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| RENE OMAR OKULOVICZ | Resumen | |
| GERENCIA INTERIOR | | OCTUBRE 2023 |

PRODUCTOS DE LANZAMIENTO

PRIMERA LINEA DE PROMOCION

SEGUNDA LINEA DE PROMOCION

RECORDATORIOS

ENTRY MARKET

| | | |
|---------------------|---------|--------------|
| RENE OMAR OKULOVICZ | Resumen | |
| GERENCIA INTERIOR | | OCTUBRE 2023 |

PRODUCTOS DE LANZAMIENTO

RESUMEN DE TENDENCIA - RENE OMAR OKULOVICZ

| Línea | Marca | Mercado | MAT | TRIM | |
|------------------|---------------------------|----------------|-------|-------|---|
| AP. CIRCULATORIO | BEXABAN (GAD) | Bexaban | 0,42 | 0,41 |  |
| AP. CIRCULATORIO | PALIAIX (GAD) | Paliaix | 1,03 | 1,03 |  |
| FLEBOLOGIA | ATUREN (GAD) | Aturen | 6,98 | 6,87 |  |
| LIPIDOS | SINLIP EZ (GAD) | Sinlip EZ | 5,13 | 6,51 |  |
| LIPIDOS | SINLIP PREVENT ... | Sinlip Prevent | 67,28 | 64,03 |  |
| MUJER | FUCSIA S/ESTRO... | Fucsia | 14,17 | 18,7 |  |
| MUJER | RELIVERAN DOXI ... | Reliveran Doxi | 27,74 | 34,85 |  |
| MUSCULO ESQ. | GADOFEROL TOT... | Gadoferol | 4,64 | 4,85 |  |
| PSICOFARMACOS | ETABYX (GAD) | Etabyx | 0,26 | 0,7 |  |
| PSICOFARMACOS | NEXDIA (GAD) | Nexdia | 0,52 | 0,66 |  |
| PSICOFARMACOS | VANSERIN (GAD) | Vanserin | 33,53 | 25,32 |  |

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PRIMERA LINEA DE PROMOCION

RESUMEN DE TENDENCIA - RENE OMAR OKULOVICZ

| Línea | Marca | Mercado | MAT | TRIM | |
|------------------|-------------------|---------------|-------|-------|---|
| AP. CIRCULATORIO | BISOPIL (GAD) | Bisopil | 15,45 | 14,29 | ▼ |
| AP. CIRCULATORIO | GADOCOR (GAD) | Gadocor | 10,06 | 10,06 | ≈ |
| AP. CIRCULATORIO | PAXON TOTAL | Paxon | 20,67 | 21,1 | ≈ |
| AP. DIGESTIVO | GASTROMAX TO... | L. Gastromax | 21,22 | 20,88 | ≈ |
| DIABETES | TOTAL DIABESIL | Diabesil | 8,52 | 7,5 | ▼ |
| DIABETES | TOTAL XELEVIA | Xelevia | 15,53 | 15,77 | ≈ |
| LIPIDOS | GADOLIP (GAD) | Gadolip | 32,87 | 33,32 | ≈ |
| LIPIDOS | OMECAP 90 (GAD) | Omecap 90 | 55,61 | 53,15 | ▼ |
| LIPIDOS | SINLIP (GAD) | Sinlip | 11,08 | 10,98 | ≈ |
| MUJER | APRIL (GAD) | April | 48,76 | 50,52 | ▲ |
| MUJER | DAMSEL GAD | Damsel | 25,56 | 26,53 | ▲ |
| MUJER | DAMSELLA (GAD) | Damsella | 28,82 | 28,01 | ▼ |
| MUJER | FEMIDEN (GAD) | Femiden | 36,94 | 35,85 | ▼ |
| PSICOFARMACOS | ALPLAX + DIOCAM | Alplax_Diocam | 28,8 | 27,34 | ▼ |
| PSICOFARMACOS | DESLAFAX (GAD) | Deslafax | 20,44 | 17,43 | ▼ |
| PSICOFARMACOS | DIVALPREX (GAD) | Divalprex | 14,32 | 13,91 | ▼ |
| PSICOFARMACOS | GAVIN (GAD) | Gavin | 12,57 | 12,95 | ▲ |
| PSICOFARMACOS | LAPENAX GADOR ... | Lapenax | 79,43 | 75,42 | ▼ |
| PSICOFARMACOS | LURADON (GAD) | Luradon | 38,43 | 37,54 | ≈ |
| PSICOFARMACOS | MIDAX (GAD) | Midax | 71,3 | 72,35 | ≈ |
| PSICOFARMACOS | TONIBRAL TOTAL | Tonibral XR | 4,64 | 4,05 | ▼ |

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| GERENCIA INTERIOR | | OCTUBRE 2023 |

SEGUNDA LINEA DE PROMOCION

RESUMEN DE TENDENCIA - RENE OMAR OKULOVICZ

| Línea | Marca | Mercado | MAT | TRIM | |
|------------------|-------------------|------------------|-------|-------|---|
| AP. CIRCULATORIO | FILTEN (GAD) | Filtén | 22,11 | 21,19 | ▼ |
| DIABETES | NEURO BILETAN ... | Neurobiletan 600 | 19,77 | 21,43 | ▲ |
| MUJER | RUBI (GAD) | Rubi | 61,45 | 61,76 | ≈ |
| MUSCULO ESQ. | ALLOPURINOL G... | Allopurinol | 78,03 | 82,65 | ▲ |
| PSICOFARMACOS | DUXETIN (GAD) | Duxetin | 74,34 | 67,81 | ▼ |
| PSICOFARMACOS | ELAFAX (GAD) | Elafax | 44,41 | 46,0 | ▲ |
| PSICOFARMACOS | FOXETIN (GAD) | Foxetin | 88,09 | 88,23 | ≈ |
| PSICOFARMACOS | RISPERIN (GAD) | Risperin | 76,41 | 74,58 | ≈ |
| UROLOGIA | MYRBETRIC (GAD) | Myrbetric | 29,51 | 29,36 | ≈ |
| UROLOGIA | OMNIC OCAS (GA... | Omnice Ocas | 5,2 | 4,74 | ▼ |

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| RENE OMAR OKULOVICZ | Resumen | |
| GERENCIA INTERIOR | | OCTUBRE 2023 |

RECORDATORIOS


RESUMEN DE TENDENCIA - RENE OMAR OKULOVICZ

| Linea | Marca | Mercado | MAT | TRIM | |
|---------------|----------------|----------|-------|-------|---|
| MUSCULO ESQ. | CALCIMAX TOTAL | Calcimax | 52,86 | 53,48 | N |
| PSICOFARMACOS | TOTAL SOMIT | Somit | 76,44 | 76,08 | N |

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| RENE OMAR OKULOVICZ | Resumen | |
| GERENCIA INTERIOR | | OCTUBRE 2023 |

ENTRY MARKET

RESUMEN DE TENDENCIA - RENE OMAR OKULOVICZ

| Linea | Marca | Mercado | MAT | TRIM | |
|---------|-------|--------------|-------|-------|---|
| GENERAL | GADOR | ENTRY MARKET | 19,89 | 19,21 |  |

| | | | | |
|---------------------|-------------------------|----------------------|--------------|---|
| RENE OMAR OKULOVICZ | ALLOPURINOL GADOR (GAD) | Mercado: Allopurinol | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUSCULO ESQ. | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | ALLOPURINOL GAD- GAD | ALLOPURINOL CR- AVER CVI | PURITENK BEK | ALLOPURINOL HO- UDE ARI | ALLOPURINOL THH | ALFADIM- AN LZA | ALLOPURINOL FA- BRA FBR | | | | | | |
|--------------------|-------------------------|-----------------------------|-----------------|----------------------------|-----------------|--------------------|----------------------------|--|--|--|--|-------------------|--|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | | | | | | | | | |
| PAIS | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | |
| EVOLUCION MAT | 101 | 97 | 74 | 127 | 100 | 999 | 999 | | | | | | |
| MES | 84.38 | 14.73 | 0.43 | 0.29 | 0.09 | 0.05 | 0.02 | | | | | | |
| TRIM | 82.82 | 16.41 | 0.34 | 0.23 | 0.09 | 0.05 | 0.06 | | | | | | |
| MAT | 79.88 | 19.42 | 0.34 | 0.19 | 0.09 | 0.04 | 0.03 | | | | | | |
| MATAA | 79.26 | 20.03 | 0.46 | 0.15 | 0.09 | 0.0 | 0.0 | | | | | | |
| VALOR MERCADO: | | MES = 76.148 | | | TRIM = 238.732 | | MAT = 960.955 | | | | | MATAA = 1.017.727 | |
| GERENCIA | | | | | | | | | | | | | |
| GCIA = 41,2% | | | | | | | | | | | | | |
| EVOLUCION MAT | 100 | 101 | 48 | 139 | 0 | 999 | 999 | | | | | | |
| MES | 82.97 | 16.46 | 0.1 | 0.38 | 0.0 | 0.05 | 0.03 | | | | | | |
| TRIM | 81.23 | 18.24 | 0.07 | 0.29 | 0.0 | 0.07 | 0.09 | | | | | | |
| MAT | 77.99 | 21.56 | 0.1 | 0.25 | 0.0 | 0.06 | 0.04 | | | | | | |
| MATAA | 78.34 | 21.26 | 0.21 | 0.18 | 0.0 | 0.0 | 0.0 | | | | | | |
| VALOR MERCADO: | | MES = 30.755 | | | TRIM = 95.630 | | MAT = 396.170 | | | | | MATAA = 390.873 | |
| DISTRITO | | | | | | | | | | | | | |
| DIST = 14,7% | | | | | | | | | | | | | |
| EVOLUCION MAT | 97 | 115 | 71 | 70 | | | | | | | | | |
| MES | 81.04 | 18.79 | 0.0 | 0.17 | | | | | | | | | |
| TRIM | 82.65 | 17.23 | 0.0 | 0.12 | | | | | | | | | |
| MAT | 78.03 | 21.77 | 0.05 | 0.14 | | | | | | | | | |
| MATAA | 80.75 | 18.99 | 0.07 | 0.2 | | | | | | | | | |
| VALOR MERCADO: | | MES = 4.146 | | | TRIM = 13.896 | | MAT = 58.259 | | | | | MATAA = 48.259 | |

PUNTO DE MARKET SHARE = 49 UNIDADES estimadas de ALLOPURINOL GADOR (GAD) por mes.

4. REPRESENTANTES

| | ALLOPURINOL GAD- GAD | ALLOPURINOL CR- AVER CVI | PURITENK BEK | ALLOPURINOL HO- UDE ARI | ALLOPURINOL THH | ALFADIM- AN LZA | ALLOPURINOL FA- BRA FBR | | | | | | |
|-------------------------------|-------------------------|-----------------------------|-----------------|----------------------------|-----------------|--------------------|----------------------------|--|--|--|--|--|--|
| | #1 | #2 | #4 | #3 | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | |
| % de zona = 12,1% | | | | | | | | | | | | | |
| EVOLUCION MAT | 98 | 107 | 100 | 32 | | | | | | | | | |
| TRIM | 76.66 | 23.29 | 0.0 | 0.05 | | | | | | | | | |
| MAT | 70.34 | 28.97 | 0.01 | 0.08 | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | |
| % de zona = 11,8% | | | | | | | | | | | | | |
| EVOLUCION MAT | 95 | 118 | | 20 | | | | | | | | | |
| TRIM | 76.02 | 23.97 | | 0.01 | | | | | | | | | |
| MAT | 72.31 | 27.65 | | 0.04 | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | |
| % de zona = 11,8% | | | | | | | | | | | | | |
| EVOLUCION MAT | 95 | 112 | 67 | 119 | | | | | | | | | |
| TRIM | 76.05 | 23.83 | 0.0 | 0.11 | | | | | | | | | |
| MAT | 69.38 | 30.34 | 0.02 | 0.25 | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | |
| % de zona = 10,4% | | | | | | | | | | | | | |
| EVOLUCION MAT | 97 | 107 | 33 | 43 | | | | | | | | | |
| TRIM | 75.0 | 24.94 | 0.0 | 0.06 | | | | | | | | | |
| MAT | 68.67 | 31.22 | 0.01 | 0.1 | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | |
| % de zona = 9,1% | | | | | | | | | | | | | |
| EVOLUCION MAT | 98 | 119 | 999 | 230 | | | | | | | | | |
| TRIM | 94.2 | 5.41 | 0.0 | 0.38 | | | | | | | | | |
| MAT | 91.68 | 8.05 | 0.04 | 0.23 | | | | | | | | | |
| ACUM=55,2% | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | |
| % de zona = 8,8% | | | | | | | | | | | | | |
| EVOLUCION MAT | 100 | 101 | 167 | 92 | | | | | | | | | |
| TRIM | 93.29 | 6.58 | 0.0 | 0.13 | | | | | | | | | |
| MAT | 90.18 | 9.35 | 0.35 | 0.11 | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | |
| % de zona = 8,3% | | | | | | | | | | | | | |
| EVOLUCION MAT | 92 | 121 | 0 | 15 | | | | | | | | | |
| TRIM | 72.59 | 27.39 | 0.0 | 0.02 | | | | | | | | | |
| MAT | 66.1 | 33.83 | 0.0 | 0.07 | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | |
| % de zona = 8,1% | | | | | | | | | | | | | |
| EVOLUCION MAT | 99 | 111 | 999 | 58 | | | | | | | | | |
| TRIM | 93.49 | 6.38 | 0.0 | 0.13 | | | | | | | | | |
| MAT | 91.29 | 8.52 | 0.04 | 0.14 | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | |
| % de zona = 7,3% | | | | | | | | | | | | | |
| EVOLUCION MAT | 101 | 97 | 180 | 220 | | | | | | | | | |
| TRIM | 84.48 | 15.36 | 0.0 | 0.16 | | | | | | | | | |
| MAT | 79.15 | 20.54 | 0.09 | 0.22 | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | |
| % de zona = 6,2% | | | | | | | | | | | | | |
| EVOLUCION MAT | 100 | 105 | 4 | 106 | | | | | | | | | |
| TRIM | 90.29 | 9.52 | 0.0 | 0.2 | | | | | | | | | |
| MAT | 86.49 | 13.32 | 0.02 | 0.17 | | | | | | | | | |
| ACUM=93,9% | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | |
| % de zona = 6,0% | | | | | | | | | | | | | |
| EVOLUCION MAT | 99 | 102 | 800 | 314 | | | | | | | | | |
| TRIM | 89.54 | 10.27 | 0.0 | 0.19 | | | | | | | | | |
| MAT | 86.83 | 12.87 | 0.08 | 0.22 | | | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|------------------------|-------------------------------|---|
| RENE OMAR OKULOVICZ | ALPLAX + DIOCAM | Mercado: Alplax_Diocam |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | |
| | | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | ALPLAX + DIOCAM | ALPLAX | DIOCAM | CLONAG-IN | NEURYL | RIVOTRIL | TRANQUINAL | TRAPAX | VALIUM | LEXOTAN-IL | TENSIVUM | LORAZEPAN | EMOTIVOL | CLONAG-IN SL | OTROS |
|-----------------|-----------------------|--------------------------------|--------|-----------|--------|------------------|------------|--------|--------|------------------|----------|-----------|----------|--------------------|-------|
| | GAD | GAD | B+L | BAG | B7I | BAG | PFZ | SIE | B7I | B+L | SUE | TEV | B+L | | |
| PAIS | RANKING TERRITORIO #1 | #3 | #8 | #2 | #6 | #5 | #4 | #7 | #10 | #11 | #9 | #14 | #13 | #12 | |
| BASE = 100% | EVOLUCION MAT 100 | 104 | 87 | 102 | 103 | 91 | 100 | 108 | 89 | 135 | 94 | 94 | 97 | 108 | 96 |
| | MES 28.34 | 22.8 | 5.54 | 28.17 | 7.05 | 7.03 | 6.06 | 5.86 | 2.49 | 1.47 | 1.24 | 1.14 | 1.14 | 1.1 | 8.9 |
| | TRIM 28.48 | 22.98 | 5.5 | 27.86 | 6.97 | 7.12 | 6.05 | 5.92 | 2.59 | 1.44 | 1.26 | 1.15 | 1.11 | 1.09 | 8.96 |
| | MAT 29.26 | 23.52 | 5.74 | 27.71 | 6.96 | 6.47 | 6.12 | 5.62 | 2.63 | 1.42 | 1.31 | 1.17 | 1.11 | 1.03 | 9.2 |
| | MATAA 29.16 | 22.55 | 6.61 | 27.29 | 6.76 | 7.11 | 6.1 | 5.2 | 2.96 | 1.05 | 1.39 | 1.24 | 1.15 | 0.95 | 9.63 |
| | | VALOR MERCADO: MES = 1.886.955 | | | | TRIM = 5.509.260 | | | | MAT = 21.336.947 | | | | MATAA = 21.802.297 | |
| GERENCIA | EVOLUCION MAT 103 | 105 | 96 | 102 | 100 | 88 | 99 | 101 | 89 | 132 | 93 | 87 | 94 | 109 | 96 |
| GCIA = 46,6% | MES 26.39 | 21.47 | 4.92 | 30.34 | 8.72 | 6.17 | 7.36 | 4.63 | 1.96 | 1.26 | 1.46 | 0.97 | 0.5 | 0.89 | 9.35 |
| | TRIM 26.71 | 21.79 | 4.92 | 29.89 | 8.6 | 6.47 | 7.37 | 4.6 | 2.03 | 1.23 | 1.44 | 0.94 | 0.49 | 0.87 | 9.36 |
| | MAT 27.13 | 22.09 | 5.04 | 29.83 | 8.7 | 5.51 | 7.58 | 4.53 | 2.09 | 1.2 | 1.51 | 0.96 | 0.51 | 0.83 | 9.62 |
| | MATAA 26.25 | 21.0 | 5.25 | 29.38 | 8.7 | 6.26 | 7.68 | 4.48 | 2.35 | 0.91 | 1.63 | 1.1 | 0.54 | 0.76 | 9.98 |
| | | VALOR MERCADO: MES = 864.921 | | | | TRIM = 2.568.606 | | | | MAT = 9.949.582 | | | | MATAA = 9.870.976 | |
| DISTRITO | EVOLUCION MAT 106 | 111 | 86 | 95 | 94 | 126 | 102 | 91 | 80 | 140 | 80 | 71 | 83 | 109 | 94 |
| DIST = 14,0% | MES 25.66 | 21.34 | 4.32 | 24.17 | 7.49 | 10.78 | 10.14 | 5.85 | 1.58 | 1.13 | 1.64 | 0.11 | 0.47 | 0.99 | 9.99 |
| | TRIM 27.34 | 22.99 | 4.35 | 23.25 | 6.63 | 12.53 | 9.75 | 5.26 | 1.54 | 1.21 | 1.57 | 0.1 | 0.44 | 0.96 | 9.42 |
| | MAT 28.8 | 24.14 | 4.66 | 24.44 | 6.73 | 8.22 | 10.12 | 5.45 | 1.72 | 1.25 | 1.75 | 0.1 | 0.49 | 0.99 | 9.94 |
| | MATAA 27.15 | 21.71 | 5.44 | 25.73 | 7.14 | 6.52 | 9.97 | 6.01 | 2.16 | 0.89 | 2.19 | 0.14 | 0.59 | 0.91 | 10.62 |
| | | VALOR MERCADO: MES = 122.155 | | | | TRIM = 382.293 | | | | MAT = 1.394.063 | | | | MATAA = 1.218.610 | |

PUNTO DE MARKET SHARE = 1162 UNIDADES estimadas de ALPLAX + DIOCAM por mes.

4. REPRESENTANTES

| | ALPLAX + DIOCAM | ALPLAX | DIOCAM | CLONAG-IN | NEURYL | RIVOTRIL | TRANQUINAL | TRAPAX | VALIUM | LEXOTAN-IL | TENSIVUM | LORAZEPAN | EMOTIVOL | CLONAG-IN SL | OTROS |
|-------------------------------|-------------------|--------|--------|-----------|--------|----------|------------|--------|--------|------------|----------|-----------|----------|--------------|-------|
| | GAD | GAD | B+L | BAG | B7I | BAG | PFZ | SIE | B7I | B+L | SUE | TEV | B+L | | |
| LEONEL OROSMAN CORBA- | #1 | #3 | #8 | #2 | #6 | #5 | #4 | #7 | #10 | #11 | #9 | #14 | #13 | #12 | |
| % de zona = 12,4% | EVOLUCION MAT 77 | 80 | 61 | 61 | 68 | 403 | 75 | 67 | 56 | 189 | 59 | 83 | 51 | 83 | 60 |
| | TRIM 12.92 | 11.35 | 1.57 | 8.77 | 7.13 | 53.69 | 8.64 | 2.1 | 0.83 | 1.45 | 0.46 | 0.04 | 0.3 | 0.18 | 3.49 |
| | MAT 17.82 | 15.53 | 2.29 | 12.21 | 8.25 | 35.26 | 12.8 | 2.93 | 1.25 | 1.95 | 0.75 | 0.05 | 0.42 | 0.29 | 5.06 |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 11,8% | EVOLUCION MAT 114 | 121 | 82 | 98 | 99 | 55 | 113 | 91 | 80 | 127 | 76 | 67 | 81 | 114 | 104 |
| | TRIM 26.4 | 23.49 | 2.91 | 27.64 | 7.93 | 3.58 | 11.16 | 6.6 | 1.52 | 0.94 | 1.61 | 0.12 | 0.31 | 0.89 | 11.3 |
| | MAT 26.55 | 23.37 | 3.18 | 28.52 | 7.74 | 3.39 | 10.32 | 6.58 | 1.63 | 0.94 | 1.88 | 0.1 | 0.34 | 0.89 | 11.14 |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 11,4% | EVOLUCION MAT 112 | 117 | 84 | 100 | 93 | 63 | 102 | 96 | 82 | 139 | 85 | 59 | 90 | 110 | 99 |
| | TRIM 25.64 | 22.31 | 3.33 | 29.43 | 6.65 | 3.26 | 8.66 | 7.53 | 1.8 | 1.21 | 2.04 | 0.09 | 0.33 | 1.1 | 12.26 |
| | MAT 27.69 | 24.39 | 3.3 | 28.66 | 6.74 | 3.04 | 8.15 | 7.26 | 1.89 | 1.18 | 2.13 | 0.1 | 0.37 | 1.11 | 11.69 |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 11,0% | EVOLUCION MAT 116 | 122 | 82 | 96 | 99 | 53 | 108 | 92 | 79 | 138 | 75 | 67 | 84 | 114 | 101 |
| | TRIM 29.06 | 26.64 | 2.42 | 27.63 | 6.62 | 3.25 | 10.67 | 6.65 | 1.78 | 0.97 | 1.41 | 0.1 | 0.32 | 1.25 | 10.29 |
| | MAT 29.07 | 26.33 | 2.74 | 27.67 | 6.66 | 3.03 | 10.74 | 6.62 | 1.85 | 0.95 | 1.57 | 0.1 | 0.36 | 1.16 | 10.22 |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 9,1% | EVOLUCION MAT 120 | 132 | 80 | 101 | 91 | 50 | 103 | 86 | 74 | 112 | 79 | 71 | 78 | 112 | 101 |
| | TRIM 29.05 | 25.15 | 3.9 | 24.03 | 7.29 | 2.87 | 11.49 | 7.42 | 1.2 | 0.79 | 1.93 | 0.22 | 0.52 | 1.07 | 12.1 |
| | MAT 29.04 | 24.56 | 4.48 | 23.48 | 7.43 | 2.66 | 11.69 | 7.48 | 1.28 | 0.82 | 2.06 | 0.24 | 0.59 | 1.02 | 12.2 |
| ACUM=55,7% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 8,3% | EVOLUCION MAT 104 | 105 | 102 | 99 | 103 | 91 | 98 | 100 | 93 | 133 | 98 | 117 | 97 | 122 | 93 |
| | TRIM 37.19 | 24.32 | 12.87 | 23.08 | 5.33 | 6.84 | 7.98 | 3.54 | 2.0 | 1.22 | 1.37 | 0.11 | 0.6 | 1.21 | 9.53 |
| | MAT 36.42 | 24.31 | 12.11 | 23.57 | 5.42 | 6.78 | 7.94 | 3.45 | 2.1 | 1.2 | 1.36 | 0.07 | 0.69 | 1.23 | 9.77 |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 8,2% | EVOLUCION MAT 103 | 104 | 102 | 99 | 101 | 90 | 98 | 110 | 99 | 150 | 90 | 143 | 97 | 118 | 92 |
| | TRIM 37.04 | 26.29 | 10.75 | 22.17 | 5.1 | 7.0 | 7.13 | 4.53 | 1.99 | 1.41 | 2.4 | 0.12 | 0.64 | 1.14 | 9.31 |
| | MAT 36.49 | 26.58 | 9.91 | 22.69 | 5.14 | 6.94 | 7.14 | 4.15 | 2.18 | 1.41 | 2.23 | 0.1 | 0.68 | 1.13 | 9.72 |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 7,4% | EVOLUCION MAT 105 | 114 | 80 | 105 | 103 | 53 | 107 | 90 | 73 | 126 | 77 | 50 | 78 | 109 | 102 |
| | TRIM 25.82 | 21.51 | 4.31 | 28.51 | 6.01 | 2.28 | 9.13 | 8.37 | 1.22 | 1.24 | 1.69 | 0.09 | 0.69 | 1.84 | 13.11 |
| | MAT 27.4 | 22.35 | 5.05 | 27.92 | 6.14 | 2.13 | 8.59 | 8.3 | 1.39 | 1.2 | 1.84 | 0.08 | 0.69 | 1.75 | 12.55 |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 7,2% | EVOLUCION MAT 121 | 125 | 91 | 96 | 94 | 64 | 101 | 84 | 82 | 114 | 76 | 52 | 77 | 110 | 94 |
| | TRIM 34.51 | 31.66 | 2.85 | 23.04 | 6.92 | 4.5 | 13.8 | 3.49 | 1.75 | 1.31 | 1.27 | 0.04 | 0.26 | 0.53 | 8.58 |
| | MAT 38.42 | 30.28 | 3.14 | 23.82 | 6.43 | 4.23 | 13.31 | 3.92 | 1.83 | 1.29 | 1.42 | 0.11 | 0.24 | 0.56 | 9.41 |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 7,0% | EVOLUCION MAT 119 | 123 | 95 | 102 | 91 | 62 | 102 | 86 | 83 | 133 | 88 | 100 | 96 | 108 | 91 |
| | TRIM 29.61 | 26.45 | 3.16 | 28.68 | 6.91 | 4.46 | 11.57 | 3.9 | 1.69 | 1.4 | 2.13 | 0.09 | 0.46 | 0.68 | 8.41 |
| | MAT 28.58 | 25.36 | 3.22 | 28.23 | 7.01 | 4.45 | 11.87 | 4.22 | 1.75 | 1.29 | 2.22 | 0.05 | 0.46 | 0.65 | 9.22 |
| ACUM=93,8% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 6,2% | EVOLUCION MAT 103 | 104 | 100 | 98 | 107 | 94 | 103 | 99 | 93 | 149 | 92 | 150 | 107 | 112 | 92 |
| | TRIM 32.8 | 28.12 | 4.68 | 24.4 | 5.41 | 8.3 | 7.46 | 4.4 | 2.0 | 1.47 | 2.17 | 0.13 | 0.76 | 1.52 | 9.17 |
| | MAT 32.53 | 28.05 | 4.49 | 24.81 | 5.41 | 7.93 | 7.61 | 4.07 | 2.15 | 1.52 | 2.34 | 0.09 | 0.79 | 1.44 | 9.31 |

ACUM=100%

| | | | |
|---------------------|----------------------|----------------|--------------|
| RENE OMAR OKULOVICZ | APRIL (GAD) | Mercado: April | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| APRIL GAD | RANKING TERRITORIO #1 | NORGES- TREL PL- US BEK #2 | MIRANO- VA BAY #3 | FEMEXIN- -28 ELE #4 | FEMEXIN ELE #5 | TRIDEST- AN N GAD #6 | ELEKTRA CVI #7 | NICOLLE BEK #11 | ELEKTRA MAX CVI #9 | DOS DIAS N ELE #8 | NORFEN POF #10 | FORLADY MIC #12 | NORDET- TE PFZ | | |
|---------------------------------|-----------------------|----------------------------------|----------------------|------------------------|-------------------|-------------------------|-------------------|--------------------|-----------------------|----------------------|-------------------|--------------------|-------------------|-------------------|--|
| PAIS BASE = 100% | EVOLUCION MAT 103 | 101 | 96 | 101 | 96 | 91 | 104 | 102 | 85 | 90 | 96 | 110 | 0 | | |
| | MES 36.83 | 18,01 | 16,12 | 15,72 | 7,93 | 2,93 | 0,64 | 0,5 | 0,44 | 0,38 | 0,26 | 0,23 | 0,0 | | |
| | TRIM 36.98 | 17,4 | 16,72 | 15,52 | 7,73 | 2,82 | 0,78 | 0,52 | 0,53 | 0,4 | 0,27 | 0,23 | 0,0 | | |
| | MAT 36.54 | 18,32 | 16,75 | 14,95 | 7,77 | 2,91 | 0,84 | 0,52 | 0,47 | 0,44 | 0,27 | 0,22 | 0,0 | | |
| | MATAA 35.38 | 18,12 | 17,51 | 14,86 | 8,1 | 3,2 | 0,81 | 0,51 | 0,55 | 0,49 | 0,28 | 0,2 | 0,0 | | |
| | | VALOR MERCADO: MES = 373.625 | | | | TRIM = 1.111.851 | | | | MAT = 4.624.225 | | | | MATAA = 5.268.071 | |
| GERENCIA GCIA = 58,0% | EVOLUCION MAT 105 | 100 | 99 | 96 | 91 | 93 | 108 | 95 | 80 | 91 | 92 | 100 | 0 | | |
| | MES 38.16 | 20,05 | 15,17 | 13,89 | 8,03 | 2,98 | 0,55 | 0,16 | 0,35 | 0,34 | 0,23 | 0,08 | 0,0 | | |
| | TRIM 38.78 | 19,51 | 15,94 | 13,42 | 7,76 | 2,83 | 0,55 | 0,18 | 0,34 | 0,37 | 0,23 | 0,08 | 0,0 | | |
| | MAT 38.71 | 20,24 | 15,28 | 13,15 | 7,8 | 2,95 | 0,66 | 0,19 | 0,28 | 0,42 | 0,24 | 0,08 | 0,0 | | |
| | MATAA 36.92 | 20,32 | 15,4 | 13,64 | 8,57 | 3,17 | 0,61 | 0,2 | 0,35 | 0,46 | 0,26 | 0,08 | 0,0 | | |
| | | VALOR MERCADO: MES = 215.781 | | | | TRIM = 641.944 | | | | MAT = 2.680.725 | | | | MATAA = 2.976.785 | |
| DISTRITO DIST = 23,6% | EVOLUCION MAT 115 | 103 | 97 | 73 | 71 | 90 | 85 | 100 | 112 | 85 | 85 | | 0 | | |
| | MES 46.01 | 18,79 | 12,97 | 9,7 | 7,01 | 4,6 | 0,27 | 0,03 | 0,18 | 0,31 | 0,13 | | 0,0 | | |
| | TRIM 50.52 | 17,46 | 12,57 | 8,71 | 5,9 | 3,91 | 0,23 | 0,02 | 0,22 | 0,32 | 0,14 | | 0,0 | | |
| | MAT 48.76 | 17,92 | 12,26 | 9,23 | 6,09 | 4,42 | 0,55 | 0,02 | 0,18 | 0,4 | 0,17 | | 0,0 | | |
| | MATAA 42.25 | 17,41 | 12,64 | 12,66 | 8,63 | 4,92 | 0,65 | 0,02 | 0,16 | 0,47 | 0,2 | | 0,0 | | |
| | | VALOR MERCADO: MES = 49.853 | | | | TRIM = 157.595 | | | | MAT = 632.092 | | | | MATAA = 656.889 | |

PUNTO DE MARKET SHARE = 527 UNIDADES estimadas de APRIL (GAD) por mes.

4. REPRESENTANTES

| APRIL GAD | RANKING TERRITORIO #1 | NORGES- TREL PL- US BEK #2 | MIRANO- VA BAY #3 | FEMEXIN- -28 ELE #4 | FEMEXIN ELE #5 | TRIDEST- AN N GAD #6 | ELEKTRA CVI #7 | NICOLLE BEK #11 | ELEKTRA MAX CVI #9 | DOS DIAS N ELE #8 | NORFEN POF #10 | FORLADY MIC #12 | NORDET- TE PFZ | | |
|--|-----------------------|----------------------------------|----------------------|------------------------|-------------------|-------------------------|-------------------|--------------------|-----------------------|----------------------|-------------------|--------------------|-------------------|--|--|
| JUAN IGNACIO MORDACINI % de zona = 11,0% | EVOLUCION MAT 124 | 101 | 99 | 66 | 54 | 97 | 88 | 100 | 108 | 88 | 83 | | | | |
| | TRIM 55.1 | 16,28 | 10,07 | 9,66 | 4,48 | 3,18 | 0,32 | 0,01 | 0,32 | 0,37 | 0,2 | | | | |
| | MAT 51.77 | 16,55 | 10,11 | 10,67 | 5,3 | 3,81 | 0,85 | 0,01 | 0,28 | 0,46 | 0,2 | | | | |
| RAMIRO NICOLAS VELAZQ- % de zona = 10,9% | EVOLUCION MAT 129 | 103 | 98 | 61 | 52 | 94 | 88 | 100 | 114 | 89 | 84 | | | | |
| | TRIM 49.89 | 23,25 | 10,63 | 8,16 | 4,32 | 2,49 | 0,34 | 0,01 | 0,38 | 0,33 | 0,21 | | | | |
| | MAT 46.48 | 23,24 | 10,78 | 9,29 | 4,95 | 3,39 | 0,91 | 0,01 | 0,32 | 0,41 | 0,21 | | | | |
| GUILLERMO ENRIQUE BU- % de zona = 10,4% | EVOLUCION MAT 117 | 112 | 102 | 74 | 73 | 97 | 99 | 0 | 124 | 87 | 50 | | 0 | | |
| | TRIM 37.15 | 21,94 | 13,71 | 12,78 | 10,23 | 3,09 | 0,29 | 0,01 | 0,29 | 0,43 | 0,1 | | 0,0 | | |
| | MAT 39.84 | 20,23 | 12,56 | 12,33 | 9,61 | 3,79 | 0,76 | 0,0 | 0,26 | 0,53 | 0,11 | | 0,0 | | |
| PABLO JOSE ROLON % de zona = 9,7% | EVOLUCION MAT 108 | 92 | 90 | 86 | 91 | 91 | 71 | 83 | 112 | 74 | 111 | | | | |
| | TRIM 60.77 | 19,75 | 9,41 | 4,89 | 2,18 | 2,4 | 0,12 | 0,03 | 0,16 | 0,12 | 0,2 | | | | |
| | MAT 58.65 | 21,77 | 9,44 | 4,74 | 2,08 | 2,62 | 0,22 | 0,05 | 0,09 | 0,14 | 0,2 | | | | |
| SERGIO OSCAR MENDEZ % de zona = 9,7% | EVOLUCION MAT 104 | 99 | 101 | 97 | 96 | 86 | 77 | 100 | 100 | 84 | 83 | | | | |
| | TRIM 45.9 | 5,38 | 19,58 | 13,3 | 9,82 | 5,59 | 0,09 | 0,01 | 0,04 | 0,29 | 0,0 | | | | |
| | MAT 45.14 | 5,91 | 18,69 | 14,05 | 9,81 | 5,81 | 0,1 | 0,01 | 0,05 | 0,38 | 0,05 | | | | |
| ACUM=51,7% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN % de zona = 9,1% | EVOLUCION MAT 113 | 94 | 82 | 87 | 82 | 92 | 70 | 180 | 112 | 71 | 103 | | | | |
| | TRIM 50.11 | 32,88 | 6,9 | 4,24 | 3,08 | 1,72 | 0,15 | 0,11 | 0,19 | 0,32 | 0,31 | | | | |
| | MAT 47.9 | 33,52 | 7,23 | 4,14 | 3,21 | 2,75 | 0,35 | 0,09 | 0,09 | 0,34 | 0,38 | | | | |
| ERNESTO ANIBAL MORINI- % de zona = 8,6% | EVOLUCION MAT 105 | 89 | 100 | 97 | 99 | 87 | 72 | 50 | 125 | 85 | 62 | | | | |
| | TRIM 53.01 | 4,39 | 14,4 | 12,1 | 9,3 | 6,36 | 0,09 | 0,01 | 0,05 | 0,3 | 0,0 | | | | |
| | MAT 52.11 | 5,1 | 13,2 | 12,97 | 9,32 | 6,63 | 0,13 | 0,02 | 0,05 | 0,41 | 0,05 | | | | |
| FERNANDO MANUEL SOSA % de zona = 8,3% | EVOLUCION MAT 102 | 106 | 101 | 99 | 103 | 85 | 81 | 50 | 200 | 89 | 67 | | | | |
| | TRIM 41.29 | 10,62 | 19,27 | 10,16 | 9,97 | 8,22 | 0,09 | 0,03 | 0,03 | 0,3 | 0,0 | | | | |
| | MAT 42.61 | 11,04 | 18,24 | 10,24 | 9,51 | 7,75 | 0,13 | 0,01 | 0,02 | 0,4 | 0,06 | | | | |
| FEDERICO NICOLAS NAVA- % de zona = 8,2% | EVOLUCION MAT 136 | 105 | 96 | 44 | 39 | 98 | 87 | 0 | 116 | 102 | 86 | | | | |
| | TRIM 55.61 | 20,39 | 10,96 | 5,25 | 3,04 | 3,33 | 0,4 | 0,01 | 0,41 | 0,36 | 0,23 | | | | |
| | MAT 51.27 | 20,92 | 11,42 | 6,35 | 3,71 | 4,17 | 1,1 | 0,0 | 0,36 | 0,45 | 0,24 | | | | |
| DOMINGO DAVID DIEZ % de zona = 7,1% | EVOLUCION MAT 120 | 122 | 108 | 57 | 52 | 106 | 99 | 0 | 127 | 98 | 20 | | | | |
| | TRIM 45.91 | 19,75 | 15,71 | 8,92 | 5,09 | 3,37 | 0,44 | 0,01 | 0,41 | 0,38 | 0,01 | | | | |
| | MAT 43.17 | 19,63 | 15,71 | 9,3 | 5,71 | 4,53 | 1,13 | 0,0 | 0,38 | 0,41 | 0,03 | | | | |
| ACUM=93,0% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- % de zona = 7,0% | EVOLUCION MAT 110 | 94 | 89 | 87 | 79 | 79 | 73 | 20 | 175 | 74 | 122 | | | | |
| | TRIM 62.61 | 17,38 | 7,87 | 4,82 | 2,49 | 3,69 | 0,25 | 0,01 | 0,15 | 0,41 | 0,31 | | | | |
| | MAT 59.18 | 18,03 | 8,28 | 6,02 | 3,1 | 4,16 | 0,37 | 0,01 | 0,07 | 0,46 | 0,33 | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | BEXABAN (GAD) | Mercado: Bexaban | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | | BEXABAN GAD | | | | | | | | | | | | | |
|--------------------|-------------|-----------------------------|---------|---------|---------|----------------|--------|----------|---------|---------------|--------|-----------|-------|-----------------|-------|
| RANKING TERRITORIO | | #14 | | | | | | | | | | | | | |
| | | XAROBAN | XARELTO | PRADAXA | RIXATYL | ELIQUIS | REMEAL | DRINAX R | REMIVOX | PRAXANT | ABAXON | ANTITR-OM | RIBEX | DABIDA-NE | OTROS |
| | | RF2 | BAY | B.I | B+L | PFZ | CSO | BAG | ELE | ELE | RMM | LZA | EUF | ELE | |
| | | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #8 | #10 | #11 | #12 | #9 | #13 | |
| PAIS | | 119 | 65 | 66 | 146 | 61 | 156 | 804 | 126 | 999 | 999 | 204 | 109 | 74 | 396 |
| | BASE = 100% | 19,98 | 13,14 | 10,71 | 13,02 | 7,07 | 11,39 | 5,11 | 3,02 | 3,84 | 2,69 | 1,7 | 1,3 | 1,13 | 5,1 |
| | | 21,29 | 13,89 | 11,11 | 12,34 | 7,48 | 10,28 | 4,7 | 3,11 | 3,63 | 2,53 | 1,58 | 1,38 | 1,1 | 4,83 |
| | | 21,36 | 16,2 | 12,87 | 12,0 | 9,91 | 8,75 | 3,62 | 3,22 | 2,66 | 2,05 | 1,43 | 1,41 | 1,16 | 2,85 |
| | | 17,94 | 24,83 | 19,53 | 8,23 | 16,36 | 5,6 | 0,45 | 2,55 | 0,11 | 0,07 | 0,7 | 1,29 | 1,57 | 0,72 |
| | | VALOR MERCADO: MES = 83.014 | | | | TRIM = 243.970 | | | | MAT = 930.148 | | | | MATAA = 808.648 | |
| GERENCIA | | 118 | 67 | 67 | 142 | 57 | 164 | 851 | 138 | 999 | 999 | 227 | 135 | 73 | 304 |
| | | 23,74 | 14,42 | 12,67 | 13,24 | 4,14 | 9,77 | 5,47 | 3,69 | 1,84 | 3,1 | 2,0 | 1,2 | 1,09 | 2,76 |
| | | 24,31 | 15,11 | 12,87 | 12,72 | 4,6 | 8,9 | 5,18 | 3,86 | 1,8 | 2,9 | 1,92 | 1,26 | 1,07 | 2,68 |
| | | 23,73 | 17,8 | 14,49 | 12,32 | 6,47 | 7,62 | 3,83 | 3,95 | 1,29 | 2,41 | 1,7 | 1,16 | 1,07 | 1,58 |
| | | 20,09 | 26,52 | 21,55 | 8,7 | 11,38 | 4,66 | 0,45 | 2,86 | 0,08 | 0,06 | 0,75 | 0,86 | 1,47 | 0,52 |
| | | VALOR MERCADO: MES = 39.208 | | | | TRIM = 115.559 | | | | MAT = 451.582 | | | | MATAA = 394.795 | |
| DISTRITO | | 141 | 69 | 65 | 124 | 57 | 143 | 825 | 112 | 999 | 999 | 183 | 143 | 52 | 256 |
| | | 25,03 | 14,87 | 11,28 | 16,1 | 2,54 | 11,64 | 6,72 | 2,2 | 2,39 | 1,77 | 0,8 | 1,25 | 0,32 | 2,72 |
| | | 25,08 | 16,32 | 12,13 | 15,66 | 3,23 | 9,93 | 6,26 | 2,06 | 1,87 | 1,39 | 0,69 | 1,39 | 0,37 | 3,23 |
| | | 24,09 | 18,46 | 13,36 | 14,92 | 6,46 | 9,56 | 4,21 | 1,94 | 1,08 | 0,95 | 0,66 | 1,2 | 0,44 | 2,25 |
| | | 17,11 | 26,91 | 20,71 | 12,07 | 11,26 | 6,69 | 0,51 | 1,73 | 0,01 | 0,03 | 0,36 | 0,84 | 0,85 | 0,88 |
| | | VALOR MERCADO: MES = 5.266 | | | | TRIM = 15.009 | | | | MAT = 57.978 | | | | MATAA = 49.625 | |

PUNTO DE MARKET SHARE = 48 UNIDADES estimadas de BEXABAN (GAD) por mes.

