Middle East North Africa Business Briefing

Fouad Benghalem
SVP
Area Director MENA
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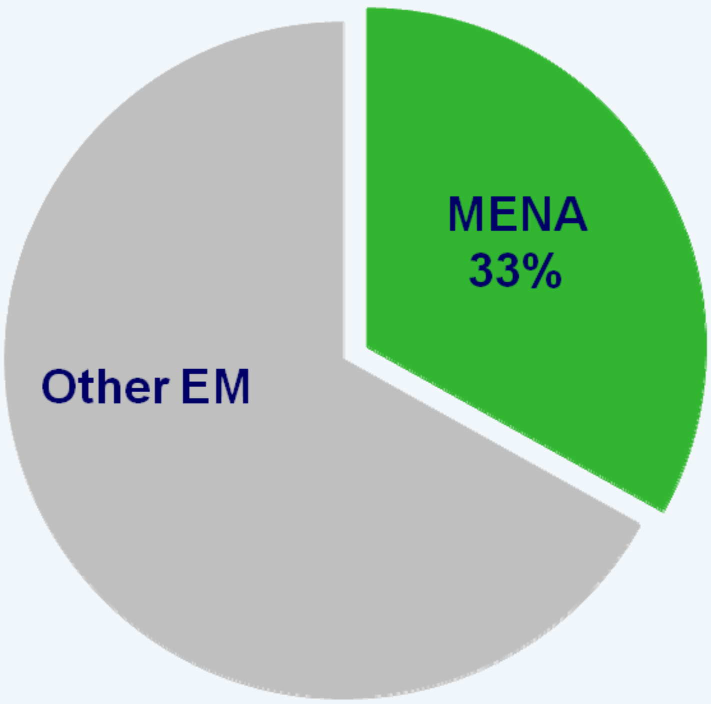
MENA Opportunity

Population: 660m
GDP: $2.7 trillion
Pharma market size: $28 billion

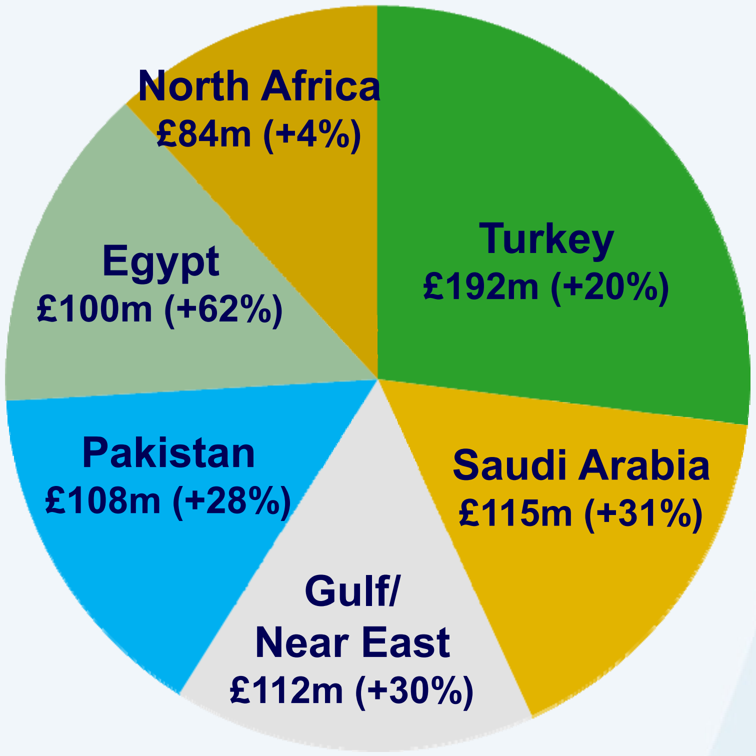
Market size: GSK estimate based on IMS audits, tender data and import statistics

MENA – GSK's biggest region in Emerging Markets

MENA turnover £710m YTD (+26%)



