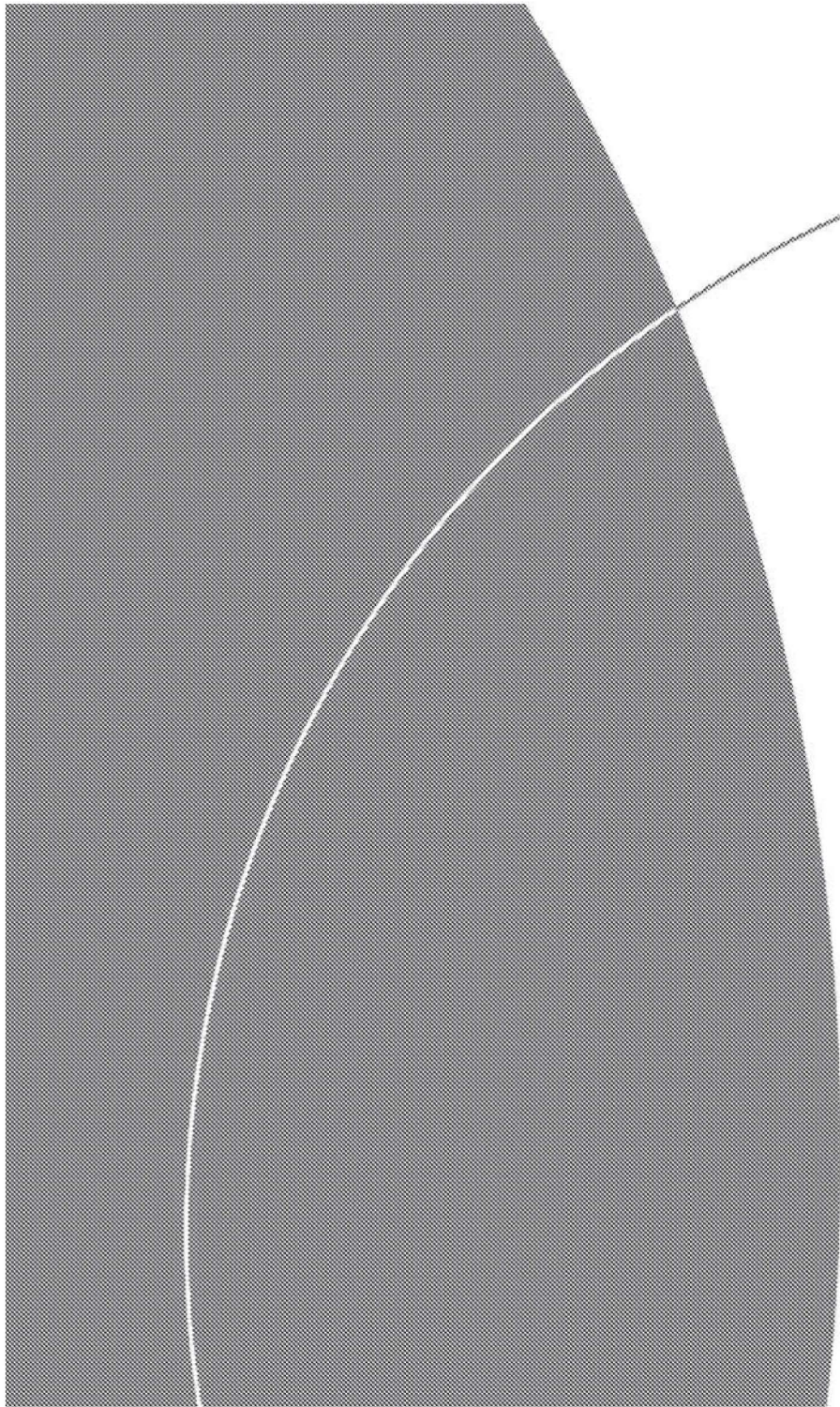


PTX0871-00001



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CIP2080
Argentum Pharmaceuticals LLC v. Cipla Ltd.
IPR2017-00807
MEDA_APTX01965096

