

# DEED

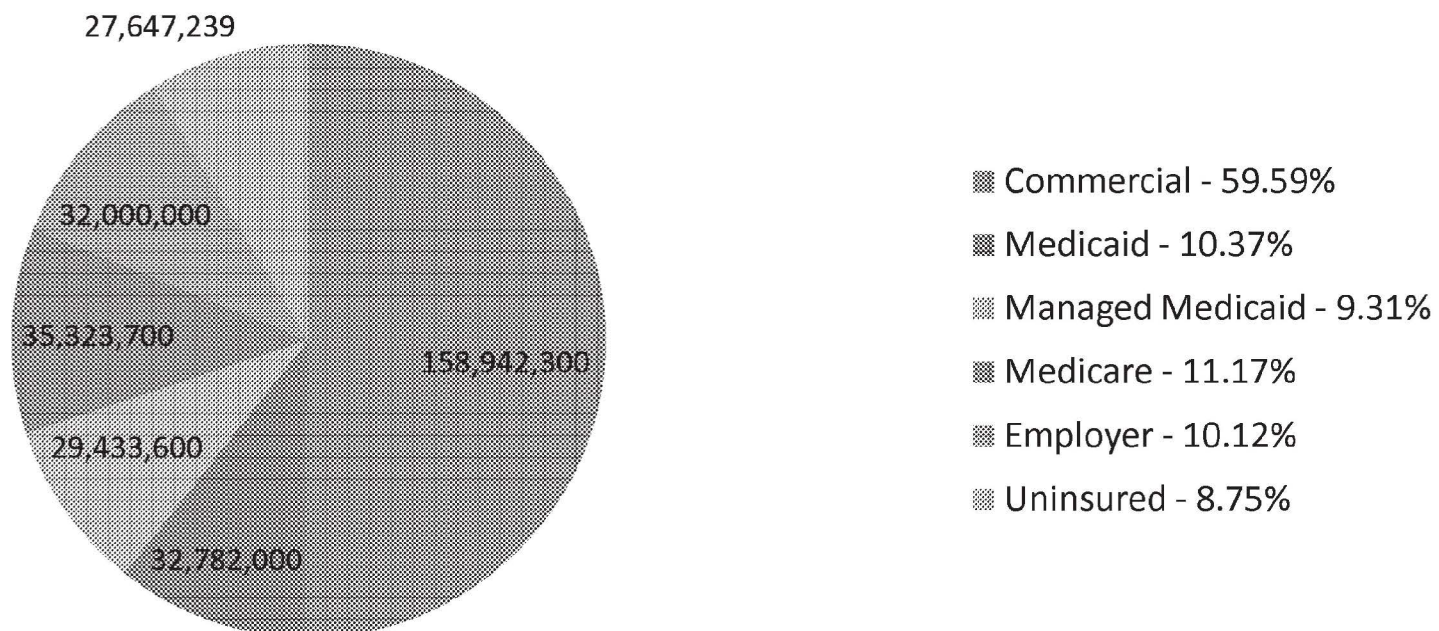
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# US Population by Payer Segment

