



INVESTOR & ANALYST PRESENTATION

November 2015



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Satisfactory business performance in Q3, helped by FX

Executing on strategic growth platforms

- ★ Revenue grew 15% to DKK 3.7 billion as significant acceleration in sales of key products offsets generic erosion
- ★ **Abilify Maintena:** Continued solid uptake in all regions
- ★ **Brintellix:** Non-US markets also start to deliver
- ★ **Rexulti:** Encouraging initial NR_x and TR_x uptake
- ★ **USA:** Strong growth continues with revenue up 71%

Return to profitability

- ★ Restructuring programme progresses as planned
- ★ Positive reported EBIT expected already in 2016 with further improvement in 2017

2015 financial guidance slightly lifted

- ★ Appreciation of key currencies against the DKK continues to have positive effect for the year
- ★ Lundbeck expects core revenue around DKK 14 billion. Core EBIT is now expected to be DKK ~0.7 billion and reported EBIT is consequently expected to be negative at DKK ~6.8 billion

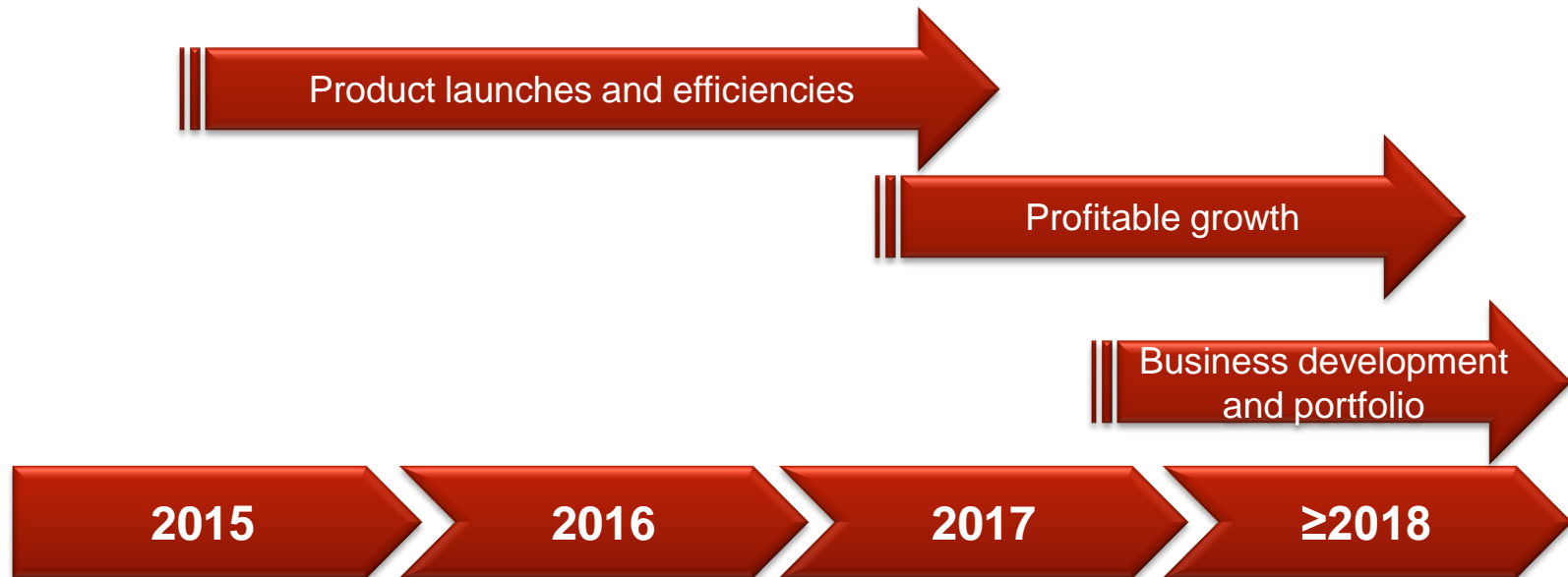
Restructuring programme revisited

- ★ Reduce cost base by DKK 3 billion in 2017
- ★ One-off charges of DKK ~6.5 billion before tax in 2015
 - ★ Global workforce to be reduced by ~1,000 employees
 - ★ Reclassification of product rights to R&D costs (Q2)
 - ★ Provision for severance and restructuring: DKK ~1.1bn (Q3)
 - ★ Impairments and write-downs: DKK ~0.7bn (Q3)

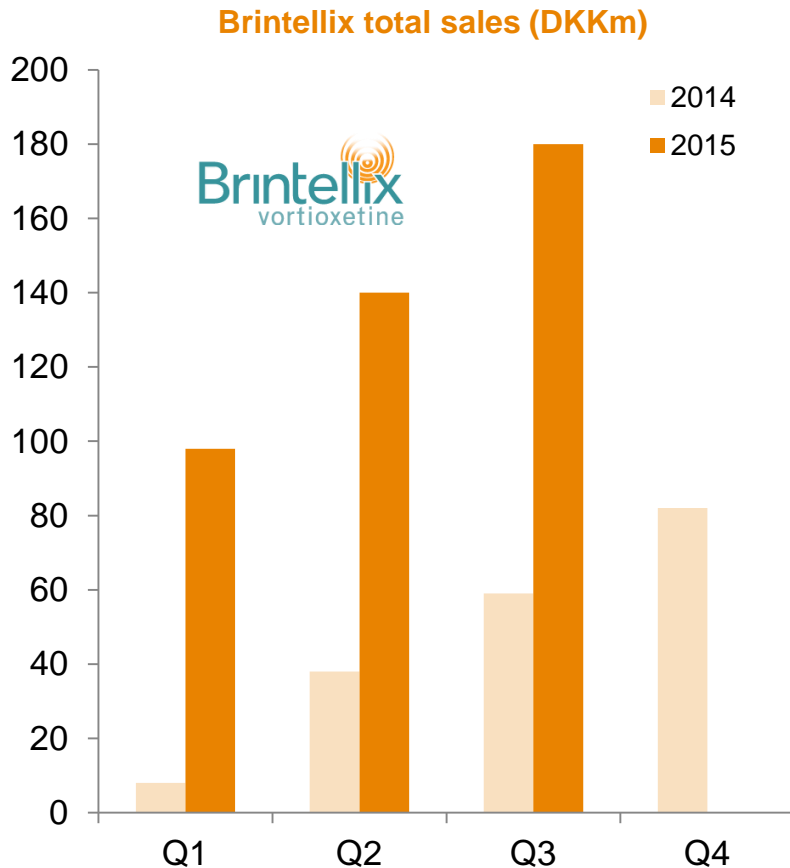
Progress:

- ★ Increased focus on in-house capabilities
- ★ Focus on four therapeutic areas
- ★ ~50% of planned headcount reductions carried out
- ★ Research activities at Paramus, NJ, closed
- ★ Increased focus in commercial operation

Focus on cost efficiencies and launch execution

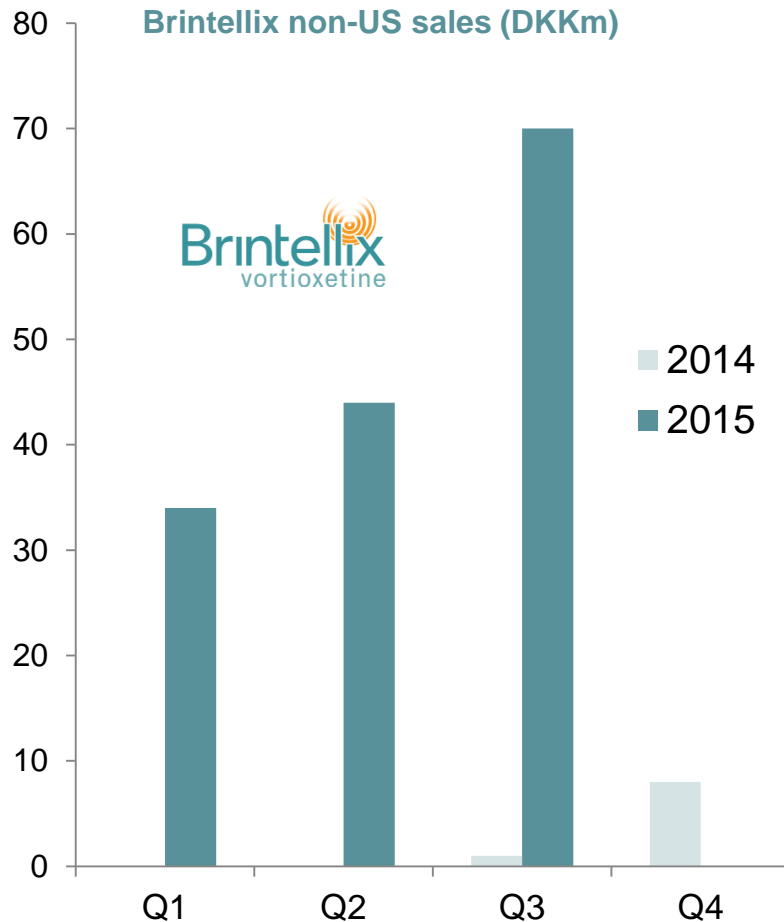


Strong Brintellix growth



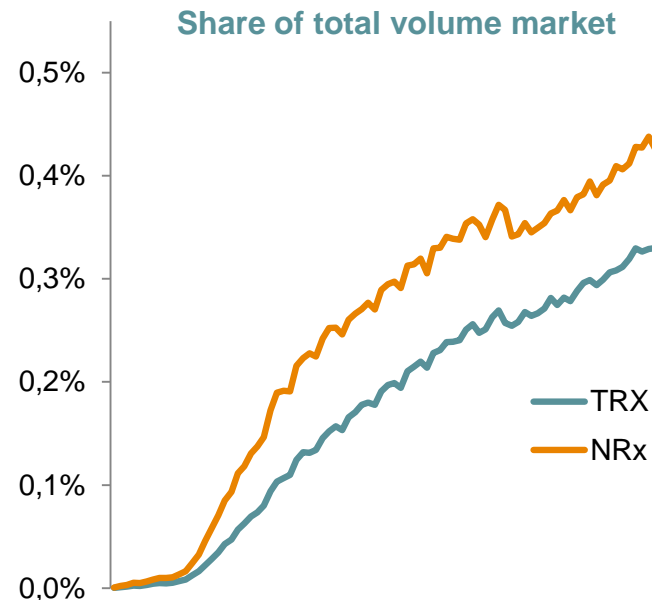
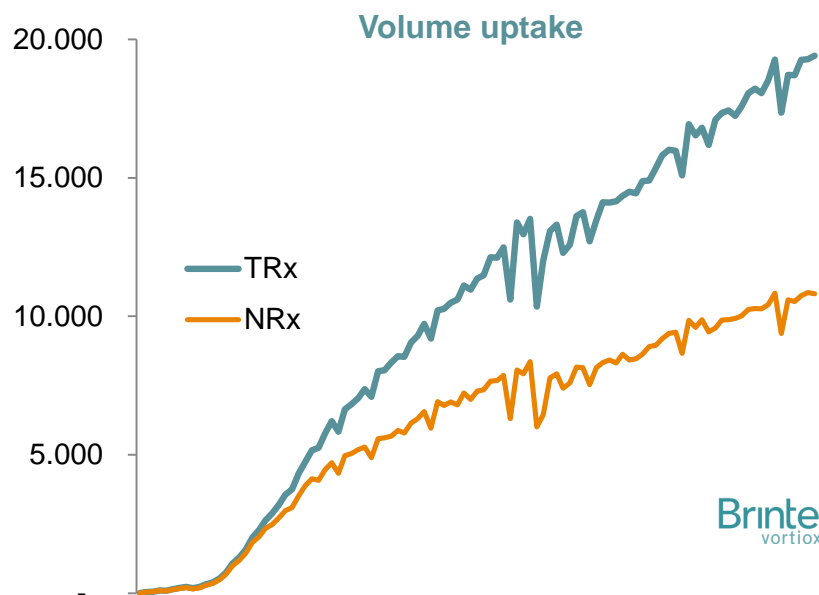
- ★ Sales of DKK 180m – up 203% reported or 171% in local currencies
- ★ Non-US sales represents close to 39% of sales
- ★ Market access progresses albeit with slow pace
- ★ Excellent product feedback from early launch markets globally

Solid growth for Brintellix in non-US markets and recent market access tail wind



- ★ Canada largest non-US market
- ★ The Brazilian authorities have approved Brintellix with cognition in the label
- ★ Reimbursement in South Korea, in broad MDD (without any restrictions)
- ★ Positive NICE recommendation
- ★ German G-BA decision follows the IQWiG evaluation – meaning no additional benefit

In the US Brintellix is the only branded antidepressant gaining market share



- ★ The steady growth of Brintellix is in line with expectations
- ★ FDA ADCOM expected in the beginning of 2016 on the sNDA requesting cognition data to be included in the USPI (PDUFA date 28 March 2016)



FDA accepts sNDA of clinical data that assess cognitive dysfunction in patients with major depression

- ★ Four clinical studies support our application for Brintellix in cognitive function associated with major depression
- ★ **Study in elderly MDD patients** (published in International Clinical Psychopharmacology, May 2012)¹⁾
- ★ **FOCUS** (published in International Journal of Neuropsychopharmacology, May 2014)³⁾
- ★ **CONNECT** (published in Neuropsychopharmacology, June 2015)⁴⁾
- ★ **TAK-316** (presented at ECNP2013)²⁾
- ★ Brintellix improves self-reported cognitive function as well as objective performance-based functioning (UPSA*)



