



LATUDA Commercial Update

LATUDA Meeting (Tokyo)

January 2011

Mark Iwicki

President and Chief Operating Officer

Sunovion Pharmaceuticals Inc.

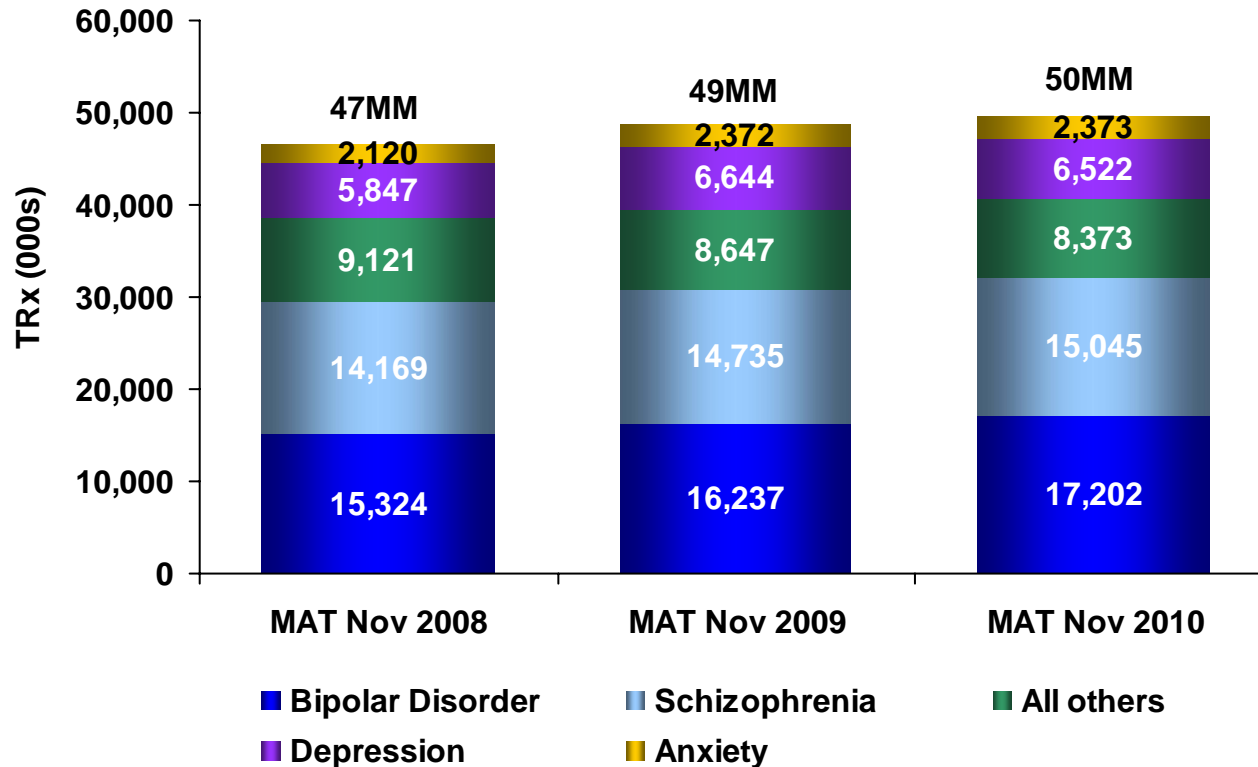
Sunovion Is Uniquely Positioned to Deliver Strong Performance for LATUDA

- ◆ Overall market growth is stable and unmet needs remain
 - Efficacy is key reason to prescribe
 - High switch and discontinuation rates
- ◆ Strong clinical profile and competitive LATUDA label
 - Inclusion of olanzapine arm in efficacy and weight data sections (as an active control to assess assay sensitivity)
 - 4 positive efficacy studies
 - Two dose options, once-daily
 - 2,000+ safety database
 - No QTc warning
- ◆ 336 dedicated and experienced Sales Force
 - Majority have previously sold at least 1 other atypical antipsychotic
- ◆ Customer-centric commercial organization
 - Focus on engaging psychiatrists through multimodal approach
 - Competitive pricing and reimbursement strategies

Atypical Antipsychotic Market Growing at 3%

\$15.8BN Market

Growth in the Atypical Antipsychotic Category Is Being Driven by Use in Bipolar Disorder and Depression