316,128,639 Total Lives

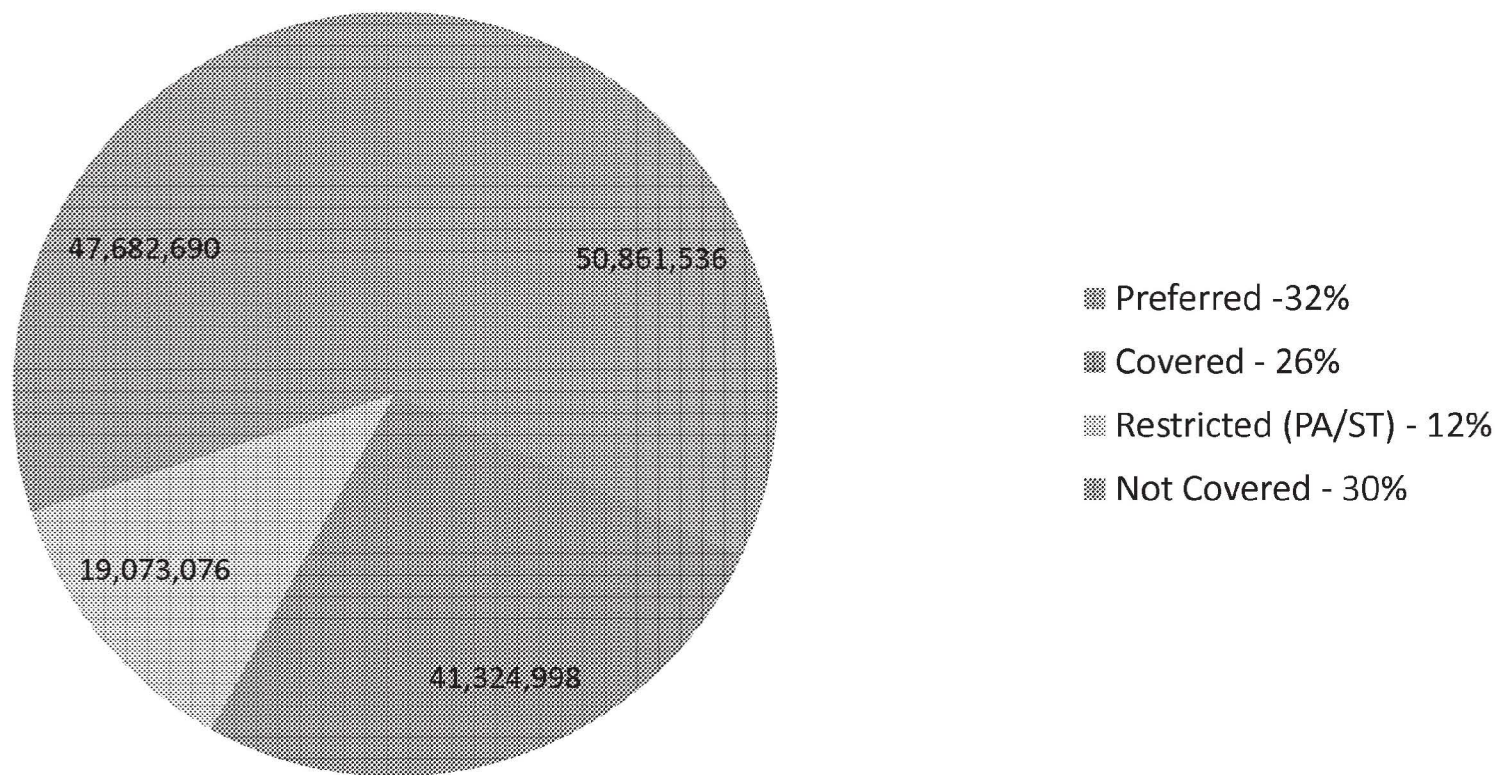


90% discount required to be listed in Medicaid and managed Medicaid -> not a target for Dymista

