

TOP 50 RARE DISEASE PRODUCTS

Category leaders, ranked by 2012 global sales, and their US media spend

Rank	Product	Manufacturer	US sales \$ (millions)	Vs. prior 12 mos.	US DTC media \$ (000s)*	Vs. prior 12 mos.	US journal media \$ (000s)*	Vs. prior 12 mos.
1	Rituxan	Roche	\$7,155.3	5.4%	\$414.3	-12.2%	\$0.0	N/A
2	Gleevec	Novartis	\$4,675.0	0.3%	\$0.0	N/A	\$0.0	-100.0%
3	Neulasta	Amgen	\$4,092.0	3.5%	\$802.3	>100.0%	\$586.2	14.8%
4	Copaxone	Teva	\$3,996.0	34.4%	\$0.0	N/A	\$0.0	N/A
5	Revlimid	Celgene	\$3,766.6	17.4%	\$0.0	N/A	\$1,001.7	N/A
6	Avonex	Biogen Idec	\$2,913.1	8.4%	\$369.7	>100.0%	\$900.0	2.9%
7	Alimta	Eli Lilly	\$2,594.3	5.4%	\$6.1	-4.0%	\$698.5	>100.0%
8	Rebif	Merck KGaA	\$2,433.4	3.4%	\$3.2	84.0%	\$0.0	-100.0%
9	Advate	Baxter International	\$2,074.5	5.8%	\$0.0	N/A	\$193.5	9.8%
10	Tracleer	Actelion	\$1,600.5	-7.0%	\$0.0	N/A	\$0.0	-100.0%
11	Betaseron	Bayer	\$1,563.5	0.6%	\$0.0	N/A	\$0.0	-100.0%
12	NovoSeven	Novo Nordisk	\$1,543.0	-1.0%	\$0.0	N/A	\$187.2	23.8%
13	Kogenate	Bayer	\$1,519.8	1.6%	\$0.0	N/A	\$0.0	N/A
14	Sandostatin LAR	Novartis	\$1,512.0	4.8%	\$2.5	>100.0%	\$63.9	-28.0%
15	Velcade	Johnson & Johnson	\$1,500.0	17.7%	\$0.0	N/A	\$454.6	-71.5%
16	Zometa	Novartis	\$1,288.0	-13.4%	\$13.9	-53.0%	\$467.8	-52.2%
17	Neupogen	Amgen	\$1,260.0	0.0%	\$0.0	N/A	\$0.0	N/A
18	Sutent	Pfizer	\$1,236.0	4.1%	\$0.8	-74.0%	\$181.1	-39.4%
19	Soliris	Alexion	\$1,134.1	44.8%	\$0.0	N/A	\$413.9	84.6%
20	Sprycel	Bristol-Myers Squibb	\$1,019.0	26.9%	\$5.5	-69.0%	\$379.8	-39.3%
21	Nexavar	Bayer	\$1,018.3	0.9%	\$0.2	-68.0%	\$0.0	N/A
22	Tasigna	Novartis	\$998.0	39.4%	\$0.0	-100.0%	\$35.0	-97.3%
23	Norditropin SimpleXx	Novo Nordisk	\$984.2	4.4%	\$64.5	>100.0%	\$0.0	N/A
24	Sensipar	Amgen	\$950.0	17.6%	\$0.0	N/A	\$0.0	-100.0%
25	Lidoderm	Endo Health	\$947.7	14.8%	\$32.4	-81.0%	\$0.0	-100.0%
26	Temodar	Merck & Co	\$917.0	-1.9%	\$0.0	N/A	\$0.0	-100.0%
27	Velcade	Takeda	\$881.9	19.8%	\$0.0	N/A	\$0.0	N/A
28	Exjade	Novartis	\$870.0	2.4%	\$0.0	N/A	\$0.0	N/A
29	Genotropin	Pfizer	\$832.0	-6.4%	\$0.0	N/A	\$0.0	N/A
30	Vidaza	Celgene	\$823.2	16.7%	\$0.0	N/A	\$0.0	N/A
31	Cerezyme	Sanofi	\$813.9	32.6%	\$0.0	N/A	\$0.0	N/A
32	Afinitor	Novartis	\$797.0	79.9%	\$2.2	-66.0%	\$2,496.2	>100.0%
33	BeneFIX	Pfizer	\$775.0	11.8%	\$0.0	N/A	\$61.0	-33.9%
34	Yervoy	Bristol-Myers Squibb	\$706.0	96.1%	\$1.7	>100.0%	\$133.9	-86.9%
35	Valcyte	Roche	\$680.6	5.8%	\$0.0	N/A	\$0.0	N/A
36	Suboxone	Reckitt Benckiser	\$646.1	-21.5%	\$1,227.9	>100.0%	\$176.6	N/A
37	Treanda	Teva	\$608.0	>100.0%	\$0.6	>100.0%	\$914.7	-33.9%
38	Humate P	CSL	\$605.2	2.2%	\$0.0	N/A	\$0.0	N/A
39	Myozyme	Sanofi	\$594.0	38.6%	\$0.0	N/A	\$0.0	N/A
40	ReFacto AF/Xyntha	Pfizer	\$584.0	15.4%	\$0.0	-100.0%	\$0.0	N/A
41	FEIBA VH	Baxter International	\$575.3	2.9%	\$0.0	N/A	\$0.0	-100.0%
42	Pulmozyme	Roche	\$572.9	3.0%	\$0.0	N/A	\$0.0	N/A
43	Revatio	Pfizer	\$534.0	-0.2%	\$0.0	N/A	\$0.0	N/A
44	Elaprase	Shire	\$497.6	7.0%	\$0.0	N/A	\$0.0	N/A
45	Replagal	Shire	\$497.5	4.7%	\$0.0	N/A	\$0.0	N/A
46	Helixate	CSL	\$485.2	-3.4%	\$0.0	-100.0%	\$0.0	N/A
47	Remodulin	United Therapeutics	\$458.0	6.5%	\$0.0	N/A	\$0.0	N/A
48	Epadel	Mochida	\$450.0	-6.8%	\$0.0	N/A	\$0.0	N/A
49	Taysuno	Otsuka Holdings	\$447.6	-3.2%	\$0.0	N/A	\$0.0	N/A
50	Prolastin-C A1P1	Grifols	\$426.8	71.0%	\$0.0	N/A	\$98.8	N/A

Sales, EvaluatePharma; DTC media spend, Nielsen; journals, Kantar Media. * US media spend for 2012 (DTC) and for the 12 mos. ending Nov. 30 (journals)
Note: Top 50 list excludes generics