

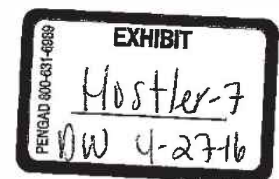
Sender: Loesch, Stuart </O=CARTER-WALLACE/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=LOESCH, STUART83C>
Sent: Friday, November 14, 2014 4:13:48 PM
Recipient: Betsy Orrison <betsyo@synopiarx.com>
Subject: DYMISTA 2015 DRAFT Brand Plan
Attachments: Dymista FULL- US Marketing Plan 2015 111414.pptx

Betsy,
Can you please send the attached brand plan to Steve and Bill?

Kind Regards,
Stuart

Stuart Loesch
Vice President, Marketing
265 Davidson Avenue | Somerset, NJ 08873
T: 732-564-2407 | C: 609-619-1473 | F: 732-564-2407 | stuart.loesch@meda.us

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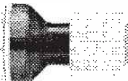
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CIP2074
Argentum Pharmaceuticals LLC v. Cipla Ltd.
IPR2017-00807

Dymista[®]

Marketing Plan 2015

Dymista



**drug of choice
for allergic rhinitis**

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Marketing Plan 2015

Product	Dymista
Generic Name	(azelastine hydrochloride and fluticasone propionate) Nasal Spray 137 mcg/50 mcg per spray
Launch	September 24, 2012
Country	United States
Business Unit	Marketing
Product Manager	Jeff Germani
Medical Manager	Nancy Ruiz, MD
Product Team	Stuart Loesch, Meghan Hausner and Katie Weiberth

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Dymista

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Content

- Product Profile
- Market / Competitor
- Planning
- Strategy
- Marketing
- Sales Force
- Upside/Downside Potential
- Summary

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Product Profile

- **Trade Name:** Dymista (azelastine hydrochloride and fluticasone propionate) Nasal Spray 137mcg/50mcg per Spray
- **Launch Date:** September 24, 2012
- **Patent Protection:** 2026
- **Substance Class:** Nasal Spray
- **Active Ingredients:** azelastine hydrochloride/fluticasone propionate
- **Indication:** Seasonal Allergic Rhinitis (SAR) for patients 12 years and older who require treatment with both azelastine hydrochloride and fluticasone propionate for symptomatic relief
- **Dosage:** 1 spray/nostril 2x daily
- **Pack size:** 23 grams net fill (120 metered sprays)
- **Prices:** \$145.95 (wholesale acquisition cost); \$82.20 (net price); most patients pay as little as \$14 with the copay card or receive \$100 off their cash price
- **Reimbursement status: Percent of Lives Covered by Status**

	<u>2015</u>
Preferred	32% ¹
Covered (Unrestricted Tier 3)	26%
Restricted (PA/SE)	12%
Not Covered	30%

PA= Prior Authorization

SE= Step Edit

¹First half of 2015 prior to Nasonex generic

²Not listed refers to a database limitation; assume Tier 3

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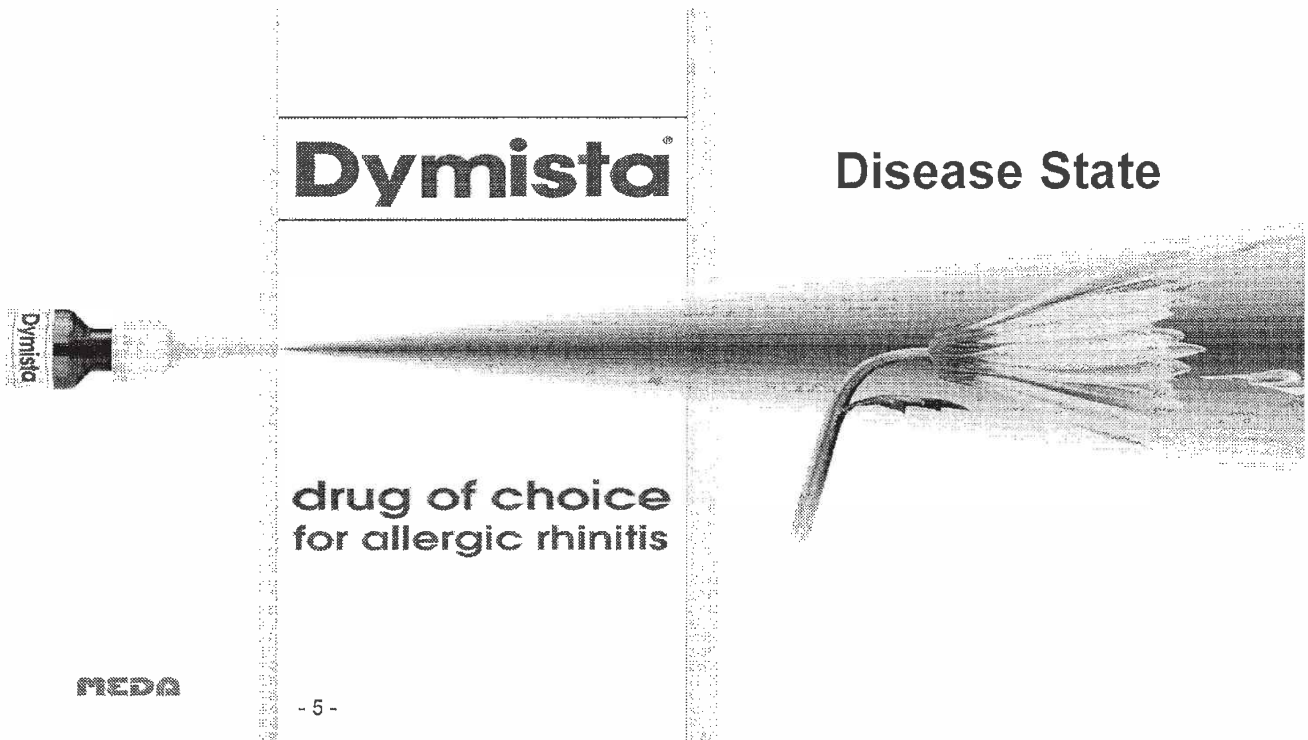
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Disease State

- Seasonal Allergic Rhinitis (SAR) is a condition in which outdoor allergens such as weeds, molds or flower pollen causes the mucous membranes of the nose become inflamed which manifests nasal symptoms such as running nose, nasal congestion, sneezing and nasal itching.
- According to DataMonitor, it is estimated that between 40-60 million people in the United States suffer from allergic rhinitis
- Patients often self-diagnose based on their symptoms and treat through over-the-counter (OTC) options, however, it is noted that patients often use multiple medications to control their symptoms and costs are substantial
- According to a Marple and Colleagues Study, many patients are confused by the treatment options and the type of relief they offer

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Diagnosis and Treatment

- Primary Care Physicians, Otolaryngologists (ENTs), and Allergists most commonly treat SAR
- Physicians often diagnose SAR when treating other ailments such as asthma
- Patients that seek physician intervention tend to have more severe symptoms for which combination therapy is often prescribed

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Conclusions

- It has been documented that the use of multiple medications is costly for the patient therefore this presents an opportunity for Dymista as it provides multiple benefits in one product
- The SAR market continues to grow and there are opportunities for the Dymista messaging with patients to combat over-the-counter switch
- Continue appropriate coverage of the physician targets via sales force efforts

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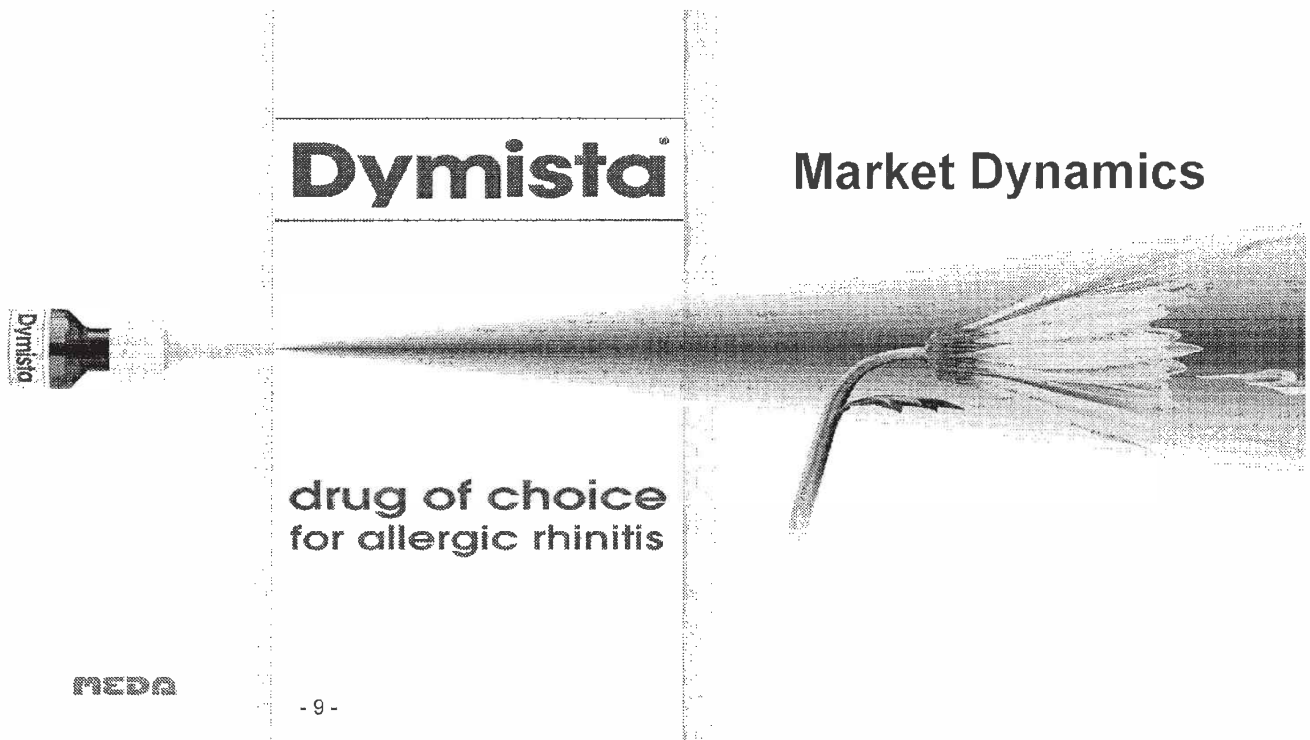
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Market Dynamics – Market Classification & Relevant Market

