

Message

**From:** [REDACTED]  
**Sent:** 9/12/2013 5:25:35 AM  
**To:** Sackler, Dr Richard [REDACTED]; Baker, Stuart D. [REDACTED]  
**CC:** [REDACTED]  
**Subject:** RE: Worldwide Sales - June 2013  
**Importance:** High

Dear Richard,

I am not quite sure why you have not received these reports. The July report went out on 8th August and the August report went out on 9th September. We checked your address which appears to be correct. Perhaps you could check your received mail and let me know in case there is a problem.

Best regards, [REDACTED]

-----Original Message-----  
From: Sackler, Dr Richard [mailto:[REDACTED]@pharma.com]  
Sent: 10 September 2013 21:34  
To: [REDACTED]; Baker, Stuart D.  
Cc: [REDACTED]  
Subject: Re: Worldwide Sales - June 2013

Because there was no August report of Jan-Jul, please make sure to have the Sep report of Jan-Aug distributed by no later than JSep 9.

From: <Smith>, Raymond Smith <[REDACTED]@manrev.co.uk<mailto:[REDACTED]@manrev.co.uk>>  
Date: Tuesday, July 9, 2013 12:04 PM  
To: Raymond Sackler <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, "Sackler, Dame Theresa" <[REDACTED]@mdsackler.co.uk<mailto:[REDACTED]@mdsackler.co.uk>>, "Sackler, Beverly" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, "Richard S. Sackler" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, "Sackler Lefcourt, Ilene" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, "Sackler, Dr Kathe" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, "Sackler, Jonathan" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, "Sackler, Samantha" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, Mortimer Sackler <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>, Sackler, David" <[REDACTED]@pharma.com<mailto:[REDACTED]@pharma.com>>,  
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Subject: Worldwide Sales - June 2013

Note: This report compares Actual against Mid-Year Estimate ("MYE") and Original Budget ("budget"). Where countries have an approved revised budget this is reported within MYE.

HIGHLIGHTS - June 2013

- Year to date worldwide sales of \$1,802.0m are 4.5% down on last year, 3.5% less than MYE and 10.7% below budget. (Page 3)
- Worldwide sales in June of \$296.2m were 1.3% down on last year, 8.2% below MYE and 13.1% behind budget.
- Cumulative USA sales of \$981.2m are 7.8% behind last year, 5.0% less than MYE and 17.8% behind budget. Year to date worldwide excluding USA sales of \$820.8m are in line with both last year and budget, but 1.6% less than MYE.
- Although year to date sales of the four largest markets (USA, Germany, Canada and the UK) are down on 2012, 19 of the remaining 24 markets are showing year-on-year growth. (Page 3)
- Record monthly sales were achieved in China for the 4th time this year.
- Worldwide year to date sales of OxyContin of \$1,076.5m are 12.5% down on 2012, which is more than offsetting the 10.5% growth in all other products. OxyContin makes up 60% of total sales in 2013, down from 65% for 2012. (Page 6)
- Flutiform was launched in Italy at the end of June, recording sales of \$0.4m in the month.
- Cumulative sales for joint ventures (which are not included above), are \$81.8m, being 9.0% higher than 2012 and 4.1% ahead of MYE/budget. Sales in India of \$42.7m are 6.6% up on 2012, whilst sales in Israel of \$36.0m are 13.1% up on 2012. (Page 9)

Year to Date - June 2013

Worldwide sales of \$1,802.0m are 4.5% down on 2012, 3.5% behind MYE and 10.7% less than budget. Worldwide excluding USA sales of \$820.8m are in line with both 2012 and budget, but 1.7% behind MYE. The overall result is being distorted by Canada, and worldwide sales excluding both USA and Canada are 4.6% up on last year.

