

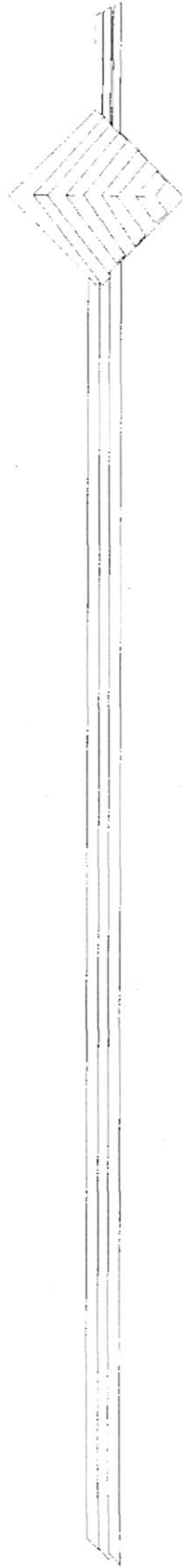
1999



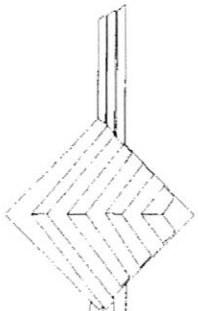
RISPERDAL

Strategic Business Plan

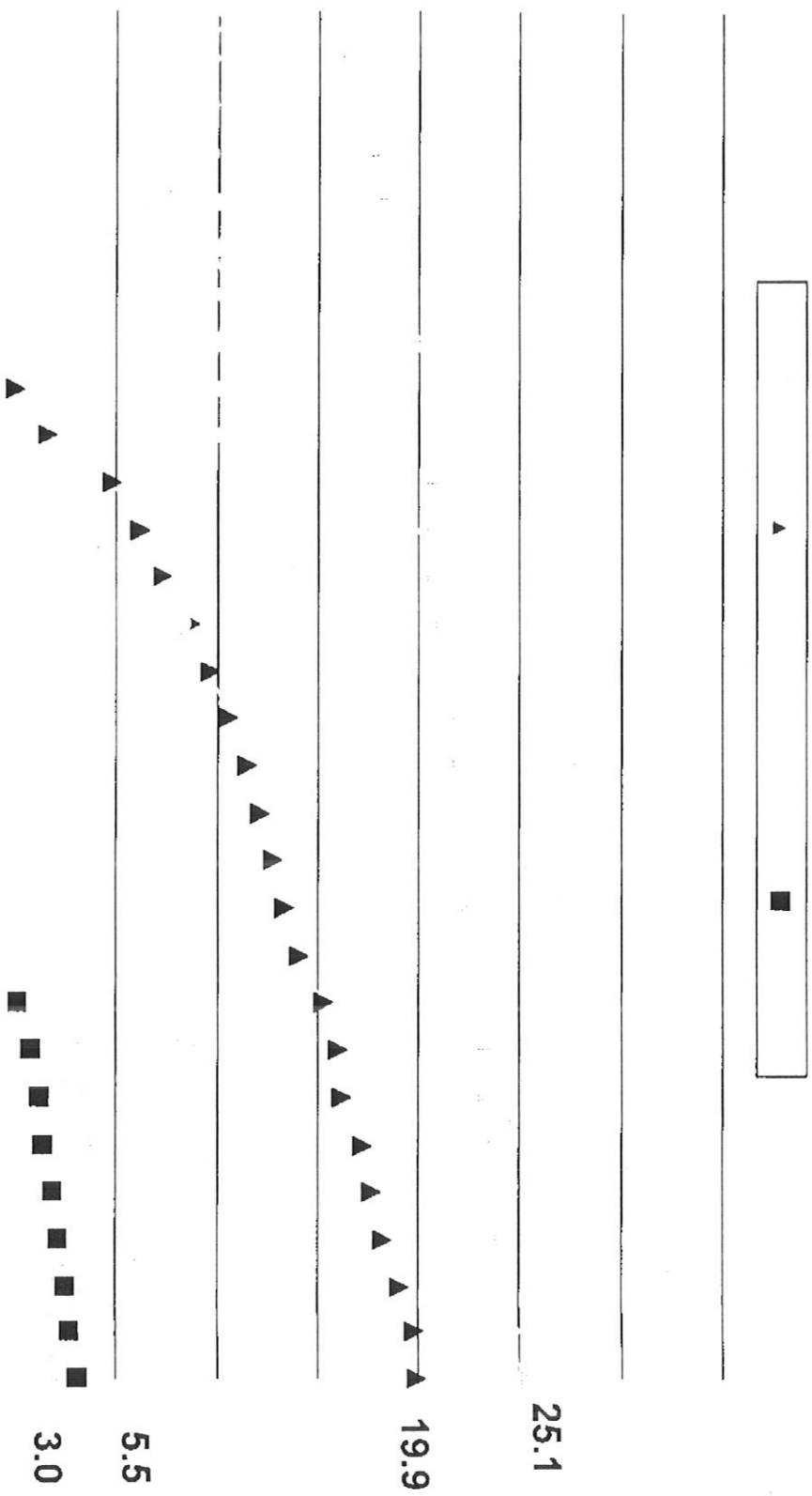
1998 Critical Success Factors



- Own Schizophrenia
- Stop the competition

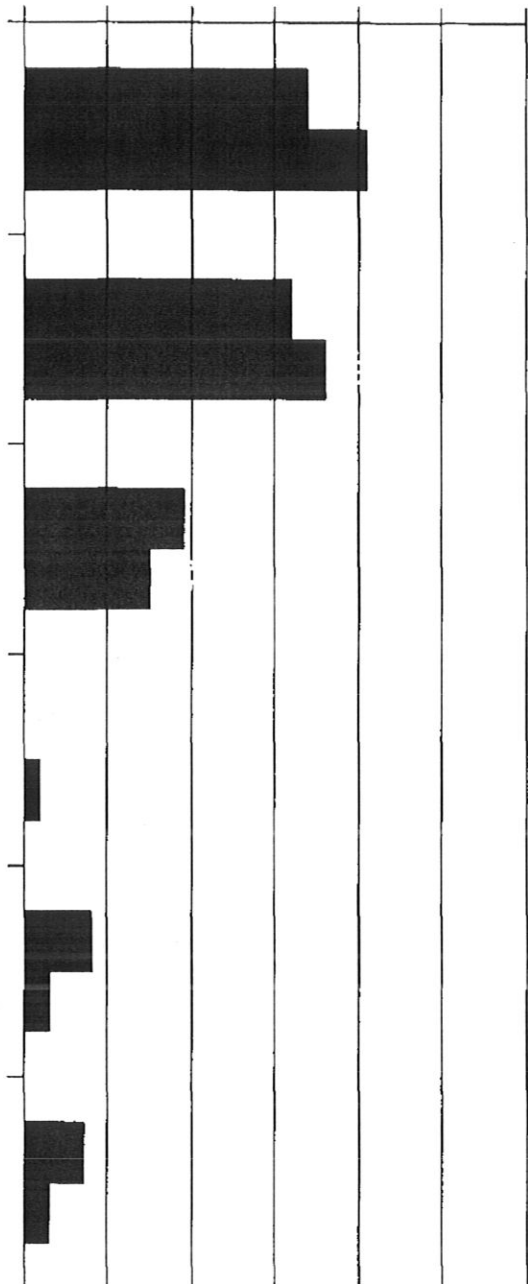
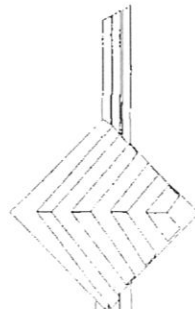


