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Lilly Announces Official Partnerships with LA28 Olympic and Paralympic Games, Team USA and NBCUniversal through 2028 Supporting Health Equity

Partnership spans Team USA participation in the Paris 2024, Milano-Cortina 2026 and Los Angeles 2028 Olympic and Paralympic Games

INDIANAPOLIS, June 20, 2023 – [Eli Lilly and Company](#) (NYSE:LLY) has renewed its relationship with Team USA and announced a partnership with the LA28 Olympic and Paralympic Games. Lilly will now serve as an official Team USA partner in prescription medicine and health equity through 2028, bringing expertise and experience to support elite athletes on their health journey to the Olympic and Paralympic Games. Lilly also will support NBCUniversal’s Olympic and Paralympic coverage across all media platforms for the next five years.

Lilly first partnered with Team USA and NBCUniversal in 2020 for the Tokyo Games to highlight the importance of health and wellness in an athlete’s preparation to compete on the biggest stage in sports. As an official Team USA partner, Lilly will continue to ignite conversations around health and the barriers outside a person’s control that may prevent them from living the healthiest life possible.

“Lilly is proud to support Team USA as they prepare for the Olympic and Paralympic Games, recognizing the remarkable journeys these athletes have taken to strengthen not only their bodies but also their minds, lives and communities along the way,” said Patrik Jonsson, executive vice president and president of Lilly USA and Lilly Immunology, and chief customer officer. “Our company’s involvement is rooted in our purpose to make life better for people and our belief that everyone should have a fair shot at excellent health and positive wellbeing.”

Over the last several years, Lilly has advanced its [work in health equity](#), including enhancing diversity in clinical trials, increasing [access to and affordability of its medicines](#), collaborating with patient advocacy groups, and expanding education and employment opportunities for individuals in historically underserved communities. Lilly has introduced 19 new medicines approved by the U.S. Food and Drug Administration since 2014 and plans to introduce several additional potential medicines in 2023.

“The health and wellness of Team USA athletes is central to their ability to achieve their dreams on and off the field of play – while inspiring all who celebrate the Olympic and Paralympic movements to be their very best,” said Dr. Jonathan Finnoff, chief medical officer, U.S. Olympic and Paralympic Committee. “We are committed to supporting Team USA athletes where they live, train and compete, and are thrilled to welcome back Lilly as a great partner in that effort. Lilly’s experience and expertise will help us better serve our entire community.”

The LA28 Games will be the first summer edition of the Olympic and Paralympic Games held in the United States since Atlanta hosted the events in 1996. Los Angeles previously hosted the Olympic Games in 1984 and 1932. In 2028, Los Angeles will host the Paralympic Games for the first time. Lilly will serve on the LA28 Partner Advisory Council, which brings commercial partners together to positively impact the Olympic and Paralympic Games in 2028.

“We’re excited to welcome back Lilly as a supporter of Team USA and bring them into the fold for the 2028 Olympic and Paralympic Games in Los Angeles,” said Chris Pepe, LA28 chief commercial officer. “Lilly’s commitment further strengthens the Olympic and Paralympic movement in the U.S. and advances the positive impact sport can have on communities beyond the field of play.”

Lilly also will leverage marketing and media opportunities with NBCUniversal to raise awareness of treatments for diabetes, cancer and other conditions that impact the health of millions of Americans.

“We are thrilled to announce our partnership with Lilly for the broadcast of the upcoming Paris 2024, Milan 2026 and LA 2028 Olympic and Paralympic Games,” said Dan Lovinger, president, Olympic and Paralympic partnerships, NBCUniversal. “When purpose driven brands like Lilly join forces with invaluable Olympic IP and NBCUniversal’s comprehensive coverage of the Games, great things happen, and meaningful business impact is realized.”

About Lilly

Lilly unites caring with discovery to create medicines that make life better for people around the world. We've been pioneering life-changing discoveries for nearly 150 years, and today our medicines help more than 51 million people across the globe. Harnessing the power of biotechnology, chemistry and genetic medicine, our scientists are urgently advancing new discoveries to solve some of the world's most significant health challenges, redefining diabetes care, treating obesity and curtailing its most devastating long-term effects, advancing the fight against Alzheimer's disease, providing solutions to some of the most debilitating immune system disorders, and transforming the most difficult-to-treat cancers into manageable diseases. With each step toward a healthier world, we're motivated by one thing: making life better for millions more people. That includes delivering innovative clinical trials that reflect the diversity of our world and working to ensure our medicines are accessible and affordable. To learn more, visit [Lilly.com](https://www.lilly.com) and [Lilly.com/newsroom](https://www.lilly.com/newsroom) or follow us on [Facebook](https://www.facebook.com/lilly), [Instagram](https://www.instagram.com/lilly), [Twitter](https://twitter.com/lilly) and [LinkedIn](https://www.linkedin.com/company/lilly).

About USOPC

Founded in 1894 and headquartered in Colorado Springs, Colorado, the United States Olympic and Paralympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. The USOPC is focused on protecting, supporting and empowering America's athletes, and is responsible for fielding U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, and serving as the steward of the Olympic and Paralympic movements in the U.S. For more information, visit [TeamUSA.org](https://www.teamusa.org).

About LA28 Olympic and Paralympic Games

Los Angeles is expected to host 15,000 athletes from around the world for the LA28 Olympic and Paralympic Games. The LA28 Games are independently operated by a privately funded, non-profit organization with revenue from corporate partners, licensing agreements, hospitality and ticketing programs and a significant contribution from the International Olympic Committee.

About NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies. We create world-class content, which we distribute across our portfolio of film, television, and streaming, and bring to life through our theme parks and consumer experiences. We own and operate leading

entertainment and news brands, including NBC, NBC News, MSNBC, CNBC, NBC Sports, Telemundo, NBC Local Stations, Bravo, USA Network, and Peacock, our premium ad-supported streaming service. We produce and distribute premier filmed entertainment and programming through Universal Filmed Entertainment Group and Universal Studio Group, and have world-renowned theme parks and attractions through Universal Destinations & Experiences. NBCUniversal is a subsidiary of Comcast Corporation. Visit www.nbcuniversal.com for more information.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements (as that term is defined in the Private Securities Litigation Reform Act of 1995) about the nature and benefits of collaborations between Lilly, the United States Olympic and Paralympic Properties, and NBC Universal, and reflects Lilly's current beliefs and expectations. However, as with any such undertakings, there are substantial risks and uncertainties. Among other things, there can be no guarantee that Lilly will realize the expected benefits of the collaborations, or that Lilly will execute its strategy as expected. For further discussion of these and other risks and uncertainties that could cause actual results to differ from Lilly's expectations, see Lilly's Form 10-K and Form 10-Q filings with the United States Securities and Exchange Commission. Except as required by law, Lilly undertakes no duty to update forward-looking statements to reflect events after the date of this release.

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