# Dymista Commercial Coverage (June 2014)

## 92 Million lives unrestricted

158,942,300 Lives

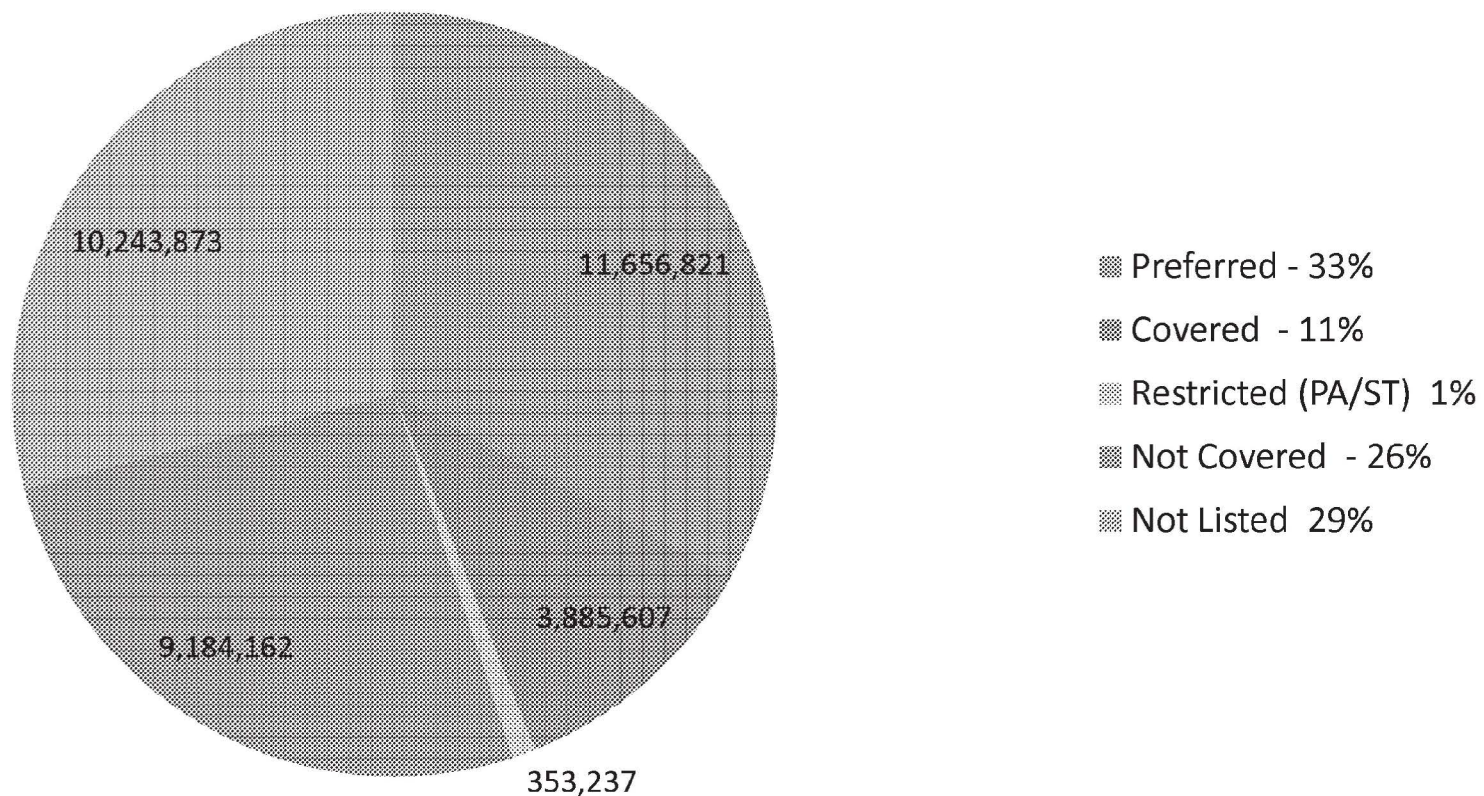


Source: Managed Markets Insights & Technologies, June 2014

# Dymista Medicare Part D Coverage (June 2014)

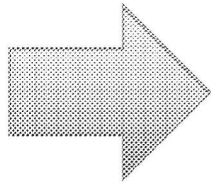
## 15 Million lives unrestricted

Total Lives = 35,323,700



# Unrestricted market access is key

- 316 million lives in the US (All segments)
- Dymista® has achieved unrestricted coverage in 107 million lives (Commercial and Medicare Part D)

