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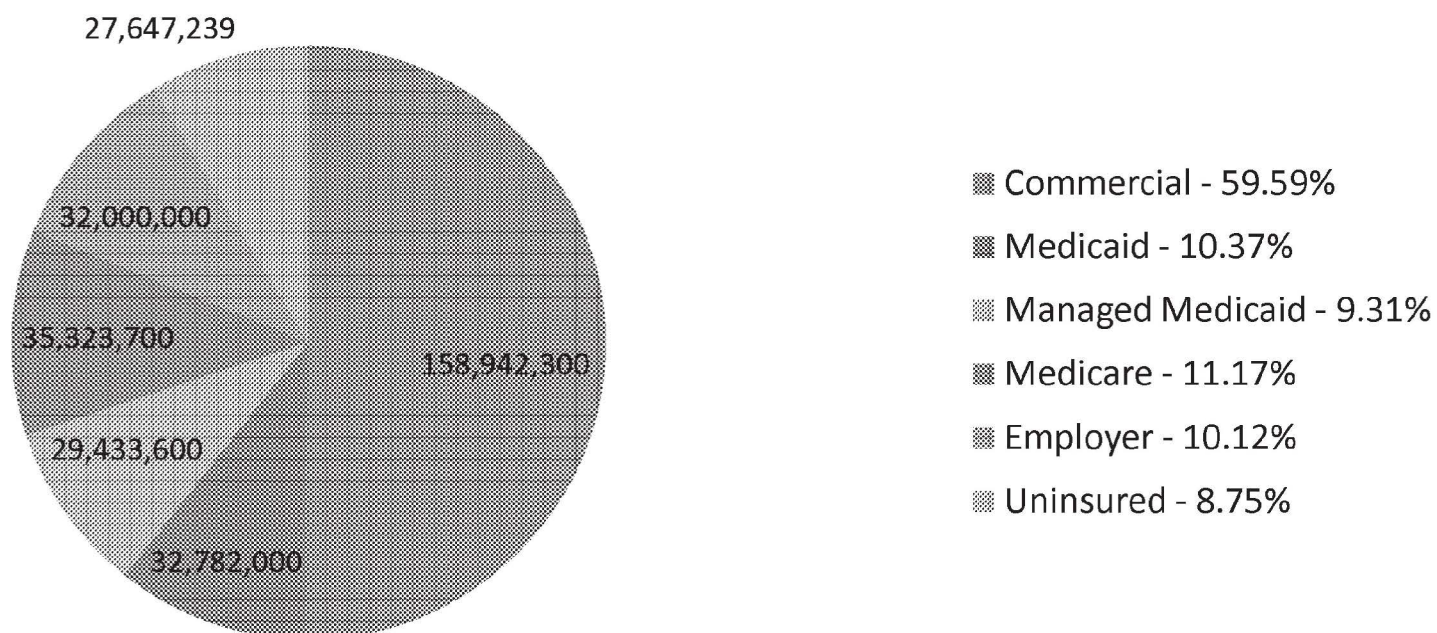
PLAINTIFFS'
TRIAL EXHIBIT