Antipsychotic NRx Share



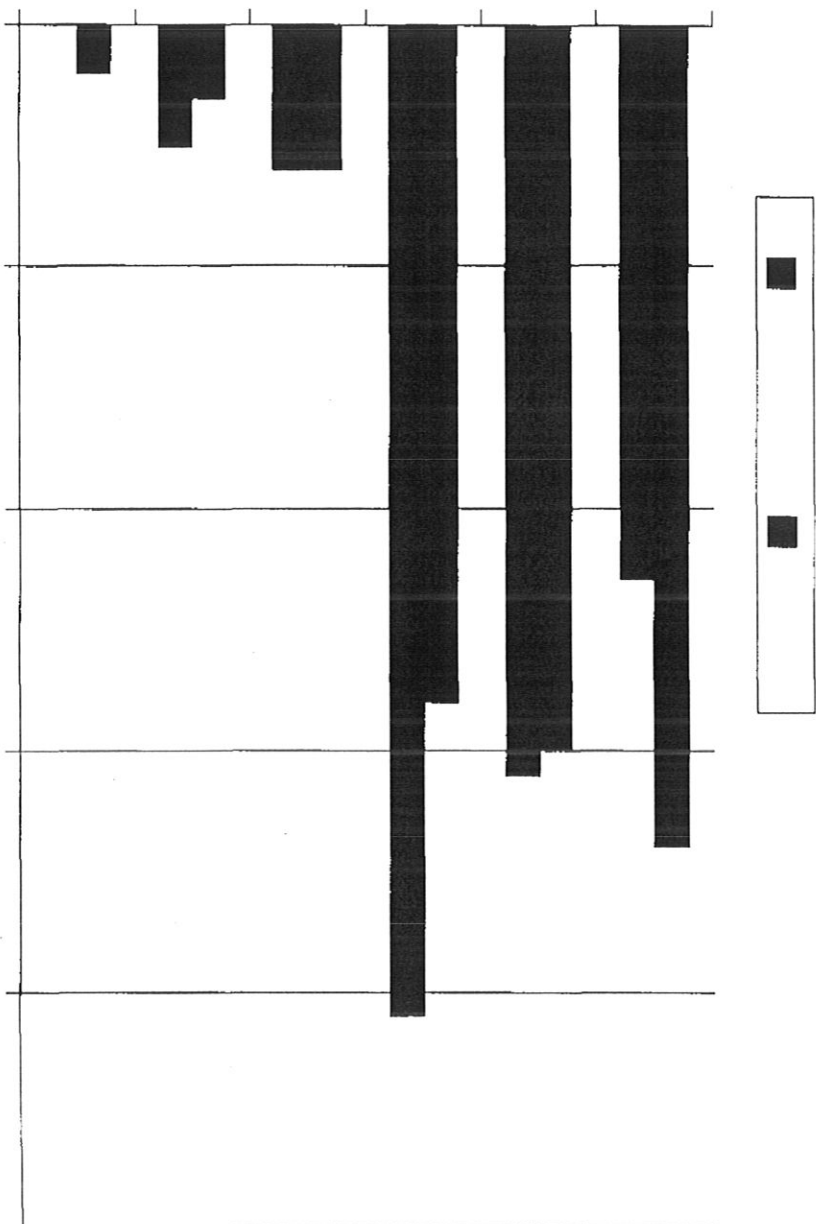
Source: NPA (IMS)

Most Preferred Agent - Schizophrenia



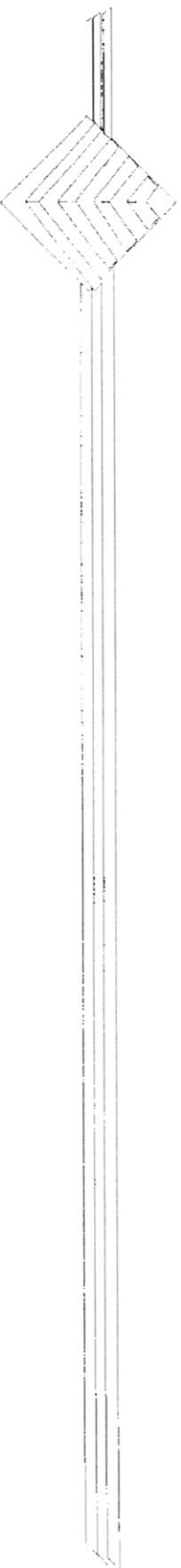
Source: 1998 Annual APA Survey, Hospital Research Associates

Switching Preference from Conventionals



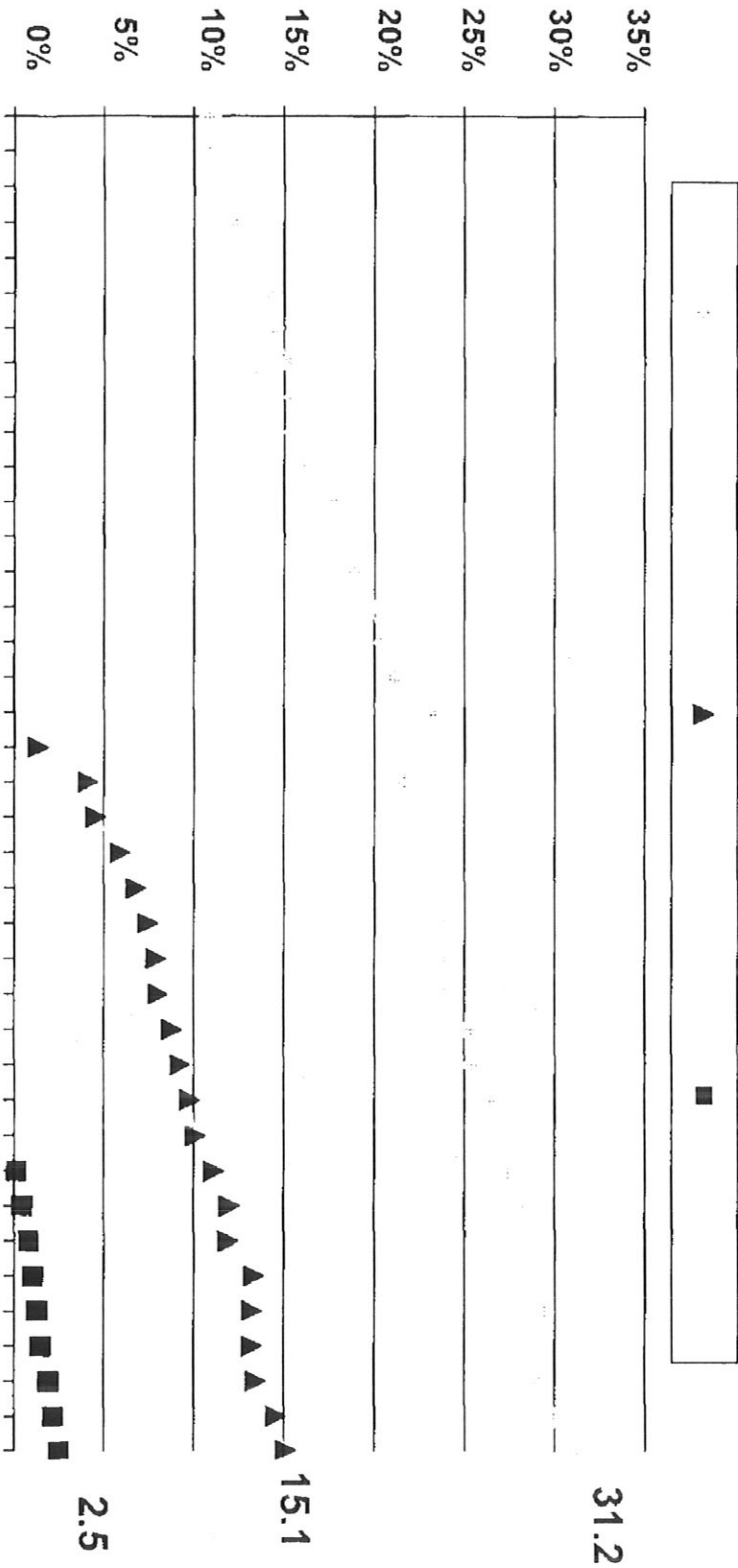
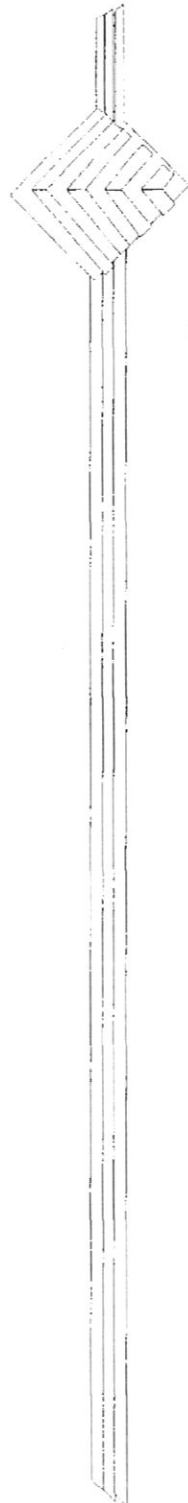
Source: 1998 Annual APA Survey, Hospital Research Associates

