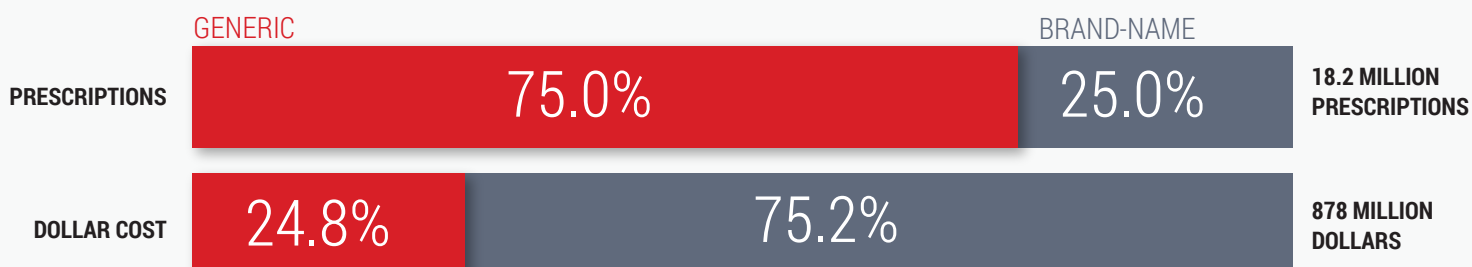


# GENERIC MEDICINE ... MARKET SHARE IN MANITOBA



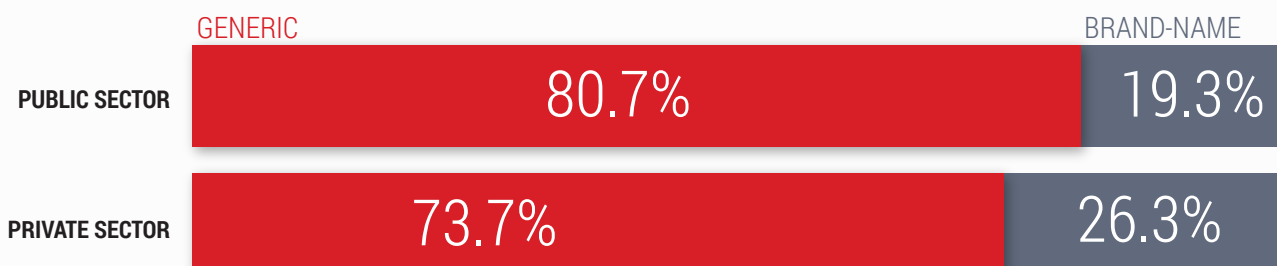
Making Patient Care Affordable

## % OF MARKET SHARE GENERIC MEDICINES VERSUS BRAND-NAME DRUGS



Generic medicines are used to fill a full 13.7 million prescriptions.  
Generic medicines only account for \$218 million while brand-name drugs cost \$661 million.

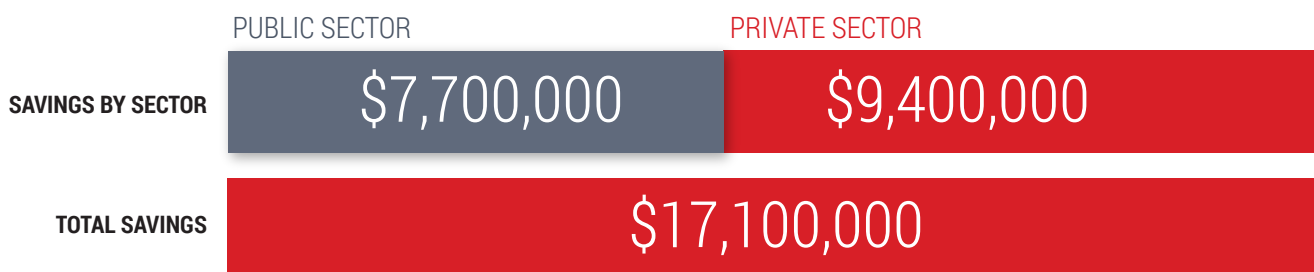
## UTILIZATION OF COST-SAVING GENERIC MEDICINES PUBLIC SECTOR VERSUS PRIVATE SECTOR



Public sector use of cost-saving generic medicines is significantly greater than in the private sector.

Market Cost Source: IQVIA, Drugstore & Hospital, Total Rx's Source: IQVIA, Compuscript

## SAVINGS FOR EVERY 1% INCREASE IN THE USE OF COST-SAVING GENERIC MEDICINE



Source: CGPA calculations based on IQVIA data and CIHI public private market share.

Date: 12 Months Ending December 2018