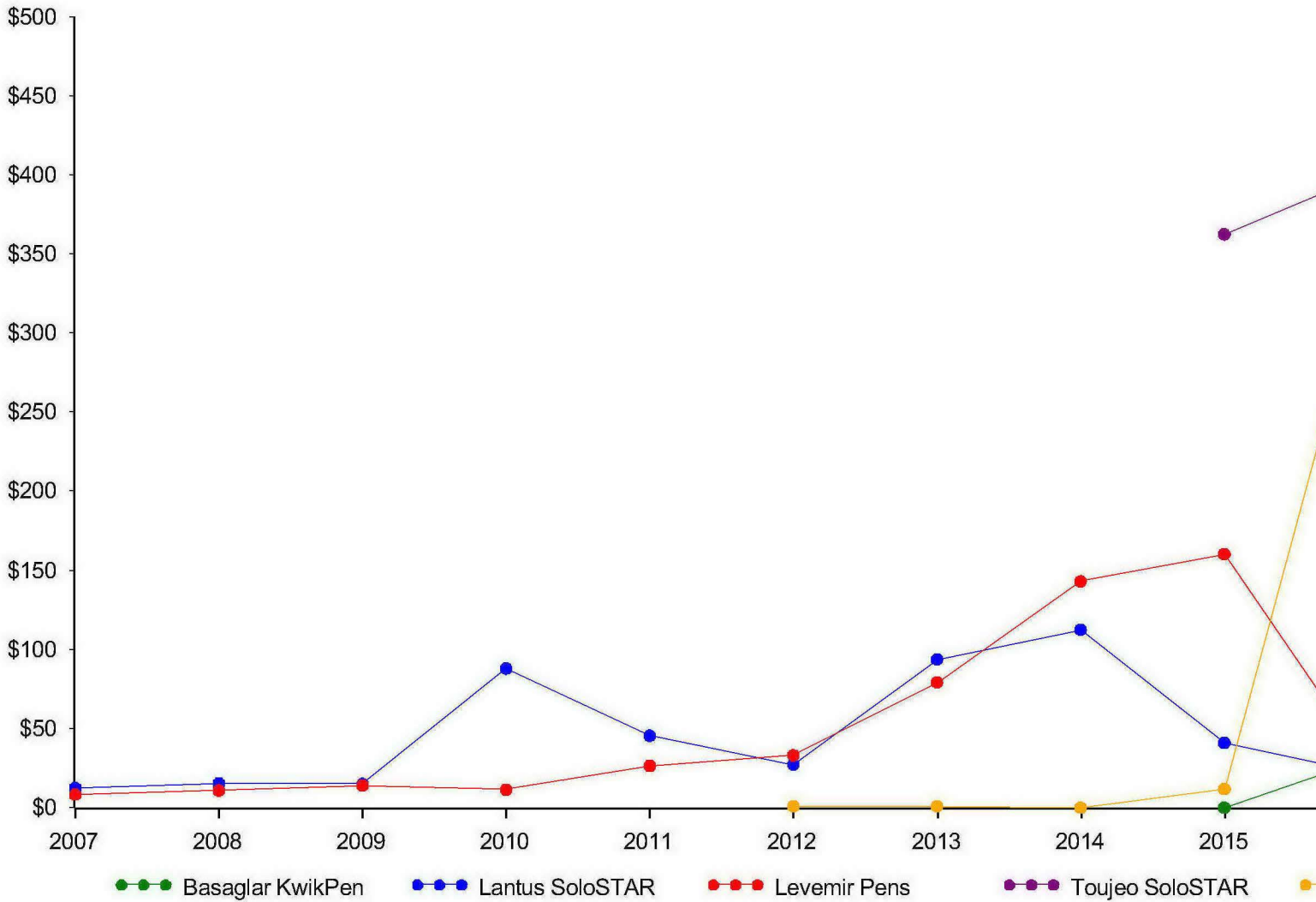


## U.S. Total Marketing Expenditures of Long-Acting Insulin Products Millions



Source: IMS Health

Note: Marketing is the sum of PROMOTIONS DOLLARS EXC SAMPLES and SAMPLES DOLLARS. PROMOTIONS DOLLARS EXC SAMPLES data span January 2007 through October 2018. SAMPLES DOLLARS data span January 2007 through October 2018. The long-acting category includes drugs listed under the IMS USC5 codes 39132 (Analogues of Human Insulin Long Acting), 39133 (Analogues of Human Insulin Long Acting), and 39135 (Analogues of Human Insulin Ultra Long Acting). Marketing data are unavailable for Lantus SoloSTAR. Lantus SoloSTAR consists of the drug listed as "Lantus SoloSTAR." Levemir Pens consists of drugs listed as "Basaglar" and "Basaglar KwikPen." Lantus SoloSTAR consists of the drug listed as "Lantus SoloSTAR." Levemir Pens consists of drugs listed as "Levemir FlexPen" and "Levemir FlexTouch." Toujeo SoloSTAR consists of drugs listed as "Toujeo," "Toujeo SoloSTAR," and "Toujeo Max SoloSTAR." Tresiba consists of drugs listed as "Tresiba," "Insulin Degludec," and "Tresiba FlexTouch."