

Total Promo Dollars

Source: IMS IPS Audit

Product Sum	2010 Total Promo \$	2011 Total Promo \$	2012 Total Promo \$	2013 Total Promo \$	2014 Total Promo \$	2015 Total Promo \$	2016 Total Promo \$
JEVTANA	\$1,851,716	\$3,983,038	\$1,419,292	\$896,026	\$707,124	\$951,182	\$302,568
XOFIGO				\$2,500,184	\$2,939,896	\$3,906,286	\$2,531,368
XTANDI			\$2,323,809	\$5,025,742	\$7,292,394	\$8,612,743	\$6,439,256
ZYTIGA		\$3,663,363	\$9,596,711	\$9,119,745	\$7,938,945	\$6,280,999	\$3,658,706
Grand Total	\$1,851,716	\$7,646,401	\$13,339,812	\$17,541,697	\$18,878,359	\$19,751,210	\$12,931,898

Calendar Quarter	Q3 2010	Q4 2010	Q1 2011	Q2 2011	Q3 2011	Q4 2011	Q1 2012
JEVTANA	\$ 922,522	\$ 929,194	\$ 1,595,232	\$ 924,314	\$ 825,991	\$ 637,501	\$ 666,577
XOFIGO							
XTANDI							
ZYTIGA			\$ 45,403	\$ 1,208,147	\$ 995,752	\$ 1,414,061	\$ 1,328,958

Q2 2012	Q3 2012	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014
\$ 432,356	\$ 162,790	\$ 157,569	\$ 359,669	\$ 192,597	\$ 190,832	\$ 152,928	\$ 104,588	\$ 308,671
			\$ 739	\$ 841,426	\$ 871,278	\$ 786,741	\$ 589,669	\$ 618,464
	\$ 666,885	\$ 1,656,924	\$ 1,710,467	\$ 993,241	\$ 1,377,694	\$ 944,340	\$ 1,338,284	\$ 1,554,649
\$ 2,036,435	\$ 2,096,493	\$ 4,134,825	\$ 4,800,632	\$ 1,821,242	\$ 1,330,904	\$ 1,166,967	\$ 2,226,886	\$ 1,272,086

Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
\$ 201,465	\$ 92,400	\$ 163,884	\$ 412,884	\$ 116,536	\$ 257,878	\$ 180,516	\$ 50,148
\$ 958,158	\$ 773,605	\$ 1,077,090	\$ 869,379	\$ 1,009,242	\$ 950,575	\$ 1,155,240	\$ 1,198,048
\$ 1,684,310	\$ 2,715,151	\$ 2,444,167	\$ 2,006,473	\$ 1,824,119	\$ 2,337,984	\$ 3,094,351	\$ 2,341,641
\$ 1,729,157	\$ 2,710,816	\$ 1,721,873	\$ 1,308,622	\$ 1,591,825	\$ 1,658,679	\$ 1,434,697	\$ 1,927,830