

EXHIBIT 13

Wellbutrin SR

Strategic Plan
April 27, 2000

Background/Situation

Executive Summary (1)

- 27 MM total depression sufferers, of which 50% currently receive Rx therapy
- Rx market has grown at a CAGR of 12.4% (1995-1999). The market is projected to grow at CAGR of 4.2% from 2001 - 2005.
- Mkt TRx CAGR in PCP/Others from '95-'99 was 13.7%, while rate was 69.4% for WSR
- SSRIs remain the largest class with new classes (SNRI, Wellbutrin SR) growing rapidly
- Estimated 33 development programs worldwide. Lilly leads the major pharma activity in the area with at least 5 active programs
- Current WSR split is Psychiatry (45%) and PCP/Others (55%)
Current Market split is Psychiatry (35%) and PCP/Others (65%)

Background/Situation

Executive Summary (2)

- Recent successes have been driven by heavy promotion of new indications and tolerability advantages
- Statistics - 48% of current SSRI / SNRI users experience sexual dysfunction, 43% experience weight gain as side effects¹; sex dysf and wt gain most common side effects^{1,2}
- Switching data - 44% of current SSRI / SNRI users switched Rx brands previously; 26% indicated they were likely to discuss a switch with doc in next six months¹
product loyalty - only 39% indicated they were very satisfied with their current product¹
- Adoption of new products - ex. Celexa gained a 3% share during first year in market

Executive Summary (3)

Opportunity Assessment (continued)

- Tolerability Opportunity:
 - 6.5 Million Patients with sexual dysfunction
 - 5.9 Million with weight gain (3.5 million w/o Sexual Dysfunction)
- Efficacy Opportunity:
 - 5.3 Million with Lethargy (3.2 million w/o Sexual Dysfunction)
- Current Base:
 - 1.1 Million Patients currently on Wellbutrin
 - 15.3% Market Share in patients with Lethargy (MMI)
 - 11.5% Market Share among psychiatry
 - 7.9% Market Share among PCP's

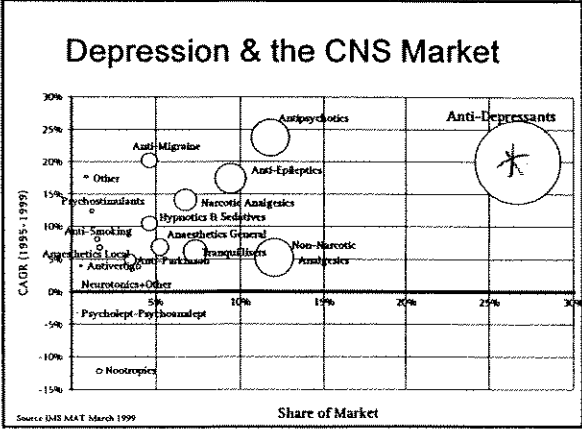
Executive Summary (4)

Opportunity Assessment

- Strategic Options for Wellbutrin:
 - Maximize potential by capitalizing on current positioning
 - Equal efficacy with sexual dysfunction, weight, and sedation advantages

Related to side effects, sexual dysfunction and weight gain-two attributes traditionally more important to patients. Have seen significantly higher importance ratings among physicians compared to 1998
MMI Executive Summary

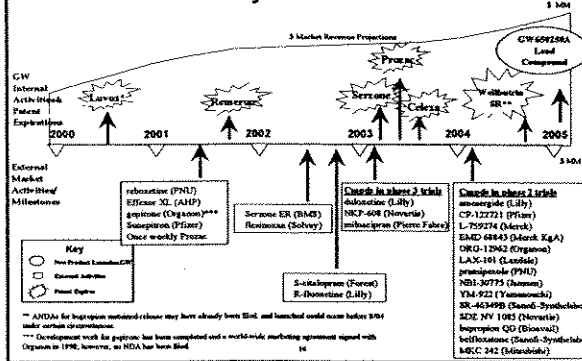
- appropriate for lethargic patients
- Five macro sources of opportunity for category exist:
 - Lethargy
 - Anxiety
 - Better Efficacy (earlier onset, remission, % response)
 - Efficacy with better tolerability (sexual dysfunction, weight gain)
 - Other psychiatric (Co-morbidities, ADHD, Bi-Polar)



