TEVA PHARMACEUTICAL INDUSTRIES LTD.



Rolling Out Our GGR Strategy

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Jerusalem

Key Themes





Goal of Global Generic Resources

Enable Teva to win in all markets where we compete

Key Pillars of Our Strategy





Increase Teva's market share in key markets

- Extend leadership in U.S.
- Establish leadership in key EU and International markets

Double our product portfolio

- Double R&D capabilities
- Focus on first-to-market / Paragraph IVs
- Double production capacity

Redefine customer service

- Develop big-to-big offerings
- Create new go-to-market initiatives

Biotechnology: Next growth wave in generics

- Invest in the next wave of technology and Generics
- Create affordable Biogenerics: lower cost, greater value

Innovative business

- Focus on niche specialty areas
- Leverage unique sourcing, development and go-to-market approaches

Key Pillars of Our Strategy





GR&D

Increase Teva's market share in key markets

Double our product portfolio

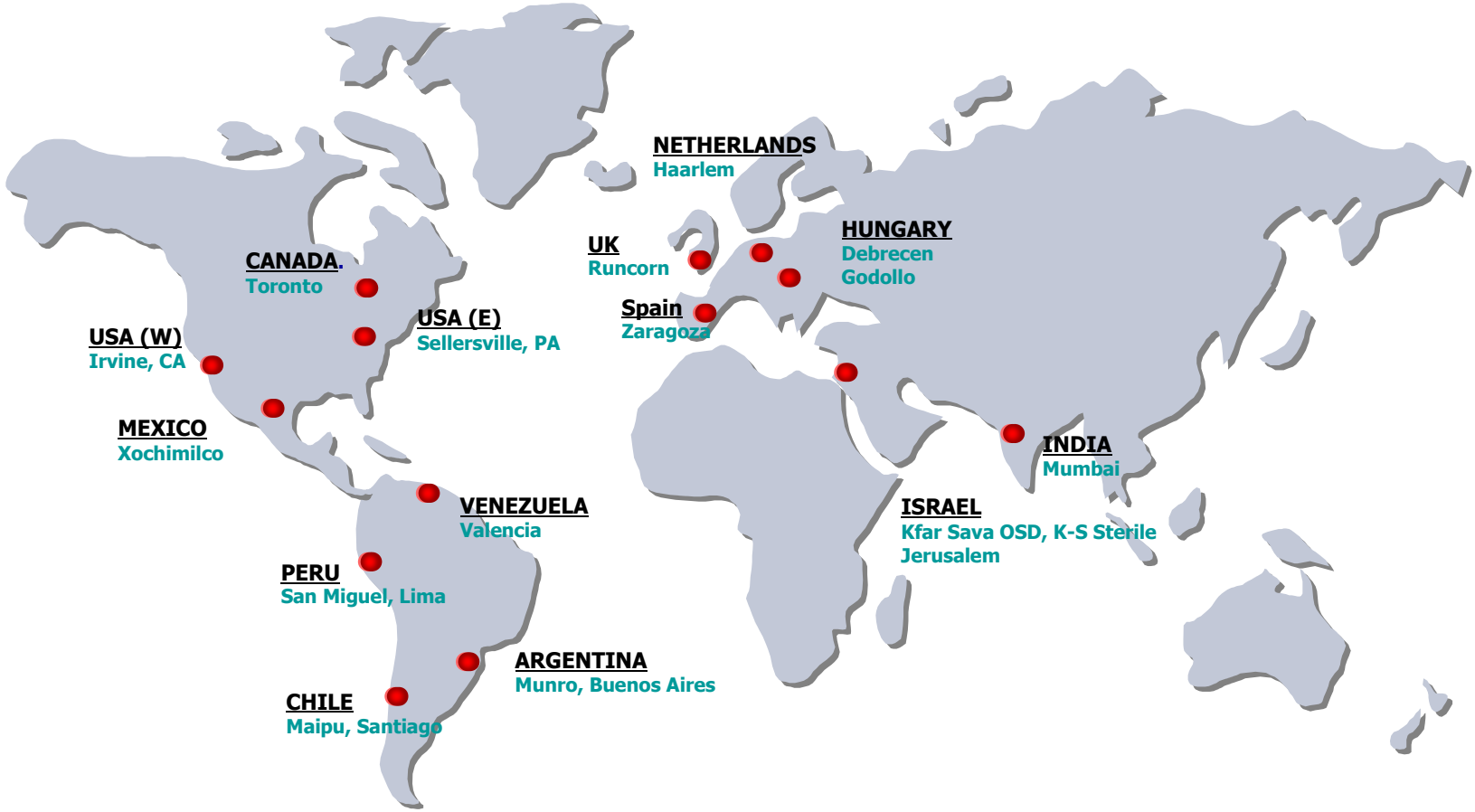
Achieve 2x Submissions

- Globalize and Integrate product selection
- Develop Earlier
- Strengthen Scientific Know-how
- Establish Regional Managers: US, EU, International
- Globalize Biopharmaceutics