Contents

- Staffing
- Timelines and milestones for expansion
- Rationale for timing
- Forecast and assumptions
- Pricing comparison
- Promotional effort comparison

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PTX0871-00002

Staffing

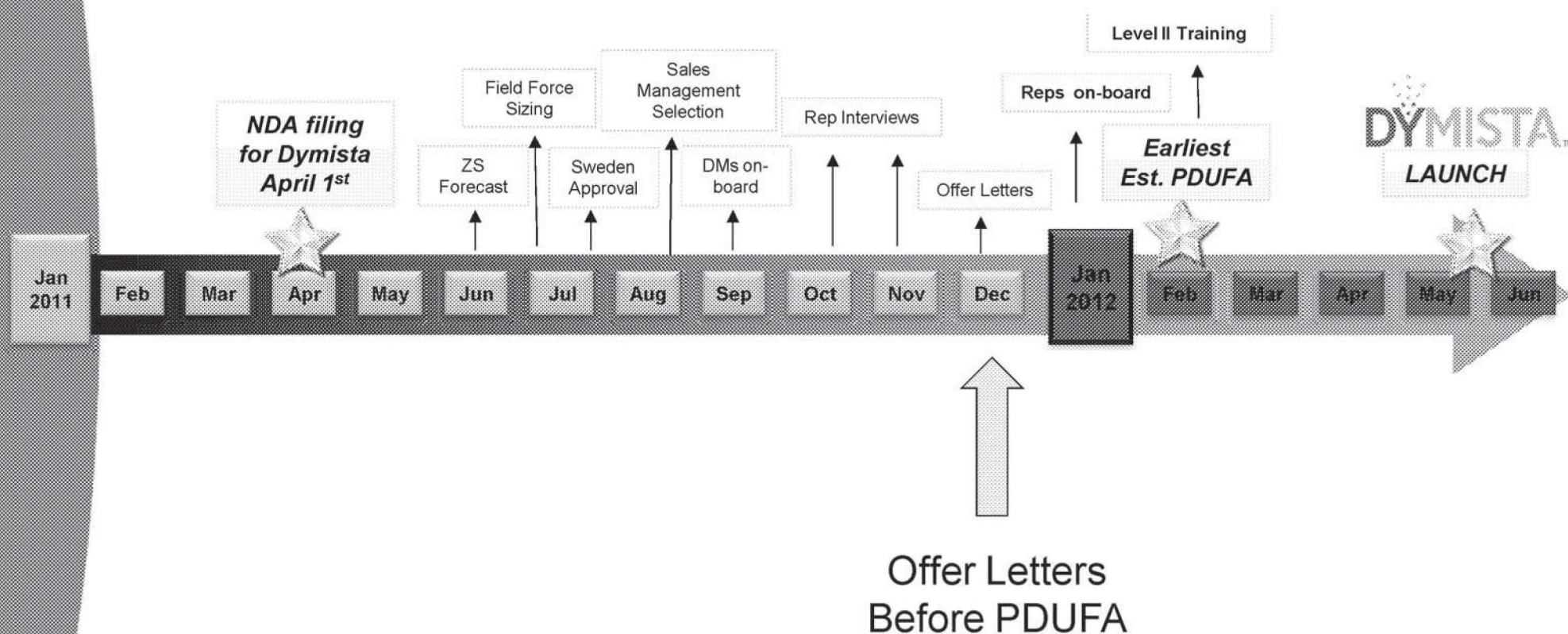
- Associate Product Director Candidate Search
 - Elevated to Management Recruiters of Woodbury
 - Looking for PM/APM resumes as well
- Field Force Expansion
 - Sizing Exercise 6/29 & 6/30
- Decisions
 - ET Presentation – before 7/1
 - Sweden?

