

**2ND AND 3RD LINE TREATMENT FOR HER2-POSITIVE ME  
TOTAL PROMOTIONAL EXPENDITURE  
U.S. DOLLARS BY PRODUCT, INCLUDING  
Q4 2012 – Q3 2014**

	2012	2013			
	Q4	Q1	Q2	Q3	Q4
Ixempra®	\$225,484	\$129,141	\$280,673	\$94,955	\$32,188
Kadcyla®		\$736,683	\$803,638	\$513,205	\$647,224
Perjeta®	\$847,418	\$468,237	\$430,085	\$549,066	\$750,148
Tykerb®	\$399,444	\$85,555	\$61,090	\$18,900	\$1,367,854
Xeloda®	\$135,723	\$6,140,868	\$181,542	\$665,104	\$1,280,831
Total	\$1,608,069	\$7,560,484	\$1,757,028	\$1,841,230	\$4,078,245

Notes & Sources:

<sup>1</sup> Excludes Herceptin®.

Kadcyla® is indicated as a single agent for the treatment of people with HER2-positive metastatic breast cancer with chemotherapy. See, e.g., Exhibit 2317. In contrast:

Xeloda® can be used to treat colon, rectal, and other cancers. See, e.g., Exhibit 2246.

Perjeta® received FDA approval for neoadjuvant breast cancer therapy. See, e.g., Exhibit 2211.

Tykerb® is used to treat breast cancer, but is prescribed with a second medicine (Xeloda® or Femara®). See, e.g., Exhibit 2218. (These assertions and sources can be found in the report.)

Includes brand and generic values.

Ixempra® includes brand IXEMPRA 10/2007 BM0, identified in field 'Product.'

Kadcyla® includes brand KADCYLA 02/2013 GTC, identified in field 'Product.'

Perjeta® includes brand PERJETA 06/2012 GTC, identified in field 'Product.'

Tykerb® includes brand TYKERB 03/2007 GSK, identified in field 'Product.'

Xeloda® includes brand XELODA 05/1998 GTC, identified in field 'Product,' and generic capecitabine, identified in field 'Product.'

Includes Xeloda® (capecitabine), which is indicated for use with Tykerb® (lapatinib) in second-line therapy. Excludes vinorelbine, which are indicated for the use of other cancers. See Exhibit 2218 and Exhibit 2343.

Values reflect field 'Total Promo \$'.

Products identified from Exhibit 2103 and Exhibit 2224.

Data from IMS Health.