

New
DYMISTATM

Dymista
Competitor

BONCHINMARKING

PLAINTIFFS'
TRIAL EXHIBIT

PTX0926

exhibitstick.com

MEDA_APTX03502286

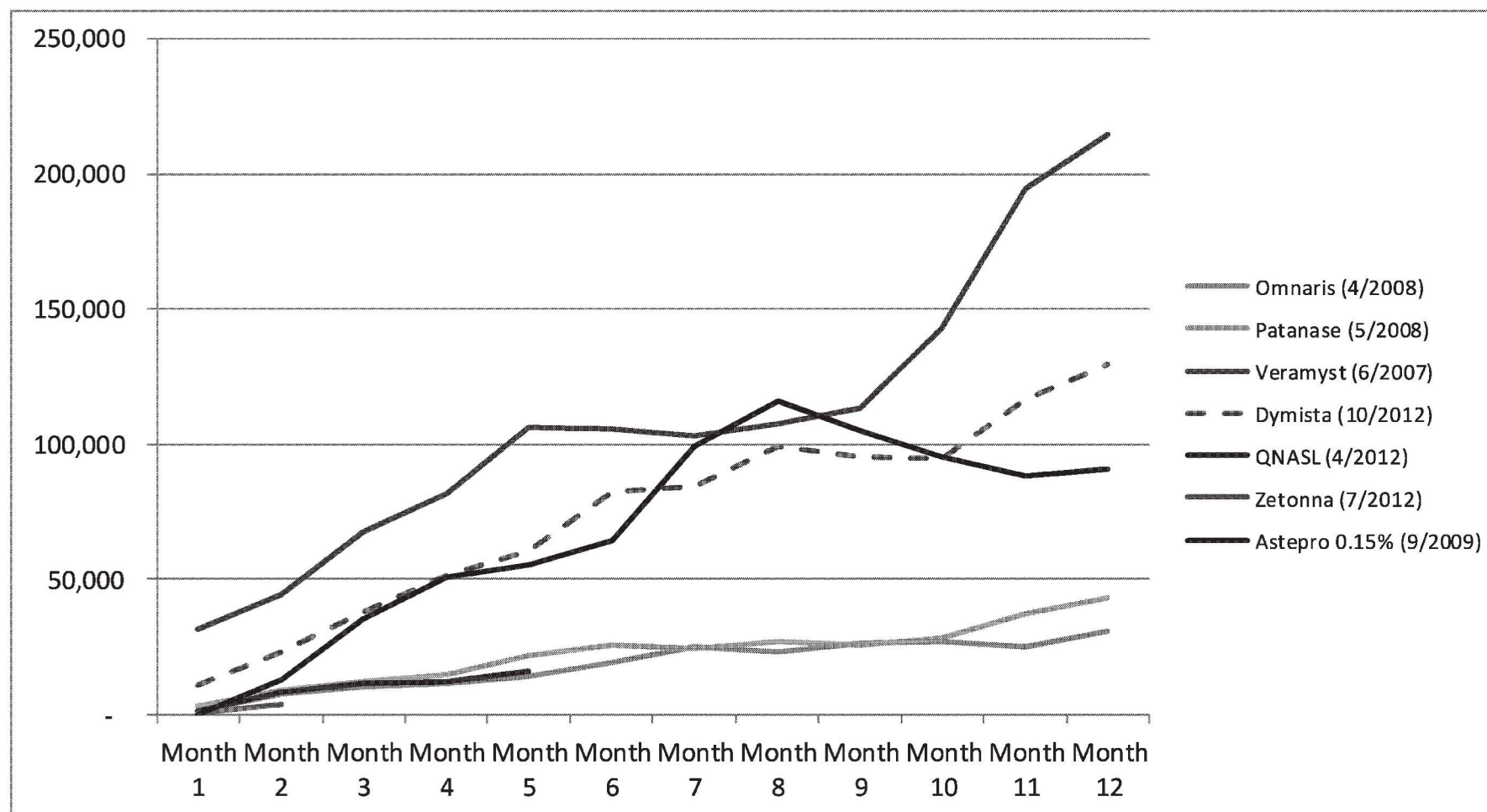
Dymista Uptake Is Expected To Outpace Recent Competitive Launches