4. REPRESENTANTES

| BEXABAN GAD | | XAROBAN XARELTO PRADAXA RIXATYL ELIQUIS REMEXAL DRINAX R REMIVOX PRAXANT ABAXON ANTITR-OM RIBEX DABIDA-NE OTROS | | | | | | | | | | | | | | |
|---|---------------|---|-------|-------|-------|-------|------|-------|-------|------|------|-----------|------|------|------|-------|
| | | RF2 | BAY | B.I | B+L | PFZ | CSO | BAG | ELE | ELE | RMM | ANTITR-OM | LZA | EUF | ELE | OTROS |
| #14 | | #1 | #2 | #4 | #3 | #6 | #5 | #7 | #8 | #10 | #11 | #12 | #9 | #13 | | |
| LEONEL OROSMAN CORBA- % de zona = 13,0% | EVOLUCION MAT | 999 | 139 | 51 | 60 | 106 | 39 | 112 | 618 | 81 | 999 | 999 | 28 | 143 | 52 | 215 |
| | TRIM | 0,32 | 34,84 | 5,42 | 18,44 | 8,24 | 1,51 | 6,69 | 1,75 | 0,79 | 8,1 | 1,14 | 0,0 | 0,39 | 0,14 | 12,22 |
| | MAT | 0,55 | 34,52 | 6,88 | 18,98 | 8,3 | 3,55 | 6,26 | 2,04 | 0,65 | 4,98 | 0,87 | 0,05 | 0,4 | 0,26 | 11,7 |
| ERNESTO ANIBAL MORINI- % de zona = 10,8% | EVOLUCION MAT | 999 | 151 | 58 | 64 | 154 | 60 | 108 | 999 | 59 | 999 | 999 | 264 | 135 | 21 | 265 |
| | TRIM | 0,85 | 38,02 | 12,52 | 12,92 | 15,09 | 5,22 | 1,99 | 5,66 | 0,35 | 0,72 | 0,79 | 3,84 | 0,2 | 0,14 | 1,67 |
| | MAT | 0,42 | 37,28 | 13,57 | 15,44 | 13,71 | 8,04 | 1,67 | 3,28 | 0,52 | 0,56 | 0,61 | 2,98 | 0,31 | 0,26 | 1,35 |
| RAMIRO NICOLAS VELAZQ- % de zona = 10,4% | EVOLUCION MAT | 999 | 127 | 70 | 67 | 116 | 59 | 161 | 723 | 105 | 999 | 999 | 183 | 143 | 70 | 282 |
| | TRIM | 0,21 | 17,46 | 15,9 | 12,98 | 15,32 | 2,97 | 16,6 | 8,64 | 2,75 | 0,7 | 1,78 | 0,27 | 1,98 | 0,41 | 2,03 |
| | MAT | 0,28 | 17,24 | 17,34 | 13,98 | 14,89 | 7,84 | 15,77 | 5,57 | 2,0 | 0,53 | 1,22 | 0,33 | 1,57 | 0,35 | 1,07 |
| SERGIO OSCAR MENDEZ % de zona = 9,6% | EVOLUCION MAT | 475 | 151 | 64 | 69 | 179 | 60 | 132 | 999 | 94 | 999 | 999 | 122 | 70 | 42 | 282 |
| | TRIM | 0,4 | 38,92 | 16,13 | 13,43 | 16,3 | 5,47 | 2,87 | 2,26 | 0,4 | 1,09 | 0,55 | 0,35 | 0,22 | 0,37 | 1,26 |
| | MAT | 0,19 | 37,58 | 17,45 | 14,99 | 14,16 | 7,98 | 2,17 | 1,79 | 0,6 | 0,65 | 0,4 | 0,5 | 0,28 | 0,47 | 0,79 |
| JUAN IGNACIO MORDACINI % de zona = 9,2% | EVOLUCION MAT | 999 | 136 | 73 | 70 | 118 | 60 | 146 | 765 | 102 | 999 | 918 | 103 | 152 | 59 | 278 |
| | TRIM | 0,24 | 18,19 | 16,82 | 13,6 | 16,0 | 3,35 | 13,22 | 9,69 | 2,14 | 0,64 | 1,09 | 0,15 | 2,21 | 0,31 | 2,35 |
| | MAT | 0,36 | 16,47 | 19,02 | 14,48 | 15,58 | 8,65 | 12,0 | 6,73 | 1,77 | 0,41 | 1,01 | 0,31 | 1,87 | 0,36 | 1,0 |
| ACUM=53,0% | | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- % de zona = 8,5% | EVOLUCION MAT | 999 | 130 | 75 | 57 | 107 | 72 | 134 | 968 | 134 | 999 | 999 | 110 | 154 | 62 | 573 |
| | TRIM | 0,68 | 16,65 | 18,24 | 8,63 | 18,89 | 3,76 | 10,27 | 12,91 | 2,24 | 1,82 | 0,86 | 0,66 | 2,55 | 0,17 | 1,66 |
| | MAT | 0,48 | 15,48 | 19,05 | 11,75 | 18,03 | 7,29 | 13,73 | 7,16 | 1,43 | 0,64 | 0,98 | 0,57 | 2,44 | 0,33 | 0,63 |
| PABLO JOSE ROLON % de zona = 8,0% | EVOLUCION MAT | 999 | 135 | 72 | 57 | 119 | 51 | 165 | 667 | 141 | 999 | 999 | 344 | 159 | 118 | 200 |
| | TRIM | 0,25 | 14,7 | 28,45 | 4,04 | 24,95 | 0,67 | 15,74 | 3,86 | 3,38 | 0,21 | 1,59 | 0,25 | 0,7 | 0,18 | 1,01 |
| | MAT | 0,39 | 15,54 | 34,03 | 4,28 | 22,77 | 1,79 | 12,57 | 2,87 | 3,29 | 0,13 | 1,04 | 0,31 | 0,35 | 0,13 | 0,5 |
| FERNANDO MANUEL SOSA % de zona = 8,0% | EVOLUCION MAT | 999 | 144 | 71 | 67 | 162 | 59 | 168 | 999 | 228 | 999 | 999 | 60 | 97 | 63 | 274 |
| | TRIM | 0,91 | 38,03 | 13,74 | 18,19 | 12,13 | 6,06 | 2,78 | 2,32 | 0,4 | 0,91 | 0,79 | 0,0 | 0,74 | 1,05 | 1,96 |
| | MAT | 0,79 | 36,0 | 13,02 | 19,0 | 12,89 | 8,97 | 2,45 | 1,87 | 0,89 | 0,66 | 0,5 | 0,15 | 0,83 | 1,13 | 0,85 |
| FEDERICO NICOLAS NAVA- % de zona = 7,9% | EVOLUCION MAT | 999 | 128 | 79 | 60 | 109 | 57 | 145 | 697 | 97 | 999 | 999 | 269 | 137 | 62 | 283 |
| | TRIM | 0,1 | 16,55 | 22,04 | 6,6 | 16,65 | 3,04 | 15,16 | 9,51 | 1,91 | 0,82 | 1,83 | 0,86 | 2,25 | 0,27 | 2,41 |
| | MAT | 0,19 | 14,82 | 24,92 | 8,11 | 16,6 | 7,73 | 13,93 | 6,41 | 1,8 | 0,59 | 1,34 | 0,78 | 1,77 | 0,29 | 0,82 |
| DOMINGO DAVID DIEZ % de zona = 7,7% | EVOLUCION MAT | 999 | 139 | 75 | 63 | 142 | 66 | 124 | 809 | 119 | 999 | 999 | 229 | 154 | 42 | 405 |
| | TRIM | 0,36 | 10,72 | 20,04 | 10,61 | 18,57 | 2,95 | 10,16 | 10,45 | 6,95 | 0,69 | 1,58 | 0,86 | 3,33 | 0,86 | 1,89 |
| | MAT | 0,73 | 10,52 | 23,68 | 12,21 | 15,73 | 6,8 | 9,98 | 6,07 | 7,49 | 0,42 | 0,76 | 0,78 | 2,97 | 1,04 | 0,81 |
| ACUM=93,1% | | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN % de zona = 6,9% | EVOLUCION MAT | 999 | 113 | 67 | 69 | 112 | 40 | 161 | 652 | 126 | 999 | 999 | 164 | 375 | 160 | 167 |
| | TRIM | 0,19 | 17,53 | 21,81 | 6,88 | 16,67 | 0,53 | 20,13 | 5,55 | 3,45 | 0,24 | 4,15 | 0,0 | 2,07 | 0,4 | 0,39 |
| | MAT | 0,25 | 17,75 | 24,65 | 8,14 | 16,09 | 2,05 | 19,93 | 3,78 | 2,94 | 0,27 | 2,07 | 0,18 | 1,2 | 0,4 | 0,3 |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | BISOPIL (GAD) | Mercado: Bisopil | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | | CORBIS | BISOFE | LOSTAP-ROLOL | BICARDIL | CONCOR | BISOPR-OLLOL TE-VA TEV | PROBLO-CK | BIPROS-OL | | | | | | |
|-----------------|----------------------|---------------|--------------|--------------|-------------|-------------|------------------------|-------------|-------------|-------------|--|--|--|--|--|
| | | RMM | FEC | T.L | B+L | ELE | | EZN | LEP | | | | | | |
| | | #1 | #7 | #3 | #4 | #5 | #6 | #9 | #8 | | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| | RANKING TERRITORIO | #2 | | | | | | | | | | | | | |
| | EVOLUCION MAT | 109 | 99 | 140 | 99 | 130 | 78 | 54 | 147 | 52 | | | | | |
| | MES | 6,73 | 83,68 | 2,92 | 2,1 | 2,35 | 1,27 | 0,33 | 0,53 | 0,1 | | | | | |
| | TRIM | 7,31 | 83,28 | 2,91 | 2,1 | 2,21 | 1,34 | 0,2 | 0,55 | 0,11 | | | | | |
| | MAT | 7,19 | 84,04 | 2,28 | 2,14 | 1,8 | 1,47 | 0,49 | 0,47 | 0,14 | | | | | |
| | MATAA | 6,57 | 84,89 | 1,63 | 2,16 | 1,38 | 1,88 | 0,9 | 0,32 | 0,27 | | | | | |
| | VALOR MERCADO: | MES = 616.181 | | | | | | | | | | | | | |
| | TRIM = 1.723.838 | | | | | | | | | | | | | | |
| | MAT = 6.601.023 | | | | | | | | | | | | | | |
| | MATAA = 6.314.272 | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| | GCIA = 44,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 116 | 99 | 154 | 101 | 134 | 83 | 53 | 114 | 50 | | | | | |
| | MES | 9,08 | 83,93 | 0,68 | 2,11 | 2,49 | 1,3 | 0,26 | 0,08 | 0,06 | | | | | |
| | TRIM | 9,5 | 83,82 | 0,69 | 2,08 | 2,22 | 1,37 | 0,18 | 0,08 | 0,07 | | | | | |
| | MAT | 9,09 | 84,38 | 0,57 | 2,11 | 1,77 | 1,46 | 0,48 | 0,08 | 0,08 | | | | | |
| | MATAA | 7,84 | 85,5 | 0,37 | 2,09 | 1,32 | 1,75 | 0,9 | 0,07 | 0,16 | | | | | |
| | VALOR MERCADO: | MES = 264.689 | | | | | | | | | | | | | |
| | TRIM = 749.767 | | | | | | | | | | | | | | |
| | MAT = 2.911.875 | | | | | | | | | | | | | | |
| | MATAA = 2.756.390 | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| | DIST = 9,6% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 112 | 99 | 300 | 88 | 137 | 78 | 50 | 200 | 27 | | | | | |
| | MES | 12,59 | 77,78 | 0,57 | 4,57 | 3,25 | 0,89 | 0,27 | 0,02 | 0,06 | | | | | |
| | TRIM | 14,29 | 76,15 | 0,53 | 4,08 | 3,67 | 1,02 | 0,2 | 0,03 | 0,03 | | | | | |
| | MAT | 15,45 | 75,59 | 0,39 | 3,65 | 2,9 | 1,07 | 0,91 | 0,02 | 0,03 | | | | | |
| | MATAA | 13,75 | 76,55 | 0,13 | 4,13 | 2,11 | 1,38 | 1,83 | 0,01 | 0,11 | | | | | |
| | VALOR MERCADO: | MES = 25.090 | | | | | | | | | | | | | |
| | TRIM = 70.337 | | | | | | | | | | | | | | |
| | MAT = 280.321 | | | | | | | | | | | | | | |
| | MATAA = 258.599 | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 234 UNIDADES estimadas de BISOPIL (GAD) por mes.

4. REPRESENTANTES

| | | CORBIS | BISOFE | LOSTAP-ROLOL | BICARDIL | CONCOR | BISOPR-OLLOL TE-VA TEV | PROBLO-CK | BIPROS-OL | | | | | | |
|-------------------------------|----------------------|--------------|--------------|--------------|--------------|-------------|------------------------|-------------|-------------|-------------|--|--|--|--|--|
| | | RMM | FEC | T.L | B+L | ELE | | EZN | LEP | | | | | | |
| | | #1 | #7 | #3 | #4 | #5 | #6 | #9 | #8 | | | | | | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | | | |
| | % de zona = 11,4% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 109 | 101 | 999 | 81 | 124 | 85 | 45 | 100 | 0 | | | | | |
| | TRIM | 7,57 | 83,57 | 0,0 | 3,12 | 4,33 | 1,17 | 0,23 | 0,01 | 0,0 | | | | | |
| | MAT | 10,63 | 80,52 | 0,01 | 3,08 | 3,36 | 1,13 | 1,26 | 0,01 | 0,0 | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| | % de zona = 10,9% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 112 | 95 | 255 | 104 | 214 | 77 | 46 | 400 | 19 | | | | | |
| | TRIM | 17,23 | 61,82 | 2,35 | 13,55 | 3,55 | 1,24 | 0,16 | 0,07 | 0,03 | | | | | |
| | MAT | 16,27 | 64,92 | 1,66 | 12,23 | 2,63 | 1,49 | 0,71 | 0,04 | 0,06 | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| | % de zona = 10,8% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 113 | 95 | 417 | 96 | 248 | 70 | 54 | 200 | 19 | | | | | |
| | TRIM | 21,37 | 63,74 | 1,94 | 8,03 | 3,53 | 1,13 | 0,16 | 0,07 | 0,03 | | | | | |
| | MAT | 19,11 | 67,07 | 1,46 | 6,65 | 3,23 | 1,46 | 0,92 | 0,04 | 0,06 | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| | % de zona = 9,8% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 109 | 101 | 0 | 72 | 126 | 81 | 47 | 100 | 100 | | | | | |
| | TRIM | 8,14 | 83,64 | 0,0 | 2,38 | 4,7 | 0,85 | 0,25 | 0,01 | 0,03 | | | | | |
| | MAT | 12,08 | 79,79 | 0,0 | 2,1 | 3,62 | 0,92 | 1,46 | 0,01 | 0,02 | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| | % de zona = 9,2% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 126 | 97 | 0 | 77 | 157 | 89 | 67 | 0 | 0 | | | | | |
| | TRIM | 10,16 | 84,76 | 0,0 | 0,99 | 3,09 | 0,85 | 0,16 | 0,0 | 0,0 | | | | | |
| | MAT | 12,8 | 82,6 | 0,0 | 1,03 | 2,18 | 0,77 | 0,61 | 0,0 | 0,0 | | | | | |
| ACUM=52,1% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| | % de zona = 9,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 122 | 99 | 100 | 71 | 105 | 74 | 33 | 150 | 35 | | | | | |
| | TRIM | 20,2 | 73,49 | 0,01 | 1,19 | 3,28 | 1,31 | 0,23 | 0,04 | 0,25 | | | | | |
| | MAT | 19,91 | 73,74 | 0,01 | 1,28 | 2,62 | 1,53 | 0,8 | 0,03 | 0,09 | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| | % de zona = 9,0% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 98 | 101 | 999 | 69 | 110 | 91 | 72 | | 0 | | | | | |
| | TRIM | 17,71 | 76,31 | 0,03 | 1,3 | 3,6 | 0,74 | 0,29 | | 0,0 | | | | | |
| | MAT | 17,4 | 76,55 | 0,03 | 1,09 | 3,35 | 0,63 | 0,94 | | 0,0 | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| | % de zona = 8,5% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 124 | 97 | 0 | 92 | 140 | 89 | 74 | 200 | 0 | | | | | |
| | TRIM | 9,6 | 86,13 | 0,0 | 0,38 | 3,25 | 0,54 | 0,09 | 0,02 | 0,0 | | | | | |
| | MAT | 12,56 | 83,53 | 0,0 | 0,48 | 2,21 | 0,55 | 0,64 | 0,02 | 0,0 | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| | % de zona = 8,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 109 | 100 | 340 | 80 | 172 | 66 | 42 | 100 | 33 | | | | | |
| | TRIM | 20,07 | 71,18 | 0,61 | 3,92 | 2,7 | 1,24 | 0,24 | 0,03 | 0,0 | | | | | |
| | MAT | 19,22 | 72,26 | 0,51 | 3,67 | 2,24 | 1,18 | 0,87 | 0,02 | 0,02 | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| | % de zona = 7,2% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 107 | 100 | 0 | 74 | 114 | 75 | 57 | 0 | 0 | | | | | |
| | TRIM | 9,63 | 82,85 | 0,0 | 2,03 | 4,62 | 0,63 | 0,24 | 0,0 | 0,0 | | | | | |
| | MAT | 14,8 | 78,63 | 0,0 | 1,68 | 3,42 | 0,65 | 0,82 | 0,0 | 0,0 | | | | | |
| ACUM=94,0% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| | % de zona = 6,0% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 113 | 101 | 200 | 73 | 111 | 79 | 60 | | 0 | | | | | |
| | TRIM | 14,22 | 75,1 | 0,0 | 5,33 | 3,74 | 1,43 | 0,18 | | 0,0 | | | | | |
| | MAT | 16,03 | 74,53 | 0,02 | 4,45 | 2,92 | 1,21 | 0,84 | | 0,0 | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|---------------------|--------------|---|
| RENE OMAR OKULOVICZ | CALCIMAX TOTAL | Mercado: Calcimax | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUSCULO ESQ. | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | CALCIMAX TOTAL | CALCIMAX FORTE | CALCIMAX AX | CALCIO - BASE | CALCIO - NAT CIT-RATO ARI | CALCIO - NAT ARI | CALCIO - BASE VEN | CALCIO - BASE VANNE VNN | PLUSCAL MOUSSE | ROYEN ARI | CLORURO DE CALCIO LC+ | CALCIUM SANDO-FORT NSZ | | | |
|--------------------|-------------------|-----------------------------|-------------|---------------|---------------------------|------------------|-------------------|-------------------------|----------------|-----------|-----------------------|------------------------|--|--|--|
| RANKING TERRITORIO | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #8 | #10 | | | | | |
| PAIS | EVOLUCION MAT 102 | 103 | 98 | 102 | 85 | 71 | 62 | 162 | 82 | 100 | 0 | 0 | | | |
| BASE = 100% | MES 43.99 | 28.47 | 15.52 | 49.62 | 4.79 | 0.77 | 0.36 | 0.29 | 0.17 | 0.0 | 0.0 | 0.0 | | | |
| | TRIM 47.49 | 31.95 | 15.54 | 45.19 | 4.22 | 2.2 | 0.38 | 0.33 | 0.2 | 0.01 | 0.0 | 0.0 | | | |
| | MAT 47.56 | 32.33 | 15.23 | 45.39 | 3.61 | 2.42 | 0.5 | 0.26 | 0.23 | 0.03 | 0.0 | 0.0 | | | |
| | MATAA 46.78 | 31.26 | 15.52 | 44.31 | 4.24 | 3.39 | 0.8 | 0.16 | 0.28 | 0.03 | 0.0 | 0.0 | | | |
| | | VALOR MERCADO: MES = 59.223 | | | TRIM = 172.879 | | | MAT = 660.008 | | | MATAA = 642.400 | | | | |
| GERENCIA | EVOLUCION MAT 105 | 109 | 97 | 98 | 92 | 66 | 41 | 181 | 74 | 100 | 999 | 0 | | | |
| GCIA = 34,8% | MES 46.42 | 30.9 | 15.52 | 47.36 | 5.16 | 0.51 | 0.1 | 0.31 | 0.14 | 0.0 | 0.0 | 0.0 | | | |
| | TRIM 50.25 | 33.62 | 16.63 | 43.23 | 4.47 | 1.32 | 0.17 | 0.34 | 0.2 | 0.01 | 0.0 | 0.0 | | | |
| | MAT 50.26 | 33.36 | 16.91 | 43.33 | 4.05 | 1.49 | 0.25 | 0.29 | 0.29 | 0.03 | 0.01 | 0.0 | | | |
| | MATAA 47.83 | 30.48 | 17.36 | 44.3 | 4.42 | 2.26 | 0.61 | 0.16 | 0.39 | 0.03 | 0.0 | 0.0 | | | |
| | | VALOR MERCADO: MES = 20.582 | | | TRIM = 59.372 | | | MAT = 229.913 | | | MATAA = 218.769 | | | | |
| DISTRITO | EVOLUCION MAT 106 | 106 | 106 | 96 | 66 | 67 | 10 | 171 | 61 | 999 | | | | | |
| DIST = 15,7% | MES 43.81 | 28.9 | 14.91 | 53.7 | 2.0 | 0.07 | 0.0 | 0.39 | 0.04 | 0.0 | | | | | |
| | TRIM 53.48 | 36.41 | 17.07 | 43.81 | 1.54 | 0.45 | 0.07 | 0.47 | 0.15 | 0.03 | | | | | |
| | MAT 52.86 | 35.68 | 17.18 | 43.76 | 1.85 | 0.67 | 0.02 | 0.65 | 0.17 | 0.01 | | | | | |
| | MATAA 49.91 | 33.74 | 16.17 | 45.41 | 2.81 | 1.0 | 0.21 | 0.38 | 0.28 | 0.0 | | | | | |
| | | VALOR MERCADO: MES = 2.851 | | | TRIM = 9.160 | | | MAT = 36.063 | | | MATAA = 34.154 | | | | |

PUNTO DE MARKET SHARE = 30 UNIDADES estimadas de CALCIMAX TOTAL por mes.

4. REPRESENTANTES

| | CALCIMAX TOTAL | CALCIMAX FORTE | CALCIMAX AX | CALCIO - BASE | CALCIO - NAT CIT-RATO ARI | CALCIO - NAT ARI | CALCIO - BASE VEN | CALCIO - BASE VANNE VNN | PLUSCAL MOUSSE | ROYEN ARI | CLORURO DE CALCIO LC+ | CALCIUM SANDO-FORT NSZ | | | |
|-------------------------------|-------------------|----------------|-------------|---------------|---------------------------|------------------|-------------------|-------------------------|----------------|-----------|-----------------------|------------------------|--|--|--|
| | #1 | #3 | #4 | #2 | #5 | #6 | #9 | #7 | #8 | #10 | | | | | |
| RAMIRO NICOLAS VELAZQ. | EVOLUCION MAT 105 | 101 | 115 | 99 | 56 | 64 | 18 | 157 | 87 | 999 | | | | | |
| % de zona = 11,9% | TRIM 52.01 | 34.98 | 17.02 | 45.16 | 1.64 | 0.49 | 0.08 | 0.53 | 0.1 | 0.0 | | | | | |
| | MAT 51.46 | 35.66 | 15.8 | 44.25 | 2.35 | 0.92 | 0.03 | 0.77 | 0.2 | 0.01 | | | | | |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT 105 | 101 | 117 | 98 | 54 | 90 | 12 | 267 | 47 | | | | | | |
| % de zona = 11,5% | TRIM 55.32 | 39.28 | 16.04 | 42.1 | 1.66 | 0.4 | 0.03 | 0.39 | 0.1 | | | | | | |
| | MAT 54.9 | 39.08 | 15.82 | 41.28 | 2.13 | 0.96 | 0.01 | 0.64 | 0.09 | | | | | | |
| GUILLERMO ENRIQUE BU. | EVOLUCION MAT 102 | 106 | 96 | 96 | 98 | 132 | 0 | 690 | 0 | | | | | | |
| % de zona = 11,4% | TRIM 54.49 | 38.87 | 15.62 | 42.96 | 1.86 | 0.43 | 0.0 | 0.27 | 0.0 | | | | | | |
| | MAT 51.42 | 36.29 | 15.13 | 45.38 | 1.84 | 0.66 | 0.0 | 0.69 | 0.0 | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT 107 | 106 | 109 | 96 | 54 | 22 | 9 | 156 | 100 | | | | | | |
| % de zona = 10,7% | TRIM 52.66 | 35.82 | 16.83 | 44.94 | 0.87 | 0.25 | 0.07 | 0.89 | 0.32 | | | | | | |
| | MAT 51.98 | 34.07 | 17.91 | 45.45 | 0.95 | 0.22 | 0.02 | 0.97 | 0.42 | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT 106 | 114 | 93 | 97 | 73 | 33 | 10 | 87 | 80 | | | | | | |
| % de zona = 9,5% | TRIM 53.58 | 37.63 | 15.96 | 43.92 | 1.41 | 0.27 | 0.08 | 0.39 | 0.35 | | | | | | |
| | MAT 51.57 | 34.77 | 16.81 | 45.96 | 1.3 | 0.31 | 0.02 | 0.48 | 0.35 | | | | | | |
| ACUM=55,0% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | EVOLUCION MAT 109 | 118 | 92 | 95 | 96 | 27 | 89 | 78 | 25 | 999 | | | | | |
| % de zona = 9,4% | TRIM 52.0 | 36.73 | 15.27 | 45.92 | 1.0 | 0.15 | 0.31 | 0.15 | 0.35 | 0.12 | | | | | |
| | MAT 48.14 | 34.18 | 13.97 | 49.36 | 1.64 | 0.23 | 0.08 | 0.21 | 0.29 | 0.06 | | | | | |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT 100 | 98 | 103 | 99 | 83 | 177 | 0 | 304 | 100 | | | | | | |
| % de zona = 9,0% | TRIM 53.87 | 36.78 | 17.08 | 43.34 | 1.29 | 1.02 | 0.0 | 0.48 | 0.0 | | | | | | |
| | MAT 57.33 | 39.28 | 18.05 | 39.05 | 1.72 | 1.1 | 0.0 | 0.79 | 0.01 | | | | | | |
| DOMINGO DAVID DIEZ | EVOLUCION MAT 102 | 101 | 105 | 96 | 79 | 171 | 0 | 453 | 122 | | | | | | |
| % de zona = 7,7% | TRIM 52.52 | 38.0 | 14.52 | 45.62 | 0.84 | 0.36 | 0.0 | 0.65 | 0.0 | | | | | | |
| | MAT 55.87 | 39.29 | 16.59 | 41.26 | 1.12 | 0.77 | 0.0 | 0.86 | 0.11 | | | | | | |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT 119 | 118 | 121 | 90 | 55 | 41 | 1 | 89 | 77 | | | | | | |
| % de zona = 7,5% | TRIM 58.63 | 34.97 | 23.66 | 38.11 | 2.27 | 0.35 | 0.05 | 0.15 | 0.45 | | | | | | |
| | MAT 54.15 | 30.84 | 23.31 | 42.0 | 2.74 | 0.62 | 0.01 | 0.25 | 0.23 | | | | | | |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT 107 | 107 | 107 | 101 | 61 | 48 | 18 | 102 | 999 | | | | | | |
| % de zona = 5,9% | TRIM 48.69 | 31.15 | 17.55 | 44.71 | 4.39 | 0.88 | 0.09 | 0.85 | 0.38 | | | | | | |
| | MAT 52.42 | 35.11 | 17.31 | 41.44 | 4.15 | 0.85 | 0.05 | 0.98 | 0.12 | | | | | | |
| ACUM=94,5% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT 108 | 104 | 115 | 93 | 71 | 68 | 30 | 196 | | | | | | | |
| % de zona = 5,4% | TRIM 53.45 | 30.7 | 22.75 | 45.17 | 0.24 | 0.54 | 0.0 | 0.61 | | | | | | | |
| | MAT 53.87 | 30.9 | 22.97 | 43.96 | 0.83 | 0.73 | 0.1 | 0.51 | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|-----------------|--------------|---|
| RENE OMAR OKULOVICZ | DAMSEL GAD | Mercado: Damsel | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| DAMSEL GAD | | DIVINA | KALA | YASMIN | KIRUM | JADE | ISIS | UMMA | MAXIMA | IFENIL | | | | | |
|-----------------------|--|--------|------|--------|-------|------|------|------|--------|--------|--|--|--|--|--|
| RANKING TERRITORIO #1 | | ELE | BEB | BAY | RF2 | CVI | SIE | BEK | POF | CSO | | | | | |
| | | #3 | #2 | #4 | #5 | #6 | #8 | #7 | #10 | #9 | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 51,0% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 14,6% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 338 UNIDADES estimadas de DAMSEL GAD por mes.

4. REPRESENTANTES

| DAMSEL GAD | | DIVINA | KALA | YASMIN | KIRUM | JADE | ISIS | UMMA | MAXIMA | IFENIL | | | | | |
|-------------------------------|--|--------|------|--------|-------|------|------|------|--------|--------|--|--|--|--|--|
| #1 | | ELE | BEB | BAY | RF2 | CVI | SIE | BEK | POF | CSO | | | | | |
| | | #3 | #2 | #4 | #5 | #6 | #8 | #7 | #10 | #9 | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 12,4% | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 11,4% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 11,3% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 11,1% | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 10,6% | | | | | | | | | | | | | | | |
| ACUM=56,8% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 9,2% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 8,3% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 7,8% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 6,0% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 6,0% | | | | | | | | | | | | | | | |
| ACUM=94,1% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 5,9% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|-------------------|--------------|---|
| RENE OMAR OKULOVICZ | DAMSELLA (GAD) | Mercado: Damsella | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | DAMSELLA GAD | DIVA TO- TAL | ISIS MINI 24 | YAZ BAY | KALA MD 24 | KIR 28 BEB | JADE MD- 24 | IFENIL MD CSO | MAXIMA - MD24 | | | | | | |
|-----------------|-----------------------|-----------------|-----------------|------------|---------------|---------------|----------------|------------------|------------------|--|--|--|--|--|--|
| | RANKING TERRITORIO #1 | #2 | #3 | #5 | #4 | #6 | #8 | #7 | #9 | | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 48,6% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 14,8% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 87 UNIDADES estimadas de DAMSELLA (GAD) por mes.

4. REPRESENTANTES

| | DAMSELLA GAD | DIVA TO- TAL | ISIS MINI 24 | YAZ BAY | KALA MD 24 | KIR 28 BEB | JADE MD- 24 | IFENIL MD CSO | MAXIMA - MD24 | | | | | | |
|-------------------------------|-----------------|-----------------|-----------------|------------|---------------|---------------|----------------|------------------|------------------|--|--|--|--|--|--|
| | #1 | #2 | #3 | #5 | #4 | #6 | #8 | #7 | #9 | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 13,1% | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 12,4% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 11,8% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | | | |
| ACUM=55,9% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 8,4% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 7,9% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 6,8% | | | | | | | | | | | | | | | |
| ACUM=93,5% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 6,5% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|-------------------|--------------|---|
| RENE OMAR OKULOVICZ | DESALAFAX (GAD) | Mercado: Deslafax | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | DESALAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 | | | | | | | | |
|--------------------|------------------|--------------|----------------|----------------|---------------|---------------|---------------|--|--|--|--|--|--|--|--|
| RANKING TERRITORIO | #2 | #1 | #4 | #6 | #5 | #3 | #7 | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 51,2% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 8,6% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 16 UNIDADES estimadas de DESALAFAX (GAD) por mes.

4. REPRESENTANTES

| | DESALAFAX GAD | IXIUM RMM | PRISTIQ PFZ | ALFAXIN BAG | DROSIX B+L | VELDEX CSO | FAPRIS RF2 | | | | | | | | |
|-------------------------------|------------------|--------------|----------------|----------------|---------------|---------------|---------------|--|--|--|--|--|--|--|--|
| | #2 | #1 | #4 | #6 | #5 | #3 | #7 | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 13,7% | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 12,9% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 12,1% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 9,2% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 8,9% | | | | | | | | | | | | | | | |
| ACUM=56,8% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 8,6% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 8,0% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 7,7% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 7,1% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 6,5% | | | | | | | | | | | | | | | |
| ACUM=94,7% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 5,3% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|-----------------------|--------------------------|---|
| RENE OMAR OKULOVICZ | TOTAL DIABESIL | Mercado: Diabetes |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: DIABETES | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | |
|-----------------------|---------------|------------------------------|------------------|-----------------|------------|--------------------|----------------|-------------------|---------------|-----------------------|-------------|---------------|-------------------------|--------------------|------|------|
| TOTAL DIABESIL | | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL AP 500 | TOTAL D-BI | TOTAL G-LUCOPH-AGE | TOTAL IS-LOTIN | TOTAL M-ETGLUC-ON | BALIGLU-C B+L | METFOR-MIN TEM-IS T.L | MEDOBIS-LZA | MECTIN-XR TEV | METFOR-MINA IR-AOLA IRL | OTROS | | |
| RANKING TERRITORIO #2 | | #3 | #7 | #10 | #11 | #1 | #4 | #6 | #5 | #9 | #8 | #12 | #13 | | | |
| PAIS | EVOLUCION MAT | 106 | 107 | 111 | 97 | 110 | 96 | 110 | 103 | 104 | 110 | 98 | 93 | 100 | 48 | 227 |
| | MES | 5,97 | 3,04 | 1,35 | 0,85 | 0,73 | 65,72 | 10,3 | 7,56 | 3,36 | 1,49 | 1,05 | 1,49 | 0,46 | 0,01 | 2,58 |
| | TRIM | 7,05 | 3,59 | 1,62 | 1,0 | 0,84 | 64,41 | 10,96 | 7,22 | 3,42 | 1,47 | 1,13 | 1,31 | 0,46 | 0,01 | 2,54 |
| | MAT | 7,58 | 3,91 | 1,72 | 1,08 | 0,87 | 64,09 | 10,78 | 7,18 | 3,44 | 1,51 | 1,23 | 1,3 | 0,47 | 0,32 | 2,11 |
| | MATAA | 7,13 | 3,67 | 1,55 | 1,11 | 0,79 | 66,77 | 9,78 | 6,95 | 3,3 | 1,37 | 1,26 | 1,4 | 0,47 | 0,66 | 0,93 |
| | | VALOR MERCADO: MES = 876.659 | | | | TRIM = 2.601.831 | | | | MAT = 9.977.122 | | | | MATAA = 10.804.622 | | |
| GERENCIA | EVOLUCION MAT | 110 | 110 | 113 | 103 | 115 | 96 | 105 | 106 | 103 | 107 | 96 | 79 | 94 | 47 | 264 |
| | MES | 7,08 | 3,88 | 1,56 | 0,85 | 0,79 | 66,77 | 8,62 | 7,68 | 3,67 | 1,54 | 0,86 | 1,13 | 0,47 | 0,0 | 2,18 |
| | TRIM | 8,07 | 4,41 | 1,84 | 0,94 | 0,89 | 66,3 | 8,82 | 6,87 | 3,91 | 1,5 | 0,95 | 0,94 | 0,46 | 0,0 | 2,19 |
| | MAT | 8,59 | 4,71 | 1,94 | 1,02 | 0,92 | 65,67 | 9,03 | 6,7 | 3,89 | 1,54 | 1,08 | 0,96 | 0,47 | 0,09 | 1,98 |
| | MATAA | 7,8 | 4,3 | 1,71 | 0,99 | 0,8 | 68,3 | 8,6 | 6,32 | 3,78 | 1,44 | 1,12 | 1,21 | 0,5 | 0,19 | 0,75 |
| | | VALOR MERCADO: MES = 428.773 | | | | TRIM = 1.287.361 | | | | MAT = 4.994.687 | | | | MATAA = 5.227.936 | | |
| DISTRITO | EVOLUCION MAT | 130 | 127 | 143 | 120 | 144 | 94 | 109 | 104 | 85 | 132 | 106 | 32 | 131 | | 325 |
| | MES | 7,79 | 4,6 | 1,41 | 0,85 | 0,93 | 72,66 | 3,13 | 2,71 | 2,55 | 1,13 | 1,31 | 1,9 | 0,41 | | 6,42 |
| | TRIM | 7,5 | 4,4 | 1,33 | 0,88 | 0,89 | 76,48 | 2,58 | 2,15 | 2,68 | 0,96 | 1,12 | 0,73 | 0,4 | | 5,41 |
| | MAT | 8,52 | 5,03 | 1,5 | 1,01 | 0,98 | 73,23 | 3,05 | 2,47 | 2,88 | 1,07 | 1,5 | 0,9 | 0,38 | | 6,01 |
| | MATAA | 6,54 | 3,96 | 1,05 | 0,84 | 0,68 | 77,74 | 2,81 | 2,38 | 3,38 | 0,81 | 1,41 | 2,79 | 0,29 | | 1,85 |
| | | VALOR MERCADO: MES = 56.216 | | | | TRIM = 211.194 | | | | MAT = 747.662 | | | | MATAA = 833.596 | | |

PUNTO DE MARKET SHARE = 623 UNIDADES estimadas de TOTAL DIABESIL por mes.

4. REPRESENTANTES

| | TOTAL DIABESIL | DIABESIL AP 850 | DIABESIL AP 1000 | DIABESIL AP 500 | TOTAL D-BI | TOTAL G-LUCOPH-AGE | TOTAL IS-LOTIN | TOTAL M-ETGLUC-ON | BALIGLU-C B+L | METFOR-MIN TEM-IS T.L | MEDOBIS-LZA | MECTIN-XR TEV | METFOR-MINA IR-AOLA IRL | OTROS |
|-------------------------------|-------------------|-----------------|------------------|-----------------|------------|--------------------|----------------|-------------------|---------------|-----------------------|-------------|---------------|-------------------------|-------|
| | #2 | #3 | #7 | #10 | #11 | #1 | #4 | #6 | #5 | #9 | #8 | #12 | #13 | |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT 98 | 97 | 102 | 87 | 113 | 98 | 96 | 123 | 82 | 100 | 96 | 160 | 135 | 166 |
| % de zona = 12,4% | TRIM 8,33 | 4,57 | 1,79 | 1,04 | 0,93 | 80,33 | 1,69 | 2,01 | 2,36 | 0,24 | 0,21 | 0,55 | 1,12 | 3,17 |
| | MAT 8,6 | 4,9 | 1,69 | 1,15 | 0,86 | 79,93 | 1,79 | 2,19 | 2,2 | 0,28 | 0,27 | 0,48 | 1,12 | 3,15 |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT 124 | 117 | 141 | 119 | 138 | 90 | 122 | 119 | 104 | 154 | 126 | 37 | 124 | 397 |
| % de zona = 11,6% | TRIM 5,04 | 2,97 | 0,83 | 0,63 | 0,61 | 73,09 | 3,64 | 2,97 | 4,25 | 1,96 | 1,02 | 0,88 | 0,3 | 6,85 |
| | MAT 5,89 | 3,45 | 1,13 | 0,69 | 0,62 | 68,53 | 4,32 | 3,45 | 4,76 | 2,33 | 1,29 | 1,28 | 0,31 | 7,83 |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT 132 | 129 | 137 | 123 | 154 | 91 | 126 | 121 | 93 | 203 | 125 | 33 | 184 | 391 |
| % de zona = 10,1% | TRIM 5,26 | 3,2 | 0,78 | 0,57 | 0,71 | 75,75 | 3,13 | 3,12 | 3,05 | 0,65 | 0,88 | 0,86 | 0,44 | 6,88 |
| | MAT 6,58 | 4,02 | 1,07 | 0,69 | 0,8 | 71,57 | 3,65 | 3,67 | 3,21 | 0,63 | 1,15 | 1,21 | 0,35 | 7,98 |
| FERNANDO MANUEL SOSA | EVOLUCION MAT 143 | 139 | 144 | 143 | 163 | 96 | 84 | 88 | 54 | 95 | 98 | 65 | 250 | 492 |
| % de zona = 10,1% | TRIM 14,48 | 8,02 | 3,94 | 1,33 | 1,2 | 79,78 | 3,06 | 0,66 | 0,65 | 0,14 | 0,29 | 0,08 | 0,12 | 0,75 |
| | MAT 15,55 | 8,54 | 4,18 | 1,44 | 1,4 | 77,76 | 3,58 | 0,81 | 0,91 | 0,18 | 0,43 | 0,15 | 0,05 | 0,59 |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT 131 | 120 | 168 | 137 | 150 | 99 | 71 | 76 | 56 | 118 | 100 | 100 | 114 | 999 |
| % de zona = 9,9% | TRIM 9,49 | 5,67 | 1,56 | 0,99 | 1,26 | 84,61 | 1,79 | 0,52 | 1,1 | 0,42 | 0,48 | 0,19 | 0,15 | 1,25 |
| | MAT 11,21 | 6,7 | 1,81 | 1,19 | 1,51 | 81,95 | 2,65 | 0,59 | 1,5 | 0,33 | 0,57 | 0,12 | 0,08 | 1,0 |
| ACUM=54,6% | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT 121 | 117 | 140 | 114 | 129 | 100 | 84 | 81 | 75 | 96 | 80 | 115 | 150 | 97 |
| % de zona = 9,6% | TRIM 6,53 | 4,15 | 1,06 | 0,6 | 0,72 | 86,54 | 1,6 | 0,62 | 1,1 | 0,23 | 1,36 | 1,07 | 0,15 | 0,81 |
| | MAT 7,6 | 4,86 | 1,2 | 0,66 | 0,88 | 83,45 | 2,13 | 0,68 | 1,3 | 0,26 | 2,17 | 1,17 | 0,09 | 1,15 |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT 142 | 142 | 136 | 136 | 156 | 87 | 131 | 130 | 112 | 165 | 129 | 32 | 145 | 418 |
| % de zona = 8,3% | TRIM 5,25 | 3,02 | 0,86 | 0,69 | 0,68 | 72,24 | 2,54 | 3,63 | 4,0 | 0,57 | 0,94 | 1,08 | 0,59 | 9,17 |
| | MAT 6,17 | 3,62 | 0,98 | 0,83 | 0,75 | 67,12 | 3,08 | 4,46 | 4,18 | 0,61 | 1,29 | 1,36 | 0,61 | 11,12 |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT 119 | 121 | 130 | 104 | 128 | 90 | 131 | 100 | 87 | 133 | 108 | 23 | 275 | 388 |
| % de zona = 7,2% | TRIM 6,05 | 3,67 | 0,53 | 1,16 | 0,69 | 62,88 | 2,48 | 3,84 | 4,91 | 4,14 | 3,49 | 1,11 | 0,03 | 11,06 |
| | MAT 6,71 | 4,01 | 0,7 | 1,26 | 0,74 | 59,55 | 2,49 | 4,21 | 4,92 | 4,63 | 4,49 | 1,29 | 0,11 | 11,6 |
| DOMINGO DAVID DIEZ | EVOLUCION MAT 125 | 124 | 116 | 135 | 135 | 92 | 127 | 141 | 103 | 127 | 118 | 190 | 117 | 290 |
| % de zona = 6,9% | TRIM 7,46 | 4,59 | 0,81 | 0,9 | 1,16 | 77,64 | 3,62 | 3,19 | 2,62 | 0,51 | 0,55 | 0,27 | 0,61 | 3,53 |
| | MAT 8,58 | 5,4 | 1,02 | 1,09 | 1,07 | 74,98 | 4,67 | 3,84 | 2,51 | 0,52 | 0,78 | 0,38 | 0,62 | 3,13 |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT 123 | 119 | 135 | 111 | 144 | 92 | 118 | 84 | 84 | 125 | 119 | 27 | 104 | 411 |
| % de zona = 6,9% | TRIM 5,45 | 3,16 | 1,15 | 0,55 | 0,59 | 72,61 | 2,9 | 1,89 | 2,46 | 1,07 | 1,22 | 1,13 | 0,36 | 10,9 |
| | MAT 6,47 | 3,71 | 1,34 | 0,7 | 0,72 | 68,8 | 3,29 | 2,02 | 2,78 | 1,2 | 1,45 | 1,58 | 0,28 | 12,13 |
| ACUM=93,5% | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT 133 | 137 | 145 | 119 | 130 | 89 | 135 | 81 | 92 | 166 | 112 | 22 | 134 | 394 |
| % de zona = 6,7% | TRIM 8,26 | 5,07 | 0,51 | 1,35 | 1,32 | 67,03 | 1,9 | 1,76 | 3,92 | 1,76 | 3,53 | 1,15 | 0,35 | 10,34 |
| | MAT 9,73 | 5,97 | 0,61 | 1,58 | 1,58 | 62,27 | 1,96 | 1,93 | 4,31 | 1,76 | 4,5 | 1,29 | 0,43 | 11,81 |

ACUM=100,2%

| | | | | |
|---------------------|----------------------|--------------------|--------------|---|
| RENE OMAR OKULOVICZ | DIVALPREX (GAD) | Mercado: Divalprex | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV- AL RMM | EXIBRAL BAG | VALNAR TEV | | | | | | | | |
|---------------------------------|--|--|---|---|------------------------------------|------------------------------------|--|-----------------|--|--|--|--|--|--|
| RANKING TERRITORIO | #4 | #1 | #2 | #3 | #5 | #6 | | | | | | | | |
| PAIS BASE = 100% | EVOLUCION MAT 118 MES 7,69 TRIM 7,83 MAT 7,07 MATAA 5,98 | 97 61,99 62,06 64,81 66,57 | 105 15,68 15,75 14,75 14,08 | 122 8,64 8,45 7,62 6,23 | 84 5,07 4,94 4,74 5,62 | 66 0,93 0,97 1,01 1,52 | | | | | | | | |
| | | VALOR MERCADO: MES = 73.612 | | TRIM = 214.855 | | MAT = 879.006 | | MATAA = 860.599 | | | | | | |
| GERENCIA GCIA = 44,5% | EVOLUCION MAT 115 MES 10,55 TRIM 10,73 MAT 10,17 MATAA 8,85 | 96 51,23 51,27 53,76 55,78 | 105 18,9 18,95 17,97 17,14 | 117 11,87 11,58 10,68 9,09 | 83 6,56 6,43 6,29 7,59 | 73 0,9 1,04 1,13 1,55 | | | | | | | | |
| | | VALOR MERCADO: MES = 33.179 | | TRIM = 97.197 | | MAT = 391.070 | | MATAA = 370.604 | | | | | | |
| DISTRITO DIST = 11,7% | EVOLUCION MAT 115 MES 13,13 TRIM 13,91 MAT 14,32 MATAA 12,45 | 90 29,96 30,91 31,86 35,49 | 115 32,93 31,7 30,24 26,34 | 102 16,57 16,02 15,81 15,55 | 78 6,76 6,84 7,2 9,27 | 63 0,66 0,62 0,56 0,89 | | | | | | | | |
| | | VALOR MERCADO: MES = 4.099 | | TRIM = 11.706 | | MAT = 45.927 | | MATAA = 40.692 | | | | | | |

PUNTO DE MARKET SHARE = 38 UNIDADES estimadas de DIVALPREX (GAD) por mes.