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Proposed Dymista Field Force Expansion Timeline



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Expansion Timing Considerations

- Upside plan – on board first of January (prepare Q4 2011)
- Base plan – on board for launch post PDUFA
- Downside – on board post initial sales numbers

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Expansion Timing Considerations

- Upside plan – on board first of January (prepare Q4 2011)
 - Develop relationships with customers
 - Develop category expertise prior to Dymista launch
 - Increase net sales revenue from Astepro .15%, and Xerese
 - Expansion would be EBITDA neutral/positive
 - Astepro sales offset risk of approval delay
 - Increased sales trajectory at launch

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Expansion Timing Considerations

- Base plan – on board for launch post PDUFA
 - Lose upside sales for Spring season
 - Sales team on-boarding during key season
 - Insufficient calls to establish customer relationship
 - Delayed traction with customers and sales trajectory

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Expansion Timing Considerations

- Downside – on board post initial sales numbers
 - Team focusing on on-boarding versus driving sales
 - Playing catch up
 - Lower launch trajectory and sales revenue

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General Assumptions for Forecast (Wolters Kluwer)

- Market definition – all rhinitis nasal sprays
 - 44,772,157 NS TRXs in 2010
 - 8.3% growth in Rhinitis NS TRXs (2009-2010)
- **Base case** net sales forecast (To Sweden....)
 - 5% market growth for first 3 years, then flattening
 - 4.5%, 8.5%, 13% assumes 300+ reps at launch and 450 by end of Year 1
 - \$120 WAC per Rx
 - 25% rebates (currently at 38%)
 - 5% annual price increases

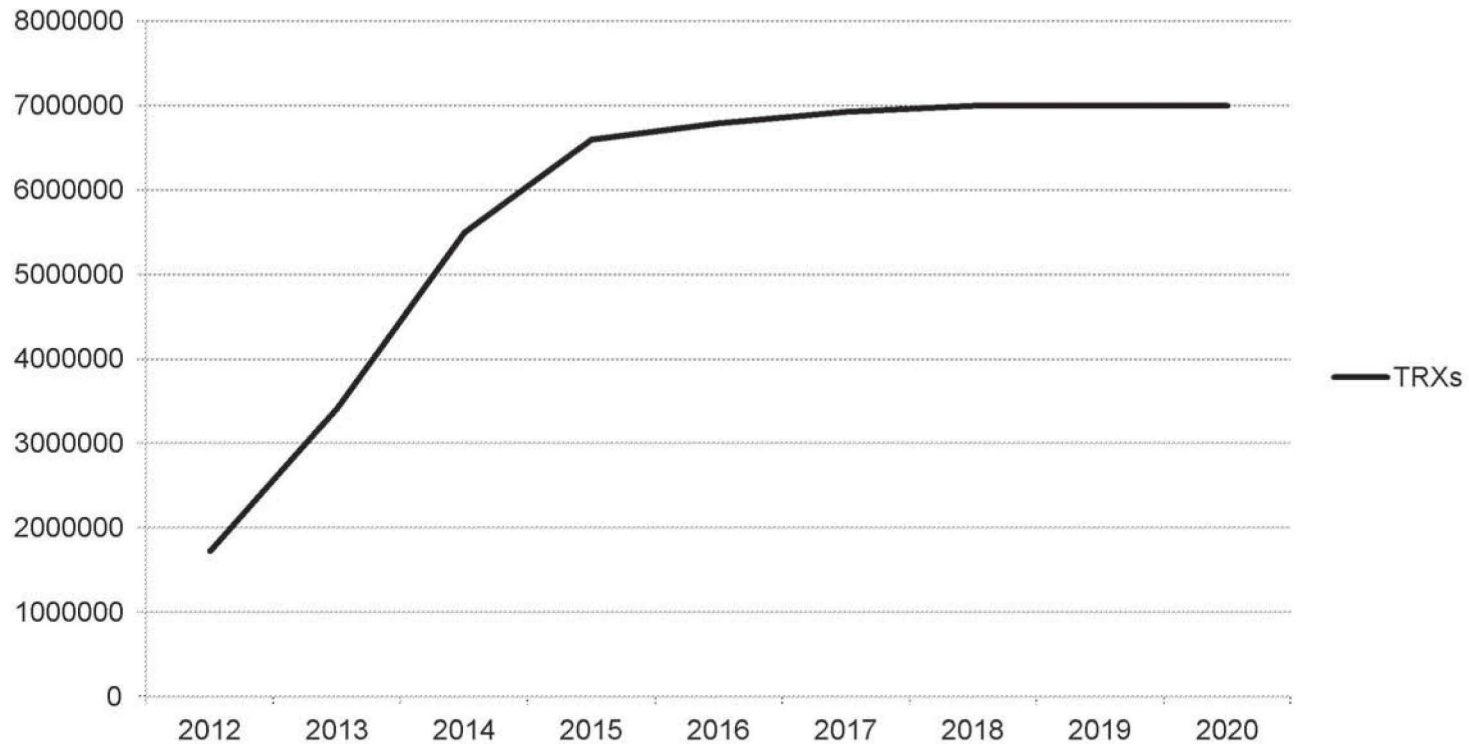
1- 2012 sales will be prorated based on launch date

