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**AP Region
Marketing Structure
Stratplan submissions**

May 2011

Note: those AP marketing HCs proposed are subject to change based on strat plan approval in June, 2011

EXHIBIT
13B

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General Considerations – *AP Regional Support HC*

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- All new support HC should be local hires, but no expats
- Location of new AP support HCs, need to be determined
 - Right mix of central (AP HQ) vs. decentralized location

Summary – AP Regional Support HC **DRAFT!!**

AP Regional Support HC	AP HQ	IC Mktg	CRM/EP Mktg	PI Mktg	Structural Heart Mktg	Uro/Gyne Mktg	Endo Mktg	BD	HEGA	Marcom	Other
2011 HC status	6	1	1	1			1	0.5	0.5	1	
2012 HC adds	10	3	2	1 ?	1	1	1	0.5	0.5		
2013 HC adds	5	1	1	1 ?			1 ? Alair			1	
2014 HC adds	0										
2015 HC adds	0										
2016 HC adds	0										
Total HC End 2016	21	5	4	3 ?	1	1	3 ?	1	1	2	

BSC Div Rev Strat Plan In \$M	AP	IC incl. Struc heart	CRM/EP	PI	Structural Heart	Uro/Gyne	Endo	NMD (ANZ Only)			
2011 E						12					
2016 E						25					
CAGR (%)						16%					

Note:

- Functional support areas like Finance, HR, RA/QA NOT considered
- To be considered: CRV Marketing AP structure to more effectively and better leverage resources

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AP CRM/EP Marketing Structure

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AP IC Marketing Structure

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AP PI Marketing Structure

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AP Structural Heart Structure
(Watchman only)

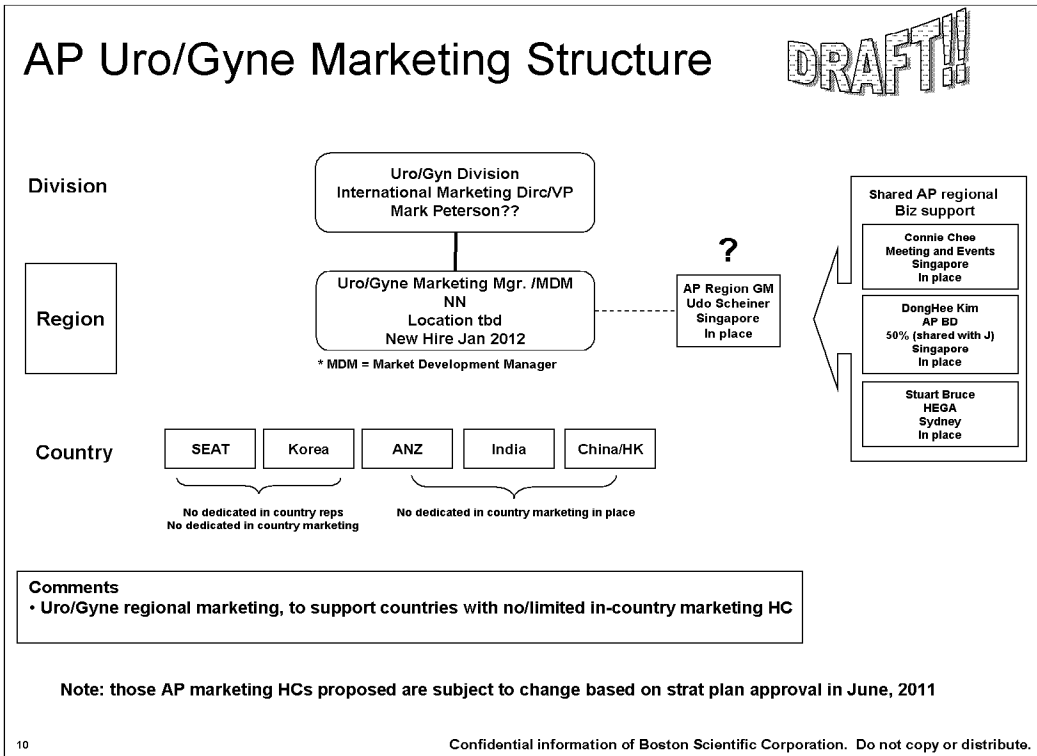
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Watchman only

