	9,117	8,888
80MG		16,539	16,215	17,171	16,092	16,839	15,903
Total	2012	118,056	118,182	122,070	112,484	121,604	117,421
		10-May-13	17-May-13	24-May-13	31-May-13	7-Jun-13	14-Jun-13
10MG		24,914	24,582	25,086	22,589	25,704	25,022
15MG		4,142	4,010	4,155	3,865	4,318	4,120
20MG		29,288	28,309	29,165	26,604	30,155	28,142
30MG		11,779	11,585	11,976	10,936	12,213	11,836
40MG		20,933	19,867	21,012	19,640	22,124	19,962
60MG		9,166	8,664	9,204	8,305	9,380	8,759
80MG		14,627	13,611	14,544	13,571	15,375	14,086
Total	2013	114,849	110,628	115,142	105,510	119,269	111,927
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 19	Week 20	Week 21	Week 22	Week 23	Week 24
Strength	Week Ending	8-May-09	15-May-09	22-May-09	29-May-09	5-Jun-09	12-Jun-09
	2009	1.6%	-4.4%	2.9%	-7.0%	15.8%	-6.2%
	2010	7.9%	-6.7%	0.3%	4.4%	-5.0%	3.4%
	2011	-7.4%	-1.3%	4.5%	-6.2%	3.8%	-1.7%
	2012	-6.6%	0.1%	3.3%	-7.9%	8.1%	-3.4%
	2013	-3.5%	-3.7%	4.1%	-8.4%	13.0%	-6.2%

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 25	Week 26	Week 27	Week 28	Week 29	Week 30
Strength	Week Ending	19-Jun-09	26-Jun-09	3-Jul-09	10-Jul-09	17-Jul-09	24-Jul-09
10MG		20,963	20,962	22,353	20,917	21,614	21,439
15MG		1,602	1,514	1,666	1,505	1,590	1,597
20MG		24,357	24,272	26,827	24,524	25,695	25,836
30MG		6,268	6,105	6,919	6,351	6,578	6,392
40MG		27,124	27,548	31,107	27,653	29,049	28,512
60MG		6,364	6,336	6,743	6,290	6,494	6,416
80MG		21,837	21,973	24,120	21,551	22,428	21,947
Total	2009	108,515	108,710	119,735	108,791	113,448	112,139
		25-Jun-10	2-Jul-10	9-Jul-10	16-Jul-10	23-Jul-10	30-Jul-10
10MG		21,669	22,239	23,049	21,109	22,981	22,783
15MG		2,602	2,715	2,874	2,702	2,790	2,724
20MG		28,011	28,836	31,277	27,786	29,917	29,733
30MG		10,551	10,354	11,062	10,063	10,725	10,540
40MG		29,274	30,068	32,789	28,057	29,519	29,807
60MG		9,844	9,622	10,348	9,601	10,050	9,942
80MG		27,328	27,793	29,250	26,144	27,840	28,098
Total	2010	129,279	131,627	140,649	125,462	133,822	133,627
		24-Jun-11	1-Jul-11	8-Jul-11	15-Jul-11	22-Jul-11	29-Jul-11
10MG		25,756	26,776	23,375	25,477	25,092	25,513
15MG		2,991	3,160	2,924	3,089	3,088	2,944
20MG		32,617	35,184	30,589	32,817	32,473	31,894
30MG		10,293	11,014	9,766	10,441	10,091	10,189
40MG		25,288	26,387	23,718	24,752	24,919	25,179
60MG		8,896	9,423	8,281	8,798	8,525	8,755