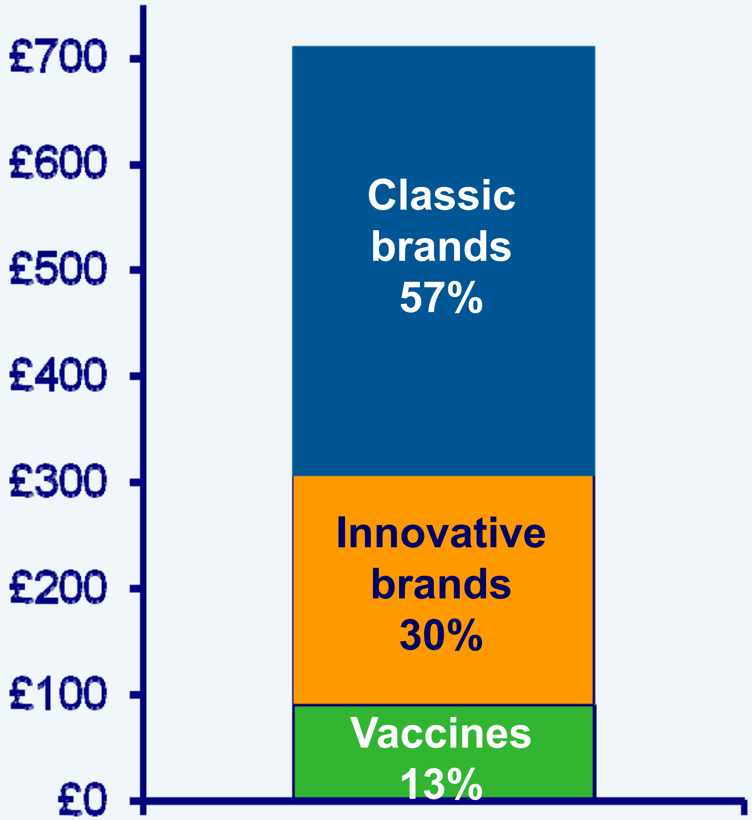
Growth in all major markets YTD



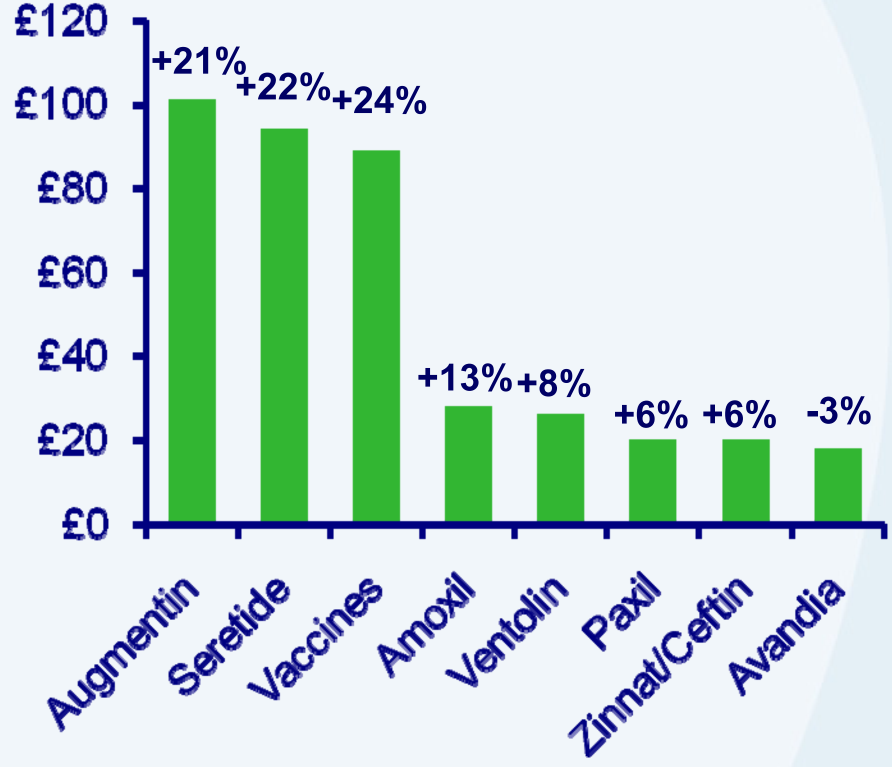
CER growth; Pakistan includes Afghanistan

