

To help patients achieve their highest level of functioning and to reach \$6B by '06, we will:

**Demonstrate Unparalleled Efficacy to  
help *MOVE LIVES FORWARD***

- Dependable control
- Mood stabilization
- Agitation
- Relapse prevention
- Cognition
- Quality of life

**Develop and Maximize Innovative Line  
Extensions and New Indications**

- RAIM, Depot, Zydis, High Dose
- Bipolar maintenance, combination therapy
- Redacted Bipolar Depression, TRD
- Childhood and adolescent indications

**Protect the Molecule**

- Regulatory response
- Hyperglycemia, lipids
- Special populations

**Proactively Position Competitors**

- Focus on "new" competitive entrants
- Coordinate targeted clinical trials/publications

**Embody a Winning Culture**

- Focus on patient
- Respect, trust and empower people
- Celebrate success... *and learn from mistakes*
- Unprecedented customer knowledge and relationships
- Strong partnerships with affiliates and functions
- Implement with integrity, excellence and speed
- Champions for the molecule

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