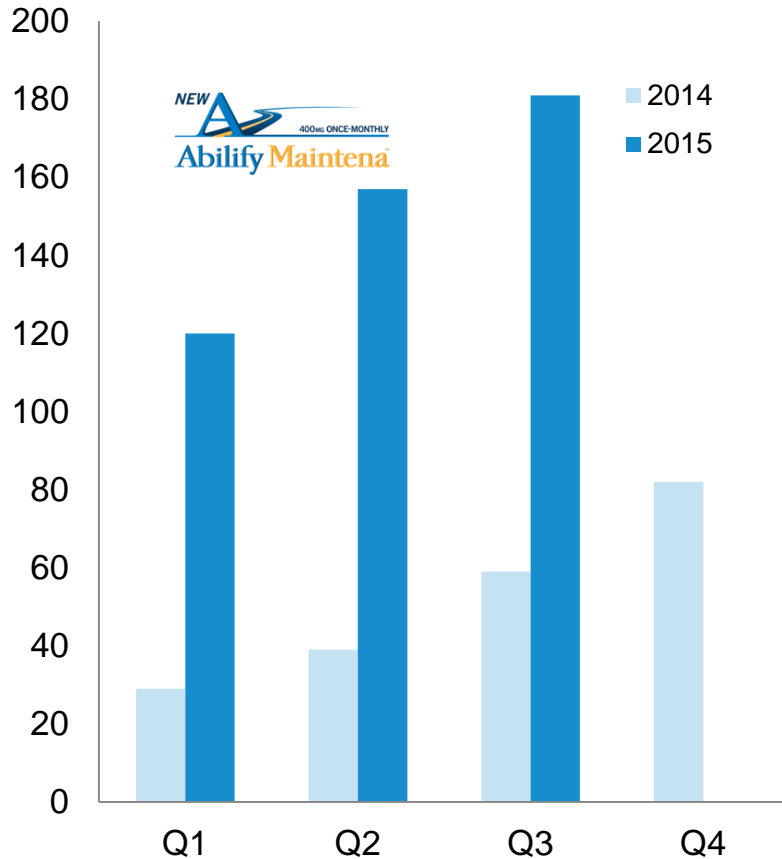
*) UPSA: University of San Diego Performance-Based Skills Assessment

1) NCT00811252. 2) M. Fava, S. Lophaven, C.K. Olsen: "Effects of Vortioxetine on Cognitive Symptoms of Major Depressive Disorder"; NCT01163266. 3) NCT01422213.

4) NCT01564862.

Abilify Maintena is off to a good start in Europe

Abilify Maintena total sales (DKKm)



- ★ Sales of DKK 181m – up 209% or 182% in local currencies
- ★ US constitutes close to 48% of sales
- ★ Solid uptake in all major European markets
- ★ Encouraging market penetration also in Australia and Canada



Rexulti approved – a major milestone for patients and physicians in the US

- ★ Rexulti launched early August; initial uptake encouraging
- ★ Approved dose-range provides flexibility
- ★ WAC* will be USD 29 per day or USD 865.5 per 30 days
- ★ Programmes in place to support broad patient access in the US
- ★ There are approximately 15m adults in the US with MDD and 2.4m adults with schizophrenia who still struggle to find effective, well-tolerated treatments

*) WAC: wholesale acquisition cost

Indication statement

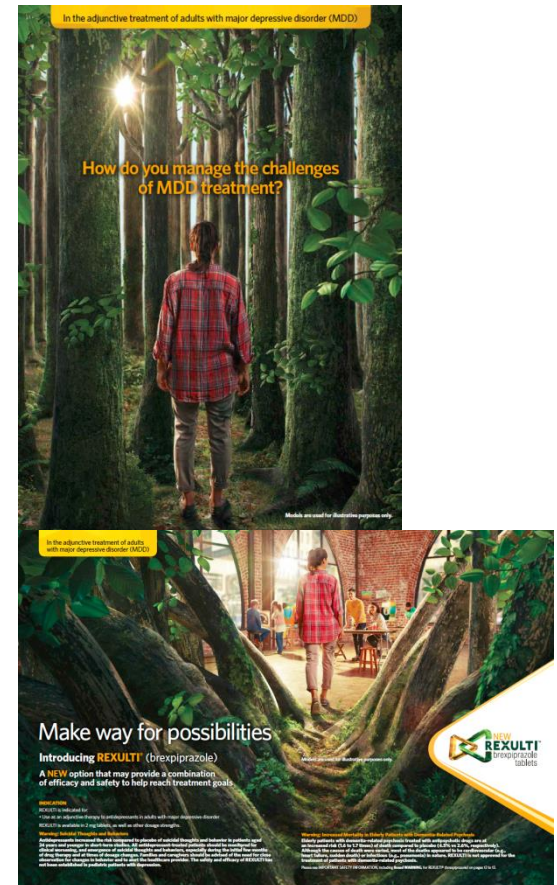
Rexulti is an atypical antipsychotic indicated for:

- Use as an adjunctive therapy to antidepressants for the treatment of major depressive disorder (MDD)
- Treatment of schizophrenia
- Tablets: 0.25 mg, 0.5 mg, 1 mg, 2 mg, 3 mg and 4 mg



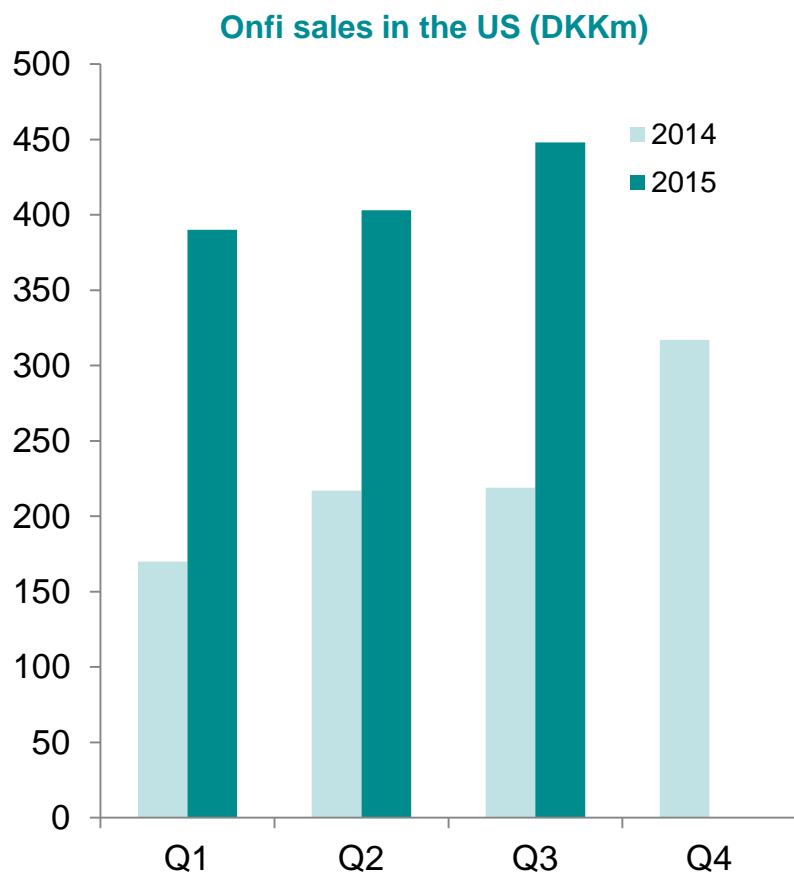
Through its favourable benefit/risk profile Rexulti offers improved value in depression and schizophrenia

- ★ Rexulti is a **rationally designed** serotonin-dopamine activity modulator (SDAM) ¹⁾
- ★ Rexulti **significantly improves** symptoms of depression and schizophrenia
- ★ Rexulti has low levels of side effects that can impair patients' **functioning**
- ★ Rexulti has an excellent and **predictable** tolerability and safety profile



1) Kenji Maeda et al: "In Vitro Pharmacological Profile of Brexpiprazole, a Novel Serotonin-Dopamine Activity Modulator (APA 2014 Poster)

Onfi continues its growth momentum primarily driven by increased demand



★ Sales of DKK 448m – up 104% or 81% in local currencies



★ Sales of DKK 135m in Q3



★ Sales of DKK 249m – up 34% or 13% in local currencies



★ Sales of DKK 530m – up 22% or 7% in local currencies

Other US Neurology: DKK 779m (+26%) in Q3:

Satisfactory operational performance

★ Core revenue (Q3)

- ★ Revenue increased by 12% (5% in local currencies)
- ★ Key products (Abilify Maintena, Brintellix, Northera, Onfi, Rexulti) up 185% and constitutes 27% of revenue
- ★ US revenue up 71% (47% in local currencies)
- ★ International markets down 21%, mainly due to Canada

Q3 2015

DKK 3.6bn

YtD 2015

DKK 10.7bn

★ Core EBIT (Q3)

- ★ Increase of 42% compared to last year
- ★ Increased investments in launch activities

DKK 423m

DKK 774m

★ Reported EBIT (Q3)

- ★ Impacted by costs associated with the restructuring programme

DKK (1.5)bn

DKK (6.4)bn

★ Free cash flow (Q3)

- ★ Includes milestone payment to Otsuka

DKK (1.5)bn

DKK (3.3)bn

Impact on balance sheet

★ **Total assets and liabilities**

- ★ Impairment of Selincro and other assets (mainly buildings): DKK ~0.7bn
- ★ Provisions for restructuring charges: DKK 1.1bn
- ★ Tax benefit impairment and restructuring: DKK ~0.5bn (recorded as deferred tax asset)
- ★ Capitalisation of Rexulti milestone payment of USD 200m (DKK ~1.3bn)

DKK 22.2bn

★ **Equity**

- ★ Solvency ratio 40.6% compared to 52.8% at year-end 2014

DKK 9bn

★ **Net debt position**

- ★ DKK 2bn credit facility entered in July

DKK 2.9bn

2015 financial guidance slightly lifted

Financial guidance 2015 – constant exchange rates

	Current 2015 guidance	Previous 2015 guidance	2014 Actual
Core revenue	DKK ~14bn	DKK ~14bn	DKK 13,468m
Core EBIT	DKK ~0.7bn	DKK ~0.5bn	DKK 1,228m
Reported EBIT	DKK ~(6.8)bn	DKK ~(7)bn	DKK 99m

Revenue and core profit drivers

- ★ Accelerated growth in key products
- ★ Substantial investments in sales and promotion
- ★ Cost savings from restructuring initiatives
- ★ No new acquisitions, milestones or up-front payments included in our 2015 targets

Lundbeck invests to develop late-stage pipeline

Key achievements:

Rexulti

- ★ PTSD study closed – development strategy under consideration
- ★ Fast-track designation in Alzheimer's agitation

Brintellix

- ★ ADCOM expected in the beginning of 2016
- ★ Approved in Brazil with cognition in label

Focus R&D efforts on internal and better resourced projects

- ★ Closure of research site at Paramus, USA
- ★ Lu AF35700 ready to enter pivotal programme in 2016

Lundbeck sponsored or co-sponsored open clinical studies

Project	No. of active studies and no. of patients to be recruited	Status
Brintellix* - MDD	5 (828 pts)	Launched
Brintellix - ADHD	1 (225 pts)	Phase II
Abilify Maintena – bipolar I	1 (755 pts)	Launched
Selincro	2 (1,060 pts)	Launched
Rexulti – adjunctive MDD	3 (2,492 pts)	FDA approved
Rexulti – schizophrenia	2 (76 pts)	FDA approved
Rexulti – Alzheimer's	2 (650 pts)	Phase III
Idalopirdine (Alzheimer's)	4 (2,522 pts)	Phase III

**) Additionally Takeda has two studies ongoing including approx. 1,500 patients in Japan*

Source: Clinicaltrials.gov. As per 27 October 2015

Abilify Maintena for the maintenance treatment of bipolar I disorder

- ★ One of the most common causes of relapse in bipolar disorder is poor treatment adherence
- ★ ~50% of patients being partially adherent or non-adherent to their treatment regimens
- ★ Abilify Maintena will potentially offer the patients a new depot option
- ★ Bipolar I disorder affects ~1% of the population in the US



Bipolar I programme*

- ★ ~730 patients in placebo-controlled phase III 52-week study has finalized recruiting
- ★ Primary efficacy endpoint of this trial is time to recurrence of any mood episode
- ★ An open-label safety study (ATLAS) is ongoing recruiting ~755 patients
- ★ Study expected to finalize in H2 2016



*) NCT01567527 (Start: Aug. 2012); NCT01710709 (Start: Nov. 2012)

Idalopirdine clinical programme on track

- ★ Blockade of the 5-HT₆ receptor improves cognition through several pathways: stimulation of acetylcholine and glutamate activity, while reducing GABA activity
- ★ Phase III program ongoing
 - ★ >2,500 patients
 - ★ Clinical study endpoints agreed with FDA and EMA
 - ★ Receptor occupancy data supports QD and dose-range¹⁾
 - ★ Enrolment on track for data read-out in Q1 2017



1) Schmidt et al, A clinical positron emission tomography (PET) study investigating occupancy at the 5-HT₆ receptor after multiple oral doses of Lu AE58054 in healthy men. Poster at AAIC July 2014

Lu AF35700 phase III ready in Treatment Resistant Schizophrenia (TRS)

- ★ Unique mode of action. In contrast to current treatment, antipsychotic effect at low D₂ blockade
- ★ 5-HT₆ blockade may improve cognitive function
- ★ Combined D₁/D₂ and 5-HT₆ profile gives good antipsychotic activity combined with a benign tolerability profile
- ★ Very long half-life leads to significantly reduced risk of relapse on per oral therapy
- ★ Four clinical studies have been conducted, three studies in healthy people and one in patients with schizophrenia*)
- ★ Psychiatrists readily recognize the term '**Treatment Resistant Schizophrenia**'
- ★ They define TRS as an **inability to control symptoms** of schizophrenia after a full round of two to three antipsychotics



Majority of psychiatrists consider a third of their schizophrenia patients as treatment resistant



*) Clinicaltrials.gov identifier: NCT02202226

Summary and Q&A

- ★ Restructuring programme to return to profitability initiated and develops as planned
- ★ Key products see significant sales acceleration
- ★ Additional product launches in several countries

Lundbeck's vision, mission and values



OUR VISION

...is to become a world leader in psychiatry and neurology



OUR MISSION

...is to improve the quality of life of people suffering from psychiatric and neurological disorders



OUR VALUES

Imaginative – Dare to be different
Passionate – Never give up
Responsible – Do the right thing

Key drivers for long-term performance

Sales



Continued strong growth in key products

Gross margin %



Product mix and reduced amortizations

S&D ratio %



Limited additional investments

G&A ratio %



Sales growth and cost reductions

R&D ratio %



Continued investment in R&D

EBIT margin %



Margin expansion driven by cost reductions and profitable sales growth

CNS comprises many disease areas and diseases

Psychiatry

Multiple sub-classifications

Mood Disorders

- MDD
- TRD
- Seasonal Affective Dis.
- Melancholic Depression
- Stress-related

Anxiety Disorders

- GAD
- Panic Disorder
- Social Anxiety
- OCD
- PTSD

Psychotic Disorders

- Schizophrenia
- Bipolar disorder
- Schizoaffective disorder
- Delusional disorders

Personality Disorder

- Paranoid PD
- Borderline PD
- Schizoid PD
- Schizotypal PD
- others

Addiction

- Alcohol Dependence
- Nicotine addiction
- Drug addiction
- Compulsive shopping
- Pathological gambling

Development Dis.

