

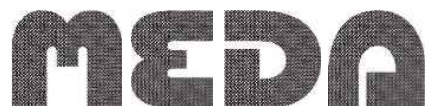


2016 DYMISTA® Brand Plan

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SUBJECT TO STIPULATED PROTECTIVE ORDER

MEDA_APTX03502115



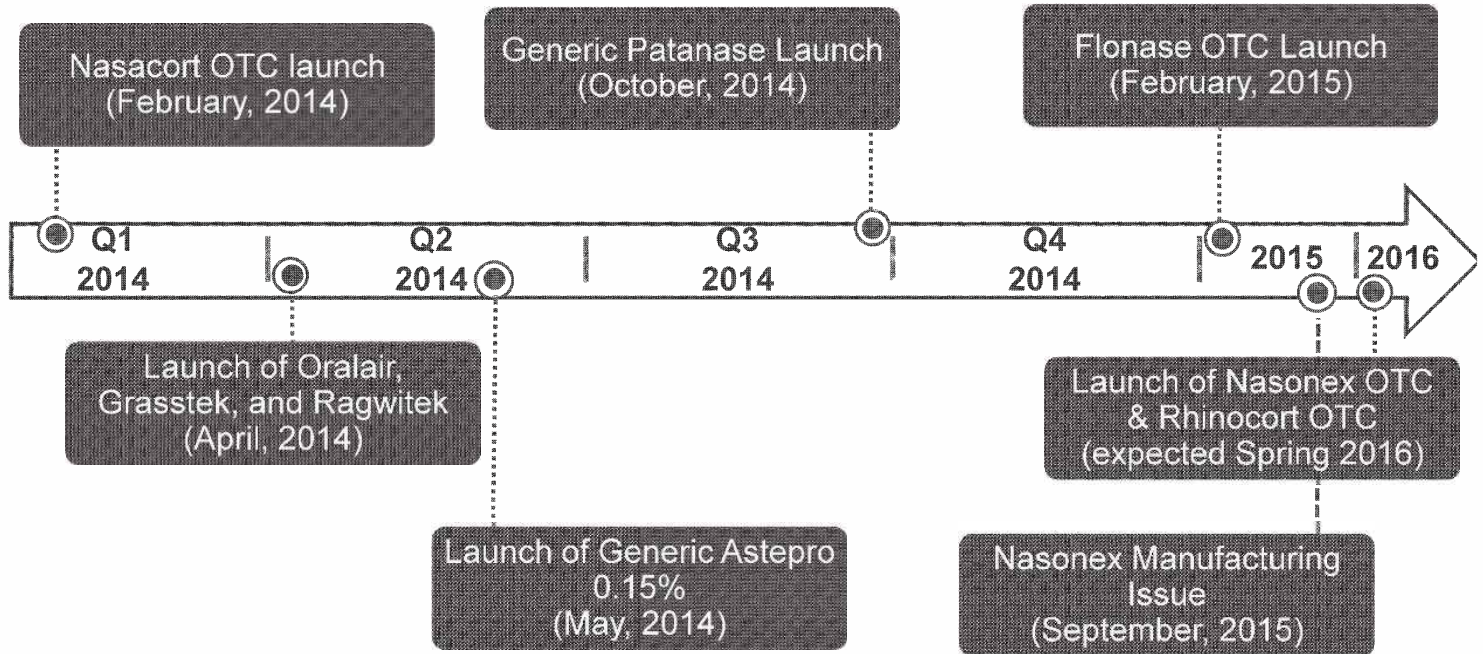


Market Landscape and Competition

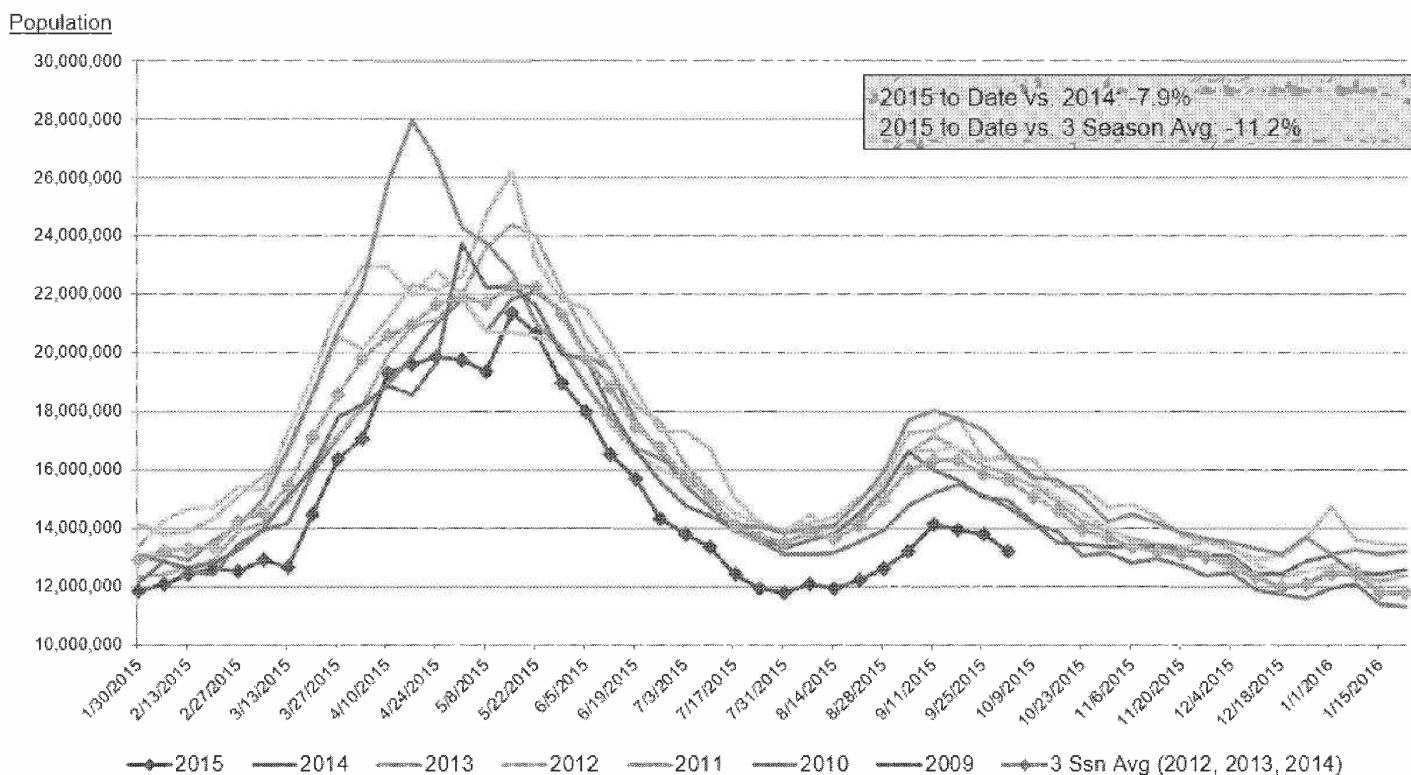
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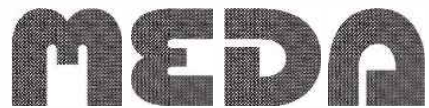
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Recent Market Events



Allergy Alert Notification Data (AAN)