Today's sales driven by classic brands and Seretide

Split by area



Key brands

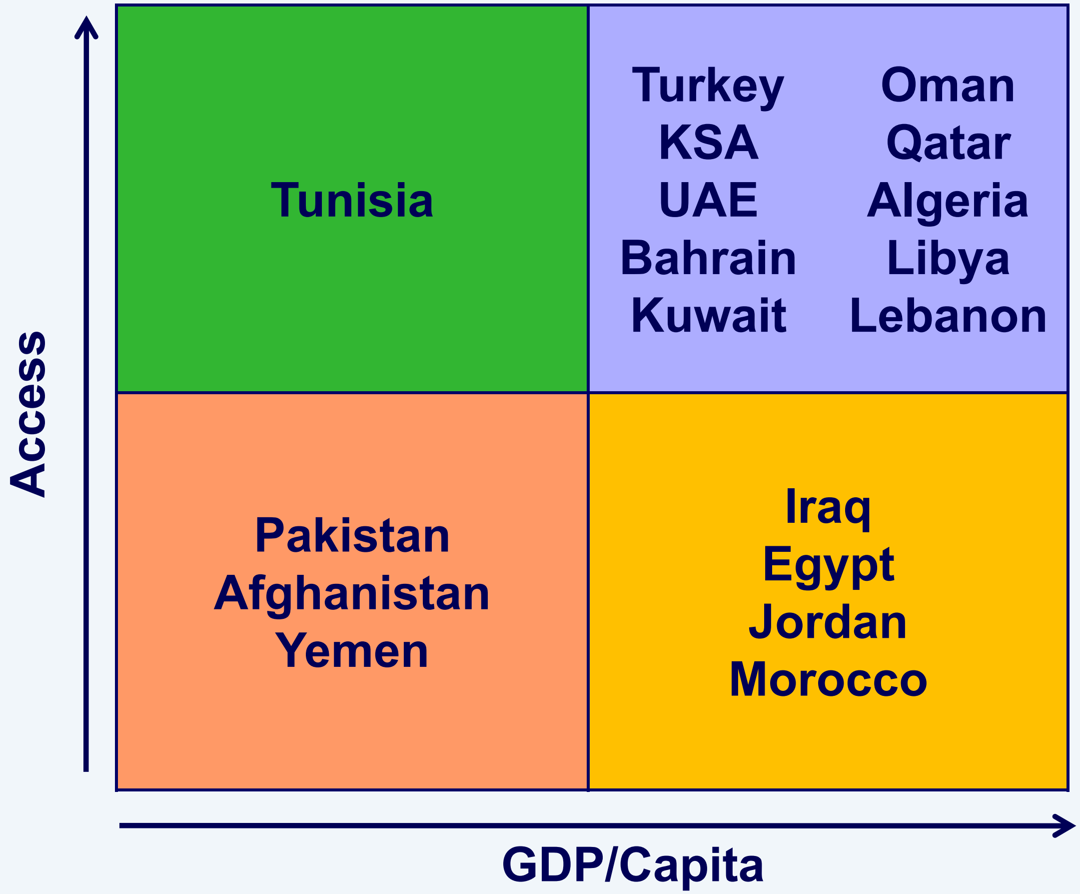


GSK reported sales YTD Sept 2009; CER growth

Market Features

- **Demographics:**
  - Growing & aging population
- **Economic & Political situation:**
  - Oil rich Economies to Drive Growth
  - Expanding Middle Class
  - Market volatility
- **Healthcare Environment:**
  - Cost Containment
  - Access
  - Prevention
  - Chronic Disorders will gain importance

Range of Access and Affordability



Access defined as per capita drug consumption

MENA – A Multidimensional Strategy

Portfolio Management	Invest	Partnerships	Mindset
Maximise existing & future GSK portfolio	Customer facing resources	JVs	Empowerment
Broaden field of operation via acquisitions	Marketing support	Technology transfer	Sense of Urgency
Leverage Vaccine Business	Geographical expansion	Outsourcing	Resilience

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Leverage the existing portfolio

Classic brands

Augmentin

Ventolin HFA (albuterol sulfate HFA inhalation aerosol)

Lamictal (LAMOTRIGINE)

Innovative brands

SERETIDE™ salmeterol/fluticasone propionate

Avandia™ rosiglitazone maleate

Tykerb™ lapatinib ditosylate

Avandamet™ rosiglitazone maleate/metformin HCl

Avamys™

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Build Classic brand portfolio via acquisition / partnership

Bristol-Myers Squibb

CEFZIL® DURICEF® Cefadroxil CAPOZIDE® CAPOTEN® Captopril

- Anti-infectives, CV
- Closed: 10/08 (Egypt); 01/09 (Pak'n); 07/09 (Nr E)
- Sales £40m YTD