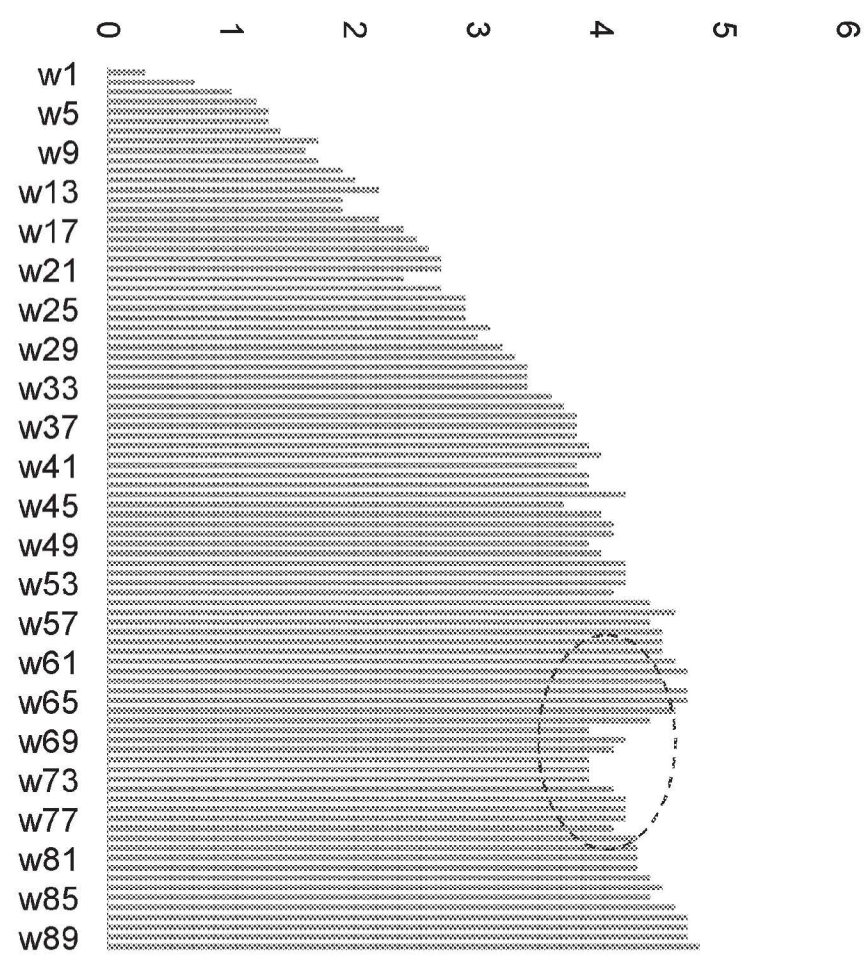


1/3 rd of the US Population

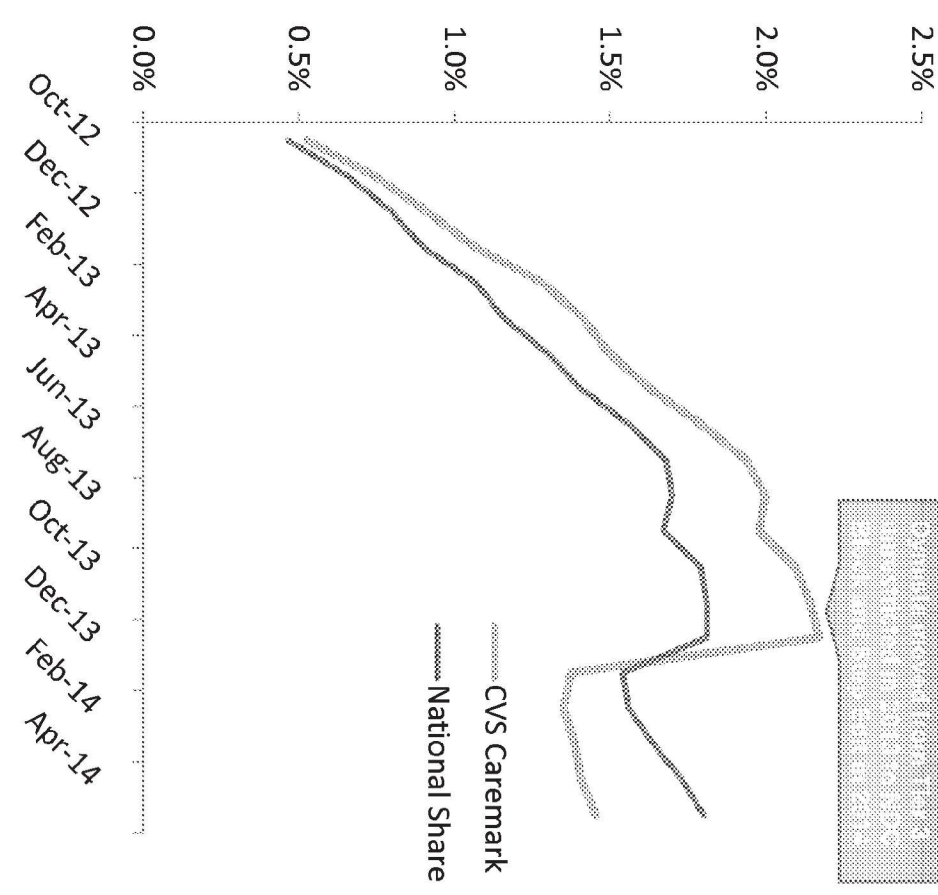
- Losing big payers will negatively affect market share
- Ultimate goal is to have unrestricted access and tier 2 preferred status when it makes financial sense
  - Doctors can prescribe Dymista without limitation to patients as initial therapy or who have failed on any other brand / generic
  - Limited copay for the patient with Tier 2 or Tier 3