- The prescription nasal spray market is established, yet BIG opportunities still exist
 - 60MM TRxs (\$3.5 BUSD) and +3.5%-5% growth per year
 - There has been limited innovation in recent years
- Patent protected products are fighting for share in a declining branded segment
 - 2008 → 60% Brand/ 40% Generic
 - 2012 → 30% Brand/ 70% Generic
- Product differentiation and support drive uptake
 - Veramyst launched in 2007 into a branded market with a new device, managed care access, and 1700 sales reps completely focused on asthma/ allergy prescribers
 - Omnaris launched almost one year later with limited differentiation, more restricted access, and a sales force of 1950 reps not fully focused on allergy prescribers (Omnaris reps carried Lunesta and visited psych/sleep physicians in addition to allergy prescribers)
- Established brands are continuing to invest in segments beyond HCPs –(Nasonex, Omnaris) continuing to invest in DTC/ consumer

New
DYMISTA™

Differentiation and Strong Support Drive Uptake

TRx



Note: Veramyst success is due to the number reps and favorable access; At launch Veramyst delivered 3.5X the number details the brand is currently delivering

DRAFT – Not For Distribution

3 Source: WK Data TRx

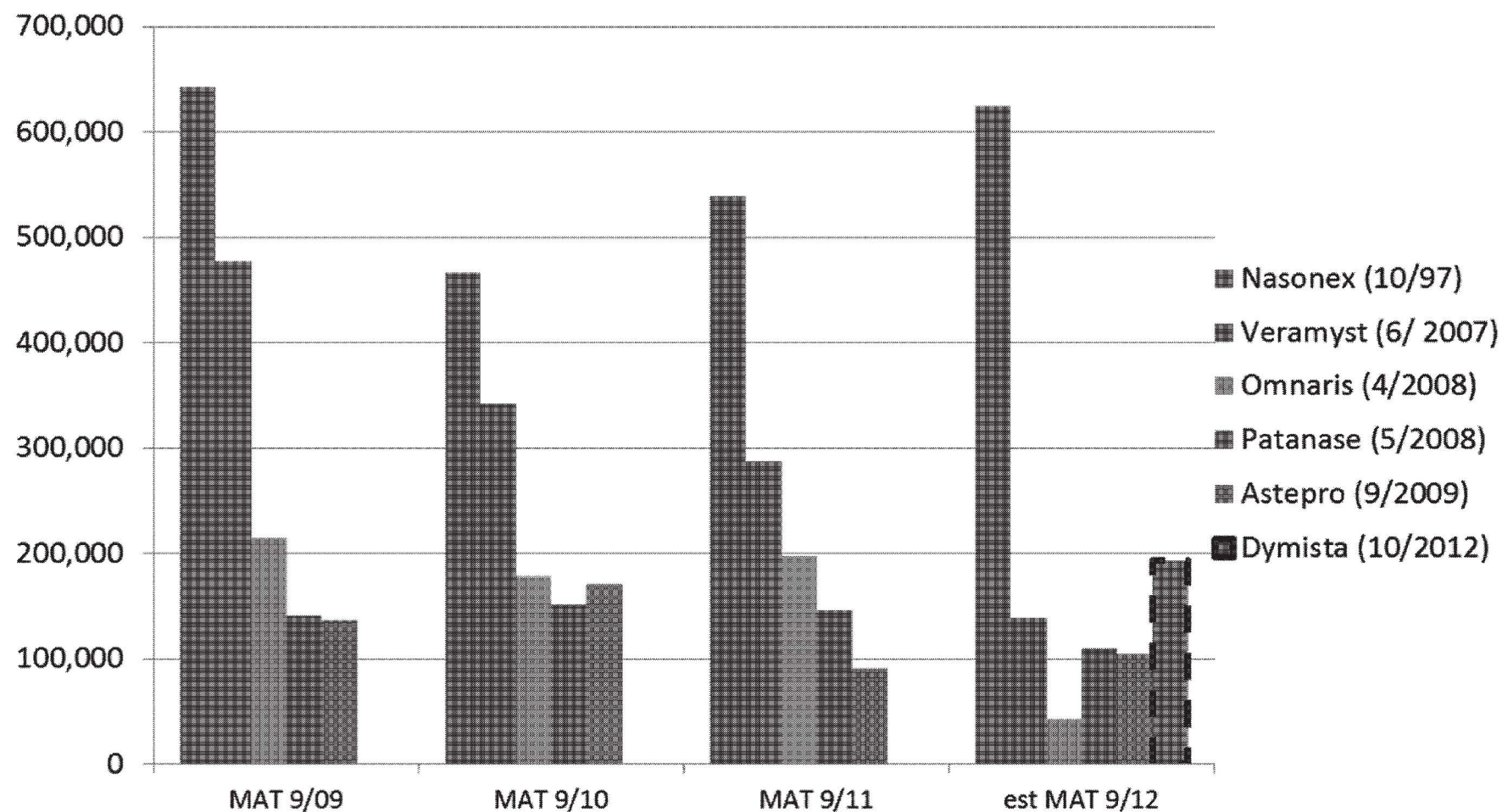
New
DYMISTATM

Competitor Benchmarking: Key Uptake Driver

Veramyst Launched With Strong Sales Force Support However Support Has Decreased Over The Years

PTX0926-00004

Sales Calls



*detail levels for MAT 9/08 assumed similar to MAT 9/09

Source: IMS IPS

New
DYMISTA™

Competitor Benchmarks: Estimated Sales Force Size

Year	Product	# of Reps	# of Products In Bag
4Q2012	Nasonex	1,000 reps	7
	Veramyst	350 reps*	4
	Omnaris	360 reps	3
	Dymista	200 reps	1
	QNASL^	185 reps	3
	Zetonna^	110 reps	4

At launch:

- Veramyst was supported by 1700 reps focused on asthma and allergy prescribers (the two lead products the reps carried were Advair and Veramyst)
- Omnaris was supported 1950 reps however targeting was not fully focused on allergy prescribers (reps carried Lunesta and Omnaris)

*Veramyst value reflects respiratory sales force only; Veramyst is also currently carried by 2 CNS sales forces with Treximet however the impact of these sales forces is unknown and is unlikely to have significant impact

^QNASL and Zetonna are estimated based upon current sales force size and products carried – actual data will be available in 2013