4. REPRESENTANTES

| | DIVALPREX GAD | VALCOTE ABT | VALCAS CSO | IMPROV- AL RMM | EXIBRAL BAG | VALNAR TEV | | | | | | | | |
|--|--|-----------------------|-----------------------|-----------------------|---------------------|--------------------|--|--|--|--|--|--|--|--|
| | #4 | #1 | #2 | #3 | #5 | #6 | | | | | | | | |
| RAMIRO NICOLAS VELAZQ. % de zona = 13,4% | EVOLUCION MAT 113 TRIM 12,43 MAT 13,51 | 84 26,23 27,3 | 123 38,46 38,02 | 94 16,54 16,16 | 85 7,75 9,33 | 74 0,6 0,68 | | | | | | | | |
| GUILLERMO ENRIQUE BU. % de zona = 12,2% | EVOLUCION MAT 98 TRIM 7,57 MAT 7,46 | 82 33,71 34,89 | 150 35,38 36,12 | 95 12,72 11,86 | 74 9,49 8,54 | 75 1,13 1,13 | | | | | | | | |
| JUAN IGNACIO MORDACINI % de zona = 10,8% | EVOLUCION MAT 147 TRIM 11,85 MAT 11,69 | 91 30,19 32,36 | 111 33,99 31,53 | 107 16,54 15,66 | 66 6,69 8,17 | 71 0,74 0,6 | | | | | | | | |
| DOMINGO DAVID DIEZ % de zona = 9,8% | EVOLUCION MAT 101 TRIM 14,0 MAT 13,52 | 84 21,88 24,09 | 126 35,25 33,44 | 107 16,48 15,71 | 78 11,8 12,57 | 81 0,6 0,67 | | | | | | | | |
| FEDERICO NICOLAS NAVA. % de zona = 9,5% | EVOLUCION MAT 136 TRIM 10,5 MAT 10,14 | 82 27,6 27,69 | 124 36,92 36,47 | 97 14,97 15,24 | 77 9,13 9,65 | 76 0,87 0,82 | | | | | | | | |
| ACUM=55,7% | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN % de zona = 8,0% | EVOLUCION MAT 104 TRIM 16,09 MAT 17,78 | 82 25,63 26,03 | 135 34,69 30,85 | 89 17,61 18,86 | 91 5,58 6,3 | 82 0,4 0,18 | | | | | | | | |
| PABLO JOSE ROLON % de zona = 7,9% | EVOLUCION MAT 122 TRIM 17,72 MAT 19,94 | 94 31,56 34,08 | 115 25,73 22,26 | 92 18,02 18,08 | 82 5,72 4,93 | 32 1,26 0,71 | | | | | | | | |
| FERNANDO MANUEL SOSA % de zona = 7,7% | EVOLUCION MAT 110 TRIM 16,88 MAT 16,28 | 102 38,3 38,11 | 85 24,96 25,64 | 123 16,52 16,98 | 76 3,33 2,97 | 17 0,0 0,01 | | | | | | | | |
| ERNESTO ANIBAL MORINI- % de zona = 7,6% | EVOLUCION MAT 121 TRIM 25,38 MAT 25,9 | 97 36,95 35,78 | 74 17,38 18,62 | 123 17,47 17,24 | 96 2,82 2,46 | 5 0,0 0,01 | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 7,0% | EVOLUCION MAT 107 TRIM 16,64 MAT 18,02 | 100 36,99 36,69 | 85 24,16 23,74 | 120 19,19 18,48 | 89 2,9 2,88 | 105 0,12 0,2 | | | | | | | | |
| ACUM=93,9% | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- % de zona = 6,1% | EVOLUCION MAT 176 TRIM 8,46 MAT 9,44 | 98 38,62 40,48 | 109 36,28 32,5 | 89 10,17 10,97 | 60 5,65 5,95 | 46 0,82 0,66 | | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|----------------------|-------------------------|---|
| RENE OMAR OKULOVICZ | DUXETIN (GAD) | Mercado: Duxetin |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | DUXETIN GAD | OPTIBRAL | DULOXIN | DOXALINE | DUERIX | NITIDEX | CYMBAL- TA | ALACIR | | | | | | |
|--------------------|------------------|-----------------------------|---------|----------|----------------|---------|---------------|---------------|--|--|-----------------|--|--|--|
| | | MTP | EUF | BET | ARI | TEV | RF2 | MLB | | | | | | |
| RANKING TERRITORIO | #1 | #2 | #3 | #6 | #4 | #5 | #7 | #8 | | | | | | |
| PAIS | EVOLUCION MAT 92 | 182 | 156 | 117 | 90 | 106 | 40 | 75 | | | | | | |
| BASE = 100% | MES 65.05 | 10.81 | 8.27 | 7.31 | 4.88 | 2.59 | 0.92 | 0.18 | | | | | | |
| | TRIM 63.94 | 11.35 | 8.4 | 7.29 | 5.17 | 2.58 | 0.97 | 0.31 | | | | | | |
| | MAT 66.48 | 9.89 | 7.41 | 6.65 | 5.06 | 2.97 | 1.1 | 0.44 | | | | | | |
| | MATAA 72.44 | 5.44 | 4.75 | 5.66 | 5.6 | 2.8 | 2.73 | 0.59 | | | | | | |
| | | VALOR MERCADO: MES = 37.148 | | | TRIM = 108.489 | | | MAT = 416.269 | | | MATAA = 371.575 | | | |
| GERENCIA | EVOLUCION MAT 93 | 166 | 152 | 141 | 84 | 99 | 41 | 68 | | | | | | |
| GCIA = 48,1% | MES 70.62 | 10.91 | 6.22 | 6.41 | 2.72 | 2.38 | 0.51 | 0.21 | | | | | | |
| | TRIM 69.75 | 11.23 | 6.54 | 6.3 | 2.86 | 2.43 | 0.64 | 0.26 | | | | | | |
| | MAT 73.34 | 8.4 | 6.12 | 5.68 | 2.96 | 2.46 | 0.77 | 0.26 | | | | | | |
| | MATAA 78.6 | 5.07 | 4.03 | 4.04 | 3.52 | 2.48 | 1.87 | 0.38 | | | | | | |
| | | VALOR MERCADO: MES = 18.291 | | | TRIM = 52.703 | | | MAT = 200.265 | | | MATAA = 175.946 | | | |
| DISTRITO | EVOLUCION MAT 95 | 141 | 158 | 130 | 86 | 103 | 51 | 51 | | | | | | |
| DIST = 7,4% | MES 68.19 | 13.44 | 6.32 | 4.21 | 4.58 | 2.98 | 0.07 | 0.22 | | | | | | |
| | TRIM 67.81 | 13.94 | 5.96 | 3.55 | 4.64 | 3.7 | 0.13 | 0.28 | | | | | | |
| | MAT 74.34 | 7.89 | 5.43 | 3.21 | 4.87 | 3.68 | 0.4 | 0.18 | | | | | | |
| | MATAA 78.07 | 5.61 | 3.44 | 2.46 | 5.68 | 3.59 | 0.79 | 0.35 | | | | | | |
| | | VALOR MERCADO: MES = 1.377 | | | TRIM = 3.945 | | | MAT = 14.741 | | | MATAA = 12.491 | | | |

PUNTO DE MARKET SHARE = 12 UNIDADES estimadas de DUXETIN (GAD) por mes.

4. REPRESENTANTES

| | DUXETIN GAD | OPTIBRAL | DULOXIN | DOXALINE | DUERIX | NITIDEX | CYMBAL- TA | ALACIR | | | | | | |
|-------------------------------|-------------------|----------|---------|----------|--------|---------|---------------|--------|--|--|--|--|--|--|
| | | MTP | EUF | BET | ARI | TEV | RF2 | MLB | | | | | | |
| | #1 | #2 | #3 | #6 | #4 | #5 | #7 | #8 | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT 103 | 220 | 197 | 158 | 74 | 62 | 56 | 133 | | | | | | |
| % de zona = 12,8% | TRIM 71.86 | 8.01 | 6.14 | 1.24 | 6.34 | 6.37 | 0.0 | 0.03 | | | | | | |
| | MAT 73.9 | 4.37 | 5.11 | 1.12 | 8.07 | 6.61 | 0.71 | 0.12 | | | | | | |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT 88 | 290 | 118 | 48 | 90 | 63 | 59 | 48 | | | | | | |
| % de zona = 12,3% | TRIM 54.88 | 33.15 | 5.64 | 1.19 | 2.03 | 1.38 | 0.34 | 1.38 | | | | | | |
| | MAT 69.1 | 18.26 | 5.91 | 1.14 | 2.5 | 1.81 | 0.49 | 0.78 | | | | | | |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT 91 | 117 | 195 | 164 | 96 | 154 | 116 | 59 | | | | | | |
| % de zona = 12,1% | TRIM 65.37 | 11.53 | 5.41 | 9.64 | 5.13 | 2.87 | 0.0 | 0.03 | | | | | | |
| | MAT 72.88 | 7.64 | 4.28 | 6.91 | 4.52 | 3.42 | 0.22 | 0.13 | | | | | | |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT 95 | 124 | 167 | 80 | 93 | 192 | 90 | 64 | | | | | | |
| % de zona = 11,9% | TRIM 69.06 | 13.54 | 5.58 | 1.65 | 5.16 | 4.75 | 0.0 | 0.27 | | | | | | |
| | MAT 76.31 | 8.29 | 4.82 | 2.05 | 4.39 | 3.75 | 0.26 | 0.14 | | | | | | |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT 94 | 166 | 110 | 138 | 146 | 100 | 35 | 33 | | | | | | |
| % de zona = 11,1% | TRIM 76.87 | 6.89 | 5.72 | 1.99 | 5.24 | 3.3 | 0.0 | 0.0 | | | | | | |
| | MAT 78.42 | 4.85 | 5.69 | 1.81 | 6.2 | 2.94 | 0.06 | 0.01 | | | | | | |
| ACUM=60,2% | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT 102 | 105 | 92 | 170 | 75 | 57 | 173 | 250 | | | | | | |
| % de zona = 7,5% | TRIM 76.47 | 10.99 | 4.22 | 1.19 | 5.47 | 1.25 | 0.0 | 0.42 | | | | | | |
| | MAT 78.36 | 6.94 | 4.09 | 2.4 | 6.05 | 1.25 | 0.71 | 0.2 | | | | | | |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT 93 | 144 | 191 | 73 | 86 | 204 | 107 | 23 | | | | | | |
| % de zona = 7,4% | TRIM 66.17 | 14.67 | 4.14 | 1.23 | 7.27 | 6.46 | 0.0 | 0.06 | | | | | | |
| | MAT 71.8 | 9.16 | 4.42 | 1.53 | 7.01 | 5.65 | 0.31 | 0.13 | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT 96 | 70 | 225 | 174 | 87 | 68 | 24 | 91 | | | | | | |
| % de zona = 6,7% | TRIM 69.18 | 9.06 | 8.33 | 9.39 | 2.18 | 1.72 | 0.13 | 0.0 | | | | | | |
| | MAT 76.99 | 4.51 | 7.22 | 7.69 | 1.11 | 2.12 | 0.27 | 0.1 | | | | | | |
| DOMINGO DAVID DIEZ | EVOLUCION MAT 92 | 86 | 199 | 97 | 101 | 330 | 32 | 4 | | | | | | |
| % de zona = 6,6% | TRIM 66.95 | 8.72 | 4.52 | 2.41 | 6.07 | 10.55 | 0.78 | 0.0 | | | | | | |
| | MAT 69.37 | 6.07 | 5.82 | 2.32 | 6.37 | 8.71 | 0.82 | 0.02 | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT 89 | 100 | 280 | 207 | 112 | 100 | 29 | 0 | | | | | | |
| % de zona = 6,1% | TRIM 65.23 | 11.57 | 8.62 | 11.06 | 2.8 | 0.57 | 0.14 | 0.0 | | | | | | |
| | MAT 73.03 | 6.82 | 7.13 | 9.75 | 2.1 | 0.88 | 0.29 | 0.0 | | | | | | |
| ACUM=94,5% | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | EVOLUCION MAT 106 | 66 | 139 | 60 | 51 | 207 | 29 | 0 | | | | | | |
| % de zona = 5,5% | TRIM 72.49 | 12.3 | 9.71 | 1.29 | 2.91 | 1.13 | 0.16 | 0.0 | | | | | | |
| | MAT 79.43 | 5.71 | 7.1 | 1.55 | 3.31 | 2.57 | 0.33 | 0.0 | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|-----------------------|--------------|---|
| RENE OMAR OKULOVICZ | GADOR | Mercado: ENTRY MARKET | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: GENERAL | OCTUBRE 2023 | |


1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | |
|--|---------------|---------------------------------|----------|---------|-------------|-------------------|------|-------|------------|-------------------|--------|------|---------|---------------------|-------|-------|
| GADOR | | ROEMM-ERS | BALIARDA | CASASCO | MONTPE-LIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS | |
| RANKING TERRITORIO | | #1 | #2 | #3 | #4 | #5 | #8 | #6 | #7 | #10 | #9 | #11 | #12 | #14 | #13 | |
| PAIS BASE = 100% | EVOLUCION MAT | 100 | 103 | 102 | 110 | 93 | 98 | 99 | 99 | 98 | 100 | 101 | 90 | 98 | 85 | 101 |
| | MES | 15,27 | 16,79 | 10,98 | 7,59 | 6,8 | 5,82 | 5,6 | 4,64 | 2,9 | 2,83 | 2,43 | 1,85 | 1,39 | 1,03 | 14,06 |
| | TRIM | 15,58 | 16,34 | 10,98 | 7,19 | 6,88 | 5,95 | 5,57 | 4,82 | 2,93 | 2,86 | 2,44 | 1,84 | 1,46 | 1,12 | 14,05 |
| | MAT | 15,96 | 16,39 | 10,79 | 6,94 | 6,68 | 5,98 | 5,61 | 4,71 | 3,03 | 2,78 | 2,44 | 1,91 | 1,54 | 1,21 | 14,03 |
| | MATAA | 16,02 | 15,97 | 10,58 | 6,29 | 7,2 | 6,12 | 5,68 | 4,77 | 3,1 | 2,77 | 2,42 | 2,12 | 1,57 | 1,43 | 13,94 |
| | | VALOR MERCADO: MES = 15.945.368 | | | | TRIM = 46.068.214 | | | | MAT = 178.163.764 | | | | MATAA = 180.069.887 | | |
| GERENCIA GCIA = 48,6% | EVOLUCION MAT | 102 | 101 | 102 | 111 | 95 | 96 | 99 | 100 | 97 | 100 | 95 | 87 | 102 | 90 | 99 |
| | MES | 15,89 | 16,64 | 11,45 | 7,49 | 7,43 | 5,95 | 6,46 | 4,85 | 2,89 | 2,81 | 2,17 | 1,56 | 1,45 | 1,21 | 11,75 |
| | TRIM | 16,14 | 16,24 | 11,47 | 7,01 | 7,59 | 6,01 | 6,45 | 5,05 | 2,95 | 2,82 | 2,14 | 1,59 | 1,47 | 1,31 | 11,76 |
| | MAT | 16,47 | 16,21 | 11,34 | 6,78 | 7,32 | 6,12 | 6,47 | 4,92 | 3,04 | 2,76 | 2,16 | 1,7 | 1,54 | 1,34 | 11,82 |
| | MATAA | 16,14 | 16,04 | 11,13 | 6,1 | 7,72 | 6,4 | 6,54 | 4,93 | 3,12 | 2,76 | 2,28 | 1,95 | 1,51 | 1,49 | 11,89 |
| | | VALOR MERCADO: MES = 7.623.909 | | | | TRIM = 22.186.521 | | | | MAT = 86.566.666 | | | | MATAA = 85.767.145 | | |
| DISTRITO DIST = 14,1% | EVOLUCION MAT | 110 | 97 | 101 | 122 | 89 | 76 | 99 | 100 | 88 | 101 | 89 | 83 | 98 | 88 | 105 |
| | MES | 17,88 | 12,59 | 10,55 | 11,19 | 7,69 | 4,29 | 8,73 | 4,01 | 2,21 | 3,03 | 2,38 | 1,52 | 0,85 | 1,23 | 11,86 |
| | TRIM | 19,21 | 11,96 | 10,42 | 9,34 | 9,27 | 4,09 | 8,33 | 4,32 | 2,24 | 2,94 | 2,16 | 1,81 | 0,9 | 1,25 | 11,78 |
| | MAT | 19,89 | 12,37 | 10,25 | 9,19 | 8,62 | 4,41 | 8,03 | 4,45 | 2,4 | 2,68 | 2,16 | 2,12 | 0,94 | 1,33 | 11,15 |
| | MATAA | 18,08 | 12,74 | 10,13 | 7,56 | 9,64 | 5,81 | 8,09 | 4,44 | 2,72 | 2,66 | 2,44 | 2,55 | 0,96 | 1,52 | 10,65 |
| | | VALOR MERCADO: MES = 1.058.340 | | | | TRIM = 3.196.707 | | | | MAT = 12.248.692 | | | | MATAA = 11.693.898 | | |
| PUNTO DE MARKET SHARE = 10207 UNIDADES estimadas de GADOR por mes. | | | | | | | | | | | | | | | | |

4. REPRESENTANTES

| GADOR | | ROEMM-ERS | BALIARDA | CASASCO | MONTPE-LLIER | ELEA | BAGO | RAFFO | SIEGFRI-ED | BERNABO | PFIZER | TEVA | CRAVERI | BAYER | OTROS | |
|---|---------------|-----------|----------|---------|--------------|-------|------|-------|------------|---------|--------|------|---------|-------|-------|-------|
| #1 | | #2 | #3 | #4 | #5 | #8 | #6 | #7 | #10 | #9 | #11 | #12 | #14 | #13 | | |
| RAMIRO NICOLAS VELAZQ- % de zona = 12,3% | EVOLUCION MAT | 118 | 98 | 104 | 128 | 83 | 68 | 104 | 98 | 90 | 98 | 87 | 79 | 99 | 82 | 100 |
| | TRIM | 16,4 | 12,31 | 11,07 | 11,05 | 9,15 | 4,11 | 9,93 | 3,89 | 2,41 | 2,86 | 2,59 | 2,06 | 1,27 | 0,8 | 10,09 |
| | MAT | 17,08 | 12,52 | 10,94 | 11,1 | 8,39 | 4,49 | 9,01 | 4,03 | 2,54 | 2,53 | 2,58 | 2,58 | 1,31 | 0,88 | 10,0 |
| GUILLERMO ENRIQUE BU- % de zona = 11,7% | EVOLUCION MAT | 109 | 97 | 101 | 134 | 96 | 70 | 97 | 95 | 94 | 102 | 89 | 89 | 104 | 88 | 101 |
| | TRIM | 18,95 | 11,24 | 9,59 | 8,89 | 11,09 | 3,79 | 9,21 | 3,93 | 2,79 | 3,73 | 3,0 | 2,74 | 1,05 | 0,85 | 9,14 |
| | MAT | 19,52 | 11,61 | 9,33 | 8,69 | 10,76 | 4,01 | 8,85 | 4,19 | 2,88 | 3,22 | 2,99 | 2,98 | 1,08 | 0,89 | 9,02 |
| JUAN IGNACIO MORDACINI % de zona = 11,4% | EVOLUCION MAT | 117 | 98 | 105 | 124 | 83 | 66 | 102 | 96 | 89 | 105 | 88 | 94 | 100 | 85 | 100 |
| | TRIM | 17,42 | 11,25 | 11,42 | 10,36 | 9,44 | 3,83 | 9,44 | 4,34 | 2,23 | 2,96 | 2,76 | 2,72 | 1,33 | 0,84 | 9,66 |
| | MAT | 17,99 | 11,55 | 11,02 | 10,24 | 8,67 | 4,26 | 9,02 | 4,63 | 2,32 | 2,55 | 2,76 | 3,27 | 1,36 | 0,9 | 9,46 |
| FEDERICO NICOLAS NAVA- % de zona = 9,0% | EVOLUCION MAT | 121 | 99 | 106 | 131 | 78 | 60 | 101 | 96 | 88 | 100 | 86 | 82 | 99 | 86 | 102 |
| | TRIM | 17,51 | 11,04 | 9,83 | 11,24 | 9,56 | 3,34 | 11,07 | 3,94 | 2,28 | 2,59 | 3,01 | 2,21 | 1,62 | 0,8 | 9,96 |
| | MAT | 17,79 | 11,36 | 9,31 | 11,89 | 8,69 | 3,73 | 10,53 | 4,21 | 2,33 | 2,27 | 3,02 | 2,47 | 1,67 | 0,89 | 9,84 |
| ERNESTO ANIBAL MORINI- % de zona = 8,5% | EVOLUCION MAT | 100 | 98 | 97 | 112 | 104 | 92 | 96 | 106 | 90 | 100 | 92 | 78 | 96 | 95 | 105 |
| | TRIM | 22,75 | 11,04 | 10,0 | 5,75 | 10,51 | 5,24 | 5,19 | 5,23 | 2,21 | 1,98 | 1,37 | 0,51 | 0,23 | 2,19 | 15,78 |
| | MAT | 23,47 | 11,59 | 10,06 | 4,95 | 9,29 | 5,72 | 5,25 | 5,26 | 2,49 | 2,01 | 1,34 | 0,58 | 0,27 | 2,28 | 15,44 |
| ACUM=52,9% | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 8,2% | EVOLUCION MAT | 101 | 96 | 99 | 114 | 108 | 90 | 95 | 109 | 88 | 100 | 101 | 80 | 96 | 91 | 102 |
| | TRIM | 23,37 | 11,26 | 10,5 | 5,83 | 10,57 | 5,78 | 4,93 | 6,04 | 2,06 | 2,46 | 1,68 | 0,67 | 0,21 | 2,83 | 11,82 |
| | MAT | 23,68 | 11,88 | 10,32 | 4,98 | 9,62 | 6,41 | 5,09 | 5,98 | 2,3 | 2,45 | 1,53 | 0,74 | 0,25 | 2,85 | 11,91 |
| WALTER GUILLERMO EIDEN % de zona = 8,1% | EVOLUCION MAT | 118 | 96 | 101 | 116 | 82 | 99 | 96 | 102 | 83 | 108 | 87 | 80 | 91 | 82 | 94 |
| | TRIM | 18,7 | 15,98 | 10,55 | 10,15 | 6,76 | 3,62 | 9,7 | 3,55 | 2,32 | 3,48 | 1,13 | 1,43 | 0,91 | 0,76 | 10,96 |
| | MAT | 19,28 | 16,31 | 10,4 | 10,04 | 6,5 | 3,45 | 9,06 | 3,54 | 2,43 | 2,99 | 1,23 | 1,95 | 0,98 | 0,84 | 11,0 |
| LEONEL OROSMAN CORBA- % de zona = 8,1% | EVOLUCION MAT | 107 | 92 | 92 | 106 | 82 | 81 | 94 | 98 | 85 | 98 | 87 | 77 | 81 | 76 | 142 |
| | TRIM | 17,29 | 10,69 | 10,62 | 9,09 | 7,1 | 2,86 | 8,42 | 3,98 | 1,69 | 2,99 | 1,38 | 1,72 | 0,48 | 0,65 | 21,04 |
| | MAT | 18,76 | 11,54 | 11,06 | 9,95 | 7,07 | 3,16 | 9,01 | 4,07 | 1,96 | 3,03 | 1,46 | 1,89 | 0,54 | 0,75 | 15,76 |
| DOMINGO DAVID DIEZ % de zona = 7,9% | EVOLUCION MAT | 110 | 99 | 109 | 140 | 85 | 65 | 103 | 95 | 90 | 93 | 88 | 83 | 103 | 89 | 104 |
| | TRIM | 18,14 | 10,34 | 9,84 | 10,45 | 9,68 | 4,49 | 9,89 | 3,66 | 2,12 | 3,08 | 3,38 | 2,59 | 1,48 | 1,07 | 9,79 |
| | MAT | 19,11 | 10,84 | 9,31 | 10,15 | 9,06 | 4,93 | 9,05 | 3,97 | 2,21 | 2,76 | 3,37 | 2,92 | 1,51 | 1,17 | 9,64 |
| PABLO JOSE ROLON % de zona = 7,7% | EVOLUCION MAT | 113 | 96 | 104 | 111 | 84 | 98 | 96 | 103 | 85 | 104 | 91 | 74 | 87 | 88 | 96 |
| | TRIM | 19,64 | 15,19 | 12,06 | 11,07 | 7,06 | 2,82 | 8,06 | 3,16 | 2,18 | 4,54 | 1,07 | 1,44 | 0,56 | 1,16 | 9,98 |
| | MAT | 20,32 | 15,06 | 11,64 | 10,92 | 6,71 | 2,74 | 8,05 | 3,15 | 2,32 | 4,1 | 1,15 | 1,98 | 0,59 | 1,26 | 10,02 |
| ACUM=92,9% | | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA % de zona = 7,2% | EVOLUCION MAT | 102 | 99 | 93 | 102 | 107 | 89 | 97 | 107 | 88 | 96 | 91 | 82 | 100 | 89 | 109 |
| | TRIM | 23,98 | 12,15 | 8,82 | 7,71 | 10,22 | 5,43 | 3,49 | 6,24 | 2,01 | 1,4 | 1,37 | 0,78 | 0,23 | 2,55 | 13,63 |
| | MAT | 24,66 | 12,65 | 9,15 | 6,88 | 9,06 | 5,89 | 3,63 | 6,25 | 2,35 | 1,44 | 1,37 | 0,87 | 0,28 | 2,61 | 12,91 |

ACUM=100%

| | | | |
|----------------------------|----------------------|------------------------|---|
| RENE OMAR OKULOVICZ | ELAFAX (GAD) | Mercado: Elafax |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| ELAFAX GAD | | SESAREN | SUNVEX - LP | EFEXOR | VENLIFA-X XR | MAXIBRA-L XR | QUILARE-X XR | QUILAREX | FAXIPAW | | | | | | |
|-----------------------|-----------------------------|----------------|-------------|--------|--------------|-----------------|--------------|----------|---------|-----------------|--|--|--|--|--|
| RANKING TERRITORIO #1 | | RMM | CSO | PFZ | B+L | MTP | ARI | ARI | RSW | | | | | | |
| | | #2 | #3 | #5 | #4 | #6 | #7 | #8 | | | | | | | |
| PAIS | EVOLUCION MAT 102 | 105 | 124 | 63 | 100 | 101 | 80 | 84 | 0 | | | | | | |
| BASE = 100% | MES 43,64 | 37,41 | 6,81 | 3,18 | 5,14 | 3,12 | 0,46 | 0,24 | 0,01 | | | | | | |
| | TRIM 44,69 | 38,05 | 6,63 | 1,28 | 5,36 | 3,24 | 0,47 | 0,29 | 0,01 | | | | | | |
| | MAT 41,55 | 37,68 | 6,16 | 5,93 | 4,95 | 2,9 | 0,51 | 0,31 | 0,0 | | | | | | |
| | MATAA 40,88 | 35,95 | 4,95 | 9,38 | 4,96 | 2,87 | 0,64 | 0,37 | 0,01 | | | | | | |
| | VALOR MERCADO: MES = 93.965 | TRIM = 268.275 | | | | MAT = 1.011.695 | | | | MATAA = 969.460 | | | | | |
| GERENCIA | EVOLUCION MAT 101 | 104 | 127 | 59 | 97 | 97 | 78 | 78 | 0 | | | | | | |
| GCIA = 44,5% | MES 43,56 | 38,25 | 7,04 | 1,79 | 5,08 | 3,88 | 0,23 | 0,17 | 0,0 | | | | | | |
| | TRIM 43,7 | 39,06 | 6,82 | 0,79 | 5,18 | 3,99 | 0,28 | 0,19 | 0,01 | | | | | | |
| | MAT 41,52 | 38,82 | 6,65 | 4,17 | 5,03 | 3,29 | 0,32 | 0,21 | 0,0 | | | | | | |
| | MATAA 41,14 | 37,29 | 5,24 | 7,05 | 5,21 | 3,38 | 0,41 | 0,27 | 0,01 | | | | | | |
| | VALOR MERCADO: MES = 41.633 | TRIM = 118.090 | | | | MAT = 450.523 | | | | MATAA = 427.612 | | | | | |
| DISTRITO | EVOLUCION MAT 94 | 98 | 238 | 59 | 88 | 81 | 150 | 129 | | | | | | | |
| DIST = 7,9% | MES 45,84 | 32,38 | 13,52 | 0,06 | 5,34 | 2,75 | 0,06 | 0,03 | | | | | | | |
| | TRIM 46,0 | 32,05 | 12,94 | 0,04 | 5,31 | 3,44 | 0,12 | 0,1 | | | | | | | |
| | MAT 44,41 | 31,38 | 12,32 | 3,84 | 5,31 | 2,5 | 0,15 | 0,09 | | | | | | | |
| | MATAA 47,1 | 31,94 | 5,17 | 6,48 | 6,04 | 3,09 | 0,1 | 0,07 | | | | | | | |
| | VALOR MERCADO: MES = 3.128 | TRIM = 9.024 | | | | MAT = 35.738 | | | | MATAA = 33.604 | | | | | |

PUNTO DE MARKET SHARE = 30 UNIDADES estimadas de ELAFAX (GAD) por mes.

4. REPRESENTANTES

| ELAFAX GAD | | SESAREN | SUNVEX - LP | EFEXOR | VENLIFA-X XR | MAXIBRA-L XR | QUILARE-X XR | QUILAREX | FAXIPAW | | | | | | |
|-------------------------------|-------------------|---------|-------------|--------|--------------|--------------|--------------|----------|---------|--|--|--|--|--|--|
| #1 | | RMM | CSO | PFZ | B+L | MTP | ARI | ARI | RSW | | | | | | |
| | | #2 | #3 | #5 | #4 | #6 | #7 | #8 | | | | | | | |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT 95 | 97 | 341 | 69 | 87 | 91 | 650 | 0 | | | | | | | |
| % de zona = 15,5% | TRIM 71,89 | 12,77 | 9,16 | 0,0 | 2,58 | 3,6 | 0,0 | 0,0 | | | | | | | |
| | MAT 69,4 | 14,69 | 8,11 | 1,7 | 3,0 | 3,27 | 0,13 | 0,0 | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT 91 | 92 | 248 | 50 | 82 | 59 | 0 | 118 | | | | | | | |
| % de zona = 11,3% | TRIM 32,08 | 36,63 | 22,36 | 0,07 | 5,98 | 2,72 | 0,0 | 0,17 | | | | | | | |
| | MAT 31,65 | 35,62 | 20,69 | 3,18 | 6,37 | 2,35 | 0,0 | 0,13 | | | | | | | |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT 91 | 94 | 252 | 65 | 86 | 72 | 100 | 999 | | | | | | | |
| % de zona = 10,5% | TRIM 32,46 | 36,35 | 20,17 | 0,08 | 7,26 | 3,67 | 0,0 | 0,02 | | | | | | | |
| | MAT 30,82 | 33,81 | 18,25 | 7,15 | 7,3 | 2,65 | 0,01 | 0,02 | | | | | | | |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT 99 | 105 | 157 | 35 | 85 | 62 | | 999 | | | | | | | |
| % de zona = 9,9% | TRIM 36,27 | 46,82 | 9,53 | 0,07 | 5,26 | 2,02 | | 0,02 | | | | | | | |
| | MAT 37,02 | 44,62 | 9,55 | 1,53 | 5,47 | 1,79 | | 0,02 | | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT 102 | 104 | 193 | 54 | 91 | 89 | 122 | 67 | | | | | | | |
| % de zona = 9,1% | TRIM 55,84 | 28,01 | 3,32 | 0,0 | 6,66 | 5,49 | 0,51 | 0,17 | | | | | | | |
| | MAT 56,88 | 27,59 | 3,23 | 3,19 | 5,7 | 2,68 | 0,6 | 0,12 | | | | | | | |
| ACUM=56,3% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | EVOLUCION MAT 101 | 106 | 149 | 61 | 95 | 111 | 50 | 140 | | | | | | | |
| % de zona = 8,7% | TRIM 41,92 | 45,59 | 2,45 | 0,24 | 3,63 | 5,88 | 0,0 | 0,29 | | | | | | | |
| | MAT 42,17 | 43,24 | 2,45 | 6,1 | 3,38 | 2,51 | 0,01 | 0,14 | | | | | | | |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT 88 | 86 | 259 | 54 | 77 | 61 | 567 | 999 | | | | | | | |
| % de zona = 7,7% | TRIM 39,74 | 26,65 | 25,09 | 0,0 | 6,33 | 1,95 | 0,22 | 0,02 | | | | | | | |
| | MAT 38,09 | 25,82 | 24,23 | 3,36 | 6,09 | 2,2 | 0,17 | 0,03 | | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT 104 | 103 | 102 | 60 | 91 | 90 | 131 | 100 | | | | | | | |
| % de zona = 7,6% | TRIM 51,55 | 34,38 | 2,75 | 0,0 | 5,38 | 5,22 | 0,55 | 0,18 | | | | | | | |
| | MAT 49,72 | 35,78 | 2,56 | 3,21 | 5,42 | 2,49 | 0,67 | 0,14 | | | | | | | |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT 90 | 92 | 199 | 38 | 88 | 118 | 0 | 83 | | | | | | | |
| % de zona = 6,9% | TRIM 31,74 | 40,48 | 20,25 | 0,0 | 5,87 | 1,4 | 0,0 | 0,26 | | | | | | | |
| | MAT 31,23 | 39,51 | 19,87 | 1,17 | 6,17 | 1,76 | 0,0 | 0,29 | | | | | | | |
| DOMINGO DAVID DIEZ | EVOLUCION MAT 96 | 85 | 376 | 67 | 98 | 60 | 667 | 999 | | | | | | | |
| % de zona = 6,5% | TRIM 50,69 | 21,05 | 19,35 | 0,0 | 6,16 | 2,47 | 0,27 | 0,0 | | | | | | | |
| | MAT 43,78 | 21,39 | 16,37 | 10,28 | 5,56 | 2,41 | 0,2 | 0,01 | | | | | | | |
| ACUM=93,7% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT 89 | 100 | 185 | 69 | 87 | 180 | | 999 | | | | | | | |
| % de zona = 6,2% | TRIM 43,55 | 34,06 | 13,69 | 0,0 | 6,1 | 2,56 | | 0,03 | | | | | | | |
| | MAT 42,14 | 32,05 | 13,77 | 3,77 | 5,38 | 2,72 | | 0,17 | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|----------------------|------------------------|---|
| RENE OMAR OKULOVICZ | ETABYX (GAD) | Mercado: Etabyx |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | ETABYX GAD | RANKING TERRITORIO #14 | | | | | | | | | | | | | |
|-----------------------------|---------------|------------------------|----------------|----------------|---------------|--------------|----------------|---------------|-----------------|----------------|----------------|-----------------|----------------|---------------|-------------|
| | | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECEAM RC5 | LEVON RON | LEVAXON RF2 | CALLEXE XR | LEVICO- M XR | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
| PAIS | | #3 | #1 | #2 | #5 | #8 | #7 | #4 | #6 | #9 | #10 | #11 | #13 | #12 | |
| BASE = 100% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 94 | 106 | 98 | 79 | 116 | 112 | 106 | 90 | 134 | 135 | 92 | 99 | 318 | 113 |
| MES | 0,51 | 30,92 | 22,66 | 18,28 | 3,54 | 6,78 | 4,0 | 2,66 | 2,03 | 2,37 | 1,78 | 0,95 | 1,34 | 1,79 | 0,4 |
| TRIM | 0,51 | 33,21 | 22,21 | 18,09 | 4,16 | 4,96 | 3,85 | 2,56 | 2,13 | 2,23 | 1,85 | 1,11 | 1,31 | 1,44 | 0,39 |
| MAT | 0,27 | 34,14 | 22,14 | 18,35 | 4,88 | 4,39 | 3,66 | 2,63 | 2,12 | 2,03 | 1,61 | 1,23 | 1,16 | 1,05 | 0,34 |
| MATAA | 0,0 | 36,42 | 20,88 | 18,78 | 6,15 | 3,8 | 3,27 | 2,49 | 2,35 | 1,52 | 1,19 | 1,34 | 1,17 | 0,33 | 0,3 |
| VALOR MERCADO: MES = 65.334 | | TRIM = 191.837 | | | | | | | MAT = 731.427 | | | MATAA = 689.015 | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 52,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 91 | 103 | 98 | 101 | 127 | 104 | 105 | 91 | 140 | 159 | 95 | 97 | 279 | 121 |
| MES | 0,46 | 27,94 | 23,05 | 19,8 | 2,3 | 8,89 | 3,75 | 2,98 | 2,4 | 2,39 | 1,72 | 1,19 | 1,32 | 1,48 | 0,33 |
| TRIM | 0,46 | 29,48 | 22,83 | 20,14 | 3,07 | 5,84 | 3,92 | 3,03 | 2,51 | 2,25 | 1,92 | 1,48 | 1,39 | 1,32 | 0,36 |
| MAT | 0,25 | 31,41 | 22,72 | 20,05 | 3,8 | 4,8 | 3,78 | 3,03 | 2,49 | 1,98 | 1,64 | 1,63 | 1,22 | 0,92 | 0,29 |
| MATAA | 0,0 | 34,61 | 22,16 | 20,47 | 3,75 | 3,77 | 3,62 | 2,88 | 2,74 | 1,41 | 1,03 | 1,71 | 1,26 | 0,33 | 0,24 |
| VALOR MERCADO: MES = 35.327 | | TRIM = 100.842 | | | | | | | MAT = 386.954 | | | MATAA = 346.578 | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 13,6% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 75 | 107 | 102 | 136 | 110 | 118 | 126 | 81 | 321 | 180 | 52 | 73 | 436 | 144 |
| MES | 0,47 | 18,82 | 35,71 | 21,5 | 1,77 | 2,3 | 1,95 | 6,25 | 3,83 | 2,47 | 0,99 | 0,33 | 0,51 | 2,78 | 0,31 |
| TRIM | 0,7 | 19,81 | 32,91 | 22,69 | 4,09 | 1,91 | 2,08 | 5,74 | 4,02 | 2,34 | 0,8 | 0,39 | 0,53 | 1,42 | 0,57 |
| MAT | 0,26 | 19,58 | 34,26 | 22,05 | 4,78 | 1,77 | 2,17 | 6,3 | 4,27 | 1,67 | 0,63 | 0,63 | 0,55 | 0,61 | 0,49 |
| MATAA | 0,0 | 25,99 | 31,91 | 21,6 | 3,51 | 1,61 | 1,84 | 4,99 | 5,24 | 0,52 | 0,35 | 1,2 | 0,75 | 0,14 | 0,34 |
| VALOR MERCADO: MES = 4.861 | | TRIM = 14.048 | | | | | | | MAT = 52.611 | | | MATAA = 43.215 | | | |

PUNTO DE MARKET SHARE = 44 UNIDADES estimadas de ETABYX (GAD) por mes.

