

# Making Governance Work ... while the Goalposts Keep Moving..

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## Forward Looking Statements

Statements contained in this presentation that refer to Actavis' estimated or anticipated future results or other nonhistorical facts are forward-looking statements that reflect Actavis' current perspective of existing trends and information as of the date of this release. For instance, any statements in this presentation concerning prospects related to Actavis' strategic initiatives, product introductions and anticipated financial performance are forwardlooking statements. It is important to note that Actavis' goals and expectations are not predictions of actual performance. Actavis' performance, at times, will differ from its goals and expectations. Actual results may differ materially from Actavis' current expectations depending upon a number of factors affecting Actavis' business. These factors include, among others, the difficulty of predicting the timing or outcome of product development efforts and regulatory agency approvals or actions; market acceptance of and continued demand for Actavis' products; the impact of competitive products and pricing; costs and efforts to defend or enforce intellectual property rights; difficulties or delays in manufacturing; the availability and pricing of third party sourced products and materials; successful compliance with governmental regulations applicable to Actavis' facilities, products and/or businesses; changes in the laws and regulations affecting, among other things, pricing and reimbursement of pharmaceutical products; and such other risks and uncertainties detailed in Actavis' periodic public filings with the Securities and Exchange Commission, including but not limited to Actavis' Quarterly Report on Form 10-Q for the guarter ended March 31, 2013 and Actavis' Annual Report on form 10-K for the year ended December 31, 2012. Except as expressly required by law, Actavis disclaims any intent or obligation to update these forward-looking statements.



### Bullets sent to J Boye

I'll be talking about the way we are consuming content is changing and how we at Actavis are reacting to meet those needs.

How we know we are not there yet, but still think we have a pretty solid foundation that we are building on. And that we'll get there.

How a 'hub-and-spoke' model with a team of good people is the key to speaking with one voice in 60 countries, even during times of change upon change, that's not likely to end anytime soon

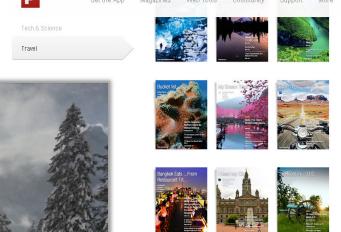
How training and encouragement helps build a strong global team

How the people are backed up by tools, that work as a 'carrot', but if they don't we sometimes need to follow up 'with a stick'

How important it is to have centralized domain registration/management and c-suite support.



