

# TOP 50 RHEUMATOLOGY PRODUCTS, 2012

Category leaders, ranked by US sales, and their media spend

Rank	Product	Manufacturer	US sales \$ (millions)*	Vs. prior 12 mos.	TRx (000s)	Vs. prior 12 mos.	US DTC media \$ (000s)	Vs. prior 12 mos.	US journal media \$ (000s)	Vs. prior 12 mos.
1	Humira	AbbVie	\$4,377.0 <sup>†</sup>	28.0%	1,545.8	3.8%	\$198,045.0 <sup>**</sup>	>100.0%	\$3,751.4	32.0%
2	Enbrel	Amgen/Pfizer	\$4,302.6 <sup>††</sup>	14.1%	1,416.0	-2.6%	\$169,857.1 <sup>**</sup>	42.8%	\$1,574.4	-2.2%
3	Remicade	Johnson & Johnson	\$3,583.0 <sup>†</sup>	9.4%	64.6	-4.3%	\$109.0	>100.0%	\$29.9	-97.7%
4	Cymbalta	Eli Lilly	\$3,917.8 <sup>†</sup>	29.4%	17,764.0	7.3%	\$246,323.8 <sup>**</sup>	-16.6%	\$0.0	-100.0%
5	Copaxone	Teva	\$3,581.0 <sup>††</sup>	13.3%	N/A	N/A	\$0.0	N/A	\$682.8	>100.0%
6	Rituxan	Roche/Biogen	\$3,499.2 <sup>‡</sup>	8.3%	11.5	6.5%	\$389.3 <sup>**</sup>	-17.5%	\$0.0	N/A
7	Lyrice	Pfizer	\$2,025.7 <sup>††</sup>	10.1%	N/A	N/A	\$137,617.9 <sup>**</sup>	13.3%	\$6,383.9	>100.0%
8	Celebrex	Pfizer	\$1,985.0 <sup>††</sup>	6.6%	N/A	N/A	\$133,497.0	15.8%	\$0.0	N/A
9	Avonex	Biogen Idec	\$1,703.2 <sup>††</sup>	1.1%	N/A	N/A	\$128.1	1.2%	\$916.0	47.3%
10	Meloxicam	Generic	\$1,354.6	-39.9%	22,413.0	12.5%	\$0.0	N/A	\$0.0	N/A
11	Bibif	Pfizer/EMD Serono	\$1,245.8 <sup>††</sup>	1.0%	N/A	N/A	\$0.0	N/A	\$100.9	-66.1%
12	Evista	Eli Lilly	\$862.1	4.4%	3,237.1	-10.9%	\$81.3	-99.2%	\$1,511.5	-32.8%
13	Gilenya	Novartis	\$852.2 <sup>††</sup>	107.2%	N/A	N/A	\$10,560.4	100.0%	\$850.7	40.6%
14	Betaseron	Bayer	\$820.4 <sup>††</sup>	4.5%	N/A	N/A	\$0.0	N/A	\$58.8	-68.8%
15	Orencia	Bristol-Myers Squibb	\$815.9 <sup>††</sup>	27.8%	95.5	231.6%	\$53,423.2	16.7%	\$1,416.4	23.1%
16	Venlafaxine HCl ER	Generic	\$770.8	-41.3%	14,050.7	17.4%	\$0.0	N/A	\$0.0	N/A
17	Pristiq ER	Pfizer	\$678.1	5.8%	3,587.3	-9.8%	\$30,465.5	-68.7%	\$622.8	-81.8%
18	Asacol	Warner Chilcott	\$653.8	-1.8%	1,124.8	-8.7%	\$0.0	N/A	\$0.0	N/A
19	Stelara	Johnson & Johnson	\$627.0 <sup>†</sup>	41.5%	49.4	1.7%	\$27,185.4	-39.3%	\$463.6	-44.0%
20	Tacrolimus	Generic	\$594.6	15.6%	N/A	N/A	\$0.0	N/A	\$0.0	-100.0%
21	Zometa	Novartis	\$556.5	-21.9%	7.6	-7.7%	\$0.0	N/A	\$1,064.7	-30.6%
22	Actonel	Warner Chilcott	\$502.2	-25.1%	2,331.2	-36.4%	\$0.0	N/A	\$0.0	N/A
23	Synvisc-One	Sanofi/Genzyme	\$496.7	15.7%	36.9	-22.8%	\$141.9	-95.0%	\$602.2	61.2%
24	Budesonide	Generic	\$494.5	182.4%	403.0	150.8%	\$0.0	N/A	\$0.0	-100.0%
25	Lialda	Shire	\$476.5	16.4%	695.7	6.4%	\$53.7	-30.4%	\$860.1	67.6%
26	Forteo	Eli Lilly	\$423.6	11.0%	309.7	0.9%	\$0.0	N/A	\$2,413.4	-24.0%