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Specifics on Forecast

Place Holder/Forecast Requested by Sweden TRXs



Net Sales

	2012	2013	2014	2015
Base	\$ 155,089	\$ 322,972	\$ 544,588	\$ 677,032
TRXs (1000)	1,725,652	3,422,543	5,496,202	6,595,443
Market Share	4.5%	8.5%	13%	15%

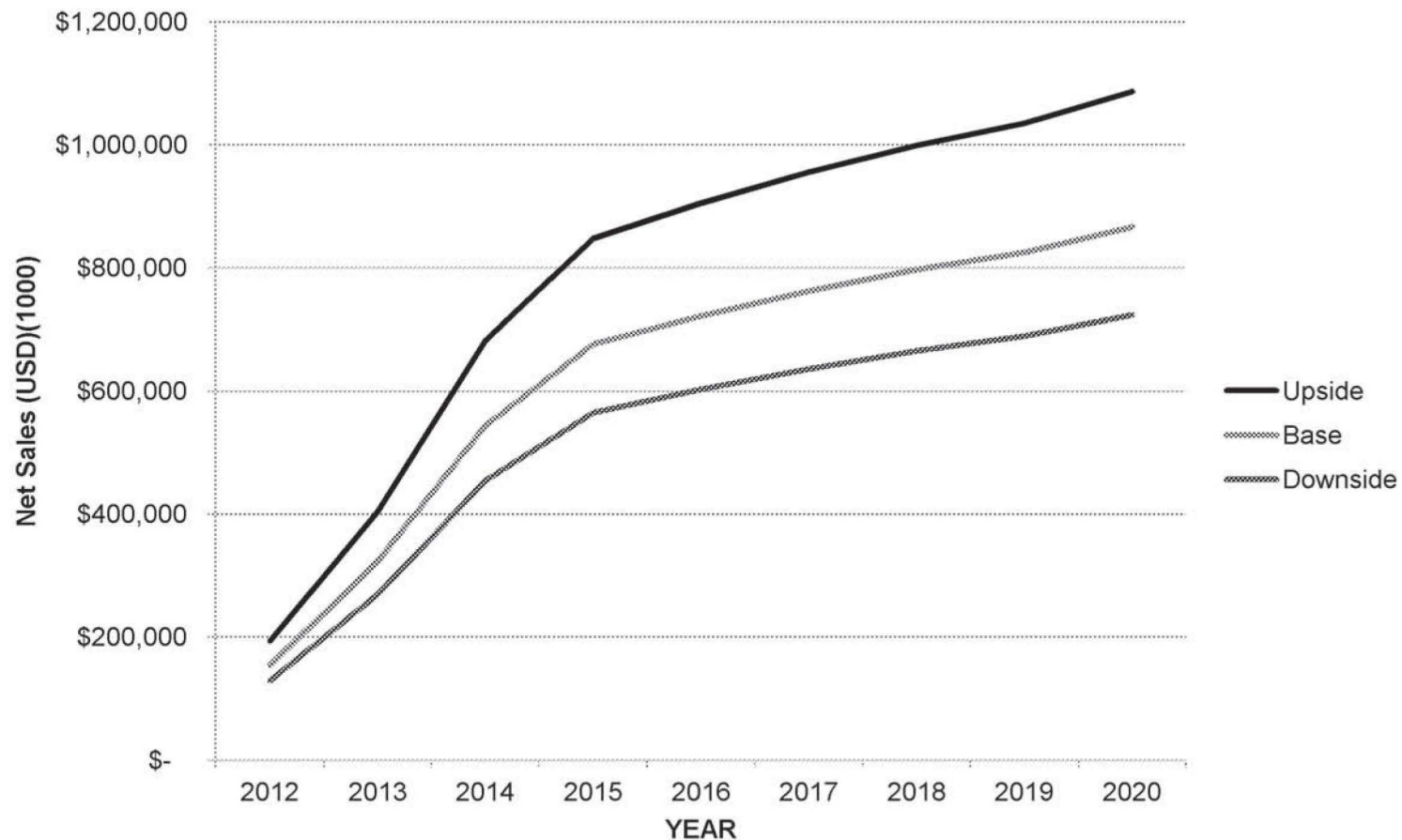
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Place Holder/Forecast Requested by Sweden