4. REPRESENTANTES

| | ETABYX GAD | RANKING TERRITORIO #14 | | | | | | | | | | | | | |
|-------------------------------|---------------|------------------------|----------------|----------------|---------------|--------------|----------------|---------------|-----------------|----------------|----------------|----------------|----------------|---------------|-------------|
| | | KEPPRA GSK | CALLEXE CSO | LEVECOM B+L | VECEAM RC5 | LEVON RON | LEVAXON RF2 | CALLEXE XR | LEVICO- M XR | RACETAM BAG | EQUILEA ELE | MOLIVAL T.L | LEVITAL SIE | LEPTAM BET | OTROS |
| RAMIRO NICOLAS VELAZQ. | | #3 | #1 | #2 | #5 | #8 | #7 | #4 | #6 | #9 | #10 | #11 | #13 | #12 | |
| % de zona = 13,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 70 | 116 | 98 | 157 | 134 | 136 | 147 | 59 | 450 | 159 | 14 | 94 | 327 | 87 |
| TRIM | 0,8 | 19,68 | 34,5 | 20,6 | 4,13 | 1,58 | 2,55 | 6,62 | 3,59 | 2,44 | 1,09 | 0,08 | 0,53 | 1,47 | 0,35 |
| MAT | 0,26 | 19,81 | 35,58 | 20,43 | 4,8 | 1,46 | 2,45 | 7,34 | 3,77 | 1,89 | 0,89 | 0,08 | 0,47 | 0,49 | 0,27 |
| GUILLERMO ENRIQUE BU. | | | | | | | | | | | | | | | |
| % de zona = 13,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 66 | 115 | 104 | 142 | 106 | 116 | 107 | 73 | 412 | 91 | 11 | 100 | 372 | 220 |
| TRIM | 1,74 | 18,25 | 34,04 | 22,29 | 5,88 | 1,15 | 2,62 | 5,22 | 2,42 | 1,76 | 0,78 | 0,03 | 0,73 | 2,78 | 0,31 |
| MAT | 0,64 | 19,23 | 33,74 | 23,11 | 7,23 | 1,06 | 2,23 | 5,64 | 2,44 | 1,32 | 0,41 | 0,04 | 0,88 | 1,71 | 0,33 |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 11,7% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 69 | 111 | 103 | 148 | 116 | 113 | 126 | 126 | 247 | 118 | 18 | 43 | 329 | 143 |
| TRIM | 0,63 | 21,45 | 33,42 | 18,95 | 4,5 | 1,36 | 1,65 | 6,97 | 6,27 | 1,47 | 0,63 | 0,09 | 0,56 | 1,65 | 0,39 |
| MAT | 0,23 | 21,15 | 34,68 | 18,8 | 5,46 | 1,43 | 1,49 | 7,6 | 6,0 | 1,21 | 0,46 | 0,09 | 0,53 | 0,56 | 0,3 |
| FEDERICO NICOLAS NAVA. | | | | | | | | | | | | | | | |
| % de zona = 11,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 66 | 124 | 98 | 170 | 91 | 111 | 139 | 76 | 268 | 218 | 18 | 66 | 339 | 74 |
| TRIM | 0,77 | 21,6 | 33,77 | 19,23 | 4,7 | 2,43 | 1,57 | 7,51 | 2,96 | 1,39 | 0,8 | 0,09 | 0,95 | 1,82 | 0,4 |
| MAT | 0,26 | 21,32 | 36,17 | 17,84 | 5,44 | 2,62 | 1,33 | 8,53 | 2,81 | 1,07 | 0,74 | 0,09 | 0,89 | 0,61 | 0,28 |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 10,7% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 69 | 111 | 97 | 436 | 124 | 106 | 129 | 90 | 412 | 205 | 48 | 107 | 361 | 145 |
| TRIM | 0,7 | 19,48 | 32,09 | 19,82 | 4,1 | 2,54 | 2,05 | 9,19 | 5,64 | 0,95 | 0,84 | 0,1 | 0,49 | 1,82 | 0,18 |
| MAT | 0,23 | 20,81 | 31,37 | 20,41 | 4,88 | 2,41 | 2,0 | 9,03 | 5,55 | 0,66 | 0,9 | 0,5 | 0,44 | 0,65 | 0,16 |
| ACUM=60,9% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI. | | | | | | | | | | | | | | | |
| % de zona = 7,8% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 98 | 84 | 124 | 152 | 106 | 116 | 87 | 78 | 241 | 136 | 77 | 39 | 999 | 197 |
| TRIM | 0,15 | 22,18 | 26,97 | 25,76 | 4,98 | 2,59 | 0,64 | 2,9 | 4,83 | 3,35 | 0,2 | 1,43 | 0,07 | 2,49 | 1,47 |
| MAT | 0,07 | 21,97 | 29,89 | 23,8 | 4,58 | 1,92 | 2,12 | 3,44 | 5,69 | 1,9 | 0,15 | 2,18 | 0,11 | 0,92 | 1,26 |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 97 | 83 | 119 | 151 | 110 | 138 | 87 | 102 | 347 | 150 | 70 | 48 | 999 | 281 |
| TRIM | 0,06 | 22,19 | 29,2 | 24,85 | 4,75 | 3,1 | 1,27 | 4,0 | 4,21 | 3,92 | 0,22 | 0,89 | 0,08 | 0,33 | 0,93 |
| MAT | 0,02 | 21,9 | 31,25 | 23,4 | 4,34 | 2,56 | 2,43 | 3,9 | 4,66 | 1,98 | 0,18 | 1,9 | 0,11 | 0,34 | 1,01 |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 6,1% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 99 | 78 | 121 | 185 | 128 | 104 | 89 | 111 | 305 | 173 | 60 | 29 | 999 | 115 |
| TRIM | 0,16 | 25,33 | 23,71 | 29,93 | 3,91 | 2,8 | 1,5 | 2,51 | 4,14 | 3,74 | 0,23 | 0,91 | 0,03 | 0,2 | 0,91 |
| MAT | 0,04 | 23,55 | 26,0 | 30,75 | 3,43 | 2,0 | 2,32 | 2,39 | 4,59 | 1,71 | 0,19 | 1,94 | 0,06 | 0,12 | 0,9 |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 6,3% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 69 | 124 | 81 | 47 | 112 | 118 | 145 | 56 | 753 | 217 | 43 | 82 | 150 | 95 |
| TRIM | 0,94 | 10,43 | 40,72 | 25,12 | 1,25 | 1,05 | 4,7 | 6,32 | 1,01 | 5,58 | 1,64 | 0,1 | 0,57 | 0,0 | 0,55 |
| MAT | 0,31 | 9,87 | 40,63 | 23,93 | 2,61 | 1,29 | 4,69 | 6,95 | 3,04 | 4,29 | 1,37 | 0,21 | 0,41 | 0,03 | 0,39 |
| LEONEL OROSMAN CORBA. | | | | | | | | | | | | | | | |
| % de zona = 5,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 82 | 111 | 99 | 51 | 133 | 132 | 156 | 62 | 247 | 266 | 86 | 68 | 0 | 189 |
| TRIM | 0,4 | 20,02 | 40,23 | 24,19 | 1,02 | 1,33 | 1,78 | 4,07 | 2,58 | 1,38 | 1,27 | 0,11 | 0,74 | 0,0 | 0,87 |
| MAT | 0,16 | 17,02 | 43,48 | 20,57 | 2,71 | 1,38 | 1,55 | 5,49 | 3,14 | 1,8 | 0,77 | 0,12 | 1,13 | 0,0 | 0,68 |
| ACUM=94,8% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 5,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 999 | 80 | 128 | 90 | 45 | 77 | 123 | 147 | 80 | 159 | 452 | 78 | 70 | 400 | 157 |
| TRIM | 0,32 | 12,05 | 35,8 | 29,18 | 1,27 | 1,1 | 3,32 | 3,42 | 6,26 | 2,17 | 1,52 | 1,74 | 1,05 | 0,15 | 0,66 |
| MAT | 0,28 | 12,14 | 37,6 | 26,38 | 2,73 | 1,27 | 2,13 | 4,91 | 6,63 | 2,29 | 0,95 | 1,37 | 0,83 | 0,04 | 0,47 |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | FEMIDEN (GAD) | Mercado: Femiden | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| FEMIDEN GAD | | MIRANDA | AMAPOLI | FEMALVI | SIGNORINA | ZOELY | SUANEL | | | | | | | |
|-----------------------|-------------------|-----------------------------|---------|---------|-----------|-------|----------------|--|-----------------|--|-------------------|--|--|--|
| RANKING TERRITORIO #1 | | ELE | BEB | RF2 | CVI | MSD | BAG | | | | | | | |
| PAIS | EVOLUCION MAT 91 | 95 | 110 | 146 | 104 | 0 | 0 | | | | | | | |
| BASE = 100% | MES 24,72 | 41,89 | 16,1 | 10,68 | 6,61 | 0,0 | 0,0 | | | | | | | |
| | TRIM 23,6 | 40,7 | 16,08 | 12,05 | 7,57 | 0,0 | 0,0 | | | | | | | |
| | MAT 24,52 | 41,93 | 15,45 | 9,81 | 8,3 | 0,0 | 0,0 | | | | | | | |
| | MATAA 26,94 | 44,02 | 14,06 | 6,74 | 7,99 | 0,25 | 0,0 | | | | | | | |
| | | VALOR MERCADO: MES = 98.345 | | | | | TRIM = 298.831 | | MAT = 1.184.955 | | MATAA = 1.260.613 | | | |
| GERENCIA | EVOLUCION MAT 91 | 94 | 112 | 152 | 109 | 0 | | | | | | | | |
| GCIA = 45,5% | MES 28,93 | 39,05 | 16,6 | 9,09 | 6,33 | 0,0 | | | | | | | | |
| | TRIM 27,2 | 38,38 | 16,95 | 10,52 | 6,94 | 0,0 | | | | | | | | |
| | MAT 28,47 | 39,13 | 16,26 | 9,0 | 7,15 | 0,0 | | | | | | | | |
| | MATAA 31,28 | 41,44 | 14,58 | 5,93 | 6,56 | 0,22 | | | | | | | | |
| | | VALOR MERCADO: MES = 45.080 | | | | | TRIM = 133.685 | | MAT = 539.118 | | MATAA = 562.272 | | | |
| DISTRITO | EVOLUCION MAT 109 | 68 | 129 | 175 | 109 | 0 | | | | | | | | |
| DIST = 11,0% | MES 36,67 | 27,08 | 19,47 | 11,91 | 4,87 | 0,0 | | | | | | | | |
| | TRIM 35,85 | 24,73 | 18,42 | 16,02 | 4,99 | 0,0 | | | | | | | | |
| | MAT 36,94 | 27,86 | 16,72 | 14,3 | 4,17 | 0,0 | | | | | | | | |
| | MATAA 33,79 | 41,05 | 12,96 | 8,16 | 3,83 | 0,21 | | | | | | | | |
| | | VALOR MERCADO: MES = 4.870 | | | | | TRIM = 14.916 | | MAT = 59.253 | | MATAA = 59.888 | | | |

PUNTO DE MARKET SHARE = 49 UNIDADES estimadas de FEMIDEN (GAD) por mes.

4. REPRESENTANTES

| FEMIDEN GAD | | MIRANDA | AMAPOLI | FEMALVI | SIGNORINA | ZOELY | SUANEL | | | | | | | |
|-------------------------------|-------------------|---------|---------|---------|-----------|-------|--------|--|--|--|--|--|--|--|
| #1 | | ELE | BEB | RF2 | CVI | MSD | BAG | | | | | | | |
| RAMIRO NICOLAS VELAZQ. | EVOLUCION MAT 126 | 63 | 127 | 212 | 116 | 0 | | | | | | | | |
| % de zona = 12,7% | TRIM 31,78 | 28,48 | 19,52 | 13,05 | 7,17 | 0,0 | | | | | | | | |
| | MAT 35,35 | 30,27 | 16,97 | 11,78 | 5,62 | 0,0 | | | | | | | | |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT 109 | 58 | 162 | 200 | 115 | 0 | | | | | | | | |
| % de zona = 12,3% | TRIM 35,35 | 20,88 | 19,53 | 17,06 | 7,18 | 0,0 | | | | | | | | |
| | MAT 37,83 | 24,27 | 16,46 | 15,76 | 5,69 | 0,0 | | | | | | | | |
| GUILLERMO ENRIQUE BU. | EVOLUCION MAT 114 | 53 | 194 | 180 | 108 | 0 | | | | | | | | |
| % de zona = 10,6% | TRIM 33,39 | 19,09 | 20,43 | 21,07 | 6,01 | 0,0 | | | | | | | | |
| | MAT 34,1 | 24,38 | 16,17 | 20,7 | 4,66 | 0,0 | | | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT 100 | 85 | 120 | 133 | 97 | 0 | | | | | | | | |
| % de zona = 9,8% | TRIM 36,08 | 29,77 | 14,73 | 18,28 | 1,14 | 0,0 | | | | | | | | |
| | MAT 34,41 | 34,35 | 13,62 | 16,23 | 1,39 | 0,0 | | | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT 103 | 84 | 125 | 136 | 88 | 0 | | | | | | | | |
| % de zona = 9,7% | TRIM 40,29 | 31,14 | 9,66 | 17,3 | 1,61 | 0,0 | | | | | | | | |
| | MAT 38,19 | 35,34 | 9,04 | 15,6 | 1,83 | 0,0 | | | | | | | | |
| ACUM=55,1% | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | EVOLUCION MAT 97 | 90 | 120 | 132 | 94 | 0 | | | | | | | | |
| % de zona = 9,4% | TRIM 33,8 | 35,7 | 11,03 | 18,32 | 1,15 | 0,0 | | | | | | | | |
| | MAT 32,82 | 39,2 | 10,66 | 15,85 | 1,47 | 0,0 | | | | | | | | |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT 111 | 50 | 190 | 254 | 132 | 0 | | | | | | | | |
| % de zona = 8,1% | TRIM 33,02 | 17,93 | 21,93 | 16,63 | 10,48 | 0,0 | | | | | | | | |
| | MAT 36,41 | 22,84 | 18,56 | 14,11 | 8,08 | 0,0 | | | | | | | | |
| DOMINGO DAVID DIEZ | EVOLUCION MAT 111 | 55 | 205 | 225 | 147 | 0 | | | | | | | | |
| % de zona = 7,4% | TRIM 36,07 | 20,88 | 16,24 | 17,34 | 9,47 | 0,0 | | | | | | | | |
| | MAT 37,2 | 26,22 | 15,45 | 14,71 | 6,42 | 0,0 | | | | | | | | |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT 114 | 89 | 91 | 191 | 88 | 0 | | | | | | | | |
| % de zona = 7,2% | TRIM 33,16 | 20,24 | 31,57 | 11,94 | 3,09 | 0,0 | | | | | | | | |
| | MAT 35,39 | 20,25 | 31,75 | 9,53 | 3,14 | 0,0 | | | | | | | | |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT 103 | 93 | 88 | 181 | 84 | 0 | | | | | | | | |
| % de zona = 7,1% | TRIM 46,01 | 21,93 | 19,64 | 9,46 | 2,96 | 0,0 | | | | | | | | |
| | MAT 47,85 | 20,26 | 20,65 | 8,23 | 3,0 | 0,0 | | | | | | | | |
| ACUM=94,3% | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT 109 | 84 | 82 | 215 | 101 | 0 | | | | | | | | |
| % de zona = 5,9% | TRIM 39,19 | 21,85 | 21,98 | 12,53 | 4,45 | 0,0 | | | | | | | | |
| | MAT 41,66 | 22,64 | 21,28 | 10,23 | 4,2 | 0,0 | | | | | | | | |

ACUM=100,2%

| | | | |
|----------------------------|----------------------|------------------------|---------------------|
| RENE OMAR OKULOVICZ | FILTEN (GAD) | Mercado: Filten | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| FILTEN GAD | | CARVEDIL | DILATRE-ND | ISOBLOC | BIDECAR | VERATEN | CARVEDI-LOL RIC-HET RH. | VEDILEP | CARDIO-NORM | CORAFEN | NEXOCA-RDIL | VICARD-OL | ANTIBLOC | CORUBIN | OTROS |
|-----------------------|--|----------|------------|---------|---------|---------|-------------------------|---------|-------------|---------|-------------|-----------|----------|---------|-------|
| RANKING TERRITORIO #2 | | BAG #1 | SIE #4 | CSO #3 | B+L #5 | ELE #6 | LEP #7 | DEN #12 | BEB #9 | NEX #13 | RC5 #10 | CVI #11 | LZA | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 48,4% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 22,2% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 472 UNIDADES estimadas de FILTEN (GAD) por mes.

4. REPRESENTANTES

| FILTEN GAD | | CARVEDIL | DILATRE-ND | ISOBLOC | BIDECAR | VERATEN | CARVEDI-LOL RIC-HET RH. | VEDILEP | CARDIO-NORM | CORAFEN | NEXOCA-RDIL | VICARD-OL | ANTIBLOC | CORUBIN | OTROS |
|-------------------------------|--|----------|------------|---------|---------|---------|-------------------------|---------|-------------|---------|-------------|-----------|----------|---------|-------|
| #2 | | BAG #1 | SIE #4 | CSO #3 | B+L #5 | ELE #6 | LEP #7 | DEN #12 | BEB #9 | NEX #13 | RC5 #10 | CVI #11 | LZA | | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | | | |
| % de zona = 13,1% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 12,3% | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU. | | | | | | | | | | | | | | | |
| % de zona = 11,6% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA. | | | | | | | | | | | | | | | |
| % de zona = 9,9% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 8,8% | | | | | | | | | | | | | | | |
| ACUM=55,7% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 8,2% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 8,2% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 7,3% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 7,1% | | | | | | | | | | | | | | | |
| ACUM=93,7% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 6,3% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | FOXETIN (GAD) | Mercado: Foxetin | | ≈ |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | FOXETIN GAD | EQUILIB- RANE | NEUPAX | ANIMEX- ON | ALENTAL | FLUOXET- INA TEVA | PROZAC | EBURNA- TE | | | | | | |
|--------------------|----------------|------------------|-----------------------------|---------------|---------|----------------------|----------------|---------------|------|--|-----------------|--|--|--|
| | | T.L | BAG | BEB | SUE | TEV | RF2 | VNN | | | | | | |
| RANKING TERRITORIO | #1 | #2 | #3 | #4 | #5 | #6 | #8 | #7 | | | | | | |
| PAIS | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 101 | 95 | 105 | 94 | 113 | 87 | 59 | 156 | | | | | |
| | MES | 80.82 | 7.02 | 6.15 | 1.75 | 1.77 | 0.98 | 1.41 | 0.11 | | | | | |
| | TRIM | 81.26 | 7.36 | 5.98 | 1.76 | 1.45 | 0.94 | 1.12 | 0.12 | | | | | |
| | MAT | 81.97 | 7.77 | 5.92 | 1.74 | 1.19 | 0.95 | 0.33 | 0.14 | | | | | |
| | MATAA | 81.55 | 8.14 | 5.65 | 1.86 | 1.05 | 1.09 | 0.56 | 0.09 | | | | | |
| | | | VALOR MERCADO: MES = 87.876 | | | | TRIM = 255.172 | | | | MAT = 989.343 | | | |
| | | | | | | | | | | | MATAA = 949.362 | | | |
| GERENCIA | | | | | | | | | | | | | | |
| GCIA = 46,2% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 101 | 91 | 106 | 92 | 83 | 79 | 63 | 160 | | | | | |
| | MES | 81.25 | 5.93 | 7.74 | 1.48 | 1.2 | 0.53 | 1.79 | 0.07 | | | | | |
| | TRIM | 81.81 | 6.22 | 7.44 | 1.61 | 0.98 | 0.52 | 1.32 | 0.1 | | | | | |
| | MAT | 82.54 | 6.48 | 7.41 | 1.71 | 0.86 | 0.54 | 0.37 | 0.08 | | | | | |
| | MATAA | 81.69 | 7.11 | 6.99 | 1.86 | 1.03 | 0.68 | 0.59 | 0.05 | | | | | |
| | | | VALOR MERCADO: MES = 40.180 | | | | TRIM = 116.840 | | | | MAT = 456.861 | | | |
| | | | | | | | | | | | MATAA = 433.556 | | | |
| DISTRITO | | | | | | | | | | | | | | |
| DIST = 12,7% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 103 | 84 | 91 | 96 | 66 | 66 | 55 | 71 | | | | | |
| | MES | 88.13 | 6.46 | 3.01 | 0.87 | 0.13 | 0.57 | 0.65 | 0.17 | | | | | |
| | TRIM | 88.23 | 6.95 | 2.83 | 0.81 | 0.2 | 0.31 | 0.48 | 0.18 | | | | | |
| | MAT | 88.09 | 7.53 | 2.74 | 0.78 | 0.27 | 0.27 | 0.12 | 0.2 | | | | | |
| | MATAA | 85.86 | 9.0 | 3.0 | 0.81 | 0.41 | 0.41 | 0.22 | 0.28 | | | | | |
| | | | VALOR MERCADO: MES = 4.583 | | | | TRIM = 14.438 | | | | MAT = 57.802 | | | |
| | | | | | | | | | | | MATAA = 50.897 | | | |

PUNTO DE MARKET SHARE = 48 UNIDADES estimadas de FOXETIN (GAD) por mes.

4. REPRESENTANTES

| | FOXETIN GAD | EQUILIB- RANE | NEUPAX | ANIMEX- ON | ALENTAL | FLUOXET- INA TEVA | PROZAC | EBURNA- TE | | | | | | |
|-------------------------------|----------------|------------------|--------|---------------|---------|----------------------|--------|---------------|------|--|--|--|--|--|
| | | T.L | BAG | BEB | SUE | TEV | RF2 | VNN | | | | | | |
| | #1 | #2 | #3 | #4 | #5 | #6 | #8 | #7 | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | |
| % de zona = 13,7% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 102 | 81 | 93 | 83 | 57 | 126 | 100 | 80 | | | | | |
| | TRIM | 91.53 | 4.81 | 1.61 | 0.82 | 0.4 | 0.31 | 0.24 | 0.26 | | | | | |
| | MAT | 91.97 | 4.84 | 1.38 | 0.88 | 0.34 | 0.24 | 0.06 | 0.28 | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | |
| % de zona = 13,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 103 | 76 | 77 | 95 | 45 | 52 | 69 | 73 | | | | | |
| | TRIM | 90.76 | 4.96 | 2.66 | 0.37 | 0.19 | 0.31 | 0.42 | 0.32 | | | | | |
| | MAT | 91.06 | 4.74 | 2.78 | 0.4 | 0.21 | 0.3 | 0.11 | 0.4 | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | |
| % de zona = 9,6% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 97 | 113 | 195 | 73 | 214 | 66 | 45 | 74 | | | | | |
| | TRIM | 79.09 | 18.46 | 0.67 | 0.41 | 0.02 | 0.43 | 0.57 | 0.36 | | | | | |
| | MAT | 78.02 | 20.28 | 0.39 | 0.53 | 0.15 | 0.29 | 0.14 | 0.2 | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 104 | 70 | 79 | 122 | 53 | 52 | 33 | 70 | | | | | |
| | TRIM | 89.26 | 4.46 | 3.98 | 0.89 | 0.45 | 0.43 | 0.48 | 0.04 | | | | | |
| | MAT | 89.98 | 3.98 | 4.24 | 0.89 | 0.34 | 0.37 | 0.12 | 0.07 | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | |
| % de zona = 9,2% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 104 | 83 | 85 | 88 | 46 | 50 | 225 | 64 | | | | | |
| | TRIM | 86.67 | 8.3 | 3.15 | 1.09 | 0.25 | 0.16 | 0.35 | 0.04 | | | | | |
| | MAT | 87.22 | 7.9 | 3.22 | 0.91 | 0.45 | 0.15 | 0.09 | 0.07 | | | | | |
| ACUM=54,9% | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | |
| % de zona = 9,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 103 | 76 | 72 | 196 | 224 | 999 | 67 | 100 | | | | | |
| | TRIM | 91.52 | 3.64 | 3.86 | 0.68 | 0.05 | 0.0 | 0.23 | 0.03 | | | | | |
| | MAT | 90.8 | 4.27 | 3.87 | 0.55 | 0.38 | 0.06 | 0.06 | 0.01 | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | |
| % de zona = 8,7% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 105 | 78 | 206 | 101 | 107 | 83 | 53 | 71 | | | | | |
| | TRIM | 87.46 | 8.59 | 0.6 | 1.69 | 0.03 | 0.57 | 0.74 | 0.33 | | | | | |
| | MAT | 84.39 | 12.79 | 0.37 | 1.54 | 0.15 | 0.38 | 0.18 | 0.2 | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | |
| % de zona = 7,9% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 103 | 75 | 80 | 282 | 100 | 62 | 267 | 51 | | | | | |
| | TRIM | 91.09 | 3.84 | 4.26 | 0.25 | 0.19 | 0.0 | 0.31 | 0.07 | | | | | |
| | MAT | 90.49 | 3.87 | 4.54 | 0.31 | 0.16 | 0.15 | 0.08 | 0.41 | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 103 | 73 | 260 | 95 | 45 | 49 | 12 | 44 | | | | | |
| | TRIM | 86.33 | 8.01 | 3.28 | 1.5 | 0.28 | 0.22 | 0.28 | 0.12 | | | | | |
| | MAT | 85.95 | 8.96 | 3.23 | 1.09 | 0.37 | 0.19 | 0.07 | 0.15 | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | |
| % de zona = 6,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 102 | 89 | 90 | 160 | 68 | 45 | 55 | 100 | | | | | |
| | TRIM | 88.18 | 3.09 | 7.52 | 0.32 | 0.15 | 0.3 | 0.41 | 0.04 | | | | | |
| | MAT | 89.35 | 2.75 | 6.93 | 0.32 | 0.21 | 0.3 | 0.11 | 0.01 | | | | | |
| ACUM=93,9% | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | |
| % de zona = 6,1% | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 100 | 98 | 109 | 87 | 175 | 103 | 107 | 81 | | | | | |
| | TRIM | 85.41 | 8.88 | 1.54 | 1.24 | 0.04 | 0.81 | 1.85 | 0.23 | | | | | |
| | MAT | 86.71 | 9.5 | 0.99 | 1.32 | 0.21 | 0.63 | 0.46 | 0.17 | | | | | |

ACUM=100%

| | | | | |
|---------------------|--------------------------|-----------------|--------------|---|
| RENE OMAR OKULOVICZ | FUCSIA S/ESTROGENO (GAD) | Mercado: Fucsia | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | FUCSIA S/ESTROGE- GAD | SLINDA ELE | ISIS FRE- E S/EST- ROG SIE | KALI BEB | | | | | | | | | | | |
|--------------------|--------------------------|---------------|-------------------------------------|-------------|--|--|--|--|--|--|--|--|--|--|--|
| RANKING TERRITORIO | #3 | #2 | #1 | #4 | | | | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 44,8% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 9,6% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 41 UNIDADES estimadas de FUCSIA S/ESTROGENO (GAD) por mes.

4. REPRESENTANTES

| | FUCSIA S/ESTROGE- GAD | SLINDA ELE | ISIS FRE- E S/EST- ROG SIE | KALI BEB | | | | | | | | | | | |
|-------------------------------|--------------------------|---------------|-------------------------------------|-------------|--|--|--|--|--|--|--|--|--|--|--|
| | #3 | #2 | #1 | #4 | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | | | |
| % de zona = 13,3% | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU. | | | | | | | | | | | | | | | |
| % de zona = 13,2% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 11,6% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA. | | | | | | | | | | | | | | | |
| % de zona = 9,0% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 8,7% | | | | | | | | | | | | | | | |
| ACUM=55,8% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 8,1% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI. | | | | | | | | | | | | | | | |
| % de zona = 8,0% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA. | | | | | | | | | | | | | | | |
| % de zona = 7,8% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| ACUM=93,9% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 6,2% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | GADOCOR (GAD) | Mercado: Gadocor | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | NABILA | CORPRES | NEBILET | SYNCR-COR | NIDIB | NIRPOL | NEBIX | NEBICOR | MOBAN | NEBIVO-LOL DF | NEOBLO-CK | | | |
|--------------------|----|--------|---------|---------|-----------|-------|--------|-------|---------|-------|---------------|-----------|--|--|--|
| | | RF2 | RMM | SIE | TEV | B+L | CSO | BAG | LZA | MTP | DEN | EZN | | | |
| RANKING TERRITORIO | #3 | #1 | #5 | #8 | #2 | #6 | #7 | #4 | #9 | #10 | #11 | #12 | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 51,2% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 15,4% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 183 UNIDADES estimadas de GADOCOR (GAD) por mes.

4. REPRESENTANTES

| | | NABILA | CORPRES | NEBILET | SYNCR-COR | NIDIB | NIRPOL | NEBIX | NEBICOR | MOBAN | NEBIVO-LOL DF | NEOBLO-CK | | | |
|-------------------------------|----|--------|---------|---------|-----------|-------|--------|-------|---------|-------|---------------|-----------|--|--|--|
| | | RF2 | RMM | SIE | TEV | B+L | CSO | BAG | LZA | MTP | DEN | EZN | | | |
| RANKING TERRITORIO | #3 | #1 | #5 | #8 | #2 | #6 | #7 | #4 | #9 | #10 | #11 | #12 | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 14,2% | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 13,7% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 12,9% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 9,5% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 8,9% | | | | | | | | | | | | | | | |
| ACUM=59,2% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 8,3% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 7,4% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 6,8% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 6,1% | | | | | | | | | | | | | | | |
| ACUM=94,8% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 5,2% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|------------------------|---------------------------|---|
| RENE OMAR OKULOVICZ | GADOFEROL TOTAL | Mercado: Gadoferol |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUSCULO ESQ. | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | GADOFE-ROL | GADOFE-ROL CB | ORAVIL | OSTEOO-YN | DEBLAX | RAQUIF-EROL D3 | DEVISAL | SUBICAL CB | DEVISAL CB | SUBICAL | CRADA | TRIP D3 | TESTRI - CB | OTROS |
|-----------------------|------------|---------------|--------|-----------|--------|----------------|---------|------------|------------|---------|-------|---------|-------------|-------|
| | GAD | GAD | TPQ | MTP | RF2 | RMM | B+L | BEB | B+L | BEB | CSO | CVI | ELE | |
| RANKING TERRITORIO #7 | #12 | #10 | #1 | #2 | #3 | #9 | #5 | #6 | #8 | #11 | #4 | #14 | #13 | |
| PAIS | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | |
| GCIA = 40,4% | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | |
| DIST = 11,2% | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 270 UNIDADES estimadas de GADOFEROL TOTAL por mes.

4. REPRESENTANTES

| | GADOFE-ROL | GADOFE-ROL CB | ORAVIL | OSTEOO-YN | DEBLAX | RAQUIF-EROL D3 | DEVISAL | SUBICAL CB | DEVISAL CB | SUBICAL | CRADA | TRIP D3 | TESTRI - CB | OTROS |
|-------------------------------|------------|---------------|--------|-----------|--------|----------------|---------|------------|------------|---------|-------|---------|-------------|-------|
| | GAD | GAD | TPQ | MTP | RF2 | RMM | B+L | BEB | B+L | BEB | CSO | CVI | ELE | |
| #7 | #12 | #10 | #1 | #2 | #3 | #9 | #5 | #6 | #8 | #11 | #4 | #14 | #13 | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | | |
| % de zona = 12,8% | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | |
| % de zona = 11,7% | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | |
| % de zona = 11,6% | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | |
| % de zona = 9,8% | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | | |
| ACUM=55,2% | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | |
| % de zona = 8,5% | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | |
| % de zona = 7,9% | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | |
| % de zona = 7,7% | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | |
| % de zona = 7,7% | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | |
| ACUM=94,1% | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | |
| % de zona = 5,8% | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | GADOLIP (GAD) | Mercado: Gadolip | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: LIPIDOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | GADOLIP GAD | MINUSLIP TEV | PROCT- OKEN (B- EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF- EN (B+L) | SERUBEL MTP | CRAVERIL CVI | PROCT- OKEN XR BEB | CONTO- LIP ABT | CRAVERIL L XR CVI | LIPTUIN T.L | FENOFIB- RATO MI- CRON RH. | OTROS |
|--------------------|----------------|-----------------|---------------------------|----------------|----------------|---------------|---------------------|----------------|-----------------|--------------------------|----------------------|-------------------------|----------------|-------------------------------------|-------|
| RANKING TERRITORIO | #1 | #2 | #3 | #5 | #6 | #4 | #8 | #7 | #10 | #9 | #13 | #12 | #11 | #14 | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 45,5% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 16,7% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 134 UNIDADES estimadas de GADOLIP (GAD) por mes.

4. REPRESENTANTES

| | GADOLIP GAD | MINUSLIP TEV | PROCT- OKEN (B- EB) | DAUNLIP MTP | LIPOMAX BAG | SEGREN CSO | MAGNOF- EN (B+L) | SERUBEL MTP | CRAVERIL CVI | PROCT- OKEN XR BEB | CONTO- LIP ABT | CRAVERIL L XR CVI | LIPTUIN T.L | FENOFIB- RATO MI- CRON RH. | OTROS |
|-------------------------------|----------------|-----------------|---------------------------|----------------|----------------|---------------|---------------------|----------------|-----------------|--------------------------|----------------------|-------------------------|----------------|-------------------------------------|-------|
| | #1 | #2 | #3 | #5 | #6 | #4 | #8 | #7 | #10 | #9 | #13 | #12 | #11 | #14 | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 16,2% | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 14,6% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 13,4% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 9,4% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 8,7% | | | | | | | | | | | | | | | |
| ACUM=62,3% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 8,5% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 8,4% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 6,6% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 4,9% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 4,6% | | | | | | | | | | | | | | | |
| ACUM=95,3% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 4,6% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | |
|---------------------|----------------------|----------------|--------------|
| RENE OMAR OKULOVICZ | GAVIN (GAD) | Mercado: Gavin | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | |
|------------------------------|---------------|----------------|---------------|---------|----------------|-------------------------------------|-----------------------|------|------------------------------------|-----------------|-------|---------|-------------------|-----------------------------------|-------|------|
| GAVIN GAD | | PLENICA | LYRICA | LINPREL | PREBIC-T AL | NEURIST- AN MULT- IDOS CSO | NEURIST- AN CSO | PGB | KABIAN - MULTID- OSIS T.L | LUNEL | AXUAL | MYSTIKA | PRINCIPIA | PREBIEN 150 DIVI- DO ARI | OTROS | |
| RANKING TERRITORIO | | #2 | #1 | #8 | #6 | #3 | #5 | #4 | #9 | #11 | #10 | #7 | #14 | #13 | #12 | |
| PAIS BASE = 100% | EVOLUCION MAT | 100 | 104 | 87 | 96 | 84 | 126 | 97 | 112 | 123 | 97 | 93 | 87 | 77 | 110 | 100 |
| | MES | 7,76 | 44,67 | 7,87 | 6,16 | 5,25 | 5,41 | 4,53 | 3,29 | 2,61 | 2,94 | 2,25 | 1,47 | 0,71 | 0,73 | 4,35 |
| | TRIM | 7,85 | 44,28 | 7,92 | 6,43 | 5,51 | 5,07 | 4,44 | 3,29 | 2,67 | 3,02 | 2,34 | 1,66 | 0,78 | 0,7 | 4,04 |
| | MAT | 7,8 | 44,2 | 8,23 | 6,33 | 5,47 | 4,71 | 4,57 | 3,16 | 2,83 | 2,73 | 2,5 | 1,87 | 0,91 | 0,69 | 4,0 |
| | MATAA | 7,82 | 42,61 | 9,49 | 6,58 | 6,49 | 3,75 | 4,69 | 2,81 | 2,31 | 2,81 | 2,69 | 2,14 | 1,18 | 0,63 | 4,0 |
| | | VALOR MERCADO: | MES = 260.596 | | | | TRIM = 756.294 | | | MAT = 2.870.886 | | | MATAA = 2.785.938 | | | |
| GERENCIA GCIA = 50,9% | EVOLUCION MAT | 105 | 103 | 81 | 98 | 86 | 128 | 100 | 114 | 111 | 101 | 91 | 86 | 85 | 119 | 98 |
| | MES | 8,13 | 48,45 | 6,54 | 6,16 | 6,64 | 4,88 | 4,08 | 3,58 | 1,83 | 3,54 | 1,95 | 0,53 | 0,72 | 0,48 | 2,5 |
| | TRIM | 8,3 | 47,95 | 6,43 | 6,42 | 6,96 | 4,51 | 3,93 | 3,61 | 1,89 | 3,61 | 2,1 | 0,57 | 0,75 | 0,42 | 2,55 |
| | MAT | 8,42 | 47,66 | 7,05 | 6,38 | 7,04 | 4,17 | 4,04 | 3,41 | 1,85 | 3,13 | 2,26 | 0,68 | 0,88 | 0,43 | 2,6 |
| | MATAA | 8,03 | 46,15 | 8,73 | 6,5 | 8,17 | 3,27 | 4,05 | 2,99 | 1,67 | 3,1 | 2,48 | 0,79 | 1,03 | 0,36 | 2,66 |
| | | VALOR MERCADO: | MES = 131.198 | | | | TRIM = 385.021 | | | MAT = 1.461.477 | | | MATAA = 1.399.860 | | | |
| DISTRITO DIST = 13,2% | EVOLUCION MAT | 116 | 97 | 74 | 88 | 95 | 126 | 112 | 88 | 139 | 85 | 102 | 87 | 92 | 178 | 110 |
| | MES | 11,23 | 38,39 | 3,82 | 5,73 | 9,7 | 7,73 | 8,97 | 2,96 | 1,54 | 2,58 | 3,79 | 0,07 | 0,37 | 0,59 | 2,55 |
| | TRIM | 12,95 | 37,14 | 3,0 | 6,19 | 10,4 | 6,61 | 7,79 | 3,02 | 1,82 | 3,01 | 4,51 | 0,1 | 0,4 | 0,6 | 2,49 |
| | MAT | 12,57 | 37,74 | 3,66 | 5,83 | 10,28 | 6,3 | 7,7 | 2,95 | 1,66 | 2,45 | 4,87 | 0,13 | 0,49 | 0,57 | 2,8 |
| | MATAA | 10,85 | 39,08 | 4,94 | 6,65 | 10,87 | 5,0 | 6,86 | 3,37 | 1,19 | 2,89 | 4,76 | 0,15 | 0,53 | 0,32 | 2,55 |
| | | VALOR MERCADO: | MES = 16.850 | | | | TRIM = 50.396 | | | MAT = 192.236 | | | MATAA = 177.295 | | | |

PUNTO DE MARKET SHARE = 160 UNIDADES estimadas de GAVIN (GAD) por mes.

4. REPRESENTANTES

| GAVIN GAD | | PLENICA | LYRICA | LINPREL | PREBIC-TAL | NEURIST-AN MULT- IDOS CSO | NEURIST-AN CSO | PGB | KABIAN - MULTID- OSIS T.L | LUNEL | AXUAL | MYSTIKA | PRINCIPIA | PREBIEN 150 DIVI- DO ARI | OTROS | |
|------------------------|---------------|---------|--------|---------|------------|---------------------------------|-------------------|-------|------------------------------------|-------|-------|---------|-----------|-----------------------------------|-------|------|
| #2 | | #1 | #8 | #6 | #3 | #5 | #4 | #9 | #11 | #10 | #7 | #14 | #13 | #12 | | |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT | 105 | 97 | 77 | 79 | 86 | 147 | 86 | 99 | 135 | 74 | 100 | 108 | 56 | 224 | 127 |
| | TRIM | 12,34 | 35,13 | 4,18 | 3,79 | 5,95 | 9,9 | 3,83 | 7,92 | 2,95 | 1,76 | 7,68 | 0,07 | 0,07 | 1,26 | 3,17 |
| | MAT | 12,9 | 34,41 | 4,37 | 3,4 | 6,48 | 9,03 | 4,26 | 7,26 | 2,9 | 1,56 | 8,25 | 0,14 | 0,1 | 1,14 | 3,81 |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT | 136 | 94 | 67 | 89 | 85 | 130 | 125 | 87 | 110 | 80 | 105 | 117 | 77 | 190 | 115 |
| | TRIM | 10,94 | 40,0 | 3,02 | 6,34 | 8,67 | 8,13 | 10,16 | 1,43 | 1,2 | 2,29 | 4,86 | 0,07 | 0,35 | 0,77 | 1,75 |
| | MAT | 11,12 | 40,45 | 4,02 | 5,54 | 8,43 | 8,21 | 8,65 | 1,5 | 1,0 | 2,25 | 5,54 | 0,14 | 0,48 | 0,74 | 1,94 |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT | 123 | 98 | 68 | 87 | 92 | 125 | 107 | 92 | 159 | 77 | 119 | 127 | 82 | 167 | 116 |
| | TRIM | 9,29 | 44,09 | 3,08 | 6,41 | 8,74 | 8,1 | 8,75 | 1,48 | 1,09 | 1,9 | 4,48 | 0,08 | 0,39 | 0,51 | 1,62 |
| | MAT | 8,95 | 45,11 | 4,05 | 5,58 | 8,07 | 7,06 | 8,47 | 1,53 | 0,81 | 1,95 | 5,12 | 0,14 | 0,54 | 0,6 | 2,03 |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT | 119 | 96 | 70 | 93 | 85 | 131 | 120 | 87 | 155 | 65 | 114 | 170 | 73 | 160 | 107 |
| | TRIM | 15,33 | 35,99 | 3,13 | 5,59 | 8,02 | 6,6 | 8,44 | 4,66 | 1,82 | 1,58 | 6,04 | 0,09 | 0,23 | 0,66 | 1,82 |
| | MAT | 13,67 | 36,85 | 4,05 | 4,96 | 8,34 | 6,26 | 9,4 | 4,16 | 1,33 | 1,67 | 6,02 | 0,17 | 0,32 | 0,8 | 2,01 |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT | 109 | 99 | 94 | 87 | 111 | 103 | 99 | 72 | 164 | 109 | 63 | 48 | 104 | 167 | 93 |
| | TRIM | 15,69 | 35,13 | 2,47 | 10,04 | 12,84 | 2,06 | 4,84 | 1,52 | 2,13 | 7,69 | 0,73 | 0,17 | 0,66 | 0,14 | 3,9 |
| | MAT | 15,04 | 35,54 | 3,21 | 10,38 | 12,87 | 2,35 | 5,41 | 1,83 | 1,85 | 5,34 | 0,66 | 0,11 | 0,78 | 0,1 | 4,52 |
| ACUM=53,8% | | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT | 108 | 98 | 83 | 96 | 106 | 112 | 97 | 75 | 154 | 99 | 80 | 42 | 84 | 143 | 105 |
| | TRIM | 15,76 | 33,85 | 2,82 | 10,74 | 9,98 | 3,86 | 5,37 | 2,27 | 3,86 | 5,9 | 0,78 | 0,15 | 0,67 | 0,14 | 3,86 |
| | MAT | 14,98 | 35,24 | 3,59 | 10,9 | 9,85 | 3,36 | 5,99 | 2,71 | 3,69 | 3,44 | 0,79 | 0,1 | 0,79 | 0,1 | 4,48 |
| DOMINGO DAVID DIEZ | EVOLUCION MAT | 109 | 98 | 73 | 90 | 78 | 120 | 102 | 90 | 150 | 60 | 116 | 325 | 140 | 188 | 120 |
| | TRIM | 13,09 | 40,02 | 3,77 | 4,4 | 3,9 | 6,96 | 9,93 | 3,75 | 1,8 | 1,36 | 6,38 | 0,19 | 0,59 | 0,96 | 2,89 |
| | MAT | 13,34 | 40,34 | 4,3 | 3,97 | 3,82 | 6,34 | 9,82 | 3,58 | 1,44 | 1,29 | 7,09 | 0,26 | 0,56 | 0,98 | 2,88 |
| FERNANDO MANUEL SOSA | EVOLUCION MAT | 127 | 97 | 88 | 61 | 108 | 72 | 97 | 38 | 200 | 99 | 68 | 53 | 129 | 145 | 99 |
| | TRIM | 19,1 | 35,12 | 2,69 | 3,29 | 17,77 | 3,07 | 7,9 | 0,17 | 0,77 | 5,67 | 0,53 | 0,12 | 0,6 | 0,13 | 3,07 |
| | MAT | 18,0 | 36,34 | 3,73 | 3,5 | 17,5 | 2,75 | 7,97 | 0,21 | 1,26 | 3,62 | 0,43 | 0,09 | 0,75 | 0,16 | 3,69 |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT | 122 | 93 | 71 | 96 | 90 | 126 | 148 | 81 | 83 | 84 | 95 | 54 | 90 | 150 | 129 |
| | TRIM | 12,13 | 31,07 | 2,54 | 6,57 | 16,77 | 5,28 | 12,51 | 2,01 | 0,96 | 3,35 | 3,79 | 0,03 | 0,41 | 0,52 | 2,05 |
| | MAT | 11,49 | 32,47 | 2,93 | 6,18 | 17,12 | 7,07 | 9,6 | 1,86 | 1,07 | 3,25 | 4,63 | 0,07 | 0,37 | 0,45 | 1,74 |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT | 113 | 95 | 69 | 86 | 99 | 133 | 148 | 72 | 163 | 86 | 81 | 43 | 93 | 171 | 129 |
| | TRIM | 10,29 | 38,32 | 2,5 | 6,66 | 11,62 | 9,42 | 7,83 | 1,35 | 1,1 | 1,54 | 7,08 | 0,08 | 0,43 | 0,41 | 1,37 |
| | MAT | 9,72 | 40,1 | 2,73 | 6,0 | 10,7 | 8,38 | 8,65 | 1,3 | 0,98 | 1,52 | 7,25 | 0,06 | 0,64 | 0,29 | 1,68 |
| ACUM=92,8% | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT | 114 | 98 | 67 | 97 | 92 | 130 | 122 | 88 | 118 | 71 | 115 | 53 | 87 | 100 | 94 |
| | TRIM | 10,28 | 36,9 | 1,74 | 5,58 | 16,21 | 6,09 | 7,44 | 4,55 | 1,96 | 1,4 | 5,19 | 0,06 | 0,19 | 0,54 | 1,87 |
| | MAT | 10,09 | 36,9 | 2,17 | 5,25 | 15,89 | 5,65 | 8,33 | 4,67 | 1,48 | 1,82 | 5,31 | 0,1 | 0,27 | 0,31 | 1,77 |

ACUM=100%

| | | | | |
|---------------------|----------------------|-----------------------|--------------|---|
| RENE OMAR OKULOVICZ | GASTROMAX TOTAL | Mercado: L. Gastromax | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: AP. DIGESTIVO | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | GASTRO-MAX GAD | GASTRO-MAX MA-GNES GAD | PANTUS B+L | PANTOC-AS (CSO) | PEPTAZ-OL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-ENV F DEN | TECTA RF2 | PANTOP-RAZOL T-EVA TEV | PANTOM-ETYL 20 S+N | OTROS |
|--------------------|-------------------|---------------------------|---------------|-----------------|------------------|---------------|----------------|------------------|-----------------------|-----------------------------|--------------|---------------------------|-----------------------|-------|
| RANKING TERRITORIO | #2 | #3 | #9 | #1 | #5 | #4 | #6 | #7 | #8 | #13 | #11 | #12 | #10 | #14 |
| PAIS | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | |
| GCIA = 59,6% | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | |
| DIST = 10,9% | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 285 UNIDADES estimadas de GASTROMAX TOTAL por mes.

