

Allegation: Richard Convened Board Meeting About Sales

Massachusetts AG FAC ¶261:

261. In August, Richard Sackler convened a meeting of Board members and staff about “all the efforts Sales and Marketing is doing and planning to do to reverse the decline in OxyContin tablets market.” He emphasized that \$200,000,000 in profit was at stake. At the meeting, staff told the Sacklers that the 80mg OxyContin pill was far-and-away Purdue’s best performing drug. Purdue sold many more kilograms of active ingredient in the 80mg dose than any other dose (about 1,000 kilograms: literally a ton of oxycodone).

scklers that Purdue employed 429 sales reps.¹⁹² Richard
ed with OxyContin sales and demanded a plan to “boost”
ed to the agenda for the Board.¹⁹³
sackler convened a meeting of Board members and staff
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ere kilograms of active ingredient in the 80mg dose than
literally a ton of oxycodone).¹⁹⁵
Sacklers about their newest OxyContin sales campaign,
ns campaign set the pattern that Purdue would follow for
the ladder to higher doses. To make it easy for sales reps
materials emphasized the “range of tablet strengths,”
d: “You can adjust your patient’s dose every 1 to 2 days.”
advertise the *Options* campaign in medical journals

¹⁹² 2009-07-30 Board report, pg. 19, PPLPC012000233249.

¹⁹³ 2009-07-20 email from Richard Sackler, PPLPC012000232016.

¹⁹⁴ 2009-08-12 email from Richard Sackler, PPLPC012000234970-071; see also 2009-08-10 email from John Stewart, PPLPC012000234801 (“Richard has asked me about this at least 5 times over the past few weeks”).

¹⁹⁵ 2009-08-19 Board slides, slide 7, PPLPC012000235543.

¹⁹⁶ 2009-08-12 email from Russell Gaudin, PPLPC012000235019.

¹⁹⁷ 2009-08-19 Board slides, slides 12, 16, PPLPC012000235543; *Options* marketing materials, PMA000189015.

2009 Email: Invitation To Informational Board Meetings

From: Sackler, Dr Richard

Sent: Wed 8/12/2009 10:22:30 AM

Subject: Meetings Monday next

Non-malignant uses of forodesine T-cell diseases.xls

We are having two interesting meetings next week and I'm sharing this with Board members who are interested in attending. Both will inform the Board on matters that will come to the Board in the coming weeks and months.

... The second meeting - and this meeting is next week but isn't yet confirmed for Monday morning - will be a presentation of all the efforts Sales and Marketing is doing and planning to do to reverse the decline in OxyContin tablets market, that is the oxycodone ER market. In addition, it will be a look at the update sales for 2009 and a budget target for 2010.

- Appropriate information-gathering by directors
- OIG confirmed compliance for 2009

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Sackler, Dr Richard
Wed 8/12/2009 10:22:30 AM
Re: Meetings Monday next
Malignant Uses of forodesine T-cell diseases.xls

We are having two interesting meetings next week and I'm sharing this with Board members who are interested in attending. Both will inform the Board on matters that will come to the Board in the coming weeks and months.

Scheduled now at 1330 is a meeting with Infinity to understand their opinion of value of the US rights for forodesine and the entire forodesine arm. I emphasize program because this includes many other possible uses beyond cancer.¹ currently our rights are limited to neoplastic uses, but if we buy out all the rights, we and BioCryst agree that we'd get all compounds and all indications. Infinity is interested in all the uses, both malignant and non-malignant. If we acquire VVW rights and cleave the US rights (malignant only or malignant and non-malignant) Infinity, we will be in a very complex negotiation indeed. [One possibility us to take more stock in Infinity as part of the compensation for giving the license.]

The second meeting - and this meeting is next week but isn't yet confirmed for Monday morning - will be a presentation of all the efforts Sales and Marketing is doing and planning to do to reverse the decline in OxyContin tablets market, that is the oxycodone ER market. In addition, it will be a look at the update sales for 2009 and a budget target for 2010. We now can say with some assurance that OxyContin tablets will be the entire market when one takes account of the settlement stocks, which will be 10 or 20% of the current trend of the total marketplace. Thus the value to us of

¹ See email attachment.

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PPLPC012000234970

8/12/09 Email from R. Sackler (PPLPC012000234970)