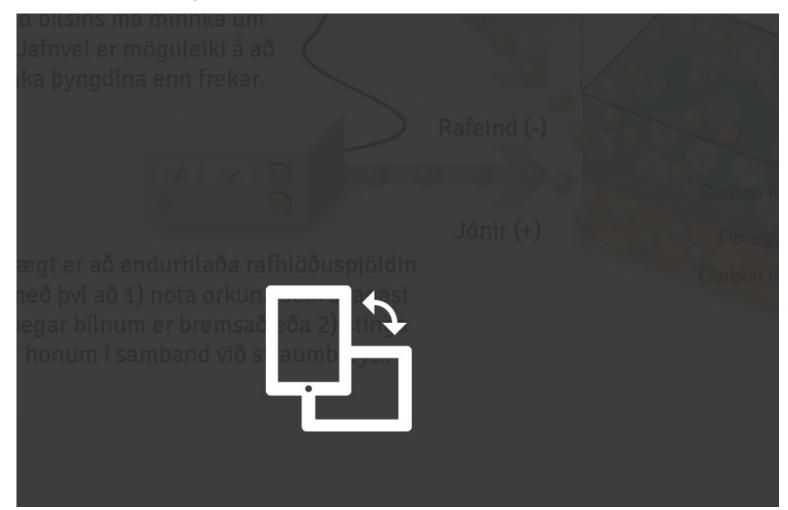
# **Our Changing Habits**



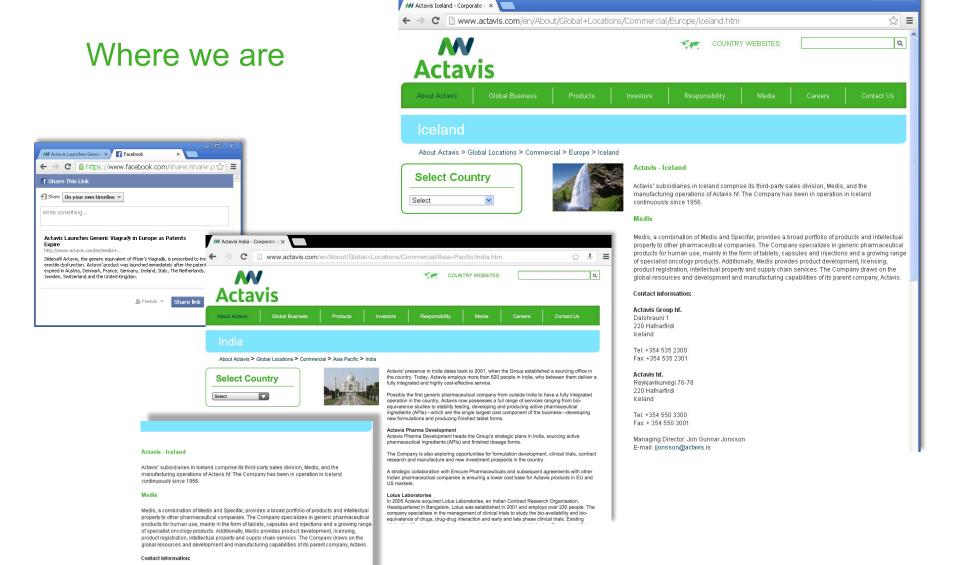




## Let us Access your Content!









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It's a Different World



## A Year Ago: Watson + Actavis

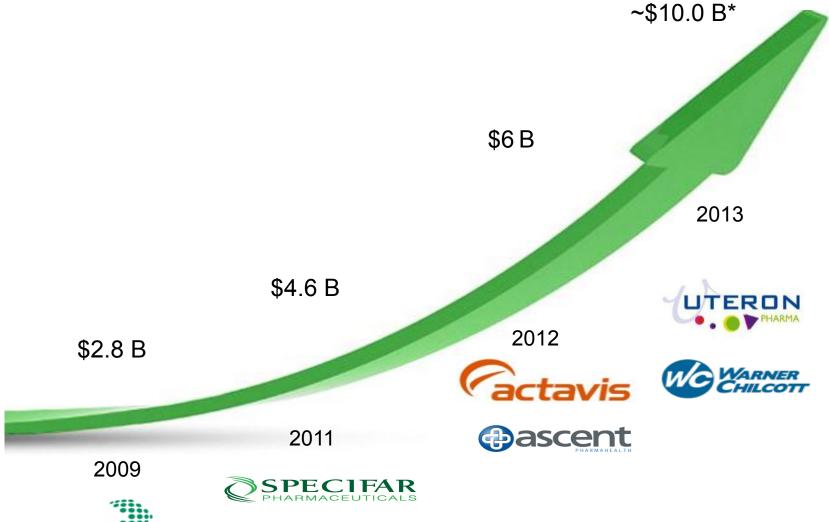




## January 24, 2012 - Watson became Actavis NYSE:ACT

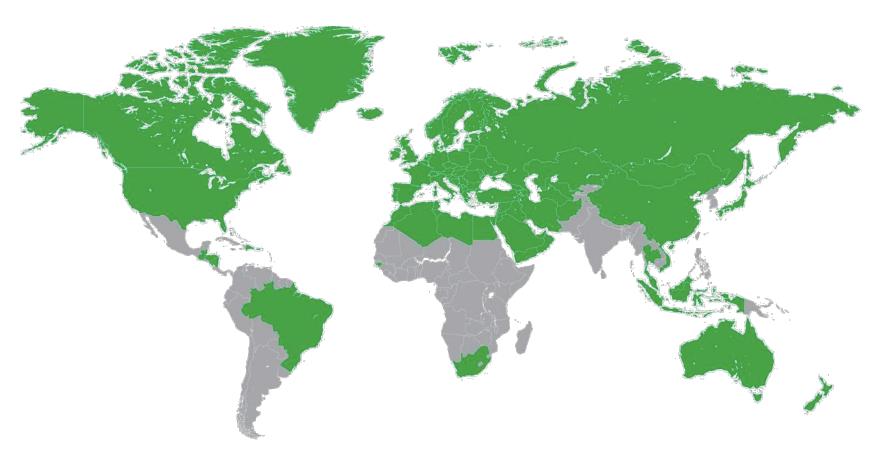


# Building to Specialty Pharmaceutical Leadership 2009 – Present





# Strong Global Commercial Position Operations