

	<p>post distribution of Patient Essentials Kits.</p> <p>- Increasing calls post distribution of kits appears to elicit a positive TRx lift from HCPs.</p>	
OTC Objectives	Key results	Recommended Actions/Potential Actions
<p><u>Ultra Senokot XTRA</u></p> <p>Laxative consumer survey underway to assess consumer acceptance and purchase interest in this potential new product. Results expected by year end.</p>	<p>This will help determine whether we launch the product.</p>	<p>Concept viability assessment prior to product development investment.</p>
<p><u>Colace Clear</u></p> <p>Concept test and conjoint analysis to be conducted to determine concept viability and ideal product configuration. Proposals under review.</p>	<p>This will help determine whether we launch the product.</p>	<p>Concept viability and recommended product specifications prior to product development investment.</p>

<p><u>Betadine Potential New Packaging Retailer Survey</u></p> <p>To determine retailer interest in potential new packaging – particularly potential for stocking additional SKUs. Potential new packaging determined based on consumer preferences gathered through on-line survey conducted June 2013.</p>	<p>This will help determine whether we launch new packaging and SKU’s for Betadine.</p>	<p>Retailer acceptance of new packaging and potential for distribution expansion will determine go forward decision.</p>
<p>BUTRANS Objectives</p>	<p>Key results</p>	<p>Recommended Actions/Potential Actions</p>
<p><u>Butrans Experience Program - Physician and Patient Qualitative Study</u></p> <p><u>Ongoing</u></p> <p>-To evaluate patient and physician experiences with the current Butrans Experience Program (BEP).</p> <p>-Determine how the BEP could evolve/improve.</p> <p>-Determine how BEP could be more hands-on to facilitate communication between the patient and healthcare providers through the use of a Care Manager.</p>	<ul style="list-style-type: none"> - Determine whether physicians feel that this program or ones like it could improve patient outcomes or quality of life. Identify what could be improved or done differently to achieve that goal. - Identify what physicians want from a patient support program for chronic pain management in general and for Butrans in particular. - Determine what unmet needs patients have regarding pain management? - Gain insight into the patient/prescriber relationship and interaction regarding pain meds in general and Butrans in particular. - Gain insight into the patients’ interaction with the pharmacist when filling a Butrans script. 	<p>Share results with marketing, FAMR and medical research to help improve BEP and possibly expand services to include a Care Manager to help patients and physicians with the proper use of Butrans.</p>
<p><u>Butrans Hospital</u></p>	<p>- To determine the financial value of gaining</p>	<p>Share results with</p>

<p><u>Spillover Study</u></p> <p><u>Ongoing</u></p> <p>To understand the impact hospital formulary acceptance has on Butrans retail prescriptions.</p>	<p>formulary acceptance for Butrans at hospitals.</p> <p>- Determine whether or not formulary status is correlated with Butrans hospital sales and retail sales.</p>	<p>marketing and FAMR and determine if a hospital formulary strategy would be effective for Butrans to increase prescriptions.</p>
<p><u>Butrans Nurse Practitioner/ Physician Assistant Qualitative Study</u></p> <p><u>Planned for 4th QTR 2013</u></p> <p>To understand the role NP/PA's play in a physician's office. To know the dynamics taking place and just how much "authority" they have based on state and office regulations.</p>	<p>- Understand NP & PA prescribing responsibilities specific to EROs (OxyContin & Butrans).</p> <p>- Are they writing new prescriptions or just refills and how they handle opioids?</p> <p>- Determine if growth in NP/PA prescriptions is being driven by increasing numbers of NP/PA's or increasing prescriptions for existing NP/PA's.</p>	<p>Share results with sales, marketing, FAMR and ad agency. Use the data and information to change targeting and messaging and increase prescriptions.</p>
<p><u>Butrans Marketing Mix</u></p> <p>- To determine ROI and incremental Rx from patients and physicians using multiple regression modeling.</p>	<p>- Marketing and Sales Activity generated an incremental TRx of 266,842, which is 38% of Total Rx from 2011 through 2012.</p> <p>- Brand equity has steadily increased from 51% of TRx to 67% of TRx.</p> <p>- Over all incremental ROI is 0.27</p> <ul style="list-style-type: none"> o Primary Calls ROI :0.23 o Secondary Calls ROI: 0.36 o Savings Card ROI: 1.51 o Trial Card ROI: 1.02 o RM Rep ROI: 0.38 o RM Non Rep ROI: 0.32 <p>- Primary Calls ROI is relatively low at 0.23, hampered by high proportion of Primary Calls on Non Butrans prescribers.</p>	<p>- Strategize between minimizing loss compared to growth of brand</p> <p>- While Butrans is in market expansion phase, it is important to understand key decision drivers for current Butrans writers and non-writers (suggest a ATU market research study).</p> <p>- Re-evaluate /refresh</p>

	<p>- Butrans HCP performance appears to correlate more with ERO decile than IRO decile.</p>	<p>HCP groupings and targeting.</p> <p>-There is a possibility of trimming investment by \$25MM while increasing profit and incremental ROI.</p> <p>-Savings card, Trial card, and eVoucher have demonstrated high returns and should be leveraged to increase brand prescribing behavior.</p>
<p><u>Butrans PTN Program</u></p> <p>- To determine ROI and incremental Rx from PTN program modeling to isolate each marketing channel's influence on Butrans prescribing as well as to help understand how each of these variable interacts</p>	<p>-Incremental full costs ROI: 0.09 (not statistically significant). Overall responsiveness is limited at cumulative 0.05 Rx over control per enrollee</p> <p>-Majority of HCPs are comprised of low ERO and Butrans prescribers.</p> <p>-Out of the Butrans non-prescribers, only 7% (vs. 46% of prescribers) responded to program -- their TRx lift increases with ERO and IRO deciles.</p> <p>-There appears to be sensitivity to call changes and level of PDEs post viewership. HCPs who received increased number of calls and at least one call per month seem to have higher responsiveness.</p> <p>-PCPs, while representing 90% of the sample, did not show responsiveness.</p>	<p>-For Butrans non-prescribers, focus on HCPs at ERO and IRO deciles 6 and above.</p> <p>-Continue at least the same level of engagement through field force post program, ideally increase engagement to be ≥ 1 call per month</p> <p>-Should we reconsider the goal of the program: to achieve overall TRx increase or to expand the number of prescribers?</p> <p>- Given the low responsiveness, we should consider not expanding the PTN program</p>

<p><u>Butrans Key Drivers Analysis</u></p> <p>- To determine key drivers of Butrans prescribing performance</p>	<p>- Performance of Butrans Rx performance is more indicative of ERO Rx behavior than IRO Rx behavior.</p> <p>- HCPs who prescribe Butrans have the following characteristics:</p> <ul style="list-style-type: none"> ○ higher % of ERO business from commercial ○ higher proportion of ERO NBRx (new to brand prescriptions are a measure of initiating patients on a product or group of products as opposed to continuing an existing patient) of all pain markets (ERO & IRO) ○ higher proportion of Oxymorphone - ER, Hydromorphone-ER and Tapentadol - ER Rx in HCPs Rx mix 	<p>Utilized to reprioritize HCPs for Butrans Targeting efforts in conjunction with Evolve to Excellence.</p>
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<u>ONU/HYD Objectives</u>	Key results	Recommended Actions/Potential Actions
<p><u>HYD Drivers Study</u></p> <p>- Determine physician perception of HYD and better understand how they would use it to treat patients with ATC chronic pain. The research will identify any unique attributes that HYD has versus the competitive set.</p>	<p>What are the key product attributes that will get HCP's to prescribe?</p>	<p>This research will be used to create product positioning that will be tested beginning of 2014.</p>
<p><u>ONU Unbranded Message Testing</u></p> <p>-Determine the most important and motivating combination of message elements to convey the optimal story flow regarding pain and constipation.</p>	<p>What are the optimal messages we can use to seed the market?</p>	<p>The results from this study will identify the messages that resonate best with physicians; these messages will be used in disease state messaging.</p>
<p><u>ONU Branded Message Testing</u></p> <p>-Determine the most compelling messages in terms of motivation, ease of comprehension, and credibility given existing data and product labeling.</p>	<p>What messages motivate prescribing? Which are credible?</p>	<p>Results will support development of the optimal story flow and message sequence</p>
<p><u>ONU Logo Testing</u></p> <p>-Determine the overall appeal of different logos with respect to communication, recall, and relevance. Assess overall fit with brand strategy.</p>	<p>As part of the path to market, this is another step, the results of which will be seen on all of our marketing materials.</p>	<p>The information from this research will drive logo development.</p>

Total Portfolio Management Objectives	Key results	Recommended Actions/Potential Actions
<p><u>Portfolio Market Assessment</u></p> <p>-Determine key attributes for all ERO products plus HYD and Targiniq to help differentiate the Purdue portfolio vs. the competitive set</p>	<p>These results will help us best position our products among themselves and will help us target specific pain types, physicians, messages and other strategies by product.</p>	<p>The information gained from this research will help to find attributes that can be used in marketing efforts to help physicians differentiate our products.</p>

MANUFACTURING / SUPPLY CHAIN / PHARMACEUTICAL TECHNOLOGY

Sustain Compliance across operational areas by auditing, monitoring key metrics and planned system upgrades/improvements (FDA, DEA, OSHA and EPA, CIA and HR policy) without major disruption to supply. Maintain continuous supply of commercial and new products to all customers, on time across the major product lines. Ensure project milestones are met and product moves into commercialization. Attain operational and management efficiency, continuously improving and assuring cost effectiveness.

Key Metrics: Manufacturing, Supply Chain and Pharmaceutical Technology

Manufacturing and Supply Chain	Q3 YTD			Full Year	
	Actual	Budget	Var	2013 Budget	2012 Actual
Tablets Manufactured (MM)	509	554	(45)	726	691
OxyContin	289	310	(21)	394	486
MS / MSER	213	183	30	246	196
Oxy APAP	-	61	(61)	86	-
Oxy Export	7	-	7	-	9
Export Packaging Bottles (000)					
Bottles Packed	274	-	274	-	310
Orders Shipped On-Time					
Wilson	100.0%	99.0%	1.0%	99.0%	99.6%
Rhodes	99.0%	99.0%	0.0%	99.0%	97.0%
3rd Party	100.0%	99.0%	1.0%	99.0%	99.0%
Orders Shipped In-Full					
Wilson	100.0%	99.0%	1.0%	99.0%	99.0%
Rhodes	99.0%	99.0%	0.0%	99.0%	100.0%
3rd Party	98.0%	99.0%	-1.0%	99.0%	100.0%
Inventory On-Hand (Months)					
OxyContin	2.0	2.5	(0.5)	2.5	2.1
BuTrans	4.3	3.0	1.3	3.0	5.5

Pharmaceutical Technology	Q3 YTD			Full Year	
	Actual	Budget	Var	2013 Budget	2012 Actual
Research and Development Hours	24,641	17,818	6,823	22,273	29,878
Production Hours	3,576	2,902	674	3,628	3,233
Support Hours	21,065	14,916	6,149	18,645	26,645

- Variance in YTD tablets manufactured driven mainly by OxyAPAP: validation will take place in 4Q13 in anticipation of 2014 launch.

Notable Comments for the Period

- MSContin / MSER – Routine manufacture of 6X previous scale commenced in 3Q13, significantly improving operational efficiencies.
- OxyContin
 - First delivery of ONF to Chile shipped from the Wilson facility in July 2013.
 - Regulatory approval received for Australia, and first shipment from Wilson anticipated in 1Q2014.
 - Multiple other international territories in process of registration and approval.
- Butrans – PDUFA date for 15mcg was July 27, 2013. Manufacturing was expedited, and LTS Andernach supplied pouches for a successful launch on October 2, 2013.

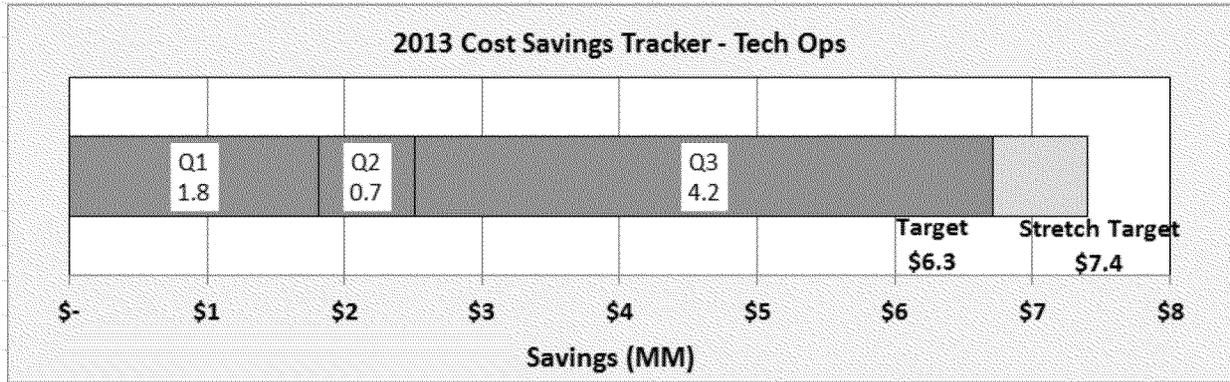
Risk Mitigation: Back-up of Key Products and Materials

- To ensure full compatibility with Wilson processes, the project to upgrade Totowa's packaging lines for 2D serialization capability commenced in July 2013.
- Alternative ONF API supplier validation fully completed in 3Q13.
- Dilaudid
 - Registration of Wilson as an alternative site of manufacture for Dilaudid tablets requires further dissolution comparison work which is currently underway.
 - Discussions are ongoing with Hospira regarding ampules manufacturing beyond current contract term. Additionally, discussions are continuing with a potential supplier for prefilled syringes.

New Facility

- Site selection process was completed, and incentive negotiations finalized. Announcement of Treyburn Corporate Park, Durham, NC, as the location of new facility was made on September 25, 2013.
- Filing application has been submitted, and final construction documentation review is underway.

2013 Savings



- Year-to-date savings of \$6.6 mm is driven primarily by efficiencies gained through the scale-up and optimization of MSER (\$3.7 mm), coupled with lower API pricing obtained on Noramco morphine (\$1.7 mm) and Dow Chemical Polyox (\$0.6 mm). Additional savings (\$0.6 mm) are driven by various cost savings initiatives related to maximizing internal resources versus the use of external contractors.

QUALITY

Sustain compliance with all laws and regulations related to cGxP from drug development through commercialization. Support the accurate and timely release of approved quality product. Assure integrity and qualification of all new product development, technology transfer and regulatory filings.

GMP Investigations Update / Audits, Regulatory Audits and Support Activities:

ONF

- A final FDA Field Alert Report (FAR) was issued August 8, 2013, to the FDA Atlanta District communicating that final genotoxicity testing reports were approved. As previously reported, the investigation into an Out of Trend (OOT) stability result for unknown degradants in ONF lot WBL51 required in vivo genotoxicity testing.
- An initial FAR was filed with the Atlanta District on July 29, 2013, concerning mishandling of data by a Wilson laboratory analyst. A review of all data generated during the analyst's employment with Purdue was evaluated. A final FAR was issued on August 28, 2013, concluding no risk to marketed product.

- Sufficient stability data have been collected to support a potential extension in ONF shelf life. Statistical analysis has been performed and supports 36-month dating. The statistical report is in progress, and upon its availability a change control will be initiated to extend expiry.
- The stability studies supporting the registration of ONF in Latin America / Asia Pacific markets have been tested at the 12-month stability interval. All data are acceptable.
- Wilson has been notified by Mundipharma Korea that the Korean FDA has completed their review of Wilson's responses to the inspection observations and that all of our corrective actions are acceptable. The Korean approval is still pending.

Butrans

- The investigation report into the Out of Specification (OOS) test result for the degradant Buprenorphine N-Oxide at the 3-month 40°C/75%RH stability sample for a 7.5 mg clinical lot produced at LTS West Caldwell, and at the 3-month stability interval for the 40°C/75%RH 5mg validation lot supporting the introduction of the first West Caldwell produced batches to the market, was completed. Based upon the identified root cause of the incorrect orientation of the release liner on the patch, a decision was made to produce a supplemental validation batch to be punched into a lot of each strength. Production of this batch began on September 9, 2013, but a number of issues were encountered and are under evaluation.
- The final FAR for the foreign matter complaint, the black stain under the release liner, was filed on July 24, 2013. The stain was determined to be discolored adhesive which had accumulated on the equipment and was then released onto the patch. Additional cleaning of the equipment has been implemented when buildup is seen during in-process checks.

Dilaudid

A final FAR was filed on August 30, 2013, due to a complaint from a hospital pharmacy about blister packaged crushed tablets equaling the equivalent of two tablets. This is the second complaint of this type for the Dilaudid product in 2013. Halo Pharmaceutical, Inc. (manufacturer and packager) has implemented corrective actions.

Trackwise Software Project

The Auditing module went live on September 30, 2013, as scheduled. This completes the last of the originally defined projects using TrackWise. Additional potential utilizations of the system are under review for 2014 projects.

Product Complaints

The number of Product Complaints has decreased slightly driven by a reduction in Butrans complaints. Over the past 12 months the average number of complaints is 643 per month. The intake, investigation and complainant response processes are monitored monthly and remain in control.

RESEARCH & DEVELOPMENT

R&D's goal is to advance each pipeline project to and through the defined stage gates as described within each program's strategic development plan. R&D's objectives for 2013 are reflected in Purdue's Business Scorecard and focus on progress and completion of major milestones for each pipeline project. Emphasis is placed on those items whose progress, quality and outcome, drive stage gate decisions, and as a consequence, project progress to NDA submission, approval, or termination. Through 3Q2013 substantial progress has been made toward the budgeted plan.

Each of the following pipeline projects are addressed herein:

- Reformulated OxyContin® (OTR/ORF)
- Cross-Pediatric Program (OxyContin/Butrans/Hydrocodone)
- Butrans® (BTDS)
- Targiniq (OXN)
- Hydrocodone QD (HYD)
- TRPV1 Lead (VND) 116517
- TRPV1 Back-Up (VAN) 120083
- ORL1 (OAG)
- Intermezzo (INT)
- Abuse Deterrent Immediate Release Oxycodone / ADIR (OCI)
- Tamper Resistant Extended-Release Morphine Sulfate Tablets C-II (MSR)

Reformulated OxyContin (OTR/ORF)

All R&D scorecard activities for reformulated OxyContin remain on track

- Approved labeling supplement (revised product label)
- Messaging regarding a) evidence base for use of opioids to treat chronic, non-cancer pain, b) abuse deterrent properties / outcomes driven by reformulated OxyContin
- Pediatric exclusivity research program

On September 10, 2013, FDA announced that it will be requiring manufacturers of extended-release (ER) and long-acting (LA) opioid analgesics to make labeling changes for these products and to submit draft revised language to FDA by October 10, 2013. The FDA stated that the indication for ER/LA opioids will be revised to “the management of pain severe enough to require daily, around-the-clock, long-term opioid treatment and for which alternative treatment options are inadequate.” Purdue will send proposed amended language back to the FDA. FDA also mandated that ER/LA opioid manufacturers conduct further studies to assess the known serious risks of misuse, abuse, increased sensitivity to pain, addiction, overdose, and death.

Reformulated OxyContin epidemiological studies are ongoing. On September 23, 2013, FDA and Purdue agreed on the objectives of the 3 formal epidemiology studies as well as study durations (3 year period in addition to the transition period of 3Q2010 and 4Q2010). All 3 formal protocols are to be submitted to FDA by end of October 2013.

Purdue-sponsored studies continue to be published in peer reviewed journals. Posters and presentations of these data occurred from June through September 2013 at the following conferences: International Conference on Opioids, The College on Problems of Drug Dependence, International Society of Pharmacoepidemiology, PAINWeek, and American Academy of Pain Management.

Support for Independent Associated Companies

Purdue R&D and Wilson continue to support our Independent Associated Companies for ORF approval. Support for Mundipharma Asia due diligence activities is ongoing. Customization of documents per local requirements is on-going

10mg ORF

All activities are complete. The final genotoxicity that were submitted to FDA end of June are still under FDA review.

Cross-Pediatric Program (OxyContin/Butrans/Hydrocodone)

OTR3001 Enrollment		
Milestone/Target by December 2013	Rating	Current Status
≥ 127 patients	5	108 patients enrolled of N=154 as of Sept 25, 2013
119 patients	3	

< 112 patients	1	
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The pediatric exclusivity research program for OTR remains on-track for sNDA submission in January 2016.

BUP3031 Enrollment		
Milestone/Target by December 2013	Rating	Current Status
≥ 15 patients	5	8 patients enrolled of N=40 as of Oct 8, 2013
10 patients	3	
≤ 7 patients	1	

Creation of clinical supplies plan for tablet manufacture and packaging activities for Hydrocodone pediatric study protocol HYD4001 is underway.

September was Pain Awareness Month: flyers were created with customized pediatric study contact information and distributed to both OxyContin and Butrans pediatric sites.

Purdue engaged Stefan J Friedrichsdorf, MD, as consultant and future Pediatric Advisory Board Member to advise on pediatric protocol development and strategic planning for future discussions with the FDA.

Butrans® (BTDS)

All R&D scorecard activities for Butrans remain on track

- Progress Butrans PREA (pediatric research) program (This scorecard activity has been transferred to the Cross-Product Pediatric Team and has been reported in that section)
- Stage-Gate analysis required to make go/no-go decision for 2nd Generation and higher strength patches (This scorecard activity was completed in May with the decision to pursue development of the new LTS 2nd Generation prototypes and the decision to pursue higher doses without conducting additional phase 3 clinical trials)

Other Butrans Updates

The Prior Approval Supplement (PAS) supporting registration of the Butrans 15 mcg/h patch was approved July 25, 2013. Market launch is scheduled October 2.

Commercial batches of 7.5 mcg/h patches were manufactured in Andernach to support a Prior Approval Supplement targeted for submission in January 2014.

The out-of-specification (OOS) stability investigation for 7.5 mcg/h patches at the LTS facility in West Caldwell is complete. Manufacturing of additional verification batches were initiated in September.

A labeling supplement supporting an increase the dose limit from 20 mcg/h to 40 mcg/h is targeted for filing 1Q2014.