1998 Critical Success Factors



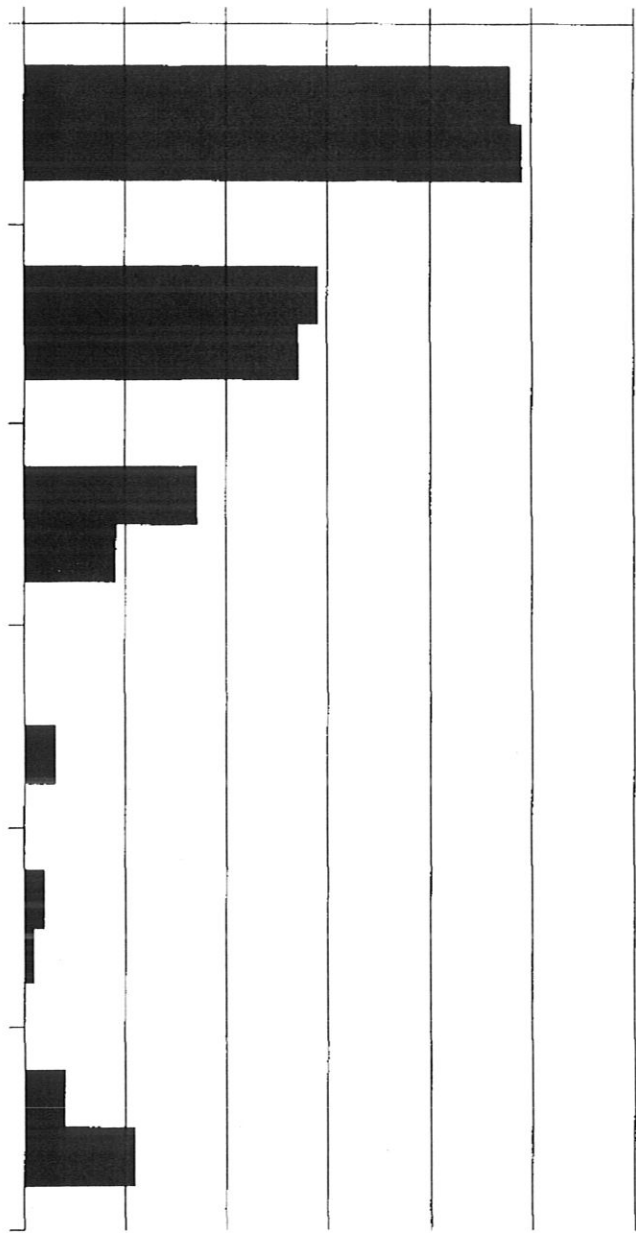
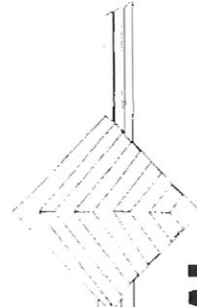
- Own Schizophrenia
- STOP the Competition
- Expand into New Markets

Antipsychotic NRx Share LTC Market



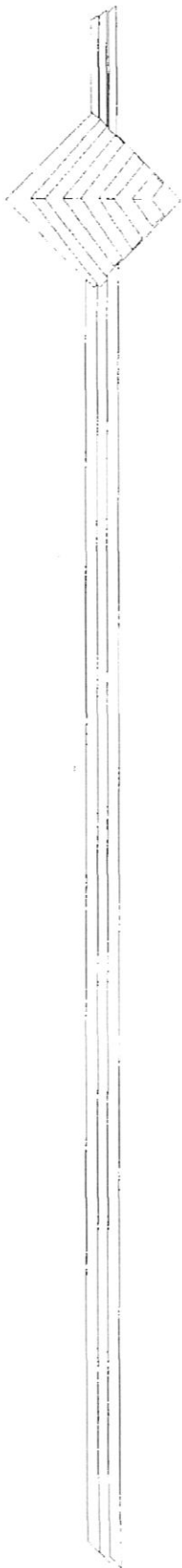
Source: NPA Plus (IMS)

Most Preferred Agent - Elderly



Source: 1998 Annual APA Survey, Hospital Research Associates

1998 Critical Success Factors

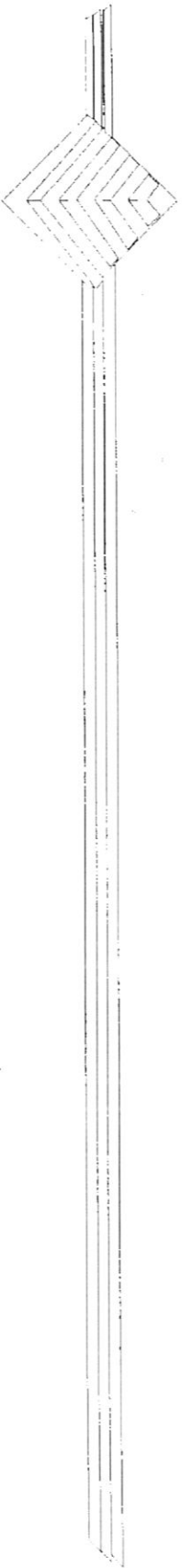


- Own Schizophrenia
- STOP the Competition
- Expand into New Markets
- Maximize Reimbursement Opportunities

Reimbursement Key Wins



1998 Critical Success Factors



- **Own Schizophrenia**
- **STOP the Competition**
- **Expand into New Markets**
- **Maximize Reimbursement Opportunities**
- **Optimize Teamwork**

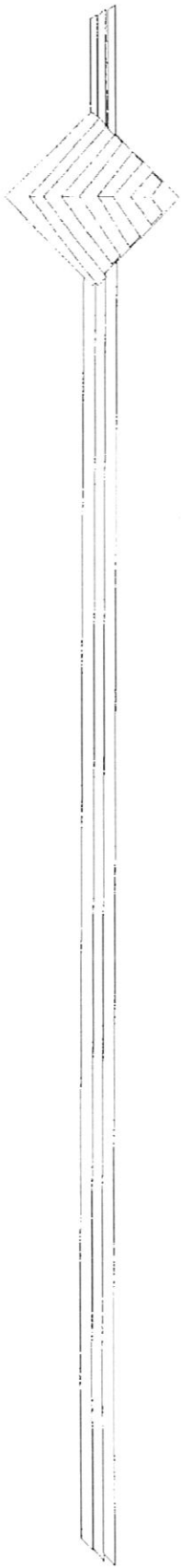


**1998 Lessons Learned
RISPERDAL - Base**

— JANSSEN CAN WIN!!!