ucb Keppra® (levetiracetam) ZYRTEC®

- CNS, Allergy
- Closed: 03/09
- Sales £25m YTD

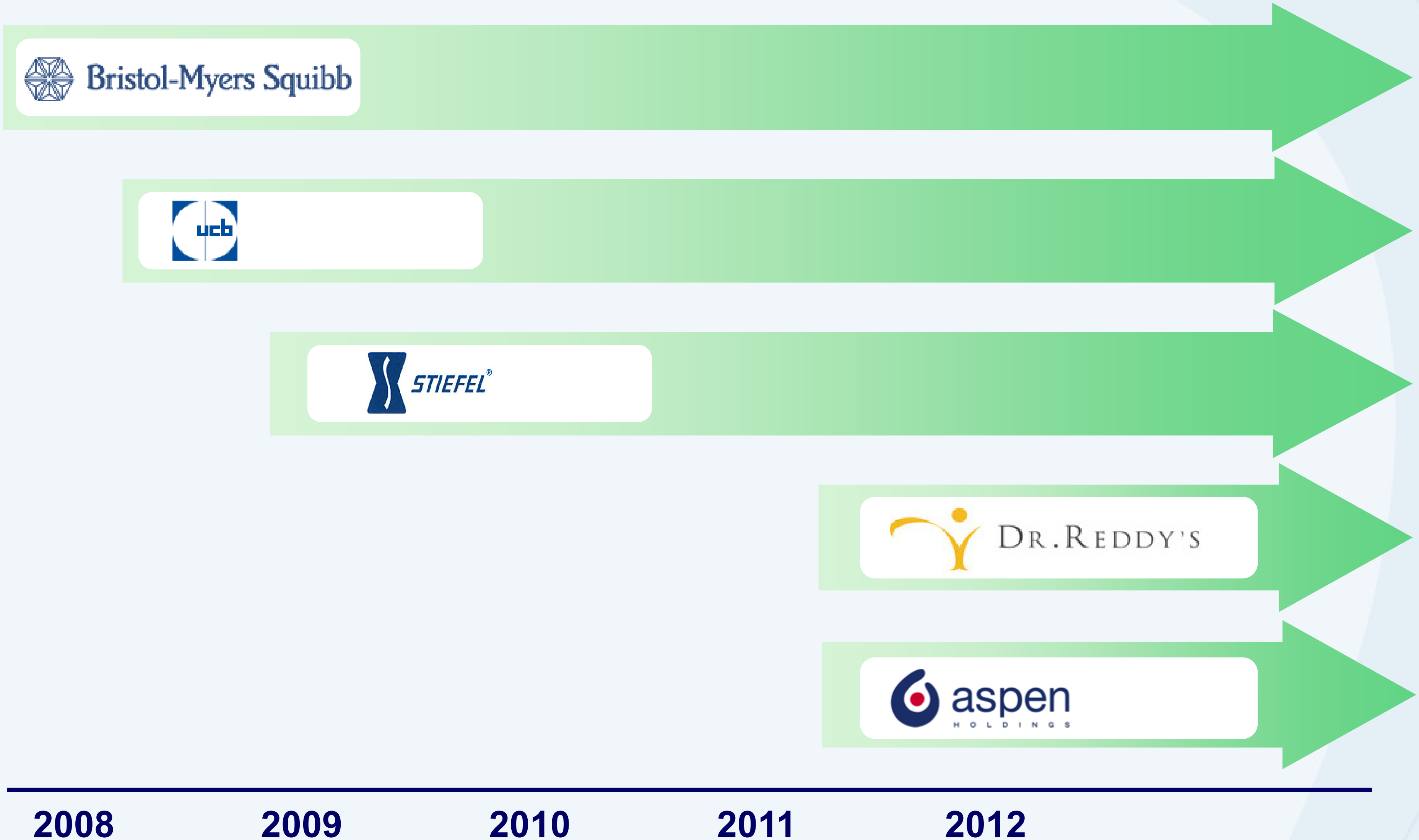
STIEFEL®

- Closed: 07/09
- Now present in top 6 derm categories
- Estimated sales >£10m YTD

