

Business Development Strategy & Priorities

PAIN

RHEUMATOLOGY

RESPIRATORY

ONCOLOGY

GI/METABOLIC

Non-PBS

STRATEGY

Build pain portfolio with non-opioids

Build on Lodotra launch

Optimise ROI in the respiratory market

Build expertise in haemato-oncology

Near term opportunities

Reduce reliance on government funding

FOR 2014

- Long-acting bupivacaine injection
- VERSATIS patch

- PDE-4
- Cystic fibrosis
- Idiopathic pulmonary fibrosis
- Pneumonia

- STA – company acquisition
- AMIKET cream

- LINZESS
- RM-131
- ITCA 650 (exenatide implant)

- Sexual dysfunction products

Beneficiaries - 125

5 Year P&L Projections

AUD \$'000	Actual 2012	Year End Estimate 2013	Proposed Budget 2014	Projected 2015	Projected 2016	Projected 2017	Projected 2018
NET SALES	142,948	152,200	157,020	162,130	171,000	183,600	176,100
DEDUCTIONS Shipping/Warehousing and Freight Out	6,149	5,900	5,943	6,056	6,301	6,674	6,401
NET SALES LESS DEDUCTIONS (%)	136,799 95.7%	146,300 96.1%	151,077 96.2%	156,074 96.3%	164,699 96.3%	176,926 96.4%	169,699 96.4%
SELLING AND PROMOTION							
Field Sales	18,152	19,781	22,546	23,673	24,857	26,099	27,143
Marketing	7,350	8,022	8,818	9,290	9,787	10,310	10,722
Sample Costs	0	0	3,116	3,241	3,370	3,505	3,645
Sales Support and Other	3,785	4,052	4,618	4,849	5,091	5,346	5,560
TOTAL SELLING AND PROMOTION (%)	29,287 20.5%	31,855 20.9%	39,098 24.9%	41,053 25.3%	43,105 25.2%	45,260 24.7%	47,071 26.7%
OVERHEADS							
Medical Affairs	6,716	7,532	7,158	7,445	7,742	8,052	8,374
General and Administration	7,286	7,520	7,716	8,025	8,345	8,679	9,026
TOTAL OVERHEADS (%)	14,001 9.8%	15,051 9.9%	14,874 9.5%	15,469 9.5%	16,088 9.4%	16,731 9.1%	17,401 9.9%
TOTAL BEFORE OTHER CHARGES (%)	93,511 65.4%	99,394 65.3%	97,105 61.8%	99,553 61.4%	105,506 61.7%	114,934 62.6%	105,227 59.8%
ANNUAL GROWTH %							
Net Domestic Sales	0.0%	6.5%	3.2%	3.3%	5.5%	7.4%	(4.1%)
Total Before Other Charges	0.0%	6.3%	(2.3%)	2.5%	6.0%	8.9%	(8.4%)