# Market share was immediately affected when unrestricted coverage of CVS Caremark was lost

Market share (value) by week since launch



Market share (TRx) with CVS Caremark



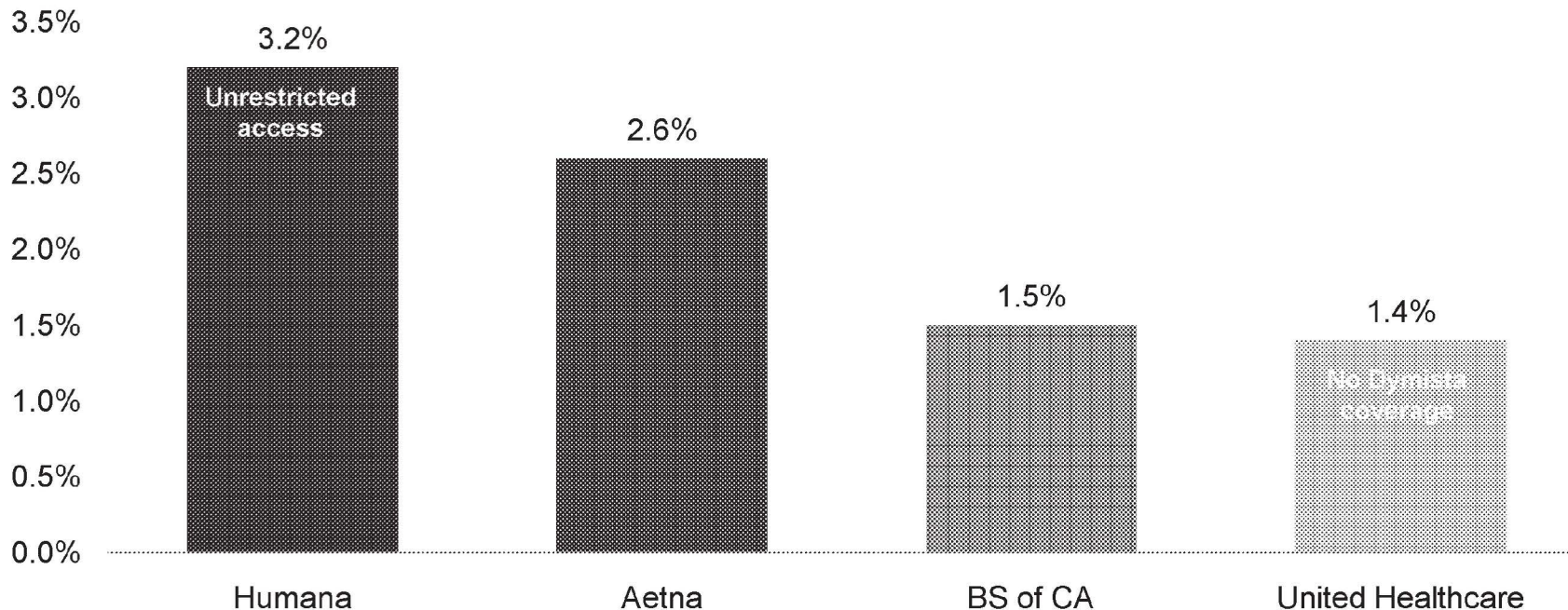
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# Strengthen formulary position is key

Correlation between market share and market access → improvement in formulary position among payors with restrictions on Dymista is key