USA sales of \$981.2m are 7.8% down on 2012, 5.0% behind MYE and 17.8% below budget. OxyContin sales of \$872.0m are 9.5% lower than last year, 4.3% less than MYE and 17.7% behind budget, partly due to unbudgeted reductions in wholesaler inventory levels. All strengths are behind budget, with the 60mg strength showing the largest adverse variance (down 20%). Cumulative BuTrans sales of \$60.0m are 30.1% better than 2012, but 12.2% behind MYE and 12.5% less than budget.

Cumulative sales in Europe of \$538.3m are 1.0% better than last year and in line with both MYE and budget. The largest contributors to growth are Italy (+ \$6.8m / + 24%) and France (+ \$5.7m / + 15%). Denmark in particular continues to face a challenging environment with sales being 38.7% (\$5.4m) lower than last year and 18.2% less than budget. Sales are also declining in the Netherlands (- \$3.7m / - 19%) as a result of the reduction in OxyContin sales (- \$4.8m / - 56%).

Canada sales of \$141.4m are 18.3% down on 2012 and 9.9% below MYE/budget. The adverse variances are being caused by OxyContin/OxyNEO; sales of \$54.7m are 42.3% below those of 2012 and 23.8% below MYE/budget. Uptake of generic CR oxycodone stands at 9.3% and has flattened out. Hydromorph Contin has benefited from patients being switched from OxyNEO with year to date sales 11.1% better than budget.

Sales in Australia of \$75.4m are 6.6% up on 2012 and in line with budget, but marginally down on MYE. Targin sales of \$9.9m are nearly 3 times those of 2012. OxyContin sales are holding up well, and it remains the no.1 product, with sales of \$30.7m being only 7.7% down on last year, but in line with MYE and 2.2% better than budget.

Asia sales of \$62.4m are 48.4% up on 2012, 2.6% better than MYE and 18.5% higher than budget. The result is being driven by China (49.0% up on 2012, 3.7% ahead of MYE and 29.1% better than budget) and Korea (31.7% up on last year, in line with MYE and 15.2% better than budget), which contribute 76% of the total Asia sales. Year to date OxyContin sales in China of \$18.0m are nearly double those of last year, 6.5% better than MYE and 49.4% up on budget. In Korea the growth in Targin (+ \$2.8m / + 125%) more than offsets the decline in OxyContin (- \$2.4m / 49%).

Month - June 2013

Worldwide sales of \$296.2m were 1.3% lower than the prior year, 8.2% behind MYE and 13.1% less than budget.

Worldwide excluding USA sales in June of \$134.9m were 2.1% lower than 2012, 4.6% less than MYE and 4.9% below budget.

USA sales of \$161.2m were marginally lower than last year, 11.0% less than MYE and 19.0% behind budget. OxyContin sales of \$143.9m were 6.2% down on 2012, 10.2% behind MYE and 17.2% lower than budget (with all strengths being behind budget).

After strong sales in Europe in May, the first half of the year ended with slightly disappointing sales of \$88.5m, being 3.7% less than June 2012, 1.5% less than MYE and 3.3% below budget. Sales continue to be impacted by the reduction in OxyContin sales following the patent expiry (although the reduction has been less than budgeted). June sales of OxyContin were 30.1% down on last year (and in line with MYE), but 14.5% better than budget. Excluding OxyContin, sales of \$74.4m were 3.9% up on 2012, but 1.7% less than MYE and 6.2% behind budget.

Canada sales of \$22.9m were down on 2012 (by 5.6%) and below MYE/budget by 17.0%. Sales were negatively affected by lower than normal ordering patterns of two wholesalers who merged recently and are in the process of consolidating depots. Sales of OxyNEO of \$8.3m were 22.8% less than last year and 34.6% below MYE/budget. Excluding OxyNEO, sales were 8.2% ahead of last year (but 2.0% behind budget) with Hydromorph Contin 16.6% up on 2012 (and 7.4% better than budget). Monthly sales of Hydromorph Contin again exceeded those of OxyNEO.