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 25	Week 26	Week 27	Week 28	Week 29	Week 30
Strength	Week Ending	19-Jun-09	26-Jun-09	3-Jul-09	10-Jul-09	17-Jul-09	24-Jul-09
80MG		18,589	20,021	17,265	18,059	18,218	18,199
Total	2011	124,430	131,965	115,918	123,433	122,406	122,673
		22-Jun-12	29-Jun-12	6-Jul-12	13-Jul-12	20-Jul-12	27-Jul-12
10MG		24,878	24,839	22,927	24,571	24,474	24,189
15MG		3,529	3,479	3,470	3,697	3,597	3,561
20MG		30,061	30,739	29,235	30,567	30,270	29,599
30MG		11,293	11,432	11,211	11,389	11,410	11,245
40MG		23,175	23,246	23,564	23,332	23,257	22,701
60MG		9,219	9,059	9,152	9,112	9,288	9,121
80MG		16,571	16,449	16,595	16,471	16,488	16,151
Total	2012	118,726	119,243	116,154	119,139	118,784	116,567
		21-Jun-13	28-Jun-13	5-Jul-13	12-Jul-13	19-Jul-13	26-Jul-13
10MG		24,707	24,539	23,583	25,049	24,866	23,971
15MG		4,050	4,059	4,071	4,348	4,135	4,200
20MG		28,339	28,142	27,513	28,910	28,341	27,891
30MG		11,765	11,769	11,735	12,090	12,190	11,902
40MG		20,610	20,531	21,001	20,647	20,674	20,436
60MG		8,918	8,949	8,907	8,897	9,083	8,953
80MG		13,858	14,354	14,333	14,382	13,869	14,012
Total	2013	112,247	112,343	111,143	114,323	113,158	111,365
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 25	Week 26	Week 27	Week 28	Week 29	Week 30
Strength	Week Ending	19-Jun-09	26-Jun-09	3-Jul-09	10-Jul-09	17-Jul-09	24-Jul-09
	2009	1.9%	0.2%	10.1%	-9.1%	4.3%	-1.2%
	2010	0.6%	1.8%	6.9%	-10.8%	6.7%	-0.1%
	2011	1.0%	6.1%	-12.2%	6.5%	-0.8%	0.2%
	2012	1.1%	0.4%	-2.6%	2.6%	-0.3%	-1.9%
	2013	0.3%	0.1%	-1.1%	2.9%	-1.0%	-1.6%

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 31	Week 32	Week 33	Week 34	Week 35	Week 36
Strength	Week Ending	31-Jul-09	7-Aug-09	14-Aug-09	21-Aug-09	28-Aug-09	4-Sep-09
10MG		21,576	21,992	21,636	21,817	22,134	22,820
15MG		1,621	1,700	1,642	1,634	1,650	1,701
20MG		27,017	28,660	28,805	29,855	30,664	33,993
30MG		6,666	6,596	6,828	6,774	6,780	7,302
40MG		29,259	30,165	29,716	29,905	30,487	32,789
60MG		6,558	6,835	6,612	6,708	6,846	7,288
80MG		22,027	22,819	22,374	22,692	22,715	24,140
Total	2009	114,724	118,767	117,613	119,385	121,276	130,033
		6-Aug-10	13-Aug-10	20-Aug-10	27-Aug-10	3-Sep-10	10-Sep-10
10MG		22,890	22,558	22,560	22,605	22,678	23,977
15MG		2,808	2,780	2,753	2,695	2,902	3,121
20MG		29,518	29,945	29,409	30,746	30,977	33,480
30MG		10,523	10,722	10,810	10,896	10,466	11,424
40MG		29,486	29,810	28,567	29,602	29,254	31,078
60MG		9,671	10,114	10,138	10,139	10,045	10,814
80MG		26,984	28,428	28,029	28,195	26,769	27,275
Total	2010	131,880	134,357	132,266	134,878	133,091	141,169
		5-Aug-11	12-Aug-11	19-Aug-11	26-Aug-11	2-Sep-11	9-Sep-11
10MG		24,932	24,760	24,963	25,056	25,649	22,679
15MG		3,073	3,010	3,174	3,144	2,989	2,919
20MG		32,066	31,819	31,968	31,881	32,467	29,616
30MG		10,295	10,140	10,385	10,331	10,239	9,634
40MG		25,196	24,802	25,097	25,350	25,499	23,338
60MG		8,719	8,623	8,641	8,772	8,875	8,099