WELLBUTRIN SR Usage by:

| | % Increase | % Total |
|-------------------|------------|---------|
| Total | +20% | 100% |
| Depression | +20% | 62% |
| Smoking Cessation | Flat | 10% |
| Bipolar | +30% | 10% |
| ADHD | -19% | 5% |
| Other | +59% | 14% |

Timeline of Key Events



Strategic Options: Category

- **GW650250A**
 - Continued involvement in category
 - Launch in 1Q05
 - Triple receptor reuptake blocker mechanism capitalize on efficacy hook
 - Once daily formulation
- **GW353162**
 - + isomer of active metabolite of bupropion
 - Possibly lower risk of seizure potential
 - Half-life expected to translate to QD product
- **Combination WBSR + SSRI**
 - Triple receptor reuptake inhibitor
 - Profile-efficacy/safety > Prozac
 - Unknown proof of concept

Strategic Options

- Increase switching/add for sexual dysfunction
- Increase switching for weight gain
- Increase 1st line use for lethargic depression
- Combination of above

Perception of lower efficacy will need to be addressed in each option

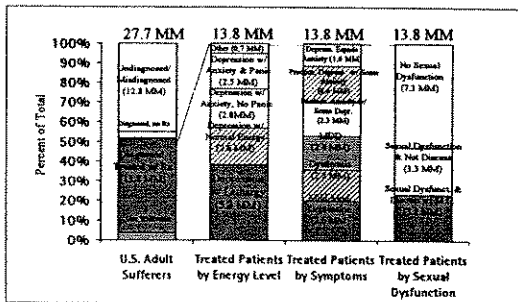
MMI Study, 3/99

Scenario Description: Summary

| Scenario | Message Profile | Market 01-05 CAGR | Share Opportunity | Max Patients | Brand Projected Ann Growth - Yr 1 | Margin |
|-------------|---|-------------------|-------------------|--------------|-----------------------------------|-------------|
| Low Risk | Lack of Sexual Dysfunction | 4% | 5-7% | 6.5MM | 7%-27% | 62.8%-91.1% |
| Medium Risk | Lack of Sexual Dysfunction Plus Lack of Weight Gain | 4% | 5-7% | 5.9MM | 13%-32% | 56.1%-91.1% |
| High Risk | Lack of Sexual Dysfunction Plus ↑ in Lethargic Depression | 4% | 10-20% | 5.3MM | 7%-38% | 56.5%-91.1% |

*

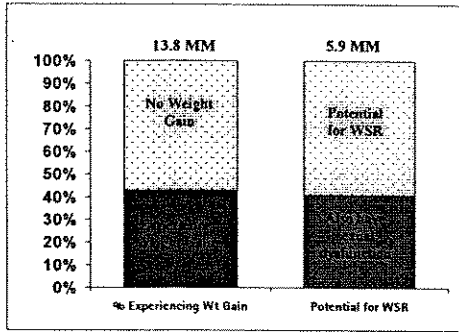
Full Potential Towers



Source: MMI Study (3/99), Patients Habits & Practices (4/99), ATU Study (6/98), Scott-Levin/WB Share

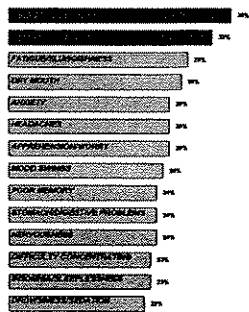
Potential Towers

Full Potential Tower



Source: Patients Habits and Practice Study

Troublesomeness Index For SSRI/SNRI Side Effects*



- Sexual dysfunction stands out as the most troublesome of all SSRI/SNRI anti-depressant side effects.
- More than one-third of all Target Market consumers perceive this side effect as both a recurring and bothersome problem.
- Weight gain is second most troublesome side effect.