DYMISTA NET SALES ESTIMATES



- TRxs, market share and uptake were held constant for all 3 scenarios
- Pricing was variable

- Upside \$150 WAC/Rx
- Base \$120 WAC/Rx
- Downside \$100 WAC/Rx

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Pricing Comparisons/Considerations

Product	WAC	WAC/Unit	Units/Rx	WAC/Dymista
Flonase	\$75.79	\$4.74	16	63%
Fluticasone	\$20-24	\$1.40 - \$1.50	16	17%
Astelin (Meda)	\$106.70	\$3.60	30	89%
Azelastine hcl (Wallace)	\$84.16	\$2.81	30	70%
Azelastine hcl (Apotex)	\$84.19	\$2.81	30	70%
Astepro .15%	\$89.99	\$2.99	30	75%
Patanase	\$114.50	\$3.74	30.5	95%
Veramyst	\$94.28	\$9.43	10	79%
Omnaris	\$92.50	\$7.40	13	77%
Nasonex	\$104.26	\$6.13	17	87%
Nasacort AQ	\$113.59	\$6.88	17	95%
Dymista*	\$120.00	\$5.22	23	100%

* Proposed pricing (not final as of 6.22.11)

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Competitive SOV - Can we update the mgmt cockpit to get some of these data?

Product	Peak Retail Sales	Year	Contacts (Current)	Estimated Sales Force Size	DTC Spend
Flonase					\$25 MUSD (2007)
Astelin (Meda)	\$342 MUSD	2008		375	
Astepro .15%	\$149 MUSD	2010		180	0
Patanase	\$ 85 MUSD	2010		?	0
Veramyst	\$233 MUSD	2009		?	?
Omnaris	\$ 89 MUSD	2010		?	\$
Nasonex	\$ 1,3 BUSD	2010		?	\$

Several approaches:

1. Do peak sales comparison relative to sales effort (e.g., as above)
2. Do 2009 and 2010 sales relative to sales effort and capture recent launches (e.g., Veramyst)

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Why is this expansion different?

- Previous sales force (n = ???) generated XX Rxs from YY HCPs
- Went down to deciles ...
- Poor higher decile coverage...
- We're not optimized on key targets...drift over time...

**Will need something here if we want to
argue that the expansion
will pay for itself with Astepro .15% or
to take the risk and go before PDUFA**

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P&L Requirements – need to align on these for first pass

- Blended percent rebates (commercial, gov't, co-pays etc....)
- Estimated returns, chargebacks...
- COGs
- Market share/TRxs
- Ramp up curve to generate market share
- Breakdown by quarters assuming Sept. 1 launch
- Marketing and sales costs
 - A&P (To DTC or not to DTC?)
 - Personnel
- Overhead

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P&L Requirements – need to align on these for first pass – do for different expansion dates?

Other considerations?

