



Diabetes Commercial Update

Investment Community Conference Call
June 17, 2016

Safe Harbor Provision and Disclaimer

This presentation contains forward-looking statements that are based on management's current expectations, but actual results may differ materially due to various factors. The company's results may be affected by factors including, but not limited to, the risks and uncertainties in pharmaceutical research and development; competitive developments; regulatory actions; litigation and investigations; business development transactions; economic conditions; and changes in laws and regulations, including health care reform. For additional information about the factors that affect the company's business, please see the company's latest Forms 10-K and 10-Q filed with the Securities and Exchange Commission.

The company undertakes no duty to update forward-looking statements.

It is not Lilly's intention to implement marketing communications that fall beyond the currently approved indications for our products. Any current promotional activities will be carried out consistent with the approved label and in compliance all applicable laws and regulations.

Lilly Diabetes Commercial Update

Trulicity®

Jardiance®

Humalog®

Basaglar®

Trajenta®

- Diabetes Market Offers Compelling Opportunity
- Lilly is Uniquely Positioned for Success in Diabetes

Lilly Diabetes Leadership Presenters



Enrique Conterno

Senior Vice President and President, Lilly Diabetes



Michael Mason

Vice President, U.S.



Jeremy Morgan

Vice President, Europe and Canada



Thane Wettig

Vice President of Global Marketing

Lilly Diabetes' Commitment



Since 1923, the needs of people with diabetes have continually inspired us to innovate and deliver better outcomes through:

A wide range of therapies

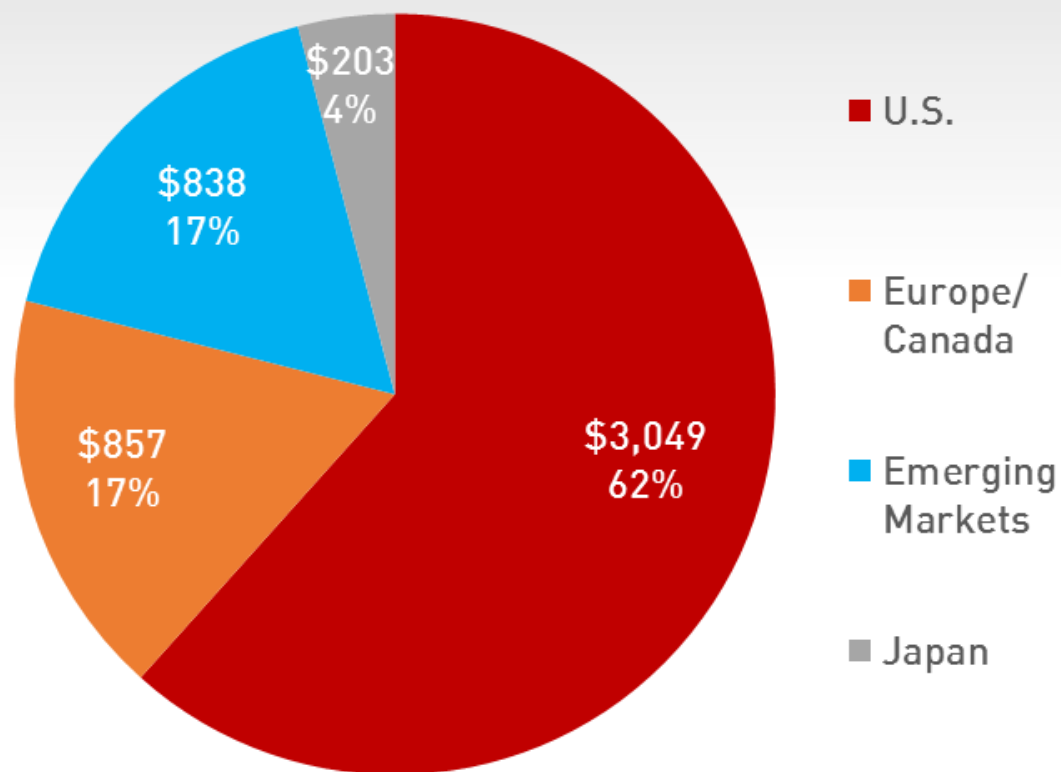
Consistent & relevant support as patient needs change