- Market Classification: Allergic Rhinitis (Seasonal and Perennial)
- Allergic Rhinitis Nasal Spray Market is a \$3.43 billion¹ (gross sales); 56 million¹ TRxs
 - Generic Nasal Sprays Represents
 - \$1.46B dollars¹
 - 80% of TRx Business
 - Fluticasone Propionate largest generic (41 million TRx)²
 - Branded Nasal Sprays Represents
 - \$1.98B dollars¹
 - 20% of TRx Business
 - Inhaled nasal steroid (INS): Nasonex largest INS brand representing \$1.35B (~\$600 MUSD net sales)²
- Managed Care coverage drives performance:
 - INS: generic Flonase Tier 1; Nasonex preferred Tier 2 (75% of covered lives)
 - Status likely to change based on flonase going over the counter
 - Generics will cover 70-90% of patient lives

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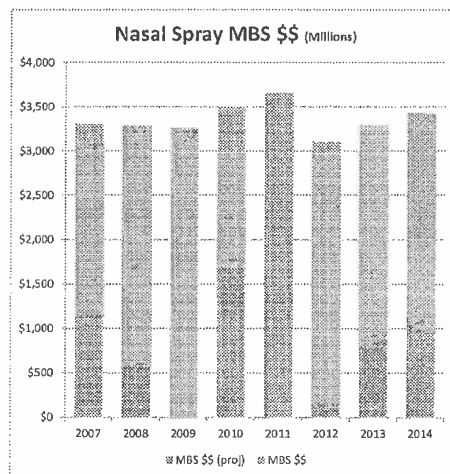
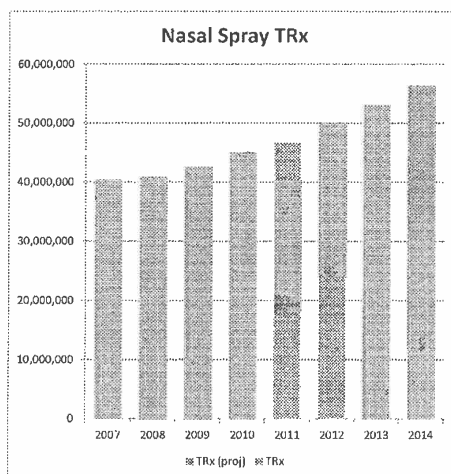
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Quantitative Development

Nasal Spray Market – TRx up ~6% over 2013; \$3.4B in Value



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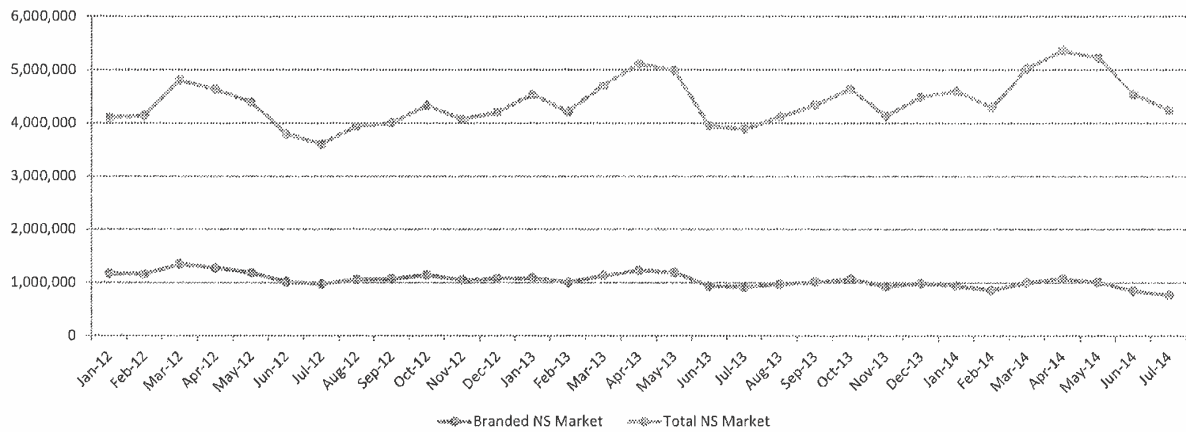
CAGR=compound annual growth rate
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Quantitative Development – Nasal Spray TRx Market Performance

Nasal Spray Market TRx



Total Nasal Spray market up to 6.0% YTD driven by generics, which are up 12.0% YTD vs. same time prior year. Branded Nasal Spray market down 13.1% YTD.

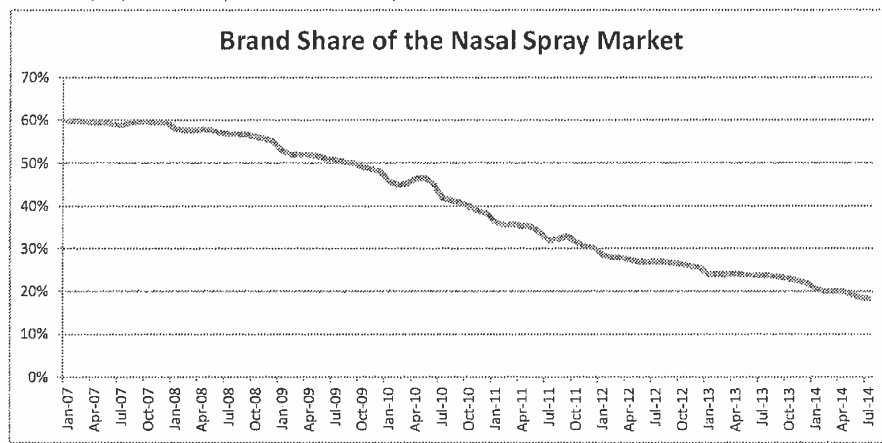
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Qualitative Development– Decline in Branded Nasal Spray Market requires brands fight for smaller piece of pie

- Branded market declining over last 5 years due to patent exclusivity loss and stricter managed care restrictions (step edits and prior authorizations)



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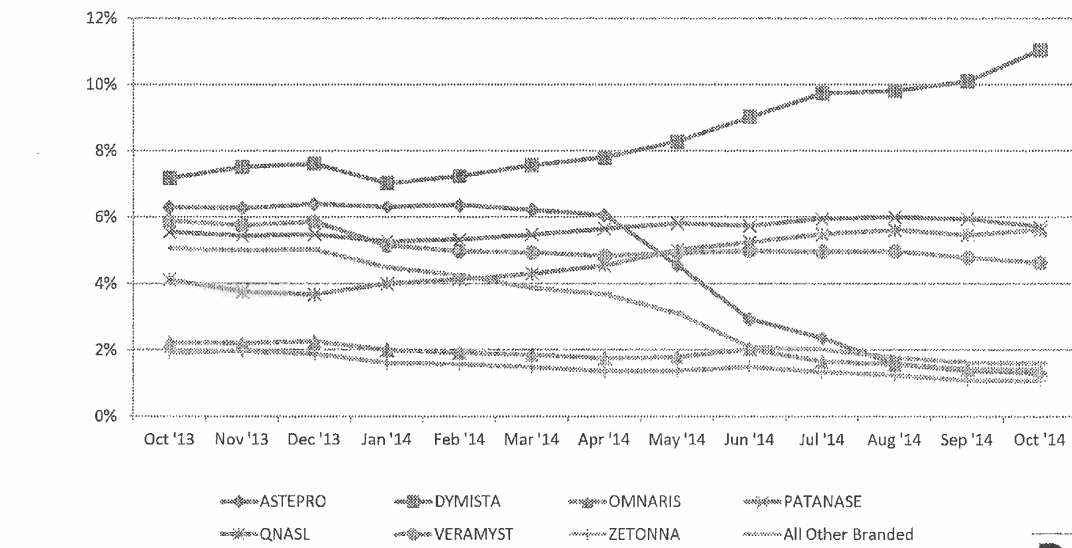
Source: SymphonyHealth, TR

Note: Generic segment is the "easy" to access segment due to lower managed care formulary restrictions and lower out of pocket cost to patient

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Branded Nasal Spray NRx Market Share



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Of note, Nasonex remains mostly flat at 68%-70% market share

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Method of Payment

BRAND	Commercial		Cash		Medicaid		Medicare	
	Curr YTD	Prev YTD	Curr YTD	Prev YTD	Curr YTD	Prev YTD	Curr YTD	Prev YTD
ASTEPRO 0.15%	69%	73%	4%	2%	6%	4%	21%	20%
DYMISTA	80%	85%	7%	5%	2%	1%	12%	9%
NASACORT AQ	50%	42%	11%	4%	27%	46%	13%	8%
NASONEX	65%	69%	4%	3%	15%	13%	16%	16%
OMNARIS	82%	87%	6%	4%	2%	2%	10%	8%
PATANASE	71%	75%	4%	3%	12%	10%	13%	12%
QNASL	84%	86%	5%	4%	4%	3%	7%	6%
RHINOCORT AQUA	79%	83%	7%	4%	4%	4%	10%	9%
VERAMYST	77%	81%	6%	4%	7%	6%	9%	9%
ZETONNA	83%	87%	6%	5%	2%	2%	9%	7%

- Majority of branded competitors get business from managed care/3rd party
 - If Nasonex goes OTC, 89% of TRxs come from managed care which has major impact on branded & Dymista business

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Source: Symphony Health - PHAST National Database
Total Third: Third Party/Commercial Insurance