- Focus on Value and Quality of Submissions

Teva Global Generic R&D Sites



GR&D sites 16



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Global Portfolio Uses U.S. as Springboard

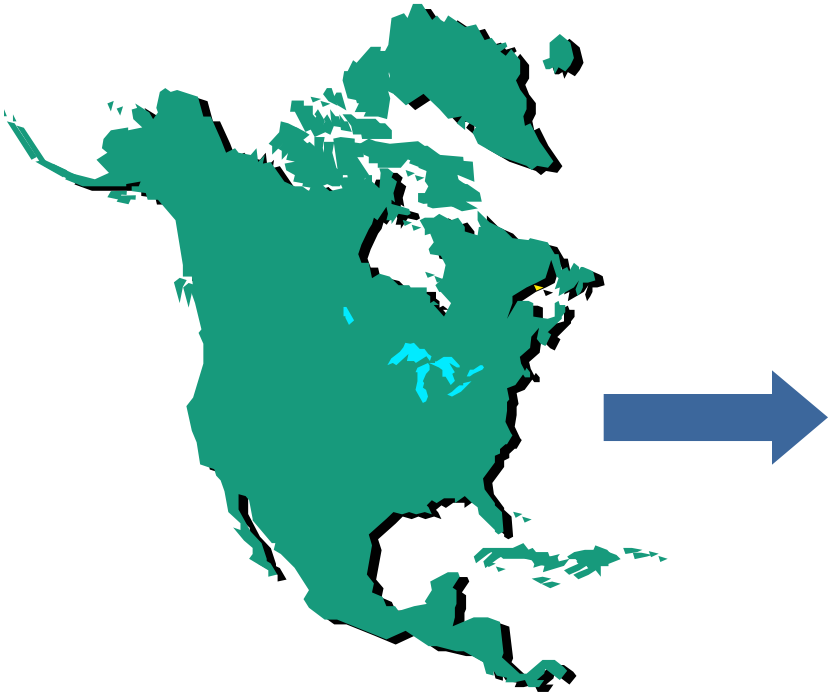


	2007 →	2010
# Global Files	126	More than double

High Portfolio Value: Total Value and Value per File

Leverage Know How

- API development
- Formulation technology
- Bioequivalence studies
- Manufacturing process





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What Makes Teva Generic R&D Successful





- Truly globalized Generic R&D
- People and management experience
- Legal and regulatory expertise
- Leveraging files between markets
- Vertical integration with Teva API
- Teva is a preferred customer (API vendors, CRO's)

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Key Pillars of Our Strategy





Operations

- Increase Teva's market share in key markets
- Double our product portfolio
- Redefine customer service

Supply Chain Infrastructure

- Double manufacturing infrastructure
- Develop "customer focused" packaging solutions
- Adjust the plant-product portfolio according to the strategic profiling
- Invest in Quality and GMP compliance
- Improve effectiveness and competitiveness

