

MIDAS® & National Audit Data Sources

Overview of local audit data sourced for MIDAS, and known differences

November 2019

MIDAS vs. Local Data

MIDAS vs. Local Data

Overview

- Data for publication in local audits is entirely handled and collected at a local level
- Audits are designed for presentation to a local audience of pharma manufacturers and affiliates, and to meet their needs for information
- The core items of data collection across all IQVIA audits are the pack **form, strength, size** and **volume**, the **product name**, the **manufacturer** and the number of packs delivered/sold through the measured channels
- This information is the basis for all subsequent additional information coded at a local and international level

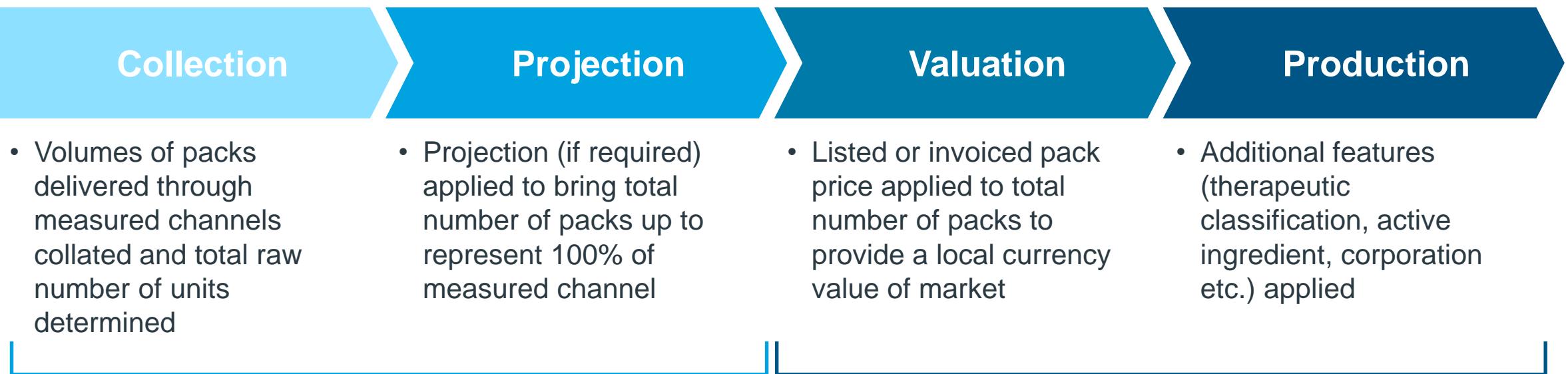
MIDAS vs. Local Data

Overview

- Audit data collection and production is an entirely local process, subject to local market conditions and data availability
- Collection methods and results vary country by country, making immediate comparison difficult in most cases
- MIDAS is an overlay set of internationalization features, designed to standardize local output and make cross-country analysis possible and easier
- MIDAS data is entirely based on the locally reported core data elements of selected local audits
- Additional data and channels may be available at a local level

MIDAS vs. Local Data

Local Data Production - Audits

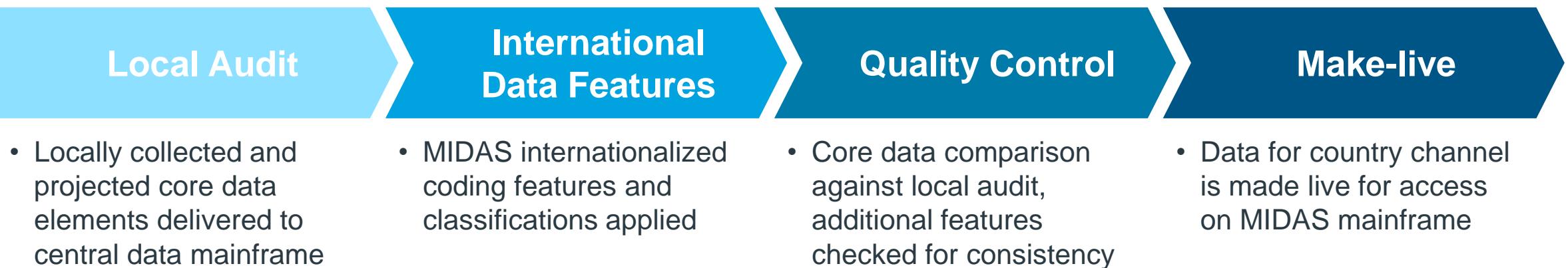


Basic volume information at pack level is the basis for the data in MIDAS, and any data involving UN will have no variation between the local audit information and MIDAS in the core elements: pack form, strength, size, volume, manufacturer, product name and projected number of packs delivered/sold through the measured channel

Differences in the sales value by currency and industry level and additional features coded at local and international level are the most common sources of perceived variance between local and MIDAS data

MIDAS vs. Local Data

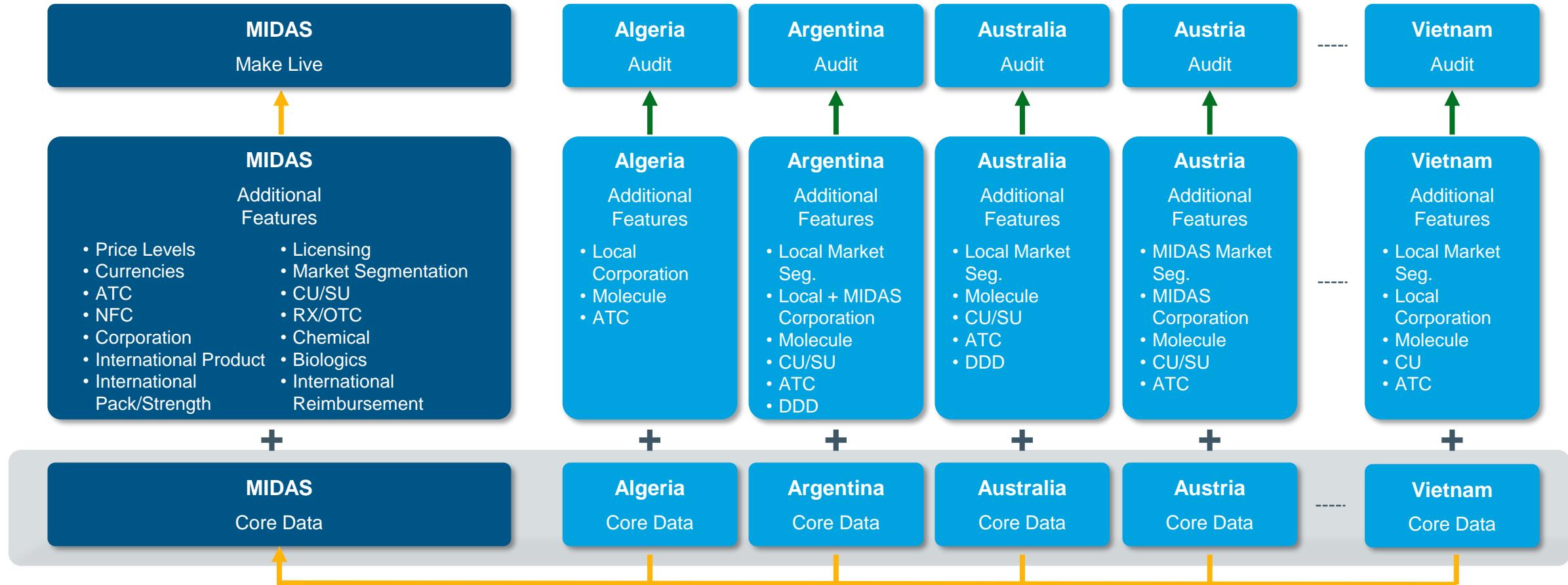
Central Data Production - MIDAS



Where the core data will match, the additional features coded at a local level and at a MIDAS level introduce the possibility of elements of data not matching the local view at a regional or global level

MIDAS vs. Local Data

MIDAS vs. Local Data Production



MIDAS vs. Local Data

Summary

National Audit

- At a local level, IQVIA's intention is to have the best measure of domestic consumption possible
- This requires IQVIA to respond to market dynamics, including addressing new distribution channels, and ensuring our panel is designed appropriately to reflect the local situation
- Due to differences in how markets operate this can mean that there are situations specific to some markets and not present in others



MIDAS Data

- MIDAS is the integrated viewing & analysis platform for IQVIA local audits
- Local product data is linked internationally using a series of data standards, delivering a consistent view of the worldwide pharmaceutical market and facilitating easy international comparison of market performance
- Due to the standardisation applied, it is not always feasible to incorporate every individual market nuance onto the MIDAS platform

Global Connectivity

Global Connectivity

Audits: National level reports

- National sales audits are created for the sole purpose of reporting sales values and volumes to a local audience, and contain information relevant to that audience, in terms of language and format



MIDAS internationalization features are designed to provide a single global standard for cross-country comparability

Global Connectivity

Local Language Pack Descriptions -> MIDAS International Pack

- Pack descriptions in local audits are in the local language, and fitting local description guidelines for strength, form and pack size
- The example to the right shows variation in description of the same pack of **VOLTAREN eye drops** across the EU5
- The same pack using the MIDAS International Pack description across all countries appears as a single standardized and grouped line

LOCAL AUDIT PACK DESCRIPTION		
	FRANCE	COLLYRE .1% 5ML
	GERMANY	AUGENTROPFEN 1MG/ML 5ML
	ITALY	COLLIR. .1% 5ML
	SPAIN	GOTAS OFTAL .10% 5ML
	UK	M/D EYE DROP .1% 5ML

MIDAS INTERNATIONAL PACK DESCRIPTION		
	GLOBAL	OPH DRP 0.1% 1 5ML

Global Connectivity

Local Manufacturer Names -> Corporation

- Sales in local audits are linked to the manufacturer with marketing authorization, using the name registered in that country
- The example to the right shows the variations in company name for **NOVARTIS** main affiliates across key EU countries
- It is also not just the main affiliates which require linking together in order to get a cross-country view of corporate performance – wholly or majority owned subsidiaries also need to be taken into account

LOCAL AUDIT MANUFACTURER NAMES		
	FRANCE	NOVARTIS PHARMA
	GERMANY	NOVARTIS PHARMA
	ITALY	NOVARTIS FARMA
	SPAIN	NOVARTIS
	UK	NOVARTIS PHARM UK

MIDAS CORPORATION NAME		
	GLOBAL	NOVARTIS

Global Connectivity

Local Manufacturer Names -> Corporation

- MIDAS Corporation links together sales of all majority-owned subsidiaries, across all countries



FRANCE	GERMANY	ITALY	SPAIN	UK
NOVARTIS PHARMA	NOVARTIS PHARMA	NOVARTIS FARMA	NOVARTIS	NOVARTIS PHARM UK
SANDOZ	HEXAL	SANDOZ	SANDOZ FARMACEUTIC	SANDOZ
ALCON	1A PHARMA	NOVARTIS CONS. HEAL	ALCON IBERHIS	ALCON
NOVARTIS SANTE FAM	NOVARTIS CONS. HEAL	ALCON	NOVARTIS CONS. HEAL	NOVARTIS CONSUMER
NOVARTIS VACC&DIAG	ALCON	NOVARTIS VACCINES	CUSI	CHIRON VACC EVANS
DIETETIQ ET SANTE	NOVARTIS VACCINES	SCLAVO DIAGNOSTICS	BEXAL FARMACEUTIC	NOVARTIS VACCINES
	SANDOZ	POZZI	ALCON ORL	CHIRON UK
	ALCON VISION CARE		NOVARTIS VACCINES	CUSI
	OCULENTIS		ACOST COMER GEN PH	

Global Connectivity

Local Product Names -> International Product

- Product names are recorded locally using the brand names which are registered and appear on the packs recorded as sold
- The example to the right shows the different brand names of **atorvastatin** as launched in various countries globally
- MIDAS International Product standardizes the naming convention globally to a single brand, based on matches in molecule, corporation and local brand name

LOCAL PRODUCT NAMES - ATORVASTATIN		
	USA	LIPITOR
	FRANCE	TAHOR
	GERMANY	SORTIS
	BRAZIL	CITALOR
	PORTUGAL	ZARATOR
MIDAS CORPORATION NAME		
	GLOBAL	LIPITOR

Global Connectivity

Sales Values

- Sales values in local audits are dictated by the local industry standard source of pack prices, which might be list price or average invoice price, depending upon the country and the available information

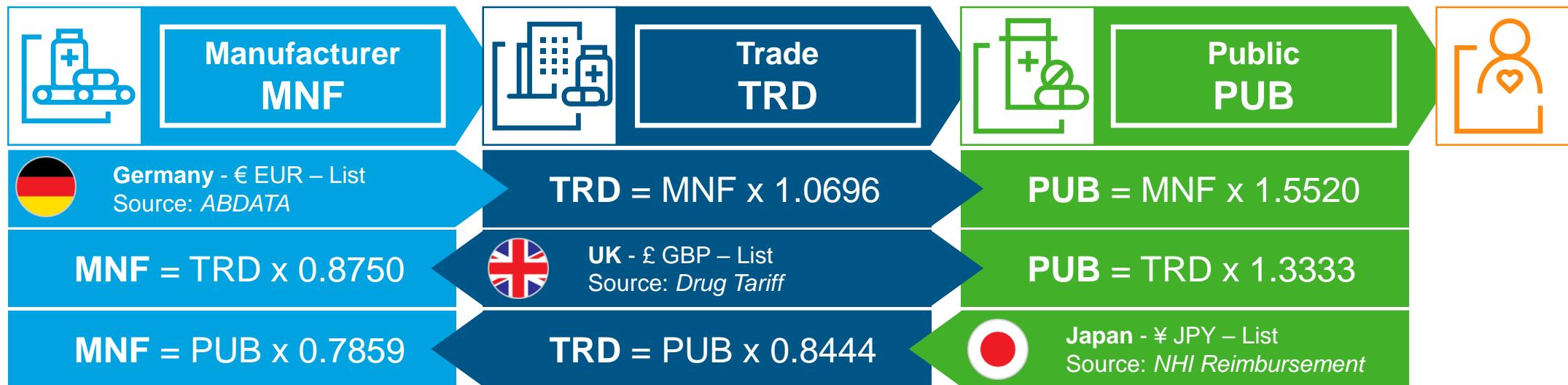


- Price sources also dictate the industry level and currency at which prices and sales values are reported. Any analysis of cross-country sales value growth and market share needs to take into account the sales level and currency in which the values are being reported

Global Connectivity

Sales Values

- To allow sales values to be viewed at a common sales level, MIDAS applies a single average industry margin to the locally reported values



- Using MIDAS average multipliers consistently across all products allows a level-playing field comparison of sales values at any relevant industry level across all countries

Global Connectivity

Example



- An example of the complexities involved in consistently reporting sales across multiple countries is below:

LOVENOX – sales of packs of 10 0.4ml 10K/ml pre-filled subcutaneous syringes in 5 countries					
COUNTRY	MANUFACTURER	PRODUCT	PACK	LEVEL	VALUE
USA	SANOFI AVENTIS PHR	LOVENOX	SYR W/SAF 40MG.4ML 10 .40ML	TRD	\$95,268K
UK	SANOFI	CLEXANE	PF SYRINGE 40MG 10 0.4ML	TRD	£44,981K
GERMANY	SANOFI-AVENTIS	CLEXANE	AUT.SI.F.SPR 40MG 10 0.4ML	MNF	€23,176K
SPAIN	SANOFI-AVENTIS	CLEXANE	J.PRECARGADA 40MG 10 .40ML	MNF	€23,099K
RUSSIA	AVENTIS	CLEXAN	PREF.SYR.SC. 40MG 10 0.4ML	TRD	R1,414,029K
5 countries	4 manufacturers	3 brand names	5 pack descriptions	2 sales levels	4 currencies
TOTAL SALES:					?

Global Connectivity

Example

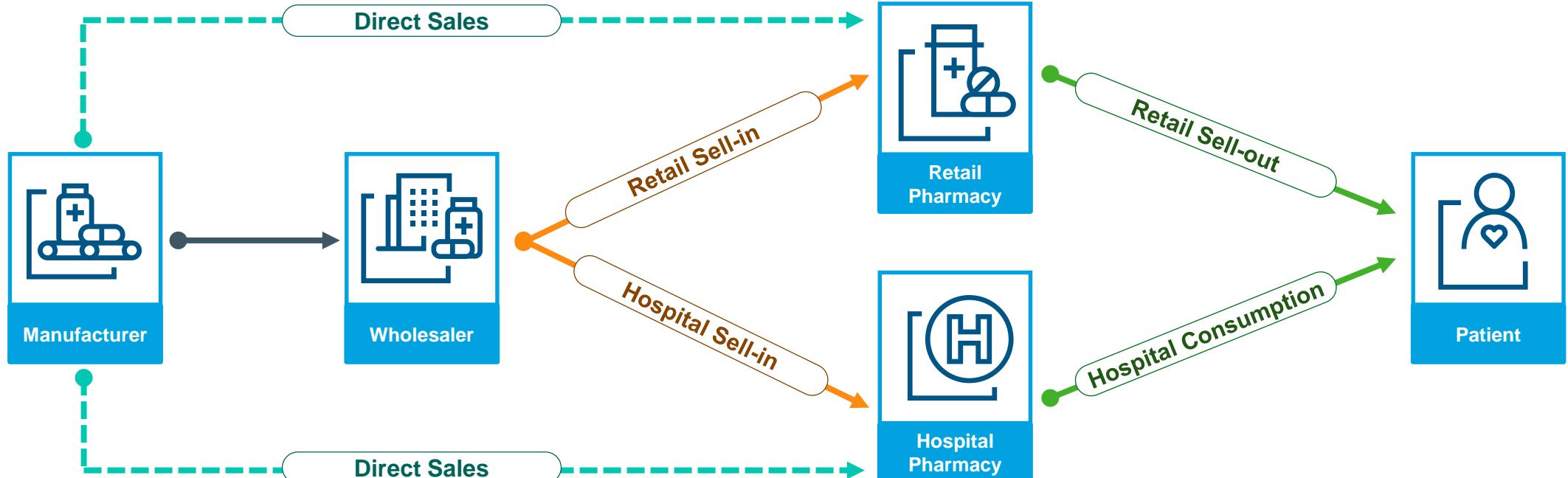


- When the same results are viewed via MIDAS, looking at USD at ex-manufacturer level:

LOVENOX – sales of packs of 10 0.4ml 10K/ml pre-filled subcutaneous syringes in 5 countries						
COUNTRY	CORPORATION	INTPRD	INTPACK	LEVEL	VALUE	
USA	SANOFI	LOVENOX	PF SC SG 10K/1ML 10 0.4ML	MNF	\$92,124K	
UK					\$64,482K	
GERMANY					\$30,773K	
SPAIN					\$30,706K	
RUSSIA					\$29,833K	
5 countries	1 corporation	1 brand name	1 pack description	1 sales level	1 currency	
					TOTAL SALES:	\$247,918K



Country Specific Detail - Key

Audit Name	The local audit name and code on which the IQVIA panel is based
Audit Type	Depending upon audit data collection point and channel measured, audits are either sell-in or sell-out:  <pre>graph LR; Manufacturer[Manufacturer] --> Wholesaler[Wholesaler]; Manufacturer -.-> DirectSales1[Direct Sales]; Wholesaler -.-> DirectSales2[Direct Sales]; Wholesaler --> RetailPharmacy[Retail Pharmacy]; Wholesaler --> HospitalPharmacy[Hospital Pharmacy]; RetailPharmacy -.-> RetailSellIn[Retail Sell-in]; HospitalPharmacy -.-> HospitalSellIn[Hospital Sell-in]; RetailSellIn --> Patient[Patient]; HospitalSellIn --> HospitalConsumption[Hospital Consumption]; HospitalConsumption --> Patient;</pre>



Country Specific Detail - Key

Market Segment	The percentage of the total national pharmaceutical market which the audit represents
Data Source	The source of data for the national audit (e.g. wholesalers, pharmacies, hospitals, manufacturers etc.)
Universe	The universe covered by the national audit (e.g. total national number of pharmacies, hospitals etc.)
Projection	States whether the national audit is projected to cover the total market segment, or is not projected
Frequency	States whether the audit is available on a monthly or quarterly basis, locally and in MIDAS
Backdata	Available number of months or quarters of backdata, locally and in MIDAS
Sales Level	States whether the audit reports sales values at manufacturer, trade (wholesaler) or public (pharmacy) level
Local Currency	The local currency in which the national audit is reporting sales values
Corporation	Local availability of corporation information: MIDAS if the audit uses MIDAS corporation coding, Local if the audit uses local coding rules, or – if no corporation information is available locally
Market Segmentation	Local availability of generic/non-generic coding: MIDAS if the audit uses MIDAS market Segmentation coding, Local if the audit uses local generic/non-generic rules, or – if no market segmentation information is available locally



Country Specific Detail - Key

Icons not on MIDAS	Indicates locally available attributes and measures which are coded to a local standard within the national audit
Icons not on MIDAS	Indicates locally available attributes and measures which are coded to a local standard within the national audit. Common attributes and measures include:
DOT	Days of Therapy – a calculated figure based on average or defined daily dose, divided into the total units sold
USC	Uniform System of Classification, in use in Canada and the US in place of the EphMRA ATC in use on MIDAS
Segments not covered	National pharmaceutical segments which are not covered by the national audits, or by MIDAS, such as military, prisons, government institutions, etc.
Covered locally, not on MIDAS	National audits and segments which are available in at a local level, but which are not displayed or covered by MIDAS, usually for historical reasons related to coverage, volumes and no value, or other



Country Specific Detail - Key

Channels of Distribution Key

Volumes distributed via this channel not covered by IQVIA	73% Manufacturer level market segment percentage	→ Channel not covered by IQVIA
Volumes distributed via this channel are covered by IQVIA	66% Wholesaler level market segment percentage	→ Channel covered by IQVIA
Source of data for national audits	45% Sub-distributor level market segment percentage	
MIDAS Panel Name and Coverage	20% Pharmacy level market segment percentage	

Country Specific Detail



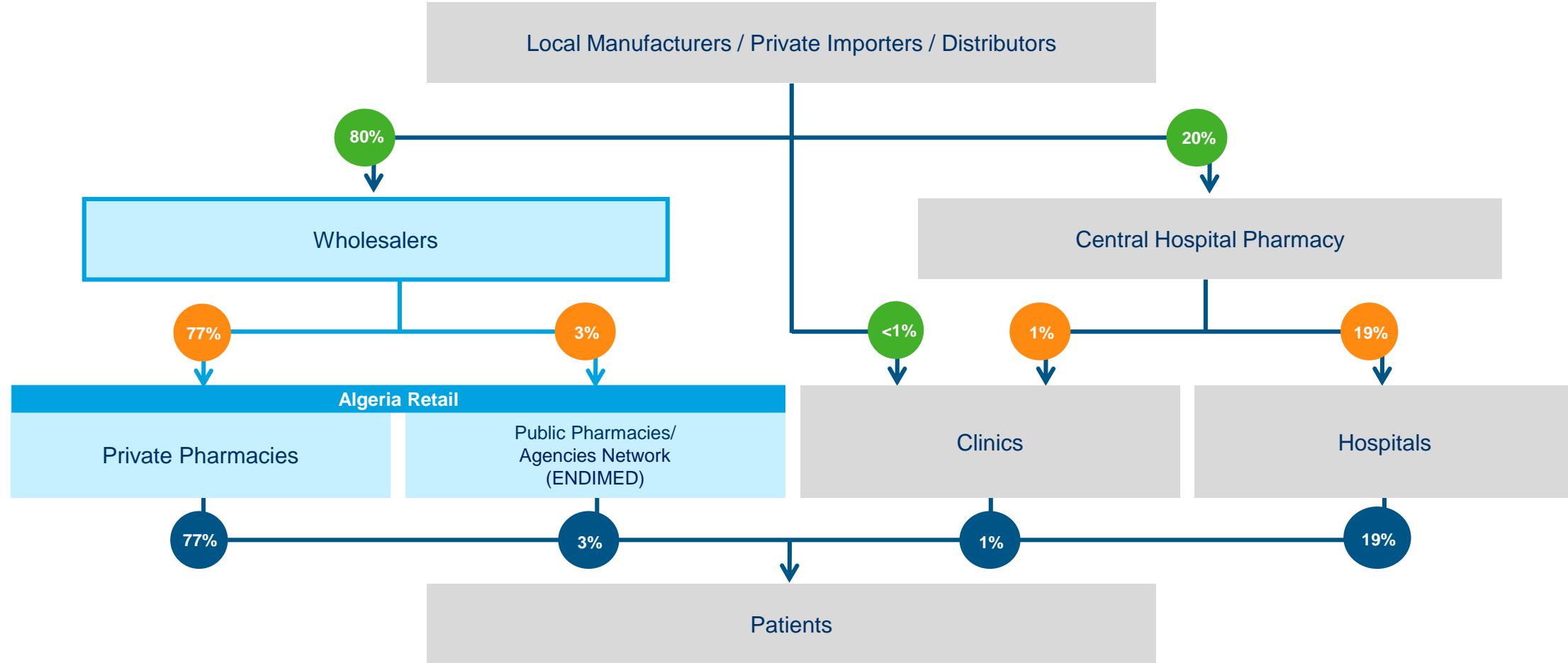
Algeria Retail

Audit Name	<i>Le Marché National Pharmaceutique Algérien (LMNPA)</i>			Notes	
Audit Type	Retail Sell-in	Market Segment	80%		
Data Source	45 Wholesaler warehouses				
Universe	10,000 Pharmacies				
Projection	51 projection factors (1 per wilaya, 4 for Algiers)				
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly		
Backdata (MIDAS)	144 months	Backdata (Local)	60 months		
Sales Level	Public	Corporation	Local		
Local Currency	Algerian Dinar	Market Segmentation	-		
Icons not on MIDAS	None				
Segments not covered	Hospital, military, government channels				
Covered locally, not on MIDAS	-				

Algeria

Channels of Distribution

Market Covered by MIDAS:
80%





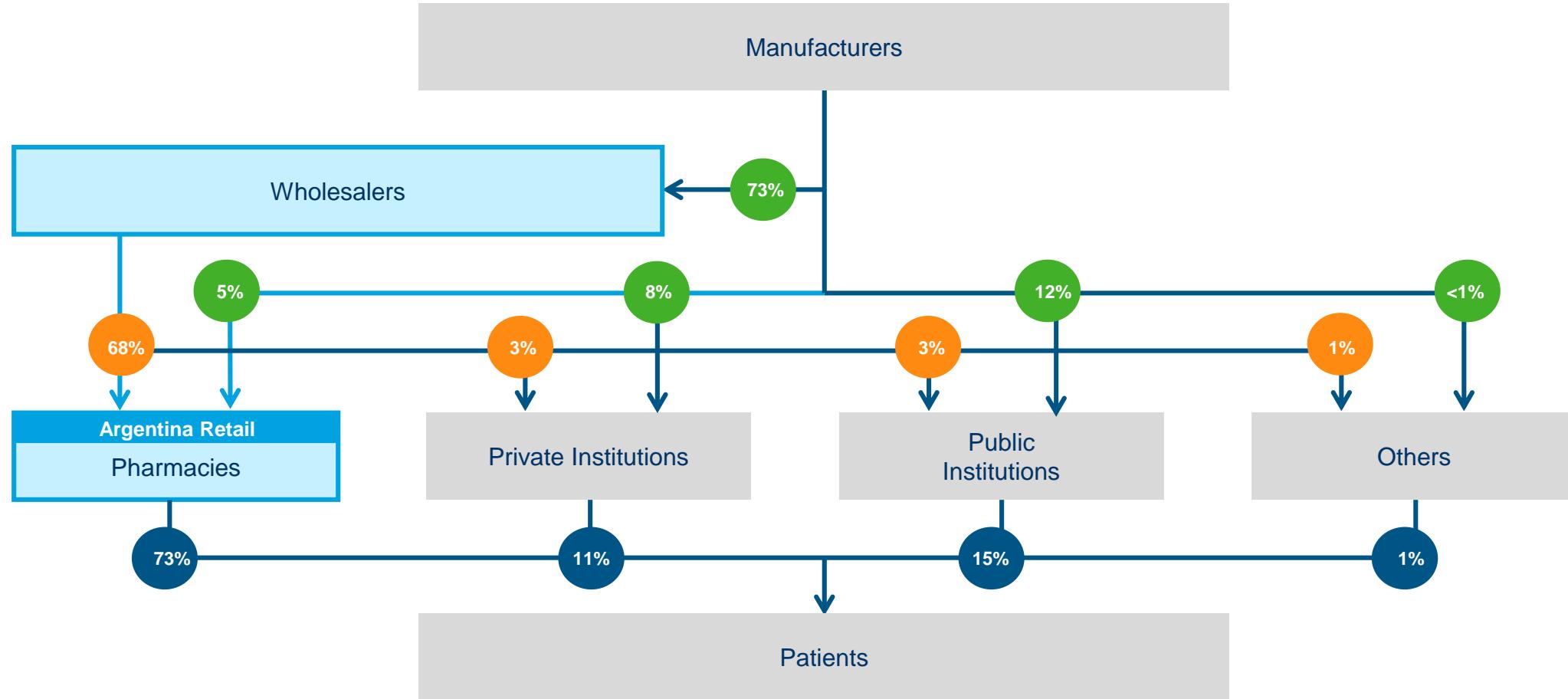
Argentina Retail

Audit Name	<i>Mercado Farmaceutico Argentina (PMA)</i>		
Audit Type	Retail Sell-in	Market Segment	73%
Data Source	40 Wholesalers, 100 Pharmacies		
Universe	15,216 Pharmacies, 458 Wholesalers		
Projection	Yes, using regional factors for pharmacies & wholesalers		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Peso	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Hospitals, institutions and supermarkets		
Covered locally, not on MIDAS	-		
		Notes	
		<ul style="list-style-type: none"> In Argentina, audited data is obtained from indirect and direct sources: Indirect sales, representing purchases by retail pharmacies from wholesalers, come from a sample of 40 wholesalers Direct sales, representing purchases by retail pharmacies directly from manufacturers, come from a sample of 100 retail pharmacies Pharmacies are classified in each of 8 regions according to the number of elementary units (units of pharmaceutical products) bought from a supplier. The pharmacy sample is selected randomly from each of the 8 regions based on the pharmacy classification Data is projected to a national estimate using regional factors for pharmacies and wholesalers 	

Argentina

Channels of Distribution

Market Covered by MIDAS:
73%





Australia Retail

Audit Name	Australia Pharmaceutical Index (API)		
Audit Type	Retail Sell-in	Market Segment	69%
Data Source	Wholesaler data covering 96% of wholesalers, plus panel of retail pharmacies		
Universe	6,131 Pharmacies, buying groups, dispensing doctors		
Projection	Wholesaler & manufacturer direct sales are not projected Pharmacy panel sales are projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	24 - 60 months
Sales Level	Trade	Corporation	-
Local Currency	Australian Dollars	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	-		
Covered locally, not on MIDAS	Other Outlets		
	Notes		
	<ul style="list-style-type: none"> Audited data is obtained from wholesalers and covers approximately 96% of total wholesaler and manufacturer direct sales, supplemented by data from a panel of retail pharmacies. The sample panels vary slightly each month Wholesaler and manufacturer direct sales are unprojected. Pharmacy panel sales are projected. Projection factors are the reciprocal of the sampling fraction of Retail Stores in each state multiplied by a national correction factor. Sampling fraction varies slightly month by month to reflect actual participation The Other Outlets audit captures sales for defined ATCs in prisons, day surgeries, veterinary clinics and suppliers, government, aged and community healthcare, dentists, clinics and medical centers and ambulance 		

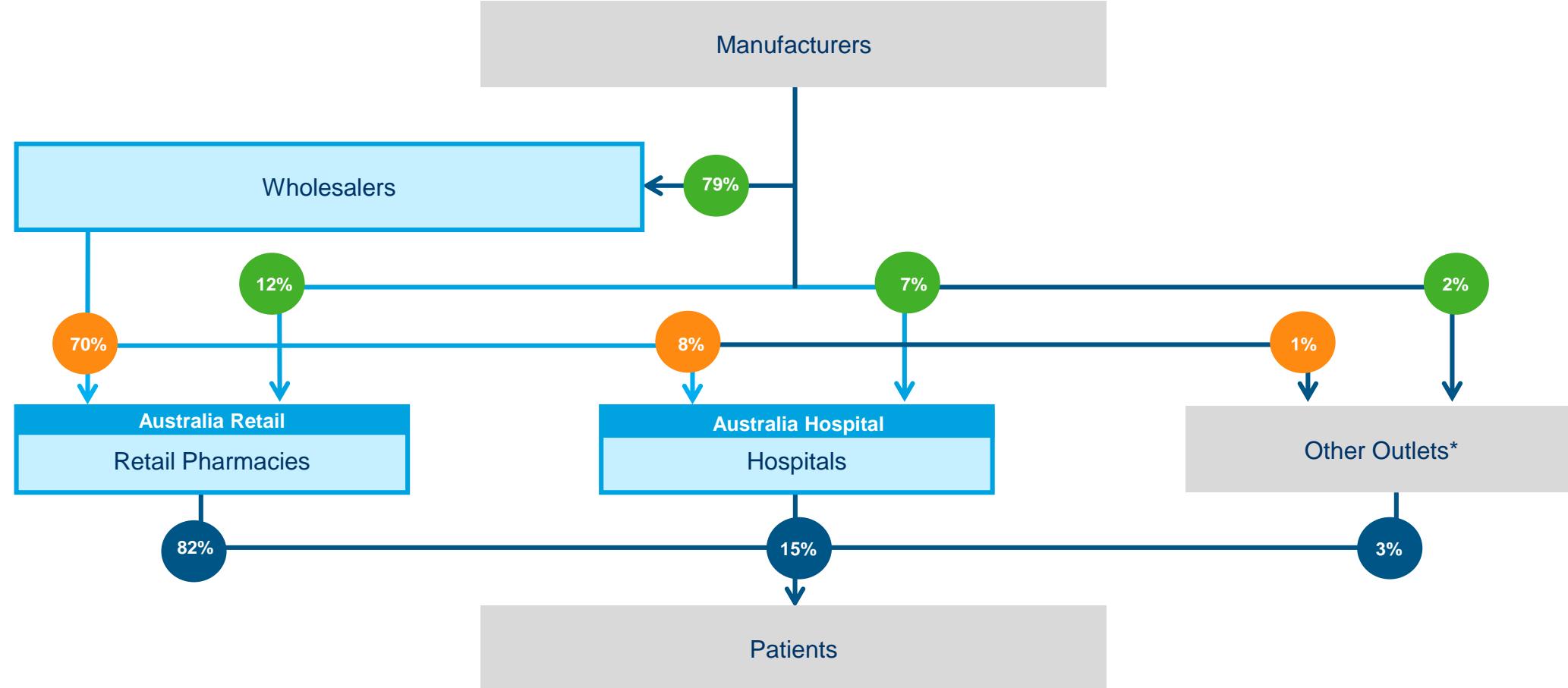


Australia Hospital

Audit Name	Australian Hospital Index (AHI)		
Audit Type	Hospital Sell-in	Market Segment	21%
Data Source	Wholesaler & direct manufacturer data covering 96%		
Universe	978 hospitals (675 Public, 303 Private)		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	24 - 60 months
Sales Level	Trade	Corporation	-
Local Currency	Australian Dollars	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	-		
Covered locally, not on MIDAS	Other Outlets		
	Notes		
	<ul style="list-style-type: none"> The Australian Hospital Index is a record of purchases made through Hospital Pharmacy Departments, and as such is restricted to 'pharmaceutical products' – i.e. purchases made through the Hospital Supplies Departments are not included The Other Outlets audit captures sales for defined ATCs in prisons, day surgeries, veterinary clinics and suppliers, government, aged and community healthcare, dentists, clinics and medical centers and ambulance 		

Australia

Channels of Distribution



*Other Outlets: prisons, government, nursing homes, clinics and day surgeries

Austria Retail



Audit Name	<i>Der Pharmazeutische Markt Österreich (DPMO)</i>		
Audit Type	Retail Sell-in	Market Segment	69%
Data Source	Indirect sales: 99% of total wholesalers Direct sales: 494 Retail Pharmacies for direct sales		
Universe	1,379 Public Pharmacies and 814 Dispensing Doctors		
Projection	Pharmacies and direct sales projected, dispensing doctors unprojected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Austrian pharmaceutical audit covers indirect purchases of pharmaceuticals through wholesalers and direct purchases of panel retail pharmacies of registered OTC drugs from manufacturers. In Austria where pharmaceuticals may be dispensed by retail pharmacies and by dispensing doctors, wholesalers keep separate records of sales to retail pharmacies and dispensing doctors Direct purchases of registered OTC drugs are recorded by the retail pharmacies. The IQVIA universe consists of 1,379 retail pharmacies and 814 dispensing doctors. The pharmacy sample size is 494 retail pharmacies and 99% of total wholesalers data Projection factors are applied to data obtained from wholesalers in the retail pharmacy segment and direct sales of registered OTC drugs reported from the retail pharmacies of the pharmacy panel. Data from dispensing doctors provides 100% coverage, thus no projection factors are used



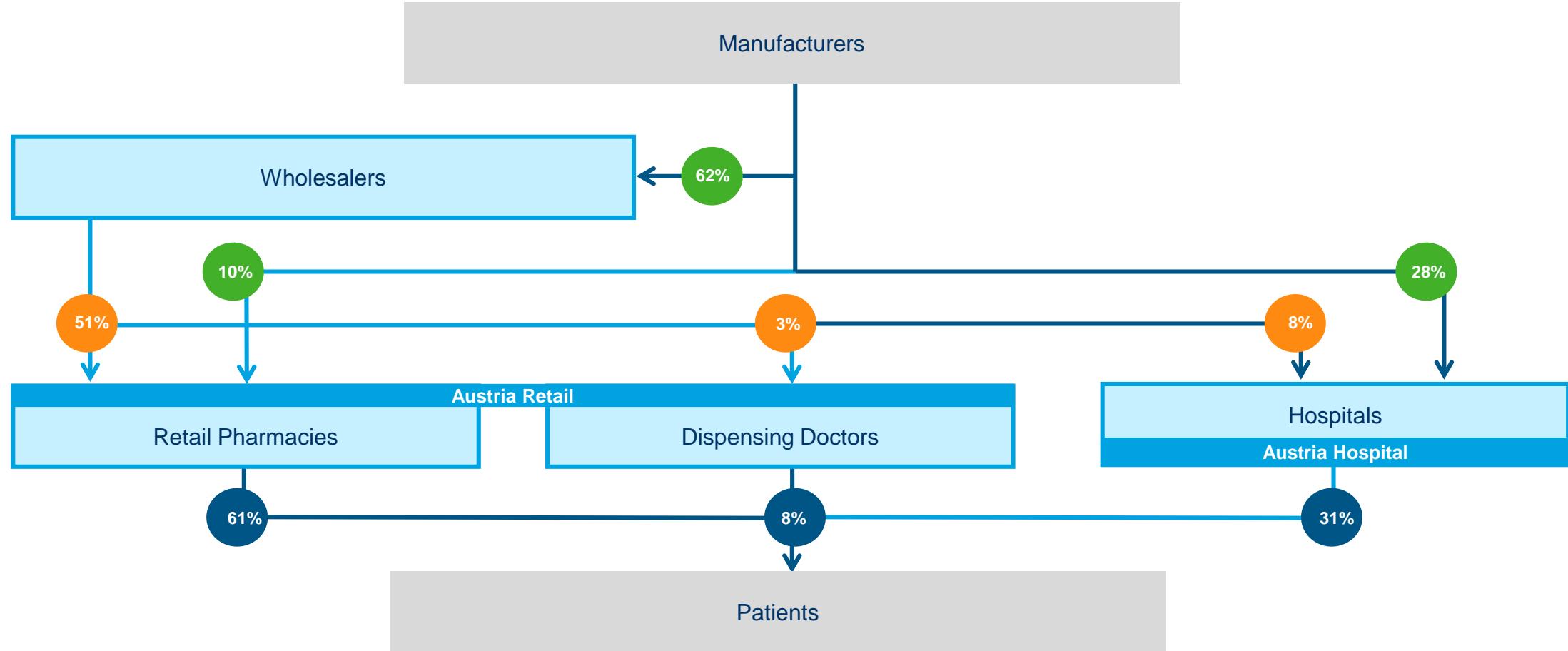
Austria Hospital

Audit Name	<i>Der Pharmazeutische Markt Österreich Klinikbericht (DPMOK)</i>		
Audit Type	Hospital Consumption	Market Segment	31%
Data Source	Consumption data from 112 hospitals (49,540 beds), of which 97 are general hospital & 15 are specialized hospitals		
Universe	187 Hospitals		
Projection	Regional projection factors		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Austrian Hospital audit covers hospital consumption of all registered pharmaceutical products in Austria containing data from Acute Hospitals, Long Term Care and Psychiatric Hospitals. The IQVIA sample hospitals are representatively stratified into eight regions. Each region has its own projection factor The Vienna region is covered by means of a data pooling model. The monthly sales of 20 manufacturers to the Vienna hospitals are integrated in the hospital report. The manufacturers who do not participate in the Vienna data pooling are being estimated by a specific model and as such integrated in the report With the M0713 update, the quarterly audit was converted into a monthly offering by the inclusion of monthly long term and Psychiatric hospitals care data alongside the existing acute hospital data, bringing the monthly data in line with the quarterly data Monthly backdata prior to M0105 and back to M01 2003 reflects quarterly data divided by 3

Austria

Channels of Distribution

Market Covered by MIDAS:
100%





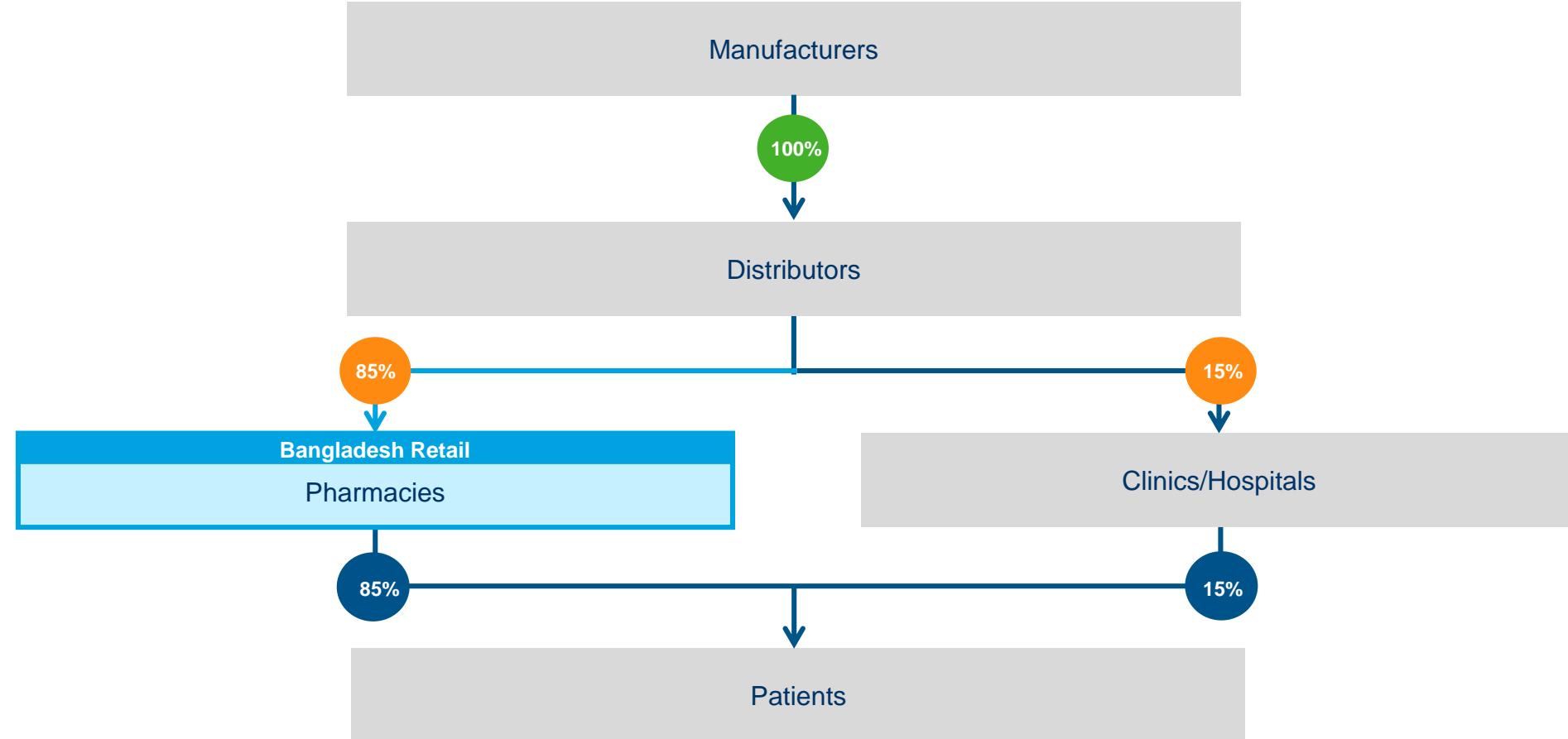
Bangladesh Retail

Audit Name	Bangladesh Pharmaceutical Index (BDPI)		
Audit Type	Retail Sell-in	Market Segment	85%
Data Source	517 Pharmacies		
Universe	81,004 Pharmacies		
Projection	16 Regional Factors according to the degree of collaboration and sample data quality		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	-
Local Currency	Bangladeshi Taka	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Non-pharmacy sales		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The report is projected to the national level (pharmacy market segment) and covers both ethical and over-the-counter preparations marketed either officially or through illegal and smuggled sources, provided they move through retail pharmacies As a normal practice, most pharmacies include bonus goods as part of their stocks Non-Pharmacy sectors of the market are not covered, and the sales estimates do not include the sales of pharmaceuticals through these other outlets. Companies which primarily sell their products through non-pharmacy outlets will consequently have low sales estimates and ranking

Bangladesh

Channels of Distribution

Market Covered by MIDAS:
85%





Belarus Retail

Audit Name	IQVIA Belarus Retail Audit		
Audit Type	Retail Sell-in	Market Segment	75%
Data Source	904 Pharmacies		
Universe	3,300 Pharmacies		
Projection	Yes. Stratification based on region and nano-brick		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Trade	Corporation	Local
Local Currency	Belarus Ruble	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> Belarus Retail was relaunched on MIDAS in 2017 and measures purchases by pharmacies and kiosks (retail channel) with backdata available from M01 2007 The data (purchase invoices/records) is sourced from a panel of 904 pharmacies and projected to represent the universe of 3,300 pharmacies 		



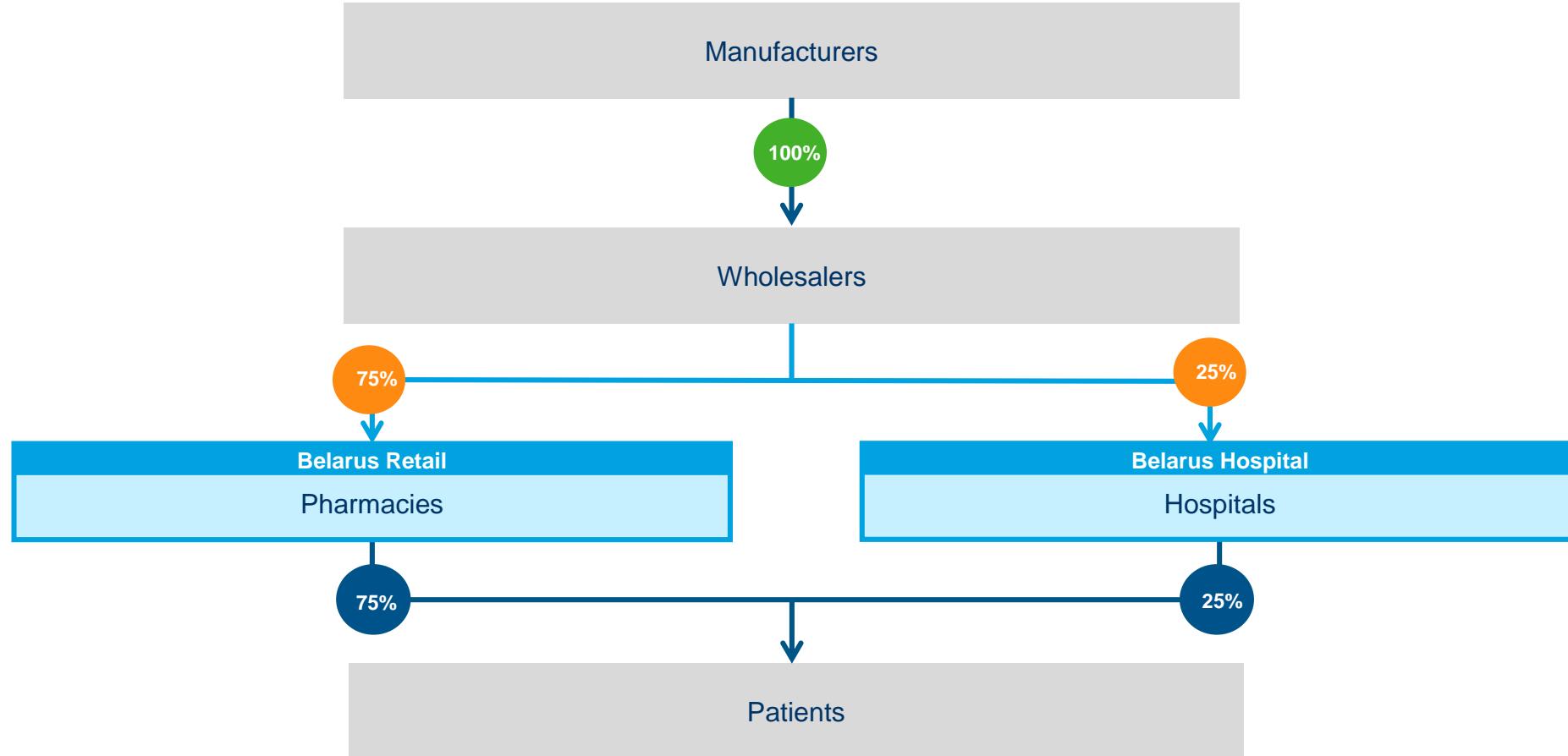
Belarus Hospital

Audit Name	IQVIA Belarus Hospital Audit		
Audit Type	Hospital Sell-in	Market Segment	25%
Data Source	Sample of specialized wholesalers and hospitals (>90% coverage)		
Universe	650 Hospitals		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Trade	Corporation	Local
Local Currency	Belarus Ruble	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> Belarus Retail was launched on MIDAS in 2017 and measures purchases by hospitals, with backdata available from M01 2007 The data is sourced from a sample of specialized wholesalers and hospitals representing over 90% of the hospital channel. This data is not projected

Belarus

Channels of Distribution

Market Covered by MIDAS:
100%





Belgium Retail

Audit Name	<i>Le Marché Pharmaceutique Belge (LMPB)</i>		
Audit Type	Retail Sell-in	Market Segment	71%
Data Source	Indirect sales: 21 Wholesalers, Direct sales: 50 pharmacies, Parallel imports: <i>Aktuapharma + Goedert</i> (2,600 pharmacies)		
Universe	21 Wholesalers and 5,014 pharmacies		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	Dispensing Physicians (<1%)		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> Audited data in Belgium comprises direct sales from manufacturers to retail pharmacies and indirect sales from wholesalers to retail pharmacies Direct sales figures are obtained from a sample of 50 pharmacies, whilst wholesaler sales come from a panel of 21 wholesalers. The panel figures are projected at national level



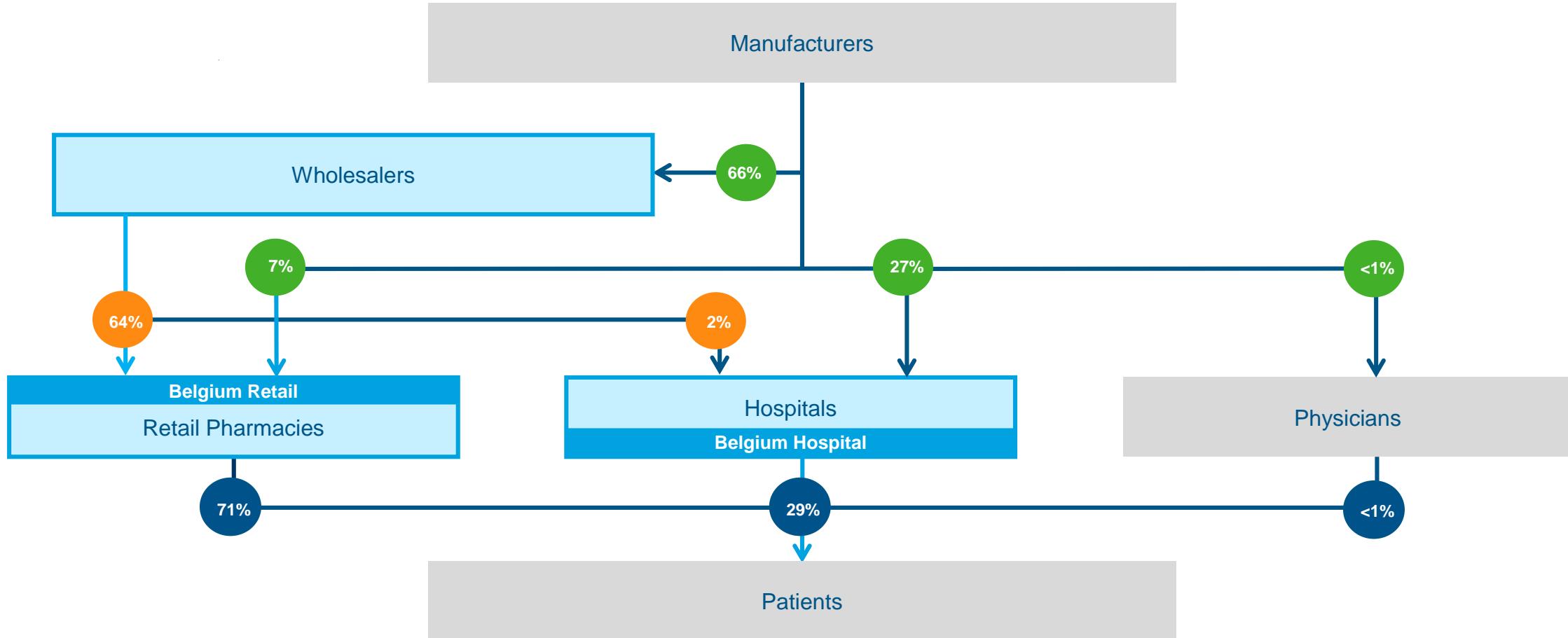
Belgium Hospital

Audit Name	Belgium Hospital Audit (BHA)		
Audit Type	Hospital Consumption	Market Segment	29%
Data Source	57,544 beds		
Universe	70,100 beds (285 hospitals)		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Belgian hospital audit covers public and private hospitals The sample is used based on stratification sample, comprising: 2 regions (Flanders + Brussels and Walloon + Brussels), and 4 types of hospitals (Acute, Psychiatric, Acute University and University) Data is projected using one factor per stratification criteria The audit has coverage of all acute, psychiatric and academic hospital beds in Belgium

Belgium

Channels of Distribution

Market Covered by MIDAS:
>99%





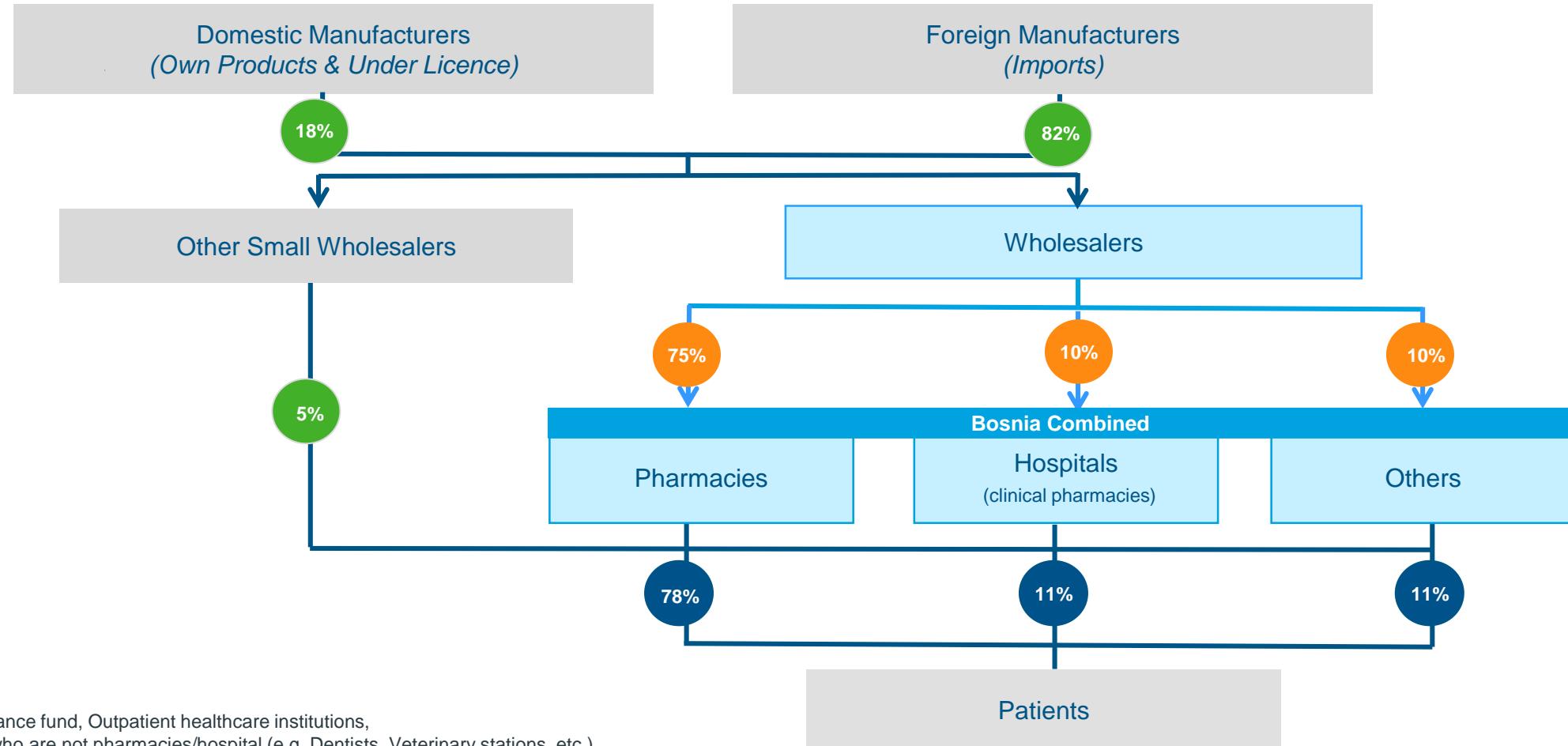
Bosnia Combined

Audit Name	Bosnia Herzegovina Pharmaceutical Index (BIHMIE)		
Audit Type	Retail and Hospital Sell-in	Market Segment	100%
Data Source	23 Wholesalers, 3 Manufacturers with direct sales		
Universe	1,339 pharmacies, 52 hospitals		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2011	Backdata (Local)	From M01 2011
Sales Level	Trade	Corporation	MIDAS
Local Currency	Konvertible Mark	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The Bosnia Combined audit is an unprojected measure of the distribution of product volumes via 23 major wholesalers to 52 hospitals and 1,339 pharmacies country wide, which represents 95% of the total volumes distributed within Bosnia

Bosnia

Channels of Distribution

Market Covered by MIDAS:
95%



Others: Health insurance fund, Outpatient healthcare institutions,
All other customers who are not pharmacies/hospital (e.g. Dentists, Veterinary stations, etc.)