Products that are too easy to use

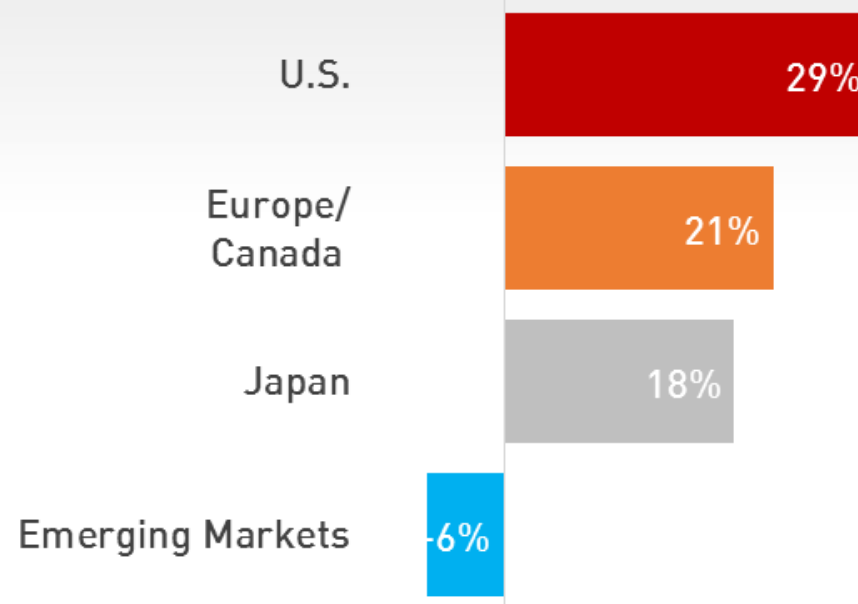


Diabetes Delivering Growth Driven by Volume

2015 Lilly Diabetes Sales

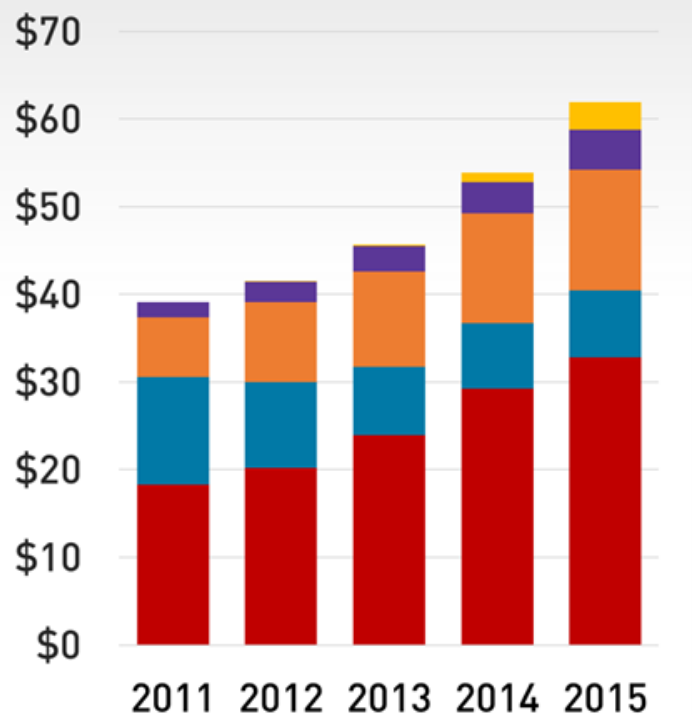


Q1 2016 Diabetes Year on Year Volume Growth

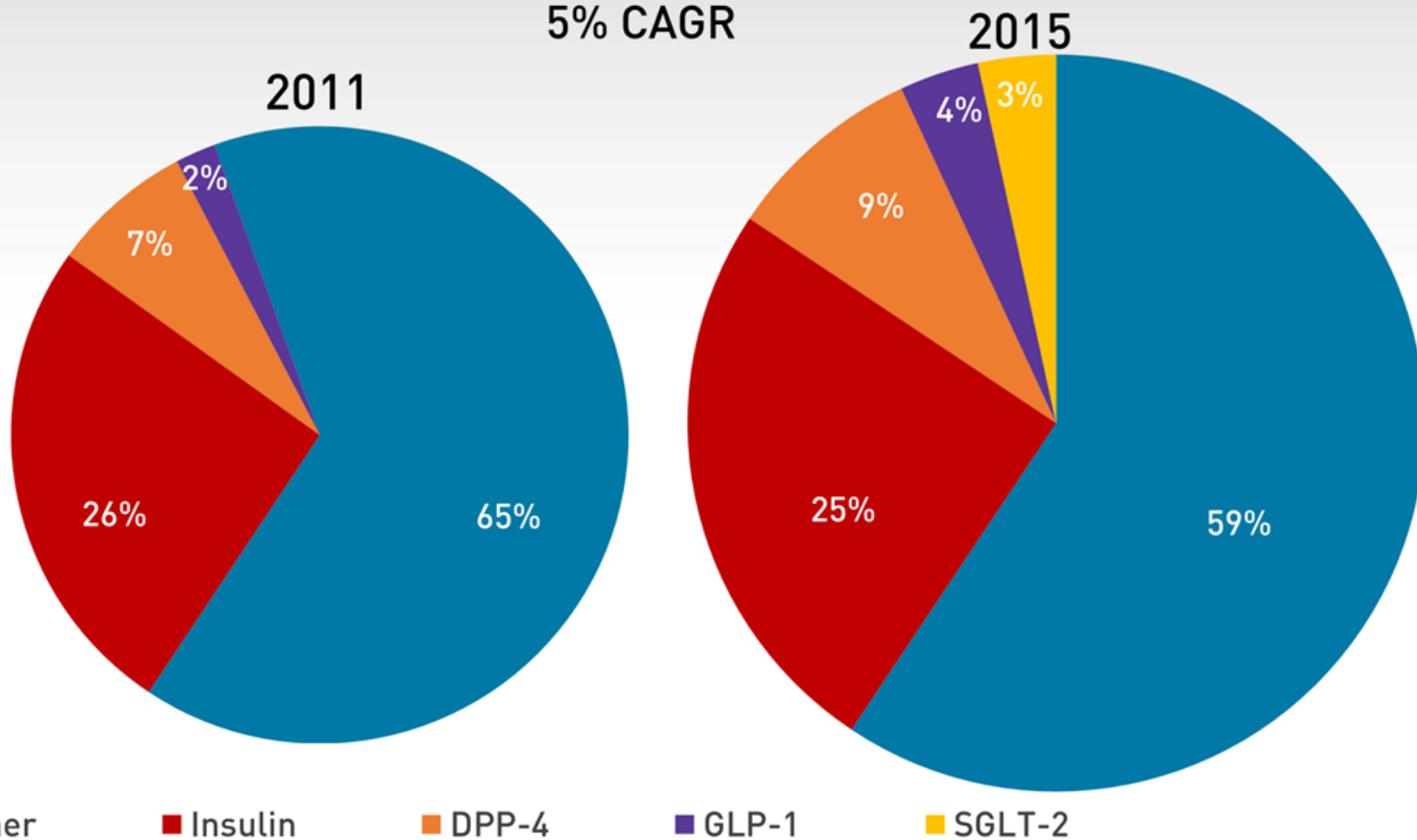


Diabetes Market Growth Driven by New Treatments

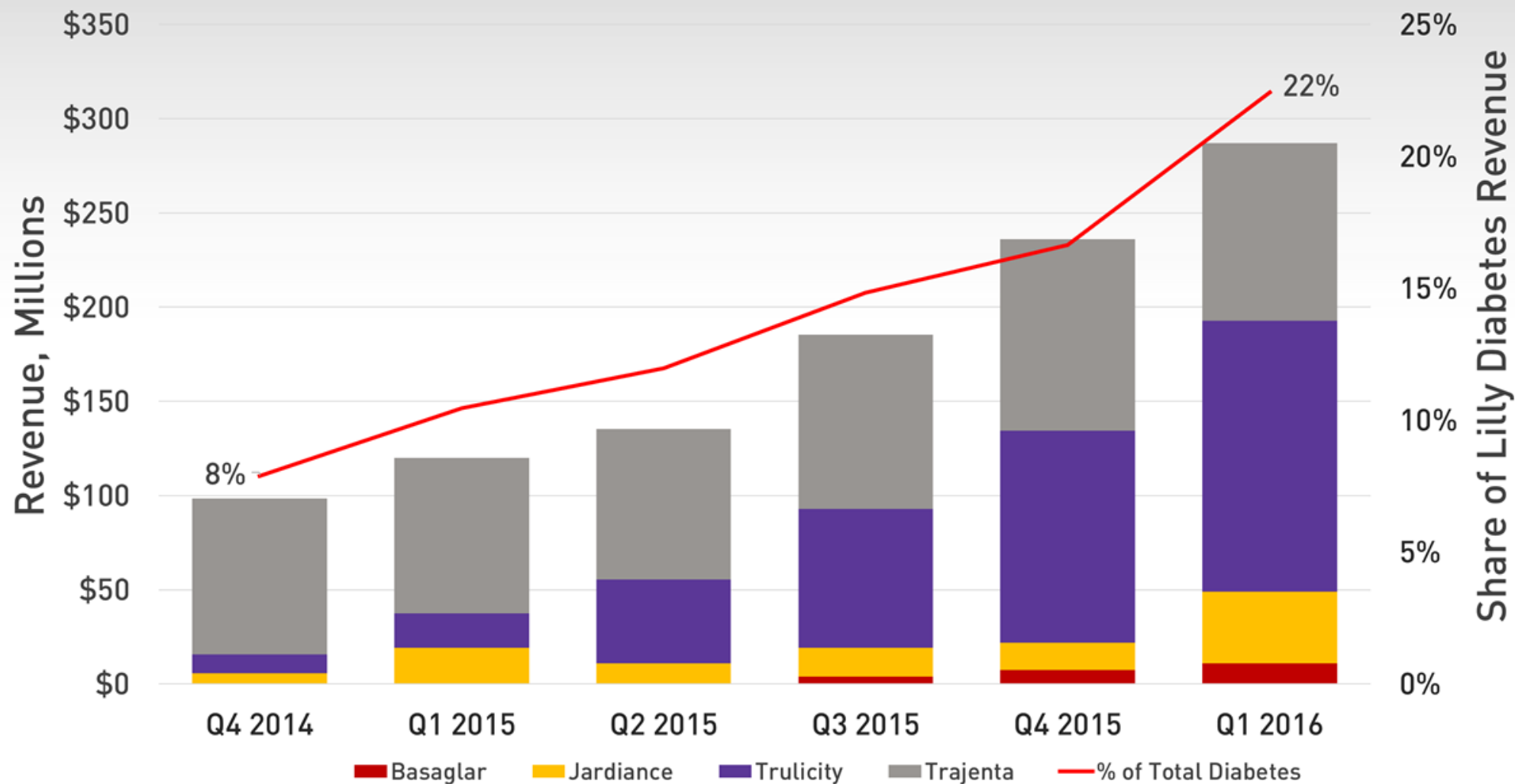
Global Diabetes Sales
12% CAGR



U.S. Market Volume TRx
5% CAGR



New Brands Contributing Growing Percentage of Revenue



Lilly Diabetes Commercial Update

Trulicity®

Jardiance®

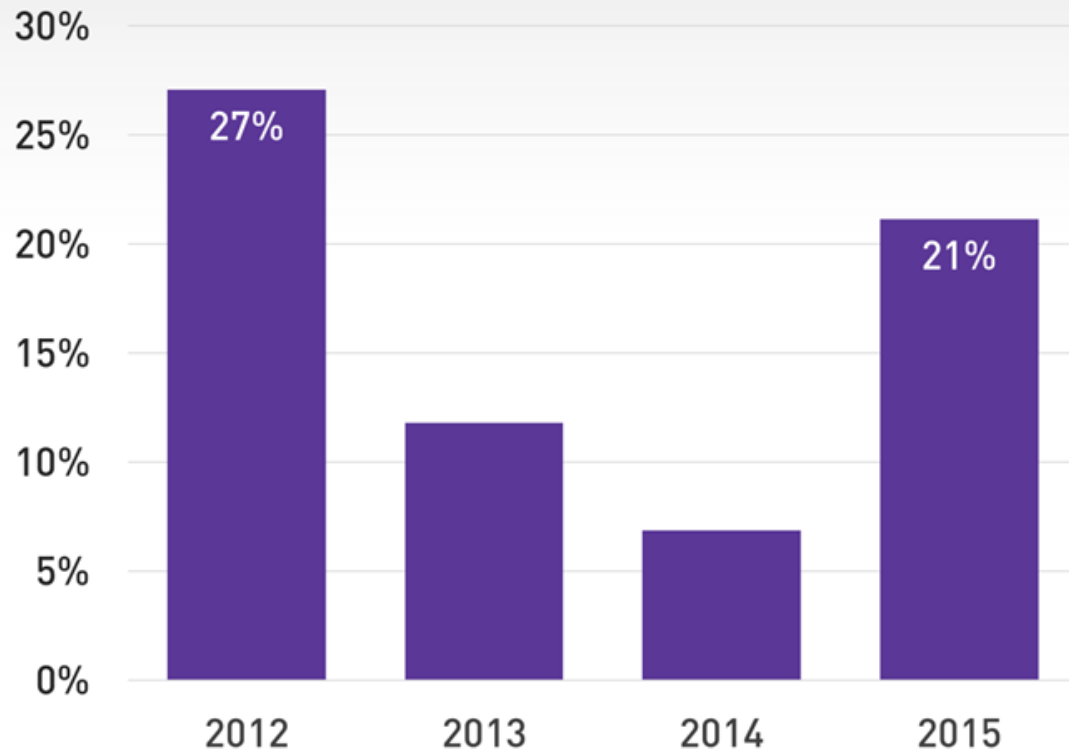
Humalog®

Basaglar®

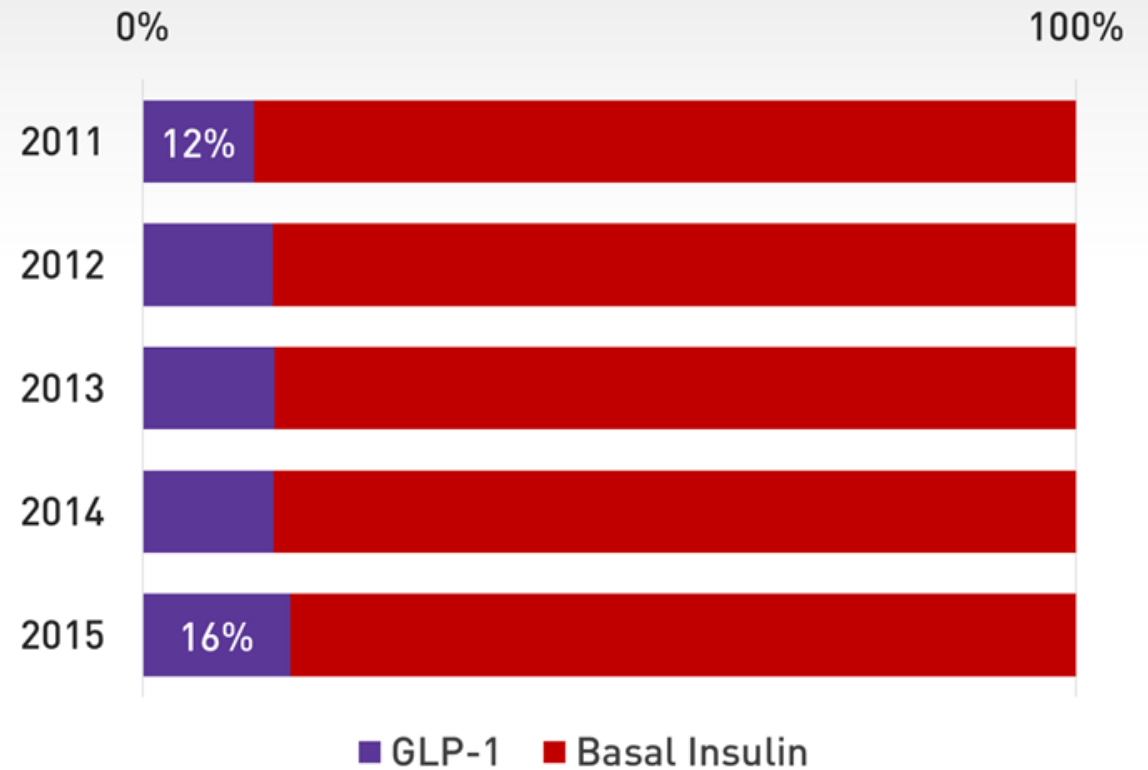
Trajenta®

GLP-1 Growth Acceleration, Significant Injectable Growth Opportunity

Global GLP-1 Annual Growth Days of Therapy

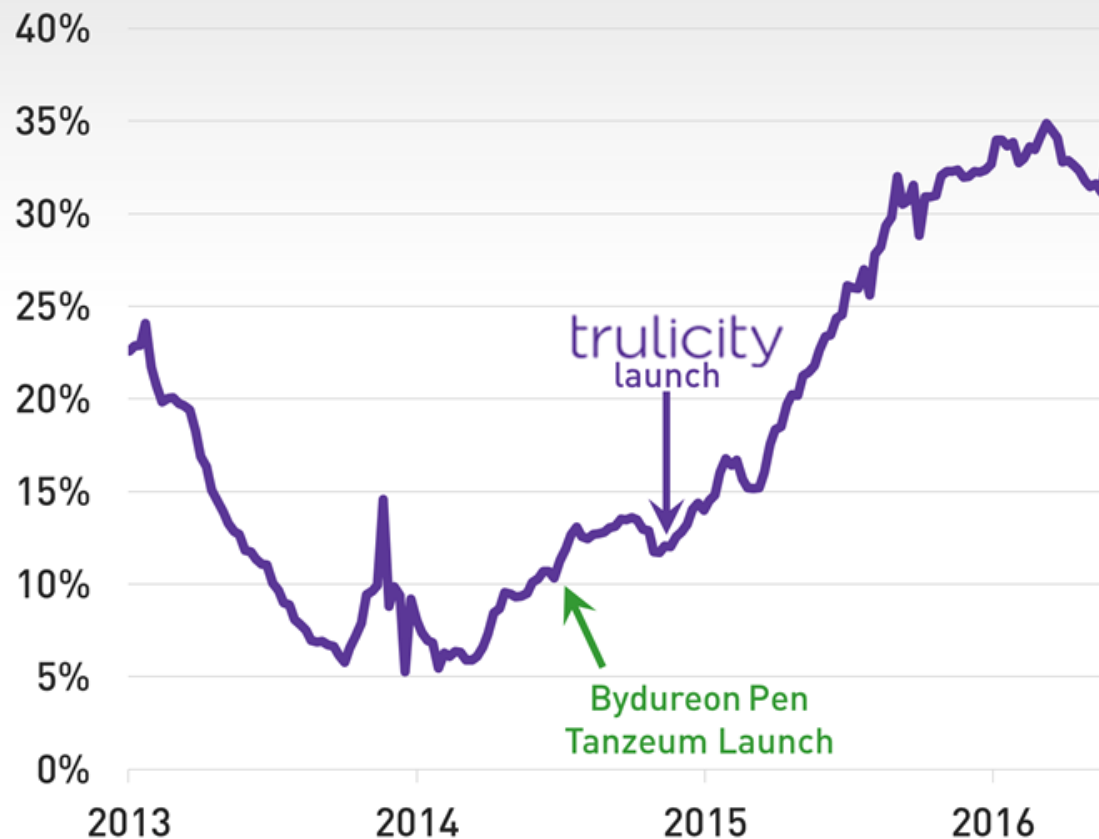


Global GLP-1 vs. Basal Insulin DOT Share of Market



U.S. GLP-1 Market Continues Robust Growth