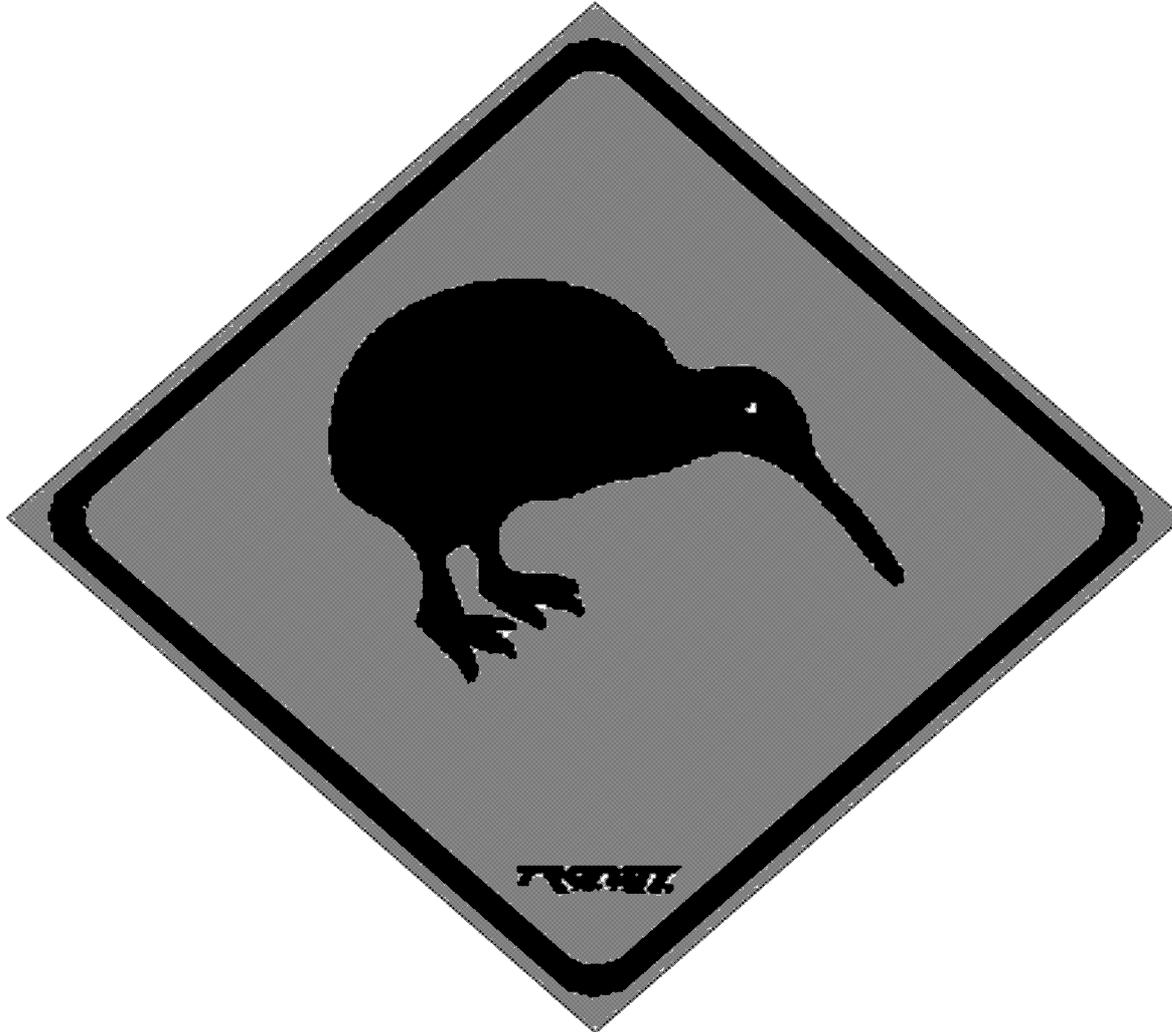
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Beneficiaries - 126

NEW ZEALAND

OVERVIEW

Beneficiaries - 127



Beneficiaries - 128

New Zealand

- Pop. ~ 4.4 million
- Constitutional Monarchy like Australia
- GDP US\$120b – 1/11th of Australia
- Pharm. Branded Industry decimated by Pharmac
- Mostly tender business
- No more Mundipharma sales force

State religion/national food



Beneficiaries - 130

NZ – Sales Summary 2013 and 2014

AUD \$'000	Actual 2012	Original Budget 2013	Mid Year Estimate 2013	Year End Estimate 2013	Proposed Budget 2014	Year End Estimate vs. 2012 (%)	Year End Estimate vs. OB (%)	Year End Estimate vs. MYE (%)	2014 Prop. Budget vs. YEE (%)
OxyContin	4,919	2,000	2,300	2,700	500	(45.1)	35.0	17.4	(81.5)
Targin	5	25	10	10	20	83.0	(60.0)	-	100.0
OxyNorm	1,632	1,000	980	1,300	150	(20.3)	30.0	32.7	(88.5)
DHC	642,485	1,200	1,750	1,600	1,200	(35.6)	33.3	(8.6)	(25.0)
Norspan	64	55	60	60	60	(6.0)	9.1	-	-
ANALGESIC TOTAL	9,105	4,280	5,100	5,670	1,930	(37.7)	32.5	11.2	(66.0)
TOTAL ETHICAL SALES	9,105	4,280	5,100	5,670	1,930	(37.7)	32.5	11.2	(66.0)
TOTAL SALES	9,105	4,280	5,100	5,670	1,930	(37.7)	32.5	11.2	(66.0)