27	Cimzia	UCB Pharma	\$419.9 <sup>†c</sup>	42.0%	171.3	7.8%	\$5,077.2 <sup>**</sup>	-85.1%	\$218.4	>100.0%
28	Diclofenac Sodium	Generic	\$402.1	18.9%	7,868.3	6.6%	\$0.0	N/A	\$0.0	N/A
29	Tysabri	Biogen/Elan	\$383.1 <sup>†</sup>	17.3%	9.2	1.0%	\$0.0	N/A	\$802.2	-4.0%
30	Prograf	Astellas	\$370.9	-12.0%	459.9	-11.5%	\$0.0	N/A	\$117.5	-16.2%
31	Reclast	Novartis	\$351.6	-10.4%	13.4	-4.2%	\$17,056.3	-56.3%	\$0.0	-100.0%
32	Methotrexate	Generic	\$335.1	24.8%	5,759.5	3.9%	\$0.0	N/A	\$0.0	N/A
33	Pentasa	Shire	\$334.4	11.8%	446.5	-3.3%	\$0.0	N/A	\$132.8	-14.1%
34	Cellcept	Roche/Genentech	\$330.9	-10.9%	162.5	-22.0%	\$0.0	N/A	\$0.0	N/A
35	Effexor XR	Pfizer	\$292.5	-49.8%	680.4	-62.4%	\$0.0	N/A	\$0.0	N/A
36	Simponi	Johnson & Johnson	\$292.0 <sup>†</sup>	24.3%	120.9	11.3%	\$746.0	-93.5%	\$34.1	-96.1%
37	Ibandronate Sodium	Generic	\$286.8	N/A	1,454.0	N/A	\$0.0	N/A	\$0.0	N/A
38	Myfortic	Novartis	\$286.2	23.3%	293.2	15.7%	\$0.0	N/A	\$168.5	>100.0%
39	Euflexxa	Ferring	\$270.8	53.9%	56.4	50.9%	\$0.0	N/A	\$337.7	>100.0%
40	Actemra	Roche/Genentech	\$265.8	68.0%	15.4	24.1%	\$3,370.9	28.2%	\$587.6	-64.7%
41	Asacol HD	Warner Chilcott	\$255.9	33.5%	414.0	21.1%	\$0.0	N/A	\$0.0	N/A
42	Venlafaxine HCl	Generic	\$246.1	-23.7%	3,013.3	-5.0%	\$0.0	N/A	\$0.0	N/A
43	Mycophenolate Mofetil	Generic	\$241.4	-43.0%	1,192.2	13.8%	\$0.0	N/A	\$0.0	N/A
44	Boniva	Roche/Genentech	\$235.4	-68.3%	829.5	-75.5%	\$10,404.3	-80.8%	\$0.0	N/A
45	Naproxen	Generic	\$229.8	-28.5%	16,630.1	3.2%	\$0.0	N/A	\$0.0	N/A
46	Alendronate Sodium	Generic	\$225.8	-53.9%	13,315.5	-15.5%	\$0.0	N/A	\$0.0	N/A
47	Rapamune	Pfizer	\$206.6	2.6%	189.0	3.9%	\$0.0	N/A	\$0.0	N/A
48	Nabumetone	Generic	\$201.5	-7.4%	3,024.6	-6.8%	\$0.0	N/A	\$0.0	N/A
49	Canasa	Axcan Pharma	\$173.3	27.9%	243.0	1.0%	\$0.0	N/A	\$0.0	-100.0%
50	Benlysta	GlaxoSmithKline	\$99.7 <sup>†a</sup>	N/A	N/A	N/A	\$521.4	34,940.9%	\$438.5	-59.6%

\*Manufacturer benchmark sales (MBS), unless noted. Note: TRx count includes retail only. List includes products FDA indicates as approved for treating rheumatoid arthritis, psoriasis, Crohn's disease, ulcerative colitis, fibromyalgia, lupus, ankylosing spondylitis, multiple sclerosis and osteoporosis.

Sources: Sales/TRx, Source Healthcare Analytics; company reports; DTC media spend, Nielsen; journals, Kantar Media

† Company reported sales. †† IMS Health ‡ >90% of sales from oncology settings <sup>a</sup> GSK began recording Benlysta revenue Aug. 2012 <sup>c</sup> includes Canada <sup>\*\*</sup> Spend for all indications