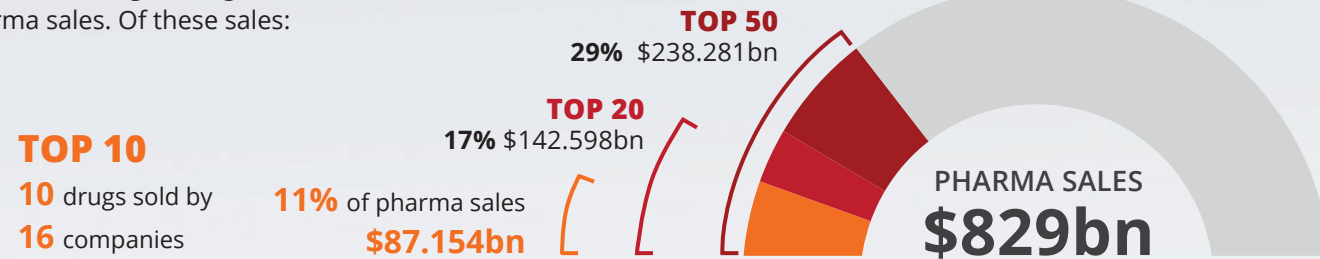


HOW BIG ARE PHARMA'S GOLDEN EGGS?

Pharma industry sales are heavily reliant on a relatively small number of relatively costly drugs. But what are its biggest golden eggs, how reliant are companies on those products, and how has the situation evolved over time?

HOW IMPORTANT ARE THE TOP SELLING DRUGS?

In 2018, the top 180 companies in pharma (representing > 95% of all drug sales) generated \$829bn in pharma sales. Of these sales:



TOP 10 DRUGS IN 2018 - AND TOP 10 DRUGS A DECADE AGO, SALES (\$M)

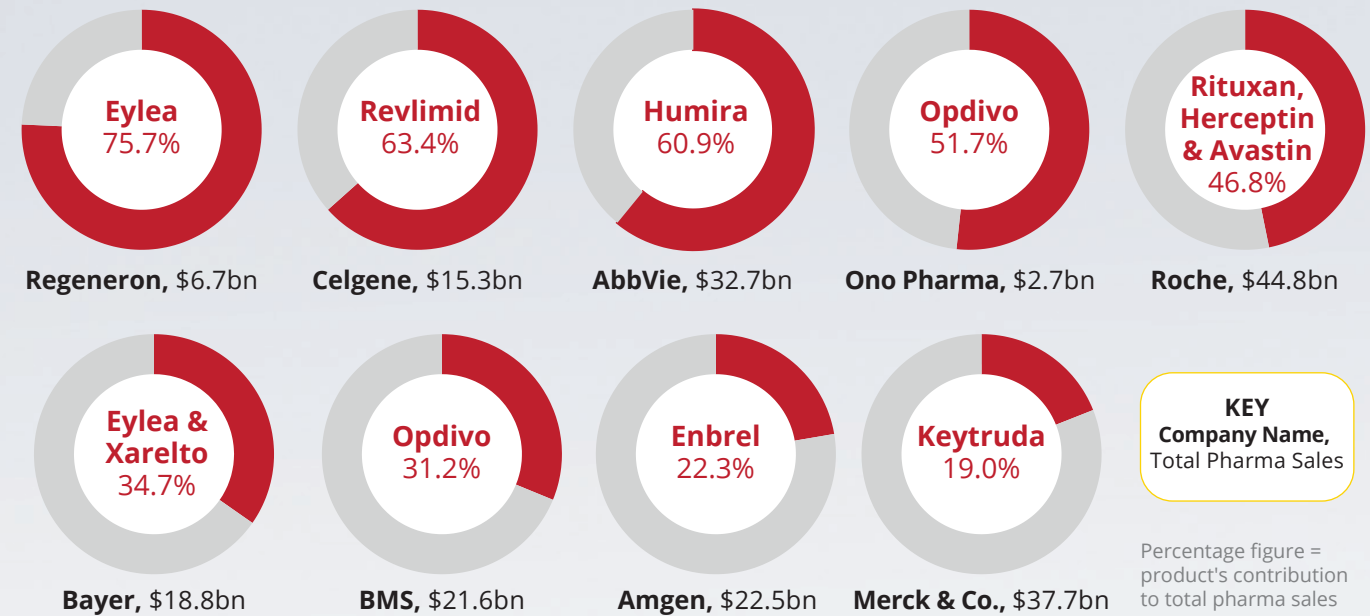
2018	RANK	2009
20,473 Humira	1	Lipitor 12,653
9,685 Revlimid	2	Plavix 9,804
7,570 Opdivo	3	Advair Diskus 7,877
7,453 Enbrel	4	Remicade 7,103
7,263 Eylea	5	Enbrel 6,691
7,171 Keytruda	6	Abilify 6,392
7,138 Herceptin	7	Diovan/Diovan HCT 6,112
7,002 Avastin	8	Avastin 5,747
6,903 Rituxan	9	Rituxan 5,622
6,496 Xarelto	10	Humira 5,565

