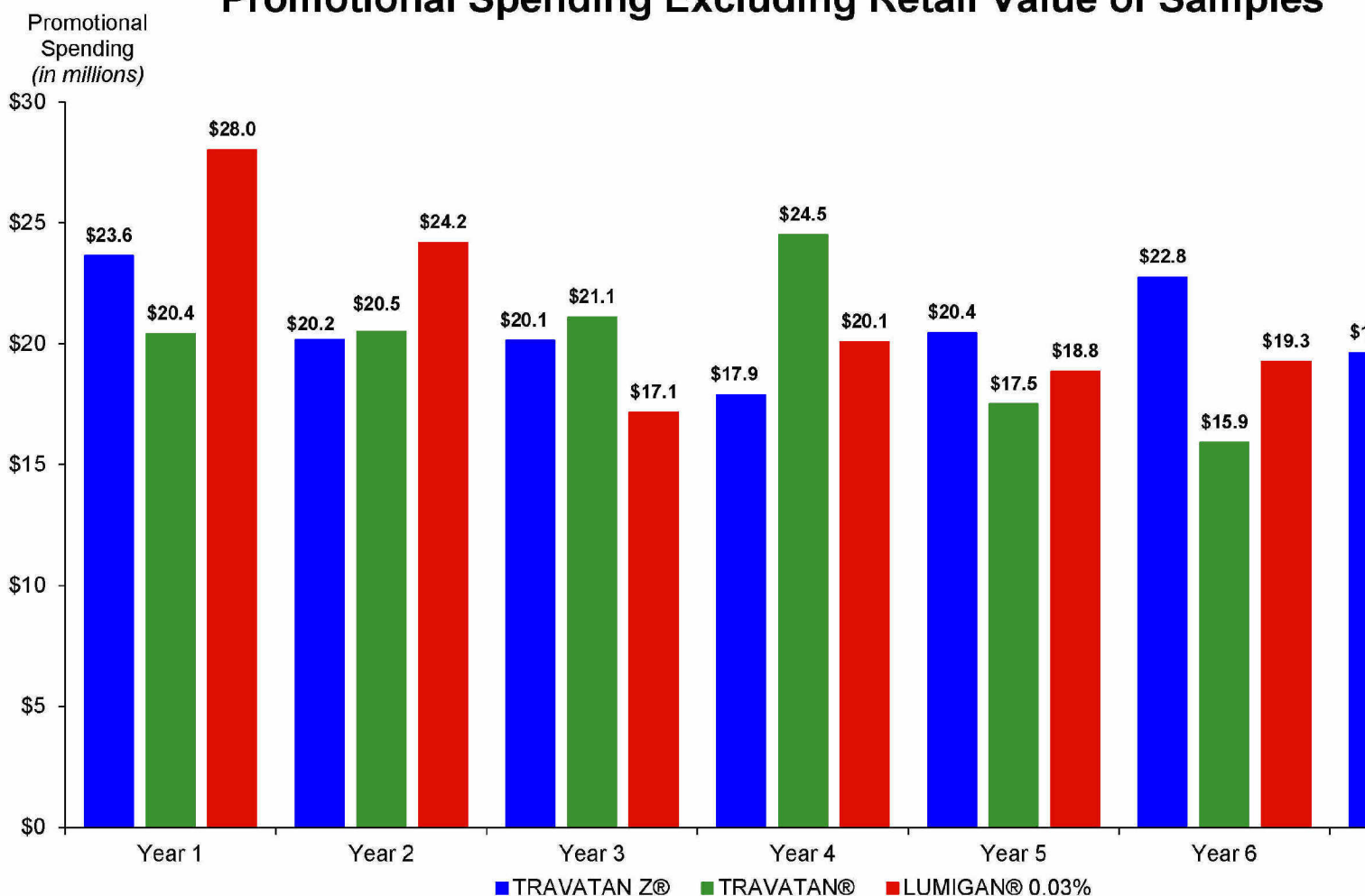


TRAVATAN Z[®], TRAVATAN[®], and LUMIGAN[®] Promotional Spending Excluding Retail Value of Samples



Source: *Encuity, IQVIA*; Federal Reserve Economic Data

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 first year measure. TRAVATAN Z[®] was launched in October 2006. TRAVATAN[®] and LUMIGAN[®] 0.03% were both launched in March 2001. Promotional spending is adjusted for inflation and presented in January 2001 dollars.