

Dollars in Millions	Year Ended December 31,			% Change		% Change Attributable to Foreign Exchange	
	2012	2011	2010	2012 vs. 2011	2011 vs. 2010	2012 vs. 2011	2011 vs. 2010
Key Products (continued)							
<i>Byetta</i> (exenatide)	\$ 149	\$ N/A	\$ N/A	N/A	N/A	N/A	N/A
U.S.	147	N/A	N/A	N/A	N/A	-	-
Non-U.S.	2	N/A	N/A	N/A	N/A	N/A	N/A
<i>Bydureon</i> (exenatide extended-release for injectable suspension)	78	N/A	N/A	N/A	N/A	N/A	N/A
U.S.	75	N/A	N/A	N/A	N/A	-	-
Non-U.S.	3	N/A	N/A	N/A	N/A	N/A	N/A
Mature Products and All Other	2,756	2,950	3,170	(7)%	(7)%	(3)%	4 %
U.S.	524	527	561	(1)%	(6)%	-	-
Non-U.S.	2,232	2,423	2,609	(8)%	(7)%	(3)%	5 %

** Change in excess of 100%.

Plavix — a platelet aggregation inhibitor that is part of our alliance with Sanofi

- U.S. net sales decreased in 2012 and will continue to decrease in 2013 due to the loss of exclusivity in May 2012. U.S. net sales increased in 2011 primarily due to higher average net selling prices. Estimated total U.S. prescription demand decreased 60% in 2012 and 5% in 2011.
- International net sales continue to be negatively impacted by generic clopidogrel products in the EU, Canada, and Australia.

Avapro/Avalide (known in the EU as *Aprovel/Karvea*) — an angiotensin II receptor blocker for the treatment of hypertension and diabetic nephropathy that is also part of the Sanofi alliance

- U.S. net sales decreased in 2012 due to the loss of exclusivity in March 2012 and decreased in 2011 due to market share losses subsequent to the *Avalide* supply shortage in the first quarter of 2011 associated with previously reported recalls. The decrease in U.S. net sales in 2011 was partially offset by higher average net selling prices and estimated returns. Total estimated U.S. prescription demand decreased 71% in 2012 and 39% in 2011.
- International net sales decreased in both periods due to lower demand including generic competition in certain EU markets and Canada.

Eliquis — an oral Factor Xa inhibitor, targeted at stroke prevention in atrial fibrillation and the prevention and treatment of VTE disorders. *Eliquis* is part of our strategic alliance with Pfizer.

- Eliquis* was approved in the U.S. for prevention of stroke and systemic embolism in adult patients with NVAf in December 2012.
- Eliquis* was approved in the EU for VTE prevention in May 2011 and was launched in a limited number of EU countries beginning in May 2011. *Eliquis* was also approved in the EU for the prevention of stroke and systemic embolism in adult patients with NVAf in November 2012. *Eliquis* was approved in December 2012 by the Japanese Ministry of Health, Labor and Welfare for the prevention of ischemic stroke and systemic embolism in patients with NVAf.

Abilify — an antipsychotic agent for the treatment of schizophrenia, bipolar mania disorder and major depressive disorder and is part of our strategic alliance with Otsuka

- U.S. net sales increased in 2012 due to higher average net selling prices and a \$62 million reduction in BMS's share in the estimated amount of customer rebates and discounts attributable to 2011 based on actual invoices received that were partially offset by fluctuations in retail buying patterns. U.S. net sales increased in 2011 due to higher overall demand and higher average net selling prices. U.S. net sales in both periods were negatively impacted by the reduction in our contractual share of net sales from 58.0% in 2010 to 53.5% in 2011 to 51.5% in 2012 and are expected to continue to be negatively impacted in 2013 as a result of a further reduction in BMS's contractual share of *Abilify* net sales (estimated at approximately 35%). Estimated total U.S. prescription demand increased 1% in 2012 and 5% in 2011.
- International net sales increased in both periods primarily due to higher demand. International net sales were impacted by unfavorable foreign exchange in 2012 and favorable foreign exchange in 2011.