4. REPRESENTANTES

| | GASTRO-MAX GAD | GASTRO-MAX MA-GNES GAD | PANTUS B+L | PANTOC-AS (CSO) | PEPTAZ-OL MTP | PANTOP RF2 | PANGEST BET | PANTUS-EC B+L | PANTOM-ETYL 40 S+N | PANTOP-RAZOL D-ENV F DEN | TECTA RF2 | PANTOP-RAZOL T-EVA TEV | PANTOM-ETYL 20 S+N | OTROS |
|-------------------------------|-------------------|---------------------------|---------------|-----------------|------------------|---------------|----------------|------------------|-----------------------|-----------------------------|--------------|---------------------------|-----------------------|-------|
| RANKING TERRITORIO | #2 | #3 | #9 | #1 | #5 | #4 | #6 | #7 | #8 | #13 | #11 | #12 | #10 | #14 |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | |
| % de zona = 12,0% | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | |
| % de zona = 11,3% | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | |
| % de zona = 10,8% | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | |
| % de zona = 9,8% | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | |
| % de zona = 9,2% | | | | | | | | | | | | | | |
| ACUM=53,1% | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | |
| % de zona = 8,9% | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | |
| % de zona = 8,9% | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | |
| % de zona = 8,3% | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | |
| % de zona = 7,1% | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | |
| % de zona = 6,9% | | | | | | | | | | | | | | |
| ACUM=93,7% | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | |
| % de zona = 6,3% | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | LAPENAX GADOR (GAD) | Mercado: Lapenax | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | | | | |
|---------------------------------|----------------------------|-----------------------------|---------------|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | LAPENAX GADOR GAD | CLOZAPI- NA FABRA FBR | | | | | | | | | | | | | | | | | |
| | RANKING TERRITORIO #1 | #2 | | | | | | | | | | | | | | | | | |
| PAIS BASE = 100% | EVOLUCION MAT 100 | 126 | | | | | | | | | | | | | | | | | |
| | MES 98.63 | 1.37 | | | | | | | | | | | | | | | | | |
| | TRIM 98.09 | 1.91 | | | | | | | | | | | | | | | | | |
| | MAT 97.79 | 2.21 | | | | | | | | | | | | | | | | | |
| | MATAA 98.24 | 1.76 | | | | | | | | | | | | | | | | | |
| | VALOR MERCADO: MES = 9.839 | TRIM = 29.782 | MAT = 110.844 | MATAA = 130.338 | | | | | | | | | | | | | | | |
| GERENCIA GCIA = 46,3% | EVOLUCION MAT 99 | 180 | | | | | | | | | | | | | | | | | |
| | MES 98.83 | 1.17 | | | | | | | | | | | | | | | | | |
| | TRIM 98.2 | 1.8 | | | | | | | | | | | | | | | | | |
| | MAT 97.54 | 2.46 | | | | | | | | | | | | | | | | | |
| | MATAA 98.63 | 1.37 | | | | | | | | | | | | | | | | | |
| | VALOR MERCADO: MES = 4.626 | TRIM = 13.593 | MAT = 51.268 | MATAA = 57.694 | | | | | | | | | | | | | | | |
| DISTRITO DIST = 3,3% | EVOLUCION MAT 87 | 235 | | | | | | | | | | | | | | | | | |
| | MES 98.97 | 1.03 | | | | | | | | | | | | | | | | | |
| | TRIM 75.42 | 24.58 | | | | | | | | | | | | | | | | | |
| | MAT 79.43 | 20.57 | | | | | | | | | | | | | | | | | |
| | MATAA 91.26 | 8.74 | | | | | | | | | | | | | | | | | |
| | VALOR MERCADO: MES = 97 | TRIM = 354 | MAT = 1.682 | MATAA = 1.316 | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de LAPENAX GADOR (GAD) por mes.

4. REPRESENTANTES

| | | | | | | | | | | | | | | | | | | | |
|--|----------------------|-----------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | LAPENAX GADOR GAD | CLOZAPI- NA FABRA FBR | | | | | | | | | | | | | | | | | |
| | #1 | #2 | | | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- % de zona = 14,2% | EVOLUCION MAT 80 | 265 | | | | | | | | | | | | | | | | | |
| | TRIM 60.16 | 39.84 | | | | | | | | | | | | | | | | | |
| | MAT 70.37 | 29.13 | | | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- % de zona = 13,9% | EVOLUCION MAT 88 | 165 | | | | | | | | | | | | | | | | | |
| | TRIM 76.33 | 23.67 | | | | | | | | | | | | | | | | | |
| | MAT 75.02 | 24.98 | | | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI % de zona = 12,8% | EVOLUCION MAT 78 | 627 | | | | | | | | | | | | | | | | | |
| | TRIM 58.9 | 41.1 | | | | | | | | | | | | | | | | | |
| | MAT 74.36 | 25.64 | | | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- % de zona = 11,3% | EVOLUCION MAT 79 | 472 | | | | | | | | | | | | | | | | | |
| | TRIM 66.39 | 33.61 | | | | | | | | | | | | | | | | | |
| | MAT 74.54 | 25.46 | | | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ % de zona = 7,8% | EVOLUCION MAT 68 | 499 | | | | | | | | | | | | | | | | | |
| | TRIM 45.95 | 54.05 | | | | | | | | | | | | | | | | | |
| | MAT 63.28 | 36.72 | | | | | | | | | | | | | | | | | |
| ACUM=60,0% | | | | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- % de zona = 7,8% | EVOLUCION MAT 92 | 130 | | | | | | | | | | | | | | | | | |
| | TRIM 100 | 0.0 | | | | | | | | | | | | | | | | | |
| | MAT 72.01 | 27.99 | | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 7,3% | EVOLUCION MAT 98 | 167 | | | | | | | | | | | | | | | | | |
| | TRIM 97.5 | 2.5 | | | | | | | | | | | | | | | | | |
| | MAT 95.95 | 4.05 | | | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- % de zona = 6,6% | EVOLUCION MAT 98 | 180 | | | | | | | | | | | | | | | | | |
| | TRIM 96.77 | 3.23 | | | | | | | | | | | | | | | | | |
| | MAT 95.52 | 4.48 | | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON % de zona = 6,4% | EVOLUCION MAT 100 | 0 | | | | | | | | | | | | | | | | | |
| | TRIM 100 | 0.0 | | | | | | | | | | | | | | | | | |
| | MAT 100 | 0.0 | | | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA % de zona = 6,4% | EVOLUCION MAT 98 | 162 | | | | | | | | | | | | | | | | | |
| | TRIM 96.61 | 3.39 | | | | | | | | | | | | | | | | | |
| | MAT 95.33 | 4.67 | | | | | | | | | | | | | | | | | |
| ACUM=94,5% | | | | | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN % de zona = 5,4% | EVOLUCION MAT 101 | 93 | | | | | | | | | | | | | | | | | |
| | TRIM 87.18 | 12.82 | | | | | | | | | | | | | | | | | |
| | MAT 84.12 | 15.88 | | | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | LURADON (GAD) | Mercado: Luradon | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR- ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV | | | | | | |
|--------------------|----------------|--------------|----------------|----------------|----------------------|----------------|---------------|---------------|--|--|--|--|--|--|
| RANKING TERRITORIO | #1 | #4 | #3 | #2 | #5 | #6 | #7 | #8 | | | | | | |
| PAIS | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 100 | 100 | 86 | 90 | 183 | 126 | 108 | 0 | | | | | | |
| MES | 30,92 | 21,09 | 18,26 | 13,57 | 9,68 | 4,14 | 2,33 | 0,0 | | | | | | |
| TRIM | 30,0 | 22,1 | 17,65 | 13,49 | 11,07 | 3,79 | 1,9 | 0,0 | | | | | | |
| MAT | 30,51 | 24,18 | 17,13 | 14,68 | 8,14 | 3,64 | 1,72 | 0,0 | | | | | | |
| MATAA | 30,65 | 24,16 | 19,85 | 16,25 | 4,44 | 2,89 | 1,59 | 0,17 | | | | | | |
| VALOR MERCADO: | MES = 6.177 | | | | | | | | | | | | | |
| TRIM = 18.375 | | | | | | | | | | | | | | |
| MAT = 68.839 | | | | | | | | | | | | | | |
| MATAA = 56.186 | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | |
| GCIA = 47,8% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 98 | 115 | 84 | 78 | 202 | 115 | 42 | 0 | | | | | | |
| MES | 35,49 | 20,5 | 15,16 | 12,18 | 13,84 | 2,74 | 0,1 | 0,0 | | | | | | |
| TRIM | 33,27 | 21,71 | 16,07 | 12,07 | 14,6 | 2,19 | 0,09 | 0,0 | | | | | | |
| MAT | 34,43 | 23,83 | 16,42 | 13,54 | 9,35 | 2,27 | 0,17 | 0,0 | | | | | | |
| MATAA | 35,19 | 20,77 | 19,49 | 17,34 | 4,62 | 1,97 | 0,4 | 0,21 | | | | | | |
| VALOR MERCADO: | MES = 2.956 | | | | | | | | | | | | | |
| TRIM = 8.738 | | | | | | | | | | | | | | |
| MAT = 32.932 | | | | | | | | | | | | | | |
| MATAA = 26.101 | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | |
| DIST = 6,7% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 98 | 100 | 76 | 94 | 158 | 196 | 456 | 0 | | | | | | |
| MES | 38,54 | 8,85 | 14,06 | 19,27 | 6,77 | 11,98 | 0,52 | 0,0 | | | | | | |
| TRIM | 37,54 | 14,41 | 12,81 | 18,33 | 7,47 | 9,07 | 0,36 | 0,0 | | | | | | |
| MAT | 38,43 | 13,74 | 15,1 | 17,27 | 8,09 | 6,96 | 0,41 | 0,0 | | | | | | |
| MATAA | 39,4 | 13,69 | 19,77 | 18,29 | 5,12 | 3,55 | 0,09 | 0,09 | | | | | | |
| VALOR MERCADO: | MES = 192 | | | | | | | | | | | | | |
| TRIM = 562 | | | | | | | | | | | | | | |
| MAT = 2.212 | | | | | | | | | | | | | | |
| MATAA = 2.170 | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de LURADON (GAD) por mes.

4. REPRESENTANTES

| | LURADON GAD | LURAP SIE | LURAZIC RF2 | LUSTONA B+L | LUCIDR- ON MTP | LURAFIX ARI | KYTZAN RC5 | LUSIAX TEV | | | | | | |
|-------------------------------|----------------|--------------|----------------|----------------|----------------------|----------------|---------------|---------------|--|--|--|--|--|--|
| | #1 | #4 | #3 | #2 | #5 | #6 | #7 | #8 | | | | | | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | | |
| % de zona = 15,0% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 84 | 103 | 86 | 91 | 240 | 197 | 300 | | | | | | | |
| TRIM | 38,88 | 11,56 | 11,06 | 16,55 | 9,4 | 12,31 | 0,25 | | | | | | | |
| MAT | 38,54 | 14,4 | 13,44 | 20,17 | 10,24 | 8,02 | 0,18 | | | | | | | |
| GUILLERMO ENRIQUE BU. | | | | | | | | | | | | | | |
| % de zona = 12,8% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 97 | 102 | 38 | 160 | 74 | 208 | 999 | | | | | | | |
| TRIM | 52,05 | 26,85 | 1,64 | 4,93 | 5,75 | 8,49 | 0,27 | | | | | | | |
| MAT | 49,15 | 23,98 | 1,69 | 3,88 | 9,87 | 11,21 | 0,21 | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | |
| % de zona = 11,1% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 79 | 112 | 93 | 98 | 148 | 178 | 300 | | | | | | | |
| TRIM | 37,8 | 14,6 | 10,19 | 17,19 | 7,17 | 12,79 | 0,26 | | | | | | | |
| MAT | 32,6 | 18,7 | 13,11 | 15,5 | 10,0 | 9,85 | 0,24 | | | | | | | |
| LEONEL OROSMAN CORBA. | | | | | | | | | | | | | | |
| % de zona = 10,1% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 102 | 42 | 78 | 100 | 261 | 352 | 999 | | | | | | | |
| TRIM | 52,25 | 3,46 | 9,69 | 20,07 | 4,84 | 7,61 | 2,08 | | | | | | | |
| MAT | 60,0 | 5,32 | 9,14 | 13,48 | 4,72 | 4,64 | 2,7 | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | |
| % de zona = 9,5% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 113 | 121 | 67 | 100 | 765 | 185 | 0 | | | | | | | |
| TRIM | 29,08 | 4,78 | 19,12 | 34,26 | 11,95 | 0,8 | 0,0 | | | | | | | |
| MAT | 28,37 | 6,45 | 20,0 | 38,25 | 5,74 | 1,2 | 0,0 | | | | | | | |
| ACUM=58,5% | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI. | | | | | | | | | | | | | | |
| % de zona = 7,6% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 122 | 102 | 73 | 97 | 185 | 999 | | | | | | | | |
| TRIM | 11,28 | 26,46 | 15,95 | 35,02 | 8,17 | 3,11 | | | | | | | | |
| MAT | 25,97 | 15,72 | 21,89 | 28,56 | 6,77 | 1,09 | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | |
| % de zona = 7,4% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 130 | 106 | 70 | 108 | 179 | 999 | 0 | | | | | | | |
| TRIM | 24,16 | 16,36 | 21,93 | 22,3 | 12,27 | 2,97 | 0,0 | | | | | | | |
| MAT | 30,89 | 12,44 | 30,89 | 17,02 | 6,93 | 1,73 | 0,0 | | | | | | | |
| FEDERICO NICOLAS NAVA. | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 102 | 101 | 93 | 61 | 188 | 142 | 88 | | | | | | | |
| TRIM | 40,07 | 7,94 | 18,09 | 8,68 | 9,26 | 15,51 | 0,44 | | | | | | | |
| MAT | 31,97 | 11,54 | 22,55 | 11,23 | 9,67 | 12,67 | 0,37 | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | |
| % de zona = 6,9% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 76 | 133 | 84 | 110 | 304 | 999 | | | | | | | | |
| TRIM | 13,0 | 31,0 | 31,0 | 24,0 | 0,0 | 1,0 | | | | | | | | |
| MAT | 29,41 | 14,6 | 25,93 | 17,21 | 10,68 | 2,18 | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | |
| % de zona = 6,4% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 133 | 290 | 69 | 59 | 365 | 378 | 0 | | | | | | | |
| TRIM | 39,53 | 2,79 | 13,95 | 31,63 | 5,58 | 6,51 | 0,0 | | | | | | | |
| MAT | 47,01 | 8,09 | 15,01 | 22,51 | 3,87 | 3,52 | 0,0 | | | | | | | |
| ACUM=94,0% | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | |
| % de zona = 6,0% | | | | | | | | | | | | | | |
| EVOLUCION MAT | 88 | 97 | 169 | 121 | 124 | 127 | 102 | | | | | | | |
| TRIM | 58,23 | 9,11 | 3,04 | 1,52 | 5,57 | 22,03 | 0,51 | | | | | | | |
| MAT | 52,14 | 13,52 | 4,36 | 3,01 | 7,51 | 19,01 | 0,45 | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|----------------------|-----------------------|---------------------|
| RENE OMAR OKULOVICZ | MIDAX (GAD) | Mercado: Midax | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| MIDAX GAD | | ENOLEX | ONOTRAN | SIMINA | REVERT-IX | SARTINA | APSICO | ZYPREXA | ONOTRAN RAPID | OLANZAP-INA ROS-PAW RSW | TREXOL | OLANZAP-INA TEVA | ROLANZ-AX | OLANZA-NOVA | |
|---|---------------|-----------------------------|---------|--------|-----------|----------------|--------|---------|---------------|-------------------------|--------|------------------|-----------|-----------------|------|
| RANKING TERRITORIO #1 | | CSO | LEP | ELE | RC5 | T.L | MLB | RF2 | LEP | BET | TEV | VNN | CLV | | |
| | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| PAIS | EVOLUCION MAT | 101 | 124 | 95 | 88 | 101 | 99 | 67 | 75 | 61 | 130 | 89 | 250 | 33 | 0 |
| | MES | 63.21 | 13.43 | 7.76 | 5.38 | 4.49 | 2.32 | 0.94 | 1.0 | 0.48 | 0.57 | 0.17 | 0.22 | 0.02 | 0,01 |
| | TRIM | 62.67 | 13.18 | 7.91 | 5.36 | 4.76 | 2.46 | 1.07 | 1.1 | 0.55 | 0.59 | 0.15 | 0.17 | 0.04 | 0,0 |
| | MAT | 61.99 | 12.62 | 8.11 | 5.38 | 4.83 | 2.68 | 1.86 | 1.12 | 0.61 | 0.52 | 0.16 | 0.1 | 0.02 | 0,0 |
| | MATAA | 61.64 | 10.21 | 8.57 | 6.14 | 4.77 | 2.72 | 2.77 | 1.49 | 1.0 | 0.4 | 0.18 | 0.04 | 0.06 | 0,01 |
| | | VALOR MERCADO: MES = 54.857 | | | | TRIM = 158.637 | | | | MAT = 607.799 | | | | MATAA = 559.739 | |
| GERENCIA | EVOLUCION MAT | 99 | 125 | 98 | 93 | 88 | 97 | 70 | 71 | 54 | 142 | 90 | 175 | 10 | 0 |
| | MES | 68.87 | 13.8 | 4.65 | 6.21 | 2.03 | 1.91 | 0.67 | 0.87 | 0.27 | 0.33 | 0.27 | 0.11 | 0.01 | 0,0 |
| | TRIM | 68.95 | 13.47 | 4.74 | 6.06 | 2.01 | 1.96 | 0.71 | 1.02 | 0.29 | 0.48 | 0.18 | 0.09 | 0.04 | 0,0 |
| | MAT | 68.59 | 13.45 | 4.83 | 6.13 | 2.0 | 1.91 | 1.01 | 1.01 | 0.37 | 0.44 | 0.18 | 0.07 | 0.01 | 0,0 |
| | MATAA | 69.28 | 10.74 | 4.94 | 6.58 | 2.27 | 1.97 | 1.45 | 1.43 | 0.68 | 0.31 | 0.2 | 0.04 | 0.1 | 0,01 |
| | | VALOR MERCADO: MES = 24.445 | | | | TRIM = 71.369 | | | | MAT = 279.508 | | | | MATAA = 248.732 | |
| DISTRITO | EVOLUCION MAT | 97 | 134 | 96 | 74 | 37 | 110 | 91 | 97 | 18 | 157 | 100 | 160 | 41 | |
| | MES | 68.06 | 21.19 | 3.84 | 4.04 | 0.35 | 0.97 | 0.14 | 0.9 | 0.07 | 0.1 | 0.07 | 0.28 | 0.0 | |
| | TRIM | 72.35 | 16.26 | 4.13 | 4.34 | 0.43 | 1.0 | 0.1 | 0.81 | 0.03 | 0.11 | 0.02 | 0.16 | 0.25 | |
| | MAT | 71.3 | 17.66 | 4.11 | 4.11 | 0.48 | 1.16 | 0.29 | 0.57 | 0.04 | 0.11 | 0.01 | 0.08 | 0.09 | |
| | MATAA | 73.13 | 13.2 | 4.27 | 5.58 | 1.29 | 1.05 | 0.32 | 0.59 | 0.22 | 0.07 | 0.01 | 0.05 | 0.22 | |
| | | VALOR MERCADO: MES = 2.893 | | | | TRIM = 8.867 | | | | MAT = 32.995 | | | | MATAA = 26.614 | |
| PUNTO DE MARKET SHARE = 27 UNIDADES estimadas de MIDAX (GAD) por mes. | | | | | | | | | | | | | | | |

4. REPRESENTANTES

| MIDAX GAD | | ENOLEX | ONOTRAN | SIMINA | REVERTR-IX | SARTINA | APSICO | ZYPREXA | ONOTRAN RAPID | OLANZAP-INA ROS-PAW RSW | TREXOL | OLANZAP-INA TEVA | ROLANZ-AX | OLANZA-NOVA | |
|-------------------------------|-------|--------|---------|--------|------------|---------|--------|---------|---------------|-------------------------|--------|------------------|-----------|-------------|--|
| RANKING TERRITORIO #1 | | CSO | LEP | ELE | RC5 | T.L | MLB | RF2 | LEP | BET | TEV | VNN | CLV | | |
| RAMIRO NICOLAS VELAZQ. | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 15,3% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 98 | 125 | 94 | 69 | 30 | 70 | 59 | 70 | 5 | 117 | 999 | 500 | 53 | | |
| TRIM | 71.6 | 19.73 | 3.12 | 3.79 | 0.23 | 0.7 | 0.07 | 0.28 | 0.0 | 0.06 | 0.03 | 0.09 | 0.3 | | |
| MAT | 69.72 | 22.11 | 2.7 | 3.7 | 0.32 | 0.69 | 0.13 | 0.4 | 0.01 | 0.07 | 0.01 | 0.05 | 0.1 | | |
| JUAN IGNACIO MORDACINI | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 12,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 101 | 125 | 80 | 71 | 27 | 92 | 43 | 83 | 10 | 114 | 100 | 600 | 77 | | |
| TRIM | 71.11 | 18.99 | 2.74 | 4.68 | 0.28 | 1.02 | 0.0 | 0.51 | 0.09 | 0.08 | 0.04 | 0.11 | 0.36 | | |
| MAT | 69.08 | 20.57 | 3.36 | 4.65 | 0.42 | 0.98 | 0.13 | 0.52 | 0.04 | 0.08 | 0.01 | 0.06 | 0.1 | | |
| GUILLERMO ENRIQUE BU. | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 11,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 99 | 108 | 142 | 66 | 17 | 124 | 111 | 10 | 15 | 500 | 999 | 60 | 67 | | |
| TRIM | 71.95 | 15.37 | 7.81 | 3.79 | 0.19 | 0.39 | 0.0 | 0.0 | 0.0 | 0.02 | 0.04 | 0.04 | 0.39 | | |
| MAT | 73.83 | 14.72 | 7.51 | 3.0 | 0.21 | 0.42 | 0.1 | 0.01 | 0.02 | 0.05 | 0.01 | 0.03 | 0.1 | | |
| DOMINGO DAVID DIEZ | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 10,3% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 99 | 130 | 101 | 71 | 37 | 96 | 14 | 7 | 12 | 600 | 999 | 600 | 73 | | |
| TRIM | 78.29 | 12.04 | 5.37 | 3.07 | 0.2 | 0.41 | 0.11 | 0.0 | 0.0 | 0.02 | 0.05 | 0.05 | 0.41 | | |
| MAT | 78.43 | 12.65 | 5.04 | 2.9 | 0.19 | 0.43 | 0.08 | 0.01 | 0.02 | 0.06 | 0.01 | 0.06 | 0.11 | | |
| FEDERICO NICOLAS NAVA- | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 9,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 99 | 128 | 91 | 64 | 24 | 105 | 204 | 10 | 10 | 300 | 100 | 350 | 82 | | |
| TRIM | 69.04 | 20.57 | 3.5 | 5.32 | 0.24 | 0.55 | 0.11 | 0.02 | 0.0 | 0.02 | 0.04 | 0.14 | 0.45 | | |
| MAT | 65.11 | 23.87 | 3.87 | 5.41 | 0.31 | 0.59 | 0.53 | 0.02 | 0.02 | 0.06 | 0.01 | 0.07 | 0.14 | | |
| ACUM=59,6% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 9,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 99 | 128 | 54 | 70 | 12 | 80 | 90 | 9 | 0 | 0 | 0 | 75 | 31 | | |
| TRIM | 72.68 | 19.8 | 1.07 | 5.18 | 0.04 | 0.67 | 0.38 | 0.02 | 0.0 | 0.0 | 0.0 | 0.1 | 0.06 | | |
| MAT | 68.83 | 23.22 | 0.74 | 5.15 | 0.15 | 1.18 | 0.66 | 0.01 | 0.0 | 0.0 | 0.0 | 0.03 | 0.04 | | |
| PABLO JOSE ROLON | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 7,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 98 | 155 | 52 | 75 | 25 | 41 | 50 | 130 | 0 | 800 | 0 | 40 | 999 | | |
| TRIM | 77.36 | 15.28 | 1.35 | 5.23 | 0.2 | 0.2 | 0.0 | 0.03 | 0.0 | 0.15 | 0.0 | 0.13 | 0.08 | | |
| MAT | 71.67 | 19.13 | 1.6 | 6.35 | 0.4 | 0.45 | 0.12 | 0.13 | 0.0 | 0.08 | 0.0 | 0.04 | 0.04 | | |
| LEONEL OROSMAN CORBA- | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 96 | 142 | 53 | 85 | 74 | 241 | 46 | 83 | 20 | 60 | 0 | 999 | 160 | | |
| TRIM | 70.85 | 19.62 | 1.09 | 3.8 | 1.2 | 0.66 | 0.0 | 2.11 | 0.16 | 0.11 | 0.0 | 0.3 | 0.08 | | |
| MAT | 68.56 | 21.23 | 1.68 | 4.14 | 1.49 | 0.53 | 0.12 | 1.97 | 0.04 | 0.06 | 0.0 | 0.1 | 0.08 | | |
| FERNANDO MANUEL SOSA | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 6,1% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 94 | 190 | 121 | 92 | 62 | 159 | 166 | 145 | 105 | 39 | 100 | 100 | 10 | | |
| TRIM | 75.52 | 6.8 | 9.07 | 2.38 | 0.41 | 1.45 | 0.17 | 2.91 | 0.17 | 0.64 | 0.0 | 0.41 | 0.06 | | |
| MAT | 76.7 | 6.45 | 9.5 | 1.67 | 0.54 | 1.96 | 0.58 | 1.65 | 0.41 | 0.25 | 0.02 | 0.21 | 0.05 | | |
| ERNESTO ANIBAL MORINI- | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 5,7% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 93 | 177 | 118 | 91 | 40 | 143 | 219 | 156 | 8 | 999 | 100 | 200 | 14 | | |
| TRIM | 66.08 | 10.39 | 6.29 | 6.9 | 0.83 | 5.59 | 0.19 | 3.08 | 0.0 | 0.22 | 0.0 | 0.35 | 0.06 | | |
| MAT | 71.3 | 8.05 | 5.32 | 5.22 | 0.67 | 6.48 | 0.59 | 1.64 | 0.02 | 0.4 | 0.02 | 0.2 | 0.08 | | |
| ACUM=94,8% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | #2 | #4 | #3 | #7 | #5 | #8 | #6 | #12 | #9 | #13 | #11 | #10 | | |
| % de zona = 5,1% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 94 | 197 | 86 | 102 | 94 | 280 | 228 | 169 | 4 | 999 | 100 | 135 | 14 | | |
| TRIM | 70.78 | 10.14 | 6.62 | 4.31 | 2.21 | 1.57 | 0.21 | 3.45 | 0.0 | 0.25 | 0.0 | 0.39 | 0.07 | | |
| MAT | 74.94 | 8.53 | 6.43 | 2.93 | 1.7 | 2.24 | 0.66 | 1.83 | 0.02 | 0.39 | 0.02 | 0.23 | 0.09 | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|--------------------|--------------|---|
| RENE OMAR OKULOVICZ | MYRBETRIC (GAD) | Mercado: Myrbetric | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: UROLOGIA | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | | | | | | | | | | | | | | | | | | | |
|--------------------|------------------|--------|----------------|-------------|---------------|--------------|----------------|--|--|--|--|--|--|--|--|--|--|--|--|
| | MYRBETRIC GAD | UROVAL | URGISTAT | | | | | | | | | | | | | | | | |
| | | CSO | PB. | | | | | | | | | | | | | | | | |
| RANKING TERRITORIO | #2 | #1 | #3 | | | | | | | | | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 87 | 119 | 127 | | | | | | | | | | | | | | | |
| | MES | 52,2 | 33,41 | 14,39 | | | | | | | | | | | | | | | |
| | TRIM | 50,8 | 31,03 | 18,16 | | | | | | | | | | | | | | | |
| | MAT | 54,24 | 28,93 | 16,83 | | | | | | | | | | | | | | | |
| | MATAA | 62,42 | 24,37 | 13,21 | | | | | | | | | | | | | | | |
| | | | VALOR MERCADO: | MES = 6.444 | TRIM = 19.725 | MAT = 72.350 | MATAA = 61.777 | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | | | | | |
| GCIA = 41,3% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 86 | 124 | 117 | | | | | | | | | | | | | | | |
| | MES | 48,31 | 42,91 | 8,78 | | | | | | | | | | | | | | | |
| | TRIM | 49,42 | 39,26 | 11,32 | | | | | | | | | | | | | | | |
| | MAT | 52,93 | 35,86 | 11,21 | | | | | | | | | | | | | | | |
| | MATAA | 61,53 | 28,9 | 9,57 | | | | | | | | | | | | | | | |
| | | | VALOR MERCADO: | MES = 2.666 | TRIM = 7.926 | MAT = 29.916 | MATAA = 24.252 | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | | | | | |
| DIST = 21,6% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 80 | 123 | 69 | | | | | | | | | | | | | | | |
| | MES | 26,37 | 65,15 | 8,48 | | | | | | | | | | | | | | | |
| | TRIM | 29,36 | 62,56 | 8,07 | | | | | | | | | | | | | | | |
| | MAT | 29,51 | 61,29 | 9,2 | | | | | | | | | | | | | | | |
| | MATAA | 37,06 | 49,68 | 13,26 | | | | | | | | | | | | | | | |
| | | | VALOR MERCADO: | MES = 637 | TRIM = 1.771 | MAT = 6.448 | MATAA = 3.581 | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 5 UNIDADES estimadas de MYRBETRIC (GAD) por mes.

4. REPRESENTANTES

| | | | | | | | | | | | | | | | | | | | |
|-------------------------------|------------------|--------|----------|-------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | MYRBETRIC GAD | UROVAL | URGISTAT | | | | | | | | | | | | | | | | |
| | | CSO | PB. | | | | | | | | | | | | | | | | |
| | #2 | #1 | #3 | | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT | 50 | 118 | 54 | | | | | | | | | | | | | | | |
| % de zona = 19,7% | TRIM | 11,0 | 87,68 | 1,32 | | | | | | | | | | | | | | | |
| | MAT | 12,05 | 86,51 | 1,43 | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT | 81 | 117 | 70 | | | | | | | | | | | | | | | |
| % de zona = 13,3% | TRIM | 21,09 | 69,26 | 9,65 | | | | | | | | | | | | | | | |
| | MAT | 23,37 | 66,6 | 10,03 | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | EVOLUCION MAT | 67 | 107 | 82 | | | | | | | | | | | | | | | |
| % de zona = 12,3% | TRIM | 8,98 | 89,02 | 2,0 | | | | | | | | | | | | | | | |
| | MAT | 9,86 | 87,46 | 2,68 | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT | 71 | 115 | 64 | | | | | | | | | | | | | | | |
| % de zona = 10,5% | TRIM | 19,04 | 74,3 | 6,66 | | | | | | | | | | | | | | | |
| | MAT | 16,09 | 77,31 | 6,6 | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT | 91 | 110 | 76 | | | | | | | | | | | | | | | |
| % de zona = 9,6% | TRIM | 24,91 | 65,08 | 10,02 | | | | | | | | | | | | | | | |
| | MAT | 25,77 | 63,85 | 10,38 | | | | | | | | | | | | | | | |
| ACUM=65,4% | | | | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT | 129 | 69 | 76 | | | | | | | | | | | | | | | |
| % de zona = 7,9% | TRIM | 63,84 | 25,62 | 10,55 | | | | | | | | | | | | | | | |
| | MAT | 63,85 | 23,95 | 12,2 | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT | 82 | 123 | 71 | | | | | | | | | | | | | | | |
| % de zona = 7,2% | TRIM | 22,05 | 64,34 | 13,61 | | | | | | | | | | | | | | | |
| | MAT | 24,87 | 60,47 | 14,66 | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | EVOLUCION MAT | 98 | 113 | 91 | | | | | | | | | | | | | | | |
| % de zona = 5,3% | TRIM | 26,14 | 39,21 | 34,65 | | | | | | | | | | | | | | | |
| | MAT | 21,23 | 38,65 | 40,12 | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT | 95 | 165 | 86 | | | | | | | | | | | | | | | |
| % de zona = 5,2% | TRIM | 70,49 | 14,66 | 14,84 | | | | | | | | | | | | | | | |
| | MAT | 69,12 | 15,54 | 15,34 | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT | 96 | 170 | 67 | | | | | | | | | | | | | | | |
| % de zona = 5,1% | TRIM | 82,16 | 13,6 | 4,24 | | | | | | | | | | | | | | | |
| | MAT | 78,54 | 15,26 | 6,21 | | | | | | | | | | | | | | | |
| ACUM=96,1% | | | | | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | EVOLUCION MAT | 100 | 146 | 65 | | | | | | | | | | | | | | | |
| % de zona = 4,0% | TRIM | 80,97 | 13,72 | 5,31 | | | | | | | | | | | | | | | |
| | MAT | 78,53 | 13,58 | 7,89 | | | | | | | | | | | | | | | |

ACUM=100%

| | | | |
|----------------------------|----------------------------|----------------------------------|---|
| RENE OMAR OKULOVICZ | NEURO BILETAN (GAD) | Mercado: Neurobiletan 600 |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: DIABETES | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | NEURO- IOCT | CIAGEN | TINACTOL | TOCTAN | TIONEU- ROL 600 | PRIOTIC | TOCTIC- TEMIS | | | | | | |
|----------------------|----------------|--------------|--------------|--------------|--------------------|-------------|------------------|-------------|--|--|--|--|--|
| | TPQ | CVI | CSO | MLB | RC5 | MTP | T.L | | | | | | |
| RANKING TERRITORIO | #1 | #4 | #3 | #6 | #7 | #5 | #8 | | | | | | |
| PAIS | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | |
| EVOLUCION MAT | 118 | 104 | 83 | 114 | 86 | 80 | 114 | 131 | | | | | |
| MES | 15,64 | 34,38 | 21,11 | 15,61 | 0,71 | 5,12 | 6,4 | 1,04 | | | | | |
| TRIM | 16,04 | 34,83 | 18,21 | 15,06 | 3,59 | 5,68 | 5,47 | 1,13 | | | | | |
| MAT | 15,38 | 33,78 | 17,84 | 14,04 | 7,15 | 5,93 | 4,74 | 1,14 | | | | | |
| MATAA | 13,02 | 32,37 | 21,51 | 12,32 | 8,31 | 7,43 | 4,17 | 0,87 | | | | | |
| VALOR MERCADO: | MES = 40.354 | | | | | | | | | | | | |
| TRIM = 113.199 | | | | | | | | | | | | | |
| MAT = 453.136 | | | | | | | | | | | | | |
| MATAA = 447.670 | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | |
| GCIA = 44,2% | | | | | | | | | | | | | |
| EVOLUCION MAT | 116 | 99 | 87 | 108 | 88 | 85 | 101 | 76 | | | | | |
| MES | 21,67 | 35,73 | 17,8 | 14,81 | 0,64 | 2,1 | 6,7 | 0,54 | | | | | |
| TRIM | 22,34 | 35,75 | 15,39 | 14,12 | 2,84 | 2,6 | 6,34 | 0,62 | | | | | |
| MAT | 21,41 | 35,38 | 15,5 | 13,64 | 5,0 | 2,76 | 5,7 | 0,61 | | | | | |
| MATAA | 18,53 | 35,59 | 17,84 | 12,66 | 5,7 | 3,25 | 5,62 | 0,8 | | | | | |
| VALOR MERCADO: | MES = 17.497 | | | | | | | | | | | | |
| TRIM = 50.284 | | | | | | | | | | | | | |
| MAT = 200.087 | | | | | | | | | | | | | |
| MATAA = 193.163 | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | |
| DIST = 14,9% | | | | | | | | | | | | | |
| EVOLUCION MAT | 137 | 90 | 78 | 119 | 81 | 93 | 88 | 82 | | | | | |
| MES | 18,64 | 54,0 | 4,24 | 20,34 | 0,04 | 0,32 | 2,14 | 0,28 | | | | | |
| TRIM | 21,43 | 53,34 | 3,99 | 16,48 | 0,93 | 0,4 | 3,03 | 0,4 | | | | | |
| MAT | 19,77 | 53,8 | 4,12 | 16,92 | 1,72 | 0,42 | 2,83 | 0,41 | | | | | |
| MATAA | 14,46 | 59,7 | 5,29 | 14,27 | 2,12 | 0,45 | 3,21 | 0,5 | | | | | |
| VALOR MERCADO: | MES = 2.478 | | | | | | | | | | | | |
| TRIM = 7.494 | | | | | | | | | | | | | |
| MAT = 29.892 | | | | | | | | | | | | | |
| MATAA = 25.988 | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 25 UNIDADES estimadas de NEURO BILETAN (GAD) por mes.

4. REPRESENTANTES

| | NEURO- IOCT | CIAGEN | TINACTOL | TOCTAN | TIONEU- ROL 600 | PRIOTIC | TOCTIC- TEMIS | | | | | | |
|-------------------------------|----------------|--------------|-------------|--------------|--------------------|-------------|------------------|-------------|--|--|--|--|--|
| | TPQ | CVI | CSO | MLB | RC5 | MTP | T.L | | | | | | |
| RANKING TERRITORIO | #1 | #4 | #3 | #6 | #7 | #5 | #8 | | | | | | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | |
| % de zona = 11,7% | | | | | | | | | | | | | |
| EVOLUCION MAT | 169 | 82 | 77 | 126 | 100 | 119 | 93 | 122 | | | | | |
| TRIM | 23,96 | 47,28 | 4,22 | 19,06 | 0,77 | 0,35 | 4,27 | 0,09 | | | | | |
| MAT | 19,95 | 48,54 | 4,37 | 20,14 | 1,88 | 0,44 | 4,35 | 0,33 | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | |
| % de zona = 11,1% | | | | | | | | | | | | | |
| EVOLUCION MAT | 132 | 97 | 79 | 80 | 60 | 69 | 88 | 66 | | | | | |
| TRIM | 22,79 | 65,91 | 1,38 | 6,06 | 1,23 | 0,15 | 1,71 | 0,78 | | | | | |
| MAT | 24,93 | 62,79 | 1,97 | 5,63 | 2,68 | 0,18 | 1,15 | 0,68 | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | |
| % de zona = 9,8% | | | | | | | | | | | | | |
| EVOLUCION MAT | 285 | 85 | 94 | 108 | 106 | 209 | 120 | 555 | | | | | |
| TRIM | 14,9 | 55,59 | 5,57 | 15,67 | 1,55 | 1,1 | 5,09 | 0,53 | | | | | |
| MAT | 12,57 | 60,96 | 5,48 | 14,36 | 1,5 | 0,67 | 3,84 | 0,61 | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | |
| % de zona = 9,5% | | | | | | | | | | | | | |
| EVOLUCION MAT | 101 | 103 | 91 | 100 | 42 | 48 | 72 | 69 | | | | | |
| TRIM | 13,71 | 70,42 | 3,38 | 8,79 | 0,21 | 0,32 | 2,34 | 0,83 | | | | | |
| MAT | 13,71 | 71,43 | 4,01 | 7,77 | 0,69 | 0,21 | 1,43 | 0,75 | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | |
| EVOLUCION MAT | 120 | 86 | 73 | 129 | 190 | 55 | 75 | 0 | | | | | |
| TRIM | 22,23 | 44,28 | 3,48 | 26,47 | 0,88 | 0,36 | 2,3 | 0,0 | | | | | |
| MAT | 19,02 | 45,6 | 3,04 | 27,53 | 1,16 | 0,67 | 2,98 | 0,0 | | | | | |
| ACUM=51,4% | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | |
| EVOLUCION MAT | 156 | 86 | 77 | 109 | 106 | 137 | 93 | 71 | | | | | |
| TRIM | 25,1 | 47,24 | 5,04 | 17,7 | 0,76 | 0,44 | 3,6 | 0,12 | | | | | |
| MAT | 21,72 | 46,45 | 5,21 | 20,48 | 1,68 | 0,59 | 3,64 | 0,24 | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | |
| % de zona = 9,0% | | | | | | | | | | | | | |
| EVOLUCION MAT | 108 | 105 | 71 | 107 | 36 | 26 | 78 | 63 | | | | | |
| TRIM | 20,01 | 61,92 | 3,22 | 10,86 | 0,65 | 0,19 | 2,28 | 0,86 | | | | | |
| MAT | 19,45 | 62,96 | 3,85 | 10,21 | 1,06 | 0,19 | 1,5 | 0,79 | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | |
| % de zona = 8,6% | | | | | | | | | | | | | |
| EVOLUCION MAT | 135 | 92 | 66 | 121 | 89 | 148 | 79 | 88 | | | | | |
| TRIM | 19,97 | 59,65 | 3,88 | 12,84 | 0,58 | 0,44 | 2,5 | 0,14 | | | | | |
| MAT | 20,55 | 59,22 | 3,15 | 12,27 | 1,33 | 0,46 | 2,72 | 0,3 | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | |
| % de zona = 8,1% | | | | | | | | | | | | | |
| EVOLUCION MAT | 157 | 90 | 75 | 130 | 96 | 152 | 72 | 207 | | | | | |
| TRIM | 15,39 | 58,94 | 3,41 | 17,85 | 1,88 | 0,35 | 1,68 | 0,49 | | | | | |
| MAT | 13,83 | 60,37 | 3,69 | 15,98 | 3,61 | 0,32 | 1,91 | 0,29 | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | |
| % de zona = 7,4% | | | | | | | | | | | | | |
| EVOLUCION MAT | 161 | 76 | 73 | 130 | 113 | 128 | 86 | 100 | | | | | |
| TRIM | 25,92 | 36,15 | 7,32 | 24,29 | 1,13 | 0,54 | 4,5 | 0,15 | | | | | |
| MAT | 21,11 | 36,13 | 7,15 | 27,74 | 1,91 | 0,59 | 5,14 | 0,23 | | | | | |
| ACUM=93,8% | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | |
| % de zona = 6,2% | | | | | | | | | | | | | |
| EVOLUCION MAT | 105 | 81 | 76 | 122 | 99 | 123 | 90 | 41 | | | | | |
| TRIM | 35,07 | 26,21 | 4,29 | 30,37 | 0,67 | 0,18 | 3,0 | 0,2 | | | | | |
| MAT | 34,63 | 24,38 | 4,23 | 32,27 | 1,4 | 0,27 | 2,66 | 0,16 | | | | | |

ACUM=100%

| | | | |
|----------------------------|----------------------|------------------------|---------------------|
| RENE OMAR OKULOVICZ | NEXDIA (GAD) | Mercado: Nexdia | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | MERIDIAN | LEXTOR | LEXAPRO | ARAMIX | NOVO H-UMORAP | OPTISER | AXIOMAT | TALPRAM | EX3 | REMPEC M(TP) | ELEVOP-RAM | ESCITAL-OPRAN-TEVA TEV | BEAPLEN 10 | OTROS |
|--------------------|-----|----------|--------|---------|--------|---------------|---------|---------|---------|-----|--------------|------------|------------------------|------------|-------|
| | | RMM | CSO | LUN | ELE | BAG | B+L | BET | RC5 | ARI | #8 | LEP | #10 | T.L | #9 |
| RANKING TERRITORIO | #12 | #1 | #2 | #6 | #3 | #5 | #4 | #7 | #13 | #11 | #8 | #14 | #10 | #9 | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 43,3% | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 9,9% | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 98 UNIDADES estimadas de NEXDIA (GAD) por mes.

4. REPRESENTANTES

| | | MERIDIAN | LEXTOR | LEXAPRO | ARAMIX | NOVO H-UMORAP | OPTISER | AXIOMAT | TALPRAM | EX3 | REMPEC M(TP) | ELEVOP-RAM | ESCITAL-OPRAN-TEVA TEV | BEAPLEN 10 | OTROS |
|-------------------------------|-----|----------|--------|---------|--------|---------------|---------|---------|---------|-----|--------------|------------|------------------------|------------|-------|
| | | RMM | CSO | LUN | ELE | BAG | B+L | BET | RC5 | ARI | #8 | LEP | #10 | T.L | #9 |
| RANKING TERRITORIO | #12 | #1 | #2 | #6 | #3 | #5 | #4 | #7 | #13 | #11 | #8 | #14 | #10 | #9 | |
| RAMIRO NICOLAS VELAZQ. | | | | | | | | | | | | | | | |
| % de zona = 12,8% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 12,2% | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 10,6% | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU. | | | | | | | | | | | | | | | |
| % de zona = 10,4% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 9,7% | | | | | | | | | | | | | | | |
| ACUM=55,7% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 8,5% | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 8,5% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 6,3% | | | | | | | | | | | | | | | |
| ACUM=93,8% | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 6,3% | | | | | | | | | | | | | | | |

ACUM=100%

| | | | |
|---------------------|----------------------|---------------------|--------------|
| RENE OMAR OKULOVICZ | OMECAP 90 (GAD) | Mercado: Omechap 90 | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: LIPIDOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | | | | | | | | | | | | | | | | | | |
|--------------------|------------------|----------------|---------------|---------------|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | OMECAP 90 GAD | REGULIP RF2 | OMACOR RC5 | | | | | | | | | | | | | | | |
| RANKING TERRITORIO | #1 | #2 | | | | | | | | | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 113 | 92 | 0 | | | | | | | | | | | | | | |
| | MES | 49,63 | 50,37 | 0,0 | | | | | | | | | | | | | | |
| | TRIM | 46,35 | 53,65 | 0,0 | | | | | | | | | | | | | | |
| | MAT | 45,09 | 54,91 | 0,0 | | | | | | | | | | | | | | |
| | MATAA | 40,01 | 59,98 | 0,0 | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 26.516 | TRIM = 79.464 | MAT = 272.817 | MATAA = 216.272 | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | | | | |
| GCIA = 47,1% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 116 | 89 | 0 | | | | | | | | | | | | | | |
| | MES | 50,7 | 49,3 | 0,0 | | | | | | | | | | | | | | |
| | TRIM | 48,12 | 51,88 | 0,0 | | | | | | | | | | | | | | |
| | MAT | 46,71 | 53,29 | 0,0 | | | | | | | | | | | | | | |
| | MATAA | 40,32 | 59,68 | 0,0 | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 13.054 | TRIM = 38.251 | MAT = 128.487 | MATAA = 96.342 | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | | | | |
| DIST = 8,6% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 125 | 80 | | | | | | | | | | | | | | | |
| | MES | 51,67 | 48,33 | | | | | | | | | | | | | | | |
| | TRIM | 53,15 | 46,85 | | | | | | | | | | | | | | | |
| | MAT | 55,61 | 44,39 | | | | | | | | | | | | | | | |
| | MATAA | 44,56 | 55,44 | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 1.111 | TRIM = 3.116 | MAT = 11.096 | MATAA = 7.713 | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 9 UNIDADES estimadas de OMECAP 90 (GAD) por mes.