© 2012 Abbott, Forefront Brand, E (Top 25) Side Effects, Antidepressants Brand

Option: Increase switching / adding for sexual dysfunction

- **Option Rationale**
 - currently own the position
 - strong data support
 - most frequent / bothersome side effect for patients
 - WSR used most when Rx intervention
- **Potential**
 - 6.5MM current treaters w/ sexual dysfunction
 - switched 45 - 48% of the time
 - augmented 9 - 13% of the time
- **Risk Factors**
 - share of voice
 - patients not aware SD is a side effect of their medication and that there are alternatives (DTC needs)
 - others beginning to make related claims
 - Scott Levin Data
 - copies of promotional pieces
 - current perception of efficacy

Option: Increase first line use in lethargic depression

- **Option Rationale**
 - fits with current product position
 - fits with current PCP decision tree
- **Potential**
 - 5.3MM with lethargy (38% of patients)
 - 2.6MM with normal energy (18% of patients)
- **Risk Factors**
 - share of voice
 - minimal clinical data
 - position also occupied by Prozac
 - current perception of lower efficacy
 - dilution of message

Option: Increase switching for weight gain

- **Option Rationale**
 - second most frequent / bothersome side effect for patients
 - emerging data for support
 - WSR used most when Rx intervention
- **Potential**
 - Patient reported:
 - 43% incidence; 5.9 MM patients (2.4 MM also experience sex. dysf.)
 - Physician reported:
 - 7-15% incidence; 1-2 MM patients
 - 49-64% of patients switched when Rx intervention
- **Risk Factors**
 - share of voice
 - position shared by Prozac
 - more complex intervention - switch only; virtually no adding
 - current perception of efficacy

“Among the non-SSRIs, Wellbutrin/SR has seen continued improvement in ratings related to effectiveness in the treatment of mild to moderate depression tolerability and patient requests”
MMI Executive Summary

Wellbutrin SR - (Low Risk)

Launch: 1Q Patent Exp: 4Q2004
 Scenario Note: Sexual Dysfunction Switch w/ 2004 Generic entry

| \$ Millions | 2000 Budget | 2001 | 2002 | 2003 | 2004 | 2005 | CAGR '00-'05 |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|------------|---------------|
| Gross Sales | 717.1 | 827 | 924 | 996 | 883 | 177 | (21.4) |
| Net Sales | 581.5 | 664.9 | 738.3 | 796.8 | 706.4 | 141.6 | (24.6) |
| Group Gross Profit | 527.8 | 605.1 | 671.6 | 725.9 | 643.5 | 129 | (21.6) |
| % to Net Sales | 91.1% | 91.1% | 91.1% | 91.1% | 91.1% | 91.1% | |
| Samples | 17 | 17 | 17 | 17 | 9 | | (98) |
| DTC | 4.2 | 40 | 40 | 40 | 18 | | NA |
| Other DMI | 23.9 | 23 | 23 | 23 | 13 | | (98) |
| Tot. Direct Mktg. Investment | 45.1 | 60 | 60 | 60 | 40 | | (98.3) |
| Total Field Selling | 72.5 | 100 | 106 | 112 | 60 | | (98.3) |
| USMA - Studies | 5.1 | 8 | 7 | 3 | | | (97.3) |
| Direct Product Contribution | 405.1 | 417.7 | 479.4 | 531.9 | 543.5 | 129 | (26.5) |
| % to Net Sales | 69.9% | 62.8% | 65% | 66.6% | 76.9% | 91.1% | |

Wellbutrin SR - (Medium Risk)

