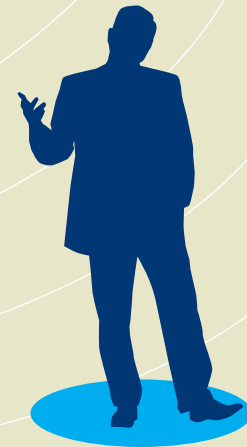


IMS IMSight.360 Lite

MARKET INTELLIGENCE FOR EMERGING COMPANIES

Get a comprehensive and intuitive view on your products and market today



IMSIGHT.360 LITE is a cost effective solution to ensure the right people are consistently provided with the actionable insight they need. IMSight.360 Lite includes select therapeutic class measures and 24 months of the most current data history, providing access to pivotal product and market information with the click of a button.

EMPOWER EXECUTIVES WITH STRATEGIC INSIGHTS

IMSight.360 Lite provides companies a comprehensive and intuitive view on their products and the market, allowing product owners to stay on top of their brands.

Actionable insights are delivered upfront reducing time spent preparing monthly and quarterly reports – freeing executives to focus on marketing strategy and brand performance.

IMSight.360 Lite allows product owners to:

- Monitor market trends and developments
- Examine new or potential markets
- Track the competition and the impact of new entrants
- Monitor new products and new presentations
- Establish brand plan goals
- Segment and assess strategy along physician specialties
- Track volumes and shares based on dollars and units
- Monitor pricing trends and average prices of competition

MONITOR KEY PERFORMANCE MEASURES

IMSight.360 Lite provides companies access to IMS' gold standard CompuScript audit. This audit is the most comprehensive syndicated source of drug consumption monitoring in Canada, with a panel of over 5200 stores including chain and independent pharmacies. CompuScript measures the demand of prescription products from retail pharmacies to consumers to provide key measures such as:

- Dispensed Total Rx (TRx) & New Rx (NRx)
- Extended Units TRx & NRx
- Key measures: therapeutic classes, product, strength, form, launch date, molecule, manufacturer, specialty and region

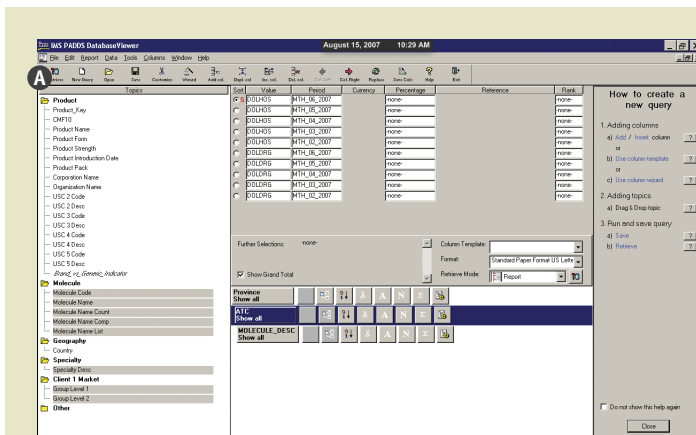
IMSight.360 Lite also provides access to IMS' Canadian Drug Store and Hospital Purchases Audit (CDH). This audit measures the dollar value and unit volume of pharmaceutical and diagnostic products purchased by Canadian retail pharmacy outlets and hospitals. Reflecting purchases across Canada CDH provides companies with the following key measures:

- Drugstore, hospital and total dollar sales
- Drugstore, hospital and total units
- Drugstore, hospital and total extended units
- Drugstore, hospital and total eaches
- Key measures include: therapeutic classes, product, strength, package, form, launch date, molecule, manufacturer and region

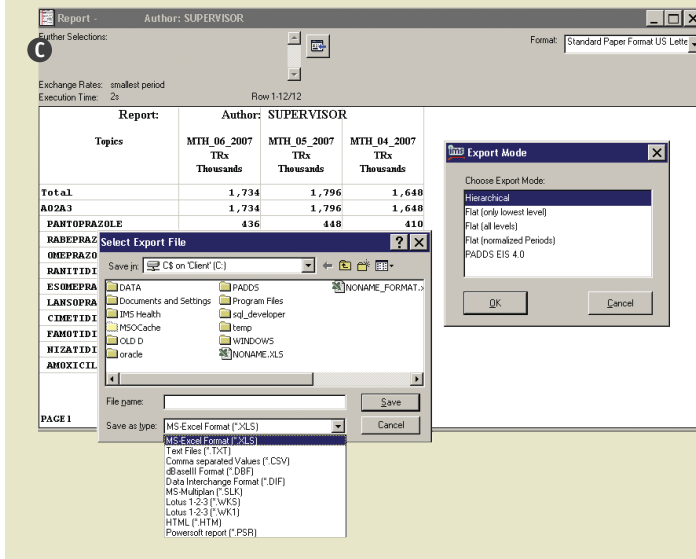
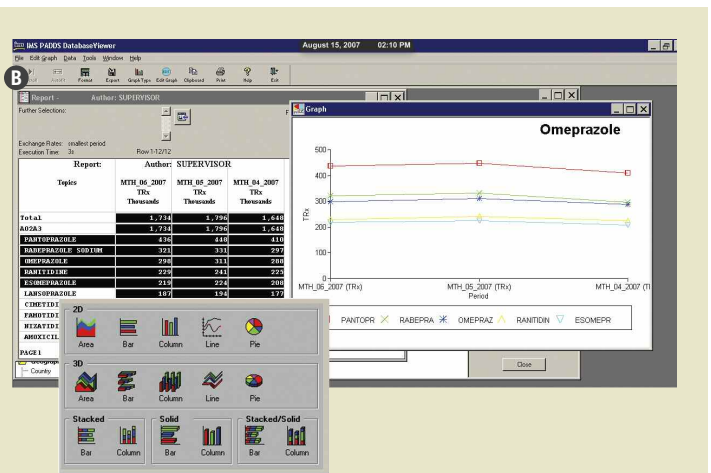
MAXIMIZE VALUE, EASE OF USE AND EFFICIENCY

IMSight.360 Lite's ease of use and depth of information provides companies with a single tool for product and market queries with user defined queries that persist from month to month. IMSight.360 Lite:

- Enables consistent access to information via the Internet from anywhere supporting remote employees or external consultants



- Provides easily understandable data instantaneously
- Provides effortless manipulation and presentation of data on standardized reports
- Uploads new data twice a year (end of Q2 and Q4)
- Employs simple flat rate access



A SIMPLE 3 STEP PROCESS:

- Step 1 – add columns
- Step 2 – add topics
- Step 3 – retrieve result

B INTUITIVE GRAPHING CAPABILITIES:

- Select only some rows and columns
- Choose from a variety of graph types
- Customize colors, fonts and etc.

C FLEXIBLE EXPORTING FORMATS:

- Hierarchical
- Flat
- EIS
- Pivot table
- And more

FIND OUT HOW IMSIGHT.360 LITE CAN MEET YOUR NEEDS TODAY.

Call your IMS representative today for more information on the advantages of IMSight.360 Lite or contact us at imshealthcanada@ca.imshealth.com