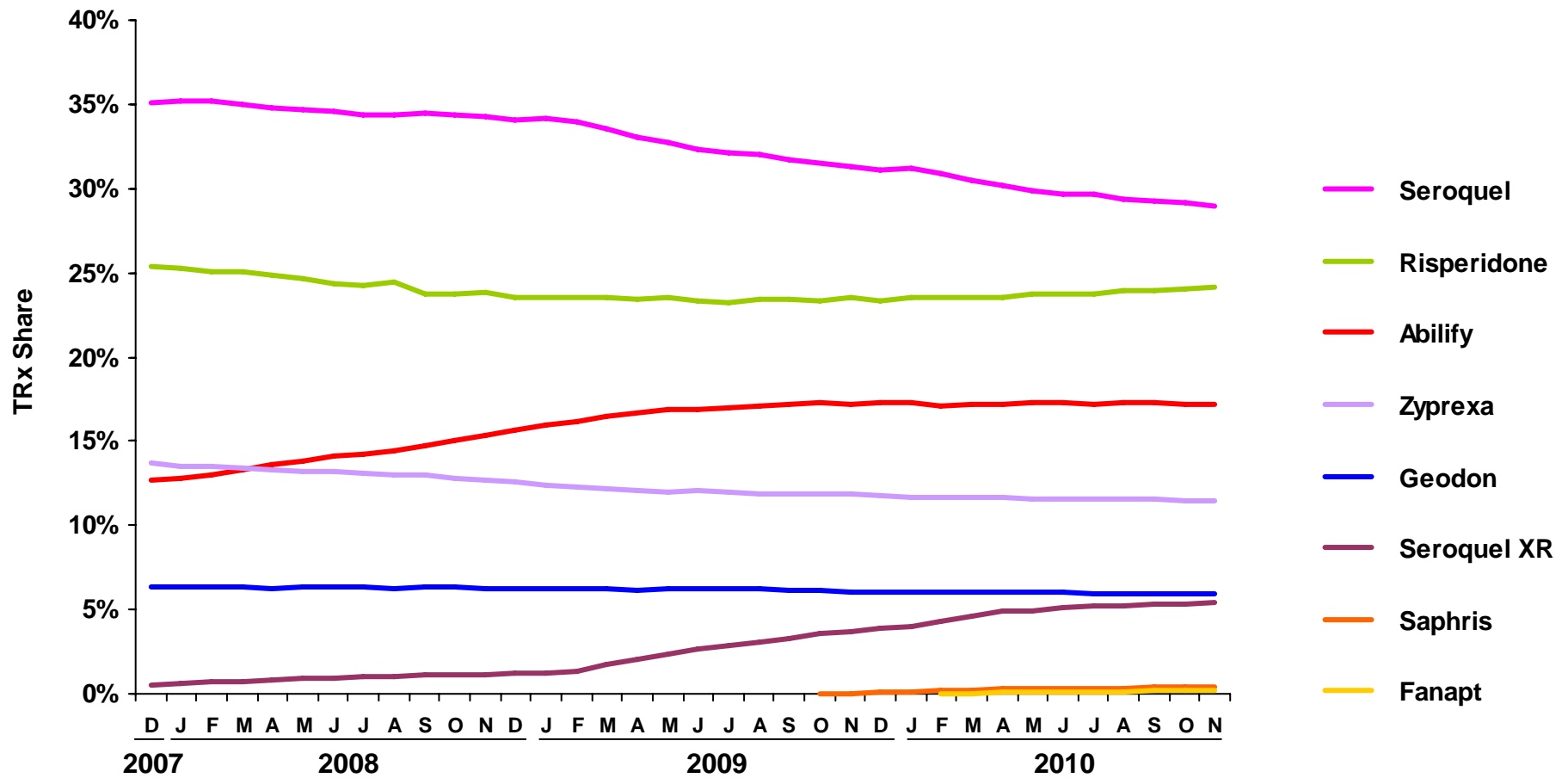
DX	CAGR
<i>Anxiety</i>	6%
<i>Depression</i>	6%
<i>All others</i>	-4%
<i>Schizophrenia</i>	3%
<i>Bipolar Disorder</i>	6%
<i>Market</i>	3%