in 60+ Countries





## Actavis – A Specialty Pharmaceutical Company

#### **Actavis Pharma**

(~61% Proforma 2013 Revenues)
North American Gx + Rest of World
Generics, Branded
Generics, Legacy Brands,
OTC Products

#### Synergistic Capabilities Drive Success:

R&D / Clinical
Manufacturing / Quality
Global Supply Chain
Shared Services

# Actavis Specialty Brands

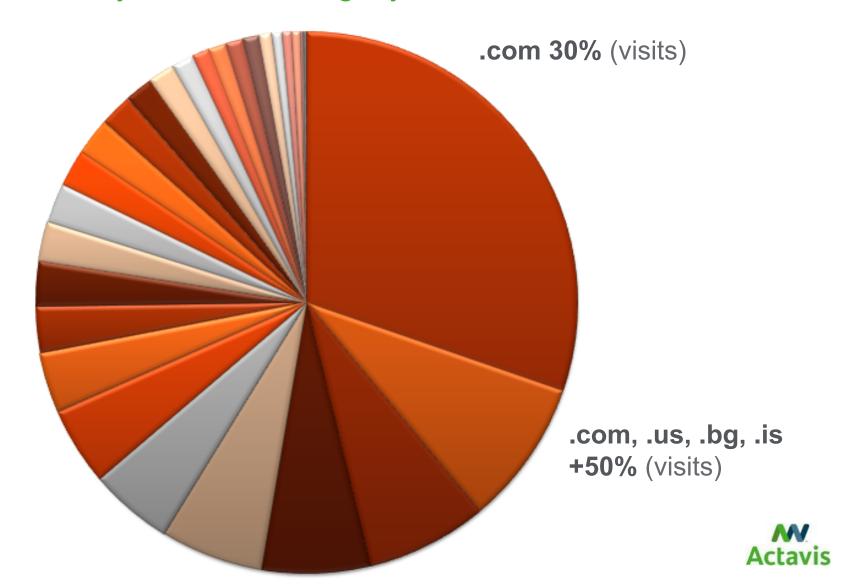
(~28% Proforma 2013 Rev<mark>enues)</mark>
North American Rx

3<sup>rd</sup> Largest U.S. Specialty
Brands Co.