Supply Chain Processes

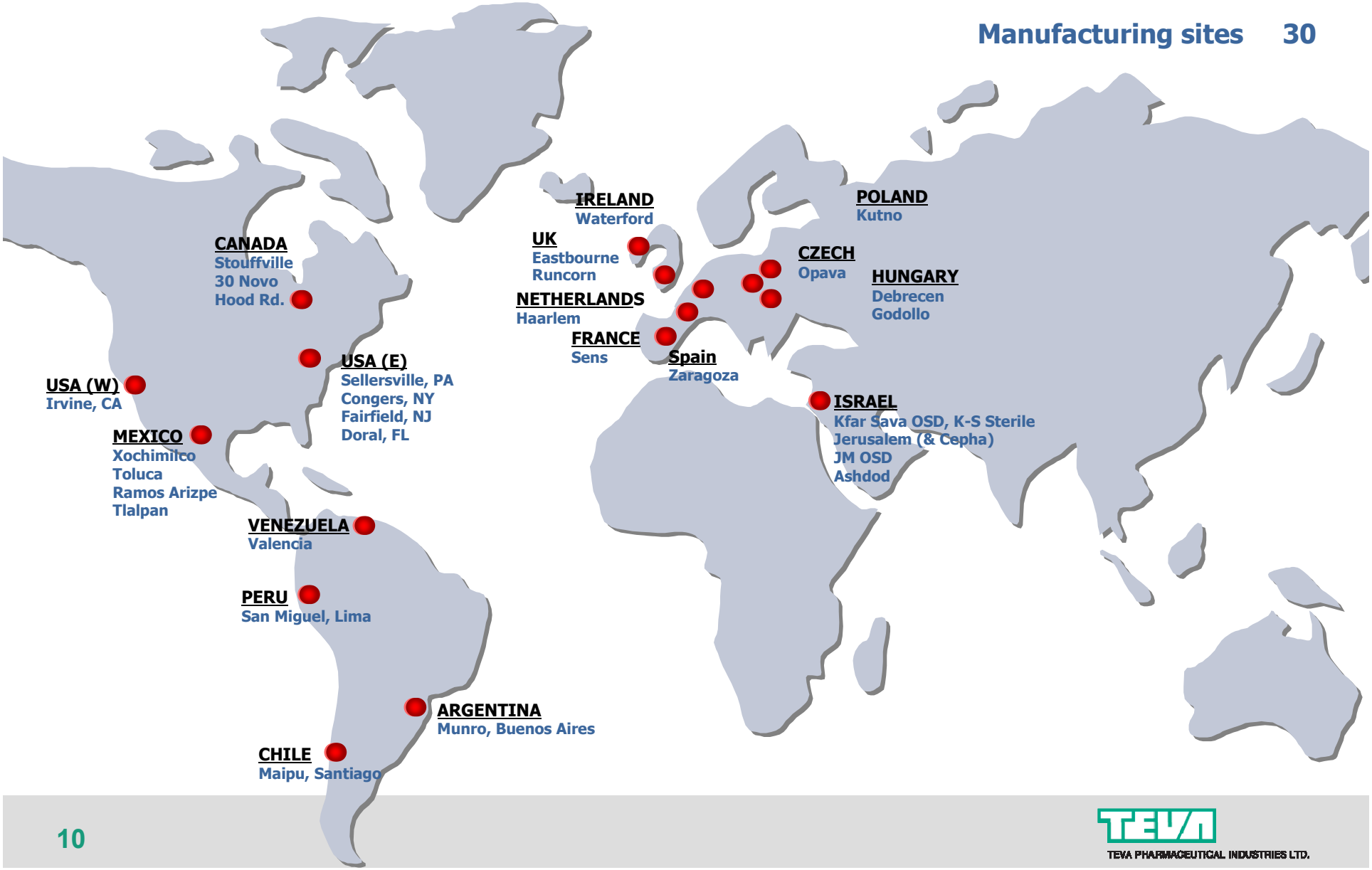
- Build segmented "End-to-End" Supply chain processes
- Build "End-to-End" new product launch processes
- Increase back integration with Teva API
- Complete the supporting IT systems

Operations – Global Presence





Manufacturing sites 30



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Wide Range of Technologies





Tablets, Capsules, MR Tablets,
Powders for suspension





Pre-filled syringes, Vials, Ampoules,
Infusion Bags, Nebules (BFS),
Ophthalmics



Metered Dose Inhalers (MDI's)
Metered Dose Powder Inhalers (MDPI's)
Breath Actuated Inhalers (BAI's)