- Market share/TRxs/Units/Cost per unit...
- Blended percent rebates (commercial, gov't, co-pays etc....)
- Estimated returns, charge backs...
- COGs
- Ramp up curve to generate market share
- Breakdown by quarters assuming Sept. 1 launch
- Marketing and sales costs
 - A&P (To DTC or not to DTC?)
 - Personnel
- Overhead

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BACK UP

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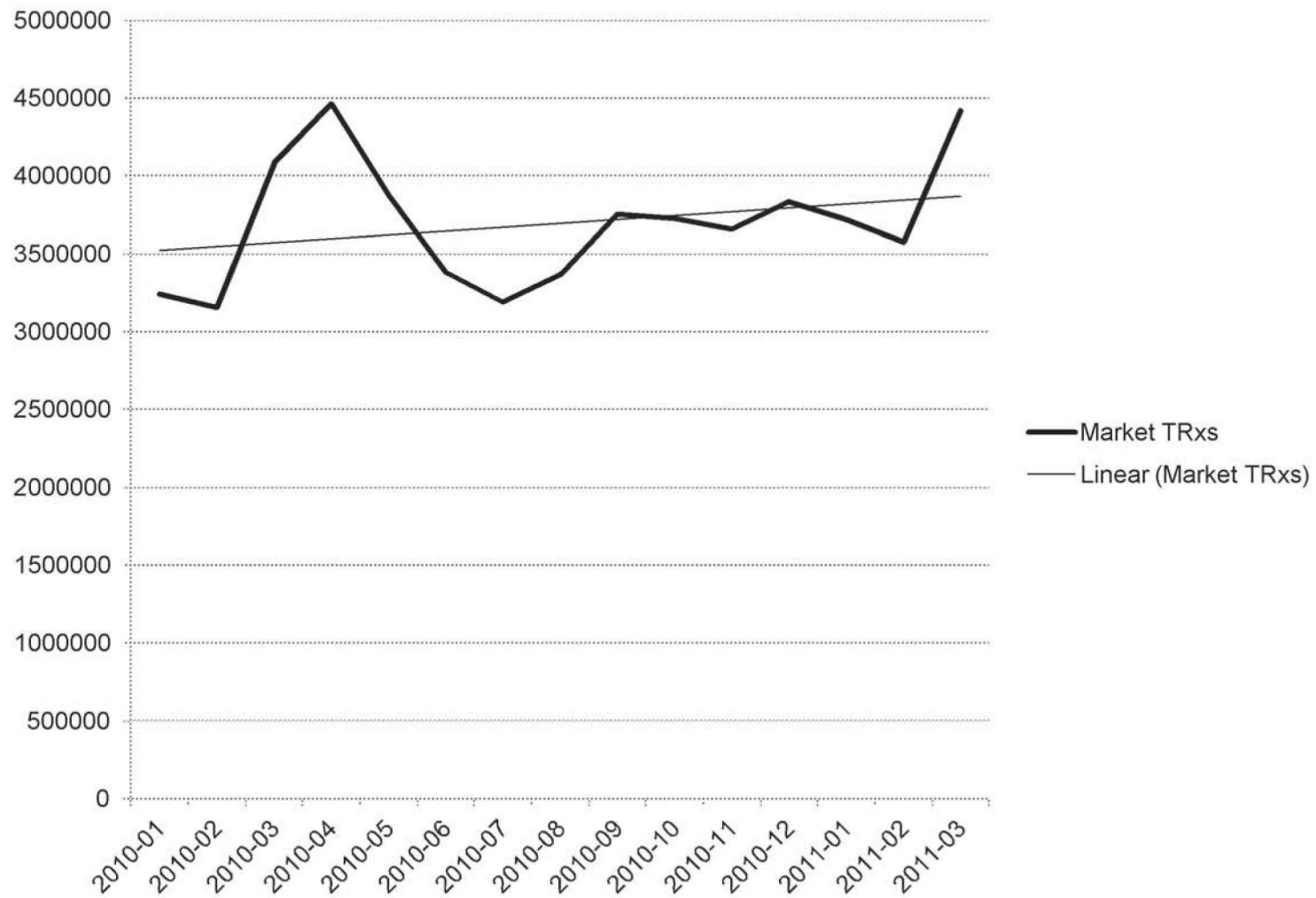
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Market TRxs