4 Week TRx Growth Year on Year

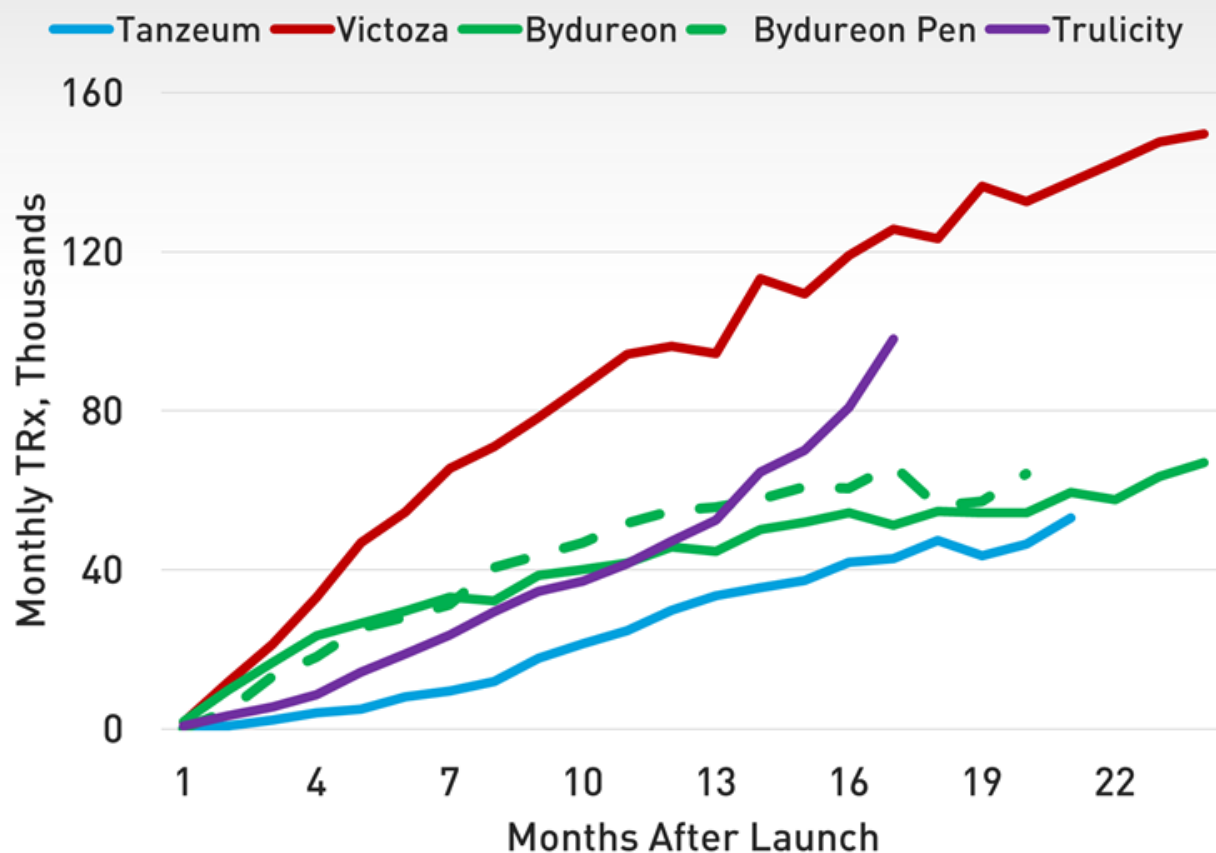


GLP-1 Growth

- Increase in promotional spend
- In the last 12 months:
 - 15% increase in prescribers
 - 12% increase in prescriptions per prescriber

U.S. Trulicity Uptake Accelerated

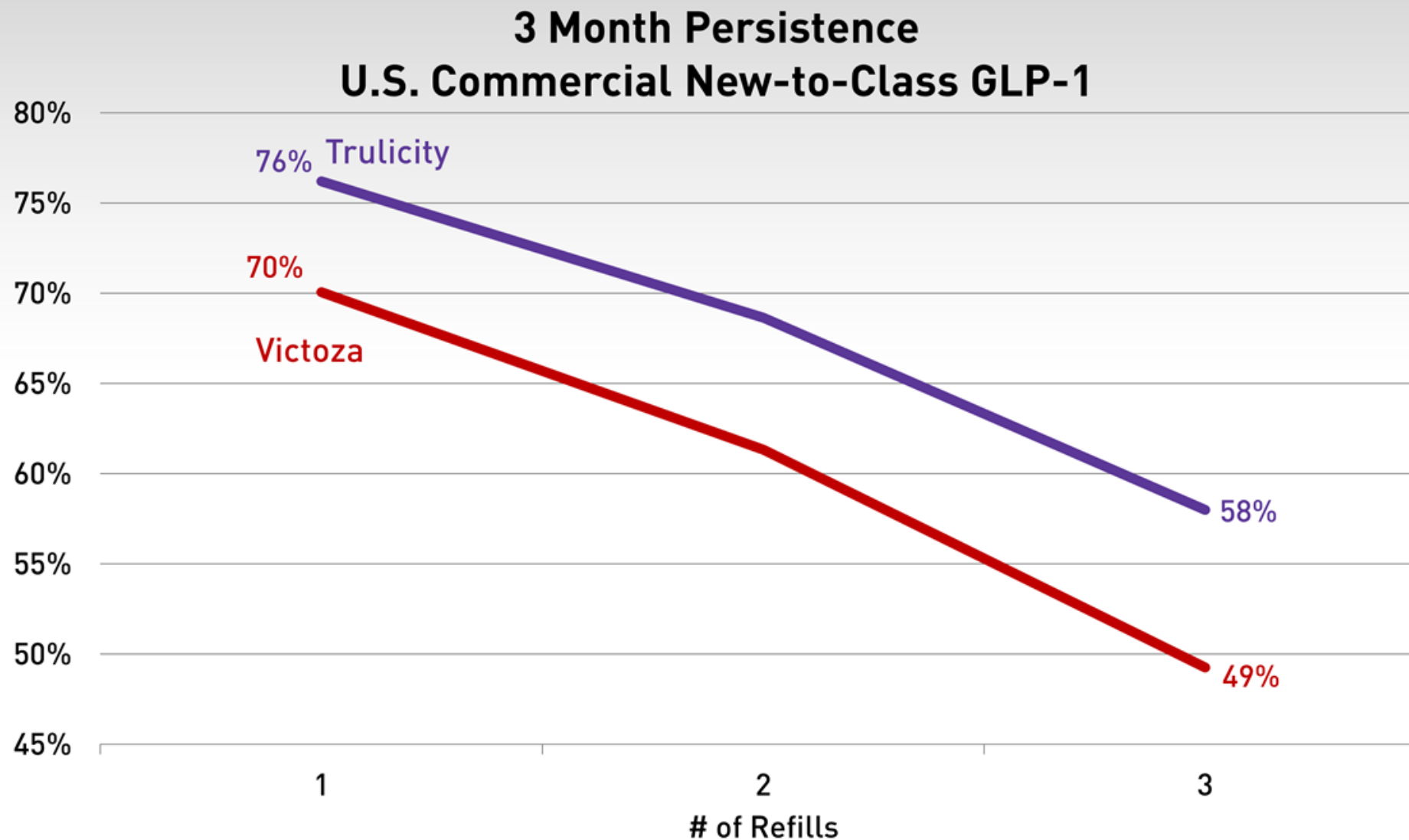
Launch Trajectory



Excellent Commercial Execution

- Strong HCP, consumer, and payer capabilities
- Broad access
 - 75% Commercial
 - 72% Part D
- Positive patient experiences

Trulicity Patient Persistence



Successful Execution of Trulicity Outcomes Based Contracting

Treatment success was defined using a composite measure including HbA1c and medication adherence

Eligible members must not have had prior GLP-1, DPP-4, or insulin experience

More Trulicity patients showed treatment success...

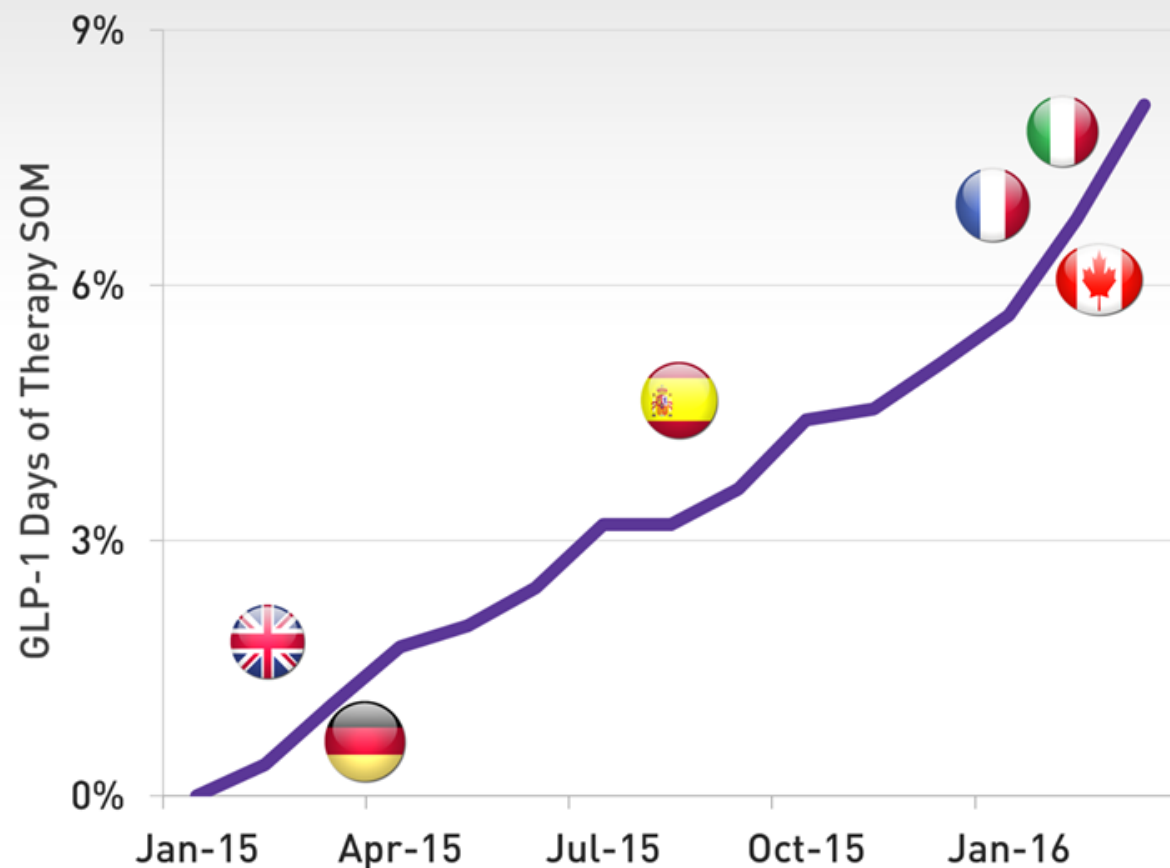
Lilly received rebate credit

If more non-Trulicity patients had shown treatment success...