- Autism
- ADHD
- Asperger's syndrome
- Fragile-X
- Down's syndrome

Eating Disorders

- Anorexia nervosa
- Bulimia nervosa
- Binge eating disorder

 = Lundbeck presence

Neurology

Multiple sub-classifications

Movement Disorders

- Parkinson's Disease
- Huntington's Disease
- Friedreich's Ataxia
- Restless legs syndrome
- Tourette's syndrome

Dementia

- Alzheimer's Disease
- Vascular Dementia
- Frontotemporal Dementia
- Dementia with Lewy bodies
- Creutzfeldt-Jakob disease

Cerebrovascular

- Ischaemic Stroke
- Haemorrhagic Stroke
- Subarachnoid haemorrhage

Demyelinating Dis.

- Multiple sclerosis
- Optic neuritis
- Guillain-Barré
- Charcot-Marie-Tooth

Sleep disorders

- Primary insomnia
- Narcolepsy
- Sleep apnoea

Traumatic Injuries

- Traumatic brain injury
- Spinal cord injury

Pain

- Acute pain
- Migraine
- Other headaches
- Diabetic polyneuropathy
- Post-herpetic neuralgia

Epilepsies

- Simple partial seizures
- Complex partial seizures
- Infantile spasms
- Lennox-Gastaut
- Temporal lobe epilepsy

Executing on Lundbeck's strategy

The “*Old*” Lundbeck

- ★ “*European*” company
- ★ “*One product*” company



The “*New*” Lundbeck

- ★ Global growth platform
- ★ Multiple product company
- ★ Executing on key product launches
- ★ Drive growth of diversified portfolio
- ★ Deliver on late-stage pipeline

Improving product and geographical diversification

North America:

- + New platform for growth
- + Northera, Onfi, Sabril
- + Brintellix
- + Treanda (Canada)
- + Abilify Maintena
- + Rexulti

Europe:

- + Strong market position
- + Brintellix
- + Abilify Maintena
- + Brexpiprazole

Latin America:

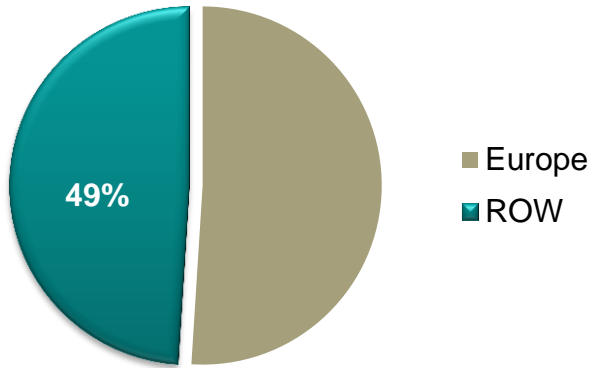
- + Emerging markets
- + Strong commercial platform
- + Cephalon brands
- + Brintellix
- + Abilify Maintena
- + Brexpiprazole

Asia:

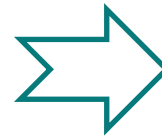
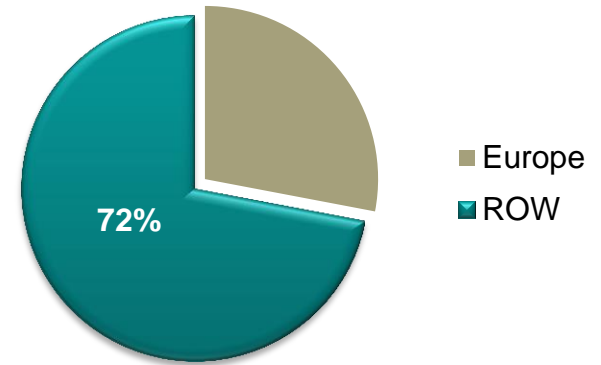
- + Lexapro (Japan)
- + Improved commercial platform in China
- + Azilect
- + Brintellix

Product and regional diversification continue

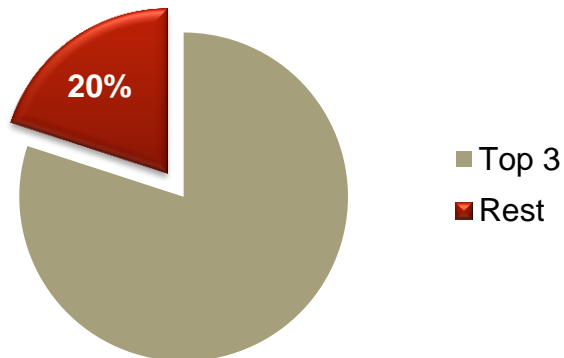
Regional sales distribution - 2011



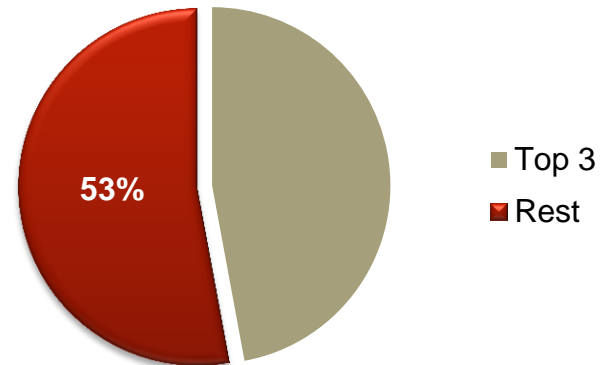
Regional sales distribution – 9M 2015



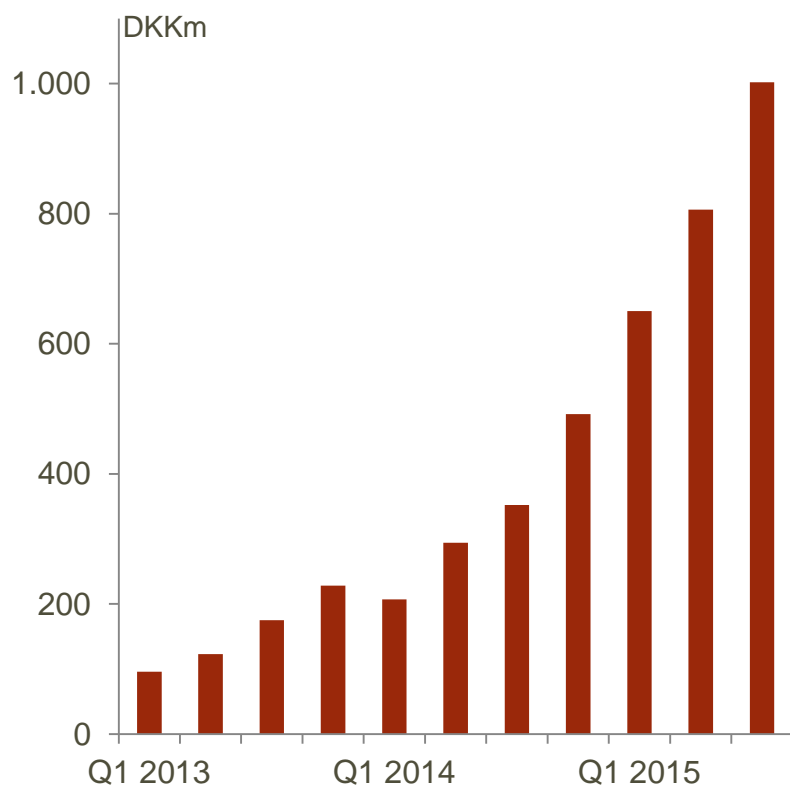
Top 3 product share - 2011



Top 3 product share – 9M 2015



Key products* continues growth momentum



- ★ Key products:*
- Approx. 27% of total revenue
- 185% growth in Q3
- Accelerated growth

- ★ Rexulti launched on 3 August 2015 in the US

NEW
Abilify
Abilify Maintena
400mg ONCE-MONTHLY

Brintellix
vortioxetine

Onfi
(clobazam)
5, 10, and 20 mg Tablets

Northera
(droxidopa) capsules
100 mg-200 mg-300 mg

REXULTI
brexpiprazole
tablets

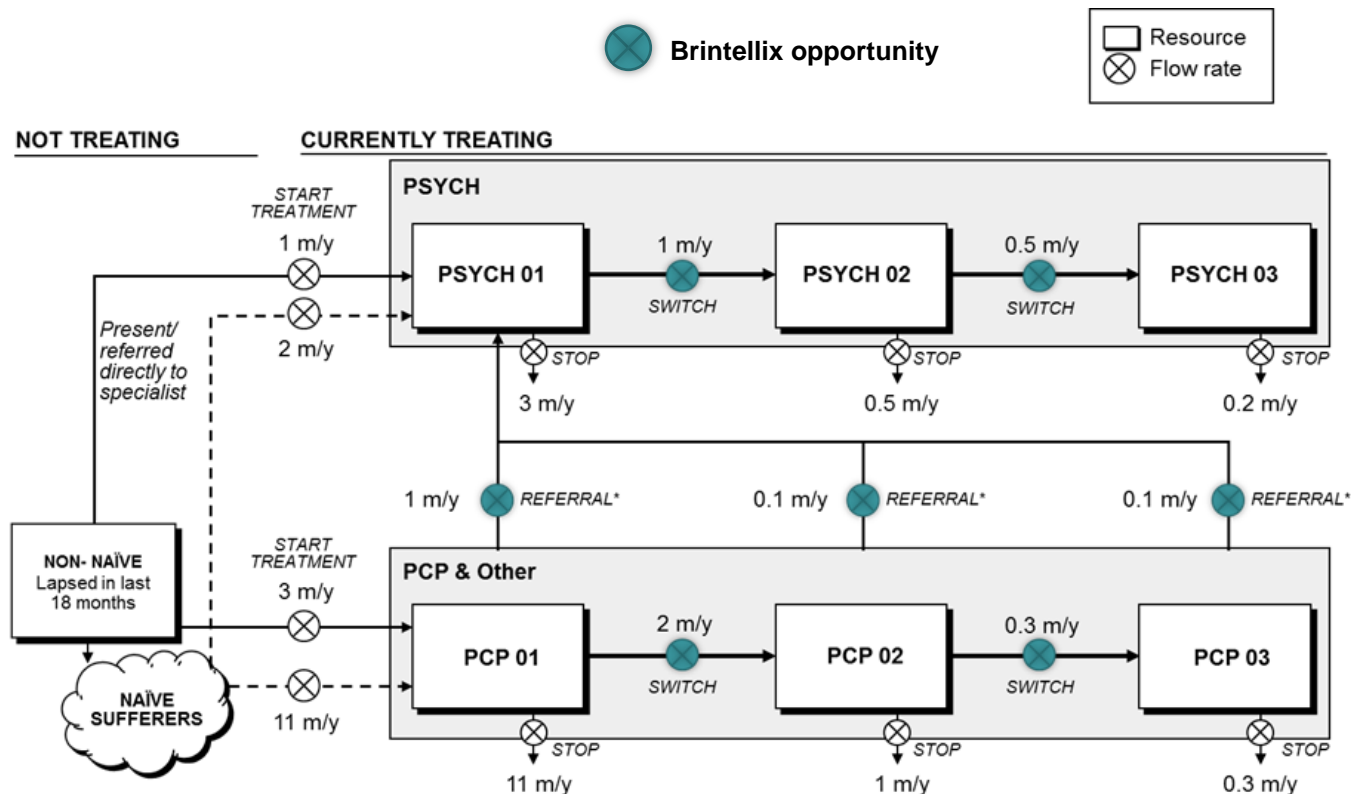
*Abilify Maintena, Brintellix, Northera, Onfi, Rexulti included from August 2015

Brintellix (vortioxetine, Lu AA21004)



The antidepressant market is characterized by significant patient “churn”