4. REPRESENTANTES

| | | | | | | | | | | | | | | | | | | |
|-------------------------------|------------------|----------------|---------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | OMECAP 90 GAD | REGULIP RF2 | OMACOR RC5 | | | | | | | | | | | | | | | |
| | #1 | #2 | | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | | | | |
| % de zona = 13,1% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 142 | 71 | | | | | | | | | | | | | | | |
| | TRIM | 58,7 | 41,3 | | | | | | | | | | | | | | | |
| | MAT | 57,72 | 42,28 | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | | | | |
| % de zona = 12,5% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 117 | 86 | | | | | | | | | | | | | | | |
| | TRIM | 52,81 | 47,19 | | | | | | | | | | | | | | | |
| | MAT | 51,9 | 48,1 | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | | | | |
| % de zona = 12,3% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 154 | 75 | | | | | | | | | | | | | | | |
| | TRIM | 47,92 | 52,08 | | | | | | | | | | | | | | | |
| | MAT | 49,49 | 50,51 | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | | | | |
| % de zona = 9,4% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 115 | 85 | | | | | | | | | | | | | | | |
| | TRIM | 53,63 | 46,37 | | | | | | | | | | | | | | | |
| | MAT | 57,74 | 42,26 | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | | | | |
| % de zona = 8,9% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 137 | 77 | | | | | | | | | | | | | | | |
| | TRIM | 51,25 | 48,75 | | | | | | | | | | | | | | | |
| | MAT | 52,01 | 47,99 | | | | | | | | | | | | | | | |
| ACUM=56,2% | | | | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | | | | |
| % de zona = 8,8% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 130 | 72 | | | | | | | | | | | | | | | |
| | TRIM | 50,9 | 49,1 | | | | | | | | | | | | | | | |
| | MAT | 62,59 | 37,41 | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | | | | |
| % de zona = 8,5% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 101 | 99 | | | | | | | | | | | | | | | |
| | TRIM | 60,41 | 39,59 | | | | | | | | | | | | | | | |
| | MAT | 63,63 | 36,37 | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | | | | |
| % de zona = 6,7% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 114 | 79 | | | | | | | | | | | | | | | |
| | TRIM | 62,57 | 37,43 | | | | | | | | | | | | | | | |
| | MAT | 68,09 | 31,91 | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | | | | |
| % de zona = 6,7% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 179 | 72 | | | | | | | | | | | | | | | |
| | TRIM | 40,7 | 59,3 | | | | | | | | | | | | | | | |
| | MAT | 46,77 | 53,23 | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | | | | |
| % de zona = 6,7% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 113 | 84 | | | | | | | | | | | | | | | |
| | TRIM | 60,8 | 39,2 | | | | | | | | | | | | | | | |
| | MAT | 63,06 | 36,94 | | | | | | | | | | | | | | | |
| ACUM=93,6% | | | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | | | | |
| % de zona = 6,4% | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 149 | 82 | | | | | | | | | | | | | | | |
| | TRIM | 40,44 | 59,56 | | | | | | | | | | | | | | | |
| | MAT | 40,2 | 59,8 | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|---------------------|--------------|---|
| RENE OMAR OKULOVICZ | OMNIC OCAS (GAD) | Mercado: Omnic Ocas | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: UROLOGIA | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| OMNIC OCAS GAD | | TANSILO- PROST | REDUPR- OST | PROSTO- KLAR | URALOS CR | TANSILO- PROST - RET FIN | SULOS ELE | ACLOSAN EUF | LOSTAM T.L | TAMSUL- OSINA R- ICHE RH. | ESPONT- AL | UROCET- INA | DIUFORT- AN | UROPRO- ST-Q | OTROS | |
|-----------------------|---------------|------------------------------|----------------|-----------------|--------------|-----------------------------------|--------------|----------------|---------------|---------------------------------|---------------|----------------|----------------|-------------------|-------|------|
| RANKING TERRITORIO #7 | | FIN | RF2 | B+L | CSO | #5 | #10 | #9 | #6 | #8 | #11 | #14 | #13 | #12 | | |
| PAIS | EVOLUCION MAT | 89 | 102 | 92 | 97 | 120 | 100 | 109 | 81 | 99 | 138 | 102 | 106 | 102 | 111 | 90 |
| | MES | 4,17 | 25,35 | 18,32 | 11,57 | 12,74 | 4,88 | 4,03 | 3,79 | 3,05 | 3,76 | 1,32 | 1,06 | 1,15 | 0,96 | 3,87 |
| | TRIM | 4,39 | 24,92 | 19,03 | 11,65 | 12,15 | 4,98 | 4,63 | 3,89 | 2,83 | 3,48 | 1,36 | 1,06 | 1,15 | 1,1 | 3,38 |
| | MAT | 4,83 | 25,23 | 19,25 | 11,8 | 11,64 | 4,79 | 4,38 | 4,05 | 3,03 | 2,95 | 1,27 | 1,16 | 1,15 | 1,04 | 3,42 |
| | MATAA | 5,43 | 24,65 | 20,86 | 12,18 | 9,68 | 4,8 | 4,01 | 5,0 | 3,06 | 2,13 | 1,24 | 1,09 | 1,13 | 0,94 | 3,78 |
| | | VALOR MERCADO: MES = 294.372 | | | | TRIM = 853.854 | | | | MAT = 3.247.074 | | | | MATAA = 3.084.675 | | |
| GERENCIA | EVOLUCION MAT | 93 | 104 | 94 | 96 | 116 | 99 | 118 | 81 | 96 | 137 | 99 | 87 | 107 | 119 | 86 |
| | MES | 4,68 | 22,58 | 20,24 | 12,93 | 13,85 | 4,38 | 4,78 | 4,99 | 3,61 | 2,84 | 0,75 | 0,31 | 1,28 | 0,76 | 2,0 |
| | TRIM | 4,81 | 22,55 | 21,36 | 12,92 | 13,01 | 4,34 | 5,15 | 4,99 | 3,31 | 2,53 | 0,74 | 0,31 | 1,29 | 0,83 | 1,85 |
| | MAT | 5,17 | 22,82 | 21,31 | 13,27 | 12,48 | 4,24 | 4,82 | 5,12 | 3,42 | 2,21 | 0,72 | 0,34 | 1,3 | 0,8 | 1,99 |
| | MATAA | 5,58 | 21,93 | 22,73 | 13,8 | 10,73 | 4,28 | 4,08 | 6,34 | 3,57 | 1,61 | 0,73 | 0,39 | 1,22 | 0,67 | 2,32 |
| | | VALOR MERCADO: MES = 136.233 | | | | TRIM = 400.511 | | | | MAT = 1.537.566 | | | | MATAA = 1.426.583 | | |
| DISTRITO | EVOLUCION MAT | 100 | 107 | 100 | 84 | 108 | 100 | 107 | 87 | 92 | 112 | 88 | 200 | 107 | 79 | 77 |
| | MES | 3,84 | 34,11 | 9,93 | 9,12 | 15,25 | 6,32 | 0,63 | 4,48 | 7,09 | 5,69 | 0,53 | 0,0 | 0,31 | 0,22 | 2,49 |
| | TRIM | 4,74 | 34,1 | 10,59 | 9,7 | 14,31 | 6,72 | 0,7 | 4,54 | 6,23 | 5,03 | 0,63 | 0,02 | 0,27 | 0,25 | 2,16 |
| | MAT | 5,2 | 35,16 | 10,31 | 9,78 | 14,08 | 6,52 | 0,77 | 3,69 | 6,3 | 4,64 | 0,65 | 0,02 | 0,29 | 0,3 | 2,3 |
| | MATAA | 5,18 | 32,99 | 10,3 | 11,68 | 13,03 | 6,49 | 0,72 | 4,25 | 6,82 | 4,15 | 0,74 | 0,01 | 0,27 | 0,38 | 2,97 |
| | | VALOR MERCADO: MES = 18.966 | | | | TRIM = 55.394 | | | | MAT = 206.241 | | | | MATAA = 172.099 | | |

PUNTO DE MARKET SHARE = 172 UNIDADES estimadas de OMNIC OCAS (GAD) por mes.

4. REPRESENTANTES

| OMNIO OCAS GAD | | TANSILO- PROST | REDUPR- OST | PROSTO- KLAR | URALOS CR | TANSILO- PROST - RET FIN | SULOS | ACLOSAN | LOSTAM | TAMSUL- OSINA R- ICHE RH. | ESPONT- AL | UROCE- INA | DIUFORT- AN | UROPRO- ST-Q | OTROS | |
|------------------------|---------------|-------------------|----------------|-----------------|--------------|-----------------------------------|-------|---------|--------|---------------------------------|---------------|---------------|----------------|-----------------|-------|------|
| #7 | | #1 | #3 | #4 | #2 | #5 | #10 | #9 | #6 | #8 | #11 | #14 | #13 | #12 | | |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT | 131 | 107 | 80 | 83 | 118 | 105 | 65 | 81 | 86 | 167 | 113 | 999 | 106 | 76 | 82 |
| | TRIM | 3,64 | 33,75 | 6,34 | 6,6 | 19,3 | 7,63 | 0,99 | 6,64 | 11,06 | 1,17 | 0,34 | 0,0 | 0,7 | 0,2 | 1,64 |
| | MAT | 3,96 | 35,47 | 6,92 | 6,1 | 18,7 | 7,11 | 1,17 | 4,66 | 12,02 | 1,1 | 0,26 | 0,01 | 0,93 | 0,22 | 1,36 |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT | 105 | 106 | 98 | 78 | 97 | 104 | 100 | 136 | 92 | 102 | 78 | 100 | 84 | 91 | 60 |
| | TRIM | 3,95 | 48,59 | 7,27 | 8,05 | 11,87 | 10,95 | 0,47 | 3,73 | 1,96 | 1,18 | 0,58 | 0,02 | 0,17 | 0,23 | 0,98 |
| | MAT | 4,25 | 50,11 | 7,44 | 8,61 | 11,53 | 10,44 | 0,56 | 1,91 | 1,8 | 1,09 | 0,62 | 0,02 | 0,21 | 0,3 | 1,11 |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT | 119 | 106 | 100 | 82 | 109 | 92 | 97 | 98 | 92 | 118 | 75 | 150 | 92 | 89 | 72 |
| | TRIM | 4,98 | 40,5 | 7,31 | 8,31 | 16,26 | 8,03 | 0,57 | 5,91 | 2,38 | 1,12 | 0,81 | 0,02 | 0,26 | 0,35 | 3,19 |
| | MAT | 5,35 | 41,66 | 7,27 | 8,46 | 16,01 | 7,83 | 0,62 | 4,12 | 2,11 | 1,36 | 0,9 | 0,03 | 0,24 | 0,32 | 3,71 |
| DOMINGO DAVID DIEZ | EVOLUCION MAT | 91 | 113 | 79 | 75 | 93 | 109 | 143 | 140 | 89 | 95 | 73 | 999 | 59 | 73 | 72 |
| | TRIM | 2,4 | 44,89 | 4,44 | 7,53 | 18,22 | 9,69 | 0,84 | 4,58 | 3,99 | 1,83 | 0,34 | 0,0 | 0,07 | 0,22 | 0,97 |
| | MAT | 2,92 | 46,03 | 4,67 | 7,99 | 18,52 | 9,01 | 1,09 | 2,18 | 4,04 | 1,84 | 0,38 | 0,02 | 0,17 | 0,27 | 0,88 |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT | 108 | 114 | 86 | 72 | 94 | 110 | 84 | 138 | 94 | 84 | 70 | 200 | 69 | 80 | 65 |
| | TRIM | 3,88 | 43,19 | 6,78 | 7,85 | 19,19 | 8,54 | 0,6 | 4,64 | 2,22 | 1,01 | 0,45 | 0,01 | 0,14 | 0,32 | 1,2 |
| | MAT | 4,21 | 44,47 | 6,57 | 8,25 | 20,59 | 7,78 | 0,61 | 2,31 | 2,03 | 1,01 | 0,47 | 0,02 | 0,2 | 0,39 | 1,08 |
| ACUM=52,7% | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT | 87 | 100 | 121 | 85 | 97 | 95 | 123 | 56 | 92 | 104 | 114 | 200 | 183 | 71 | 84 |
| | TRIM | 4,54 | 24,43 | 22,12 | 9,73 | 6,91 | 3,85 | 0,74 | 0,54 | 8,6 | 16,02 | 0,4 | 0,06 | 0,11 | 0,24 | 1,69 |
| | MAT | 4,41 | 25,36 | 20,13 | 9,91 | 6,59 | 4,17 | 0,95 | 0,89 | 8,03 | 17,07 | 0,42 | 0,02 | 0,11 | 0,29 | 1,66 |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT | 91 | 101 | 108 | 91 | 106 | 87 | 124 | 68 | 99 | 112 | 100 | 100 | 183 | 71 | 80 |
| | TRIM | 3,48 | 19,29 | 13,25 | 12,03 | 6,91 | 3,24 | 0,84 | 0,61 | 26,46 | 10,95 | 0,45 | 0,02 | 0,72 | 0,26 | 1,49 |
| | MAT | 3,44 | 20,18 | 13,31 | 11,91 | 6,42 | 3,38 | 1,03 | 0,86 | 25,66 | 11,59 | 0,46 | 0,02 | 0,33 | 0,22 | 1,22 |
| FERNANDO MANUEL SOSA | EVOLUCION MAT | 83 | 106 | 101 | 75 | 96 | 95 | 152 | 70 | 95 | 156 | 114 | 50 | 56 | 56 | 82 |
| | TRIM | 5,43 | 24,05 | 20,79 | 8,42 | 6,67 | 7,29 | 0,81 | 1,69 | 2,44 | 19,92 | 0,36 | 0,02 | 0,05 | 0,27 | 1,79 |
| | MAT | 6,04 | 25,92 | 21,09 | 9,16 | 6,04 | 8,12 | 0,94 | 2,21 | 3,14 | 14,34 | 0,41 | 0,01 | 0,05 | 0,43 | 2,11 |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT | 96 | 94 | 126 | 109 | 128 | 88 | 140 | 86 | 78 | 86 | 83 | 999 | 103 | 109 | 85 |
| | TRIM | 10,14 | 32,84 | 8,71 | 12,95 | 16,16 | 4,04 | 0,48 | 5,53 | 1,44 | 1,18 | 0,81 | 0,01 | 0,45 | 0,19 | 5,07 |
| | MAT | 11,64 | 34,1 | 7,9 | 11,78 | 14,93 | 3,91 | 0,28 | 5,65 | 1,54 | 1,11 | 0,87 | 0,01 | 0,38 | 0,24 | 5,67 |
| PABLO JOSE ROLON | EVOLUCION MAT | 118 | 96 | 112 | 95 | 115 | 96 | 181 | 85 | 86 | 85 | 114 | 100 | 125 | 67 | 108 |
| | TRIM | 4,54 | 26,1 | 8,14 | 11,21 | 21,9 | 2,95 | 0,74 | 16,99 | 0,86 | 0,5 | 1,83 | 0,01 | 0,1 | 0,16 | 3,97 |
| | MAT | 4,85 | 25,62 | 7,05 | 11,41 | 21,77 | 2,66 | 0,47 | 18,06 | 0,95 | 0,44 | 1,74 | 0,01 | 0,1 | 0,24 | 4,63 |
| ACUM=93,6% | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT | 123 | 94 | 108 | 93 | 114 | 74 | 172 | 72 | 121 | 98 | 88 | 150 | 183 | 148 | 73 |
| | TRIM | 7,67 | 25,51 | 15,09 | 19,99 | 14,79 | 2,79 | 0,49 | 0,37 | 7,15 | 0,92 | 1,15 | 0,03 | 0,19 | 0,29 | 3,56 |
| | MAT | 8,83 | 26,02 | 14,3 | 19,1 | 13,89 | 3,47 | 0,5 | 0,36 | 7,05 | 1,14 | 1,15 | 0,03 | 0,22 | 0,4 | 3,54 |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | PALIAX (GAD) | Mercado: Paliax | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | PALIAX GAD | RANKING TERRITORIO #8 | SARVAL B+L | ALPERT- AN RF2 | DIAPRES- AN MTP | DILCOR- AN CSO | DIOVAN SIE | RACORV- AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL- EP LEP | VALSAR- FEC FEC | NICORV- AS T.L | SEMANAR MIC | OTROS |
|-----------------|---------------|--------------------------|---------------|----------------------|-----------------------|----------------------|---------------|----------------------|-----------------|-----------------|----------------|----------------------|-----------------------|----------------------|----------------|-------|
| | | | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #12 | #9 | #11 | #13 | #10 | #14 | |
| PAIS | | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | | |
| GCIA = 49,0% | | | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | | |
| DIST = 15,6% | | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 439 UNIDADES estimadas de PALIAX (GAD) por mes.

4. REPRESENTANTES

| | PALIAX GAD | RANKING TERRITORIO #8 | SARVAL B+L | ALPERT- AN RF2 | DIAPRES- AN MTP | DILCOR- AN CSO | DIOVAN SIE | RACORV- AL RMM | SIMULTAN LZA | HIPERVAL RC5 | COROSAN ELE | VALSAL- EP LEP | VALSAR- FEC FEC | NICORV- AS T.L | SEMANAR MIC | OTROS |
|-------------------------------|---------------|--------------------------|---------------|----------------------|-----------------------|----------------------|---------------|----------------------|-----------------|-----------------|----------------|----------------------|-----------------------|----------------------|----------------|-------|
| | | | #1 | #2 | #3 | #4 | #6 | #5 | #7 | #12 | #9 | #11 | #13 | #10 | #14 | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | | |
| % de zona = 13,7% | | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | | |
| % de zona = 13,5% | | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | | |
| % de zona = 12,2% | | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | | |
| % de zona = 10,3% | | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | | |
| % de zona = 8,8% | | | | | | | | | | | | | | | | |
| ACUM=58,5% | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | | |
| % de zona = 8,0% | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | | |
| % de zona = 7,0% | | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | | |
| % de zona = 6,8% | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | | |
| % de zona = 6,4% | | | | | | | | | | | | | | | | |
| ACUM=93,9% | | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | | |
| % de zona = 6,1% | | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|------------------|--------------|---|
| RENE OMAR OKULOVICZ | PAXON TOTAL | Mercado: Paxon | | ≈ |
| GERENCIA INTERIOR | Subdivisión: GENERAL | AP. CIRCULATORIO | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| PAXON TOTAL | | PAXON | PAXON - XR | LOSACOR | LOPLAC | PRISONIL | FENSAR- TANTEN ELEA | PRESIM- AX | NITEN | TACARDIA | VASEXT- EN | LOSART- AN RICH- ERH. | LOSART- AN VANN- IER VNN | ANTIPE- SOL | OTROS | |
|--------------------|---------------|------------------------------|------------|---------|--------|------------------|---------------------|------------|-------|------------------|------------|-----------------------|--------------------------|--------------------|-------|------|
| RANKING TERRITORIO | | #3 | #11 | #1 | #4 | #5 | #6 | #7 | #9 | #13 | #10 | #8 | #12 | #14 | | |
| PAIS | EVOLUCION MAT | 96 | 96 | 103 | 105 | 81 | 94 | 109 | 87 | 77 | 92 | 165 | 165 | 124 | 97 | |
| | MES | 13,8 | 12,84 | 0,96 | 50,04 | 11,53 | 4,35 | 4,77 | 3,12 | 2,03 | 1,54 | 1,73 | 2,21 | 0,79 | 1,05 | 3,04 |
| | TRIM | 14,14 | 13,13 | 1,01 | 50,03 | 11,17 | 4,72 | 4,75 | 3,15 | 1,95 | 1,66 | 1,82 | 1,94 | 0,91 | 1,07 | 2,7 |
| | MAT | 14,34 | 13,32 | 1,02 | 50,03 | 10,86 | 5,75 | 4,77 | 3,01 | 2,03 | 1,81 | 1,72 | 1,27 | 1,02 | 0,87 | 2,5 |
| | MATAA | 14,92 | 13,88 | 1,04 | 48,54 | 10,39 | 7,1 | 5,06 | 2,76 | 2,34 | 2,36 | 1,86 | 0,77 | 0,62 | 0,7 | 2,58 |
| | | VALOR MERCADO: MES = 933.270 | | | | TRIM = 2.608.542 | | | | MAT = 10.059.345 | | | | MATAA = 10.151.987 | | |
| GERENCIA | EVOLUCION MAT | 100 | 100 | 101 | 106 | 82 | 94 | 113 | 79 | 85 | 93 | 177 | 170 | 121 | 92 | |
| | MES | 15,65 | 14,47 | 1,17 | 50,72 | 12,28 | 3,18 | 5,29 | 3,56 | 1,69 | 0,68 | 1,84 | 1,39 | 0,71 | 0,47 | 2,55 |
| | TRIM | 15,99 | 14,77 | 1,22 | 51,0 | 11,66 | 3,5 | 5,1 | 3,67 | 1,61 | 0,76 | 1,94 | 1,28 | 0,73 | 0,45 | 2,31 |
| | MAT | 16,12 | 14,89 | 1,23 | 50,79 | 11,35 | 4,3 | 5,18 | 3,56 | 1,72 | 0,88 | 1,84 | 0,92 | 0,56 | 0,4 | 2,39 |
| | MATAA | 16,18 | 14,93 | 1,25 | 50,24 | 10,68 | 5,25 | 5,51 | 3,16 | 2,19 | 1,03 | 1,97 | 0,52 | 0,33 | 0,33 | 2,59 |
| | | VALOR MERCADO: MES = 452.768 | | | | TRIM = 1.265.792 | | | | MAT = 4.930.969 | | | | MATAA = 4.902.021 | | |
| DISTRITO | EVOLUCION MAT | 102 | 102 | 98 | 118 | 82 | 64 | 119 | 70 | 109 | 94 | 168 | 342 | 133 | 79 | |
| | MES | 19,88 | 18,95 | 0,93 | 38,81 | 21,59 | 3,26 | 3,5 | 3,92 | 1,35 | 0,1 | 1,93 | 2,68 | 0,91 | 0,06 | 2,01 |
| | TRIM | 21,1 | 20,07 | 1,03 | 39,96 | 19,29 | 3,57 | 3,18 | 3,74 | 1,43 | 0,13 | 2,0 | 2,9 | 0,77 | 0,07 | 1,86 |
| | MAT | 20,67 | 19,59 | 1,08 | 41,0 | 18,47 | 4,45 | 3,54 | 3,27 | 1,93 | 0,24 | 1,71 | 2,23 | 0,41 | 0,08 | 1,98 |
| | MATAA | 20,22 | 19,12 | 1,1 | 41,64 | 15,68 | 5,43 | 5,5 | 2,75 | 2,74 | 0,22 | 1,81 | 1,33 | 0,12 | 0,06 | 2,5 |
| | | VALOR MERCADO: MES = 72.557 | | | | TRIM = 201.527 | | | | MAT = 775.676 | | | | MATAA = 749.830 | | |

PUNTO DE MARKET SHARE = 646 UNIDADES estimadas de PAXON TOTAL por mes.

4. REPRESENTANTES

| PAXON TOTAL | | | PAXON | PAXON-XR | LOSACOR | LOPLAC | PRISONIL | FENSAR-TAN ELEA | PRESIM-AX | NITEN | TACARDIA | VASEXT-EN | LOSART-AN RICH-ET RH. | LOSART-AN VANN-VNN | ANTIPIRE-SOL | OTROS |
|---|---------------|-------|-------|----------|---------|--------|----------|-----------------|-----------|-------|----------|-----------|-----------------------|--------------------|--------------|-------|
| #2 | | | #3 | #11 | #1 | #4 | #5 | #6 | #7 | #9 | #13 | #10 | #8 | #12 | #14 | |
| RAMIRO NICOLAS VELAZQ- % de zona = 12,1% | EVOLUCION MAT | 94 | 94 | 94 | 101 | 127 | 80 | 58 | 129 | 65 | 76 | 92 | 506 | 270 | 0 | 81 |
| | TRIM | 12,55 | 11,89 | 0,66 | 43,67 | 22,66 | 4,1 | 3,88 | 4,98 | 1,73 | 0,08 | 2,23 | 0,82 | 1,09 | 0,0 | 2,21 |
| | MAT | 12,39 | 11,71 | 0,68 | 43,78 | 22,42 | 5,08 | 4,29 | 4,08 | 2,35 | 0,16 | 1,86 | 0,91 | 0,54 | 0,0 | 2,15 |
| JUAN IGNACIO MORDACINI % de zona = 11,0% | EVOLUCION MAT | 98 | 98 | 92 | 101 | 127 | 81 | 51 | 127 | 77 | 92 | 101 | 98 | 262 | 999 | 74 |
| | TRIM | 16,11 | 15,34 | 0,77 | 42,85 | 22,45 | 3,77 | 3,21 | 4,44 | 1,67 | 0,15 | 2,34 | 0,72 | 0,63 | 0,01 | 1,66 |
| | MAT | 16,08 | 15,21 | 0,87 | 42,57 | 21,86 | 4,7 | 3,66 | 3,77 | 2,81 | 0,23 | 1,76 | 0,61 | 0,34 | 0,01 | 1,6 |
| GUILLERMO ENRIQUE BU- % de zona = 9,9% | EVOLUCION MAT | 98 | 98 | 97 | 102 | 136 | 82 | 52 | 122 | 77 | 92 | 119 | 336 | 160 | 999 | 86 |
| | TRIM | 23,35 | 22,0 | 1,36 | 41,59 | 14,77 | 5,12 | 2,68 | 4,41 | 1,82 | 0,07 | 2,97 | 0,47 | 0,28 | 0,0 | 2,47 |
| | MAT | 22,56 | 21,11 | 1,46 | 42,48 | 13,86 | 5,89 | 3,35 | 4,4 | 2,36 | 0,11 | 2,1 | 0,47 | 0,16 | 0,01 | 2,25 |
| WALTER GUILLERMO EIDEN % de zona = 9,5% | EVOLUCION MAT | 98 | 98 | 101 | 98 | 114 | 82 | 113 | 111 | 68 | 90 | 93 | 128 | 467 | 500 | 75 |
| | TRIM | 14,01 | 13,32 | 0,7 | 48,46 | 19,11 | 3,45 | 2,69 | 4,12 | 1,21 | 0,11 | 2,16 | 1,0 | 1,91 | 0,0 | 1,77 |
| | MAT | 14,14 | 13,42 | 0,72 | 48,78 | 19,08 | 4,4 | 2,5 | 3,32 | 1,58 | 0,18 | 2,07 | 0,82 | 0,98 | 0,05 | 2,09 |
| FERNANDO MANUEL SOSA % de zona = 9,0% | EVOLUCION MAT | 107 | 107 | 86 | 92 | 88 | 89 | 77 | 142 | 69 | 162 | 78 | 244 | 200 | 111 | 78 |
| | TRIM | 25,98 | 25,19 | 0,79 | 34,82 | 18,82 | 2,86 | 1,89 | 0,63 | 0,17 | 0,2 | 0,46 | 13,24 | 0,18 | 0,11 | 0,64 |
| | MAT | 26,87 | 25,95 | 0,92 | 38,18 | 17,2 | 3,9 | 2,28 | 0,54 | 0,25 | 0,42 | 0,43 | 8,85 | 0,14 | 0,1 | 0,85 |
| ACUM=51,5% | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 8,7% | EVOLUCION MAT | 110 | 110 | 110 | 92 | 111 | 88 | 79 | 116 | 67 | 155 | 70 | 122 | 550 | 130 | 78 |
| | TRIM | 32,77 | 31,15 | 1,63 | 32,54 | 14,86 | 3,14 | 4,11 | 2,07 | 0,26 | 0,23 | 0,61 | 7,1 | 0,74 | 0,3 | 1,25 |
| | MAT | 31,23 | 29,53 | 1,7 | 36,25 | 11,25 | 3,82 | 5,19 | 1,7 | 0,4 | 0,45 | 0,65 | 6,81 | 0,33 | 0,39 | 1,52 |
| ERNESTO ANIBAL MORINI- % de zona = 8,7% | EVOLUCION MAT | 103 | 103 | 97 | 95 | 110 | 81 | 81 | 128 | 66 | 181 | 84 | 135 | 414 | 109 | 88 |
| | TRIM | 35,1 | 33,81 | 1,29 | 31,49 | 13,94 | 2,22 | 2,46 | 2,63 | 0,18 | 0,22 | 0,72 | 6,22 | 0,48 | 0,35 | 3,99 |
| | MAT | 35,88 | 34,46 | 1,42 | 34,41 | 10,45 | 2,66 | 3,07 | 2,11 | 0,25 | 0,47 | 0,8 | 4,9 | 0,29 | 0,36 | 4,34 |
| FEDERICO NICOLAS NAVA- % de zona = 8,3% | EVOLUCION MAT | 97 | 97 | 98 | 102 | 130 | 87 | 48 | 115 | 68 | 77 | 104 | 152 | 250 | 999 | 74 |
| | TRIM | 13,32 | 12,42 | 0,91 | 42,97 | 22,64 | 3,62 | 3,35 | 6,18 | 2,1 | 0,12 | 2,34 | 0,41 | 0,81 | 0,0 | 2,12 |
| | MAT | 12,41 | 11,54 | 0,87 | 42,39 | 23,78 | 4,56 | 3,9 | 5,42 | 2,73 | 0,2 | 1,71 | 0,38 | 0,45 | 0,01 | 2,06 |
| DOMINGO DAVID DIEZ % de zona = 7,8% | EVOLUCION MAT | 102 | 102 | 96 | 101 | 140 | 83 | 66 | 130 | 66 | 110 | 93 | 173 | 160 | 999 | 78 |
| | TRIM | 25,57 | 24,37 | 1,2 | 35,13 | 16,02 | 4,34 | 6,5 | 4,59 | 2,26 | 0,06 | 2,12 | 0,63 | 0,47 | 0,02 | 2,28 |
| | MAT | 25,74 | 24,58 | 1,17 | 35,81 | 15,27 | 5,16 | 6,4 | 4,22 | 2,89 | 0,11 | 1,47 | 0,45 | 0,24 | 0,02 | 2,22 |
| LEONEL OROSMAN CORBA- % de zona = 7,6% | EVOLUCION MAT | 104 | 104 | 115 | 98 | 114 | 76 | 77 | 109 | 80 | 65 | 85 | 162 | 586 | 0 | 78 |
| | TRIM | 22,48 | 21,33 | 1,15 | 37,03 | 24,42 | 3,95 | 2,16 | 3,17 | 3,16 | 0,07 | 1,68 | 0,3 | 0,69 | 0,0 | 0,89 |
| | MAT | 20,87 | 19,59 | 1,28 | 37,12 | 24,33 | 5,19 | 2,12 | 2,77 | 3,49 | 0,17 | 1,79 | 0,42 | 0,41 | 0,0 | 1,32 |
| ACUM=92,6% | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON % de zona = 7,3% | EVOLUCION MAT | 102 | 103 | 89 | 100 | 108 | 79 | 99 | 102 | 68 | 67 | 95 | 286 | 775 | 999 | 69 |
| | TRIM | 12,7 | 11,62 | 1,08 | 47,82 | 22,53 | 2,3 | 1,99 | 3,76 | 1,57 | 0,09 | 4,84 | 0,38 | 1,12 | 0,02 | 0,87 |
| | MAT | 12,54 | 11,51 | 1,03 | 47,02 | 23,31 | 3,07 | 1,93 | 3,29 | 2,1 | 0,16 | 4,46 | 0,2 | 0,62 | 0,01 | 1,28 |

ACUM=100%

| | | | | |
|---------------------|----------------------|-------------------------|--------------|---|
| RENE OMAR OKULOVICZ | RELIVERAN DOXI (GAD) | Mercado: Reliveran Doxi | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& | | | | | | | | | |
|-----------------|-----------------------|----------------|----------------|---------------|---------------|---------------|---------------|--|-----------------|--|--|--|--|--|--|
| | RANKING TERRITORIO #2 | #1 | #3 | #5 | #4 | #6 | | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 158 | 75 | 114 | 106 | 119 | 175 | | | | | | | | | |
| | MES 26,76 | 1,17 | 29,15 | 26,41 | 16,39 | 0,13 | | | | | | | | | |
| | TRIM 29,23 | 12,24 | 23,96 | 21,53 | 12,9 | 0,14 | | | | | | | | | |
| | MAT 21,15 | 37,68 | 17,21 | 14,91 | 8,71 | 0,35 | | | | | | | | | |
| | MATAA 13,36 | 50,01 | 15,09 | 14,04 | 7,3 | 0,2 | | | | | | | | | |
| | | VALOR MERCADO: | MES = 11.156 | | TRIM = 33.729 | | MAT = 163.895 | | MATAA = 206.581 | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 49,6% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 154 | 75 | 115 | 108 | 109 | 188 | | | | | | | | | |
| | MES 29,52 | 1,85 | 22,36 | 27,04 | 19,0 | 0,22 | | | | | | | | | |
| | TRIM 33,36 | 13,29 | 18,3 | 20,69 | 14,14 | 0,23 | | | | | | | | | |
| | MAT 24,49 | 37,89 | 14,12 | 14,15 | 9,06 | 0,3 | | | | | | | | | |
| | MATAA 15,93 | 50,32 | 12,23 | 13,07 | 8,3 | 0,16 | | | | | | | | | |
| | | VALOR MERCADO: | MES = 5.447 | | TRIM = 16.136 | | MAT = 81.299 | | MATAA = 97.814 | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 15,7% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 157 | 61 | 151 | 105 | 151 | 767 | | | | | | | | | |
| | MES 28,6 | 0,0 | 33,95 | 7,91 | 28,72 | 0,81 | | | | | | | | | |
| | TRIM 34,85 | 7,45 | 32,96 | 7,86 | 16,26 | 0,61 | | | | | | | | | |
| | MAT 27,74 | 34,51 | 25,16 | 4,38 | 7,98 | 0,23 | | | | | | | | | |
| | MATAA 17,68 | 56,23 | 16,62 | 4,16 | 5,28 | 0,03 | | | | | | | | | |
| | | VALOR MERCADO: | MES = 860 | | TRIM = 2.442 | | MAT = 12.756 | | MATAA = 14.389 | | | | | | |

PUNTO DE MARKET SHARE = 11 UNIDADES estimadas de RELIVERAN DOXI (GAD) por mes.

4. REPRESENTANTES

| | RELIVERAN DOXI GAD | TUERIS MLB | DETIXOL CSO | TONVAL CVI | EMETIC DOG | MELOUT BL& | | | | | | | | | |
|-------------------------------|-----------------------|---------------|----------------|---------------|---------------|---------------|--|--|--|--|--|--|--|--|--|
| | #2 | #1 | #3 | #5 | #4 | #6 | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 15,1% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 178 | 42 | 202 | 94 | 106 | 267 | | | | | | | | | |
| | TRIM 27,8 | 4,45 | 59,32 | 6,07 | 2,3 | 0,05 | | | | | | | | | |
| | MAT 20,39 | 24,48 | 50,88 | 3,04 | 1,13 | 0,08 | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 13,0% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 162 | 60 | 165 | 122 | 236 | 933 | | | | | | | | | |
| | TRIM 30,87 | 5,57 | 42,57 | 9,85 | 10,43 | 0,72 | | | | | | | | | |
| | MAT 24,71 | 36,4 | 28,88 | 5,42 | 4,31 | 0,28 | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 10,5% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 145 | 63 | 124 | 122 | 235 | 999 | | | | | | | | | |
| | TRIM 44,43 | 5,57 | 23,71 | 11,96 | 13,06 | 1,27 | | | | | | | | | |
| | MAT 36,18 | 33,15 | 18,33 | 6,53 | 5,39 | 0,42 | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 9,1% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 192 | 54 | 151 | 106 | 172 | 800 | | | | | | | | | |
| | TRIM 36,83 | 3,64 | 34,06 | 13,3 | 11,14 | 1,04 | | | | | | | | | |
| | MAT 28,37 | 30,74 | 29,12 | 6,83 | 4,56 | 0,4 | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 9,1% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 112 | 54 | 194 | 108 | 57 | 280 | | | | | | | | | |
| | TRIM 20,31 | 2,37 | 59,84 | 12,66 | 4,74 | 0,09 | | | | | | | | | |
| | MAT 24,29 | 25,5 | 42,16 | 5,42 | 2,49 | 0,14 | | | | | | | | | |
| ACUM=56,8% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 8,4% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 181 | 71 | 242 | 77 | 147 | 999 | | | | | | | | | |
| | TRIM 44,38 | 17,01 | 6,66 | 2,66 | 29,14 | 0,15 | | | | | | | | | |
| | MAT 30,65 | 47,79 | 2,25 | 2,38 | 16,89 | 0,03 | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 8,0% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 137 | 70 | 245 | 93 | 161 | 999 | | | | | | | | | |
| | TRIM 37,79 | 12,43 | 3,06 | 3,57 | 42,98 | 0,17 | | | | | | | | | |
| | MAT 31,53 | 41,73 | 1,08 | 2,33 | 23,3 | 0,03 | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 7,6% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 181 | 73 | 160 | 107 | 154 | 999 | | | | | | | | | |
| | TRIM 36,97 | 11,56 | 2,27 | 6,26 | 42,75 | 0,19 | | | | | | | | | |
| | MAT 24,25 | 51,19 | 0,93 | 3,49 | 20,11 | 0,03 | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 7,5% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 166 | 68 | 123 | 102 | 94 | 999 | | | | | | | | | |
| | TRIM 28,91 | 10,19 | 33,87 | 7,0 | 14,3 | 1,23 | | | | | | | | | |
| | MAT 28,09 | 34,18 | 26,44 | 3,73 | 7,25 | 0,32 | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 6,7% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 162 | 64 | 87 | 105 | 321 | 999 | | | | | | | | | |
| | TRIM 43,13 | 3,38 | 33,85 | 4,84 | 13,64 | 1,16 | | | | | | | | | |
| | MAT 33,54 | 22,19 | 33,74 | 4,24 | 5,94 | 0,35 | | | | | | | | | |
| ACUM=95,0% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 5,1% | | | | | | | | | | | | | | | |
| | EVOLUCION MAT 169 | 85 | 63 | 88 | 288 | 248 | | | | | | | | | |
| | TRIM 42,77 | 12,83 | 20,94 | 6,49 | 15,19 | 1,77 | | | | | | | | | |
| | MAT 31,11 | 43,64 | 14,71 | 4,07 | 5,84 | 0,62 | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|-------------------|--------------|---|
| RENE OMAR OKULOVICZ | RISPERIN (GAD) | Mercado: Risperin | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | RISPERIN GAD | RIATUL B+L | RISPER- DAL JAN | DOZIC RF2 | DROPICI- NE BET | RESTEL- EA ELE | RISPER- DAL CO- NSTA JAN | RISPEX VNN | RISPERI- DONA F- ABRA FBR | ALTEXINA SOT | | | | | |
|----------------------|-----------------|------------------------------|-----------------------|--------------|-----------------------|----------------------|-----------------------------------|---------------|------------------------------------|-----------------|--|-------------------|--|--|--|
| RANKING TERRITORIO | #1 | #2 | #4 | #3 | #5 | #7 | #6 | #8 | #9 | | | | | | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 104 | 93 | 89 | 99 | 89 | 91 | 96 | 100 | 40 | 0 | | | | | |
| MES | 65.43 | 11.1 | 9.41 | 7.09 | 3.48 | 1.69 | 1.39 | 0.38 | 0.02 | 0.0 | | | | | |
| TRIM | 65.17 | 11.06 | 9.55 | 7.26 | 3.44 | 1.74 | 1.42 | 0.35 | 0.01 | 0.0 | | | | | |
| MAT | 65.8 | 10.98 | 9.3 | 7.07 | 3.44 | 1.68 | 1.39 | 0.32 | 0.02 | 0.0 | | | | | |
| MATAA | 63.1 | 11.8 | 10.41 | 7.15 | 3.88 | 1.85 | 1.45 | 0.32 | 0.05 | 0.0 | | | | | |
| | | VALOR MERCADO: MES = 118.485 | | | | TRIM = 349.717 | | | | MAT = 1.368.435 | | MATAA = 1.286.049 | | | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 45,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 107 | 91 | 87 | 96 | 91 | 93 | 93 | 100 | 33 | 0 | | | | | |
| MES | 61.17 | 12.66 | 11.84 | 7.99 | 2.61 | 1.71 | 1.82 | 0.16 | 0.02 | 0.0 | | | | | |
| TRIM | 61.14 | 12.31 | 11.87 | 8.24 | 2.72 | 1.78 | 1.79 | 0.13 | 0.02 | 0.0 | | | | | |
| MAT | 61.61 | 12.32 | 11.59 | 8.33 | 2.6 | 1.64 | 1.79 | 0.11 | 0.02 | 0.0 | | | | | |
| MATAA | 57.83 | 13.48 | 13.28 | 8.71 | 2.85 | 1.76 | 1.92 | 0.11 | 0.06 | 0.0 | | | | | |
| | | VALOR MERCADO: MES = 54.016 | | | | TRIM = 160.893 | | | | MAT = 628.481 | | MATAA = 575.768 | | | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 14,6% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 108 | 71 | 78 | 95 | 91 | 89 | 95 | 56 | 46 | | | | | | |
| MES | 73.97 | 10.45 | 3.51 | 6.81 | 3.15 | 0.26 | 0.98 | 0.79 | 0.07 | | | | | | |
| TRIM | 74.58 | 10.25 | 3.36 | 6.35 | 3.49 | 0.32 | 1.04 | 0.57 | 0.04 | | | | | | |
| MAT | 76.41 | 9.71 | 3.09 | 6.11 | 3.07 | 0.41 | 0.94 | 0.19 | 0.06 | | | | | | |
| MATAA | 70.6 | 13.73 | 3.98 | 6.42 | 3.36 | 0.46 | 0.99 | 0.34 | 0.13 | | | | | | |
| | | VALOR MERCADO: MES = 7.549 | | | | TRIM = 23.248 | | | | MAT = 91.637 | | MATAA = 70.042 | | | |

PUNTO DE MARKET SHARE = 76 UNIDADES estimadas de RISPERIN (GAD) por mes.