Payer would have received additional rebate

Consistent, Broad Uptake of Trulicity in Europe and Canada

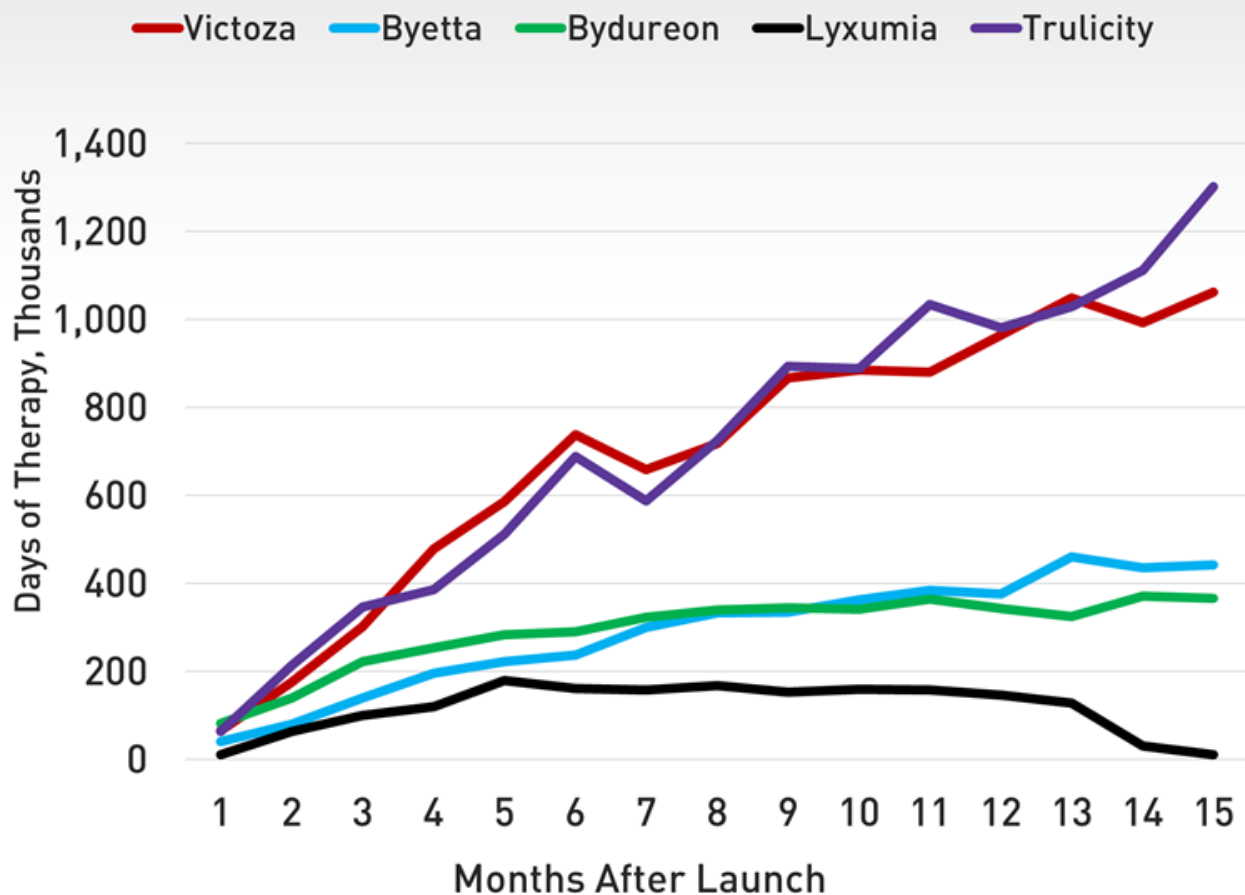
Highlights



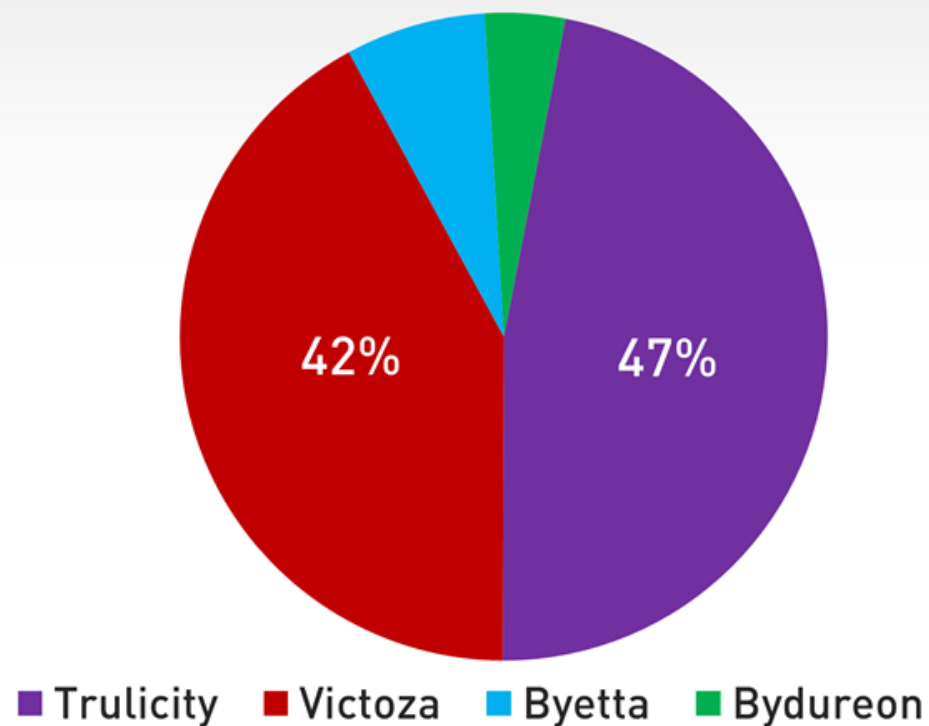
- NBRx leaders in Germany
- Comparable uptake to Victoza in many major markets including France, Germany, Italy, & Spain
- Great feedback on patient experience