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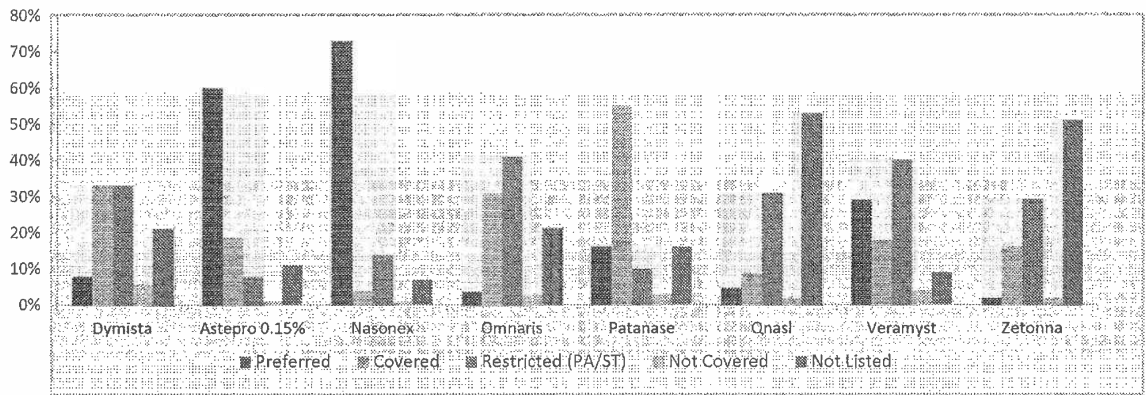
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Dymista Manage Care Coverage Comparable to New Competitors



Formulary Definitions

Preferred: Brand is preferred on formulary; often results in a lowest brand copay to patients

Covered: Often the second lowest brand copay to patients

Restricted: Drug is not suggested for first-line therapy, often requires PA (prior approval) or a SE (step-edit)

Not Covered: Drug is not covered on formulary

Not Listed: Data base limitation; assume restricted tier

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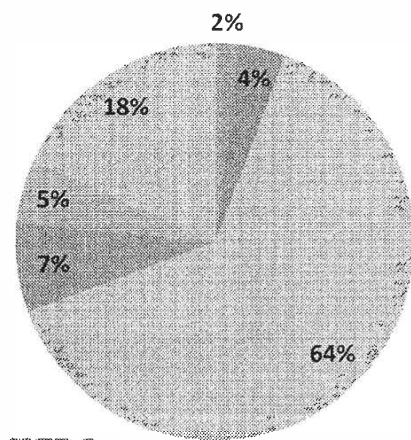
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TRxs Covered by Payer Type – Nasal Spray Market

Nasal Spray Market

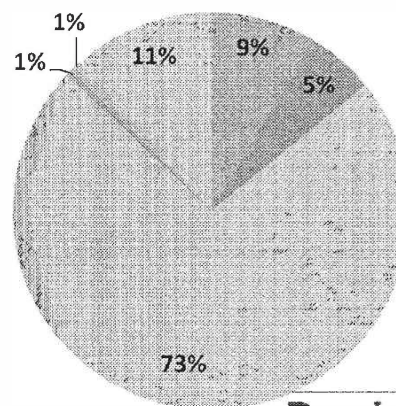


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- ASSISTANCE PROGRAMS
- CASH
- COMMERCIAL
- MANAGED MEDICAID
- MEDICAID
- MEDICARE

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Commercial Claims

<i>Branded Product</i>	Filled Claims	Reversed Claims	Rejected Claims
ASTEPRO 0.15%	77%	16%	7%
DYMISTA	67%	14%	19%
NASONEX	74%	19%	8%
OMNARIS	74%	14%	12%
PATANASE	74%	20%	6%
QNASL	73%	15%	11%
RHINOCORT/AQUA	72%	14%	14%
VERAMYST	73%	13%	14%
ZETONNA	72%	14%	14%
<i>Generic Product</i>			
AZELASTINE	85%	11%	4%
FLUTICASONE	88%	8%	3%
TRIAMCINOLONE ACET.	82%	12%	6%
<i>All Products</i>			
NASAL SPRAY MKT	85%	10%	5%

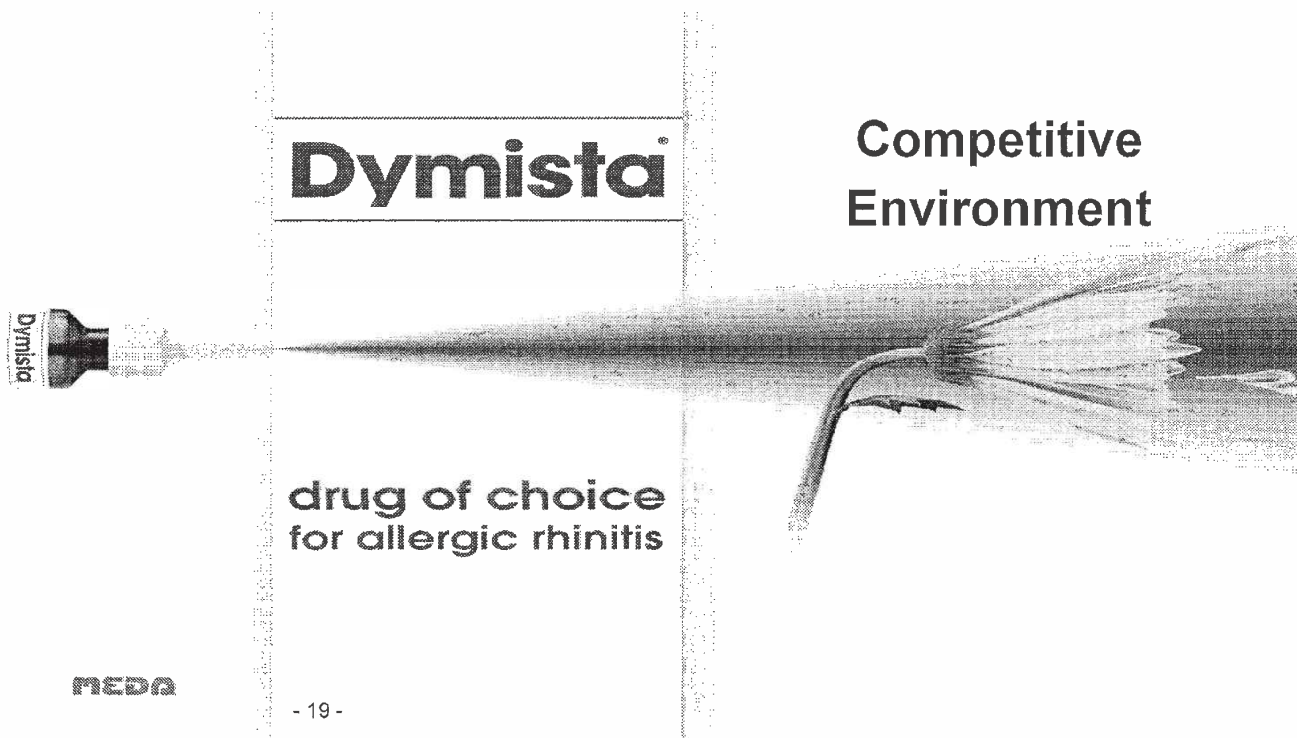
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Fill Rate= Prescription is filled
 Rejection Rate= Script was not approved
 Reversal Rate= Script was approved but for various reasons never filled

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Competitive Environment

- Branded nasal spray market contains 19 brands, main competitors are:
 - Nasonex
 - OTC's
 - Qnasl
 - Patanase

2014 TRx Market Share Snapshot (7/2014):

Calendar Year/Month 07/2014	
Dymista	10.1%
Astepro	2.1%
Astelin	0.2%
Flonase	0.6%
Omnaris	1.5%
Patanase	16.2%
Qnasl	5.4%
Veramyst	14.4%
Zelonna	1.1%
All Other Branded	1.1%

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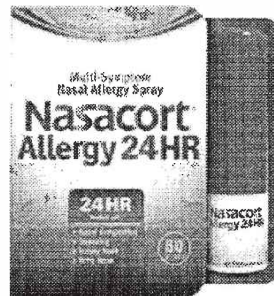
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Update to Nasacort24 Over-the-Counter

- 9.9 MM units projected for 2014
- \$124 MM sales projected for 2014
- Over \$400 MM in advertising
- Bringing awareness to the consumer regarding nasal steroid sprays
- \$15 to \$17 for a 30 day supply
- Key message: 24 hour allergy relief

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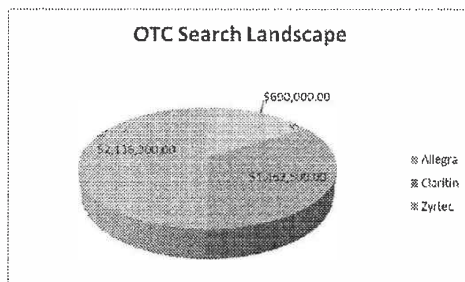
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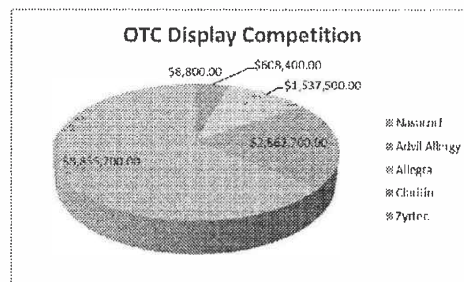
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OTC Digital Presence is Climbing

- OTC category spend continues to climb and be more aggressive
- Zyrtec had the strongest OTC digital presence in 2013
- Zyrtec spent almost \$11mm in digital spend in 2013
- Claritin maintains the second largest OTC presence with over \$4mm in spend



Source: Kantar 2013



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Allergy Search Landscape



- One Playing Field For All OTC, DTC Across Same Keywords



Google allergy nasal spray

Web Shopping Images News Videos More Search tools

About 2,690,900 results (0.30 seconds)