Patient screening for the 2nd Generation pilot PK trial is targeted September 30. Dosing is projected October 19.

Labeling revisions reflecting the recently announced class-wide safety changes by FDA are targeted for submission October 10.

Efforts to obtain patent extension continue.

Targiniq (OXN)

The following R&D scorecard activities are presented below

- Deliver NDA Submission [“pain only”/abuse deterrence] (Accepted).
- Two well controlled pivotal studies required to support planned sNDA submission for opioid induced constipation (OIC).

The team submitted the OXN “pain only” NDA on September 23, 2013. The next significant milestone for this NDA is Day 60 (November 22, 2013), when FDA will notify us if the NDA is Accepted for Review. This NDA seeks approval of Targiniq (OXN) for the indication of moderate to severe pain requiring around-the-clock continuous treatment with an opioid analgesic for an extended period of time. The reference products are oxycodone (OxyContin tablets) and naloxone. The OXY component provides effective analgesia, and the NAL component provides abuse deterrence. Note that the indication language will be revised to be consistent with new FDA language when final.

Two pivotal studies (ONU3704/3705) define the critical path for sNDA submission for OIC indication. These studies have been enrolling at a rate below projections. Multiple initiatives to enhance enrollment in these studies have been implemented, with recent evidence of improvement in enrollment. The next milestone in our evaluation strategy is an unblinded interim analysis for study ONU3704 (November

2013). These clinical data, combined with the latest enrollment projections, will further inform the likelihood of success of these studies.

Other OXN activities:

Five posters regarding OXN abuse deterrence properties were presented at the Pain Week meeting in September. Three OXN abstracts are in preparation for submission for the American Pain Society annual meeting (May 2014); full manuscripts will be prepared as well.

Hydrocodone QD (HYD)

All R&D scorecard activities for HYD remain on track

- Enrollment in the HYD Phase 3 program (pivotal study and open-label safety study) is now complete and supportive of an NDA submission in Q2 2014.
- Pre-NDA meeting held with FDA on July 10th, 2013 and formal minutes have been issued.

TRPV1 Lead (VND) 116517

All R&D scorecard activities for TRPV-1 remain on track

- V116517 did not meet primary endpoints for both 30 mg and 50 mg doses in OA and a subgroup analysis for age, sex, race, prior opioid use, and baseline pain intensity all showed similar results. Therefore, a no-go decision has been reached in regards to nociceptive pain.
- An interim analysis is planned for PHN and if interim analysis indicates efficacy vs. placebo, or non-inferiority to Lyrica, then the study team proposes a Phase 2a PoC study in DPN.

TRPV1 Back-up (VAN) 120083

- US IND filing postponed until 2014, pending CMC formulation results and additional toxicology information expected 4Q13.

ORL1 (OAG)

All R&D scorecard activities for ORL1 remain on track.

Intermezzo (INT)

All corporate scorecard milestones for Intermezzo are on track.

Milestone	Target	Current Status
Post-Marketing Requirement:	4/2013	Submitted on April 30, 2013;

Patient compliance with dosing instructions in the setting of actual clinical use		awaiting FDA feedback
Advance publication plan, comprised of 5 potential manuscripts, in accordance with prioritization	Preparation for submission to journals on target	On Plan; one manuscript published; 3 accepted for publication; 1 under review; 1 in draft; 2 insomnia-related posters to be presented at international Sleep meeting

- Progress continues on the publication plan of previously completed studies, including new analyses of post dose sleep architecture as measured during the sleep laboratory study.

Abuse Deterrent Immediate Release Oxycodone /ADIR (OCI)

All R&D scorecard activities for OCI remain on track

- Initiate abuser panel study in June (Abuse Potential Panel study (OCI1006) initiated July 3)
- Complete clinical and registration batches in Wilson plant. (Manufacture of clinical supplies were completed April 26 in Wilson)

All submissions agreed at End of Phase 2 meeting with FDA are completed

Request	Status	Completed
• IN Abuse Potential protocol including 30mg oral dose/placebo	Submitted	July 3
• Rationale for a maximum (oxycodone/SLS) daily dose • Safety summary from Pilot PK study (GI tolerability) • SLS toxicology risk assessment	Submitted	July 22
• <i>In-vitro</i> Abuse Deterrence Testing plan including protocols	Submitted	September 19

Based upon discussion at the End of Phase 2 meeting, a normal volunteer study (OCI1008) to assess GI tolerability was added to the Clinical Development Plan. Patient screening for this study is projected to initiate in November.

Both definitive bioequivalence studies and the Panel Abuse Potential study have been initiated and are proceeding to plan.

Patient screening was initiated September 11 for the Intranasal Abuse Potential study with dosing projected to begin on October 17.

Tamper Resistant Extended-release Morphine Sulfate Tablets C-II (MSR)

The MSR Core Team was formed in July 2013. The overall goal of the MSR program is to develop & commercialize an abuse deterrent formulation of MS Contin (15, 30, 60, 100, 200 mg tablets) that will include decreased syringe ability, decreased extractability and resistance to crushing, similar to ORF.

Formulation development continues in Cranbury. Manufacture of prototype batches are anticipated in September. Formula selection is targeted October/November 2013.

In-vitro abuse deterrence studies are being designed to characterize the availability of morphine sulfate when common, as well as more sophisticated, methods of abuse are attempted.

Initiation of the first pilot PK study is anticipated March 2014 following reactivation and amendment of the original MS Contin IND.

A meeting request will be sent to FDA in 2013 December to obtain feedback on registration requirements and our submission plan.

FORMULATION SCIENCE

Abuse Deterrent Platform Development

Process development studies for the Eudragit NE/methylcellulose tablet platform were conducted at Bosch, Germany in September. Batches up to 4Kg scale were manufactured and the tangential spray coater enabled a four-fold reduction in processing time compared to standard fluid bed coating equipment. Samples are being shipped to Cranbury for evaluation.

The development partnership with White Innovation was initiated. As part of this partnership White has developed a unique film in capsule platform which has the potential to be abuse deterrent and offer opportunities to customize release rates. Samples prepared using this technology are being shipped to Cranbury for evaluation.

There has been success with loading up to 30% naloxone into Eudragit RS microparticles using their impinging jet technology. These microparticles could be incorporated into abuse deterrent dosage forms with the Eudragit RS offering a secondary barrier against abuse. Dissolution testing is in progress to determine the extent to which the Eudragit RS retards release.

DISCOVERY RESEARCH

Purdue-Shionogi Collaboration ORL-1 Agonist Program

- In the 3rd quarter the backup program continued to focus on pharmacological studies to investigate the site and mechanism of action of the observed clinical effects from V117957 and establish a method of differentiating a backup molecule. Breeding of an ORL1 receptor knockout rat, which will allow us to confirm whether these effects are on- or off-target, is on-going with shipment expected in January 2014. EEG studies have indicated that ORL1 low-partial agonists may retain analgesic efficacy with reduced risk of somnolence.

Sodium Channel (Nav) Blocker

- In the 3rd quarter the Nav team evaluated lead compound V121130 in a 2-week rat toxicology study. Reductions in stomach emptying were seen resulting in stomach distension and downstream effects on respiration. There is some indication that this could be species specific and studies are planned to address this. Additional studies are on-going to elucidate the mechanism of the delayed stomach emptying.
- The chemistry team remains focused on synthesizing compounds with improved pharmaceutical properties over V121130, particularly solubility and half-life. This is expected to translate into improved pharmacokinetic (PK) properties and a closer correlation between efficacy and exposure.

Exploration of Signal-Biased Opiates

- In addition to the evaluation of R and S isomers of DHE in the various in vitro assays of arrestin bias, we have now also fully profiled the corresponding glucuronide metabolites to further support the research interests of the Mundipharma group.
- A novel mu receptor positive allosteric modulator has been discovered and we have extensively studied it in vitro looking for possible clinical applications. Noteworthy is the observation that, when applied in combination with buprenorphine, the GTP efficacy is increased, with minimal effect on the beta-arrestin signal, thus making buprenorphine a more robust agonist while maintaining its strong signal bias. This is being followed up in vivo.
- Design and optimization of new opioids continues with current focus on improved pharmacokinetics.
- We now have the world's first beta-arrestin 2 knockout RAT and we are phenotyping it. This will significantly add to our competitive advantage in the field and will assist in the development of our new opioids.

LICENSING AND BUSINESS DEVELOPMENT

Advance Purdue's portfolio diversification strategy through in-licensing or acquisition, through an organized, systematic and strategic licensing review process. Champion the establishment of the new R&D Innovation effort, in the form of screening, business analysis, deal structuring and contract negotiation. Support Intellectual Property efforts related to new or existing products by acquiring and strengthening our IP portfolio as it applies to our in-line Rx products or new products and platforms. Continue to coordinate worldwide business development efforts, supporting Purdue Board-driven potential investment opportunities, by making strategic or financial investments in new companies, as directed by Purdue Board members.

Q3 2013 Results	Total	Declined in Level 1	Referred to R&D Innovation	Declined in Level 2	Declined in Level 3	Transferred to International Colleagues	Active with BDC	On Hold Pending Data
Existing Active opportunities BDC 2Q13	18	0	0	12	0	0	6	0
New 3Q13 Opportunities	41	34	1	0	0	0	6	0
Total	59	34	1	12	0	0	12	0

Annual Total 2013	Total	Declined in Level 1	Referred to R&D Innovation	Declined in Level 2	Declined in Level 3	Transferred to International Colleagues	Active with BDC	On Hold Pending Data
Existing Active opportunities BDC 4Q12	7	1	0	4	0	1	1	0
New Opportunities Screened YTD	185	154	10	10	0	0	11	0
Total	192	155	10	14	0	1	12	0

ACTIVE LBD PROJECTS END OF Q3 2013

Company	Product	Indication	Status
1. Clarus Therapeutics	CLR-610 (testosterone undecanoate in an oral self-emulsifying drug delivery formulation) NDA filing December '13; Pre-NDA meeting October 8.	Male primary hypogonadism	9-25-2013 BDC Decision: (1) Continue with due diligence by reviewing data room documents and (2) Prepare for JPMorgan process to acquire company once it begins in October
2. Repros Therapeutics	Androxal™ (enclomiphene citrate: anti-estrogenic isomer of clomiphene citrate) oral; NDA filing Q1'14	Male secondary hypogonadism	9-25-2013 BDC decision: Continue with due diligence. Meet with Repros CEO Sept. 26.
3. Aerial BioPharma	ADX-NO5 (Noradrenergic / dopaminergic agonist) Phase II POC completed	Excessive daytime sleepiness associated with narcolepsy	9-25-2013 BDC Decision: Continue evaluation to understand the differentiation of ADX-NO5 vs. Provigil/Nuvigil; Review phase II data; prepare for Piper Jaffray auction of asset.
4. Becton Dickinson	Dilaudid Pre-filled syringes to replace ampules	Pain	9-15-2013 BDC Decision: Send non-binding term sheet to Becton Dickinson
5. Rhythm	RM-131 Ghrelin Agonist Peptide; sub-cu injection	Diabetic Gastroparesis	Presentation made to the Science and Technology Committee on 8-20-2013. Responses to questions provided on Sept 3. BDC update Sept 25: diabetic gastroparesis 60% of payors are commercial plans. Refining "Differentiation Index" for due diligence by clinical review team. Ph2a study data to be reviewed week of Nov 11. Decision to acquire asset to be made after data review.

6. Flexion	Fx-006: CR triamcinolone/ polylactic-co-glycolic acid (PLGA) controlled-release formulation intra-articular (IA) injection for osteoarthritis in the knee	OA Knee	Phase II data for OA had confounded results; New phase II work needed (Purdue view); Flexion still may pursue IPO process in October.
7. Zalicus	Z-160-selective N-type calcium channel blocker (oral 375mg, BID)	Neuropathic & nociceptive pain	CDA has been executed. Awaiting 2 Ph2 trials, one for PHN and one for lumbosacral radiculopathy, 2H13.
8. Concert Pharm.	CTP-354 deuterated version of Merck's L-838417 – GABA α	Spasticity and chronic pain	7-18-2013 BDC Decision: Provide history or rationale for use of GABA α in neuropathic pain.
9. Afferent	AF-219 - P2X3 antagonist	OA Pain	Assess POC data in October. CDA to be put in place in September.
10. Array BioPharma	TrkA Inhibitor Pre-clinical	Neuropathic Pain	Presented to Science and Technology Committee on 10-1-2013.
11. VM Pharma	TrkA Inhibitor IND open; Phase I began in July	Neuropathic Pain	Discussions to be discontinued following disclosure by VM Pharma that they will agree to sharing further information only after assurances from Purdue that a deal would include an upfront payment in the range of \$30M - \$50M and a valuation of several hundred million dollars prior to launch.
12. Seikagaku Corp.	SI-6603 (condoliase, an enzyme) a single intradiscal injection	For lumbar disc hernia & pain	Product provides a unique approach to pain management and is in late stage development in U.S. Continue internal analysis.

CORPORATE COMPLIANCE

Assure compliance with Purdue's Corporate Integrity Agreement (CIA) and all Federal and State laws and regulations, as well as the PhRMA Code. Conduct risk assessments and audit and monitor business operations. Respond as required to all inquiries and conduct investigations of Company operations when appropriate. Assure that all ethics and compliance training requirements are met.

Key Compliance Issues in 3Q13

Throughout 3Q13, the Company continues to maintain a state of effective compliance, with all components of the Annual Compliance Scorecard above the established standards, including Sales and Marketing, Manufacturing and Quality, and R&D.

While compliance matters are detected, investigated, and remediated on an on-going basis, there have been no *significant* compliance matters to report. The company continues to have good systems and processes in place to prevent violations of law, regulations, and other standards.

Compliance Risk Reduction

Through the senior-level Corporate Compliance Council, the Company addresses some 31 compliance risks identified as most important. Of these 31 compliance risks, and as the result of remediation efforts, 19 risks are now deemed "low," 11 "medium," and 1 as "high." The latter will be remediated by year-end.

Field Sales

Nearly 12% of the 250,000 call notes entered this quarter were reviewed on a random basis or because of the presence of key words. The overwhelming majority of the 698 issues discovered and addressed through the Sales Discipline Committee were of a low order, resolved through coaching or warnings. Monitoring of speaker programs is successful in addressing minor issues discovered, and the level of DM Field Contact Reporting is ahead of SOP goal

Physician Payments Sunshine Act Reporting Commences

Effective August 1st, the Company began collecting payments and other transfers of value to physicians and teaching hospitals, for reporting to CMS on March 30, 2014, and for public website posting by CMS on September 30, 2014.

- An independent audit of the company's Whole\$um reporting system by Navigant Consulting, under aegis of IAF has found the company systems to "meet requirements," with "minor issues noted," and addressed. The Navigant transactions audit is underway.

CORPORATE AFFAIRS & COMMUNICATIONS

Build support for appropriate pain care through policy development and implementation. Take appropriate action on external threats to optimal pain care. Promote Purdue's reputation in academic, community and scientific venues. Address proposed legislation and regulation that may affect the Company and its products. Develop and support innovative programs that safeguard public health and address abuse and diversion of prescription medication.

Advance Appropriate Pain Care through Public Policy Development and Advocacy

- The National Association of Boards of Pharmacy (NABP) received Board approval to convene a summit of healthcare professional and regulators to discuss collaboration and agreement on addressing the issues that are currently creating barriers for patient access to pain medication. This move was encouraged by Purdue State Government Affairs.
- Public Affairs worked with targeted media outlets to increase awareness of access barriers patients encounter as a result of the "Good Faith Dispensing" Policy implemented by Walgreen's and other chain drug stores. This effort helped spur the appearance of articles in Bloomberg/BusinessWeek and several local market media outlets.
- Public Affairs amplified the impact of the letters Attorneys General sent the FDA in opposition to the approval of non-ADF generics of ADF products. These letters, secured by State Government Affairs, were highlighted in several trade publications as well as regional media outlets reporting on their local Attorneys General's position on this public health issue.

Address External Threats to Optimal Pain Care through Media Engagement

- More than two dozen media briefings were conducted with national, local, and trade publication reporters to communicate Purdue's position on the importance of managing pain and the benefits of abuse-deterrent opioids. Specific attention was focused on the FDA's September 10 announcement of the proposed new labeling for extended-release and long-acting opioid analgesics.

Promote Purdue's Reputation in Academic, Community and Scientific Venues

- In advance of PAINWeek 2013, the nation's largest conference for clinician's with an interest in pain management, intensive media outreach was focused on healthcare trade publications. This effort resulted in coverage of presented data in Medscape, Pain Medicine News, Reuters, and other outlets. Some of Purdue's most cutting-edge research was highlighted in these publications.
- PAINWeek Presentations (MSL as co-author):
 - *Long-term Maintenance of Improvements in Quality-of-Life, Functionality, and Pain Interference for Moderate-to-Severe Chronic Pain Patients Receiving Continuous Treatment of Butrans (buprenorphine) Transdermal Delivery System (BTDS)*
 - *The Impact on Pain Interference of Butrans (buprenorphine) Transdermal Delivery System in Patients with Moderate-to-Severe Chronic Low Back Pain*
 - *The Impact of Butrans (buprenorphine) Transdermal Delivery System (BTDS) Treatment on Depressed and Non-Depressed Moderate-to-Severe Chronic Pain Patient*
- American Academy of Pain Management Presentations (primary care practitioners, pain management specialists; influential State Medical Board member from MN):
 - *Treatment of Conditions Associated with Pain in Pediatrics (MSL & Risk Mgt.)*
 - *Opioid conversion recommendations from practice guidelines (HP encore poster)*
 - *Data Gaps: Impact on drug policies for reducing opioid abuse (HP encore poster)*
 - *Analysis of chronic pain management guidelines with opioids (HP encore poster)*
- Medical Services Inquiries:
 - Butrans 1,721: Application Instructions; Site Reaction; Adhesion; Effect of Heat; Lack of Effect; AE Management; Conversion to/from Other Opioids; Withdrawal; Onset of Action; CV Effects; Urine Drug Testing.
 - OxyContin 923: Abuse/Request for Epid. Data; Availability/Access Issues; Reformulation Changes; Lack of Effect; Dose Frequency; Withdrawal; Conversion.
 - Intermezzo: 128: Comparison to Other Zolpidem Products; Sex-specific Dosing; Use with Other Zolpidem Products; Dosing Information

Monitor and Address Legislation and Regulation That Impacts the Company

- At the federal level, the effort continues to expand the use of ADFs through the STOPP Act, which would prohibit the FDA from approving new opioids or generic opioids unless they demonstrate abuse-deterrent properties. Preparations for a Congressional hearing on the STOPP Act are underway. In addition, Purdue is

working with Endo and Grünenthal to develop policy proposals that incentivize continued investment in ADF medicines. Finally, Purdue is working with BIO to develop a panel on ADF incentives at their Annual Meeting, attended by 8,000 participants and several hundred media observers.

- U. S. Government Affairs has worked closely with Dr. Craig Landau in developing a strategy to gain harmonization between Health Canada and FDA on Abuse Deterrent requirements for branded and generic medicines. We are also working with the Canadian team to implement the strategy.
- We have engaged in extensive efforts to gain an exclusion of ADF from the Center for Medicare and Medicaid's (CMS) definition of "line extension." While no definitive answer is yet available, we have received word from FDA and the White House Office of National Drug Control Policy (ONDCP) that a "satisfactory" outcome is likely.

As a reminder, the inclusion of ADF is not written into the law, but rather is an interpretation of the definition of "line extension" by CMS in their Draft Regulation to implement the "line extension" provision of the Affordable Care Act. To date, there have been over 20,000 pages of rules and regulations issued under the Affordable Care Act, and more continue to be issued. While many members of Congress continue to attempt to cut off funding for the Act and/or delay its implementation, most believe the Act will continue to be implemented. We have met with Members of the Senate and the House, as well as Congressional staff, HHS staff, White House staff, and CMS staff. We also were able to get PhRMA and BIO to include our suggestions on ADF in their formal comments to CMS on the "line extension" Draft Regulation.

FDA and ONDCP have communicated to CMS that their Draft interpretation is contrary to the stated policies of FDA and ONDCP to encourage the development of ADF medicines. Again, both agencies have communicated that they believe CMS has found a solution that we will find satisfactory.

- The Pain Care Forum hosted Dr. David Thomas, the Director of the National Institute on Drug Abuse (NIDA)/NIH Pain Consortium. Scheduled for November 26 is NIDA Director Dr. Nora Volkow and for December 12 is FDA Director of Policy, Dr. Douglas Throckmorton.

- California bill SB809 was signed by Governor Jerry Brown. The legislation establishes funding of the state prescription monitoring program. An earlier version of the legislation included required manufacturers to provide funding for the program, but this provision was removed, in part as a result of Purdue's advocacy.
- The Indiana Board of Medicine held public hearings to develop opioid prescribing rules. The Board is currently considering additional requirements for prescriptions of 60 opioid tablets /month or 15mg Morphine Equivalent Dose (MED) over a ninety day period. Final rules will be effective December 15, 2013. We continue monitoring this development, as well as other prescribing guidelines being discussed throughout the country.
- The Georgia prescription drug monitoring program is now available for practitioner use.

HUMAN RESOURCES

Design, communicate and implement rewards programs that drive alignment and achievement of corporate and individual performance objectives. Staff positions with highly capable talent and assure employee engagement and retention. Develop employees through relevant and meaningful programs and assignments while providing for future succession requirements. Assure program and management compliance with all regulatory and legal requirements.