Trulicity Leader in GLP-1 New Patient Starts in Germany

Germany GLP-1 Uptake DOT Volume



Overall NBRx SOM in Germany GLP-1 Market



Lilly Diabetes Commercial Update

Trulicity®

Jardiance®

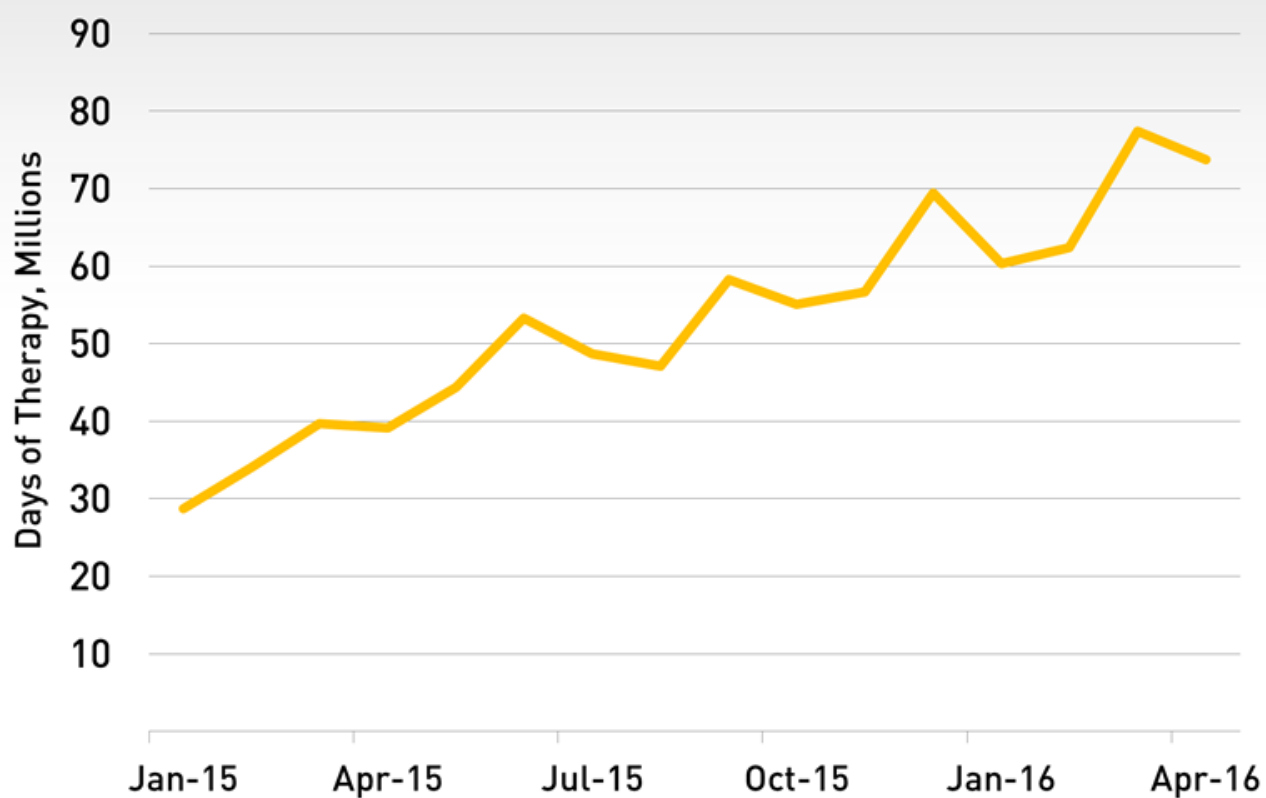
Humalog®

Basaglar®

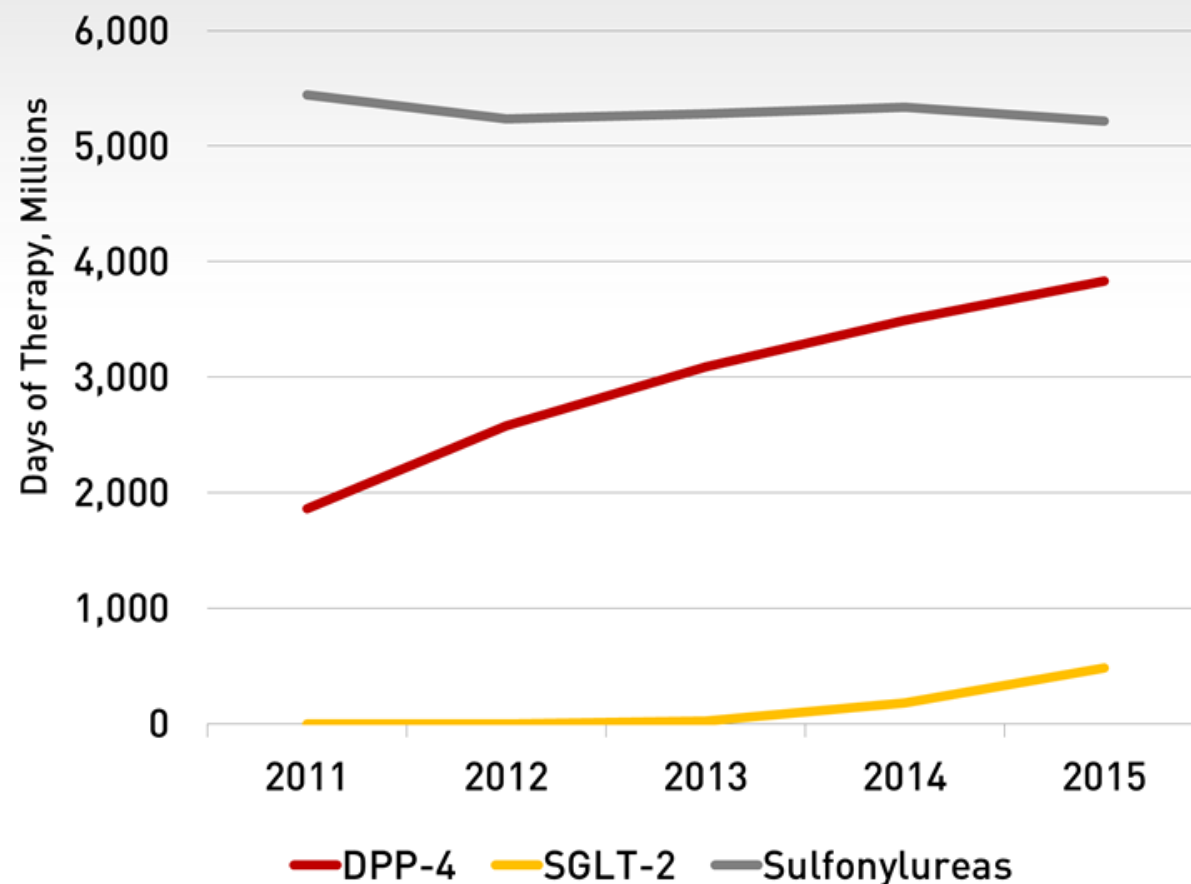
Trajenta®

Global SGLT-2 Class Continues to Grow

Global SGLT-2 Volume

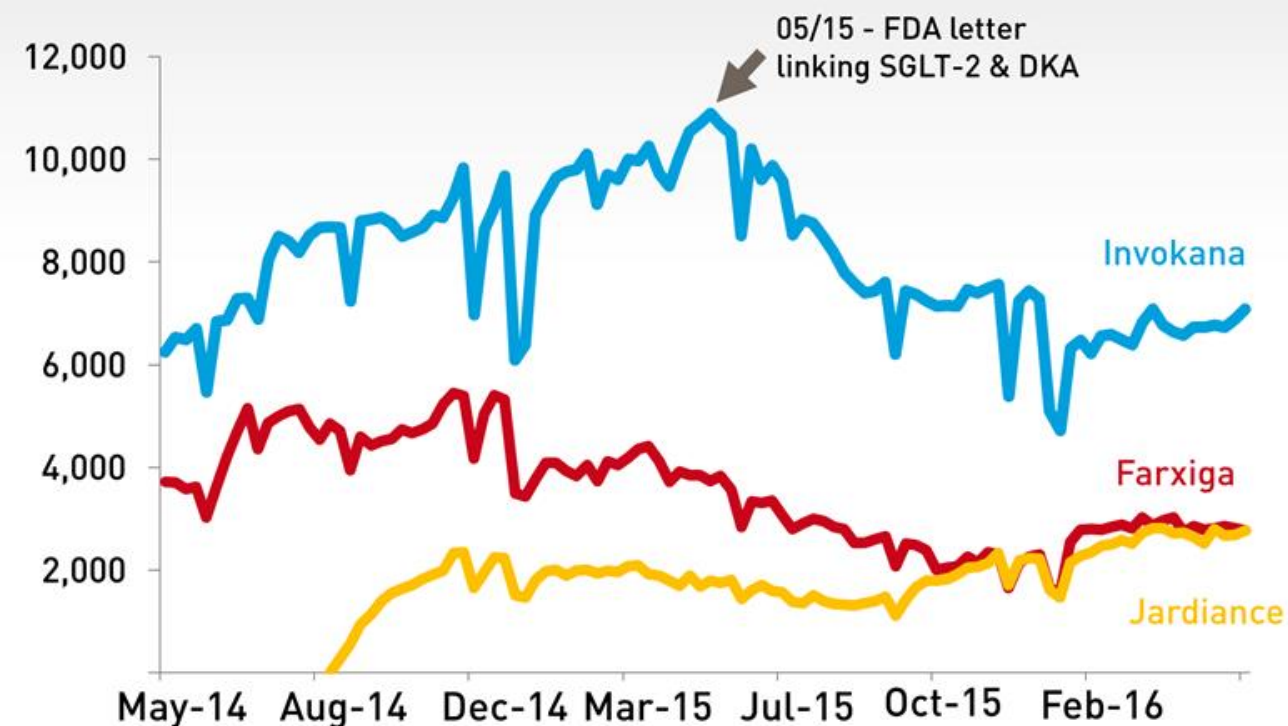


Global Oral Class Dynamics

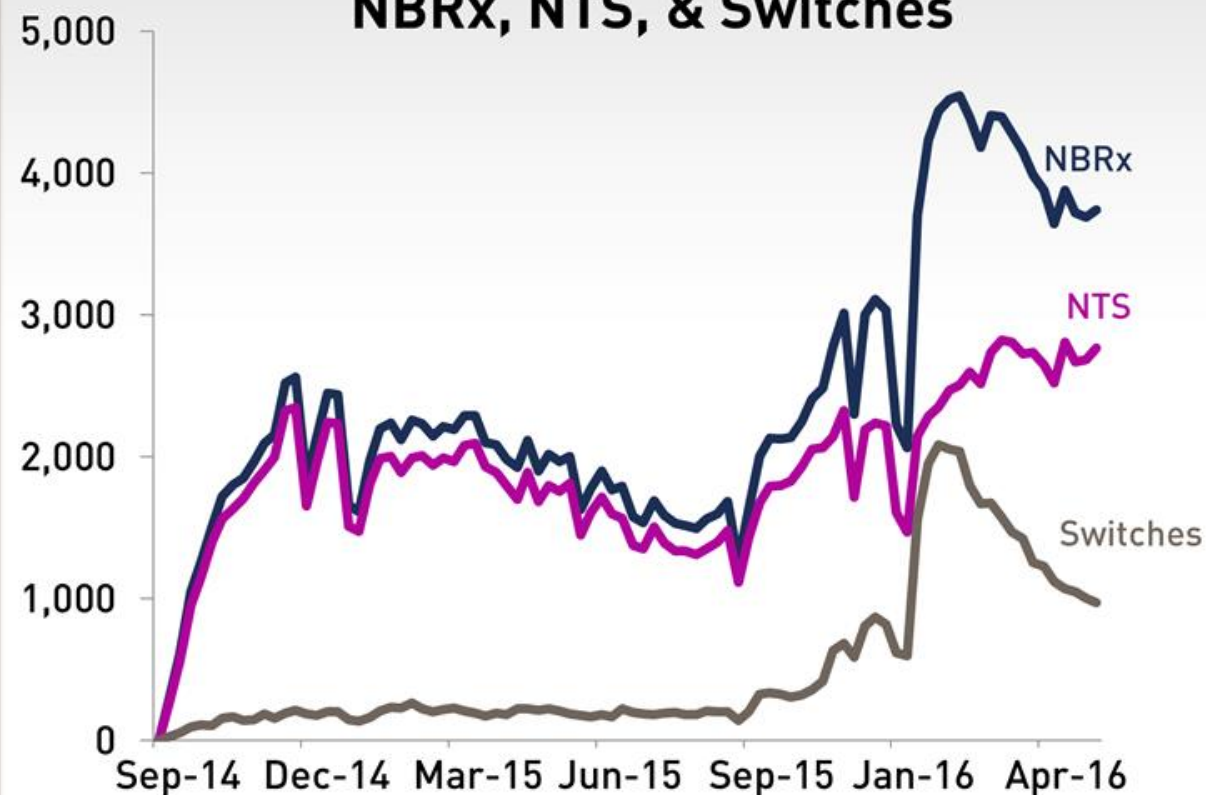


Jardiance Growing U.S. New Treatment Starts & Winning Switches

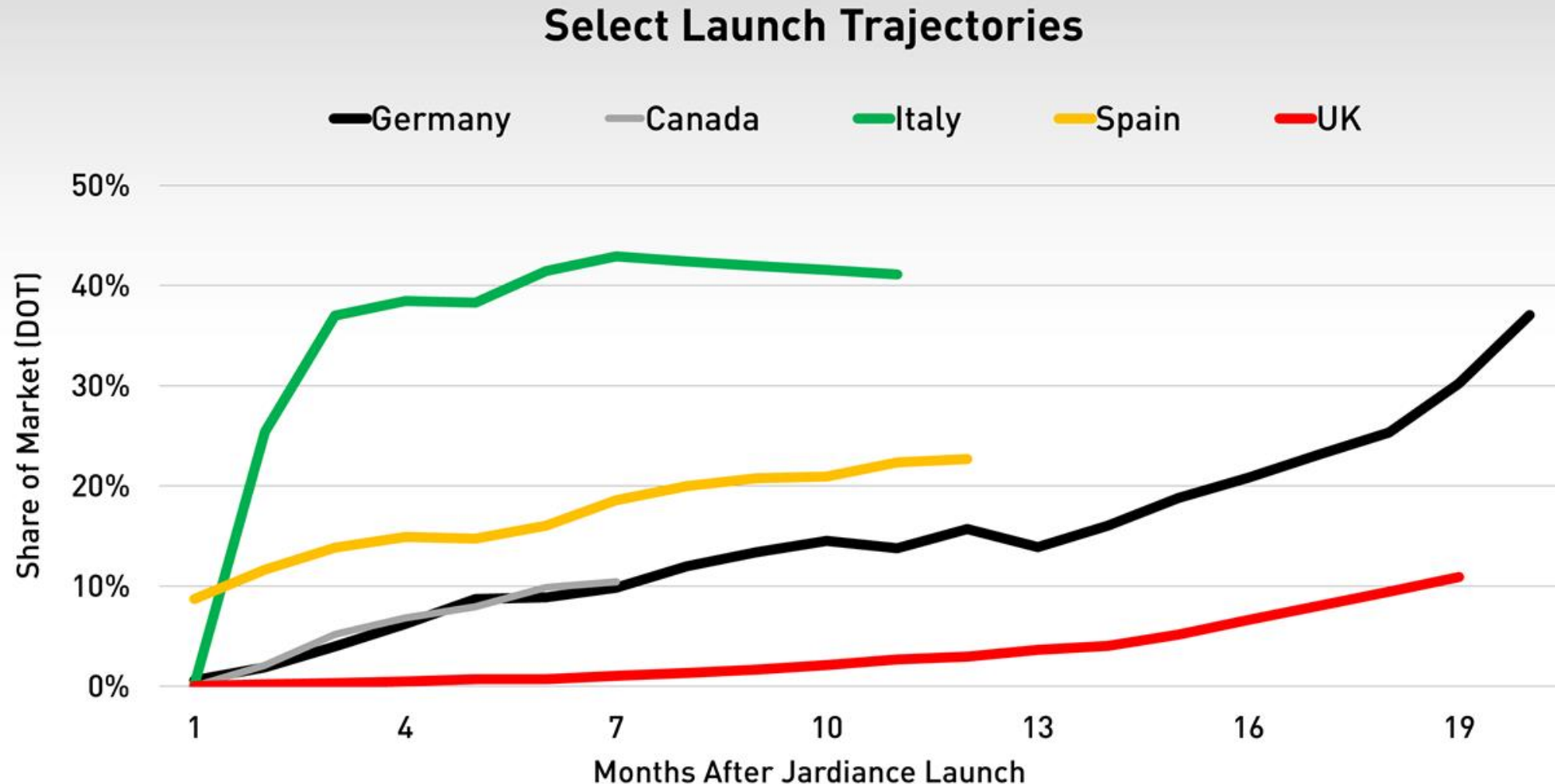
U.S. SGLT-2 Class NTS Volume



U.S. Jardiance Volume: NBRx, NTS, & Switches