Strategic Vision

RISPERDAL - Base



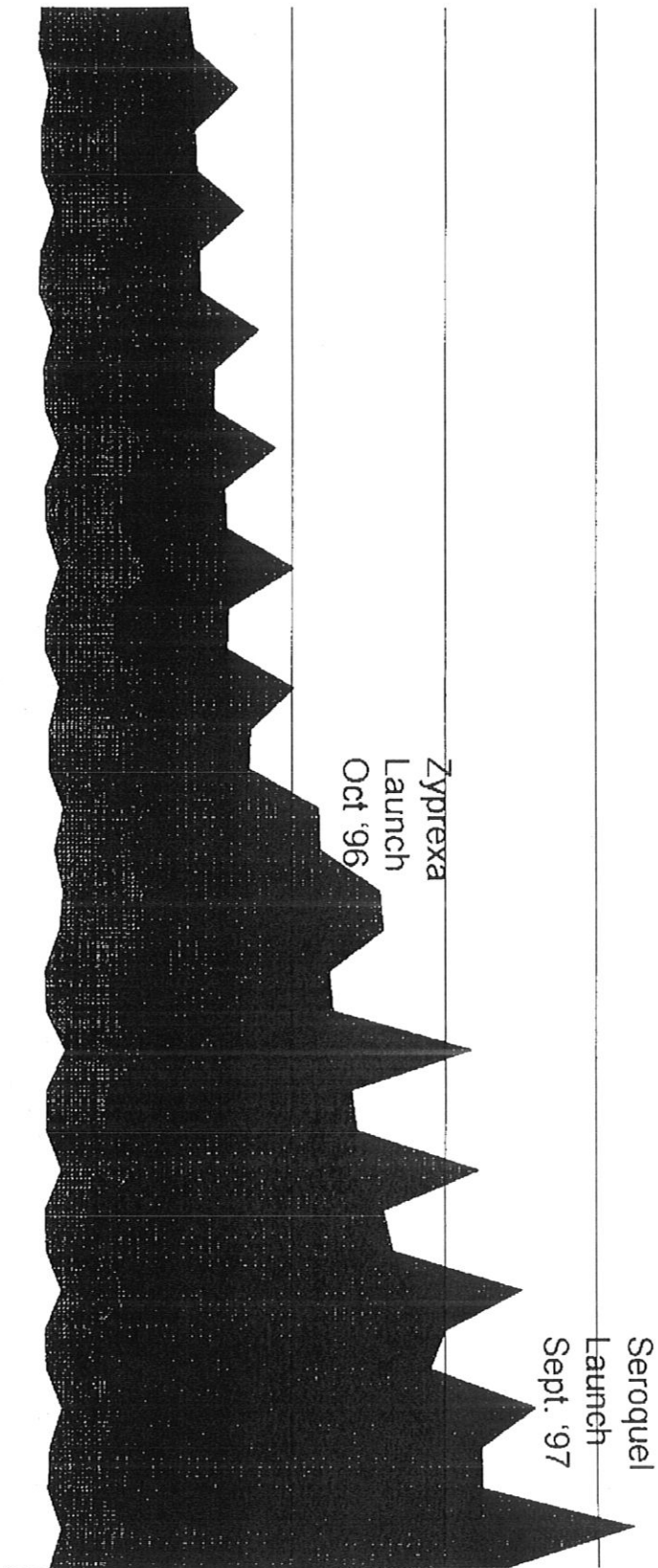
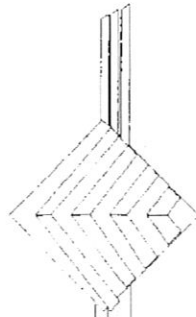
To be the first-line antipsychotic for the
treatment of both psychotic and non-psychotic
disorders