Staffing, Employee Engagement, Relations and Retention

- 199 requisitioned positions were filled year-to-date. Employee turnover is 6.8% YTD vs. 6.7% at the same time last year.
- [REDACTED] was named V.P. Corporate Affairs & Communications, reporting to John Stewart. He began his employment on September 16 and will direct Purdue's corporate communications, public relations, federal and state government affairs, health policy, medical education and healthcare alliances programs.
- [REDACTED] has been promoted to Executive Director, Corporate Procurement, reporting to Ed Mahony, Chief Financial Officer.
- [REDACTED] joined the company on August 12th as Director, Clinical Supply Management, reporting to [REDACTED] Executive Director, Medical Research Operations in Stamford.
- [REDACTED] began employment as Executive Director, Supply Chain, reporting to David Lundie in Wilson, NC, effective September 3rd, 2013. Human Resources partnered with David Lundie to complete a leadership transition plan in the Supply Chain organization.
- The Wilson Operations organization was redesigned for better efficiency, and the ability to meet technical challenges in manufacturing and packaging operations, given the new equipment and changing technical standards. The plan included the elimination of a leadership role in Pharmacy and the addition of new technical roles across the Operations organization, as well as an updated Operations Career Ladder, to reflect the emphasis on the growing technical needs of the business.
- Human Resources is proactively engaging North Carolina regional industry and academic contacts in an effort to develop a stronger network for attracting local talent in the areas of Supply Chain, Quality and IT.

- Results of the 2013 Employee Culture Survey were introduced in August, broken out into major demographic factors such as departments, locations and positions, to be cascaded down throughout the organization for the creation of action plans.
- In addition to weekly meetings held with Sales Management to review sales performance, employee relations and compliance related issues, Quarterly Reviews are being initiated to review Field Sales Representatives by ranking, with a focus on the bottom ten percent to identify performance shortfalls and develop action plans.

Benefits Plan Changes for 2014

The Benefits Department completed a review of employee benefits program administrative vendors and suppliers for the period 2014 to 2016, with competitive bidding to select the highest quality and lowest cost program management partners.

- CIGNA has been selected to be the medical plan administrator replacing Anthem BC/BS and United Healthcare, the current administrators. Negotiated lower administrative service fees will save \$1.5 million over the three-year period in comparison to historic rates. CIGNA will also provide dental insurance administration and life insurance.
- Program structure and employee paid program components have been updated to continue company practice of sharing cost increases with participating employees.

Training & Development

- Steve Kerr, Executive Director at the Jack Welch Management Institute presented the “GE Work-Out” model of goal setting, metrics and process improvement techniques to the Executive Committee and the Leadership Council. Twenty-eight colleagues were selected by management to participate in the Work-Out sessions. Many of the group’s process improvement proposals presented to the Executive Committee were accepted and put into practice. Other sessions are being planned to leverage the positive experience and effectiveness of the first session.
- Leading for Success programs were conducted in Stamford for Professionals I, Professionals IV and Managers IV and Managers V. Workshops were also held in Stamford for Presentation Skills, Leading Meetings, and New Managers Assimilation for Clinical Supplies, Meeting Excellence for Finance and IT. Leading for Success Managers I and Professionals I programs were conducted in Cranbury.
- Performance coaching sessions were conducted in the areas of: Performance Management, Supervising Others, Interviewing, Influencing More Senior Managers, Presentation Excellence, Managing Conflict and Generating Teamwork.

- Human Resources worked with Sales Training to ensure a thorough training curriculum was developed for veterans hired through the military recruiting effort. A pre-training requirement provides these veterans with a base line level of knowledge of the industry, the role of sales and the commercialization process and medical terms and definitions. The military veterans then enter into Level 100 training, where they matriculate with other newly hired (experienced) Sales Representatives for a more rigorous Sales Training.
- Results of the September 2013 New Hire Survey for employees hired between January and June was favorable across all demographic segments and has been consistently favorable over the last four semi-annual surveys.

New Facility & Totowa Transition Project

- Human Resources and Technical Operations are working on actions plans associated with the Totowa Transition and new facility, which address concerns relating to severance, retention of business-critical talent and relocation. Project timeline, activities and cost modeling developed by Human Resources have been approved by Operations Management. The transition is on track. Town Hall meetings were held in Totowa and Wilson in September.
- On September 25th, it was announced that Treyburn Corporate Park in Durham County, NC had been selected as the location for our new facility. We attended a Durham County Commissioner's meeting where the company was awarded a \$1MM incentive package from the county. We also completed an incentive application from the state of NC for another \$300k award.

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Environment, Facility and Regulatory Compliance

- Results of Industrial Hygiene monitoring in Wilson revealed a significant decrease of exposure to morphine sulfate during MSER production with the implementation of process improvements, and additional containment enhancements are planned.
- A major 2013 goal has been completed for the Cranbury facility with the development and implementation of the Contractor Safety Program in August,

which emphasizes contractor training, jobsite inspections, close communications between Facilities and Engineering and contractor evaluations to ensure compliance.

Human Resources Working with Associated Companies

- An Orientation Program is underway here in Stamford for [REDACTED] Vice President, Sales & Marketing, Mund/ipharma, China. This program is intended to provide internal and external training and hands on experience working within the Brand Team, as part of her two-year development secondment.

Human Resources Compliance

- Two significant new Affirmative Action regulations were recently announced by the Office of Federal Contract Compliance (OFCCP). Specifically, significant changes were made to Section 503 of the Rehabilitation Act of 1973 and Section 4212 of the Vietnam Era Veterans Readjustment Assistance Act (VEVRAA).
 - Section 503 prohibits employment discrimination on the basis of disability and requires that contractors take affirmative action to employ, and advance in employment, qualified individuals with disabilities. As contractors we will have new posting requirements, new application processes and, most significantly, we will be subject to a 7% utilization goal applied to each job group in our workforce.
 - Section 4212 of VEVRAA will also require mandatory job listings and will similarly require employers to establish a hiring benchmark.
- Significant data collection and analysis will be required for compliance with both regulations. Data related to applicant pool, number of hires who are disabled or veterans, and analysis of goals and gaps, as well comprehensive reviews of external outreach and recruitment efforts will be required. The new rules will be in effect 180 days following publication in the Federal Register or March 24, 2014.

Full-Time Turnover Projection

September YTD 2013

	Begin Count	End Count	Terminations	% Term EE's	Retired	Resignations	% Resigned	Total # Turnover	YTD Turnover % Rate	Prior Year Same Period YTD T/O % Rate
S&P										
SALES	599	637	18	3.0%	3	33	5.5%	54	9.0%	
MARKETING	48	48	1	2.1%	0	2	4.2%	3	6.3%	
SALES SUPPORT	29	29	1	3.4%	0	0	0.0%	1	3.4%	
FIELD OPS, SUPPORT & ADMIN	15	19	0	0.0%	0	1	6.7%	1	6.7%	
Total S&P	691	733	20	2.9%	3	36	5.2%	59	8.5%	10.4%
	% of X-FTE's		33.9%		5.1%	61.0%				
G&A										
ADMINISTRATIVE SERVICES	34	34	0	0.0%	0	0	0.0%	0	0.0%	
BUSINESS DEVELOPMENT	7	7	0	0.0%	0	0	0.0%	0	0.0%	
CORPORATE COMPLIANCE	11	11	0	0.0%	0	2	18.2%	2	18.2%	
ENVIRONMENT, HEALTH & SAFETY	6	5	0	0.0%	0	0	0.0%	0	0.0%	
EXECUTIVE	13	18	0	0.0%	0	0	0.0%	0	0.0%	
EXTERNAL AFFAIRS	18	17	0	0.0%	0	1	5.6%	1	5.6%	
FINANCE	61	58	0	0.0%	1	3	4.9%	4	6.6%	
GENERAL COUNSEL	45	45	0	0.0%	2	0	0.0%	2	4.4%	
HUMAN RESOURCES	23	24	0	0.0%	0	0	0.0%	0	0.0%	
IT	96	94	4	4.2%	1	2	2.1%	7	7.3%	
PROCUREMENT	12	13	2	16.7%	0	0	0.0%	2	16.7%	
QA	31	34	0	0.0%	0	1	3.2%	1	3.2%	
SECURITY	14	15	0	0.0%	1	0	0.0%	1	7.1%	
Total G&A	371	375	6	1.6%	5	9	2.4%	20	5.4%	1.7%
	% of X-FTE's		30.0%		25.0%	45.0%				
IRD/US										
DISCOVERY	50	51	1	2.0%	0	0	0.0%	1	2.0%	
CRANBURY SUPPORT	14	15	0	0.0%	0	0	0.0%	0	0.0%	
DRUG SAFETY & PHARMACOVIGILANCE	33	31	0	0.0%	0	5	15.2%	5	15.2%	
HEALTH POLICY	40	41	1	2.5%	0	0	0.0%	1	2.5%	
MEDICAL RESEARCH	95	97	0	0.0%	0	4	4.2%	4	4.2%	
NONCLINICAL R&D	50	54	1	2.0%	0	1	2.0%	2	4.0%	
PROGRAM MGMT	26	23	1	3.8%	0	2	7.7%	3	11.5%	
REGULATORY AFFAIRS	26	26	0	0.0%	0	1	3.8%	1	3.8%	
Total IRD/US	334	338	4	1.2%	0	13	3.9%	17	5.1%	3.4%
	% of X-FTE's		23.5%		0.0%	76.5%				
MFG/OPERATIONS										
PF LABS. SALARIED	18	16	0	0.0%	0	1	5.6%	1	5.6%	
TECH OPS	57	52	1	1.8%	1	3	5.3%	5	8.8%	
WILSON NC	186	193	4	2.2%	2	4	2.2%	10	5.4%	
Total MFG/OPERATIONS	261	261	5	1.9%	3	8	3.1%	16	6.1%	7.3%
	% of X-FTE's		31.3%		18.8%	50.0%				
Total PURDUE										
	1,657	1,707	35	2.1%	11	66	4.0%	112	6.8%	6.7%
	% of X-FTE's		31.3%		9.8%	58.9%				
RHODES TECHNOLOGIES										
	148	150	0	0.0%	0	4	2.7%	4	2.7%	
RHODES PHARMA										
	30	37	0	0.0%	0	5	16.7%	5	16.7%	
Total RHODES	178	187	0	0.0%	0	9	5.1%	9	5.1%	2.4%
	% of X-FTE's		0.0%		0.0%	100.0%				
Grand Total										
	1,835	1,894	35	1.9%	11	75	4.1%	121	6.6%	6.3%
	% of X-FTE's		28.9%		9.1%	62.0%				
INTERMEZZO CONTRACT SALES										
Total QUINTILES	98	0	117					117	119.4%	N/A
	% of X-FTE's		100.0%							

Note: All turnover percentages are based upon the employee "Begin Count"

INFORMATION TECHNOLOGY

Deliver technology solutions and provide pre and post launch support for approved products and for existing business functions, such as Sales and Marketing, Manufacturing and Supply Chain. Develop technology capabilities and maintain support activities for products and business functions which support portfolio diversification, such as R&D. Ensure continued and uninterrupted general IT service across the organization. Reduce cost, time or defects, by driving operational efficiency across the company via technology and process. Support business functions such as Finance, HR, Legal, IT and improvements for talent development, communications, information sharing, and collaboration between IT groups and teams.

- Butrans.com was redesigned and launched in August, enhancing our analytical capability as well as providing a Conversion Tool for HCPs to determine the initial dose of Butrans when converting from other opioids.
- The ONU NDA Submission with nearly twenty-eight gigabytes of data was filed with the FDA on Saturday, September 21, and final acknowledgement of submission was received on Sunday, September 22. Various IT staff provided critical support activities to ensure the NDA was filed without issue, as new eSubmission servers and additional File Transfer (FTP) options were delivered to Regulatory Affairs to support the filing.
- Entering 4Q, the infrastructure team is on pace to finish 2013 with a second year of significant outage reductions, achieving a 25% reduction over 2012 outages, due to changes in the technology infrastructure, proactive monitoring and redundancy enhancements.
- Purdue continues to be a leader in the industry in optimal usage of its server infrastructure, achieving 86% virtualization in 3Q with a target of 90%+ this year. This reduction has contributed to a greater than 50% reduction in Infrastructure Capital requests since 2009.
- TrackWise Audit Management implementation completed September 30, enhancing the ability of the Supplier Quality group to design audits, record observations, and track the status of tasks associated with audit observations.

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Message

From: Mahony, Edward [REDACTED]
Sent: 11/4/2013 5:56:45 PM
To: Boer, Peter [REDACTED]; Costa, Paulo [REDACTED]; Lewent, Judy [REDACTED]; Boer, Peter [REDACTED]; Pickett, Cecil [REDACTED]; Sackler Hunt, Samantha [REDACTED]; Sackler Lefcourt, Ilene [REDACTED]; Sackler, Beverly [REDACTED]; Sackler, Dame Theresa [REDACTED]; Sackler, David [REDACTED]; Sackler, Dr Kathe [REDACTED]; Sackler, Dr Raymond R [REDACTED]; Sackler, Dr Richard [REDACTED]; Sackler, Jonathan [REDACTED]; Sackler, Mortimer D.A. [REDACTED]; Snyderman, Ralph [REDACTED]
CC: Stewart, John H. (US) [REDACTED]; Baker, Stuart D. [REDACTED]; Gasdia, Russell [REDACTED]; Lowne, Jon [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: October Flash Report – with distribution update
Attachments: 20131104161043168.pdf

Colleagues – The following is the Purdue financial Flash Report.

NET SALES

FULL YEAR 2013

At the Board meeting last week, Purdue presented an updated 2013 net sales forecast of \$1.987 billion, which is:

- \$120 million lower than the mid-year update
- \$422.9 million or 17.5% lower than the 2013 budget
- \$213.5 million or 9.7% lower than 2012 actual sales.

These lower sales results are due primarily to lower OxyContin sales. The reasons for the lower OxyContin sales were presented to the Board at the Board meeting last week and in several previous reports.

OCTOBER YEAR-TO-DATE

For the ten months ending October 2013, net sales were \$1524.1 million. This is in line with the updated full-year sales forecast presented last week.

PRE-TAX PROFIT

FULL YEAR 2013

At the Board meeting last week, Purdue presented an updated 2013 pre-tax profit forecast of \$847 million, which is:

- \$69 million lower than the mid-year update
- \$188 million lower than the 2013 budget
- \$164 million lower than 2012

FUNDS AVAILABLE FOR NON-TAX DISTRIBUTION

FULL YEAR 2013

The full year 2013 funds available for non-tax distributions were discussed at the October Legal/Finance meeting. At that meeting, we gave an early warning that 2013 sales and profits were trending lower than the mid-year update and that funds available for non-tax distribution for 2013 would likely be lower. The following table describes how funds available for non-tax distribution expectation developed over 2013.

	<u>2013 Budget</u>	<u>2013 June Update (1)</u>	<u>2013 Nov. Update</u>
Cash Distributions	\$508.1	\$349.9	\$300.0
Reinvestment (2)	30.0	34.2	24.2
Infinity Stock	-	216.7	216.7
	<hr/>	<hr/>	<hr/>
Total Available	\$538.1	\$600.8	\$540.9

(1) Adjusted to remove Pearl transaction

(2) Reinvestment in Rhodes, etc.

REST OF YEAR

Through the end of October, \$540.9 million of non-tax distributions have been made. To ensure Purdue meets its equity and working capital targets further 2013 non-tax distributions are not recommended.

Cash and Short Term Investments

At the end of October, cash and short term investments totaled \$781 million. Actual cash payments during the month included tax payments of \$43 million, non-tax distributions of \$130.5 million, distribution/reinvestment into Rhodes Pharmaceuticals of \$10 million and \$32 million of ex-USA funding (Colombia, Hong Kong, Malaysia, France and Belgium).

We expect to end 2014 with \$786 million including a cash reserve of \$224 million to fund potential additional Medicaid rebates.

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Redacted

Abbott

AbbVie (Abbott) Covenant --- we are now confident that the equity covenant will be reduced from \$500 to \$350 million. That reduction has been anticipated in our recommended distributions.

Ed Mahony

To: Boer, Peter [REDACTED] Costa,
Paul [REDACTED]
[REDACTED] Lewent, Judy [REDACTED]
[REDACTED] Boer, Peter [REDACTED]
Pickett, Ceci [REDACTED]
[REDACTED] Sackler Hunt,
Samantha [REDACTED] Sackler Lefcourt,
Ilene [REDACTED] Sackler,
Beverly [REDACTED] Sackler, Dame
Theresa [REDACTED] Sackler, David [REDACTED]
[REDACTED] Sackler, Dr Kathe [REDACTED]
[REDACTED] Sackler, Dr Raymond R [REDACTED]
[REDACTED] Sackler, Dr Richard [REDACTED]
Sackler, Jonathan [REDACTED] Sackler, Mortimer
D.A. [REDACTED] Snyderman,
Ralph [REDACTED]
Cc: Stewart, John H. [REDACTED] Baker, Stuart
D. [REDACTED]
J. [REDACTED]
[REDACTED] Gasdia,
Russell [REDACTED] Lowne,
Jon [REDACTED]
[REDACTED]
From: Manony, Edward
Sent: Mon 11/4/2013 6:08:53 PM
Subject: October Flash Report -- with distribution update
[20131104161043168.pdf](#)

Colleagues – The following is the Purdue financial Flash Report.

NET SALES

FULL YEAR 2013

At the Board meeting last week, Purdue presented an updated 2013 net sales forecast of \$1.987 billion, which is:

- \$120 million lower than the mid-year update
- \$422.9 million or 17.5% lower than the 2013 budget
- \$213.5 million or 9.7% lower than 2012 actual sales.

These lower sales results are due primarily to lower OxyContin sales. The reasons for the lower OxyContin sales were presented to the Board at the Board meeting last week and in several previous reports.

OCTOBER YEAR-TO-DATE

For the ten months ending October 2013, net sales were \$1709.3 million. This is in line with the updated full-year sales forecast presented last week.

PRE-TAX PROFIT

FULL YEAR 2013

At the Board meeting last week, Purdue presented an updated 2013 pre-tax profit forecast of \$847 million, which is:

- \$69 million lower than the mid-year update
- \$188 million lower than the 2013 budget
- \$164 million lower than 2012

FUNDS AVAILABLE FOR NON-TAX DISTRIBUTION

FULL YEAR 2013

The full year 2013 funds available for non-tax distributions were discussed at the October Legal/Finance meeting. At that meeting, we gave an early warning that 2013 sales and profits were trending lower than the mid-year update and that funds available for non-tax distribution for 2013 would likely be lower. The following table describes how funds available for non-tax distribution expectation developed over 2013.

	<u>2013 Budget</u>	<u>2013 June Update</u> (1)	<u>2013 Nov. Update</u>
Cash Distributions	\$508.1	\$349.9	\$300.0
Reinvestment (2)	30.0	34.2	24.2
Infinity Stock	-	216.7	216.7
	<hr/>	<hr/>	<hr/>
Total Available	\$538.1	\$600.8	\$540.9

(1) Adjusted to remove Pearl transaction

(2) Reinvestment in Rhodes, etc.

REST OF YEAR

Through the end of October, \$540.9 million of non-tax distributions have been made. To ensure Purdue meets its equity and working capital targets further 2013 non-tax distributions are not recommended.

Cash and Short Term Investments

At the end of October, cash and short term investments totaled \$781 million. Actual cash payments during the month included tax payments of \$43 million, non-tax distributions of \$130.5 million, distribution/reinvestment into Rhodes Pharmaceuticals of \$10 million and \$32 million of ex-USA funding (Colombia, Hong Kong, Malaysia, France and Belgium).

We expect to end 2014 with \$786 million including a cash reserve of \$224 million to fund potential additional Medicaid rebates.

Redacted

Abbott

AbbVie (Abbott) Covenant --- we are now confident that the equity covenant will be reduced from \$500 to \$350 million. That reduction has been anticipated in our recommended distributions.