<p>Nasacort® OTC Nasal Spray</p> <p> www.nasacort.com/</p> <p>Get 24 HR Relief For Your Nasal Allergy. Sign Up Now To Save!</p>	Nasacort [OTC]
<p>Sinus Allergy Congestion</p> <p> www.claritin.com/</p> <p>Claritin-D® Provides Non-Drowsy Prescription Strength Relief.</p> <p>Allergies vs. Cold - Allergy Types & Tips - Claritin-D® Guarantee - HCPs: Get Info</p>	Claritin [OTC]
<p>Nasal Allergy Spray</p> <p> www.morecompleteallergyrelief.com/</p> <p>See if You Qualify for A Co-Pay Card Discount on an Allergy Spray</p> <p>Enroll For A Co-Pay Card - About Dymista Nasal Spray - HCP Official Site</p>	Dymista [Rx]

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Respiratory Market Key Events 2015

Timing	Key Events	MEDA Opportunity
1Q	Flonase OTC	<ul style="list-style-type: none"> Generic fluticasone (currently 78% of the total prescription market) may be removed on many, if not all, formularies
1Q	Qnasl Pediatric Indication	<ul style="list-style-type: none"> Pediatricians awareness of the nasal spray market and the benefits they provide will increase as Teva increases promotion, providing an opportunity for Dymista to leverage awareness for its own pediatric indication launch in 2015
1Q-3Q	Dymista Pediatric Indication	<ul style="list-style-type: none"> Improved formulary opportunity Indication is competitive with other nasal sprays
2Q-3Q	Nasonex OTC or generic	<ul style="list-style-type: none"> Increased share of voice for Dymista in the branded market Improved formulary opportunity, replacing Nasonex as preferred brand for managed health care organizations Dymista will be the leading Rx drug in the category

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Qualitative Dynamics - Most Relevant Competitors

Competitor	Relative Strengths	Relative Weaknesses
Nasonex	<ul style="list-style-type: none"> Nasal steroid spray marketed by large company, Merck Dominates the branded nasal spray market with 69% branded market share Has multiple indications: SAR and PAR indication in patients aged 2 and up, nasal congestion in patients 2 and up and nasal polyps in patients 18 and up Predominately Tier 2 preferred, unrestricted formulary status Incorporated blocking strategy into many managed health care (MHC) contracts Heavy consumer campaign 	<ul style="list-style-type: none"> Relief can take from 12 hours up to 2 weeks Patent exclusivity reached
OTC's	<ul style="list-style-type: none"> Easily accessible to consumers Low cost No doctor visit or script required—suggests ease to consumers Brand awareness High advertising spend 	<ul style="list-style-type: none"> No physician guidance—patients can take the wrong type of med Expectations are not level set—can lead to dissatisfaction, discontinuation
Qnasl	<ul style="list-style-type: none"> Marketed by Teva – 400+ reps Current branded market share of 5.4% Indicated for SAR and PAR in patients aged 12 and up Broader indication than Dymista with PAR/Pending Ped 	<ul style="list-style-type: none"> Predominantly Tier 3, restricted status Can no longer classify itself as dry and instead claim it is an aerosol spray Relief can take from 12 hours up to 2 weeks
Patanase	<ul style="list-style-type: none"> Nasal Antihistamine marketed by Alcon; well-known in Allergy Current market share 6.2% Indicated for SAR ages 6 and up; broader indication than Dymista Little to no taste perversion 	<ul style="list-style-type: none"> Stopped personal promotion Predominantly Tier 3, restricted status

Market Dynamics – Conclusions

- Overall Nasal Spray Market is growing due to generics at 6%; branded market has declined 13.1%
- Managed Care Formulary Coverage has major impact on Brand Prescription being filled
- 2015 there will be approximately 56 million Rxs of Allergic Rhinitis
 - 20% will be branded (if no market changes); 11.2M TRxs
 - 80% would be generic (if no market changes); 44.8M TRxs
- Major Market changes are planned which will impact the branded Rx market:
 - Flonase OTC launch in January 2015
 - Nasonex goes Generic or OTC

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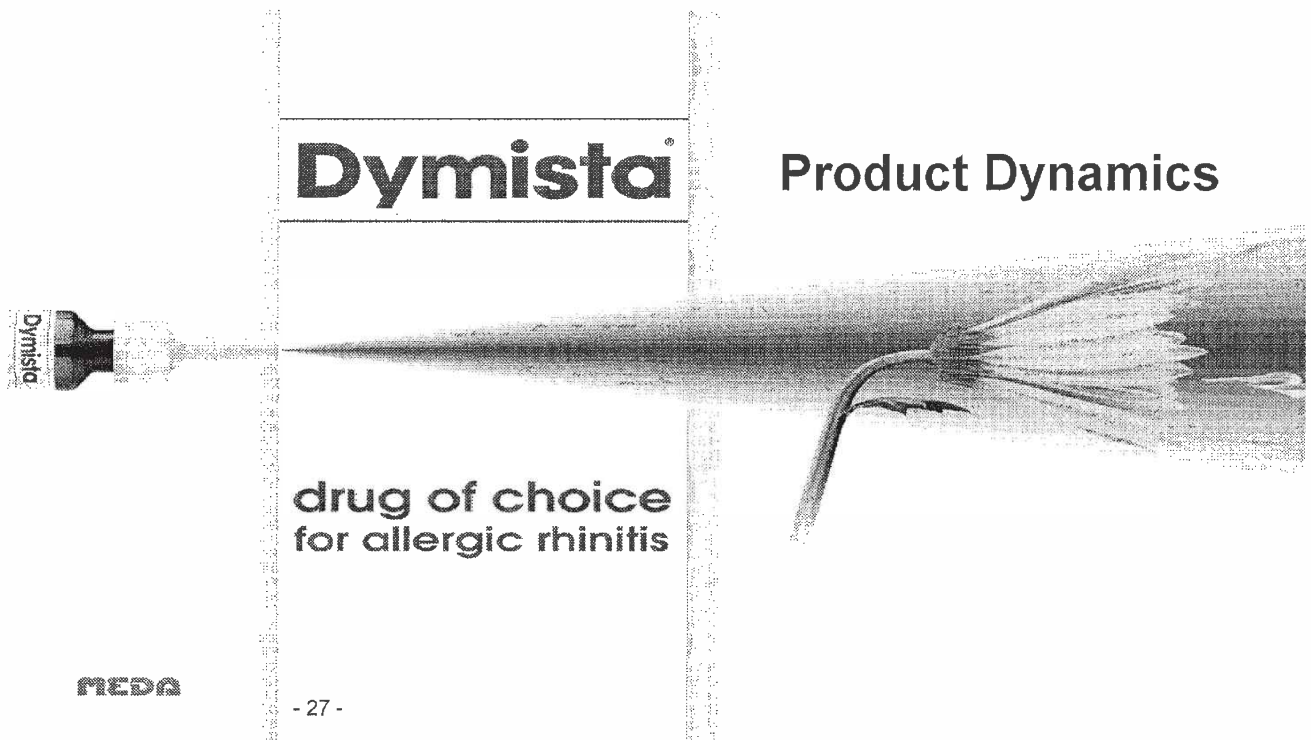
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Patient Insights

- Patients need to feel absolutely miserable before they will go to a HCP for intervention
 - Patients do not view allergy as a serious enough illness to seek physician intervention
- Patients often cycle through home remedies and OTCs— these actions are often based on the recommendations of friends or prompted by a TV ad
- The Patient Buying Process for allergies now consists of 8 steps and can take several seasons or years for patients to cycle through

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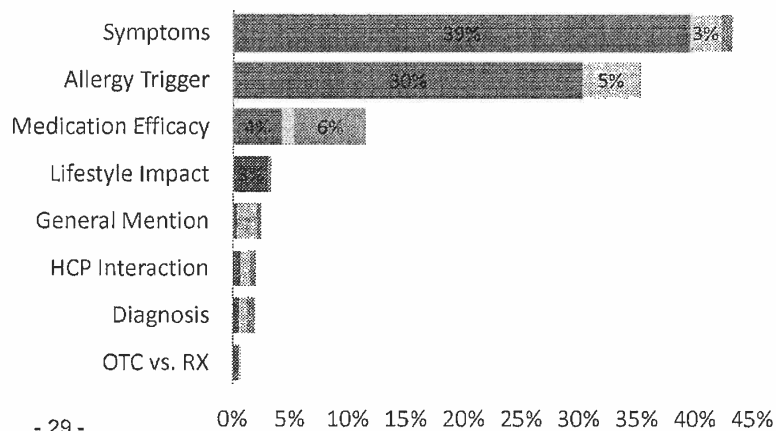
Patient Insights

- Patients are negative regarding their allergies and symptom relief

Top Topics in Messages about Allergies by Sentiment

January 1, 2013 – May 31, 2014

■ Negative ■ Neutral ■ Positive



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Physician Insights

- Allergists tend to position Dymista at the end of the treatment algorithm
 - Step-up training
- ENTs tend to move more quickly toward Dymista
- Cost/hassle factor seems to take precedence in positioning over patient satisfaction or other outcomes measures
- Primary Care Physicians have low awareness for Dymista
- HCPs focus on Dymista components instead of benefits
- Physicians realize that they need to demonstrate value to their allergy patient
- Physicians realize that they are losing their business to OTCs

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Market Sizing Study 3/13 & Converseon Social Listening Study 6/14

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Product Dynamics

- For July 2014, ENTs contributed 29% of Dymista NRx volume (n=11,827), allergists contributed 27% (n=11,101) and primary care contributed 29% (n=11,827)
- Major Marketing Achievements (4.2)
 - Since its launch, Dymista has increased TRx market share in the branded nasal spray (BNS) market and is now at 10.1%
 - Dymista is the #2 product in TRx volume in the branded nasal spray market
 - Dymista market share within primary care has grown 31% YTD

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Conclusions

- Exploit the misery of the allergy patients and give them a unified voice
- Continue to build upon the success of the sales team
- Leverage KOL advocacy to continue to build brand loyalty and recognition
- Increase managed care access and reduce pharmacy switching

