European Hospitals and Generics

Hospital channel is defined differently across European markets

Specialty versus traditional medicine market value dynamics
(2015 value market share vs. 10 year value growth (2006-2015))

SOURCE: IMS HEALTH MIDAS 2015;
Europe generics market to grow at a CAGR of 4.2%

We predict that the UK will be the leading generics market

![Graph showing the growth of the European generics market with predictions for future years.](image)

Generic Penetration varies by country

![Pie chart showing the product type volume share of the Rx bound total retail market, ranked by protected brand market share.](image)

SOURCE: IMS MIDAS MARKET SEGMENTATION Data 12 months to Dec-2015

Protected market includes patent protected branded products.
Hospital market dynamics

European Generics market, hospital channel, value €

European Generics market, hospital channel, volume su

Source: IMS Midas 2015; Europe defined as: AUSTRIA, BELGIUM, BULGARIA, CZECH, DENMARK, FINLAND, FRANCE, GERMANY, HUNGARY, IRELAND, ITALY, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SPAIN, SWEDEN, SWITZERLAND, UK

In hospital channel, 93% of generics volume are products priced below €1

Price vs volume in European generics hospital market

Price vs volume in European generics total market

Source: IMS Midas 2015; Europe defined as: AUSTRIA, BELGIUM, BULGARIA, CZECH, DENMARK, FINLAND, FRANCE, GERMANY, HUNGARY, IRELAND, ITALY, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SPAIN, SWEDEN, SWITZERLAND, UK
Hospital market dynamics

**European Generics market, hospital channel, value €**

- FRANCE
- UK
- ITALY
- GERMANY
- SPAIN
- RUSSIA
- AUSTRIA
- NETHERLANDS
- POLAND
- BELGIUM
- CZECH REPUBLIC
- SWITZERLAND
- DENMARK
- ROMANIA
- PORTUGAL
- FINLAND
- HUNGARY
- SWEDEN
- IRELAND
- BULGARIA
- NORWAY
- SLOVAKIA

Source: IMS Midas 2015; Europe defined as: AUSTRIA, BELGIUM, BULGARIA, CZECH, DENMARK, FINLAND, FRANCE, GERMANY, HUNGARY, IRELAND, ITALY, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SPAIN, SWEDEN, SWITZERLAND, UK.

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Hospital market dynamics

**European Generics market, hospital channel, volume su**

- RUSSIA
- UK
- GERMANY
- FRANCE
- ITALY
- SPAIN
- CZECH REPUBLIC
- POLAND
- NETHERLANDS
- ROMANIA
- SWITZERLAND
- AUSTRIA
- PORTUGAL
- DENMARK
- FINLAND
- HUNGARY
- SWEDEN
- IRELAND
- BULGARIA
- NORWAY
- SLOVAKIA

Source: IMS Midas 2015; Europe defined as: AUSTRIA, BELGIUM, BULGARIA, CZECH, DENMARK, FINLAND, FRANCE, GERMANY, HUNGARY, IRELAND, ITALY, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SPAIN, SWEDEN, SWITZERLAND, UK.
Top 5 Companies in Hospitals - 2015

<table>
<thead>
<tr>
<th>Top 5 Dollars</th>
<th>Top 5 Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Frensenius</td>
<td>Teva</td>
</tr>
<tr>
<td>2 Teva</td>
<td>Sandoz</td>
</tr>
<tr>
<td>3 Mylan</td>
<td>Sanofi</td>
</tr>
<tr>
<td>4 Sandoz</td>
<td>Aurobindo</td>
</tr>
<tr>
<td>5 Pfizer</td>
<td>Braun-Melsungen</td>
</tr>
</tbody>
</table>

Top 10 hospital therapy areas in Europe

Source: IMS Midas 2015; Europe defined as: AUSTRIA, BELGIUM, BULGARIA, CZECH, DENMARK, FINLAND, FRANCE, GERMANY, HUNGARY, IRELAND, ITALY, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SPAIN, SWEDEN, SWITZERLAND, UK.
### Top 10 generics therapy areas in hospital channel in Europe

#### European Generics market, hospital channel, volume

- **Growth 2015/14**
  - Gastrointestinal (G.I.) products: 27%
  - Antibacterials (A.N.S.): 20%
  - Oncologics: 18%
  - Pain: 17%
  - All Others: 5%
  - Mental Health: 3%
  - Corticosteroids: 3%
  - Anticoagulants: 2%
  - Cancer detox: 2%
  - All Others: 5%

#### European Generics market, hospital channel, value

- **Growth 2015/14**
  - Gastrointestinal (G.I.) products: 27%
  - Pain: 21%
  - Antihypertensives (A.N.S.): 9%
  - Dermatologics: 8%
  - Antibacterials (A.N.S.): 7%
  - Ophthalmology: 6%
  - Mental Health: 5%
  - Respiratory: 4%
  - Anti-ulcerants: 4%
  - All Others: 5%

Source: IMS Midas 2015; Europe defined as: Austria, Belgium, Bulgaria, Czech, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, UK.