Brazil Retail, Brazil Retail PPP

Audit Name	<i>Mercado Farmacêutico Brasileiro (PMB), (PPP)</i>		
Audit Type	Retail Sell-in	Market Segment	44%
Data Source	338 wholesalers (indirect sales), 100 pharmacies (direct sales only)		
Universe	72,425 pharmacies (61,464 independent pharmacies, 10,961 pharmacy chains)		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Brazilian Real	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Supermarkets, insurers, companies not classified as drug distributors		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> • The Brazilian audit provides data from independent, chain pharmacies and delivery pharmacies • The sample is selected randomly out of an address register arranged according to stratification criteria, namely that there are 2 pharmacy types (independent and chain) and 11 regions. Pharmacies are classified in each region according to the number of elementary units (drugs in various preparations and pack sizes) bought from the supplier. Data is projected to national levels using separate factors for each region • Two views of the Retail market are available, both locally and on MIDAS, with the only difference being the currency values <ul style="list-style-type: none"> – Brazil Retail reflects list price – Brazil Retail PPP reflects actual transaction values, including discounts 		



Brazil Non-Retail

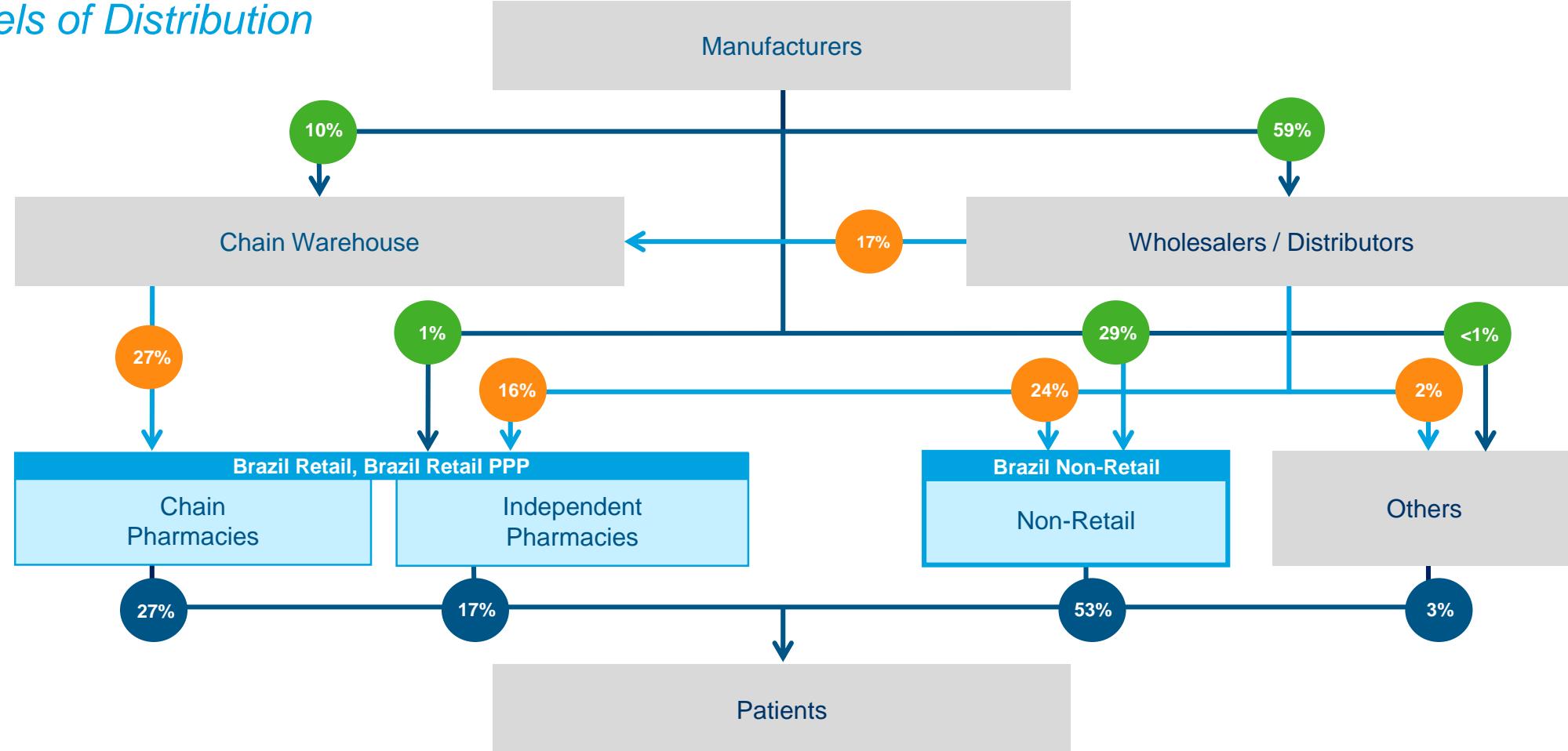
Audit Name	Non Retail Audit (NRA)		
Audit Type	Non-Retail Sell-in	Market Segment	53%
Data Source	Wholesalers, Tenders, Deliveries and Direct Sales from MNF (unprojected)		
Universe	604 Data Suppliers		
Projection	Not Projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local
Local Currency	Brazilian Real	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The Brazil Non-Retail audit is a non-projected audit designed to provide the sales of the market in channels such as hospitals, tenders and government acquisitions. The audit comprises data provided both by participating companies and wholesalers. Hospitals are only classified as Private, Public and Clinics Audit & MIDAS access is only available to clients participating in the data collection structure Participating manufacturers in the NRA cover 100% of participant sales. Non-participating manufacturers are covered by indirect sales via the wholesaler panel, therefore the market share for non-participating companies & related ATCs may not be fully reflected 		

Brazil

Market Covered by MIDAS:
97%



Channels of Distribution



Non-Retail: Government, Public and Private Hospitals, Private Clinics, Insurance, Tenders and Other Public Institutions

Others: Insurers, companies not classified as drug distributors, supermarkets



Bulgaria Retail

Audit Name	Bulgarian Pharmaceutical Index (BGPI)		
Audit Type	Retail Sell-in	Market Segment	85%
Data Source	20 Wholesalers, 13 DTP/DTH		
Universe	3150 Pharmacies		
Projection	Not Projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer and Public	Corporation	Local
Local Currency	Bulgarian Lev	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Banded pricing levels		
			Notes
			<ul style="list-style-type: none"> The panel of Wholesalers covers 95% of the total market in value and 93% of the total market in volume The BGPI shows data at all levels, with banded factors being applied to move to ex-MNF and Public level MIDAS input is at Public level, with one set of factors to move to ex-MNF & Trade level (not banded), therefore variances may occur when comparing data at ex-MNF level between MIDAS and local

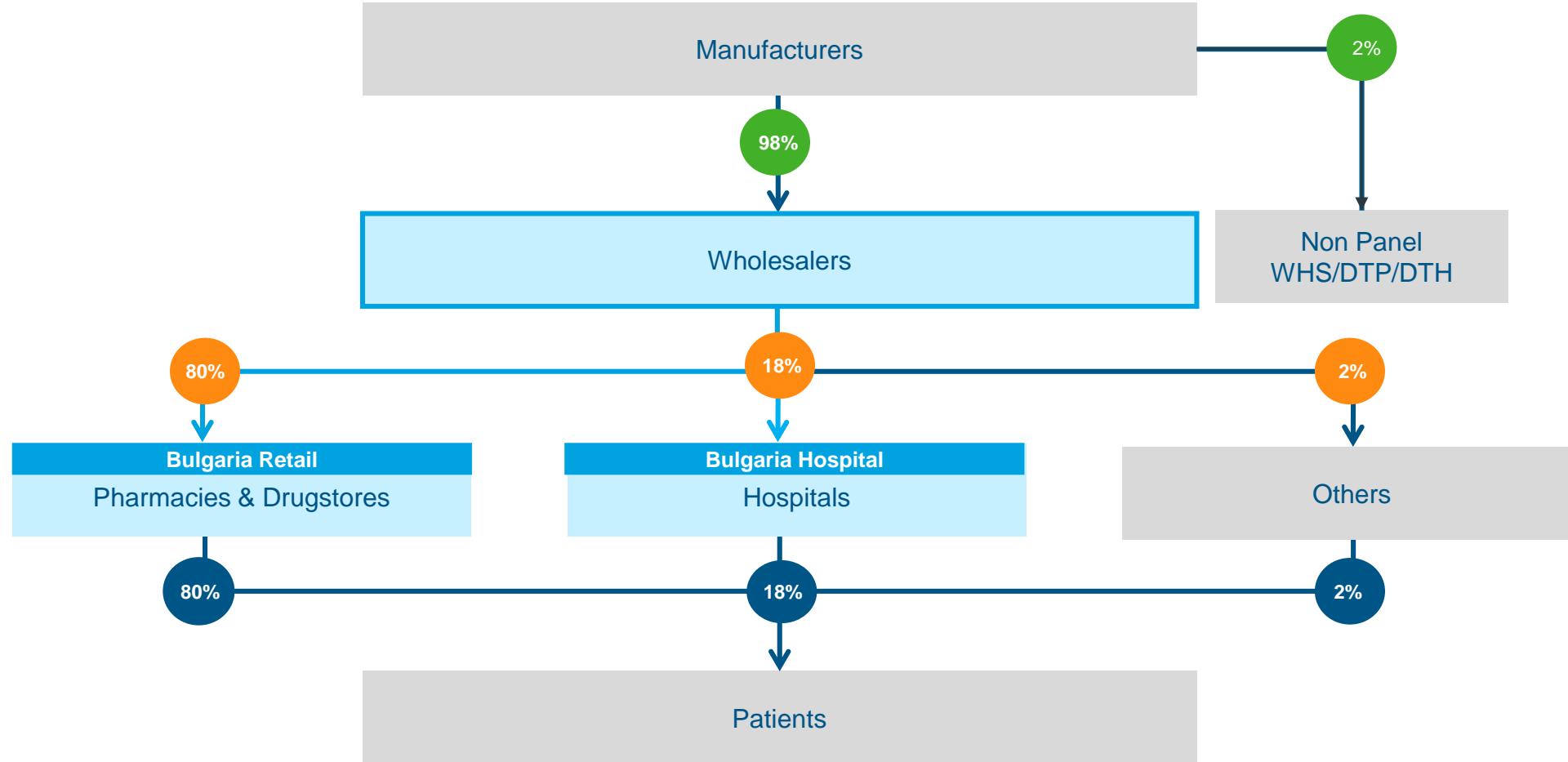


Bulgaria Hospital

Audit Name	Bulgarian Hospital Index (BGHI)			
Audit Type	Hospital Sell-in	Market Segment	15%	
Data Source	20 Wholesalers, 13 DTP/DTH			
Universe	322 hospitals with 49,028 beds			
Projection	Not Projected			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	60 months	
Sales Level	Manufacturer and Trade	Corporation	Local	
Local Currency	Bulgarian Lev	Market Segmentation	-	
Icons not on MIDAS	-			
Segments not covered	-			
Covered locally, not on MIDAS	Banded pricing levels			
			Notes	
			<ul style="list-style-type: none">The panel of Wholesalers covers 95% of the total market in value and 93% of the total market in volumeThe BGHI shows data at all levels, with banded factors being applied to move to ex-MNF and Public levelMIDAS input is at Public level, with one set of factors to move to ex-MNF & Trade level (not banded), therefore variances may occur when comparing data at ex-MNF level between MIDAS and local	

Bulgaria

Channels of Distribution





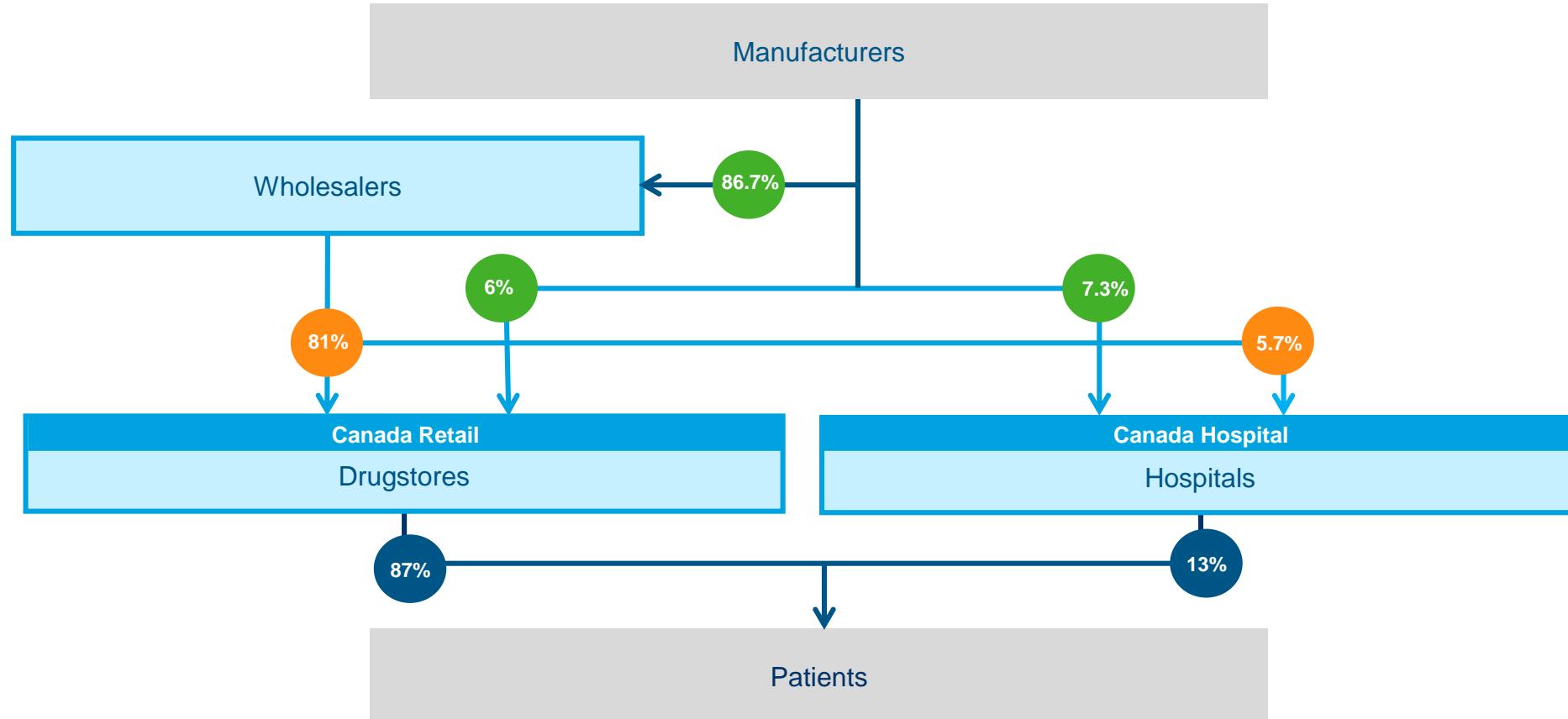
Canada Retail and Hospital

Audit Name	Canadian Drugstore and Hospital Purchases Audit (CDH)		
Audit Type	Retail and Hospital Sell-in	Market Segment	100%
Data Source	Wholesalers, 3004 drugstores, 738 hospitals		
Universe	10,783 Drugstores, 937 Hospitals		
Projection	Yes, for current month plus re-projections for prior 2 months		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Canadian Dollar	Market Segmentation	-
Icons not on MIDAS	USC, Product Form Classification, Local molecule coding		
Segments not covered	Cross-border internet pharmacy sales to the US		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> Dollar values represent the price levels by drug stores and hospitals and therefore may include mark-ups by wholesalers. Cash discounts offered by wholesalers or manufacturers for prompt payment are not reflected in the reported dollar volumes Exclusion of all cross-border internet pharmacy sales [IP-US] estimates to the US have been in place within CDH projections since 2003 Molecule coding differs between MIDAS and local offerings The USC therapy classification system is used in local outputs 		

Canada

Channels of Distribution

Market Covered by MIDAS:
100%





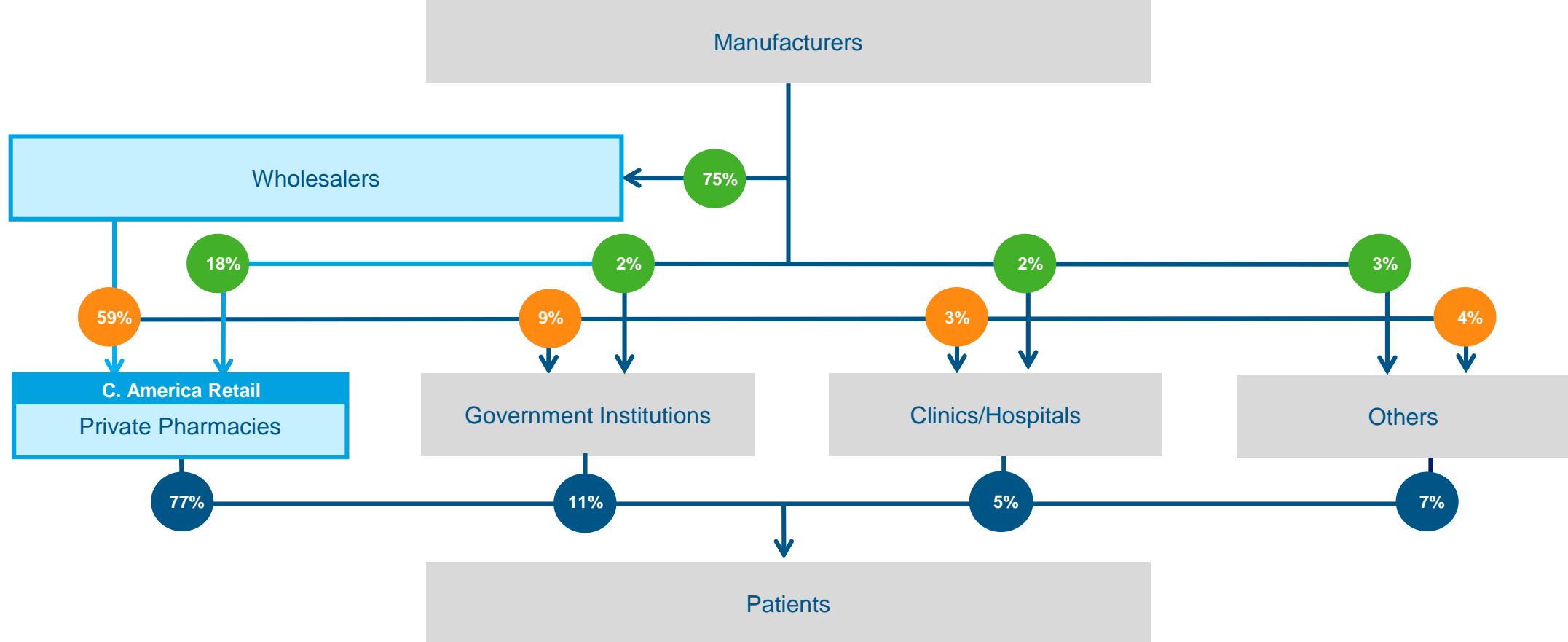
Central America Retail

Audit Name	Pharmaceutical Market Central America (PMCA)		
Audit Type	Retail Sell-in	Market Segment	77%
Data Source	202 wholesalers, 250 pharmacies		
Universe	412 wholesalers, 11,173 pharmacies		
Projection	6 factors, one for each of the six countries, which change each month according panel collaboration and sample data quality.		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	US Dollar	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Government and private hospitals, social security purchases		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The PMCA is based on data supplied by a panel of pharmacies located throughout Central America: Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama The price structure in Central American countries varies according to whether the laboratory sells CIF or FOB to its distributors. Locally producing laboratories, or laboratories with warehouses in the free zone in Panama, generally sell CIF. The average mark-up from FOB to CIF is around 8%. The distributor mark-up is different in every country. The pharmacy mark-up to the public is 25-35% The report includes Generics and Ethical products, which are products carrying a brand name but not publicly advertised. OTC products are covered by the audit if they are sold through pharmacies. Government purchases (governmental hospitals, Social Security and private hospitals) are not included 		

Central America

Channels of Distribution

Market Covered by MIDAS:
77%



Others: Insurers, companies not classified as drug distributors, supermarkets

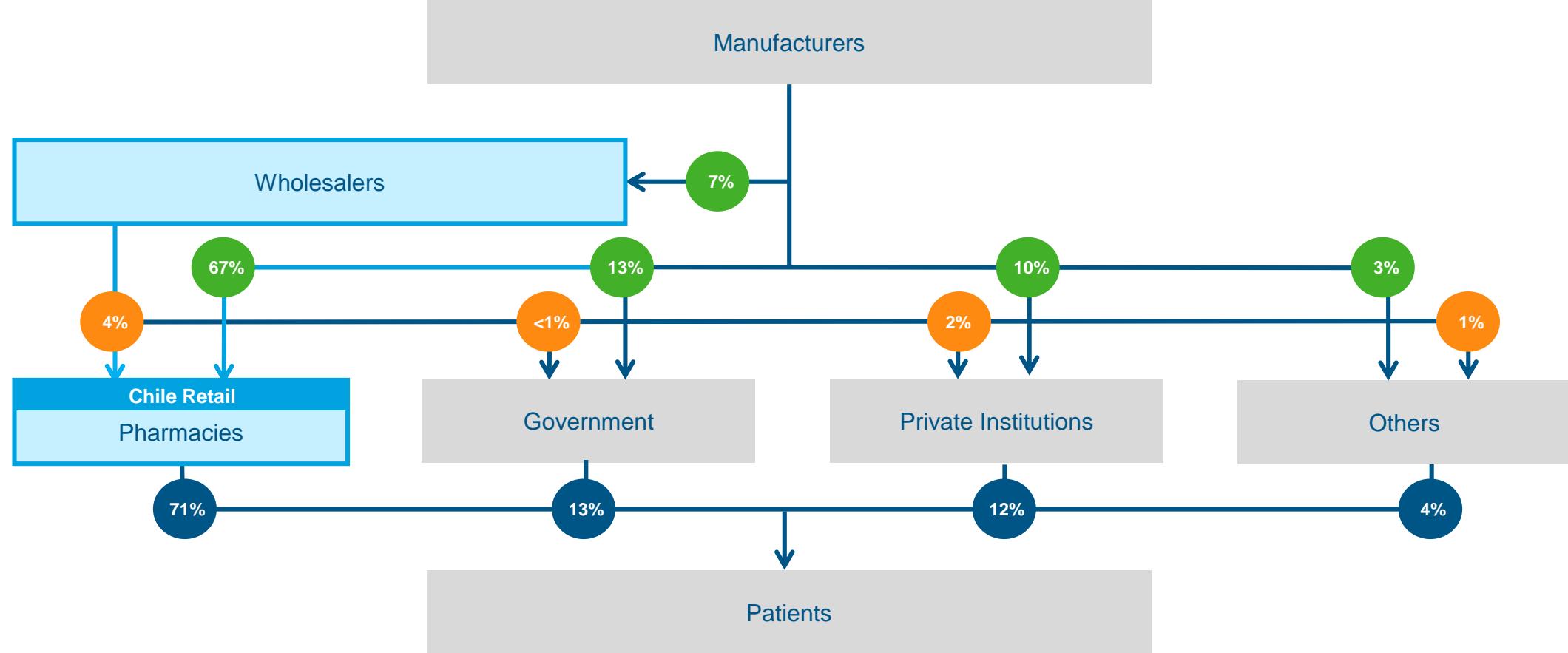
Chile Retail



Audit Name	Pharmaceutical Market Chile (PMC)		
Audit Type	Retail Sell-in	Market Segment	71%
Data Source	4 wholesalers, 4 pharmacy chains		
Universe	2,991 pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Chilean Peso	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	Government and private institutions		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The PMCH universe corresponds to 100% of census data obtained from pharmacy chains and wholesalers, covering almost 100% of the market Due to the importance of pharmacy chains in Chile, which are covering 88% approximated of the trade market, the price structure is different from those countries where the wholesaler/distributors are acting as intermediaries between manufacturer and pharmacy. Consequently for 88% approximated of the market, the manufacturer selling price is identical to the chain pharmacy purchase price The channel covered by the audit includes Generics and Ethical products, i.e. products carrying a brand name but not publicly advertised. OTC products are covered by the audit if they are sold through pharmacies 		

Chile

Channels of Distribution





China Hospital

Audit Name	China Hospital Pharmaceutical Audit (CHPA)		
Audit Type	Hospital Sell-in	Market Segment	60%
Data Source	Total sample of 2,272 hospitals (1,792 General Hospitals, 480 Specialty hospitals)		
Universe	9,454 hospitals with over 100 beds (8,217 general hospitals, 1,237 specialty hospitals)		
Projection	Yes, by hospital type, bed size & specialty		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2009	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Chinese Renminbi	Market Segmentation	-
Icons not on MIDAS	DT (Dosage Units) – equivalent to MIDAS SU (Standard Units)		
Segments not covered	Small hospitals (<100 beds), Community health center, Township health center and clinics, Direct to patient sales		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> • CHPA covers hospitals with greater than 100 beds • Separate city & region audits are available locally • Speciality Hospitals included within CHPA: Gynaecology, Infectious Disease, Oncology, Paediatrics, Psychiatry, Tuberculosis, Ophthalmology and Dermatology • Not covered within the CHPA are hospitals <100 beds, community health centres, township health centres, clinics and Direct to patient sales

China Retail

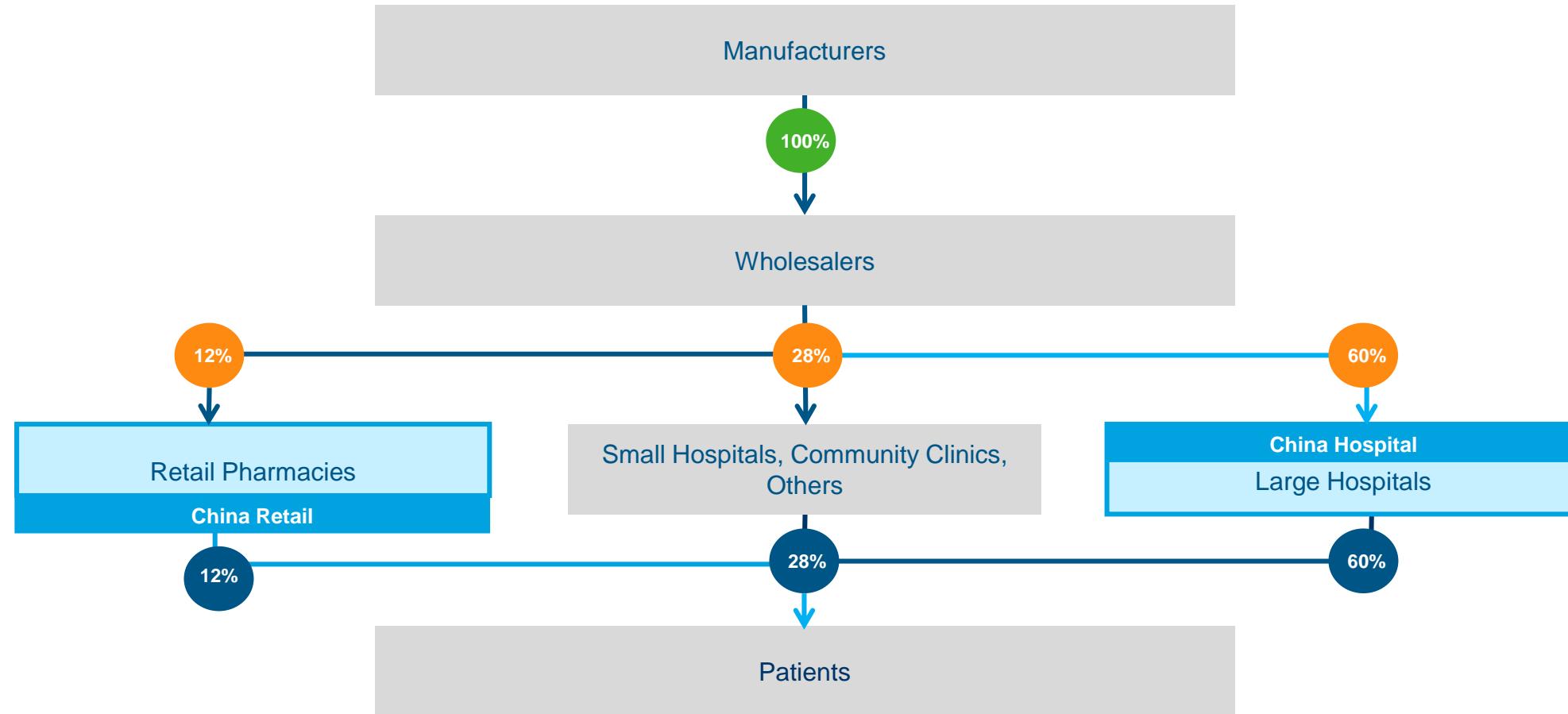


Audit Name	China Retail Rx		
Audit Type	Retail Sell-out	Market Segment	12%
Data Source	~ 5,500 retail pharmacies		
Universe	~175,000 retail pharmacies		
Projection	Yes, by store type and reimbursement type in city level & then by city cluster		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2016	Backdata (Local)	60 months
Sales Level	Public	Corporation	Local
Local Currency	Chinese Renminbi	Market Segmentation	-
Icons not on MIDAS	DT (Dosage Units) – equivalent to MIDAS SU (Standard Units)		
Segments not covered	Small hospitals (<100 beds), Community health center, Township health center and clinics		
Covered locally, not on MIDAS	Reference data changes not applied retroactively in local audit		
	Notes		
	<ul style="list-style-type: none"> • Three levels of registration label exist in China: <ul style="list-style-type: none"> – Label 1 = RX-bound – Label 2 = OTC – Label 3 = Health food • The China Retail audit covers Label 1 products only, and is therefore 100% Rx bound, providing a measure of sell-out data, covering cash register receipts • Reference data changes are not applied retroactively in local datasets. Therefore product ownership, pack changes, classification changes etc. may differ between local data and MIDAS for historical data periods 		

China

Channels of Distribution

Market Covered by MIDAS:
72%





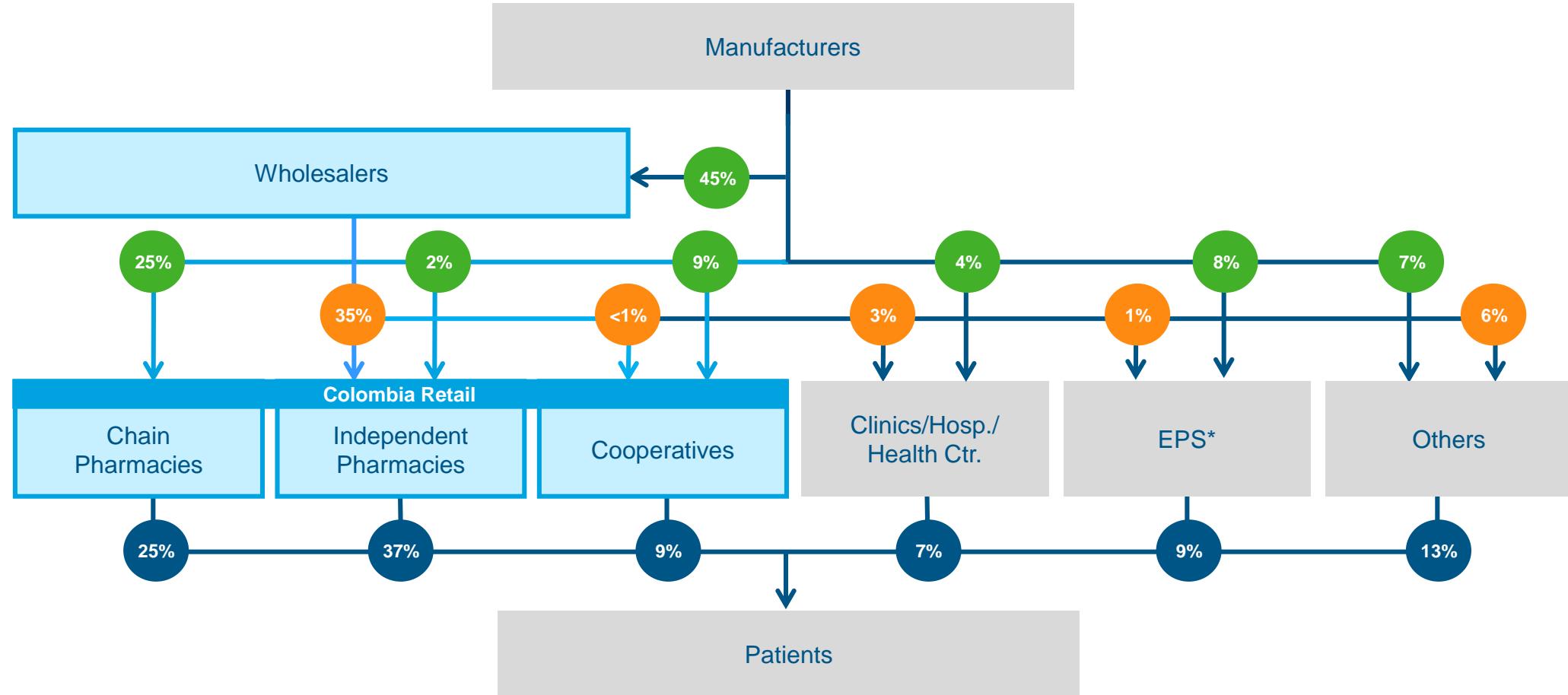
Colombia Retail

Audit Name	<i>Mercado Farmacéutico Colombia (PMC)</i>		
Audit Type	Retail Sell-in / Sell Out	Market Segment	35%
Data Source	55 wholesalers, 3,560 pharmacy chains (44 HQ), 692 co-operatives (6 HQ)		
Universe	25,093 pharmacies		
Projection	Separate factors for all 7 regions		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Peso Colombiano	Market Segmentation	-
Icons not on MIDAS	DDD		
Segments not covered	Personal Names, Physicians, Private Institutions, Optics, (Universities, Foundations)		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The audit includes Generics and Ethical products, i.e. products carrying a brand name but not publicly advertised. OTC products are covered by the audit if they are sold through pharmacies or co-operatives

Colombia

Channels of Distribution

Market Covered by MIDAS:
71%



*EPS: *Entidad Promotora de Salud*, coordinates Health Services between general population and IPS (*Instituciones Promotoras de Salud*)



Croatia Retail

Audit Name	Croatia Pharmaceutical Index (CPM)		
Audit Type	Retail Sell-in	Market Segment	64%
Data Source	9 wholesalers plus 6 companies with direct sales		
Universe	1,163 Pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2005	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Croatian Kuna	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Sales levels available at Manufacturer and Trade level locally		
			Notes
			<ul style="list-style-type: none">Sales data is calculated at both the ex-manufacturer and trade levels locally, but the MIDAS output is at trade levelWHO and EphMRA ATC classifications are available at the local level



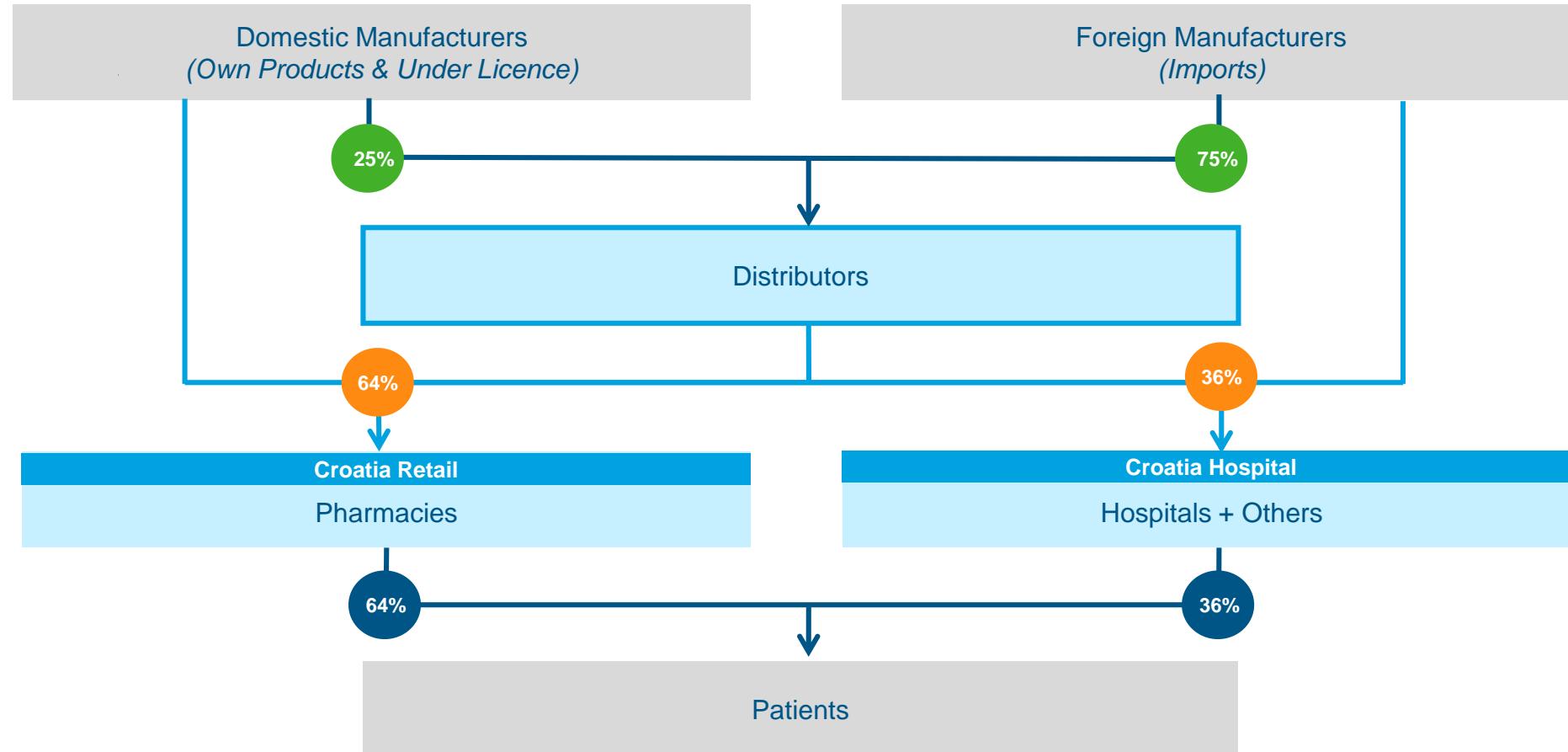
Croatia Hospital

Audit Name	Croatia Hospital Index (HRH)		
Audit Type	Hospital Sell-in	Market Segment	36%
Data Source	9 wholesalers plus 6 companies with direct sales		
Universe	78 Hospitals, 213 Second line institutions (Other channel)		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2005	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Croatian Kuna	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Other channel available locally, included in MIDAS Hospital panel		
	Notes		
	<ul style="list-style-type: none"> Three channels exist in the local Croatia MarketViewer source: Retail, Hospital and Other The data contained in the Other channel was previously distributed between the pharmacy and hospital channels Locally this channel can be segmented as a separate channel, but is included in the Hospital channel on MIDAS Sales data is calculated at both the ex-manufacturer and trade levels locally, but the MIDAS output is at trade level WHO and EphMRA ATC classifications are available at the local level 		

Croatia

Channels of Distribution

Market Covered by MIDAS:
98%





Czech Republic Retail

Audit Name	Czech Republic Pharmaceutical Index (CRPI)		
Audit Type	Retail Sell-in	Market Segment	65%
Data Source	30 wholesalers (100% coverage)		
Universe	2,800 retail pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Czech Crown	Market Segmentation	MIDAS
Icons not on MIDAS	DDD, DOT		
Segments not covered	Specialist distribution channels, army, welfare centres		
Covered locally, not on MIDAS			
	Notes		
	<ul style="list-style-type: none"> Market segments not covered by audits are represented by special distribution channels & deliveries to the army A locally available sales to physicians audit not available on MIDAS, only available at a local level as a custom dataview output 		

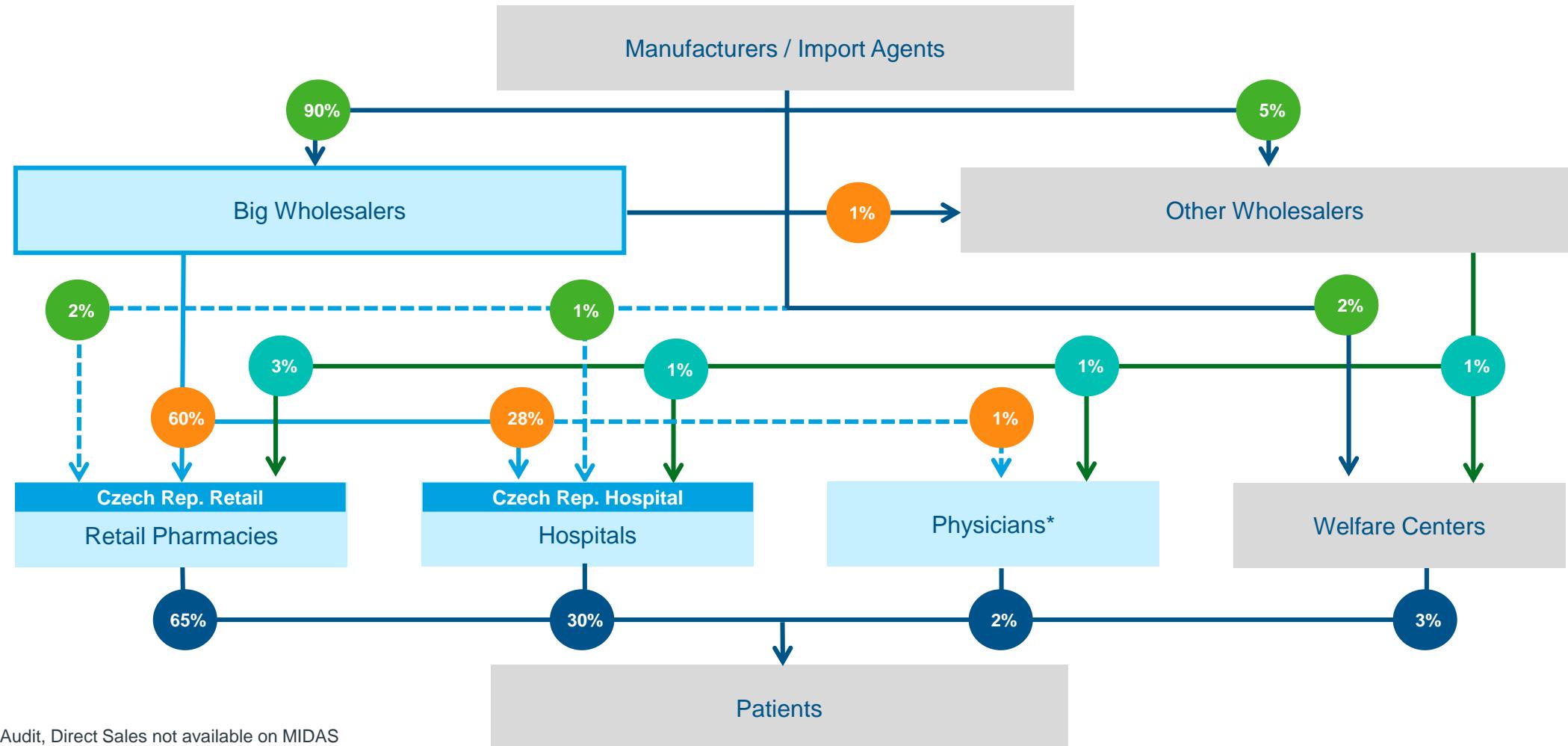
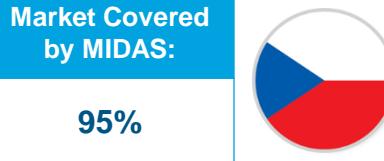


Czech Republic Hospital

Audit Name	Czech Republic Hospital Index (CRHI)		
Audit Type	Hospital Sell-in	Market Segment	30%
Data Source	30 wholesalers (100% coverage)		
Universe	156 hospital pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Czech Crown	Market Segmentation	MIDAS
Icons not on MIDAS	DDD, DOT		
Segments not covered	Specialist distribution channels, army, welfare centres		
Covered locally, not on MIDAS			
	Notes		
	<ul style="list-style-type: none"> Market segments not covered by audits are represented by special distribution channels & deliveries to the army A locally available sales to physicians audit not available on MIDAS, only available at a local level as a custom dataview output 		