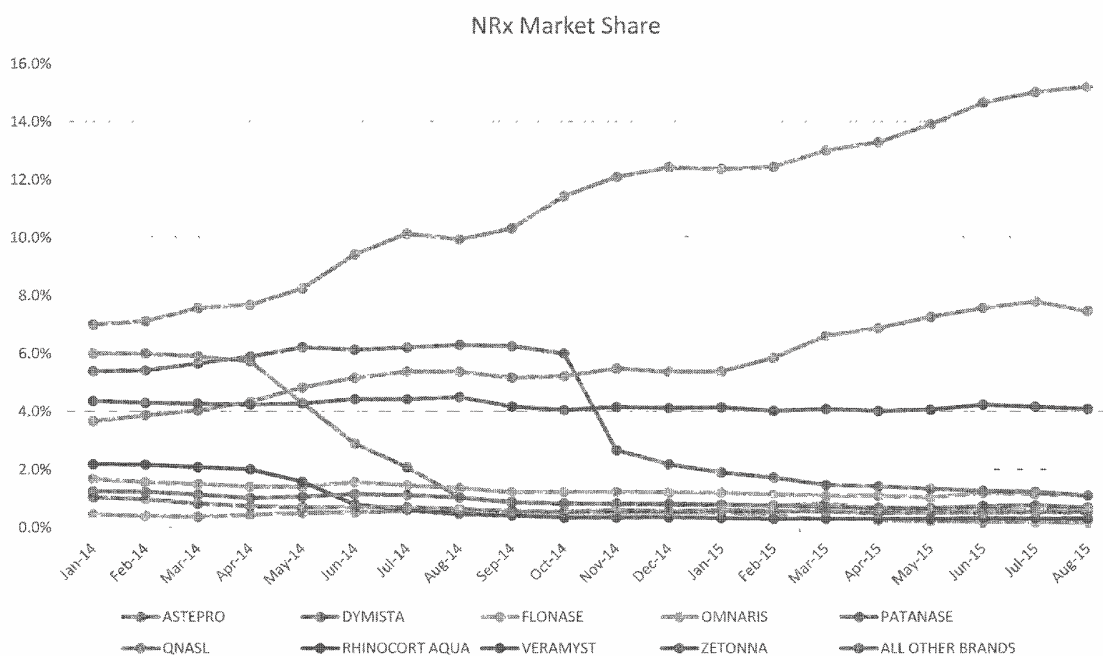


Sales Performance To-Date

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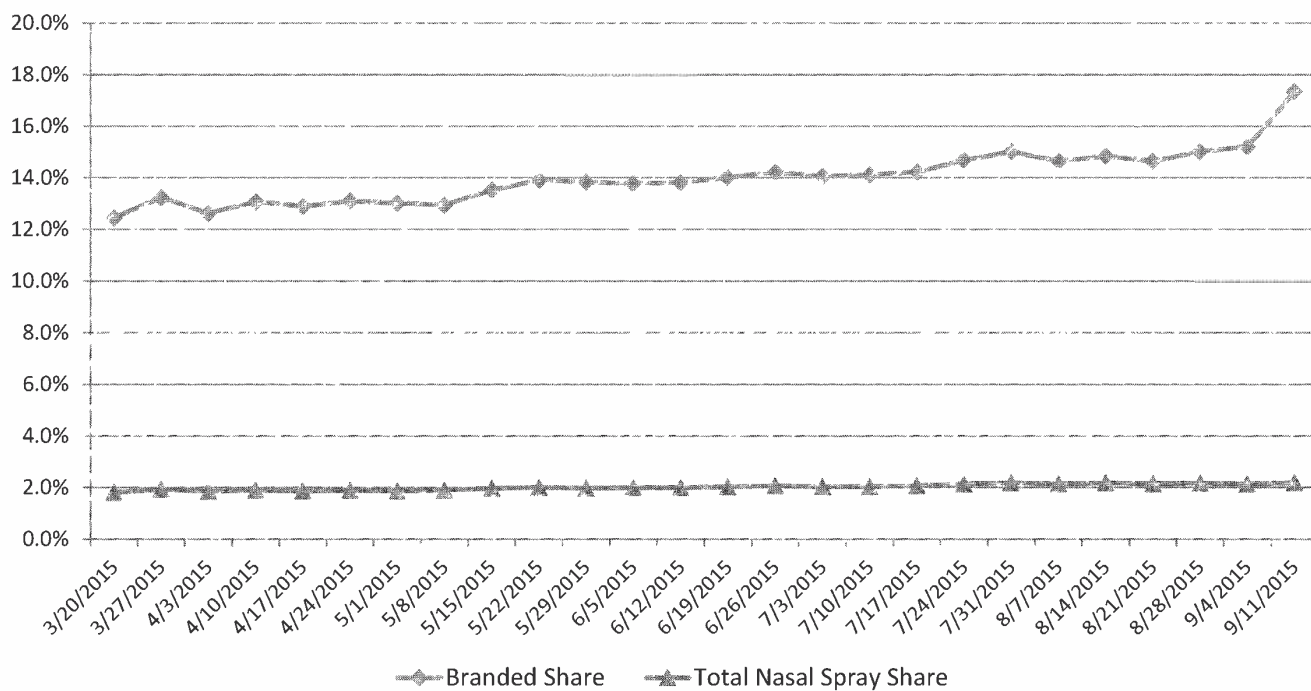
Branded NRx Market Share



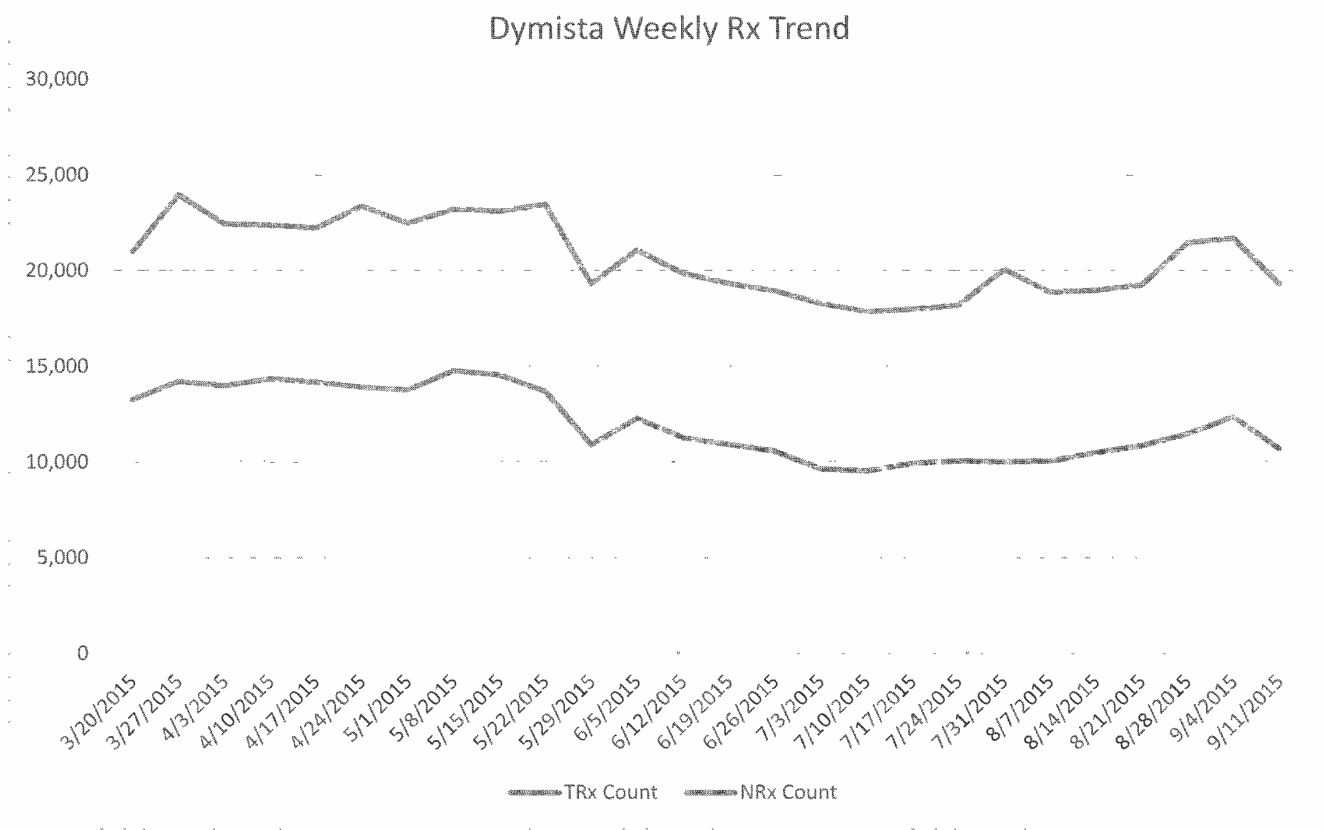
- DYMISTA continues to be the fastest growing brand
- Qnasl growth has increased with the addition of the QNASL Children's indication
- Astepro, Patanase and Rhinocort Aqua have been eroded due to generic entries