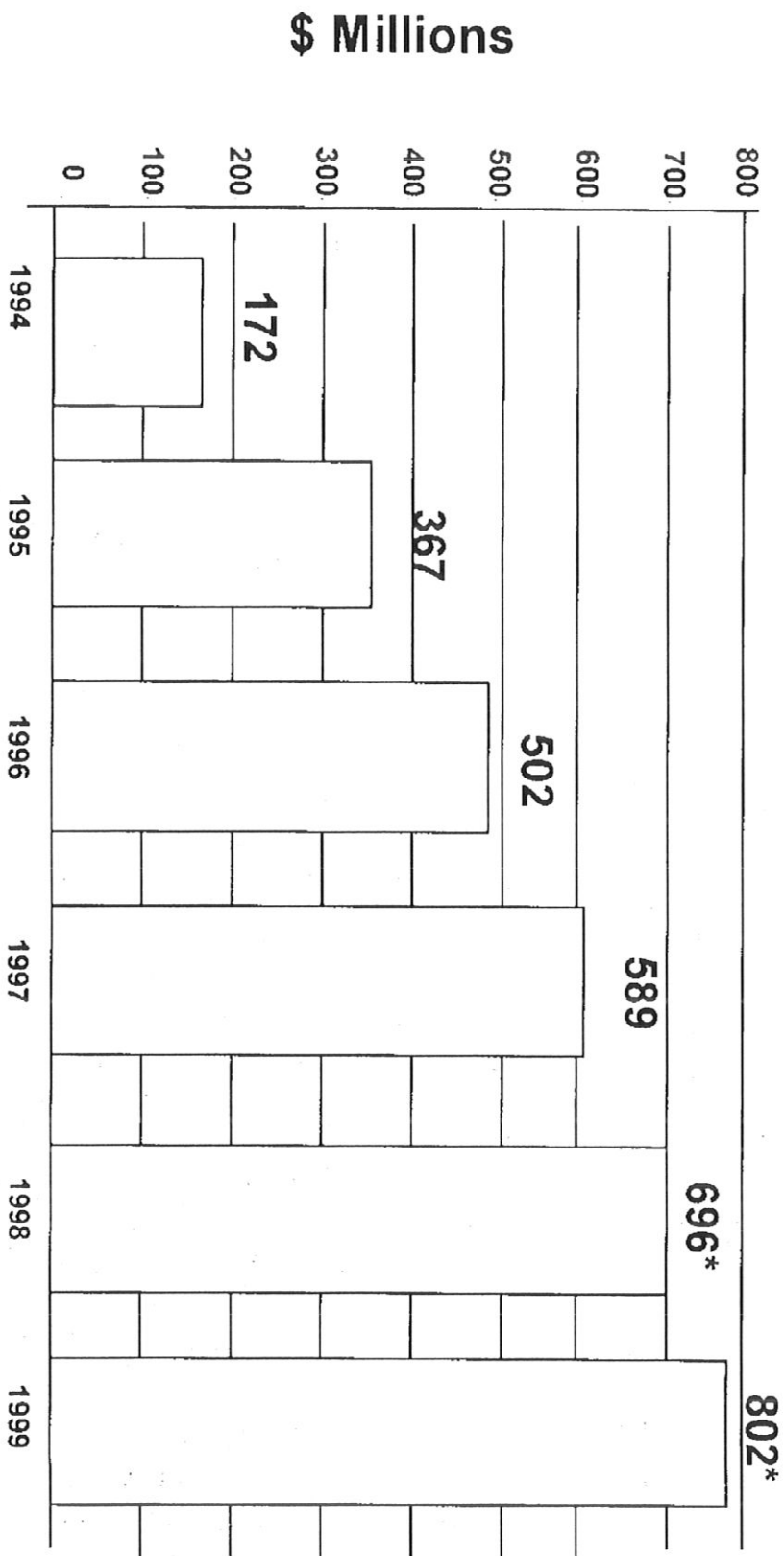
Strategic Vision RISPERDAL - Geriatrics

**To be the product that healthcare
professionals, families and caregivers rely on
to treat late life mental disorders**

APS Market Total Sales Volume



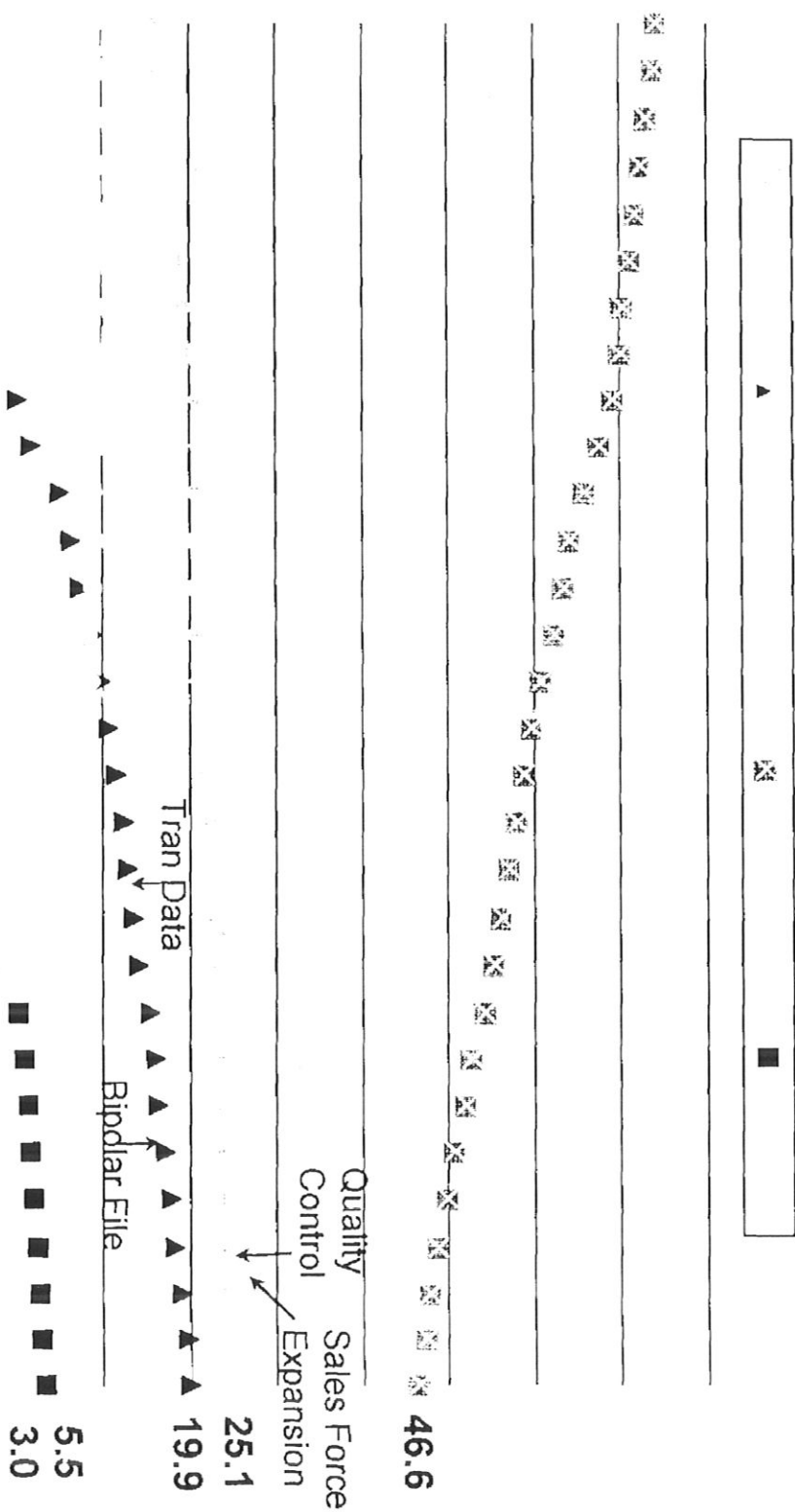
RISPERDAL Annual Sales



* Projected

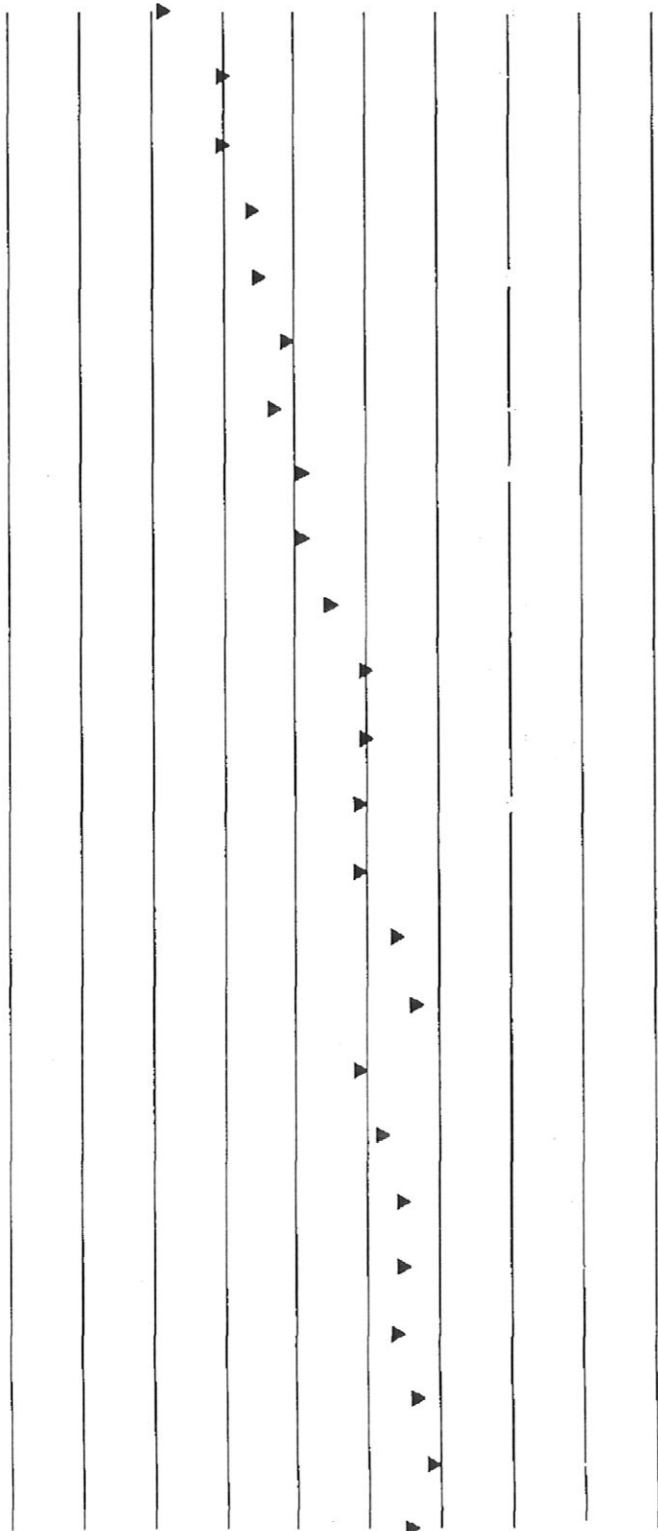
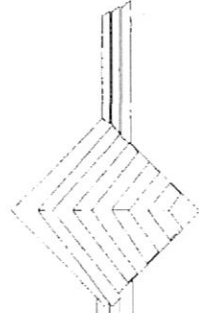
Source: Audit Sales