Source: Pharmaforce data; ZS Associates

New
DYMISTA™

Competitor Benchmarks: Key Uptake Driver

While Veramyst Sales Force Support Has Decreased, Strong Access Remains

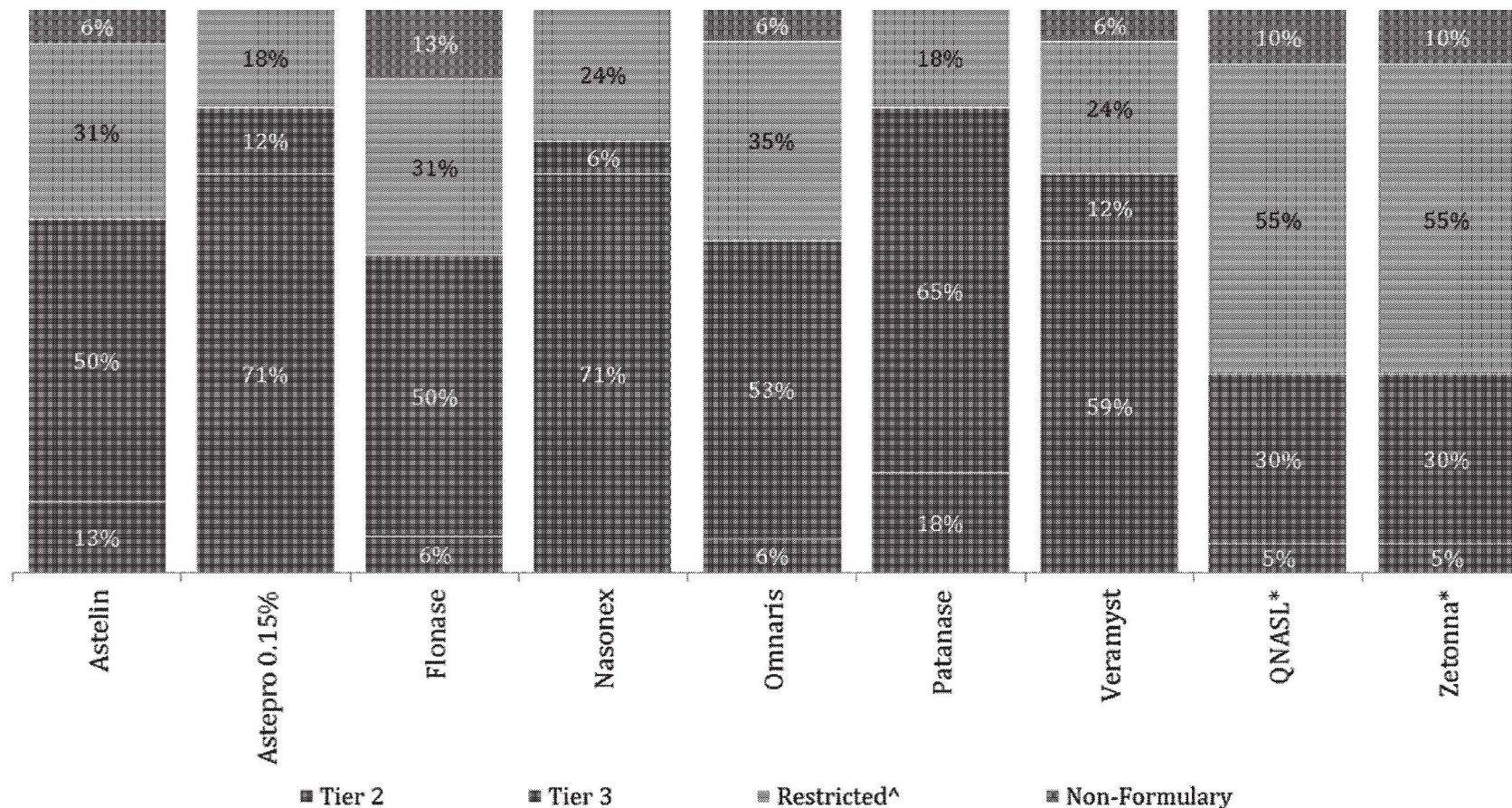
PTX0926-00006

Plans typically have one or two preferred intranasal steroids and one preferred intranasal antihistamine.

Handling of AR Products

(Percentage of plans in sample*)

N=17



*Represents expected handling at launch (N=11).

^Does not include label-based quantity limit restrictions.