DYMISTA TRx Market Share

Dymista Market Share

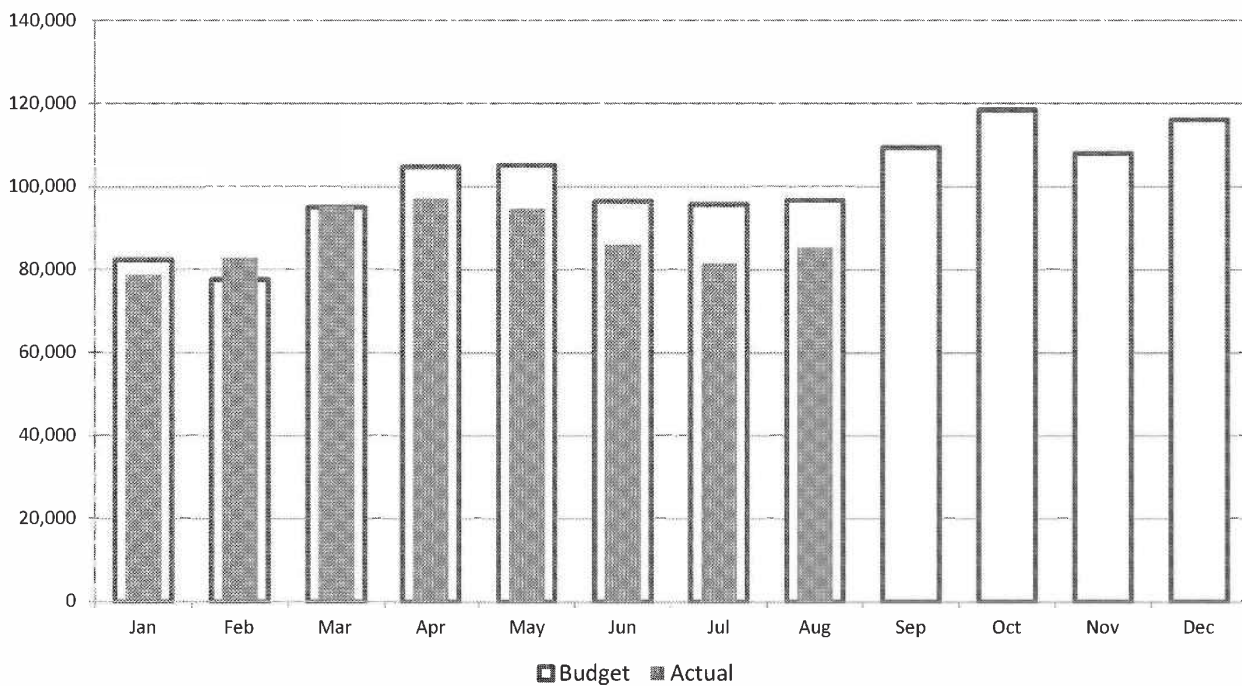


DYMISTA TRx Volume

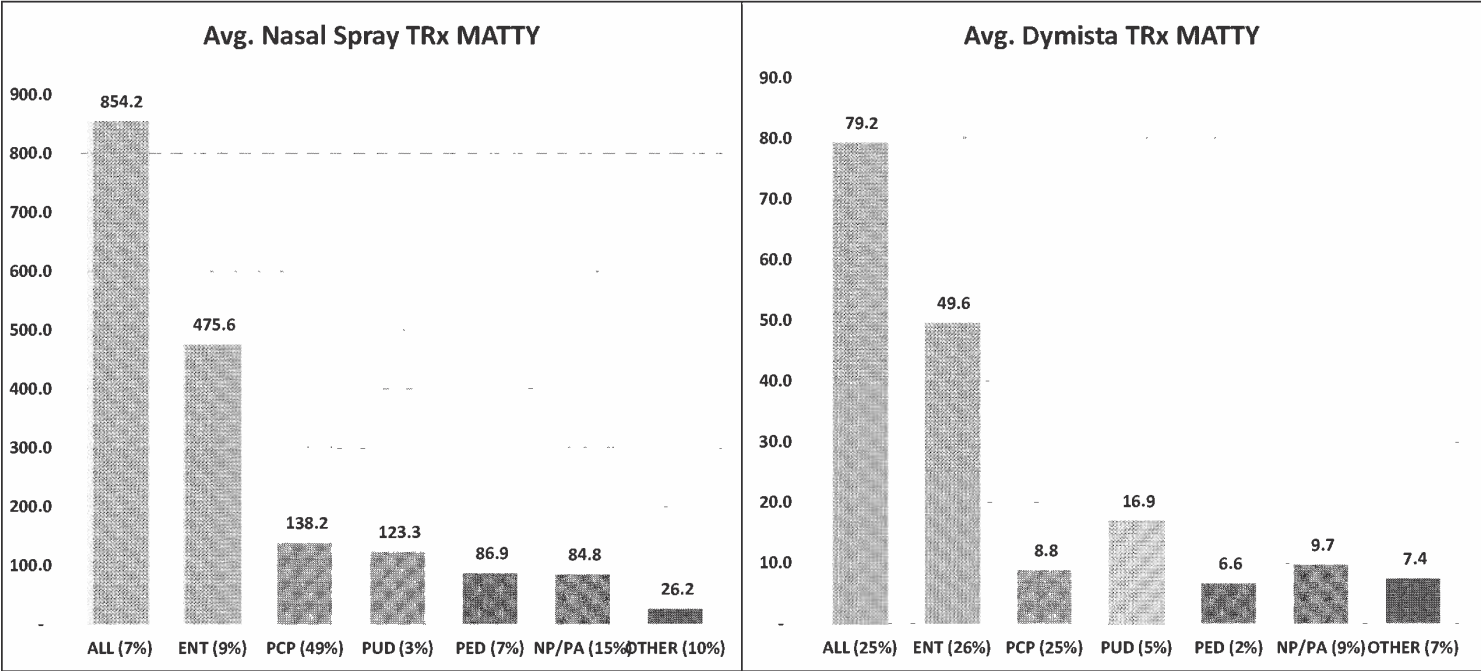


DYMISTA 2015 Performance To-Date

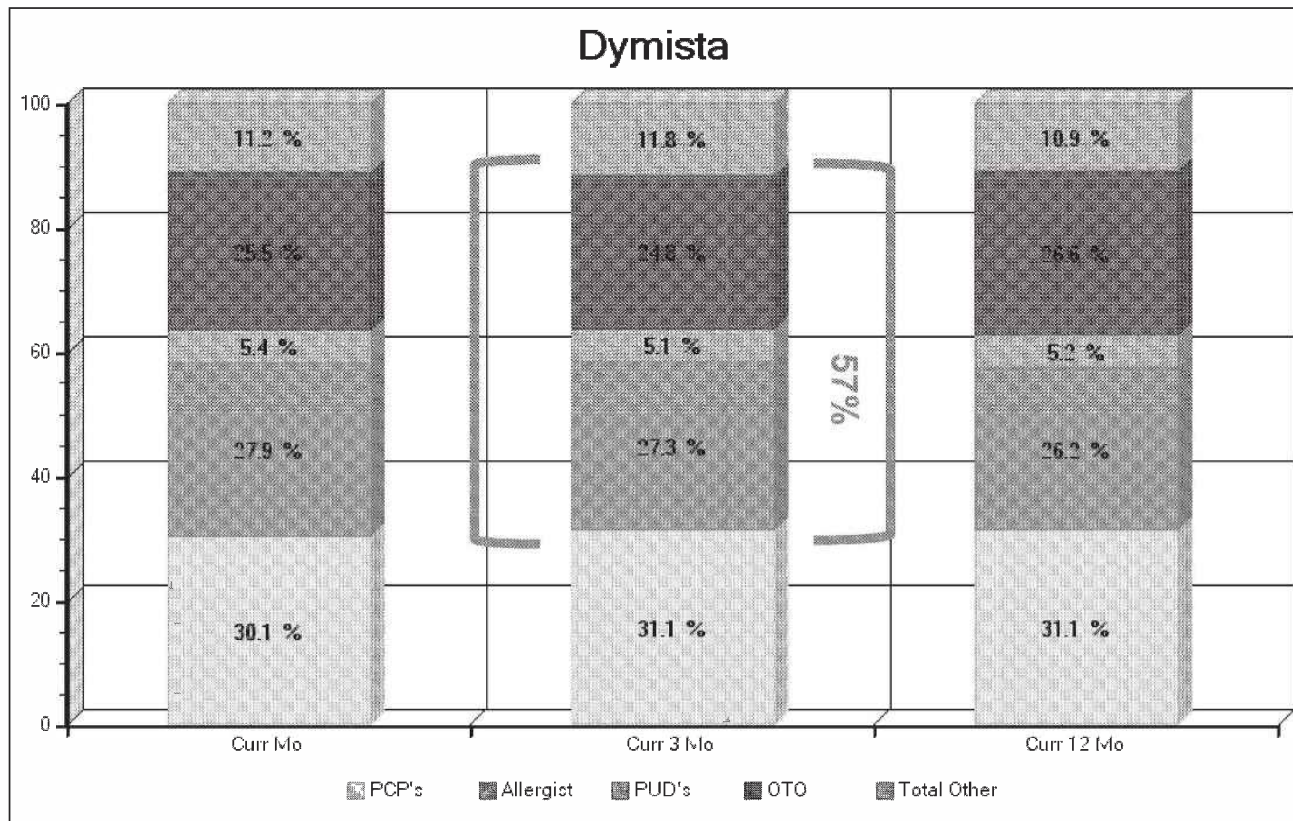
Dymista 2015 Budget vs. Actual



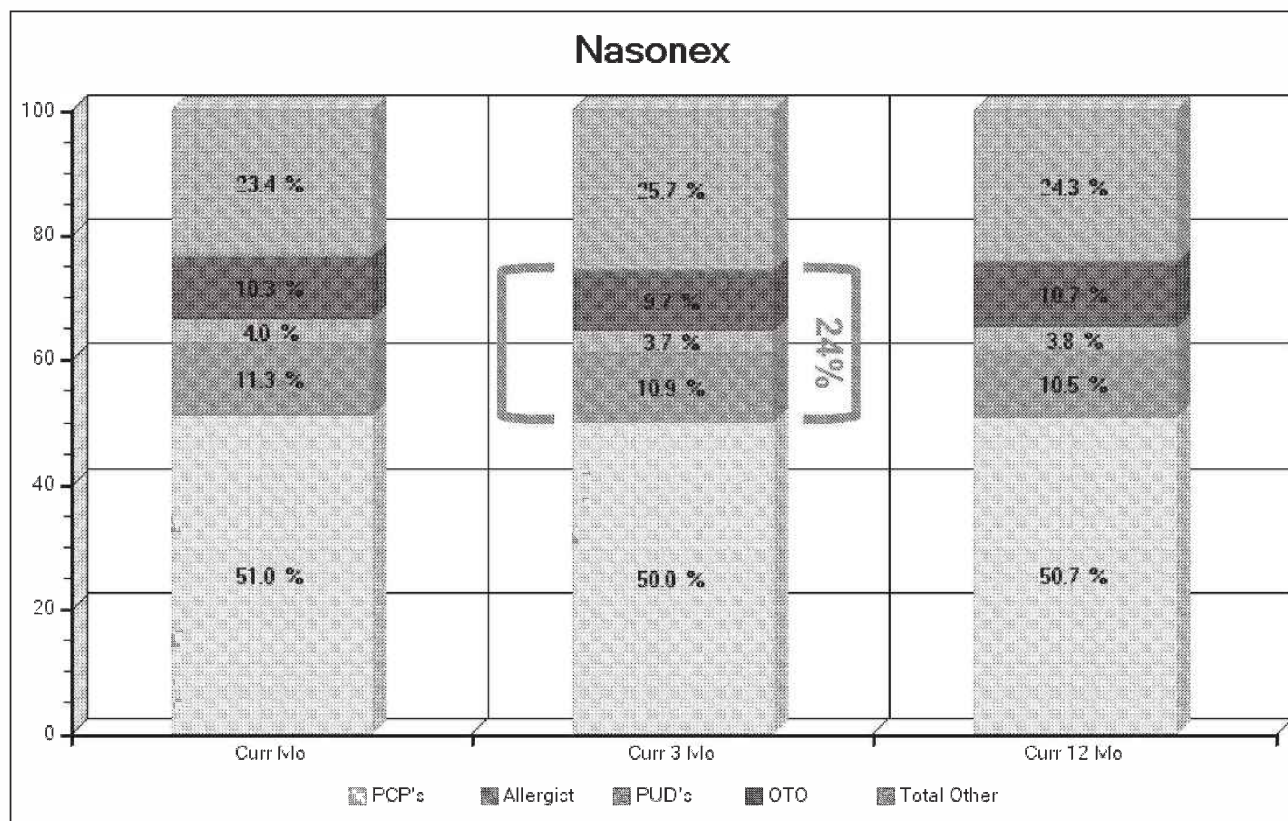
Prescribing by Specialty – NS Market vs DYMISTA



