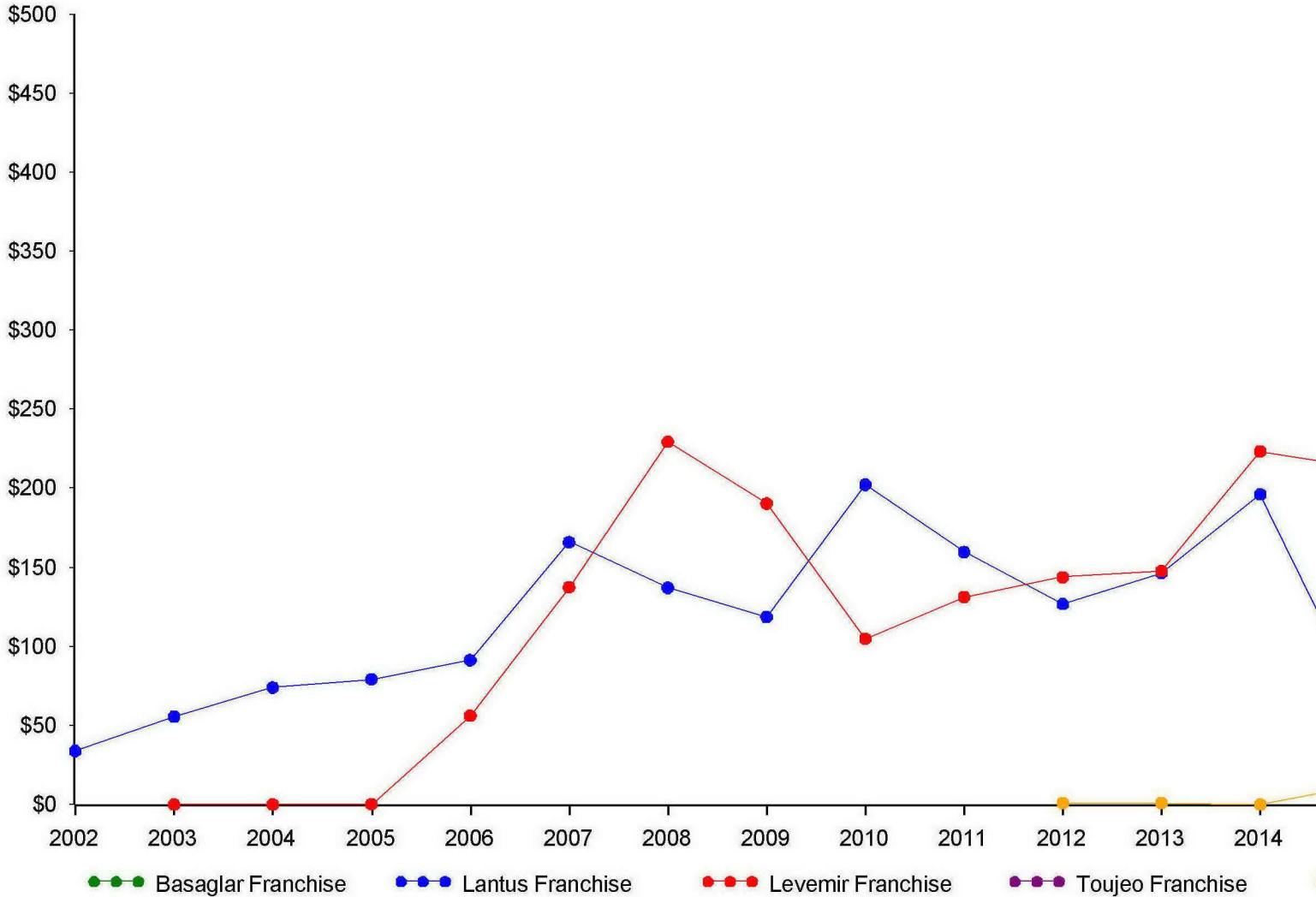


U.S. Total Marketing Expenditures of Long-Acting Insulin Franchises Millions



Source: IMS Health

Note: Marketing is the sum of PROMOTIONS DOLLARS EXC SAMPLES and SAMPLES DOLLARS. PROMOTIONS DOLLARS EXC SAMPLES data span January 2002 through September 2017. SAMPLES DOLLARS data span January 2007 through November 2017. The long-acting category includes drugs listed under the IMC (Insulins Long Acting), 39133 (Analog of Human Insulin Long Acting), and 39135 (Analog of Human Insulin Ultra Long Acting). The Basaglar franchise consists of drugs listed as "Basaglar" and "Basaglar KwikPen." The Lantus franchise consists of drugs listed as "Lantus," "Insulin Glargine," and "Lantus SoloSTAR." Marketing for Toujeo includes OptiClik. The Levemir franchise consists of drugs listed as "Levemir," "Insulin Detemir," "Levemir FlexPen," and "Levemir FlexTouch." The Toujeo franchise consists of drugs listed as "Toujeo," "Toujeo SoloSTAR," and "Toujeo Max SoloSTAR." The Tresiba franchise consists of drugs listed as "Tresiba," "Insulin Degludec," and "Tresiba Max SoloSTAR."