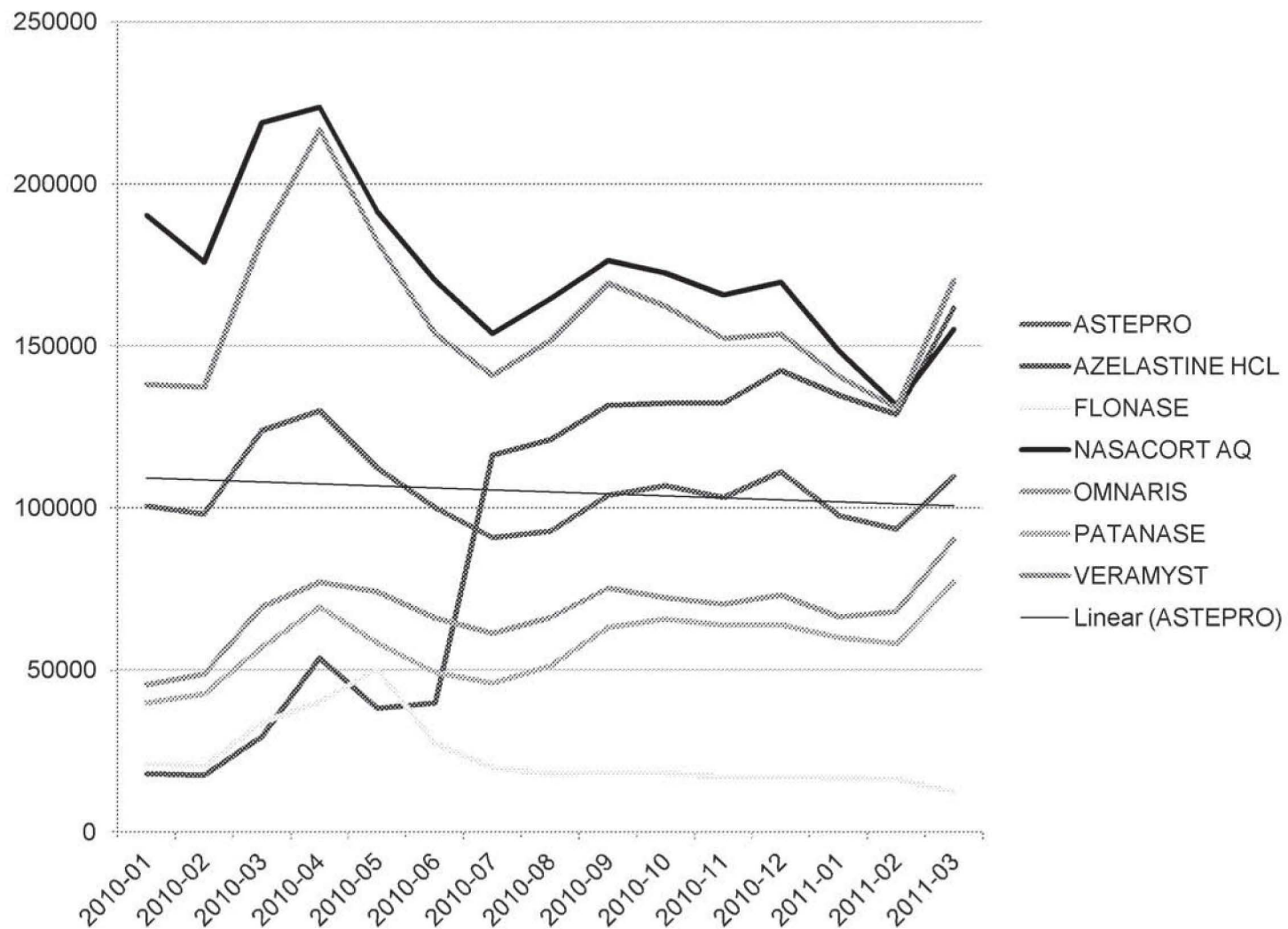


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Rx Dynamic (Minus fluticasone & Nasonex)