% Volume by Specialty - DYMISTA



% Volume by Specialty - NASONEX





Managed Care Updates

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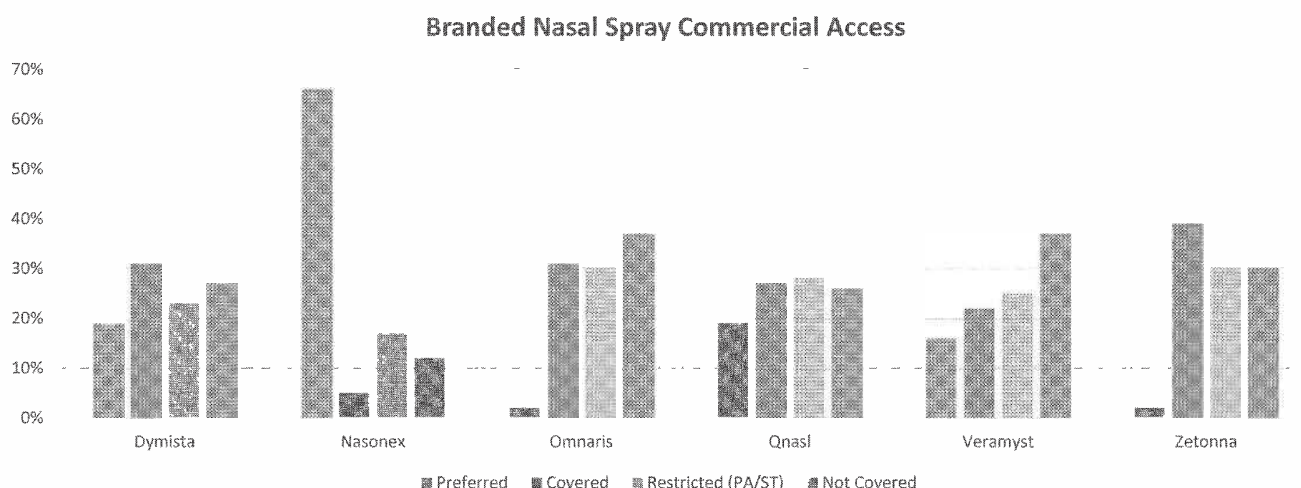
MEDA_APTX03502127

Branded Nasal Sprays - Method of Payment

Product	COMMERCIAL (+AP)		CASH		MEDICAID (+MM)		MEDICARE	
	Curr YTD	Prev YTD	Curr YTD	Prev YTD	Curr YTD	Prev YTD	Curr YTD	Prev YTD
DYMISTA	80%	80%	6%	7%	2%	2%	12%	12%
NASONEX	60%	65%	4%	4%	19%	15%	17%	16%
OMNARIS	74%	82%	7%	6%	4%	2%	15%	10%
QNASL	82%	84%	5%	5%	5%	4%	7%	7%
QNASL CHILDREN	67%		10%		22%		2%	
VERAMYST	76%	77%	6%	6%	8%	7%	10%	9%
ZETONNA	78%	83%	6%	6%	4%	2%	12%	9%

- DYMISTA only branded product that has not shown decrease in % of business coming from commercial sources
- Qnasl Children's receiving 22% of business from Medicaid and Managed Medicaid
 - Meda has chosen to not aggressively contract for Dymista in this space

DYMISTA Commercial Managed Care Coverage-Comparable to Competition



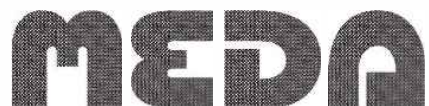
Recent Wins for DYMISTA:

- **Anthem/Wellpoint (12 million lives)** – April 1 Tier 3 Unrestricted
- **Humana (2 million lives)** - June 1, Tier 2
- **BCBS TN (1.5 million lives)** – July 1, Tier 2 Preferred

Branded Nasal Spray - Pricing

Product	Company	WAC effective date	WAC price	Last increase %
Dymista	Meda Pharmaceuticals	01/10/15	\$ 160.55	10%
Qnasl 80mcg	Teva Respiratory	06/27/15	\$ 160.55	17%
Qnasl Children's 40mcg	Teva Respiratory	06/27/15	\$ 160.55	17%
Veramyst	Glaxo Smith Kline	07/01/15	\$ 164.04	10%
Omnaris	Sunovion Pharmaceuticals	07/01/15	\$ 193.81	10%
Zetonna	Sunovion Pharmaceuticals	07/01/15	\$ 193.81	10%
Nasonex	Merck & Co.	06/04/15	\$ 215.90	10%

DYMISTA 10% price increase planned for January 2016



DYMISTA® HCP Targeting and Sales Force

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Coverage of HCPs by Meda Sales Force

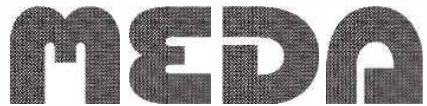
NS Decile	HCPs	Nasal Spray MATTY TRx	Targets	Cov. %	Nasal Spray MATTY TRx	Mkt Cov. %
10	2,885	5,614,351	2,160	75%	4,301,780	77%
9	6,085	5,614,214	3,043	50%	2,880,317	51%
8	9,383	5,614,254	2,802	30%	1,703,658	30%
7	12,711	5,614,159	2,503	20%	1,114,879	20%
6	16,349	5,614,000	2,356	14%	814,422	15%
5	20,750	5,614,367	2,312	11%	629,225	11%
4	26,733	5,614,001	2,261	8%	477,911	9%
3	36,390	5,614,179	2,489	7%	388,325	7%
2	57,218	5,614,184	2,785	5%	281,540	5%
1	405,909	5,614,162	2,923	1%	116,429	2%
Total	594,413	56,141,871	25,634	4%	12,708,486	23%

Decile 7-10
market coverage range:
20% to 77%

BNS Decile	HCPs	Branded NS MATTY TRx	Targets	Cov. %	Branded NS MATTY TRx	Mkt Cov. %
10	816	867,538	728	89%	778,527	90%
9	1,645	867,696	1,366	83%	723,067	83%
8	2,820	867,154	2,059	73%	638,558	74%
7	4,873	867,337	2,867	59%	515,375	59%
6	8,051	867,383	3,278	41%	358,990	41%
5	12,429	867,426	3,295	27%	234,208	27%
4	18,578	867,387	2,920	16%	138,621	16%
3	28,387	867,403	2,664	9%	82,805	10%
2	48,869	867,405	2,625	5%	47,915	6%
1	201,967	867,400	3,322	2%	20,758	2%
Total	328,435	8,674,129	25,124	8%	3,538,824	41%

Decile 7-10
market coverage range:
59% to 90%

Opportunity for coverage
through Non Personal
Promotion; heavily
weighted in decile 5-7



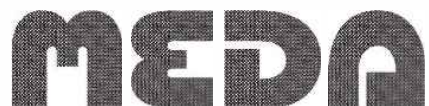
2016 DYMISTA Strategic Map

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MEDA_APTX03502133

2016 DYMISTA Strategic Map

Objective	Establish DYMISTA as the SAR treatment that allows allergy haters to enjoy the season more, because it is the first and only product that offers fast relief and inflammation control – with every dose			
MARKET INSIGHTS AND DYNAMICS				
<ul style="list-style-type: none">OTC and generic competition have changed the landscape – AR sufferers are self-treating longer and more often (although not necessarily more effectively), payers have consolidated their formularies, and spending against consumers, especially by Flonase OTC, has exponentially increased category noiseDespite these pressures, Dymista continues to grow, and among its prescribers and KOLs, is perceived as the most efficacious optionBarriers to optimizing sales are: low broad-scale awareness (among PCPs, non-targeted MDs and consumers), formulary restrictions, switching at the pharmacy, HCPs who reserve the product for severe sufferers and a belief held by some consumers that AR does not warrant a doctor visit				
Strategic Imperative 1	Strategic Imperative 2	Strategic Imperative 3	Strategic Imperative 4	Strategic Imperative 5
Grow brand awareness	Demonstrate superior Dymista efficacy and value, regardless of disease severity	Increase patient office visits/demand, HCP readiness to prescribe and pharmacist willingness to fill	Augment sales force reach and frequency with NPP	Take an integrated approach (customized by sales reps) to overcoming formulary restrictions

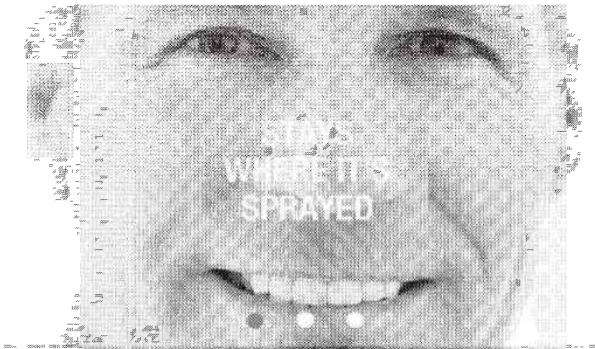


DYMISTA® Major Initiatives

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MEDA_APTX03502135

Differentiating from Competition with DYMISTA Campaign



201

For seasonal allergic rhinitis (SAR) sufferers 6 and older

**DON'T LET
POLLEN
GET
THE
BETTER
OF YOUR
PATIENTS**



DYMISTA®
(azelastine hydrochloride and
fluticasone propionate) Nasal Spray
137 mcg/50 mcg per Spray

POLLEN ALLERGY PREVENTED



For seasonal allergic rhinitis (SAR) sufferers 6 and older

**DON'T LET
POLLEN
GET
THE
BETTER
OF YOUR
PATIENTS**

Only Dymista

^{1,2}Without the need for oral antihistamines or decongestants

Indication

Dymista Nasal Spray is indicated for the treatment of seasonal allergic rhinitis (SAR) in patients 6 years of age and older.