Ed Mahony

Sales Summary by Product - Gross to Net

Expressed in 000's

	October Year-to-Date				Variance 2013 YTD Actual Vs.				Full Year					
	2013 YTD Actual		2013 YTD Budget		2013 YTD Actual		2013 YTD Budget		2013 Mid Year Forecast		2013 Actual			
	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales		
OxyContin														
Gross Sales	\$ 2,091,368	100%	\$ 2,437,359	100%	\$ (345,991)	100%	\$ (39,010)	100%	\$ (148,704)	100%	\$ 2,553,108	100%	\$ 2,777,064	100%
Fee for Service	(42,636)	-2.0%	(50,062)	-2.1%	7,426	-2.1%	2,023	-5.2%	15,701	-10.6%	(53,399)	-2.1%	(65,877)	-2.4%
Sales Discounts and Allowances	(42,474)	-2.0%	(52,060)	-2.1%	9,586	-2.8%	1,545	-4.0%	34,214	-23.0%	(44,826)	-1.8%	(116,425)	-4.2%
Savings Cards Discounts	(28,995)	-1.4%	(19,062)	-0.8%	(9,933)	2.9%	(2,172)	5.6%	(14,761)	9.9%	(31,522)	-1.2%	(18,330)	-0.7%
Rebates	(402,886)	-19.3%	(450,004)	-18.5%	47,118	-14%	(10,133)	2.6%	27,580	-18.5%	(471,555)	-18.5%	(509,597)	-18.4%
Proposed Regulation Adjustment for Medicaid Rebates	(50,274)	-2.4%	(63,932)	-2.6%	13,658	-3.9%	12,616	-32.3%	712	-0.5%	(73,892)	-2.6%	(60,383)	-2.2%
OxyContin Net Sales	1,524,102	73%	1,802,237	74%	(278,135)	80%	(35,133)	90%	(85,257)	57%	1,877,914	74%	2,006,453	72%
Butrans														
Gross Sales	\$ 117,131	100%	\$ 130,353	100%	\$ (13,222)	100%	\$ (13,222)	100%	\$ 28,531	100%	\$ 160,025	100%	\$ 112,887	100%
Fee for Service	(2,436)	-2.1%	(2,796)	-2.1%	360	-2.7%	377	-2.8%	(11)	0.0%	(3,432)	-2.1%	(2,693)	-2.5%
Sales Discounts and Allowances	(2,327)	-2.0%	(2,972)	-2.3%	645	-4.9%	428	-3.2%	(649)	0.0%	(6,609)	-4.1%	(13,725)	-12.2%
Savings Cards Discounts	(6,591)	-5.6%	(7,021)	-5.4%	431	-3.3%	258	-2.0%	(1,636)	-5.7%	(8,573)	-5.4%	(6,198)	-5.5%
Rebates	(10,351)	-8.8%	(11,672)	-9.0%	1,321	-10.0%	1,354	-10.2%	(4,757)	-16.8%	(14,336)	-9.0%	(6,139)	-5.4%
Butrans Net Sales	95,425	81%	105,891	81%	(10,466)	79%	(10,805)	82%	21,440	75%	126,858	79%	84,131	75%
Intermezzo														
Gross Sales	\$ 8,042	100%	\$ 44,828	100%	\$ (36,786)	100%	\$ (4,079)	100%	\$ (6,481)	100%	\$ 57,622	100%	\$ 16,556	100%
Fee for Service	(229)	-2.9%	(892)	-2.0%	663	-1.8%	12	-0.3%	140	-2.2%	(1,147)	-2.0%	(852)	-2.1%
Sales Discounts and Allowances	4,368	54.3%	(897)	-2.0%	5,264	-14.3%	4,422	-108.4%	13,057	-201.5%	(6,915)	-12.0%	(9,908)	-59.8%
Savings Cards Discounts	(1,075)	-13.4%	(2,452)	-5.5%	1,377	-3.7%	148	-3.6%	(721)	11.1%	(3,150)	-5.5%	(576)	-3.5%
Rebates	(574)	-7.1%	(1,565)	-3.5%	991	-2.7%	97	-2.4%	(188)	2.9%	(2,564)	-4.1%	(138)	-0.8%
Intermezzo Net Sales	10,551	131%	39,022	87%	(28,491)	77%	599	-15%	5,807	-90%	44,046	76%	5,582	34%
Total for All Products														
Gross Sales	\$ 2,294,205	100%	\$ 2,691,259	100%	\$ (397,054)	100%	\$ (57,366)	100%	\$ (128,576)	100%	\$ 3,228,472	100%	\$ 3,004,905	100%
Fee for Service	(45,844)	-2.0%	(54,479)	-2.0%	8,635	-2.2%	2,560	-4.5%	16,099	-12.5%	(65,338)	-2.0%	(69,313)	-2.3%
Sales Discounts and Allowances	(40,759)	-1.8%	(57,748)	-2.1%	16,989	-4.3%	7,752	-13.5%	40,791	-31.7%	(88,198)	-2.7%	(134,031)	-4.5%
Savings Cards Discounts	(36,661)	-1.6%	(28,535)	-1.1%	(8,125)	2.0%	(1,766)	3.1%	(17,118)	13.3%	(34,537)	-1.1%	(25,104)	-0.8%
Rebates	(415,283)	-18.1%	(464,512)	-17.3%	49,229	-12.4%	(8,520)	14.9%	23,057	-17.9%	(573,138)	-17.8%	(517,606)	-17.2%
Proposed Regulation Adjustment for Medicaid Rebates	(50,274)	-2.2%	(63,932)	-2.4%	13,658	-3.4%	12,616	-22.0%	712	-0.6%	(76,805)	-2.4%	(60,383)	-2.0%
Other	3,947	0.2%	1,376	0.1%	2,571	-0.6%	2,571	-4.5%	1,616	-1.3%	1,651	0.1%	2,455	0.1%
Total Net Sales	\$ 1,709,351	75%	\$ 2,023,429	75%	\$ (314,097)	79%	\$ (42,153)	73%	\$ (63,418)	49%	\$ 2,392,107	74%	\$ 2,200,922	73%

Message

From: Mahony, Edward [REDACTED]
Sent: 11/4/2013 6:08:53 PM
To: Boer, Peter [REDACTED]
[REDACTED] Costa, Paulo
[REDACTED]
Lewent, Judy [REDACTED] Boer, Peter [REDACTED]
[REDACTED] Pickett, Cecil [REDACTED]
Sackler Hunt, Samantha [REDACTED] Sackler Lefcourt, Ilene [REDACTED]
Sackler, Beverly [REDACTED]
[REDACTED] Sackler, Dame Theresa [REDACTED]
[REDACTED] Sackler, David [REDACTED] Sackler, Dr Kathe [REDACTED]
Sackler, Dr Raymond R [REDACTED]
[REDACTED] Sackler, Dr Richard [REDACTED]
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Expressed in 000's

	October Year-to-Date					Variance 2013 YTD Actual Vs.					Full Year							
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	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales		
OxyContin																		
Gross Sales	\$ 2,091,368	100%	\$ 2,437,359	100%	\$ 2,130,378	100%	\$ 2,240,072	100%	\$ (345,991)	100%	\$ (99,010)	100%	\$ (148,704)	100%	\$ 2,916,463	100%	\$ 2,777,064	100%
Fee for Service	(42,636)	-2.0%	(50,062)	-2.1%	(44,660)	-2.1%	(58,338)	-2.6%	7,436	-2.1%	2,023	-0.9%	15,701	-10.6%	(59,887)	-2.1%	(65,877)	-2.4%
Sales Discounts and Allowances	(42,474)	-2.0%	(52,060)	-2.1%	(44,019)	-2.1%	(76,688)	-3.4%	9,586	-2.8%	1,545	-0.7%	34,214	-23.0%	(72,658)	-2.5%	(116,425)	-4.2%
Savings Cards Discounts	(28,995)	-1.4%	(19,062)	-0.8%	(26,833)	-1.3%	(14,234)	-0.6%	(9,933)	2.9%	(2,172)	1.0%	(4,761)	9.9%	(22,813)	-0.8%	(18,330)	-0.7%
Rebates	(402,886)	-19.3%	(450,004)	-18.5%	(392,751)	-18.4%	(430,466)	-19.2%	47,118	-1.4%	(30,133)	2.6%	27,580	-18.5%	(554,896)	-19.0%	(509,597)	-18.4%
Proposed Regulation Adjustment for Medicaid Rebates	(50,274)	-2.4%	(69,932)	-2.9%	(62,890)	-3.0%	(50,986)	-2.3%	13,658	-3.9%	12,616	3.2%	712	-0.5%	(76,805)	-2.6%	(60,383)	-2.2%
OxyContin Net Sales	\$ 1,524,102	73%	\$ 1,802,237	74%	\$ 1,559,236	73%	\$ 1,609,359	66%	\$ (278,135)	80%	\$ (35,133)	90%	\$ (85,257)	57%	\$ 2,129,404	73%	\$ 2,006,453	73%
Butrans																		
Gross Sales	\$ 117,131	100%	\$ 130,353	100%	\$ 130,353	100%	\$ 88,600	100%	\$ (13,222)	100%	\$ (13,222)	100%	\$ 28,531	100%	\$ 160,025	100%	\$ 112,887	100%
Fee for Service	(2,436)	-2.1%	(2,796)	-2.1%	(2,813)	-2.2%	(2,426)	-2.7%	360	-2.7%	377	-2.8%	(11)	0.0%	(3,432)	-2.1%	(2,693)	-2.4%
Sales Discounts and Allowances	(2,327)	-2.0%	(2,972)	-2.3%	(2,755)	-2.1%	(1,679)	-1.9%	645	-4.9%	428	-3.2%	(649)	-2.3%	(6,826)	-4.3%	(6,609)	-5.9%
Savings Cards Discounts	(6,591)	-5.6%	(7,021)	-5.4%	(6,849)	-5.3%	(4,955)	-5.6%	431	-3.3%	258	-2.0%	(1,656)	-5.7%	(8,573)	-5.4%	(6,198)	-5.3%
Rebates	(10,351)	-8.8%	(11,672)	-9.0%	(11,705)	-9.0%	(5,554)	-6.3%	1,321	-10.0%	1,354	-10.2%	(4,757)	-16.8%	(14,336)	-9.0%	(6,139)	-5.4%
Butrans Net Sales	\$ 95,425	81%	\$ 105,891	81%	\$ 106,230	81%	\$ 75,986	84%	\$ (10,466)	79%	\$ (10,805)	82%	\$ 21,440	75%	\$ 126,858	79%	\$ 84,131	75%
Intermezzo																		
Gross Sales	\$ 8,042	100%	\$ 44,828	100%	\$ 12,121	100%	\$ 14,523	100%	\$ (6,481)	100%	\$ (4,079)	100%	\$ (6,481)	100%	\$ 57,622	100%	\$ 16,556	100%
Fee for Service	(229)	-2.8%	(892)	-2.0%	(241)	-2.0%	(370)	-2.5%	663	-1.8%	12	-0.3%	140	-2.2%	(1,147)	-2.0%	(852)	-5.1%
Sales Discounts and Allowances	4,368	54.3%	(897)	-2.0%	(54)	-0.4%	(6,689)	-45.9%	5,264	-14.3%	4,422	-108.4%	13,057	-201.5%	(6,915)	-12.0%	(9,908)	-59.8%
Savings Cards Discounts	(1,075)	-13.4%	(2,452)	-5.5%	(1,233)	-10.1%	(354)	-2.4%	1,377	-3.7%	148	-3.6%	(721)	-11.1%	(3,150)	-5.5%	(5,766)	-35.5%
Rebates	(574)	-7.1%	(1,565)	-3.5%	(671)	-5.5%	(386)	-2.7%	991	-2.7%	97	-2.4%	(188)	-2.9%	(2,364)	-4.1%	(1,388)	-8.4%
Intermezzo Net Sales	\$ 10,551	131%	\$ 39,022	87%	\$ 9,932	82%	\$ 4,725	33%	\$ (28,491)	77%	\$ 599	-15%	\$ 5,807	-90%	\$ 44,046	76%	\$ 5,582	34%
Total for All Products																		
Gross Sales	\$ 2,294,205	100%	\$ 2,691,259	100%	\$ 2,351,572	100%	\$ 2,422,781	100%	\$ (397,054)	100%	\$ (57,366)	100%	\$ (128,576)	100%	\$ 3,228,472	100%	\$ 3,004,905	100%
Fee for Service	(45,844)	-2.0%	(54,779)	-2.0%	(48,404)	-2.1%	(61,943)	-2.6%	8,635	-2.2%	2,560	-4.5%	16,099	-12.5%	(65,338)	-2.0%	(69,313)	-2.3%
Sales Discounts and Allowances	(40,759)	-1.8%	(57,748)	-2.1%	(48,511)	-2.1%	(81,550)	-3.4%	16,989	-4.3%	7,752	-13.5%	40,791	-31.7%	(88,198)	-2.7%	(134,031)	-4.5%
Savings Cards Discounts	(36,661)	-1.6%	(28,535)	-1.1%	(34,895)	-1.5%	(19,543)	-0.8%	(8,125)	2.0%	(1,766)	3.1%	(17,118)	-13.3%	(34,537)	-1.1%	(25,104)	-0.9%
Rebates	(415,283)	-18.1%	(464,512)	-17.3%	(406,763)	-17.3%	(438,340)	-18.1%	49,229	-12.4%	(8,520)	14.9%	23,057	-17.9%	(573,138)	-17.8%	(517,606)	-17.2%
Proposed Regulation Adjustment for Medicaid Rebates	(50,274)	-2.2%	(63,932)	-2.4%	(62,890)	-2.7%	(50,986)	-2.1%	13,658	-3.4%	12,616	-22.0%	712	-0.6%	(76,805)	-2.4%	(60,383)	-2.0%
Other	3,947	0.2%	1,376	0.1%	1,376	0.1%	2,331	0.1%	2,571	-0.6%	2,571	-4.5%	1,616	-1.3%	1,651	0.1%	2,455	0.1%
Total Net Sales	\$ 1,709,351	75%	\$ 2,023,429	75%	\$ 1,751,484	74%	\$ 1,772,749	73%	\$ (314,097)	79%	\$ (42,153)	73%	\$ (63,418)	49%	\$ 2,392,107	74%	\$ 2,200,922	73%

Message

From: Mahony, Edward [REDACTED]
Sent: 11/4/2013 6:10:01 PM
To: Boer, Peter [REDACTED]
[REDACTED] Costa, Paulo
[REDACTED]
Lewent, Judy [REDACTED] Boer, Peter [REDACTED]
[REDACTED] Pickett, Cecil [REDACTED]
Sackler Hunt, Samantha [REDACTED] Sackler Lefcourt, Ilene [REDACTED]
Sackler, Beverly [REDACTED]
[REDACTED] Sackler, Dame Theresa [REDACTED]
[REDACTED] Sackler, David [REDACTED] Sackler, Dr Kathe [REDACTED]
Sackler, Dr Raymond R [REDACTED]
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(1) Adjusted to remove Pearl transaction

(2) Reinvestment in Rhodes, etc.

REST OF YEAR

Through the end of October, \$540.9 million of non-tax distributions have been made. To ensure Purdue meets its equity and working capital targets further 2013 non-tax distributions are not recommended.

Cash and Short Term Investments

At the end of October, cash and short term investments totaled \$781 million. Actual cash payments during the month included tax payments of \$43 million, non-tax distributions of \$130.5 million, distribution/reinvestment into Rhodes Pharmaceuticals of \$10 million and \$32 million of ex-USA funding (Colombia, Hong Kong, Malaysia, France and Belgium).

We expect to end 2013 with \$786 million including a cash reserve of \$224 million to fund potential additional Medicaid rebates.

Redacted

Redacted

Abbott

AbbVie (Abbott) Covenant --- we are now confident that the equity covenant will be reduced from \$500 to \$350 million. That reduction has been anticipated in our recommended distributions.

Ed Mahony

Sales Summary by Product - Gross to Net

Expressed in 000's

	October Year-to-Date						Variance 2013 YTD Actual Vs.						Full Year					
	2013 YTD Actual		2013 YTD Budget		2013 Mid Year Forecast		2013 YTD Budget		2013 Mid Year Forecast		2012 YTD Actual		2013 Budget		2013 Mid Year Forecast		2012 Actual	
	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales	% of Gross Sales
OxyContin																		
Gross Sales	\$ 2,091,368	100%	\$ 2,437,359	100%	\$ 2,130,378	100%	\$ (345,991)	100%	\$ (99,010)	100%	\$ (148,704)	100%	\$ 2,916,463	100%	\$ 2,553,108	100%	\$ 2,777,064	100%
Fee for Service	(42,636)	-2.0%	(50,062)	-2.1%	(44,660)	-2.1%	7,426	-2.1%	2,023	-2.1%	15,701	-10.6%	(59,887)	-2.1%	(53,399)	-2.1%	(65,877)	-2.4%
Sales Discounts and Allowances	(42,474)	-2.0%	(52,060)	-2.1%	(44,019)	-2.1%	9,586	-2.8%	1,545	-4.0%	34,214	-23.0%	(72,658)	-2.5%	(44,826)	-1.8%	(116,425)	-4.2%
Savings Cards Discounts	(28,995)	-1.4%	(19,062)	-0.8%	(26,833)	-1.3%	(9,933)	2.9%	(2,172)	0.6%	(14,761)	9.9%	(22,813)	-0.8%	(31,522)	-1.2%	(18,330)	-0.7%
Rebates	(402,886)	-19.3%	(450,004)	-18.5%	(392,751)	-18.4%	47,118	-1.4%	(10,133)	2.6%	27,580	18.5%	(554,896)	-19.0%	(471,555)	-18.5%	(509,597)	-18.4%
Proposed Regulation Adjustment for Medicaid Rebates	(50,274)	-2.4%	(69,932)	-2.9%	(62,890)	-3.0%	13,658	-3.9%	12,616	-3.2%	712	-0.5%	(76,805)	-2.6%	(73,892)	-2.9%	(60,383)	-2.2%
OxyContin Net Sales	1,524,102	73%	1,802,237	74%	1,559,236	73%	(278,135)	80%	(95,133)	90%	(85,257)	57%	2,129,404	73%	1,877,914	74%	2,006,453	73%
Butrans																		
Gross Sales	\$ 117,131	100%	\$ 130,353	100%	\$ 130,353	100%	\$ (13,222)	100%	\$ (13,222)	100%	\$ 28,531	100%	\$ 160,025	100%	\$ 160,025	100%	\$ 112,887	100%
Fee for Service	(2,436)	-2.1%	(2,796)	-2.1%	(2,813)	-2.2%	360	-2.7%	377	-2.8%	(11)	0.0%	(3,432)	-2.1%	(3,448)	-2.2%	(2,693)	-2.4%
Sales Discounts and Allowances	(2,327)	-2.0%	(2,972)	-2.3%	(2,755)	-2.1%	645	-4.9%	428	-3.2%	(649)	-2.3%	(6,826)	-4.3%	(6,609)	-4.1%	(13,725)	-12.2%
Savings Cards Discounts	(6,591)	-5.6%	(7,021)	-5.4%	(6,849)	-5.3%	431	-3.3%	258	-2.0%	(1,656)	-5.7%	(8,573)	-5.4%	(8,392)	-5.2%	(6,198)	-5.3%
Rebates	(10,351)	-8.8%	(11,672)	-9.0%	(11,705)	-9.0%	1,321	-10.0%	1,354	-10.2%	(4,797)	-16.8%	(14,336)	-9.0%	(14,326)	-9.0%	(6,139)	-5.4%
Butrans Net Sales	95,425	81%	105,891	81%	106,230	81%	(10,466)	79%	(10,805)	82%	21,440	75%	126,858	79%	127,250	80%	84,131	75%
Intermezzo																		
Gross Sales	\$ 8,042	100%	\$ 44,828	100%	\$ 12,121	100%	\$ (56,786)	100%	\$ (4,079)	100%	\$ (6,481)	100%	\$ 57,622	100%	\$ 13,892	100%	\$ 16,556	100%
Fee for Service	(229)	-2.8%	(892)	-2.0%	(241)	-2.0%	663	-1.8%	12	-0.3%	140	-2.2%	(1,147)	-2.0%	(276)	-2.0%	(852)	-2.1%
Sales Discounts and Allowances	4,368	54.3%	(897)	-2.0%	(54)	-0.4%	5,264	-14.3%	4,422	-108.4%	13,057	-201.5%	(6,915)	-12.0%	(1,096)	-7.9%	(9,908)	-59.8%
Savings Cards Discounts	(1,075)	-13.4%	(2,452)	-5.5%	(1,233)	-10.1%	1,377	-3.7%	148	-3.6%	(721)	11.1%	(3,150)	-5.5%	(1,421)	-10.2%	(676)	-3.5%
Rebates	(574)	-7.1%	(1,565)	-3.5%	(671)	-5.5%	991	-2.7%	97	-2.4%	(188)	2.9%	(2,364)	-4.1%	(729)	-5.2%	(138)	-0.8%
Intermezzo Net Sales	10,551	131%	39,022	87%	9,592	82%	(28,491)	77%	599	-15%	5,807	-90%	44,046	76%	10,371	75%	5,582	34%
Total for All Products																		
Gross Sales	\$ 2,294,205	100%	\$ 2,691,259	100%	\$ 2,351,572	100%	\$ (397,054)	100%	\$ (57,366)	100%	\$ (128,576)	100%	\$ 3,228,472	100%	\$ 2,821,387	100%	\$ 3,004,905	100%
Fee for Service	(45,844)	-2.0%	(54,479)	-2.0%	(48,404)	-2.1%	8,635	-2.2%	2,560	-4.5%	16,099	-12.5%	(65,338)	-2.0%	(57,957)	-2.1%	(69,313)	-2.3%
Sales Discounts and Allowances	(40,759)	-1.8%	(57,748)	-2.1%	(48,511)	-2.1%	16,989	-4.3%	7,752	-13.5%	40,791	-31.7%	(88,198)	-2.7%	(54,066)	-1.9%	(134,031)	-4.5%
Savings Cards Discounts	(36,661)	-1.6%	(28,535)	-1.1%	(34,895)	-1.5%	(8,125)	2.0%	(1,766)	3.1%	(17,118)	13.3%	(34,537)	-1.1%	(41,334)	-1.5%	(25,104)	-0.8%
Rebates	(415,283)	-18.1%	(464,512)	-17.3%	(406,763)	-17.3%	49,229	-12.4%	(8,520)	14.9%	23,057	-17.9%	(573,138)	-17.8%	(488,582)	-17.3%	(517,606)	-17.2%
Proposed Regulation Adjustment for Medicaid Rebates	(50,274)	-2.2%	(63,932)	-2.4%	(62,890)	-2.7%	13,658	-3.4%	12,616	-22.0%	712	-0.6%	(76,805)	-2.4%	(73,892)	-2.6%	(60,383)	-2.0%
Other	3,947	0.2%	1,376	0.1%	1,376	0.1%	2,571	-0.6%	2,571	-4.5%	1,616	-1.3%	1,651	0.1%	1,651	0.1%	2,455	0.1%
Total Net Sales	\$ 1,709,351	75%	\$ 2,023,429	75%	\$ 1,751,484	74%	\$ (314,097)	79%	\$ (42,153)	73%	\$ (63,418)	49%	\$ 2,392,107	74%	\$ 2,107,208	75%	\$ 2,200,922	73%

Message

From: Smith, Raymond M. [REDACTED]
Sent: 11/8/2013 1:29:22 PM
To: Sackler, Dr Raymond R [REDACTED]
[REDACTED] Sackler, Dame Theresa
[REDACTED] Sackler, Beverly [REDACTED] Sackler, Dr Richard
[REDACTED] Sackler Lefcourt, Ilene [REDACTED] Sackler, Dr Kathe
[REDACTED] Sackler, Jonathan [REDACTED] Sackler, Samantha
[REDACTED] Sackler, Mortimer D.A. [REDACTED] Sackler, David
[REDACTED] Boer, Peter [REDACTED]
[REDACTED] Lewent, Judy
[REDACTED] Pickett, Cecil [REDACTED] Costa, Paulo
[REDACTED] Snyderman, Raipn [REDACTED]
CC: Baker, Stuart D. [REDACTED]
[REDACTED] Shaw, Hank [REDACTED]
[REDACTED] Mahony, Edward [REDACTED]
[REDACTED] Stewart, John H. (US) [REDACTED]
[REDACTED] Landau, Dr. Craig (US) [REDACTED]
[REDACTED] Levine, Ron [REDACTED]
BCC: Stewart, John H. (US) [REDACTED]
Subject: Worldwide Sales - October 2013
Attachments: WW Sales 2013 J October Send.xlsx

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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 – October 2013

- **Worldwide sales of \$366.2m for the month of October were the best since November 2012 and were 13.9% up on last year and 11.3% ahead of MYE and in line with budget.**
- **Europe monthly sales were the highest ever and included record monthly sales achieved in the UK, Italy and France.**
- **Sales in Asia were the 2nd best ever and included monthly record sales in China for the 6th time this year.**
- **Worldwide year to date sales of \$3,117.3m are 1.1% down on each of last year and MYE and 9.5% below budget. (Page 3)**
- **USA cumulative sales of \$1,709.3m are 3.6% behind last year, 2.4% less than MYE and 15.5% behind budget.**
- **Worldwide excluding USA year to date sales of \$1,408.0m are 2.1% up on last year and marginally ahead of MYE, but marginally down on budget.**
- **Although year to date sales of the three largest markets (USA, Germany and Canada) are down on 2012, 18 of the remaining 25 markets are showing year-on-year growth. (Page 3)**
- **Worldwide year to date sales of OxyContin of \$1,854.6m are 8.5% down on 2012, which more than offsets the 12.2% growth in all other products. OxyContin makes up 59% of total sales in 2013, down from 64% for 2012. (Page 6)**
- **The 12 month rolling total of non-OxyContin sales exceeds \$1.5 billion for the first time. (Page 2)**
- **Cumulative sales for joint ventures (which are not included above), are \$137.2m, being 10.1% higher than 2012, but 1.5% down on MYE. Sales in India of \$69.4m are 5.9% up on 2012, whilst sales in Israel of \$62.4m are 16.4% up on 2012. (Page 9)**

Year to Date – October 2013

Worldwide sales of \$3,117.3m are 1.1% down on each of 2012 and MYE and 9.5% less than budget.