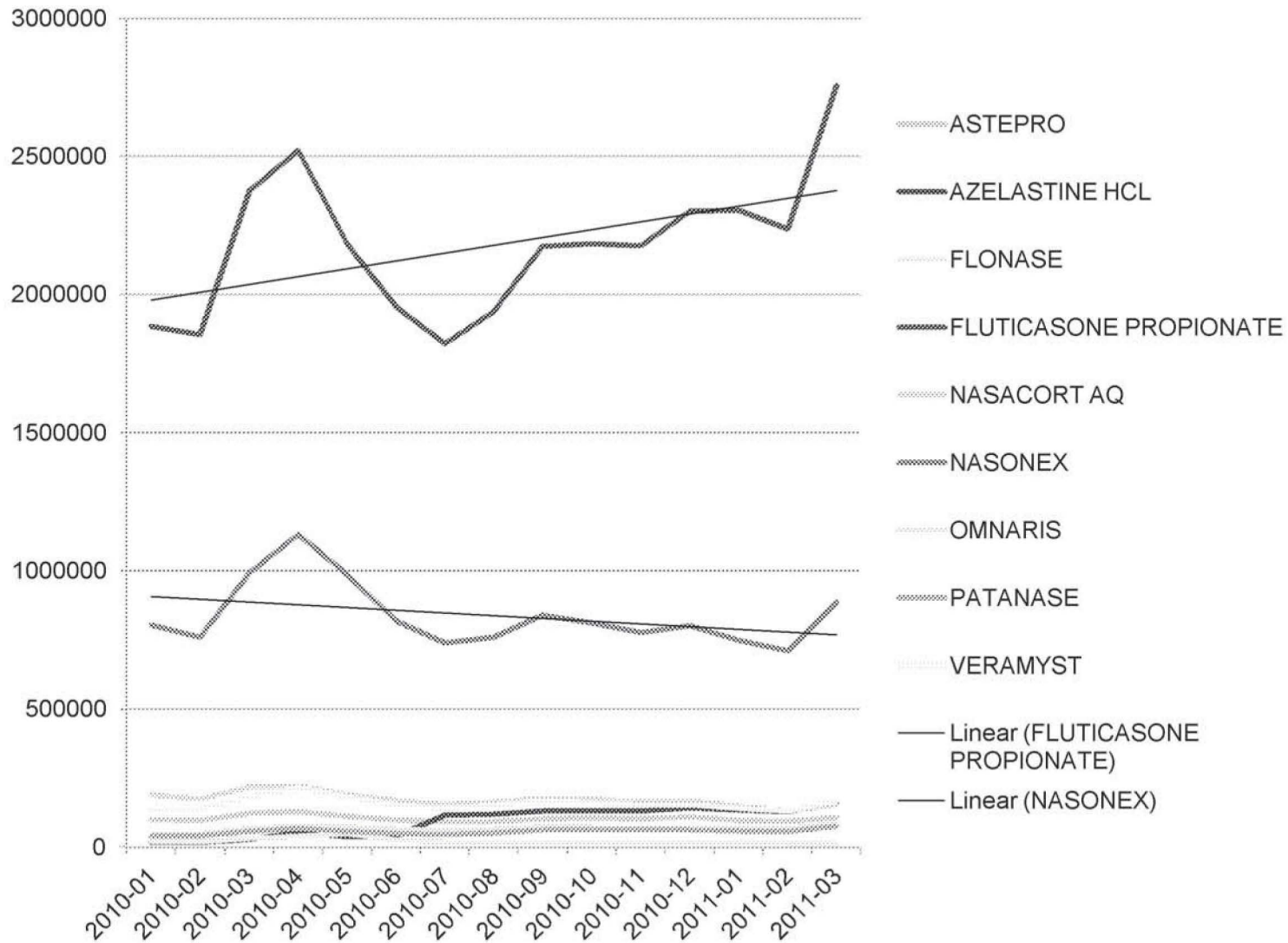


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Rx Dynamic



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