Important Safety Information

- Patients may experience drowsiness or fatigue.
- Patients should avoid alcohol consumption while using Dymista.
- Patients should avoid use of other nasal sprays or surgery of the nose.

Please see additional Important Information on page 2.

dose^{1,2}

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

with Dymista

Strategic Only Dymista offers fast relief^{1,2} and inflammation control—with every dose^{1,2}

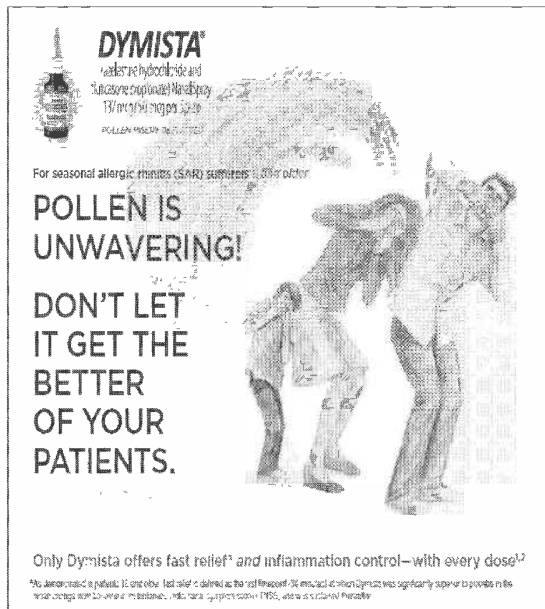
23

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The Pollen Wave Creative - 2016



DYMISTA
azelastine hydrochloride and
fluticasone propionate Nasal Spray
131 mg/50 µg per 0.1 mL
POLLEN WAVE™

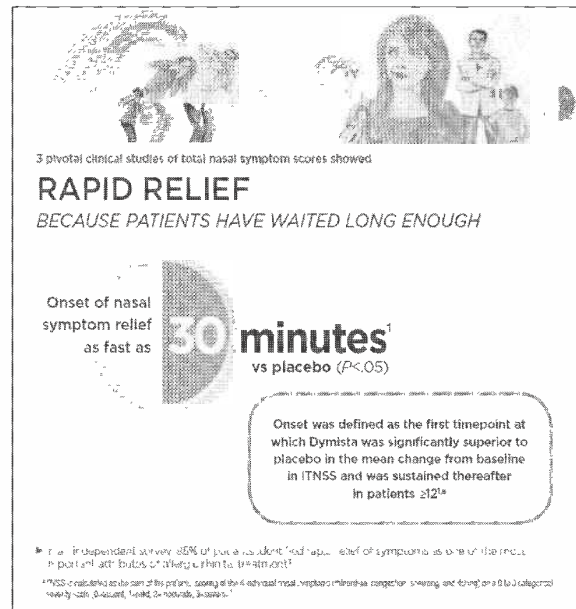
For seasonal allergic rhinitis (SAR) sufferers, it's no joke.

POLLEN IS UNWAVERING!

DON'T LET IT GET THE BETTER OF YOUR PATIENTS.

Only Dymista offers fast relief* and inflammation control—with every dose!†

*As demonstrated in patients. †As defined as the first timepoint at which Dymista was significantly superior to placebo in the mean change from baseline in ITNSS and was sustained thereafter in patients ≥12 years.



3 pivotal clinical studies of total nasal symptom scores showed

RAPID RELIEF
BECAUSE PATIENTS HAVE WAITED LONG ENOUGH

Onset of nasal symptom relief as fast as **30 minutes**¹ vs placebo ($P < .05$)

Onset was defined as the first timepoint at which Dymista was significantly superior to placebo in the mean change from baseline in ITNSS and was sustained thereafter in patients ≥12 years.

1. In a 12-week, randomized, double-blind, placebo-controlled study, 85% of patients who received Dymista experienced relief of symptoms as one of the most important attributes of relief compared to placebo.

2. ITNSS is calculated as the sum of the pruritus, sneezing, and the 4 individual nasal symptoms (rhinorrhea, congestion, sneezing, and itching) on a 0 to 3 categorical severity scale (0=none, 1=mild, 2=moderate, 3=severe).

Strategic Imperative: 1, 2, 3, 4, 5

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MEDA_APTX03502138

HCP Leave-behind

Texas Monthly Print Ad

TV Commercial

Texasmonthly.com
Digital Ad

Pharmacy Leave-behind

Strategic Imperative: 1, 2, 3, 4, 5

Texas Mountain Cedar Pilot – Test Impact of DTC

Objective	Test impact of DTC promotional campaign for DYMISTA
Dates of Pilot	October 1 st to December 31 st , 2015 Dates may adjust based on seasonality
Audience	Allergy Sufferers, Healthcare Professionals, Pharmacists and Consumers
Cities Selected	Austin and San Antonio, TX
Promotional Channels	<ul style="list-style-type: none">• TV• Texas Monthly – Print Advertisement• Digital - Advertisements
Metrics	<ul style="list-style-type: none">• Market Research• TRx increase versus control cities – Dallas and Oklahoma City
Action	If successful, launch similar campaign across U.S.

Strategic Imperative: 1, 2, 3, 4, 5

DYMISTA TV Commercial – Launching in Texas Mountain Cedar Season



Dymista Boxer

Strategic Imperative: 1, 2, 3, 4, 5

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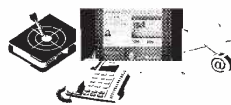
Tele-promotion to Non-Called On Targets



Experienced
Reps



Strategic
Management



Smart
Technology



Effective
Communications

Cover vacant territory/leave of absence, white space, 'no see'/restricted access HCP's

- Enhance *reach and frequency*
- Specialized representatives reach HCPs the way *they prefer*

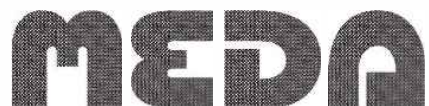
Supplemental channel promotion in support of:

- Managed care wins/updates
- Pharmacy outreach

Custom program approach to drive HCP interactions and provide access to brand resources

- Multi-channel tactics can include email, phone, PURL, fax, mail, web and video
- Front-end targeting, call prioritization/scoring, and *back-end analytics*

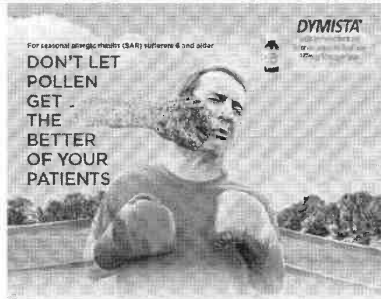
Strategic Imperative: 1, 2, 3, 4, 5



Sales Force Major Initiatives

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MEDA_APTX03502143



2016 Detail Aid – Refreshing “The Pollen Punch” Campaign



Only Dymista offers fast relief¹ and inflammation control—with every dose.²

¹As measured at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief. Dymista was superior to placebo in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

²As measured at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief. Dymista was superior to placebo in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

Indications

DYMISTA controls all allergic rhinitis symptoms and inflammation, and is indicated for the relief of symptoms of seasonal allergic rhinitis in patients 6 years of age and older who require treatment with both oral antihistamines and intranasal corticosteroids for symptomatic relief.

Important Safety Information

- Some patients may experience drowsiness or dizziness requiring complete mental alertness such as driving or operating machinery when taking DYMISTA.
- Avoid concurrent use of alcohol or other central nervous system (CNS) depressants with DYMISTA because further decreased alertness and impairment of CNS performance may occur.
- Patients, nasal ulcers, nasal septal perforation, bleeding, nasal swelling, dryness, irritation, and inflammation (nasal) should be reported to the physician if they occur.
- Avoid use in patients with recent nasal ulcer, nasal surgery, or nasal trauma.

Please see additional Important Safety Information throughout and Full Prescribing Information in packet.

RAPID RELIEF
BECAUSE PATIENTS HAVE WAITED LONG ENOUGH

Consist of nasal symptoms relief as fast as **00:30** minutes vs placebo **01:00**

Quick and defined as the first improvement in which Dymista was superior to placebo in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

Superior Efficacy
VS AZELASTINE HCL OR FLUTICASON PROPIONATE COMPARATORS

Dymista demonstrated significantly greater improvement in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.



