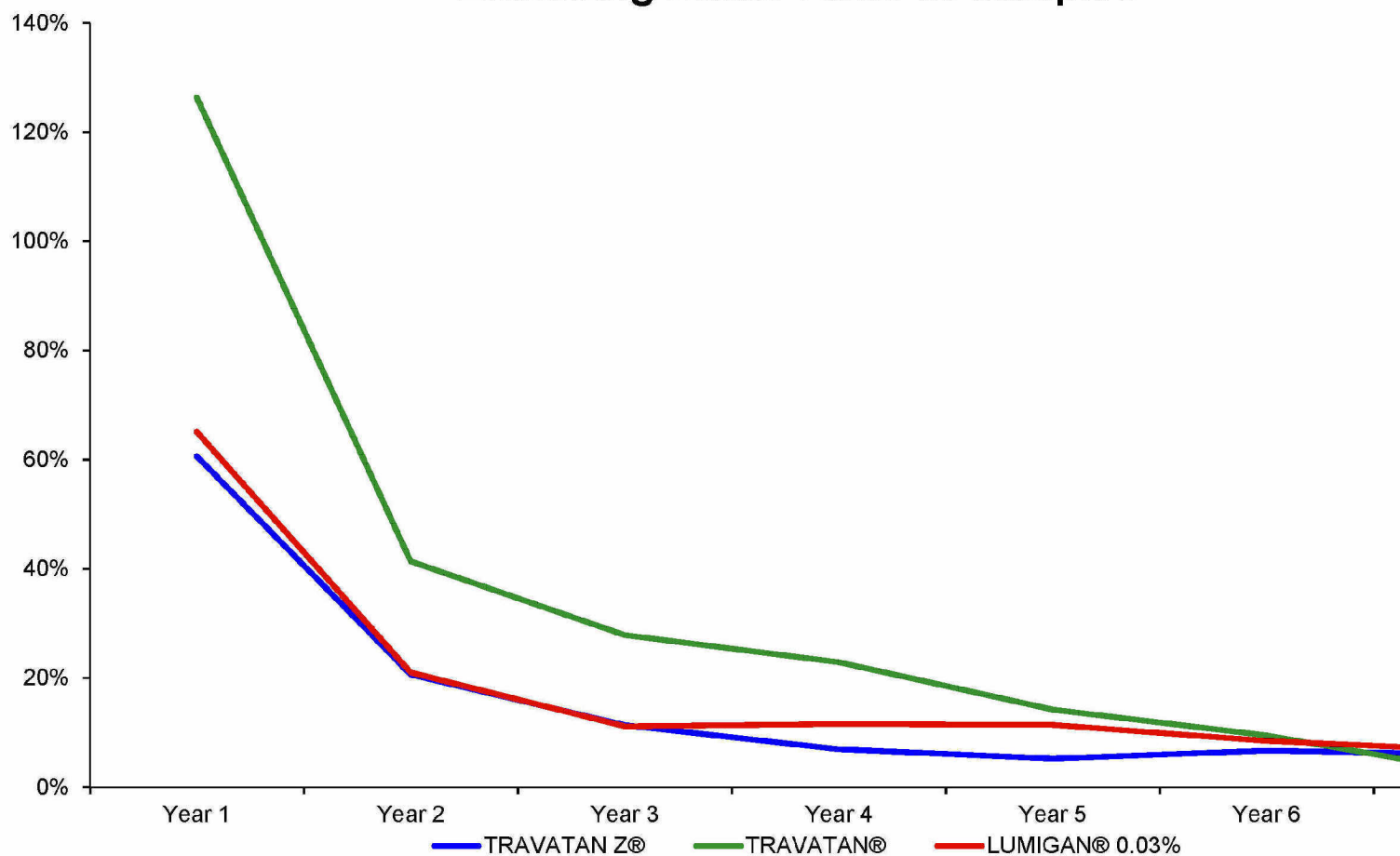


## TRAVATAN Z<sup>®</sup>, TRAVATAN<sup>®</sup>, and LUMIGAN<sup>®</sup> Marketing-to-Sales Ratio Excluding Retail Value of Samples



Source: *Encuity, IQVIA*

Note: Yearly values are calculated with years defined as twelve-month periods from the time of launch. Marketing spending prior to launch is included in the Year 1 measure. Promotional spending does not include retail value of samples. Data for 2005 do not include wholesale dollar sales in the mail. TRAVATAN Z<sup>®</sup> was launched in October 2006. TRAVATAN<sup>®</sup> and LUMIGAN<sup>®</sup> 0.03% were both launched in March 2001.