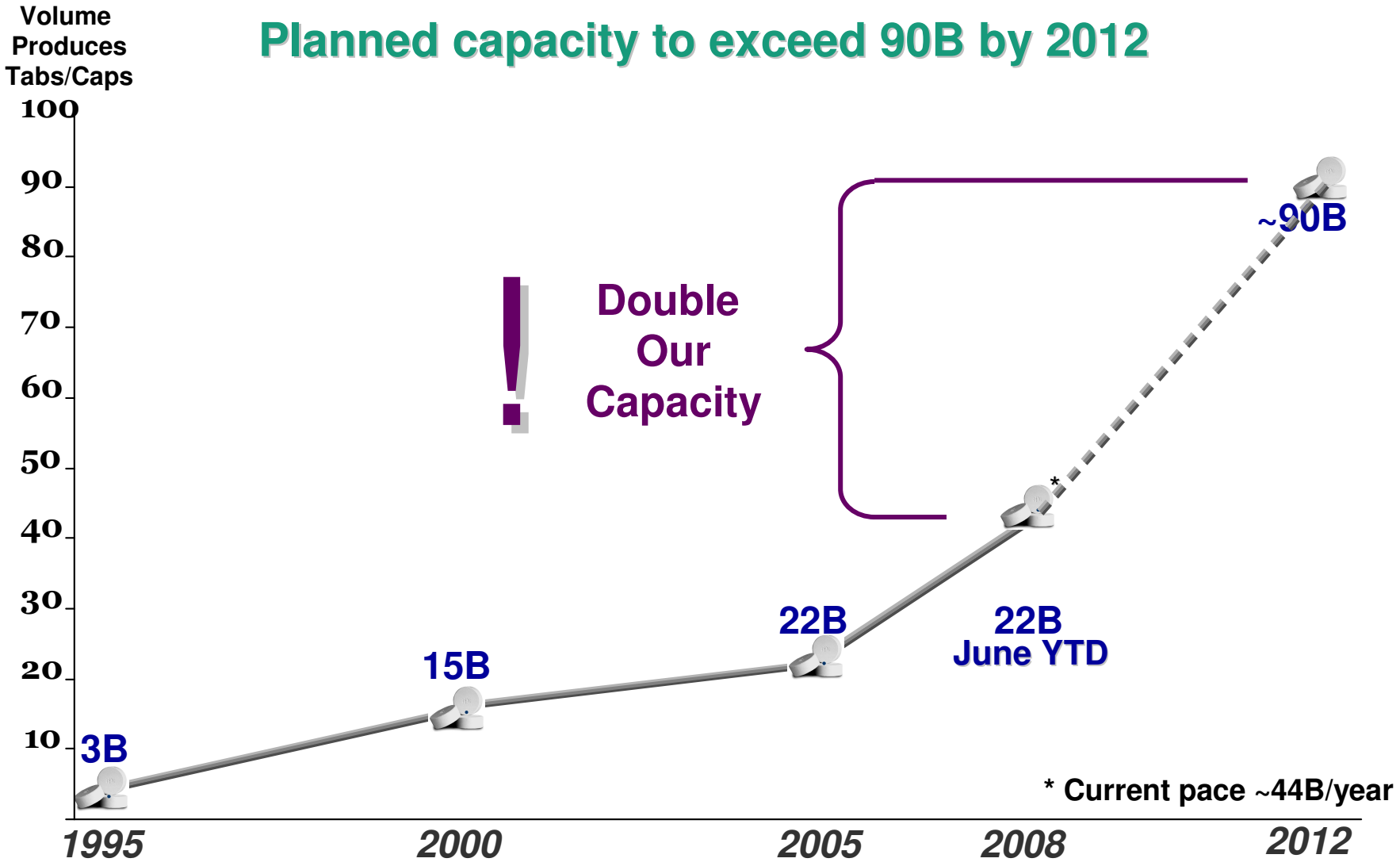
Liquids, Creams & Ointments,
Nasal sprays, Suppositories, SGC's

Unmatched Capacity – Foundation For Global Leadership





Planned capacity to exceed 90B by 2012



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Quality System Approach





Quality By Design

Building-in quality from development throughout a product's life-cycle

Quality By Conformance

Compliance with regulatory requirements, including GMP and product specifications

Quality Profile

Internal and external assessment of the quality performance

Teva and Barr





Strong strategic fit with attractive economics

- Generic R&D capabilities
- Production infrastructure
- Women's health segment
- Potential synergies:
  - GR&D
  - Pharmaceutical production
  - Teva API
  - Materials purchasing

Global Leadership





- Double portfolio value and capacity of global core functions
- Maintain and enhance service leadership
- Separate from the pack – unmatched global generic resources

Enable Teva to win in all markets where we compete



Thank You!