Czech Republic

Channels of Distribution





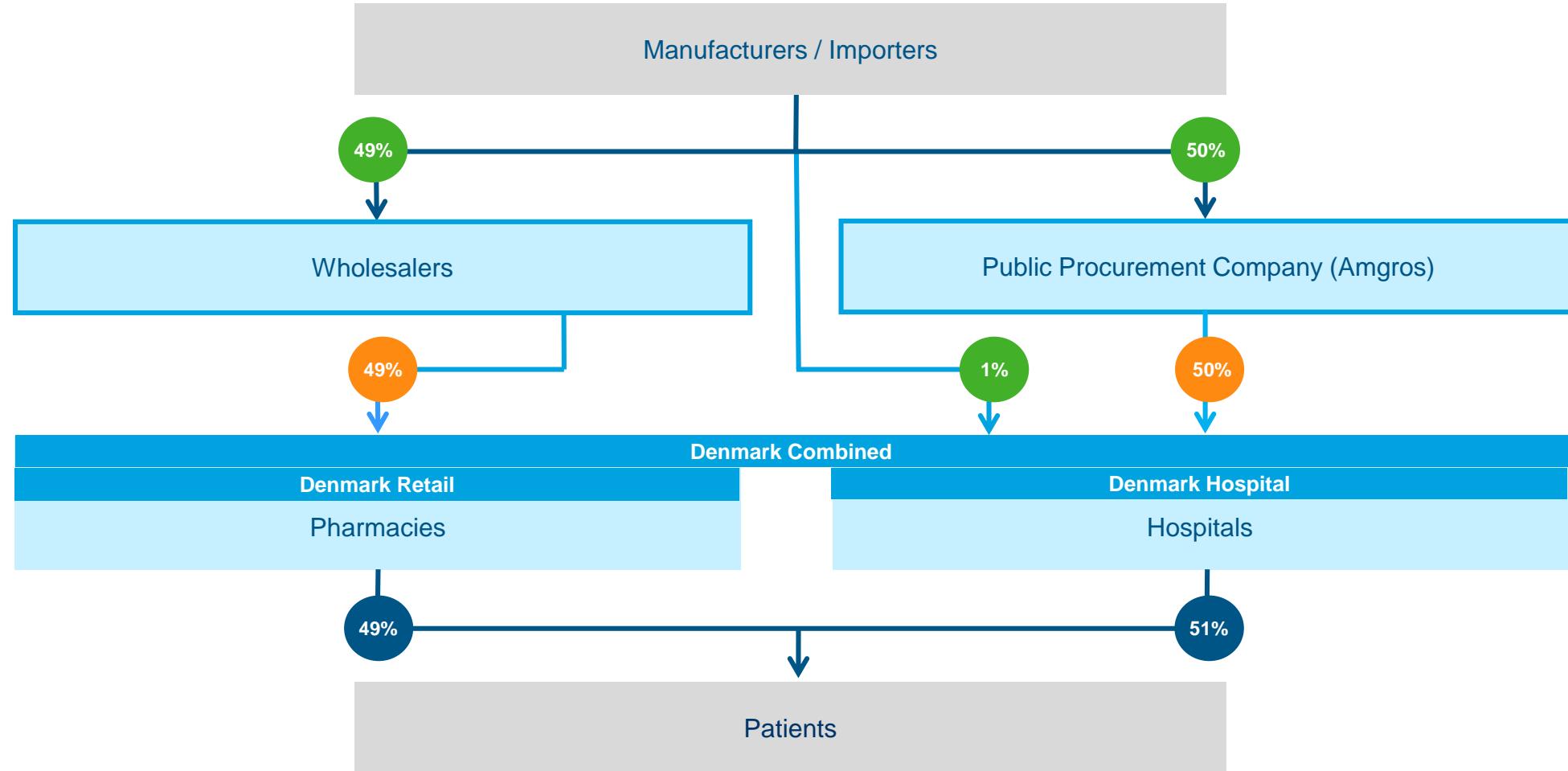
Denmark Retail, Hospital, Combined

Audit Name	<i>Dansk Lægemiddel Information (DLI)</i>			
Audit Type	Retail and Hospital Sell-in	Market Segment	100%	
Data Source	3 wholesalers, manufacturers			
Universe	398 pharmacies, 90 hospitals			
Projection	Not projected			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	60 months	
Sales Level	Trade	Corporation	-	
Local Currency	Danish Krone	Market Segmentation	Local	
Icons not on MIDAS	-			
Segments not covered	-			
Covered locally, not on MIDAS	Local reference coding			
			Notes	
			<ul style="list-style-type: none"> Wholesaler data is collected on a daily basis from three wholesalers Direct sales to hospitals are reported by manufacturers every month Hospital pharmacy internal production of pharmaceuticals (SAD products) are reported once a year (all sales placed in December). SAD products account for approximately 0.85% of total sales Denmark data is supplied by DLI and then subject to IQVIA coding & product reference rules As a result there are differences in product reference coding and differences in the use of ATC classification between IQVIA outputs and DLI outputs 	

Denmark

Channels of Distribution

Market Covered by MIDAS:
100%





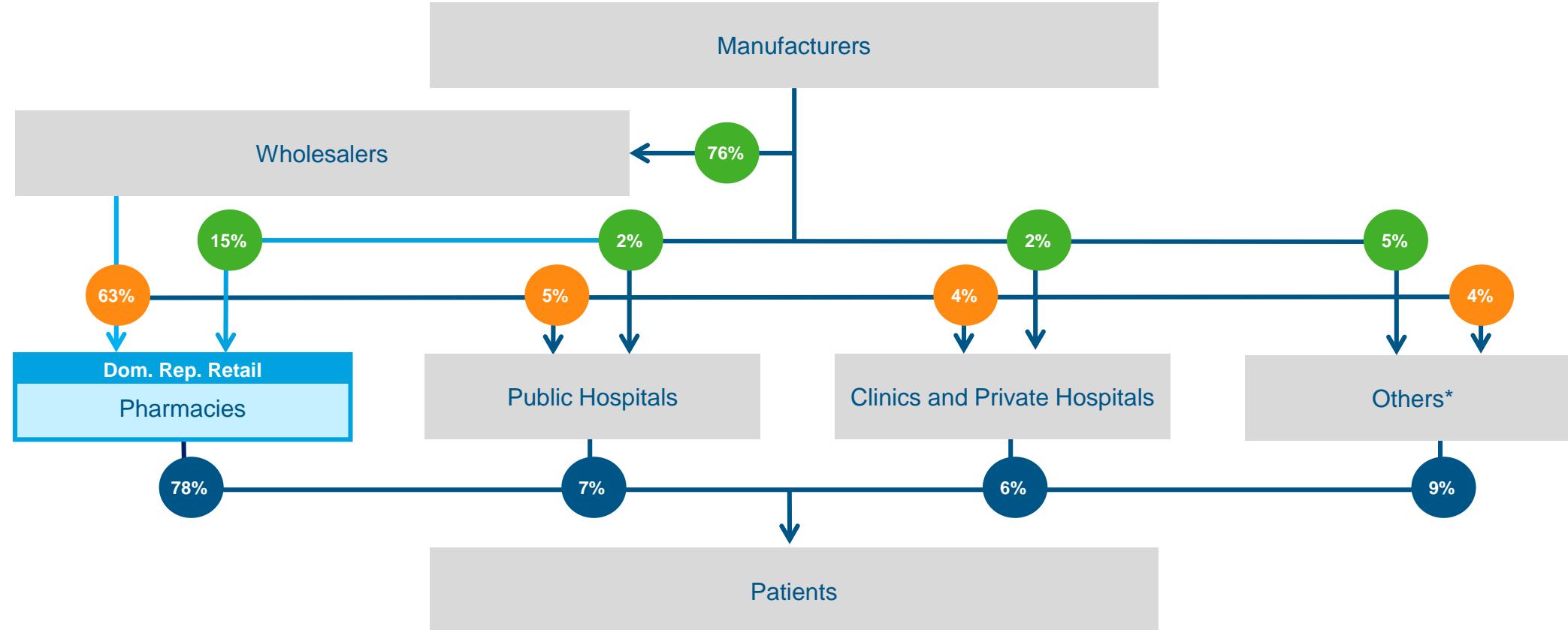
Dominican Republic Retail

Audit Name	<i>Mercado Farmacéutico de República Dominicana (PMDR)</i>		
Audit Type	Retail Sell-in	Market Segment	78%
Data Source	89 pharmacies		
Universe	1,980 pharmacies		
Projection	Separate factors for all 4 regions		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Monthly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Dominican Peso	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	Public and private hospitals, clinics, physicians		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none">Audit available locally on monthly basis, but quarterly on MIDAS

Dominican Republic

Channels of Distribution

Market Covered by MIDAS:
78%



*Others: Other private institutions, physicians



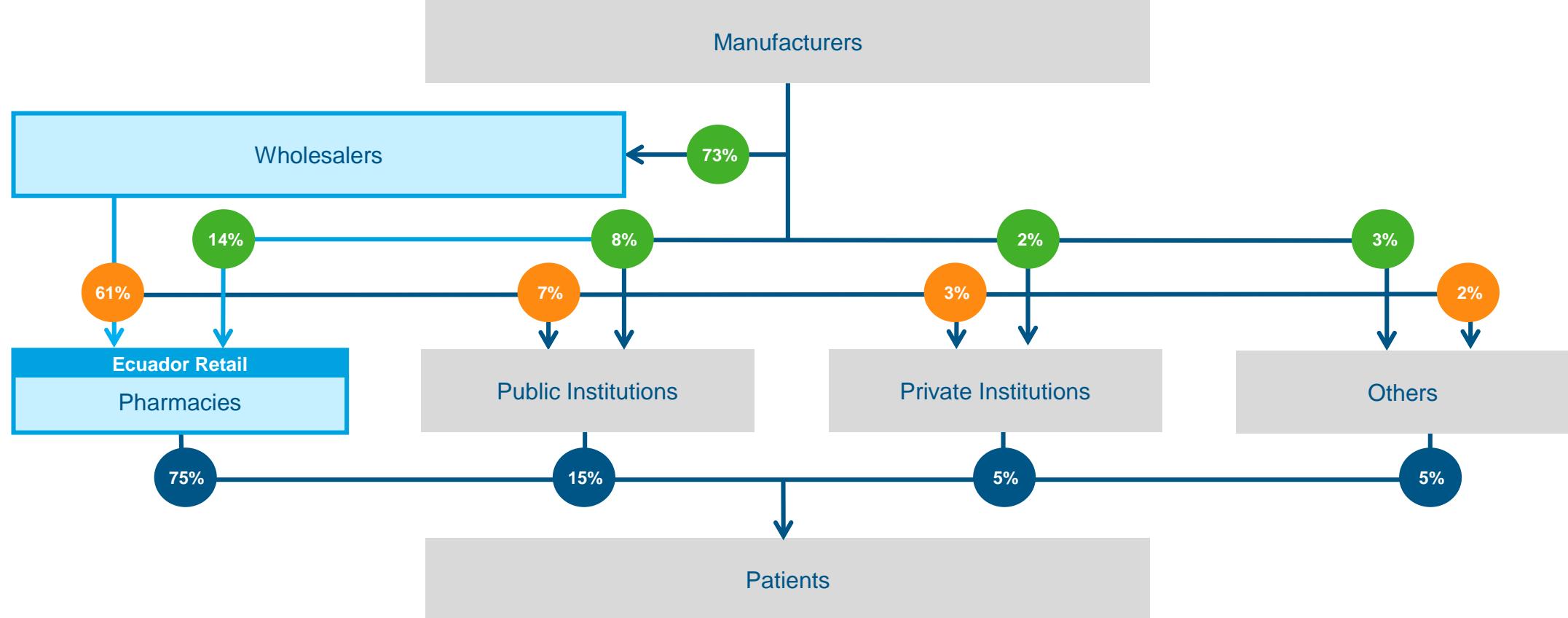
Ecuador Retail

Audit Name	<i>Mercado Farmacéutico Ecuador (PME)</i>		
Audit Type	Retail Sell-in	Market Segment	80%
Data Source	60 Pharmacies. Direct data from 37 Manufacturers and 44 distributors		
Universe	7,702 pharmacies		
Projection	Separate projection factors for three regions		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	US Dollar	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Public and private institutions, others		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The representation of the universe by means of the PME-sample is achieved by the principles of stratification and random sampling. The pharmacies which have to be considered as "clusters" in regard to elementary units (drugs in the various preparation and pack-sizes) are selected at random within the strata (regions)

Ecuador

Channels of Distribution

Market Covered by MIDAS:
80%





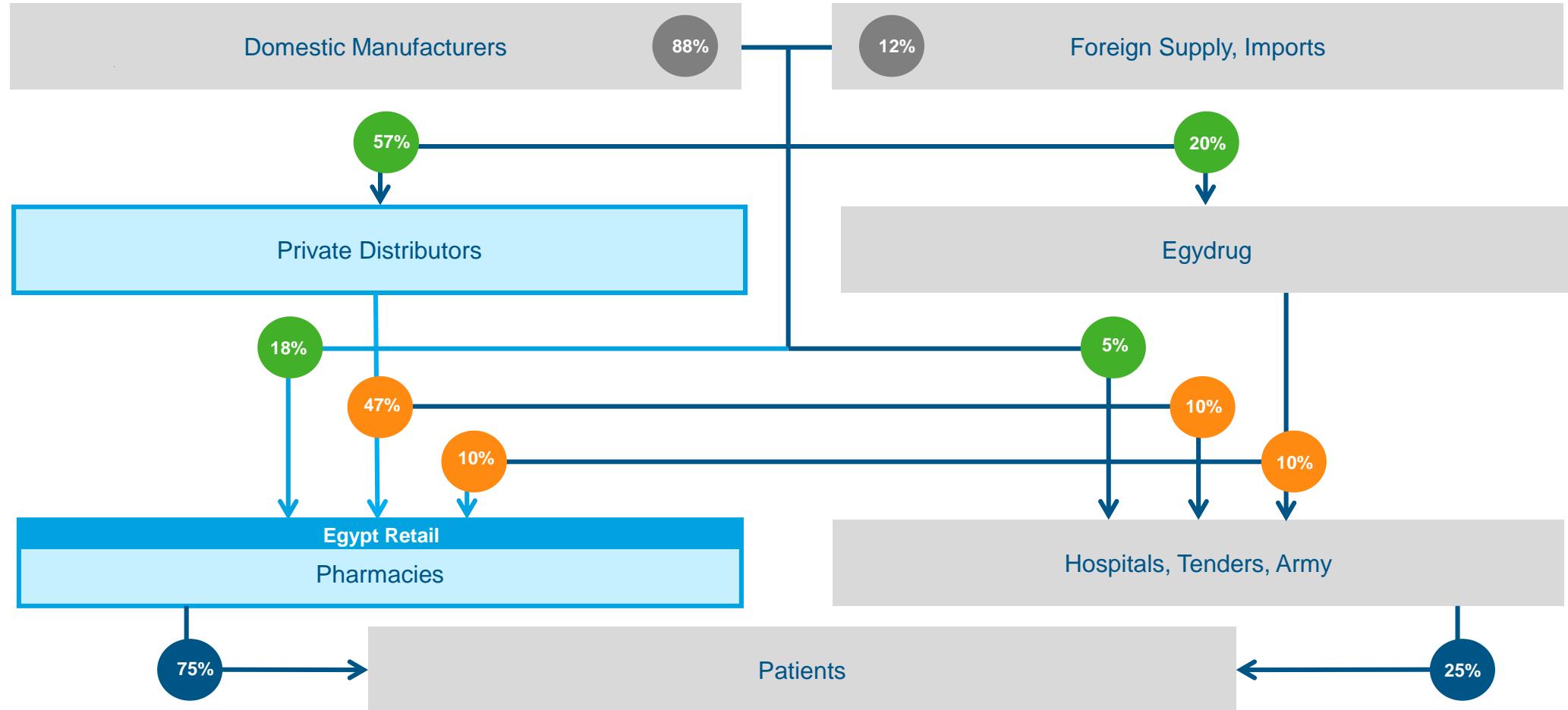
Egypt Retail

Audit Name	Pharmaceutical Index of Egypt		
Audit Type	Retail Sell-in	Market Segment	75%
Data Source	24 distributors, 445 pharmacies		
Universe	52,360 pharmacies		
Projection	Distributor data unprojected, pharmacy data projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Public	Corporation	Local
Local Currency	Egyptian Pound	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Egypt Market Indicator		
			Notes
			<ul style="list-style-type: none"> The Egyptian audit projects pharmacy data to national levels by using 70 territory projection factors. Distributor data is unprojected. Egypt has a universe of pharmacies from which the sample is selected at random out of an address register according to stratification criteria Tax is 5% for local products, 1.6% for imported The audit covers 75-80% of total Egyptian pharmaceutical market sales. Corporation is coded based on product ownership locally The Egypt Market Indicator is an unprojected audit monitoring institutional & hospital purchasing from specific distributors only

Egypt

Channels of Distribution

Market Covered by MIDAS:
75%





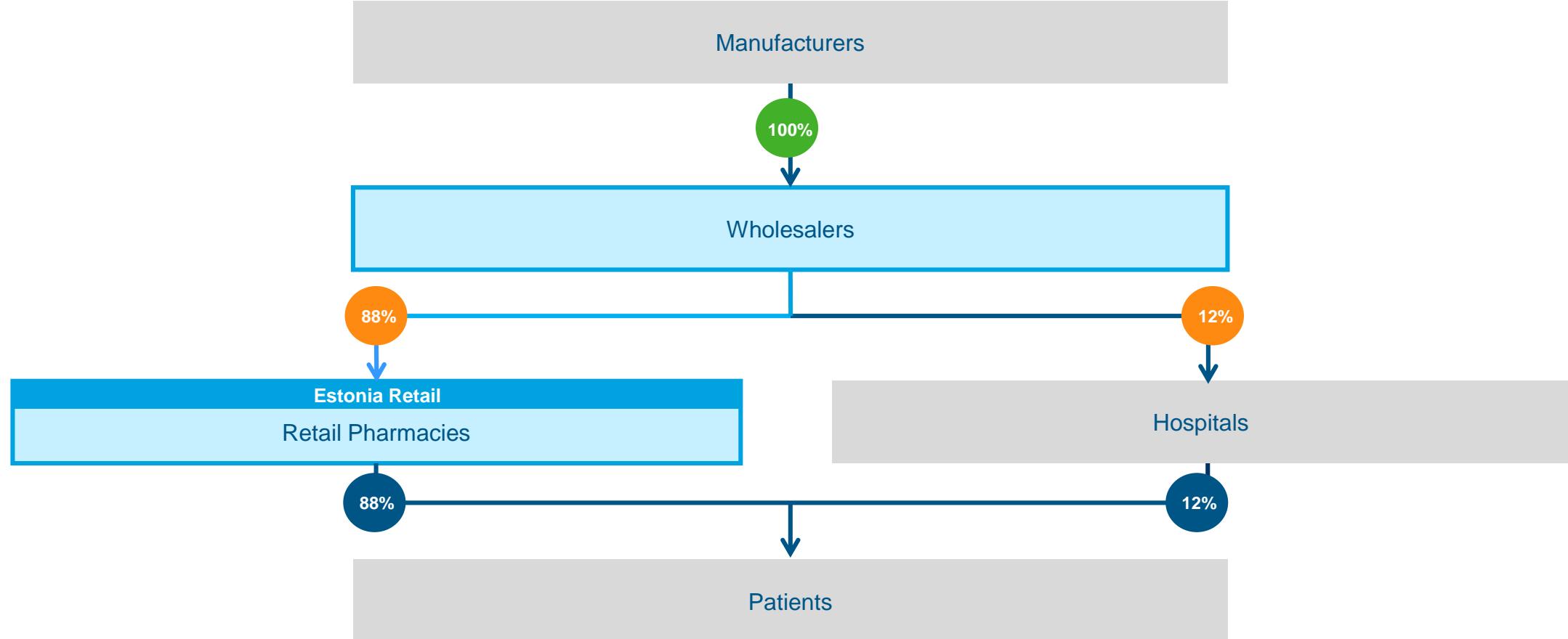
Estonia Retail

Audit Name	Estonia Pharmaceutical Index (ESPI)		
Audit Type	Retail Sell-in	Market Segment	88%
Data Source	2 wholesalers, pharmacy panel		
Universe	20 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	DDD, DOT		
Segments not covered	Hospitals		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The data source in Estonia is a combined wholesalers' and pharmacies panel showing sell-in activity of pharmacies

Estonia

Channels of Distribution

Market Covered by MIDAS:
88%





Finland Retail

Audit Name	Pharmaceutical Market Finland: Pharmacies (PMF)			
Audit Type	Retail Sell-in	Market Segment	73%	
Data Source	Wholesalers (100% coverage)			
Universe	812 pharmacies			
Projection	No			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	144 months	
Sales Level	Trade	Corporation	Local and MIDAS	
Local Currency	Euro	Market Segmentation	MIDAS	
Icons not on MIDAS	-			
Segments not covered	-			
Covered locally, not on MIDAS	-			
			Notes	
			<ul style="list-style-type: none"> The audit reports on aggregate purchases of registered pharmaceutical products by retail pharmacies. The pharmaceutical products can be registered and sold to the public only with a permit from the National Agency for Medicines. All figures in the audit are based on the net deliveries from the wholesalers to the pharmacies, i.e. discounted sales are included in the report and any return to the wholesaler of unsold packages from the pharmacies are withdrawn. The pharmaceutical audit covers approximately 73% of total Finnish pharmaceutical market sales. No projection factors are used, as the report contains the deliveries of the wholesalers to private and university pharmacies to the extent of 100% 	



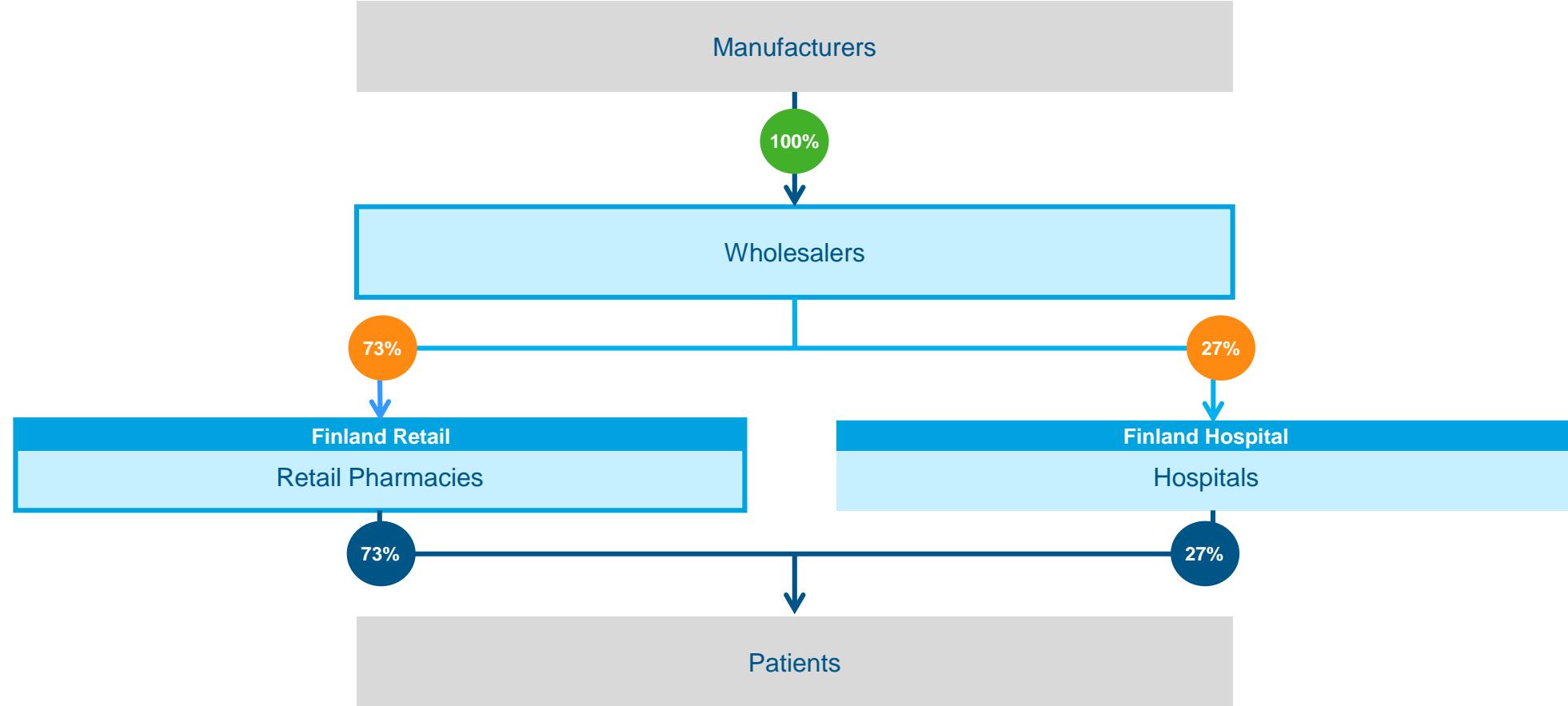
Finland Hospital

Audit Name	Pharmaceutical Market Finland: Hospital (FHI)		
Audit Type	Hospital Sell-in	Market Segment	27%
Data Source	Wholesalers (100% coverage)		
Universe	420 hospitals		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> Report of aggregate purchases of pharmaceutical products by hospitals. The pharmaceutical products are registered by the National Agency for Medicines As the data is based on total deliveries from the wholesalers to the hospitals, discounted sales in units are included in the audit. Possible price discounts are not included The FHI has coverage of 100% of hospitals in Finland 		

Finland

Channels of Distribution

Market Covered by MIDAS:
100%





France Retail

Audit Name	<i>Le Marche Pharmaceutique (LMP)</i>		
Audit Type	Retail Sell-out	Market Segment	79%
Data Source	13,700 computerized pharmacies		
Universe	21,703 pharmacies		
Projection	Yes, based on geographical area		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	-
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> • Due to banded pricing, the Latest Price measure is reported at public level, to provide an accurate reimbursement price for products in the France Retail market

France Hospital

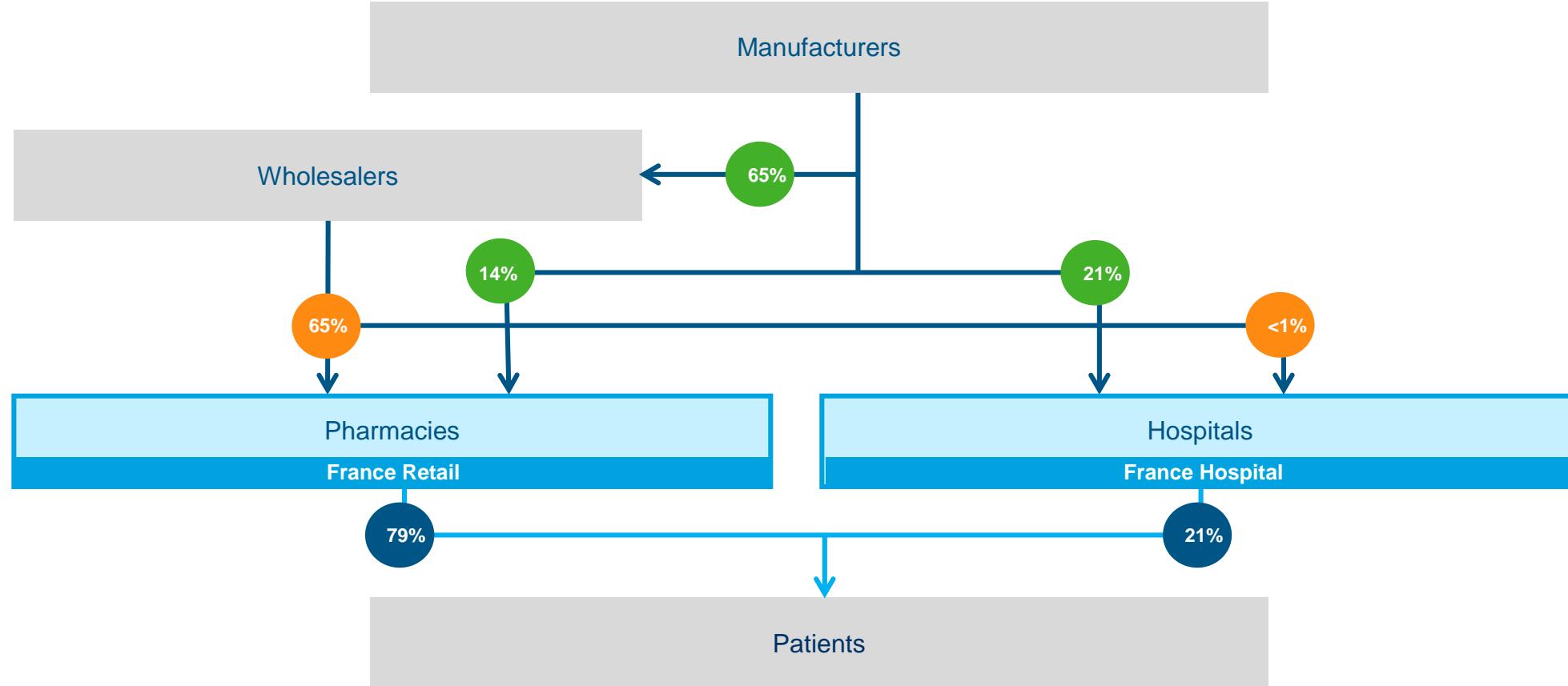


Audit Name	<i>Etude Hôpital Public Privé (EHPP)</i>		
Audit Type	Hospital Consumption	Market Segment	21%
Data Source	Coverage rate dependent on hospital type (see Notes)		
Universe	2,000 hospital trusts		
Projection	Yes, 12 projection factors for each hospital type		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> Hospital audit is a consumption audit, covering regional university centres, hospitals, oncology centres, psychiatric (public & private) and private clinics Coverage rate is in number of stays, and dependant on hospital category: <ul style="list-style-type: none"> (Big hospitals (CHU) : 53% Hospitals: 22% Oncology centres: 39% Specialized establishments:16% Private hospitals:15% In France, 30% of hospitals are publicly owned while the remainder are in the private sector. Accounting for over half of all reimbursed healthcare expenditure, hospitals are the main providers of healthcare, especially in the absence of an effective GP gatekeeper system The French hospital audit (EHPP) reports the consumption of pharmaceutical products in public, private hospitals and clinics Products available in the form of split packs (tablets, suppositories) are shown in counting units; other products are shown in packs

France

Channels of Distribution

Market Covered by MIDAS:
100%





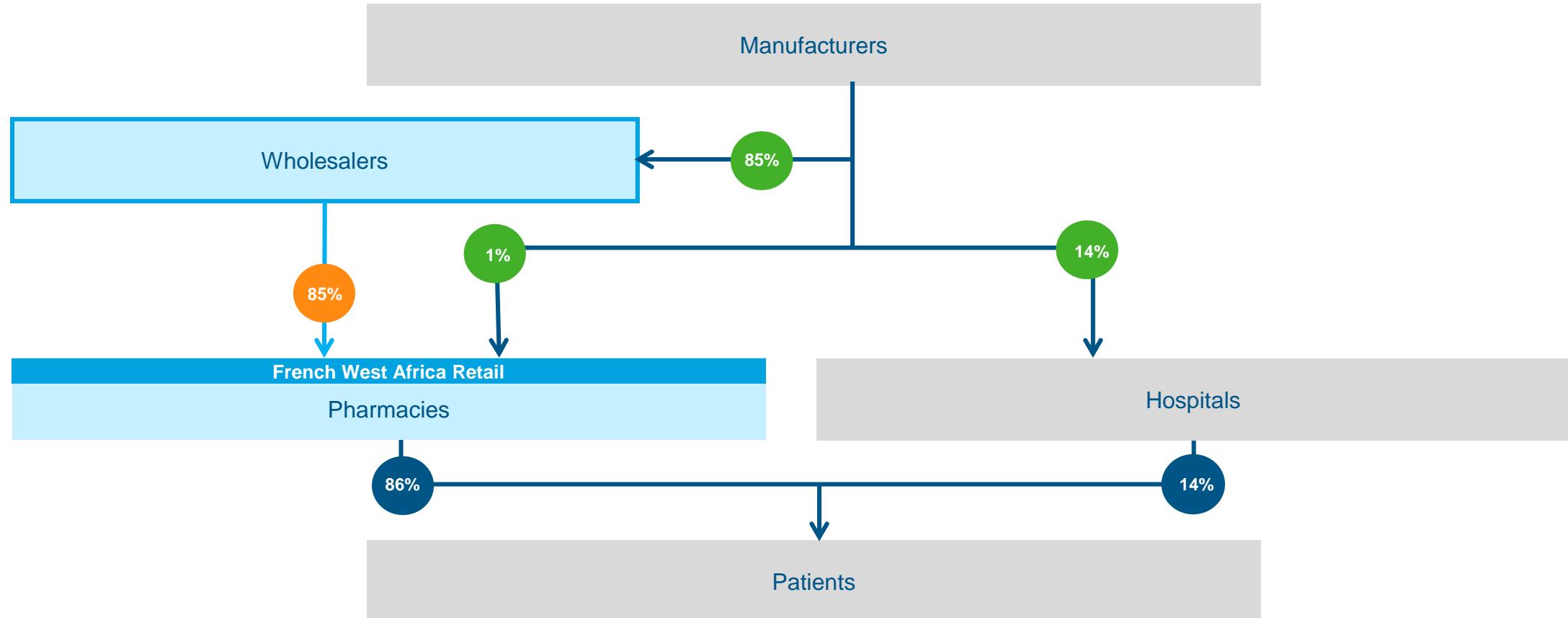
French West Africa Retail

Audit Name	West Africa Francophone (FWA)		
Audit Type	Retail Sell-in	Market Segment	86%
Data Source	25 Wholesalers covering approximately 85% of the market		
Universe	3,095 private pharmacies		
Projection	Yes, separate factors for each country		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	-
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Hospital channels		
Covered locally, not on MIDAS	-		
			Notes
<ul style="list-style-type: none"> The French West Africa region consists of the following 12 countries: <ul style="list-style-type: none"> – Benin – Burkina Faso – Cameroon – Chad* – La République du Congo – Gabon – Guinea – Ivory Coast – Mali – Niger* – Senegal – Togo 			
<ul style="list-style-type: none"> * Niger and Chad were added in M01/12 with backdata from M01/11 			

French West Africa

Channels of Distribution

Market Covered by MIDAS:
86%





Germany Pharmascope

Audit Name	Germany Pharmascope National (PSN)		
Audit Type	Retail Sell-out	Market Segment	86%
Data Source	Pharmacy coding centres/data processing centres, approx. 4,500 Pharmacies + sample of mail order pharmacies (private & cash sales)		
Universe	19,600 Pharmacies		
Projection	Private & Cash are projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	120 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DDD, DOT, ZE, Re-/Parallel-Import, Product Type, Phyto/Biotech, Generic/Original, etc		
Segments not covered	-		
Covered locally, not on MIDAS	IQVIA PharmaScope® National Vaccine audit & IQVIA PharmaScope® National Diagnostics audit, IQVIA PharmaScope® National Real XL audit		
	Notes		
	<ul style="list-style-type: none"> Additional integration of private and cash sales via mail order pharmacies (from Jul 2009) is based on a special mail order panel Pharmacy & wholesaler exports are excluded Due to banded pricing, MIDAS uses different conversion factors to the German audits MIDAS applies all backdated sales to current owning company, while in the audit, historical manufacturer ownership is maintained The locally available Vaccine audit (J6 & J7 markets) covers vaccine wholesalers Diagnostics (T2D2 market) audit is available locally to provide further focus into this market as it includes specialized retailers IMS PharmaScope® National Real XL provides mandatory rebates for political questions 		



Germany Retail

Audit Name	<i>Der Pharmazeutische Markt Deutschland (DPM)</i>		
Audit Type	Retail Sell-in	Market Segment	86%
Data Source	Coverage of fully sorted wholesalers according to PHAGRO, approx. 4,500 Pharmacies (direct sales), selected reimporters		
Universe	19,600 Pharmacies, fully sorted wholesalers as of PHAGRO		
Projection	Wholesaler data unprojected, direct sales from selected reimporters unprojected, Direct sales data projected by region		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	120 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DDD, DOT, ZE, Re-/Parallel-Import, Product Type, Phyto/Biotech, Generic/Original, etc		
Segments not covered	-		
Covered locally, not on MIDAS	Database with separation of indirect and direct sales		
		Notes	<ul style="list-style-type: none"> Audited data in Germany provides data from wholesalers and pharmacies Direct and indirect sales are used as sources of data <ul style="list-style-type: none"> Indirect sales are purchases via wholesalers and are not projected Direct sales from selected reimporters which are not projected covering German direct sales re-import market by approx. 85% Direct sales are purchases from pharmaceutical manufacturers, specialist wholesalers, or distribution cooperatives: via representative random of approximately 4,500 retail pharmacies These sales are projected by regions, while projection factors change every month as the panel data is improved.



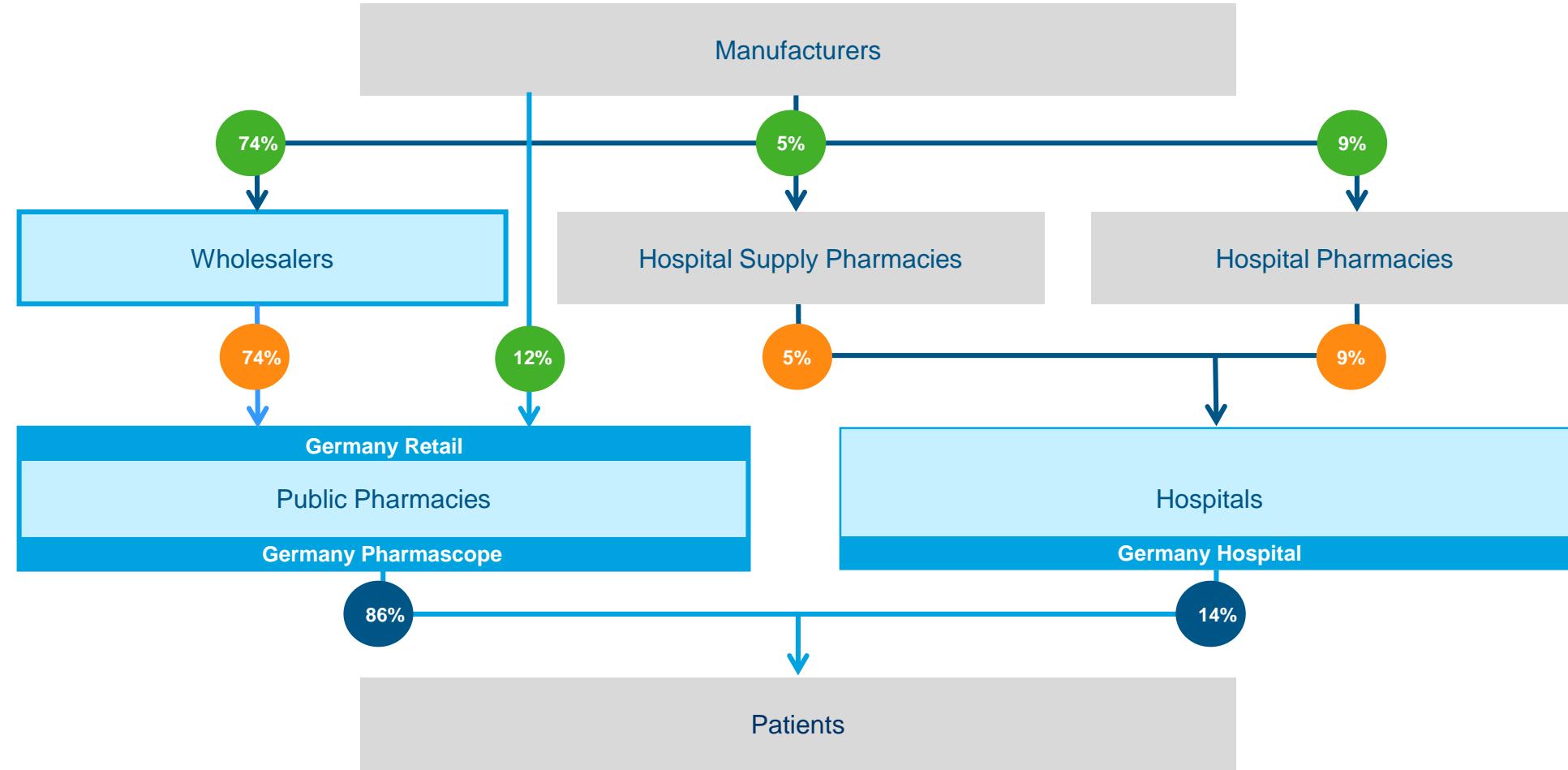
Germany Hospital

Audit Name	GPI Krankenhaus Index (DKM)		
Audit Type	Hospital Consumption	Market Segment	14%
Data Source	IQVIA panel of approx. 500 hospitals		
Universe	1,900 hospitals		
Projection	448 factors for the individual wards (approximately 17,000), 4 hospital-bed-size classes, 16 departments and 7 regions		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	120 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DDD, DOT, ZE, Re-/Parallel-Import, Product Type, Phyto/Biotech, Generic/Original, etc		
Segments not covered	-		
Covered locally, not on MIDAS	Possibility to split market in inpatient and outpatient sector		
	Notes		
	<ul style="list-style-type: none"> The hospital audit covers consumption of pharmaceutical products in general hospitals with separate departments, specialized hospitals for internal medicine and orthopaedics, and special psychiatric clinics. This involves the collection of data on individual units dispensed by the pharmacy supplying the individual business units (departments) at the hospitals with its products The panel hospitals report about their total pharmaceuticals consumption in approximately 60 different types of wards on a continuous and monthly basis. The selection of hospitals occurs at random and on an arrangement basis Projection factors are proportional to the number of beds in the universe and panel and are adjusted to reflect the changing universe These factors Sales values are displayed locally as 'Bewertet' (weighted purchase price) and 'Grosso' (ex-mnf list price). MIDAS reflects the <i>Bewertet</i> value. Sanatoriums are not included in the universe or the sample 		

Germany

Channels of Distribution

Market Covered by MIDAS:
100%



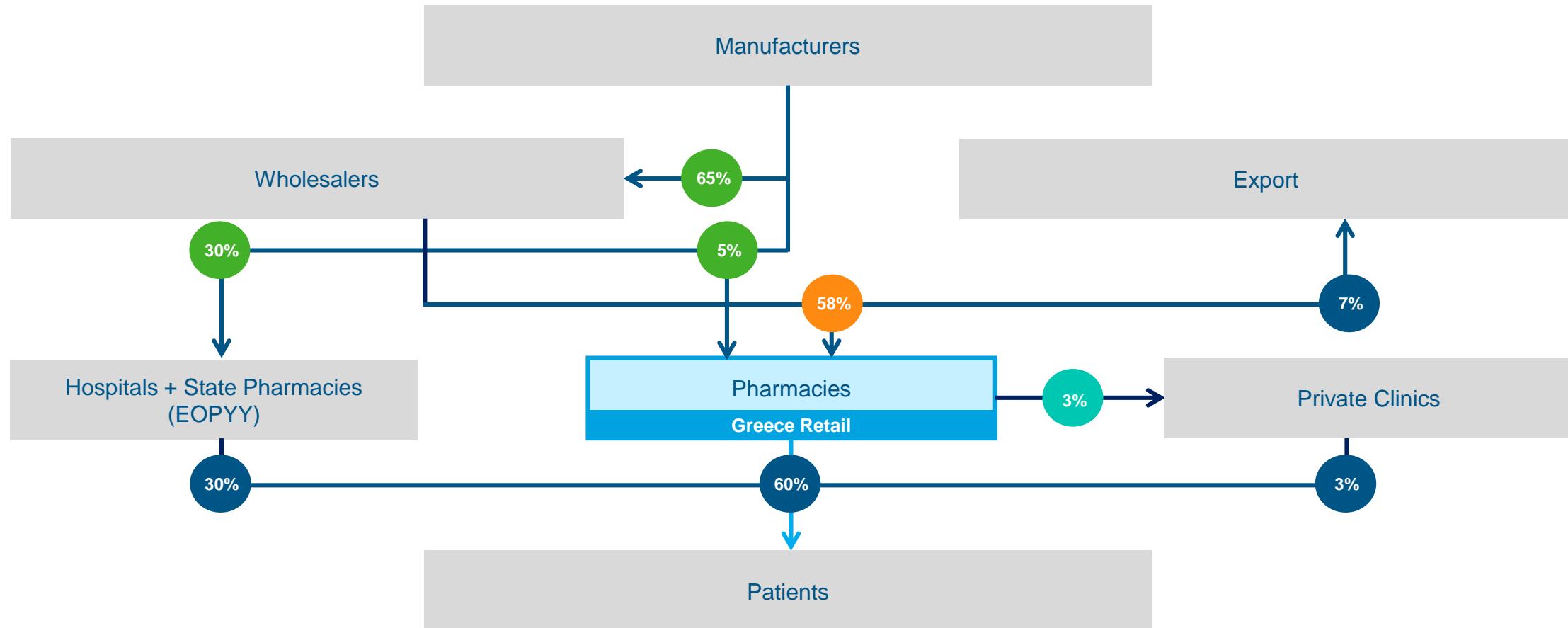
Greece Retail



Audit Name	Hellenic Pharmaceutical Monitor (GPI)		
Audit Type	Retail Sell-out	Market Segment	60%
Data Source	2,100 pharmacies		
Universe	10,150 pharmacies		
Projection	Projected using territory factors, which may change each month		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	132 months
Sales Level	Trade	Corporation	Local
Local Currency	Euros	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	Hospitals, private clinics		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Greece Pharmaceutical Index (GPI) is a pharmaceutical sell-out audit, which covers all pharmaceuticals (RX, semi-ethical and non-ethical) sales from pharmacies to retail consumers

Greece

Channels of Distribution





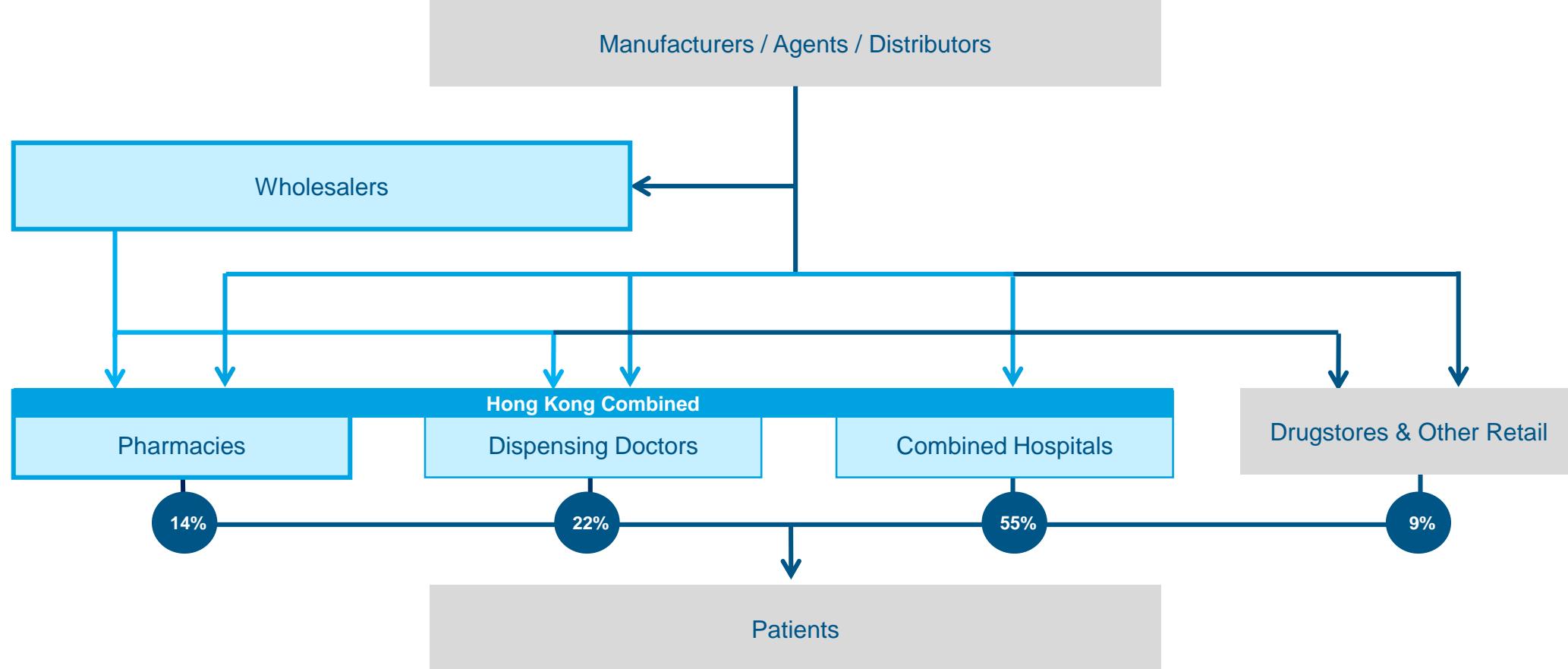
Hong Kong Combined

Audit Name	Hong Kong Pharmaceutical Audit (HKPA)		
Audit Type	Combined Sell-in	Market Segment	91%
Data Source	Distributors and direct manufacturer panel representing ~83% of audited market, 1,100 private hospital beds, 27,895 government hospital beds, 117 doctors, 25 dispensaries		
Universe	4,514 private hospital beds, 27,895 government hospital beds, 5,734 doctors, 604 dispensaries		
Projection	Distributors and direct manufacturer panel unprojected, remainder projected		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Hong Kong Dollars	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	Sales of medicine companies (non-pharmacist drug stores), supermarkets, other retail outlets and exports		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Hong Kong Pharmaceutical Audit (HKPA) covers the private and the government market sector in ethical plus over-the-counter marketing, namely the dispensing doctor clinics, private and government (combined) hospitals and dispensaries (pharmacies) It is based on the purchases of pharmaceuticals by the above outlets located throughout Hong Kong (Hong Kong Island, Kowloon and New Territories). This includes pharmaceuticals officially marketed by companies operating in Hong Kong

Hong Kong

Channels of Distribution

Market Covered by MIDAS:
91%





Hungary Retail

Audit Name	Hungarian Pharmaceutical Audit (HPA)		
Audit Type	Retail Sell-in	Market Segment	77%
Data Source	17 Wholesalers, 13 direct sales		
Universe	2,383 Pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	84 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Hungarian Forint	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Sales values shown at both manufacturer and public level locally		
			Notes
			<ul style="list-style-type: none"> The Hungary pharmaceutical audit covers wholesalers' and Manufacturer's sales to public pharmacies Sales data is shown at both the ex-MNF and Public levels at a local level – MIDAS reports sales levels at manufacturer level, with a margin factor for other levels