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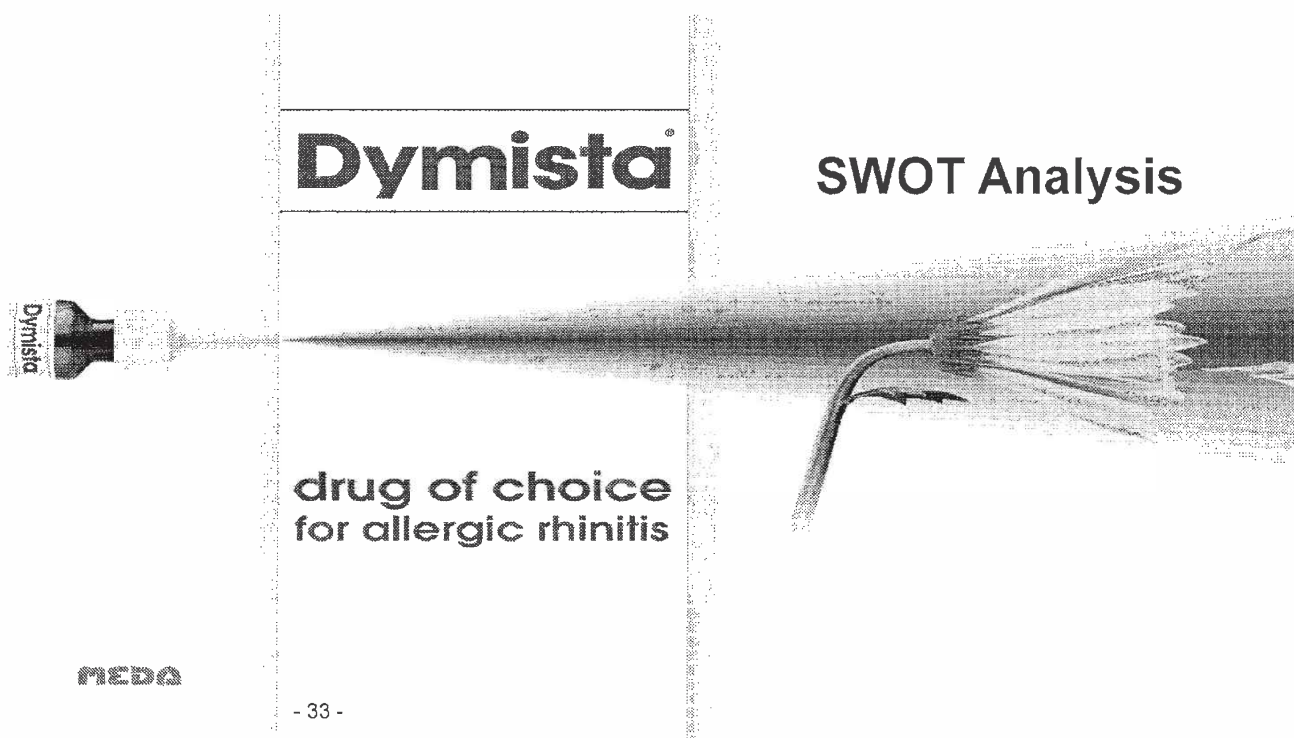
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Dymista SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Superior efficacy • Rapid onset of action with inflammation control with unique delivery system and fine mist spray • Uniqueness of product – the only one in the market • Safety profile 	<ul style="list-style-type: none"> • Nasal spray delivery is viewed as cumbersome to patients • Sales force reach/frequency • Narrow indication (lack of PAR, ocular, & ped) • Lack of resources for pull through
Opportunities	Threats
<ul style="list-style-type: none"> • Patients and Physicians still feel unmet need in seasonal allergy products – Dymista opportunity • Heighten awareness of misery and drive patients to the physician • Flonase & Nasonex going over-the-counter (OTC) giving greater share of voice in the branded Rx market to Dymista • Patient/Consumer audience 	<ul style="list-style-type: none"> • Majority of nasal spray market is generic (low-cost) • With more OTC options, patients may go to the doctor less or delay seeking intervention • Nasonex may go generic resulting in patients switching due to low cost and high brand awareness; MHC may no longer cover brands • Access declines to less than 58% of lives • Low consumer awareness

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Conclusions from SWOT

- Dymista is unique – the only “One” in the market
- Dymista has a clinical difference with efficacy and speed of onset
- To achieve 2015 sales goals, managed care coverage without restrictions will be critical
- Plan to focus on patients through digital in 2015; still unmet need in Seasonal Allergy products
- Major market changes continue to impact branded Rx market
- OTC impact - patients may leave Rx market, but many may come back due to dissatisfaction
- Generic Nasonex – physicians and patients may opt for lower priced product that is Tier 1 for formulary coverage
- Managed care organizations may abandon second tier category for allergic rhinitis

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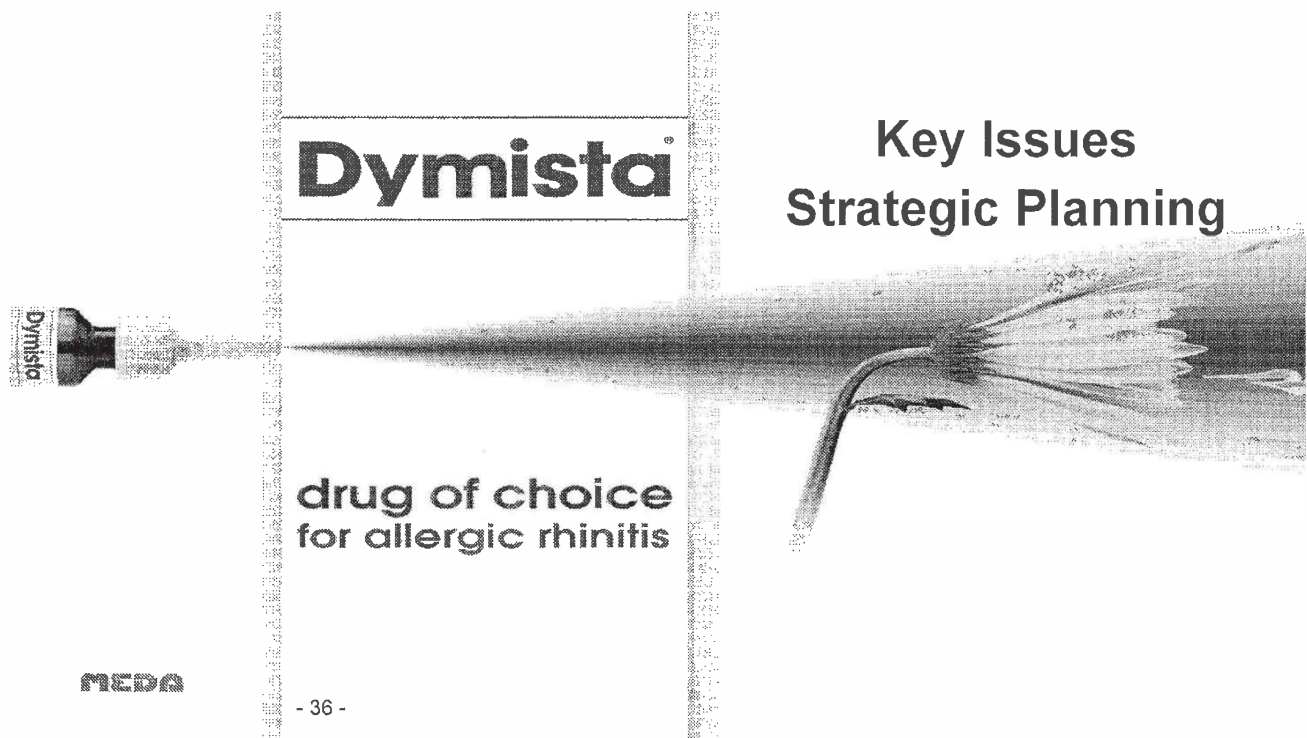
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Key Issues Strategic Planning

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Key Issues

- 1) Dymista is grouped into a branded market that is declining, though Dymista is not
- 2) SAR sufferers minimize their suffering and don't see the doctor until their misery is intolerable
- 3) Brand awareness is low among non-targets and consumers
- 4) Sales force reach is limited due to size and priority focus
- 5) Managed Care is reluctant to change formulary- out of our control

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Dymista Strategic Map

Brand strategic intent	Establish Dymista as the leading Rx branded product (TRx, Net Sales, Patient Preference), to treat seasonal allergic rhinitis			
Brand positioning statement	DYMISTA is for people who hate allergies, but want to enjoy the season because it is the first and only product that offers rapid relief and control with every dose			
Issue 1 Dymista is grouped into a branded market that is declining, though Dymista is not	Issue 2 SAR sufferers minimize their suffering and don't see the doctor until their misery is intolerable	Issue 3 Brand awareness is low among non-targets and consumers	Issue 4 Sales force reach is limited due to size and priority focus	Issue 5 Managed Care is reluctant to change formulary out of our control
Objective 1 Establish Dymista as the only unique branded option in the Rx space	Objective 2 Drive patients to seek physician/pharmacist intervention sooner	Objective 3 Increase brand awareness, brand name requests & physician willingness to prescribe	Objective 4 Extend reach of sales force via NPP tactics	Objective 5 Drive increase in Rx fulfillments
Strategy 1 Leverage new clinical data to distinguish Dymista from the OTC/generic market (MP 4001)	Strategy 2 Engage SAR Sufferers via Multi-Channel Promotion (DTP/DTC)	Strategy 3 DTP/DTC via digital and engage PCPs through conventions and digital means	Strategy 4 Increase HCP messaging to non-called on targets and frequency of message to called on	Strategy 5 Pull-through current plan coverage and leverage new copay program via a surround sound approach

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2015 Major Initiatives Aligned to Strategies