PTX0892

exhibitsticker.com

US Population by Payer Segment

316,128,639 Total Lives

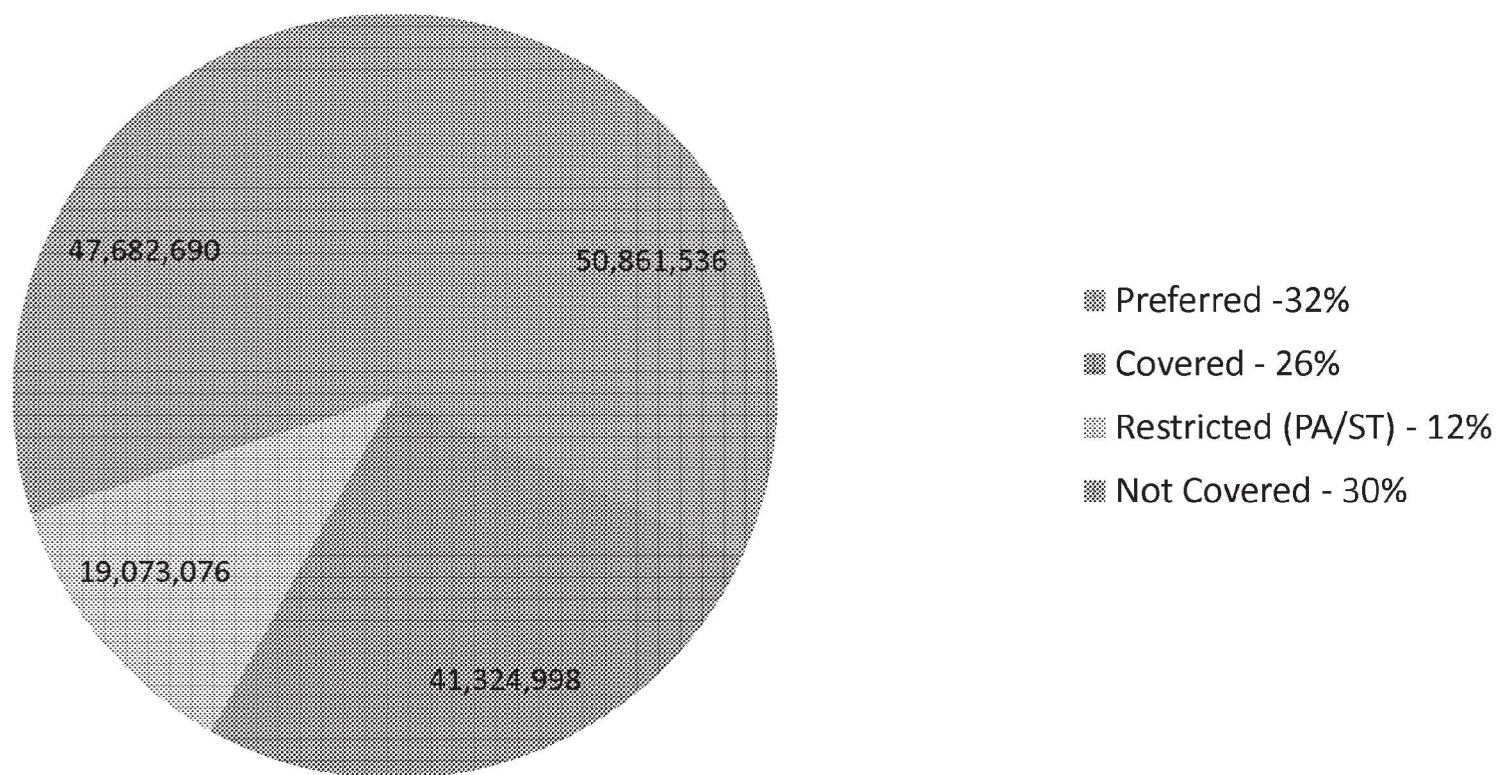


90% discount required to be listed in Medicaid and managed Medicaid -> not a target for Dymista

Dymista Commercial Coverage (June 2014)