Worldwide excluding USA sales of \$1,408.0m are 2.1% ahead of 2012 and marginally ahead of 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 5.9% up on last year.

USA sales of \$1,709.3m are 3.6% down on 2012, 2.4% behind MYE and 15.5% below budget. OxyContin sales of \$1,511.1m are 5.5% lower than last year, 2.0% less than MYE and 15.2% behind budget, partly due to lower demand (including fewer tablets per prescription, changed mix towards lower strengths and fewer prescriptions). Also, the budget was based on IMS data subsequently determined to be overstated by 5-7%, or \$110m on an annualised basis. All strengths are behind budget, with the higher strengths being furthest behind – sales of the 80mg strength are 16% down on budget. Cumulative BuTrans sales of \$109.7m are 31.6% better than 2012, but 10.0% behind MYE and 10.4% less than budget.

Cumulative sales in **Europe** of \$931.4m are 2.8% better than last year, marginally up on MYE and in line with budget. The largest contributors to growth are **Italy** (+ \$18.3m / + 39%), **France** (+ \$12.0m /

+ 19%) and **Spain** (+ \$6.0m / + 20%). **Denmark** in particular continues to face a challenging environment with sales being 41.2% (\$9.3m) lower than last year and 25.5% less than budget (although YTD sales are 3.3% ahead of Revised Budget). Sales are also declining in the **Netherlands** (- \$7.6m / - 23%) as a result of the reduction in OxyContin sales (- \$9.0m / - 60%) following patent expiry.

Canada sales of \$240.7m are 12.7% down on 2012 and 8.8% below budget, but in line with MYE. The adverse variances are being caused by OxyNEO; sales of \$90.7m are 36.6% below those of 2012 and 25.0% below budget. Hydromorph Contin has benefited from patients being switched from OxyNEO with year to date sales of \$80.0m being 19.7% better than last year and 13.6% ahead of budget.

Sales in **Australia** of \$122.9m are 7.0% up on 2012 and in line with each of MYE and budget. Targin sales of \$17.8m are more than double those of 2012. OxyContin sales are holding up well, and it remains the no.1 product, with sales of \$48.6m being only 7.4% down on last year, but in line with MYE and marginally better than budget.

Asia sales of \$105.6m are 39.2% up on 2012, 1.3% better than MYE and 12.8% higher than budget. The result is being driven by **China** (41.7% up on 2012, 6.2% ahead of MYE and 25.4% better than budget) and **Korea** (25.7% up on last year, in line with MYE and 8.5% better than budget), which contribute 78% of the total Asia sales. OxyContin comprises 56% of total year to date sales in **China** and cumulative OxyContin sales of \$32.0m are 83.4% up on those of last year, 12.7% better than MYE and 49.5% up on budget. In **Korea** the growth in Targin (+ \$4.3m / + 95%) more than offsets the decline in OxyContin (- \$3.8m / - 47%).

Month – October 2013

Worldwide sales of \$366.2m for the month of October were 13.9% up on the prior year, 11.3% better than MYE and in line with budget.

Worldwide excluding USA sales in October of \$155.8m were 6.3% better than 2012, 5.0% up on MYE and 1.5% better than budget.

USA sales of \$210.4m were the best this year, being 20.3% up on last year and 16.4% better than MYE, but 1.4% down on budget. OxyContin sales of \$185.6m were 19.8% up on 2012, 17.6% ahead of MYE and in line with budget. BuTrans sales in October of \$15.4m were 49.3% higher than 2012, 6.7% up on MYE and 6.3% ahead of budget.

The final quarter of 2013 commenced with record sales in **Europe**. Sales in October of \$105.9m were 10.1% up on last year, 6.4% ahead of Mid-Year Estimate ("MYE") and 3.6% better than Original Budget ("budget"). The year-on-year comparison benefited from the negative sales of DepoCyte recorded in October 2012 following the product recall (and this accounts for 1.4% of the increase). For the 2nd consecutive month, sales in **Italy** were more than double those of last year and were a new record. Record monthly sales were also achieved in the **UK** and **France**, whilst **Switzerland** achieved 2nd highest ever sales in the month.

Canada sales of \$25.3m were 13.0% down on 2012 and 2.1% below budget, but 11.5% ahead of MYE. Sales of OxyNEO of \$9.4m were 28.2% less than last year and 16.9% down on budget, but 22.6% better than MYE. Excluding OxyNEO, sales were in line with last year and 9.6% better than budget.

In **Australia**, October sales of \$12.5m were 2.1% up on last year, but 3.6% less than MYE and 4.8% behind budget. Targin continues to perform strongly and sales of \$2.1m were 75.5% better than October last year, 9.5% ahead of MYE and 5.3% up on budget. Norspan sales in the month of \$4.0m were a little disappointing, being 1.8% up on last year, but 8.2% down on MYE and 7.3% less than budget.

October sales in **Asia** of \$10.9m were the 2nd best ever, being 28.7% up on 2012 and in line with MYE, but 1.5% below budget. After resolving last month's distributor issues in the **Philippines**, sales in October of \$1.5m were 48.8% up on last year. **China** sales of \$6.2m were the highest ever, being 30.7% higher than last year, 15.6% up on MYE and 12.3% ahead of budget. Sales in **Korea** of \$2.6m were 13.4% higher than last year, but 5.5% below MYE and 6.0% less than budget, although Targin and Norspan continue to perform well. **South East Asia** operating companies sales of \$2.0m were 47.2% up on 2012, but less than MYE and budget by 23.4% and 23.3%, respectively, with most countries being behind both MYE and budget.

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

With best regards,

[REDACTED]

Produced Natively

WORLDWIDE SALES REPORT (US \$'000)

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OPERATING COMPANIES

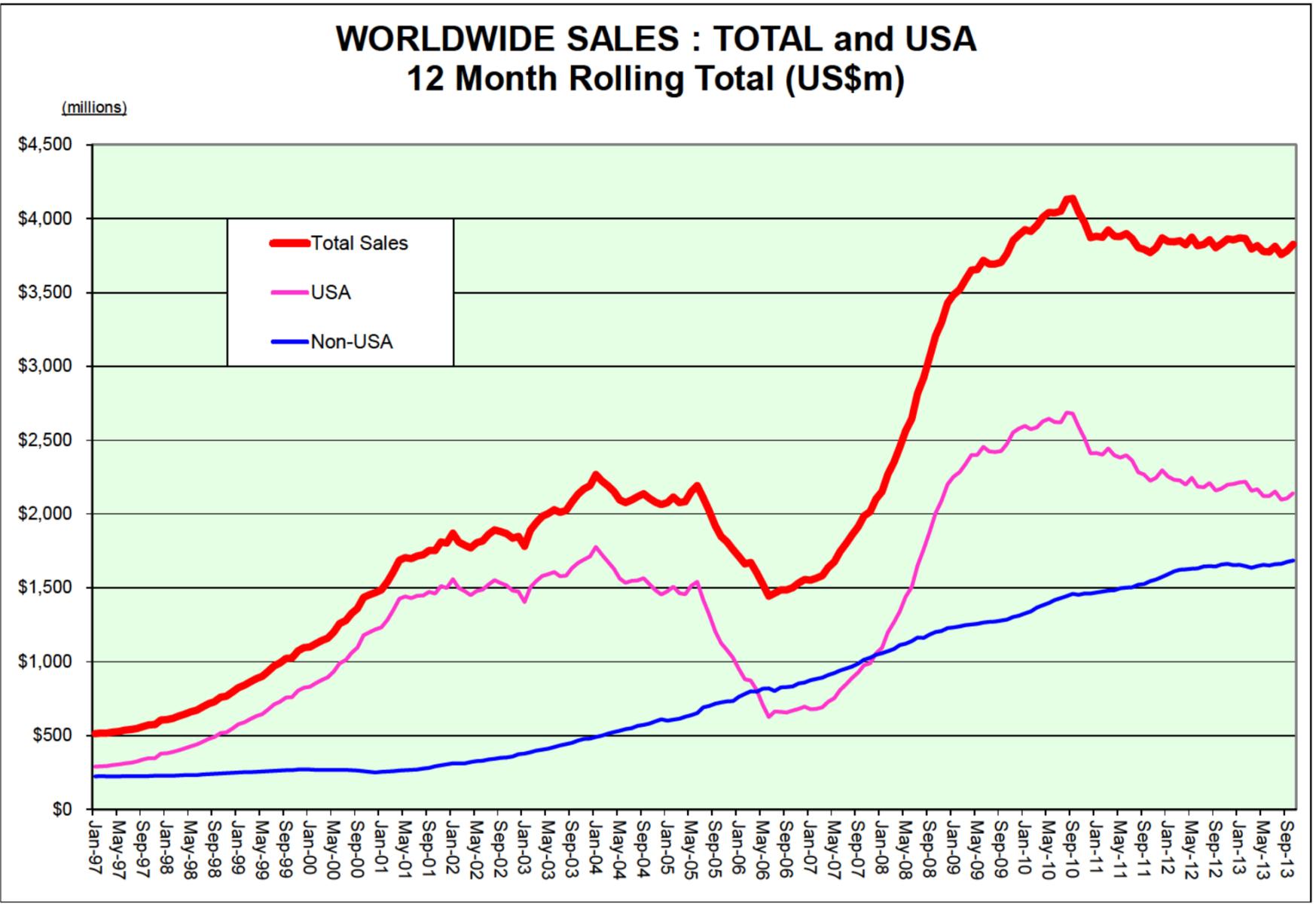
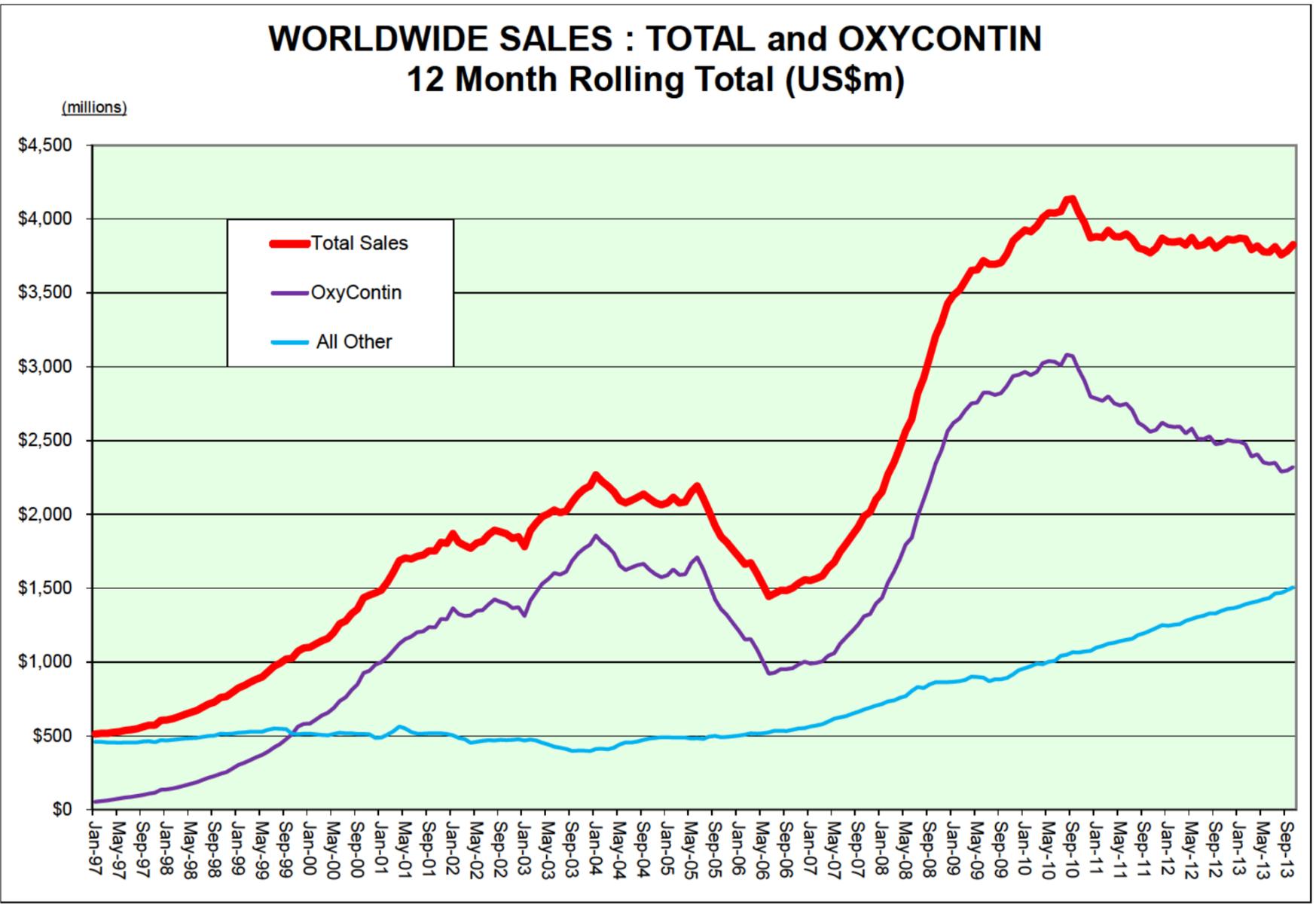
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October 2013

HISTORICAL SALES CHART



October 2013

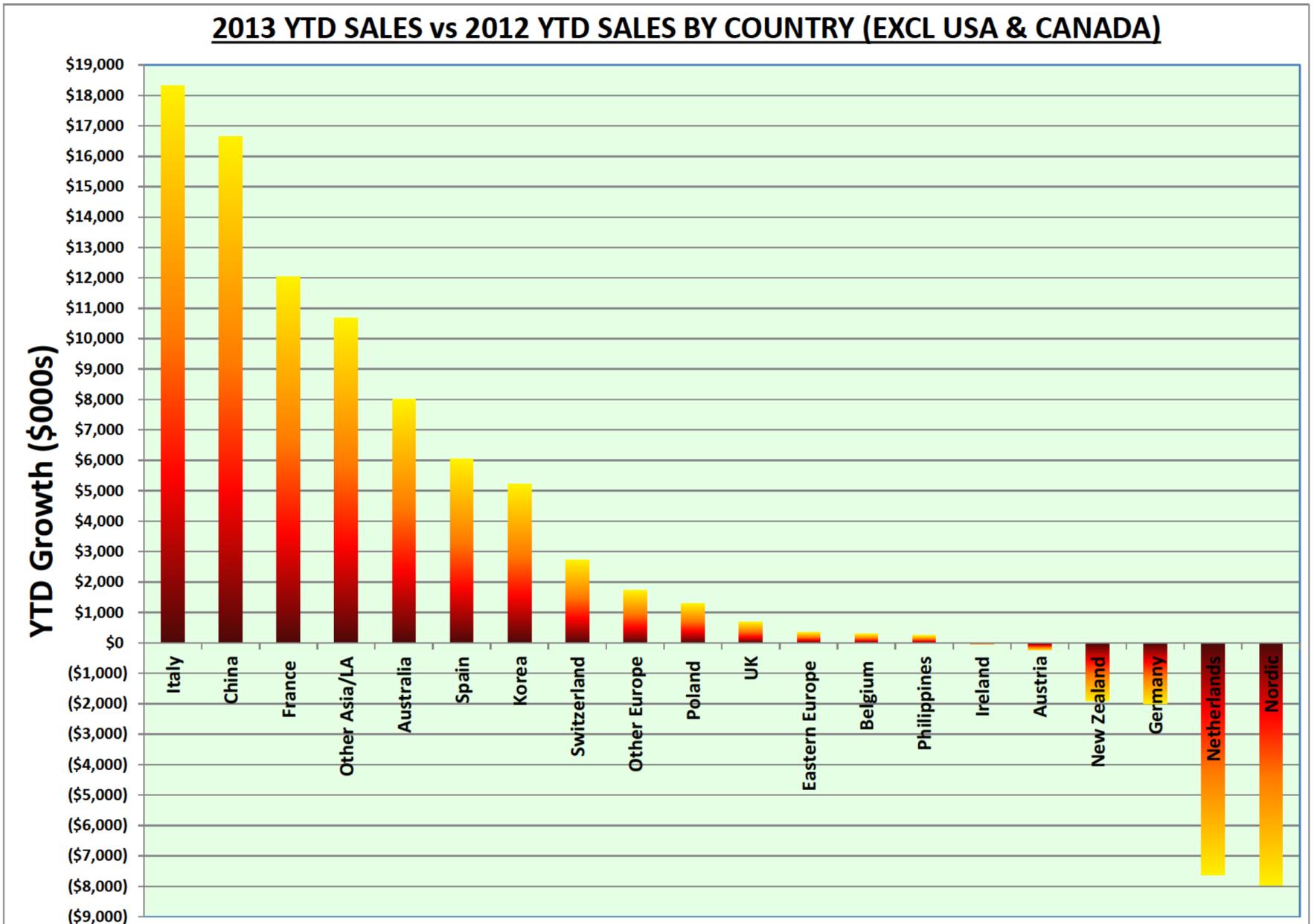
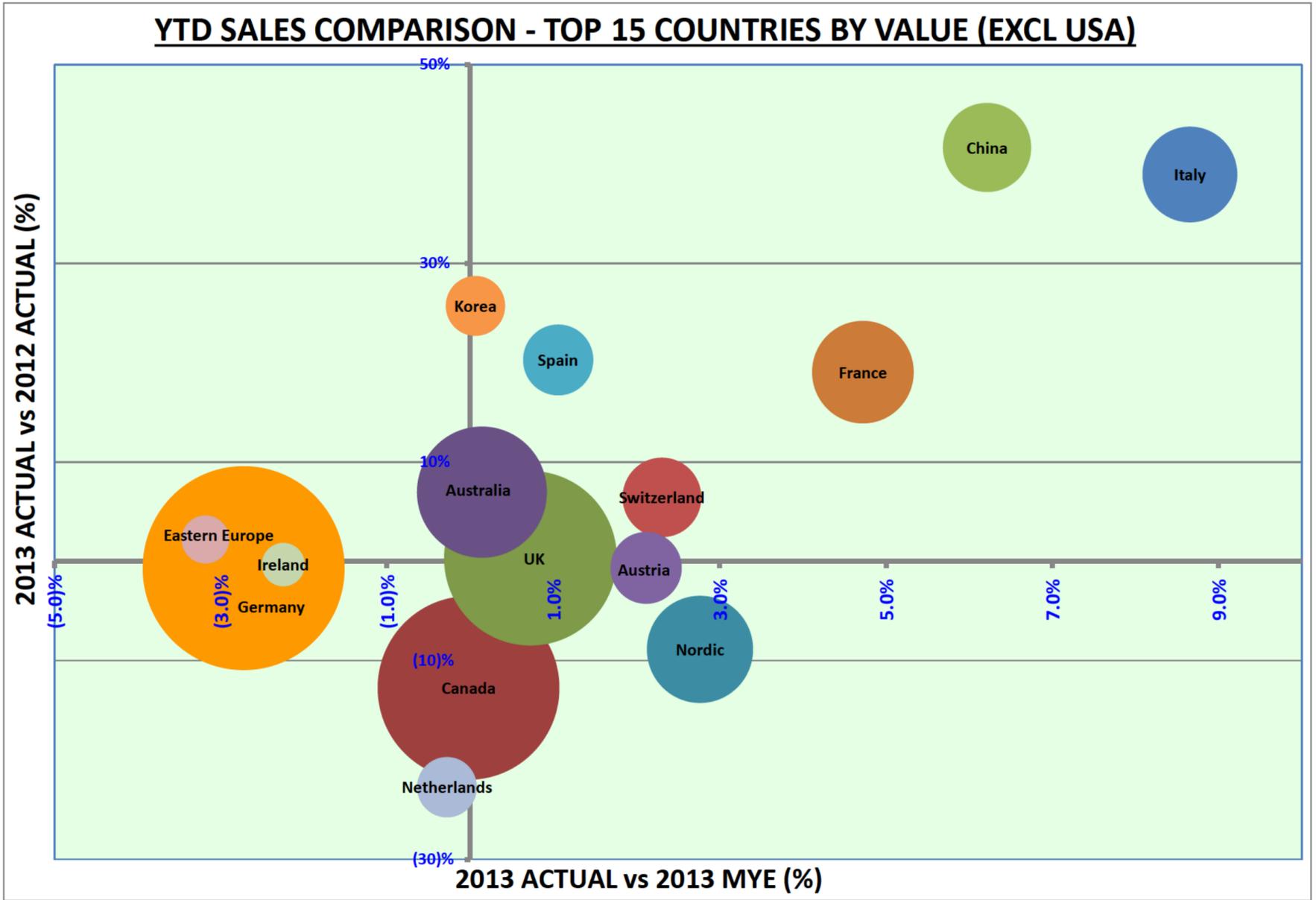
SUMMARY OF YEAR TO DATE SALES BY COUNTRY

