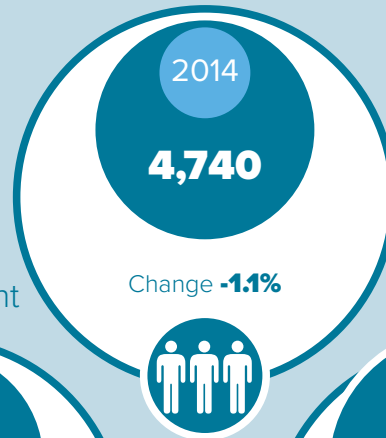
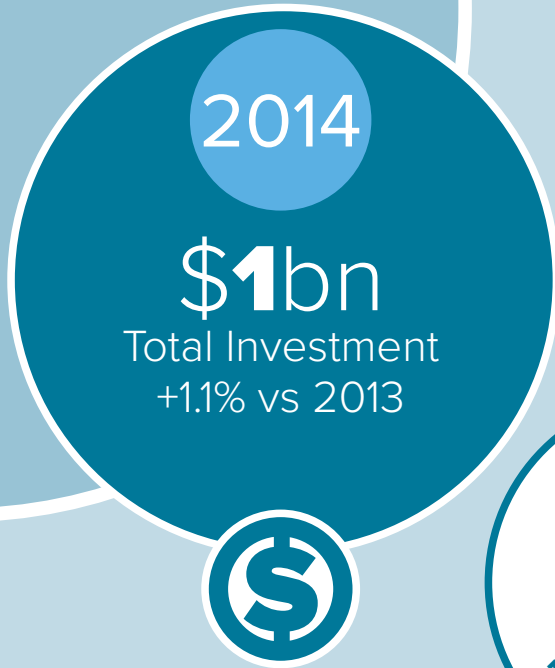


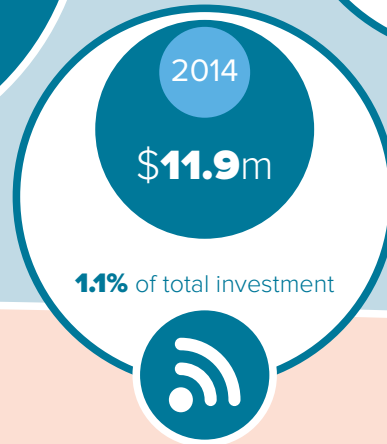


SNAPSHOTS

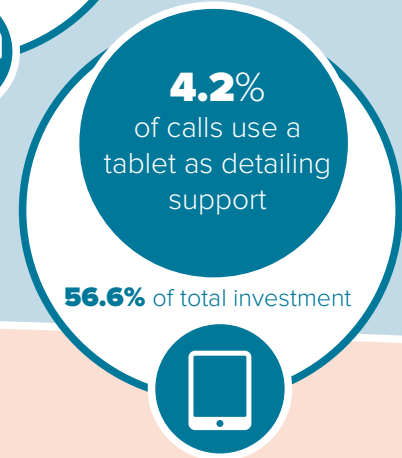
Sales Force Rep Equivalents



Digital Investment



Detailing



# INVESTMENT BY CORPORATION, BRAND, THERAPY AREA AND CHANNEL – FULL YEAR 2014

## INVESTMENT BY CORPORATION

Corporations	Investment (\$K)	%	% Change
Pfizer	100,039	9.4%	-7.3%
Merck & Co	97,170	9.1%	-8.6%
AstraZeneca	94,529	8.9%	+22.7%
Boehringer Ingelheim	64,130	6.0%	+9.6%
GlaxoSmithKline	62,058	5.8%	-5.2%
Johnson & Johnson	51,184	4.8%	+50.2%
Takeda	50,772	4.8%	-10.3%
Abbott	48,462	4.6%	-2.5%
Servier	47,038	4.4%	-11.9%
Bayer	44,315	4.2%	+27.4%

## INVESTMENT BY BRAND

Brands	Investment (\$K)	%	% Change
Coversyl	34,096	3.2%	-9.1%
Seretide	29,497	2.8%	-10.0%
Symbicort	27,327	2.6%	-1.2%
Janumet	23,852	2.2%	+98.2%
Xarelto	23,123	2.2%	+22.1%
Pradaxa	22,835	2.1%	-4.5%
Onglyza	21,910	2.1%	-12.1%
Invokana	18,797	1.8%	++
Dexilant	18,003	1.7%	-1.5%
Cymbalta	17,935	1.7%	+6.5%

## INVESTMENT BY THERAPY AREA

- 8.5% ● A10N
- 7.2% ● R03F
- 4.8% ● C09A
- 4.2% ● N06A
- 3.5% ● B01F
- 71.8% ● All Others



## INVESTMENT BY CHANNEL

- 56.6% ● Detailing
- 23.2% ● Samples
- 15.9% ● Meetings
- 0.3% ● Advertising
- 1.4% ● Clinical Trials
- 1.5% ● Mailing/Others
- 1.1% ● Digital