92 Million lives unrestricted

158,942,300 Lives

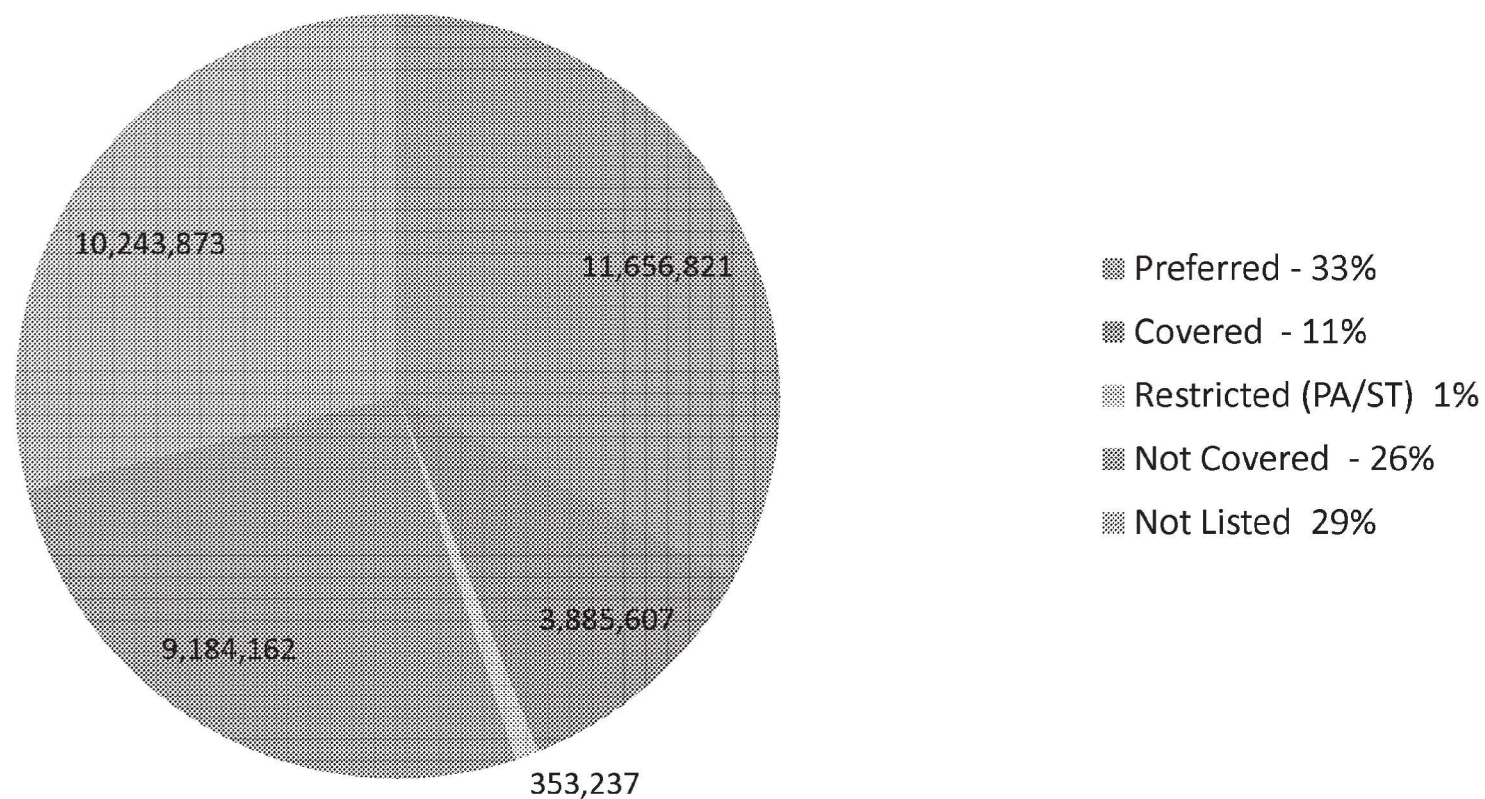


Source: Managed Markets Insights & Technologies, June 2014

Dymista Medicare Part D Coverage (June 2014)

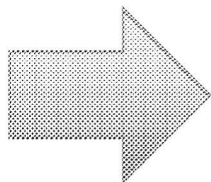
15 Million lives unrestricted

Total Lives = 35,323,700



Unrestricted market access is key

- 316 million lives in the US (All segments)
- Dymista® has achieved unrestricted coverage in 107 million lives (Commercial and Medicare Part D)

