Lilly

Answers That Matter.
Agenda

• Meeting Objectives (5 minutes)  Torres

• US Focus (30 minutes)  Bandick
  ➢ Takeaways from APA
  ➢ Typicals vs Atypical Debates
    – NY Times Article and Marketplace Response
    – Media strategy  Newton
  ➢ Review of Diabetes Verbatims  Bandick
  ➢ Update on May 9 Action Plan List  Torres/Group

• Discussion (15 minutes)  Group

• Resource Request – Global Marketing Team (10 minutes)  Torres
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  ➢ Increase in customer programs focusing on Europe/ICR
  ➢ PLC resource
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Atypicals vs.Typicals “Debate”

• Sequence of events: Lancet / NY Times / APA debate
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Environment: 6 months out

**Marketplace**
- VA study complete
- Class labeling? Selective labeling?
- Verdict in on Abilify utility
- Potential for 50 percent increase in Abilify voice
- Risperdal / Seroquel bipolar mania on market
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**Zyprexa**
- Zyprexa RAIM launched
- Zyprexa bipolar maintenance
- Relaunch of Zyprexa Zydos
- SOHO data
- Increased litigation pressure

**Bottom line:**
Increased opportunity
Increased competition
Supporting the Defining Moment

Goal: Constant Flow of Indications and Supporting Publications

Registration Studies (initiate '03/'04):
- Redacted / OFC relapse prevention
- Bipolar II
- Borderline
- Schizoaffective
- Bipolar Depot (2005)

Depot (initiate '05/'06):
- Schizo switching study
- Schizo comparator trial
- BP switching study
- BP comparator trial

Depot
Require R&D Funding

Dependable Control (initiate '03/'04)
(affiliate studies; global coordination):

Thought
- Zyprexa v. Abilify

Mood
- Zyprexa v. Seroquel in BP
- Zyprexa v. Abilify in BP
- Redacted v. Depakote

Therapeutic Alliance /
Helps Move Lives Forward (initiate '03/'04):
- Zyprexa and functional outcomes – cognition and supportive employment (funded - contingency)
- Redacted and functional outcomes
- Zyprexa v. Risperdal (affiliate studies; global coordination)
- Bipolar combo (funded)
FTE Request: One G2 Position for Zyprexa/Symbyax Product Lifecycle Planning

From
- Schizophrenia Depot
- Adolescent
- TRD

To
- Schizophrenia Depot
- Adolescent
- TRD
- Borderline
- Bipolar II -
- Schizoaffective
- Cognition
- Bipolar Depot exploration

- One associate
- One experienced, top talent manager +
- One experienced associate
## Business Case Summary

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**R&D Expense Summary**

**Description:** Includes registration studies (Bipolar II, Borderline Personality disorder, Schizoaffective disorder, and Bipolar Depot) and Depot switching and comparator trials

Excludes affiliate studies

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Planned growth drivers 2004 v 2003:

* New depot trials
* Ramp up of Abilify study, insulin sensitivity study, and CPMP commitment
## Short-Term Resource Needs

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- Redacted
The Landscape

Positive

- Bipolar mania approval in EU and Canada
- Extremely positive SOHO results
- Exploration of new areas for schizophrenia: cognition, gray matter, prodromal, 1st episode
- Positive Geodon head-to-head
- Bipolar Maintenance Submission in U.S., EU and ICR

Challenges

- Significant delay in RAIM
- Delay in depot
- Discontinuation of dementia
- Discontinuation of Zyprexa bipolar depression
- Discontinuation of high dose
- No longer funding borderline
- Risperdal generic in 2007
- Depakote generic in 2008
- $ growth of 13% in '05 vs. 8% in '04 with a 0-4% growth in OPEX 2004-2006
- Seroquel increasing as a competitive threat
- Seroquel, Abilify, and Risperdal soon-to-be players in bipolar
- Increased access pressure
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