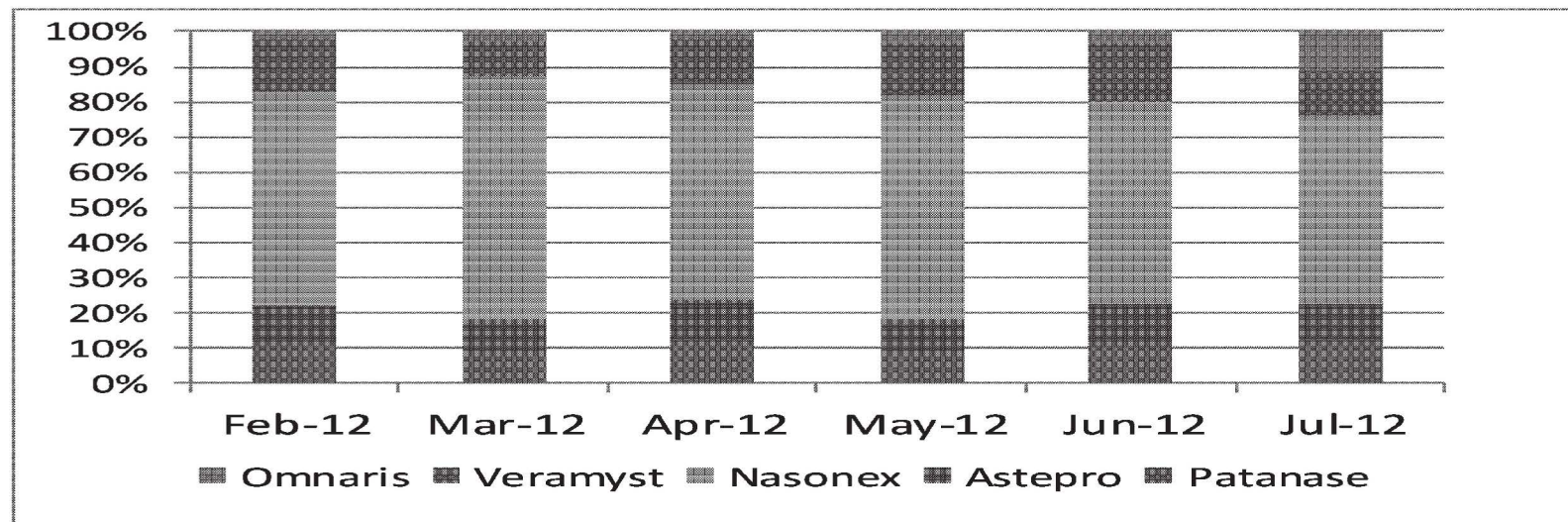
Source: Promidian Study 2012

New
DYMISTA™

Competitor Benchmarks: Share of Voice

PTX0926-00007

Nasonex Continues To Dominate Detailing In The Category



Category Sampling Levels Are Higher At Launch

Samples / NRx	Patanase (Launch: 5/2008)	Nasonex	Veramyst (Launch: 6/2007)	Omnaris (Launch: 4/2008)	Xyzal (Launch: 9/2007)
Launch Year	14	N/A	2	14	6
Current	1	1	1	1	3

Sources: contacts and samples from azelastine cockpit; NRx from WK; DTC spend from CMI

New
DYMISTATM

Competitor Benchmarks: DTC Investment

PTX0926-00008

DTC Continues To Be A Priority With Significant Spend In The Category

	Oct-Dec 2010				Jan-Dec 2011				Jan-Jun 2012			
	Allegra	Zyrtec	Nasonex	Omnaris	Allegra	Zyrtec	Nasonex	Omnaris	Allegra	Zyrtec	Nasonex	Omnaris
Display Ad Spend (000)	\$ 1	\$ 373	\$ 188	\$ 1	\$ 1,293	\$ 2,209	\$ 1,768	\$ 23	\$ 541	\$ 793	\$ 1,181	\$ -
TV Spend (000)	\$ -	\$ 127	\$ -	\$ 522	\$ 120,695	\$ 73,293	\$ 43,510	\$ 8,410	\$ 55,308	\$ 44,689	\$ 40,538	\$ -
Radio Spend (000)	\$ -	\$ -	\$ -	\$ -	\$ 3,705	\$ -	\$ -	\$ -	\$ 2,108	\$ 881	\$ -	\$ -
Newspaper Spend (000)	\$ -	\$ 49	\$ -	\$ -	\$ 1,681	\$ 598	\$ -	\$ -	\$ 301	\$ 314	\$ -	\$ -
Magazine Spend (000)	\$ -	\$ 494	\$ 275	\$ 38	\$ 7,321	\$ 9	\$ 1,728	\$ -	\$ 2,984	\$ -	\$ 992	\$ -
Total Spend (000)	\$ 1	\$ 1,043	\$ 463	\$ 561	\$ 134,695	\$ 76,109	\$ 47,006	\$ 8,433	\$ 61,242	\$ 46,677	\$ 42,711	\$ -

*comScore Ad Metrix Media Spend Competitrack® Estimated Offline Data October 2012

Source: Competitrack provided by CMI Media

New
DYMISTA™