Launch: 1Q Patent Exp: 3Q2004
 Scenario Note: Base plus switch for weight w/ 2004 Generic entry

| \$ Millions | 2000 Budget | 2001 | 2002 | 2003 | 2004 | 2005 | CAGR '00-'05 |
|-------------------------------------|--------------|--------------|--------------|--------------|------------|--------------|---------------|
| Gross Sales | 717.1 | 907 | 1,071 | 1,179 | 1,099 | 220 | (21) |
| Net Sales | 581.5 | 729.2 | 855.7 | 943.2 | 879.2 | 176 | (21.2) |
| Group Gross Profit | 527.8 | 664.3 | 775.6 | 859.3 | 801 | 160.3 | (21.2) |
| % to Net Sales | 91.1% | 91.1% | 91.1% | 91.1% | 91.1% | 91.1% | |
| Samples | 17 | 17 | 17 | 17 | 9 | | (98) |
| DTC | 4.2 | 48 | 48 | 48 | 12 | | NA |
| Other DMI | 23.9 | 57 | 60 | 58 | 28 | | (98) |
| Tot. Direct Mktg. Investment | 45.1 | 122 | 125 | 123 | 49 | | (98.3) |
| Total Field Selling | 72.5 | 119 | 124 | 131 | 83 | | (98.3) |
| USMA - Studies | 5.1 | 14 | 8 | 5 | | | (97.3) |
| Direct Product Contribution | 405.1 | 400.3 | 522.6 | 614.3 | 669 | 160.3 | (16.9) |
| % to Net Sales | 69.9% | 56.1% | 61.1% | 63.6% | 76.1% | 91.1% | |

Wt bigger component of strategy.

What direction giving to a physician?

Wellbutrin SR - (High Risk)

Launch: 1Q Patent Exp: 3Q 2004
 Scenario Note: Increase first line use w/ 2004 generic entry

| \$ Millions | 2000 Budget | 2001 | 2002 | 2003 | 2004 | 2005 | CAGR '00-'05 |
|-------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Gross Sales | 717.1 | 980 | 1,246 | 1,400 | 1,327 | 265 | (18.1) |
| Net Sales | 581.5 | 787.9 | 995.6 | 1,120 | 1,061.6 | 212 | (18.2) |
| Group Gross Profit | 527.8 | 717.8 | 906.5 | 1,020.3 | 967.1 | 193.1 | (18.2) |
| % to Net Sales | 91.1% | 91.1% | 91.1% | 91.1% | 91.1% | 91.1% | |
| Samples | 17 | 22 | 25 | 25 | 12 | | (98) |
| DTC | 4.2 | 48 | 48 | 48 | 12 | | NA |
| Other DMI | 23.9 | 70 | 67 | 67 | 46 | | (98) |
| Tot. Direct Mktg. Investment | 45.1 | 140 | 140 | 140 | 70 | | (98.3) |
| Total Field Selling | 72.5 | 118.6 | 124 | 131 | 83 | | (98.3) |
| USMA - Studies | 5.1 | 14 | 7 | 5 | | | (97.3) |
| Direct Product Contribution | 405.1 | 445.2 | 655.3 | 744.3 | 874.1 | 193.1 | (13.8) |
| % to Net Sales | 69.9% | 56.5% | 63.9% | 66.5% | 76.7% | 91.1% | |

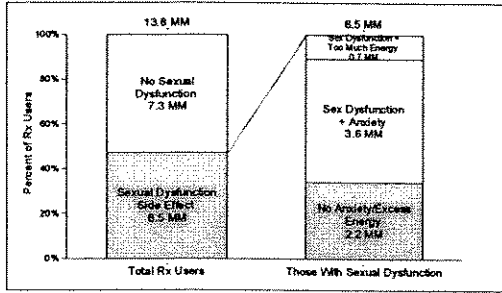
lethargic patient bigger component in the strategy.

Opportunity & resources

Start
 Switch - how?
 • need to know how

Other Side Effects With Sexual Dysfunction

47% of Rx Users experience sexual dysfunction; of those, 66% also have anxiety or "too much energy", which are likely barriers to Wellbutrin usage.



Source: Patients Habits & Practices (4/99)