4. REPRESENTANTES

| | RISPERIN GAD | RIATUL B+L | RISPER- DAL JAN | DOZIC RF2 | DROPICI- NE BET | RESTEL- EA ELE | RISPER- DAL CO- NSTA JAN | RISPEX VNN | RISPERI- DONA F- ABRA FBR | ALTEXINA SOT | | | | | |
|-------------------------------|-----------------|---------------|-----------------------|--------------|-----------------------|----------------------|-----------------------------------|---------------|------------------------------------|-----------------|--|--|--|--|--|
| | #1 | #2 | #4 | #3 | #5 | #7 | #6 | #8 | #9 | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 13,8% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 107 | 73 | 85 | 93 | 82 | 97 | 55 | 60 | 125 | | | | | | |
| TRIM | 77.35 | 9.79 | 1.73 | 4.41 | 4.71 | 0.48 | 0.42 | 0.98 | 0.13 | | | | | | |
| MAT | 80.72 | 8.0 | 1.54 | 3.9 | 4.52 | 0.59 | 0.41 | 0.27 | 0.05 | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 13,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 109 | 67 | 84 | 93 | 100 | 91 | 98 | 134 | 22 | | | | | | |
| TRIM | 71.82 | 11.71 | 3.12 | 6.2 | 4.2 | 0.29 | 1.17 | 1.47 | 0.02 | | | | | | |
| MAT | 74.82 | 11.08 | 2.94 | 5.74 | 3.5 | 0.4 | 1.03 | 0.47 | 0.02 | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 10,8% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 114 | 65 | 89 | 81 | 102 | 82 | 104 | 220 | 15 | | | | | | |
| TRIM | 71.82 | 13.54 | 3.12 | 6.41 | 3.35 | 0.36 | 1.07 | 0.32 | 0.02 | | | | | | |
| MAT | 73.58 | 13.29 | 2.92 | 5.79 | 2.89 | 0.46 | 0.95 | 0.11 | 0.02 | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 9,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 111 | 68 | 67 | 89 | 114 | 76 | 72 | 44 | 33 | | | | | | |
| TRIM | 72.57 | 10.83 | 2.52 | 7.01 | 4.74 | 0.33 | 1.48 | 0.52 | 0.01 | | | | | | |
| MAT | 74.3 | 10.3 | 2.78 | 6.41 | 4.12 | 0.41 | 1.45 | 0.21 | 0.02 | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 8,6% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 111 | 60 | 94 | 78 | 64 | 100 | 152 | 92 | 53 | | | | | | |
| TRIM | 78.24 | 8.43 | 3.38 | 6.0 | 0.98 | 0.22 | 2.4 | 0.3 | 0.05 | | | | | | |
| MAT | 79.37 | 8.41 | 3.02 | 5.53 | 1.48 | 0.11 | 1.89 | 0.12 | 0.08 | | | | | | |
| ACUM=56,3% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 7,8% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 106 | 76 | 63 | 105 | 96 | 99 | 102 | 41 | 41 | | | | | | |
| TRIM | 76.49 | 7.26 | 3.44 | 4.4 | 6.5 | 0.53 | 0.96 | 0.43 | 0.0 | | | | | | |
| MAT | 80.23 | 7.07 | 2.83 | 4.28 | 4.01 | 0.74 | 0.58 | 0.16 | 0.11 | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 7,8% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 110 | 73 | 65 | 100 | 138 | 73 | 70 | 21 | 20 | | | | | | |
| TRIM | 68.66 | 11.86 | 5.41 | 6.92 | 5.46 | 0.44 | 0.77 | 0.46 | 0.01 | | | | | | |
| MAT | 72.61 | 10.89 | 4.54 | 6.22 | 4.37 | 0.46 | 0.69 | 0.18 | 0.03 | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 7,6% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 104 | 84 | 73 | 110 | 79 | 88 | 84 | 34 | 109 | | | | | | |
| TRIM | 76.53 | 7.21 | 4.24 | 8.77 | 2.03 | 0.37 | 0.51 | 0.33 | 0.0 | | | | | | |
| MAT | 75.6 | 7.99 | 3.69 | 8.89 | 2.58 | 0.51 | 0.49 | 0.13 | 0.12 | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 7,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 114 | 64 | 78 | 102 | 58 | 171 | 85 | 25 | 225 | | | | | | |
| TRIM | 71.0 | 12.15 | 5.5 | 9.49 | 0.94 | 0.07 | 0.75 | 0.02 | 0.08 | | | | | | |
| MAT | 70.85 | 11.81 | 5.02 | 9.56 | 1.26 | 0.24 | 1.16 | 0.02 | 0.09 | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 6,7% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 109 | 69 | 99 | 84 | 49 | 125 | 146 | 14 | 57 | | | | | | |
| TRIM | 78.05 | 9.79 | 3.41 | 6.37 | 1.22 | 0.01 | 1.05 | 0.02 | 0.06 | | | | | | |
| MAT | 78.6 | 9.04 | 3.08 | 6.62 | 1.5 | 0.05 | 1.05 | 0.02 | 0.04 | | | | | | |
| ACUM=93,7% | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 6,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 101 | 85 | 88 | 137 | 90 | 92 | 90 | 44 | 28 | | | | | | |
| TRIM | 81.59 | 6.8 | 3.13 | 5.4 | 1.59 | 0.22 | 0.89 | 0.39 | 0.0 | | | | | | |
| MAT | 79.59 | 7.36 | 3.28 | 6.84 | 1.49 | 0.44 | 0.72 | 0.16 | 0.12 | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|---------------|--------------|---|
| RENE OMAR OKULOVICZ | RUBI (GAD) | Mercado: Rubi | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: MUJER | OCTUBRE 2023 | |


1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | | | | |
|---|----------------|---------------|----------------|---------------|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | RUBI GAD | QLAIRA BAY | AZUCENA BEB | | | | | | | | | | | | | | | | |
| | #1 | #2 | #3 | | | | | | | | | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 99 | 99 | 109 | | | | | | | | | | | | | | | |
| | MES | 44,29 | 40,64 | 15,08 | | | | | | | | | | | | | | | |
| | TRIM | 41,77 | 43,14 | 15,09 | | | | | | | | | | | | | | | |
| | MAT | 41,67 | 43,62 | 14,71 | | | | | | | | | | | | | | | |
| | MATAA | 42,28 | 44,25 | 13,47 | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 46.392 | TRIM = 141.675 | MAT = 585.102 | MATAA = 640.856 | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | | | | | |
| GCIA = 57,6% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 94 | 106 | 103 | | | | | | | | | | | | | | | |
| | MES | 44,45 | 40,85 | 14,7 | | | | | | | | | | | | | | | |
| | TRIM | 40,71 | 44,72 | 14,57 | | | | | | | | | | | | | | | |
| | MAT | 42,45 | 42,37 | 14,68 | | | | | | | | | | | | | | | |
| | MATAA | 45,19 | 40,5 | 14,31 | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 27.565 | TRIM = 84.310 | MAT = 337.178 | MATAA = 346.246 | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | | | | | |
| DIST = 16,0% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 104 | 90 | 105 | | | | | | | | | | | | | | | |
| | MES | 60,65 | 25,82 | 13,53 | | | | | | | | | | | | | | | |
| | TRIM | 61,76 | 25,27 | 12,97 | | | | | | | | | | | | | | | |
| | MAT | 61,45 | 26,13 | 12,42 | | | | | | | | | | | | | | | |
| | MATAA | 59,2 | 28,99 | 11,81 | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 4.361 | TRIM = 13.652 | MAT = 53.975 | MATAA = 51.214 | | | | | | | | | | | | | | |
| PUNTO DE MARKET SHARE = 45 UNIDADES estimadas de RUBI (GAD) por mes. | | | | | | | | | | | | | | | | | | | |

4. REPRESENTANTES

| | | | | | | | | | | | | | | | | | | | |
|-------------------------------|---------------|---------------|----------------|-------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | RUBI GAD | QLAIRA BAY | AZUCENA BEB | | | | | | | | | | | | | | | | |
| | #1 | #2 | #3 | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | | | | | |
| % de zona = 15,2% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 100 | 97 | 112 | | | | | | | | | | | | | | | |
| | TRIM | 55,77 | 35,66 | 8,57 | | | | | | | | | | | | | | | |
| | MAT | 54,96 | 36,79 | 8,25 | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | | | | | |
| % de zona = 14,4% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 97 | 103 | 102 | | | | | | | | | | | | | | | |
| | TRIM | 49,69 | 44,89 | 5,42 | | | | | | | | | | | | | | | |
| | MAT | 49,17 | 45,73 | 5,1 | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | | | | | |
| % de zona = 10,2% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 108 | 78 | 96 | | | | | | | | | | | | | | | |
| | TRIM | 67,83 | 14,92 | 17,25 | | | | | | | | | | | | | | | |
| | MAT | 67,06 | 15,35 | 17,59 | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 103 | 92 | 132 | | | | | | | | | | | | | | | |
| | TRIM | 52,88 | 38,48 | 8,65 | | | | | | | | | | | | | | | |
| | MAT | 50,31 | 41,95 | 7,74 | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | | | | | |
| % de zona = 9,0% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 96 | 101 | 125 | | | | | | | | | | | | | | | |
| | TRIM | 71,97 | 11,51 | 16,52 | | | | | | | | | | | | | | | |
| | MAT | 72,49 | 11,79 | 15,72 | | | | | | | | | | | | | | | |
| ACUM=58,1% | | | | | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | | | | | |
| % de zona = 9,0% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 106 | 77 | 103 | | | | | | | | | | | | | | | |
| | TRIM | 68,45 | 15,23 | 16,32 | | | | | | | | | | | | | | | |
| | MAT | 69,48 | 14,74 | 15,78 | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | | | | | |
| % de zona = 8,0% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 111 | 88 | 84 | | | | | | | | | | | | | | | |
| | TRIM | 62,63 | 22,79 | 14,59 | | | | | | | | | | | | | | | |
| | MAT | 61,8 | 22,82 | 15,38 | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | | | | | |
| % de zona = 7,4% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 104 | 94 | 99 | | | | | | | | | | | | | | | |
| | TRIM | 57,56 | 28,25 | 14,19 | | | | | | | | | | | | | | | |
| | MAT | 56,75 | 29,43 | 13,82 | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | | | | | |
| % de zona = 7,3% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 108 | 62 | 110 | | | | | | | | | | | | | | | |
| | TRIM | 60,18 | 14,3 | 25,53 | | | | | | | | | | | | | | | |
| | MAT | 60,18 | 11,8 | 24,4 | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | | | | | |
| % de zona = 5,6% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 106 | 83 | 84 | | | | | | | | | | | | | | | |
| | TRIM | 77,35 | 11,53 | 11,12 | | | | | | | | | | | | | | | |
| | MAT | 77,29 | 11,59 | 11,12 | | | | | | | | | | | | | | | |
| ACUM=95,4% | | | | | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | | | | | |
| % de zona = 4,7% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 104 | 82 | 101 | | | | | | | | | | | | | | | |
| | TRIM | 75,09 | 14,09 | 10,81 | | | | | | | | | | | | | | | |
| | MAT | 77,59 | 13,24 | 9,17 | | | | | | | | | | | | | | | |

ACUM=100%

| | | | | |
|---------------------|----------------------|-----------------|--------------|---|
| RENE OMAR OKULOVICZ | SINLIP (GAD) | Mercado: Sinlip | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: LIPIDOS | OCTUBRE 2023 | |


1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|---------------|---------------|-------|----------------|-------|-----------------|-------|---------------|-------|---------------|------|------------------|------|----------------|------|----------------|------|----------------|------|------------------|------|-----------------|------|--------------|------|--------------------|------|-------|------|--|-------|--|
| SINLIP GAD | | ROVART- AL | | AMPLIAR CSO | | ROSUVA- ST | | REOVEX B+L | | HIPOLI- OL | | TORIVAS B+L | | LIPITOR PFZ | | LIPIFEN RF2 | | ZARATOR ELE | | VASOTE- NAL | | NORMOL- IPOL | | LIPEX ELE | | CRESTOR AZN | | OTROS | | | | |
| RANKING TERRITORIO | | #3 | | #4 | | #2 | | #1 | | #6 | | #5 | | #8 | | #7 | | #10 | | #11 | | #13 | | #14 | | #12 | | #9 | | | | |
| PAIS | EVOLUCION MAT | | 100 | | 114 | | 105 | | 103 | | 102 | | 113 | | 96 | | 97 | | 88 | | 92 | | 90 | | 86 | | 100 | | 95 | | 97 | |
| | MES | | 11.49 | | 11.97 | | 11.01 | | 7.79 | | 5.15 | | 4.48 | | 3.89 | | 3.16 | | 3.22 | | 3.15 | | 2.72 | | 2.31 | | 2.49 | | 1.96 | | 25.22 | |
| | TRIM | | 11.48 | | 11.77 | | 10.32 | | 7.82 | | 5.15 | | 4.39 | | 3.9 | | 3.27 | | 3.38 | | 3.19 | | 2.77 | | 2.3 | | 2.54 | | 2.2 | | 25.53 | |
| | MAT | | 11.55 | | 11.43 | | 10.19 | | 7.7 | | 5.05 | | 4.4 | | 3.86 | | 3.4 | | 3.31 | | 3.27 | | 2.94 | | 2.59 | | 2.56 | | 2.25 | | 25.51 | |
| | MATAA | | 11.53 | | 10.04 | | 9.67 | | 7.51 | | 4.97 | | 3.88 | | 4.0 | | 3.51 | | 3.75 | | 3.55 | | 3.26 | | 3.0 | | 2.55 | | 2.37 | | 26.41 | |
| | | | | VALOR MERCADO: | | MES = 1.459.553 | | | | | | TRIM = 4.170.713 | | | | | | | | MAT = 16.010.538 | | | | | | MATAA = 16.018.048 | | | | | | |
| GERENCIA | EVOLUCION MAT | | 106 | | 111 | | 105 | | 103 | | 101 | | 114 | | 94 | | 86 | | 91 | | 87 | | 89 | | 91 | | 97 | | 90 | | 97 | |
| | MES | | 12.25 | | 12.09 | | 9.87 | | 10.23 | | 5.38 | | 5.57 | | 3.49 | | 2.9 | | 3.16 | | 3.09 | | 2.55 | | 1.58 | | 3.1 | | 1.97 | | 22.76 | |
| | TRIM | | 12.07 | | 11.93 | | 9.32 | | 10.36 | | 5.44 | | 5.18 | | 3.56 | | 2.97 | | 3.37 | | 3.11 | | 2.58 | | 1.68 | | 3.07 | | 2.08 | | 23.3 | |
| | MAT | | 11.9 | | 11.47 | | 9.21 | | 10.03 | | 5.46 | | 5.01 | | 3.6 | | 3.19 | | 3.35 | | 3.26 | | 2.73 | | 1.89 | | 3.08 | | 2.1 | | 23.72 | |
| | MATAA | | 11.21 | | 10.35 | | 8.76 | | 9.73 | | 5.38 | | 4.4 | | 3.81 | | 3.71 | | 3.67 | | 3.75 | | 3.08 | | 2.07 | | 3.16 | | 2.34 | | 24.58 | |
| | | | | VALOR MERCADO: | | MES = 648.810 | | | | | | TRIM = 1.861.652 | | | | | | | | MAT = 7.219.960 | | | | | | MATAA = 7.088.651 | | | | | | |
| DISTRITO | EVOLUCION MAT | | 105 | | 114 | | 121 | | 104 | | 105 | | 140 | | 94 | | 75 | | 84 | | 58 | | 87 | | 89 | | 73 | | 103 | | 96 | |
| | MES | | 10.17 | | 7.33 | | 13.34 | | 15.93 | | 5.47 | | 8.71 | | 3.09 | | 3.41 | | 2.02 | | 2.53 | | 1.49 | | 0.8 | | 2.53 | | 2.73 | | 20.45 | |
| | TRIM | | 10.98 | | 7.33 | | 11.63 | | 15.87 | | 5.58 | | 7.17 | | 3.29 | | 3.12 | | 2.65 | | 2.46 | | 1.59 | | 0.85 | | 2.36 | | 2.79 | | 22.32 | |
| | MAT | | 11.08 | | 7.33 | | 11.51 | | 14.14 | | 5.13 | | 6.94 | | 3.31 | | 3.75 | | 2.81 | | 2.8 | | 1.82 | | 1.01 | | 2.62 | | 2.89 | | 22.84 | |
| | MATAA | | 10.52 | | 6.45 | | 9.52 | | 13.54 | | 4.87 | | 4.97 | | 3.51 | | 4.97 | | 3.33 | | 4.84 | | 2.1 | | 1.14 | | 3.57 | | 2.81 | | 23.85 | |
| | | | | VALOR MERCADO: | | MES = 87.400 | | | | | | TRIM = 251.869 | | | | | | | | MAT = 953.082 | | | | | | MATAA = 936.162 | | | | | | |

PUNTO DE MARKET SHARE = 794 UNIDADES estimadas de SINLIP (GAD) por mes.

4. REPRESENTANTES

| SINLIP GAD | | | ROVART- AL | AMPLIAR CSO | ROSUVA- ST BAG | REOVEX B+L | HIPOLIP- OL CSO | TORIVAS B+L | LIPITOR PFZ | LIPIFEN RF2 | ZARATOR ELE | VASOTE- NAL RMM | NORMOL- IPOL LEP | LIPEX ELE | CRESTOR AZN | OTROS | |
|---|---------------|-------|---------------|----------------|----------------------|---------------|-----------------------|----------------|----------------|----------------|----------------|-----------------------|------------------------|--------------|----------------|-------|--|
| #3 | | | #4 | #2 | #1 | #6 | #5 | #8 | #7 | #10 | #11 | #13 | #14 | #12 | #9 | | |
| GUILLERMO ENRIQUE BU- % de zona = 14,3% | EVOLUCION MAT | 107 | 122 | 129 | 106 | 99 | 170 | 92 | 76 | 86 | 46 | 82 | 94 | 69 | 121 | 93 | |
| | TRIM | 12.36 | 7,82 | 9,46 | 18,91 | 4,34 | 4,66 | 2,37 | 4,0 | 2,64 | 1,57 | 1,09 | 1,4 | 1,72 | 2,47 | 25,17 | |
| | MAT | 12,21 | 7,71 | 9,32 | 18,14 | 4,09 | 4,42 | 2,55 | 4,78 | 2,98 | 2,0 | 1,25 | 1,54 | 1,75 | 2,43 | 24,82 | |
| RAMIRO NICOLAS VELAZQ- % de zona = 13,1% | EVOLUCION MAT | 95 | 112 | 126 | 108 | 113 | 154 | 104 | 74 | 86 | 51 | 89 | 90 | 67 | 106 | 94 | |
| | TRIM | 5.69 | 9,0 | 12,39 | 19,54 | 5,75 | 7,59 | 3,33 | 3,48 | 2,67 | 2,76 | 1,52 | 0,68 | 2,64 | 2,81 | 20,15 | |
| | MAT | 5,72 | 9,05 | 12,75 | 16,47 | 5,14 | 7,51 | 3,37 | 4,36 | 2,78 | 3,26 | 1,73 | 0,76 | 3,06 | 2,84 | 21,19 | |
| JUAN IGNACIO MORDACINI % de zona = 12,2% | EVOLUCION MAT | 103 | 108 | 127 | 108 | 112 | 155 | 103 | 72 | 83 | 48 | 86 | 92 | 62 | 107 | 99 | |
| | TRIM | 6.91 | 6,52 | 13,08 | 18,19 | 6,06 | 7,49 | 3,34 | 3,71 | 2,93 | 2,54 | 1,14 | 0,65 | 2,31 | 2,67 | 22,45 | |
| | MAT | 6,93 | 6,57 | 13,04 | 16,1 | 5,37 | 7,37 | 3,29 | 4,73 | 3,28 | 3,01 | 1,35 | 0,72 | 2,69 | 2,73 | 22,81 | |
| FEDERICO NICOLAS NAVA- % de zona = 10,7% | EVOLUCION MAT | 100 | 119 | 124 | 107 | 117 | 153 | 100 | 72 | 87 | 47 | 88 | 97 | 60 | 105 | 94 | |
| | TRIM | 6.5 | 8,58 | 12,96 | 19,9 | 4,64 | 7,36 | 3,18 | 3,93 | 2,9 | 2,34 | 1,44 | 0,55 | 1,99 | 3,94 | 19,8 | |
| | MAT | 6,12 | 8,58 | 13,96 | 17,41 | 3,88 | 7,64 | 3,21 | 4,89 | 3,17 | 2,94 | 1,69 | 0,59 | 2,26 | 4,28 | 19,38 | |
| DOMINGO DAVID DIEZ % de zona = 9,9% | EVOLUCION MAT | 111 | 116 | 138 | 114 | 109 | 170 | 103 | 73 | 85 | 58 | 92 | 88 | 75 | 102 | 92 | |
| | TRIM | 12.86 | 6,71 | 10,3 | 16,51 | 3,45 | 5,5 | 2,77 | 4,42 | 3,23 | 3,85 | 0,94 | 0,48 | 4,13 | 3,71 | 21,15 | |
| | MAT | 13,21 | 6,95 | 10,12 | 14,53 | 3,04 | 5,33 | 2,71 | 5,35 | 3,44 | 4,55 | 1,11 | 0,57 | 4,56 | 3,93 | 20,59 | |
| ACUM=60,2% | | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON % de zona = 7,2% | EVOLUCION MAT | 102 | 95 | 107 | 95 | 123 | 115 | 98 | 83 | 88 | 84 | 88 | 86 | 108 | 115 | 89 | |
| | TRIM | 12.73 | 6,92 | 12,63 | 18,43 | 8,21 | 9,77 | 4,93 | 0,78 | 1,11 | 0,83 | 3,04 | 0,43 | 1,38 | 3,55 | 15,25 | |
| | MAT | 13,41 | 6,74 | 13,47 | 16,21 | 7,05 | 9,88 | 5,01 | 0,97 | 1,2 | 0,92 | 3,31 | 0,5 | 1,24 | 3,52 | 16,57 | |
| ERNESTO ANIBAL MORINI- % de zona = 7,1% | EVOLUCION MAT | 99 | 120 | 119 | 110 | 91 | 132 | 85 | 83 | 85 | 92 | 83 | 82 | 82 | 86 | 99 | |
| | TRIM | 14.77 | 5,29 | 9,97 | 5,39 | 4,64 | 7,33 | 2,67 | 2,76 | 3,07 | 3,3 | 1,19 | 0,71 | 1,82 | 1,27 | 35,82 | |
| | MAT | 15,39 | 5,48 | 8,1 | 5,06 | 4,46 | 6,17 | 2,73 | 2,95 | 3,06 | 3,34 | 1,45 | 0,86 | 2,26 | 1,2 | 37,5 | |
| FERNANDO MANUEL SOSA % de zona = 6,7% | EVOLUCION MAT | 114 | 109 | 117 | 116 | 82 | 107 | 58 | 83 | 79 | 69 | 85 | 83 | 78 | 82 | 111 | |
| | TRIM | 22.96 | 5,33 | 10,35 | 3,55 | 6,34 | 8,07 | 2,16 | 2,52 | 3,07 | 2,24 | 1,5 | 1,23 | 1,84 | 3,49 | 25,36 | |
| | MAT | 23,55 | 5,32 | 8,18 | 3,31 | 7,59 | 7,28 | 2,17 | 2,88 | 3,1 | 2,52 | 1,81 | 1,41 | 2,31 | 3,85 | 24,71 | |
| WALTER GUILLERMO EIDEN % de zona = 6,6% | EVOLUCION MAT | 98 | 115 | 105 | 95 | 108 | 125 | 94 | 72 | 92 | 101 | 85 | 107 | 133 | 99 | 91 | |
| | TRIM | 6.61 | 11,02 | 12,16 | 21,21 | 5,24 | 7,13 | 4,88 | 0,95 | 2,01 | 1,93 | 3,84 | 0,46 | 3,3 | 2,64 | 16,63 | |
| | MAT | 6,85 | 10,83 | 13,33 | 17,48 | 4,64 | 7,26 | 5,07 | 1,26 | 2,11 | 1,85 | 4,23 | 0,48 | 3,09 | 2,73 | 18,81 | |
| SERGIO OSCAR MENDEZ % de zona = 6,1% | EVOLUCION MAT | 103 | 116 | 121 | 105 | 101 | 127 | 92 | 92 | 80 | 91 | 85 | 101 | 75 | 77 | 97 | |
| | TRIM | 16.85 | 5,74 | 10,11 | 5,57 | 6,42 | 7,79 | 3,24 | 3,56 | 3,44 | 3,73 | 1,35 | 1,86 | 2,21 | 1,28 | 26,85 | |
| | MAT | 16,82 | 5,78 | 8,02 | 5,54 | 6,01 | 6,8 | 3,17 | 3,61 | 3,35 | 3,81 | 1,61 | 2,34 | 2,84 | 1,28 | 29,01 | |
| ACUM=93,9% | | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- % de zona = 6,0% | EVOLUCION MAT | 108 | 113 | 111 | 95 | 109 | 132 | 93 | 81 | 81 | 65 | 89 | 66 | 80 | 100 | 95 | |
| | TRIM | 11.05 | 5,75 | 15,16 | 15,77 | 9,03 | 9,0 | 4,69 | 1,3 | 1,41 | 2,09 | 1,79 | 1,14 | 2,55 | 2,04 | 17,22 | |
| | MAT | 10,86 | 5,49 | 15,74 | 14,37 | 8,15 | 9,11 | 4,36 | 1,51 | 1,42 | 2,12 | 2,03 | 1,91 | 2,71 | 2,18 | 18,03 | |

| | | | | |
|---------------------|----------------------|--------------------|--------------|---|
| RENE OMAR OKULOVICZ | SINLIP EZ (GAD) | Mercado: Sinlip EZ | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: LIPIDOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | SINLIP EZ GAD | COLMIBE RF2 | VASOTE- NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL- US ELE | ALIPAS - DUO BEB | ROSUFE- N DUO NLT | AMPLIAR DUO CSO | REDUST- EROL D- UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA- MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|--------------------|------------------|----------------|--------------------------|------------------------|----------------|------------------------|------------------------|-------------------------|-----------------------|---------------------------------|-----------------|---------------------|----------------------------|------------------------|-------|
| RANKING TERRITORIO | #6 | #1 | #2 | #3 | #12 | #4 | #5 | #8 | #7 | #9 | #14 | #11 | #13 | #10 | |
| PAIS | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 245 | 89 | 86 | 89 | 76 | 173 | 88 | 122 | 92 | 90 | 83 | 634 | 86 | 84 | 121 |
| MES | 4,05 | 21,55 | 13,32 | 7,03 | 5,59 | 8,03 | 3,71 | 4,68 | 2,8 | 1,57 | 2,22 | 3,76 | 1,92 | 1,94 | 17,85 |
| TRIM | 4,4 | 22,22 | 13,51 | 6,56 | 5,99 | 6,67 | 3,87 | 4,96 | 2,69 | 2,21 | 2,27 | 3,71 | 1,94 | 1,9 | 17,11 |
| MAT | 3,6 | 22,92 | 14,73 | 6,94 | 6,85 | 6,61 | 4,23 | 4,13 | 2,92 | 2,52 | 2,5 | 2,41 | 2,1 | 2,05 | 15,48 |
| MATAA | 1,47 | 25,71 | 17,05 | 7,78 | 8,97 | 3,82 | 4,78 | 3,38 | 3,16 | 2,79 | 3,0 | 0,38 | 2,43 | 2,44 | 12,83 |
| VALOR MERCADO: | | MES = 162.458 | | | | TRIM = 467.672 | | | | MAT = 1.730.953 | | | | MATAA = 1.598.687 | |
| GERENCIA | | | | | | | | | | | | | | | |
| GCIA = 48,0% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 246 | 88 | 84 | 88 | 74 | 192 | 85 | 118 | 91 | 91 | 80 | 683 | 82 | 76 | 126 |
| MES | 5,14 | 20,03 | 14,59 | 6,28 | 5,62 | 8,47 | 3,16 | 4,89 | 2,69 | 1,82 | 1,56 | 3,8 | 1,67 | 1,88 | 18,4 |
| TRIM | 5,24 | 21,25 | 14,72 | 5,99 | 5,97 | 7,1 | 3,27 | 5,09 | 2,42 | 2,25 | 1,56 | 3,84 | 1,65 | 1,78 | 17,85 |
| MAT | 4,19 | 22,17 | 15,9 | 6,39 | 7,02 | 7,09 | 3,61 | 4,34 | 2,6 | 2,53 | 1,71 | 2,46 | 1,81 | 1,98 | 16,18 |
| MATAA | 1,7 | 25,21 | 18,95 | 7,25 | 9,47 | 3,69 | 4,27 | 3,67 | 2,86 | 2,77 | 2,15 | 0,36 | 2,21 | 2,62 | 12,83 |
| VALOR MERCADO: | | MES = 77.299 | | | | TRIM = 222.941 | | | | MAT = 830.700 | | | | MATAA = 751.345 | |
| DISTRITO | | | | | | | | | | | | | | | |
| DIST = 11,0% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 283 | 87 | 78 | 97 | 59 | 164 | 85 | 101 | 97 | 99 | 67 | 483 | 91 | 51 | 127 |
| MES | 5,55 | 14,96 | 10,76 | 8,61 | 1,92 | 8,2 | 6,05 | 4,19 | 4,46 | 2,76 | 1,39 | 3,37 | 1,59 | 2,66 | 23,53 |
| TRIM | 6,51 | 15,12 | 11,07 | 8,09 | 2,04 | 6,71 | 6,19 | 4,4 | 3,99 | 3,26 | 1,52 | 3,47 | 1,72 | 2,37 | 23,54 |
| MAT | 5,13 | 15,51 | 12,15 | 8,52 | 2,25 | 7,1 | 6,74 | 4,03 | 4,82 | 3,49 | 1,73 | 2,32 | 1,82 | 2,75 | 21,63 |
| MATAA | 1,81 | 17,76 | 15,63 | 8,75 | 3,79 | 4,33 | 7,9 | 4,0 | 4,99 | 3,54 | 2,58 | 0,48 | 2,0 | 5,37 | 17,06 |
| VALOR MERCADO: | | MES = 8.429 | | | | TRIM = 24.365 | | | | MAT = 91.610 | | | | MATAA = 77.766 | |

PUNTO DE MARKET SHARE = 76 UNIDADES estimadas de SINLIP EZ (GAD) por mes.

4. REPRESENTANTES

| | SINLIP EZ GAD | COLMIBE RF2 | VASOTE- NAL EZ RMM | AMPLIAR PLUS CSO | VYTORIN ORG | LIPEX PL- US ELE | ALIPAS - DUO BEB | ROSUFE- N DUO NLT | AMPLIAR DUO CSO | REDUST- EROL D- UO RF2 | TORIMIBE B+L | REOVEX EZ B+L | LIPOCA- MBI PLUS BEB | ZARATOR PLUS ELE | OTROS |
|-------------------------------|------------------|----------------|--------------------------|------------------------|----------------|------------------------|------------------------|-------------------------|-----------------------|---------------------------------|-----------------|---------------------|----------------------------|------------------------|-------|
| | #6 | #1 | #2 | #3 | #12 | #4 | #5 | #8 | #7 | #9 | #14 | #11 | #13 | #10 | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | |
| % de zona = 11,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 217 | 94 | 78 | 97 | 63 | 131 | 87 | 118 | 105 | 104 | 79 | 457 | 102 | 50 | 120 |
| TRIM | 3,12 | 13,85 | 10,21 | 9,58 | 1,95 | 7,7 | 3,57 | 5,21 | 5,96 | 2,6 | 2,38 | 4,09 | 1,98 | 3,4 | 24,41 |
| MAT | 2,45 | 14,11 | 10,89 | 9,79 | 2,16 | 8,34 | 3,87 | 3,99 | 6,42 | 2,81 | 2,85 | 2,88 | 1,95 | 3,68 | 23,82 |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | |
| % de zona = 11,1% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 297 | 89 | 74 | 88 | 57 | 135 | 80 | 91 | 95 | 111 | 71 | 481 | 80 | 44 | 136 |
| TRIM | 6,29 | 13,87 | 9,79 | 9,15 | 1,99 | 6,74 | 2,86 | 4,62 | 4,45 | 2,23 | 1,98 | 4,68 | 1,4 | 3,21 | 26,76 |
| MAT | 4,58 | 13,15 | 10,74 | 8,95 | 2,19 | 7,1 | 3,25 | 3,31 | 5,25 | 2,12 | 2,34 | 3,22 | 1,3 | 3,35 | 29,12 |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | |
| % de zona = 10,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 215 | 86 | 66 | 155 | 54 | 283 | 72 | 104 | 70 | 108 | 64 | 640 | 78 | 41 | 111 |
| TRIM | 6,91 | 10,98 | 7,63 | 9,42 | 1,31 | 5,73 | 6,01 | 4,69 | 2,0 | 1,74 | 1,37 | 3,95 | 2,23 | 1,35 | 34,69 |
| MAT | 5,05 | 11,33 | 8,23 | 9,54 | 1,65 | 5,68 | 6,93 | 4,09 | 4,09 | 2,44 | 1,18 | 2,75 | 2,22 | 1,86 | 32,98 |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | |
| % de zona = 9,7% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 286 | 82 | 83 | 94 | 63 | 180 | 91 | 105 | 105 | 82 | 62 | 347 | 84 | 78 | 146 |
| TRIM | 4,41 | 7,01 | 17,45 | 11,47 | 0,72 | 3,91 | 14,51 | 2,48 | 4,31 | 2,92 | 2,87 | 1,83 | 1,5 | 0,69 | 23,94 |
| MAT | 3,15 | 7,73 | 19,64 | 11,92 | 1,0 | 3,8 | 15,07 | 2,39 | 4,67 | 3,04 | 3,15 | 1,25 | 1,62 | 0,8 | 20,78 |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | |
| % de zona = 9,6% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 354 | 89 | 86 | 79 | 53 | 203 | 80 | 95 | 84 | 96 | 57 | 505 | 84 | 58 | 137 |
| TRIM | 9,87 | 24,1 | 11,81 | 5,02 | 1,36 | 5,39 | 7,26 | 4,17 | 3,05 | 3,7 | 0,86 | 3,33 | 2,82 | 2,7 | 14,56 |
| MAT | 8,46 | 23,4 | 13,25 | 5,08 | 1,22 | 6,89 | 7,84 | 5,14 | 3,53 | 3,99 | 0,81 | 1,97 | 3,72 | 3,16 | 11,54 |
| ACUM=52,8% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | |
| % de zona = 9,3% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 375 | 87 | 77 | 93 | 60 | 159 | 93 | 97 | 92 | 98 | 50 | 484 | 96 | 60 | 133 |
| TRIM | 10,64 | 22,14 | 11,33 | 3,36 | 2,23 | 6,8 | 7,12 | 4,59 | 4,26 | 4,47 | 0,5 | 2,96 | 2,14 | 2,77 | 14,68 |
| MAT | 8,09 | 23,0 | 12,75 | 3,62 | 1,97 | 7,61 | 7,51 | 5,04 | 4,54 | 5,07 | 0,55 | 1,84 | 2,49 | 3,69 | 12,23 |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | |
| % de zona = 8,2% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 340 | 90 | 80 | 102 | 63 | 182 | 90 | 95 | 104 | 104 | 38 | 497 | 130 | 61 | 138 |
| TRIM | 8,69 | 21,74 | 12,64 | 2,99 | 7,13 | 7,2 | 4,0 | 5,56 | 1,37 | 7,88 | 0,33 | 2,8 | 0,94 | 2,73 | 14,0 |
| MAT | 7,04 | 21,66 | 14,38 | 2,65 | 7,25 | 8,02 | 5,46 | 6,08 | 1,54 | 9,06 | 0,3 | 1,64 | 0,83 | 3,09 | 11,03 |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | |
| % de zona = 7,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 177 | 85 | 81 | 86 | 71 | 179 | 93 | 126 | 99 | 88 | 83 | 539 | 106 | 74 | 123 |
| TRIM | 2,94 | 12,08 | 15,34 | 12,25 | 1,18 | 8,32 | 6,57 | 3,97 | 6,45 | 2,87 | 1,57 | 3,33 | 1,62 | 1,9 | 19,6 |
| MAT | 2,8 | 12,36 | 15,6 | 13,48 | 1,31 | 7,64 | 7,79 | 3,92 | 6,73 | 2,79 | 1,75 | 2,05 | 1,68 | 1,58 | 18,54 |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | |
| % de zona = 7,5% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 269 | 87 | 74 | 97 | 52 | 155 | 84 | 84 | 100 | 167 | 67 | 453 | 86 | 40 | 114 |
| TRIM | 9,64 | 16,93 | 5,35 | 5,23 | 1,73 | 9,73 | 6,55 | 4,04 | 2,15 | 4,06 | 0,53 | 4,05 | 0,82 | 2,17 | 27,05 |
| MAT | 7,7 | 18,77 | 6,69 | 6,39 | 2,16 | 9,58 | 6,78 | 2,83 | 3,52 | 2,56 | 0,87 | 2,4 | 0,65 | 3,01 | 26,09 |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | |
| % de zona = 7,3% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 252 | 83 | 80 | 98 | 59 | 221 | 83 | 105 | 111 | 97 | 67 | 362 | 111 | 41 | 125 |
| TRIM | 4,0 | 13,06 | 12,27 | 8,7 | 2,8 | 8,91 | 3,21 | 5,99 | 4,65 | 2,0 | 0,94 | 3,08 | 1,18 | 2,11 | 27,09 |
| MAT | 3,23 | 13,59 | 12,42 | 9,88 | 3,42 | 8,4 | 3,51 | 4,39 | 6,48 | 2,39 | 1,28 | 2,32 | 1,08 | 2,86 | 24,75 |
| ACUM=93,3% | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | |
| % de zona = 6,9% | | | | | | | | | | | | | | | |
| EVOLUCION MAT | 263 | 91 | 76 | 100 | 59 | 108 | 89 | 108 | 105 | 92 | 66 | 530 | 121 | 58 | 116 |
| TRIM | 5,6 | 12,42 | 7,98 | 10,76 | 0,87 | 4,27 | 6,09 | 3,04 | 5,25 | 2,4 | 3,04 | 3,76 | 1,74 | 3,22 | 29,55 |
| MAT | 4,53 | 12,94 | 8,81 | 12,78 | 1,05 | 5,74 | 6,29 | 3,17 | 6,28 | 2,56 | 3,68 | 2,97 | 1,96 | 3,09 | 24,14 |

ACUM=100,2%

| | | | | |
|---------------------|----------------------|-------------------------|--------------|---|
| RENE OMAR OKULOVICZ | SINLIP PREVENT (GAD) | Mercado: Sinlip Prevent | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: LIPIDOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | | | | |
|--------------------|-----------------------|-------------|--------------|--------------|----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | SINLIP PREVENT GAD | POLILEP | | | | | | | | | | | | | | | | | |
| | LEP | | | | | | | | | | | | | | | | | | |
| RANKING TERRITORIO | #1 | #2 | | | | | | | | | | | | | | | | | |
| PAIS | | | | | | | | | | | | | | | | | | | |
| BASE = 100% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 83 | 507 | | | | | | | | | | | | | | | | |
| | MES | 75,32 | 24,68 | | | | | | | | | | | | | | | | |
| | TRIM | 76,25 | 23,75 | | | | | | | | | | | | | | | | |
| | MAT | 79,65 | 20,35 | | | | | | | | | | | | | | | | |
| | MATAA | 95,99 | 4,01 | | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 1.791 | TRIM = 5.461 | MAT = 19.933 | MATAA = 13.513 | | | | | | | | | | | | | | |
| GERENCIA | | | | | | | | | | | | | | | | | | | |
| GCIA = 65,2% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 86 | 578 | | | | | | | | | | | | | | | | |
| | MES | 82,38 | 17,62 | | | | | | | | | | | | | | | | |
| | TRIM | 81,31 | 18,69 | | | | | | | | | | | | | | | | |
| | MAT | 83,36 | 16,64 | | | | | | | | | | | | | | | | |
| | MATAA | 97,12 | 2,88 | | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 1.169 | TRIM = 3.521 | MAT = 13.002 | MATAA = 8.936 | | | | | | | | | | | | | | |
| DISTRITO | | | | | | | | | | | | | | | | | | | |
| DIST = 14,3% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 71 | 609 | | | | | | | | | | | | | | | | |
| | MES | 56,36 | 43,64 | | | | | | | | | | | | | | | | |
| | TRIM | 64,03 | 35,97 | | | | | | | | | | | | | | | | |
| | MAT | 67,28 | 32,72 | | | | | | | | | | | | | | | | |
| | MATAA | 94,63 | 5,37 | | | | | | | | | | | | | | | | |
| | VALOR MERCADO: | MES = 165 | TRIM = 531 | MAT = 1.855 | MATAA = 1.098 | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 2 UNIDADES estimadas de SINLIP PREVENT (GAD) por mes.