2008 2009 2010 2011 2012

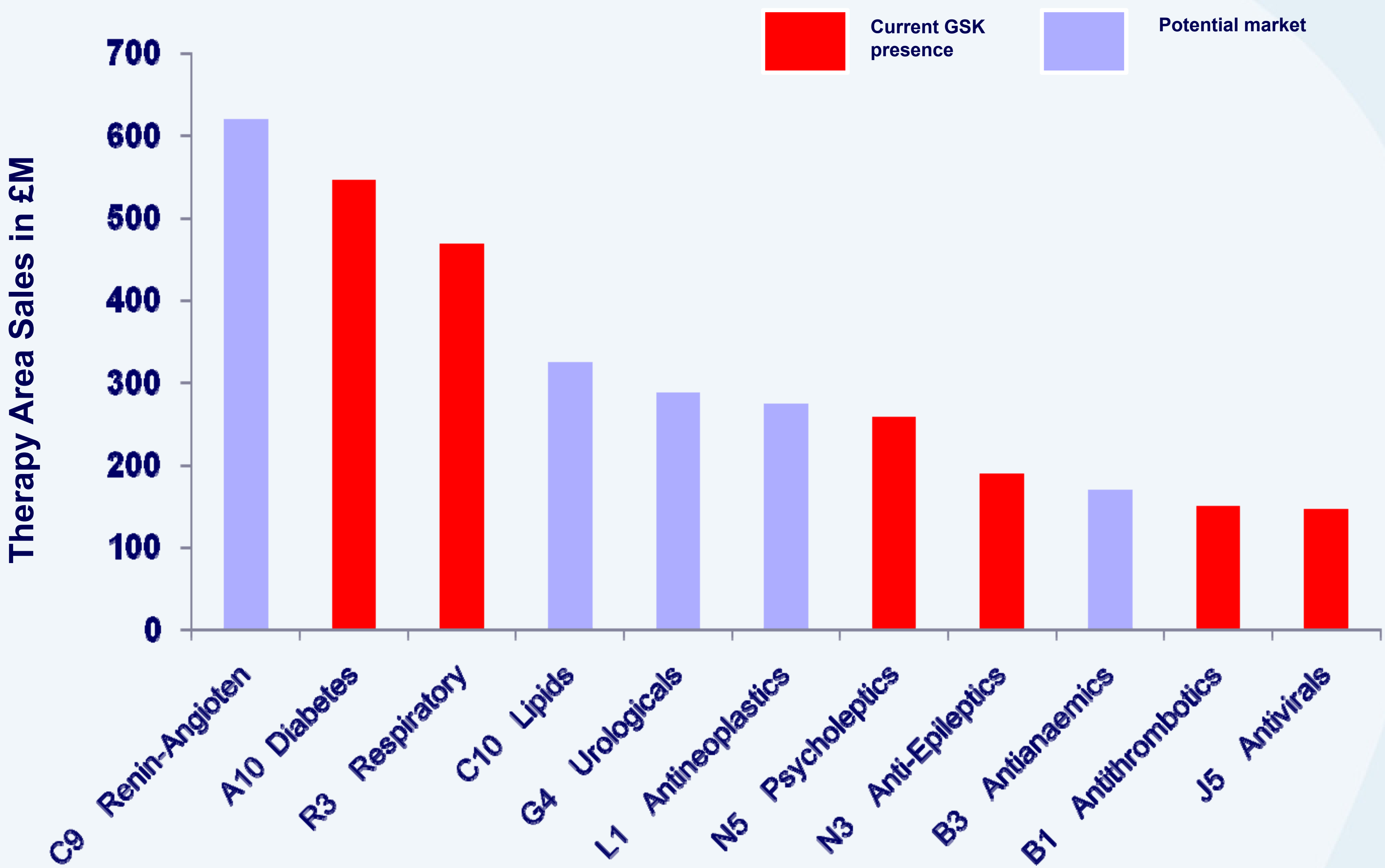
Start of sales contribution

Build Classic brand portfolio via acquisition / partnership



Start of sales contribution

Acquisition, partnership & pipeline will give access to all key growth therapy areas in MENA



Source: IMS Sept 2009 MAT; Therapy areas growing at or above 18% 5 yr CAGR among the top 20 ATC

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Vaccines – Rapidly expanding demand

Sales £89m (+24%) YTD

Cervarix™
TWINRIX®
Rotarix Rotavirus Vaccine, Live, Oral
FluLaval™
Synflorix
Infanrix
Havrix® Hepatitis A Vaccine, Inactivated
Arepanrix
Priorix™
Varilrix™ VARICELLA VACCINE
Tritinrix
Engerix-B®

- Current vaccine market in MENA is very small (~$800m) – but expanding
- GSK's complete range of vaccines gives us a strong position in tenders – win 70% of the tender business in some markets
- GSK sales in MENA increased 19% CAGR 2001–2008*
- New vaccines represent significant opportunity in both private and public sectors

