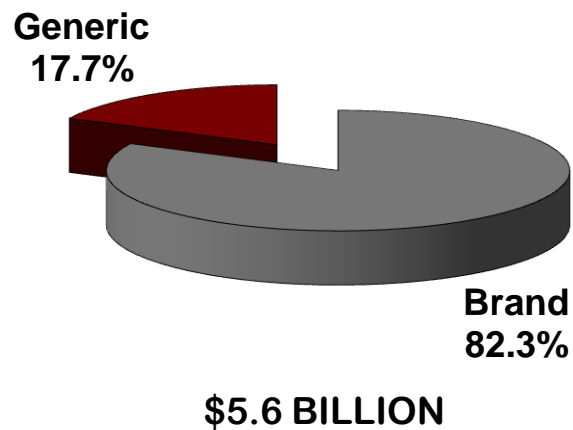




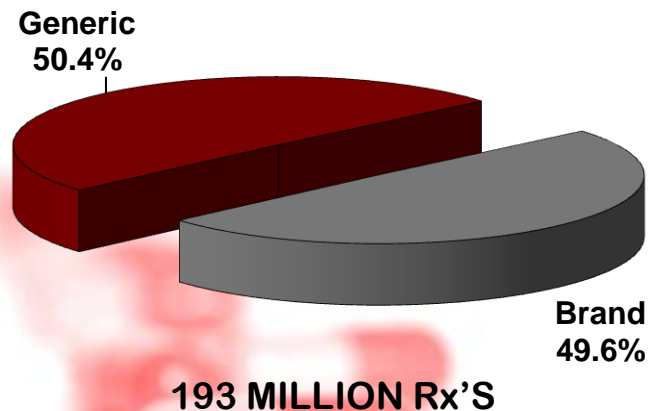
**GENERIC DRUGS.**  
**SAME QUALITY. LOWER PRICE.**

# THE QUEBEC PRESCRIPTION DRUG MARKET

PERCENTAGE OF MARKET COST



PERCENTAGE OF TOTAL Rx'S



Source: **ims**  
HEALTH

**Year 2009**