Only Dymista offers fast relief¹ and inflammation control—with every dose.²

¹As measured at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief. Dymista was superior to placebo in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

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SIGNIFICANT IMPROVEMENT VS PRODUCTS YOUR PATIENTS MAY HAVE TRIED

Dymista demonstrated significantly greater improvement in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

MAJOR FLUORIDE NASAL SYMPTOM RELIEF

90% improvement in relieving symptoms at 30 minutes.

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SUSTAINED IMPROVEMENT VS PRODUCTS YOUR PATIENTS MAY HAVE TRIED

Dymista demonstrated significantly greater improvement in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

SUSTAINED IMPROVEMENT OVER 5 WEEKS

Dymista demonstrated significantly greater improvement in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

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WIDELY STUDIED IN >4000 PATIENTS

Dymista demonstrated significantly greater improvement in relieving symptoms at 30 minutes. It is not clear whether relief of symptoms should be considered as rapid relief.

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INDICATIONS

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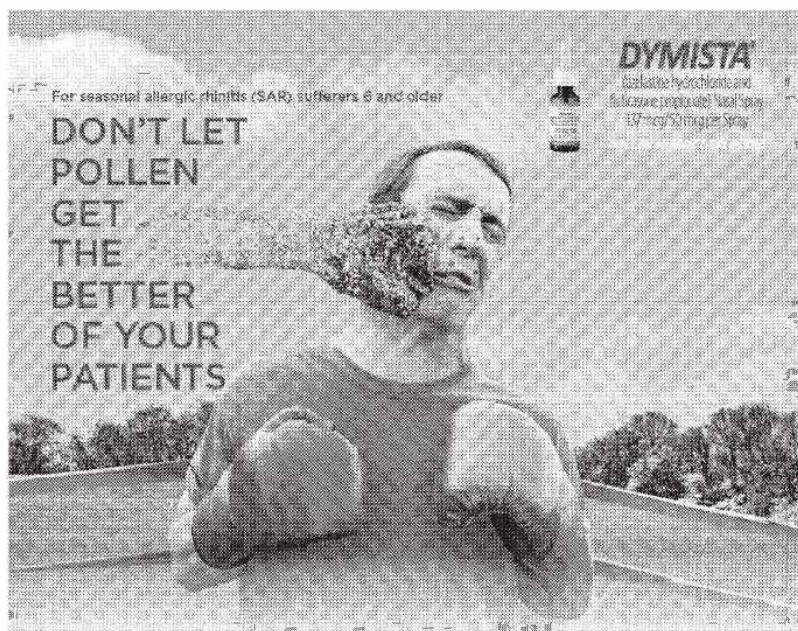
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Strategic Imperative: 1, 2, 3, 4, 5

iPad Digital Sales Aid Launch Summer 2016



- **Rationale:** Greater impact, More interactive with HCPs, video capabilities, connects to sales force backend data
- **Launch Date:** July 2016

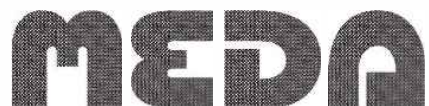
Strategic Imperative: 1, 2, 3, 4, 5

2016 Sales Force Allocation – Samples/Lunch & Learns

	1st Q Jan-March	2nd Q April-June	3rd Q July-Sept	4th Q Oct-December
# of cases/territory Sales Force (225)	10	9	9	7
# of cases/territory AMR (43)	4	4	4	4
RD (4)	50	50	50	50

Lunch & Learns – Approx. 10 per month per Rep and AMR

Strategic Imperative: 1, 2, 3, 5

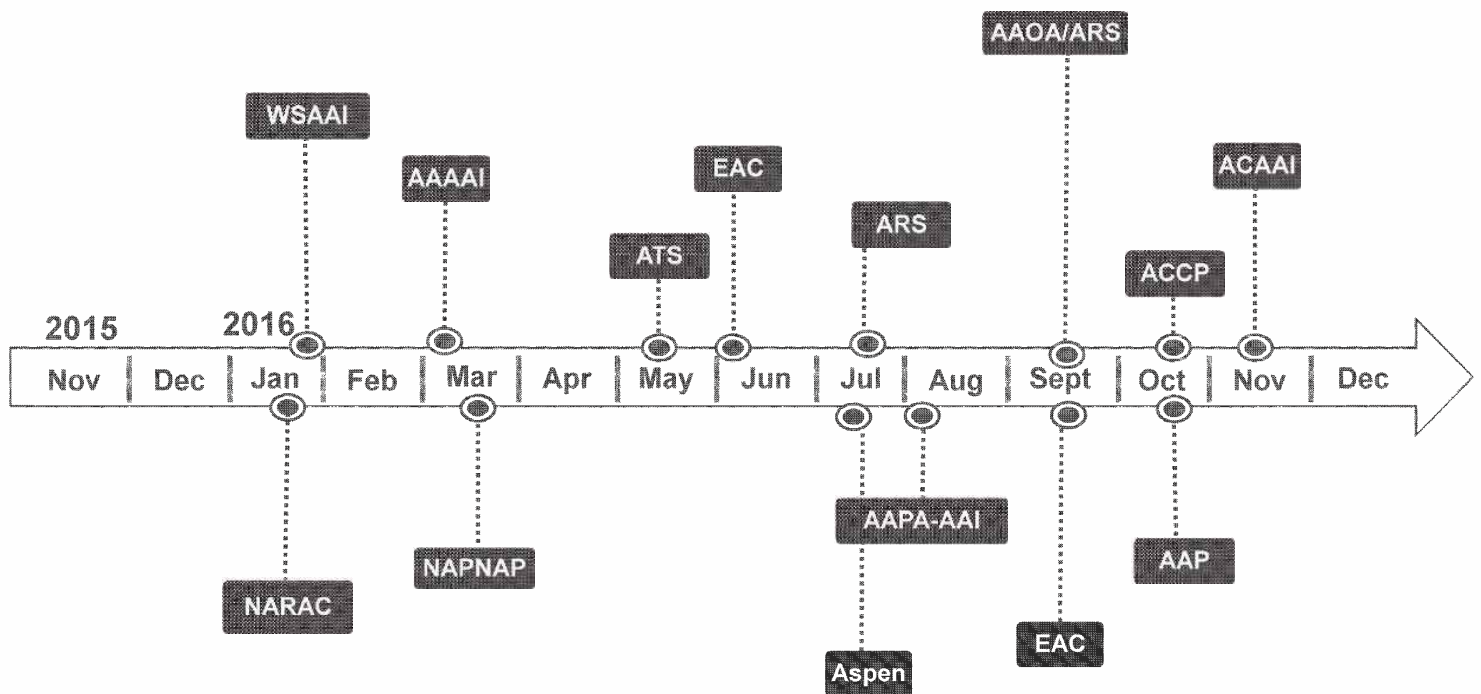


Medical Marketing and Advocacy

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MEDA_APTX03502147

Meda Respiratory Key Conferences

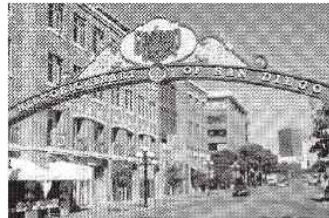


Strategic Imperative: 1, 2, 3, 5

Live Speaker Training & Content Development

2016 Live Speaker Trainings

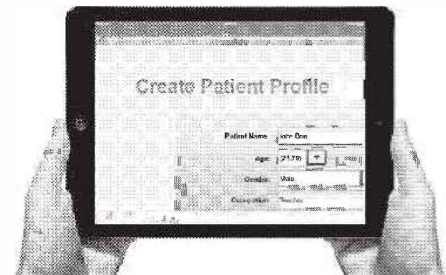
- **West:** January 8–9
Westin Gaslamp – San Diego, CA
- **East:** January 29–30
JW Marriott – Miami, FL
- ~150 Speakers To Be Trained



Content Development Overview

Updated promotional content for the respiratory franchise, leveraging advisor feedback, and creation of a new interactive content via a case builder component:

- ✓ Brand Presentation – Patient Case Builder
 - ✓ Dymista Core (80% Dymista, 20% Aerospan)
 - ✓ Aerospan Core (80% Aerospan, 20% Dymista)
- ✓ 50/50 dual brand presentation



Strategic Imperative: 1, 2, 3

Meda Lecture Bureau (MLB) Programs

Engaging program formats to maximize peer-to-peer education

Interactive Cases

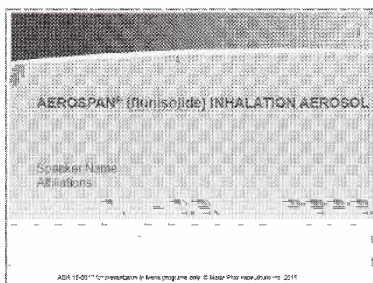
Problem-Based Learning (PBL)

Expert On-Demand Programs

Product Theaters

2016 Program Allocations

- 700 programs budgeted for 2016
 - Dymista
 - Aerospan
 - Dual brand
 - PBL
 - Pollen Weed Walks
 - Pharmacy/Retail Clinics



Strategic Imperative: 1, 2, 3, 5

Advisory Board Meetings

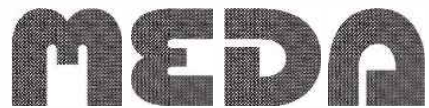
Obtain feedback and gain insights from key stakeholders in order to inform overall brand strategy and tactical execution moving forward

Potential advisory board meetings:

- National
 - AAAAI
 - NAPNAP
 - NP/PA
 - AAOA
 - AAP
 - CHEST
 - ACAA
 - Pharmacy/Retail Clinic
 - Managed Care
- Regional
 - Specialists
 - Texas Mountain Cedar



