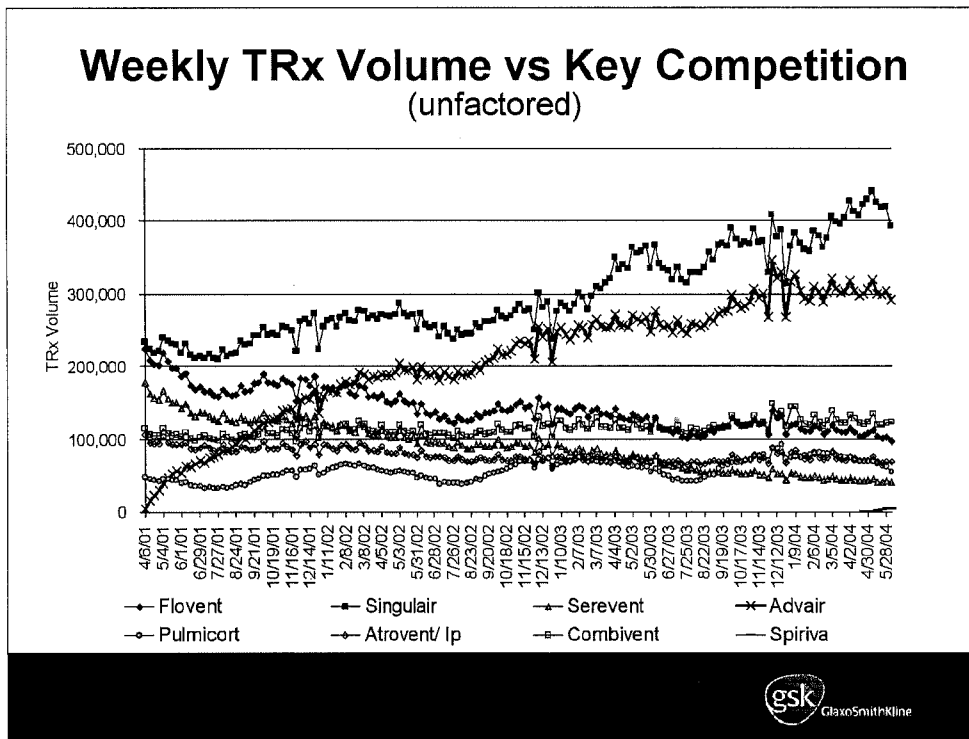


**Advair Asthma POA  
Semester 2, 2004**

**SLIDE 1**

Hello I'm Ted Geiger Director of asthma marketing and I'd like to welcome you to the introduction of our new and exciting Advair campaign for Semester 2. But first let me thank you on behalf of the entire asthma marketing team for your superb efforts and contributions to the success of Advair to-date. The launch of our new childhood indication has been a tremendous success and we'd like to thank you for everything you continue to do to make our 4-11 indication a great success.

In the next few minutes I'd like to update you on Advair's current performance, review our goals for 2004, and outline our promotional campaign for semester 2.



As you can see from this slide Advair's weekly TRx volume continues to grow. An important milestone is that we're generating over 300 000\_scripts per week. This is a phenomenal performance and we'd like to thank you for your contributions to this success. We are confident that with your efforts and the addition of our 4-11 indication we'll continue to grow Advair's script volume.

## 2004 Advair Performance Goals

- Sales: \$3.018 Billion
  - 27% Growth
- Rx Volume: 16.9 Million
  - 23% Growth
  - 46% increase in Pediatrician TRx
- Market Share: 27.9%
  - 3.2% Share Point Increase



With your efforts and commitment we can achieve our 2004 performance goals to:

Generate over \$3.018 billion dollars in Advair sales. This goal represents a 27% sales growth over last year.

Increase Advair script volume to 16.9 million. This will require the volume of Advair scripts to grow 23% vs. last year. Including 46% increase in Pediatrician TRx.

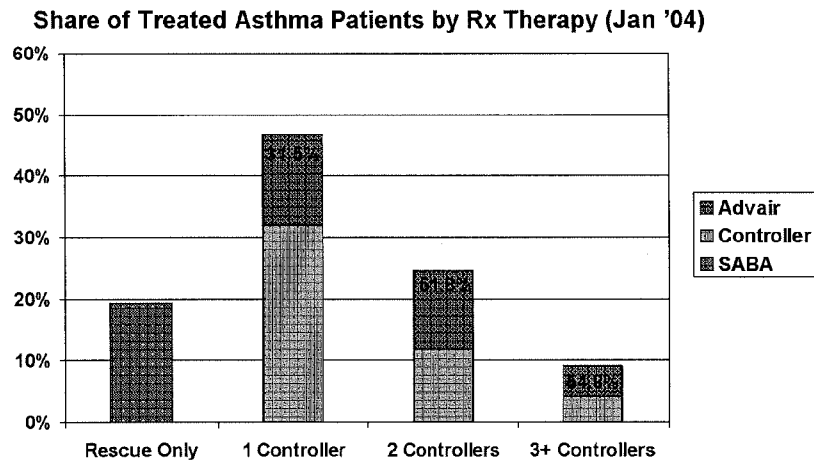
And, for Advair to have a Total market share of 27.9%. This represents a 3.2% share point increase over last year.