Patient flow in US antidepressant market

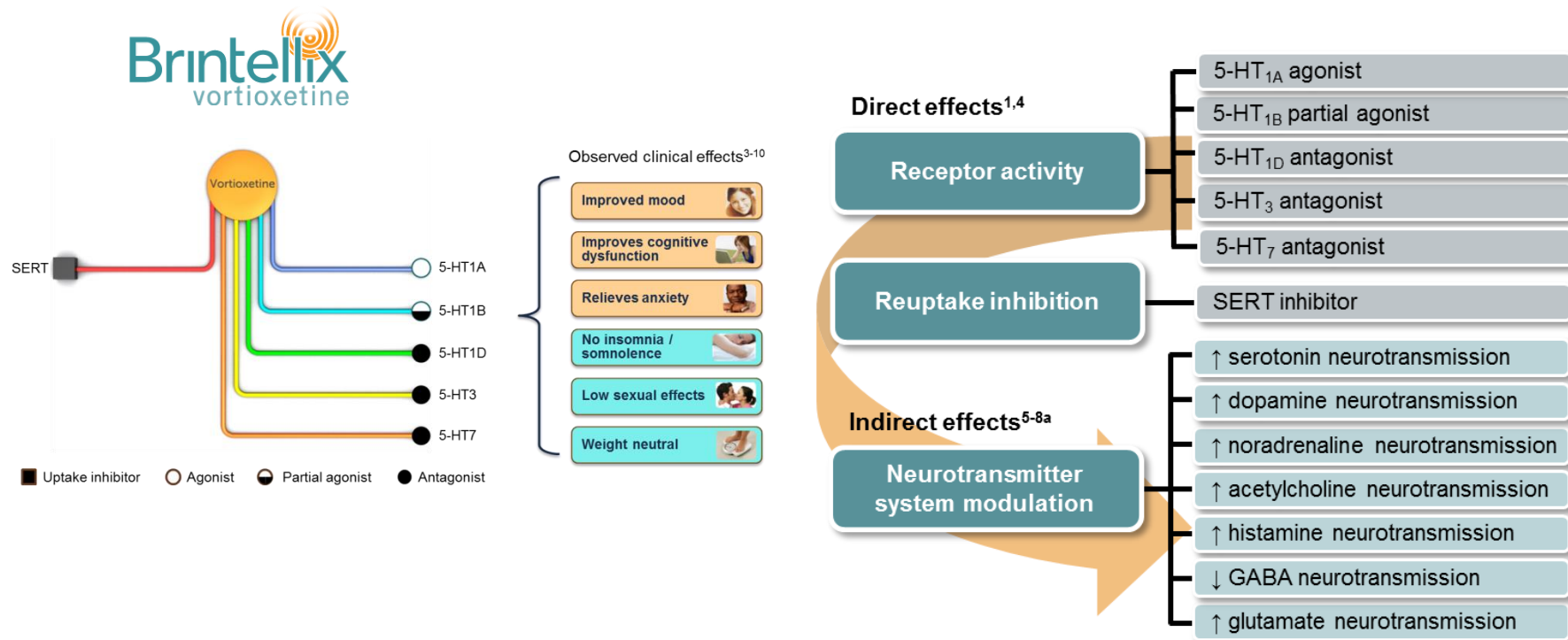


Brintellix
vortioxetine

In contrast to many other markets, even a 3rd or 4th line antidepressant position is commercially attractive

*First Psych Rx Intervention (Switch, Continuing, Add-on, Continuing Add).
Source: Lundbeck & Vanguard analysis

Brintellix has a distinct pharmacological profile



1. Bang-Anderson 2011; 2. Mørk 2012; 3. H. Lundbeck A/S 4. Alvarez 2012;
5. Katona 2012; 6. Baldwin 2012; 7. Heningsberg 2012; 8. Boulenger 2012; 9. Vortioxetine SPC; 10. Bidzan 2012

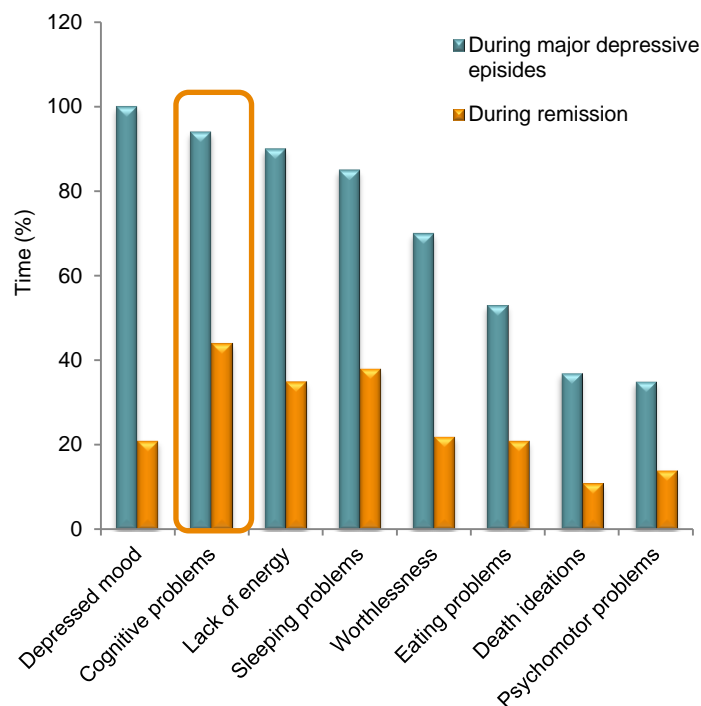
With Brintellix our vision is to advance the treatment of depression so that patients not only feel but think and do better



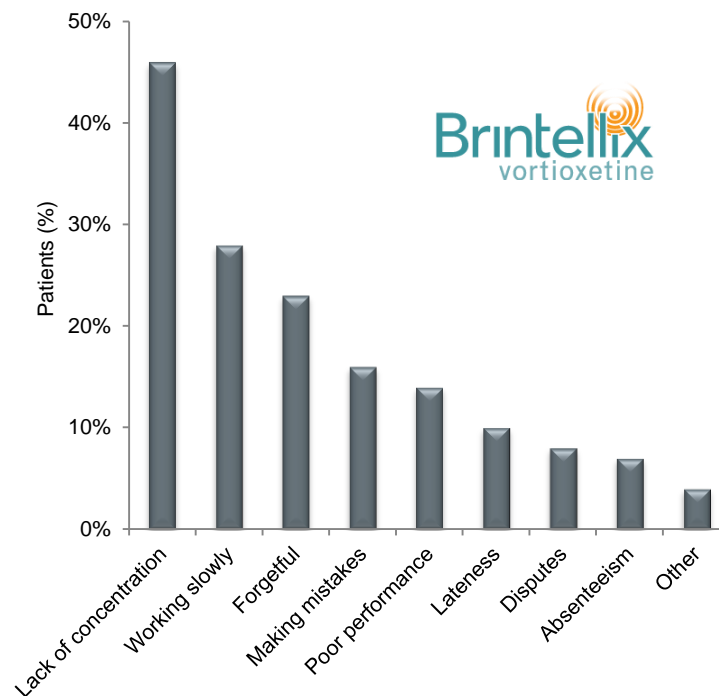
- ★ Efficacy in cognitive symptoms of depression
 - 3 studies with objective measures
 - **European SmPC update to include clinical data on cognitive dysfunction in patients with depression** NEW
 - **sNDA accepted** NEW
- ★ Superior efficacy in patients with inadequate response to SSRIs / SNRIs vs. agomelatine
- ★ Superior sexual dysfunction data vs. escitalopram
- ★ Unique pharmacology supports unique clinical profile

Cognitive symptoms of depression are frequent and affect work productivity

- ★ Cognitive symptoms (difficulty concentrating, planning, decision making and forgetfulness) are very prevalent and have a direct impact at the workplace¹⁾



- ★ Percentage of patients with MDD experiencing work-related cognitive dysfunction²⁾



1. Conradi HJ et al. Psychol Med 2011;41:1165-1174;

2. Adelphi Neurosis DSP VIII, 2009

Assessing effect on cognitive dysfunction of depression and functional capacity by objective and subjective measurements

Cognitive domains impaired in MDD

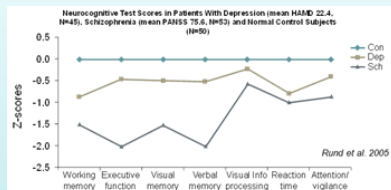
Executive function

Speed of Processing

Attention

Memory

Objective Neuropsychological Tests



Digit Symbol Substitution Test (DSST)

1	2	3	4	5	6	7	8	9
—	⊥	□	⊏	⊐	○	△	X	=
2	1	4	3	2	1	4		

Subjective Patient-reported Symptoms

"I didn't realize the traffic light turned red until it was too late"

"I can't figure out what I need from the supermarket right now to make dinner tonight?"



During the past 4 weeks, how often did you...	(0) Never	(1) Rarely	(2) Sometimes	(3) Often	(4) Almost always
1. lose your train of thought when speaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. have difficulty remembering the names of people, even ones you have met several times?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. forget what you came into the room for?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. have trouble getting things organized?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Perceived Deficit Questionnaire (PDQ) - 20-items assessing self-perceived cognitive difficulties within 4 dimensions