Antipsychotic NRx Share

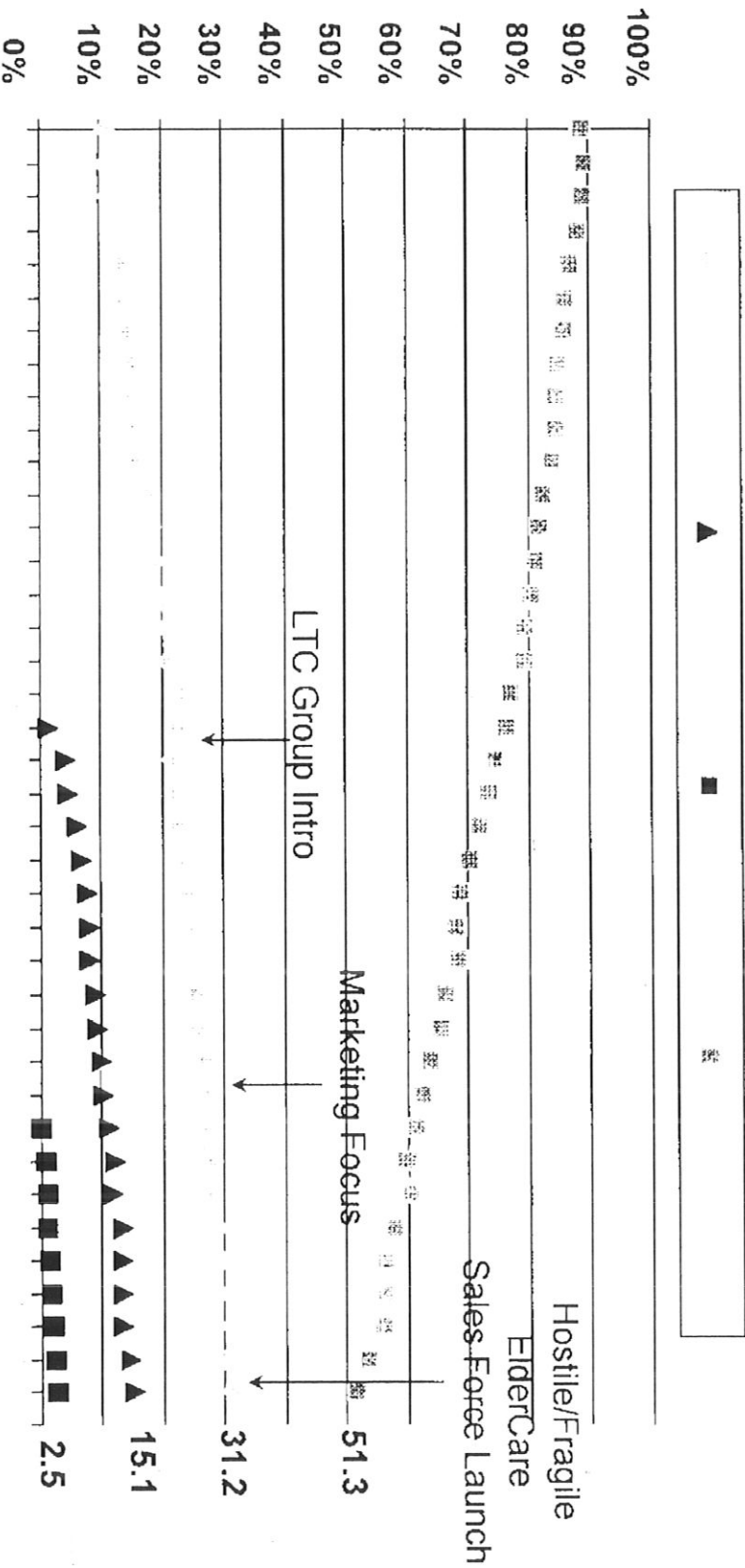
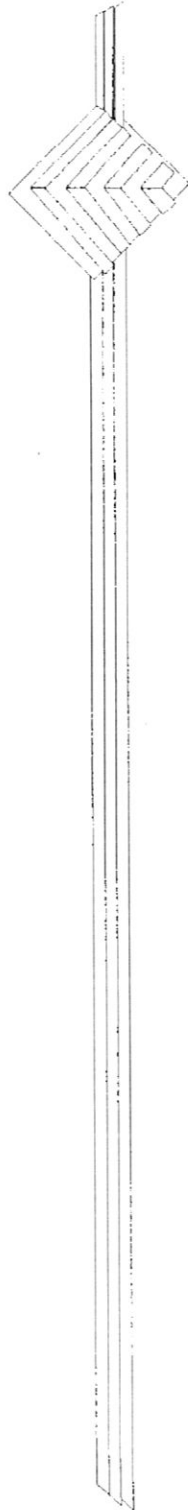


Source: NPA (IMS)