Strong Jardiance Uptake and SOM Growth in Canada and European Countries



Lilly Diabetes Commercial Update

Trulicity®

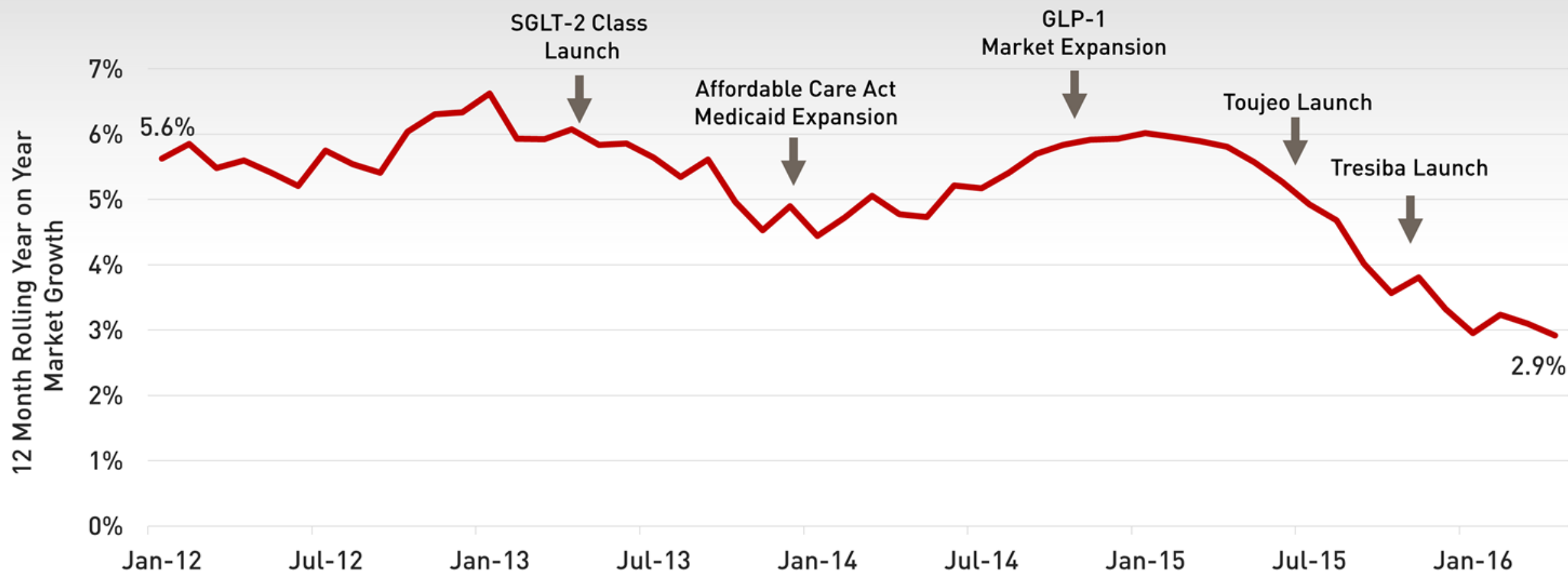
Jardiance®

Humalog®

Basaglar®

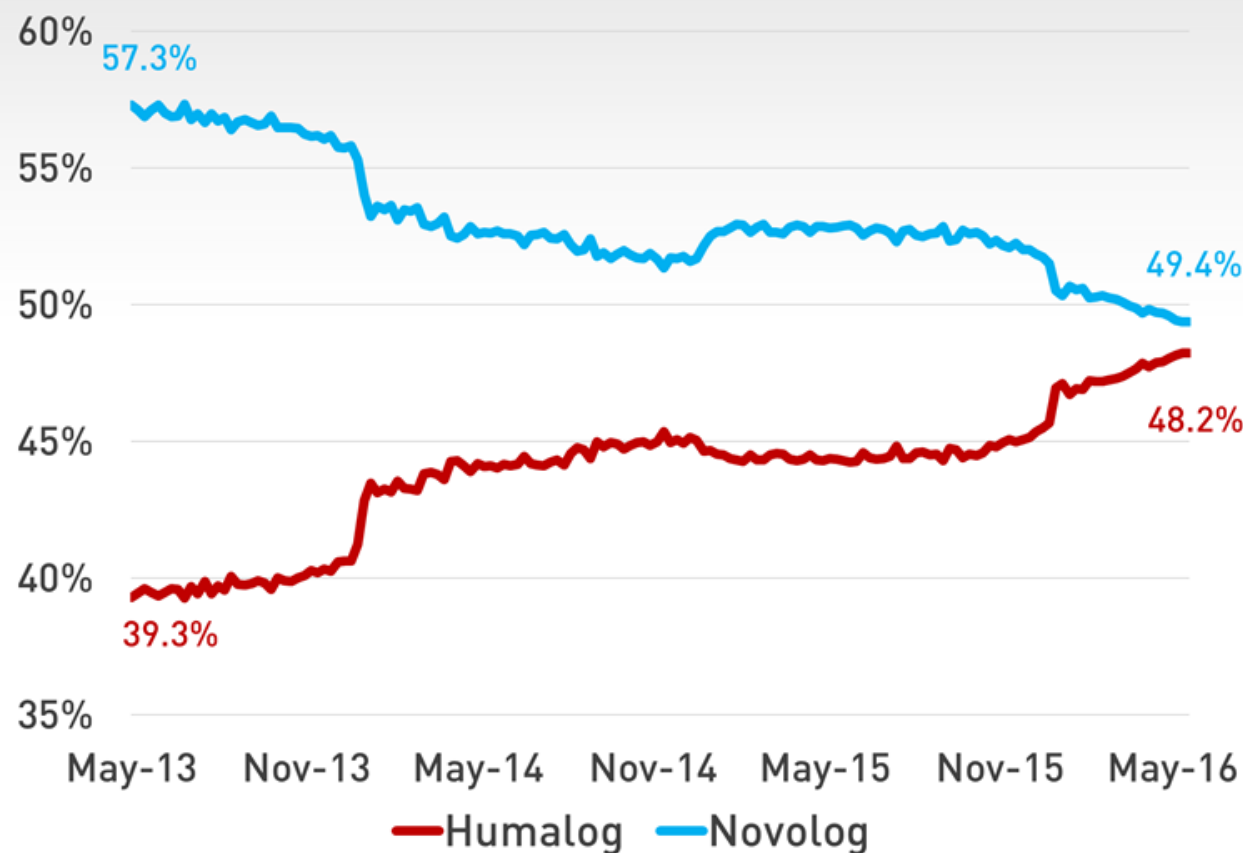
Trajenta®

Mealtime Analog Growing Despite New Entrants

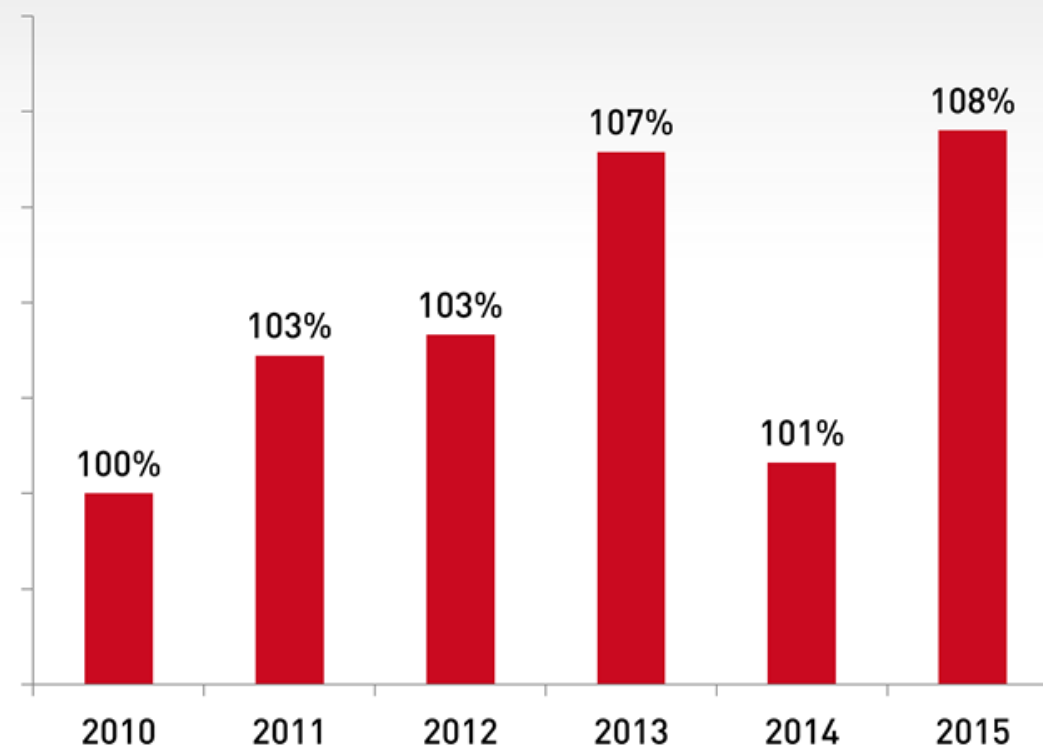


Strong U.S. Humalog Share Growth While Maintaining Profitability

U.S. Humalog TRx Market Share

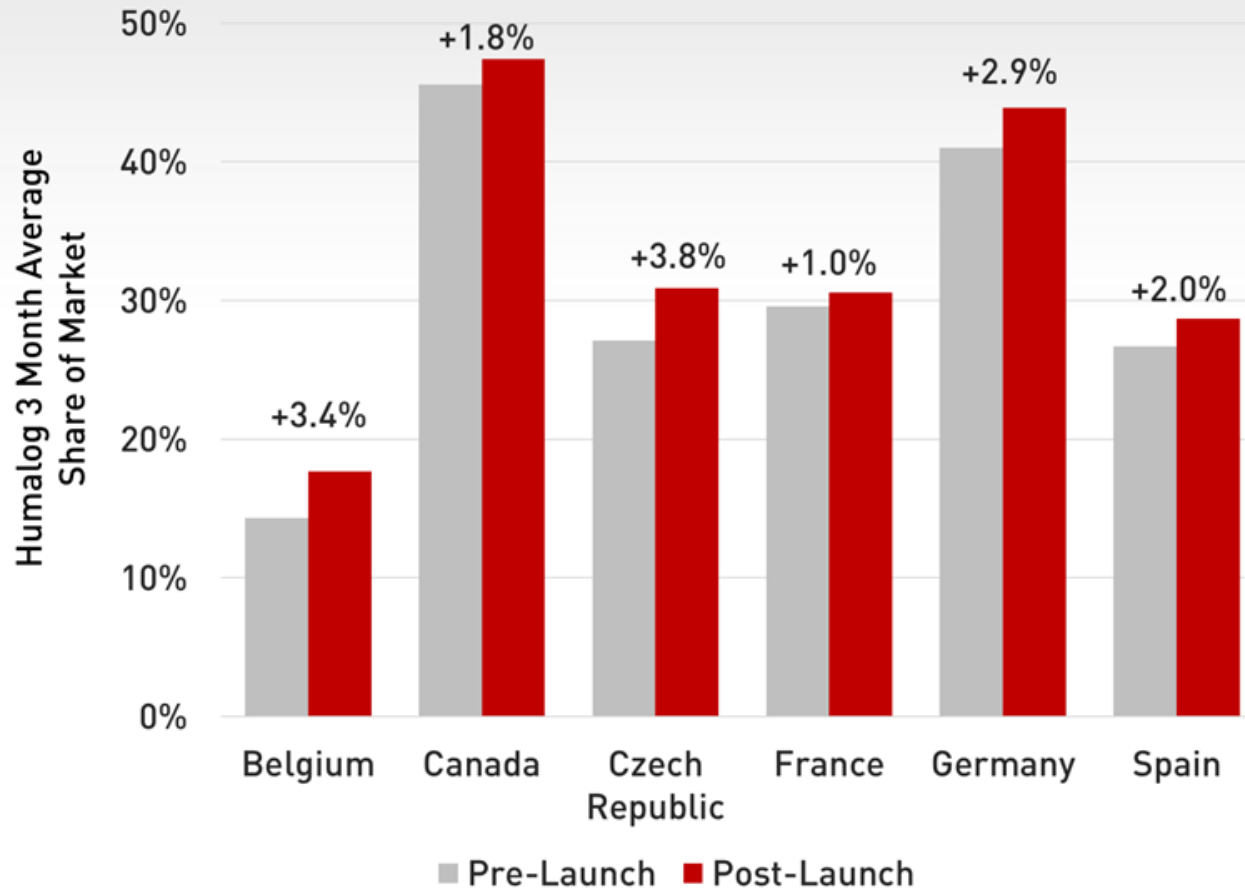


U.S. Humalog Net Price Index 1-2% Annualized Price Growth

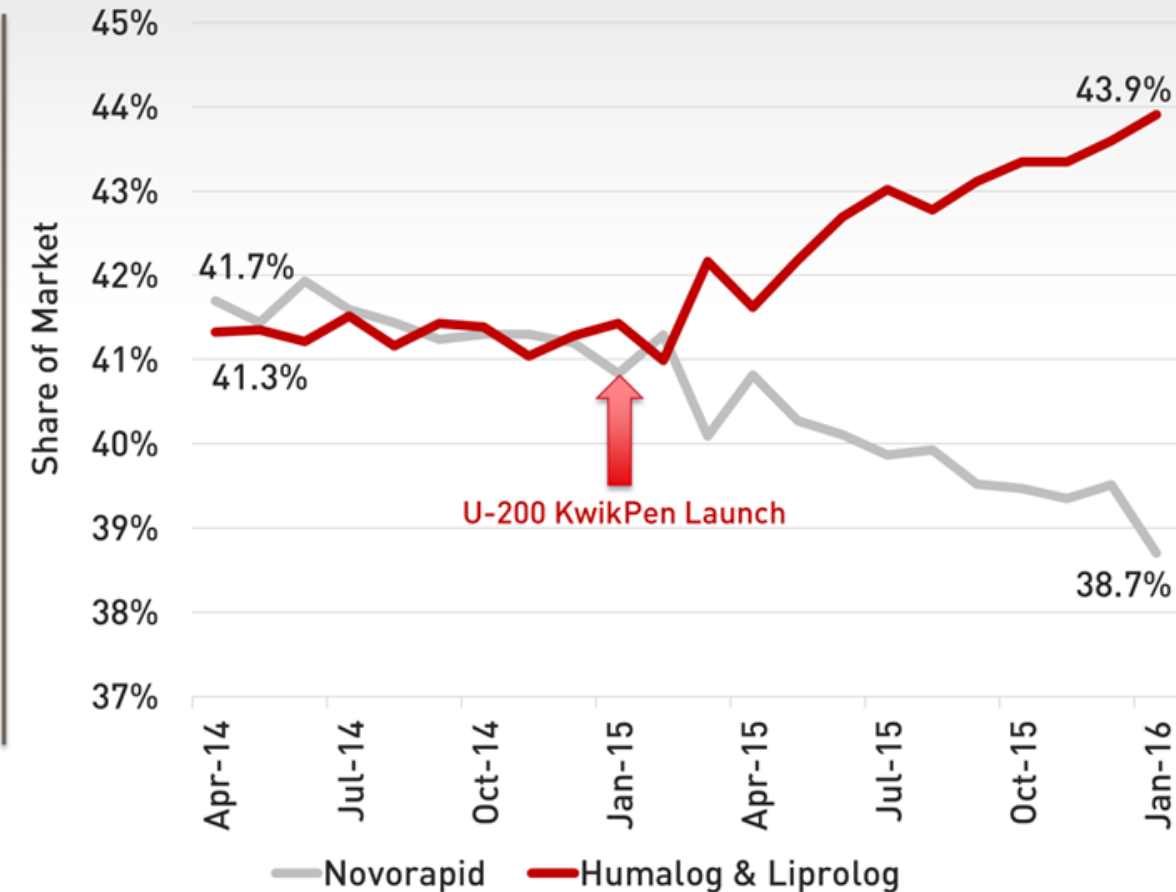


Humalog U-200 KwikPen® Launch Generated Momentum in Europe and Canada

Consistently Higher Humalog SOM Across Europe & Canada