Market share by plan (TRx)



Lives:

• 3.8 MM

• 8.4 MM

• 0.6 MM

• 18 MM

Scope:

• National

• National

• Regional

• National

Position:

• Tier 2 preferred

• Tier 3 unrestricted

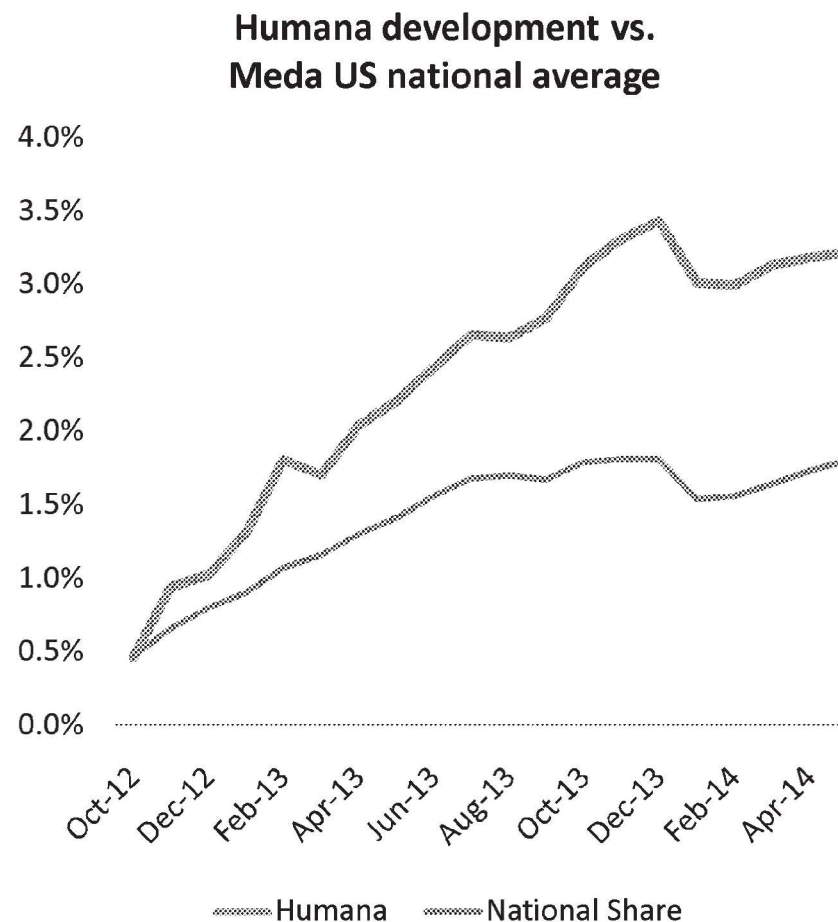
• Tier 3 with a single step edit

• Product not covered

# Leverage recent formulary wins

38 MM more Tier 2 Preferred (unrestricted access) lives since April 2014 → track record with Humana indicates the potential within this universe

Selected plans with unrestricted access	Lives (MM)	Effective date of unrestricted access	Commentary
Anthem WellPoint	14	2014-04-01	• Previously tier 3 with double step edit
Express Scripts	23	2014-05-01	• Improved from Tier 3
Harvard Pilgrim	1.1	2014-07-01	• Improved from tier 3
Humana	3.8	2013-01-01	• Tier 2 since launch