Strategic Imperative: Feedback from Advisors on all Strategic Imperatives

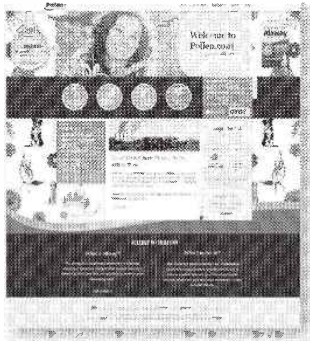


Major Digital Initiatives

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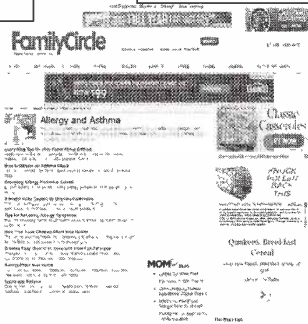
Digital Plan Reaches 26 Million Impressions – Fall 2015/Winter 2016



Pollen.com



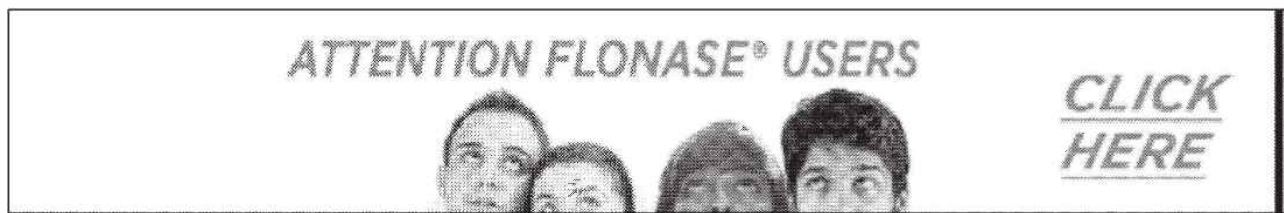
Weather.com



Search Retargeting –
Dymista will directly target users
searching for competitive brands

Strategic Imperative: 1, 2, 3, 4

Targeting Flonase Users



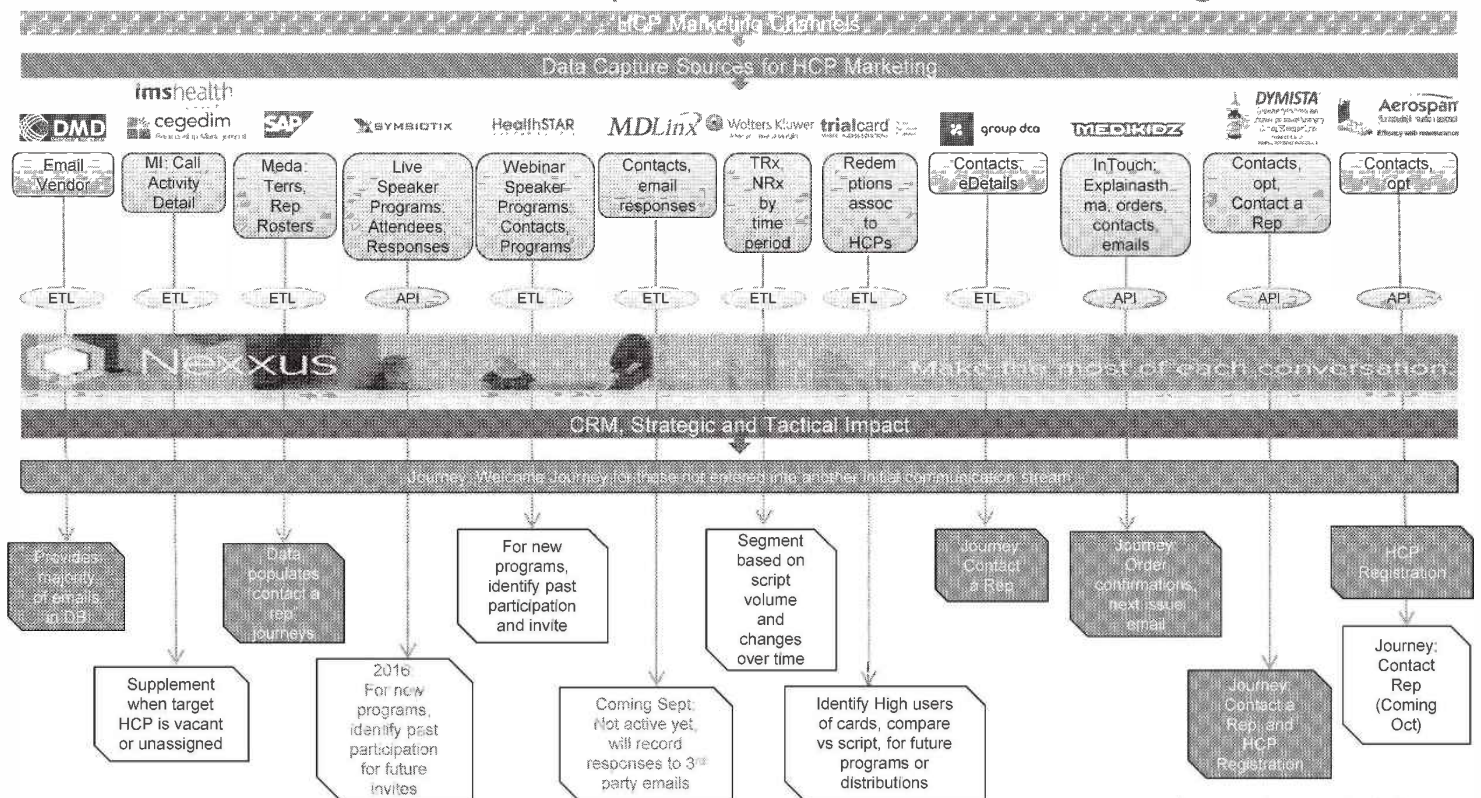
- Create a cost effective way to competitively target Flonase users
- Banners appear on:
 - Pollen.com, Health Watch, and other consumer websites
- Duplicate for Nasonex and Rhinocort: Spring 2016; OTC launch expected

Strategic Imperative: 1, 2, 3, 4

Customer Relationship Management – Funneled Through One System

MEDA

Market Channel and Data Capture Sources for HCP Marketing



imshealth™

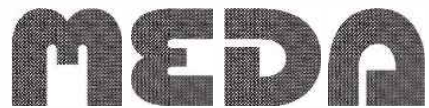
Strategic Imperative: 1, 2, 3, 4, 5

Already Active Opportunity

MedaSamples.com planned for 2016

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Pharmacy Major Initiatives

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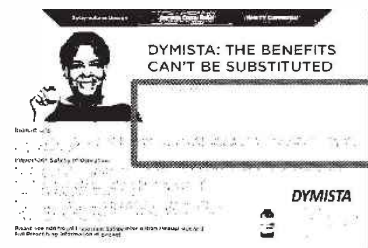
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Focusing on Barriers Within Pharmacy

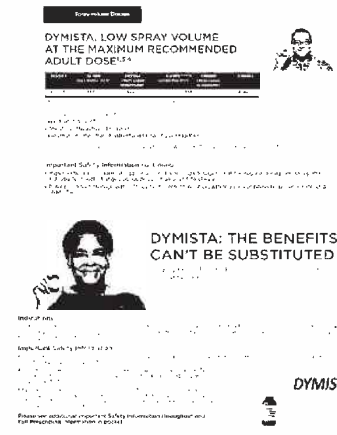
Objective	Overcome key issues DYMISTA has within Pharmacies
Key Issues	<ul style="list-style-type: none">• Pharmacy awareness of DYMISTA• Switching to generic options• Patient abandonment due to copay costs
Audience	<ul style="list-style-type: none">• Pharmacists• Retail Clinics• Large Chains
Major Initiatives	<ul style="list-style-type: none">• Advisory Boards with Pharmacists/decision makers within chains• Advisory Board with Retail Clinics• Market Research – Fall 2015• Pharmacy focused messages & materials (print and digital)• Tele-Promotion

Strategic Imperative: 1, 2, 3, 4, 5

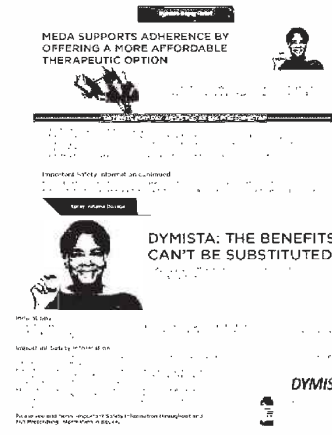
Pharmacy Flashcard & Messaging



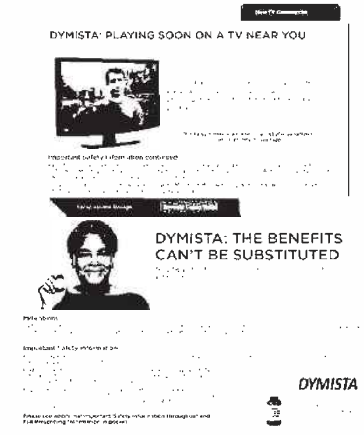
Front Cover



Tab 1 Pull and Lock



Tab 2 Pull and Lock



Tab 3 Pull and Lock

Strategic Imperative: 1, 2, 3, 4, 5

Respiratory Copay Card



- One Card for Two Products with Three Offers
 1. Insured Covered
 2. Insured Not Covered
 3. Non-Insured / Cash
- Pay no more than \$14 & \$100 cap
 - Card based program & web offer

Strategic Imperative: 1, 3, 4, 5

Static ID Card (eMR systems)

PATIENTS PAY AS LITTLE AS \$14 FOR AEROSPAN OR DYMISTA!^a

Use the Meda Static IDs below to help your patients take full advantage of this exciting copay offer!