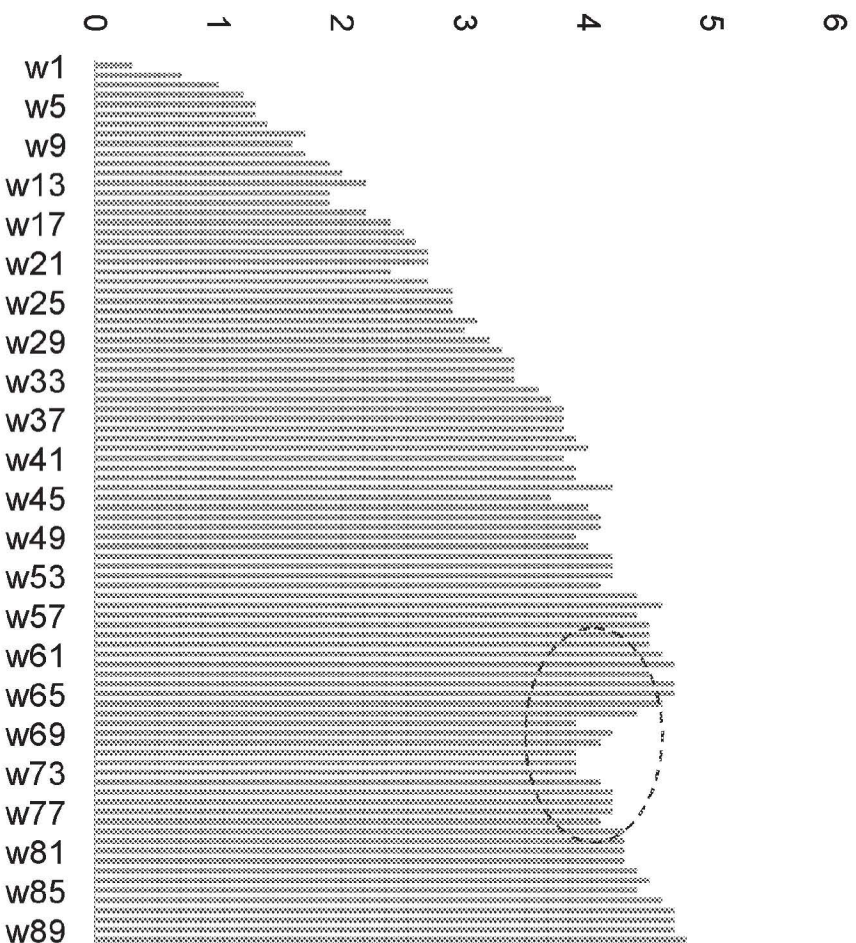


1/3 rd of the US Population

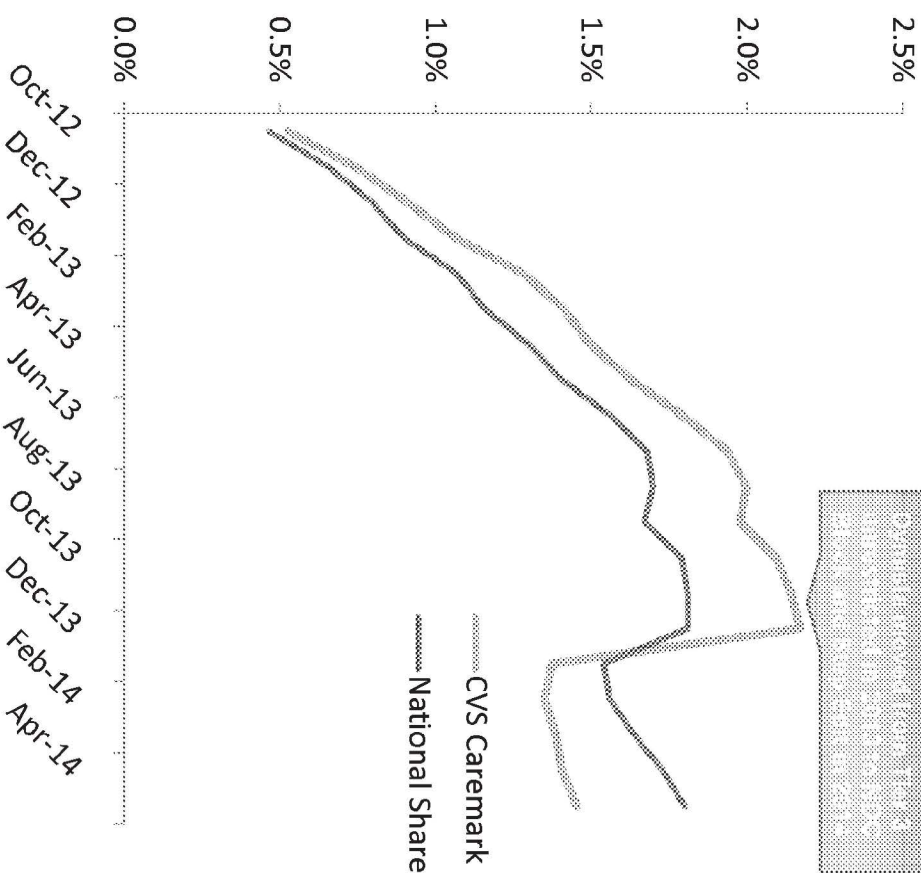
- Losing big payers will negatively affect market share
- Ultimate goal is to have unrestricted access and tier 2 preferred status when it makes financial sense
 - Doctors can prescribe Dymista without limitation to patients as initial therapy or who have failed on any other brand / generic
 - Limited copay for the patient with Tier 2 or Tier 3