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 31	Week 32	Week 33	Week 34	Week 35	Week 36
Strength	Week Ending	31-Jul-09	7-Aug-09	14-Aug-09	21-Aug-09	28-Aug-09	4-Sep-09
80MG		17,684	17,567	17,906	17,951	18,126	16,843
Total	2011	121,965	120,721	122,134	122,485	123,844	113,128
		3-Aug-12	10-Aug-12	17-Aug-12	24-Aug-12	31-Aug-12	7-Sep-12
10MG		24,085	23,942	24,305	24,548	24,950	23,222
15MG		3,628	3,559	3,736	3,484	3,695	3,489
20MG		30,017	29,413	30,096	29,863	30,281	28,823
30MG		11,395	11,227	11,692	11,402	11,620	11,057
40MG		23,069	22,792	23,006	22,555	23,184	22,363
60MG		9,116	8,982	9,268	9,253	9,188	8,884
80MG		16,106	16,013	16,373	16,097	16,136	15,987
Total	2012	117,416	115,928	118,476	117,202	119,054	113,825
		2-Aug-13	9-Aug-13	16-Aug-13	23-Aug-13	30-Aug-13	6-Sep-13
10MG		24,485	24,322	24,941	24,688		
15MG		4,116	4,358	4,312	4,230		
20MG		28,208	28,178	28,301	28,081		
30MG		11,903	11,888	12,007	11,845		
40MG		20,704	20,082	20,592	20,473		
60MG		8,842	8,909	9,015	8,781		
80MG		14,109	13,940	13,900	13,797		
Total	2013	112,367	111,677	113,068	111,895		
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 31	Week 32	Week 33	Week 34	Week 35	Week 36
Strength	Week Ending	31-Jul-09	7-Aug-09	14-Aug-09	21-Aug-09	28-Aug-09	4-Sep-09
	2009	2.3%	3.5%	-1.0%	1.5%	1.6%	7.2%
	2010	-1.3%	1.9%	-1.6%	2.0%	-1.3%	6.1%
	2011	-0.6%	-1.0%	1.2%	0.3%	1.1%	-8.7%
	2012	0.7%	-1.3%	2.2%	-1.1%	1.6%	-4.4%
	2013	0.9%	-0.6%	1.2%	-1.0%		

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 37	Week 38	Week 39	Week 40	Week 41	Week 42
Strength	Week Ending	11-Sep-09	18-Sep-09	25-Sep-09	2-Oct-09	9-Oct-09	16-Oct-09
10MG		20,094	22,738	22,421	22,854	21,841	22,171
15MG		1,587	1,819	1,676	1,809	1,723	1,739
20MG		29,938	33,349	33,400	36,149	33,743	34,078
30MG		6,443	7,158	6,765	7,433	6,870	7,202
40MG		29,230	32,284	32,096	34,177	32,136	32,649
60MG		6,298	7,111	6,808	7,496	6,809	7,144
80MG		21,491	23,682	23,946	25,310	24,334	24,945
Total	2009	115,081	128,141	127,112	135,228	127,456	129,928
		17-Sep-10	24-Sep-10	1-Oct-10	8-Oct-10	15-Oct-10	22-Oct-10
10MG		21,794	23,930	23,708	24,274	23,939	24,310
15MG		2,769	3,020	2,800	3,134	2,988	2,893
20MG		30,411	33,476	32,159	33,860	33,054	33,810
30MG		10,179	11,308	10,774	11,064	10,879	10,990
40MG		26,620	29,020	27,518	28,143	26,424	26,143
60MG		9,828	10,396	9,954	10,447	10,024	9,918
80MG		23,153	24,743	22,512	22,375	20,904	20,552
Total	2010	124,754	135,893	129,425	133,297	128,212	128,616
		16-Sep-11	23-Sep-11	30-Sep-11	7-Oct-11	14-Oct-11	21-Oct-11
10MG		25,600	25,315	25,531	25,173	25,182	25,253
15MG		3,178	3,121	3,173	3,230	3,150	3,163
20MG		32,268	31,633	32,218	32,005	31,677	31,346
30MG		10,415	10,237	10,480	10,386	10,382	10,222
40MG		25,367	24,928	25,082	25,214	24,779	24,444
60MG		8,733	8,654	8,822	8,825	8,634	8,580

