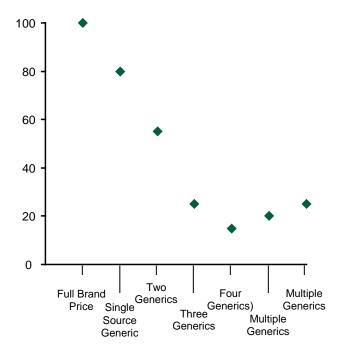
AG Price at Launch as a Percentage of Brand Price

% of Brand Price



Source: IMS, L.E.K. Analysis, D. Reiffen and M.R. Ward "Branded Generics as a Strategy to Limit Cannibalization of Pharmaceutical Markets"