

Snapshots Canada

Full Year 2015

\$974.1m

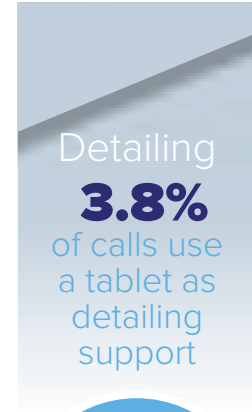
Total Investment
+8.2% vs 2014



+6.4%
vs 2014



1.8%
of total investment



57.3%
of total investment



Investment by Corporation, Brand, Therapy Area & Channel

Full Year 2015

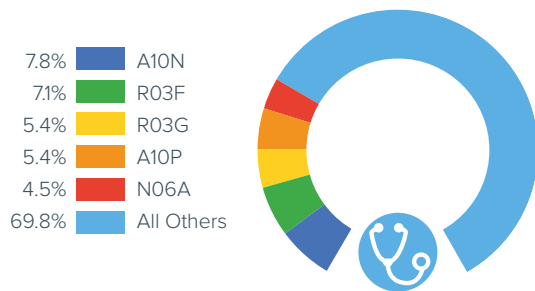
INVESTMENT BY CORPORATION

Corporations	Investment (\$k)	%	% Change
AstraZeneca	96,145	9.9%	+20.2%
Merck & Co	87,681	9.0%	+6.6%
Pfizer	87,355	9.0%	+2.8%
Boehringer Ingelheim	64,400	6.6%	+18.7%
GlaxoSmithKline	58,882	6.0%	+17.0%
Johnson & Johnson	50,181	5.2%	+15.8%
Takeda	42,703	4.4%	-0.6%
Valeant	42,344	4.3%	+25.8%
Servier	41,145	4.2%	+3.4%
Bayer	37,953	3.9%	-4.4%

INVESTMENT BY BRAND

Brands	Investment (\$k)	%	% Change
Coversyl	28,143	2.9%	-2.4%
Relvar	25,733	2.6%	+447.6%
Invokana	23,014	2.4%	+44.7%
Forxiga	22,382	2.3%	++
Janumet	20,625	2.1%	+2.2%
Xarelto	18,176	1.9%	-7.1%
Symbicort	17,574	1.8%	-24.0%
Dexilant	15,919	1.6%	+4.5%
Betanis	15,099	1.6%	+140.6%
Brintellix	14,959	1.5%	+861.7%

INVESTMENT BY THERAPY AREA



INVESTMENT BY CHANNEL \$K