Issue 1	Issue 2	Issue 3	Issue 4	Issue 5
Dymista is grouped into a branded market that is declining, though Dymista is not	SAR sufferers minimize their suffering and don't see the doctor until their misery is intolerable	Brand awareness is low among non-targets and consumers	Sales force reach is limited due to size and priority focus	Managed Care is reluctant to change formulary out of our control
Tactics	Tactics	Tactics	Tactics	Tactics
<ul style="list-style-type: none"> • Speaker Programs (virtual and live) • Promote MP4001 • Promote HEOR data • Promotional Materials • Lunch & Learn Funds to engage physicians • E-details • Communication Portal • Targeted e-mail campaign • Advisory boards • Competitive copay program 	<ul style="list-style-type: none"> • SneezeCast microsite • Social media driving patients to SneezeCast • Paid Search • Banner Ads • Access Card as "Action" on digital promotion • More focused education on Dymista.com (ask an expert) • Ask an Allergist on the SneezeCast microsite • Physician offices: Patient materials, samples and access copay card 	<ul style="list-style-type: none"> • Banner ads • Paid Search • Enhanced product sites • CRM campaign • Convention presence • Product Theaters • Communication Portal • Geo-targeted heavy-ups • Virtual speaker programs • E-mails to consumers from pharmacy database • Make Dymista the Expert campaign 	<ul style="list-style-type: none"> • Targeted e-mail campaign • Communication Portal • E-details • MP4001 promotion • HEOR data promotion • Banner ads • Paid search • Enhanced websites • Virtual speaker programs • Convention presence • Product theaters 	<ul style="list-style-type: none"> • Competitive copay card • MHC Advisory Board • Promotional materials on major wins & formulary state grids • Pharmacy Flashcard • Compass Research • PDQ emails/coops • Fax forms • Formulary Spotlights • Communication Portal

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Over-the-Top Initiatives

Initiative	Audience	Objective/Description
Misery Meter Flash Mob	Consumer	<ul style="list-style-type: none"> Create awareness for Dymista by a spring flashmob in Central Park or some other well known location Flash mob armed with misery meters showing consumers how miserable allergies are making their day
AAFA Spring Capitals Sponsorship	Consumer	<ul style="list-style-type: none"> Use our social media platform to promote Spring Allergy Capitals Targeted tweets and posts to different geographic users
Nasal Survey Sponsorship for AAFA	HCPs/Consumers	<ul style="list-style-type: none"> Work with AAFA to sponsor their national survey Information could be used as unmet need source for HCP materials Reinforces Meda's commitment to Allergy
Gannett In-Office Awareness	Consumers	<ul style="list-style-type: none"> In-office TV (news program) on allergies and promoting Dymista

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Qualitative Objectives

Objective	Measurements
<ul style="list-style-type: none"> Establish Dymista as the only unique branded option in Rx market 	<ul style="list-style-type: none"> Managed care coverage increases due to uniqueness of Dymista Dymista is accepted as a unique product that can be used in majority of patients in practice parameters Brand awareness study
<ul style="list-style-type: none"> Drive patients to seek physician/pharmacist intervention sooner 	<ul style="list-style-type: none"> Increased TRx's & sales month-over-month Increase in script volume with more new patients Digital downloads of Access Copay Card Increase in redemption of copay card Dymista.com increased traffic
<ul style="list-style-type: none"> Increase brand awareness, brand name requests, and physician willingness to Rx 	<ul style="list-style-type: none"> Dymista is accepted as a unique product that can be used in majority of patients in practice parameters Ongoing market research (ATU) showing use of Dymista increasing in range of patient types Feedback from national KOLs and advisory board members Placement by Practice Parameters earlier in treatment paradigm Brand awareness study
<ul style="list-style-type: none"> Extend reach of sales force via NPP tactics 	<ul style="list-style-type: none"> Increase in script volume with more new patients Increase in Rx from non-targets Digital downloads of Access Copay Card Increase in redemption of copay card Dymista.com increased traffic
<ul style="list-style-type: none"> Drive increase in Rx fulfillments 	<ul style="list-style-type: none"> Increased TRx's & sales month-over-month Increase in script volume with more new patients Digital downloads of access copay card Increase in redemption of copay card Dymista.com increased traffic

Quantitative Objectives

	2012	LE 2013	2014	2015
Sales	\$9.4 MUSD	\$63.1 MUSD	\$94.5 MUSD	\$145.7 MUSD
Total Market Share	7%	1.7%	2.9%	6.1%
Branded Market Share	2.72%	7.14%	27.4%	51.5%

FPO- Jeff Hostler

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Pricing Strategy

- Plan to increase price in January 2015 by 10%
- Current net sales price is \$82.20

FPO- Need Hostler/Stuart

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Life Cycle Management

- LCM team has identified the following three key imperatives:
 - VMR Indication
 - Pediatric Indication
 - QD Dosing
- The team will focus on building the business case for each (with the exception of peds) and present to the ET

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Tactical Planning

Dymista

**drug of choice
for allergic rhinitis**

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Key Drivers of US Field Force Effectiveness

Sales force reach and optimal alignment

- Sufficiently sized to reach a sufficient percentage of the overall prescribers
- Appropriately aligned to target best customers to maximize return on sales force investment

FPO- Joey Evans

Sales force influence in prescription fulfillment

- Possess effective methods to generate and sustain patient advocacy before purchase
- Able to demonstrate a simplified path to product access by the patient at the pharmacy to prescribing customers

Sales force training and retention

- Able to frequently gain access to high potential prescribers
- Trained to deliver a distinctly unique and competitive position derived from proven clinical and pharmacoeconomical features
- Capable of persuading customers to change prescribing habits

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Sales Force Key Imperatives

Imperative 1: We must continue to maximize the investment in field sales representatives by removing rate limiting factors such as pharmacy interference and sampling constraints, thus expanding call productivity

FPO- Joey Evans

Imperative 2: We must successfully launch Aerospan to the market in a manner that provides favorable Aerospan revenues without detracting from Dymista growth potential

Imperative 3: We must achieve an appropriate balance of time and resources when promoting the respiratory franchise of Dymista and Aerospan within the same customer offices

Imperative 4: We must focus on retaining and developing our top talent by identifying top talent, understanding risk retention factors, and implementing retention tactics

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Target Group Definition, Visit Coverage & Reporting

- Targets are based on the TRx potential for the Branded Nasal Spray (BNS) market Visit Coverage (8.3.1.2):

FPO- Gregg Weinstein

Target Group	Total HCPs	Targets	Coverage	Visit Potential	Total Visits (per Year)
BNS Decile 8 to 10	5,477	4,617	84%	Twice / Month	110,808
BNS Decile 6 & 7	13,555	6,957	51%	Once / Month	83,484
BNS Decile 5	12,970	3,667	28%	Once / Month	44,004
BNS Decile 0-4*	326,275	12,499	4%	Once or Twice / Month	224,982

Field Reporting (8.3.1.3):

- All Representative-physician visits are recorded in the Meda MI system where it tracks visits and samples dropped (if applicable for that visit)

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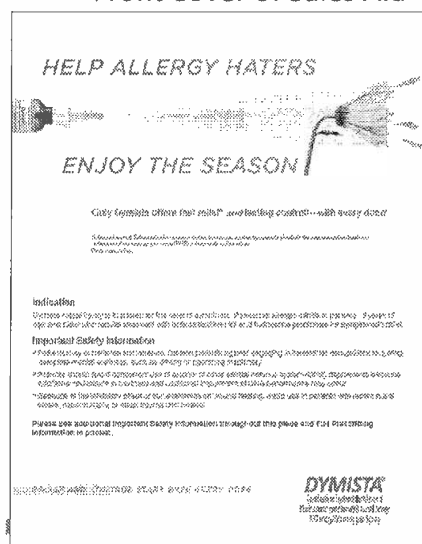
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Front Cover of Sales Aid



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<p>PHYSICIAN RXs</p>	<p>“Help Allergy Haters Enjoy the Season”</p>	<p>DYMISTA is for people who hate allergies, but want to enjoy the season</p>
<p>PATIENT</p>	<p>Moderate-Severe</p>	
<p>KEY MESSAGES</p>		<ul style="list-style-type: none"> • Help allergy haters enjoy the season again • Relief in as little as 30 minutes • Placebo-subtracted, up to, 67% greater improvement in rTNSS vs comparators • Placebo-subtracted 90% greater efficacy vs. generic Flonase • Low spray volume vs comparators • Commercially insured/covered patients pay as little as \$14

Key Marketing Initiatives – Sales Force

Initiative	Audience	Objective/Description
Sales Force Training 8.3.1.4 (developed and done by Sales Training Department)	Sales Force	<ul style="list-style-type: none"> All new Representatives go through multiple levels of training: Level 1 – Home Study of disease state, customer groups, products Level 2 – Home Office Training: 2 week training course at home office (Somerset, NJ)
Support Sales POA w/ Physician Office Materials	HCPs, Pharmacists, Nurses/PAs, Patient	<ul style="list-style-type: none"> Develop sales force promotional materials to drive growth and reinforce Dymista messaging Detail Aids, Flashcards, Patient Brochure
Vacant Territory	HCPs, Pharmacists, Nurses/PAs,	<ul style="list-style-type: none"> Provide non-personal promotion and sample support to key high decile physicians to maintain business while territories are vacant
Nexxus Portal	HCPs/ non-targets	<ul style="list-style-type: none"> Increase reach of field to white space or non-called on HCPs by communicating the Dymista value proposition Increase frequency to Targets by adding another mode of communication to HCPs

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Key Marketing Initiatives – Sales Force (Cont.)