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 37	Week 38	Week 39	Week 40	Week 41	Week 42
Strength	Week Ending	11-Sep-09	18-Sep-09	25-Sep-09	2-Oct-09	9-Oct-09	16-Oct-09
80MG		18,183	17,880	17,806	17,842	17,870	17,628
Total	2011	123,744	121,768	123,112	122,675	121,674	120,636
		14-Sep-12	21-Sep-12	28-Sep-12	5-Oct-12	12-Oct-12	19-Oct-12
10MG		24,886	24,754	25,350	25,838	24,616	25,288
15MG		3,852	3,740	3,984	3,855	3,786	3,765
20MG		30,288	30,197	30,675	30,727	29,825	30,326
30MG		11,678	11,500	11,732	11,835	11,606	11,565
40MG		23,113	22,709	23,197	23,543	22,555	22,590
60MG		9,268	9,297	9,042	9,437	9,086	9,190
80MG		16,283	16,064	15,786	16,684	15,758	15,951
Total	2012	119,368	118,261	119,766	121,919	117,232	118,675
		13-Sep-13	20-Sep-13	27-Sep-13	4-Oct-13	11-Oct-13	18-Oct-13
10MG							
15MG							
20MG							
30MG							
40MG							
60MG							
80MG							
Total	2013						
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute							
		Week 37	Week 38	Week 39	Week 40	Week 41	Week 42
Strength	Week Ending	11-Sep-09	18-Sep-09	25-Sep-09	2-Oct-09	9-Oct-09	16-Oct-09
	2009	-11.5%	11.3%	-0.8%	6.4%	-5.7%	1.9%
	2010	-11.6%	8.9%	-4.8%	3.0%	-3.8%	0.3%
	2011	9.4%	-1.6%	1.1%	-0.4%	-0.8%	-0.9%
	2012	4.9%	-0.9%	1.3%	1.8%	-3.8%	1.2%
	2013						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute		Weekly Total Presc					
		Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Strength	Week Ending	23-Oct-09	30-Oct-09	6-Nov-09	13-Nov-09	20-Nov-09	27-Nov-09
10MG		22,567	22,054	21,863	21,463	21,895	18,595
15MG		1,742	1,727	1,885	1,793	1,833	1,706
20MG		34,754	34,649	34,277	32,522	33,862	29,406
30MG		7,103	7,259	7,275	7,391	7,709	6,789
40MG		32,809	32,823	33,577	31,791	32,627	29,053
60MG		6,992	7,228	7,340	7,288	7,468	6,678
80MG		25,436	24,782	25,802	25,325	26,045	23,031
Total	2009	131,403	130,522	132,019	127,573	131,439	115,258
		29-Oct-10	5-Nov-10	12-Nov-10	19-Nov-10	26-Nov-10	3-Dec-10
10MG		24,950	25,222	26,143	26,513	27,687	23,447
15MG		3,042	2,892	3,042	2,983	3,012	2,726
20MG		33,695	34,448	35,145	34,663	35,581	31,196
30MG		10,847	10,495	10,676	10,673	10,876	9,391
40MG		26,126	26,040	27,173	27,400	28,942	25,635
60MG		9,757	9,525	9,716	9,533	9,874	8,537
80MG		19,642	19,000	18,724	18,367	18,836	15,958
Total	2010	128,059	127,622	130,619	130,132	134,808	116,890
		28-Oct-11	4-Nov-11	11-Nov-11	18-Nov-11	25-Nov-11	2-Dec-11
10MG		25,300	25,314	25,302	25,776	22,486	26,481
15MG		3,143	3,109	3,177	3,278	2,899	3,251
20MG		31,483	31,178	31,529	31,779	28,017	33,356
30MG		10,340	10,417	10,255	10,541	9,246	11,315
40MG		24,446	24,252	24,246	24,618	21,864	26,379
60MG		8,761	8,568	8,639	8,952	7,876	9,465

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute		Weekly Total Presc					
		Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Strength	Week Ending	23-Oct-09	30-Oct-09	6-Nov-09	13-Nov-09	20-Nov-09	27-Nov-09
80MG		17,058	17,364	17,604	17,557	15,654	18,839
Total	2011	120,531	120,202	120,752	122,501	108,042	129,086
		26-Oct-12	2-Nov-12	9-Nov-12	16-Nov-12	23-Nov-12	30-Nov-12
10MG		25,395	24,696	26,154	26,215	23,221	26,489
15MG		3,828	3,765	3,932	3,921	3,491	4,109
20MG		30,000	29,535	30,912	30,176	27,610	31,374
30MG		11,566	11,440	11,920	11,644	10,833	12,244
40MG		22,546	22,344	23,004	22,628	20,580	23,701
60MG		9,068	8,909	9,562	9,410	8,376	9,642
80MG		15,808	15,426	16,294	16,122	14,482	16,100
Total	2012	118,211	116,115	121,778	120,116	108,593	123,659
		25-Oct-13	1-Nov-13	8-Nov-13	15-Nov-13	22-Nov-13	29-Nov-13
10MG							
15MG							
20MG							
30MG							
40MG							
60MG							
80MG							
Total	2013						
	1 week % Change						