16 Drugs had sales of >\$5bn in 2018

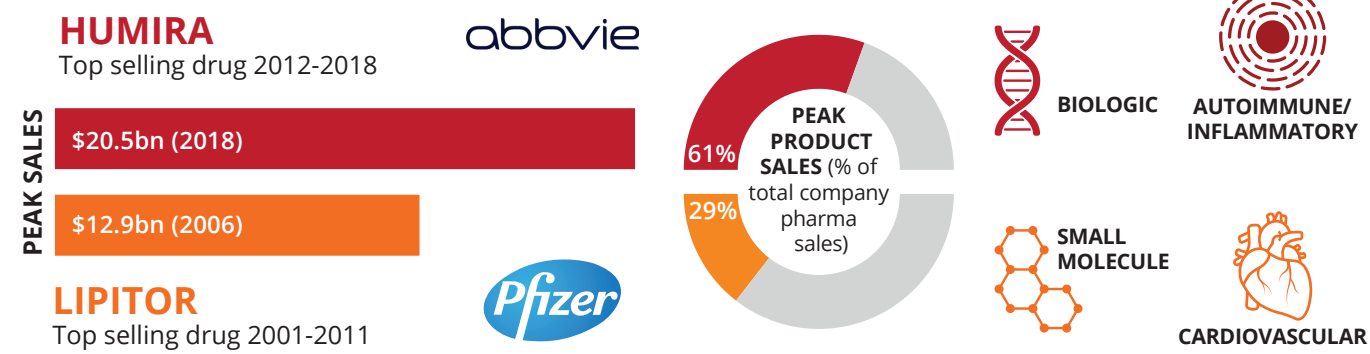
11 Drugs had sales of >\$5bn in 2009

Drugs in red ranked in top 10 in 2009 & 2018

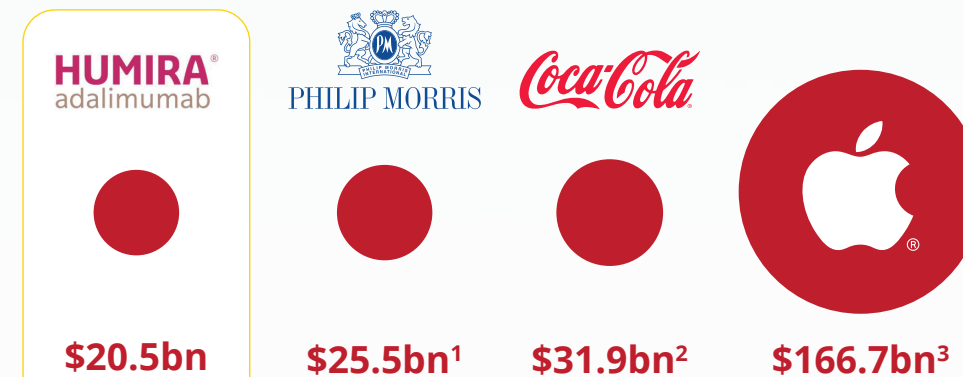
COMPANIES WHOSE REVENUES DEPENDED MOST ON TOP 10 GOLDEN EGGS IN 2018 :



TOP DRUGS THIS CENTURY: HOW HUMIRA STACKS UP AGAINST LIPITOR



2018 SALES FOR COMPARISON...



Sources: ¹Philip Morris cigarettes and other combustibles, PMI corporate website; ²Coca-Cola company global revenues, Coca-Cola corporate website; ³Apple iPhone, Apple corporate website.

Drug and pharma sales figures sourced from Medtrack and pharmaceutical company corporate websites and SEC filings.

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