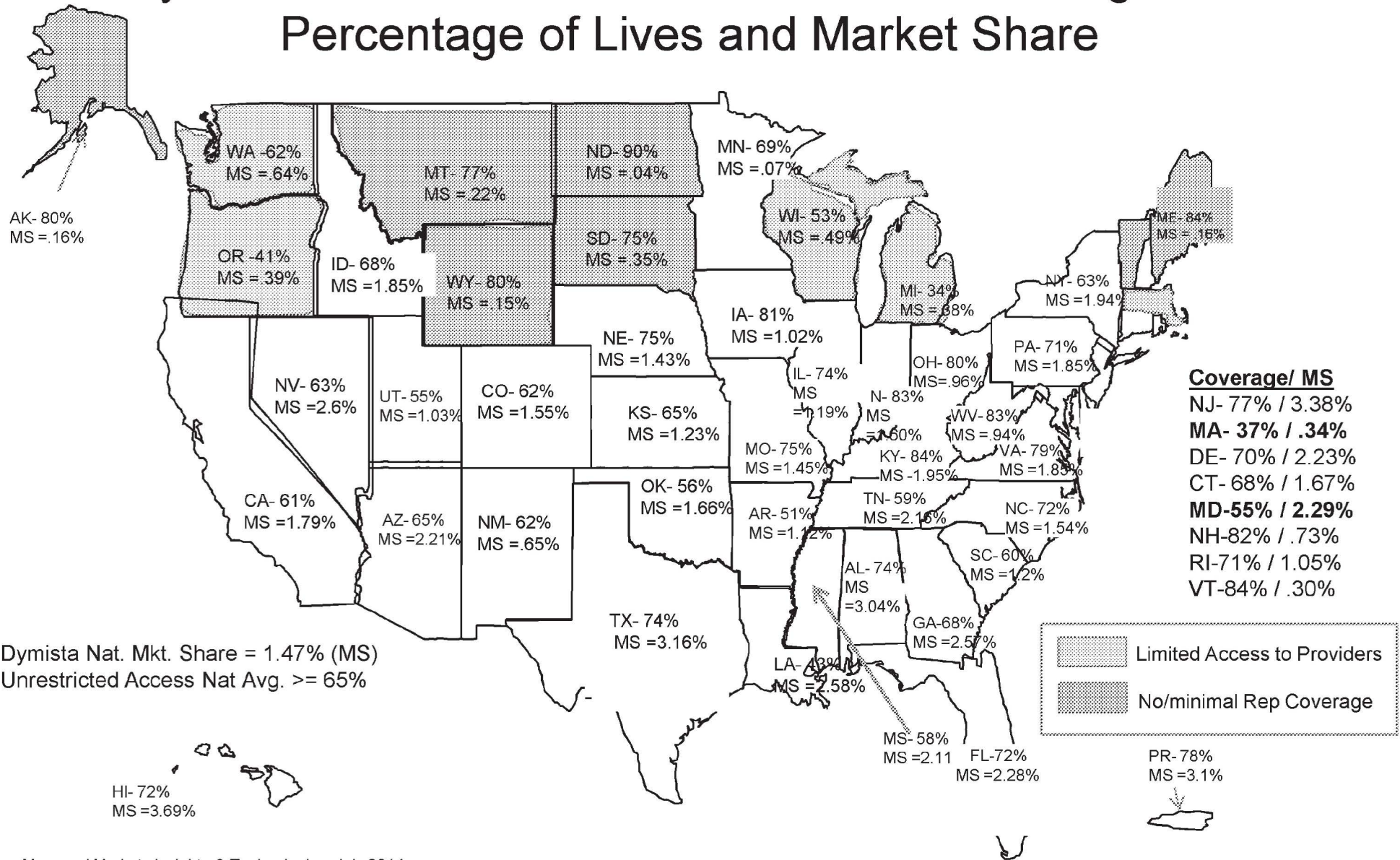




# Market access threshold (YTD May 2014)

- There is a threshold of unrestricted coverage (> 60%) to be reached where doctors will start prescribe a drug without hesitation
- Dymista® has reached this threshold on national level in the commercial segment
- National Average Unrestricted Access = 65% (States below National Average for access highlighted)
- There is a correlation between unrestricted market access and market share among the US states
  - Texas: – 74% of commercial lives unrestricted – 3.16% market share
  - Oregon: – 41% of commercial lives unrestricted – 0.39% market share