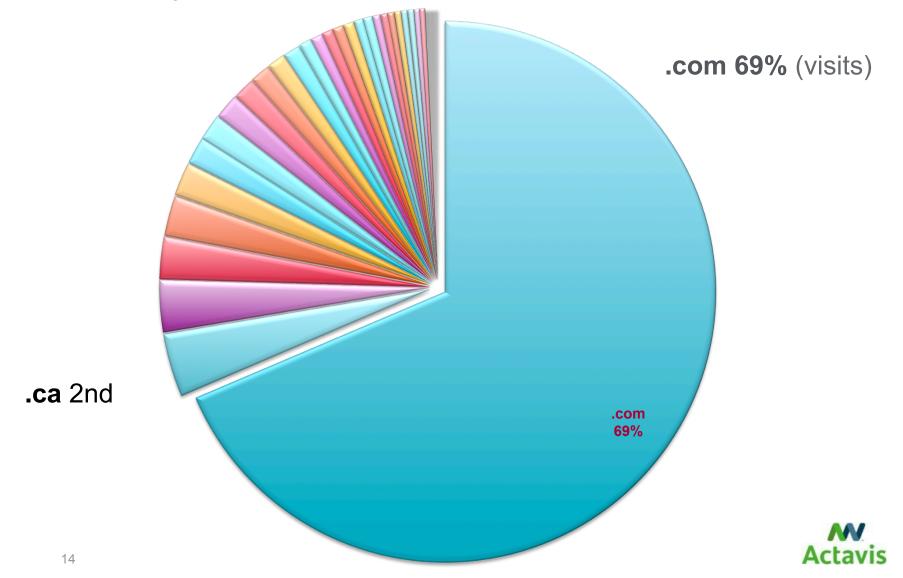
## **Anda Distribution**

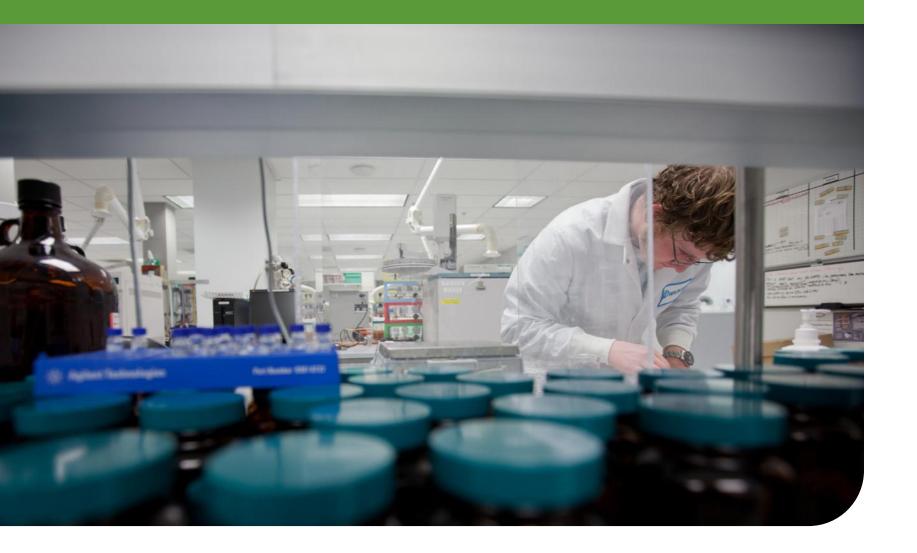
(~11% Proforma 2013 Revenues)
Third Party Only
4th Largest U.S. Distributor

## The Way we Were – Legacy Actavis FY 2011



# The Way we Are – New Actavis OCT 2013





## It's Team Work



## Rebranding the Company



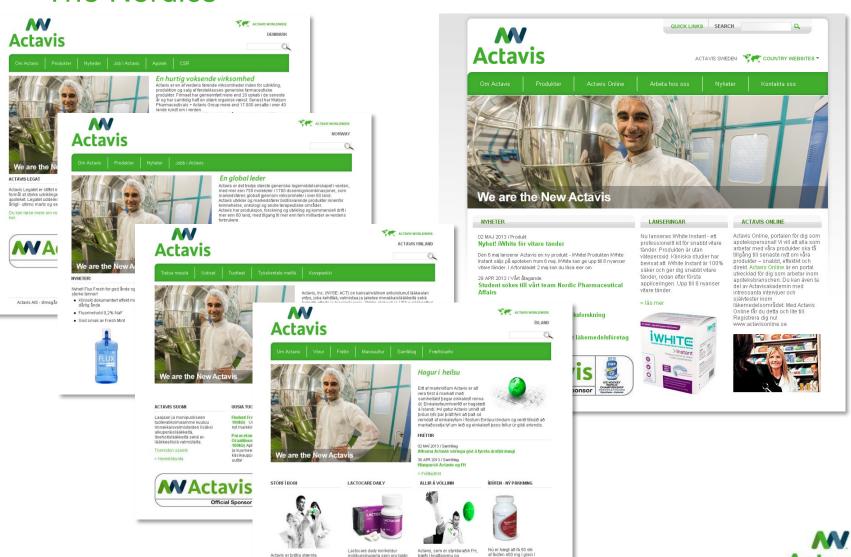


### The Corporate Site





#### The Nordics



Actavis er briðja stærsta

Starfsemi á Íslandi

Actavis er prioja stærsta samheitaljöfafvirtæki í heimi. Veltan á árinu 2011 nam tæpum 300 milljörðum króna og heildarfjöldi starfsmanna var rúmlega 10 þúsund í 40 löndum.

mjólkursýrugerla sem eru taldir bæta upptöku fæðis og halda

Lactocare er fæðubótarefni og

þarmaflórunni í jafnvægi.