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Beneficiaries - 131

NZ – 5 Year P&L Projections

NZD \$'000	Actual 2012	Year End Estimate 2013	Proposed Budget 2014	2015	Projected 2016	Budget 2017	2018
NET SALES	9,105	5,670	1,930	1,960	2,045	2,105	2,165
DEDUCTIONS	382	370	230	144	149	152	156
<i>Shipping/Warehousing and Freight</i>							
NET SALES LESS DEDUCTIONS	8,724	5,300	1,700	1,816	1,896	1,953	2,009
	95.8%	93.5%	88.1%	92.7%	92.7%	92.8%	92.8%
SELLING AND PROMOTION							
<i>Field Sales</i>	1,085	0	0	0	0	0	0
<i>Marketing</i>	370	20	20	22	23	24	25
<i>Sales Support and Other</i>	317	189	51	54	56	59	62
TOTAL SELLING AND PROMOTION	1,772	209	71	75	79	83	87
OVERHEADS							
<i>Medical Affairs</i>	126	48	54	56	59	62	62
<i>General and Administration</i>	73	47	43	45	48	50	53
TOTAL OVERHEADS	199	94	97	102	107	112	115
	2.2%	1.7%	5.0%	5.2%	5.2%	5.3%	5.3%
TOTAL BEFORE OTHER CHARGES	6,752	4,997	1,532	1,640	1,711	1,758	1,808
	74.2%	88.1%	79.4%	83.7%	83.7%	83.5%	83.5%
ANNUAL GROWTH %							
Net Domestic Sales	0.0%	(37.7%)	(66.0%)	1.6%	4.3%	2.9%	2.9%
Total Before Other Charges	0.0%	(26.2%)	(69.3%)	7.0%	4.3%	2.8%	2.8%

