

**2ND AND 3RD LINE TREATMENT FOR HER2-POSITIVE METASTATIC BREAST
TOTAL PROMOTIONAL EXPENDITURE
U.S. PERCENTAGE OF SALES BY PRODUCT, INCLUDING
Q4 2012 – Q3 2014**

	2012	2013			
	Q4	Q1	Q2	Q3	Q4
Ixempra®	1.4%	0.9%	2.1%	0.7%	0.3%
Kadcyla®	N/A	5.1%	1.3%	0.7%	0.8%
Perjeta®	2.5%	1.1%	0.9%	1.0%	0.8%
Tykerb®	1.3%	0.3%	0.2%	0.1%	6.0%
Xeloda®	0.1%	3.5%	0.1%	0.4%	0.6%
Total	0.6%	2.7%	0.5%	0.5%	1.0%

Notes & Sources:

¹ 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 is indicated for the use of other cancers. See Exhibit 2218 and Exhibit 2343.

Calculated as promotional spend divided by sales at ex-manufacturer price.

Products identified from Exhibit 2103 and Exhibit 2224.

Data from IMS Health.