Source: Derived from IMS NPA Data, and SDI PDDA

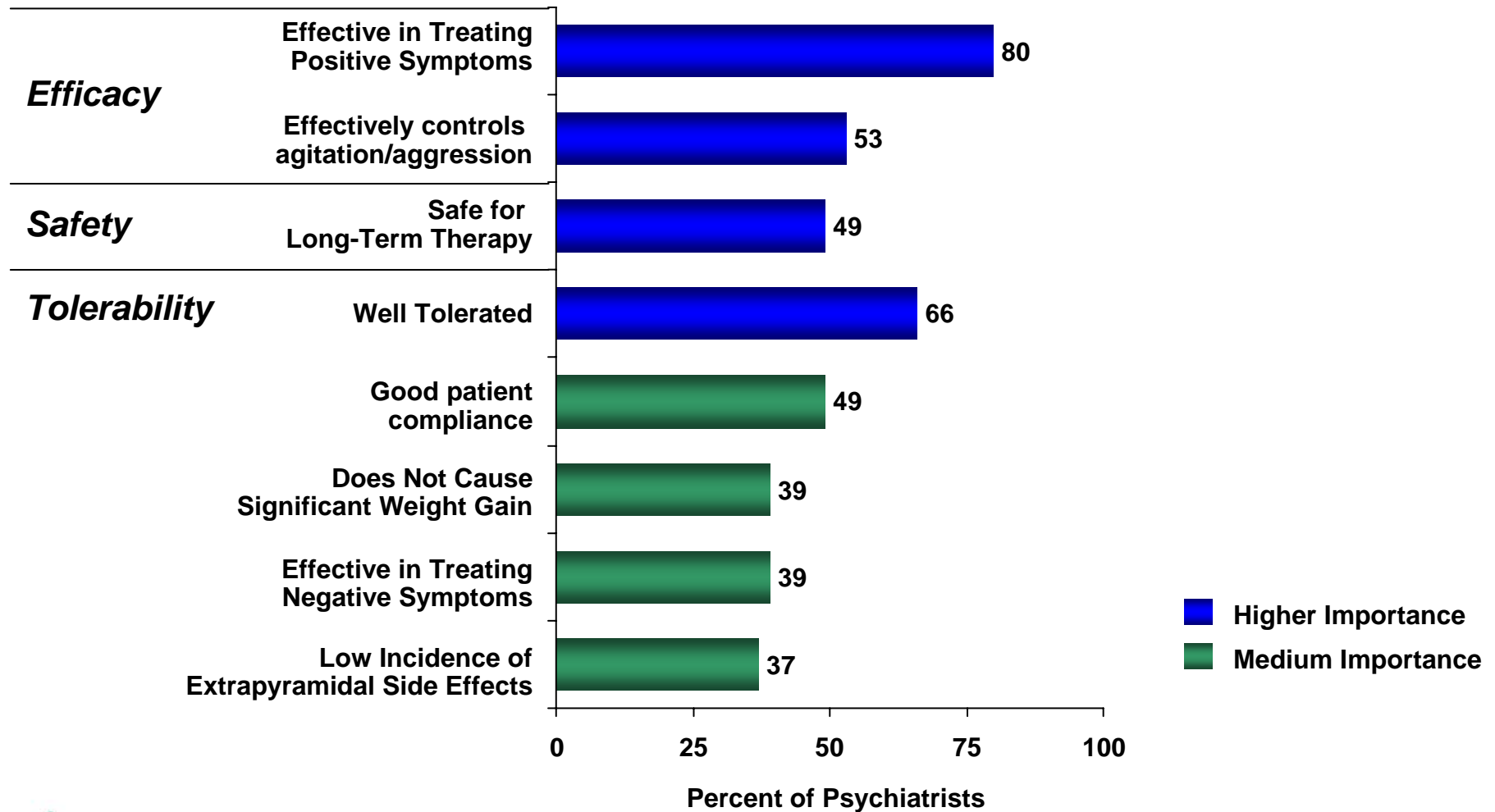
Monthly Antipsychotic Market TRx Share Trend

Established Market



Source: IMS NPA. The Atypical antipsychotic market is defined as ANTIPSYCHOTICS, OTHERS (USC 64190), excluding Haldol, Loxapin, Mobar, Navane, Orap, and Thiothixene, etc.