		2013 Actual	% of Total	2012 Actual	2013 vs 2012	2013 MYE	2013 vs MYE	2013 Budget	2013 vs Bud
		US\$'000	%	US\$'000	%	US\$'000	%	US\$'000	%
Germany	(Mundipharma GmbH)	297,248	9.5	299,258	99.3	305,577	97.3	319,415	93.1
UK	(Napp Pharmaceuticals Ltd)	217,491	7.0	216,795	100.3	215,928	100.7	214,052	101.6
Nordic	(Norpharma / Mundipharma)	81,987	2.6	89,949	91.1	79,783	102.8	80,342	102.0
France	(Mundipharma SAS)	75,137	2.4	63,108	119.1	71,749	104.7	65,764	114.3
Italy	(Mundipharma Srl)	65,368	2.1	47,042	139.0	60,162	108.7	57,318	114.0
Switzerland	(Mundipharma Medical Co)	45,098	1.4	42,366	106.4	44,082	102.3	42,535	106.0
Austria	(Mundipharma GesmbH)	36,856	1.2	37,095	99.4	36,092	102.1	34,383	107.2
Spain	(Mundipharma SL)	35,823	1.1	29,781	120.3	35,448	101.1	33,148	108.1
Netherlands	(Mundipharma Pharmaceuticals BV)	25,968	0.8	33,604	77.3	26,040	99.7	29,675	87.5
Eastern Europe	(Mundipharma Medical GmbH)	16,490	0.5	16,133	102.2	17,032	96.8	17,662	93.4
Ireland	(Mundipharma Pharmaceuticals Ltd)	13,430	0.4	13,472	99.7	13,739	97.8	13,933	96.4
Belgium	(Mundipharma CVA)	9,087	0.3	8,786	103.4	8,883	102.3	10,801	84.1
Poland	(Norpharma)	8,226	0.3	6,919	118.9	7,357	111.8	7,373	111.6
South Africa	(Mundipharma Pty Ltd)	2,861	0.1	1,117	256.1	3,038	94.2	3,256	87.9
Portugal	(Mundipharma Farmaceutica Lda)	345	0.0	361	95.8	336	102.9	336	102.9
Total Europe		931,415	29.9	905,784	102.8	925,245	100.7	929,993	100.2
China	(MCPC)	56,610	1.8	39,956	141.7	53,298	106.2	45,149	125.4
Korea	(Mundipharma Korea Ltd)	25,539	0.8	20,312	125.7	25,523	100.1	23,540	108.5
Philippines	(Mundipharma Dist GmbH)	12,381	0.4	12,131	102.1	14,657	84.5	14,600	84.8
Thailand	(Mundipharma (Thailand) Ltd)	3,828	0.1	0	0.0	3,005	127.4	2,706	141.5
Malaysia	(Mundipharma Pharm. Sdn Bhd)	3,272	0.1	1,927	169.9	3,394	96.4	3,276	99.9
Hong Kong	(Mundipharma (Hong Kong) Ltd)	1,481	0.0	541	273.9	1,782	83.1	1,709	86.6
Singapore	(Mundipharma Pharmaceutical Pte Ltd)	1,042	0.0	975	106.9	1,191	87.5	1,322	78.8
Vietnam	(R.O. of Mundipharma Pharm. Pte. Ltd.)	866	0.0	0	0.0	1,003	86.4	879	98.6
Myanmar	(R.O. of Mundipharma Pharm. Pte. Ltd.)	548	0.0	0	0.0	375	n/a	375	146.1
Total Asia		105,567	3.4	75,841	139.2	104,228	101.3	93,556	112.8
Brazil	(Mundipharma Brasil Ltda)	2,648	0.7	0	0.0	4,211	62.9	4,816	55.0
Colombia	(Mundipharma (Colombia) SAS)	442	0.1	0	0.0	437	101.0	1,950	22.7
Total Asia & Latin America		108,657	29.7	75,841	143.3	108,876	99.8	100,321	108.3
Australia	(Mundipharma Pty Ltd)	122,881	3.9	114,864	107.0	122,709	100.1	122,416	100.4
New Zealand	(Mundipharma NZ Ltd)	4,315	0.1	6,228	69.3	3,881	111.2	3,163	136.4
Total ANZ		127,197	4.1	121,091	105.0	126,591	100.5	125,579	101.3
Canada	(Purdue Pharma)	240,746	7.7	275,878	87.3	240,796	100.0	263,866	91.2
Total excluding USA		1,408,015	45.2	1,378,595	102.1	1,401,509	100.5	1,419,758	99.2
U.S.A.	(Purdue Pharma LP)	1,709,331	54.8	1,772,749	96.4	1,751,484	97.6	2,023,429	84.5
Total Sales		3,117,346	100.0	3,151,344	98.9	3,152,993	98.9	3,443,187	90.5

SUMMARY OF THIS MONTH'S SALES BY COUNTRY

		2013 Actual	% of Total	2012 Actual	2013 vs 2012	2013 MYE	2013 vs MYE	2013 Budget	2013 vs Bud
		US\$'000	%	US\$'000	%	US\$'000	%	US\$'000	%
Germany	(Mundipharma GmbH)	31,631	8.6	31,169	101.5	33,781	93.6	33,658	94.0
UK	(Napp Pharmaceuticals Ltd)	25,844	7.1	23,352	110.7	23,055	112.1	24,333	106.2
Italy	(Mundipharma Srl)	10,189	2.8	5,092	200.1	6,517	156.3	6,507	156.6
France	(Mundipharma SAS)	8,704	2.4	6,853	127.0	7,852	110.8	7,894	110.3
Nordic	(Norpharma / Mundipharma)	8,679	2.4	9,617	90.2	7,990	108.6	8,926	97.2
Switzerland	(Mundipharma Medical Co)	4,828	1.3	4,272	113.0	4,292	112.5	4,212	114.6
Spain	(Mundipharma SL)	3,863	1.1	3,098	124.7	3,813	101.3	3,746	103.1
Austria	(Mundipharma GesmbH)	3,566	1.0	3,946	90.4	3,524	101.2	3,492	102.1
Netherlands	(Mundipharma Pharmaceuticals BV)	2,713	0.7	3,577	75.8	2,669	101.6	3,275	82.8
Eastern Europe	(Mundipharma Medical GmbH)	1,800	0.5	2,138	84.2	2,133	84.4	2,052	87.7
Ireland	(Mundipharma Pharmaceuticals Ltd)	1,508	0.4	1,303	115.7	1,561	96.6	1,500	100.5
Belgium	(Mundipharma CVA)	1,038	0.3	914	113.5	979	106.0	1,199	86.6
Poland	(Norpharma)	970	0.3	599	162.1	819	118.4	851	114.0
South Africa	(Mundipharma Pty Ltd)	499	0.1	213	234.3	473	105.4	512	97.5
Portugal	(Mundipharma Farmaceutica Lda)	39	0.0	38	101.8	33	118.1	33	118.1
Total Europe		105,871	28.9	96,183	110.1	99,491	106.4	102,188	103.6
China	(MCPC)	6,170	1.7	4,722	130.7	5,336	115.6	5,495	112.3
Korea	(Mundipharma Korea Ltd)	2,637	0.7	2,325	113.4	2,789	94.5	2,806	94.0
Philippines	(Mundipharma Dist GmbH)	1,459	0.4	980	148.8	1,723	84.7	1,644	88.7
Malaysia	(Mundipharma Pharm. Sdn Bhd)	320	0.1	196	163.5	389	82.2	375	85.2
Hong Kong	(Mundipharma (Hong Kong) Ltd)	145	0.0	101	143.4	255	57.1	218	66.6
Singapore	(Mundipharma Pharmaceutical Pte Ltd)	128	0.0	166	76.9	176	72.9	122	104.5
Thailand	(Mundipharma (Thailand) Ltd)	69	0.0	0	0.0	108	64.1	258	26.9
Vietnam	(R.O. of Mundipharma Pharm. Pte. Ltd.)	0	0.0	0	0.0	147	0.0	138	0.0
Myanmar	(R.O. of Mundipharma Pharm. Pte. Ltd.)	0	0.0	0	0.0	38	0.0	38	0.0
Total Asia		10,928	3.0	8,490	128.7	10,961	99.7	11,093	98.5
Brazil	(Mundipharma Brasil Ltda)	700	0.2	0	0.0	1,842	38.0	831	84.2
Colombia	(Mundipharma (Colombia) SAS)	286	0.1	0	0.0	231	124.1	325	88.1
Total Asia & Latin America		11,915	3.3	8,490	140.3	13,033	91.4	12,250	97.3
Australia	(Mundipharma Pty Ltd)	12,499	3.4	12,247	102.1	12,967	96.4	13,127	95.2
New Zealand	(Mundipharma NZ Ltd)	225	0.1	589	38.2	150	149.8	150	149.8
Total ANZ		12,724	3.5	12,836	99.1	13,117	97.0	13,277	95.8
Canada	(Purdue Pharma)	25,250	6.9	29,025	87.0	22,644	111.5	25,783	97.9
Total excluding USA		155,760	42.5	146,534	106.3	148,286	105.0	153,498	101.5
U.S.A.	(Purdue Pharma LP)	210,427	57.5	174,934	120.3	180,713	116.4	213,311	98.6
Total Sales		366,187	100.0	321,468	113.9	328,999	111.3	366,810	99.8

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YEAR TO DATE SALES

	USA (Purdue Pharma LP) US\$'000	Europe US\$'000	Canada (Purdue Pharma) US\$'000	ANZ US\$'000	Asia / Lat Am US\$'000	2013 Total US\$'000	% of Total	2012 Actual US\$'000	2013 vs 2012 %	2013 MYE US\$'000	2013 vs MYE %	2013 Budget US\$'000	2013 vs Bud %
OxyContin	1,511,145	160,508	90,736	50,809	41,390	1,854,588	59.5	2,026,354	91.5	1,872,466	99.0	2,120,570	87.5
Targin / Targinact		206,264	2,008	17,805	9,215	235,292	7.5	189,725	124.0	235,820	99.8	242,062	97.2
Other Oxycodone		76,118	1,989	5,323	4,245	87,675	2.8	85,613	102.4	85,584	102.4	83,832	104.6
MST	9,016	52,156	4,626	9,113	17,833	92,744	3.0	95,060	97.6	92,556	100.2	90,716	102.2
DHC		10,942		1,165		12,108	0.4	12,908	93.8	12,276	98.6	12,503	96.8
Tramadol / Ryzolt	120	3,697	4,655		10,244	18,716	0.6	16,803	111.4	17,046	109.8	16,532	113.2
Palladone / Dilaudid	11,177	62,989	86,391	2,653		163,210	5.2	161,884	100.8	162,853	100.2	154,726	105.5
Norspan / BuTrans	109,720	119,043	6,948	39,406	4,251	279,368	9.0	235,526	118.6	292,785	95.4	297,222	94.0
Transtec		5,928				5,928	0.2	7,907	75.0	7,011	84.6	7,761	76.4
Other		5,889	6,179	905	425	13,399	0.4	16,452	81.4	13,778	97.3	13,267	101.0
ANALGESIC - Total	1,641,178	703,534	203,533	127,180	87,603	2,763,028	88.6	2,848,231	97.0	2,792,174	99.0	3,039,193	90.9
	59.4%	25.5%	7.4%	4.6%	3.2%	100.0%							
ANTISEPTIC - Total	9,856	16,869	1,077		18,354	46,157	1.5	37,708	122.4	47,678	96.8	44,558	103.6
	21.4%	36.5%	2.3%	0.0%	39.8%	100.0%							
Flutiform		17,763			1	17,764	0.6	1,534	1158.4	20,872	85.1	27,377	64.9
Uniphyll / Uniphyllin		3,346	1,349		269	4,964	0.2	5,164	96.1	4,978	99.7	4,973	99.8
Other Respiratory		1,417	339		35	1,791	0.1	1,908	93.9	1,844	97.1	1,879	95.3
RESPIRATORY - Total		22,526	1,688		304	24,518	0.8	8,605	284.9	27,695	88.5	34,228	71.6
	0.0%	91.9%	6.9%	0.0%	1.2%	100.0%							
Adizem		13,687				13,687	0.4	14,899	91.9	14,794	92.5	15,523	88.2
Other					246	246	0.0	221	111.7	204	120.8	200	123.4
CARDIOVASCULAR - Total		13,687			246	13,933	0.4	15,120	92.2	14,997	92.9	15,722	88.6
	0.0%	98.2%	0.0%	0.0%	1.8%	100.0%							
Senokot	17,515	46	14,677		1,038	33,277	1.1	32,555	102.2	31,485	105.7	31,489	105.7
Colace	23,737					23,737	0.8	24,219	98.0	24,791	95.7	24,770	95.8
Other		5,999				5,999	0.2	6,245	96.1	6,075	98.8	6,125	98.0
LAXATIVE - Total	41,253	6,045	14,677		1,038	63,014	2.0	63,020	100.0	62,351	101.1	62,384	101.0
	65.5%	9.6%	23.3%	0.0%	1.6%	100.0%							
Levact		125,309				125,309	4.0	108,801	115.2	128,446	97.6	134,211	93.4
DepoCyte		8,319			67	8,386	0.3	9,775	85.8	7,456	112.5	7,160	117.1
Folotyn					393	393	0.0	21	1904.8	364	107.9	723	54.3
ONCOLOGY - Total		133,628			460	134,088	4.3	118,597	113.1	136,266	98.4	142,094	94.4
	0.0%	99.7%	0.0%	0.0%	0.3%	100.0%							
Intermezzo	12,089					12,089	0.4	6,148	196.6	11,623	104.0	42,963	28.1
Other	4,956	35,126	19,770	17	651	60,519	1.9	53,916	112.2	71,832	84.3	62,045	97.5
ALL OTHER - Total	17,045	35,126	19,770	17	651	72,608	2.3	60,065	120.9	71,832	101.1	105,008	69.1
	23.5%	48.4%	27.2%	0.0%	0.9%	100.0%							
TOTAL SALES	1,709,331	931,415	240,746	127,197	108,657	3,117,346	100.0	3,151,344	98.9	3,152,993	98.9	3,443,187	90.5
	54.8%	29.9%	7.7%	4.1%	3.5%	100.0%							

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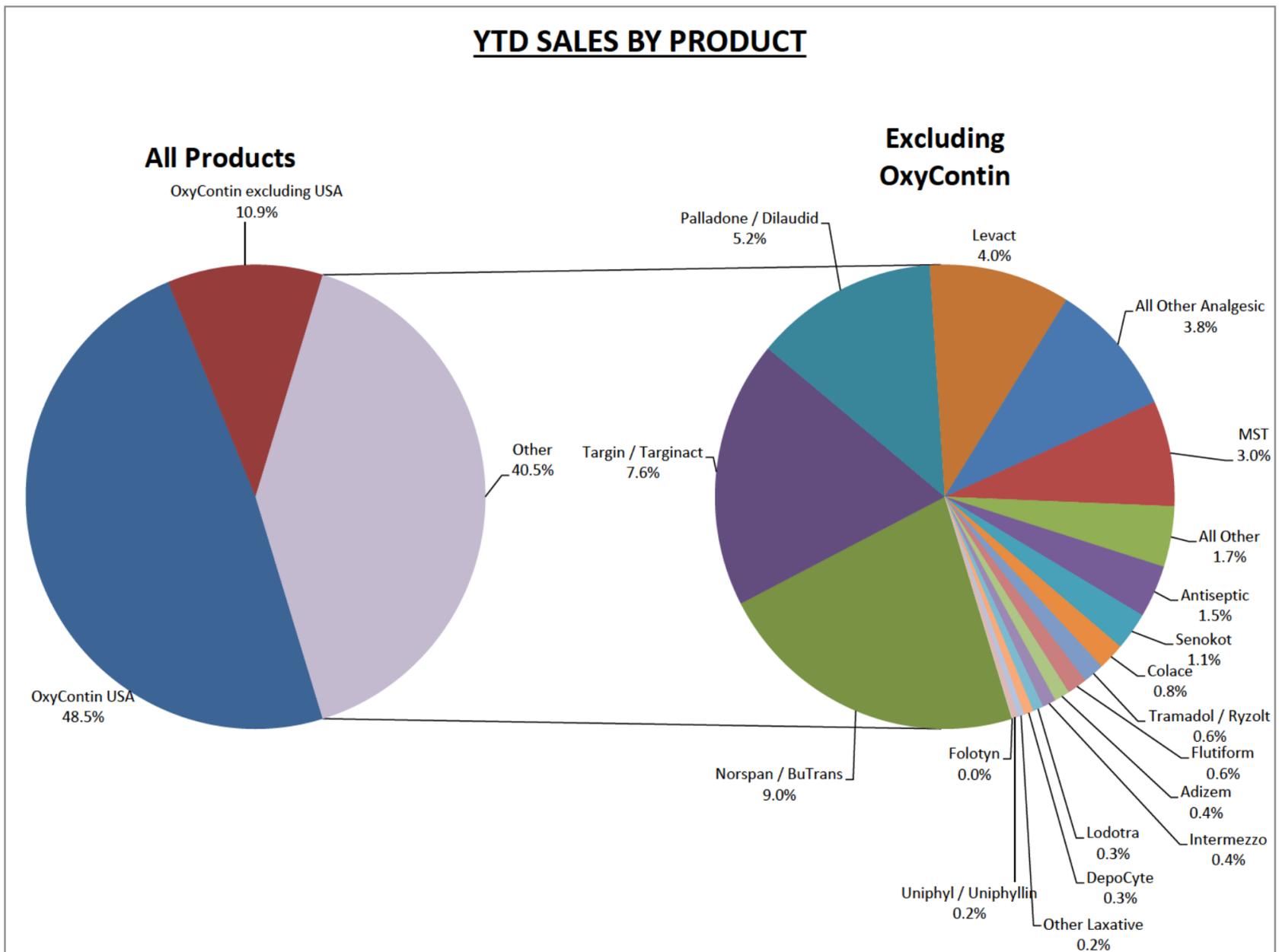
MONTH SALES

	USA (Purdue Pharma LP) US\$'000	Europe US\$'000	Canada (Purdue Pharma) US\$'000	ANZ US\$'000	Asia / Lat Am US\$'000	2013 Total US\$'000	% of Total	2012 Actual US\$'000	2013 vs 2012 %	2013 MYE US\$'000	2013 vs MYE %	2013 Budget US\$'000	2013 vs Bud %
OxyContin	185,625	17,856	9,439	4,702	5,191	222,813	60.8	196,891	113.2	188,957	117.9	217,894	102.3
Targin / Targinact		23,732	203	2,104	967	27,006	7.4	22,405	120.5	26,548	101.7	26,653	101.3
Other Oxycodone		7,963	184	592	393	9,132	2.5	9,370	97.5	8,353	109.3	9,463	96.5
MST	1,150	4,462	536	876	1,955	8,980	2.5	9,295	96.6	8,351	107.5	8,339	107.7
DHC		1,233		76		1,309	0.4	1,471	89.0	1,269	103.2	1,332	98.2
Tramadol / Ryzolt	12	316	504		1,102	1,935	0.5	1,585	122.0	1,664	116.3	1,764	109.6
Palladone / Dilaudid	1,020	6,074	8,814	287		16,195	4.4	18,292	88.5	15,696	103.2	14,909	108.6
Norspan / BuTrans	15,357	13,760	834	3,999	522	34,472	9.4	27,196	126.8	33,929	101.6	34,770	99.3
Transtec		713				713	0.2	736	96.9	787	90.6	827	86.3
Other		734	716	88	34	1,571	0.4	1,585	99.2	986	159.4	1,221	128.7
ANALGESIC - Total	203,165	76,843	21,230	12,723	10,164	324,125	88.5	288,827	112.2	286,539	113.1	317,171	102.2
	62.7%	23.7%	6.5%	3.9%	3.1%	100.0%							
ANTISEPTIC - Total	994	1,492	93		1,401	3,980	1.1	4,339	91.7	5,090	78.2	4,666	85.3
	25.0%	37.5%	2.3%	0.0%	35.2%	100.0%							
Flutiform		3,643			1	3,644	1.0	104	3515.2	4,067	89.6	5,797	62.9
Uniphyll / Uniphyllin		383	125		32	540	0.1	549	98.3	532	101.6	507	106.4
Other Respiratory		161	46		1	208	0.1	195	107.0	205	101.7	201	103.8
RESPIRATORY - Total		4,188	171		34	4,392	1.2	847	518.3	4,803	91.4	6,506	67.5
	0.0%	95.3%	3.9%	0.0%	0.8%	100.0%							
Adizem		1,649				1,649	0.5	1,680	98.2	1,701	97.0	1,663	99.2
Other					26	26	0.0	20	129.8	18	146.2	20	130.3
CARDIOVASCULAR - Total		1,649			26	1,675	0.5	1,700	98.5	1,719	97.5	1,683	99.5
	0.0%	98.4%	0.0%	0.0%	1.6%	100.0%							
Senokot	1,688	6	1,405		159	3,259	0.9	3,735	87.2	3,307	98.5	3,304	98.6
Colace	2,714					2,714	0.7	3,065	88.6	2,477	109.6	2,479	109.5
Other		599				599	0.2	535	111.9	594	100.8	600	99.7
LAXATIVE - Total	4,403	605	1,405		159	6,572	1.8	7,335	89.6	6,378	103.0	6,383	103.0
	67.0%	9.2%	21.4%	0.0%	2.4%	100.0%							
Levact		15,113				15,113	4.1	11,406	132.5	14,854	101.7	15,667	96.5
DepoCyte		1,243			8	1,250	0.3	(73)	(1704.7)	1,095	114.2	1,089	114.9
Folotyn					37	37	0.0	21	181.0	35	105.9	207	18.1
ONCOLOGY - Total		16,356			45	16,401	4.5	11,353	144.5	15,984	102.6	16,962	96.7
	0.0%	99.7%	0.0%	0.0%	0.3%	100.0%							
Intermezzo	1,384					1,384	0.4	(32)	(4387.4)	1,072	129.1	6,129	22.6
Other	482	4,739	2,351	1	85	7,658	2.1	7,097	107.9	8,486	90.2	7,309	104.8
ALL OTHER - Total	1,866	4,739	2,351	1	85	9,041	2.5	7,065	128.0	8,486	106.5	13,438	67.3
	20.6%	52.4%	26.0%	0.0%	0.9%	100.0%							
TOTAL SALES	210,427	105,871	25,250	12,724	11,915	366,187	100.0	321,468	113.9	328,999	111.3	366,810	99.8
	57.5%	28.9%	6.9%	3.5%	3.3%	100.0%							