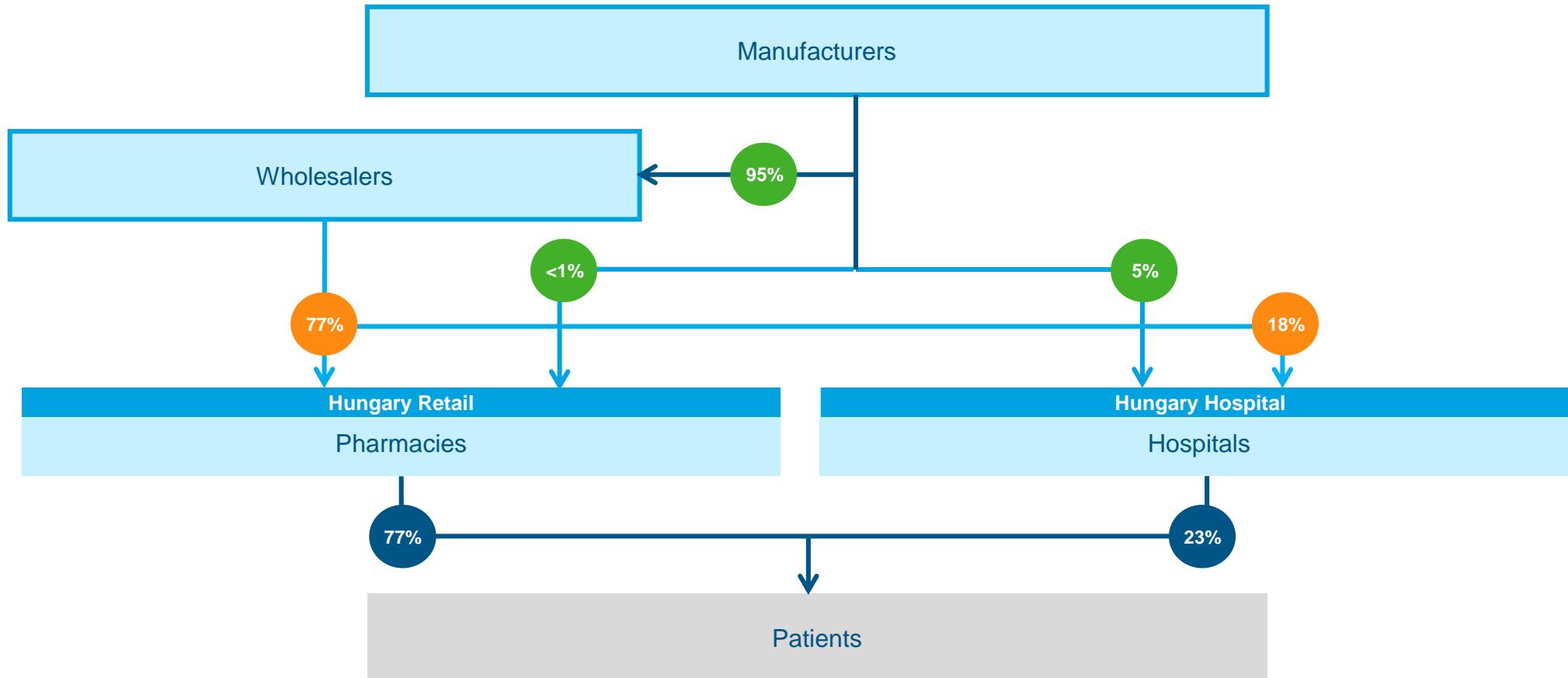
Hungary Hospital

Audit Name	Hungary Hospital Audit (HHA)		
Audit Type	Hospital Sell-in	Market Segment	23%
Data Source	17 Wholesalers, 13 direct sales		
Universe	164 Hospitals (69,761 beds)		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	84 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Hungarian Forint	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Sales values shown at both manufacturer and public level locally		
			Notes
			<ul style="list-style-type: none"> The Hungarian healthcare system provides comprehensive universal care through a predominantly publicly-funded scheme. Hungary has 175 hospitals which are run either by the Ministry of Health, the municipalities or universities Hungary hospital audit provides data on wholesaler sales to hospital pharmacies. The hospital universe comprises 175 hospitals (71,064 beds) Sales data is shown at both the ex-MNF and Public levels at a local level – MIDAS reports sales levels at manufacturer level, with a margin factor for other levels

Hungary

Channels of Distribution

Market Covered by MIDAS:
100%





India Total Sales

Audit Name	Total Sales Audit (TSA)		
Audit Type	Stockist sale out	Market Segment	100%
Data Source	8,970 stockists		
Universe	29,000+ stockists		
Projection	Yes, Factors for Company x Region x Outlet for 51 Regions (SSA) and 25 Regions (H SA)		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2007	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Indian Rupee	Market Segmentation	-
Icons not on MIDAS	Local ATC classification		
Segments not covered	Sales or tenders to NGOs, Primary health centres, Direct supply from Manufacture or CNF without going through stockist		
Covered locally, not on MIDAS	Split by Retail, hospital, dispensing doctors available locally, Regional, Townclass, Metro, State by townclass		
		Notes	<ul style="list-style-type: none"> The India Total Sales Audit is a measure of sales out of stockists to three different channels: <ul style="list-style-type: none"> Retailers/Wholesalers (SSA) Retailers located inside the premises of Hospitals/Nursing homes (HSA) Dispensing Doctors and others (DSA) Locally, all of these audits are available separately, but on MIDAS it is only the SSA and HSA which show the split

India Retail



Audit Name	Secondary Stockist Audit (SSA)		
Audit Type	Stockist sell-out to Retailers	Market Segment	81%
Data Source	8,970 stockists		
Universe	29,000+ stockists		
Projection	Yes, Factors for Company x Region x Outlet for 51 Regions (SSA)		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Indian Rupee	Market Segmentation	-
Icons not on MIDAS	Local ATC classification		
Segments not covered	Sales or tenders to NGOs, Primary health centres, Direct hospital supply from Manufacture or CNF		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> • Drug Distribution in India is unique and fragmented <ul style="list-style-type: none"> – Stockists (wholesalers) are appointed by companies to distribute products – Each company has its own stockists universe – Stockists can distribute for different companies or can specialize – Stockists can sell to sub-stockists – Unlike many other markets, there are no stockists who distribute for all manufacturers • Data for some specialist areas such as Vaccines, Oncology, Super-Specialty or Institutional products may be under-represented due to reasons as below <ul style="list-style-type: none"> – Proportion of the sales are out of scope. Direct Institutional sales, Direct Doctor or Patients sales are not captured – Specialist Stockists operating in specialist fields may not be captured and projected in the IQVIA audit 		



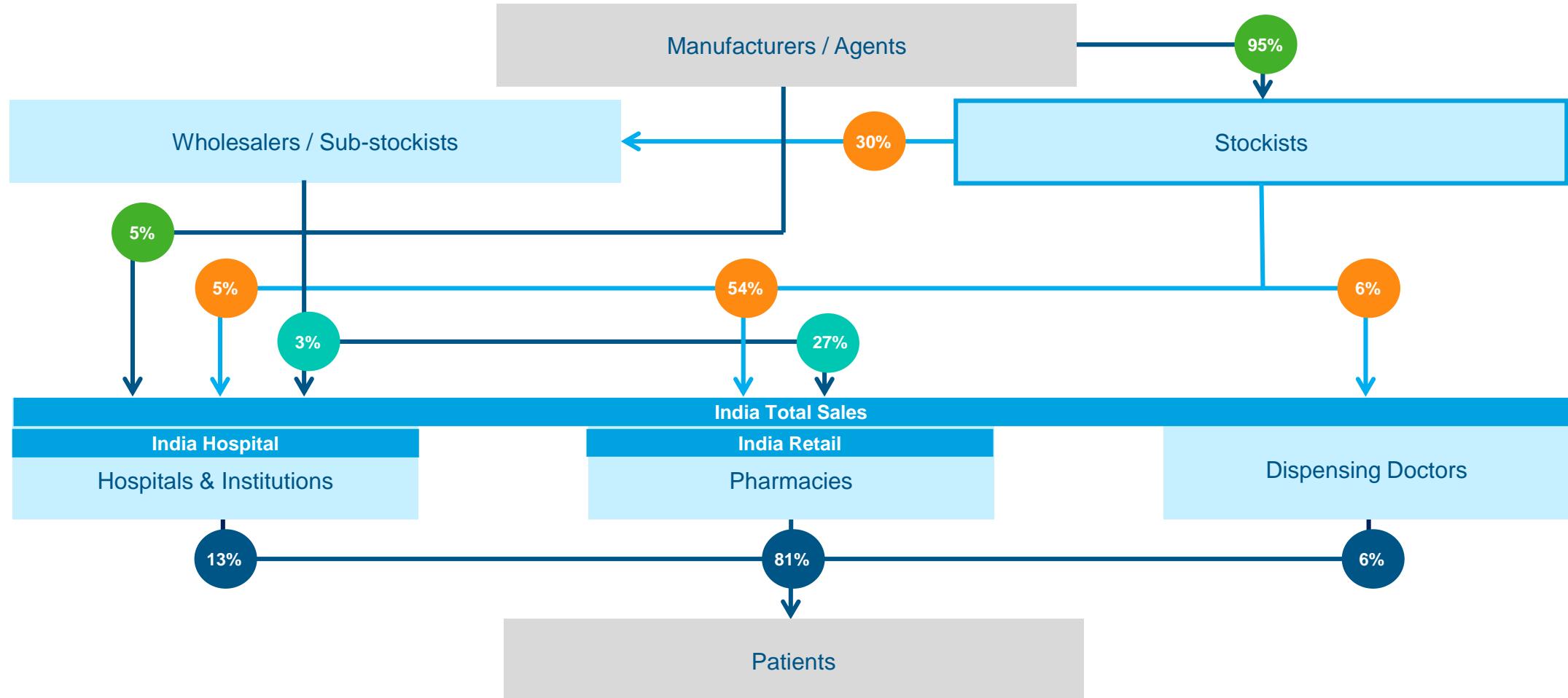
India Hospital

Audit Name	Hospital Secondary Audit (HSA)		
Audit Type	Stockist sale out to Hospital	Market Segment	13%
Data Source	8,970 stockists		
Universe	29,000+ stockists		
Projection	Yes, Factors for Company X 25 Regions (H SA)		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From Q1 2005 From M01 2007	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Indian Rupee	Market Segmentation	-
Icons not on MIDAS	Local ATC classification		
Segments not covered	Sales or tenders to NGOs, Primary health centres, Direct hospital supply from Manufacture or CNF		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> Covers sales out of stockists to retailers, located inside the premises of hospitals/nursing homes. The sample is stratified into 30 major metros and 21 states (excluding the metros) regional clusters. As an additional stratification semi-rural and rural clusters are being considered. At the same time these regional clusters are taking into account the socio-demographic environment. A special focus is on Hospital stockists to ensure that the company coverage benchmarks are met within each of the regional clusters Projection factors are calculated as the ratio of universe turnover to panel turnover (ratio estimator), by zone and company. Hence, for each zone, the panel data is projected separately by company 		

India

Channels of Distribution

Market Covered by MIDAS:
95%





Indonesia Drugstore

Audit Name	Indonesia Drugstores Audit (IDA)		
Audit Type	Retail Sell-in	Market Segment	8%
Data Source	175 drugstores		
Universe	8,497 drugstores		
Projection	Yes, by regions and drugstore type		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Indonesian Rupiah (millions)	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> In Indonesia, medicines are classified into 4 categories : Narcotics (O), Prescription Medicine (G), OTC Medicine with Warning Labels (W) and OTC Medicines (F) By legislation, O and G can only be sold through pharmacies (<i>apotiks</i>) on prescriptions. Drugstores (<i>toko obat</i>) can deal in W and F. F can also be sold through outlets such as supermarkets and general stores. Although legally prohibited from selling G, the majority of the drugstores deal in these products thus fulfilling the function of a cheaper source of pharmaceutical products, particularly for self-medication. Besides drugstores, there exists large number of peddlers throughout the country with greater concentration in the cities. These peddlers, unauthorized to deal in prescription medicines, in practice, trade in ethical drugs as well The IDA measures sales from distributors / sub-distributors to licensed drugstores, which represents 8% of the total national pharmaceutical market 		



Indonesia Retail

Audit Name	Indonesia Pharmaceutical Audit (IPA)		
Audit Type	Retail Sell-out	Market Segment	28%
Data Source	500 pharmacies		
Universe	22,650 pharmacies		
Projection	Yes, by area - 12 factors		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Indonesian Rupiah (millions)	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The IPA measures sales from retail pharmacies (apotiks) to patients/end-users, which represents 28% of the total national pharmaceutical market The sample retail pharmacies are carefully selected so as to be representative of the movement of drugs passing through. They are randomly selected and located in different cities and towns distributed throughout Indonesia 		



Indonesia Hospital

Audit Name	Indonesia Hospital Pharma Audit (IHPA)		
Audit Type	Hospital Sell-Out	Market Segment	33%
Data Source	250 hospitals		
Universe	2,466 hospitals		
Projection	Yes		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Indonesian Rupiah (millions)	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The IHPA measures usage from hospital pharmacies to patients, which represents 33% of the total national pharmaceutical market The 250 hospitals consist of general hospitals divided into 2 types (Government and Private) and specialty hospitals divided into 3 categories (Maternity, Pulmonology and Ophthalmology) General hospitals panels are also stratified into 2 classes of bed-sizes (1 - 200 and greater than 200 beds) 		



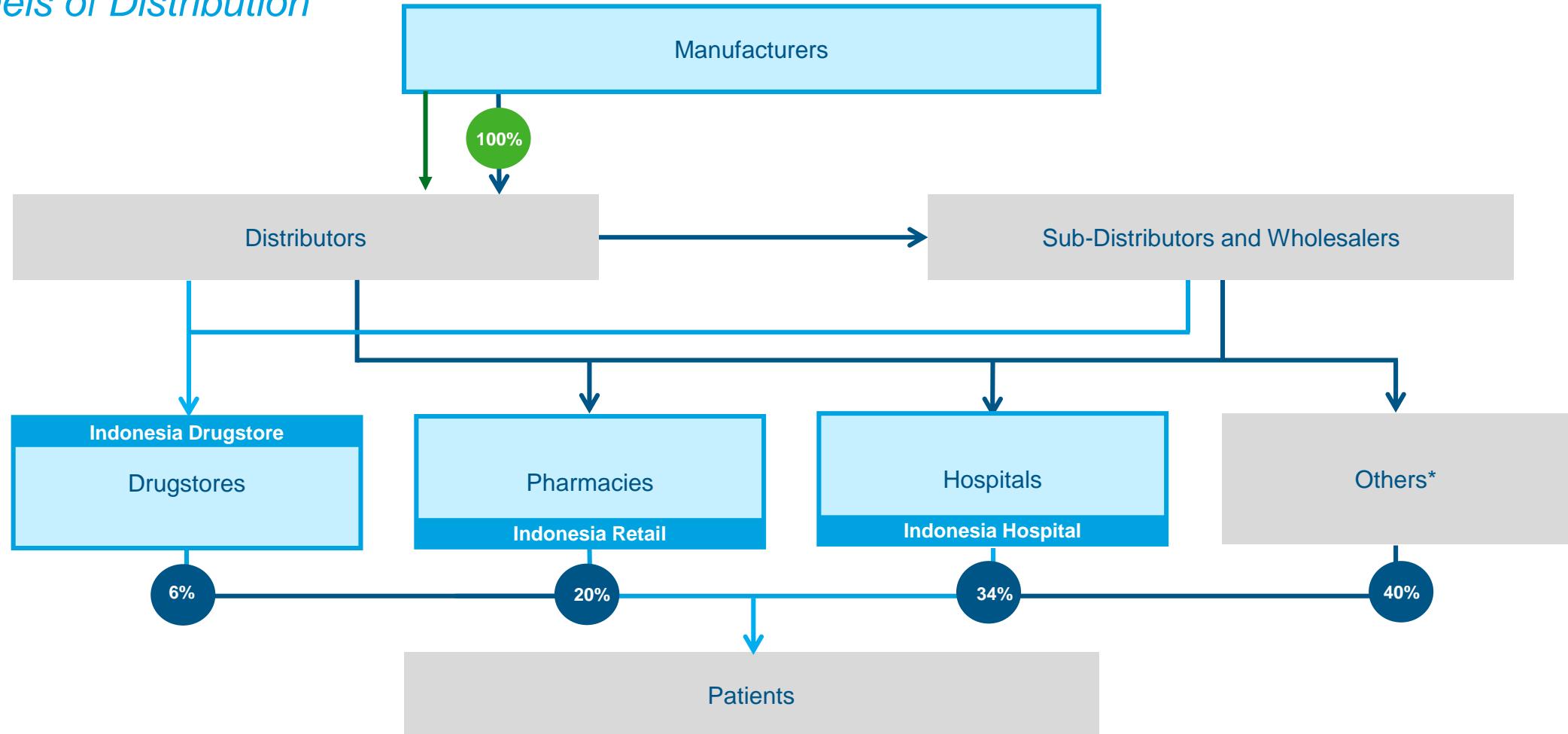
Indonesia Total Market Audit

Audit Name	Indonesia Total Market Audit (ITMA)		
Audit Type	Sell-in	Market Segment	71% (Rx) 29% (Free Sales)
Data Source	Distributor's Data from Manufacturers(DDM) + Panels Projection		
Universe			
Projection	Yes (For Non Contributors)		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	From Q1 2015	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Indonesian Rupiah (millions)	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The ITMA covers sell-in data from Distributors to all available channel in Indonesia, including modern trade and clinics based on direct manufacturer input The ITMA is only available to customers who are contributors of data at the local level

Indonesia

Channels of Distribution

Market Covered by MIDAS:
60%



*Others: grosiers, supermarkets, warungs, peddlers, institutions and dispensing doctors



Ireland Retail

Audit Name	Irish Pharmaceutical Index (IPI)		
Audit Type	Retail Sell-in	Market Segment	80%
Data Source	Major wholesaler groups		
Universe	1,771 retail pharmacies		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Euro	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> • Data is provided by the major wholesaling groups on all their distribution to retail pharmacies and all the major parallel traders for Rx products. The residue of the market is estimated from the purchase data based on parallel trade being carried out by individual pharmacies throughout the Republic of Ireland that hold wholesaler licenses • The sample is designed to be representative of the number of shops in each of 54 subdivisions (bricks) of the Country, based on counties, and postal districts of Dublin 		



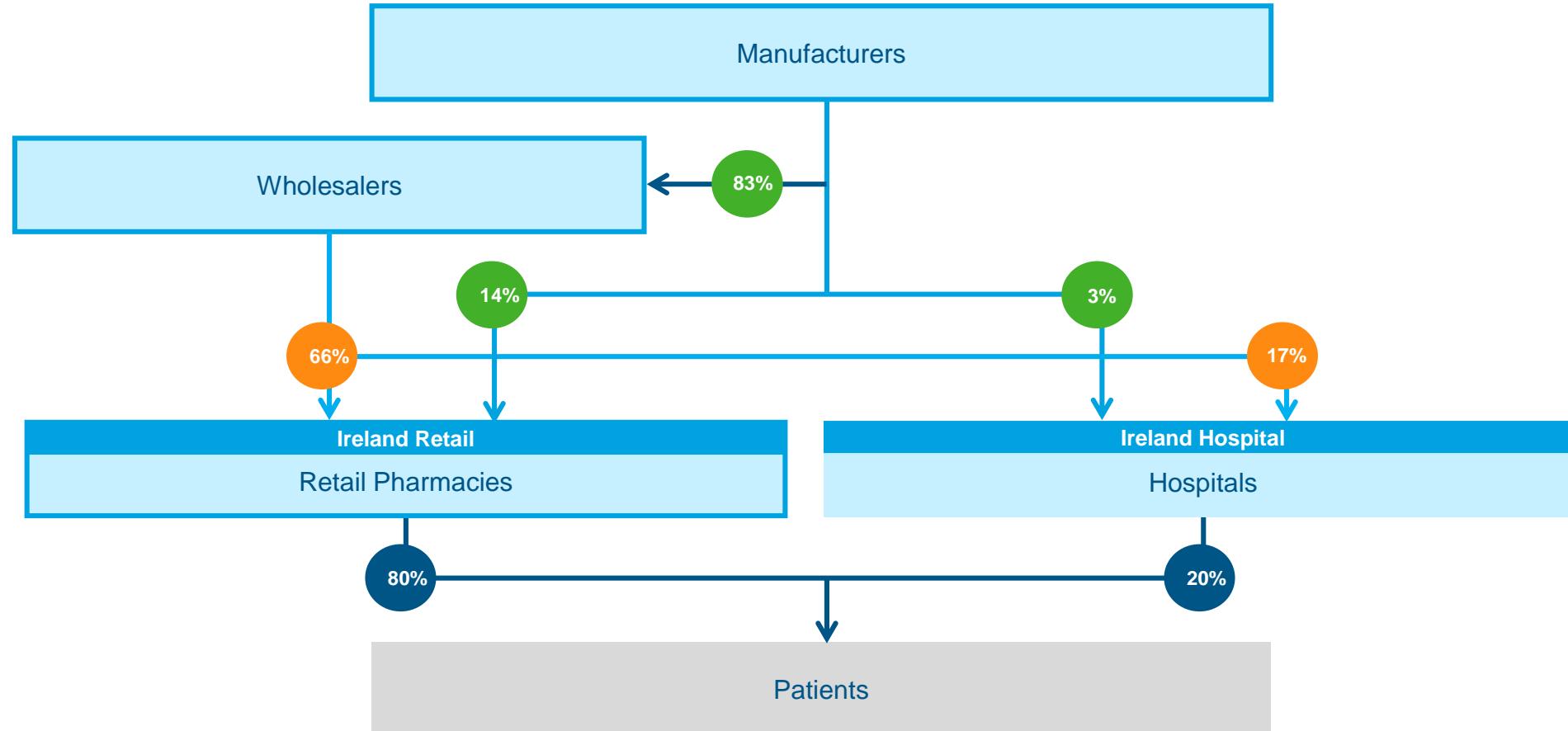
Ireland Hospital

Audit Name	Irish National Hospital (IHI)		
Audit Type	Hospital Sell-in	Market Segment	20%
Data Source	Wholesalers and manufacturers with direct hospital pharmacy sales		
Universe	200 Hospital Pharmacies		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2006	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Euro	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> • Data are provided by the major wholesaling groups and manufacturers who sell direct on all their distribution to hospital pharmacies, and is not projected 		

Ireland

Channels of Distribution

Market Covered by MIDAS:
100%





Italy Retail

Audit Name	<i>Il Mercato Farmaceutico (IMF)</i>		
Audit Type	Retail Sell-in	Market Segment	38%
Data Source	193 wholesaler warehouses, 8,000 pharmacies, Pharma Companies (direct sales)		
Universe	193 wholesaler warehouses, 18,963 pharmacies		
Projection	A projection factor is applied to estimate about 1% sales		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	36 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The Italian pharmacy sector comprises both direct and indirect sales Indirect sales are collected from wholesalers (some of them are present in more than one region) with minor projection of 2 missing wholesalers Direct sales figures are gathered from collaborating Pharma companies, and the non collaborating are estimated through an algorithm applied on the 8,000 pharmacy panel 		

Italy Retail Sell-Out

Audit Name	National SELLOUT (NMNM)		
Audit Type	Retail Sell-out	Market Segment	38%
Data Source	Federfarma/Assofarm (Pharmacies Associations, coverage 97%), 8,000 pharmacies, 193 wholesaler warehouses		
Universe	18,963 pharmacies		
Projection	A statistical algorithm is applied to estimate total sellout (being census the reimbursed products while the private consumption is estimated)		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2014	Backdata (Local)	36 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> With reference to reimbursed products (<i>classe A/A con nota</i>), Italian pharmacies have to communicate the sellout volumes to Minister of Health to get the reimbursement. IQVIA gather this data flow through Italian Pharmacy Associations The total sell out is estimated through an algorithm based on the ratio between sell out and sell in in the pharmacy panel, and then applied to the wholesalers selling 		

Italy Hospital



Audit Name	<i>Il Mercato Farmaceutico Ospedalerio (IMFO)</i>		
Audit Type	Hospital Consumption	Market Segment	53%
Data Source	70,2% of Public Hospitals (beds), 69,5% Local Health Authorities (population), key ATC are integrated by collaborating Manufacturers (ex-factory data)		
Universe	153.033 beds		
Projection	Yes, based on weighted factors		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	36 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The IMFO provides information on drug consumption in the hospital market. The hospital service represents the flow of drugs dispensed by the hospital pharmacies to inpatient and out patient wards and through the "hospital direct distribution" system The projection method is based on weighted factors. The sample design is stratified according to 18 geographic areas and 19 macro wards In order to improve the representativeness of the most significant specialty markets, the sample of Hospitals and LHA has been integrated with the ex-factory data from collaborating pharmaceutical companies



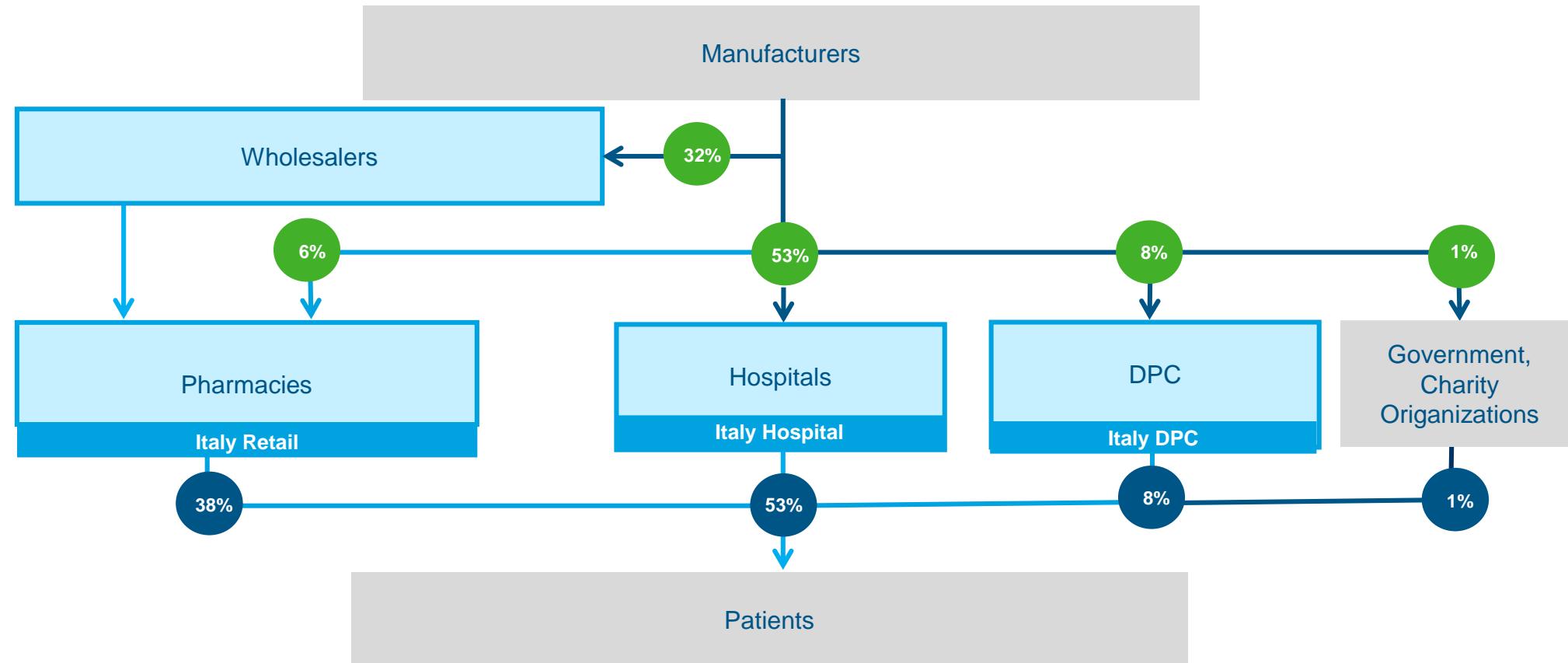
Italy DPC

Audit Name	<i>Distribuzione Per Conto (DPC)</i>		
Audit Type	LHA Consumption	Market Segment	8%
Data Source	Wholesalers servicing the 104 LHA where DPC is active		
Universe	104 LHA where DPC is active		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2007	Backdata (Local)	36 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> Distribuzione per Conto refers to "Direct to Patient Distribution" Measuring the flow of drug distribution directly to patients through a special agreement between LHAs, wholesalers and retail pharmacies This type of distribution is considered to be "non retail" The product (price and quantities) are negotiated between the Manufacturer and the Local Health Authority (LHA); prices of products sold under this agreement are subject to the hospital pricing rules Wholesalers are the main data providers for the DPC channel. Data is collected from a panel on which IQVIA has previously obtained the needed authorization from Regional or Local Health Authorities to collect and deliver information. When a LHA does not give the authorization, the data source is the prescription data flow (DPC prescriptions are identified by a flag) 		

Italy

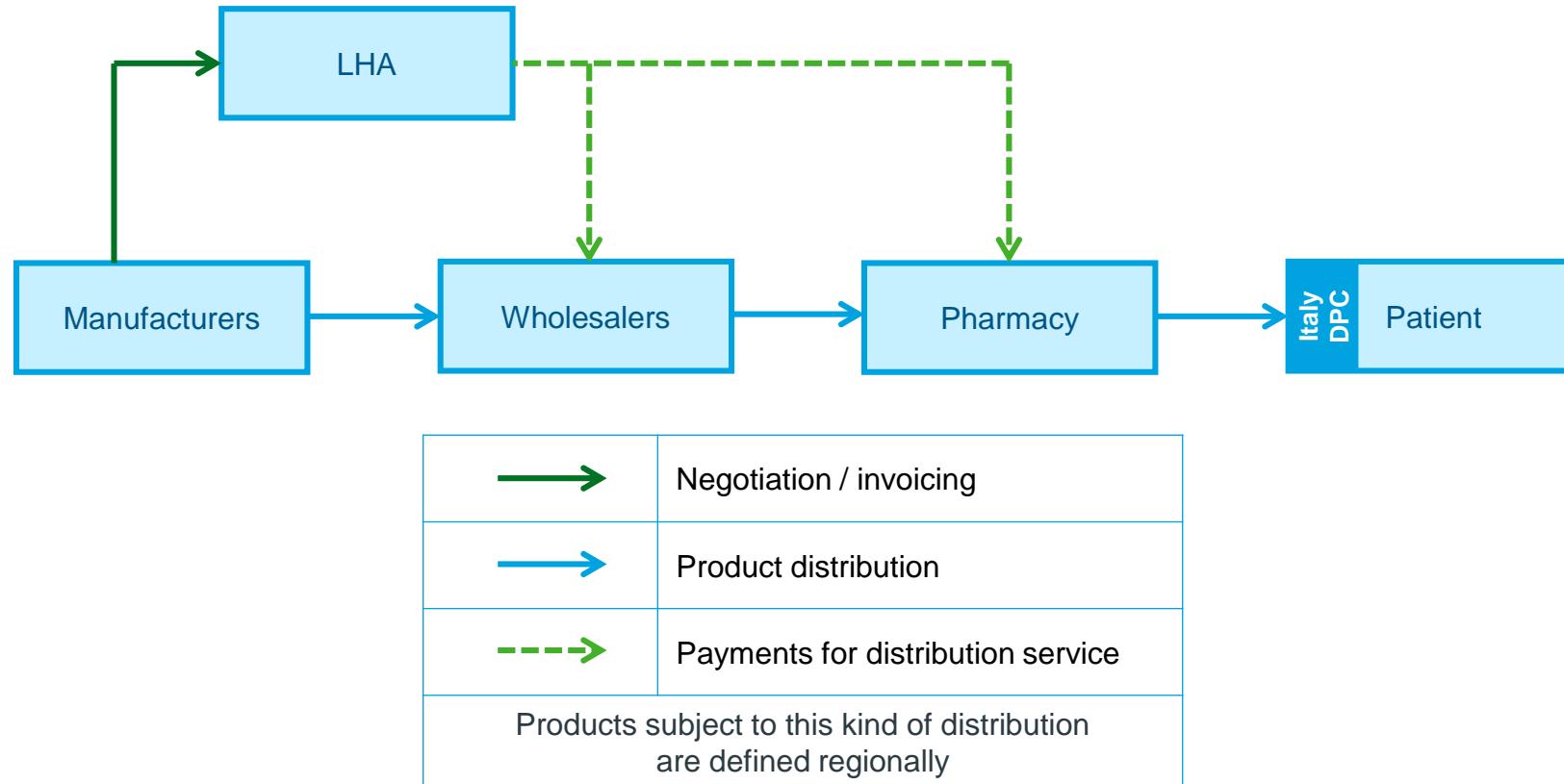
Channels of Distribution

Market Covered by MIDAS:
99%



DPC Channels of Distribution

Market Covered by MIDAS:
100%



Japan Retail



Audit Name	Japan Pharmaceutical Market (JPM)		
Audit Type	Retail Sell-in	Market Segment	58%
Data Source	50 wholesalers (99% total volume)		
Universe	76 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Public	Corporation	Local
Local Currency	Japanese Yen (millions)	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Direct sales		
Covered locally, not on MIDAS	GP, Pharmacy split		
			Notes
			<ul style="list-style-type: none"> Locally, the JPM consists of 3 channels <ul style="list-style-type: none"> Hospital (100 or more bed institutions) GP (0-99 bed institutions, including Dispensing Doctors) Pharmacy The GP and Pharmacy channels are combined on MIDAS to Japan Retail At present, there are an estimated 800 wholesalers in Japan. However, most of them are very small family business companies; therefore, IQVIA-J regards major 76 wholesalers as the Universe of Japanese ethical market. Most of them are members of JPWA (Japan Pharmaceutical Wholesalers Association). The 50 panel wholesalers have been selected from 47 prefectures in order to reflect the Universe and manufacturers' share in each prefecture It is estimated that the total ethical sales volume by the panel wholesalers is 99% of the total sales volume of the member of JPWA

Japan Hospital

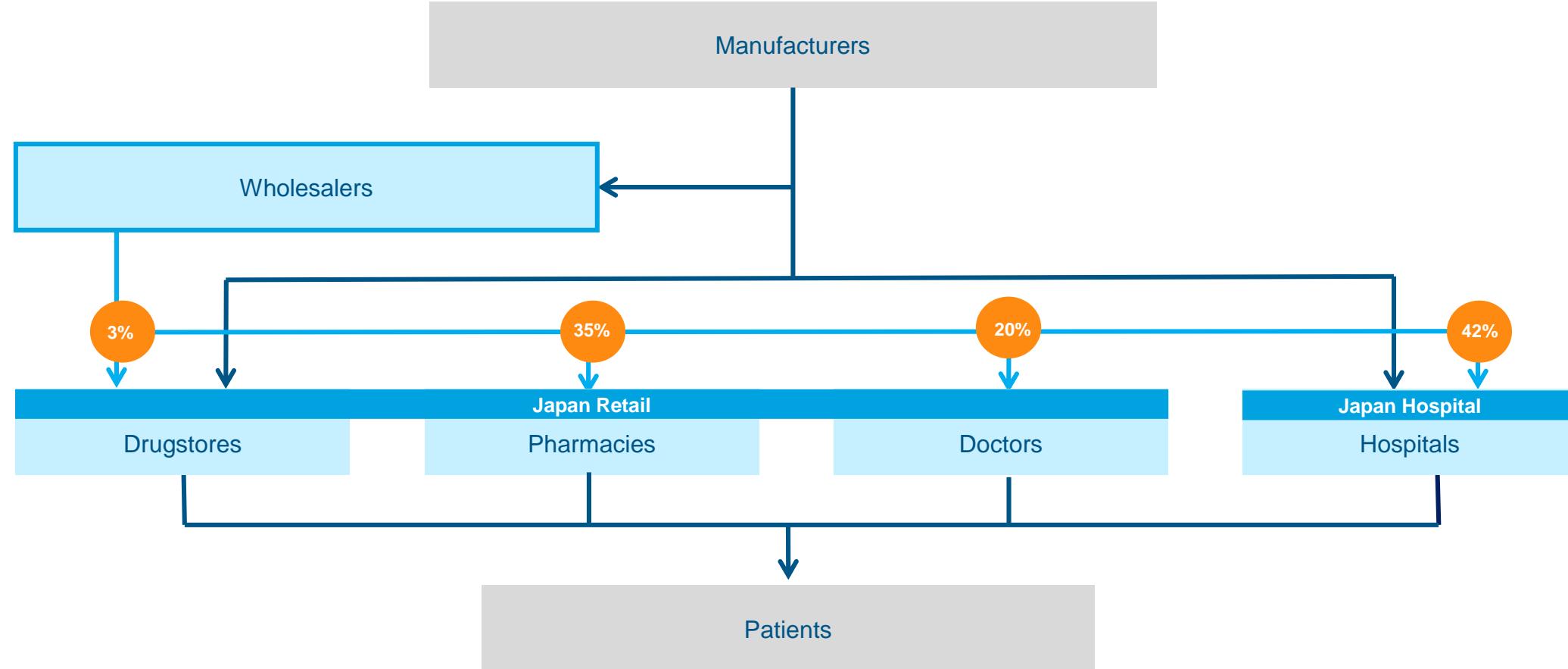


Audit Name	Japan Hospital Pharmaceutical Market (JHPM)		
Audit Type	Hospital Sell-in	Market Segment	42%
Data Source	50 wholesalers (99% total volume)		
Universe	76 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	144 months
Sales Level	Public	Corporation	Local
Local Currency	Japanese Yen (millions)	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Direct sales		
Covered locally, not on MIDAS	-		
		Notes	
		<ul style="list-style-type: none"> In Japan, healthcare is accessed through a network of around 96,000 clinics and some 7,000 hospitals. A large proportion of hospitals and clinics are privately-owned This audit covers the ethical drugs sold through pharmaceutical wholesalers only. The ethical drugs directly sold to hospitals and general practitioners, OTC drugs, quasi-drugs, animal health medicines, and agricultural medicines are not included The hospitals in this report cover medical facilities with 100 beds and over and covers approx. 7,000 medical facilities, which include the healthcare facilities for the elderly as of December 2012 The data for this report is based on sales made to the hospitals with 100 beds and over, through the 50 panel wholesalers of JPM; the monthly figures are obtained and further projected to show the estimated national total market 	

Japan

Channels of Distribution

Market Covered by MIDAS:
100%



Jordan Retail

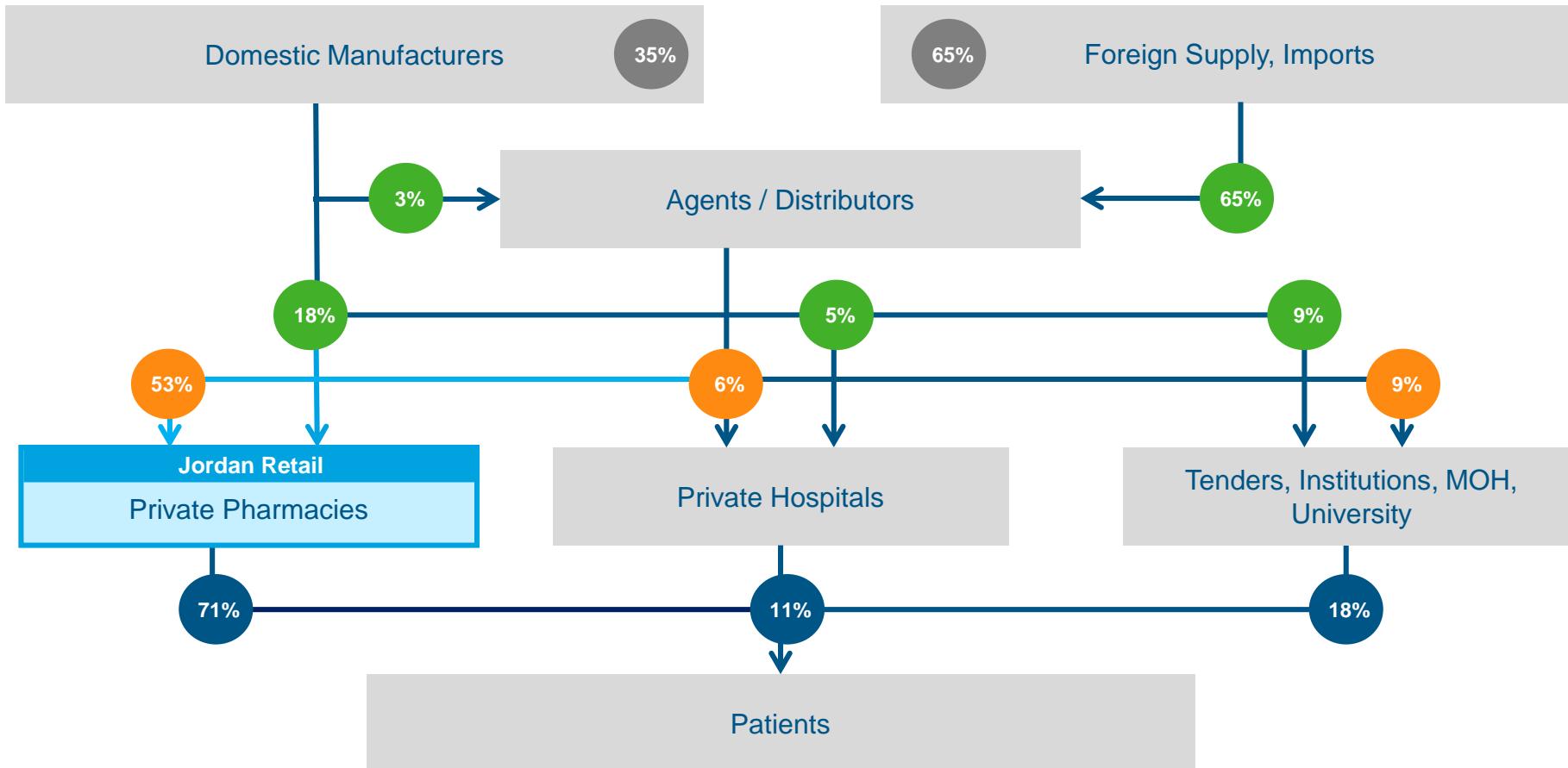


Audit Name	Jordan Pharmaceutical Index (JPI)		
Audit Type	Retail Sell-in	Market Segment	71%
Data Source	110 pharmacies + 1 major chain pharmacy + 20 distributors		
Universe	3,500 pharmacies		
Projection	Panel pharmacies projected, chain pharmacy unprojected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Jordanian Dinar	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Health care centres, hospitals, government institutions		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The JPI does not cover the consumption of drugs distributed directly by the Health Care Centres, Hospitals and Government Institutions

Jordan

Channels of Distribution

Market Covered by MIDAS:
71%





Kazakhstan Retail

Audit Name	Kazakhstan Retail Audit		
Audit Type	Retail Sell-in	Market Segment	60%
Data Source	17 wholesalers		
Universe	100 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From Q1 2005	Backdata (Local)	From Q1 2005
Sales Level	Trade	Corporation	Local
Local Currency	Kazakhstani Tenge	Market Segmentation	-
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none">The Kazakhstan Retail audit captures transactions from wholesalers, accounting for approximately 80% of the market, with projection factors being applied to obtain a total market view

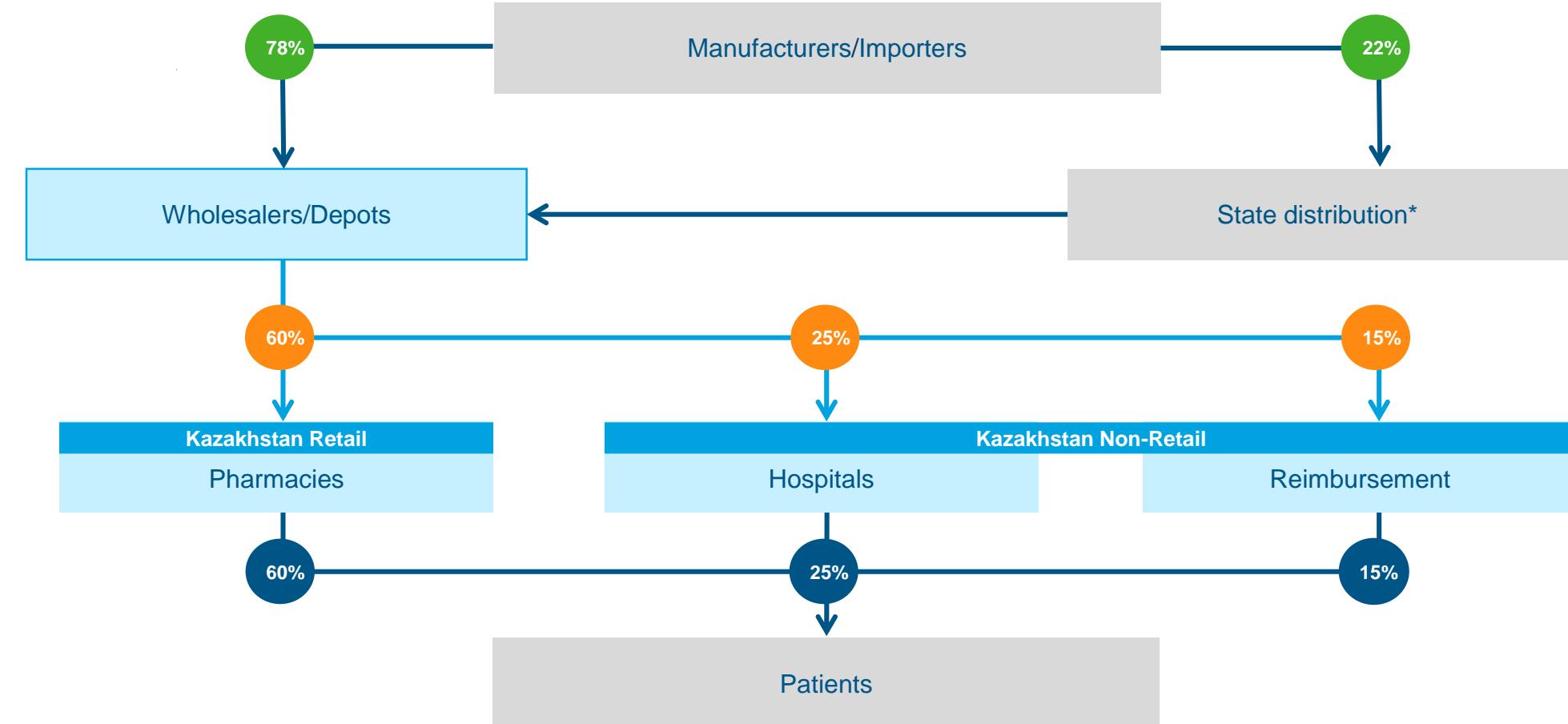


Kazakhstan Non-Retail

Audit Name	Kazakhstan Budget Audit					
Audit Type	Non-Retail Government	Market Segment	40%			
Data Source	State wholesaler data and 13 wholesalers					
Universe	1,200 hospitals, reimbursement systems					
Projection	Not projected					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	From Q1 2005	Backdata (Local)	From Q1 2005			
Sales Level	Trade	Corporation	Local			
Local Currency	Kazakhstani Tenge	Market Segmentation	-			
Icons not on MIDAS	DOT					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none"> Kazakhstan Non Retail audit (locally called Kazakhstan Budget) captures wholesaler transactions to Hospitals and Reimbursement systems. This includes two levels, funding from the national budget and from regional budgets National budget: As part of the national finance, two programs exists covering reimbursement and hospital purchasing. The state distributor "SK-Pharmacia" is included in the IQVIA sample, and delivers products to the hospitals under these programs Regional budget: Regional reimbursement and additional hospital foundations are covered by regional budgets. Data for this segment of the market is provided by State wholesaler The Kazakhstan Budget audit is not projected 						

Kazakhstan

Channels of Distribution





Korea Retail

Audit Name	Korea Pharmaceutical Audit (KPA)		
Audit Type	Retail Sell-in	Market Segment	65%
Data Source	111 wholesalers, 540 drugstores		
Universe	22,798 drugstores		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	-
Local Currency	Korean Won	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Raw materials, exports, military supplies		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The KPA measures sales data relating to purchases of pharmaceuticals (ethicals and OTC preparations) through drugstores IQVIA figures give a universe size of 21,272 drugstores operated by qualified pharmacists. These drugstores are distributed throughout the country's 9 provinces but 30% of them are concentrated in 2 cities, Seoul and Pusan The sales data (purchase invoices/records) is received from both 540 panel drugstores and 121 panel wholesalers. Data from panel wholesalers has been included from January 2002. Indirect sales are therefore projected separately to the direct sales, which remain based on the panel drugstores. This sales data represents purchases from manufacturers, wholesalers and other sources e.g. importers are collected from the drugstores 		



Korea Hospital

Audit Name	Korea Hospital Pharmaceutical Audit (KHPA)			
Audit Type	Hospital Sell-in	Market Segment	31%	
Data Source	175 hospitals			
Universe	1,688 (1,317 General and 371 Specialized) hospitals			
Projection	Yes			
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly	
Backdata (MIDAS)	144 months	Backdata (Local)	60 months	
Sales Level	Trade	Corporation	-	
Local Currency	Korean Won	Market Segmentation	-	
Icons not on MIDAS	-			
Segments not covered	Raw materials, exports, military supplies			
Covered locally, not on MIDAS	-			
			Notes	
			<ul style="list-style-type: none"> The KHPA is a nation-wide survey which covers the purchases of pharmaceutical products of hospitals (both general and specialized) with more than 30 beds in the Republic of Korea Special hospitals such as the leprosy hospital, tuberculosis asylum, pediatrics and internal medicine are excluded The audit does not cover the sales of pharmaceuticals products through clinics which normally have less than 30 beds each, which is covered by the Korea Clinic Audit The Hospital and Clinic channels capture the in-patient market and the Retail (Pharmacy) channel captures the out-patient market 	



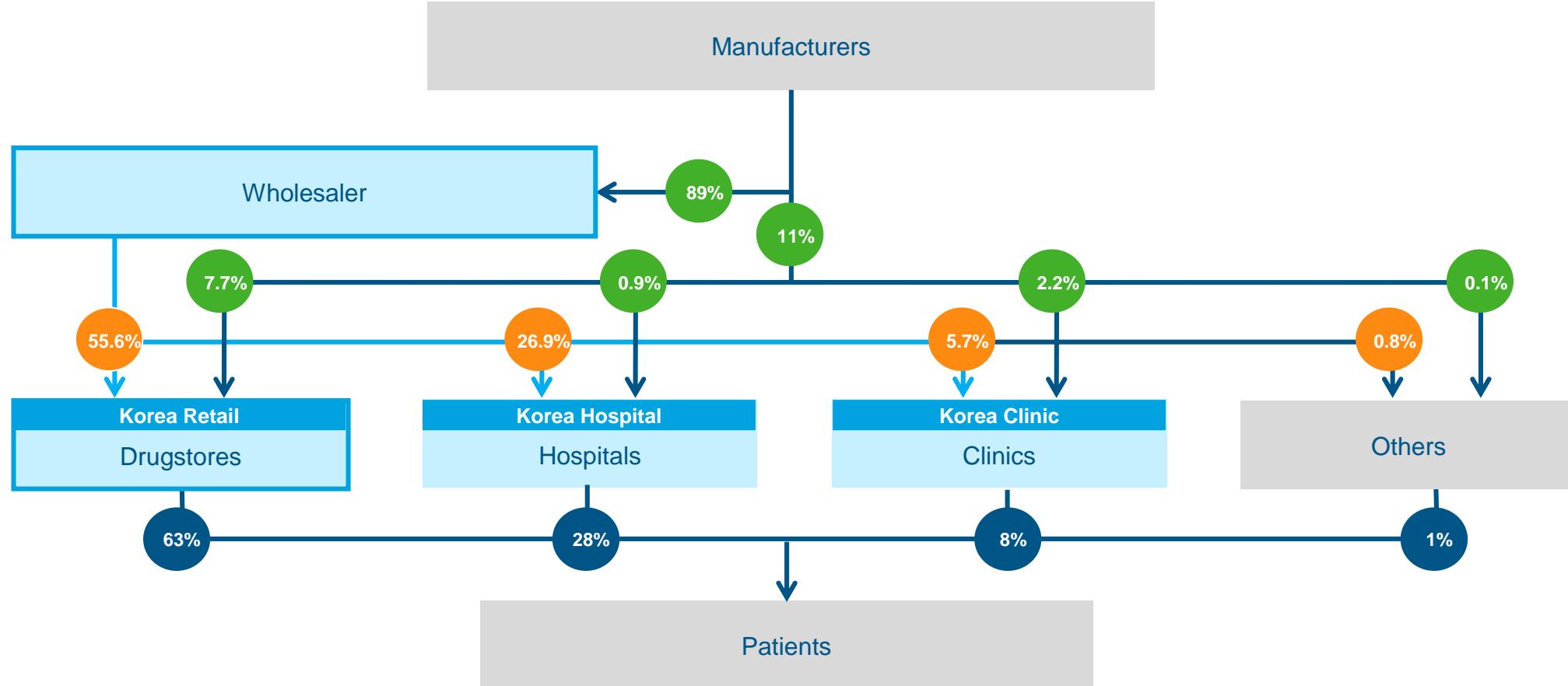
Korea Clinic

Audit Name	Korea Clinic Pharmaceutical Audit (KCPA)		
Audit Type	Hospital Sell-in	Market Segment	5%
Data Source	490 clinics		
Universe	30,027 clinics		
Projection	Yes		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	-
Local Currency	Korean Won	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Raw materials, exports, military supplies		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> Private doctor clinics with less than 30 beds formed the third largest generator of pharmaceutical drug consumption in the Republic of Korea in 2000. Prior to the implementation of the Separation of Prescribing from Dispensing (SPD), clinics represented approximately 17% of the total pharmaceutical market From 1st August 2000, clinic doctors have to issue prescriptions to patients, which are to be filled in the pharmacies. The clinics are still allowed to dispense a limited range of pharmaceuticals, eg. vaccines and some injections These clinics are distributed throughout the country's 9 provinces but 34% of them are concentrated in 2 cities, Seoul and Pusan The KCPA is a nation-wide survey which monitors the pharmaceutical business generated by this sector (both consumed and prescribed for dispensing elsewhere) The Hospital and Clinic channels capture the in-patient market and the Retail (Pharmacy) channel captures the out-patient market

Korea

Channels of Distribution

Market Covered by MIDAS:
99%



Others: Public Health Center, County Hospital etc.