Market share was immediately affected when unrestricted coverage of CVS Caremark was lost

Market share (value) by week since launch



Market share (TRx) with CVS Caremark

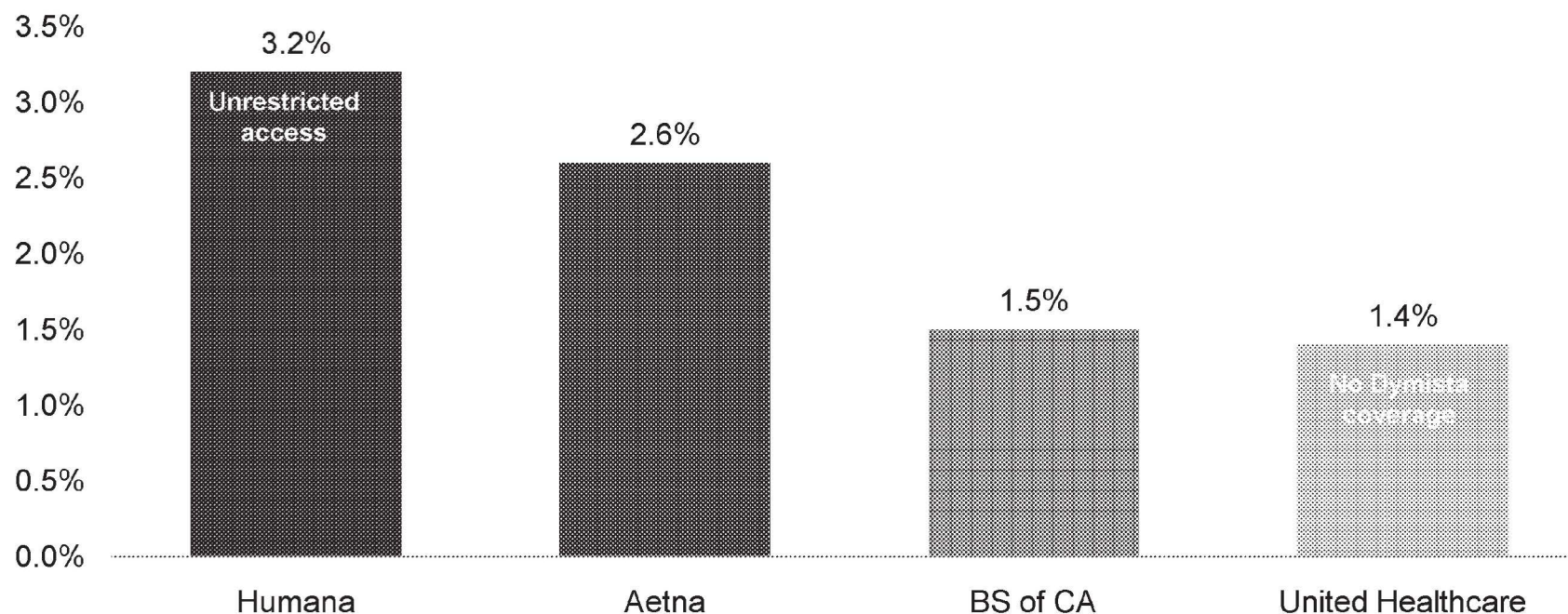




Strengthen formulary position is key

Correlation between market share and market access → improvement in formulary position among payors with restrictions on Dymista is key