In Australia, June sales of \$12.2m were 10.2% down on last year, 5.5% less than MYE and 6.6% behind budget. Sales in June last year were unusually high (the 2nd highest month on record) due to volatile wholesaler buying patterns. Although Targin (sales of \$1.7m) showed a healthy rate of growth over last year, the two main products OxyContin (sales of \$5.0m) and Norspan (\$3.8m) were down on June 2012 by 20.5% and 12.0%, respectively.

June sales in Asia of \$10.8m were the highest ever, being 42.9% up on 2012, 1.0% ahead of MYE and 14.2% better than budget. China sales of \$5.9m were also a new record (for the 4th time this year), being 47.1% higher than last year, 11.4% up on MYE and 31.7% ahead of budget. This included \$3.3m of OxyContin sales, being 18.5% up on MYE. Sales in Korea of \$2.5m were 13.5% higher than last year and 2.2% ahead of budget, but 4.9% below MYE, primarily as a result of lower than anticipated Betadine sales.

For more detailed comments, reference should be made to individual country managers' reports and also to [REDACTED]'s European summary. Please contact me should you have any questions regarding this report.

With best regards,

[REDACTED]

Message

**From:** Sackler, Dr Richard [REDACTED]  
**Sent:** 9/12/2013 7:16:48 AM  
**To:** [REDACTED]  
**Subject:** Re: Worldwide Sales - August 2013

Thank you. I located the Aug report.

I'd like your thoughts on where we are and what we should do.

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**From:** [REDACTED]@manrev.co.uk>  
**Date:** Monday, September 9, 2013 12:56 PM  
**To:** Raymond Sackler <[REDACTED]@pharma.com>, "Sackler, Dame Theresa" <[REDACTED]@mdsackler.co.uk>, "Sackler, Beverly" <[REDACTED]@pharma.com>, "Richard S. Sackler" <[REDACTED]@pharma.com>, "Sackler Lefcourt, Ilene" <[REDACTED]@pharma.com>, "Sackler, Dr Kathe" <[REDACTED]@pharma.com>, "Sackler, Jonathan" <[REDACTED]@pharma.com>, "Sackler, Samantha" <[REDACTED]@pharma.com>, Mortimer Sackler <[REDACTED]@pharma.com>, "Sackler, David" <[REDACTED]@pharma.com>, "[REDACTED]@pharma.com" <[REDACTED]@pharma.com'>, "[REDACTED]@pharma.com" <[REDACTED]@pharma.com'>, [REDACTED]@pharma.com>, Paulo Ferraz Costa <[REDACTED]@pharma.com>, "Snyderman, Ralph" <[REDACTED]@pharma.com>, [REDACTED]@chadbourne.com>, [REDACTED]@ogier.com>, [REDACTED]@ch.gt.com>, Ed Mahony <[REDACTED]@pharma.com>, [REDACTED]@mundipharma.co.uk>, John Stewart <[REDACTED]@pharma.com>, [REDACTED]@purdue.ca>, "Landau, Dr. Craig (US)" <[REDACTED]@pharma.com>, [REDACTED]@mundipharma.co.uk>, [REDACTED]@mundipharma.de>, [REDACTED]@pharma.com>, [REDACTED]@mundipharma.com.sg>, [REDACTED]@manrev.co.uk>  
**Subject:** Worldwide Sales - August 2013

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*Note: This report compares Actual against Mid-Year Estimate ("MYE") and Original Budget ("budget"). Where countries have an approved Revised Budget this is reported within MYE.*

**HIGHLIGHTS – August 2013**

- <!--[if !supportLists]--><!--[endif]-->**Year to date worldwide sales of \$2,451.9m are 4.0% down on last year, 2.0% less than MYE and 10.1% below budget. (Page 3)**
- <!--[if !supportLists]--><!--[endif]-->**Worldwide sales in August of \$302.1m were 15.3% down on last year, 5.8% less than MYE and 13.9% behind budget.**
- <!--[if !supportLists]--><!--[endif]-->**Cumulative USA sales of \$1,343.1m are 7.4% behind last year, 3.8% less than MYE and 16.7% behind budget. Year to date worldwide excluding USA sales of \$1,108.8m are marginally up on last year and in line with MYE, but marginally down on budget.**

