

TABLE OF CONTENTS

Technological Know-How

- Internally developed and acquired animal health technologies, processes and related capabilities.
- Proprietary technologies and patent litigations.

Marketing Tactics

- Sales force size in the U.S. and other markets.
- Promotional tactics.
- Distribution approaches.
- Product service and support.

Strategic Direction

- Specific business, new product development and marketing strategies.
- Anticipated acquisitions, joint ventures and divestitures.
- Major strengths and weaknesses.