Objective Assessment of Functional Capacity in Basic Living Skills

1 Financial skills

- Counting money and making bills
- Paying bills



2 Communication

- Telephone use
- Medical appointment

3 Household chores

- Preparing shopping list

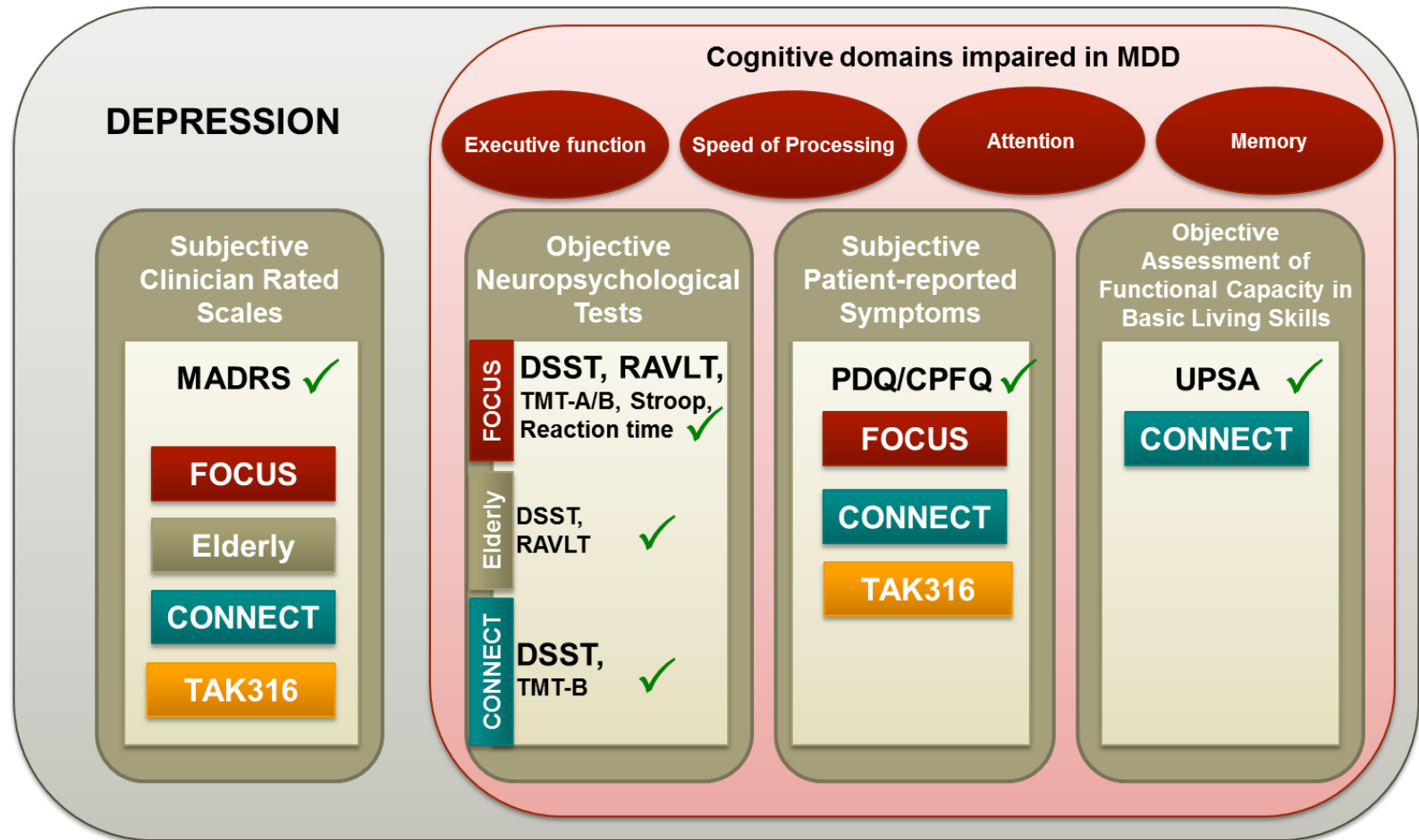
4 Transportation

- Public bus system

5 Planning recreational activities

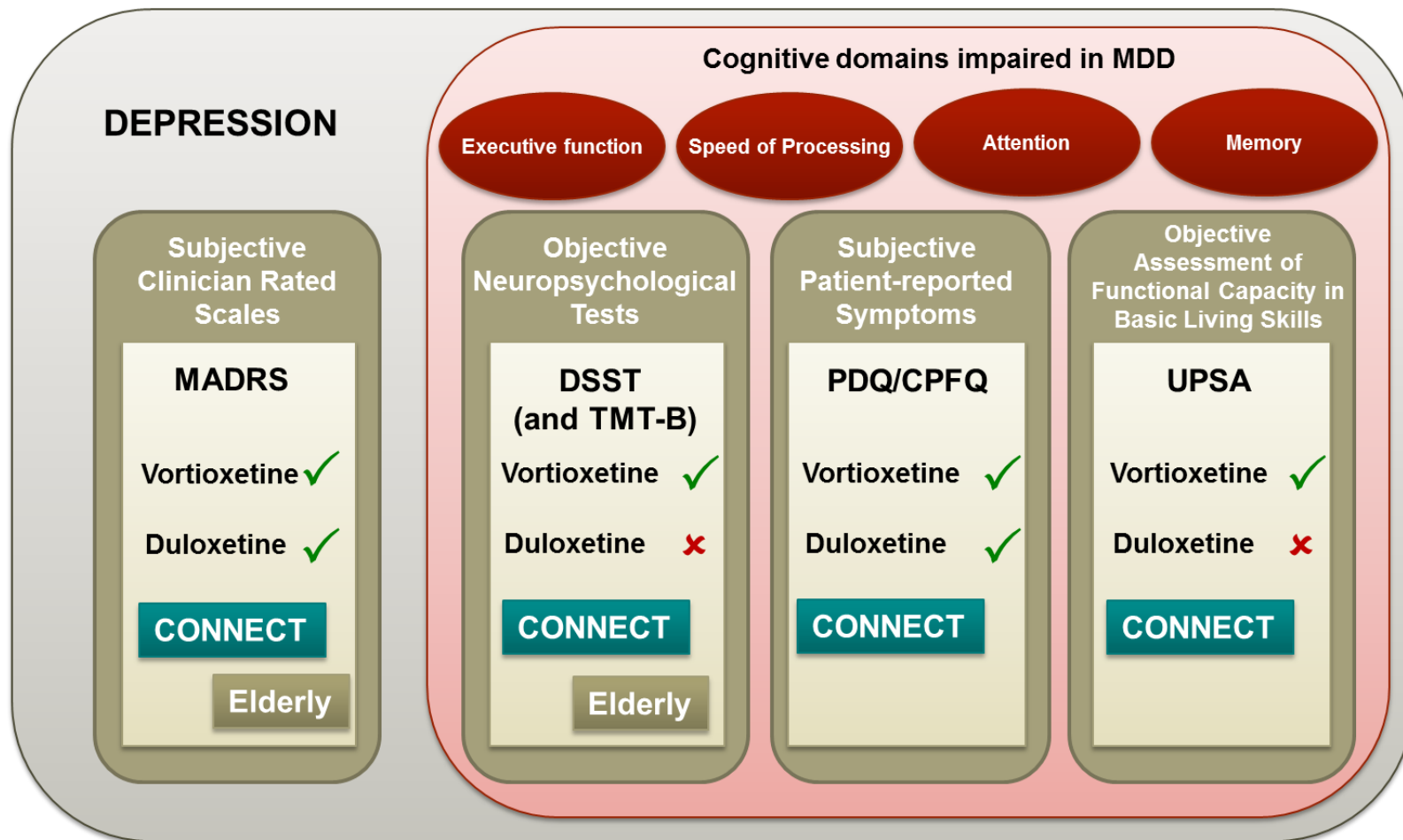
- Preparing for a trip to a waterpark

Brintellix improves cognitive dysfunction in depression – superior to placebo



✓ Brintellix significant vs. placebo

Brintellix improves cognitive dysfunction in depression – a distinct profile in two active-referenced studies



Significant vs. placebo



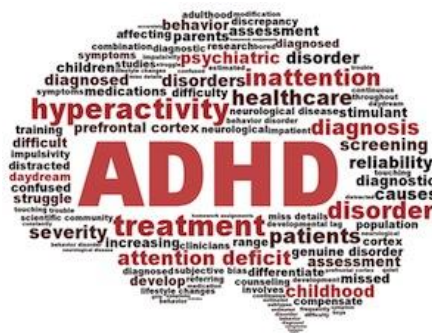
NOT significant vs. placebo

Brintellix – PoC study in adult patients with ADHD

- ★ ~4% of the US adult population, or ~8 million adults suffer from ADHD¹⁾
- ★ Adults with ADHD may have:
 - ★ difficulty following directions, remembering information, concentrating, organizing tasks,...
 - ★ ...which can cause associated behavioural, emotional, social, vocational, and academic problems
- ★ Preclinical data supports the effects of Brintellix on attention and executive function
- ★ Clinical studies in MDD demonstrate positive effects on executive function and other domains of cognitive functions in patients with cognitive symptoms

Study design²⁾:


- ★ N = 225 (18-55 years)
- ★ Two active arms (10+20mg) and placebo, 12 weeks
- ★ Primary endpoint: AISRS (Adult ADHD Investigator Symptom Rating Scale)
- ★ Study completion by H2 2016



Brintellix
vortioxetine

1) <http://www.webmd.com/add-adhd/guide/adhd-adults#2>. 2) NCT02327013

Newer products


NortheraTM
(droxidopa) Capsules
100 mg • 200 mg • 300 mg

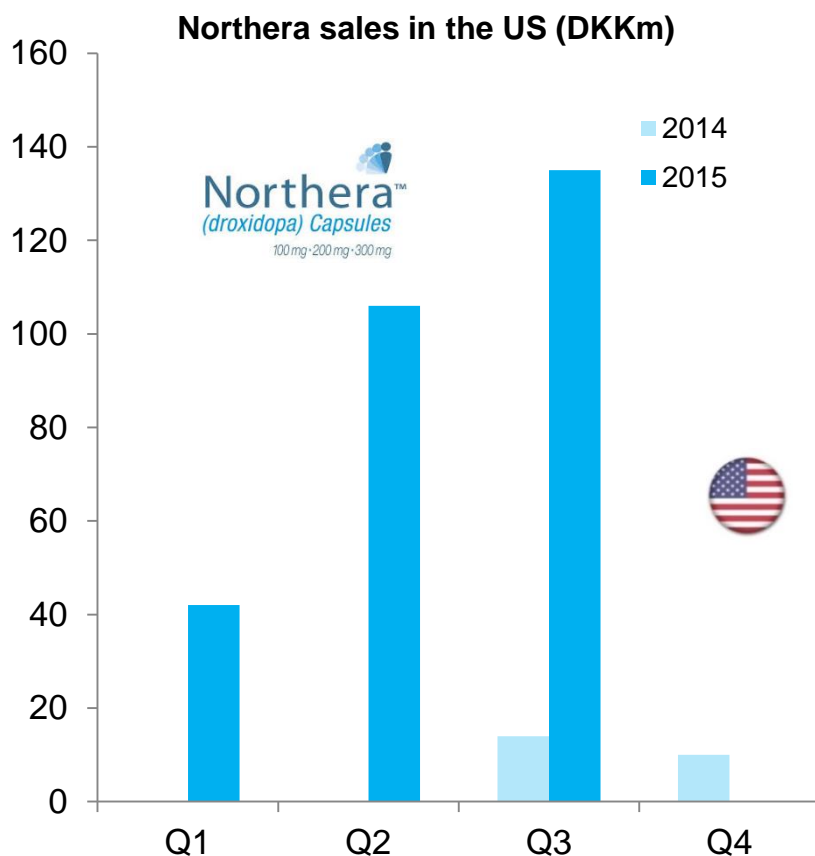

Onfi[®]
(clobazam)[®]
5, 10, and 20 mg Tablets

 **TREANDA**[®]
(bendamustine HCl)
for Injection
Built for Action[®]

 **Sabril**[®]
vigabatrin
500 mg tablet
500 mg powder for oral solution

Selincro 
nalmefene

Northera launched in the US end-September 2014



- ★ Only chronic oral therapy treating root cause of symptomatic nOH*
- ★ Well documented safety and efficacy; marketed in Japan since 1989
- ★ Good synergies with exciting neurology franchise
- ★ Differentiated product label
- ★ 80,000-150,000 nOH patients in the US (MSA, PAF, PD only)*

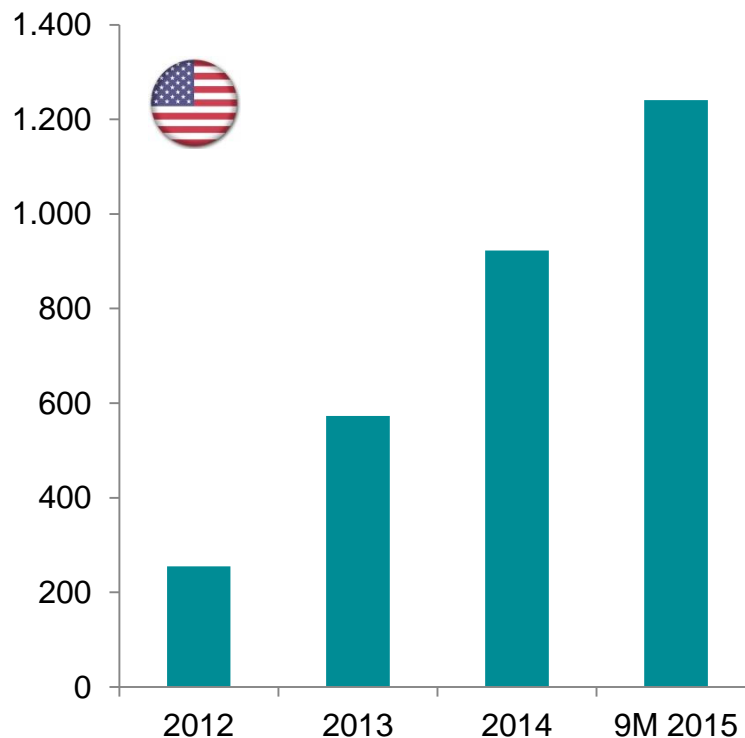
*) Neurogenic Orthostatic Hypotension; MSA=Multiple System Atrophy; PAF=Pure Autonomic Failure; PD=Parkinson's Disease

Onfi continues to exceed expectations

- ★ Launched in the US in January 2012
- ★ Adjunctive treatment of seizures related to Lennox-Gastaut Syndrome (LGS)
- ★ LGS is one of the most severe forms of epilepsy and there is a clear need for new treatment options
- ★ Most patients experience ongoing cognitive impairment and refractory epilepsy
- ★ Orphan drug status



Onfi sales in the US (DKKm)



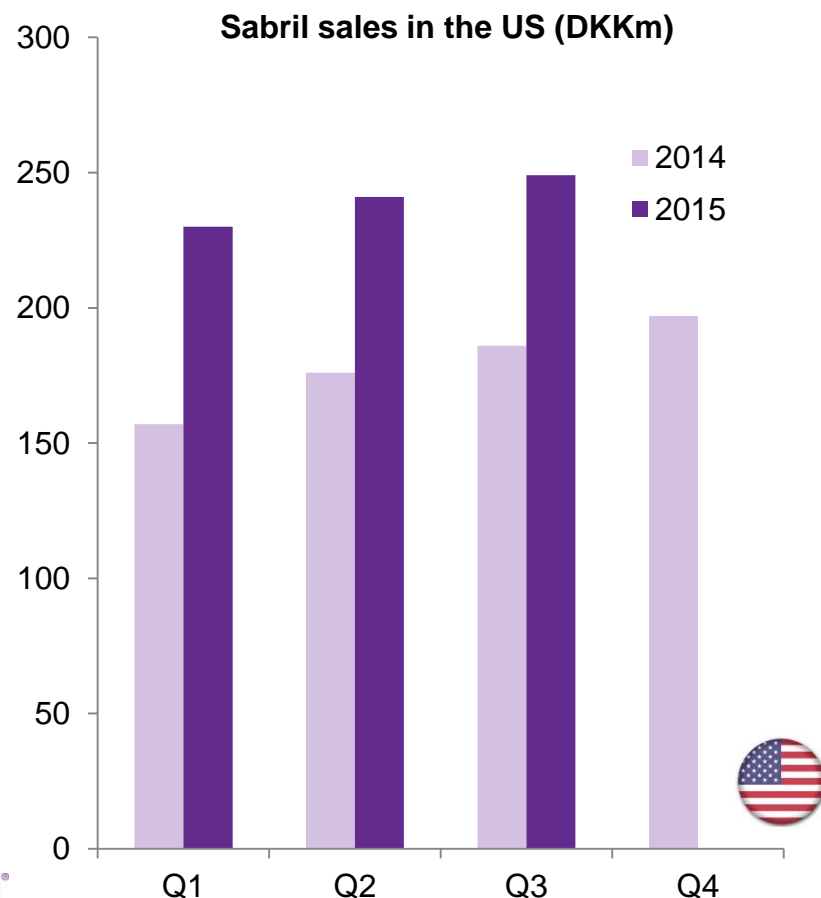
Sabril – launched in Q3 2009 and addresses high unmet needs

Infantile spasms (IS):