OxyContin Weekly TRx - Original Formul							
Source: IMS Health NPA							
Retail, LTC, and Mail Order							
Numbers Are Absolute		Weekly Total Presc					
		Week 43	Week 44	Week 45	Week 46	Week 47	Week 48
Strength	Week Ending	23-Oct-09	30-Oct-09	6-Nov-09	13-Nov-09	20-Nov-09	27-Nov-09
	2009	1.1%	-0.7%	1.1%	-3.4%	3.0%	-12.3%
	2010	-0.4%	-0.3%	2.3%	-0.4%	3.6%	-13.3%
	2011	-0.1%	-0.3%	0.5%	1.4%	-11.8%	19.5%
	2012	-0.4%	-1.8%	4.9%	-1.4%	-9.6%	13.9%
	2013						

OxyContin Weekly TRx - Original Formul					
Source: IMS Health NPA					
Retail, LTC, and Mail Order					
Numbers Are Absolute		criptions			
		Week 49	Week 50	Week 51	Week 52
Strength	Week Ending	4-Dec-09	11-Dec-09	18-Dec-09	25-Dec-09
10MG		22,639	20,166	20,630	16,597
15MG		2,035	1,951	2,018	1,640
20MG		36,781	31,249	32,379	26,619
30MG		8,421	7,564	8,002	6,672
40MG		36,299	31,623	32,218	26,653
60MG		8,677	7,583	8,094	6,744
80MG		29,078	25,527	26,567	21,644
Total	2009	143,930	125,663	129,908	106,569
		10-Dec-10	17-Dec-10	24-Dec-10	31-Dec-10
10MG		27,965	27,477	28,407	27,439
15MG		3,278	3,051	3,044	2,892
20MG		37,879	35,095	35,533	34,714
30MG		11,649	10,767	10,799	10,408
40MG		31,691	28,560	29,516	27,042
60MG		10,399	9,510	9,414	9,262
80MG		19,510	18,227	19,040	18,086
Total	2010	142,371	132,687	135,753	129,843
		9-Dec-11	16-Dec-11	23-Dec-11	30-Dec-11
10MG		25,722	26,431	26,774	21,386
15MG		3,338	3,378	3,332	2,757
20MG		31,760	31,757	32,674	27,251
30MG		10,557	10,790	10,741	9,248
40MG		24,313	24,853	25,292	21,455
60MG		8,662	9,102	9,080	7,741

OxyContin Weekly TRx - Original Formul					
Source: IMS Health NPA					
Retail, LTC, and Mail Order					
Numbers Are Absolute		criptions			
		Week 49	Week 50	Week 51	Week 52
Strength	Week Ending	4-Dec-09	11-Dec-09	18-Dec-09	25-Dec-09
80MG		17,560	17,690	17,758	15,431
Total	2011	121,912	124,001	125,651	105,269
		7-Dec-12	14-Dec-12	21-Dec-12	28-Dec-12
10MG		26,517	26,051	27,077	21,021
15MG		4,032	4,026	4,170	3,207
20MG		31,846	30,640	31,888	25,515
30MG		12,447	12,006	12,563	10,004
40MG		23,716	22,772	23,677	19,428
60MG		9,734	9,380	9,610	8,046
80MG		16,967	15,839	16,634	13,946
Total	2012	125,259	120,714	125,619	101,167
		6-Dec-13	13-Dec-13	20-Dec-13	27-Dec-13
10MG					
15MG					
20MG					
30MG					
40MG					
60MG					
80MG					
Total	2013				
	1 week % Change				

OxyContin Weekly TRx - Original Formul						
Source: IMS Health NPA						
Retail, LTC, and Mail Order						
Numbers Are Absolute		riptions				
		Week 49	Week 50	Week 51	Week 52	
Strength	Week Ending	4-Dec-09	11-Dec-09	18-Dec-09	25-Dec-09	
	2009	24.9%	-12.7%	3.4%	-18.0%	
	2010	21.8%	-6.8%	2.3%	-4.4%	
	2011	-5.6%	1.7%	1.3%	-16.2%	
	2012	1.3%	-3.6%	4.1%	-19.5%	
	2013					