Beneficiaries - 132

TAB 11



Transforming Mundipharma to becoming a Global Pharmaceutical Company

Beneficiaries Meeting 2014 Budget Review

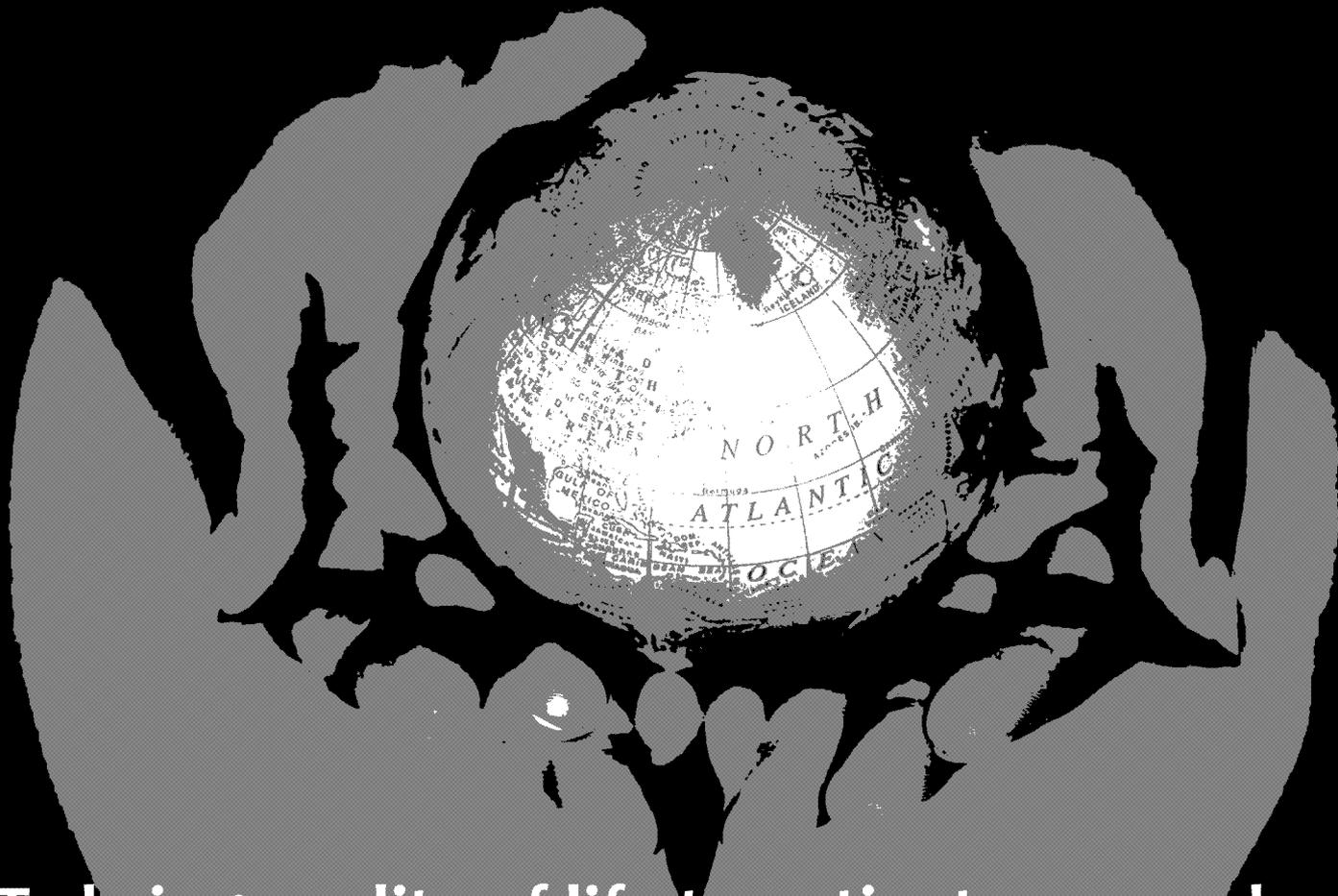
16th November, 2013
Stamford, USA

Beneficiaries - 134



Beneficiaries - 135

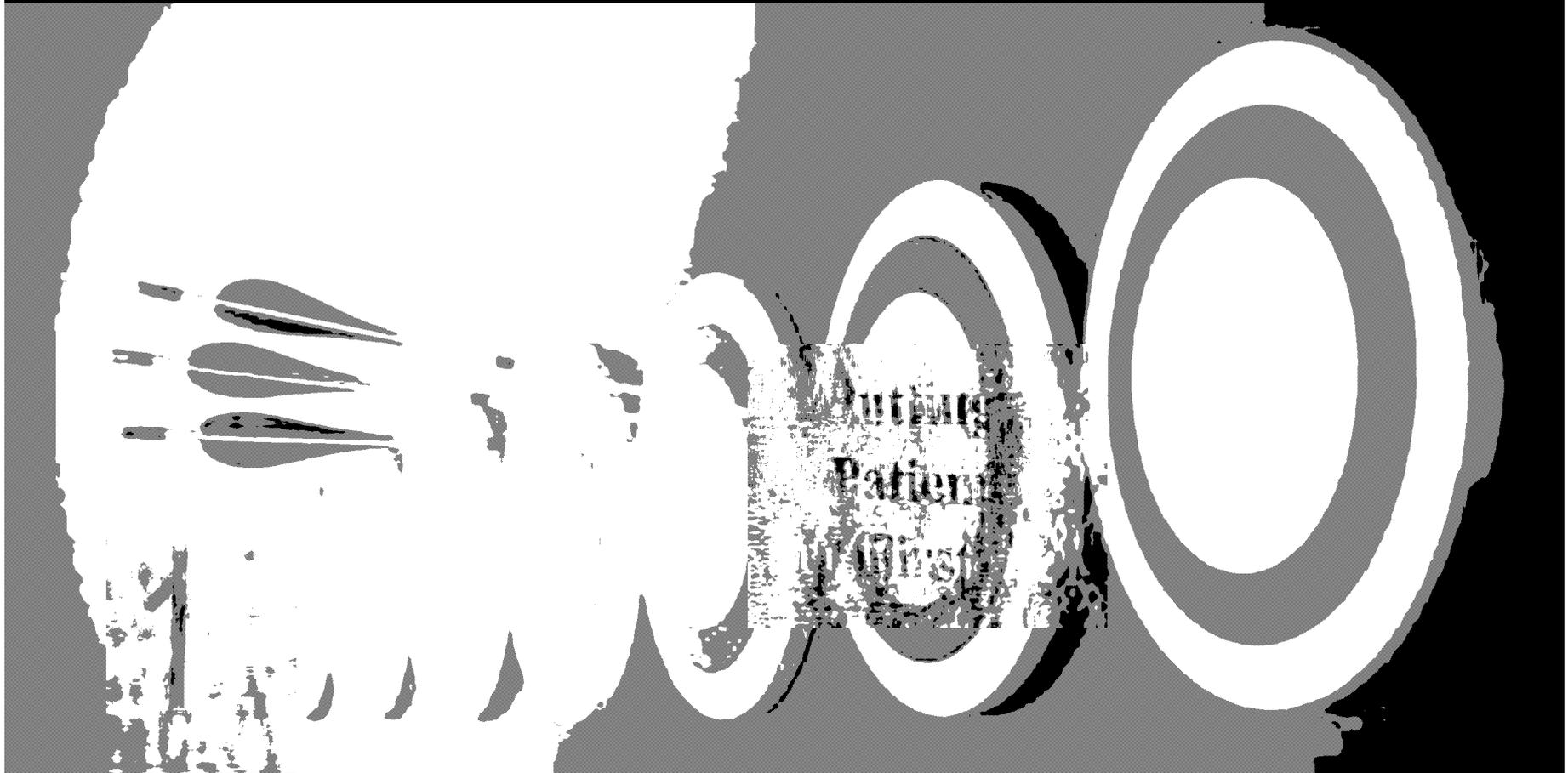
Our commitment...