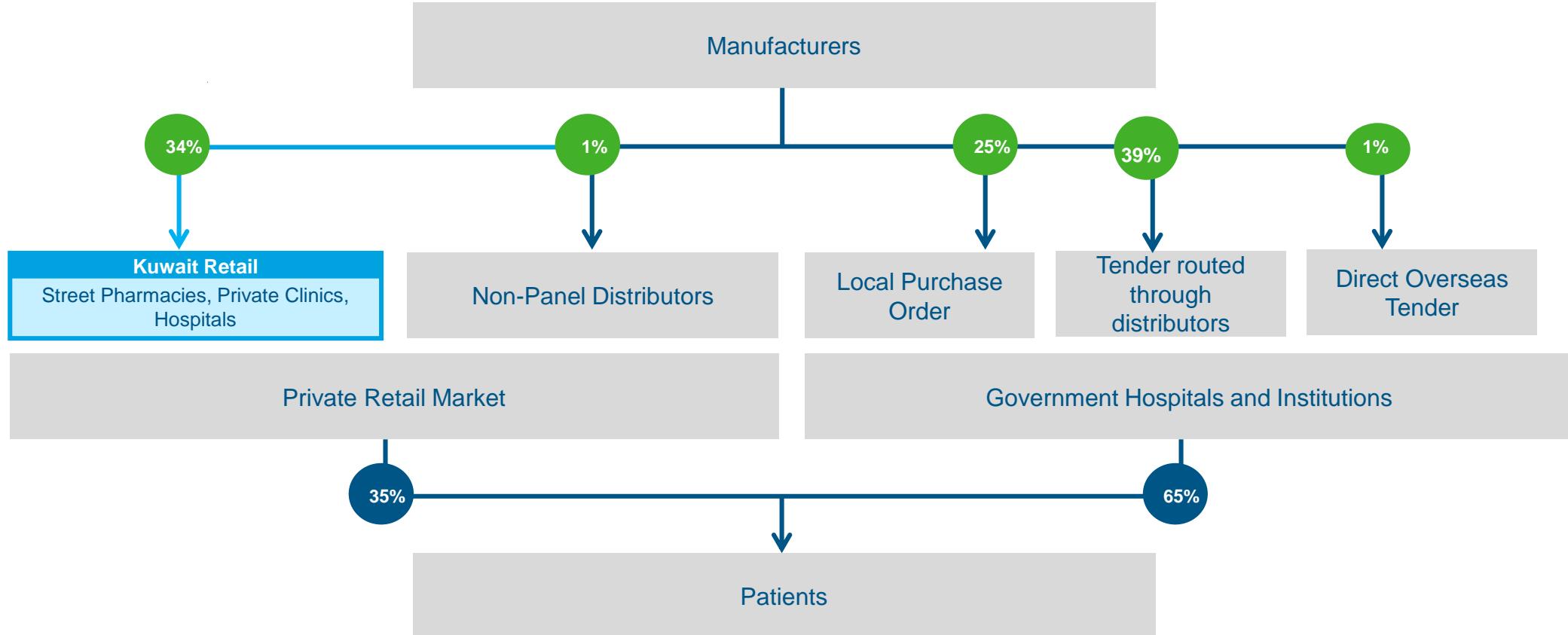
Kuwait Retail

Audit Name	Pharmaceutical Index – Kuwait (PIK)		
Audit Type	Retail Sell-in	Market Segment	35%
Data Source	18 pharmacies, 18 distributors		
Universe	450 pharmacies, 14 private hospitals		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Public	Corporation	Local
Local Currency	Kuwaiti Dinar	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Institutional hospitals and organizations, tenders via LPO		
	Notes		
	<ul style="list-style-type: none"> PIK Reports on purchases of private pharmacies, private clinics and hospitals and private companies PIK audit does not cover the consumption of drugs distributed directly by health centres, hospitals and government institutions The hospitals in the panel are considered as an integral part of the private market. These clinics or polyclinics, where people mainly see doctors practicing in the clinics, but who do not require hospitalization Government institutions and semi-institutions are covered in a separate locally available audit, the KLPO KLPO measures direct sales from panel distributors to institutional and semi-institutional hospitals and organizations, and most tenders Both PIK and KLPO cover 98% of the market, of which 35% is attributed to PIK and 65% to KLPO. 		

Kuwait

Channels of Distribution

Market Covered by MIDAS:
35%





Latvia Retail

Audit Name	Latvia Pharmaceutical Index (LVPI)		
Audit Type	Retail Sell-out	Market Segment	92%
Data Source	450 Pharmacies		
Universe	850 Pharmacies		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	72 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	DDD, DOT		
Segments not covered	Hospitals		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> Latvia Retail data collection changed from sell-in to sell-out with the M07 2012 data update Sell-out backdata is available from M07 2010, with the sell-in backdata being retained on MIDAS up to M06 2010 Locally, the LVPI displays values at both wholesaler (trade) and retail (public) levels – MIDAS uses an average margin factor to calculate the public level 		

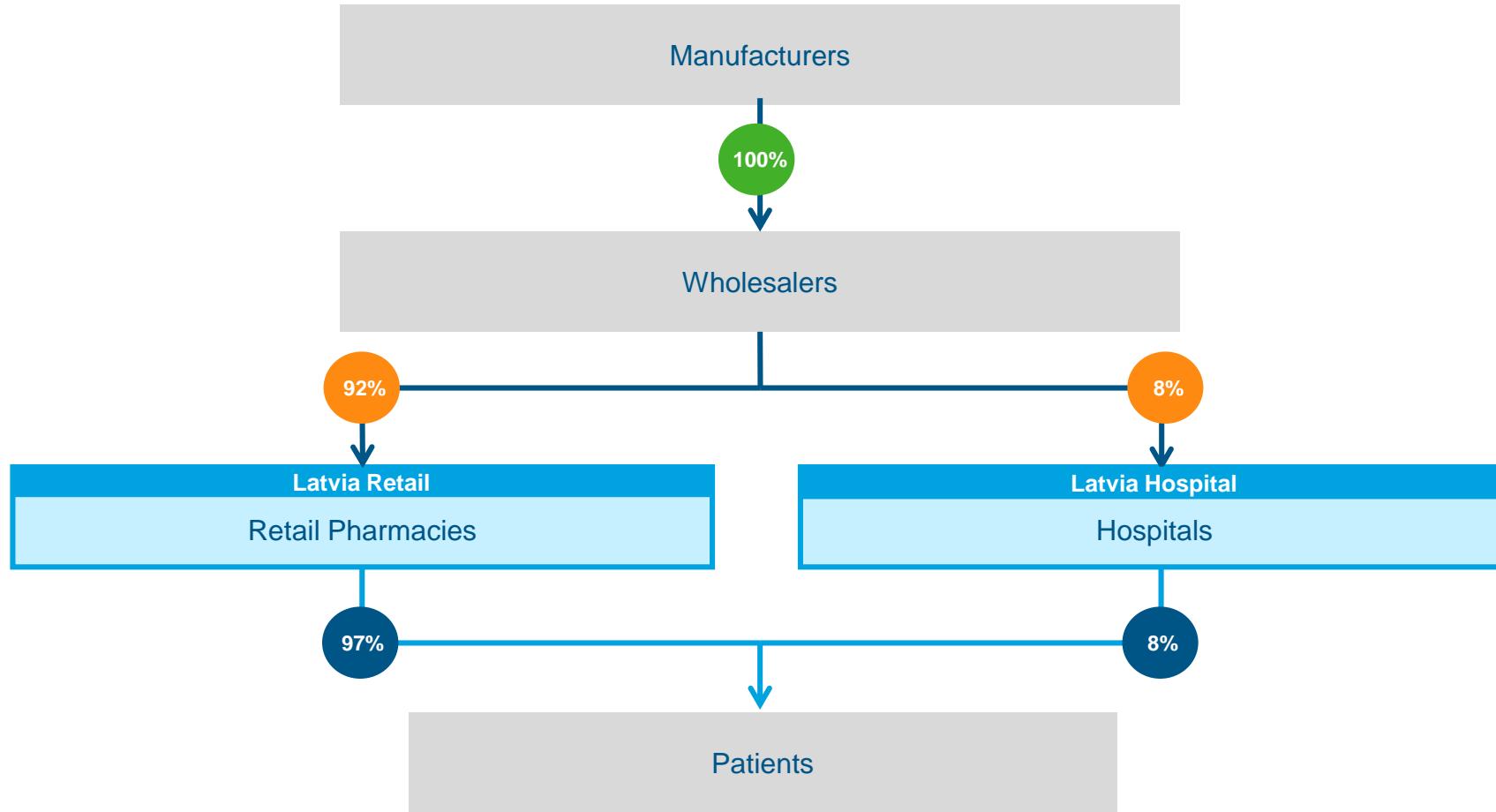


Latvia Hospital

Audit Name	Latvia Hospital National Pharmaceutical Data		
Audit Type	Hospital	Market Segment	8%
Data Source	12 wholesalers		
Universe	30 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From Jan 2013	Backdata (Local)	72 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The Latvia Hospital panel on MIDAS cover volumes sold from wholesalers to hospital pharmacies It represents ~8% of the total Latvia pharmaceutical market



Channels of Distribution





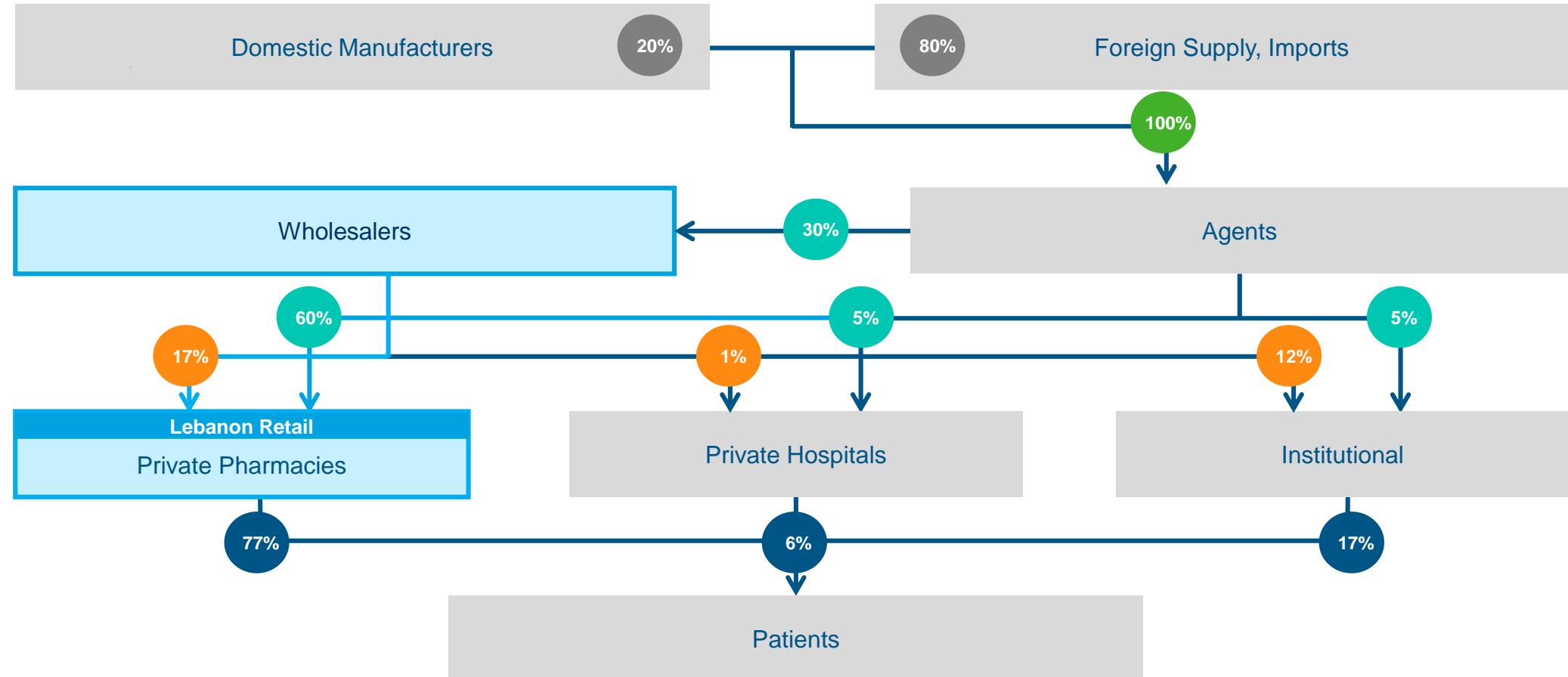
Lebanon Retail

Audit Name	Lebanon Pharmaceutical Index (LPI)		
Audit Type	Retail Sell-in	Market Segment	77%
Data Source	81 pharmacies, 28 distributors		
Universe	2,599 Pharmacies		
Projection	Pharmacy data is projected, distributor data is unprojected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Lebanese Lira	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Health care centres, hospitals, government institutions		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The LPI does not cover the consumption of drugs distributed directly to health care centres, hospitals and government institutions

Lebanon

Channels of Distribution

Market Covered by MIDAS:
77%





Lithuania Retail

Audit Name	Lithuania Pharmaceutical Index (LTPi)		
Audit Type	Retail Sell-in	Market Segment	92%
Data Source	9 wholesalers (99% market share)		
Universe	30 wholesalers		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	72 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DDD, DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The LTPi covers wholesaler sales to pharmacies



Lithuania Hospital

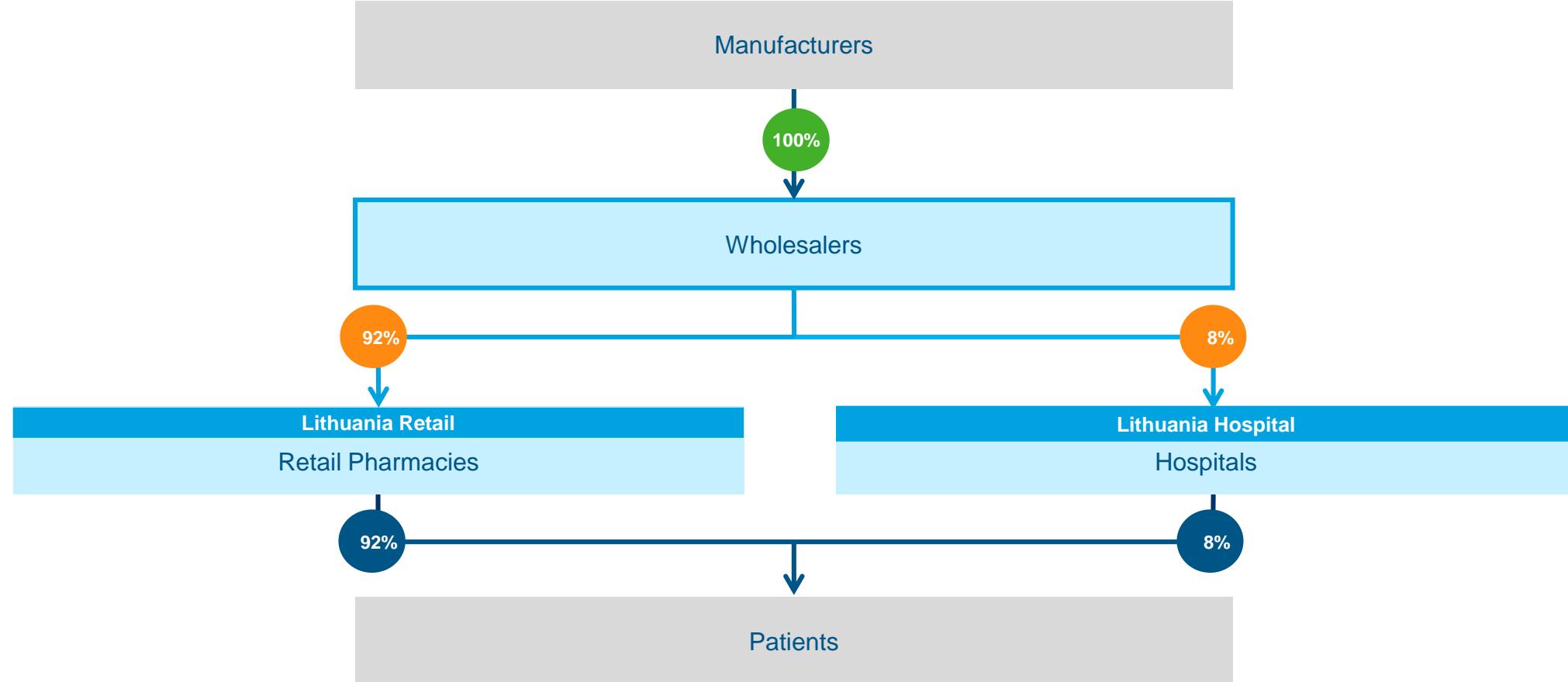
Audit Name	Lithuania Hospital Index (LTHI)		
Audit Type	Hospital Sell-in	Market Segment	8%
Data Source	6 wholesalers (83% market share)		
Universe	30 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	72 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	DDD, DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		

Notes
<ul style="list-style-type: none">The LTHI covers wholesaler sales to hospitals

Lithuania

Channels of Distribution

Market Covered by MIDAS:
99%





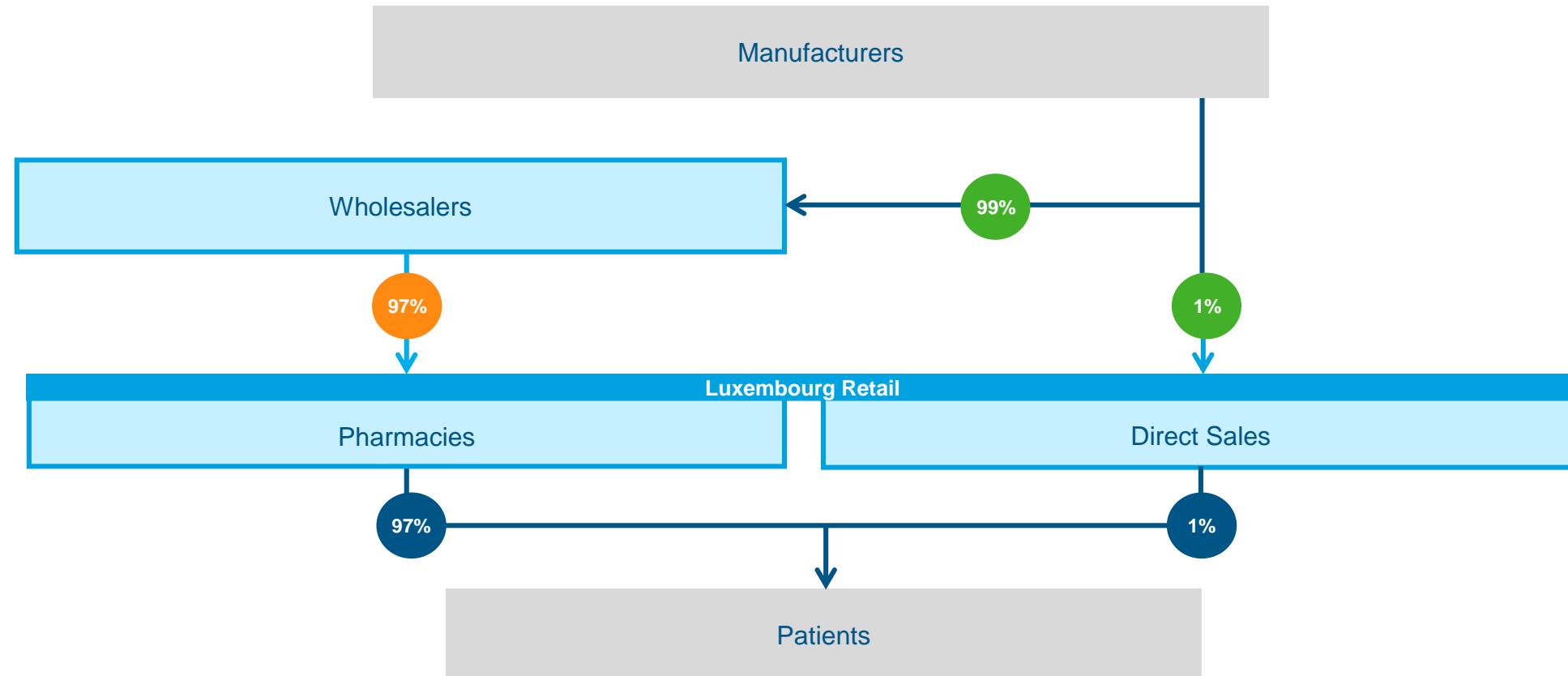
Luxembourg

Audit Name	<i>Le Marche Pharmaceutique Luxembourgeois (LMPL)</i>			Notes
Audit Type	Retail Sell-in	Market Segment	98%	<ul style="list-style-type: none"> All units are calculated by their wholesaler purchase price without VAT. Discounts are not taken into consideration
Data Source	20 pharmacies, 4 wholesalers + 1 Belgian wholesaler			
Universe	85 pharmacies, 4 wholesalers + 1 Belgian wholesaler			
Projection	No projection for indirect sales (100% coverage) Direct sales projected, factor changes monthly			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	144 months	
Sales Level	Manufacturer	Corporation	MIDAS	
Local Currency	Euro	Market Segmentation	MIDAS	
Icons not on MIDAS	-			
Segments not covered	Hospitals			
Covered locally, not on MIDAS	-			

Luxembourg

Channels of Distribution

Market Covered by MIDAS:
98%





Malaysia Combined

Audit Name	Malaysia Pharmaceutical Audit (MPA)		
Audit Type	Combined Sell-in	Market Segment	56%
Data Source	117 doctors, 3,506 hospitals beds, 667 pharmacies, plus distributors & direct manufacturers panel		
Universe	11,699 doctors, 3,226 pharmacies, 11,711 hospital beds		
Projection	Projected by panel type, DDM sales are unprojected		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Malaysian Ringgit	Market Segmentation	-
Icons not on MIDAS	DDD, DOT		
Segments not covered	Chinese medicine halls, supermarkets, vets, non-pharmacist drugstores and retail outlets, exports		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The MPA is based on the sales movement of ethical and OTC preparations through the dispensing doctors, private hospital and retail pharmacies located throughout Malaysia Due to the nature of the sample, the audit covers both the pharmaceuticals officially marketed by companies operating in Malaysia as well as products which are parallel imported The audit does not include the sales of pharmaceuticals to supermarkets, non-pharmacist drugstores and retail outlets, and exports to other countries

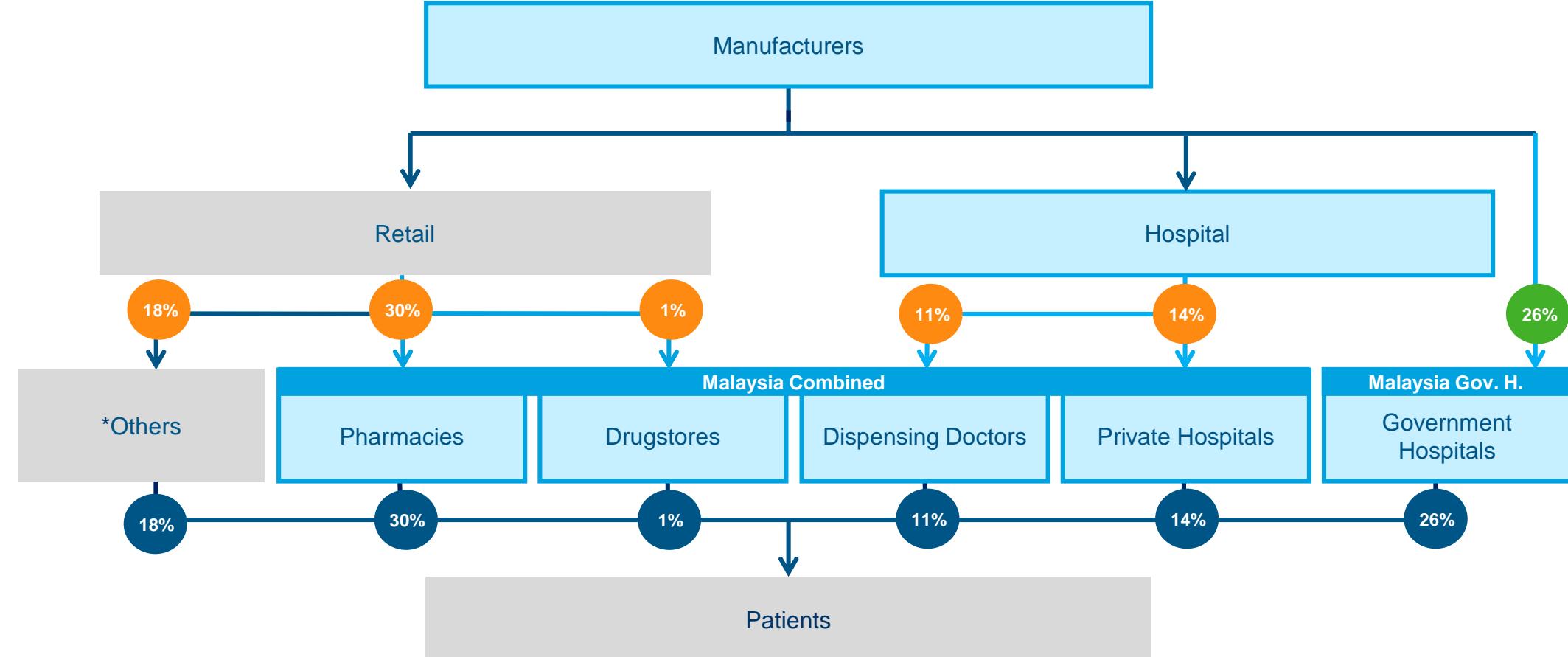


Malaysia Government Hospital

Audit Name	Malaysia Government Report (MGR)					
Audit Type	Hospital Sell-in	Market Segment	26%			
Data Source	Data from distributors and direct manufacturers					
Universe	126 public hospitals, 4 institution hospitals					
Projection	No projection, as data from distributors & direct manufacturers is census					
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly			
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters			
Sales Level	Trade	Corporation	Local			
Local Currency	Malaysian Ringgit	Market Segmentation	-			
Icons not on MIDAS	DDD, DOT					
Segments not covered	Chinese medicine halls, supermarkets, vets, non-pharmacist drugstores and retail outlets, exports					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">The public hospital sector accounts for about 34% of the West and East Malaysia total pharmaceutical marketThe audit is based on the sales of ethical and OTC preparations awarded to any Malaysian public hospitals, polyclinics and institutions						

Malaysia

Channels of Distribution



*Others: Chinese medicine hall, Supermarket, Vet, Dentist

Market Covered by MIDAS:
82%



Mexico Retail



Audit Name	Pharmaceutical Market Mexico (PMM)		
Audit Type	Retail Sell-in	Market Segment	61%
Data Source	50 wholesalers, pharmacy chains covering 96% of indirect sales		
Universe	93 wholesalers and pharmacy chains with more than 120 branches and/or distribution centres		
Projection	Projected to a national estimate using 6 regional factors		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Mexican Peso	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> PMM data in Mexico comes from pharmacy chains and wholesalers Mexico has a universe of 93 wholesalers and pharmacy chains with more than 120 branches, and/or distribution centres The sample size used is 50 wholesalers/pharmacy chains including total sales to pharmacies through 60 branches covering 96.15% of indirect sales The data obtained is projected to a national estimate using 6 regional factors, and covers approximately 69% of total Mexican pharmaceutical market sales in values

Mexico Non-Retail

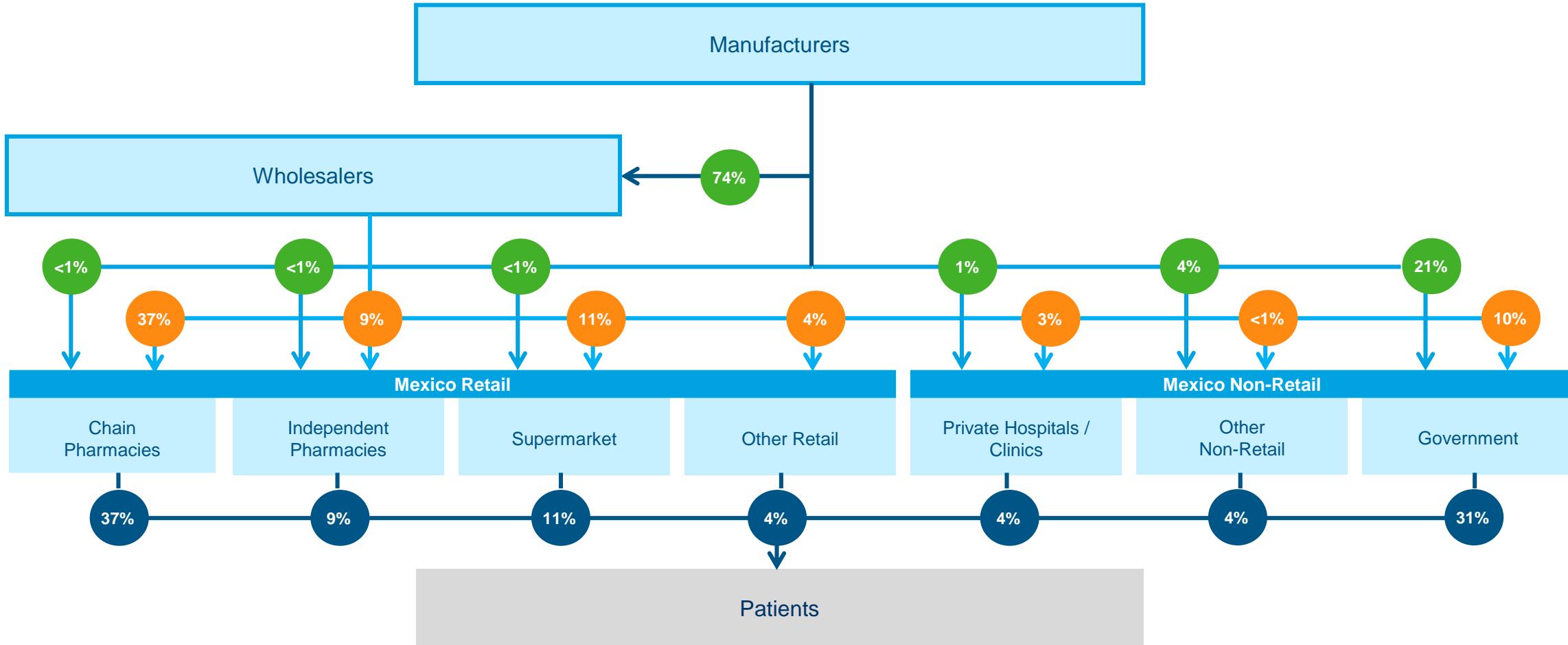


Audit Name	Non-Retail Channels (NRC)		
Audit Type	Non-Retail Sell-in	Market Segment	39%
Data Source	2 HMOs, 19 Manufacturers, 50 wholesalers		
Universe	4,500 POS including public and private hospitals, and non-retail related services		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2004	Backdata (Local)	60 months
Sales Level	Trade	Corporation	MIDAS
Local Currency	Mexican Peso	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	-		
Covered locally, not on MIDAS	Local government tender		
	Notes		
	<ul style="list-style-type: none"> The NRC audit contains details of sales to government institutions with general purchasing, government hospitals with an institutional segment and decentralized purchasing, private hospitals and private clinics open to public in general and non-classifiable sales Audit & MIDAS access is only available to clients participating in the data collection structure. The Non-Retail channel is excluded from syndicated publications such as World Review Non-retail data is sourced from government data from the two major HMOs (IMSS, ISSSTE), the 50 data suppliers from PMM and the invoicing from 19 companies Local government tender data is included in the local audit, but not included on MIDAS 		

Mexico

Channels of Distribution

Market Covered by MIDAS:
100%





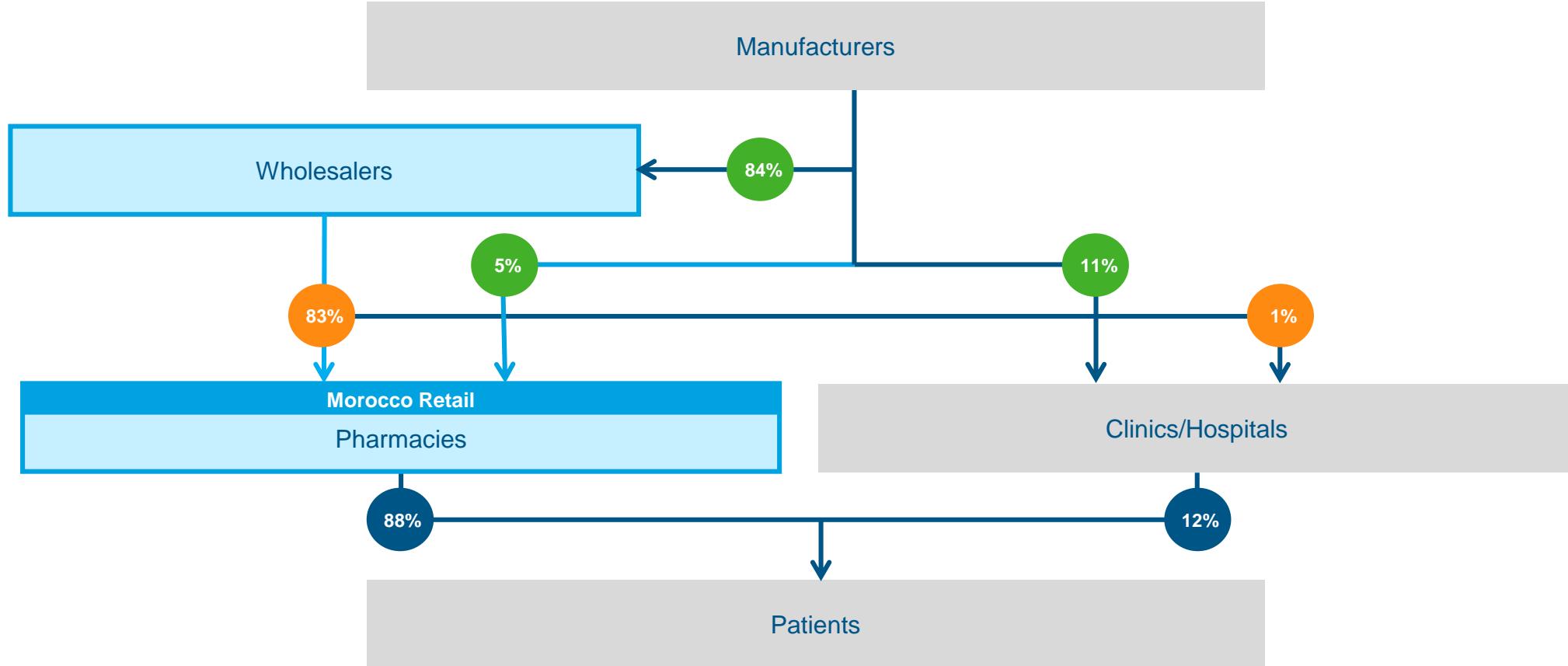
Morocco Retail

Audit Name	<i>Le Marche Pharmaceutique Marocain (LMPM)</i>			Notes
Audit Type	Retail Sell-in	Market Segment	88%	<ul style="list-style-type: none"> The data on MIDAS and MMIDAS contains both direct and indirect sales, in line with the Moroccan Quarterly Audit (LMPM) When the data is viewed monthly on MMIDAS, the direct sales will be seen in the last month of a quarter i.e. M03, M06, M09 and M12 The local monthly DataView contains indirect sales only and therefore does not match MMIDAS at M03, M06, M09 and M12
Data Source	40 wholesalers, 104 pharmacies, 11 laboratories			
Universe	52 wholesalers, 8,585 pharmacies			
Projection	Yes			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	60 months	
Sales Level	Manufacturer	Corporation	Local	
Local Currency	Moroccan Dirham	Market Segmentation	MIDAS	
Icons not on MIDAS	-			
Segments not covered	Hospitals, clinics			
Covered locally, not on MIDAS	Local monthly deliverable contains indirect sales only			

Morocco

Channels of Distribution

Market Covered by MIDAS:
88%



Netherlands Retail



Audit Name	<i>Farmacutische Index Nederland (FIN)</i>		
Audit Type	Retail Sell-in	Market Segment	58%
Data Source	Census system of wholesalers		
Universe	1,542 pharmacies, 3,147 drugstores, 629 dispensing physicians		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	-
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Home-made products of the pharmacies, Non registered homeopathic products, cosmetics, dressings, Veterinary products, Desensibilisation products, Non registered OTC-products		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The FIN audit is sourced by Farminform – any access via MIDAS requires a direct underlying subscription with Farminform as a requirement The FIN is an audit of sales of registered pharmaceuticals/medicines through wholesalers and Manufacturers, and represents a near-census system of wholesalers and OTC dealers and manufacturers Participating wholesalers: Brocacef, Etos, Viafarma (previous Euromedica, Interpharm (incl. Dynadro), Mosadex, OPG Groothandel, OPG/Medico, Pluripharm, Regifarm, Stephar, Unipharma

Netherlands Hospital



Audit Name	<i>Farmacutische Index Nederland – Hospital (FIN-ZHS)</i>		
Audit Type	Hospital sell-in	Market Segment	37%
Data Source	Census system of wholesalers		
Universe	696 hospitals and nursery homes		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	-
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Home-made products of the pharmacies, Non registered homeopathic products, cosmetics, dressings, Veterinary products, Desensibilisation products, Non registered OTC-products		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The FIN-ZHS audit is sourced by Farminform – any access via MIDAS requires a direct underlying subscription with Farminform as a requirement The FIN-ZHS is an audit of sales of registered pharmaceuticals/medicines through wholesalers and Manufacturers, and represents a near-census system of wholesalers and OTC dealers and manufacturers Participating wholesalers: Brocacef, Etos, Viafarma (previous Euromedica, Interpharm (incl. Dynadro), Mosadex, OPG Groothandel, OPG/Medico, Pluripharm, Regifarm, Stephar, Unipharma 		



Netherlands XPonent

Audit Name	Netherlands - National Prescription Audit (XFIN)		
Audit Type	Retail Sell-out	Market Segment	58%
Data Source	1,391 Pharmacies, 178 dispensing general practitioners		
Universe	1,542 pharmacies, 3,147 drugstores, 629 dispensing physicians		
Projection	Yes, weighted projection		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	72 months	Backdata (Local)	36 months
Sales Level	Trade	Corporation	Local
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The XFIN audit covers the deliveries of prescription bound medicines through the official pharmacists and dispensing general practitioners The sample is representative of the type of outlet (retail pharmacy/dispensing general practitioner), regional differences such as brick and degree of urbanisation, as well as large pharmacy chains XFIN data is collected through the computer systems of a panel of pharmacists and dispensing general practitioners. The data obtained from the panel are projected to the universe, based on a weighted projection method In comparison with the wholesalers' data of FARMINFORM, the XFIN covers all parallel imports. Furthermore the XFIN does not include the parallel export generated at pharmacy level



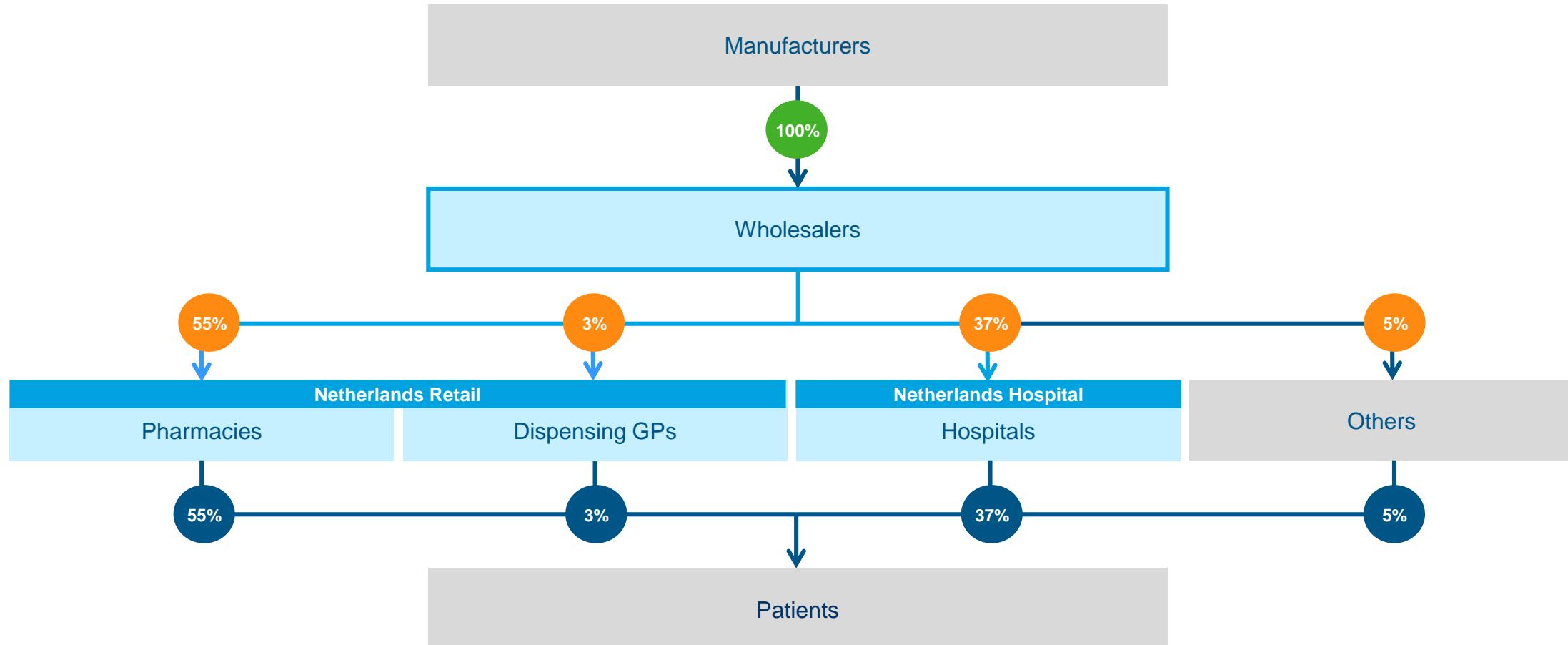
Netherlands Hospital IMS

Audit Name	Netherlands – IMS Hospital Audit (ZHS)		
Audit Type	Hospital Sell-in	Market Segment	37%
Data Source	3 wholesalers		
Universe	696 Hospitals		
Projection	No		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2011	Backdata (Local)	From M01 2011
Sales Level	Trade	Corporation	Local
Local Currency	Euro	Market Segmentation	-
Icons not on MIDAS	DOT		
Segments not covered	Hospital Budget transfers (Growth Hormones, Fertility, Oral Oncolytics, TNF-alfa inhibitors)		
Covered locally, not on MIDAS	Hospital Claims Data, Budget Transfer Monitor		
			Notes
			<ul style="list-style-type: none"> The ZHS is based on the sell-in sales provided by the three major wholesalers for Hospitals in the Netherlands (<i>Alliance</i>, <i>Broacef</i>, <i>Mediq</i>). This includes their deliveries of prescription medicines to hospitals and other institutions such as clinics, elderly care centres, mental health institutes, etc. The data is automatically provided by the wholesalers based on an extract of their administration. The data collected from this panel is unprojected, therefore it is census data Sales from non-participating wholesalers, traders or direct deliveries from manufacturers are not included in the audit IMS Hospital Wholesale excludes the markets transferred to hospital budgets (Growth Hormones, Fertility, oral oncolytics and TNF-alfa inhibitors). For those segments IQVIA has other solutions as Hospital Claims data and Budget Transfer Monitor

Netherlands Retail, Hospital

Channels of Distribution

Market Covered by MIDAS:
91%

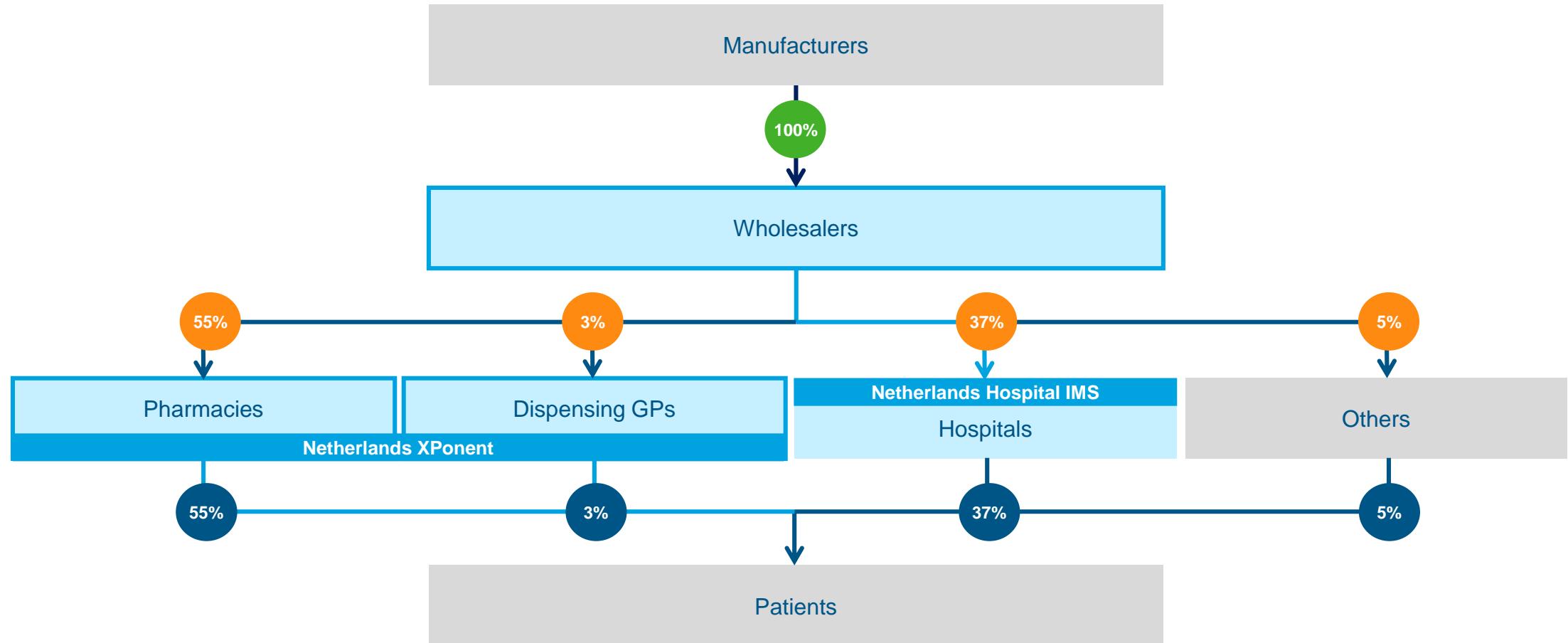


Market Covered
by MIDAS:
91%



Netherlands Xponent, Hospital IMS

Channels of Distribution





New Zealand Retail

Audit Name	New Zealand Pharmaceutical Index (NZPI)		
Audit Type	Retail Sell-in	Market Segment	78%
Data Source	Wholesaler and manufacturer data covering approximately 98% of sales, supplemented by retail store panel		
Universe	1,076 pharmacies		
Projection	Wholesaler and retail store panel direct sales projected Manufacturer data unprojected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	24 – 60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	New Zealand Dollar	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none">The NZPI shows wholesaler and manufacturer data covering approximately 98% of sales, supplemented by retail store panel



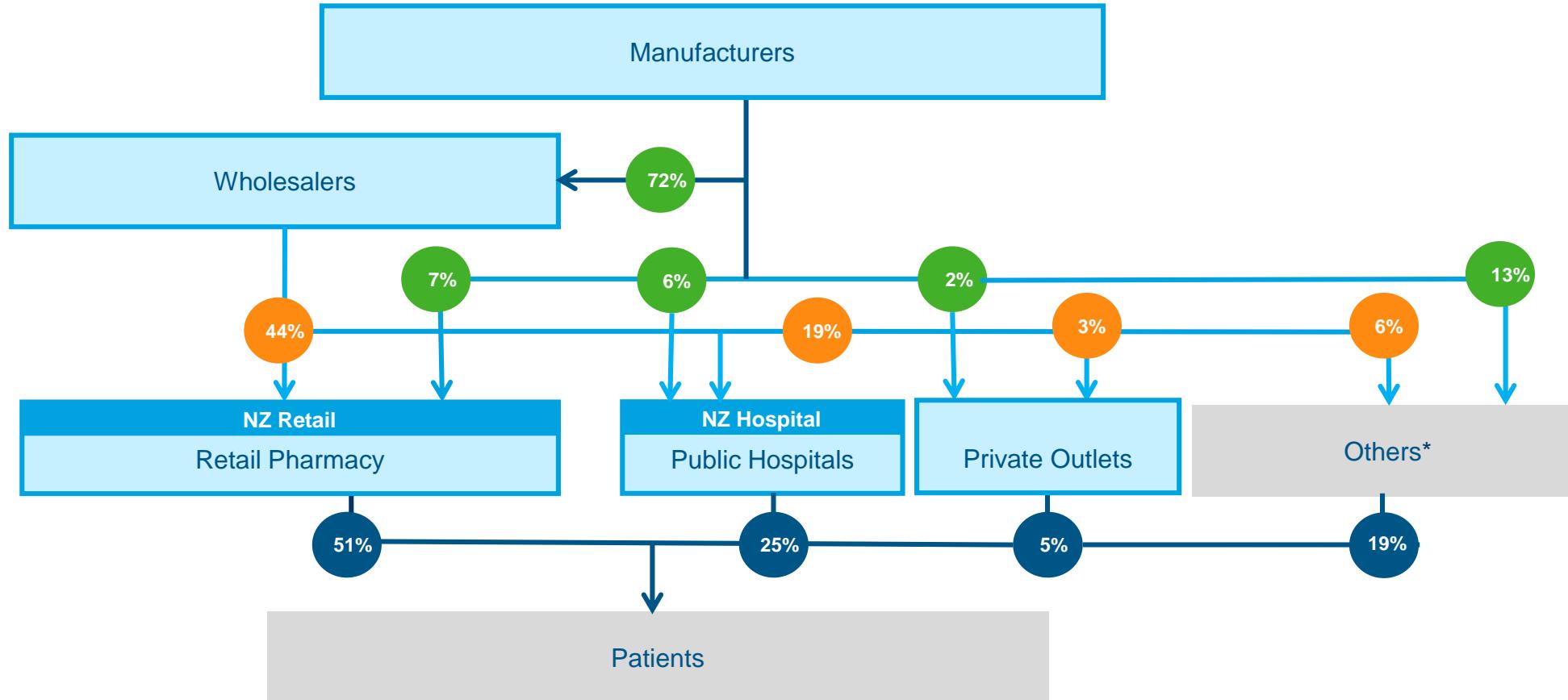
New Zealand Hospital

Audit Name	New Zealand Hospital Index (NZHI)		
Audit Type	Hospital Sell-in	Market Segment	21%
Data Source	Participating District Health Boards supplemented by manufacturer and wholesaler data		
Universe	20 District Health Boards, 215 Private Hospitals, Clinics and Physicians		
Projection	Direct sales projected, indirect sales not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	24 – 60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	New Zealand Dollar	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Government, Health Store, Optometrists, Generic Outlets, Department & Grocery Outlets, Veterinary, Rural Outlets		
Covered locally, not on MIDAS	Private outlets audit (NZHIPS) available locally, not included in MIDAS		
		Notes	<ul style="list-style-type: none"> For indirect sales, the NZHI projection methodology = 1 (no projection) For direct sales measured through the Hospital Panel, projection factors are the reciprocal of the sampling fraction based on the number of Health Boards Locally there is a separate audit for private outlets (NZHIPS)