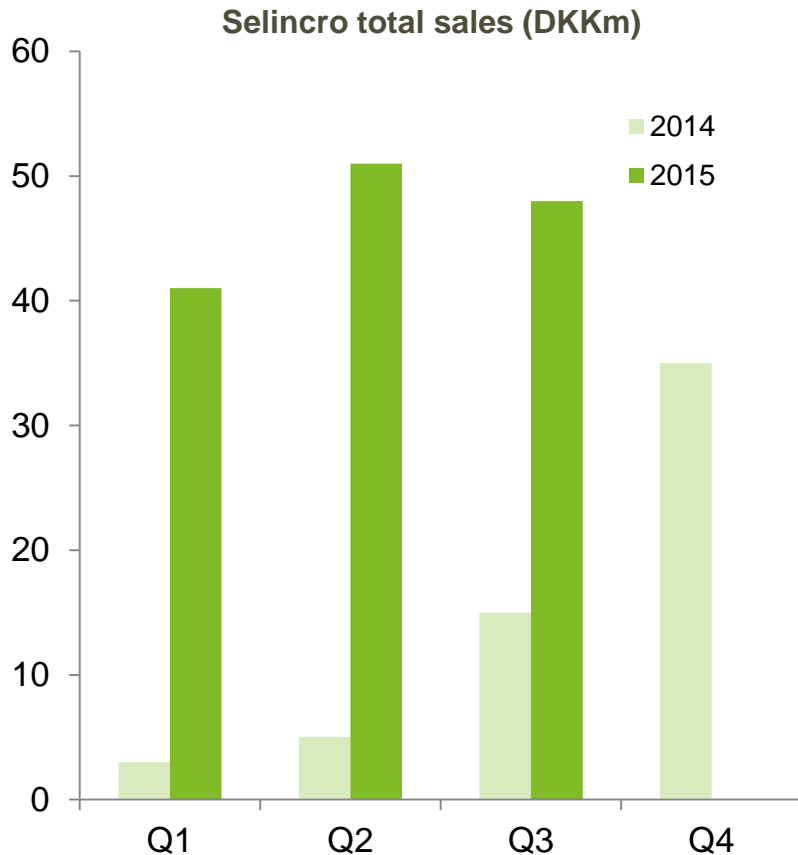
- ★ ~2,500 patients/year in the US with IS
- ★ Serious disease with substantial unmet medical need
 - ★ 70-90% suffers from mental retardation, mortality of around 5%

Refractory complex partial seizures (rCPS):

- ★ ~1 million patients in the US suffer from CPS
 - ★ 30-36% of patients are refractory
- ★ Poorly controlled by current therapies
- ★ Uncontrolled seizures has ~40x higher risk of inflicting mortality



Selincro sales performance driven by France



- ★ Sales of DKK 48m in Q3
- ★ France is the most important market
- ★ UK – slow local implementation of NICE recommendation
- ★ Spain – focus on regional market access



Selincro®
nalmefene

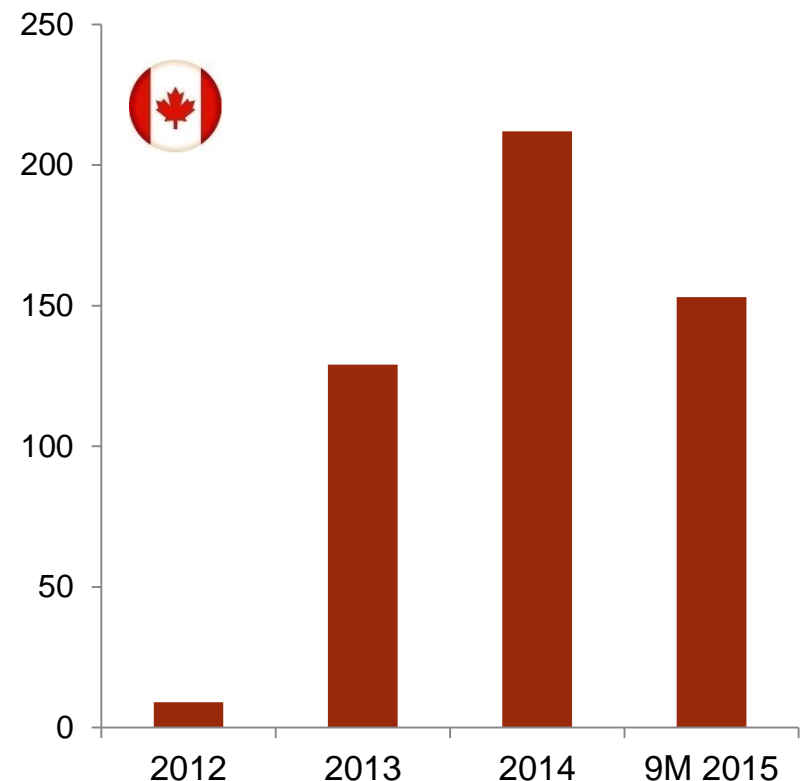


Treanda in Canada

- ★ Treanda launched in Canada indicated for two types of cancer (09/2012)
- ★ Chronic lymphocytic leukaemia (CLL)
- ★ Indolent non-Hodgkin's lymphoma (iNHL)
- ★ Lundbeck has Canadian rights to Treanda
- ★ 2014 revenue of DKK 212 million



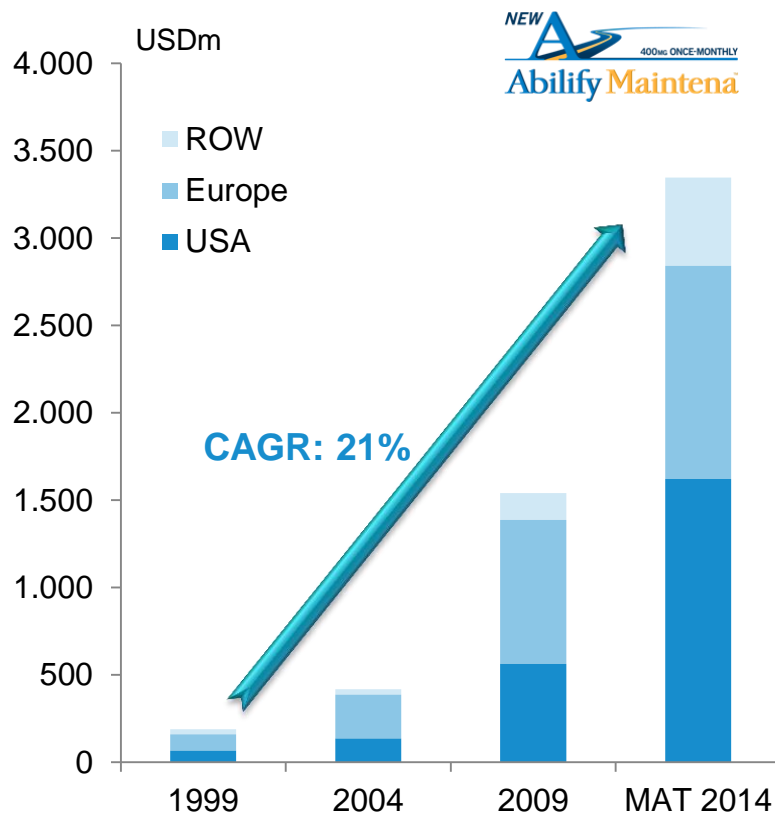
Treanda sales in Canada (DKK m)



Abilify Maintena (aripiprazole once monthly)



Global market for long-acting injectable antipsychotics shows fast growth and exceeds USD 3bn



*) LAI = Long-acting injectable antipsychotics

- ★ Substantial amount of outcomes data and increased confidence in LAIs*
- ★ More entrants with common message
- ★ Increased focus on total cost to society
- ★ Gradually reduced noise from promotion of oral atypical antipsychotics

CNS Spectrums (2014), 19, 3-5 © Cambridge University Press 2014
doi:10.1017/S1092852913001016

BRAINSTORMS—Clinical Neuroscience Update

**Long-acting injectable antipsychotics:
shall the last be first?**

Stephen M. Stahl

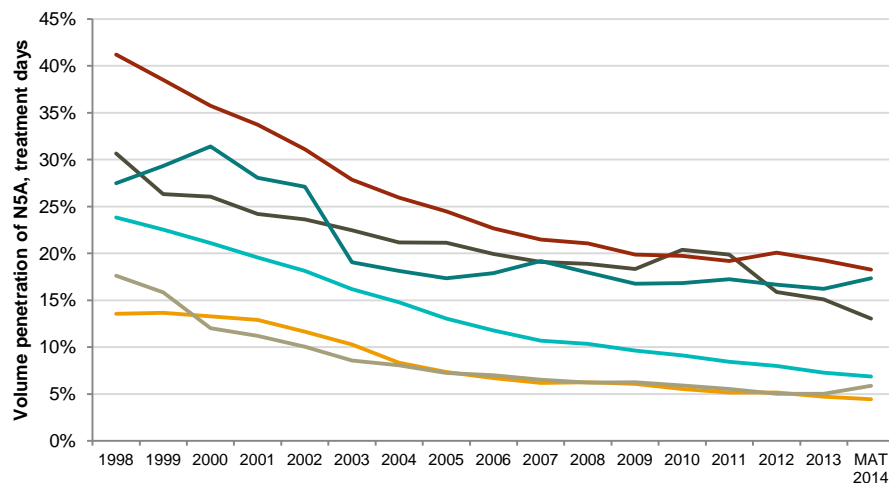
ISSUE: _____

A paradigm shift is afoot in which the "last shall be first," namely, use of long-acting injectable (LAI) antipsychotics, rather than being reserved for use only at the last stages of schizophrenia, may be shifting to first-line treatment of early episodes of this illness.

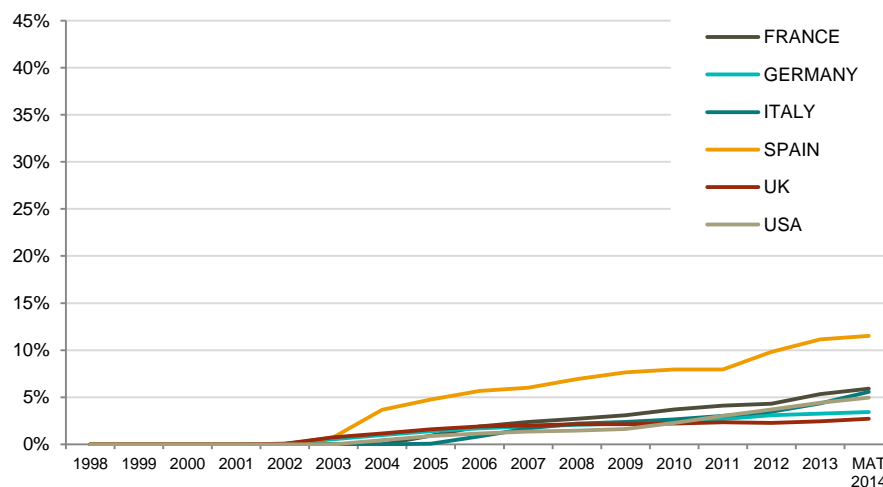
Only ~15 years ago, long-acting therapies were considered “standard of care” in several key markets



Typical depot penetration



Atypical depot penetration



LAI = long acting injectable
Source: IMS

MAT=Moving annual total Q3 2014

With only limited product options the atypical LAI market remains underdeveloped

Otsuka collaborations (Rexulti and idalopirdine)



Financial terms and territory structure of the Otsuka alliance

- ★ Co-development and co-commercialization agreements with Otsuka in November 2011
- ★ Idalopirdine added to the alliance in March 2013
- ★ Selincro for Japan added to the alliance in October 2013

Milestone payments

Payment to:



	Abilify Maintena	Rexulti	Idalopirdine	Selincro
Development milestones/upfront	USD 200m	USD 600m ³⁾	USD 150m	EUR 105m*
Approval milestones	USD 275m ¹⁾	USD 300m ²⁾	USD 300m	Un-disclosed
Sales milestones	Up to USD 425m depending on sales development		Up to USD 375m depending	Un-disclosed

1) USD 100m upon US approval, USD 75m upon EU approval in schizophrenia, and USD 50m US and EU for a second indication. 2) USD 100m (US) and USD 50m (EU) for each of the two first indications 3) Development milestones of up to USD 600m after which shared development costs between parties

Lundbeck's share of revenue and costs

	Abilify Maintena	Rexulti	Idalopirdine	Selincro
USA	20%	45%	55%	-
EU-5, Nordic and Canada	50%	50%	50%	-
Other Lundbeck territories	65%**	65%**	~50%***	Un-disclosed

* Includes sales milestones

** All regions except Asia, Turkey and Egypt

*** All regions except Thailand and Vietnam

The balance of Rexulti - a real opportunity to differentiate from existing treatments



ACTIVATING SIDE EFFECTS:

- ★ Hyper-dopaminergic state
- ★ Akathisia, agitation, anxiety, insomnia
- ★ Aripiprazole – 25% akathisia¹⁾

SEDATING SIDE EFFECTS:

- ★ Hypo-dopaminergic state
- ★ Sedation, somnolence, fatigue, lethargy
- ★ Quetiapine fumarate – 37% somnolence²⁾