NRx Share - Weekly

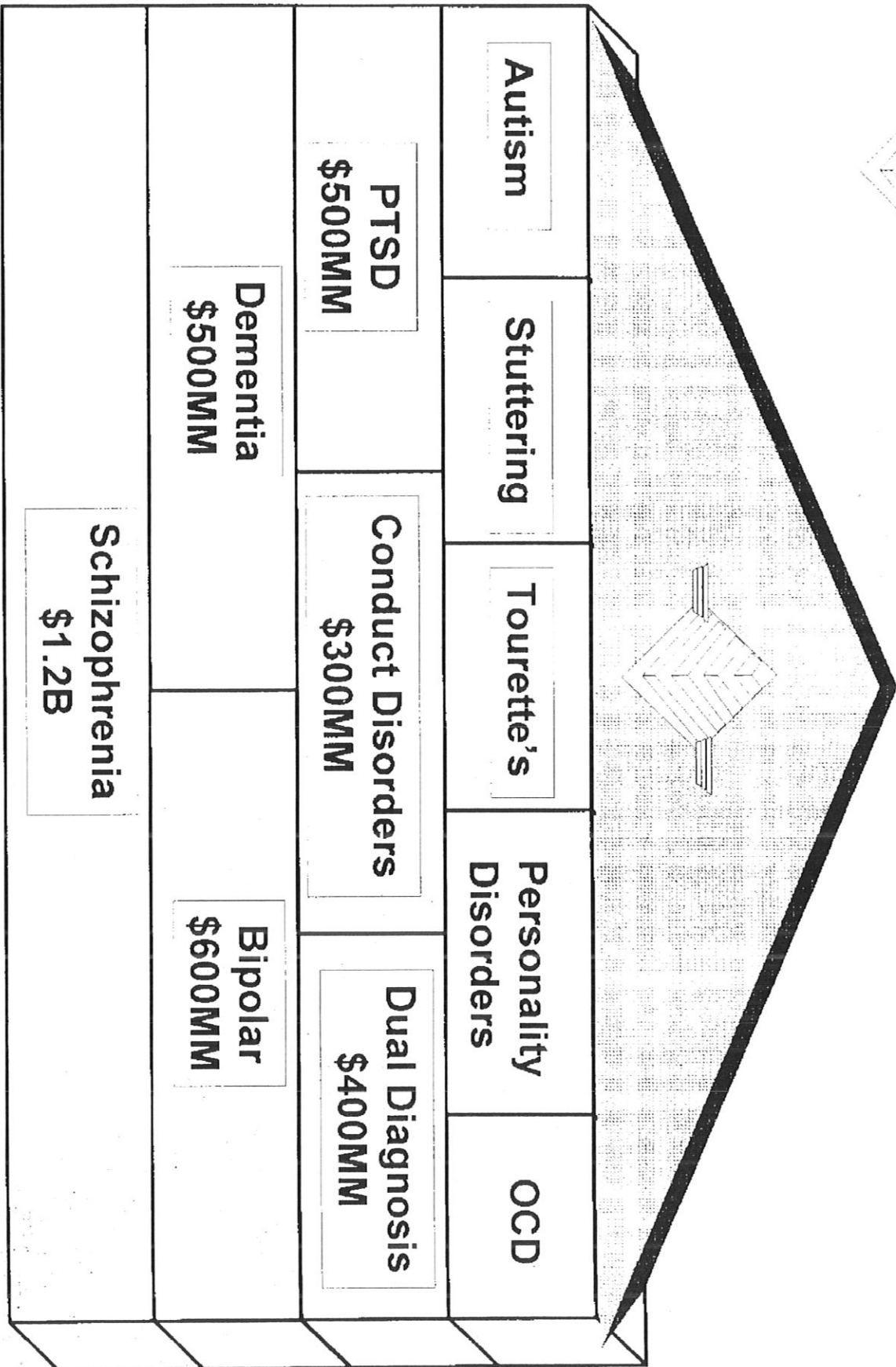


Antipsychotic NRx Share LTC Market



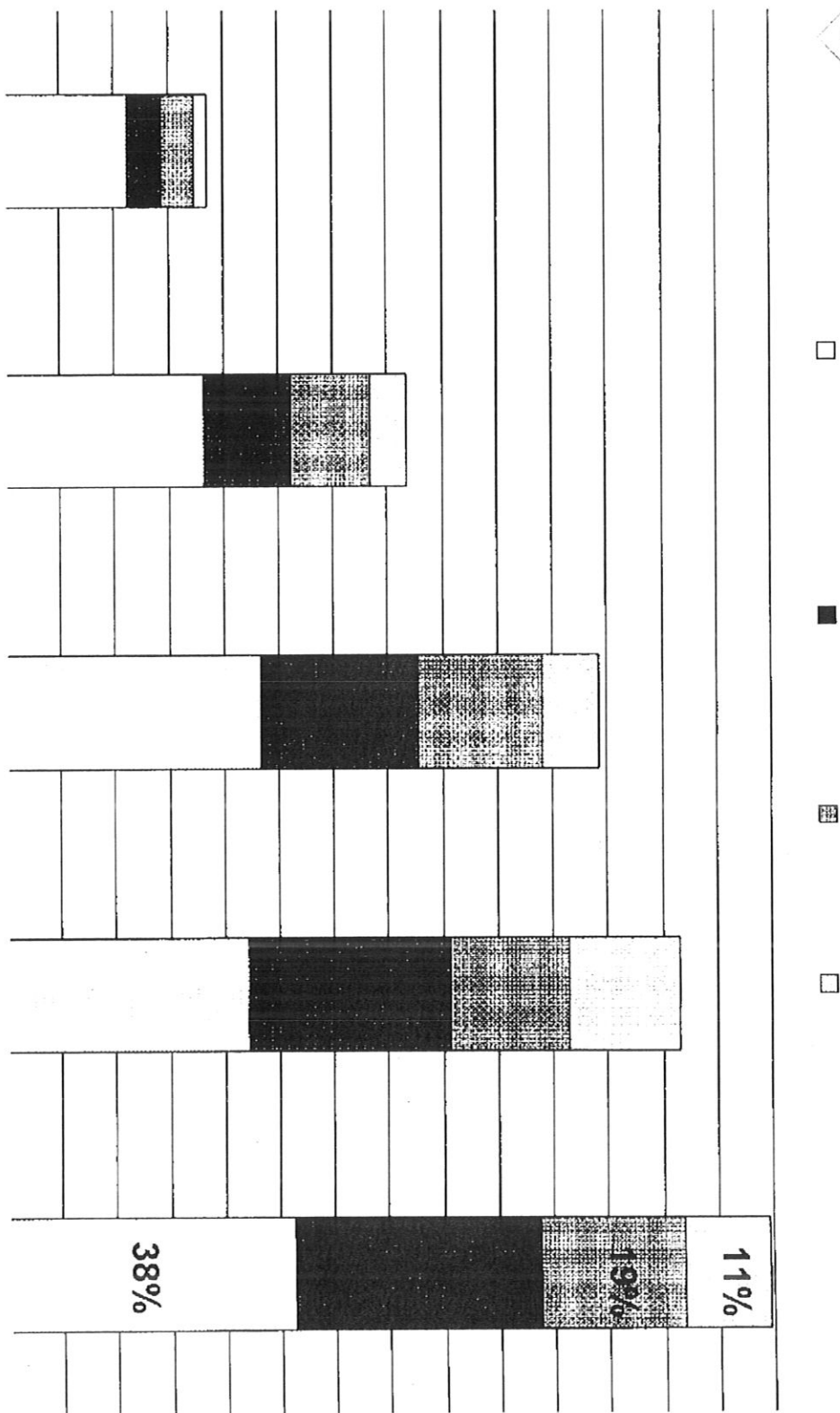
Source: NPA Plus (IMS)

Antipsychotic Potential

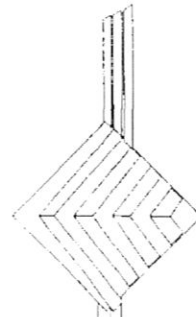


Autism	Stuttering	Tourette's	Personality Disorders	OCD
PTSD \$500MM		Conduct Disorders \$300MM	Dual Diagnosis \$400MM	
	Dementia \$500MM		Bipolar \$600MM	
Schizophrenia \$1.2B				