German Rapid Acting Insulin Market



Lilly Diabetes Commercial Update

Trulicity®

Jardiance®

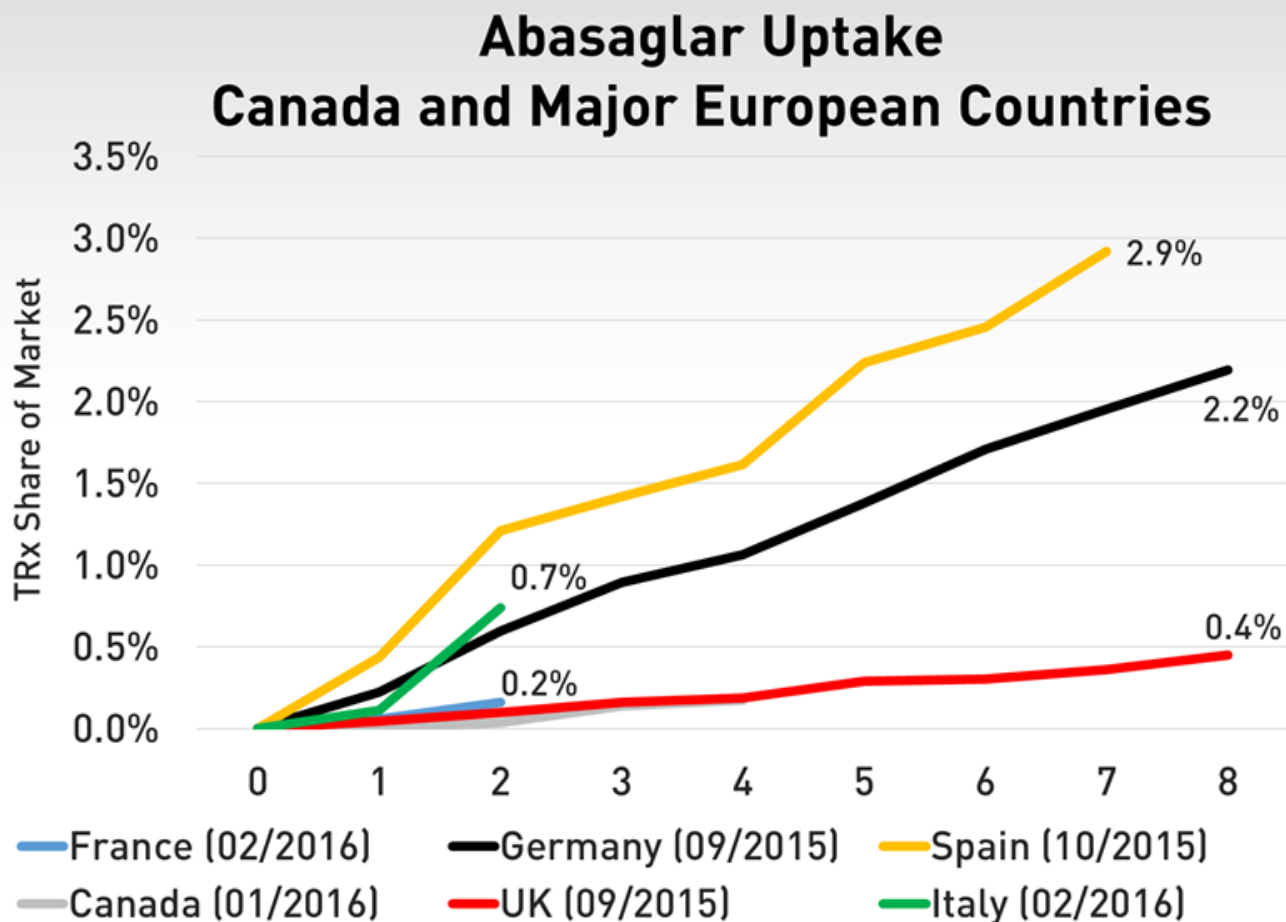
Humalog®

Basaglar®

Trajenta®

- Basaglar rounds out our portfolio, allowing Lilly to offer the widest range of Diabetes therapies
- Basaglar will contribute to Lilly's sustainable, profitable growth in the largest global treatment
- Basaglar has launched in 29 countries with additional launches planned, including U.S. availability starting December 15th, 2016

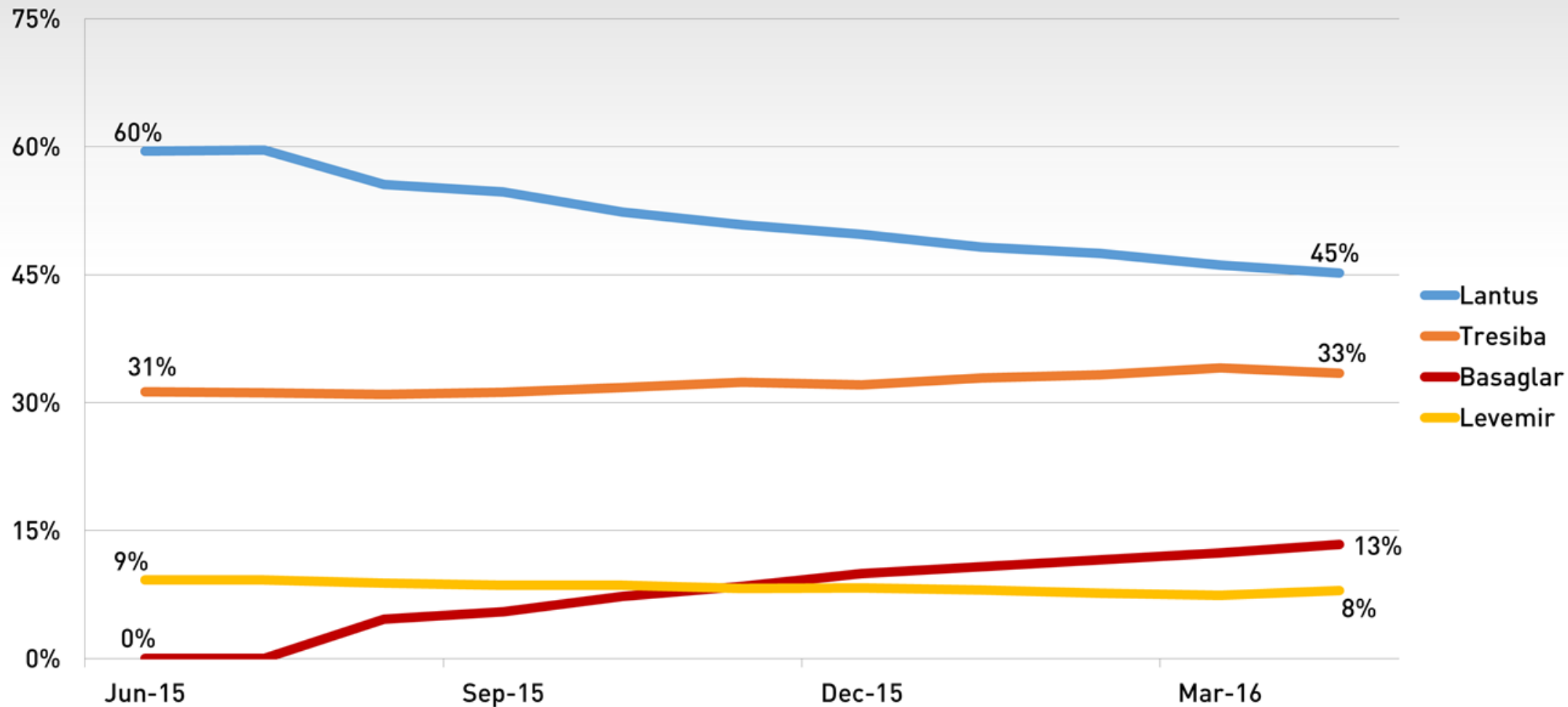
Solid Abasaglar Start



- Encouraging uptake in major markets
- Great penetration as NBRx in the Spanish Basal Market 6 months after the launch

