

Total Promotional Spending to Sales Ratio [1]

Drug	Years from Launch [2]	
	Year 1	Year 2 [3]
Copaxone® 40mg/mL	████	████
Aubagio®	████	████
Gilenya®	████	████
Tecfidera®	████	████

Source: IMS

Note:

[1] Total promotional spending includes physician detailing, journal advertising, DTC, and retail value of samples.

[2] The launch dates of Copaxone® 40mg/mL, Aubagio®, Gilenya®, and Tecfidera® are January 2014, September 2012, September 2010, and April 2013 respectively.

[3] In Year 2, only eight months of data are available for Copaxone® 40mg/mL. The table therefore reports only eight months of Year 2 data for all drugs.