Market share by plan (TRx)



Lives:

• 3.8 MM

• 8.4 MM

• 0.6 MM

• 18 MM

Scope:

• National

• National

• Regional

• National

Position:

• Tier 2 preferred

• Tier 3 unrestricted

• Tier 3 with a single step edit

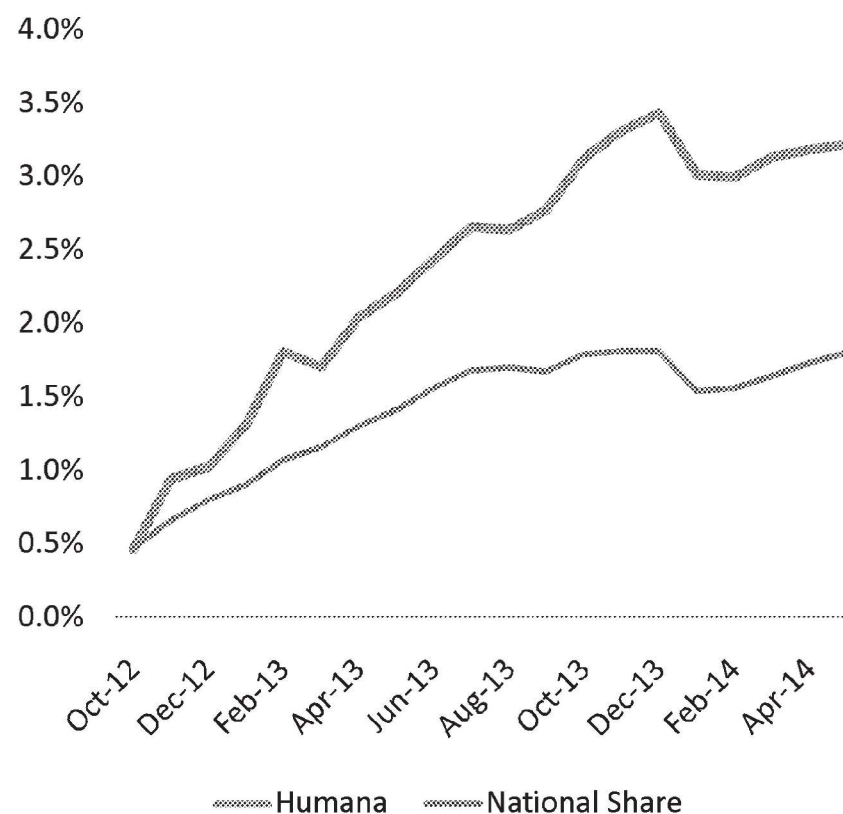
• Product not covered

Leverage recent formulary wins

38 MM more Tier 2 Preferred (unrestricted access) lives since April 2014 → track record with Humana indicates the potential within this universe

Selected plans with unrestricted access	Lives (MM)	Effective date of unrestricted access	Commentary
Anthem WellPoint	14	2014-04-01	• Previously tier 3 with double step edit
Express Scripts	23	2014-05-01	• Improved from Tier 3
Harvard Pilgrim	1.1	2014-07-01	• Improved from tier 3
Humana	3.8	2013-01-01	• Tier 2 since launch

