

New product launches underway across respiratory, oncology, HIV and vaccines



Breo



Anoro



Market definition	Respiratory Controller: ICS/LABA	Respiratory Controller: Bronchodilator	Metastatic Melanoma V600	HIV total	Seasonal Flu Vaccines
Current global market size	£8.5 bn	£4.8 bn	£0.4 bn	£12.3 bn	£2.0 bn
Current US market share	<i>Advair</i> : ~61% <i>Breo Ellipta</i> : ~0.5%	Launched 28 April 2014	~70% combined TRx share of V600	15% of naive/add/switch for 3 rd agent/STR	~70% of 3y+ QIV injection market
Access % US pts Tier 2/3 unrest.	~50% Commercial ~70% Part D (effective May 1)	Launched 28 April 2014	~96% Favourable Access	~99%	~90% Commercial 100% VFC
US Physician coverage	98% aware	Launched 28 April 2014	~55%	>95%	Nearly 100%
Key US market share data	NBRx: ~2.2%	Launched 28 April 2014	~75% combined NRx share of V600	Naive: 8% Switch: 23%	<25% of US estimated QIV in 2013/14 season
Markets with price/reimbursement	Available in Europe, Japan and Canada	Positive CHMP opinion Feb 2014	Available in Canada, Australia. Positive CHMP April 2014	Available in EU, Australia, Canada	Approved in EU, Australia, Canada UK, Germany, Taiwan and Hong Kong

Pipeline Progress Since Q4 Results

Approvals

Votrient in renal cell carcinoma (Japan)
Allermist paediatric formulation (Japan)
Tivicay for HIV (Japan)
Tenozet in chronic hep B (Japan)
 Pandemic flu vacc cell culture (Japan)
Eperzan for type 2 diabetes (EU)
Tanzeum for type 2 diabetes (US)
Arzerra for first line use in CLL (US)
Incruse for COPD (Canadian)
Incruse for COPD (EU)

Filings & Related Updates

Promacta severe aplastic anaemia (US)
 CHMP +ve opinion for *Anoro* for COPD
 Filed *Duac* for acne (Japan)
 Withdrawal of EU file of *Tafinlar* + *Mekinist* combination
 use for melanoma to await further study data
Synflorix pneumococcal vaccine (Japan)
 Withdrawal of EU file of *Votrient* for ovarian cancer
 CHMP +ve opinion for *Mekinist* for metastatic melanoma
 FDA granted priority review of *Promacta* in severe
 aplastic anaemia

Key pipeline news updates

Start of PhIII study for mepolizumab in eosinophilic granulomatosis
 with polyangiitis
 Positive results from 2 PhIII studies of mepolizumab in severe
 eosinophilic asthma
 Completion of patient recruitment into *Breo/Relvar* SUMMIT study in
 COPD
 Positive results from three studies comparing *Anoro* to *Advair* in
 COPD
 MAGE-A3 did not meet first 2 co-primary endpoints in the MAGRIT
 NSCLC study
 Data from darapladib STABILITY study presented at ACC and
 published in the NEJM
 Data from PhIII patient preference study of *Votrient* vs *Sutent*
 published in the JCO
 Decision to stop MAGE-A3 MAGRIT study due to lack of ability to
 find a gene-signature positive sub-population of patients
 Start of Phase III study of *Relvar* in COPD in Japan
 Start of Phase III study of tafenoquine for treatment and relapse
 prevention of *Plasmodium vivax* malaria
 Launch of *Anoro Ellipta* for COPD in the US
 Start of Phase III study of mepolizumab for COPD