4. REPRESENTANTES

| | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------------------|---------|-------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | SINLIP PREVENT GAD | POLILEP | | | | | | | | | | | | | | | | | |
| | LEP | | | | | | | | | | | | | | | | | | |
| | #1 | #2 | | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- | | | | | | | | | | | | | | | | | | | |
| % de zona = 13,4% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 79 | 432 | | | | | | | | | | | | | | | | |
| | TRIM | 70,3 | 29,7 | | | | | | | | | | | | | | | | |
| | MAT | 74,63 | 25,17 | | | | | | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI | | | | | | | | | | | | | | | | | | | |
| % de zona = 11,8% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 63 | 676 | | | | | | | | | | | | | | | | |
| | TRIM | 56,8 | 43,2 | | | | | | | | | | | | | | | | |
| | MAT | 59,59 | 40,41 | | | | | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- | | | | | | | | | | | | | | | | | | | |
| % de zona = 11,5% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 56 | 626 | | | | | | | | | | | | | | | | |
| | TRIM | 50,82 | 49,18 | | | | | | | | | | | | | | | | |
| | MAT | 51,76 | 48,24 | | | | | | | | | | | | | | | | |
| DOMINGO DAVID DIEZ | | | | | | | | | | | | | | | | | | | |
| % de zona = 11,1% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 83 | 999 | | | | | | | | | | | | | | | | |
| | TRIM | 74,45 | 25,55 | | | | | | | | | | | | | | | | |
| | MAT | 82,62 | 17,38 | | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON | | | | | | | | | | | | | | | | | | | |
| % de zona = 10,5% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 69 | 377 | | | | | | | | | | | | | | | | |
| | TRIM | 71,89 | 28,11 | | | | | | | | | | | | | | | | |
| | MAT | 62,05 | 37,95 | | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | | | | | | | | | | | | | | | | | | | |
| % de zona = 8,5% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 59 | 272 | | | | | | | | | | | | | | | | |
| | TRIM | 47,95 | 52,05 | | | | | | | | | | | | | | | | |
| | MAT | 47,95 | 52,05 | | | | | | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- | | | | | | | | | | | | | | | | | | | |
| % de zona = 7,8% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 43 | 478 | | | | | | | | | | | | | | | | |
| | TRIM | 33,99 | 66,01 | | | | | | | | | | | | | | | | |
| | MAT | 37,62 | 62,38 | | | | | | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- | | | | | | | | | | | | | | | | | | | |
| % de zona = 7,7% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 57 | 999 | | | | | | | | | | | | | | | | |
| | TRIM | 49,74 | 50,26 | | | | | | | | | | | | | | | | |
| | MAT | 55,93 | 44,07 | | | | | | | | | | | | | | | | |
| FERNANDO MANUEL SOSA | | | | | | | | | | | | | | | | | | | |
| % de zona = 7,2% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 97 | 422 | | | | | | | | | | | | | | | | |
| | TRIM | 98,86 | 1,14 | | | | | | | | | | | | | | | | |
| | MAT | 96,24 | 3,76 | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | | | | | | | | | | | | | | | | | | | |
| % de zona = 6,5% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 99 | 999 | | | | | | | | | | | | | | | | |
| | TRIM | 98,98 | 1,02 | | | | | | | | | | | | | | | | |
| | MAT | 99,17 | 0,83 | | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- | | | | | | | | | | | | | | | | | | | |
| % de zona = 3,9% | | | | | | | | | | | | | | | | | | | |
| | EVOLUCION MAT | 99 | 999 | | | | | | | | | | | | | | | | |
| | TRIM | 97,75 | 2,25 | | | | | | | | | | | | | | | | |
| | MAT | 98,63 | 1,37 | | | | | | | | | | | | | | | | |

ACUM=100%

| | | | |
|---------------------|----------------------|----------------|--------------|
| RENE OMAR OKULOVICZ | TOTAL SOMIT | Mercado: Somit | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | |
|------------------------------|--|-----------------|-------------------|-----------------|-------------|-----------|--------|---------------|---------|-----------------|-----------|-----------|--------|-------|
| TOTAL SOMIT | SOMIT | SOMIT CR | NOCTE | INDUCTAL | REM CH-OBET | DORMIL-AN | MIAPAX | INSOMNI-UM NF | 8-HORAS | NOVO IN-SOMNIUM | ROHYPN-OL | ZOLODO-RM | DORCAN | OTROS |
| RANKING TERRITORIO #1 | GAD | GAD | BAG | RMM | SUE | B+L | CSO | GAD | ELE | GAD | B7I | RC5 | MTP | |
| PAIS | #2 | #3 | #6 | #5 | #7 | #4 | #9 | #10 | #11 | #8 | #14 | #13 | #12 | |
| EVOLUCION MAT 99 | 98 | 102 | 108 | 106 | 94 | 93 | 105 | 94 | 96 | 99 | 276 | 79 | 172 | 82 |
| MES 66.77 | 59.67 | 7.1 | 6.9 | 5.53 | 3.85 | 2.97 | 3.06 | 2.28 | 1.61 | 1.66 | 1.77 | 1.17 | 0.82 | 1.59 |
| TRIM 66.82 | 59.7 | 7.11 | 6.63 | 5.44 | 4.08 | 2.94 | 2.91 | 2.27 | 1.87 | 1.7 | 1.79 | 1.12 | 0.9 | 1.53 |
| MAT 68.27 | 61.28 | 7.0 | 6.23 | 5.18 | 3.96 | 2.98 | 2.7 | 2.3 | 1.92 | 1.76 | 1.52 | 1.17 | 0.69 | 1.32 |
| MATAA 69.08 | 62.22 | 6.85 | 5.79 | 4.87 | 4.2 | 3.2 | 2.58 | 2.45 | 2.01 | 1.78 | 0.55 | 1.48 | 0.4 | 1.6 |
| VALOR MERCADO: MES = 201.336 | TRIM = 601.297 | MAT = 2.358.500 | MATAA = 2.188.055 | | | | | | | | | | | |
| GERENCIA | 98 | 100 | 104 | 103 | 99 | 87 | 107 | 91 | 98 | 102 | 362 | 93 | 160 | 77 |
| GCIA = 47,7% | 59.54 | 6.7 | 7.53 | 6.24 | 4.55 | 3.01 | 2.2 | 2.04 | 1.85 | 1.72 | 2.27 | 0.35 | 1.05 | 0.93 |
| EVOLUCION MAT 98 | 59.54 | 6.72 | 6.97 | 5.96 | 5.07 | 2.95 | 2.06 | 2.02 | 2.07 | 1.67 | 2.21 | 0.59 | 1.14 | 1.03 |
| MES 66.24 | 60.81 | 6.71 | 6.65 | 5.7 | 4.98 | 2.95 | 1.96 | 2.1 | 2.12 | 1.74 | 1.92 | 0.62 | 0.85 | 0.9 |
| TRIM 66.26 | 62.04 | 6.69 | 6.41 | 5.51 | 5.04 | 3.39 | 1.84 | 2.3 | 2.17 | 1.71 | 0.53 | 0.67 | 0.53 | 1.17 |
| MAT 67.52 | VALOR MERCADO: MES = 96.555 | TRIM = 291.881 | MAT = 1.124.493 | MATAA = 990.000 | | | | | | | | | | |
| DISTRITO | 103 | 104 | 97 | 82 | 74 | 68 | 146 | 89 | 93 | 115 | 88 | 166 | 107 | 198 |
| DIST = 13,2% | 68.58 | 6.31 | 3.12 | 4.8 | 2.84 | 4.43 | 2.31 | 1.88 | 1.21 | 2.14 | 0.11 | 0.09 | 0.96 | 1.23 |
| EVOLUCION MAT 103 | 70.32 | 5.76 | 2.79 | 4.24 | 2.52 | 4.21 | 1.94 | 1.8 | 1.07 | 2.29 | 0.17 | 0.59 | 0.94 | 1.03 |
| MES 74.89 | 70.35 | 6.09 | 2.72 | 4.22 | 2.38 | 4.39 | 1.99 | 1.88 | 1.02 | 2.28 | 0.21 | 0.48 | 0.72 | 1.27 |
| TRIM 76.08 | 67.44 | 6.56 | 2.81 | 5.12 | 3.2 | 6.49 | 1.36 | 2.11 | 1.1 | 1.98 | 0.24 | 0.29 | 0.67 | 0.64 |
| MAT 76.44 | VALOR MERCADO: MES = 11.385 | TRIM = 37.522 | MAT = 148.015 | MATAA = 117.739 | | | | | | | | | | |
| PUNTO DE MARKET SHARE | = 123 UNIDADES estimadas de TOTAL SOMIT por mes. | | | | | | | | | | | | | |

4. REPRESENTANTES

| | | | | | | | | | | | | | | |
|---|-------------------|----------|-------|----------|-------------|-----------|--------|---------------|---------|-----------------|-----------|-----------|--------|-------|
| TOTAL SOMIT | SOMIT | SOMIT CR | NOCTE | INDUCTAL | REM CH-OBET | DORMIL-AN | MIAPAX | INSOMNI-UM NF | 8-HORAS | NOVO IN-SOMNIUM | ROHYPN-OL | ZOLODO-RM | DORCAN | OTROS |
| #1 | GAD | GAD | BAG | RMM | SUE | B+L | CSO | GAD | ELE | GAD | B7I | RC5 | MTP | |
| #2 | #3 | #6 | #5 | #7 | #4 | #9 | #10 | #11 | #8 | #14 | #13 | #12 | | |
| RAMIRO NICOLAS VELAZQ- % de zona = 12,2% | EVOLUCION MAT 106 | 108 | 90 | 91 | 75 | 72 | 67 | 136 | 74 | 79 | 114 | 100 | 133 | 83 |
| | TRIM 76.29 | 71.85 | 4.45 | 4.02 | 5.14 | 2.4 | 4.81 | 2.86 | 1.17 | 0.66 | 0.6 | 0.24 | 0.58 | 0.71 |
| | MAT 76.13 | 71.14 | 5.0 | 3.71 | 5.02 | 2.36 | 4.59 | 2.85 | 1.33 | 0.56 | 0.95 | 0.3 | 0.4 | 0.69 |
| JUAN IGNACIO MORDACINI % de zona = 10,9% | EVOLUCION MAT 107 | 109 | 89 | 90 | 78 | 72 | 67 | 147 | 82 | 77 | 103 | 103 | 137 | 81 |
| | TRIM 74.46 | 70.06 | 4.39 | 4.33 | 5.88 | 2.95 | 4.74 | 2.78 | 1.16 | 0.66 | 1.06 | 0.26 | 0.57 | 0.65 |
| | MAT 74.22 | 69.26 | 4.96 | 4.2 | 5.58 | 2.94 | 4.74 | 2.85 | 1.27 | 0.55 | 1.56 | 0.32 | 0.41 | 0.6 |
| GUILLERMO ENRIQUE BU- % de zona = 9,7% | EVOLUCION MAT 105 | 108 | 82 | 97 | 74 | 82 | 68 | 210 | 79 | 138 | 95 | 69 | 67 | 63 |
| | TRIM 78.43 | 73.45 | 4.98 | 2.39 | 3.67 | 2.43 | 4.46 | 1.91 | 1.92 | 0.94 | 1.69 | 0.28 | 0.04 | 0.52 |
| | MAT 78.11 | 72.55 | 5.57 | 2.69 | 4.26 | 2.41 | 4.36 | 1.76 | 2.0 | 0.87 | 1.32 | 0.37 | 0.04 | 0.5 |
| LEONEL OROSMAN CORBA- % de zona = 9,6% | EVOLUCION MAT 105 | 104 | 116 | 85 | 92 | 72 | 65 | 105 | 112 | 87 | 131 | 4 | 162 | 139 |
| | TRIM 73.76 | 68.52 | 5.24 | 2.95 | 7.46 | 4.69 | 2.19 | 1.61 | 4.59 | 0.27 | 0.76 | 0.02 | 0.54 | 0.66 |
| | MAT 72.84 | 67.26 | 5.58 | 3.29 | 7.89 | 4.36 | 2.39 | 1.75 | 4.67 | 0.26 | 1.05 | 0.01 | 0.42 | 0.61 |
| ERNESTO ANIBAL MORINI- % de zona = 9,2% | EVOLUCION MAT 97 | 96 | 99 | 157 | 102 | 84 | 65 | 171 | 93 | 144 | 128 | 250 | 239 | 141 |
| | TRIM 73.66 | 65.85 | 7.81 | 0.82 | 1.69 | 1.31 | 3.71 | 0.48 | 1.05 | 1.68 | 6.72 | 0.1 | 1.18 | 0.94 |
| | MAT 75.79 | 68.13 | 7.66 | 0.8 | 1.64 | 1.3 | 5.81 | 0.53 | 1.22 | 1.79 | 6.1 | 0.1 | 1.17 | 0.48 |
| ACUM=51,6% | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 9,0% | EVOLUCION MAT 99 | 98 | 104 | 166 | 101 | 105 | 67 | 137 | 92 | 145 | 132 | 275 | 196 | 151 |
| | TRIM 79.09 | 69.77 | 9.32 | 0.68 | 2.22 | 1.12 | 4.14 | 0.74 | 2.22 | 0.81 | 4.83 | 0.1 | 0.93 | 1.63 |
| | MAT 79.32 | 71.15 | 8.77 | 0.68 | 2.16 | 1.02 | 4.49 | 0.7 | 2.54 | 1.0 | 4.22 | 0.11 | 0.9 | 0.92 |
| FEDERICO NICOLAS NAVA- % de zona = 8,5% | EVOLUCION MAT 110 | 114 | 82 | 88 | 66 | 70 | 67 | 160 | 76 | 81 | 92 | 87 | 142 | 85 |
| | TRIM 73.86 | 67.33 | 6.53 | 4.0 | 5.62 | 3.41 | 5.4 | 3.2 | 1.08 | 0.83 | 0.6 | 0.32 | 0.39 | 0.84 |
| | MAT 73.42 | 65.73 | 7.7 | 3.85 | 5.61 | 3.15 | 5.3 | 3.38 | 1.35 | 0.66 | 0.98 | 0.4 | 0.27 | 0.8 |
| DOMINGO DAVID DIEZ % de zona = 7,9% | EVOLUCION MAT 104 | 107 | 84 | 96 | 73 | 68 | 83 | 303 | 85 | 76 | 93 | 111 | 71 | 108 |
| | TRIM 75.92 | 67.89 | 8.03 | 2.25 | 4.55 | 2.45 | 6.88 | 1.83 | 2.1 | 0.84 | 0.9 | 0.41 | 0.05 | 0.93 |
| | MAT 76.06 | 67.89 | 8.17 | 2.04 | 4.49 | 2.89 | 6.22 | 1.91 | 1.98 | 0.61 | 1.28 | 0.51 | 0.05 | 0.86 |
| FERNANDO MANUEL SOSA % de zona = 7,9% | EVOLUCION MAT 95 | 95 | 93 | 160 | 101 | 97 | 72 | 238 | 87 | 103 | 161 | 157 | 208 | 251 |
| | TRIM 73.17 | 65.84 | 7.34 | 0.82 | 1.95 | 1.55 | 3.6 | 0.56 | 0.98 | 4.34 | 7.61 | 0.07 | 1.17 | 1.99 |
| | MAT 75.77 | 68.7 | 7.08 | 0.83 | 1.6 | 1.19 | 3.39 | 0.76 | 1.04 | 4.35 | 6.84 | 0.11 | 1.1 | 0.93 |
| WALTER GUILLERMO EIDEN % de zona = 7,7% | EVOLUCION MAT 112 | 110 | 144 | 77 | 72 | 52 | 54 | 83 | 72 | 60 | 174 | 22 | 141 | 86 |
| | TRIM 79.84 | 77.04 | 2.8 | 4.85 | 3.37 | 2.48 | 3.52 | 2.68 | 1.03 | 0.53 | 0.22 | 0.0 | 0.48 | 0.7 |
| | MAT 80.06 | 76.3 | 3.76 | 3.93 | 3.26 | 2.23 | 3.55 | 2.55 | 1.3 | 0.47 | 0.59 | 0.04 | 0.31 | 0.84 |
| ACUM=92,6% | | | | | | | | | | | | | | |
| PABLO JOSE ROLON % de zona = 7,4% | EVOLUCION MAT 105 | 105 | 106 | 78 | 74 | 60 | 72 | 106 | 94 | 59 | 118 | 999 | 200 | 114 |
| | TRIM 79.89 | 77.29 | 2.59 | 3.24 | 3.7 | 2.51 | 3.28 | 2.62 | 2.1 | 0.7 | 0.42 | 0.0 | 0.4 | 1.03 |
| | MAT 80.01 | 77.03 | 2.98 | 3.19 | 3.63 | 1.97 | 3.31 | 2.53 | 1.87 | 0.65 | 0.77 | 0.01 | 0.26 | 0.89 |
| ACUM=100% | | | | | | | | | | | | | | |

| | | | | |
|---------------------|----------------------|----------------------|--------------|---|
| RENE OMAR OKULOVICZ | TONIBRAL TOTAL | Mercado: Tonibral XR | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades


| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|--|---------------|--|----------------|--|-----------------|--|-------------------|--|---------|--|-----------|--|--------------|--|----------------|--|---------|--|-----------------------|--|-------|--|-------------|--|----------------|--|-------|--|------|--|
| TONIBRAL TOTAL | | TONIBRAL | | TONIBRAL XR | | CARRIER | | NEUROPLUS | | MERITAL | | CONEXIONE | | NEUROPLUS XR | | CARRIER XR CSO | | PRILBEN | | MEMANTINA RICH-ET RH. | | EBIXA | | LUCIDEX BAG | | MEMANTINA TEVA | | OTROS | | | |
| GAD | | GAD | | CSO | | B+L | | RMM | | BET | | B+L | | CSO | | RC5 | | | | | | LUN | | | | | | | | | |
| #8 | | #9 | | #1 | | #2 | | #3 | | #7 | | #4 | | #5 | | #13 | | #10 | | #12 | | #11 | | #14 | | | | | | | |
| RANKING TERRITORIO | | #6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EVOLUCION MAT | | 99 | | 104 | | 92 | | 101 | | 94 | | 110 | | 100 | | 103 | | 145 | | 82 | | 139 | | 81 | | 118 | | 70 | | 75 | |
| MES | | 3,36 | | 2,33 | | 1,03 | | 38,47 | | 27,37 | | 6,51 | | 4,51 | | 4,06 | | 3,96 | | 2,98 | | 4,26 | | 2,07 | | 1,84 | | 0,53 | | 0,08 | |
| TRIM | | 3,7 | | 2,58 | | 1,12 | | 37,24 | | 28,16 | | 6,79 | | 4,54 | | 4,12 | | 3,92 | | 3,15 | | 3,75 | | 2,12 | | 1,95 | | 0,47 | | 0,07 | |
| MAT | | 4,07 | | 2,67 | | 1,4 | | 37,41 | | 28,72 | | 6,74 | | 4,3 | | 4,01 | | 3,53 | | 3,37 | | 3,09 | | 2,31 | | 1,86 | | 0,51 | | 0,09 | |
| MATAA | | 4,1 | | 2,57 | | 1,53 | | 37,03 | | 30,48 | | 6,14 | | 4,31 | | 3,9 | | 2,44 | | 4,09 | | 2,22 | | 2,85 | | 1,58 | | 0,73 | | 0,12 | |
| VALOR MERCADO: | | MES = 140.070 | | TRIM = 396.780 | | MAT = 1.575.605 | | MATAA = 1.609.551 | | | | | | | | | | | | | | | | | | | | | | | |
| EVOLUCION MAT | | 99 | | 103 | | 91 | | 100 | | 96 | | 106 | | 92 | | 104 | | 144 | | 88 | | 132 | | 81 | | 122 | | 72 | | 73 | |
| MES | | 3,97 | | 2,86 | | 1,11 | | 37,51 | | 28,53 | | 7,85 | | 4,64 | | 4,86 | | 4,52 | | 1,56 | | 1,91 | | 2,08 | | 2,26 | | 0,19 | | 0,11 | |
| TRIM | | 4,47 | | 3,22 | | 1,25 | | 36,08 | | 28,93 | | 8,08 | | 4,75 | | 4,8 | | 4,48 | | 1,95 | | 1,73 | | 2,14 | | 2,35 | | 0,16 | | 0,09 | |
| MAT | | 4,83 | | 3,3 | | 1,53 | | 35,98 | | 29,8 | | 7,9 | | 4,58 | | 4,61 | | 3,98 | | 2,03 | | 1,51 | | 2,31 | | 2,16 | | 0,21 | | 0,11 | |
| MATAA | | 4,89 | | 3,21 | | 1,68 | | 35,87 | | 31,16 | | 7,42 | | 4,98 | | 4,42 | | 2,77 | | 2,3 | | 1,14 | | 2,85 | | 1,77 | | 0,29 | | 0,15 | |
| VALOR MERCADO: | | MES = 69.679 | | TRIM = 199.601 | | MAT = 806.343 | | MATAA = 809.759 | | | | | | | | | | | | | | | | | | | | | | | |
| EVOLUCION MAT | | 103 | | 120 | | 86 | | 102 | | 94 | | 97 | | 88 | | 99 | | 160 | | 94 | | 111 | | 71 | | 154 | | 68 | | 50 | |
| MES | | 2,9 | | 1,92 | | 0,98 | | 44,62 | | 29,5 | | 4,38 | | 4,23 | | 4,72 | | 5,21 | | 0,51 | | 1,65 | | 0,8 | | 1,12 | | 0,36 | | 0,0 | |
| TRIM | | 4,05 | | 2,67 | | 1,38 | | 41,04 | | 31,84 | | 4,88 | | 3,47 | | 4,95 | | 4,98 | | 0,67 | | 1,83 | | 0,83 | | 1,21 | | 0,24 | | 0,0 | |
| MAT | | 4,64 | | 2,79 | | 1,85 | | 40,99 | | 32,62 | | 4,85 | | 2,83 | | 4,78 | | 4,68 | | 0,64 | | 1,65 | | 0,95 | | 1,11 | | 0,23 | | 0,01 | |
| MATAA | | 4,5 | | 2,33 | | 2,16 | | 40,38 | | 34,58 | | 4,99 | | 3,22 | | 4,83 | | 2,92 | | 0,68 | | 1,48 | | 1,33 | | 0,72 | | 0,34 | | 0,02 | |
| VALOR MERCADO: | | MES = 10.223 | | TRIM = 28.461 | | MAT = 114.175 | | MATAA = 107.046 | | | | | | | | | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 95 UNIDADES estimadas de TONIBRAL TOTAL por mes.

4. REPRESENTANTES

| TONIBRAL TOTAL | | | TONIBRAL | TONIBRAL XR | CARRIER | NEUROPLUS | MERITAL | CONEXIONE | NEUROPLUS XR | CARRIER XR CSO | PRILBEN | MEMANTINA RICH-ET RH. | EBIXA | LUCIDEX BAG | MEMANTINA TEVA | OTROS |
|---|---------------|------|----------|-------------|---------|-----------|---------|-----------|--------------|----------------|---------|-----------------------|-------|-------------|----------------|-------|
| | | | GAD | GAD | CSO | B+L | RMM | BET | B+L | CSO | RC5 | | LUN | | TEV | |
| #6 | | | #8 | #9 | #1 | #2 | #3 | #7 | #4 | #5 | #13 | #10 | #12 | #11 | #14 | |
| RAMIRO NICOLAS VELAZQ- % de zona = 14,2% | EVOLUCION MAT | 96 | 114 | 79 | 102 | 95 | 91 | 82 | 89 | 156 | 93 | 173 | 77 | 173 | 68 | 0 |
| | TRIM | 5,63 | 3,79 | 1,84 | 42,47 | 29,63 | 6,36 | 2,24 | 3,58 | 6,22 | 0,84 | 0,83 | 0,59 | 1,44 | 0,17 | 0,0 |
| | MAT | 6,17 | 3,55 | 2,62 | 42,6 | 31,04 | 5,99 | 1,55 | 3,45 | 5,6 | 0,7 | 0,76 | 0,67 | 1,26 | 0,23 | 0,0 |
| JUAN IGNACIO MORDACINI % de zona = 11,5% | EVOLUCION MAT | 102 | 120 | 91 | 99 | 100 | 98 | 66 | 92 | 164 | 113 | 116 | 65 | 132 | 75 | 0 |
| | TRIM | 3,42 | 1,6 | 1,82 | 43,81 | 32,02 | 5,98 | 2,7 | 3,46 | 5,23 | 0,98 | 0,5 | 0,62 | 1,26 | 0,04 | 0,0 |
| | MAT | 3,8 | 1,62 | 2,19 | 42,07 | 34,35 | 5,97 | 1,92 | 3,39 | 4,89 | 0,93 | 0,57 | 0,75 | 1,24 | 0,12 | 0,0 |
| WALTER GUILLERMO EIDEN % de zona = 10,8% | EVOLUCION MAT | 104 | 121 | 81 | 103 | 94 | 93 | 70 | 94 | 155 | 62 | 59 | 82 | 214 | 100 | |
| | TRIM | 5,64 | 4,55 | 1,09 | 40,38 | 33,23 | 6,85 | 1,41 | 3,37 | 5,58 | 0,24 | 0,26 | 1,64 | 1,34 | 0,06 | |
| | MAT | 6,29 | 4,29 | 2,0 | 40,83 | 32,69 | 6,93 | 1,3 | 3,21 | 5,2 | 0,37 | 0,19 | 1,67 | 1,22 | 0,11 | |
| FEDERICO NICOLAS NAVA- % de zona = 9,9% | EVOLUCION MAT | 123 | 143 | 98 | 104 | 88 | 100 | 85 | 80 | 177 | 103 | 90 | 87 | 126 | 32 | |
| | TRIM | 3,55 | 2,48 | 1,08 | 44,38 | 30,65 | 6,83 | 3,05 | 2,07 | 5,96 | 1,09 | 0,38 | 0,84 | 1,16 | 0,04 | |
| | MAT | 3,53 | 2,3 | 1,23 | 46,25 | 29,66 | 6,83 | 2,11 | 2,01 | 6,03 | 0,99 | 0,35 | 1,04 | 1,11 | 0,09 | |
| GUILLERMO ENRIQUE BU- % de zona = 9,8% | EVOLUCION MAT | 109 | 110 | 107 | 97 | 91 | 100 | 148 | 84 | 175 | 208 | 111 | 58 | 264 | 16 | 80 |
| | TRIM | 3,51 | 2,41 | 1,1 | 44,76 | 30,58 | 4,04 | 7,07 | 1,64 | 5,79 | 0,74 | 0,46 | 0,12 | 1,16 | 0,13 | 0,0 |
| | MAT | 3,8 | 2,41 | 1,38 | 44,81 | 31,92 | 4,3 | 5,64 | 1,66 | 5,44 | 0,54 | 0,5 | 0,18 | 1,03 | 0,1 | 0,08 |
| ACUM=56,2% | | | | | | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- % de zona = 9,3% | EVOLUCION MAT | 91 | 102 | 85 | 102 | 98 | 88 | 54 | 95 | 141 | 55 | 166 | 68 | 156 | 116 | 0 |
| | TRIM | 3,39 | 1,45 | 1,94 | 48,98 | 30,0 | 4,66 | 0,46 | 3,09 | 3,61 | 0,43 | 1,71 | 0,96 | 1,32 | 1,39 | 0,0 |
| | MAT | 3,87 | 1,43 | 2,44 | 47,69 | 31,63 | 4,06 | 0,76 | 3,21 | 3,71 | 0,51 | 1,49 | 0,86 | 1,26 | 0,94 | 0,0 |
| ERNESTO ANIBAL MORINI- % de zona = 8,9% | EVOLUCION MAT | 106 | 117 | 81 | 110 | 95 | 116 | 79 | 104 | 169 | 88 | 91 | 65 | 138 | 160 | 999 |
| | TRIM | 3,74 | 2,78 | 0,97 | 26,71 | 33,21 | 0,91 | 10,0 | 18,5 | 1,26 | 0,32 | 4,13 | 0,32 | 0,79 | 0,11 | 0,0 |
| | MAT | 4,66 | 3,57 | 1,09 | 28,54 | 32,79 | 1,01 | 8,19 | 18,03 | 1,13 | 0,37 | 3,87 | 0,51 | 0,72 | 0,16 | 0,01 |
| DOMINGO DAVID DIEZ % de zona = 7,8% | EVOLUCION MAT | 110 | 121 | 100 | 102 | 88 | 98 | 106 | 86 | 138 | 162 | 133 | 78 | 142 | 39 | |
| | TRIM | 2,94 | 1,48 | 1,46 | 48,26 | 26,32 | 5,34 | 3,99 | 1,94 | 8,04 | 0,99 | 0,73 | 0,32 | 1,09 | 0,03 | |
| | MAT | 3,42 | 1,81 | 1,61 | 47,55 | 27,31 | 5,68 | 3,2 | 1,99 | 7,9 | 0,76 | 0,52 | 0,4 | 1,18 | 0,09 | |
| PABLO JOSE ROLON % de zona = 7,3% | EVOLUCION MAT | 96 | 121 | 71 | 99 | 100 | 101 | 51 | 106 | 156 | 57 | 171 | 70 | 140 | 100 | |
| | TRIM | 6,65 | 4,53 | 2,12 | 41,11 | 29,44 | 6,03 | 0,36 | 4,66 | 6,57 | 0,37 | 0,27 | 2,65 | 1,88 | 0,02 | |
| | MAT | 8,02 | 5,07 | 2,94 | 41,43 | 28,53 | 5,72 | 0,51 | 4,36 | 5,96 | 0,53 | 0,29 | 2,88 | 1,74 | 0,03 | |
| FERNANDO MANUEL SOSA % de zona = 5,4% | EVOLUCION MAT | 143 | 181 | 104 | 97 | 95 | 121 | 100 | 138 | 184 | 74 | 126 | 50 | 87 | 455 | 33 |
| | TRIM | 1,98 | 1,58 | 0,4 | 28,54 | 46,7 | 0,97 | 3,21 | 6,07 | 0,89 | 0,38 | 9,13 | 0,89 | 0,63 | 0,61 | 0,0 |
| | MAT | 2,79 | 1,77 | 1,02 | 26,5 | 51,21 | 1,23 | 3,1 | 4,76 | 0,92 | 0,51 | 6,97 | 1,09 | 0,39 | 0,5 | 0,02 |
| ACUM=94,9% | | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 5,3% | EVOLUCION MAT | 110 | 112 | 105 | 96 | 95 | 115 | 102 | 126 | 224 | 94 | 110 | 63 | 134 | 32 | 200 |
| | TRIM | 2,21 | 1,56 | 0,65 | 30,89 | 36,3 | 1,48 | 4,29 | 11,7 | 2,32 | 0,66 | 8,54 | 0,53 | 0,83 | 0,24 | 0,0 |
| | MAT | 2,99 | 2,22 | 0,77 | 31,38 | 35,85 | 1,65 | 4,54 | 10,72 | 1,77 | 0,66 | 8,62 | 0,85 | 0,59 | 0,37 | 0,02 |

ACUM=100%

| | | | | |
|---------------------|----------------------|-------------------|--------------|---|
| RENE OMAR OKULOVICZ | VANSERIN (GAD) | Mercado: Vanserín | |  |
| GERENCIA INTERIOR | Subdivisión: GENERAL | PSICOFARMACOS | OCTUBRE 2023 | |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|---|---|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | VANSERIN GAD | PIVALPEN BAG | | | | | | | | | | | | | | | | | | |
| | RANKING TERRITORIO #2 | #1 | | | | | | | | | | | | | | | | | | |
| PAIS BASE = 100% | EVOLUCION MAT 85 MES 26,22 TRIM 26,6 MAT 25,48 MATAA 29,87 | 106 73,78 73,4 74,52 70,13 | VALOR MERCADO: MES = 1.537 TRIM = 4.447 MAT = 15.634 MATAA = 12.582 | | | | | | | | | | | | | | | | | |
| GERENCIA GCIA = 46,4% | EVOLUCION MAT 74 MES 31,18 TRIM 32,14 MAT 33,74 MATAA 45,31 | 121 68,82 67,86 66,26 54,69 | VALOR MERCADO: MES = 712 TRIM = 2.091 MAT = 7.249 MATAA = 5.350 | | | | | | | | | | | | | | | | | |
| DISTRITO DIST = 9,2% | EVOLUCION MAT 63 MES 16,07 TRIM 25,32 MAT 33,53 MATAA 53,04 | 142 83,93 74,68 66,47 46,96 | VALOR MERCADO: MES = 56 TRIM = 154 MAT = 665 MATAA = 362 | | | | | | | | | | | | | | | | | |

PUNTO DE MARKET SHARE = 1 UNIDADES estimadas de VANSERIN (GAD) por mes.

4. REPRESENTANTES

| | | | | | | | | | | | | | | | |
|---|---------------|-------|-----------------|----------------|--|--|--|--|--|--|--|--|--|--|--|
| VANSERIN GAD | | | PIVALPEN BAG | | | | | | | | | | | | |
| #2 | | | #1 | | | | | | | | | | | | |
| RAMIRO NICOLAS VELAZQ- % de zona = 21,2% | EVOLUCION MAT | 66 | | | | | | | | | | | | | |
| | TRIM | 28,93 | ▼ | 157 | | | | | | | | | | | |
| | MAT | 41,94 | | 71,07 58,06 | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN % de zona = 13,6% | EVOLUCION MAT | 75 | | | | | | | | | | | | | |
| | TRIM | 52,99 | ▼ | 201 | | | | | | | | | | | |
| | MAT | 59,48 | | 47,01 40,52 | | | | | | | | | | | |
| JUAN IGNACIO MORDACINI % de zona = 12,3% | EVOLUCION MAT | 51 | | | | | | | | | | | | | |
| | TRIM | 12,36 | ▼ | 124 | | | | | | | | | | | |
| | MAT | 17,22 | | 87,64 82,78 | | | | | | | | | | | |
| DOMINGO DAVID DIEZ % de zona = 11,5% | EVOLUCION MAT | 134 | | | | | | | | | | | | | |
| | TRIM | 33,51 | ▼ | 88 | | | | | | | | | | | |
| | MAT | 36,13 | | 66,49 63,87 | | | | | | | | | | | |
| FEDERICO NICOLAS NAVA- % de zona = 10,8% | EVOLUCION MAT | 43 | | | | | | | | | | | | | |
| | TRIM | 2,81 | ▼ | 115 | | | | | | | | | | | |
| | MAT | 8,95 | | 97,19 91,05 | | | | | | | | | | | |
| ACUM=69,4% | | | | | | | | | | | | | | | |
| PABLO JOSE ROLON % de zona = 9,7% | EVOLUCION MAT | 75 | | | | | | | | | | | | | |
| | TRIM | 40,86 | ▲ | 121 | | | | | | | | | | | |
| | MAT | 33,85 | | 59,14 66,15 | | | | | | | | | | | |
| GUILLERMO ENRIQUE BU- % de zona = 8,3% | EVOLUCION MAT | 11 | | | | | | | | | | | | | |
| | TRIM | 1,33 | ▼ | 163 | | | | | | | | | | | |
| | MAT | 4,69 | | 98,67 95,31 | | | | | | | | | | | |
| LEONEL OROSMAN CORBA- % de zona = 6,8% | EVOLUCION MAT | 58 | | | | | | | | | | | | | |
| | TRIM | 24,56 | ▼ | 160 | | | | | | | | | | | |
| | MAT | 34,07 | | 75,44 65,93 | | | | | | | | | | | |
| FERNANDO MANUEL SOSA % de zona = 2,5% | EVOLUCION MAT | 65 | | | | | | | | | | | | | |
| | TRIM | 40,0 | ▼ | 307 | | | | | | | | | | | |
| | MAT | 55,1 | | 60,0 44,9 | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ % de zona = 1,7% | EVOLUCION MAT | 75 | | | | | | | | | | | | | |
| | TRIM | 0,0 | ▼ | 214 | | | | | | | | | | | |
| | MAT | 61,76 | | 100 38,24 | | | | | | | | | | | |
| ACUM=98,4% | | | | | | | | | | | | | | | |
| ERNESTO ANIBAL MORINI- % de zona = 1,6% | EVOLUCION MAT | 71 | | | | | | | | | | | | | |
| | TRIM | 0,0 | ▼ | 234 | | | | | | | | | | | |
| | MAT | 58,06 | | 100 41,94 | | | | | | | | | | | |

| | | | |
|---------------------|----------------------|------------------|--------------|
| RENE OMAR OKULOVICZ | TOTAL XELEVIA | Mercado: Xelevia | |
| GERENCIA INTERIOR | Subdivisión: GENERAL | Línea: DIABETES | OCTUBRE 2023 |

1. ANALISIS COMPETITIVO MARKET SHARE en Unidades

| | | | | | | | | | | | | | | | | |
|--|---------------|------------------------------|-------------|------------|-----------------|----------------|---------------|----------------|-----------------|-----------------|---------------|---------|--------|-------------------|-------|------|
| TOTAL XELEVIA | | XELEVIA MET | XELEVIA GAD | XELEVIA XR | TOTAL Z-OMARIST | JANUVIA | TOTAL G-ALVUS | TOTAL J-ANUMET | TOTAL G-LUCEMIX | TOTAL T-RAYENTA | TOTAL VI-LZER | ONGLYZA | GLUCAL | KOMBIG-LYZE XR | OTROS | |
| RANKING TERRITORIO | | #2 | #6 | #7 | #14 | #1 | #3 | #10 | #4 | #5 | #9 | #8 | #12 | #11 | #13 | |
| PAIS | EVOLUCION MAT | 107 | 101 | 109 | 141 | 97 | 98 | 94 | 97 | 103 | 86 | 122 | 69 | 83 | 71 | 169 |
| | MES | 13,7 | 6,04 | 6,79 | 0,87 | 22,19 | 11,82 | 11,78 | 8,39 | 8,33 | 6,47 | 6,25 | 1,36 | 1,21 | 0,47 | 8,03 |
| | TRIM | 14,01 | 6,38 | 6,65 | 0,98 | 22,62 | 12,62 | 11,55 | 8,45 | 7,94 | 6,36 | 6,15 | 1,37 | 1,2 | 0,5 | 7,24 |
| | MAT | 13,73 | 6,41 | 6,5 | 0,82 | 22,69 | 13,39 | 12,04 | 9,12 | 7,82 | 6,73 | 5,5 | 1,52 | 1,28 | 0,56 | 5,62 |
| | MATAA | 12,85 | 6,33 | 5,94 | 0,58 | 23,44 | 13,67 | 12,82 | 9,4 | 7,62 | 7,82 | 4,52 | 2,2 | 1,54 | 0,79 | 3,32 |
| | | VALOR MERCADO: MES = 334.250 | | | | TRIM = 996.901 | | | | MAT = 3.800.459 | | | | MATAA = 3.349.043 | | |
| GERENCIA | EVOLUCION MAT | 108 | 102 | 112 | 139 | 98 | 95 | 93 | 95 | 102 | 86 | 121 | 69 | 89 | 71 | 160 |
| | MES | 13,26 | 6,26 | 6,12 | 0,89 | 27,3 | 9,82 | 10,83 | 9,33 | 8,38 | 5,55 | 6,07 | 1,01 | 1,07 | 0,48 | 6,89 |
| | TRIM | 13,49 | 6,6 | 5,88 | 1,01 | 28,01 | 9,87 | 10,77 | 9,08 | 7,97 | 5,61 | 5,95 | 1,04 | 1,08 | 0,46 | 6,66 |
| | MAT | 13,36 | 6,72 | 5,78 | 0,86 | 27,67 | 10,43 | 11,28 | 9,64 | 7,82 | 6,05 | 5,25 | 1,18 | 1,13 | 0,53 | 5,66 |
| | MATAA | 12,38 | 6,59 | 5,18 | 0,62 | 28,15 | 10,95 | 12,08 | 10,12 | 7,64 | 7,05 | 4,34 | 1,72 | 1,27 | 0,75 | 3,54 |
| | | VALOR MERCADO: MES = 187.345 | | | | TRIM = 557.833 | | | | MAT = 2.142.217 | | | | MATAA = 1.912.204 | | |
| DISTRITO | EVOLUCION MAT | 98 | 100 | 96 | 100 | 94 | 111 | 80 | 122 | 113 | 74 | 109 | 62 | 81 | 66 | 152 |
| | MES | 14,64 | 8,21 | 5,88 | 0,55 | 33,43 | 6,72 | 4,64 | 6,55 | 10,26 | 5,28 | 6,46 | 0,68 | 1,31 | 0,59 | 9,43 |
| | TRIM | 15,77 | 8,65 | 6,55 | 0,57 | 30,99 | 8,53 | 4,45 | 8,64 | 9,78 | 5,06 | 5,66 | 0,66 | 1,47 | 0,56 | 8,44 |
| | MAT | 15,53 | 8,54 | 6,4 | 0,59 | 30,12 | 9,2 | 4,77 | 9,06 | 8,78 | 5,68 | 6,37 | 0,82 | 1,56 | 0,65 | 7,45 |
| | MATAA | 15,84 | 8,57 | 6,68 | 0,59 | 32,06 | 8,28 | 5,99 | 7,44 | 7,75 | 7,7 | 5,83 | 1,32 | 1,92 | 0,99 | 4,89 |
| | | VALOR MERCADO: MES = 20.583 | | | | TRIM = 64.837 | | | | MAT = 241.928 | | | | MATAA = 186.753 | | |
| PUNTO DE MARKET SHARE = 202 UNIDADES estimadas de TOTAL XELEVIA por mes. | | | | | | | | | | | | | | | | |

4. REPRESENTANTES

| | | | | | | | | | | | | | | | |
|------------------------|-------------------|--------------------|-------------|-------------------|-----------------------|----------------|----------------------|----------------------|-----------------------|-----------------------|---------------------|----------------|---------------|-----------------------|-------|
| | TOTAL XELEVIA | XELEVIA MET GAD | XELEVIA GAD | XELEVIA XR GAD | TOTAL Z-OMARIST #1 | JANUVIA MSD | TOTAL G-ALVUS #10 | TOTAL J-ANUMET #4 | TOTAL G-LUCEMIX #5 | TOTAL T-RAYENTA #9 | TOTAL VI-LZER #8 | ONGLYZA AZN | GLUCAL RMM | KOMBIG-LYZE XR AZN | OTROS |
| | #2 | #6 | #7 | #14 | #1 | #3 | #10 | #4 | #5 | #9 | #8 | #12 | #11 | #13 | |
| RAMIRO NICOLAS VELAZQ- | EVOLUCION MAT 100 | 95 | 108 | 97 | 93 | 117 | 74 | 126 | 112 | 70 | 102 | 55 | 75 | 68 | 159 |
| % de zona = 13,6% | TRIM 12,07 | 6,91 | 4,86 | 0,3 | 32,15 | 9,62 | 2,54 | 9,45 | 9,48 | 5,92 | 5,08 | 0,63 | 2,69 | 0,47 | 9,89 |
| | MAT 11,47 | 6,49 | 4,64 | 0,35 | 30,87 | 10,47 | 2,47 | 10,23 | 8,59 | 6,6 | 6,15 | 0,81 | 3,18 | 0,53 | 8,63 |
| GUILLERMO ENRIQUE BU- | EVOLUCION MAT 90 | 104 | 75 | 75 | 93 | 113 | 98 | 111 | 128 | 65 | 119 | 91 | 67 | 56 | 202 |
| % de zona = 13,3% | TRIM 20,59 | 13,28 | 6,92 | 0,4 | 31,88 | 7,06 | 1,8 | 7,89 | 6,09 | 6,0 | 2,24 | 0,61 | 2,16 | 0,27 | 13,41 |
| | MAT 20,48 | 12,77 | 7,28 | 0,43 | 30,82 | 8,08 | 1,62 | 8,87 | 6,05 | 6,84 | 2,1 | 0,82 | 2,18 | 0,29 | 11,86 |
| JUAN IGNACIO MORDACINI | EVOLUCION MAT 94 | 93 | 95 | 97 | 97 | 113 | 75 | 124 | 124 | 73 | 83 | 55 | 98 | 64 | 149 |
| % de zona = 11,6% | TRIM 11,3 | 6,13 | 4,92 | 0,25 | 36,0 | 10,88 | 2,78 | 10,69 | 7,29 | 6,5 | 3,11 | 0,65 | 1,57 | 0,5 | 8,73 |
| | MAT 10,65 | 5,83 | 4,53 | 0,3 | 34,07 | 11,86 | 2,73 | 11,44 | 6,36 | 7,38 | 4,73 | 0,89 | 1,67 | 0,6 | 7,63 |
| FEDERICO NICOLAS NAVA- | EVOLUCION MAT 97 | 97 | 96 | 130 | 93 | 108 | 113 | 117 | 116 | 66 | 83 | 56 | 88 | 61 | 152 |
| % de zona = 9,8% | TRIM 12,89 | 7,14 | 5,3 | 0,45 | 26,27 | 12,37 | 1,84 | 12,33 | 13,1 | 4,79 | 3,44 | 0,89 | 1,42 | 0,76 | 9,89 |
| | MAT 11,66 | 6,22 | 5,08 | 0,35 | 25,46 | 13,19 | 1,76 | 13,02 | 11,61 | 5,45 | 5,39 | 1,09 | 1,51 | 0,85 | 9,02 |
| DOMINGO DAVID DIEZ | EVOLUCION MAT 96 | 96 | 99 | 84 | 94 | 102 | 105 | 113 | 95 | 69 | 102 | 55 | 88 | 65 | 206 |
| % de zona = 9,5% | TRIM 16,88 | 10,86 | 5,45 | 0,57 | 26,96 | 9,05 | 2,01 | 10,26 | 13,49 | 3,94 | 2,91 | 0,48 | 1,7 | 0,92 | 11,41 |
| | MAT 16,05 | 10,19 | 5,25 | 0,61 | 27,16 | 10,28 | 2,04 | 11,11 | 13,58 | 4,59 | 2,56 | 0,65 | 1,81 | 0,99 | 9,18 |
| ACUM=57,8% | | | | | | | | | | | | | | | |
| WALTER GUILLERMO EIDEN | EVOLUCION MAT 88 | 80 | 105 | 69 | 88 | 133 | 67 | 133 | 114 | 80 | 118 | 58 | 91 | 67 | 126 |
| % de zona = 7,6% | TRIM 10,97 | 6,29 | 4,39 | 0,3 | 29,9 | 8,92 | 1,45 | 5,63 | 22,45 | 4,44 | 6,78 | 0,88 | 0,77 | 0,66 | 7,13 |
| | MAT 11,57 | 6,63 | 4,51 | 0,44 | 30,77 | 9,21 | 1,32 | 5,7 | 19,69 | 4,61 | 8,01 | 0,99 | 0,86 | 0,76 | 6,53 |
| ERNESTO ANIBAL MORINI- | EVOLUCION MAT 104 | 105 | 98 | 125 | 88 | 128 | 83 | 118 | 135 | 88 | 147 | 77 | 73 | 70 | 125 |
| % de zona = 7,5% | TRIM 13,8 | 8,38 | 4,36 | 1,06 | 31,12 | 4,94 | 13,32 | 8,17 | 7,1 | 3,34 | 11,49 | 0,58 | 0,5 | 0,54 | 5,1 |
| | MAT 14,66 | 9,23 | 4,41 | 1,01 | 30,64 | 4,74 | 15,67 | 7,96 | 5,68 | 3,74 | 10,35 | 0,63 | 0,47 | 0,7 | 4,87 |
| LEONEL OROSMAN CORBA- | EVOLUCION MAT 108 | 107 | 112 | 90 | 96 | 124 | 63 | 148 | 135 | 79 | 91 | 58 | 91 | 78 | 108 |
| % de zona = 7,1% | TRIM 16,45 | 8,78 | 6,84 | 0,83 | 37,16 | 7,59 | 2,8 | 5,06 | 9,56 | 7,54 | 3,18 | 0,8 | 0,84 | 0,57 | 8,45 |
| | MAT 16,3 | 8,36 | 7,08 | 0,86 | 35,66 | 7,73 | 2,82 | 5,31 | 7,62 | 8,69 | 5,95 | 0,95 | 0,83 | 0,65 | 7,49 |
| PABLO JOSE ROLON | EVOLUCION MAT 104 | 106 | 101 | 131 | 96 | 112 | 85 | 135 | 104 | 79 | 108 | 62 | 86 | 63 | 106 |
| % de zona = 7,0% | TRIM 15,1 | 6,11 | 8,54 | 0,45 | 33,29 | 7,48 | 1,95 | 4,29 | 15,75 | 3,5 | 4,83 | 0,94 | 1,29 | 0,42 | 6,15 |
| | MAT 15,24 | 6,1 | 8,67 | 0,47 | 38,4 | 7,38 | 1,52 | 4,49 | 13,72 | 3,73 | 6,9 | 1,09 | 1,38 | 0,51 | 5,94 |
| FERNANDO MANUEL SOSA | EVOLUCION MAT 107 | 109 | 107 | 107 | 103 | 72 | 86 | 121 | 104 | 80 | 142 | 64 | 74 | 70 | 100 |
| % de zona = 6,6% | TRIM 25,38 | 8,75 | 15,44 | 1,19 | 22,33 | 7,54 | 13,04 | 8,69 | 2,24 | 3,92 | 13,31 | 0,47 | 0,62 | 0,62 | 1,84 |
| | MAT 24,65 | 9,21 | 14,21 | 1,23 | 21,15 | 8,93 | 14,57 | 8,08 | 1,73 | 4,32 | 12,96 | 0,55 | 0,58 | 0,78 | 1,7 |
| ACUM=93,6% | | | | | | | | | | | | | | | |
| SERGIO OSCAR MENDEZ | EVOLUCION MAT 99 | 102 | 90 | 149 | 98 | 114 | 84 | 113 | 104 | 88 | 134 | 61 | 75 | 66 | 107 |
| % de zona = 6,5% | TRIM 21,78 | 11,52 | 9,03 | 1,23 | 25,68 | 5,59 | 13,53 | 9,72 | 2,29 | 3,49 | 13,93 | 0,31 | 0,73 | 0,58 | 2,38 |
| | MAT 23,46 | 13,52 | 8,75 | 1,18 | 24,68 | 5,5 | 15,37 | 9,09 | 1,81 | 4,0 | 12,3 | 0,34 | 0,54 | 0,75 | 2,16 |

ACUM=100%