Initiative	Audience	Objective/Description
Access/Copay Card	Patients, HCPs	<ul style="list-style-type: none"> Provide copay reduction & assistance to those patients with managed care coverage. Pay as little as \$14
Samples	Patients, HCPs	<ul style="list-style-type: none"> Continue to provide a trial of Dymista to appropriate patients
Lunch & Learn Funds	Representatives, HCPs	<ul style="list-style-type: none"> Continue to provide funds for Representatives to leverage and meet with HCP offices during lunch. Allows for additional time with key physicians.
E-Details	HCPs	<ul style="list-style-type: none"> Provide details to non-targets on clinical value of Dymista (MP 4001) and potentially HEOR data (if available in 2015)

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2015 Sample Allocation

Waiting on Forecast to confirm

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
# of Units	218,700	218,700	218,700	218,700	145,800	145,800	145,800	218,700	218,700	218,700	145,800	145,800
Costs/Month (\$)	1,045,386	1,045,386	1,045,386	1,045,386	696,924	696,924	696,924	1,045,386	1,045,386	1,045,386	696,924	696,924
# Cases/Territory	6	6	6	6	4	4	4	6	6	6	4	4

Assumptions

- Assumes samples will continue to be shipped out of Goa
- Assume 246 territories with approximately 80 targets each
- What happens with AMRs?

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Key Marketing Initiatives - Digital

Initiative	Audience	Objective/Description
Paid Search (via Web)	SAR Sufferers, HCPs	<ul style="list-style-type: none"> Drive awareness, interest and motivation to ask physicians about Dymista Offer \$14 copay card as an "action" Create brand awareness for Dymista
Customer Relationship Management System	SAR Sufferers (Meda database)	<ul style="list-style-type: none"> Partnered with IMS/Nexxus to build unique database for all campaigns (both HCP/patient) Also links external databases from copay to our internal database Will automatically opt-out patients per their action Aid to keep Dymista top-of-mind for patients/consumers
Banner Ads	HCPs/consumer	<ul style="list-style-type: none"> Sponsor ads on high traffic sites for both HCP and consumers Insert banner ads into emails and online newsletters Increases brand awareness of Dymista
Evolving Website	SAR Sufferers, HCPs, Pharmacists	<ul style="list-style-type: none"> Update branded website based on needs of patients and HCPs Continue to add and enhance website to draw more traffic and returning visitors Direct link to Access Card Enhance user experience for those who visit Dymista.com for ease of access to messaging
Brand Awareness Study	HCPs/Consumers	<ul style="list-style-type: none"> Study to determine the success of the branded digital campaign and other efforts

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Key Marketing Initiatives – Social Media

Initiative	Audience	Objective/Description
SneezeCast Microsite	SAR Sufferers	<ul style="list-style-type: none"> Unbranded microsite speaking to the misery caused by allergies Shows pollen counts and provides education to consumers Raises allergies as an issue that should be taken seriously
SneezeCast YouTube	SAR Sufferers	<ul style="list-style-type: none"> Unbranded microsite speaking to the misery caused by allergies Raises allergies as an issue that should be taken seriously Gives allergy sufferers a unified voice
SneezeCast Facebook	SAR Sufferers	<ul style="list-style-type: none"> Unbranded microsite speaking to the misery caused by allergies Raises allergies as an issue that should be taken seriously Gives allergy sufferers a unified voice
SneezeCast Twitter	SAR Sufferers	<ul style="list-style-type: none"> Unbranded microsite speaking to the misery caused by allergies Raises allergies as an issue that should be taken seriously Gives allergy sufferers a unified voice
SAR Sufferer PSA	SAR Sufferers	<ul style="list-style-type: none"> Urges patients to go to the doctor Elevates the misery of the allergy patient
Unbranded Banner ads	SAR Sufferers	<ul style="list-style-type: none"> Placed on consumer allergy pages to drive traffic to sneezeCast

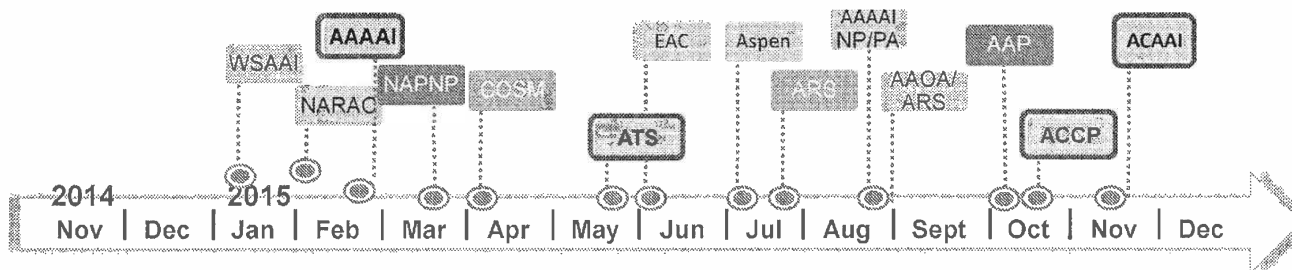
Marketing Initiatives – Advocacy/Opinion Leader Management

Initiative	Audience	Objective/Description
Congress Plan	Allergists, ENTs, PUDs, P. Care (includes NPs & PAs)	<ul style="list-style-type: none"> Fully leverage resources to maximize the impact of Meda's Respiratory Franchise across key specialties
Meda Lecture Bureau	Allergists, ENTs, PUDs, P. Care (includes NPs & PAs)	<ul style="list-style-type: none"> Target high potential audiences for focused, interactive promotional messaging for the Respiratory Franchise
KOL Management & Engagement	Regional & National level Allergists, ENTs, PUDs	<ul style="list-style-type: none"> Develop and enhance KOL Advocacy for Meda and its Respiratory Franchise
Advisory/Consultancy Meetings	Regional & National level KOLs (Allergists, ENTs, PUDs)	<ul style="list-style-type: none"> Gain valuable insight and guidance for Meda and its Respiratory Franchise

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2015 Respiratory Congresses Timeline



Franchise

Lynasia

Aerospan

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NATIONAL CONVENTION LIST	Official Dates	Media Booth Size	Marketing Initiatives Exhibit	Scientific Poster (Medical)
Western Society of Allergy, Asthma & Immunology (WSAAI) Maui, HI	Jan 18-Jan 23, 2015	10x10		Yes
North American Rhinology and Allergy Conference (NARAC)- San Juan, PR	Jan 23-Jan 26, 2015	10x10	Exhibit & Sponsorship	Yes
American Academy of Allergy, Asthma & Immunology (AAAAI)- San Diego, CA	Feb 28-March 4, 2015	20x60	Exhibit & Sponsorship	Yes
Combined Otolaryngology Spring Meeting COSM (April 2015)- Las Vegas, NV	May 14-18, 2015	None	Advocacy	
American Thoracic Society (ATS)- San Diego, CA	May 16-21, 2015	20X60	Exhibit	Yes
American Academy of Physician Assistants (AAPA)-Boston, MA	May 24-28	20X20	Exhibit	Yes
Eastern Allergy Conference (EAC)- Palm Beach, FL	May 29-June 1	10x10	Exhibit	Yes
American Academy of Nurse Practitioners (AANP)-Nashville, TN	June 18-22	20x20	Exhibit	
American Rhinologic Society (ARS) Summer Sinus Symposium- Chicago, IL	July 18-19, 2015	10x10	Exhibit	
Aspen Allergy Conference (AAC)- Aspen, CO	July 22-27, 2015	10x10	Exhibit	
American Academy of Otolaryngology Allergy, Orlando FL	September 19-20, 2015	10x20	Exhibit & Sponsorship	
American Academy of Podiatrics (AAP), San Diego CA	October 11-15, 2015	10X10		
American Academy of Family Practice (AAFP) Washington, DC	Oct 21-25, 2015	10x20	Exhibit	
American College of Chest Physicians (ACCP/CHEST)-Austin, TX	Oct 25-30, 2015	10x20	Exhibit & Sponsorship	Yes
AAAAI (Corp. Council)-Atlanta, GA	November 6-10, 2015	20x80	Exhibit & Sponsorship	Yes

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Key Marketing Initiatives – (HEOR)

Initiative	Audience	Objective/Description
Analyze ACO's and/or major medical groups secondary data	<ul style="list-style-type: none"> Major Medical Groups Accountable Care Organizations (ACO's) Physicians 	<ul style="list-style-type: none"> Work with Sharp Rees Stealy (SRS) to analyze AR patient data and study analyze switching and augmentation behavior Products will be publications, presentations, slide decks
Unintended Consequences of no RX for AR	<ul style="list-style-type: none"> Managed Care Organizations Physicians 	<ul style="list-style-type: none"> Roundtable meeting of KOLs followed by supplement issue of American Journal of Managed Care (AJMC)
Large Employer study	<ul style="list-style-type: none"> Large self insured employer groups Physicians Payers Patients 	<ul style="list-style-type: none"> Work with large employer to collect survey data on unmet need, treatment satisfaction and patient reported outcomes pre and post Dymista
Budget Impact models	Managed Care organizations	<ul style="list-style-type: none"> Presentation of interactive budget impact model for Dymista
Publication and presentation of papers based upon 2014 work	<ul style="list-style-type: none"> Physicians Payers KOLs 	<ul style="list-style-type: none"> This will include Comorbidity and Cost study (sleep apnea and AR, Humana database study (costs and outcomes of Dymista versus treatment alternatives, Dymista budget impact model), analysis of Kantar Health Data)

Key Marketing Initiatives – (Rx Fulfillment / Trade)

Initiative	Audience	Objective/Description
Retail Pharmacy Rx Abandonment Strategy	Retail Pharmacy chains both national and regional in scope	Partner with retail pharmacy to reduce Rx abandonment due to high copays and no copay card availability. Potential for retail chains to intercept abandoned RX's and offer copay assistance on our behalf
Pharmacy Survey for OTC Nasal Steroid Impact on Rx	Retail pharmacy and independent pharmacy	Determine Impact of OTC shift for nasal steroids on the Rx business for retail pharmacy. How can we partner with them when patients do not get relief from OTC INS. Use of RCAT? Referral to In-store clinics?
Regional and National Pharmacy Trade Shows	Retail and Community Pharmacists	Presence at National and Regional Pharmacy Trade shows to promote brand awareness
Preseason communication through Wholesale and Retail communication channels	Wholesalers and Retail Pharmacy	Utilize wholesale and retail internal communication tools in front of spring allergy season to aid in brand awareness