* Based on reported sales

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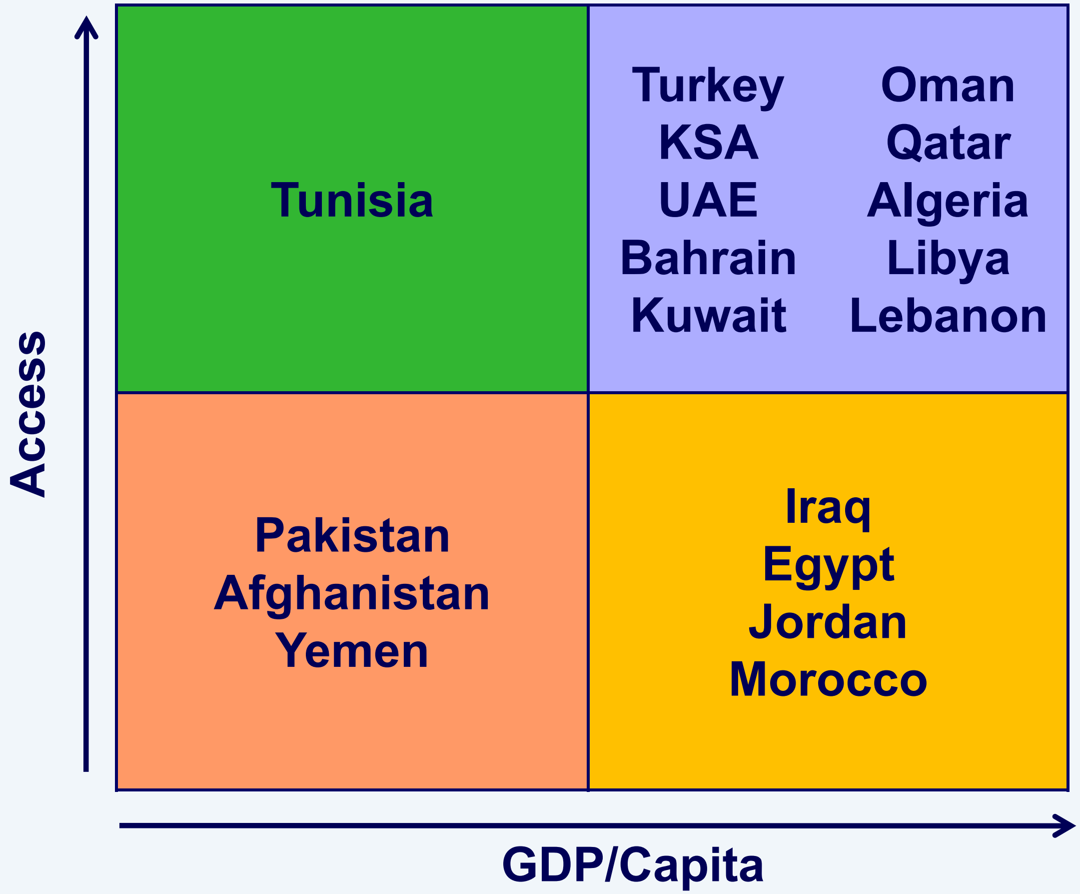
Range of Access and Affordability



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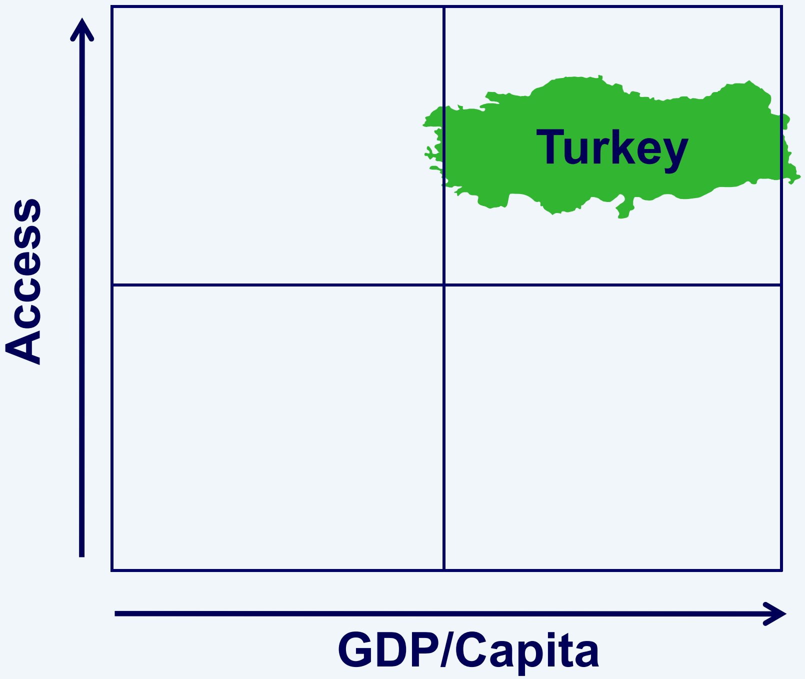
Turkey: Focus on share gain