- <!--[if !supportLists]--><!--[endif]-->**Although year to date sales of the four largest markets (USA, Germany, Canada and the UK) are down on 2012, 18 of the remaining 24 markets are showing year-on-year growth. (Page 3)**
- <!--[if !supportLists]--><!--[endif]-->**Worldwide year to date sales of OxyContin of \$1,461.2m are 12.2% down on 2012, which more than offsets the 11.3% growth in all other products. OxyContin makes up 60% of total sales in 2013, down from 65% for 2012. (Page 6)**
- <!--[if !supportLists]--><!--[endif]-->**Cumulative sales for joint ventures (which are not included above), are \$108.3m, being 8.9% higher than 2012, but marginally down on MYE. Sales in India of \$55.7m are 5.2% up on 2012, whilst sales in Israel of \$48.4m are 14.5% up on 2012. (Page 9)**

## Year to Date – August 2013

**Worldwide** sales of \$2,451.9m are 4.0% down on 2012, 2.0% behind MYE and 10.1% less than budget.

**Worldwide excluding USA** sales of \$1,108.8m are marginally ahead of 2012 and in line with MYE, but marginally down on budget. The result is being adversely impacted by Canada (see below), and worldwide sales excluding both USA and Canada are 4.7% up on last year.

**USA** sales of \$1,343.1m are 7.4% down on 2012, 3.8% behind MYE and 16.7% below budget. OxyContin sales of \$1,187.9m are 9.6% lower than last year, 3.5% less than MYE and 16.7% behind budget, partly due to unbudgeted reductions in wholesaler inventory levels. All strengths are behind budget, with the 60mg strength showing the largest adverse variance (down 18%). Cumulative BuTrans sales of \$84.4m are 29.8% better than 2012, but 10.7% behind MYE and 11.1% less than budget.

Cumulative sales in **Europe** of \$730.1m are 1.3% better than last year and in line with both MYE and budget. The largest contributors to growth are **Italy** (+ \$9.9m / + 26%), **France** (+ \$8.2m / + 16%) and **Spain** (+ \$4.8m / + 20%). **Denmark** in particular continues to face a challenging environment with sales being 39.5% (\$7.2m) lower than last year and 21.8% less than budget (although YTD sales are 4.8% ahead of Revised Budget). Sales are also declining in the **Netherlands** (- \$5.8m / - 22%) as a result of the reduction in OxyContin sales (- \$7.0m / - 58%).

**Canada** sales of \$191.5m are 15.2% down on 2012, marginally less than MYE and 8.8% below budget. The adverse variances are being caused by OxyContin/OxyNEO; sales of \$73.1m are 39.4% below those of 2012 and 24.5% below budget. Hydromorph Contin has benefited from patients being switched from OxyNEO with year to date sales of \$63.5m being 20.7% better than last year and 13.7% ahead of budget.

Sales in **Australia** of \$98.5m are 6.9% up on 2012, marginally up on budget and in line with MYE. Targin sales of \$13.6m are more than 2.5 times those of 2012. OxyContin sales are holding up well, and it remains the no.1 product, with sales of \$39.5m being only 7.5% down on last year, but marginally up on MYE and 1.9% better than budget.

**Asia** sales of \$84.0m are 44.2% up on 2012, 2.7% better than MYE and 16.8% higher than budget. The result is being driven by **China** (46.4% up on 2012, 5.7% ahead of MYE and 29.0% better than budget) and **Korea** (28.1% up on last year, marginally ahead of MYE and 11.9% better than budget), which contribute 77% of the total Asia sales. OxyContin comprises 56% of total year to date sales in

**China** and cumulative OxyContin sales of \$24.9m are 89.8% up on those of last year, 10.4% better than MYE and 50.8% up on budget. In **Korea** the growth in Targin (+ \$3.5m / + 105%) more than offsets the decline in OxyContin (- \$3.1m / 48%).