## **How Will We Deliver the Advair Goals for 2004?**



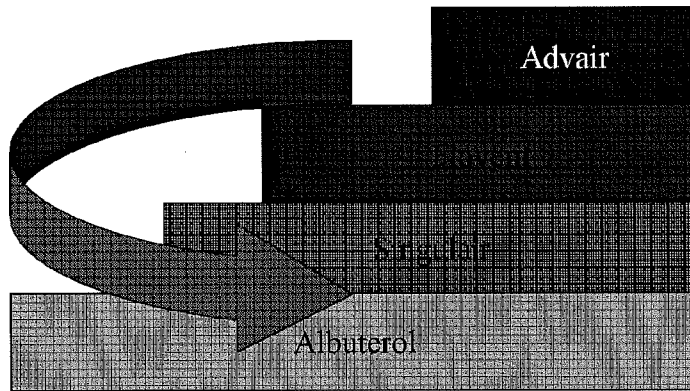
Let's now take a look at our promotional plan to accomplish these goals.

## Source of Advair Business



First, let me take a moment to share with you the source of Advair's current business based on treated asthma patients. As you can see from this slide, the majority of Advair's prescriptions come from the 2 and 3-plus controller market, respectively. Only 31.5% of Advair's scripts are currently generated in the 1 controller market. These segments represent a great opportunity for Advair.

## Adult Asthma Strategy: Drive Use of Advair as First Controller



In order for us to capitalize on the great opportunity we have within the 1 controller and rescue-only segments, we must focus on driving earlier use of Advair.

As you know physicians have a tendency to adhere to stepwise treatment. Singulair and Flovent are currently being chosen frequently as first-line controllers when patients are symptomatic on albuterol. Our opportunity in the marketplace is to make Advair the first controller by encouraging earlier use.

## **Advair: The First Controller**

### **Core Message:**

- **Make Advair the First Controller and help prevent asthma symptoms.**

### **Supporting Data**

- Advair Gains Control as Early as Day One (Murray and Calhoun)
- Advair Provides Sustained Control (Murray and Calhoun)
- Advair Diskus is an Easy-to-Use Device



As I mentioned earlier, our promotional focus for semester 2 is to drive earlier use of Advair. Our core message is to “Make Advair the First controller and help prevent symptoms”

Our support data will help you effectively communicate the messages that Advair allows patients to gain control as early as day 1 and provides sustained control overtime.

These messages will supported by two key studies: Murray (SAS 30017) et al and Calhoun et al.

In the Study by Dr. Murray et al, Advair was superior to Flovent in every efficacy measure. Patients in this study were symptomatic on albuterol alone prior to randomization. This study has been submitted for publication.

In the study by Dr. Calhoun et al, Advair was superior to Singulair 10mg on every efficacy measure. Patients in this study were also symptomatic on albuterol prior to randomization.

We feel confident that the results from these studies and our core message for semester 2 will be helpful in achieving our objective of driving earlier use of Advair.

## **Establish Efficacy & Convenience in KIDS**

### **Core Message**

- **Make Advair the first controller for children with asthma who are symptomatic on an ICS-alone.**

### **Supporting Data**

- Advair provides 90% increase in symptom-free days vs. FP (Kavuru)
- Advair provides 60% reduction in albuterol use vs. FP (Kavuru)
- Advair provides improvement in lung function (Van den Berg)
- Children 4 years of age and older have the inspiratory flow necessary to use the Diskus device



With regards to our childhood indication, thanks to you, we're having a tremendous success with pediatricians.

Our continued success will require our focus on delivering the core message: "To make Advair the first controller for children with asthma who are symptomatic on an ICS-alone".

Our supporting data will continue to be the Kavuru and Van den Berg studies. Please continue to communicate the key messages from these studies:

Advair provides 90% increase in symptom-free days and 60% reduction in albuterol use vs. FP from the Kavuru study. And..

Advair provides improvement in lung function from the Van den Berg study

We are very proud of your performance to-date with the childhood indication so please keep up the great work!



## **What are we asking of you?**

- Focus on the specific patients who will benefit from Advair and help us deliver our objectives
  - Adults: Uncontrolled on Albuterol
  - Kids: Uncontrolled on an ICS
- Use peer-to-peer programs to compliment your selling efforts
- Deliver “Make Advair the First Controller” on Each and Every Sales Call



In closing, we'd like to ask you to please continue to focus on the specific patients who would benefit from Advair.

In the adults market on patients who are uncontrolled on albuterol alone

And, in the pediatrics market on patients who are uncontrolled on ICS

Continue utilizing peer-to-peer programs to compliment your selling efforts.

And finally, please remember to deliver the message “Make Advair the First Controller” on each and every sales call.