



Current Product Offering

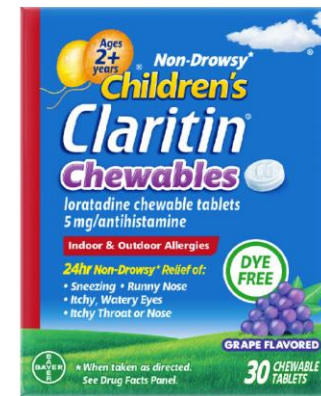
- Portfolio



Claritin[®]

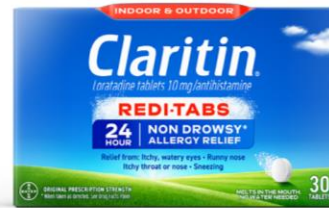
Allergy Solutions – Portfolio from Leading Market

US



Multi-Symptom Relief – Loratadine

Multi-Symptom Plus Relief – Loratadine Plus Pseudoephedrine



Multi-Symptom Relief - Loratadine

Multi-Symptom Plus Relief – Loratadine Plus Pseudoephedrine

Our Packaging – Portfolio from Leading Market

China, Middle East, Canada, Australia

Canada



Multi-Symptom Relief – Loratadine

Multi-Symptom Plus Relief – Loratadine Plus Pseudoephedrine

Target Relief – Eye drops, Oxy Spray

Australia



Multi-Symptom Relief – Loratadine

Multi-Symptom Plus Relief – Loratadine Plus Pseudoephedrine

Target Relief – Saline Spray

Allergy Solutions – Portfolio from Leading Market

China, Middle East, Canada, Australia

China



Multi-Symptom Relief - Loratadine



Maximum Relief – Mometasone Spray

Middle East



Multi-Symptom Relief - Loratadine







Multi-Symptom Plus Relief – Loratadine Plus Pseudoephedrine, Natural Solutions with decongestion benefit





Target Relief – Sea Water Spray





Allergy Global Portfolio = CORE PILLAR ADULT

Product	Description	Comment	Ct Size	Marketed Countries
<p>Claritin Tablet 10mg UI 1611958 US 1614805</p>		<ul style="list-style-type: none"> Basics that set stage for brand with key positioning, claims, studies Relief of key allergy symptoms due to seasonal & year-round allergies, as well as skin symptoms (CIU) 	<p>Think to count sizes strategy (promo and small packs)</p>	<p>1 US 5 US 10 US 20 US, ME 30 US, ME (Egypt only) 45 US, ME 70 US 90 US 60+45 US</p>
<p>Claritin Liqui-Gels 10mg 1611951</p>		<ul style="list-style-type: none"> Provides 24 hours of non-drowsy allergy relief Easy-to-swallow liquid-filled gel capsule with speed association Gluten, lactose, and sugar free 	<p>Evaluate for launch where existing BE study allows (compares to US 10mg tablet, with rationale for BE results)</p>	<p>10 US, CAN, AUS 30 US</p>
<p>Claritin RediTabs 10mg (24hr) 1611922</p>		<ul style="list-style-type: none"> The same all-day, non drowsy allergy relief in quick dissolving tablet form No water needed 	<p>Not the priority (low margin)</p>	<p>10 US, CAN, PH 30 US</p>
<p>Claritin Reditabs 5mg (12hr) 1612442</p>		<ul style="list-style-type: none"> Gluten, lactose, sugar free, with fresh minty taste Clinical studies exist to support dossier submission 		<p>10 US 30 US</p>






Allergy Global Portfolio = CORE PILLAR ADULT

Product	Description	Comment	Ct Size	Marketed Countries
Claritin Cool Mint Chewable Tablet 10mg (Koala) 1613932	 <ul style="list-style-type: none"> • All the benefits of adult 24 hour Non-Drowsy Claritin, with a cooling experience consumers can taste and feel • No water needed 	Assess BE study requirement	4 8 24 56 64	Launch US Spring 2020
Claritin Cooling Honey Liqui-Packs 10mg (Honeypot) 1613938	 <ul style="list-style-type: none"> • Multi-symptom adult allergy liquid with cooling and soothing benefit in the throat 	Assess BE study requirement	7 21 56	Launch US Spring 2022