### Top 10 hospital and generic products in Europe – in value

#### Top 10 products in European hospital channel, value €

- **Growth 2015/14**
  - LUCENTIS: 180%
  - REVLIMID: 259%
  - ENBREL: 18%
  - AVASTIN: 17%
  - REMICADE: 16%
  - MABTHERA: 128%
  - HUMIRA: 11%
  - HERCEPTIN: 3%
  - HARVONI: 2%
  - SOVALDI: -11%

#### Top 10 generic products in European hospital channel, value €

- **Growth 2015/14**
  - CIPROFLOXACIN FRES: 31%
  - PIAM/F/TAZO NOVT: 31%
  - OXALIPLATIN INTB: 4%
  - PARACETAMOL FRES: 4%
  - PIAM/F/TAZO MYLA: 3%
  - PIAM/F/TAZO FRES: 2%
  - PIAM/F/TAZO FRES: 2%
  - PROPOFOL FRES: 2%
  - PROPOFOL BRAU: -2%
  - PROPOFOL: -5%

Source: IMS Midas 2015; Europe defined as: Austria, Belgium, Bulgaria, Czech, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, UK.
Top 10 hospital and generic products in Europe – in volume

Top 10 products in European hospital channel, volume su

<table>
<thead>
<tr>
<th>Product</th>
<th>Growth 2015/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUTASEPT</td>
<td>1%</td>
</tr>
<tr>
<td>BETADINE</td>
<td>-4%</td>
</tr>
<tr>
<td>AMUKINE</td>
<td>3%</td>
</tr>
<tr>
<td>BALANCED SALT NOVT</td>
<td>18%</td>
</tr>
<tr>
<td>APMLINE</td>
<td>7%</td>
</tr>
<tr>
<td>OCTENISEPT</td>
<td>10%</td>
</tr>
<tr>
<td>KOGAN</td>
<td>7%</td>
</tr>
<tr>
<td>BRAUNOL</td>
<td>-11%</td>
</tr>
<tr>
<td>DESDERMAN</td>
<td>-7%</td>
</tr>
<tr>
<td>SPIRITUS AETHYLIC</td>
<td>16%</td>
</tr>
</tbody>
</table>

SU Billions

Source: IMS Midas 2015; Europe defined as: AUSTRIA, BELGIUM, BULGARIA, CZECH, DENMARK, FINLAND, FRANCE, GERMANY, HUNGARY, IRELAND, ITALY, NETHERLANDS, NORWAY, POLAND, PORTUGAL, ROMANIA, RUSSIA, SLOVAKIA, SPAIN, SWEDEN, SWITZERLAND, UK.

Top 10 generic products in European hospital channel, volume su

<table>
<thead>
<tr>
<th>Product</th>
<th>Growth 2015/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARACETAMOL</td>
<td>-7%</td>
</tr>
<tr>
<td>TEVA</td>
<td>7%</td>
</tr>
<tr>
<td>SULBUTAMOL</td>
<td>7%</td>
</tr>
<tr>
<td>EFFERALGAN</td>
<td>1%</td>
</tr>
<tr>
<td>SERASEPT</td>
<td>16%</td>
</tr>
<tr>
<td>DOLIPRANE</td>
<td>-3%</td>
</tr>
<tr>
<td>CHLORAMPHENIC L.U.</td>
<td>8%</td>
</tr>
<tr>
<td>SALBUTAMOL L.U.</td>
<td>-8%</td>
</tr>
<tr>
<td>OCTENISEPT</td>
<td>5%</td>
</tr>
<tr>
<td>SPIRITUS AETHYLIC</td>
<td>5%</td>
</tr>
<tr>
<td>PARACETAMOL</td>
<td>5%</td>
</tr>
</tbody>
</table>

SU Millions

Source: IMS Health MIDAS Q4 2015

Thank you

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Disclaimer:

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