» Nánar um Lactocare

bæði í knattspyrnu og handbolta, gefur miða á leiki í

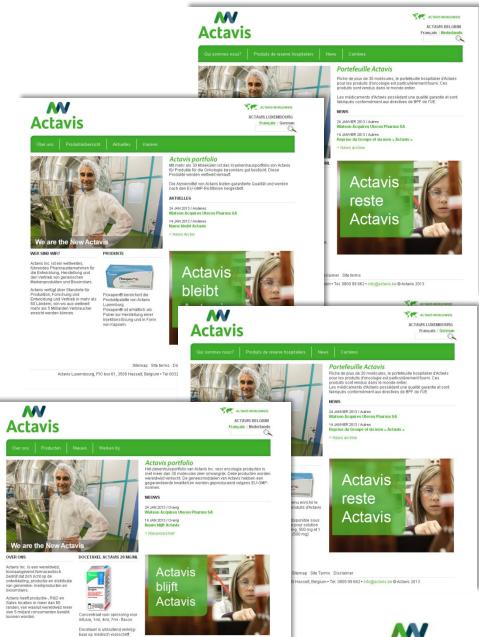
Íbúfen inniheldur íbúprófen sem

» Nánar um Íbúfen



#### **BeNeLux**





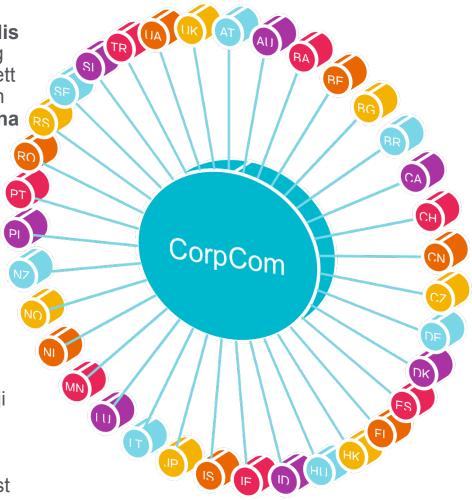


UK, Ireland, Germany, Bulgaria, Serbia, Turkey, Brazil...



### Hub and Spoke

Adhitya Bakti Yoga Alexandra Sardareva Ana-Maria Draganica Aneta Wieteska Asdis Petursdottir Barbara Lovasova Billy Chung Bryan B Van Steenbergen Catherine Bissett Cecilia Holmberg David Arias David Belian Debbie McDonald Djamshid Ghavami Elena Manzorro Elisabet Hjaltadottir Ellen Van der Aart **Elma** Feng **Giedre** Bieliauskaite Hildur Arnars Hjordis Arnadottir Indre Vilimaite **Inga Lily** Gunnarsdottir **Ipek** Uyunmas Ivan Kulic Jiri Mican Karen Smaradottir Lynda Smyth Maja Gedosey Manuel Barros Marlene Hoj Marnie Peterson Marcela Sanches Margret Barzachka Martin Pytlik Mauro Abdilla Milan Cernek Muriel Neukom Nyamsamba Dambiinyam Olena Vysotska Ornella Caiazza Pedro Pêra Radoslava Ganozova Reny Indrawati Sabreena Bhanji Sandra Knebel Sigfus Orn Gudmundsson Stephen Lem Steve Sost Sunao Katsuki Susanne Lammer Szilvia Horvath Wendy-Maria Gronloh Yoyok Indratmoko Zoe Hurst





#### **Central Team?**



QUICK LINKS SEARCH

日本語 | English

ACTAVIS JAPAN



Actavisについて

メディア

人事採用のご案内

患者さん向け情報

社会的責任

» ジェネリック医薬品につ いて

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ジェネリック医薬品について

後発医薬品(ジェネリック医薬品)の使用促進について

厚生労働省は、国民医療賽の高騰を抑制するため、後発医薬品の使用促進を様々な形で推進しています。2013年4 月には、「後発医薬品のさらなる使用促進のための回―ドマップ」を示し、後発医薬品の促進を図る計画です。

このホームページでは、厚生労働省及びPMDAから発信されています情報を提供して行きます。

弊社では、これからも後発医薬品に関連する様々な情報を提供し、患者様が安心してご使用いただけますよう勢力 して参ります。

ジェネリック医薬品とは?