Strong Japan Basaglar Uptake

Insulin Unit Share of Market



Lilly Diabetes Commercial Update

Trulicity®

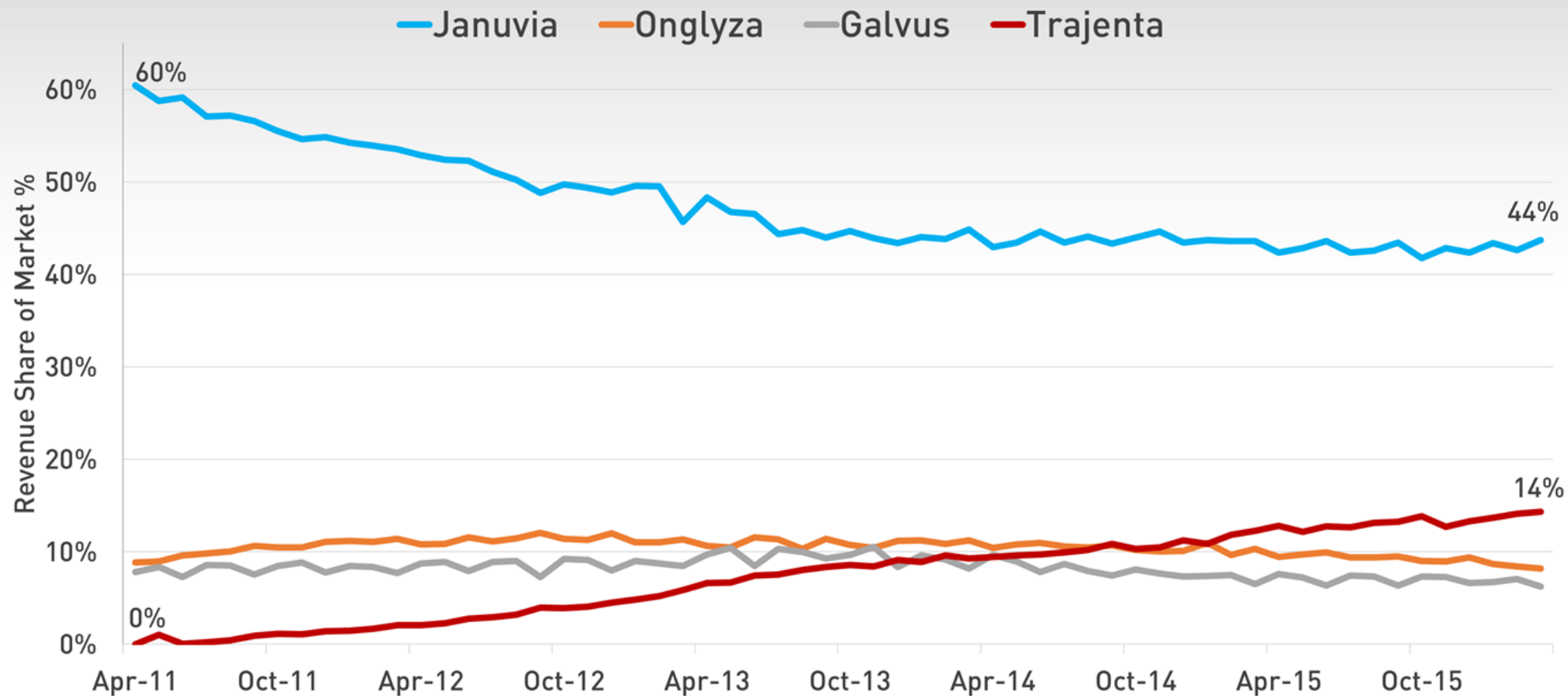
Jardiance®

Humalog®

Basaglar®

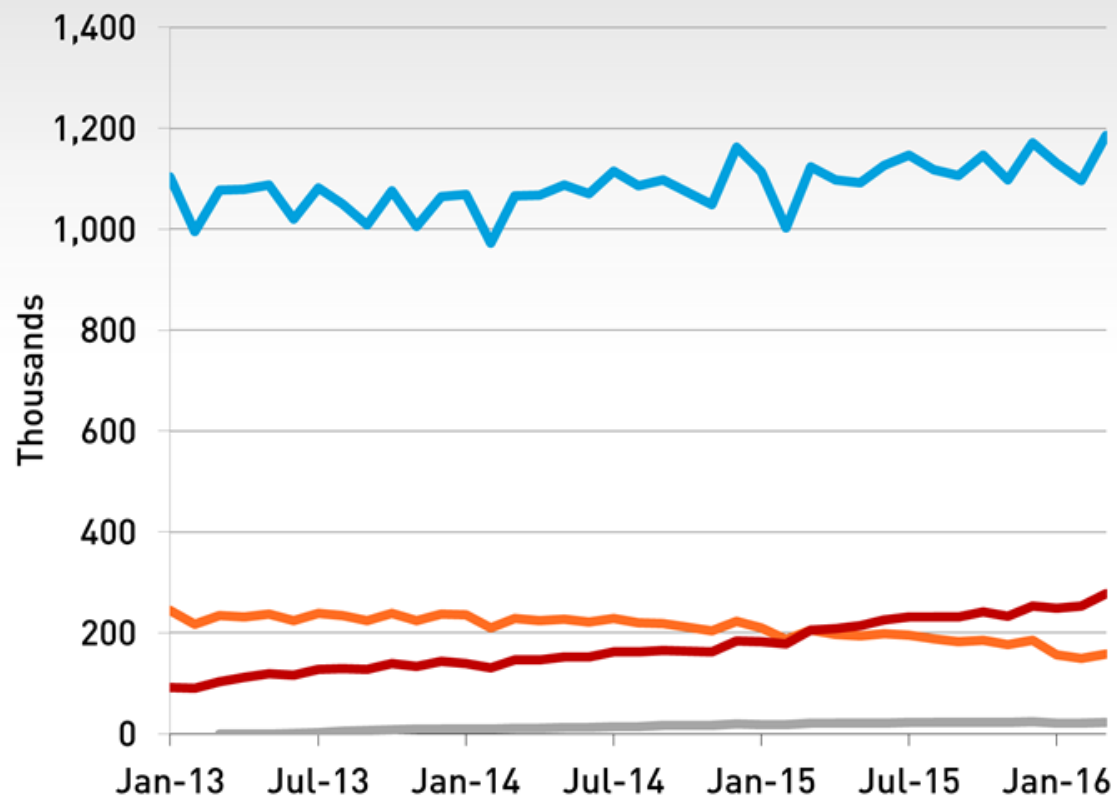
Trajenta®

Trajenta Continues Global SOM Gains Within Growing DPP-4 Class



Trajenta Gaining U.S. SOM Within Growing DPP-4 Class

U.S. Franchise TRx Volume: All HCPs



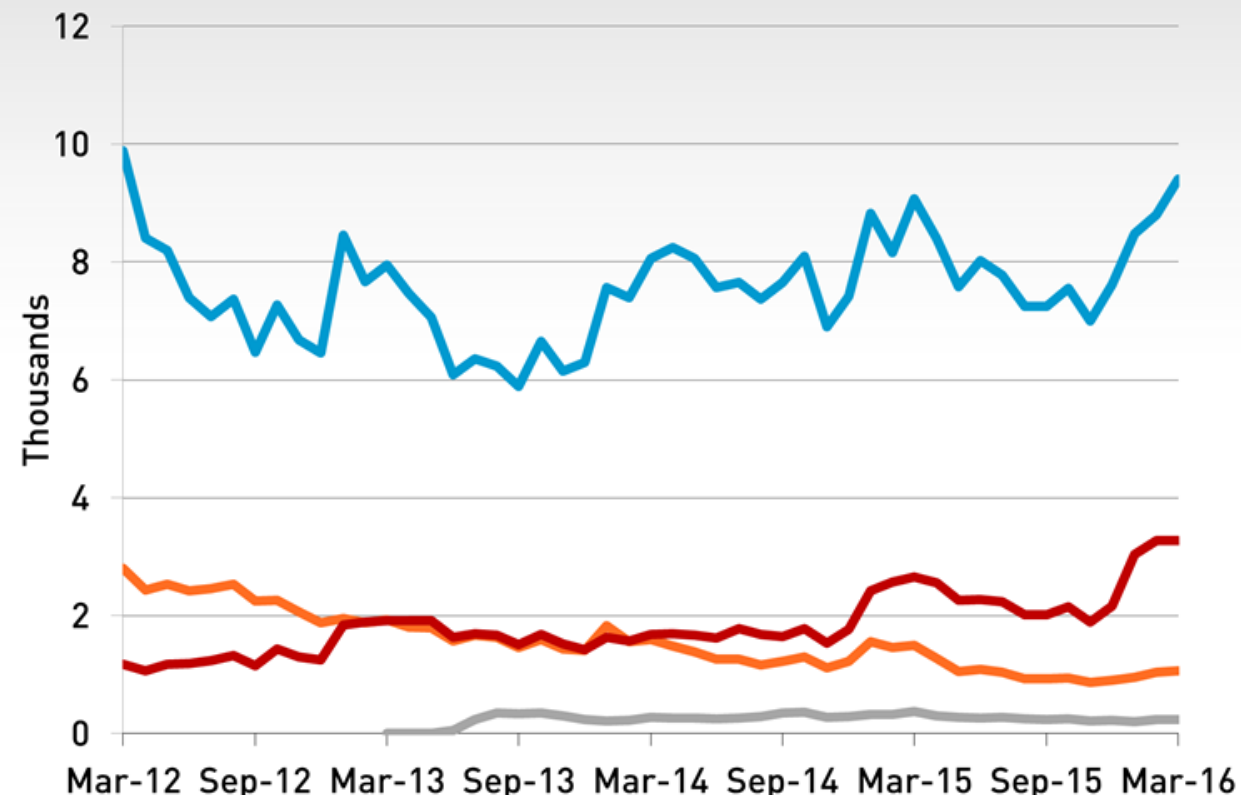
Januvia Franchise

Trajenta Franchise

Onglyza Franchise

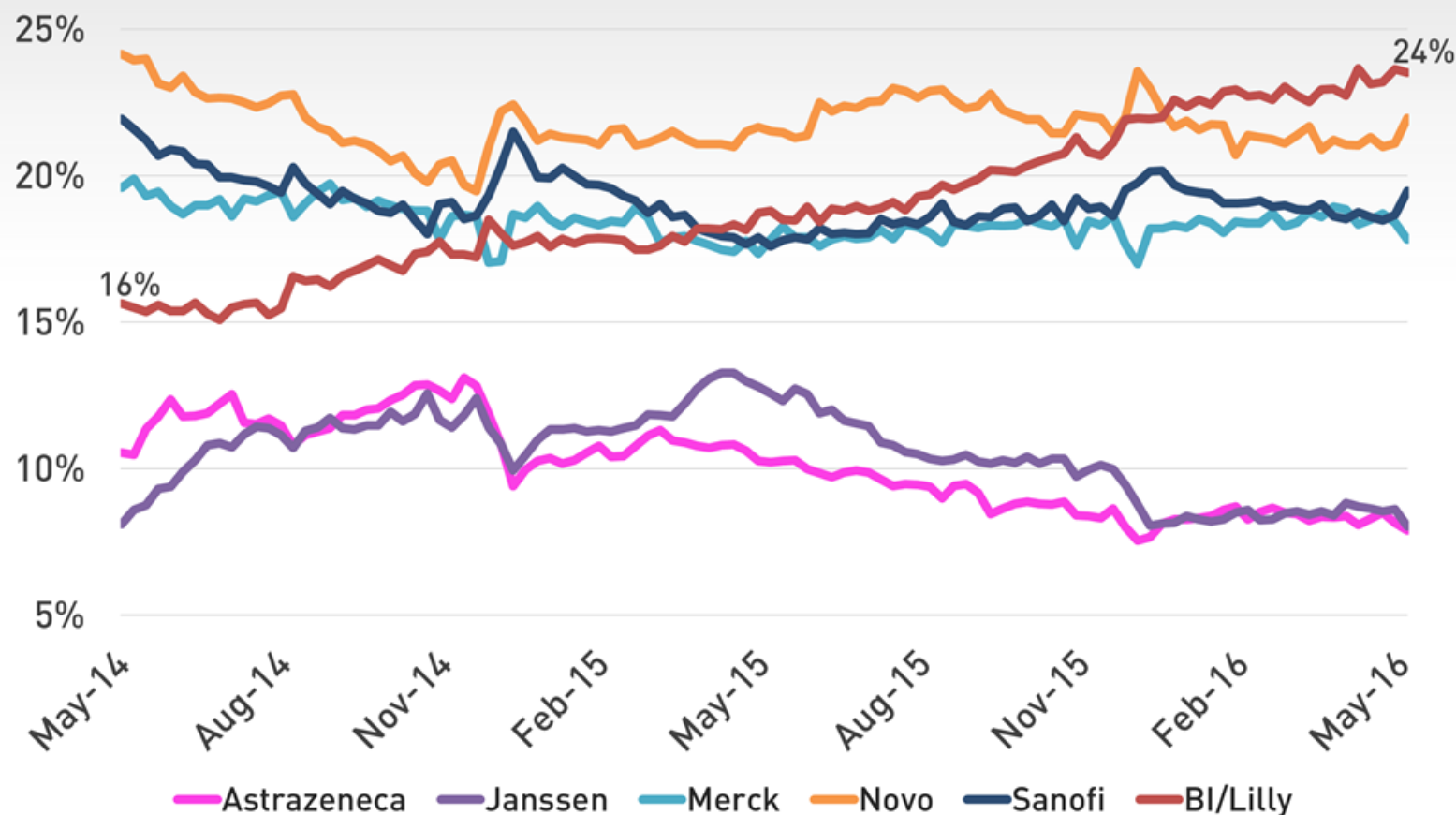
Nesina Franchise

U.S. Franchise NBRx Volume: All HCPs



Lilly Well Positioned to be a Leader in Diabetes

U.S. Branded New Therapy Starts



- Diabetes market growing in every branded class
- Lilly uniquely positioned with products in every branded class
- Lilly brands consistently growing market share