To bring quality of life to patients everywhere

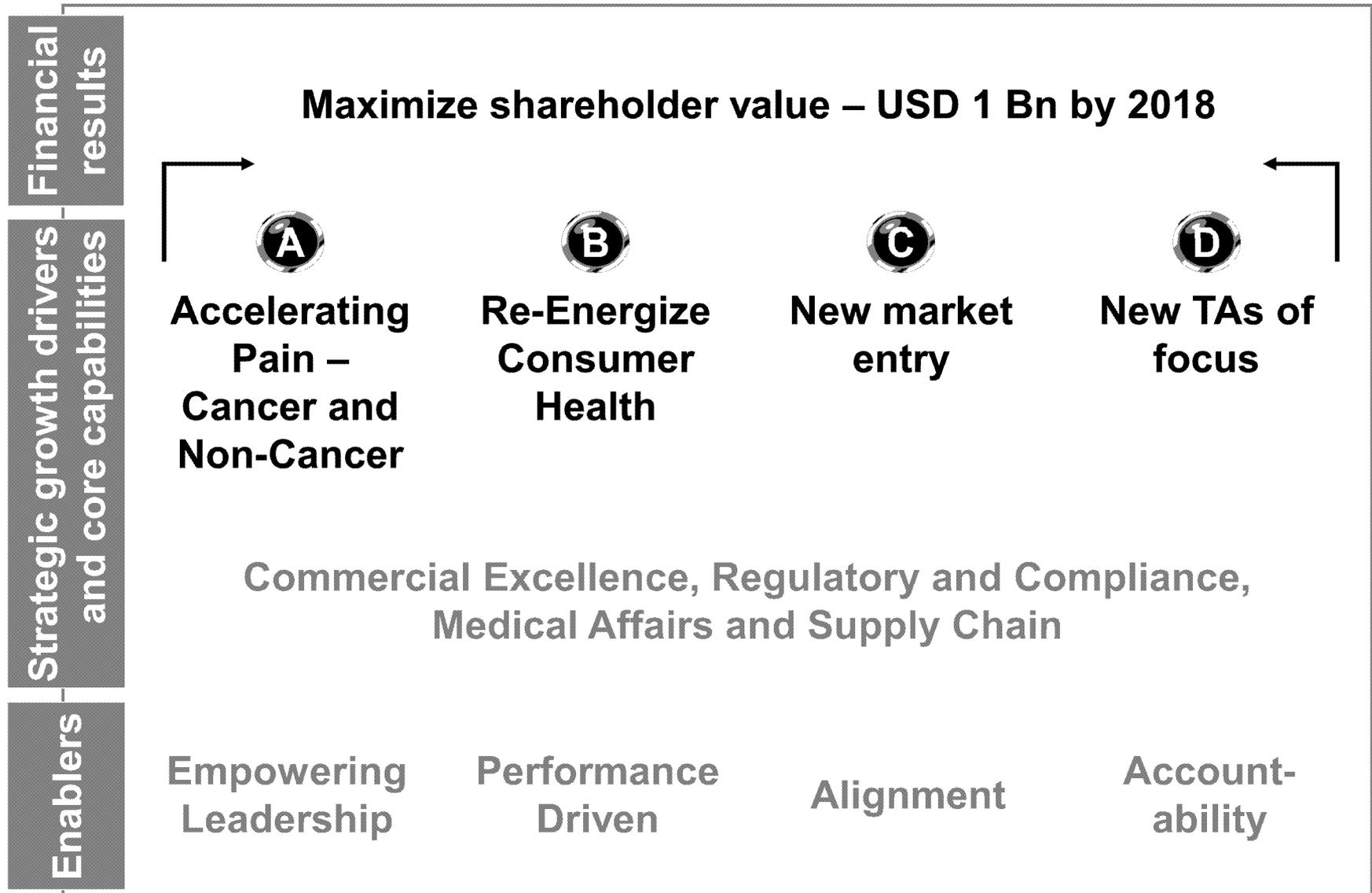
Beneficiaries - 136

Is leading towards the success we have
been seeing in last 2 years ...