In the US, two antipsychotics are approved for adjunctive therapy in MDD

1) Abilify prescribing information. 2) Seroquel XR prescribing information

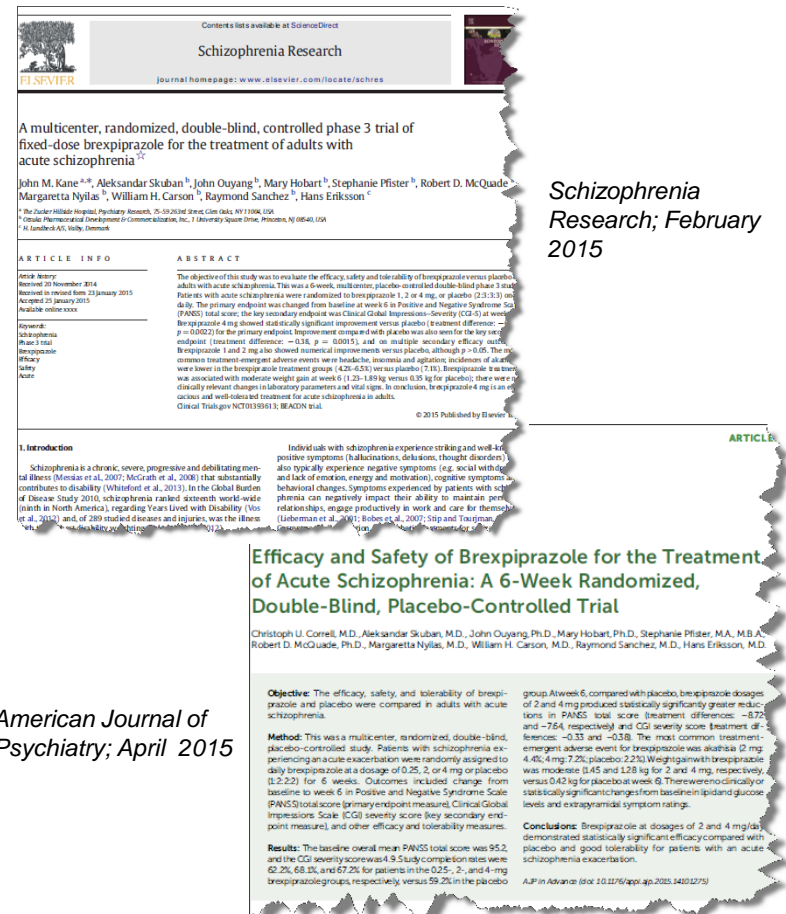
Through its favourable benefit/risk profile adjunctive Rexulti offers improved value in depression

- ★ Early optimization of treatment is critical in case of inadequate response to ADTs
- ★ Adjunctive Rexulti significantly improves symptoms of depression
- ★ Currently available antipsychotics are associated with tolerability concerns
- ★ Rexulti has low levels of side effects that can impair patients' functioning



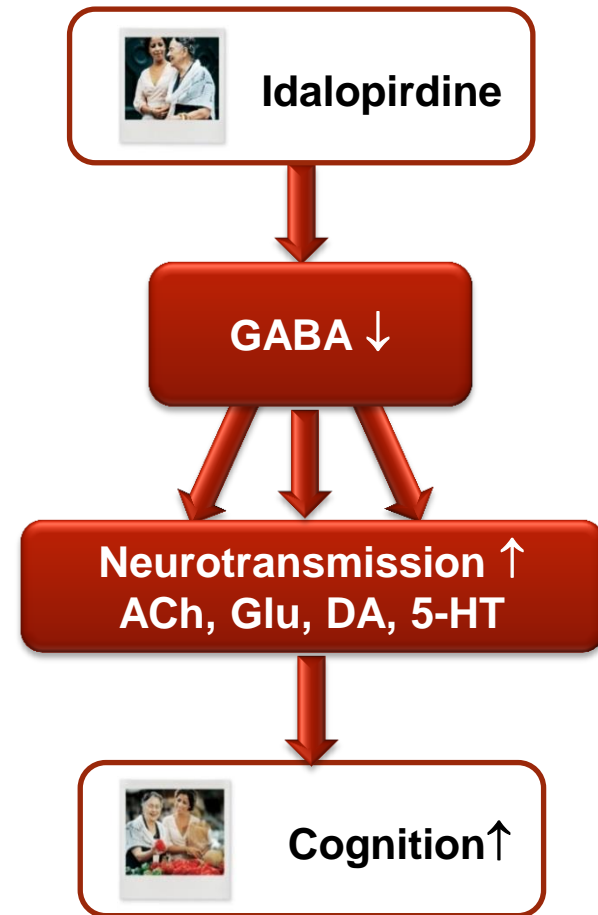
Through its favourable benefit/risk profile adjunctive Rexulti offers improved value in schizophrenia

- ★ Second-generation antipsychotics have tolerability and safety issues
- ★ Rexulti has efficacy in positive, negative and other functionally-impairing symptoms
- ★ Symptom control without tolerability issues is required to maintain meaningful social interaction
- ★ Rexulti has an excellent and predictable tolerability profile



Why could idalopirdine be a valuable new treatment in Alzheimer's?

- ★ Idalopirdine has through blockade of 5-HT₆ receptors a **different mode of action** compared to existing symptomatic treatments
- ★ Blocking this particular kind of serotonin receptors (**5-HT₆ receptors**) has beneficial effects on several neurotransmitter systems in the brain
- ★ Idalopirdine has demonstrated beneficial effects on **cognition** in animal models
- ★ Idalopirdine has demonstrated beneficial effects on cognition in **AD patients** on stable donepezil treatment



The clinical phase III program on idalopirdine

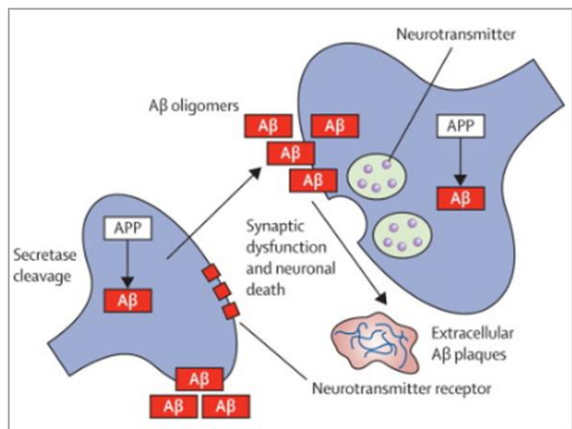
Study	Treatment Duration	Design	Idalopirdine (mg/day)	Donepezil (mg/day)	Primary Endpoint Scale	No. of patients
Currently planned phase III studies						
NCT01955161 (STARSHINE)	24 weeks	Randomized, DB, PBO, parallel-group, fixed-dose adjunctive treatment to donepezil	30 and 60	10	ADAS-cog (#)	~930 (Study start: 10/2013)
NCT02006641 (STARBEAM)	24 weeks		10 and 30	10	ADAS-cog (#)	~850 (Study start: 02/2014)
NCT02006654 (STARBRIGHT)	24 weeks	AChEIs	60 (or 30mg)	-	ADAS-cog (#)	~750 (Study start: 03/2014)
NCT02079246 * (STAR Extension)	32 weeks	Adj. to donepezil	60 (or 30mg)	10		1,770 (Study start: 04/2014)
NCT01019421 (phase II)	24 weeks	Adj. to donepezil	90	10	ADAS-cog	278
DB: double-blind; PBO: placebo-controlled						

* Patients that conclude *STARSHINE* or *STARBEAM* can be included in a long-term open label study - NCT02079246. # Both Activities of Daily Living Inventory (ADCS-ADL23) total score and Clinical Global Impression of Change (ADCS-CGIC) score included as secondary endpoints

Lu AF20513 – Anti-A β active vaccine concept; getting beyond symptomatic treatment

Phase I study¹⁾

- ★ 35 patients from centres in Europe
- ★ Patients with mild AD (MMSE 19-26)
- ★ Four injections of Lu AF20513
- ★ Purpose:
 - ★ Evaluate safety and tolerability
 - ★ Measure A β -specific antibody titer



Wanted from study

- ★ Safe and tolerable:
 - ★ Low level of ARIA-E and ARIA-H²⁾
 - ★ No meningo-encephalitis
 - ★ High antibody responder rate
 - ★ Fast antibody response (< 6 months)
 - ★ High affinity A β specific antibodies (for CNS clearance)

Not wanted from study

- ★ A β specific T-cells
- ★ High IgM over IgG ratio
- ★ Very low responder rate

- 1) NCT02388152
- 2) Amyloid Related Imaging Abnormalities (ARIA). ARIA-E refers to the MR signal alterations thought to represent VE and related extravasated fluid phenomena. ARIA-H refers to the MR signal alterations attributable to mH and hemosiderosis

Broad-based Alzheimer's pipeline

- ★ **Idalopirdine** demonstrated positive phase II results as add-on to donepezil in moderate Alzheimer's
 - ★ Phase III commenced in October 2013
- ★ **Rexulti** in patients with agitation associated with dementia of the Alzheimer's type
 - ★ Phase III commenced in July 2013
- ★ **Lu AF20513** to be the next generation active vaccination with potential to modify disease progression
 - ★ An active anti-A β vaccine candidate
 - ★ Phase I commenced in Q1 2015



Appendix

- ★ Lundbeck overview
- ★ Commercial operations
- ★ Pipeline
- ★ **Financials**
- ★ The CNS market
- ★ The Lundbeck share



Core earnings in Lundbeck

- ★ Amortization and impairment of assets
- ★ Major restructuring costs
- ★ Legal fees and settlements
- ★ Acquisitions and integration activities
- ★ Divestments, milestones etc.

DKKm	Q3 2015	Q3 2014
EBIT	(1,519)	94
- Amortization	250	204
- Non-recurring items	1,692	-
Core EBIT	423	298

Materiality level for each non-core item is DKK >100m

Q3 2015 - Revenue performance for major products

DKKkM	Q3 2015	Q3 2014	Growth	FY 2014	FY 2013	Growth
Abilify Maintena	181	59	209%	209	48	338%
Azilect	376	372	1%	1,497	1,392	8%
Brintellix	180	59	203%	188	-	-
Cipralex	536	983	(46%)	4,647	5,933	(22%)
Northera	135	14	858%	24	-	-
Onfi	448	219	104%	923	573	61%
Sabril	249	186	34%	716	530	35%
Selincro	49	15	220%	59	10	520%
Xenazine	537	440	22%	1,695	1,420	19%
Other pharmaceuticals	781	711	10%	2,963	3,868	(23%)
Other revenue	197	128	53%	547	1,484	(63%)
Total revenue	3,669	3,186	15%	13,468	15,258	(12%)
Key products*	1,002	352	185%	-	-	-

*) Abilify Maintena, Brintellix, Northera, Onfi, Rexulti

Q3 2015 - Geographic distribution of revenue - 1

DKKm	FY 2014	Q3 2015	Q3 2014	Growth	Growth in local currencies
EUROPE:					
Abilify Maintena	44	77	14	438%	429%
Azilect	1,371	333	342	(3%)	(3%)
Brintellix	4	35	1	3,157%	3,164%
Cipralex	2,203	213	328	(35%)	(36%)
Selincro	59	47	15	207%	207%
Other pharmaceuticals	1,338	267	324	(17%)	(19%)
Total revenue	5,019	972	1,024	(5%)	(6%)
INTERNATIONAL MARKETS:					
Abilify Maintena	4	18	1	3,340%	3,417%
Azilect	126	43	30	43%	39%
Brintellix	5	35	-	-	-
Cipralex/Lexapro	2,444	323	655	(51%)	(45%)
Ebixa	486	126	109	15%	8%
Other pharmaceuticals	1,079	287	262	9%	4%
Total revenue	4,144	832	1,057	(21%)	(20%)

Q3 2015 - Geographic distribution of revenue - 2

DKK m	FY 2014	Q3 2015	Q3 2014	Growth	Growth in local currency
USA:					
Abilify Maintena	161	86	44	96%	63%
Brintellix	179	110	58	88%	56%
Northera	24	135	14	858%	696%
Onfi	923	448	219	104%	81%
Sabril	716	249	186	34%	13%
Xenazine	1,672	530	434	22%	7%
Other pharmaceuticals	83	110	22	414%	335%
Total revenue	3,758	1,668	977	71%	47%

Q3 2015 - Cash generation

DKKm	Q3 2015	Q3 2014	FY 2014
Cash flows from operating activities	(102)	764	1,610
Cash flows from investing activities	(1,396)	(109)	(3,396)
Cash flows from operating and investing activities	(1,498)	655	(1,786)
Cash flows from financing activities	1,063	(10)	589
Net cash flow for the period	(435)	645	(1,197)
Cash at end of period	1,334	2,092	3,651
Securities	17	18	18
Interest-bearing debt	(4,269)	(2,147)	(3,343)
Interest-bearing net cash and cash equivalents, end of year	(2,918)	(37)	326

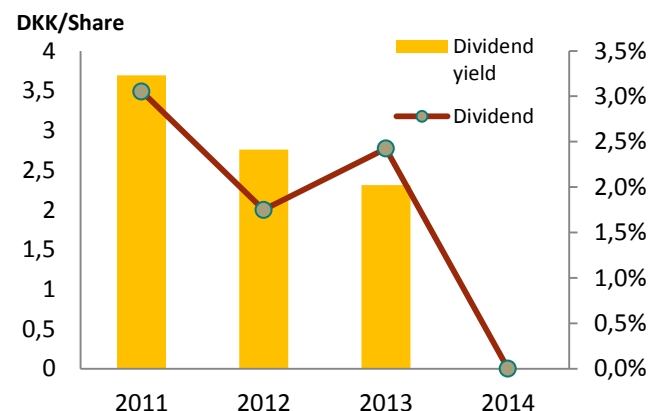
Q3 2015 - Balance sheet and dividend

Balance sheet

DKKm	30.09.15	31.12.14
Intangible assets	10,111	12,670
Other non-current assets	4,089	3,581
Current assets	7,983	9,386
Assets	22,183	25,637
Equity	8,995	13,526
Non-current liabilities	5,376	4,909
Current liabilities	7,812	7,202
Equity & liabilities	22,183	25,637
Cash	1,334	3,651
Securities	17	18
Interest-bearing debt	(4,269)	(3,343)
Interest-bearing net cash and cash equivalents	(2,918)	326