Population: 70.4m
Pharma mkt: £5.5bn
Market growth: 17%

GSK Sales: £192m YTD (+20%)
GSK Share: 4.6%
GSK Rank: 5

Leading competitors:
- Novartis; Sanofi, Ibrahim

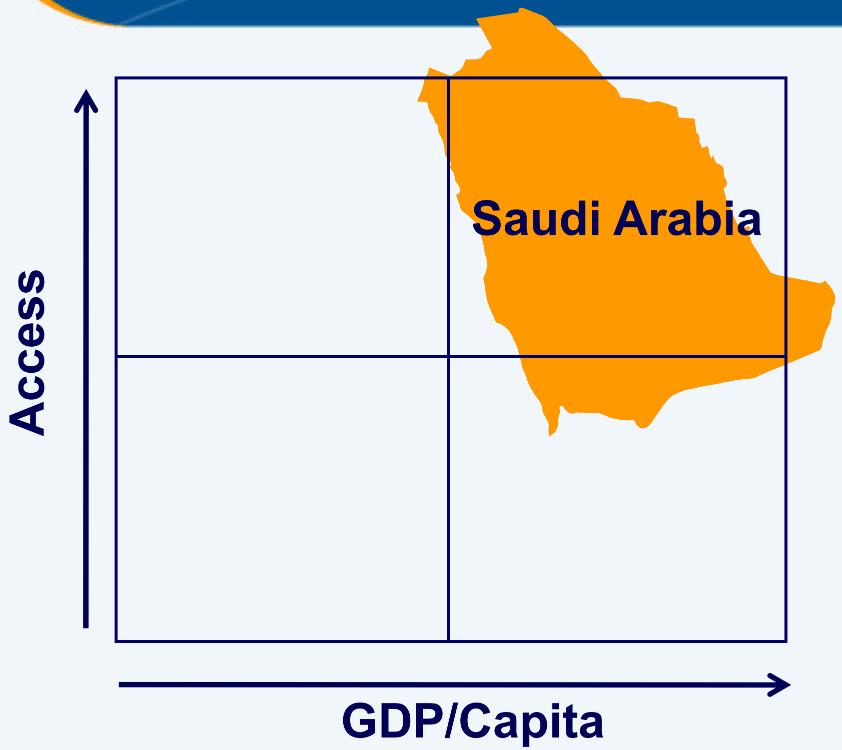
GSK leading brands:
- Augmentin; Seretide; Avandia; Seroxat

GSK share of vaccine mkt:
- Private: 38%

Key Achievements:
- Improved rank from 6th to 5th
- Seretide No 1 Pharma brand
- 2 of top 10 selling brands are GSK
- Leaders in Respiratory, antibiotics & anti-diabetics

Sources:
Market size and growth/GSK share – IMS Sept 2009 MAT; GSK sales/growth – Reported sales Sept 2009 YTD, CER growth
Vaccines market share – GSK internal estimates

Saudi Arabia: Building on market leading position



Population: 25.5m
Pharma mkt: £0.9bn
Market growth: 11%

GSK Sales: £115m YTD (+31%)
GSK Share: 10.1%
GSK Rank: 1

Leading competitors:
- Spimaco; Pfizer; Novartis

GSK leading brands:
- Augmentin; Seretide; Avandia; Seroxat

GSK share of vaccine mkt:
- Private: 72%
- Tender: 32%

Key Achievements:
- Augmentin No 1 Pharma brand
- Leaders in Respiratory, Antibiotics, CNS, Vaccines & Anti diabetics

Sources:
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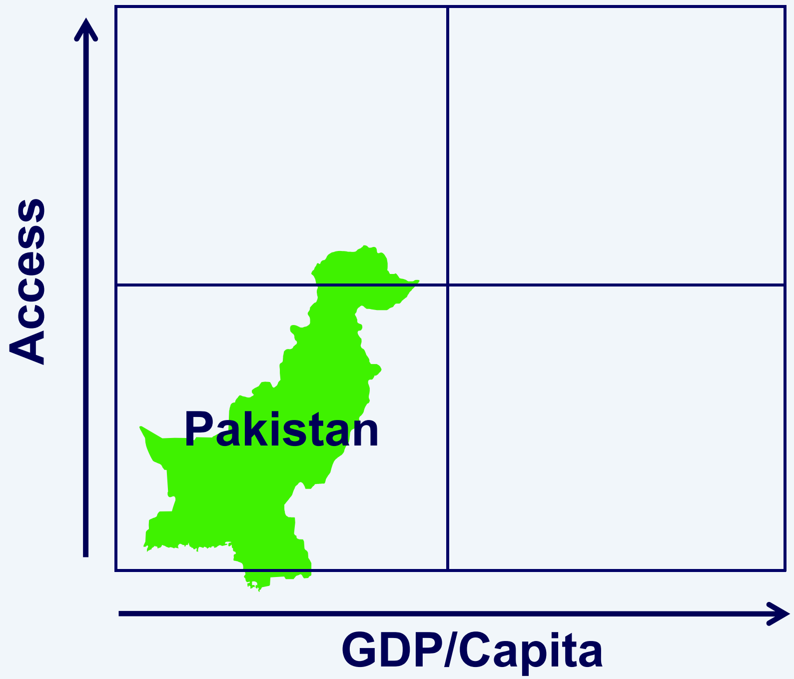
Pakistan: Focus on access