Beneficiaries - 137

Our Markets Growth Strategy

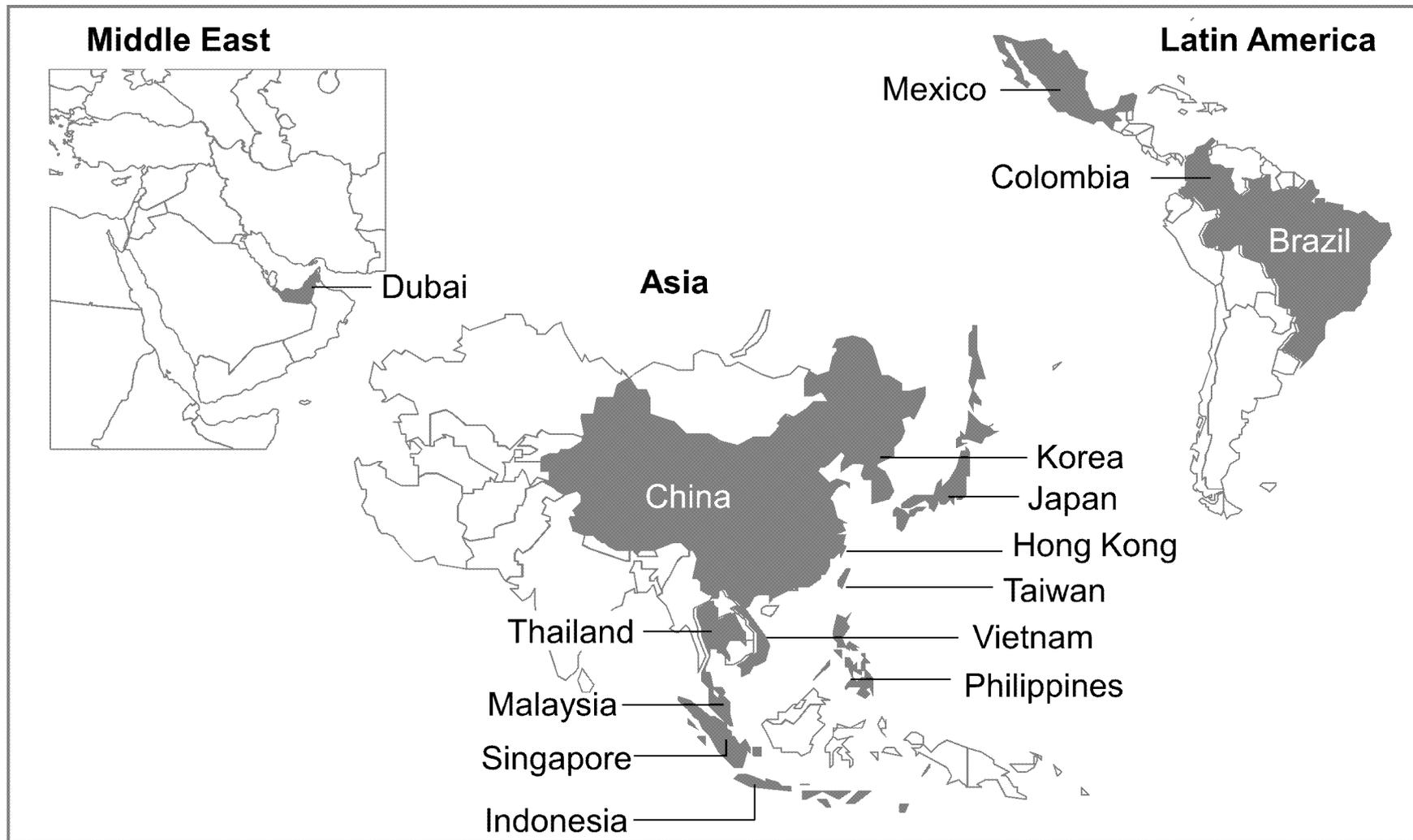


Beneficiaries - 138

From operations in 6 markets in 2011 to 15 as of date and growing



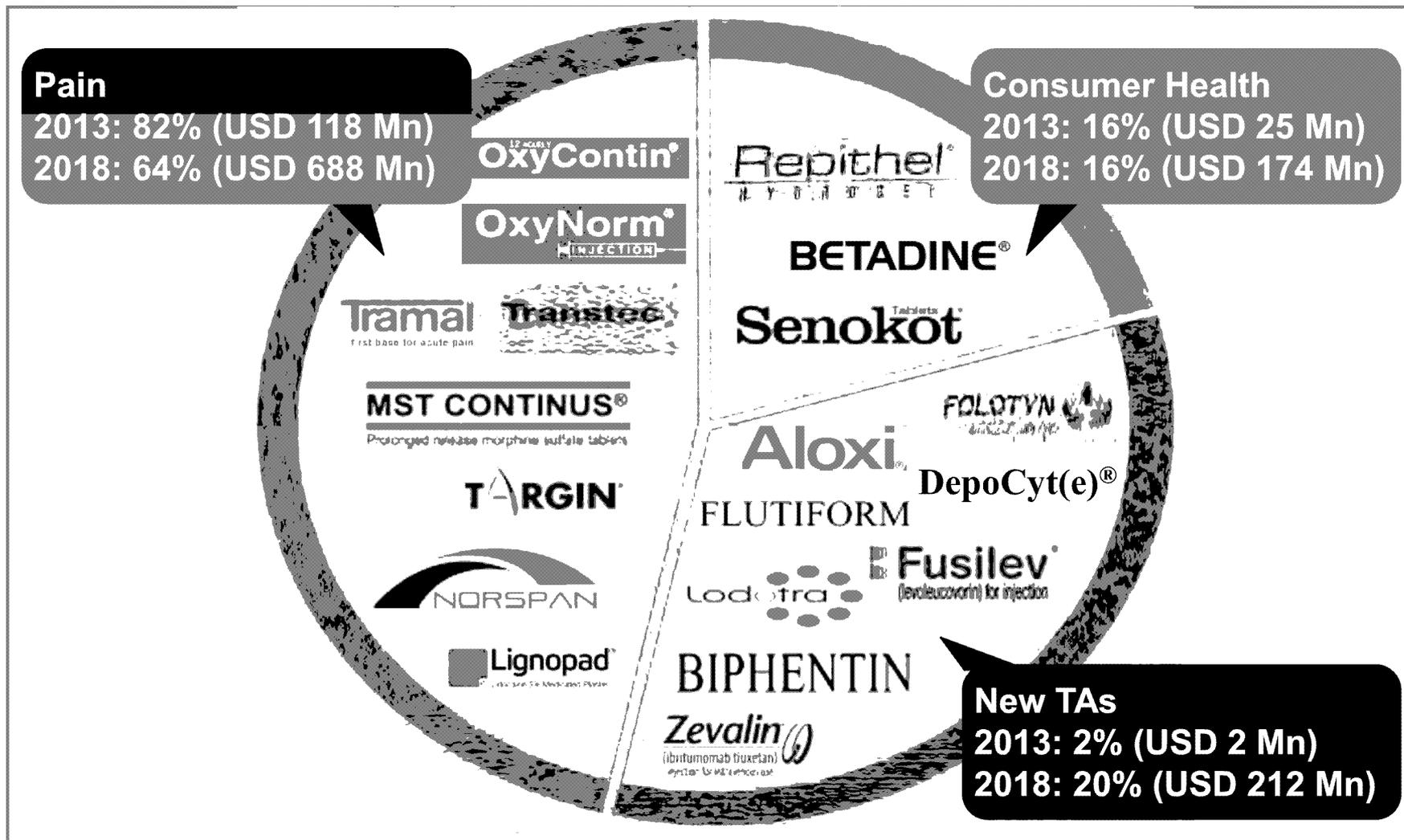
- Markets in 2011
- Additional markets



Beneficiaries - 139

This strategy considers existing and future global portfolio

INCLUDING JAPAN



SOURCE: Country projections

Beneficiaries - 140