Emerging Markets/Japan
Strength in global presence

Mark Mallon, Executive Vice President, International
Improvement outside China

**China**

- Q1 12: 13%
- Q2 12: 12%
- Q3 12: 23%
- Q4 12: 20%
- Q1 13: 21%
- Q2 13: 21%
- Q3 13: 13%
- Q4 13: 21%
- Q1 14: 22%
- Q2 14: 23%
- Q3 14: 21%

**Emerging Markets outside China**

- Q1 12: -3%
- Q2 12: -2%
- Q3 12: 1%
- Q4 12: 2%
- Q1 13: 3%
- Q2 13: 10%
- Q3 13: 2%
- Q4 13: 0%
- Q1 14: 5%
- Q2 14: 5%
- Q3 14: 9%

Sales growth at CER
**Continued growth opportunities ahead**

<table>
<thead>
<tr>
<th>Disease areas</th>
<th>Segment value EM 2013*</th>
<th>CAGR% 2009–2013**</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes***</td>
<td>$4.3bn</td>
<td>+15.1%</td>
<td></td>
</tr>
<tr>
<td>ACS and stroke</td>
<td>$2.3bn</td>
<td>+11.4%</td>
<td></td>
</tr>
<tr>
<td>Asthma / COPD</td>
<td>$3.6bn</td>
<td>+12.1%</td>
<td></td>
</tr>
<tr>
<td>Hyperlipidaemia</td>
<td>$4.4bn</td>
<td>+13.9%</td>
<td></td>
</tr>
</tbody>
</table>

Notes: * Based on selected IMS ATC in defined EM ** CAGR% at CER *** Excludes insulin
Source: IMS, other
Then and Now - Medical Science Liaisons (MSLs)

THEN

140

MSLs in International

NOW

410

MSLs in International by year-end
Then and Now - opinion leaders

THEN

1000+

Opinion leaders
*Brilinta*, Diabetes & Respiratory

NOW

9181

Opinion leaders for International
Set a strategic priority to achieve scientific leadership

International has ongoing Externally Sponsored Research Programmes

International and Japan kick off I-DISCOVER study

THEN

NOW
China: AstraZeneca #2 multi-national company

- Largest MNC sales force
- Hospital coverage up ~40%
- 73 clinical development projects
- Taizhou manufacturing site opened; 4.5bn tablets in 2018

Sales growth at CER
China:
Continued market outperformance

Hospital market sales growth (MAT)

Source: IMS
Russia:
Returned to double digit growth rate

Sales growth at CER (MAT)

- Fastest growing MNC in retail segment
- Patient affordability programmes across 27 regions
- 550 clinical trial sites in 37 cities
- Manufacturing plant opening late 2015
Brazil: Returned to growth

Source: IMS
Brazil:
Strong launch capabilities in Emerging Markets

**Market share uptake vs. competitor**

- **OAP DOT mkt. share**
  - **Brilinta**
  - **Competitor**

**Launch uptake units (+000)**

- **Forxiga**
- **Onglyza**
- **Comp**

Source: IMS
Japan
Japan: Success in primary care drives increasing market share

Source: IMS
Japan:
Established in oncology; rapidly growing primary care

<table>
<thead>
<tr>
<th>Top brands by sales</th>
<th>YTD 9M 2014</th>
<th>Growth CER</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oncology</td>
<td>552</td>
<td>-13%</td>
<td></td>
</tr>
<tr>
<td>Crestor</td>
<td>373</td>
<td>+4%</td>
<td>SHIONOGI</td>
</tr>
<tr>
<td>Nexium</td>
<td>302</td>
<td>+66%</td>
<td>Daiichi Sankyo</td>
</tr>
<tr>
<td>Symbicort</td>
<td>151</td>
<td>+47%</td>
<td>astellas</td>
</tr>
</tbody>
</table>
Japan: Preparing for first new oncology product; AZD9291

EGFR mutation rate (exon 19-21) NSCLC patients

East Asians: ~32%
Non-Asians: ~15%

First line prescription share EGFR mutation positive NSCLC

- Iressa: 53%
- pemetrexed: 18%
- erlotinib: 17%
- bevacizumab: 7%
- afatinib: 1%

Source: Mitsudomi T, Cancer Sci 98:1817-1824, 2007; AZ Japan web diary survey Q2 NSCLC
Summary

- Continued strong growth
- Diversified commercial presence
  Geographies and products (legacy/new)
- Commercial and scientific capabilities expanding