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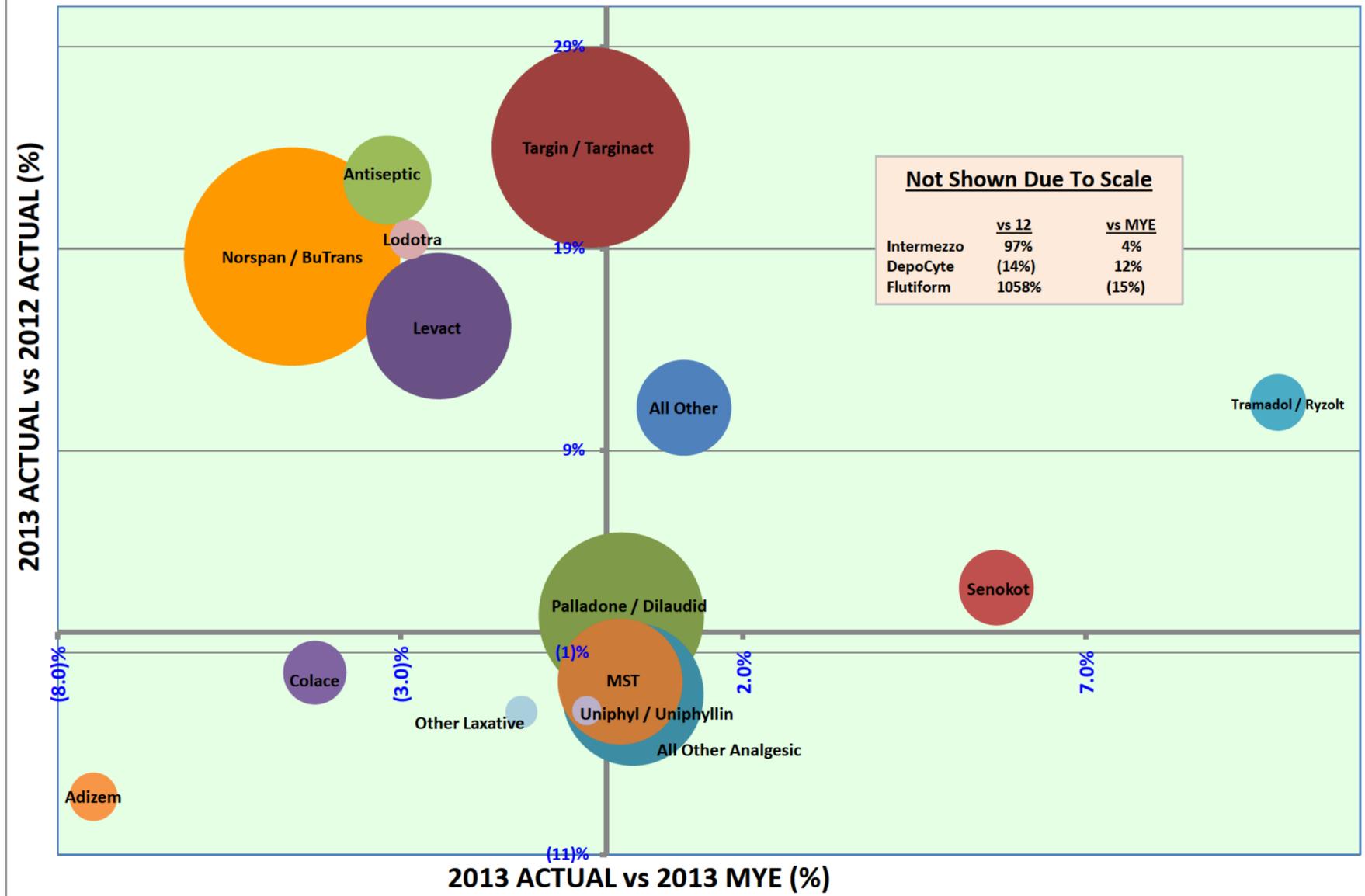
SALES BY PRODUCT - YEAR TO DATE

	2013 Actual		2012 Actual		2013 vs 2012		2013 MYE		2013 vs MYE	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Norspan / BuTrans	279,368	22.1	235,526	20.9	43,842	118.6	292,785	22.9	(13,417)	95.4
Targin / Targinact	235,292	18.6	189,725	16.9	45,566	124.0	235,820	18.4	(528)	99.8
Palladone / Dilaudid	163,210	12.9	161,884	14.4	1,326	100.8	162,853	12.7	357	100.2
Levact	125,309	9.9	108,801	9.7	16,508	115.2	128,446	10.0	(3,137)	97.6
All Other Analgesic	119,110	9.4	122,879	10.9	(3,769)	96.9	118,648	9.3	462	100.4
MST	92,744	7.3	95,060	8.4	(2,316)	97.6	92,556	7.2	188	100.2
All Other	53,291	4.2	48,289	4.3	5,002	110.4	52,717	4.1	573	101.1
Antiseptic	46,157	3.7	37,708	3.4	8,449	122.4	47,678	3.7	(1,522)	96.8
Senokot	33,277	2.6	32,555	2.9	722	102.2	31,485	2.5	1,792	105.7
Colace	23,737	1.9	24,219	2.2	(482)	98.0	24,791	1.9	(1,054)	95.7
Tramadol / Ryzolt	18,716	1.5	16,803	1.5	1,914	111.4	17,046	1.3	1,671	109.8
Flutiform	17,764	1.4	1,534	0.1	16,230	n/a	20,872	1.6	(3,108)	85.1
Adizem	13,687	1.1	14,899	1.3	(1,212)	91.9	14,794	1.2	(1,107)	92.5
Intermezzo	12,089	1.0	6,148	0.5	5,941	196.6	11,623	0.9	466	104.0
Lodotra	9,265	0.7	7,755	0.7	1,510	119.5	9,540	0.7	(274)	97.1
DepoCyte	8,386	0.7	9,775	0.9	(1,389)	85.8	7,456	0.6	930	112.5
Other Laxative	5,999	0.5	6,245	0.6	(246)	96.1	6,075	0.5	(75)	98.8
Uniphyl / Uniphyllin	4,964	0.4	5,164	0.5	(200)	96.1	4,978	0.4	(14)	99.7
Folotyn	393	0.0	21	0.0	372	n/a	364	0.0	29	107.9
Products excl Oxy	1,262,758	100.0	1,124,990	100.0	137,768	112.2	1,280,527	100.0	(17,769)	98.6
Products excl Oxy restated		40.5		35.7				40.6		
OxyContin	1,854,588	59.5	2,026,354	64.3	(171,766)	91.5	1,872,466	59.4	(17,878)	99.0
TOTALS	3,117,346	100.0	3,151,344	100.0	(33,998)	98.9	3,152,993	100.0	(35,647)	98.9

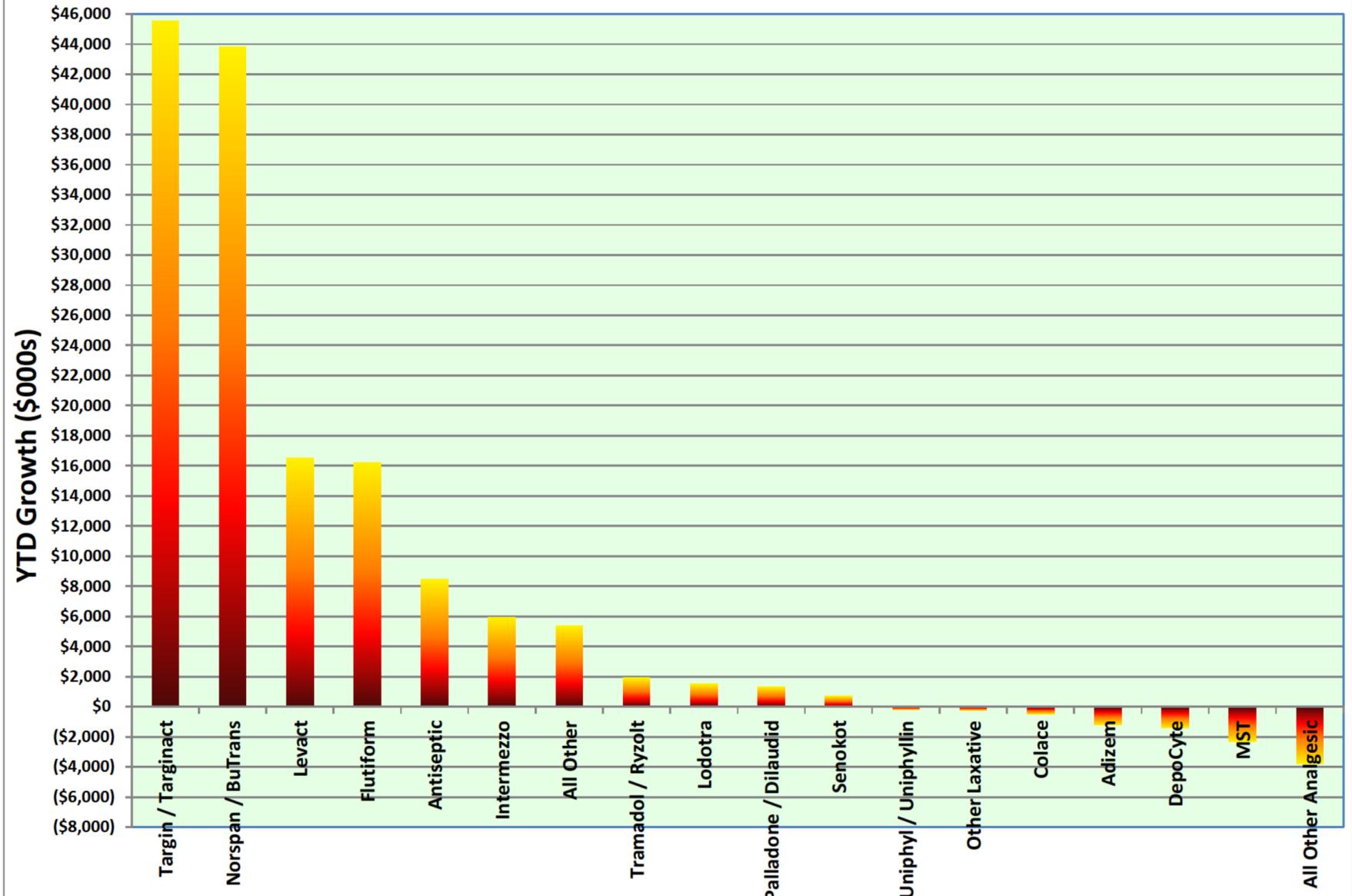


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YTD SALES COMPARISON - BY PRODUCT (EXCL OXYCONTIN)



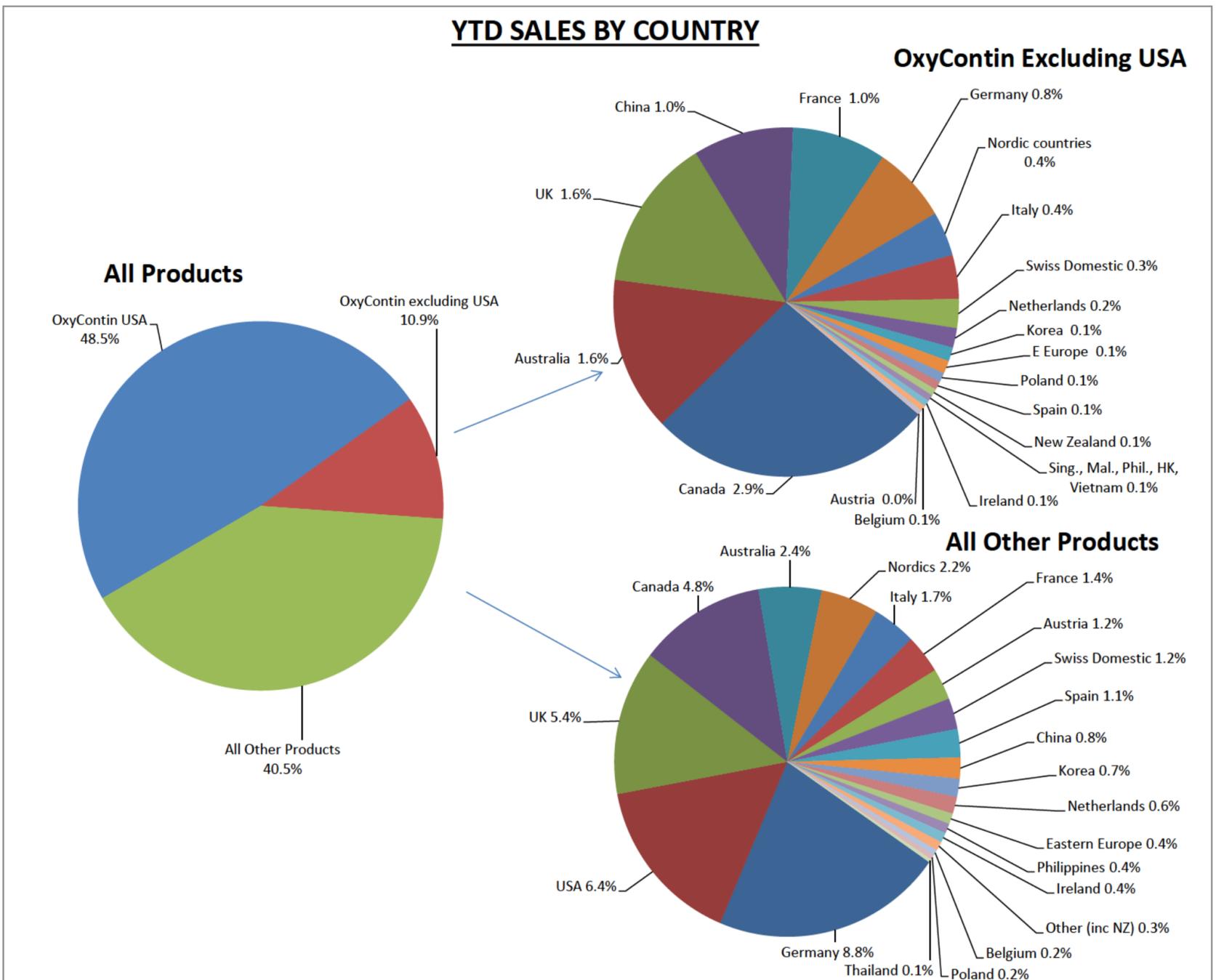
2013 YTD SALES vs 2012 YTD SALES BY PRODUCT (EXCL OXYCONTIN)



October 2013

SALES BY COUNTRY - YEAR TO DATE

	2013 Actual		2012 Actual		2013 vs 2012		2013 MYE		2013 vs MYE	
	Total US\$'000	% of Total	Total US\$'000	% of Total	US\$'000	%	Total US\$'000	% of Total	US\$'000	%
Excluding OxyContin										
Germany (M. GmbH)	273,061	21.6	269,411	23.9	3,649	101.4	281,754	22.0	(8,693)	96.9
USA (Purdue)	198,187	15.7	173,772	15.4	24,415	114.0	209,478	16.4	(11,291)	94.6
UK (Napp)	169,178	13.4	160,074	14.2	9,103	105.7	167,776	13.1	1,402	100.8
Canada (Purdue)	150,010	11.9	132,831	11.8	17,178	112.9	150,319	11.7	(309)	99.8
Australia (M. Pty Ltd)	74,252	5.9	62,357	5.5	11,895	119.1	74,277	5.8	(25)	100.0
Nordics (Norpharma)	68,016	5.4	62,497	5.6	5,519	108.8	68,267	5.3	(251)	99.6
Italy (M. Srl)	51,522	4.1	29,975	2.7	21,547	171.9	48,361	3.8	3,162	106.5
France (M. SAS)	45,178	3.6	37,635	3.3	7,543	120.0	43,800	3.4	1,378	103.1
Austria (M. GesmbH)	36,497	2.9	36,682	3.3	(185)	99.5	35,766	2.8	731	102.0
Swiss Domestic (MMCO)	35,986	2.8	32,187	2.9	3,799	111.8	36,046	2.8	(60)	99.8
Spain (M. SL)	33,170	2.6	25,197	2.2	7,974	131.6	32,819	2.6	351	101.1
China (MCPC)	24,653	2.0	22,534	2.0	2,119	109.4	24,930	1.9	(277)	98.9
Korea (M. Korea Ltd)	21,200	1.7	12,195	1.1	9,005	173.8	21,230	1.7	(30)	99.9
Netherlands (M. P. BV)	19,775	1.6	18,403	1.6	1,372	107.5	21,235	1.7	(1,460)	93.1
Eastern Europe (MMG)	12,385	1.0	10,564	0.9	1,821	117.2	13,244	1.0	(859)	93.5
Philippines (M Dist GmbH)	11,502	0.9	10,754	1.0	748	107.0	13,524	1.1	(2,022)	85.0
Ireland (M. P. Ltd)	11,427	0.9	11,098	1.0	328	103.0	11,754	0.9	(327)	97.2
Other (inc NZ)	10,419	0.8	6,570	0.6	3,849	158.6	11,056	0.9	(636)	94.2
Belgium (M. CVA)	7,249	0.6	5,674	0.5	1,575	127.8	7,095	0.6	154	102.2
Poland (Norpharma)	5,263	0.4	4,580	0.4	684	114.9	4,791	0.4	473	109.9
Thailand (Mundi. (T'land) Ltd)	3,828	0.3	0	0.0	3,828	n/a	3,005	0.2	823	127.4
Products excl Oxy	1,262,758	100.0	1,124,990	100.0	137,768	112.2	1,280,527	100.0	(17,769)	98.6
Products excl Oxy restated		40.5		35.7				40.6		
OxyContin	1,854,588	59.5	2,026,354	64.3	(171,766)	91.5	1,872,466	59.4	(17,878)	99.0
TOTALS	3,117,346	100.0	3,151,344	100.0	(33,998)	98.9	3,152,993	100.0	(35,647)	98.9