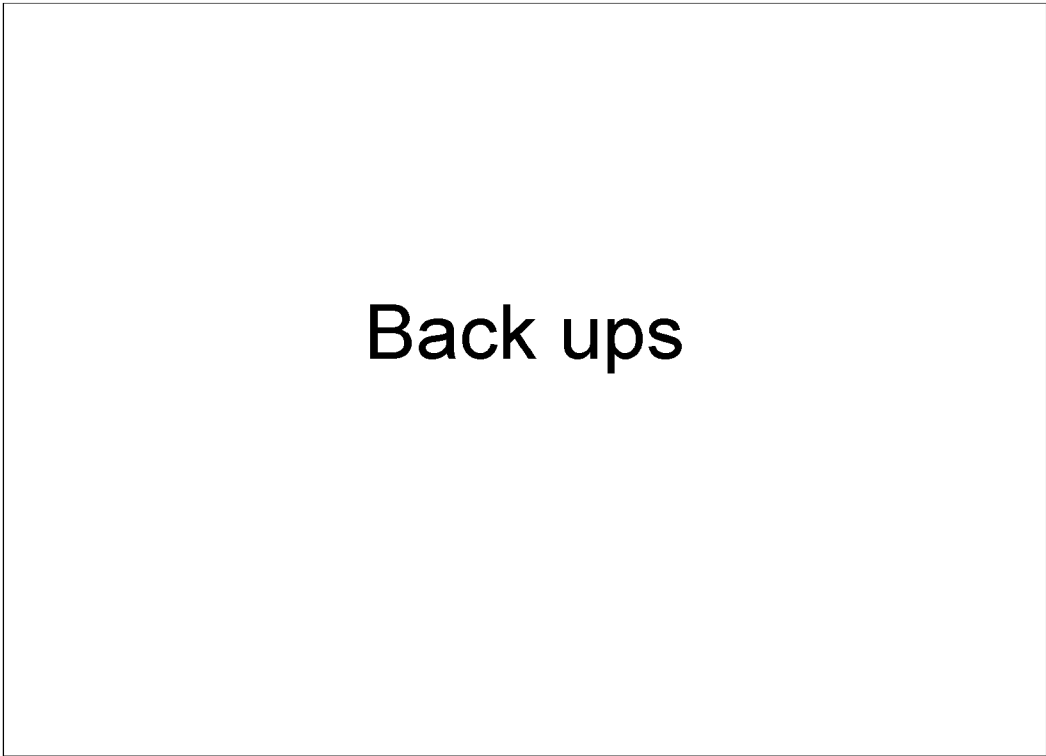
WATCHMAN AP
Structure Proposal for 2011

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AP Endo Marketing Structure

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EM Stratplan Summary – By Country **DRAFT!!**

EMERGING MARKET
2011 Strat Plan Summary

Preliminary as of April 20

AP Region Strat Plan – by Division

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ASIA PACIFIC 2011 Strat Plan Summary

Preliminary as of April 20

Market in M\$	2010	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016	CAGR
Uro	54.3	55.8	57.2	60.9	65.2	69.9	75.4	3%	3%	6%	7%	7%	8%	6%

Sales in M\$	2010	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016	CAGR
Uro	9.8	11.9	13.2	16.4	19.1	22.6	25.4	22%	11%	24%	16%	19%	13%	16%

MS %	2010	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016	CAGR
Uro	18.0%	21.4%	23.1%	26.9%	29.3%	32.3%	33.7%	19%	8%	17%	9%	10%	4%	10%

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(M\$'s)	2009	2010	2011	% Growth		% Market Growth
	FY	FY	FY	09 vs. 10	10 vs. 11	10 vs. 11
Uro	7.4	9.5	11.6	28%	22%	1%

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Overall double digit growth in each and every division expected.

Cardio expected to grow strongly vs. 2010 driven by PE launch in India, China, and full year PE/TE impact in other countries.

Other IC growth below market growth due lack of competitive BMS, IVUS challenges, balloon smuggling issue in China,

CRM growth of % is considering m deferred revenue- otherwise growth rate is % for all CRM or % for Defib only.