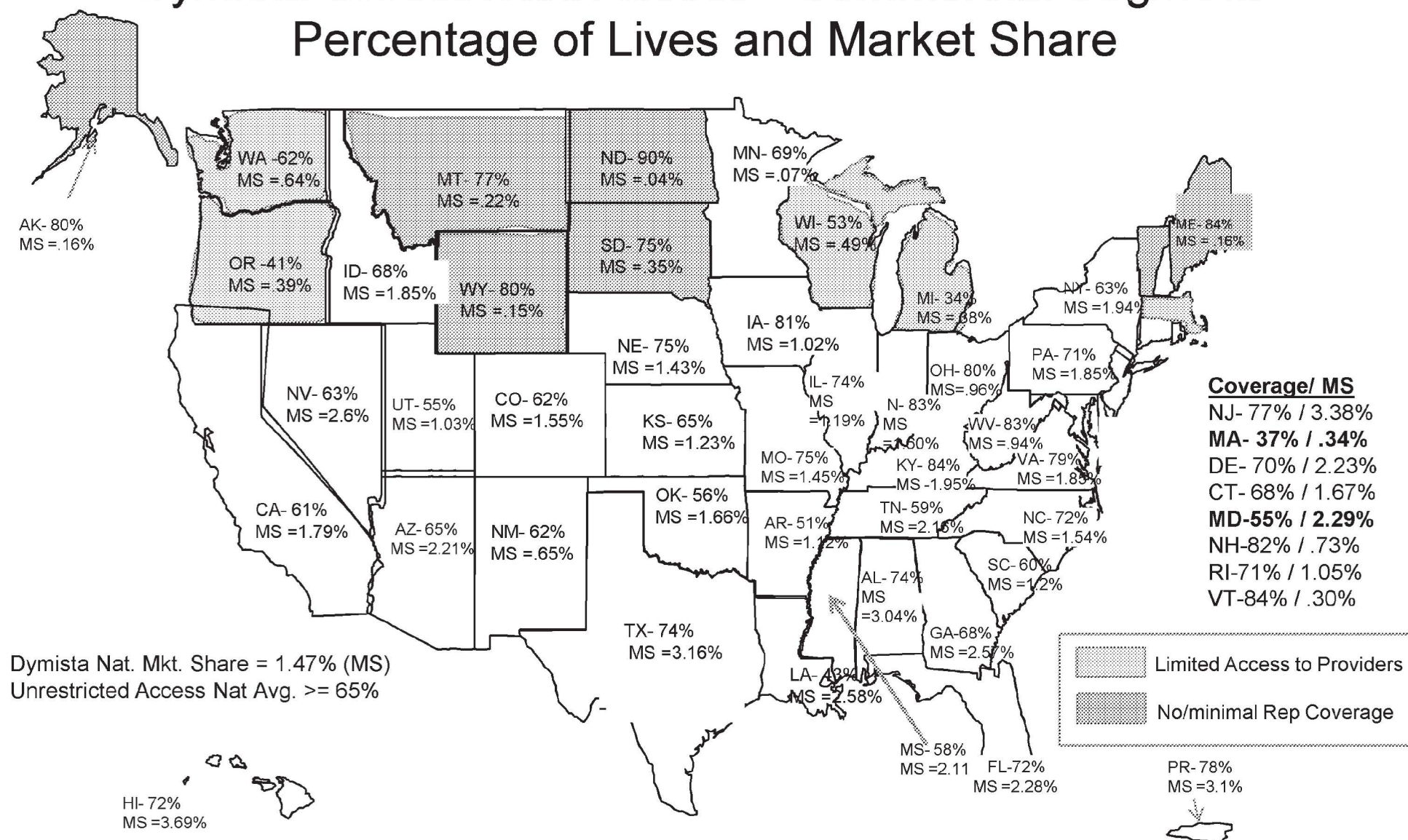
Humana development vs. Meda US national average



Market access threshold (YTD May 2014)

- There is a threshold of unrestricted coverage (> 60%) to be reached where doctors will start prescribe a drug without hesitation
- Dymista® has reached this threshold on national level in the commercial segment
- National Average Unrestricted Access = 65% (States below National Average for access highlighted)
- There is a correlation between unrestricted market access and market share among the US states
 - Texas: – 74% of commercial lives unrestricted – 3.16% market share
 - Oregon: – 41% of commercial lives unrestricted – 0.39% market share

Dymista Unrestricted Access - Commercial Segment Percentage of Lives and Market Share

