

Sales Path of Toviaz Compared to Pharmaceutical Industry Benchmarks

Year	1st Decile [A]	2nd Decile [A]	Mean [A]	Toviaz U.S. [B]	Toviaz Worldwide [B]
1	\$ 300	\$ 150	\$ 90	\$ 9	\$ 47
2	\$ 550	\$ 280	\$ 160	\$ 43	\$ 108
3	\$ 800	\$ 390	\$ 210	\$ 72	\$ 143
4	\$ 1,100	\$ 500	\$ 270	\$ 86	\$ 155
5	\$ 1,450	\$ 630	\$ 320	\$ 89	\$ 174
6	\$ 1,730	\$ 740	\$ 370	\$ 97	\$ 209
7	\$ 2,000	\$ 840	\$ 420		
8	\$ 2,200	\$ 900	\$ 430		
9	\$ 2,390	\$ 950	\$ 450		
10	\$ 2,510	\$ 890	\$ 460		
11	\$ 2,540	\$ 790	\$ 450		
12	\$ 2,590	\$ 780	\$ 440		
13	\$ 2,590	\$ 660	\$ 420		
14	\$ 2,570	\$ 560	\$ 390		
15	\$ 1,990	\$ 440	\$ 310		
16	\$ 1,490	\$ 320	\$ 230		
17	\$ 1,190	\$ 250	\$ 180		
18	\$ 950	\$ 200	\$ 150		
19	\$ 770	\$ 160	\$ 110		
20	\$ 620	\$ 120	\$ 90		
Years 1-6	\$ 5,930	\$ 2,690	\$ 1,420	\$ 396	\$ 838
Total	\$ 32,330	\$ 10,550	\$ 5,950	\$ 396	\$ 838

Notes and sources:

Figures are in millions of 2000 \$U.S.

A] Grabowski, Henry, John Vernon, and Joseph A. DiMasi (2002), "Returns on Research and Development for 1990s New Drug Introductions," *Pharmacoeconomics* 20(3): 11-29, at 17.

Sales are estimated and rounded to the nearest \$10 million based on Figure 2.

B] Exhibit 1036. Sales are converted to 2000 \$U.S. based on the CPI per Exhibit 1049.