Dividend

Dividend and Dividend yield* 2011-2014



*Dividend yield = dividend per share/share price, year-end

Revenue - yearly figures

	Revenue, DKKm					Growth, Y/Y, %			
	2014	2013	2012	2011	2010	2014	2013	2012	2011
Total revenue	13,468	15,258	14,802	16,007	14,765	(12%)	3%	(8%)	8%
Cipralex	4,647	5,933	5,827	5,957	5,808	(22%)	2%	(2%)	3%
Ebixa	1,058	2,096	2,803	2,751	2,403	(50%)	(25%)	2%	14%
Azilect	1,497	1,392	1,224	1,187	1,028	8%	14%	3%	15%
Xenazine	1,695	1,420	1,197	852	610	19%	19%	40%	40%
Sabril	716	530	376	309	179	35%	41%	22%	73%
Onfi	923	573	255	-	-	61%	125%	-	-
Other pharmaceuticals*	2,385	1,830	2,494	4,562	4,479	30%	(27%)	(45%)	2%
Other revenue	547	1,484	626	389	258	(63%)	137%	61%	51%

*including Lexapro US

Costs - yearly figures

DKKm	2014	2013	2012	Growth, Y/Y, %	
				2014	2013
Revenue	13,468	15,258	14,802	(12%)	3%
Cost of sales	4,160	4,038 ²⁾	3,720	3%	9%
Sales and distribution costs	5,164	4,530	5,194 ⁴⁾	14%	(13%)
Administrative exp.	1,134	2,140 ³⁾	1,149	(47%)	86%
R&D	2,911 ¹⁾	2,951	3,013	(1%)	(2%)
EBIT	99	1,599	1,726	(94%)	(7%)
<i>Cost of sales</i>	<i>31%</i>	<i>26%</i>	<i>25%</i>		
<i>Sales and distribution costs</i>	<i>38%</i>	<i>31%</i>	<i>35%</i>		
<i>Administrative exp.</i>	<i>8%</i>	<i>14%</i>	<i>8%</i>		
<i>R&D</i>	<i>22%</i>	<i>19%</i>	<i>20%</i>		
<i>EBIT-margin</i>	<i>1%</i>	<i>10%</i>	<i>12%</i>		

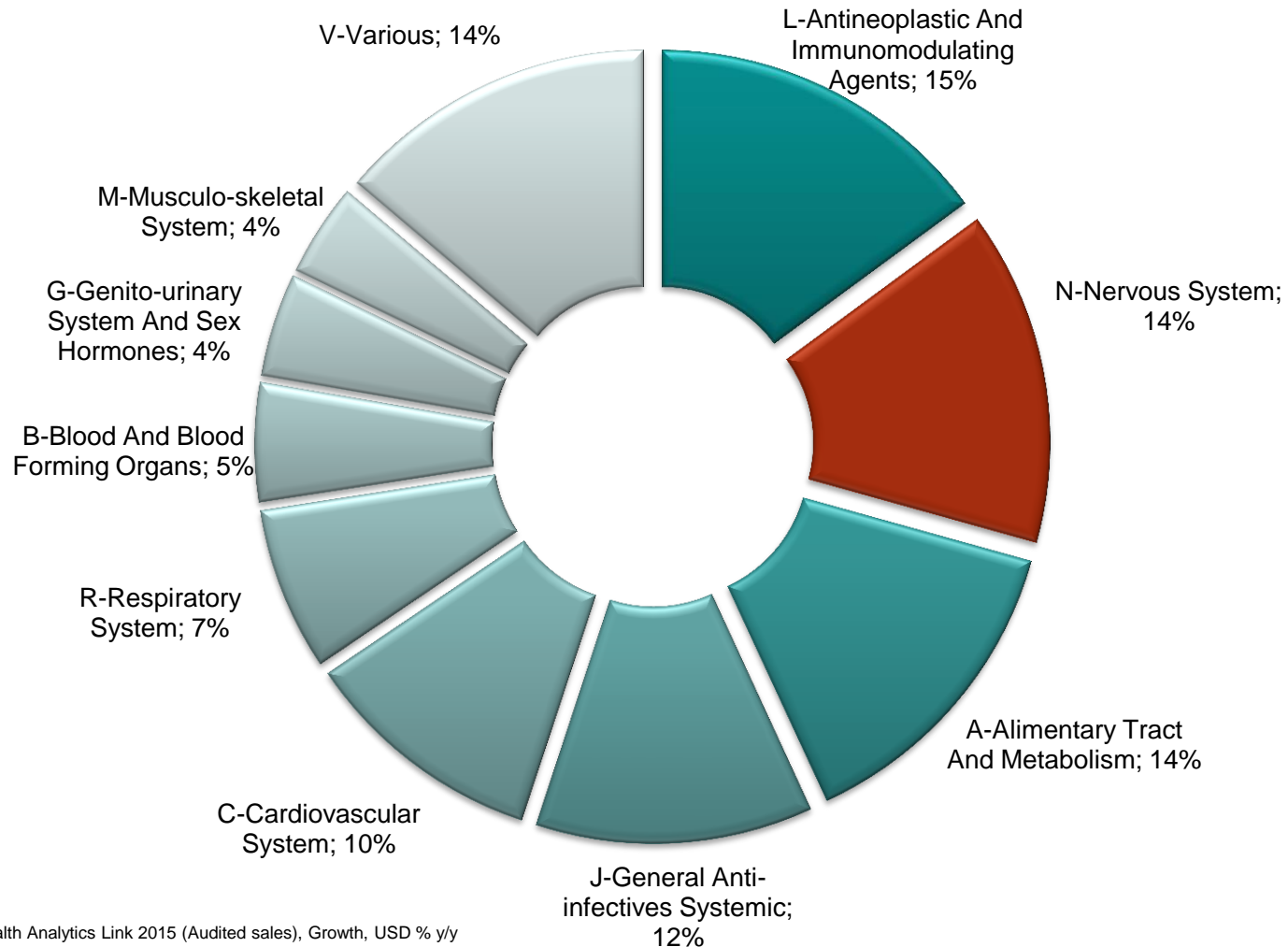
Included are 1) writedown of desmoteplase of DKK 309m; 2) writedown of Sycrest of DKK 210m; 3) EU fine of DKK 700m and restructuring charge of DKK 200m; 4) Restructuring charge (RECO) of DKK 530m

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- ★ **The CNS market**
- ★ The Lundbeck share

2014 - Worldwide pharmaceutical market

USD 927 billion (+6,4%)



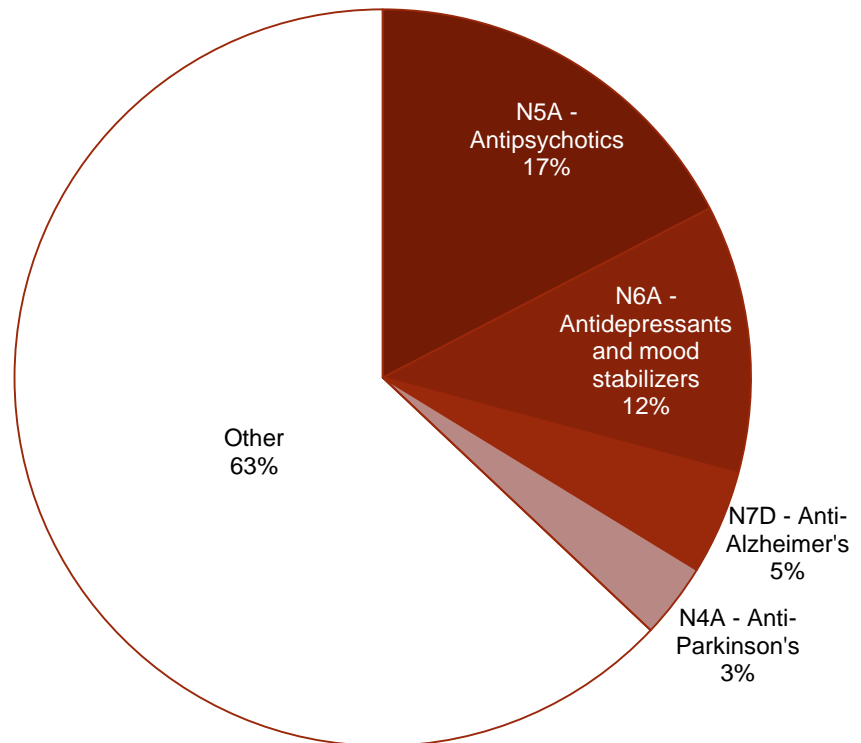
Source: IMS Health Analytics Link 2015 (Audited sales), Growth, USD % y/y

The CNS market 2014 – USD 134 billion (+3,8% y/y)

The largest pharmaceutical category

Lundbeck's therapeutic focus areas
(Share of total CNS market)

★ The CNS market represents 14% of the total pharmaceutical market



Source: IMS Health Analytics Link 2015 (Audited sales), Growth, USD % y/y

2014 - CNS market overview

	Market size (2014)					Market leaders (2014)	
	Value (USDbn)	Value Growth	Volume Growth	# of patients*	Unmet medical needs	Compound	Share value
Total pharma	927	+6%	+2%	-	-	-	-
Total CNS	134	+4%	+2%	-	-	-	-
Anti-Alzheimer's (N7D)	6.1	-4%	+2%	>7 million ²	<ul style="list-style-type: none"> • Disease modifying treatment • Disease slowing agents • Improved symptomatic treatments • Longer lasting symptomatic treatments 	1. Memantine 2. Rivastigmine 3. Donepezil 4. Galantamine	50% 22% 21% 7%
Anti-depressants (N6A)	15.8	-13%	+4%	~40 million ²	<ul style="list-style-type: none"> • Drugs with higher remission rates • Increased onset of action • Current therapies are relatively well-tolerated but still room for improvement especially on sexual side effects 	1. Duloxetine 2. Escitalopram 3. Venlafaxine 4. Bupropion	25% 11% 8% 8%
Anti-Parkinson's (N4A)	4.4	+2%	+1%	>3 million ²	<ul style="list-style-type: none"> • Therapies that provide neuroprotection and/or neurorestoration • An optimal trial design for demonstrating neuroprotection and/or neurorestoration • Control of levodopa-induced motor response complications 	1. Levodopa 2. Pramipexole 3. Rasagiline 4. Stalevo 5. Ropinirole	20% 16% 15% 10% 9%
Anti-psychotics (N5A)	23.9	+9%	+3%	Approx 1% of global population	<ul style="list-style-type: none"> • Improved treatment of cognitive dysfunction • Improved treatment of negative symptoms • Improved treatment of co-morbid depression and anxiety • Early stage, definitive diagnostics 	1. Aripiprazole 2. Quetiapine 3. Risperidone 4. Olanzapine	40% 14% 9% 9%

Source: IMS Health Analytics Link 2015 (Audited sales), Growth, USD % y/y

2014 - CNS market size

	Total market		USA		Europe		Int. Markets	
	Value (USDbn)	Growth	Share	Growth	Share	Growth	Share	Growth
Total pharma	927	6%	41%	13%	24%	4%	36%	6%
Total CNS	134	4%	48%	7%	24%	2%	28%	-1%
Alcohol	0.4	11%	34%	15%	18%	8%	48%	65%
Anti-Alzheimer's	6.1	-4%	48%	9%	18%	-21%	34%	-9%
Anti-depressants	15.8	-13%	42%	-25%	26%	-1%	32%	-1%
Anti-epileptics	17.6	11%	47%	18%	27%	6%	27%	10%
Anti-Parkinson's	4.4	2%	23%	7%	45%	1%	32%	6%
Anti-psychotics	23.9	9%	59%	18%	20%	0%	21%	14%

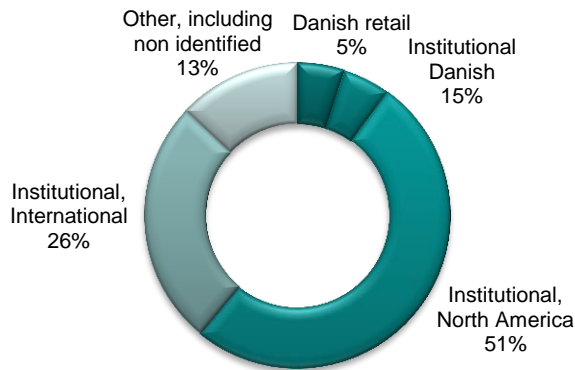
Source: IMS Health Analytics Link 2015 (Audited sales), Growth, USD % y/y

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Ownership and the Lundbeck Foundation

Composition of free float ownership (end 2014)



- ★ Free float is 30%
- ★ Free float of approximately 60m shares is traded approximately once over annually

LUNDBECKFONDEN

- ★ Commercial foundation established in 1954 by Grete Lundbeck, widow of the founder
- ★ The main objective is to
 - ★ Maintain and expand the activities of the Lundbeck Group
 - ★ Provide financial support for research of the highest quality in biomedical and natural sciences
- ★ Ownership and value (2014):
 - ★ **Lundbeck** (70%): DKK 16.9bn
 - ★ **ALK-Abello** (42%/69%): DKK 2.7bn
 - ★ **Falck** (57%): DKK 5.1bn
 - ★ **LundbeckFond Invest**: DKK 13.7bn
 - ★ **Ventures & Emerge**: DKK 1.5bn

Sponsored ADR program

- ★ In May 2012 Lundbeck established a sponsored Level I ADR program in the US. The ADRs trade on the premier tier of Over-The-Counter (“OTC”) market in the US. Details are as follows:

Ticker Symbol	HLUYY
CUSIP	40422M206
Ratio	1 ADR : 1 ordinary share
ADR depositary	Deutsche Bank



Deutsche Bank

- ★ Please contact Deutsche Bank’s dedicated ADR broker desks:

New York Tel: +1 212 250 9100

London Tel: +44 20 7547 6500

Email: adr@db.com

For more information please contact Investor Relations

Share information

Lundbeck's shares are listed on the stock exchange in Copenhagen under the symbol "LUN".

Lundbeck has a sponsored Level 1 ADR programme listed in the US (OTC) under the symbol "HLUYY".

For additional company information, please visit Lundbeck at: www.lundbeck.com

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Thank you!