Aerospan
(fluticasone) inhalation aerosol

AEROSPAN
BIN: 610020
GROUP: 99992435
MEMBER: ERXAEROSPAN

DYMISTA
(ciclesonide) inhalation aerosol and
fluticasone propionate) Inhalation Spray
137 mcg/50 mcg per Spray

DYMISTA
BIN: 610020
GROUP: 99992435
MEMBER: ERXDYMISTA

For questions, call TrialCard toll-free: 855-220-9549

Subject to the copay amount, a cash discount is available for 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

ADJUDICATION INSTRUCTIONS

INSURED/COVERED: Process a Coordination of Benefits (COB) transaction using your customer's prescription insurance for the primary claim or d PBM using the BIN: 610020 for the secondary claim. This offer will reduce the out-of-pocket expenses to \$14, up to a maximum benefit of \$100 per month per product, for up to 12 prescriptions per product.

INSURED/NOT COVERED: Adjust into the Aerospan or Dymista claim through the period's primary insurance. This claim will reject.

If the claim requires a PA, stopbill, or is KDC blocked, bypass the rejection and run the claim as a secondary payer by choosing an "Other Coverage Code" (OCC) of 3 or selecting "Have insurance coverage, no payment collected".

3 Utilize the d, n, a, c, e, o, u, p, and z, n, i, l, o, c, a, t, e, d, o, n, t, h, e, b, a, c, k, o, f, t, h, e, o, u, t, l, i, n, e.

4. If the pharmacy still cannot adjudicate the claim, please call the TrialCard help desk at 855-220-9549.

NOT INSURED/CASH PAY: Submit a primary claim for Aerospan or Dymista to a PBM using the BIN: 610020. Your customer can have a value of \$100 towards the monthly copayment per product.

ELIGIBILITY TERMS AND CONDITIONS: Offer valid only in the USA and Commonwealth of Puerto Rico. Not a reimbursement or other benefit. Offer may be subject to state sales tax. Offer not valid for prescriptions that may be reimbursed under a federal or state healthcare program, including Medicare, Medicaid, or Veterans Affairs. Patients or state healthcare programs, including any state or local pharmacy or assisted living program. This offer is not valid for Medicaid. Meda Pharmaceuticals Inc. has the right to rescind, modify, or amend this program without notice.

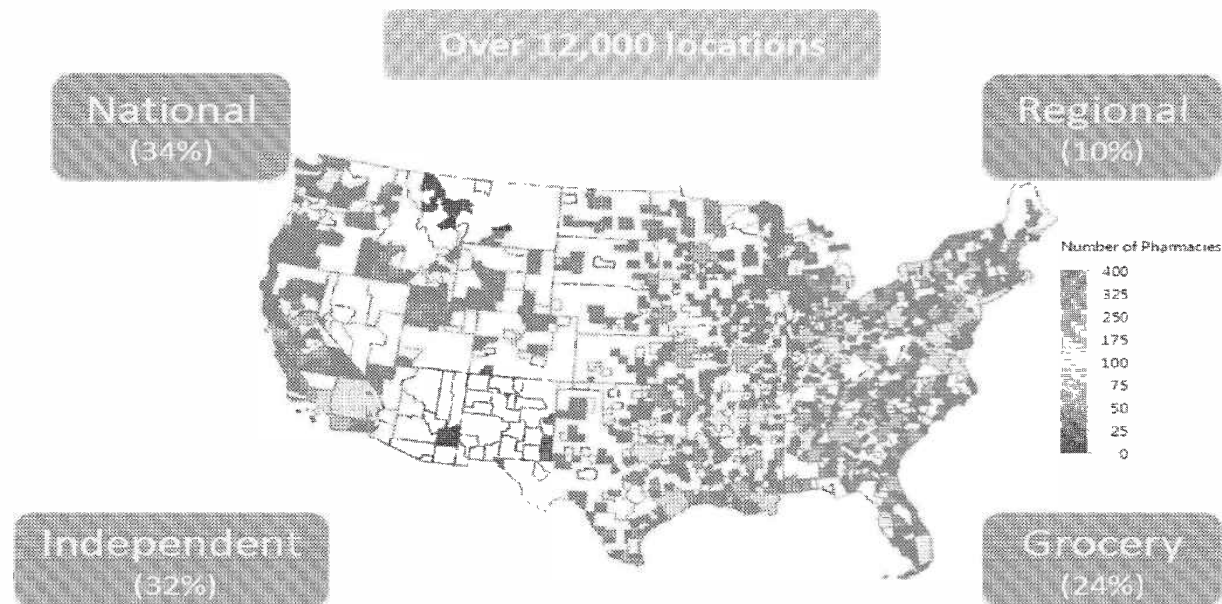
MEDA PHARMACEUTICALS INC. 11100 W. 11TH AVENUE, SUITE 100, DENVER, CO 80233-1110 US/OT-H0715-0099

Strategic Imperative: 1, 3, 4, 5

RxSaver: Retail Point of Sale Solution

- Allows an offer to be provided to patients who show signs of walking away due to costs
- Decreases abandonment issues for patients who are not aware of copay program

TrialCard RxSaver Pharmacy Network

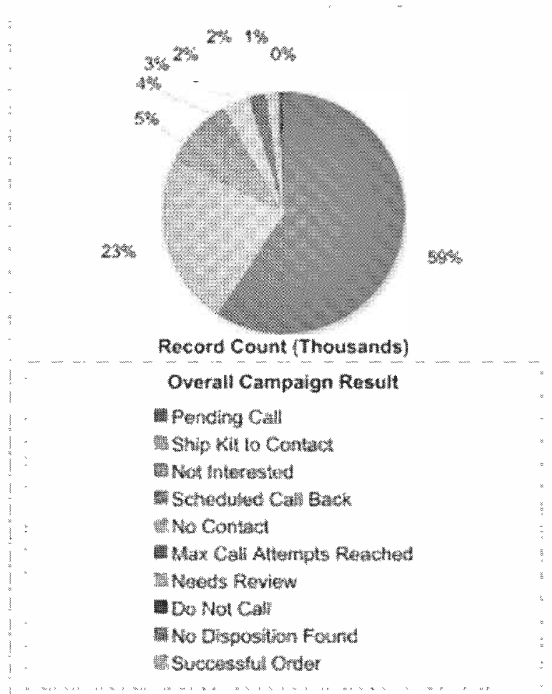


Source: TrialCard, March 2015

Strategic Imperative: 1, 3, 4, 5

Dymista Tele-Promotion Pharmacists and Physicians

Overall Campaign Results



- 1,753 pharmacy kits shipped
- 1,535 physician kits shipped
- Total minutes: 33,380
- Average talk time minutes: 2.50

Strategic Imperative: 1, 2, 3, 4, 5



A&P and Sales Goals

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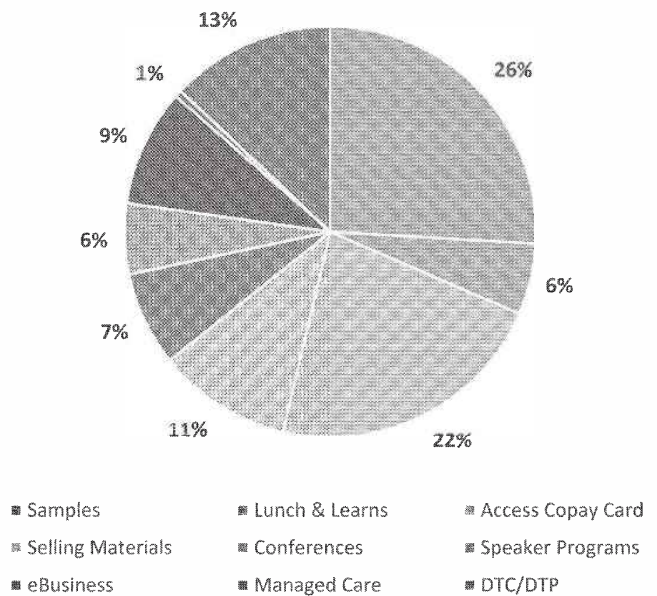
Sales Goals and A&P

Sales and Promotion	2013	2014	2015 WYE Q2	2016 Est.
Net Sales	\$63,094,000	\$81,211,000	\$90,036,000	\$106,000,000
Product Promotion (Samples and A&P)	\$26,319,000	\$22,879,000	\$25,750,000	\$27,000,000

DYMISTA 2016 Budget

2016 A&P	\$	20,000,000
2016 Samples	\$	7,000,000
TOTAL BUDGET	\$	27,000,000

Samples	\$	7,000,000	26%
Lunch & Learns	\$	1,500,000	6%
Access Copay Card	\$	6,000,000	22%
Selling Materials	\$	2,850,000	11%
Conferences	\$	2,000,000	7%
Speaker Programs	\$	1,500,000	6%
eBusiness	\$	2,500,000	9%
Managed Care	\$	150,000	1%
DTC/DTP	\$	3,500,000	13%



Summary – DYMISTA 2016 Plans

- Grow Brand Awareness
- Demonstrate superior efficacy and value regardless of disease severity
 - Competitive messaging
 - Access and copay costs are critical to success of DYMISTA
- Increase patient visits/demand
 - Ensure HCP confident in prescribing and pharmacy willing to fill
- Augment sales force through NPP
- Overcome formulary restrictions



Thank you and Questions

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