## **Month – August 2013**

**Worldwide** sales of \$302.1m were 15.3% down on the prior year, 5.8% behind MYE and 13.9% less than budget.

**Worldwide excluding USA** sales in August of \$138.3m were in line with 2012, but marginally down on MYE and 3.2% less than budget.

**USA** sales of \$163.8m were 25.2% down on last year, 9.7% less than MYE and 21.3% below budget. OxyContin sales of \$144.7m were 26.5% down on 2012, 9.2% less than MYE and 20.1% lower than budget. Rebates in the month were \$17.4m / 31% lower than last year and \$9.6m / 20% less than budget. BuTrans sales in August of \$10.0m were 18.0% less than 2012, in contrast to the year to date comparison noted above.

After record sales of \$101.2m in July, sales in **Europe** in August dipped because of the holiday period, but were in line with expectations. Sales of \$90.8m were 1.7% down on each of last year and budget, and marginally lower than MYE, partly as a result of the somewhat unpredictable sales patterns that occur during the summer. However, combined sales for July and August were up on each of last year, MYE and budget by 2.3%, 1.0% and 0.4%, respectively. The sales performance was achieved against the considerable headwind arising from reduced OxyContin sales following the patent expiry. Excluding OxyContin, August sales of \$76.0m were 4.0% up on 2012. Record monthly sales were achieved in **Belgium**.

**Canada** sales of \$22.9m were down on 2012, MYE and budget by 9.5%, 6.4% and 13.7%, respectively. Sales of OxyNEO of \$8.2m were 31.2% less than last year, 19.3% down on MYE and 35.3% below budget. Excluding OxyNEO, sales were 9.7% ahead of last year and 6.2% better than budget. Sales of Hydromorph Contin, Biphentin and Senokot, the no.2, 3 and 4 products in Canada, were ahead of last year by double digits.

In **Australia**, August sales of \$13.0m were the best this year, being 10.6% up on last year, 6.8% better than MYE and 5.5% ahead of budget. Targin continues to perform strongly and record monthly sales of \$2.1m were more than double those of August last year, 19.9% ahead of MYE and 15.3% up on budget. Norspan sales of \$4.2m were 14.1% up on last year, 2.6% ahead of MYE and 3.6% above budget.

August sales in **Asia** of \$10.7m were a little down on last month's record, but were 34.1% up on 2012, marginally ahead of MYE and 8.7% better than budget. **China** sales of \$5.7m were 33.0% higher than last year, 6.5% up on MYE and 23.4% ahead of budget. Sales in **Korea** of \$2.6m were 29.0% higher than last year, marginally ahead of MYE and 1.4% better than budget. **South East Asia** operating companies sales of \$2.1m were 9.8% less than MYE and 10.1% behind budget, largely as a result of Targin sales in the **Philippines** being much lower than anticipated (72.0% below MYE and 60.3% behind budget).

For more detailed comments, reference should be made to individual country managers' reports and also to [REDACTED]'s European summary. Please contact me should you have any questions regarding this report.

With best regards,

[REDACTED]

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

From: Rosen, David (Sales and Marketing)  
Sent: Thur 9/12/2013 6:19:51 PM  
Subject: Butrans=10,721; Intermezzo=1,398 (Week ending 8-30-13)  
[OxyContin Wkly Report 8-30-13.xlsx](#)  
[Intermezzo Weekly Report 8-30-2013.xlsx](#)  
[Butrans Weekly Report 8-30-13.xlsm](#)

Hi, Dr. Richard. Butrans hit another record high Rx number although share did decline slightly. As predicted, Intermezzo experienced a significant pop up this week. This often happens with brands the week before a holiday. A preliminary look at copay card redemptions for all products for the next data week predicts a decline associated with the Labor Day Holiday.

Butrans

Rx Increase from last week (10,698)	0.2%
Share	2.13%
Share last week	2.17%

Intermezzo

Rx Increase from last week (1,239)	12.4%
Share	0.102%
Share last week	0.093%

-David

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

[REDACTED]