New Zealand

Channels of Distribution

Market Covered by MIDAS:
97%





Norway Retail

Audit Name	Norwegian Pharmaceutical Index (NPI)		
Audit Type	Retail Sell-in	Market Segment	83%
Data Source	100% of retail pharmacies		
Universe	100% of retail pharmacies		
Projection	Not projected, census coverage		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	36 months
Sales Level	Trade	Corporation	Local
Local Currency	Norwegian Krone	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Veterinary audit		
	Notes		
	<ul style="list-style-type: none"> In Norway, all registered pharmaceutical products are sold through retail pharmacies (privately owned pharmacies or publicly owned hospital pharmacies). The only exception to this is the sale of large volume hospital solutions, which goes directly from wholesaler to the hospitals From Q1 1993, export sales and strategic stockpile figures are also included Wholesalers own the pharmacy chains and almost every pharmacy belongs to a chain and then again to a wholesaler, so are vertically integrated 		



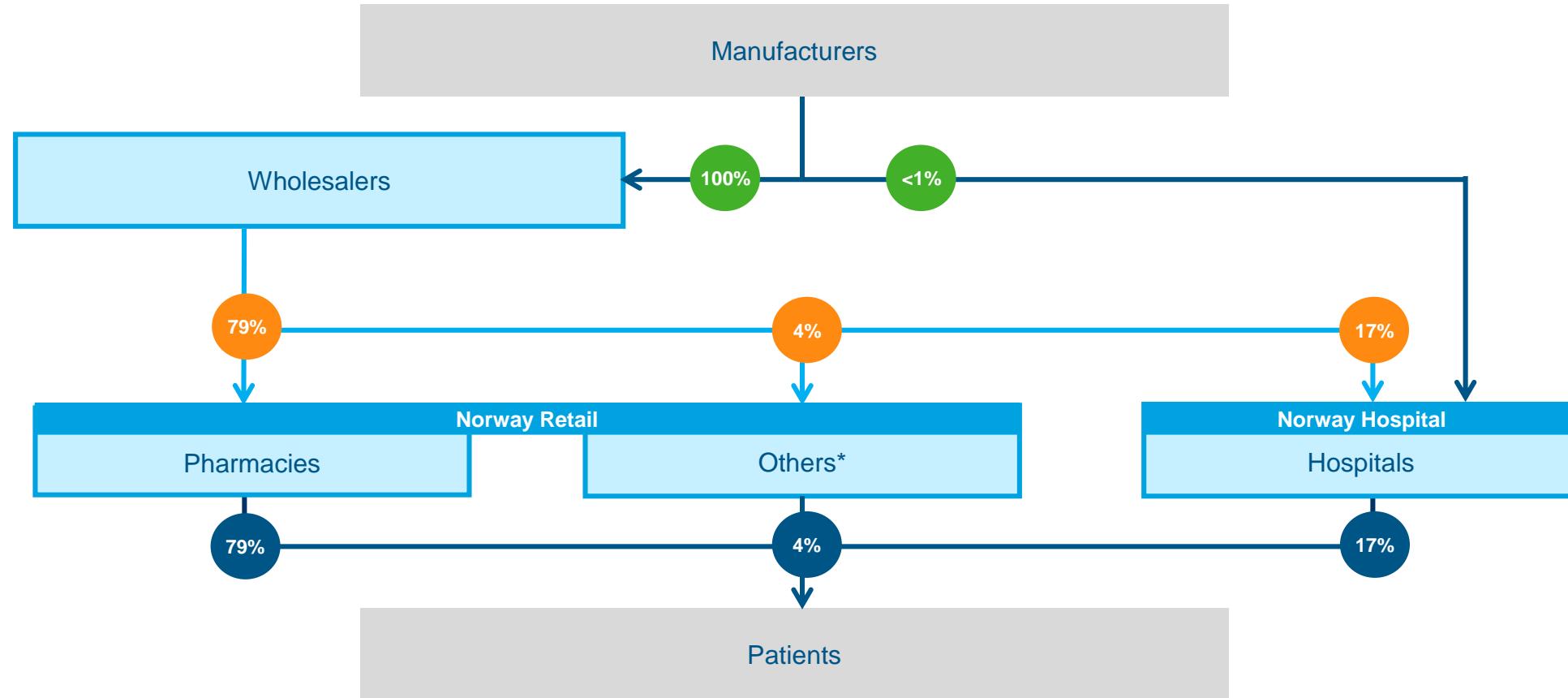
Norway Hospital

Audit Name	Norwegian Pharmaceutical Hospital Index (NPHI)					
Audit Type	Hospital Sell-in	Market Segment	17%			
Data Source	100% hospital pharmacies					
Universe	Hospitals, including psychiatric and somatic hospitals					
Projection	Not projected, census coverage					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	36 months			
Sales Level	Trade	Corporation	Local			
Local Currency	Norwegian Krone	Market Segmentation	-			
Icons not on MIDAS	-					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">The NPHI covers 100% of the sales from wholesaler to hospitals with hospital pharmaciesThe panel also covers hospitals without their own hospital pharmacy, but with direct purchase (mainly infusion solutions) from wholesalers, and sales of blood products to all hospital blood banks						

Norway

Channels of Distribution

Market Covered by MIDAS:
100%



*Others: Nursery homes, doctor offices, universities, schools, institutions etc



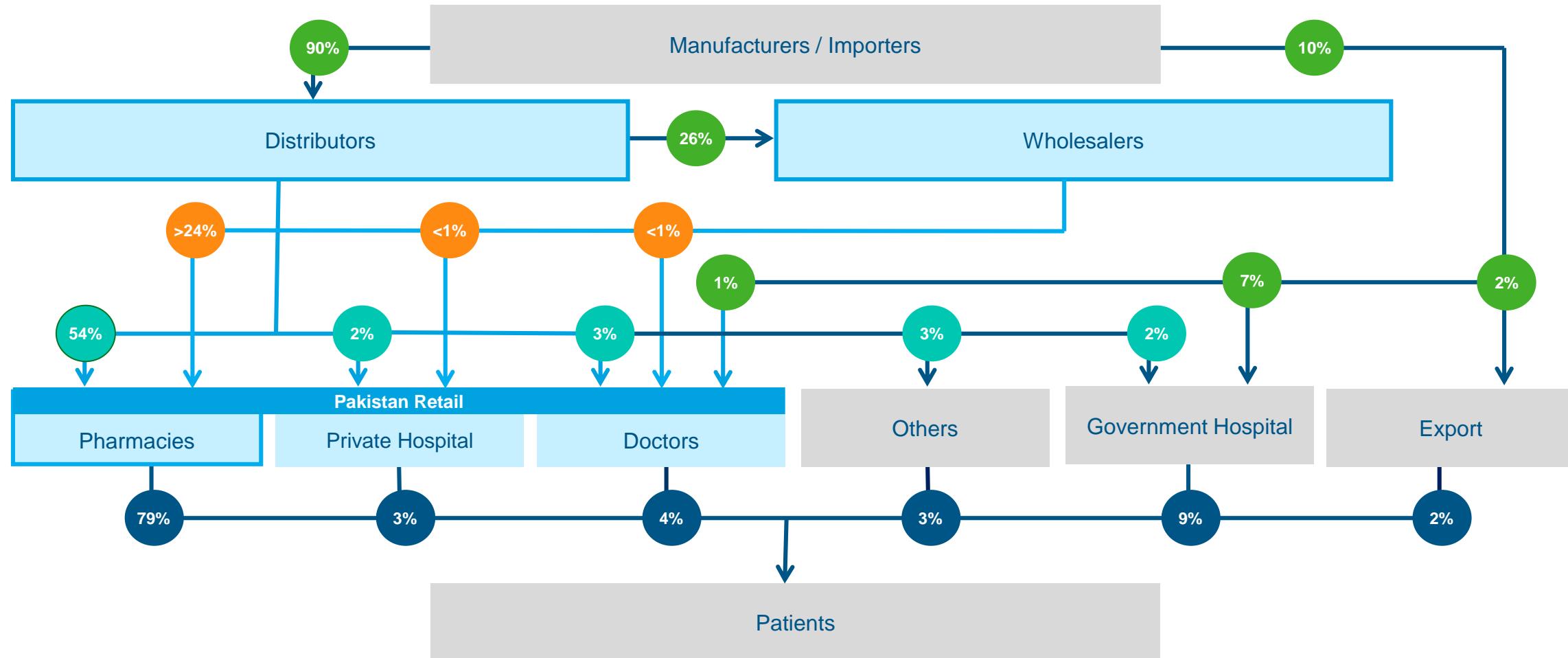
Pakistan Retail

Audit Name	Pakistan Pharmaceutical Index (PKPI)		
Audit Type	Retail Sell-in	Market Segment	85%
Data Source	300 Pharmacies, >1,000 Distributors		
Universe	58,541 pharmacies		
Projection	Ex-distributors sales unprotected; panel pharmacy sales projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Pakistani Rupees	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Hospitals, social health insurance, government institutions, groceries		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The PKPI covers all ex-distributors sales to retail pharmacies, wholesalers, Doctor's pharmacies and Private Hospital's pharmacies and all pharmacy (panel) purchase of pharmaceutical products from wholesalers, distributors and pharmaceutical companies, including milks and baby foods

Pakistan

Channels of Distribution

Market Covered by MIDAS:
85%



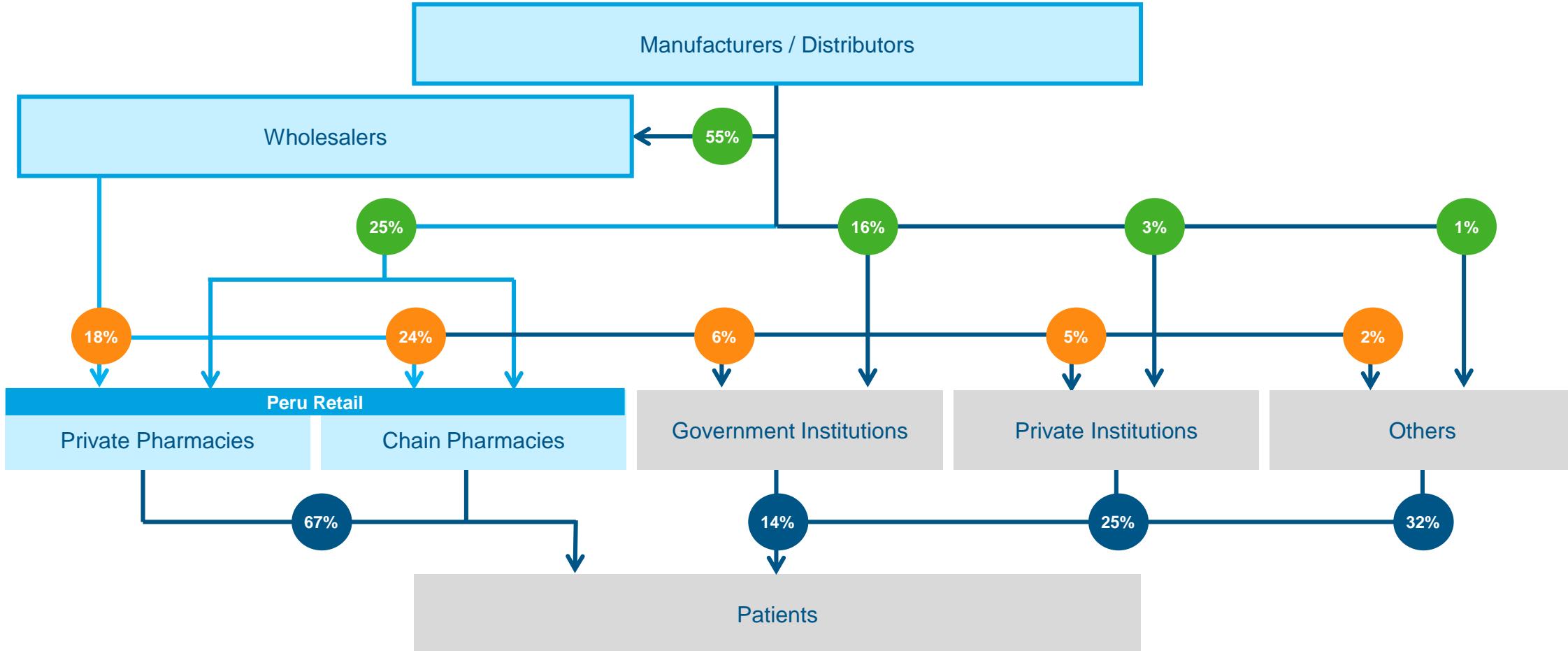


Peru Retail

Audit Name	<i>Mercado Farmacéutico Perú (PMP)</i>		
Audit Type	Retail Sell-in	Market Segment	67%
Data Source	26 wholesalers, 42 manufacturers		
Universe	8,494 pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Nuevo Sol	Market Segmentation	-
Icons not on MIDAS	DDD		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The PMP includes generics and ethical products, i.e. products carrying a brand name but not publicly advertised. Also included are OTC products if they are sold through pharmacies The Peru audit covers 67% of the total pharma market, and is not projected

Peru

Channels of Distribution





Philippines Retail

Audit Name	Philippine Pharmaceutical Index (PPI)					
Audit Type	Retail Sell-in	Market Segment	89%			
Data Source	Distributors and direct manufacturers representing 90% of total retail market, and panel of 265 drugstores					
Universe	8,198 pharmacies					
Projection	Data from distributors and direct manufacturers is unprojected. Drugstore panel data projected by type and by region					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	60 months			
Sales Level	Trade	Corporation	Local			
Local Currency	Philippine Peso	Market Segmentation	-			
Icons not on MIDAS	-					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none"> The PPI is an audit of non-hospital outlets: drugstores, clinics without beds, industrials and pharmaceutical traders The audit sources data from Distributors and Direct Manufacturers (DDM) and a sample of 265 drugstores nationwide. The DDM data suppliers include the two biggest drug distributors in addition to direct manufacturers, i.e., companies with their own distribution network and facilities The panel of 265 drugstores supplies data for companies not providing DDM data to IQVIA. A projection factor is then applied to this data. The panel consists of both chain and independent drugstores with Peso Turnover Size Classification of < 1,280,000 						



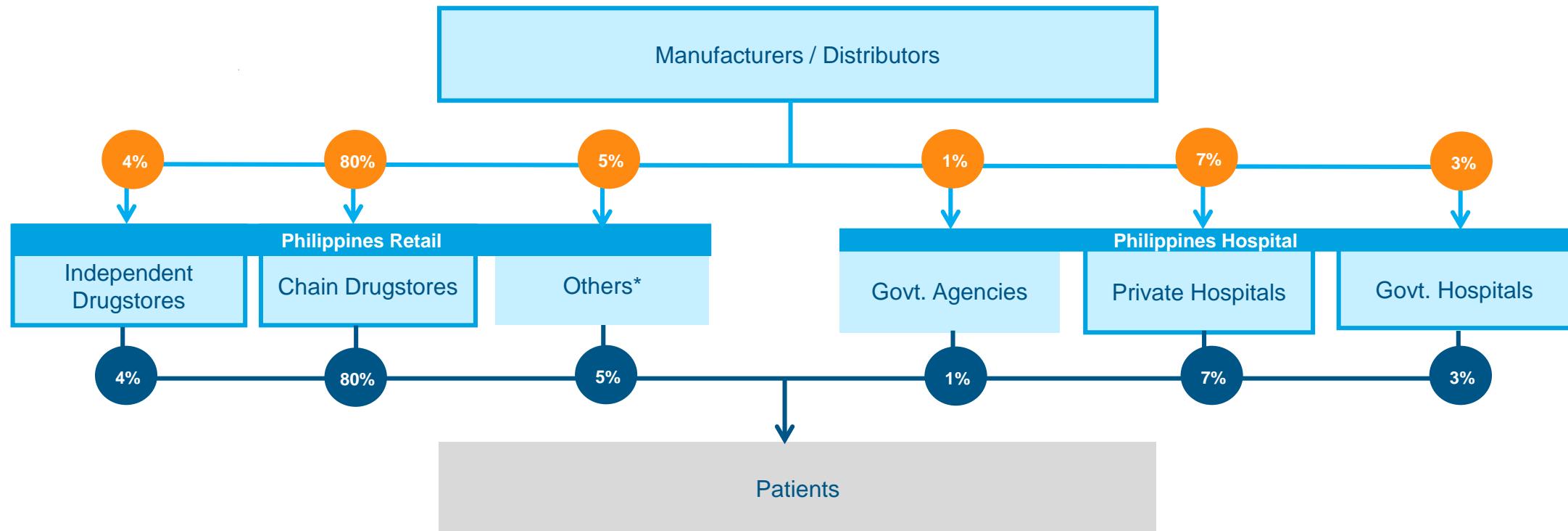
Philippines Hospital

Audit Name	Philippine Hospital Pharmaceutical Audit (PHPA)		
Audit Type	Hospital Sell-in	Market Segment	11%
Data Source	Distributors and direct manufacturers representing 84% of total hospital market, and panel of 99 (60 Private, 39 Government) hospital pharmacies		
Universe	818 hospitals with 90,377 beds		
Projection	Data from distributors and direct manufacturers is unprojected. Hospital pharmacy panel data projected by type and by bed size		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Philippine Peso	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The PHPA covers private and government hospitals and clinics, HMOs, government agencies and hospital traders The audit sources data from Distributors and Direct Manufacturers (DDM) and a sample of 99 hospitals nationwide. The DDM data suppliers include the two biggest drug distributors in addition to direct manufacturers, i.e., companies with their own distribution network and facilities The panel of 99 hospitals supplies data for companies not providing DDM data to IQVIA. A projection factor is then applied to this data. The panel consists of both private and government hospitals with at least 26 beds 		

Philippines

Channels of Distribution

Market Covered by MIDAS:
100%



*Others: DP/Industrials/Clinic w/o Beds

Poland Retail



Audit Name	Poland Pharmaceutical Index (PLPI)		
Audit Type	Retail Sell-in	Market Segment	85%
Data Source	150 wholesaler warehouses		
Universe	163 wholesaler warehouses		
Projection	Projected to brick level and then summarized to national level		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Polish Zloty	Market Segmentation	Local
Icons not on MIDAS	DDD, DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The PLPI provides data from wholesalers. Poland has a universe of 13,380 retail pharmacies The universe size for active wholesalers is 163 wholesaler warehouses, of which the sample is 150 wholesaler warehouses. This represents purchases by retail pharmacies from wholesalers (indirect sales) All data is projected to brick level and then summarized to national level 		



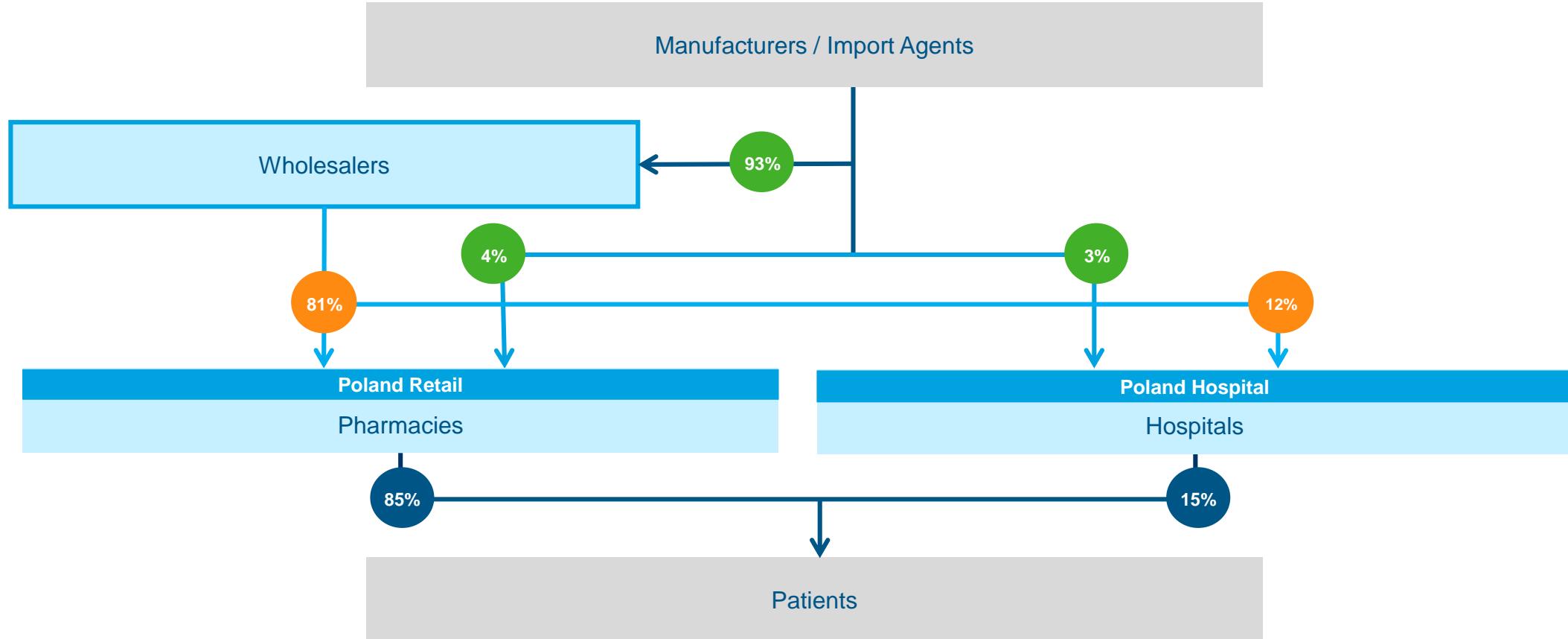
Poland Hospital

Audit Name	Poland Hospital Index (PLHI)		
Audit Type	Hospital sell-in	Market Segment	15%
Data Source	88 wholesaler warehouses		
Universe	250 wholesaler warehouses		
Projection	Projected to brick level and then summarized to national level		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Polish Zloty	Market Segmentation	Local
Icons not on MIDAS	DDD, DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The PLHI covers indirect sales from wholesalers to hospitals and direct sales from producers to hospitals The universe size is 250 wholesaler warehouses, of which the sample is 88 All data is projected to hospital brick level and then summarized to national level

Poland

Channels of Distribution

Market Covered by MIDAS:
100%





Portugal Retail

Audit Name	Informação Farmaceutica Portugal (IFP)		
Audit Type	Retail Sell-in	Market Segment	58%
Data Source	Wholesalers and agents (99% of market)		
Universe	2,918 pharmacies		
Projection	Projection methodology based on 571 regional projection factors		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	36 months
Sales Level	Manufacturer	Corporation	Local
Local Currency	Euro	Market Segmentation	Local
Icons not on MIDAS	Full sales – includes export volumes and values		
Segments not covered	-		
Covered locally, not on MIDAS	Exports		
			Notes
			<ul style="list-style-type: none">The Portuguese audit provides data on pharmaceutical sales from wholesalers and the agents of the Madeira Islands and the AzoresThe universe used by IQVIA is 2,918 pharmacies, with a sample design of wholesalers and agents which amount to 99% of the total pharmaceutical marketProjection methodology is based on 571 regional projection factors



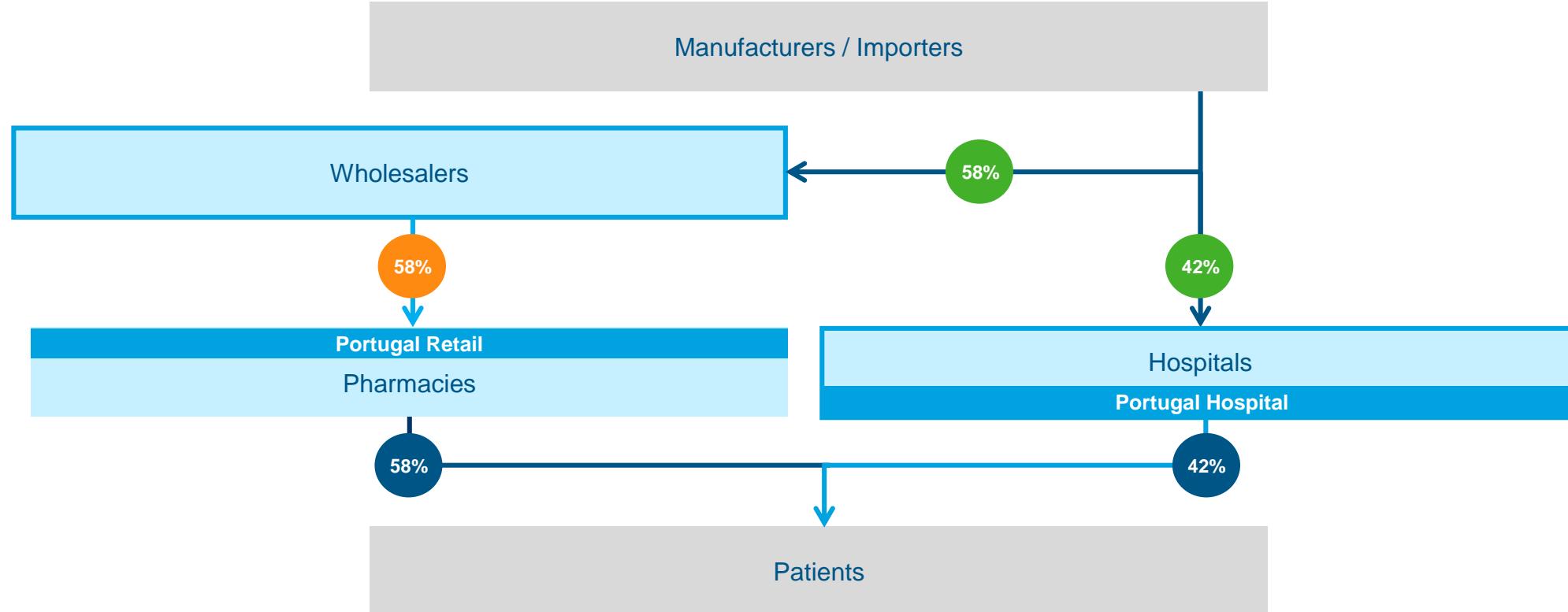
Portugal Hospital

Audit Name	<i>Estudo Hospitalar Nacional (EHN)</i>			
Audit Type	Hospital Consumption	Market Segment	42%	
Data Source	23 hospitals			
Universe	50 hospitals			
Projection	Yes			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	From M01 2010	Backdata (Local)	24 months	
Sales Level	Manufacturer	Corporation	Local	
Local Currency	Euro	Market Segmentation	Local	
Icons not on MIDAS	-			
Segments not covered	Central hospitals specialized in psychiatry, ophthalmology and alcoholism, district level 1 hospitals			
Covered locally, not on MIDAS	-			
			Notes	
			<ul style="list-style-type: none"> The Hospital Universe only includes Public Hospitals (SNS) with the exclusion of central hospitals specialized in Psychiatry, Ophthalmology and Alcoholism Also excluded from the universe are District Level 1 type hospitals (hospitals of local relevance) due to their size and contribution in terms of consumptions. The rule applied is: if a District Level 1 hospital is not part of a hospital centre, it does not count in the Universe; when part of a hospital group, then it counts Portuguese islands (Azores and Madeira) are not covered 	

Portugal

Channels of Distribution

Market Covered by MIDAS:
100%





Puerto Rico Retail

Audit Name	IQVIA Xponent Puerto Rico (PRSA)		
Audit Type	Retail Sell-in	Market Segment	
Data Source	Suppliers - wholesalers, distributors and some direct sales (93% market coverage)		
Universe	Pharmacies, foodstores		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local
Local Currency	US Dollars	Market Segmentation	MIDAS
Icons not on MIDAS	USC		
Segments not covered	-		
Covered locally, not on MIDAS	Mail Order values, Non-Reporting Wholesalers		
	Notes		
	<ul style="list-style-type: none"> The Puerto Rico Retail MIDAS panel contains data from both the Retail and Non Retail channels of the PRSA The PRSA includes Mail Order value in the Non Retail Channel (but not units) Mail Order value is not included in the MIDAS output since the Mail Order Units are not collected or applied locally and MIDAS processing requires the presence of both sales & unit data. The Mail Order segment equates to approx. 1-2% value of the total Puerto Rico market The Non Reporting Wholesalers channel is also available locally but not on MIDAS. Reporting wholesalers report to IQVIA the movement of products they sell to a physical outlet. However, in some instances a manufacturer will sell to a wholesaler who does not report their sales transactions. These purchases cannot be categorized into Retail, Hospital or Non Retail, hence are termed Non Reporting Wholesalers 		



Puerto Rico Hospital

Audit Name	IQVIA Xponent Puerto Rico (PRSA)		
Audit Type	Hospital Sell-in	Market Segment	
Data Source	Suppliers - wholesalers, distributors and some direct sales (93% market coverage)		
Universe	Hospitals, nursing homes		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local
Local Currency	US Dollars	Market Segmentation	MIDAS
Icons not on MIDAS	USC		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none">The Puerto Rico Hospital MIDAS panel matches the PRSA Hospital channel in the audit



Romania Retail

Audit Name	Romania Pharmaceutical Index (ROPI)					
Audit Type	Retail Sell-in	Market Segment	85%			
Data Source	45 Wholesalers (covering 95% market share)					
Universe	7,542 Pharmacies					
Projection	Yes (one wholesaler is projected)					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	60 months			
Sales Level	Trade	Corporation	Local & MIDAS			
Local Currency	Romanian Lei	Market Segmentation	Local			
Icons not on MIDAS	DOT					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">The ROPI covers wholesalers' sales to retail pharmacies. The IQVIA universe is 7,542 pharmacies, while the sample size covers 45 wholesalers, covering 99% of the market share by value						



Romania Sell-Out

Audit Name	Romania Sell-out Sales National Service (ROSO)		
Audit Type	Retail Sell-out	Market Segment	85%
Data Source	3,600 pharmacies (covering 70% market share)		
Universe	7,542 Pharmacies		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2009	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local & MIDAS
Local Currency	Romanian Lei	Market Segmentation	Local
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Sell-out Sales National Service audit covers sales from retail pharmacies to patients/end users. The IQVIA universe is 7,542 pharmacies, while the sample size covers 3,600 pharmacies, which collectively represent 70% of the market share by value



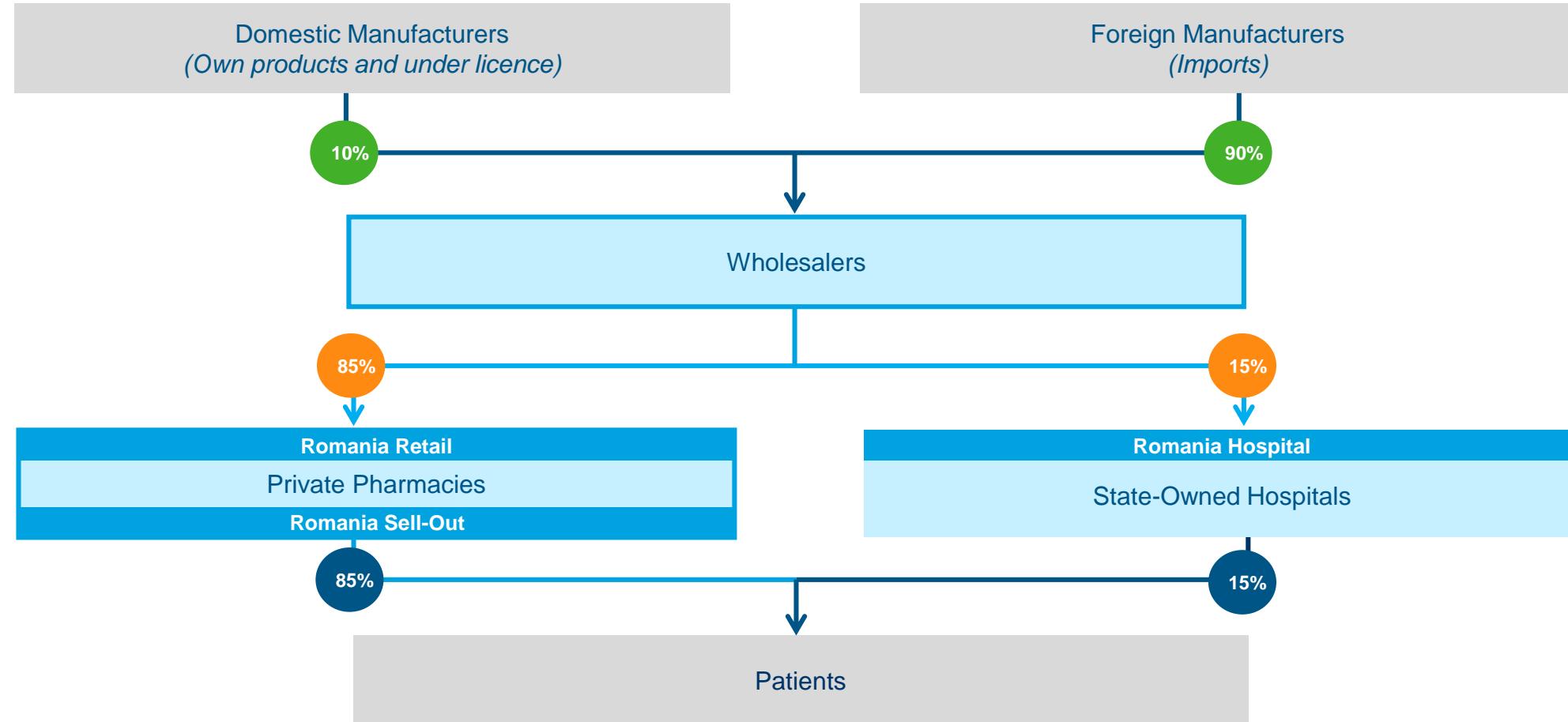
Romania Hospital

Audit Name	Romania Hospital Index (ROHI)		
Audit Type	Hospital Sell-in	Market Segment	15%
Data Source	45 Wholesalers (covering 95% market share)		
Universe	461 Hospitals		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2005	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local & MIDAS
Local Currency	Romanian Lei	Market Segmentation	Local
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none">The ROHI provides data on wholesaler sales to hospitals. The hospital universe comprises 461 hospitals, with 45 wholesalers in the sample size, representing 95% of the market share by value. No projection factor is applied to the audit

Romania

Channels of Distribution

Market Covered by MIDAS:
100%





Russian Federation Retail

Audit Name	Russian Federation Pharmaceutical Index (RFPI)		
Audit Type	Retail Sell-in	Market Segment	65%
Data Source	16,470 pharmacies including private pharmacies, private kiosks, state pharmacies, state kiosks		
Universe	55,090 pharmacies including private pharmacies, private kiosks, state pharmacies, state kiosks		
Projection	282 territorial factors		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local & MIDAS
Local Currency	Russian Rubles	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	Food and other supplements, homeopathy, other medicines		
	Notes		
	<ul style="list-style-type: none"> The RFPI audit covers purchases in retail pharmacies including private pharmacies, private kiosks, state pharmacies, state kiosks The IQVIA universe is 55,090 retail pharmacies and the sample size used is 16,470 pharmacies The data is projected with 282 territorial factors The actual Retail Sell-Out price is reflected locally, in addition to the manufacturer, trade and public prices which are available on MIDAS 		



Russian Federation Hospital

Audit Name	Russian Federation Hospital Index (RFHI)					
Audit Type	Hospital Sell-in	Market Segment	16%			
Data Source	Official website of Government platform for purchasing					
Universe	5,400 Hospitals; 18,600 Polyclinics					
Projection	Not projected					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	From M01 2004			
Sales Level	Trade	Corporation	Local & MIDAS			
Local Currency	Russian Rubles	Market Segmentation	MIDAS			
Icons not on MIDAS	DOT					
Segments not covered	Penitentiary Hospitals					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">In 2013 a new hospital audit was launched, integrating the IQVIA and Pharmexpert panel, with backdata from Q1 2010The audit captures regional non-reimbursed state tender procurement transactions, in addition to the hospital self-procurement transactionsThe sample included panel comprising 630 hospitals until 2016 and is now no longer used						



Russian Federation DLO

Audit Name	Russia Additional Drug Supply Audit (DLO)		
Audit Type	Government Tender	Market Segment	9%
Data Source	6 tender websites		
Universe	N/A		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2005	Backdata (Local)	From M01 2005
Sales Level	Trade	Corporation	Local & MIDAS
Local Currency	Russian Rubles	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The DLO (Additional Drugs Supply) audit captures a state restricted drug reimbursement program which was introduced in 2005 to provide subsidized pharmaceuticals in the out-patient sector for the disabled, war veterans, children under 3 years of age and families with 3 or more children Those benefiting from the program receive free treatment: there is no prescription charge or official co-payment for patients on the program. There is a list of products included in the DLO program which are put out to tender to wholesalers who compete for contracts to supply the products The price that IQVIA currently monitors for the DLO panel is the trade price which reflects the published price paid as the tender reimbursement by the central Russian Authorities Due to complexities with the data acquisition process, there is some level of double-counting for some products between the DLO and RLO audits

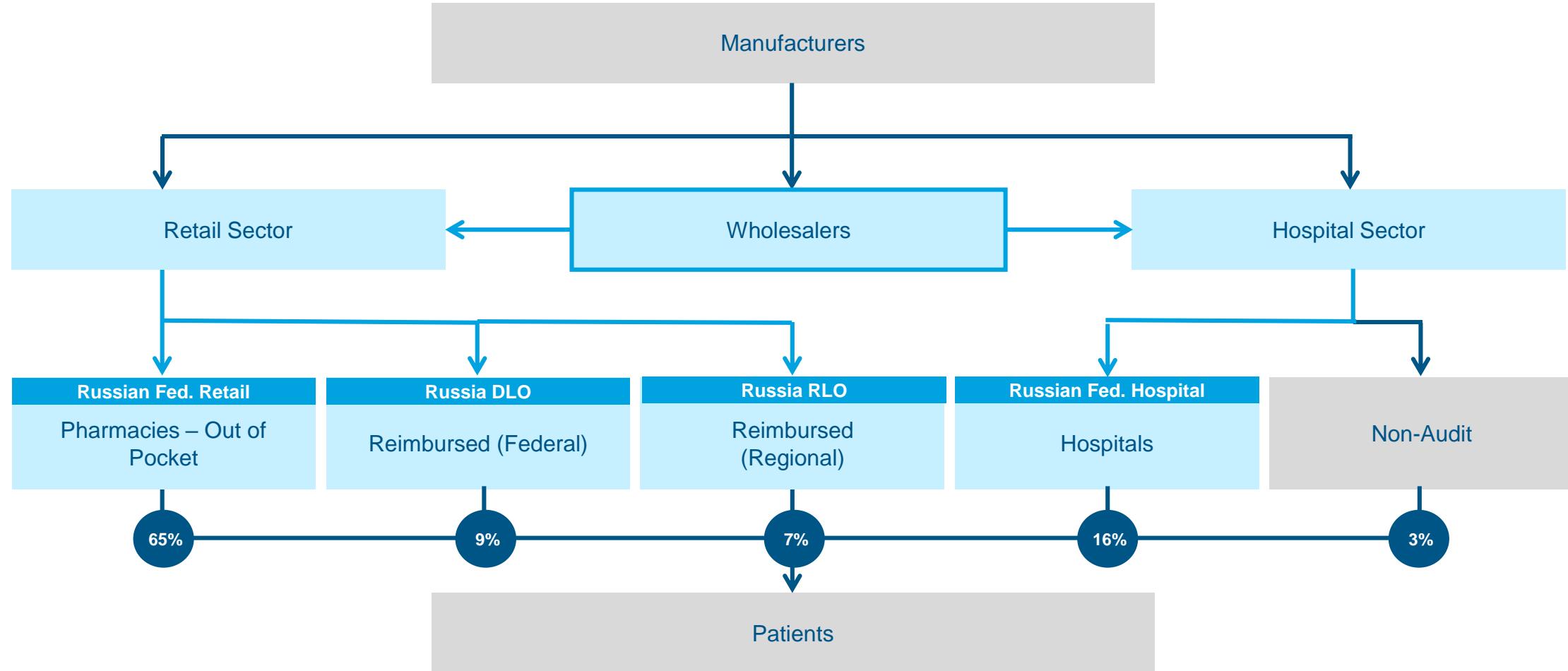


Russian Federation RLO

Audit Name	Russia Regional Reimbursement Audit (RLO)		
Audit Type	Government Tender	Market Segment	7%
Data Source	Official website of Government platform for purchasing		
Universe	N/A		
Projection	Not projected		
Frequency (MIDAS)	From M01 2013	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2013	Backdata (Local)	From M01 2013
Sales Level	Trade	Corporation	Local & MIDAS
Local Currency	Russian Rubles	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Russia Regional Reimbursement audit is a non-projected measurement of regional tender pharma purchasing, where the DLO audit is a measurement of federal tender purchasing Products in both the DLO and RLO audits are distributed through pharmacies, either specialized (such as in-hospital) or through commercial pharmacies, where products are stored in a separate space from out-of-pocket retail products The DLO and RLO data is distributed via retail pharmacy; however, it is not viewed locally as retail, due to completely different market access, and the nature of products involved Due to complexities with the data acquisition process, there is some level of double-counting for some products between the DLO and RLO audits

Russian Federation

Channels of Distribution



Market Covered by MIDAS:
97%

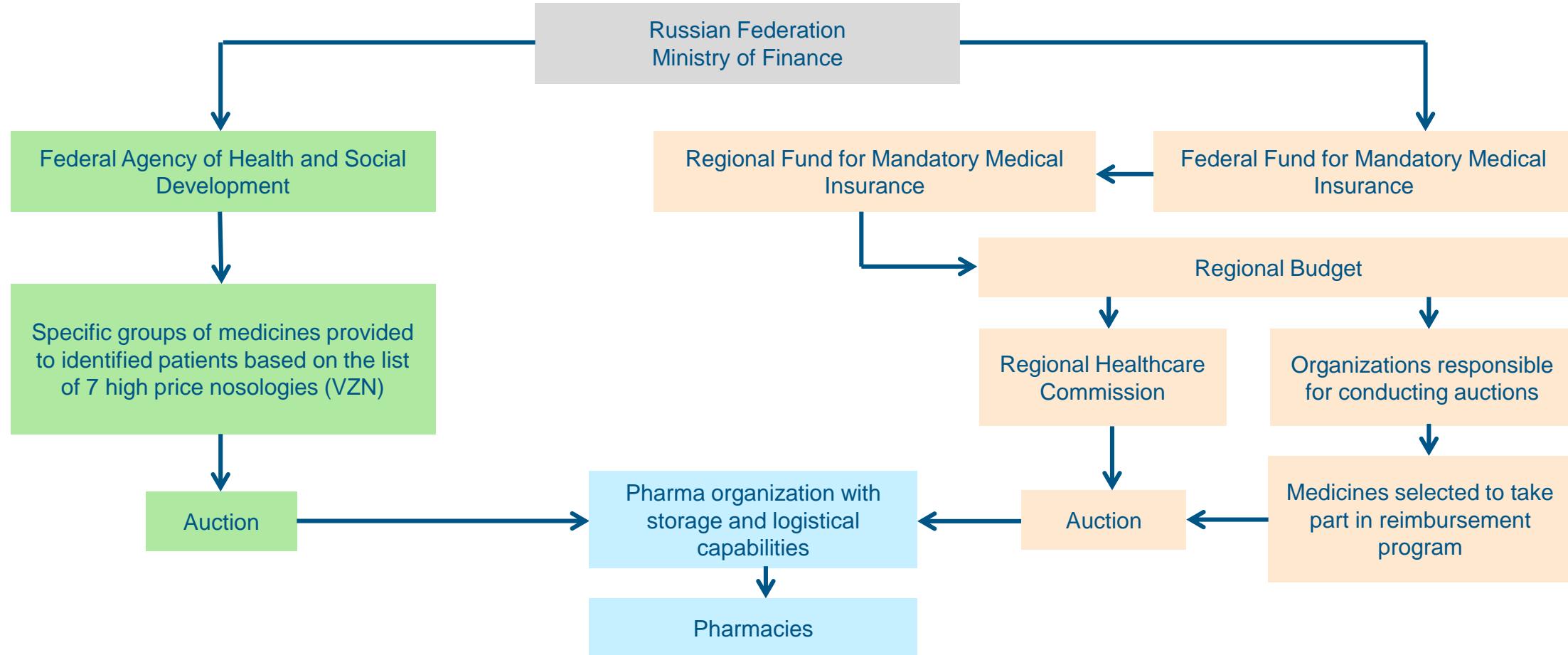


Russian Federation

Market Covered by MIDAS:



Tender Structure





Saudi Arabia Retail

Audit Name	Saudi Arabia Pharmaceutical Index (SAPI)		
Audit Type	Retail Sell-in	Market Segment	45%
Data Source	126 pharmacies, 20 hospital pharmacies and 32 distributors		
Universe	4,654 pharmacies & 145 private hospital pharmacies		
Projection	Distributor data unprojected Pharmacy panels projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Saudi Riyals	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> • Although named Saudi Arabia Retail on MIDAS, the SAPI reports on the total private market: purchases of private & chain pharmacies, private clinics and hospitals, and subagents • Data relating to sales transactions are collected at the following points: <ol style="list-style-type: none"> Distributors contribute sales to retail pharmacies, private hospitals/clinics Pharmacies contributing purchase transactions as hard copy invoices 		



Saudi Arabia Tender

Audit Name	Saudi Arabia Customized Institution Market (SCIM)		
Audit Type	Government Tender	Market Segment	40%
Data Source	30 Distributors		
Universe	Tender market		
Projection	Not projected		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Monthly
Backdata (MIDAS)	From Q1 2014	Backdata (Local)	24 months
Sales Level	Trade	Corporation	Local
Local Currency	Saudi Riyals	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none">The SCIM covers government tenders for supply to government and semi-government institutions and hospitalsAlthough the tender data is captured at the supplied volume level, prices and sales values are calculated using the published Saudi FDA price list



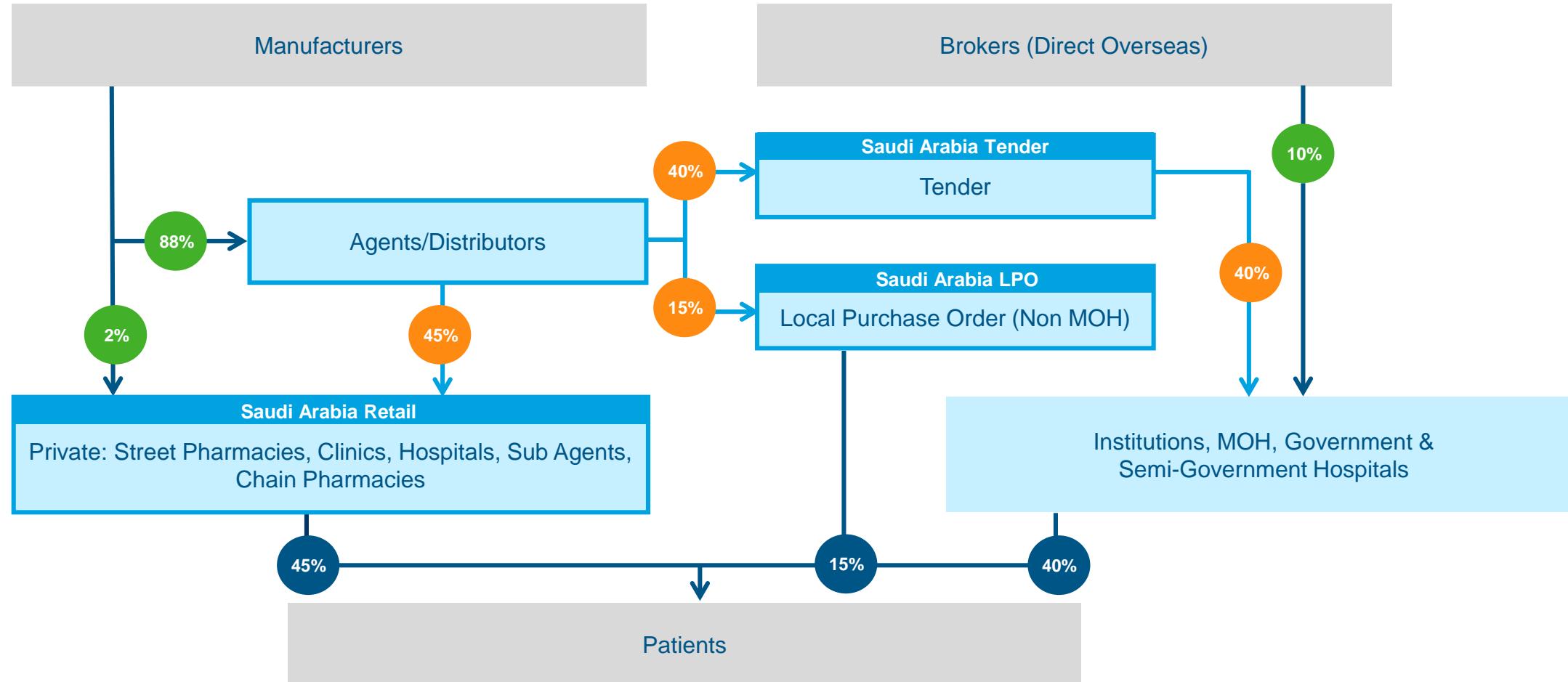
Saudi Arabia Local Purchase Order

Audit Name	Saudi Arabia Local Purchase Order (SALPO)					
Audit Type	Hospital Sell-in	Market Segment	15%			
Data Source	30 Distributors					
Universe	Local purchase order market					
Projection	Not projected					
Frequency (MIDAS)	Quarterly	Frequency (Local)	Monthly			
Backdata (MIDAS)	12 years	Backdata (Local)	20 months			
Sales Level	Trade	Corporation	Local			
Local Currency	Saudi Riyals	Market Segmentation	-			
Icons not on MIDAS	-					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">The SALPO is a non-projected market indicator, reporting on volumes collected from participating distributors reflecting the purchases by semi-public and institutional entities from sole-agent distributors, generally outside usual tender agreementsThis covers census data from 21 distributors (approx. 90% of total LPO market) and is not projected to national level						

Saudi Arabia

Channels of Distribution

Market Covered by MIDAS:
100%





Serbia Combined

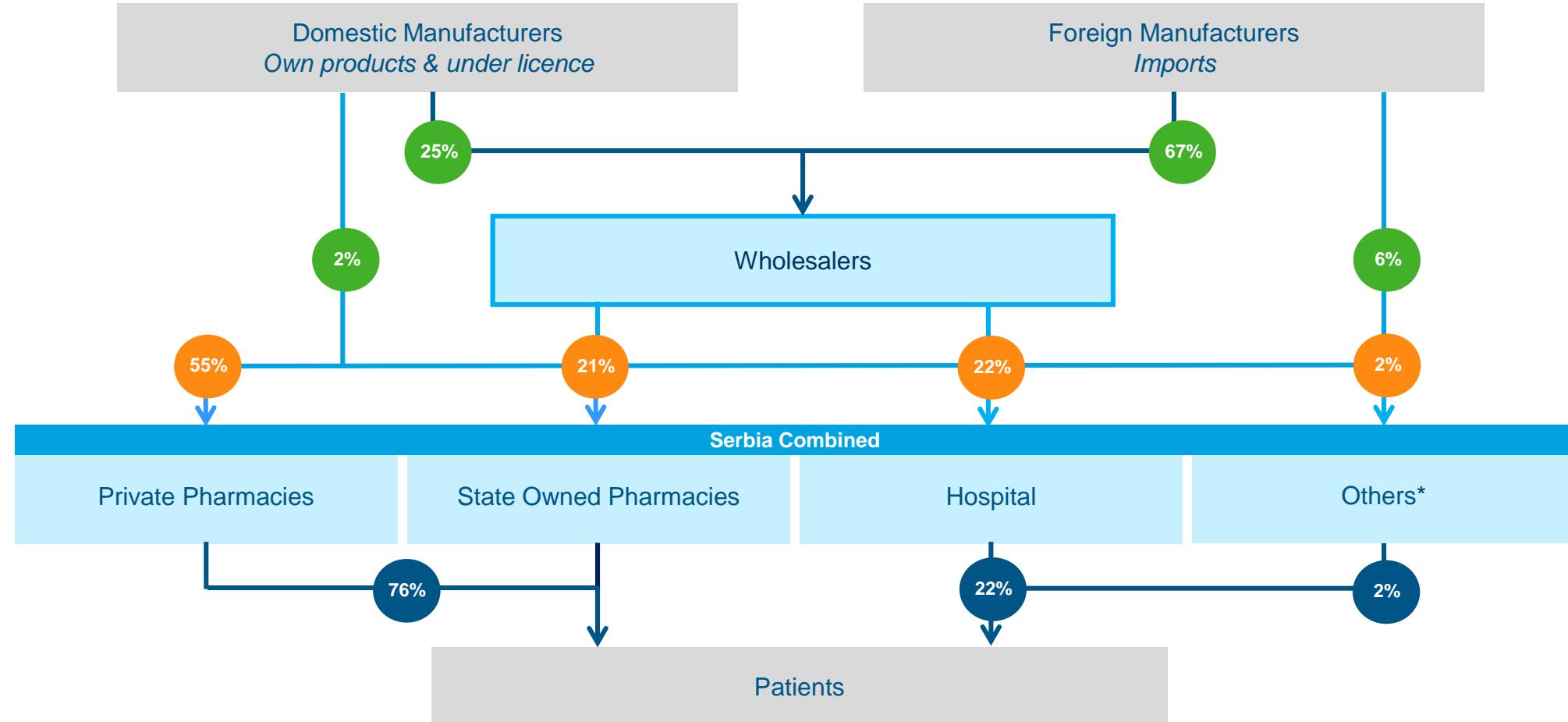
Audit Name	Serbia Pharmaceutical Index (SPI)		
Audit Type	Combined Sell-in	Market Segment	100%
Data Source	17 wholesalers, direct Sales from 7 manufacturers		
Universe	3,338 pharmacies, 223 Hospitals, 2451 Others*		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2011	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Serbian Dinar	Market Segmentation	Local
Icons not on MIDAS	DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none">The 17 wholesalers and 7 direct sales manufacturer panel represents over 93% of the total Serbia pharmaceutical market share by value*Others include Military, homes for the elderly, private clinics w/o beds, etc.