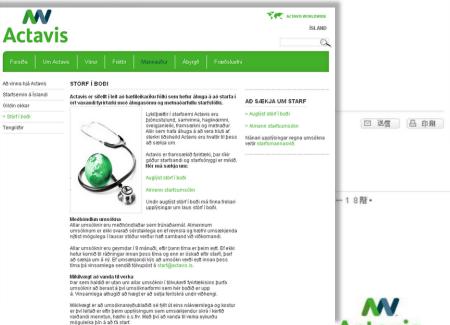
📆 ジェネリック医薬品とは?(PDF, 1.32 MB)



Търговски контакти

Актавис структурира пазара в страната на шест региона: Плевен, София, Пловдив, Благоевград, Варна и Бургас. Регионалните мениджъри отговарят за ефективното осъществяване на директни визити от страна на

медицинските представители на Актавис пред лекари, фармацевти, стоматолози и търговци на едро.



Дистрибутори

» Региони

РЕГИОНИ



What do these scores mean?

Community av. 6.0

Website	SEO	Accessibility	Usability
Netherlands	10	10	10
Sweden	10	10	10
Germany	10	10	10
Switzerland FR	10	9.9	9.7
Denmark	10	10	10
Indonesia	10	10	10
Belgium NL	10	10	10
China	10	10	10
Baltics	10	10	10
Serbia	10	10	10
Belgium FR	10	10	10
Finland	9.9	10	10

Community av. 6.5

Community av. 6.6

PROGRESS Chart compliance change over time

ERRORS Analyse error levels group-wide

KPIs Track performance in key areas

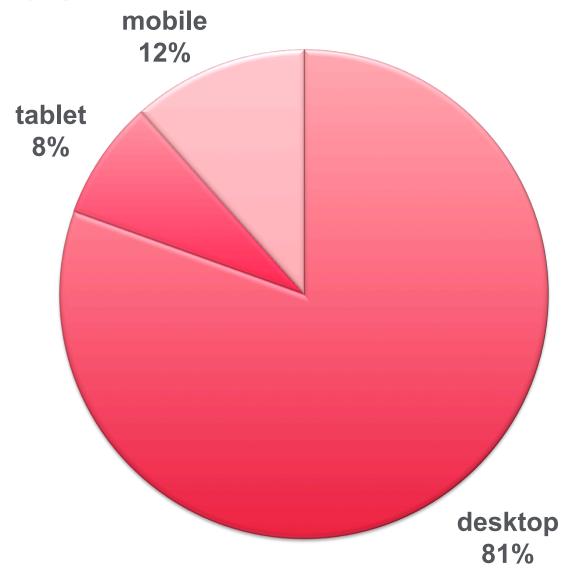
#### + 1,000 domains

Actavis.at Actavis.ba Actavis.be Actavis.bg Actavis.ca Actavis.ch Actavis.cn Actavis.co.id Actavis.co.nz Actavis.co.uk Actavis.com Actavis.com.au Actavis.com.br Actavis.com.hk Actavis.com.mt Actavis.com.tr Actavis.com.ua Actavis.cz Actavis.de Actavis.dk Actavis.es Actavis.fi Actavis.fr Actavis.hu Actavis.ie Actavis.is Actavis.jp Actavis.lt Actavis.lu Actavis.mn Actavis.nl Actavis.no Actavis.pt Actavis.ro Actavis.rs Actavis.ru Actavis.se Actavis.si Actavis.sk ...





## .com OCT 2013



Country sites 77-93% desktop



### Actavis + Warner Chilcott At-a-Glance

- Acquired Warner Chilcott on October 1, 2013
- ~\$10 billion global pharmaceutical company
  - ~\$3 Billion specialty brand pharmaceutical company
- Doubles Actavis Specialty Brands portfolio
- Delivers industry-leading pipeline
  - 25+ products in various stage of development







### Questions? @Hjodda