Population: 161m
Pharma mkt: £0.8bn
Market growth: 19%

GSK Sales: £95m YTD (+22%)
GSK Share: 12.9%
GSK Rank: 1

Leading competitors:
- Abbott; Novartis; Sanofi

GSK leading brands:
- Augmentin; Seretide; Avandia; Seroxat; Velosef

GSK share of vaccine mkt:
- Private: 55%
- Tender: 51%

Key Achievements:
- GSK 2x the size of next largest co
- Top 3 pharma brands from GSK
- Leaders in Antibiotics, Respiratory, Vaccines, Dermatology, Analgesics

Sources:
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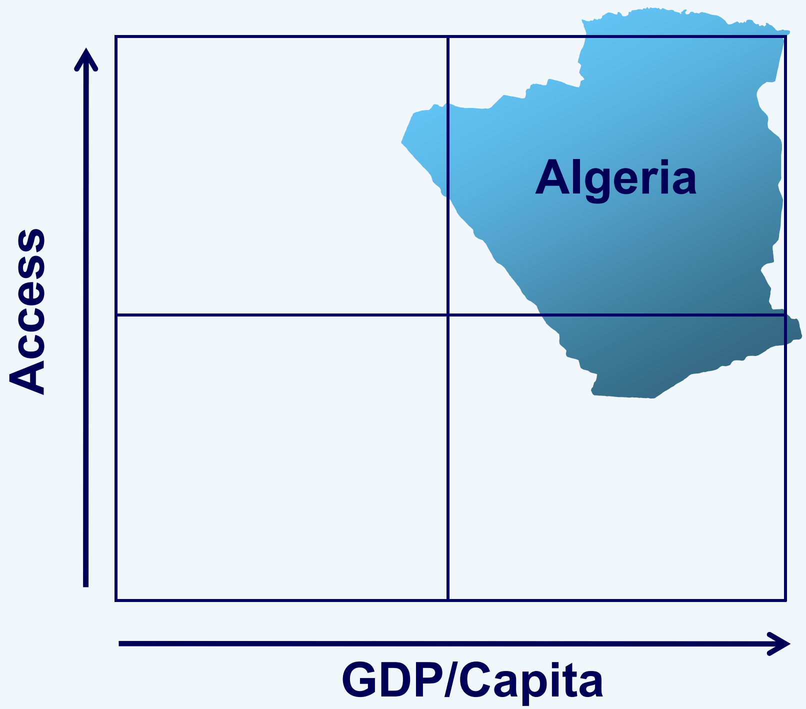
Algeria: Focus on market share expansion



Population: 35.3m
Pharma mkt: £0.9bn
Market growth: 8%

GSK Sales: £35m YTD (+10%)
GSK Share: 8.4%
GSK Rank: 2

Leading competitors:
- Sanofi, Hikma; Saidal, Pfizer, Roche

GSK leading brands:
- Augmentin; Seretide; Seroxat

Key Achievements:
- Augmentin top selling pharma brand
- Leaders in Antibiotics, Respiratory & CNS

Sources:
Market size and growth/GSK share – IMS Sept 2009 MAT; GSK sales/growth – Reported sales Sept 2009 YTD, CER growth
Vaccines market share – GSK internal estimates

GSK – A leading position in MENA

MENA Sales £710m YTD (+26%)

#1 pharma brand in MENA*

Augmentin

#2 pharma brand in MENA*

SERETIDE™
salmeterol/fluticasone propionate

	GSK Rank	GSK Share
Turkey	5	4.6%
Egypt	1	8.7%
Saudi Arabia	1	10.1%
Algeria	2	8.4%
Pakistan	1	12.9%
Morocco	2	8.6%
UAE	1	11.4%
Lebanon	2	7.6%
Tunisia	2	8.6%
Jordan	5	4.8%
Kuwait	1	13.3%

GSK MENA growth excluding BMS and UCB acquisitions is 15% YTD

Source: IMS Sept 2009 MAT (includes acquisitions); ordered by IMS market size; * rank of all brands in MENA

Beyond 2009 – Targeting above market growth

Reinforce / invest behind GSK core brands

Accelerate access to the branded generic market

Strategic Alliances

Efficiencies / Simplification

People

gsk GlaxoSmithKline