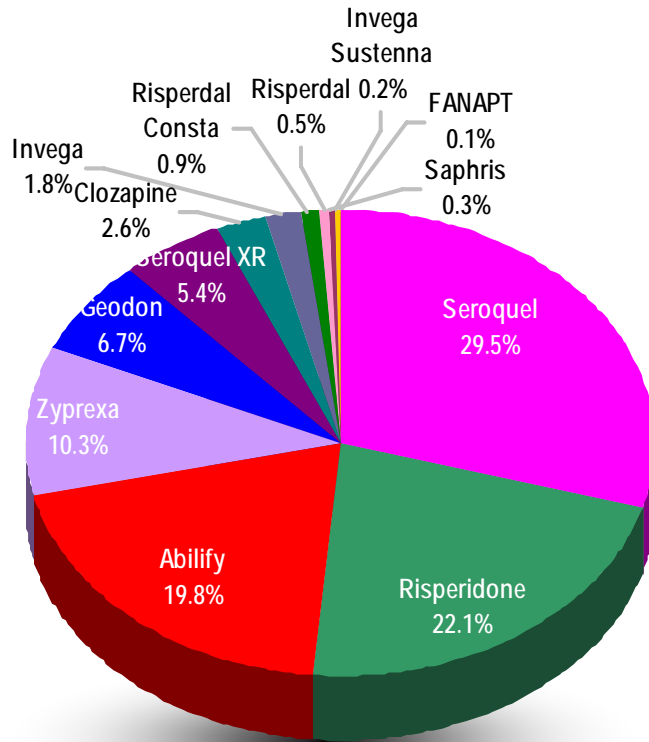
Psychiatrists Need New Treatments that Provide a Combination of Strong Efficacy and Tolerability



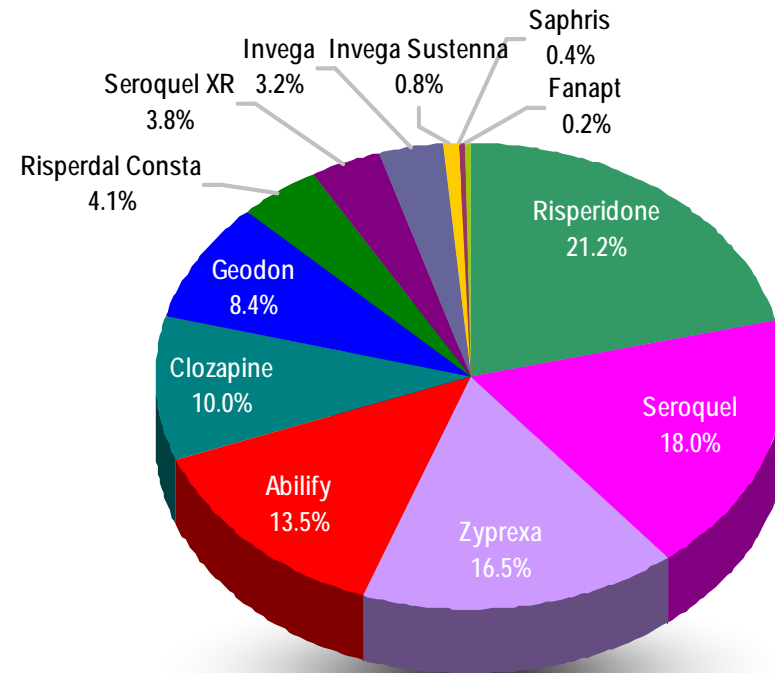
Source: GfK, 2009 Schizophrenia Physician Study

