

DELIVER: Our Strategy for Long-Term Growth



Concordia seeks to become a leading European specialty “off-patent” medicines player by “delivering” on the seven-point strategy outlined below:

September 6, 2017



DRIVE GROWTH IN THE UK

- Build UK platform to introduce more hard-to-make specialty generics and established brands
- Fuel growth through combination of product development initiatives, potential product acquisitions, partnerships and swaps that increase near-term revenue-generating potential and potentially accelerate longer-term expansion
- Focus on improving customer experience while lowering costs



EXPAND INTO KEY EUROPEAN MARKETS

- Expand and build upon our existing UK platform to develop a broader pan-European company that is well positioned to participate in the potential consolidation of the generics market across Europe
- Accelerate growth via focused investments in our portfolio, infrastructure and local talent in key European markets
- Prioritize Germany, France and the Nordics initially



LEVEL SET THE U.S. BUSINESS

- Continue initiatives underway to reduce costs, create efficiencies and contribute to stabilizing the U.S. business
- Maximize potential of U.S. assets with enhancements in data analytics, forecasting, account management and life cycle engineering
- Longer term, we may also choose to evaluate strategic asset swaps or sales in the U.S. to further focus our business



INCREASE THE PRODUCT PIPELINE

- Strengthen differentiated positions in selected categories with the greatest competitive advantages and patient needs
- Current pipeline comprises more than 50 products that could compete in markets with a current estimated IMS market value in excess of \$2 billion
- Evaluate opportunities in our selected generics markets on an on-going basis to continuously refresh and further increase the size of our pipeline through in-licensing and development with partners



VARY OUR APPROACH TO NON-CORE MARKETS

- Seek partner for PDT with Photofrin® to accelerate development while limiting near-term investment
- Retain revenue and EBITDA in markets outside Europe and the U.S. by exploring opportunities to migrate to a distributor model, sell or swap assets and/or invest further where potential growth and profitability justifies it
- Eliminate unprofitable SKUs to seek to improve EBITDA and simplify the supply chain



EXTEND OUR LEAN OPERATING MODEL AND FURTHER BUILD OUR TALENT

- Optimize supply chain and operational structure with focus on efficiency, accountability and collaboration
- Develop deeper, more strategic relationships with selected contract manufacturers and improve management of product inventory
- Improve operating efficiency by organizing around commercial operations, new product development, manufacturing/supply and enabling functions



REALIGN THE CAPITAL STRUCTURE

- Create a sustainable financial structure designed around the new realities in the generic and specialty pharmaceutical industry
- Facilitate long-term growth through potential acquisitions and continued investment
- Engaged Perella Weinberg to assist in reviewing and optimizing our capital structure.

DELIVER will help maximize Concordia’s core competencies:

Global

Global commercial footprint that enables us to submit, gain regulatory approval, launch, and supply products into over 90 countries around the world

Network

Network of development partners and contract manufacturers that serve as our virtual product development and manufacturing platform

Structure

We believe we have we have a lean cost and efficient operating/financial model

Additional details about DELIVER are available on the Investor Relations section of Concordia’s website at: concordiarx.com

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•Notice regarding forward-looking statements:

•This document includes forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995 and forward-looking information within the meaning of Canadian securities laws, regarding Concordia International Corp. (“Concordia” or the “Company”) and its business, which may include, but are not limited to, statements with respect to: seeking to become a leading European specialty “off-patent” medicines player; driving growth in the United Kingdom (including product development initiatives, potential product acquisitions, and partnerships and swaps); building a platform in the United Kingdom and introducing new products; increasing near-term revenue generating potential and accelerating longer-term expansion; improving customer experience and lowering costs; expanding into key European markets (including expanding and building the Company’s existing platform, accelerating growth through investments in its portfolio, infrastructure and talent, and prioritizing certain markets); level-setting the Company’s United States business (including initiatives to reduce costs, create efficiencies and stabilize the United States business, maximizing the potential of assets, and evaluating strategic asset swaps or sales); increasing the Company’s product pipeline (including strengthening differentiated positions in selected categories, the potential of the current pipeline to compete in certain markets, and evaluating opportunities to increase the size of the product pipeline); the Company’s approach to non-core markets (including seeking partners to develop Photofrin[®], exploring opportunities to migrate to a distributor model, and eliminating unprofitable SKUs); extending the Company’s lean operating model and building on its existing talent (including optimizing supply chain and operational structure, developing strategic relationships, improving product inventory management, and improving operating efficiency); realigning the Company’s capital structure (including creating a sustainable financial structure, facilitating long-term growth through potential acquisitions and investment, and reviewing and optimizing the Company’s capital structure); and maximizing the Company’s core competencies (including the Company’s global commercial footprint, the Company’s network of development partners, and its lean cost and efficient operating/financial model). 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