October 2013

OXYCONTIN SALES HISTORY

Date of Launch >	USA	Canada	Nordic	Germany	Ireland	Australia	UK	Neths.	Switzerland	E.Europe	Austria	Korea	France	Spain	Italy	New Zealand	SE Asia / LA	China	Belgium	Poland	South Africa	Total Monthly Sales	12 Mth Rolling Total	12 Mth Monthly Moving Average	
	(Purdue Pharma LP) Dec 95 US\$'000	(Purdue Pharma) Jun 96 US\$'000	(Norpharma / Mundipharma) Dec 96 US\$'000	(Mundipharma GmbH) Aug 98 US\$'000	(Mundipharma Pharm. Ltd) Jan 99 US\$'000	(Mundipharma Pty Ltd) Sep 99 US\$'000	(Napp Pharma. Ltd) Jan 00 US\$'000	(Mundipharma Pharm. BV) Dec 00 US\$'000	(Mundipharma Medical Co) Feb 01 US\$'000	(Mundipharma Medical GmbH) Feb 01 US\$'000	(Mundipharma GesmbH) Mar 01 US\$'000	(Mundipharma Korea Ltd) Mar 01 US\$'000	(Mundipharma SAS) Apr 02 US\$'000	(Mundipharma SL) Jun 04 US\$'000	(Mundipharma Srl) Mar 05 US\$'000	(Mundipharma NZ Ltd) Jul 05 US\$'000	(P'ines, HK, Malaysia, Spore, Lat Am) Jul 05 US\$'000	(MCPC) Aug 04 US\$'000	(Mundipharma CVA) Feb 07 US\$'000	(Norpharma) Jul 08 US\$'000	(Mundipharma Pty Ltd) Mar 12 US\$'000				US\$'000
1996	47,982	122	12																			48,116	48,116	4,010	
1997	133,255	1,014	240																			134,509	134,509	11,209	
1998	273,219	2,614	646	2,669																		279,148	279,148	23,262	
1999	562,570	5,111	1,541	10,956	228																	580,405	580,405	48,367	
2000	951,446 96.8%	9,583 1.0%	2,620 0.3%	14,612 1.5%	326 0.0%	1,663 0.2%	2,320 0.2%	22 0.0%														982,592 100.0%	982,599	81,883	
2001	1,232,159 95.5%	18,349 1.4%	4,783 0.4%	21,915 1.7%	553 0.0%	3,985 0.3%	6,639 0.5%	351 0.0%	41 0.0%	92 0.0%	262 0.0%	1,419 0.1%										1,290,548 100.0%	1,290,548	107,546	
2002	1,269,342 92.6%	29,691 2.2%	9,739 0.7%	37,060 2.7%	845 0.1%	6,681 0.5%	11,793 0.9%	1,333 0.1%	213 0.0%	283 0.0%	662 0.0%	2,200 0.2%	629 0.0%									1,370,471 100.0%	1,370,471	114,206	
2003	1,619,821 90.2%	52,889 2.9%	17,213 1.0%	62,176 3.5%	1,233 0.1%	10,809 0.6%	20,052 1.1%	3,196 0.2%	1,097 0.1%	945 0.1%	948 0.1%	3,607 0.2%	1,652 0.1%									1,795,638 100.0%	1,795,638	149,637	
2004	1,334,601 84.8%	75,404 4.8%	22,170 1.4%	79,186 5.0%	1,262 0.1%	16,051 1.0%	24,696 1.6%	5,655 0.4%	2,208 0.1%	1,681 0.1%	1,360 0.1%	5,533 0.4%	3,345 0.2%	336 0.0%								1,573,488 100.0%	1,573,488	131,124	
2005	941,705 74.6%	93,960 7.4%	27,676 2.2%	114,711 9.1%	1,988 0.2%	20,032 1.6%	33,687 2.7%	7,317 0.6%	3,300 0.3%	3,537 0.3%	1,399 0.1%	5,663 0.4%	5,404 0.4%	1,169 0.1%	839 0.1%	103 0.0%	345 0.0%					1,262,836 100.0%	1,262,836	105,236	
2006	605,123 60.3%	124,231 12.4%	32,382 3.2%	130,001 13.0%	1,869 0.2%	24,704 2.5%	42,330 4.2%	9,420 0.9%	4,551 0.5%	4,437 0.4%	1,852 0.2%	8,629 0.9%	7,209 0.7%	1,927 0.2%	3,104 0.3%	505 0.1%	644 0.1%					1,002,915 100.0%	1,002,915	83,576	
2007	955,636 68.4%	152,630 10.9%	41,294 3.0%	90,966 6.5%	2,404 0.2%	33,018 2.4%	57,144 4.1%	11,982 0.9%	6,425 0.5%	6,718 0.5%	2,274 0.2%	11,035 0.8%	10,126 0.7%	3,066 0.2%	6,690 0.5%	1,198 0.1%	954 0.1%	2,421 0.2%	516 0.0%			1,396,496 100.0%	1,396,496	116,375	
2008	2,114,078 82.4%	164,773 6.4%	44,031 1.7%	69,907 2.7%	2,717 0.1%	36,032 1.4%	52,130 2.0%	13,052 0.5%	8,914 0.3%	8,635 0.3%	2,657 0.1%	8,663 0.3%	13,958 0.5%	5,333 0.2%	10,242 0.4%	1,612 0.1%	1,316 0.1%	4,444 0.2%	1,628 0.1%	8 0.0%		2,564,130 100.0%	2,564,130	213,677	
2009	2,457,763 83.4%	181,732 6.2%	45,943 1.6%	62,779 2.1%	2,876 0.1%	42,270 1.4%	56,581 1.9%	9,269 0.3%	10,037 0.3%	8,874 0.3%	2,665 0.1%	9,523 0.3%	18,718 0.6%	6,764 0.2%	17,688 0.6%	2,261 0.1%	1,556 0.1%	6,308 0.2%	2,278 0.1%	24 0.0%		2,945,909 100.0%	2,945,909	245,492	
2010	2,267,670 81.1%	205,224 7.3%	40,016 1.4%	50,960 1.8%	2,965 0.1%	54,863 2.0%	53,388 1.9%	14,691 0.5%	11,468 0.4%	10,799 0.4%	1,973 0.1%	10,219 0.4%	22,902 0.8%	8,206 0.3%	24,384 0.9%	3,396 0.1%	1,864 0.1%	8,509 0.3%	3,257 0.1%	134 0.0%		2,796,889 100.0%	2,796,889	233,074	
2011	2,045,908 78.1%	215,457 8.2%	45,460 1.7%	43,576 1.7%	3,229 0.1%	66,497 2.5%	62,363 2.4%	17,209 0.7%	13,608 0.5%	9,165 0.3%	1,342 0.1%	10,222 0.4%	28,057 1.1%	6,556 0.3%	24,876 0.9%	3,954 0.2%	2,402 0.1%	13,779 0.5%	4,140 0.2%	1,829 0.1%		2,619,627 100.0%	2,619,627	218,302	
Jan-12	114,958	18,212	3,195	2,821	214	6,122	5,657	1,344	1,063	22	28	916	2,229	511	2,422	363	264	1,290	236	96		161,963	2,599,498	216,625	
Feb-12	127,009	23,526	3,769	2,834	233	4,873	4,722	1,430	994	267	35	766	2,221	508	1,600	347	222	1,462	337	121		177,278	2,592,208	216,017	
Mar-12	225,184	21,549	3,272	2,991	227	5,701	5,765	1,354	1,060	1,186	46	732	2,396	458	1,294	255	206	1,637	377	224	27	275,940	2,593,572	216,131	
Apr-12	149,161	11,872	2,383	2,816	235	5,635	5,378	1,296	973	309	44	754	2,510	545	1,899	319	340	1,458	277	308	28	188,539	2,546,823	212,235	
May-12	199,012	10,601	2,597	2,880	246	5,272	6,687	1,453	1,023	449	46	808	2,608	481	1,964	400	183	1,682	365	295	52	239,106	2,581,510	215,126	
Jun-12	145,696	10,952	2,275	3,095	229	6,363	6,726	1,564	1,057	636	42	864	2,618	647	1,215	310	135	1,748	219	122	30	186,544	2,512,838	209,403	
Jul-12	155,532	14,185	2,530	3,068	217	5,439	5,264	1,507	1,011	524	40	879	2,742	443	2,736	340	229	1,757	381	307	71	199,200	2,511,317	209,276	
Aug-12	196,367	12,156	2,509	2,754	241	5,530	6,006	1,832	935	562	39	695	2,636	193	881	309	180	1,918	301	319	57	236,418	2,528,614	210,718	
Sep-12	129,031	9,447	2,348	2,925	238	5,240	5,522	1,538	883	671	34	752	2,242	372	883	307	295	2,147	251	185	82	165,391	2,474,168	206,181	
Oct-12	154,821	13,409	2,211	2,897	232	5,580	5,894	1,494	1,071	800	49	694	2,617	309	1,736	333	187	2,048	287	303	86	197,054	2,481,796	206,816	
Nov-12	195,245	13,450	1,665	3,037	275	6,266	6,503	1,071	1,040	875	37	645	2,846	361	983	373	244	2,242	187	258	87	237,692	2,503,294	208,608	
Dec-12	196,457	9,007	1,428	2,728	204	4,273	5,358	860	918	467	34	451	2,863	263	500	311	206	1,948	160	114	107	228,661	2,493,786	207,815	
2012	1,988,473 79.7%	168,365 6.8%	30,182 1.2%	34,847 1.4%	2,792 0.1%	66,295 2.7%	69,482 2.8%	16,742 0.7%	12,029 0.5%	6,768 0.3%	474 0.0%	8,956 0.4%	30,530 1.2%	5,090 0.2%	18,113 0.7%	3,967 0.2%	2,691 0.1%	21,336 0.9%	3,379 0.1%	2,652 0.1%	625 0.0%		2,493,786 100.0%	2,493,786	207,815
Jan-13	124,553	10,122	1,793	2,692	253	5,302	4,812	814	1,061	89	38	691	2,874	383	1,707	260	268	2,633	201	267	52	160,865	2,492,688	207,724	
Feb-13	125,814	9,694	1,370	2,680	207	4,441	4,344	632	873	639	34	492	2,524	219	1,132	321	174	2,692	166	250	84	158,780	2,474,190	206,182	
Mar-13	159,968	8,174	1,184	2,511	223	4,881	5,572	542	939	490	32	241	2,674	391	624	291	222	3,493	178	243	86	192,957	2,391,206	199,267	
Apr-13	168,299	9,088	1,479	2,411	239	5,263	4,566	682	938	597	34	296	3,212	198	1,932	327	168	2,904	161	427	78	203,301	2,405,968	200,497	
May-13	149,442	9,377	1,528	2,555	238	4,865	5,380	742	891	315	41	431	2,936	307	974	302	220	3,121	203	358	115	184,339	2,351,202	195,933	
Jun-13	145,488	8,295	1,484	2,631	135	4,765	3,844	552	893	481	36	434	2,829	250	839	348	99	3,276	183	172	95	177,128	2,341,786	195,149	
Jul-13	169,666	10,107	1,372	2,448	197	4,668	4,951	562	1,021	198	40	484	3,309	288	2,649	215	440	3,664	175	329	99	206,880	2,349,466	195,789	
Aug-13	144,622	8,204	1,181	2,591	163	4,941	4,741	563	803	587	33	410	2,987	182	496	49	931	3,189	220	277	113	177,281	2,290,329	190,861	
Sep-13	137,668	8,238	1,302	1,763	163	4,837	4,286	511	790	434	38	446	3,006	207	1,076	31	1,359	3,423	162	357	147	170,244	2,295,182	191,265	
Oct-13	185,625	9,439	1,279	1,905	186	4,666	5,817	593	903	274	34	416	3,609	226	2,418	36	1,215	3,560	191	283	137	222,813	2,320,941	193,412	
2013	1,511,145 81																								

YEAR TO DATE OCTOBER 2013

	2013 Actual	2012 Actual	2013 MYE	2013 Actual vs 2012 Actual		2013 Actual vs. MYE	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
Israel (Rafa Laboratories Ltd)							
OxyContin	1,962	2,103	1,934	(141)	93.3	28	101.4
Targin / Targinact	3,477	2,514	3,343	963	138.3	134	104.0
Other Oxycodone	1,041	916	967	124	113.6	73	107.6
Morphine	482	428	432	54	112.7	51	111.7
BuTrans	746	739	760	6	100.9	(14)	98.1
Adizem	164	143	144	21	114.7	20	113.7
Prioderm	254	201	218	53	126.4	36	116.3
Hedrin	1,629	1,090	1,231	538	149.4	398	132.3
Lodotra	7	4	7	3	181.3	0	100.9
Non Mundipharma products	52,678	45,500	49,276	7,178	115.8	3,402	106.9
	62,439	53,638	58,312	8,801	116.4	4,127	107.1
India (Modi Mundipharma Ltd)							
Analgesic	9,523	8,558	10,301	965	111.3	(779)	92.4
Betadine	27,078	25,628	27,993	1,449	n/a	(915)	96.7
Respiratory	4,103	3,569	4,265	534	115.0	(162)	96.2
Cardiovascular	8,270	7,803	8,920	467	106.0	(650)	92.7
Laxative	488	121	499	367	403.0	(11)	97.8
Non Mundipharma products	19,957	19,856	23,711	101	100.5	(3,754)	84.2
	69,419	65,536	75,689	3,883	105.9	(6,270)	91.7
Cyprus (Mundipharma Pharmaceuticals Ltd)							
Analgesic	637	546	589	91	116.6	48	108.0
Betadine	1,184	1,212	1,217	(28)	97.7	(33)	97.3
Respiratory	324	400	407	(76)	80.9	(83)	79.7
Cardiovascular	49	48	50	1	101.3	(1)	97.4
Laxative	64	60	62	4	106.8	2	104.3
Hedrin	237	225	237	12	105.4	0	100.0
Oncology	288	189	224	99	152.1	64	128.8
Non Mundipharma products	2,523	2,673	2,514	(150)	94.4	9	100.3
	5,306	5,354	5,300	(48)	99.1	6	100.1
TOTAL	137,164	124,529	139,301	12,635	110.1	(2,137)	98.5

MONTH OF OCTOBER 2013

	2013 Actual	2012 Actual	2013 MYE	2013 Actual vs 2012 Actual		2013 Actual vs. MYE	
	US\$'000	US\$'000	US\$'000	US\$'000	%	US\$'000	%
Israel (Rafa Laboratories Ltd)							
OxyContin	222	215	198	6	102.9	23	111.8
Targin / Targinact	393	299	356	93	131.1	37	110.3
Other Oxycodone	119	103	105	16	115.1	13	112.7
Morphine	51	56	51	(5)	91.5	(0)	99.3
BuTrans	73	88	83	(15)	83.1	(10)	88.1
Adizem	17	21	13	(5)	78.6	4	127.0
Prioderm	26	(0)	7	26	n/a	19	388.4
Hedrin	229	162	151	67	141.6	78	152.0
Lodotra	1	1	1	(1)	44.1	(0)	66.4
Non Mundipharma products	6,300	4,779	5,416	1,521	131.8	884	116.3
	7,429	5,724	6,381	1,704	129.8	1,048	116.4
India (Modi Mundipharma Ltd)							
Analgesic	1,094	865	1,193	228	126.4	(100)	91.6
Betadine	2,568	2,709	3,033	(142)	94.8	(466)	84.7
Respiratory	398	363	411	35	109.7	(14)	96.7
Cardiovascular	817	717	984	100	113.9	(167)	83.0
Laxative	60	28	74	31	210.1	(14)	80.7
Non Mundipharma products	2,217	1,989	2,978	228	111.5	(762)	74.4
	7,152	6,671	8,674	481	107.2	(1,522)	82.5
Cyprus (Mundipharma Pharmaceuticals Ltd)							
Analgesic	60	57	64	3	104.7	(4)	92.3
Betadine	130	126	132	4	103.8	(2)	99.1
Respiratory	8	79	8	(71)	10.2	0	106.2
Cardiovascular	6	6	6	0	98.2	0	97.2
Laxative	7	8	7	(1)	89.4	0	92.9
Hedrin	36	39	36	(3)	91.9	0	100.2
Oncology	38	23	39	15	164.8	(1)	96.8
Non Mundipharma products	248	273	248	(25)	90.9	0	100.0
	533	610	540	(77)	87.3	(7)	98.6
TOTAL	15,114	13,005	15,595	2,109	116.2	(481)	96.9

To: Sackler, Dr Richard [REDACTED]
Cc: Stewart, John H. (US [REDACTED] Gasdia,
Russell [REDACTED]
From: Rosen, David (Sales and Marketing)
Sent: Mon 11/11/2013 2:08:17 PM
Subject: Butrans=11,227; Intermezzo=1,296 (Week ending 11-01-13)
[Butrans Weekly Report 11-1-13.xlsm](#)
[Intermezzo Weekly Report 11-01-2013.xlsx](#)
[OxyContin Wkly Report 11-01-13.xlsx](#)

Hi, Dr. Richard. Butrans reached another record high in Rx's and share. We believe this is the product of three factors: (1) increasing focus and calls on our high potential physicians (2) increasing formulary coverage and (3) less pharmacy pushback on Butrans than some other opioids. Intermezzo remains flat to slightly down.

Butrans

Rx Increase from last week (10,949)	2.5%
Share	2.31%
Share last week	2.22%

Intermezzo

Rx Increase from last week (1,295)	0.1%
Share	0.096%
Share last week	0.097%

-David

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

[REDACTED]

Produced Natively



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

		Butrans New, Refill and Total Prescriptions by Strength													
		Total			5 mcg/hour			10 mcg/hour			15 mcg/hour			20 mcg/hour	
<u>Week #</u>	<u>Week Ending</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>
Week 92	26-Oct-12	7,624	2,162	9,786	1,944	459	2,403	3,410	975	4,385				2,270	728
Week 93	2-Nov-12	7,366	2,171	9,537	1,880	434	2,314	3,319	994	4,313				2,167	743
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



20 mcg/hour	
RRx	TRx
7.4%	30.6%
7.8%	30.5%
8.0%	31.8%

Distribution of Butrans New, Refill and Total Prescriptions by Strength													
Total			5 mcg/hour			10 mcg/hour			15 mcg/hour				
NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	RRx	TRx	NRx	TRx
77.9%	22.1%	100.0%	80.9%	19.1%	100.0%	77.8%	22.2%	100.0%	#DIV/0!	#DIV/0!	#DIV/0!	75.7%	
77.2%	22.8%	100.0%	81.2%	18.8%	100.0%	77.0%	23.0%	100.0%	#DIV/0!	#DIV/0!	#DIV/0!	74.5%	
77.2%	22.8%	100.0%	80.3%	19.7%	100.0%	77.3%	22.7%	100.0%	#DIV/0!	#DIV/0!	#DIV/0!	74.8%	

Week #	Week Ending
Week 92	26-Oct-12
Week 93	2-Nov-12
Week 94	9-Nov-12



		Weekly Growth in Butrans New, Refill and Total Prescriptions by Strength														
		20 mcg/hour		Total			5 mcg/hour			10 mcg/hour			15 mcg/hour			2
<u>Week #</u>	<u>Week Ending</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>	<u>RRx</u>	<u>TRx</u>	<u>NRx</u>
Week 92	26-Oct-12	24.3%	100.0%	0.9%	1.9%	1.1%	-2.8%	9.5%	-0.7%	2.8%	5.1%	3.3%	#DIV/0!	#DIV/0!	#DIV/0!	1.4%
Week 93	2-Nov-12	25.5%	100.0%	-3.4%	0.4%	-2.5%	-3.3%	-5.4%	-3.7%	-2.7%	1.9%	-1.6%	#DIV/0!	#DIV/0!	#DIV/0!	-4.5%
Week 94	9-Nov-12	25.2%	100.0%	6.4%	6.4%	6.4%	5.5%	11.8%	6.7%	3.7%	1.9%	3.3%	#DIV/0!	#DIV/0!	#DIV/0!	11.4%

Butrans™ 
(buprenorphine) Transdermal System
5, 10, and 20 mcg/hour

<u>Week #</u>	<u>Week Ending</u>	10 mcg/hour	
		<u>RRx</u>	<u>TRx</u>
Week 92	26-Oct-12	-5.9%	-0.5%
Week 93	2-Nov-12	2.1%	-2.9%
Week 94	9-Nov-12	9.4%	10.9%



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

<u>Week #</u>	<u>Week Ending</u>	Butrans 10mcg Equivalents					Trend Line	Trend Line
		<u>Total</u> <u>TRx</u>	<u>5 mcg/hour</u> <u>TRx</u>	<u>10 mcg/hour</u> <u>TRx</u>	<u>15 mcg/hour</u> <u>TRx</u>	<u>20 mcg/hour</u> <u>TRx</u>	Sept 1	Jan 20
Week 92	26-Oct-12	11,583	1,202	4,385	0	5,996		11,583
Week 93	2-Nov-12	11,290	1,157	4,313	0	5,820		11,290
Week 94	9-Nov-12	12,144	1,234	4,456	0	6,454		12,144



Distribution of Butrans 10mcg Equivalents

<u>Week #</u>	<u>Week Ending</u>	Total <u>TRx</u>	5 mcg/hour <u>TRx</u>	10 mcg/hour <u>TRx</u>	15 mcg/hour <u>TRx</u>	20 mcg/hour <u>TRx</u>
Week 92	26-Oct-12	100.0%	10.4%	37.9%	0.0%	51.8%
Week 93	2-Nov-12	100.0%	10.2%	38.2%	0.0%	51.6%
Week 94	9-Nov-12	100.0%	10.2%	36.7%	0.0%	53.1%

Weekly Growth

Total <u>TRx</u>	5mcg <u>TRx</u>
0.9%	-0.7%
-2.5%	-3.7%
7.6%	6.7%



h - Butrans 10mcg Equivalents

<u>Week #</u>	<u>Week Ending</u>	10mcg <u>TRx</u>	15mcg <u>TRx</u>	20mcg <u>TRx</u>
Week 92	26-Oct-12	3.3%	#DIV/0!	-0.5%
Week 93	2-Nov-12	-1.6%	#DIV/0!	-2.9%
Week 94	9-Nov-12	3.3%	#DIV/0!	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%



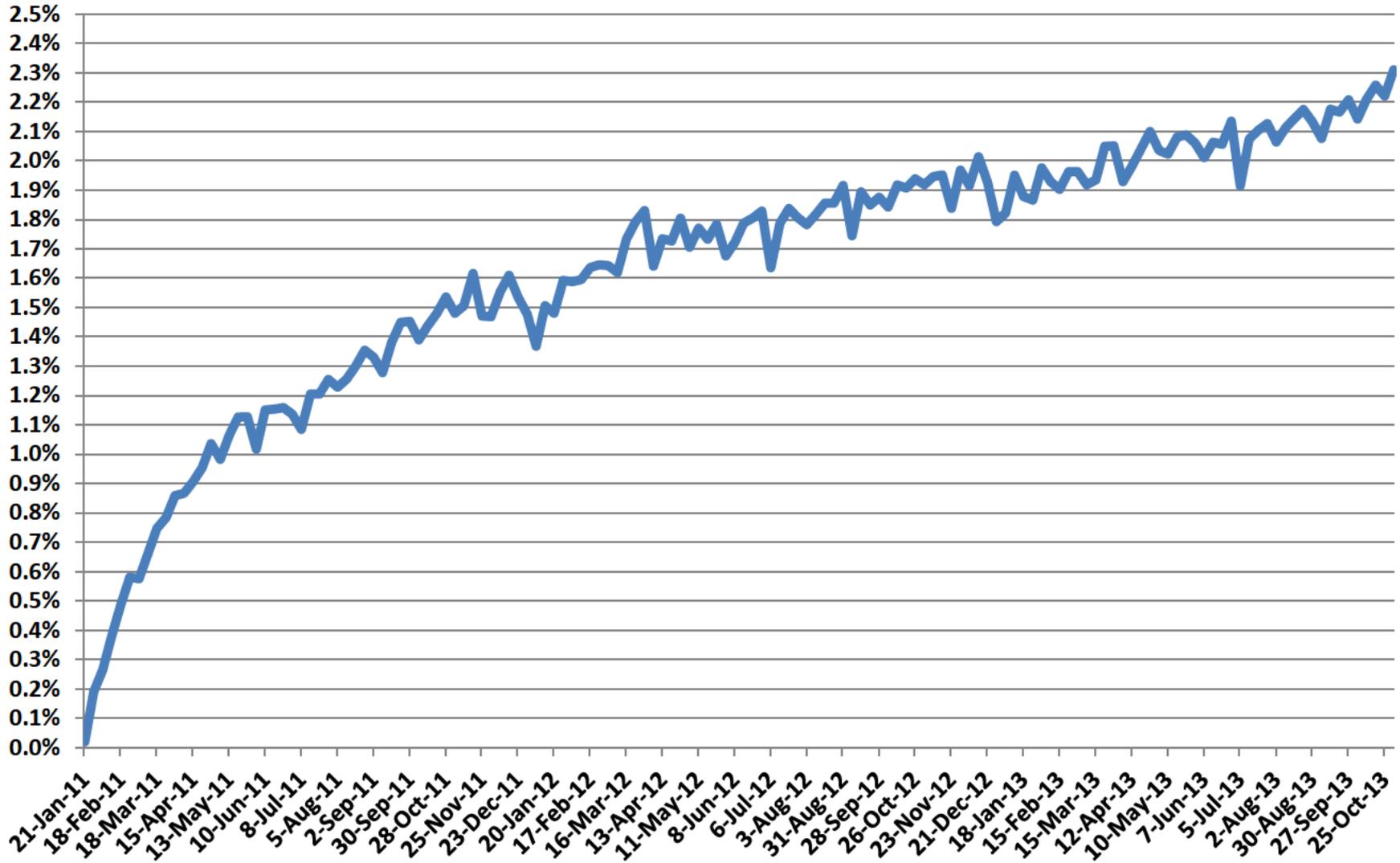
Growth in Butrans TRXs by Channel				
	Total	Retail	LTC	Mail
Week 92	1.1%	1.1%	1.5%	-1.5%
Week 93	-2.5%	-2.7%	-6.2%	21.9%

<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)