Allergy Global Portfolio = CORE PILLAR KIDS

Product	Description	Comment	Ct Size	Marketed Countries
Children's Claritin Grape Chewables 5mg 1611948	 <ul style="list-style-type: none"> Product form is a purchase driver for pediatric segment Convenient and great tasting form for older children vs. syrup 24 hour non drowsy relief in great grape or bubble gum flavor chewable tablets 	Assess BE study requirement; Koala BE study for adult could be a reference point	10 20 30 40 50 60 72	US US US US (Amz only) US (Club only) US (Roll out in 2019) US (Club only, Roll out in 2019)
Children's Claritin Bubble Gum Chewables 5mg 1612741	 <ul style="list-style-type: none"> Unique format in US/AUS, drove incremental and brand penetration 		10 30	US US
Children's Claritin Grape/Berry Syrup 5mg 1612277	 <p>Universal syrup formula in grape/mixed berry flavor</p>	Entry SKU for Children's Claritin	60ml (2oz) 120ml (4oz) 240ml (8oz) 360ml (12oz)	US US US US (Club only)
Children's Claritin Peach Syrup 5mg 1611943	 <p>Legacy syrup formula in peach flavor</p>	Currently limited distribution; will be discontinued no further ROP	60ml 150ml	CN, AUS

Allergy Global Portfolio = SEVERE PILLAR ADULT

Product	Description	Comment	Ct Size	Marketed Countries
Claritin-D 10mg Loratadine + 240mg Pseudoephedrine (24hr) 1612266 (US) 1612034 (CA) 1611925 (APAC)		<ul style="list-style-type: none"> • Combination of loratadine and pseudoephedrine • Delivers increased efficacy against severe congestion and sinus pressure - for seasonal or occasional use • Product delivers highest satisfaction in line 	5 10 15	US US US
Claritin-D 5mg Loratadine + 120mg Pseudoephedrine (12hr) 1612115 (US&CA)			10 20 30	US US US
Clarinase Repetabs 5mg Loratadine + 120mg Pseudoephedrine 1612041			14	ME except for Egypt (OTC in KSA & KU, Rx in others)
Nasonex Mometasone Furoate 50mcg Spray 1615149 Taurus 1611949 Nasonex		<ul style="list-style-type: none"> • Indicated for the relief of nasal symptoms of seasonal and perennial allergic rhinitis, such as sneezing, runny or itchy nose, and nasal congestion. 	Right just in certain market	China, Mexico (under Nasonex: AUS,UK, SWE, VN)
ClariCare Butterbur Extract Film-coated 1614731		<ul style="list-style-type: none"> • Natural Relief of allergy symptoms. As effective as OTC antihistamines such as fexofenadine. 		Saudi, UAE

Allergy Global Portfolio = Targeted

Product	Description	Comment	Ct Size	Marketed Countries
Clarityne Sea Water		<ul style="list-style-type: none"> Using Afrin hardware under Claritin 	20ml 100ml	ASEAN, ME, CN, AUS will launch
Claritin Eye Drops 1613832	 	<ul style="list-style-type: none"> Claritin® Allergy Eye Drops provide fast, effective, long-lasting relief of allergy eye symptoms. These lubricating eye drops work to moisturize dry eyes and stabilize the tear film to help relieve dry, itching, burning and red eyes caused by seasonal allergies. Claritin Allergy Eye Drops come in a multi-dose bottle with an innovative built-in filter. It can be used with contact lenses 	10 ml	Canada, Sweden
Claritin Spray Oxymetazoline Spray 1611972 1612072 Mouisturizing 1611974 Menthol		<ul style="list-style-type: none"> Same benefits as Afrin but focused on congestion relief due to allergies 		Middle East, Canada

New Claritin® promotional bundles



30ct Bundle \$110MM



30ct Plus Redi-Tabs \$145MM



Large Size Bundle \$50MM



\$19.99



\$21.99



\$38.99



BAYER PROPRIETARY AND CONFIDENTIAL INFORMATION

PRICING IS AT THE SOLE DISCRETION OF THE RETAILER

SRP PRICES BASED ON CURRENT MAP

Non-Drowsy
Claritin