# Dymista Unrestricted Access - Commercial Segment Percentage of Lives and Market Share

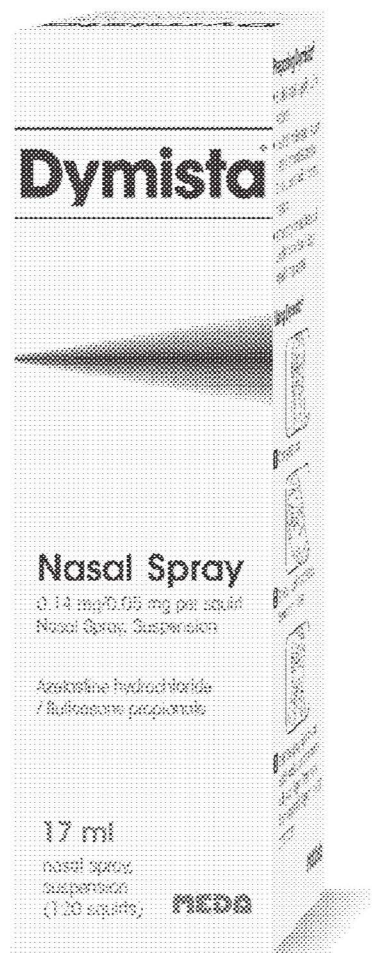


Managed Markets Insights & Technologies, July 2014  
Symphony Health – Market Share Data

07/07/14



# Market share in the US is at European level when adjusting figures to unlimited market access



Successful roll-out (Market share by country, value)		
• Ireland:	32%	For internal discussion only to match performance
• Austria:	20%	
• USA (MA adjusted)	15%	
• Germany:	14%	
• Finland:	13%	
• Sweden*:	9%	
• Italy:	8%	
• Switzerland:	8%	
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• USA:	5%	Not unlimited access
• UK:	3%	

**Footnote:**

- Source: IMS data for end June, 2014, for R1A1 market
- Sweden includes Rx only

# Summary

- Dymista® has achieved unrestricted coverage in 107 million lives which represents 1/3<sup>rd</sup> of the population (all segments)
  - 42 Million lives in a preferred tier 2 position (commercial) which represents 13% of the overall U.S. population
- There is a threshold of unrestricted coverage to be reached where doctors will start prescribe a drug without hesitation -> 60%
- Dymista® has reached this threshold at national level with 65% on average in the commercial segment
- US Performance is at EU level when adjusting figures to unrestricted coverage (compare apples with apples)

# Dymista Formulary Position and Rebates

<u>Plan - Commercial</u>	<u>Type</u>	<u>Lives</u>	<u>Dymista 2014 Rebates</u>	<u>2014 Final Placement</u>	<u>2014 Restrictions</u>
Aetna	MHC	8,400,000	0%	Tier 3	
California Blue Shield	MHC	3,000,000	12%	Tier 3	Step Edit
Caremark	PBM	60,000,000	15%	Restricted	60% of lives
Cigna	MHC	6,500,000	0%	Tier 3	
Express Scripts / Medco	PBM	90,000,000	59%	Tier 2	as of 5/1/14
Harvard Pilgrim	MHC	1,100,000	47%	Tier 2	As of 7/1/14
Health Alliance	MHC	285,000	0%	NDC Blocked	Prior Auth
Health Net	MHC	2,100,000	0%	Tier 3	None
Health Partner	MHC	680,000	0%	NDC Blocked	Prior Auth
Humana	MHC	3,800,000	27%	Tier 2	None
Independent Health	MHC	495,000	0%	Tier 3 PA	Prior Auth
MedImpact	PBM	6,000,000	0%	Prior Auth	Prior Auth
Navitus	PBM	110,000	0%	PA	Prior Auth
Prime Therapeutics	PBM	20,000,000	20%	Tier 3	None
ProCare	PBM	4,800,000	25%	Tier 2	None
Rx Solutions (Now Optum Rx)	PBM	4,000,000	0%	NDC Blocked	NDC Blocked
Select Health	MHC	550,000	0%	Tier 3	None
<u>Plan- Medicare Part D</u>	<u>Type</u>	<u>Lives</u>	<u>Dymista 2014 Rebates</u>	<u>2014 Final Placement</u>	<u>2014 Restrictions</u>
AARP (OptumRx)	MHC	6,700,000	59%	Preferred	None
CIGNA	MHC	860,000	54%	Preferred	None
CVS Caremark	PBM	3,600,000	0%	Non Formulary	Prior Auth
Express Scripts / Medco	PBM	2,700,000	59%	Preferred	None
Humana	MHC	5,500,000	53%	Preferred	None