No Single Preferred Agent for Treatment of Schizophrenia

All Uses
MAT Sept 2010



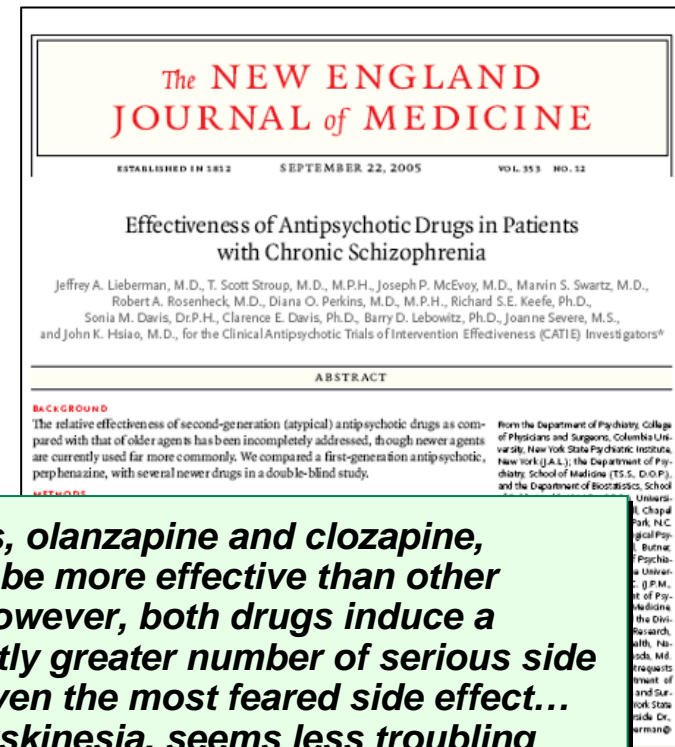
Schizophrenia Uses
MAT Sept 2010



Source: Wolters Kluwer Source Lx
Based on Market Research

High Discontinuation Rates Create Opportunity for LATUDA

- ◆ CATIE Reinforced Need for New Treatment Options
 - 74% of patients discontinued the study medication before 18 months
- ◆ Patients dissatisfied with current options
 - Continue to experience breakthrough symptoms
 - Discontinue due to adverse events, lack of efficacy
 - Likely to have tried multiple medications



Leverage Strong Clinical Profile and Positive Label

◆ Opportunity to improve value proposition vs. current atypical antipsychotics

- Once-daily with food
- The recommended starting dose is the therapeutic dose – 40 mg
- LATUDA offers proven efficacy with positive cardiometabolic profile
- No QTc warning



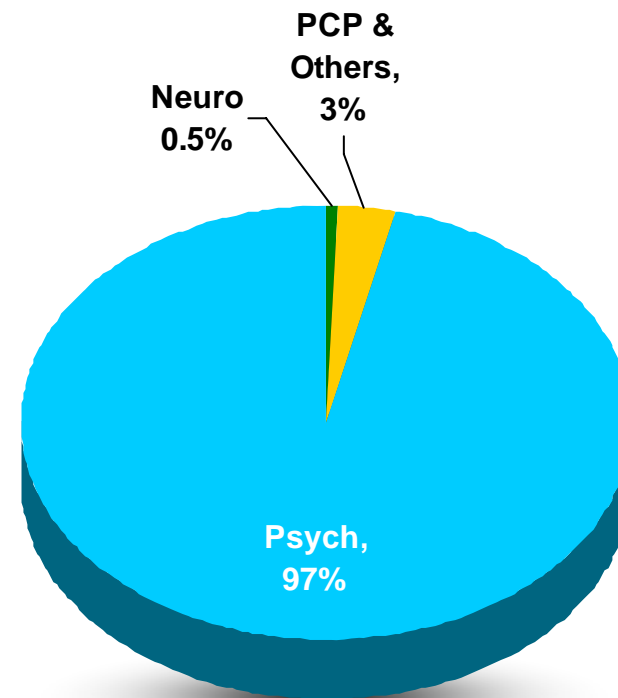
◆ Differentiate from current atypical antipsychotics that offer partial efficacy/response

- 4 positive efficacy studies included in label
- Efficacy confirmed for both doses in 2 studies each

Psychiatrists Are Key Driver for Launch

- ◆ A large and stable market with ~2 million patients with Schizophrenia in the US
- ◆ Our current target audience ~22,000 psychiatrists
- ◆ 336 Sales Force will cover target audience and will be able to attain competitive share of voice by focusing on these specialists

Schizophrenia Treatment by Specialty



Leverage Dedicated and Experienced Sales Force Ready to Deliver on the Potential of LATUDA

- ◆ Sales force: 336
- ◆ Hospital sales force: 70
- ◆ Extensive experience selling in the atypical antipsychotic arena
- ◆ Dedicated and qualified Area Medical Specialists team
- ◆ Managed care and Government Affairs team with strong category knowledge



Sunovion Is Uniquely Positioned to Deliver Strong Performance for LATUDA

- ◆ Unsatisfied physician and patient population as evidenced by high switch rates creates opportunity for LATUDA
- ◆ LATUDA has a strong clinical profile and competitive label
- ◆ Dedicated and experienced Sales Force ready to compete
- ◆ Focused on key access issues to ensure success



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Actual financial results may differ materially from those presented in this document, being dependent on a number of factors.

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