Serbia

Market Covered
by MIDAS:
93%



Channels of Distribution



*Others: Military, homes for the elderly, private clinics without beds, etc.



Singapore Combined

Audit Name	Singapore Pharmaceutical Audit (SPA)		
Audit Type	Combined Sell-in	Market Segment	82%
Data Source	Panel data; 55 private doctors, 3,287 hospital beds, 121 pharmacies, Direct data: distributors and direct manufacturers (75% market coverage)		
Universe	2,381 doctors, 350 pharmacies, 13,591 private hospital beds		
Projection	DDM data is unprojected Doctor, pharmacy and hospital panels projected		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Singapore Dollars	Market Segmentation	-
Icons not on MIDAS	DDD, DOT		
Segments not covered	Supermarkets, Non-pharmacist drugstores & retail outlets, exports		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The SPA covers pharmaceutical sales to dispensing doctors, private & restructured hospitals and retail pharmacies It consists of 55 doctors (inclusive of group practice doctors), 121 pharmacies and 3,287 private and restructured hospital beds. The dispensing doctors panel consists of general practitioners (both solo and in group practices) and specialists. The sample value of SPA doctors, pharmacies and hospitals are projected Data from the distributors and direct manufacturers (DDM) panel is unprojected Bonus or official free goods are included in the SPA.

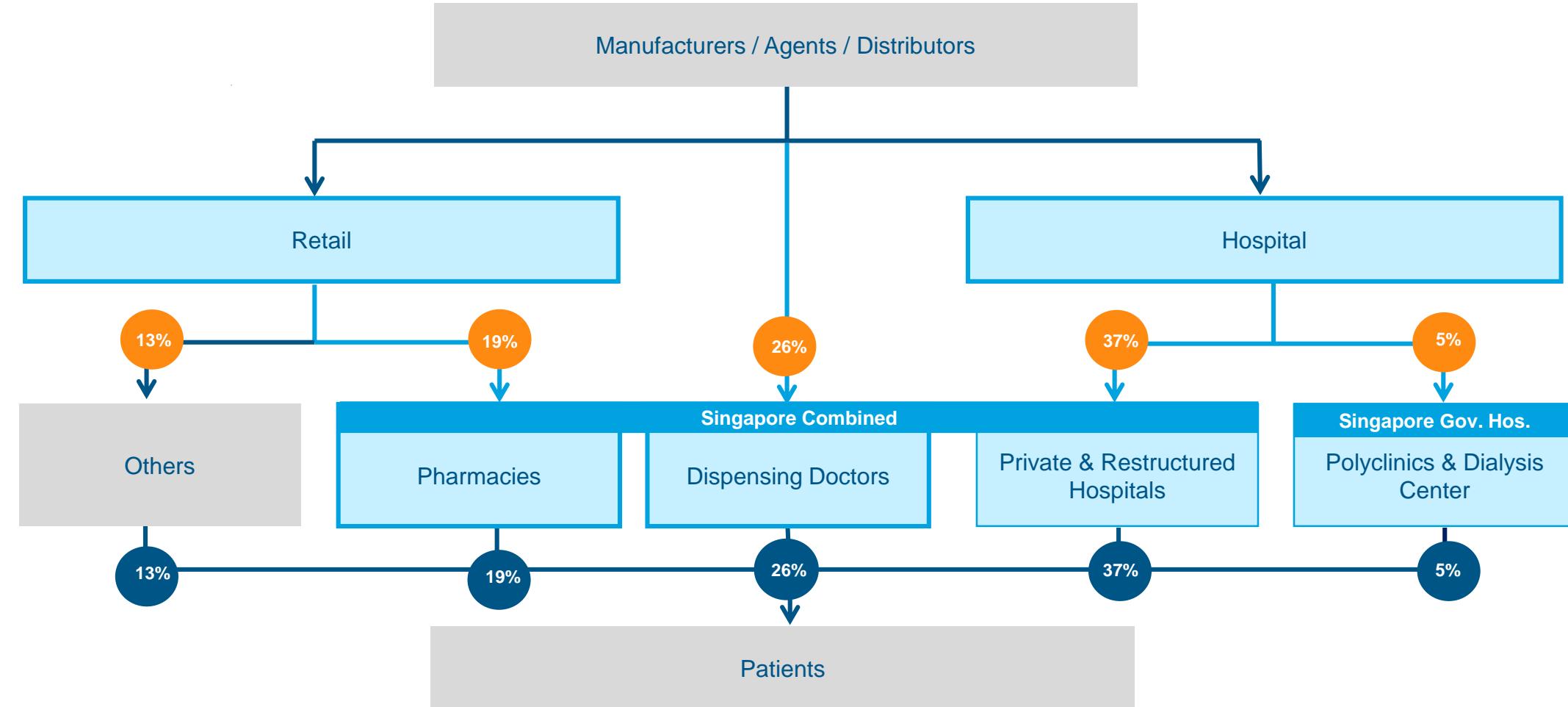


Singapore Others (Hospital)

Audit Name	Singapore Others Report (SOR)		
Audit Type	Hospital Sell-in	Market Segment	5%
Data Source	Panel data from other small institutions and service hospitals Direct data from Distributors and manufacturers (subscribers who sells)		
Universe	18 Polyclinics, multitude of service hospitals, nursing centres, patient associations		
Projection	No projection is SOR, only direct data reported		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Singapore Dollars	Market Segmentation	-
Icons not on MIDAS	DDD, DOT		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> In Singapore, the primary healthcare role is fulfilled by government polyclinics and private clinics. The polyclinics provide subsidised outpatient medical care, health screening and pharmacy services, with some offering dental services as well. The Ministry of Health states that only 20% of primary healthcare is currently provided by the polyclinics versus 80% by private medical practitioners There are currently eighteen polyclinics located throughout the island, and these are managed by the two vertically integrated delivery networks or clusters, National Healthcare Group (NHG) and Singapore Health Services (Singhealth) The Singapore Government report was renamed locally to Singapore Others Report (SOR) in Q2 2012 so as to better reflect the nature of the data, as it covers data from several sources other than government channel Effective Q4 2015, panel data from suppliers with units but no values are given a fixed price of 1 		

Singapore

Channels of Distribution



Market Covered
by MIDAS:
87%





Slovakia Retail

Audit Name	Slovak Republic Pharmaceutical Index (SRPI)		
Audit Type	Retail Sell-in	Market Segment	85%
Data Source	15 wholesalers (99% coverage)		
Universe	2,250 retail pharmacies & subsidiaries		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	Special distribution channels, distribution to the army		
Covered locally, not on MIDAS	-		
		Notes	
		<ul style="list-style-type: none"> The SRPI is an unprojected measurement of wholesaler sales data, with coverage of 99% of volumes going through wholesalers to retail pharmacies and subsidiaries 	

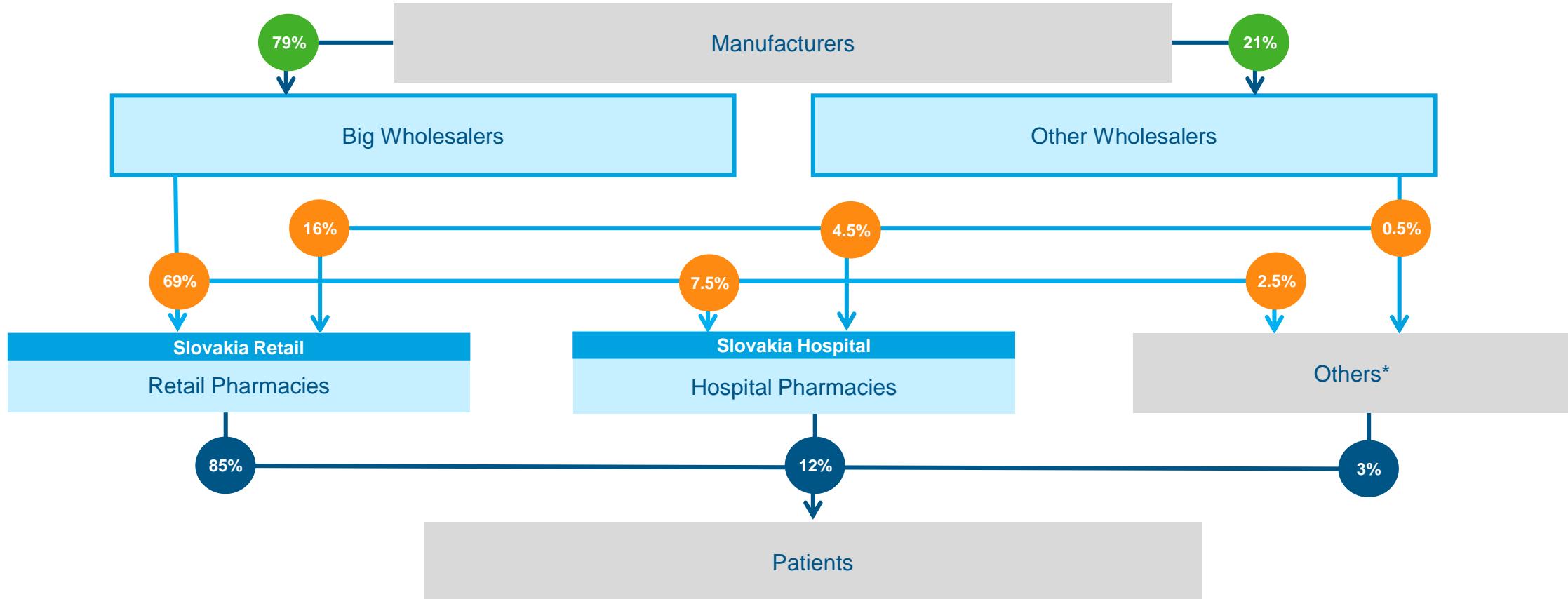


Slovakia Hospital

Audit Name	Slovak Republic Pharmaceutical Index (SRHI)		
Audit Type	Hospital Sell-in	Market Segment	12%
Data Source	15 wholesalers (100% coverage)		
Universe	101 hospital pharmacies		
Projection	Not projected – census coverage		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Euro	Market Segmentation	MIDAS
Icons not on MIDAS	DOT		
Segments not covered	Special distribution channels, distribution to the army		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none">The SRHI is an unprojected measurement of wholesaler sales data, with census coverage of volumes going through wholesalers to hospital pharmacies

Slovakia

Channels of Distribution



***Others:** Special distribution channels, deliveries to the army

Market Covered by MIDAS:
97%



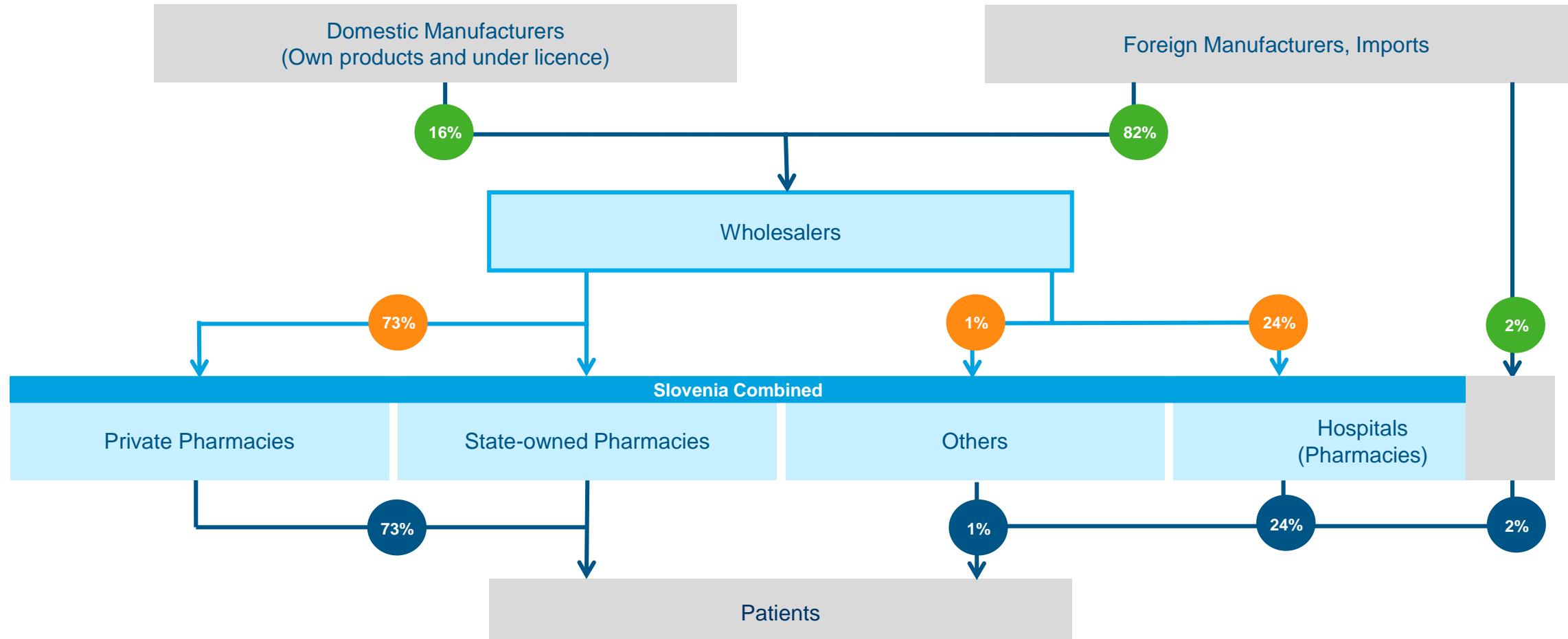


Slovenia Combined

Audit Name	Slovenia Pharmaceutical Index			
Audit Type	Combined Sell-in	Market Segment	97%	
Data Source	12 wholesalers + direct sales, covering >98% of registered market			
Universe	29 Hospitals, 339 Pharmacies			
Projection	Not projected			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	60 months	
Sales Level	Trade	Corporation	Local and MIDAS	
Local Currency	Euros	Market Segmentation	Local and MIDAS	
Icons not on MIDAS	DDD, DOT			
Segments not covered	Exports			
Covered locally, not on MIDAS	Sales levels at both manufacturer and trade in local audit			
			Notes	
			<ul style="list-style-type: none">The Slovenian Pharmaceutical Index is an unprojected combined pharmacy and hospital audit, which covers over 98% of the pharmaceutical marketThe Audit currency changed to Euros from Q1 2007Alongside the M01 2014 data supply, out of ordinary demand sales for products which have been identified as being exported were removed retroactively from M01 2012, thereby ensuring measurement of true domestic supply onlySales values and prices are reported at both manufacturer and trade levels locally, but the MIDAS output is at trade level	

Slovenia

Channels of Distribution





South Africa Total Market

Audit Name	Total Private Market (TPM)		
Audit Type	Retail Sell-in	Market Segment	86%
Data Source	Distributors, wholesalers, direct sales from manufacturers, buying groups		
Universe	2,991 Pharmacies, 257 Private hospitals , 8555 Purchasing Physicians, 5 Mail Order, 947 Other Private		
Projection	91% actual and a 9% projection factor		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	-
Local Currency	South African Rand	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	Public hospitals		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The TPM Audit measures the Total Private Pharmaceutical market and covers Retail Private Pharmacies, Purchasing Physicians/Dispensing Doctors, Private hospitals and other non-retail pharmacy outlets Anatomical ATC class classifications by active pharmaceutical ingredient across schedules (i.e. schedule 6 and below) Classified according to active pharmaceutical ingredient



South Africa Retail

Audit Name	Pharmaceutical Market South Africa – Retail (PMSA)		
Audit Type	Retail Sell-in	Market Segment	62%
Data Source	Distributors, wholesalers, direct sales from manufacturers		
Universe	2,991 pharmacies		
Projection	91% actual and a 9% projection factor		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	-
Local Currency	South African Rand	Market Segmentation	MIDAS
Icons not on MIDAS	-		
Segments not covered	Buying groups, mail order		
Covered locally, not on MIDAS	-		
		Notes	
		<ul style="list-style-type: none"> PMSA is based upon an analysis of purchases made by retail pharmacies in the Republic of South Africa. Data consist of two types of purchases: <ul style="list-style-type: none"> Indirect sales via distributors and wholesalers Direct sales from manufacturers The PMSA does not cover buying groups or mail order channels, which are covered the in the South Africa Total Market (TPM) panel 	

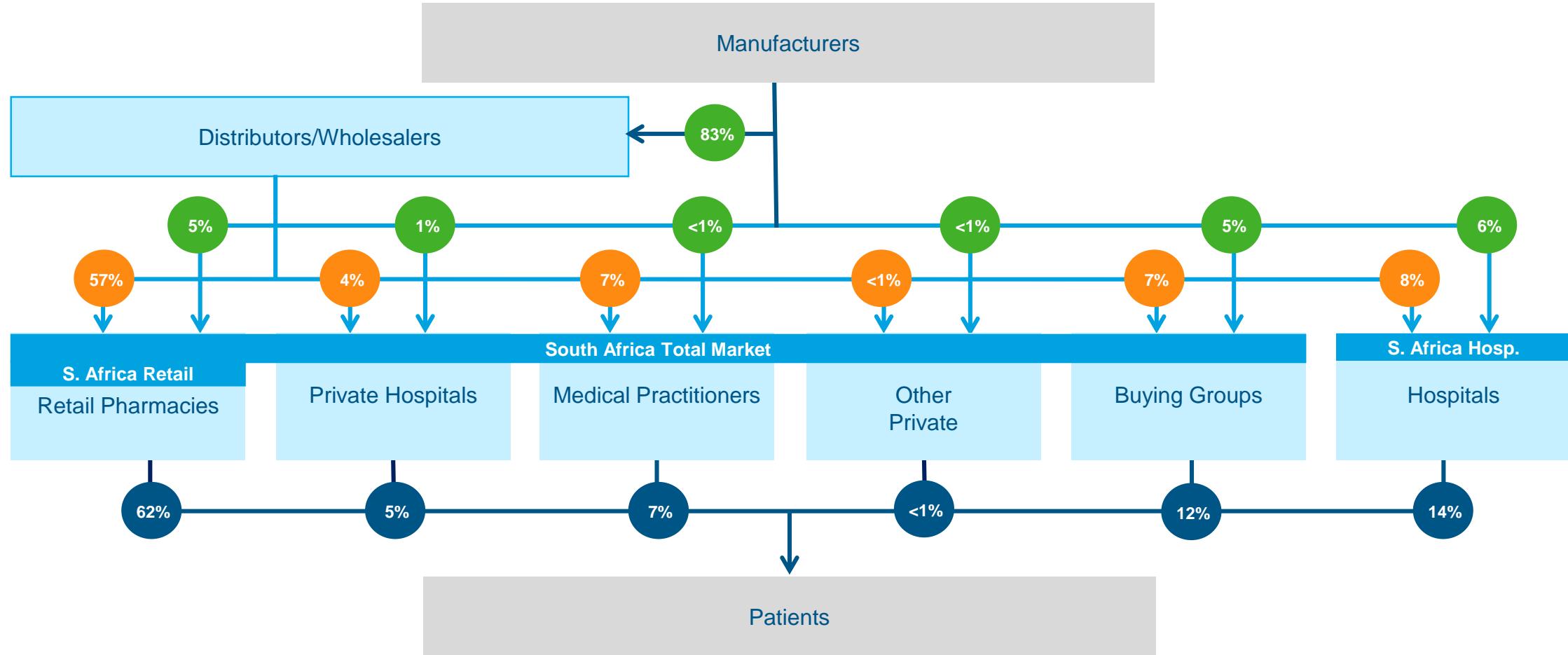


South Africa State Hospital

Audit Name	State Hospital Market South Africa – Hospital (DVISA)			
Audit Type	State Hospital Sell-in	Market Segment	14%	
Data Source	Distributors, and some manufacturer direct sales, plus sales into state from tender base from 4 depots in South Africa			
Universe	4 of 9 geographical regions			
Projection	Not projected - 40% actual read			
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly	
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters	
Sales Level	Trade	Corporation	-	
Local Currency	South African Rand	Market Segmentation	MIDAS	
Icons not on MIDAS	-			
Segments not covered	Mines Benefit Society hospitals, municipal clinics, military hospitals, correctional services, 5 of 9 geographical regions			
Covered locally, not on MIDAS	-			
			Notes	
			<ul style="list-style-type: none"> The Hospital Audit reflects sales into the state/government sector The audit reports actual purchase data from provincial medical supply centres of 4 of the 9 provinces in South Africa. (Western Cape, North-West, Northern Cape, Mpumalanga & Limpopo are not included) Provincial Depots are reported at an average tender price ex VAT Direct Sales are reported at SEP (single exit price) ex VAT Quarterly audit 	

South Africa

Channels of Distribution





Spain Retail

Audit Name	<i>El Mercado Farmacéutico (EMF)</i>		
Audit Type	Retail Sell-in	Market Segment	64%
Data Source	93 wholesalers and 1,200 pharmacies to collect direct sales		
Universe	95 Wholesalers, 20,553 pharmacies		
Projection	Yes, by applying a projection factor to each territorial unit		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	Local and MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> • In Spain data is collected from a mixed sample of retail pharmacies and wholesalers • The universe comprises all the pharmacies and wholesalers in the country, taking into account all the different types of wholesaler and direct sales from manufacturer to pharmacy. All data is projected to national level by applying a projection factor to each territorial unit • The following channels are excluded: <ul style="list-style-type: none"> – Sales to hospitals, clinics, drug stock in companies, schools, residences of Social Security, consultation centres of the Social Security, General Directorate of Health, drug stocks in Armed Forces, military pharmacies, etc. – Free samples – Exports



Spain Sell-Out

Audit Name	National Prescription Audit (NPA)		
Audit Type	Retail Sell-out	Market Segment	64%
Data Source	5,430 pharmacies		
Universe	22,070 pharmacies		
Projection	Yes, by applying a projection factor to each territorial unit		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	Local and MIDAS
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	
		<ul style="list-style-type: none"> The NPA monitors sales out of retail pharmacies and includes public prescriptions, private prescriptions, self-medication, collected from a panel of 5,430 pharmacies The NPA contains data at both Public and manufacturer level. MIDAS input level is at manufacturer level 	



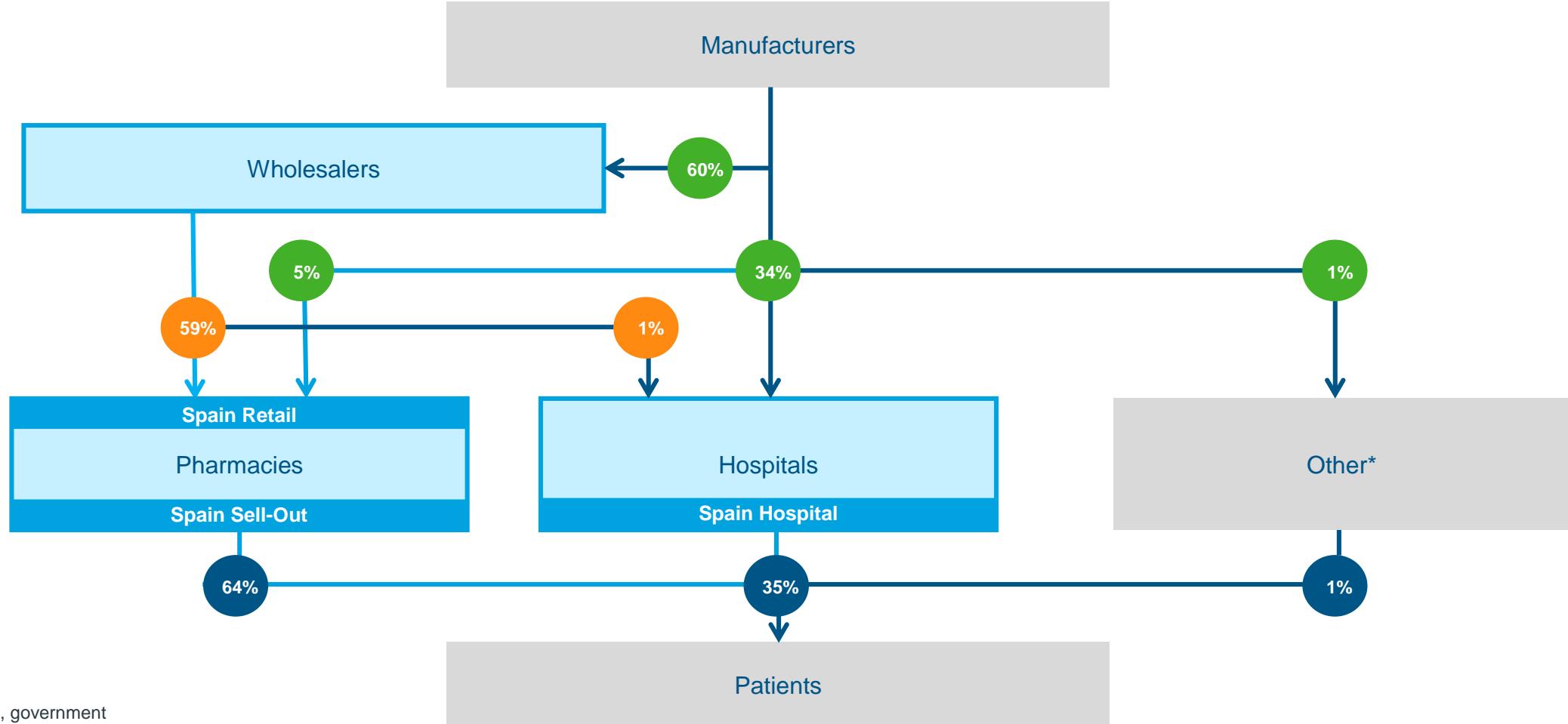
Spain Hospital

Audit Name	<i>El Mercado Hospitalario (EMH)</i>		
Audit Type	Hospital Consumption	Market Segment	35%
Data Source	148 hospitals with 40,035 beds		
Universe	769 hospitals with 158,256 beds		
Projection	Yes, using a classification for the type, size and number of beds of the hospital .		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	MIDAS
Local Currency	Euro	Market Segmentation	Local and MIDAS
Icons not on MIDAS	-		
Segments not covered	Military, prisons		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> • A sample of hospital pharmacies reports information on 96 hospitals, covering 19% of hospitals and 25% of the total number of beds in the country. All the data is projected to national level using a classification for the type, size and number of beds of the hospital • The following hospitals have been excluded from the universe and from the sample: <ul style="list-style-type: none"> – Ministry of Defence – Penitentiary Hospitals – Monographic Hospitals – C.C.A.A. Ceuta and Melilla

Spain

Channels of Distribution

Market Covered by MIDAS:
99%



*Other: Military, government



Sri Lanka Retail

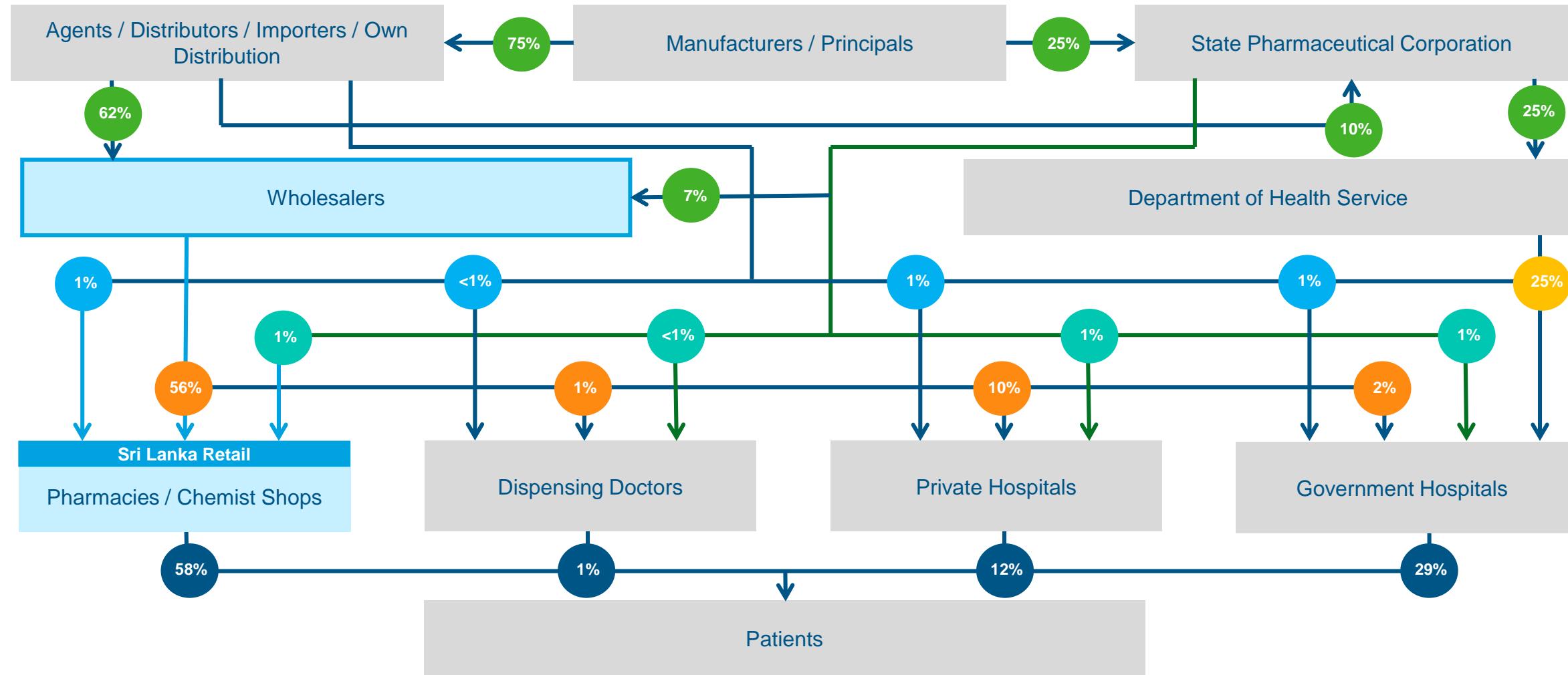
Audit Name	Sri Lanka Pharmaceutical Audit (SLPA)		
Audit Type	Retail Sell-in	Market Segment	58%
Data Source	184 pharmacies, including government owned retail outlets		
Universe	3,053 pharmacies		
Projection	Yes		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	From Q1 2007	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	-
Local Currency	Sri Lanka Rupees	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Government and private hospitals, dispensing doctors		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none"> The SLPA covers pharmacies purchases from distributors via a panel of 163 pharmacies Sales to government hospitals, private hospitals and institutions and dispensing doctors are not covered within the SLPA

Sri Lanka

Market Covered by MIDAS:
58%



Channels of Distribution





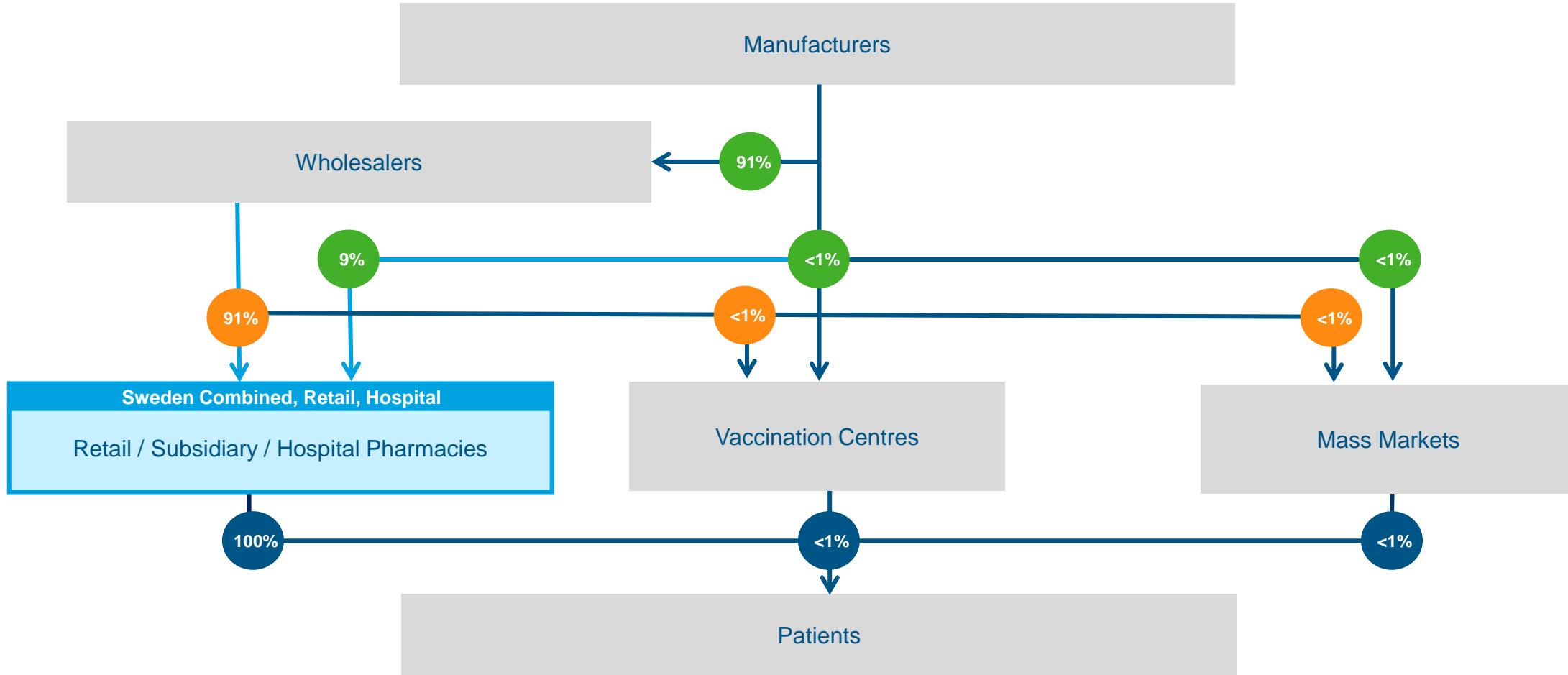
Sweden Combined, Retail, Hospital

Audit Name	Pharmaceutical Market Sweden		
Audit Type	Retail Sell-out, Hospital Sell-in	Market Segment	~98%
Data Source	3 wholesalers		
Universe	4 wholesalers and an unknown numbers of direct distributors		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	36 months
Sales Level	Trade	Corporation	Local
Local Currency	Swedish Krona	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Veterinary products		
		Notes	<ul style="list-style-type: none"> The data source previously available for Pharmaceutical Market Sweden on MIDAS was Pharmacy Purchase data From the M0111/Q111 updates, the data source for the audit has changed to consumption Rx data from Pharmacies (sell-out) Hospital data remains a measure of purchases by hospital pharmacies ATC changes can be applied as soon as they are identified in the Pharmacy Market Sweden audit, while MIDAS update on an annual cycle

Sweden

Channels of Distribution

Market Covered by MIDAS:
100%





Switzerland Retail

Audit Name	APO/SD Index Schweiz (APO/SD)					
Audit Type	Retail Sell-in	Market Segment	75%			
Data Source	Deliveries of ~107 manufacturers, wholesalers, doctors suppliers, buying groups and mail order pharmacies in a joint data pool					
Universe	1,822 pharmacies, 5,257 doctors, 483 drugstores					
Projection	Not projected					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	120 months			
Sales Level	Manufacturer	Corporation	Local and MIDAS			
Local Currency	Swiss Francs	Market Segmentation	-			
Icons not on MIDAS	-					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">The APO/SD covers pharmacies, self-dispensing doctors and drugstores. All sales and changes for pharmaceutical specialities to pharmacies, doctors' practices and drugstores are recorded for the listed wholesalersMiscellaneous manufacturers/importers report all sales to pharmacies/drugstores and doctors' practices to IQVIAThe audit includes the Duchy of Liechtenstein						



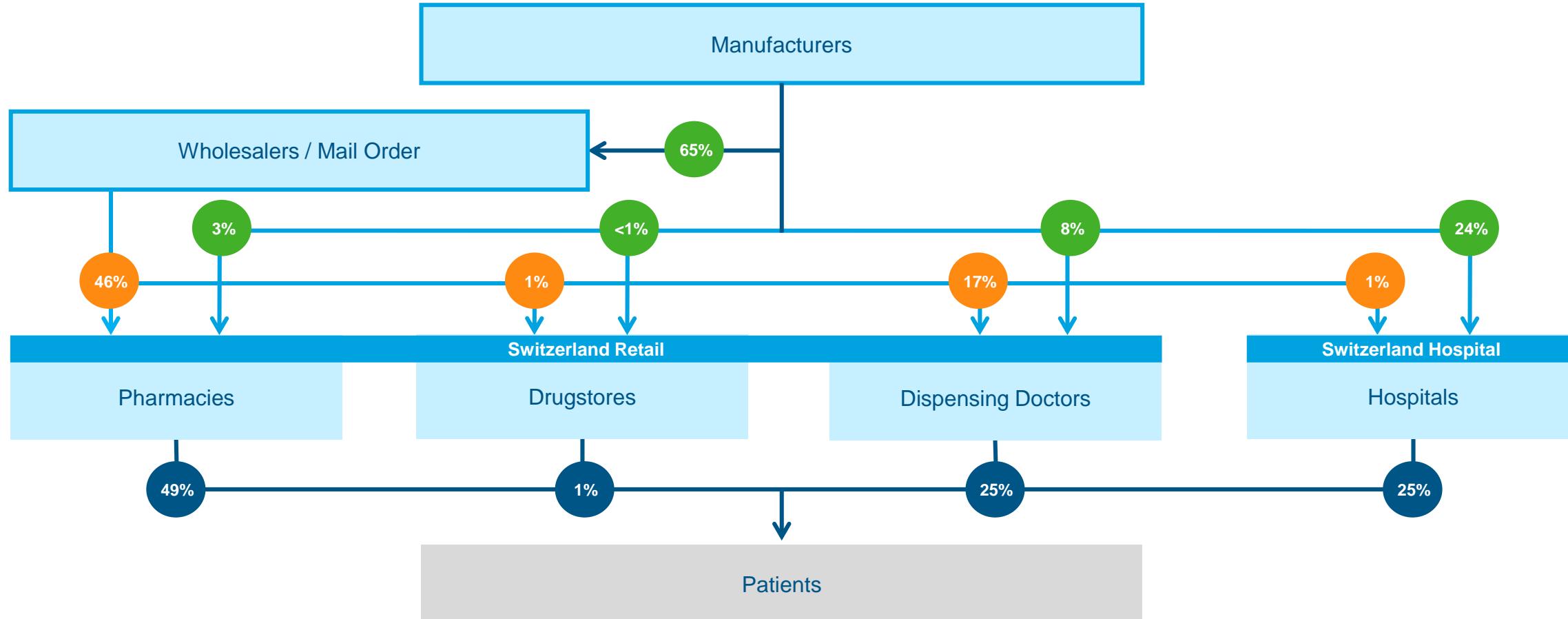
Switzerland Hospital

Audit Name	Spitalmarktmonitor Schweiz (SMM)					
Audit Type	Hospital Sell-in	Market Segment	25%			
Data Source	Deliveries of ~90 manufacturers and wholesalers in a joint data pool					
Universe	~300 hospitals					
Projection	Not projected					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	120 months			
Sales Level	Manufacturer	Corporation	Local and MIDAS			
Local Currency	Swiss Francs	Market Segmentation	-			
Icons not on MIDAS	-					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none">The Swiss Hospital Audit panel was redesigned in Q106The Hospital Market Monitor Switzerland covers the monthly deliveries of around 90 manufacturers or importers together with diverse wholesalers (wholesalers, purchase organization, doctors' suppliers or mail order pharmacies)Medicament sales to hospitals are recorded in line with Swissmedic categoriesData is supplied in anonymous form						

Switzerland

Channels of Distribution

Market Covered by MIDAS:
100%





Taiwan Retail

Audit Name	Taiwan Pharmaceutical Audit (TWPA)		
Audit Type	Retail Sell-in	Market Segment	14%
Data Source	400 drugstores, 260 dispensing doctors		
Universe	10,222 drugstores, 16,710 doctors		
Projection	Projected to the national level by type of sampling unit		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	-
Local Currency	New Taiwan Dollar	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> The TWPA covers sales of pharmaceuticals through drugstores and private clinics located in Taipei, Kaohsiung and 4 regions The panel of drugstores provides purchase invoices/records issued from manufacturers, wholesalers, and other sources including pharmaceutical traders and importers The report covers pharmaceuticals sold through drugstores and private clinics but does not include sales through government health stations and hospitals or other government and military establishments 		



Taiwan Hospital

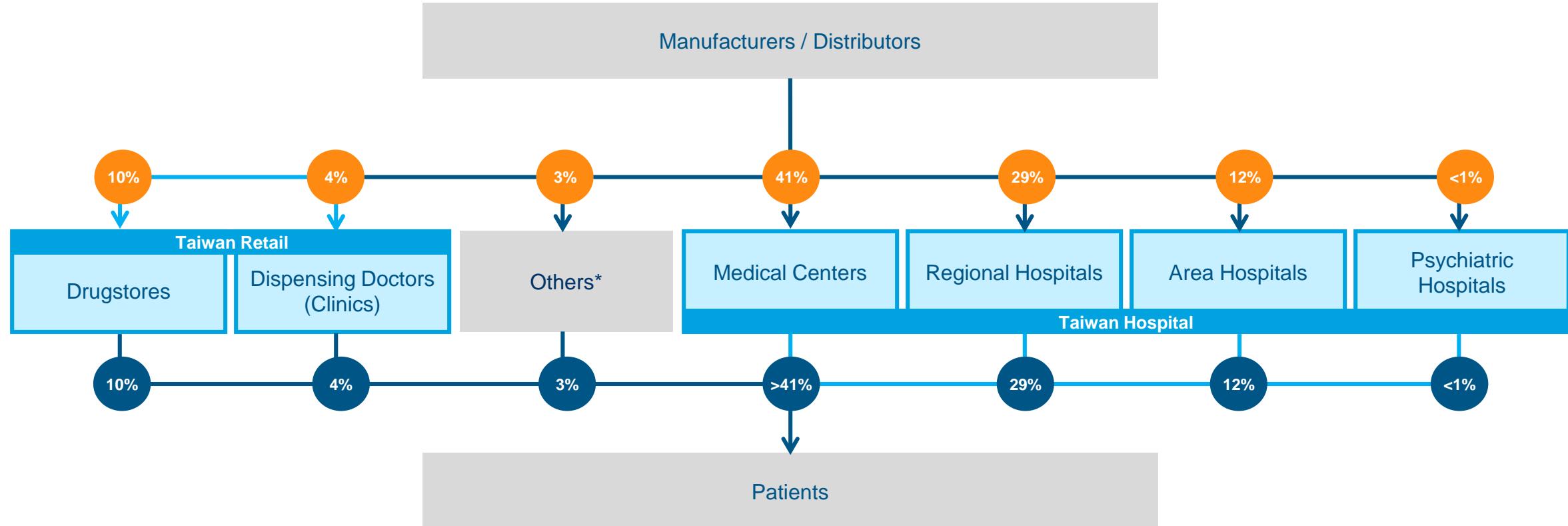
Audit Name	Taiwan Hospital Pharmaceutical Audit (TWHA)					
Audit Type	Hospital Consumption	Market Segment	83%			
Data Source	101 hospitals with 58,100 beds					
Universe	356 hospitals with 131,143 beds					
Projection	Projected to universe level by stratum and then consolidated to provide nation-wide figures					
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly			
Backdata (MIDAS)	144 months	Backdata (Local)	60 months			
Sales Level	Trade	Corporation	-			
Local Currency	New Taiwan Dollar	Market Segmentation	-			
Icons not on MIDAS	-					
Segments not covered	-					
Covered locally, not on MIDAS	-					
Notes						
<ul style="list-style-type: none"> The Taiwan Hospital audit covers hospital utilization of pharmaceutical products in Taiwan The audit does not cover the sales of pharmaceutical products through clinics, which total 16,749 and usually have less than 50 beds each, or no beds at all Government Employee Clinic Centres (National Health Insurance Clinic Centers), Sun Yat-Sen Cancer Centre, Kuen-Ming Branch of Taipei City Hospital Disease Control & Prevention and psychiatric hospitals are also included The universe was stratified into 3 distinct types, government (public & military), private, and psychiatric, to account for their difference in utilization characteristics. Further stratification was done to reflect the difference in utilization characteristics by hospital accreditation. The sampling strata consists of 2 types of hospitals (government and private) and 3 accreditation classes (Medical Centers, Regional Hospitals, Area Hospitals), and 2 accreditation classes (Teaching and Non-teaching Hospitals) in Psychiatric Hospitals 						

Taiwan

Market Covered by MIDAS:
97%



Channels of Distribution



Thailand Retail



Audit Name	Thailand Pharmaceutical Index (TLPI)		
Audit Type	Retail Sell-in	Market Segment	22%
Data Source	366 drugstores, plus panel of distributors & direct manufacturers		
Universe	18,476 drugstores (4,436 in Bangkok)		
Projection	Projection by panel type (Drugstore class A and class B)		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	48 quarters	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Thai Baht	Market Segmentation	Local
Icons not on MIDAS	DDD		
Segments not covered	Traditional medicine shops, groceries, supermarkets etc.		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The Thailand pharmaceutical audit reports sales movement of ethical and over-the-counter preparations through Class A and Class B drugstores located throughout Thailand Class A drugstores are those licensed to deal with the full range of pharmaceutical products and legally should employ full time pharmacist in attendance Class B drugstores are legally licensed to deal with only OTC items The report does not include the sales of pharmaceuticals through hospitals (both government and private), clinics, government and military establishments as well as commercial firms, e.g. estates, factories and other industrial enterprises. It also excludes traditional medicine shops, groceries and supermarkets, etc.