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Key Marketing Initiatives – Managed Care & Trade

Initiative	Audience	Objective/Description
Managed Care Market Research	PBMs/Managed Care Organizations	<ul style="list-style-type: none"> Identify and assess plan access strategies as the result of changes in the competitive mix <ul style="list-style-type: none"> Launch of a non-AB rated mometasone Fluticasone OTC Characterize the competitive landscape, including the current contracting environment and how it may evolve Identify and rate value drivers in allergic rhinitis Assess perceptions and messaging of Dymista Rate Meda contracting versus competitors
MHC Contracts – Preferred Brand Position	Managed Care, HCPs, Patients, Pharmacists	<ul style="list-style-type: none"> Negotiate with MHC for Dymista to replace Nasonex as preferred brand once change to generic/OTC occurs
Managed Care Promotional Materials (Rep Delivered)	HCPs, Pharmacists	<ul style="list-style-type: none"> Provide promotional tools that review the managed care coverage at a national, regional, local level Promote Managed Care Wins through quick-hit cards that can be left behind
Minute Clinic Promotion/Contracting	Patients, Pharmacists	<ul style="list-style-type: none"> Contract with Minute Clinics within CVS and Walgreens (own the majority) to drive utilization of Dymista
Adherence & Persistency Program	Patients, Pharmacists	<ul style="list-style-type: none"> Contact Dymista patients when refill is ready at Pharmacy Communication will be done through chain

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Key Marketing Initiatives Going Forward– AMR

Initiative	Audience	Objective/Description
RCAT	PCP, Pharmacy, NP/PA, nursing staff	To increase the awareness of SAR levels of control. Specifically how well specific symptoms are controlled relative to their current treatment plan (RX/OTC). This needs to be embraced by Meda and executed as a comprehensive toll. As we have discussed, this toll is being requested in an EMR format/APP format.
2015 Q1 AMR Dymista Tools	AI/PUD Is our current audience.	Develop a tool for the AMR team to enhance the specialists understanding and commitment to Dymista this spring season. Having the AMR's and Respiratory team use unique tools will increase commitment and the time to gain that commitment.
Pollen Weed Walk	AI and ENT Training Programs in the 28 AMR Markets	Provide a non-branded educational event for specialists in training to increase their understanding of the local provocateurs.
Access	AI/PUD Is our current audience. Also we cover the following in our markets: Major Medical Groups, Training Programs, KOL's, Retail Pharmacy/Clinics	Provide access and education to this important group of "Hard to See" providers.

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Key Marketing Initiatives – Sales Operations

Initiative	Audience	Objective/Description
Market Forecast	Internal	Objective third party to produce a forecast to predict market size and impact of upcoming significant market events (OTC/Generic)
Sales Force Focus	HCPs	<ul style="list-style-type: none"> Adjust SF targets to increase Dymista reach Pulse Dymista into primary position for 1H 2015
Organizational data platform	Internal	Design, build and roll out a complete online data tool for all colleagues to access key market and product data
Vacant Territory Program	HCPs	Assist in the maintenance of the VTP program for Dymista

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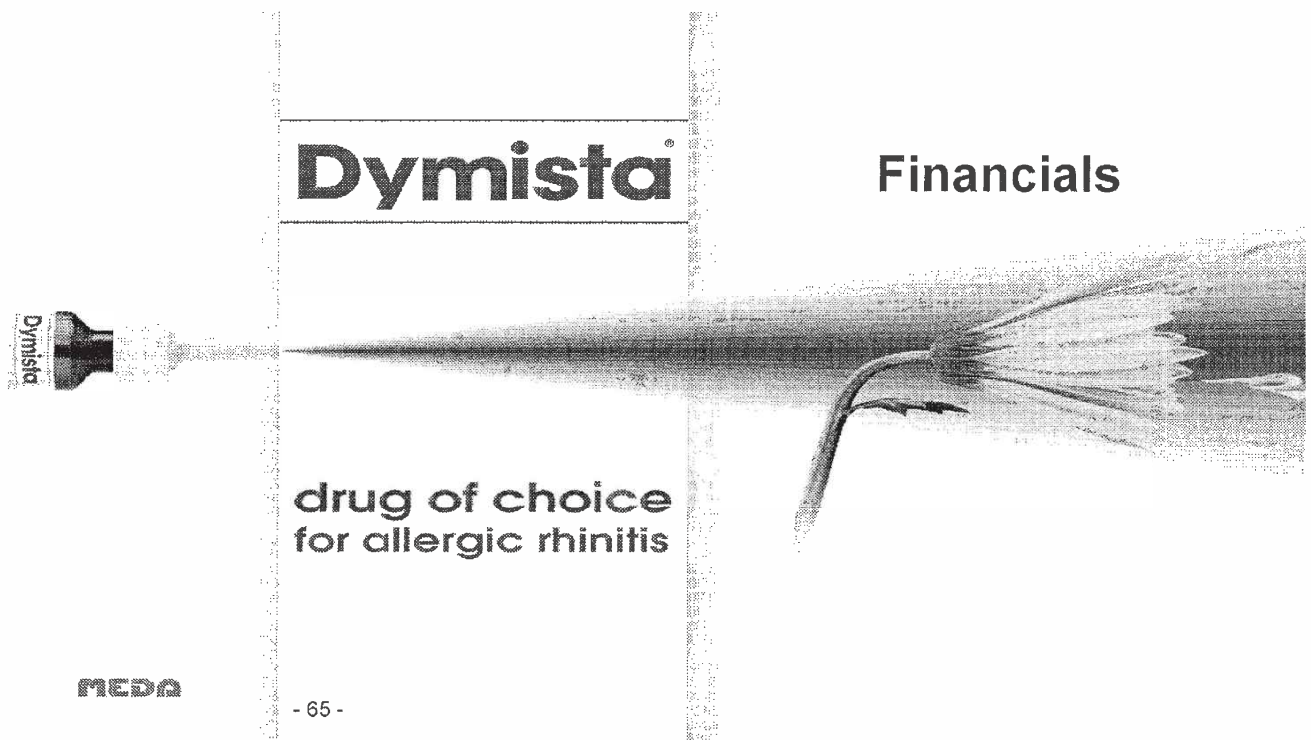
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Summary: 2015 Medical and Scientific Affairs Tactics

Target Audience	Need	Activity/Initiative	Output/Measurement
HCP Prescribers (focus on allergy and pulmonary specialty)	Generate differentiating comparative data demonstrating differences.	Comparative Scintigraphy Phase IV	Demonstrate disposition differences vs. individual components-EP and AZE (use data in scientific exchange and perhaps promotion).
	Effective treatment for VMR due to all etiologies (cold, perfume); generate evidence (possible indication?) supporting Dymista's activity in VMR	VMR Phase IV Trial	Demonstrate efficacy in VMR/NAR, engage FDA (possibly) in obtaining indication
	Non-clinical comparisons evaluating differences in runout, run down and deposition; help inform Phase IV trials	Non-clinical Assessments	Perform non-clinical comparative assessments to evaluate key characteristics (humectant effects)
	HCP awareness of key primary and secondary data for Dymista	Publications	Present data (10 abstracts) at key medical meetings and publish data (3 manuscripts) data then used in scientific exchange (MSL and Med Info)
	CME education on how to diagnose and treat asthma		Provide CME education around AR
	Limited data on MCA, sleep and other areas of interest	Med Ed	Enhance scientific understanding of Dymista (i.e. NAR/VMR, sleep and other areas of interest)
	Not timely awareness of new literature of interest	MSLs	Generate searches and reports allowing internal MEDA employees to be up to date w/ all key literature of interest
	Awareness around entire clinical dataset for Dymista	Scientific Intelligence	Scientific exchange; discuss clinical protocols with KOLs
	Respond to unsolicited med inquiries regarding Dymista	MSL Interactions	Address unsolicited medical inquiries
		Med Info	
Physicians	Demonstrate value proposition of Dymista	HEOR (in P.7 initiatives) (see enclosed)	Demonstrate the economic value proposition of DYMISTA for by disseminating evidence derived from secondary database analyses, primary data collection from physicians and patients, literature review and KOL input
	Demonstrate clinical attributes/benefits of Dymista	MSL Interactions	Provide medical/clinical overview to P & T committees (get DYMISTA on formulary)



Financials

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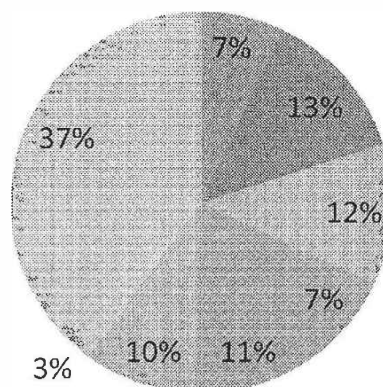
PTX0271-00066

Budget Allocation & Goals

2015 Dymista

- A&P: \$26 MUSD
- Net Sales Goal: \$ 97 MUSD
- TRx Goal: 1.16 M Pending new
- Exit Market Share Goal: 6.1%
- Exit Branded Share Goal: 27.4%

A&P \$26 MUSD



■ Selling Materials

■ Conventions

■ Access Card

■ Speaker Programs

■ e-business

■ Lunch and Learns

■ Managed Care/Trade

■ Samples

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Dymista

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Promotion/Sales Table

Promotion Sales Table	2012	1E 2013	2014	2015
Sales	\$2,392,000	\$63,097,000	\$94,502,000	\$146,688,000
Product Promotion	\$9,309,690	\$25,400,000	\$25,279,000	\$22,500,000
Rep Equivalents	38	201 Pending new	149	137
Sales Force*	\$7.6 MUSD	\$40.2 MUSD	\$29.8 MUSD	\$27.4 MUSD
Total Product Promotion	\$18.3 MUSD	\$66.2 MUSD	\$55.1 MUSD	\$49.9 MUSD

* Assumes a cost of \$200,000 per rep

MEDA

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Dymista

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