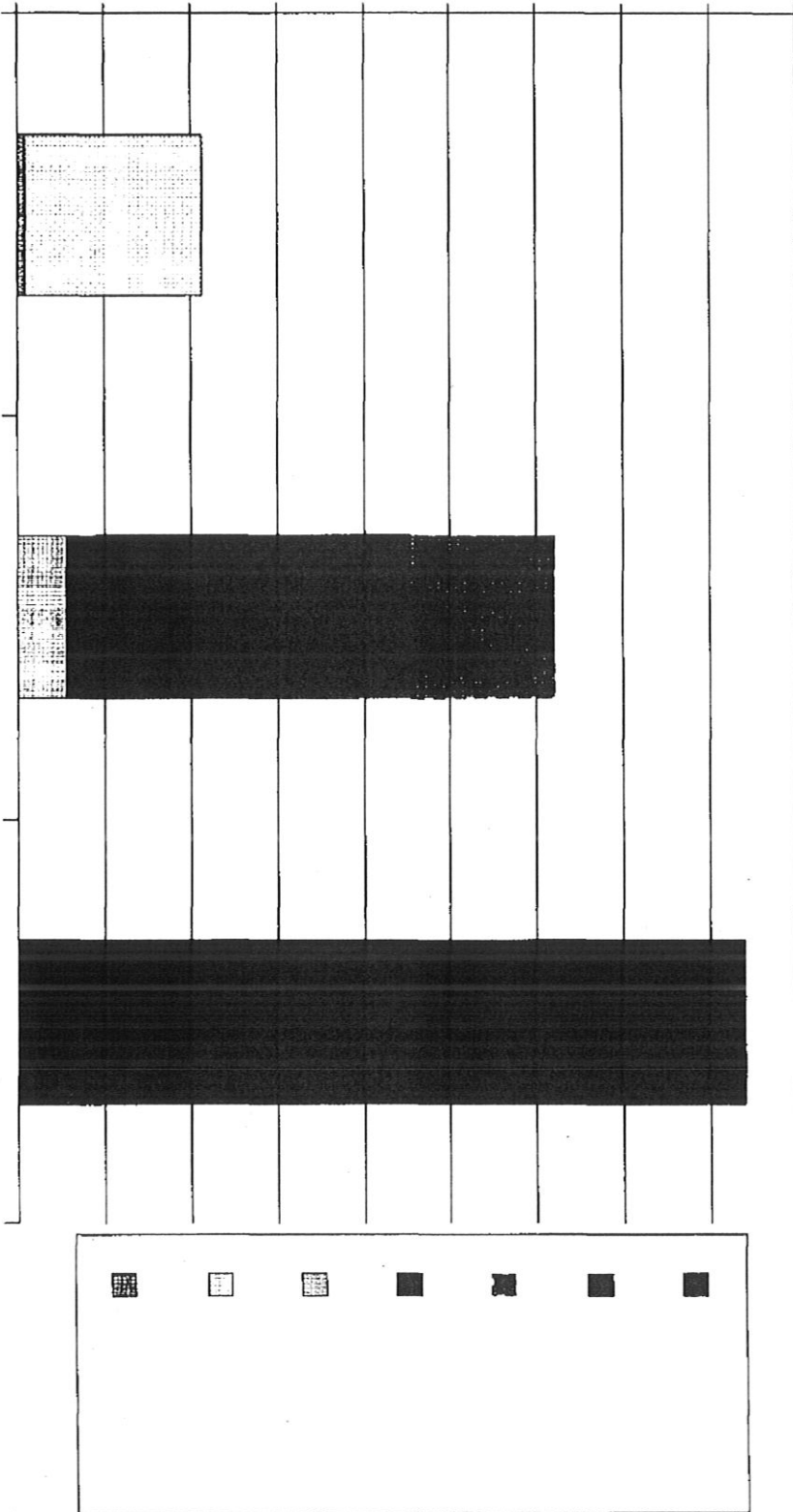
RISPERDAL Dollar Volume by Diagnosis



Source: IMS NDTI and NPA Plus Audits * YTD Sales



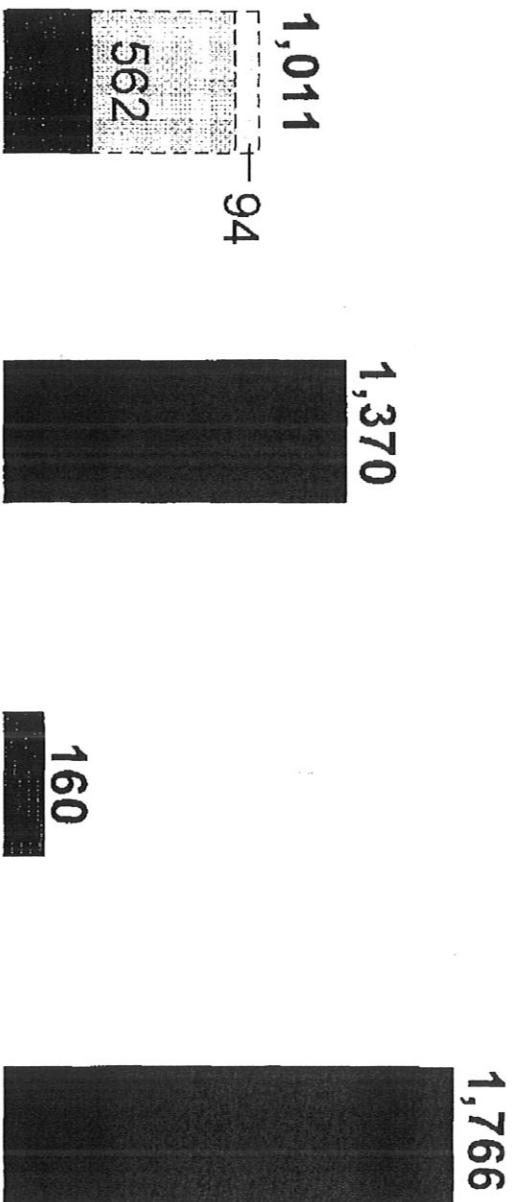
CNS Portfolios



*Estimated Sales - first 12 months

Source: IMS Retail and Provider Perspectives, 1997 US Audited Sales

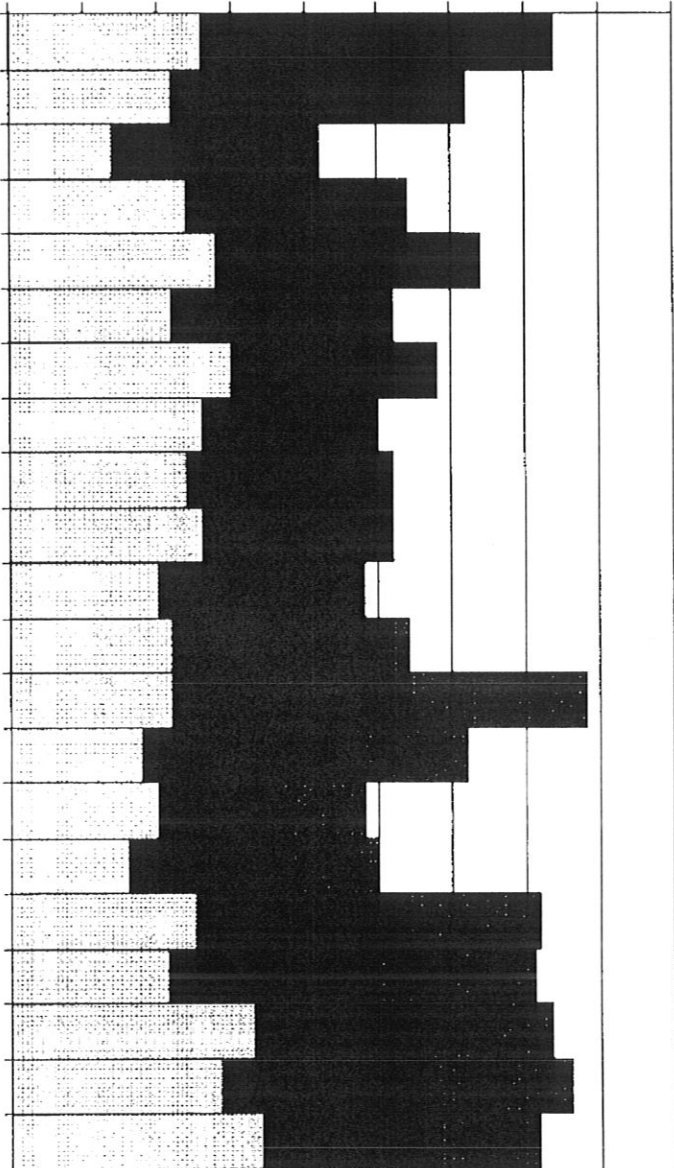
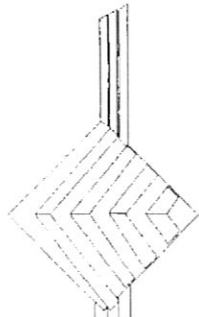
CNS Sales Force Capacities



Janssen = CNS, HSR, ElderCare
Plus SKB and Scios

Scott Levin 1997/98

Antipsychotic Detailing



Source: IMS IPS
Risperdal Detailing Includes Janssen, SKB, and Scios.