

The Work That Has Chosen Us

2006-2007 Update – US Version

2.20.07

VIDEO

LILLY LOGO UP

PATIENT ON CAMERA

ANIMATION:

A MOVING LINE CONNECTING
THE NAMES OF KEY DIABETIC
PRODUCTS THROUGH LILLY
HISTORY WITH THE YEAR
LAUNCHED APPEARING UNDER
EACH

1923 Iletin to 1982 Humulin® to
1996 Humalog® to 1999 Actos®

AUDIO

ANNOUNCER

We are a research-based pharmaceutical
company.

We make medicines that save
lives...medicines that improve
health...medicines that simply make life
better.

But who are we? People know us by the
diseases we've battled.

DIABETIC PATIENT

I am not the label "diabetic"

Lilly made the first commercially available
insulin and brought a killer disease under
control for the first time in human history.

to Byetta®

ANNCR

That was 1923.

DIABETES PATIENT TO CAMERA

I am in control of my diabetes.

ANNCR

In 1982, we pioneered an insulin identical to human insulin...

And created the world's first human-health-care biotech product.

That expertise is now propelling a discovery pipeline rich in biotech.

PATIENT

I have an illness.

ANIMATION:

A LINE CONNECTING PROZAC TO ZYPREXA TO STRATERRA TO CYMBALTA. WITH THE YEAR LAUNCHED APPEARING UNDER EACH

1988 Prozac® to 1996 Zyprexa® to 2002 Strattera® to 2004 Symbyax®

ANNCR

Lilly changed what people with mental illness know about their disease and believe about themselves.

to 2004 Cymbalta®

PATIENT

Not a stigma.

ANNCR

Now Lilly is at the forefront of scientific inquiry and medical discovery...

As the brain gives up its secrets.

PATIENT

I am not a victim.

ANNCR

Lilly is looking at cancer in new ways.

ANIMATION:

A MOVING LINE CONNECTING
THE NAMES OF KEY ONCOLOGY
PRODUCTS THROUGH LILLY
HISTORY WITH THE YEAR
LAUNCHED APPEARING UNDER
EACH

1960 Vincristine to 1996 Gemzar®
to 2004 Alimta®

New agents. New methods of action.

PATIENT

I am a cancer survivor.

ANIMATED TYPE ON SCREEN

Breakthrough

ANNCR

We are molecules becoming medicine,
proven through a torturous and
disappointing course until, perhaps, a
breakthrough.

ANIMATED GRAPHIC ON
SCREEN

Over \$3 billion dollars

Approximately 20% of sales

No other scientific sector, public or
academic, commits so much for so long.

And within the pharmaceutical industry,
Lilly is among the most committed.

TRANSITION EFFECT

MUSIC TRANSITION

We are scientists.

CLINICAL TRIALS SITE SCREEN
SHOT

www.lillytrials.com

And we share what we've discovered.

ANIMATED TYPE BUILDING ON
SCREEN:

Primary and secondary outcomes

Safety and efficacy results

Unexpected or negative outcomes

We disclose results from Lilly-sponsored
clinical trials. Phase I through Phase IV on
all marketed products.

Patients and their doctors are right to ask questions about their medicine.

ANIMATED TYPE ON SCREEN

Answers

It's also right to have the answers.

TRANSITION EFFECT

MUSIC TRANSITION

Throughout our company, we are talking less and listening more.

And we heard this: make our medicines more affordable.

LILLY MEDICARE ANSWERS

SCREEN SHOT

Lilly Medicare Answers works *within* Medicare Part D to help the neediest patients get the sophisticated medicines they need.

ANIMATED TYPE ON SCREEN

Listening

So keep talking to us. We're listening.

TRANSITION EFFECT

MUSIC TRANSITION

Our industry remains in a crucible of scrutiny.

We are enduring the heat, and creating light...

...a transparency that expresses a long-held ideal to be fair and aboveboard in everything we do, and to everyone we touch.

You have our word.

In the end, our most important products are trustworthy answers...answers that matter. That's what better outcomes are built on.

And that's why the people of Lilly stand beside clinicians, and stand behind patients. It's the only way we know to truly hear what is asked of us.

What we do today defines us as clearly as our past.

The right choices are demanding and difficult...

And still, the most meaningful work we can imagine.

It is both the work we have chosen...

And the work that has chosen us.

LILLY LOGO

Answers That Matter