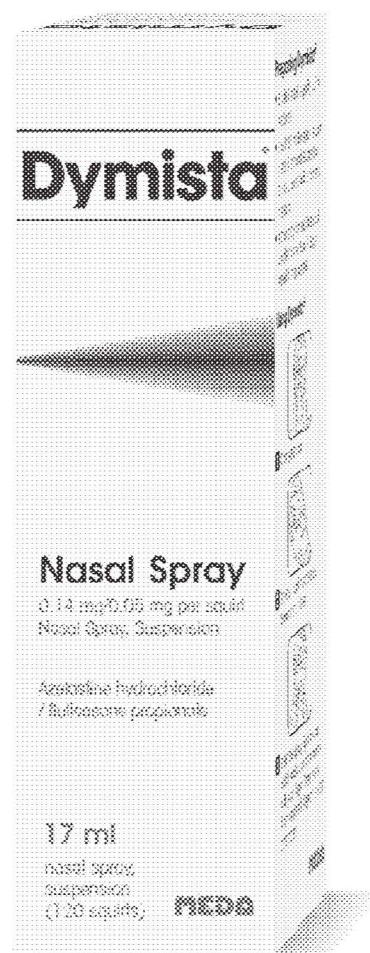


Managed Markets Insights & Technologies, July 2014
Symphony Health – Market Share Data

07/07/14

Dymista

Market share in the US is at European level when adjusting figures to unlimited market access



Successful roll-out (Market share by country, value)		
• Ireland:	32%	For internal discussion only to match performance
• Austria:	20%	
• USA (MA adjusted)	15%	
• Germany:	14%	
• Finland:	13%	
• Sweden*:	9%	
• Italy:	8%	
• Switzerland:	8%	
• USA:	5%	Not unlimited access
• UK:	3%	

Footnote:

- Source: IMS data for end June, 2014, for R1A1 market
- Sweden includes Rx only

Summary

- Dymista® has achieved unrestricted coverage in 107 million lives which represents 1/3rd of the population (all segments)
 - 42 Million lives in a preferred tier 2 position (commercial) which represents 13% of the overall U.S. population
- There is a threshold of unrestricted coverage to be reached where doctors will start prescribe a drug without hesitation -> 60%
- Dymista® has reached this threshold at national level with 65% on average in the commercial segment
- US Performance is at EU level when adjusting figures to unrestricted coverage (compare apples with apples)

Dymista Formulary Position and Rebates

<u>Plan - Commercial</u>	<u>Type</u>	<u>Lives</u>	<u>Dymista 2014 Rebates</u>	<u>2014 Final Placement</u>	<u>2014 Restrictions</u>
Aetna	MHC	8,400,000	0%	Tier 3	
California Blue Shield	MHC	3,000,000	12%	Tier 3	Step Edit
Caremark	PBM	60,000,000	15%	Restricted	60% of lives
Cigna	MHC	6,500,000	0%	Tier 3	
Express Scripts / Medco	PBM	90,000,000	59%	Tier 2	as of 5/1/14
Harvard Pilgrim	MHC	1,100,000	47%	Tier 2	As of 7/1/14
Health Alliance	MHC	285,000	0%	NDC Blocked	Prior Auth
Health Net	MHC	2,100,000	0%	Tier 3	None
Health Partner	MHC	680,000	0%	NDC Blocked	Prior Auth
Humana	MHC	3,800,000	27%	Tier 2	None
Independent Health	MHC	495,000	0%	Tier 3 PA	Prior Auth
MedImpact	PBM	6,000,000	0%	Prior Auth	Prior Auth
Navitus	PBM	110,000	0%	PA	Prior Auth
Prime Therapeutics	PBM	20,000,000	20%	Tier 3	None
ProCare	PBM	4,800,000	25%	Tier 2	None
Rx Solutions (Now Optum Rx)	PBM	4,000,000	0%	NDC Blocked	NDC Blocked
Select Health	MHC	550,000	0%	Tier 3	None
<u>Plan- Medicare Part D</u>	<u>Type</u>	<u>Lives</u>	<u>Dymista 2014 Rebates</u>	<u>2014 Final Placement</u>	<u>2014 Restrictions</u>
AARP (OptumRx)	MHC	6,700,000	59%	Preferred	None
CIGNA	MHC	860,000	54%	Preferred	None
CVS Caremark	PBM	3,600,000	0%	Non Formulary	Prior Auth
Express Scripts / Medco	PBM	2,700,000	59%	Preferred	None
Humana	MHC	5,500,000	53%	Preferred	None