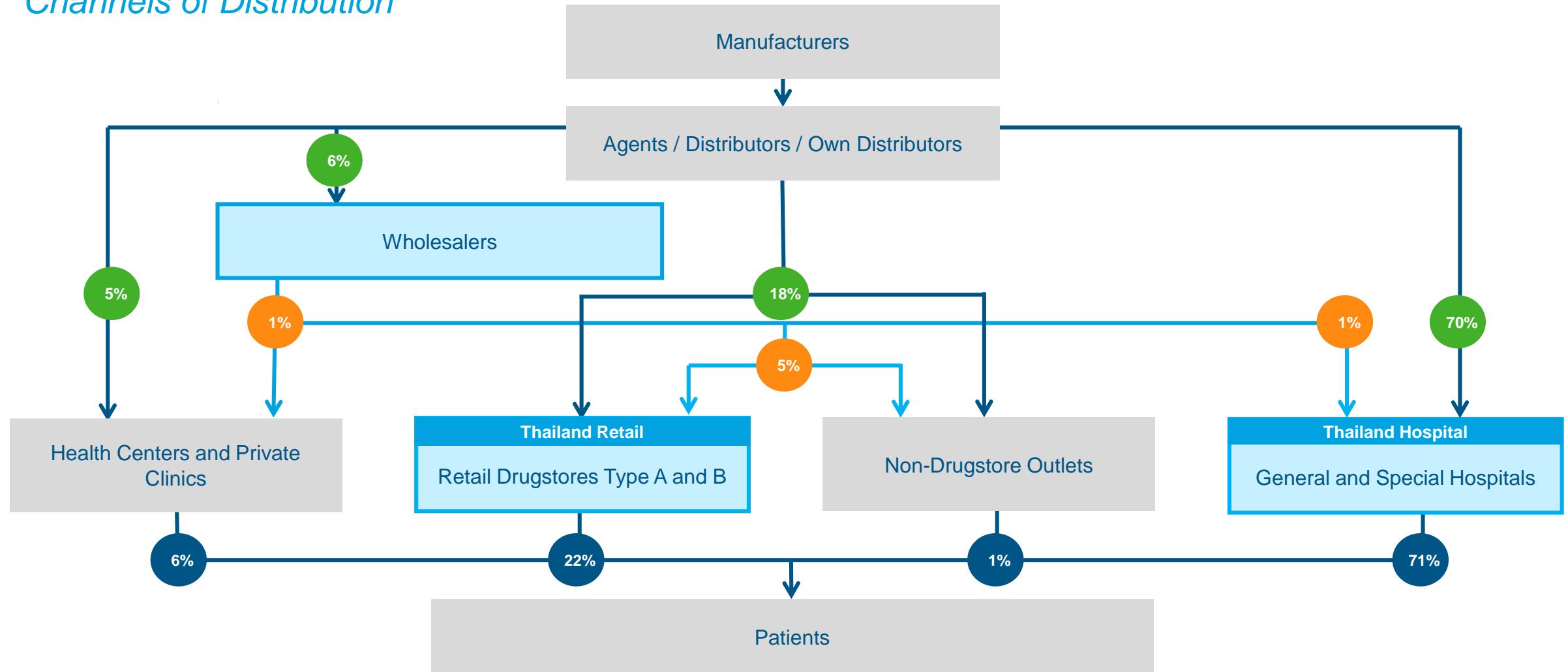
Thailand Hospital

Audit Name	Thailand Healthcare Index (TLHI)			
Audit Type	Hospital sell-in	Market Segment	71%	
Data Source	217 General Hospital (55,415 beds), 21 Specialized Hospital (4,329 beds)			
Universe	1,195 General Hospitals (145,572 beds), 48 Specialized Hospital (7,790 beds)			
Projection	Yes			
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly	
Backdata (MIDAS)	144 months	Backdata (Local)	60 months	
Sales Level	Trade	Corporation	Local and MIDAS	
Local Currency	Thai Baht	Market Segmentation	Local	
Icons not on MIDAS	DDD			
Segments not covered	Health centres, private clinics			
Covered locally, not on MIDAS	-			
			Notes	
			<ul style="list-style-type: none"> The TLHI is a nation-wide survey which covers the purchases of pharmaceutical products of hospitals in Thailand This includes private and government (plus military and university) hospitals. The audit also reflects estimated sales to Specialized Hospitals From a universe of 48, a sample of 21 specialist hospitals covered including Psyche & Neuro, Ob. Gyn., Dermatology, Pediatrics, Ophthalmology & ENT, Oncology, and Respiratory Diseases 	

Thailand

Channels of Distribution

Market Covered by MIDAS:
93%





Tunisia Retail

Audit Name	Le Marche Pharmaceutique Tunisien (LMPT)			Notes	
Audit Type	Retail Sell-in	Market Segment	70%		
Data Source	29 wholesalers				
Universe					
Projection	54 projection factors				
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly		
Backdata (MIDAS)	144 months	Backdata (Local)	60 months		
Sales Level	Public	Corporation	Local		
Local Currency	Tunisian Dinar	Market Segmentation	MIDAS		
Icons not on MIDAS	-				
Segments not covered	-				
Covered locally, not on MIDAS	-				



Tunisia Hospital

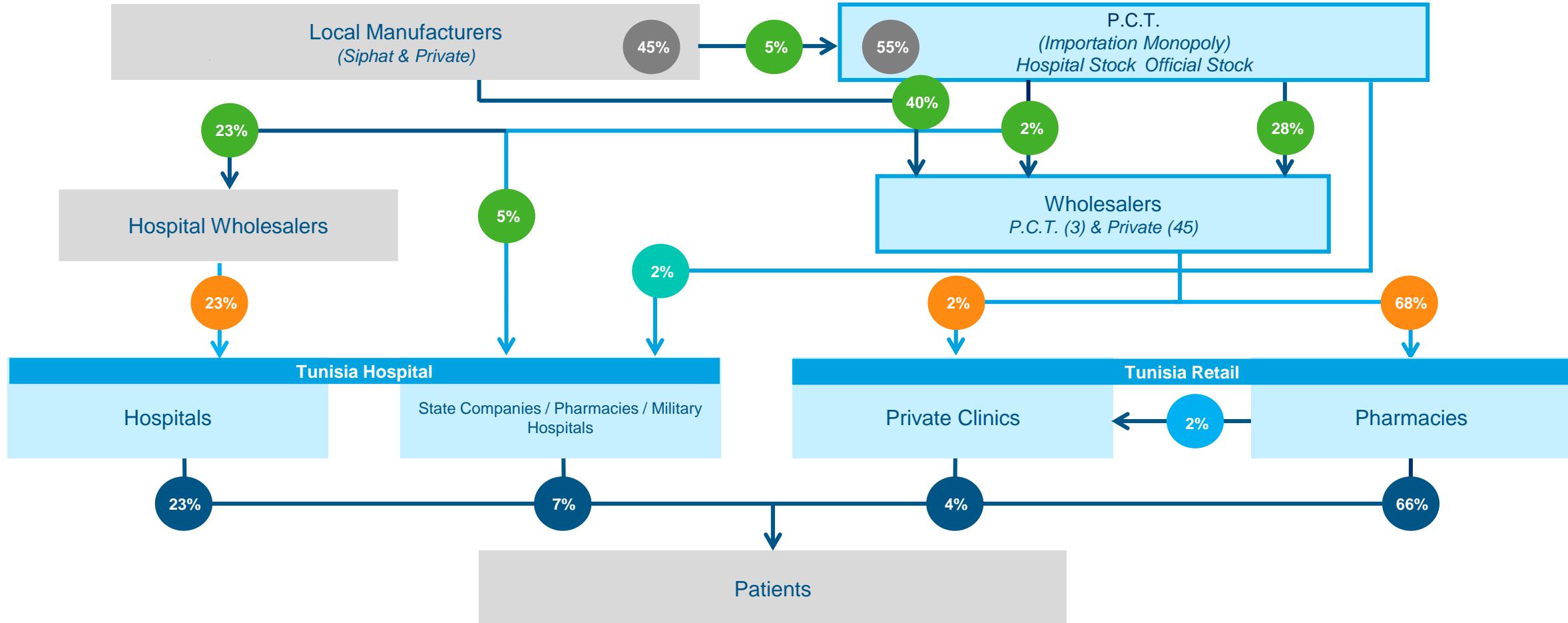
Audit Name	The Tunisian Hospital and Institutions Index (TUH)			Notes	
Audit Type	Hospital Sell-in	Market Segment	30%		
Data Source	Census data collected from PCT (<i>Pharmacie Centrale de Tunisie</i>)				
Universe					
Projection	Not projected				
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly		
Backdata (MIDAS)	From M01 2011	Backdata (Local)	From M01 2011		
Sales Level	Public	Corporation	Local		
Local Currency	Tunisian Dinar	Market Segmentation	MIDAS		
Icons not on MIDAS	-				
Segments not covered	-				
Covered locally, not on MIDAS	-				

Tunisia

Market Covered by MIDAS:
100%



Channels of Distribution





Turkey Retail

Audit Name	Turkey Pharmaceutical Index (TPI)		
Audit Type	Retail Sell-in	Market Segment	87%
Data Source	174 wholesaler depots		
Universe	26,456 Pharmacies		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Turkish Lira	Market Segmentation	Local
Icons not on MIDAS	Distributor, DDD, DOT		
Segments not covered	Government		
Covered locally, not on MIDAS	Reimbursement, TPEQCD (Therapeutic Equivalence Code)		
		Notes	<ul style="list-style-type: none"> The TPI covers sales of ethical and non-ethical pharmaceuticals through wholesalers to retail pharmacies Audit does not cover sales by manufacturers or through wholesalers to government or other institutions such as the Army In 2014, free goods were removed from values only in the audit, and returns included, with backdata changes being applied retroactively from M01 2009



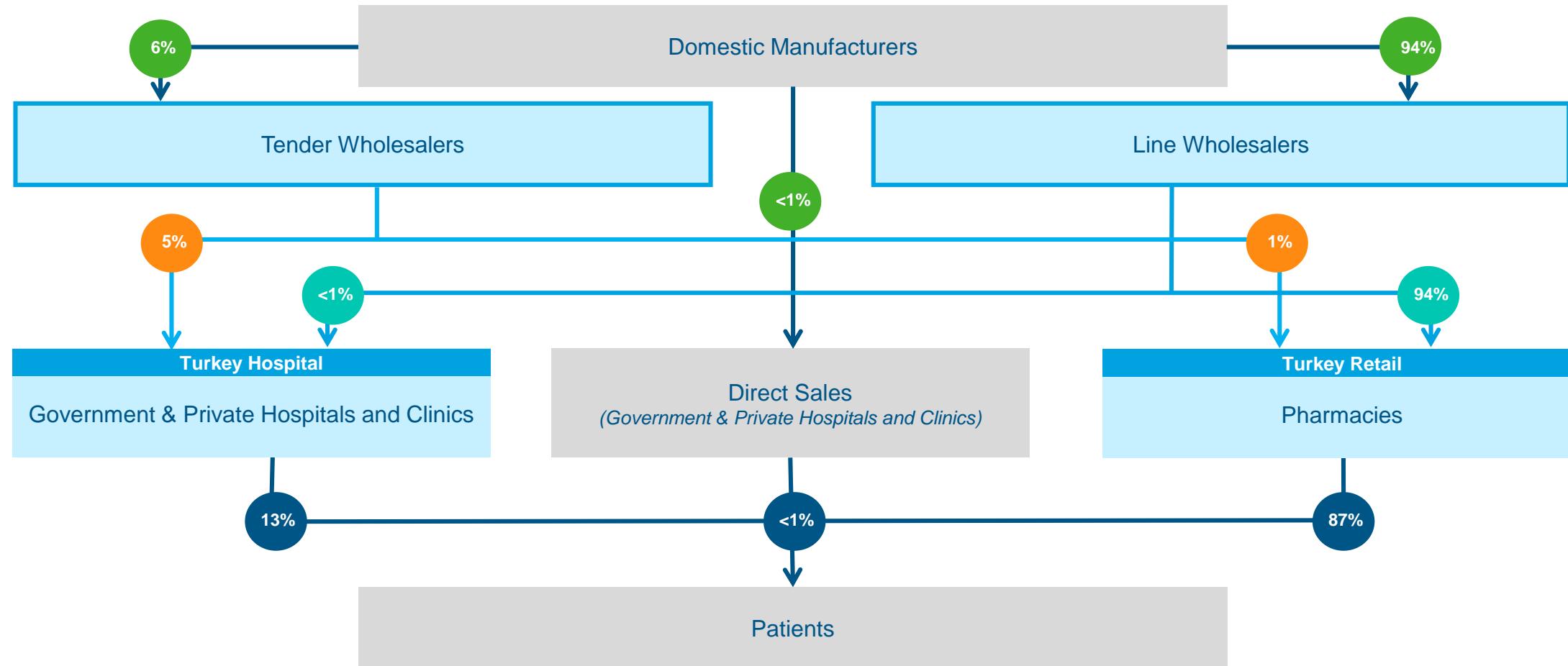
Turkey Hospital

Audit Name	Turkey Hospital Index (THI)		
Audit Type	Hospital Sell-in	Market Segment	13%
Data Source	196 wholesalers (174 regular + 22 tender wholesalers)		
Universe	1,609 hospitals		
Projection	Not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Manufacturer	Corporation	Local and MIDAS
Local Currency	Turkish Lira	Market Segmentation	Local
Icons not on MIDAS	Distributor, DDD, DOT		
Segments not covered			
Covered locally, not on MIDAS	Reimbursement Status, TPEQCD (Therapeutic Equivalence Code)		
	Notes		
	<ul style="list-style-type: none"> The Turkish hospital audit covers sales of ethical pharmaceuticals through wholesalers to hospitals such as Government, Private, University hospitals Sales to military hospitals are not covered as they purchase direct from the manufacturer 		

Turkey

Channels of Distribution

Market Covered by MIDAS:
~ 100%





Ukraine Retail

Audit Name	Ukraine Monthly Retail Sale In		
Audit Type	Retail Sell-in	Market Segment	88%
Data Source	4,500 Pharmacies		
Universe	20,500 Pharmacies		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	From M01 2010	Backdata (Local)	From M01 2009
Sales Level	Trade	Corporation	Local
Local Currency	Ukrainian Hryvnia	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	
		<ul style="list-style-type: none"> The Ukraine Retail audit covers sales of ethical pharmaceuticals through retail pharmacies, supplied by national, regional and local wholesalers as well as direct distribution from manufacturers Ukraine data via IQVIA is pharmacy data supplied by Proxima and then subject to IQVIA coding & product reference rules. As a result there are differences in product reference coding and differences in the use of ATC classification between IQVIA outputs and Proxima outputs Ukraine data on MIDAS is restricted, and not available for purchase unless an underlying subscription to the local Proxima audit is in place 	

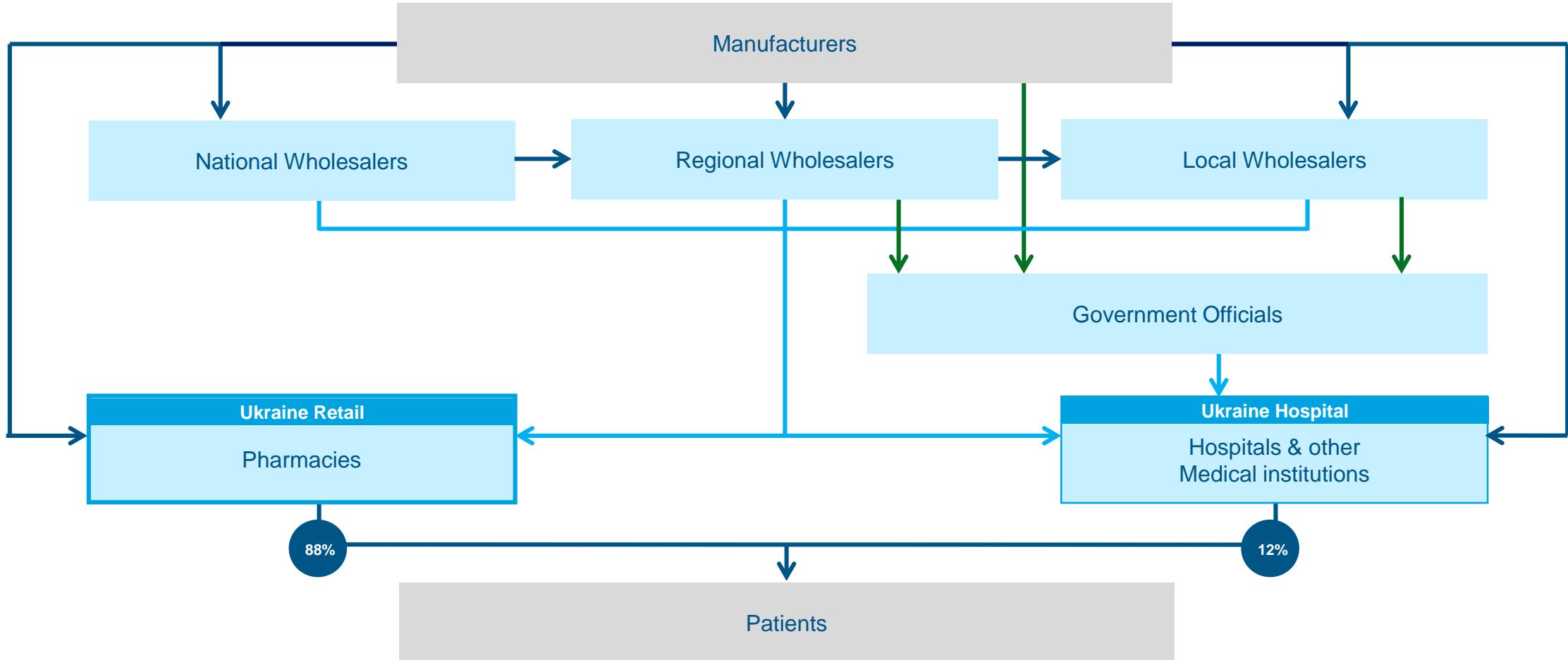
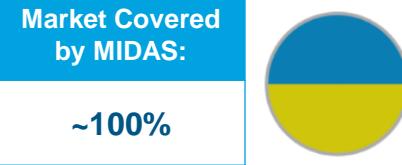


Ukraine Hospital

Audit Name	Ukraine Quarterly Hospital		
Audit Type	Hospital Sell-in	Market Segment	12%
Data Source	570 Hospitals, National Tender data, Distributors reports		
Universe	2,500 Hospitals		
Projection	Yes		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Monthly
Backdata (MIDAS)	From Q1 2010	Backdata (Local)	From M01 2007
Sales Level	Trade	Corporation	Local
Local Currency	Ukrainian Hryvnia	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	Private hospitals		
	Notes		
	<ul style="list-style-type: none"> The Ukraine Hospital audit covers sales of ethical pharmaceuticals through national, regional and local wholesalers to hospitals and other medical institutions Sales from national tender via government officials are also covered Ukraine data via IQVIA is hospital data supplied by Proxima and then subject to IQVIA coding & product reference rules. As a result there are differences in product reference coding and differences in the use of ATC classification between IQVIA outputs and Proxima outputs Ukraine data on MIDAS is restricted, and not available for purchase unless an underlying subscription to the local Proxima audit is in place 		

Ukraine

Channels of Distribution





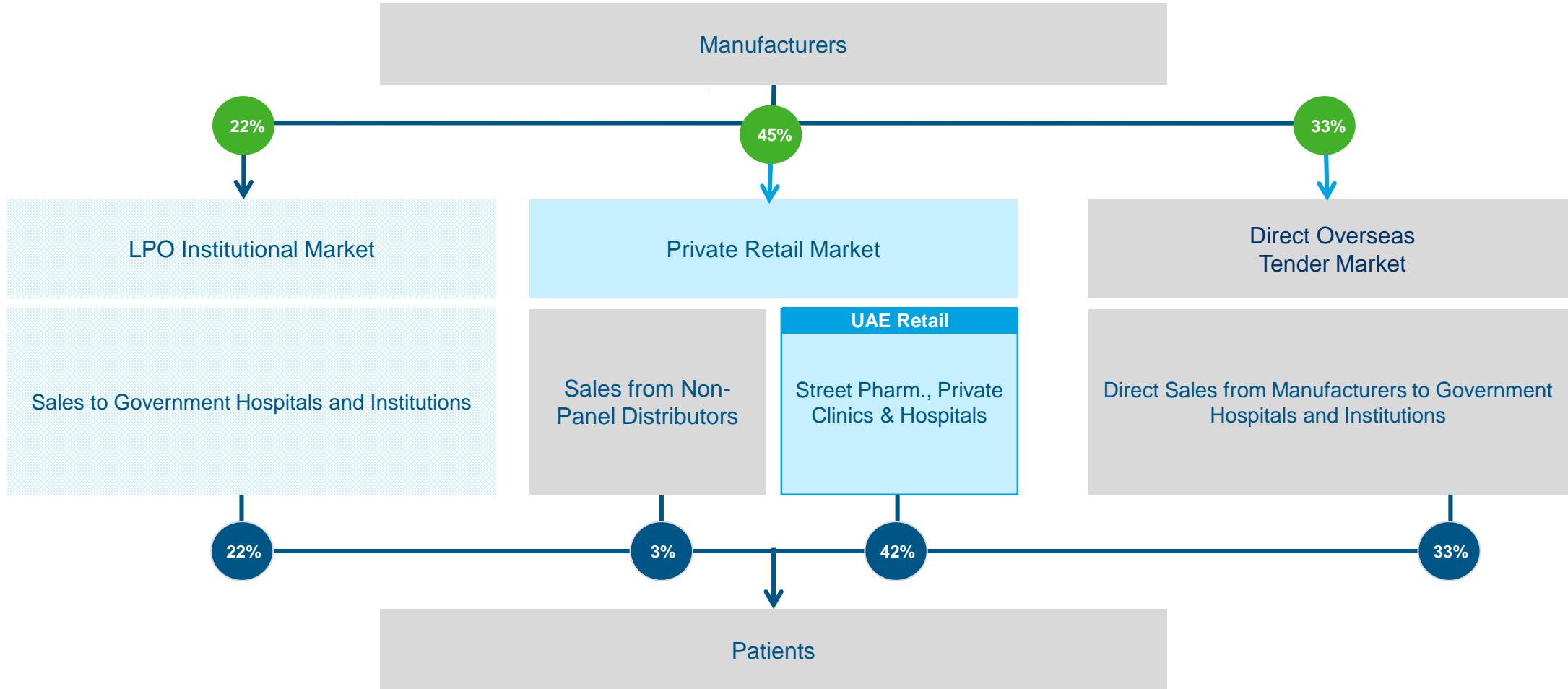
UAE Retail

Audit Name	United Arab Emirates Pharmaceutical Index (UAEP)		
Audit Type	Retail Sell-in	Market Segment	45%
Data Source	33 pharmacies, 21 distributors		
Universe	1,700 pharmacies, 75 private hospitals		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Public	Corporation	Local
Local Currency	UAE Dirham	Market Segmentation	-
Icons not on MIDAS	-		
Segments not covered	Government and semi-government institutions		
Covered locally, not on MIDAS	Local Purchase Order		
			Notes
<ul style="list-style-type: none"> UAEP audit does not cover the consumption of drugs distributed directly by health centers, hospitals and government institutions The market covered includes Abu Dhabi, Al Ain, Dubai, Sharjah and Northern Emirates The locally available UAE Local Purchase Order Indicator measures direct sales from panel distributors to institutional and semi-institutional hospitals & organizations. ULP does not covers direct obverses tenders 			

United Arab Emirates (UAE)

Channels of Distribution

Market Covered by MIDAS:
45%



UK Retail



Audit Name	British Prescription Based Services (PBS)		
Audit Type	Retail Sell-Out	Market Segment	64%
Data Source	Prescription data from 82% of pharmacies + direct sales panel		
Universe	14,252 pharmacies		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Pound Sterling	Market Segmentation	Local and MIDAS
Icons not on MIDAS	-		
Segments not covered	Internet pharmacies		
Covered locally, not on MIDAS	Historical product ownership		
	Notes		
	<ul style="list-style-type: none"> Any pharmaceutical product that is bought over the counter (P and GSL products) will not be recorded within Xponent BPI. If a P or GSL product is prescribed by a GP and the prescription dispensed to a patient then it will be included in Xponent BPI Prescription data is provided by ~82% of retail pharmacies. Wholesaler sell-in data to Dispensing doctor accounts is also included as a proxy for dispensed product A very small proportion of Dispensing Doctor purchases are direct from manufacturers and from some small wholesalers not supplying sales information to IQVIA On MIDAS, all the backdated sales of a product will be linked to the current owning company. Normally, when a product is transferred to a new manufacturer, the sales data is transferred with it, although on the IQVIA National Database in the UK, data can be seen split out and as a result historical data from these systems may not match with data from MIDAS 		



UK Hospital

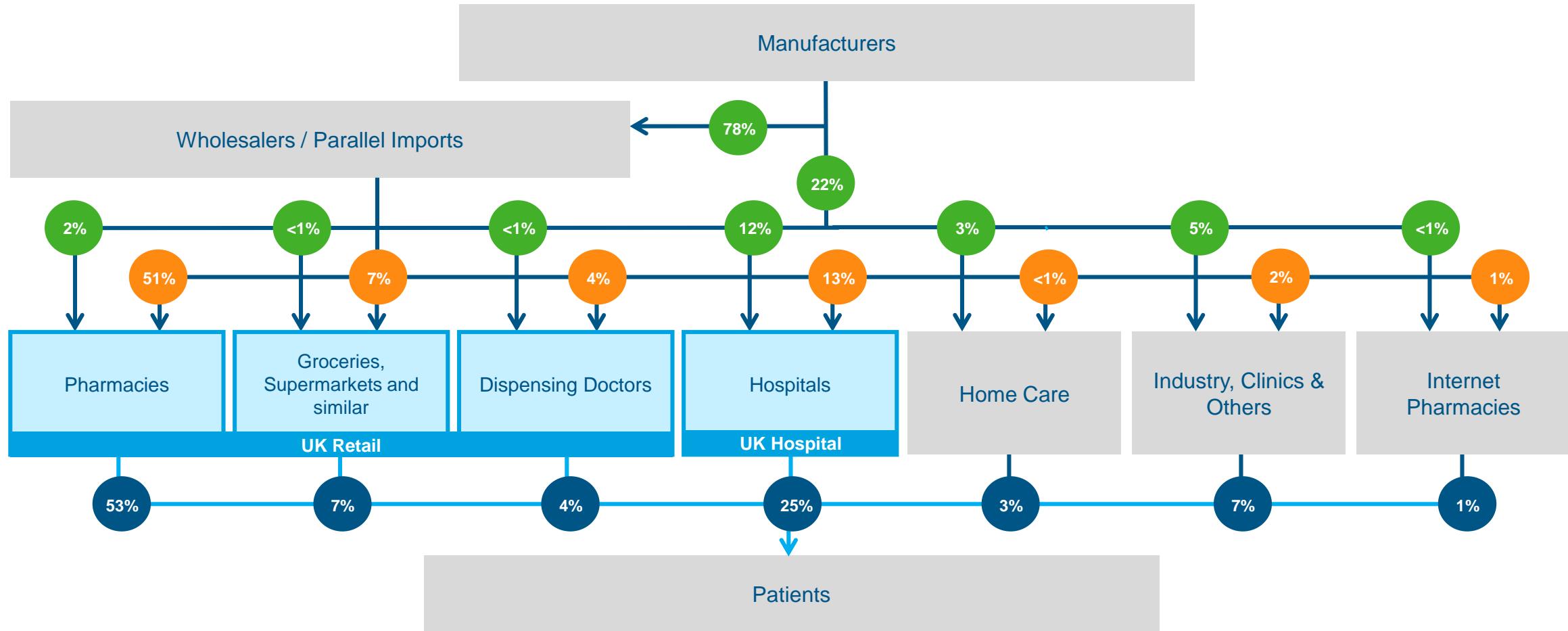
Audit Name	Hospital Pharmacy Audit Index (HPAI)		
Audit Type	Hospital Consumption	Market Segment	25%
Data Source	Approx. 98.8% of total NHS beds		
Universe	205,371 total NHS acute beds		
Projection	Yes, based on a sample of hospital beds projected to universe level		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	Pound Sterling	Market Segmentation	Local and MIDAS
Icons not on MIDAS	-		
Segments not covered	Private hospitals, military, home care (70-80% coverage)		
Covered locally, not on MIDAS	Historical product ownership		
			Notes
			<ul style="list-style-type: none"> The IQVIA Hospital Pharmacy audit (HPAI), provides a comprehensive record of usage of medicinal products by NHS hospitals. It monitors usage/consumption levels by end user hospitals – rather than sales into large hospital buying points per se The HPAI monitors usage of all pharmaceutical products within the hospital – irrespective of their source of supply. Product sales from wholesalers, direct from manufacturers or via other hospitals are all automatically covered The audit does not currently cover the private or military sectors On MIDAS, all the backdated sales of a product will be linked to the current owning company. Normally, when a product is transferred to a new manufacturer, the sales data is transferred with it, although on the IQVIA National Database in the UK, data can be seen split out and as a result historical data from these systems may not match with data from MIDAS

Market Covered
by MIDAS:
89%



United Kingdom (UK)

Channels of Distribution





USA Retail and Hospital

Audit Name	National Sales Perspectives (NSP)		
Audit Type	Retail and Hospital sell-in	Market Segment	97%
Data Source	222 Wholesalers, 44 chain warehouses, 168 Mail Service reporting locations, 100 manufacturers, 300 non-federal hospital panel		
Universe	442 wholesalers, 222 drug and food chains, 404 mail service pharmacies		
Projection	Indirect and non-DDD data is projected Direct and mail service data is not projected		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	36 months
Sales Level	Trade	Corporation	Local
Local Currency	US Dollars	Market Segmentation	Local
Icons not on MIDAS	USC, local molecule coding, product form classification		
Segments not covered	-		
Covered locally, not on MIDAS	-		
	Notes		
	<ul style="list-style-type: none"> National Sales Perspectives™ measures sales of pharmaceutical products purchased by retail outlets (Chain and Independent pharmacies, Mass Merchandisers, Food stores with Pharmacies and Mail Service pharmacies) and non-retail outlets (Non-Federal Hospitals, Federal Facilities, Clinics, LTC, HMO, Home Health Care, and Miscellaneous). Sales data is collected from Direct and Indirect sources. Direct sales to retail and non-retail outlets are provided by approximately 100 pharmaceutical manufacturers. Indirect sales to retail and non-retail outlets are provided by withdrawal records from a panel of wholesalers and chain warehouses representing the most comprehensive coverage of warehouses throughout the United States. National Sales Perspectives provides 97% channel coverage of national pharmaceutical sales in the US at invoice transaction price. Projected indirect, projected hospital panel, unprojected Mail Service and actual DDD direct sales are added together to determine national estimates 		



USA Retail and Hospital

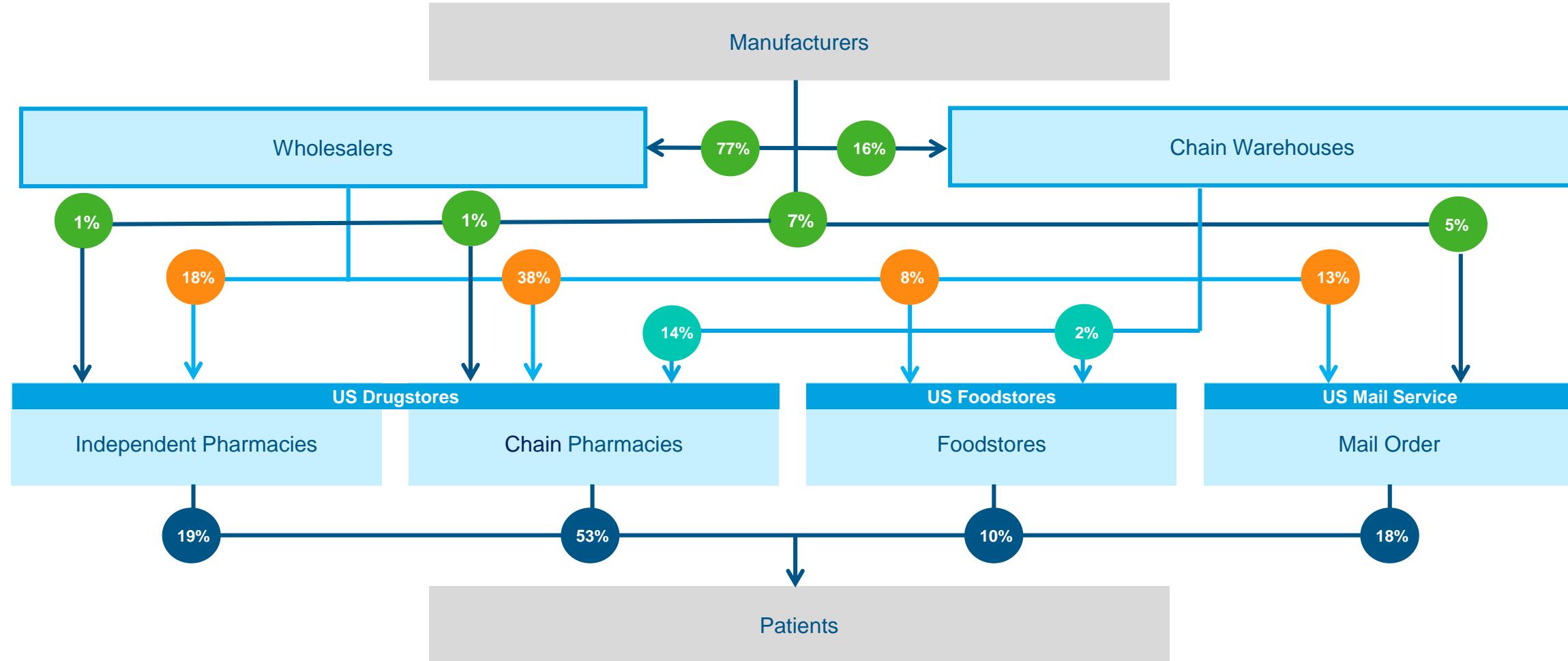
USA Retail	USA Hospital	USA Mail Service
<ul style="list-style-type: none">USA retail sales figures are obtained from indirect and direct sourcesThe primary sources of Indirect Data are wholesaler and chain warehouses accessed via the DDD™ system. The DDD™ data are adjusted to reflect non-covered warehouses. A sample warehouse panel supplements the DDD™ data by providing sales of non-DDD™ products. Sample warehouse data are projected nationally to reflect non-covered warehouses. For Direct Data, approximately 100 manufacturers provide direct sales to DDD™ which are included in the audit. Non-reporting manufacturer direct sales are not estimated. This omission is approximately 0.1% of National Sales Perspectives: Retail™ estimatesUSA Retail Pharmacies Audit covers 57,965 Chain and Independent Pharmacies, Mass Merchandisers, Proprietary Stores and Foodstores with Pharmacies	<ul style="list-style-type: none">The hospital audit for the USA comprises purchases of ethical, OTC and generic pharmaceuticals by:Non-Federal Hospitals (5,321 private hospitals, city/county/state hospitals, and psychiatric hospitals)Clinics (176,677 cancer treatment centres, outpatient clinics, convenience care centres, dialysis clinics, family planning centres, X-ray, radiology, urology and nephrology clinics, surgical centres, and emergency centres)HMO (2,994 HMO warehouses/ purchasing agents, HMO hospitals, HMO clinics)Long-Term Care (3,194 nursing homes and nursing home pharmacies)Federal Facilities (982 federal government depots and hospital agents, non-VA federal government hospitals and outpatient care facilities)Home Health Care (4,068 home health care services)Miscellaneous Other (26,193 prisons, export company, Universities & other Miscellaneous organizations)	<ul style="list-style-type: none">The unprojected NSP™ Mail Service channel uses: Of the 404 mail service pharmacies in the universe (this includes reporting and non-reporting standard, specialty, and internet pharmacies), 168 locations report their shipped sales. For the remaining 236 mail pharmacies that do not report shipments, IQVIA captures the DDD™ reported pharmaceutical distributor sell-in to the locations from approximately 100 pharmaceutical manufacturers and wholesaler & chain distributorsMail Service universe was redefined due to supplier blocking to exclude Federal government military health care system and VA Government mail sales

United States of America (USA)

Market Covered by MIDAS:
85%



Channels of Distribution: Retail

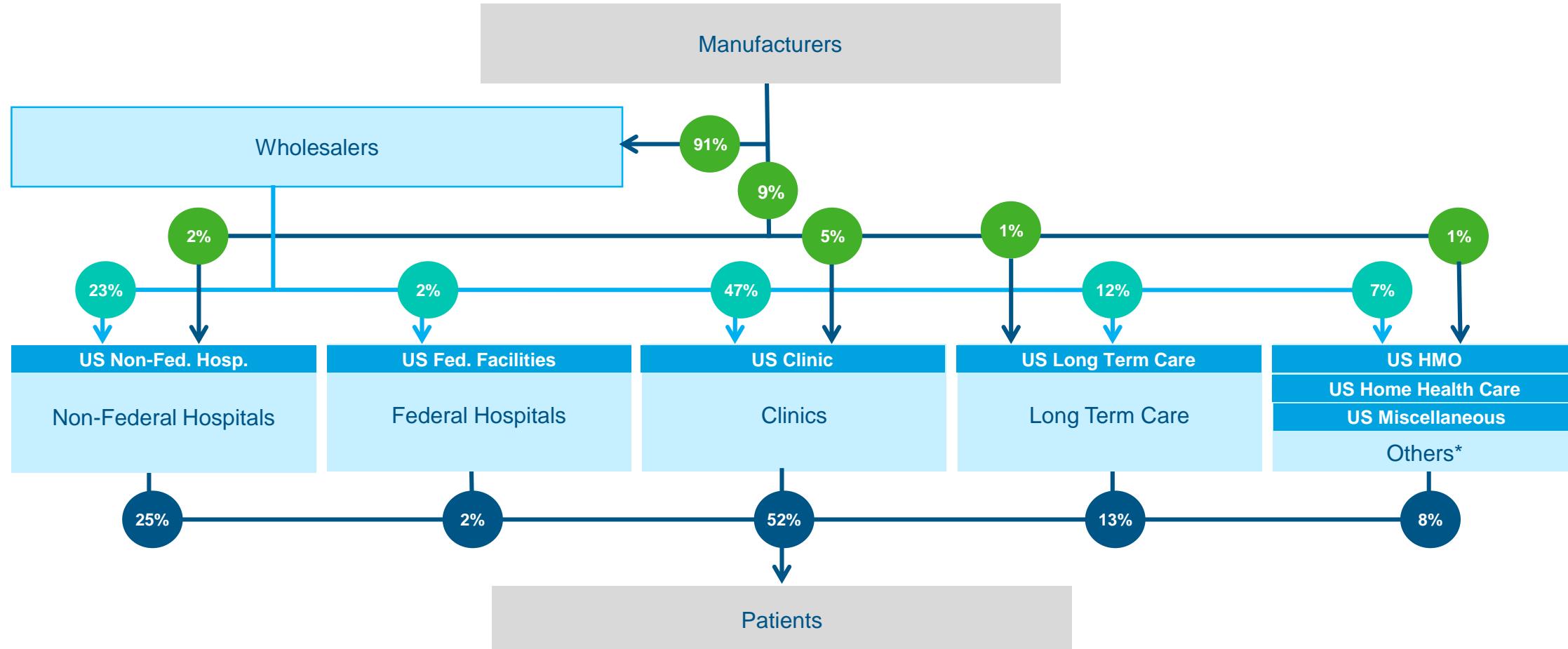


Market Covered
by MIDAS:
97%



United States of America (USA)

Channels of Distribution: Non-Retail



*Others: HMO, Home Health Care, Misc..

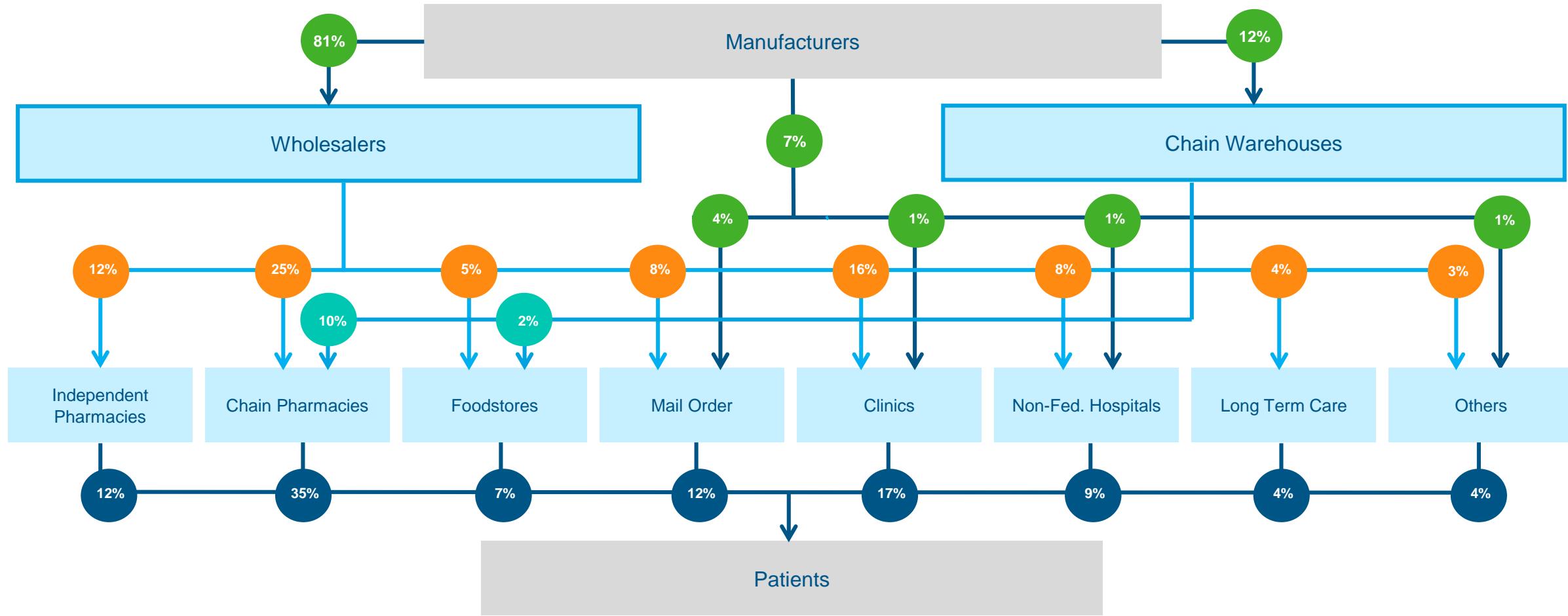
Wholesaler sales to a large HMO are not reported so coverage in this channel is less than 100%

Market Covered
by MIDAS:
89%



United States of America (USA)

Channels of Distribution: Total Country





Uruguay Retail

Audit Name	Pharmaceutical Market Uruguay (PMU)		
Audit Type	Retail Sell-in	Market Segment	32%
Data Source	175 Pharmacies and 5 Wholesalers		
Universe	992 Pharmacies, 10 wholesalers		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Uruguay Peso	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	-		
Covered locally, not on MIDAS	-		
		Notes	<ul style="list-style-type: none">The PMU estimates pharmaceutical product sales, in units and values, via wholesalers and pharmacies (Independent and belonging to pharmacy chains in panel)



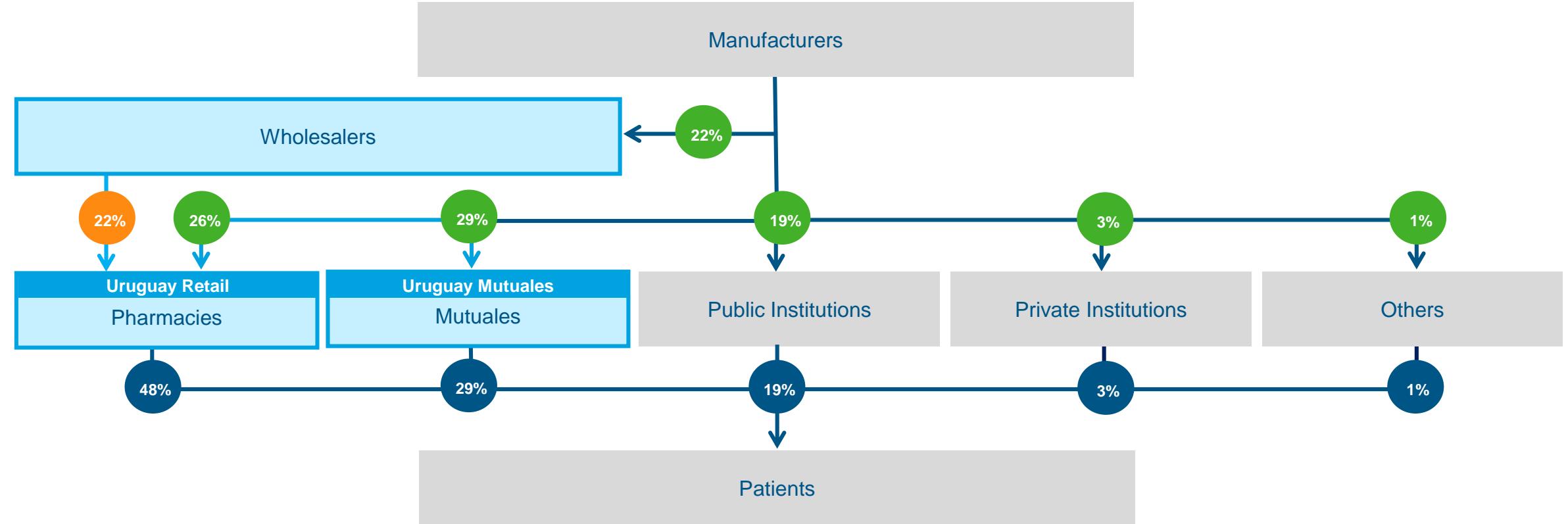
Uruguay Mutuales

Audit Name	Uruguay Mutuales		
Audit Type	Retail Sell-in	Market Segment	39%
Data Source	4 mutuales in Montevideo and 7 in the rest of the country		
Universe	45 mutuales		
Projection	Yes		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local and MIDAS
Local Currency	Uruguay Peso	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	Public, private hospitals		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> Mutuales are integrated institutions providing health care services through Labour Unions, functioning in the same way as medical insurance companies The Mutuales are audited separately to the Uruguay Pharmacy audit due to their different purchasing behaviour in comparison to pharmacies since in general Mutuales purchase in bulk direct from manufacturers Sales to public and private hospitals not covered by the "Organized Mutual Aid" system are not included

Uruguay

Channels of Distribution

Market Covered by MIDAS:
71%



Venezuela Retail

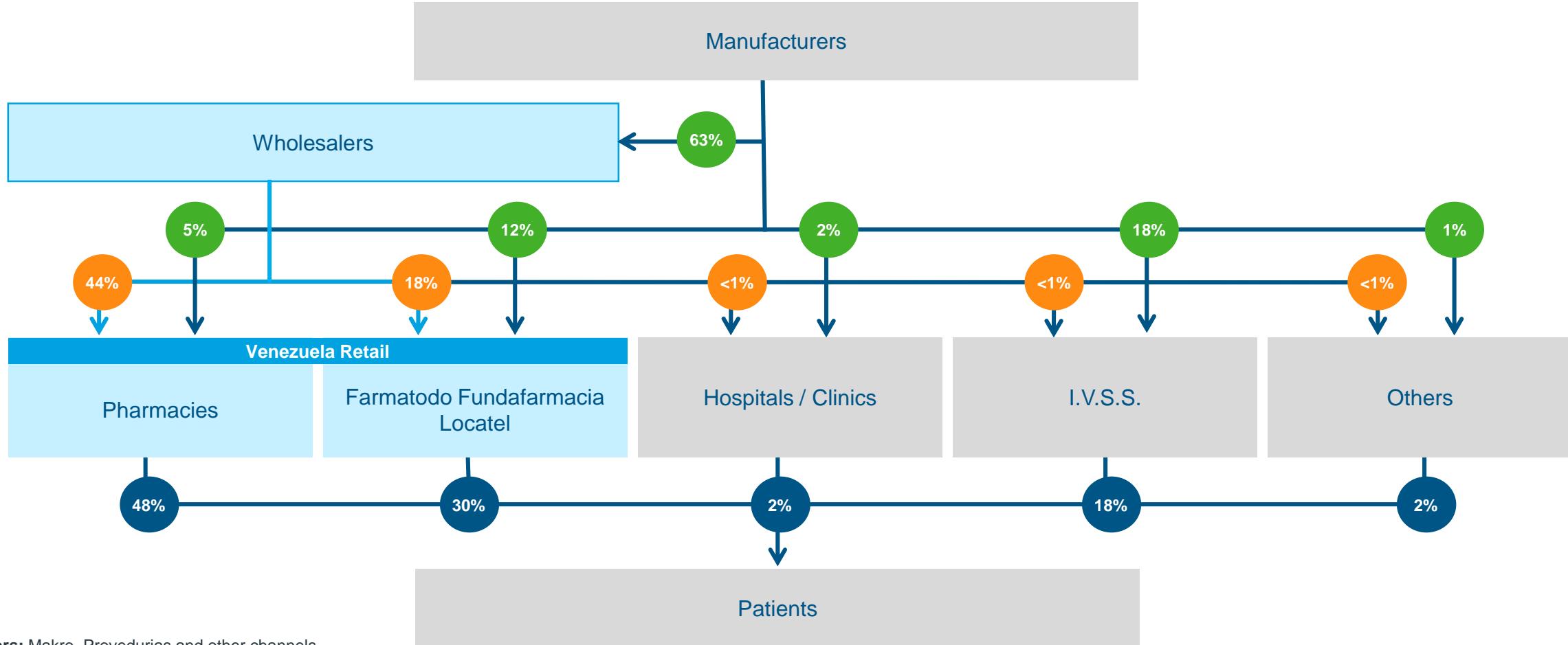


Audit Name	<i>Mercado Farmacéutico Venezuela (Pharmaceutical Market Venezuela (PMV))</i>		
Audit Type	Retail Sell-in	Market Segment	78%
Data Source	32 Wholesalers		
Universe	155 Wholesalers & pharmacy chains		
Projection	Regional projection factors for wholesalers		
Frequency (MIDAS)	Monthly	Frequency (Local)	Monthly
Backdata (MIDAS)	144 months	Backdata (Local)	60 months
Sales Level	Trade	Corporation	Local
Local Currency	US Dollars*	Market Segmentation	Local
Icons not on MIDAS	DDD, local molecule coding		
Segments not covered	Hospitals, clinics		
Covered locally, not on MIDAS	-		
			Notes
			<ul style="list-style-type: none"> The PMV is based on data supplied by 32 wholesalers. This data is classified as indirect sales, with the exception of data from 6 wholesalers which are classified as direct sales A panel of 32 wholesalers provides total sales figures to pharmacies, broken down into six country regions. Regional projection factors for wholesalers are used in reporting the data Market coverage includes Generics and Ethical products. The OTC products are covered by the audit if they are sold through pharmacies *The reporting currency in Venezuela was changed from the Bolivar Fuerte to the US Dollar effective Dec'17 following ongoing anticipated high level of inflation in Venezuela and the associated challenges facing the presentation of the local currency values on MIDAS

Venezuela

Channels of Distribution

Market Covered by MIDAS:
78%



Others: Makro, Provedurias and other channels



Vietnam Retail

Audit Name	Vietnam Pharmacy Audit (VPG) & Vietnam Drugstore Audit (VDA)		
Audit Type	Retail Sell-in	Market Segment	26%
Data Source	436 (urban) + 201 (rural) pharmacies		
Universe	24,871 pharmacies in urban regions, of which 7,208 are in HCMC and Hanoi + 18,704 pharmacies in rural areas		
Projection	Yes		
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly
Backdata (MIDAS)	From Q1 2005	Backdata (Local)	20 quarters
Sales Level	Trade	Corporation	Local
Local Currency	Vietnam Dong (millions)	Market Segmentation	Local
Icons not on MIDAS	-		
Segments not covered	Government, military, distribution via commercial firms		
Covered locally, not on MIDAS	VPG/VDA split available locally but combined as Retail channel on MIDAS. MNC Service covered locally, not on MIDAS		
	Notes		
	<ul style="list-style-type: none"> Pharmacy outlets are estimated to account for approximately 50-55% of the total pharmaceutical market and constitute the single most important sector of the market, with about 42% of them located in HCMC and Hanoi The Vietnam Pharmacy Audit (VPG) is based on the sales movements of ethical and over-the-counter preparations through retail pharmacies located throughout urban regions in Vietnam Due to the nature of the sample, the audit covers both pharmaceutical officially marketed by companies operating in Vietnam as well as products which move through illegal or smuggled channels Since Aug 2016, the Vietnam Retail channel has included drugstores, which predominantly covers OTC and domestic distribution in rural areas, with a trend break after Q2 2014 data The locally available MNC Service Audit (PGI) covers MNC Pharmaceutical company data 		



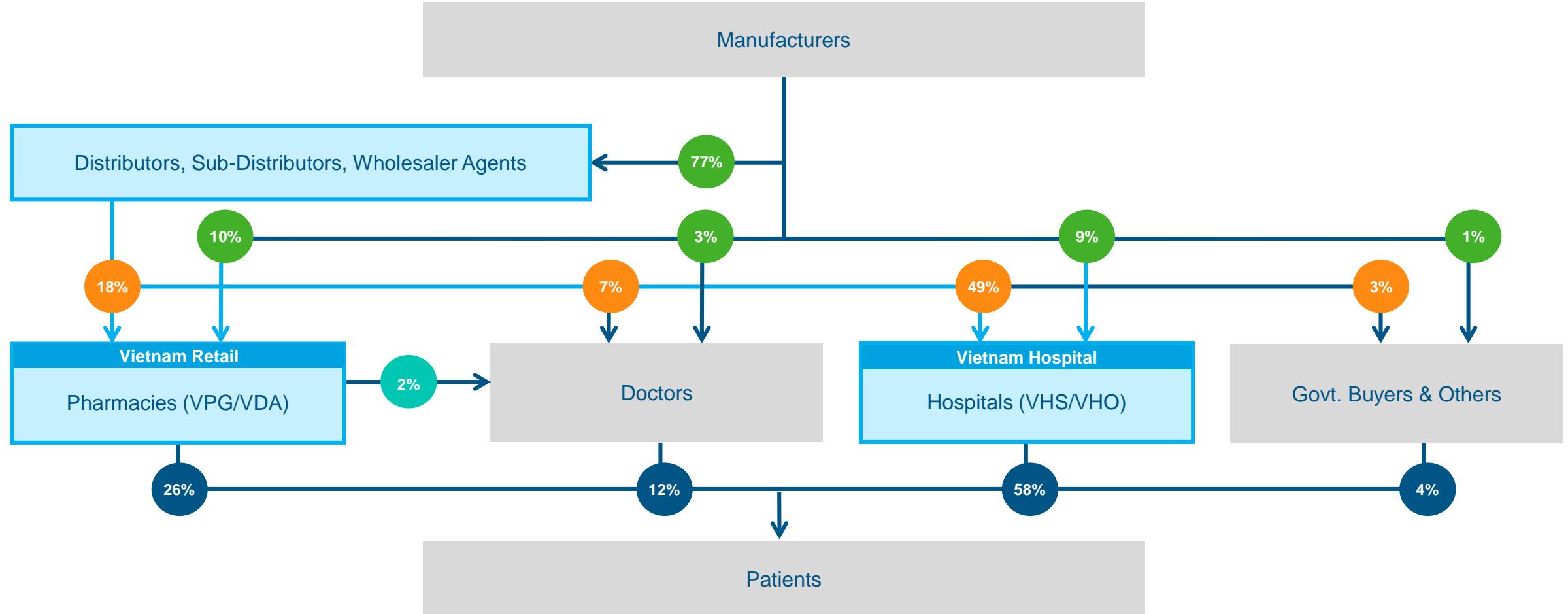
Vietnam Hospital

Audit Name	Vietnam Hospital Audit (In-Patient) - VHS Vietnam Hospital Pharmacy Audit (Out-Patient) - VHO			Notes
Audit Type	Hospital Sell-in	Market Segment	58%	
Data Source	153 hospitals (Inpatient report- VHS) 148 hospitals (Outpatient report - VHO)			
Universe	1,026 hospitals			
Projection	Yes			
Frequency (MIDAS)	Quarterly	Frequency (Local)	Quarterly	
Backdata (MIDAS)	From Q1 2005	Backdata (Local)	20 quarters	
Sales Level	Trade	Corporation	Local	
Local Currency	Vietnam Dong (millions)	Market Segmentation	Local	
Icons not on MIDAS	-			
Segments not covered	-			
Covered locally, not on MIDAS	VHS/VHO split available locally but combined as Hospital channel on MIDAS			

Vietnam

Channels of Distribution

Market Covered by MIDAS:
84%



Please Contact Us for More Information



If you have any comments or questions regarding the content within the
MIDAS & National Audit Data Sources, please share them with us at
MIDAS@iqvia.com

IMS Health & Quintiles are now



Thank you

