

Foundayo™
(orforglipron)

FOUNDAYO PLAYBOOK HCP Activations

This Playbook presents the strategic narrative for the Foundayo launch event experience and the guidelines for activations designed for healthcare professionals.

This playbook is designed for internal use only by the appropriate personnel of Eli Lilly and Company and its affiliates. These are forward-looking/planning documents. It is not the intention of the authors of this document or the Corporation to discuss, strategize, or implement marketing communications that fall beyond the anticipated approved indications for Foundayo. Any promotional activities must be consistent with the approved label and carried out in compliance with all company policies and applicable laws, regulations, and codes. Statements of Brand Character, emotional attributes, and so forth are aspirational in nature and are not intended for use in product promotion. All promotional materials must be reviewed locally for compliance with applicable laws, codes, and policies.



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1. Welcome

1.1 Welcome to the Foundayo Playbook - HCP Activations

1.1 Welcome to the Foundayo Playbook – HCP Activations

This Playbook was developed to guide Lilly affiliates in adapting and creating local Foundayo launch events for healthcare professionals (HCPs), always in accordance with each market's approvals and regulations.

The event audience is composed primarily of physicians working in obesity, overweight with comorbidities, type 2 diabetes, and conditions related to chronic weight management.

Events may be Foundayo-branded where permitted by local brand-use regulations, while maintaining a consistent strategic narrative that can be adapted to each market's characteristics.

Throughout this material, you will find:

- The core experience narrative, based on the SEEK, START, and STAY journey.
- How this narrative translates into HCP activations.
- The Medical Stand as a cross-journey touchpoint for addressing medical questions, providing guidance, and presenting Lilly's portfolio at an institutional level.
- Guidelines to ensure consistency across key and scientific messages, relevance, and impact, as well as guidance on Lilly's and the physician's role at each stage of the journey.
- Visual references and application examples that help explain each activation.

The Playbook presents the strategic rationale and general guidelines for affiliates. Formats, materials, and all other executional aspects should be developed locally, taking into account available resources and applicable approvals.

1. Welcome

1.2 About Foundayo

FOUNDAYO

Foundayo is the first and only nonpeptide, oral GLP-1 RA designed without food and water restrictions. That means a treatment experience that fits into everyday life. Patients can achieve measurable results with a simple, once-daily pill.

Unlock a new era of cardiometabolic care

We believe breakthrough care should be accessible, empowering, and designed for real life. Our brand is built on unlocking potential and a healthier future. By opening the door to care for more people, we can reach them in more places and in more meaningful ways.

Everyday Extraordinary

For millions of people, managing their excess weight/T2D is a daily challenge. As approachable as it is powerful, Foundayo is the one and only GLP-1 RA that delivers remarkable results in a once-daily pill. It energizes confidence and conviction in achieving health goals. It cracks the code for enduring change, making vitality a reality and letting every day be extraordinary.



1. Welcome

1.3 Weight Management Positioning for Healthcare Professionals (HCPs)

Weight Management and Metabolic Health Positioning for Healthcare Professionals (HCPs)

// When my patients with overweight and obesity struggle daily to manage their excess weight through diet and exercise alone, I am hesitant to prescribe medication because I question their commitment.

Even when I want to offer medication, the process of obtaining it is complicated. I do not have a clear path forward.

With Foundayo, I can offer my patients a simple daily action that reinforces their commitment to a healthier life, allowing me to help them lose weight, achieve glycemic control, and fulfill my commitment to improving their overall health.

This reassures my patients that their everyday actions will lead to progress.

Because only Foundayo delivers simplicity without compromise: meaningful weight loss with a safe and effective once-daily pill, in a form with broad appeal that is easily integrated into the patient's routine.

//



HCP Functional Benefit

Foundayo allows HCPs to trust in patient adherence, helping patients achieve their goals of sustained weight loss and glycemic control. This confidence reinforces HCPs' sense of professional fulfillment, knowing they have effectively delivered on their commitment to improving their patients' overall health.

Reason to Believe

For patients with obesity or overweight with a related comorbidity, such as type 2 diabetes, Foundayo delivers meaningful weight loss, glycemic control, and other health benefits in a simple, familiar form that is easily integrated into the patient's routine.

HCP Insight

HCPs experience tension when treating obesity because of concerns about patients' commitment to lifestyle changes. They prefer to delay medication until they see significant effort, while considering the complexities of commitment, cost, and coverage in treatment decisions.

HCP Emotional Benefit

HCPs are always looking to integrate cutting-edge treatments to improve their patients' lives. Seeing patients make progress with new and different treatments can be highly fulfilling for physicians, reinforcing their sense of purpose and professional satisfaction.



2. The Core Experience Narrative

2.1 The Purpose of the HCP Activations

2.1 The Purpose of the HCP Activations

More than presenting a new treatment option, the purpose of the Foundayo event experience is to strengthen Lilly's role as a partner to HCPs throughout the obesity and cardiometabolic health care journey.

Throughout its 150-year history, Lilly has sought to support HCPs with information, treatment solutions, and support resources that contribute to a clearer, safer, and more supported journey—from recognition and diagnosis through treatment initiation and continuation.

In this context, Foundayo is presented as part of a broader portfolio of Lilly solutions, while the **Medical Stand** serves as an institutional touchpoint for guidance, connection, and routing questions to the appropriate information and channels.

2. The Core Experience Narrative

2.2 Key Messages

TREATMENT INDIVIDUALIZATION

Obesity and type 2 diabetes are progressive, multifactorial diseases, and each patient has unique needs and circumstances.

Therefore, treatment selection should be individualized, considering clinical factors, routine, preferences, and ability to adhere.

The physician plays a central role in this decision, and Lilly supports them with a portfolio of solutions and resources throughout the cardiometabolic care journey.

SENSE OF URGENCY

Obesity and type 2 diabetes require recognition, assessment, and follow-up. However, doubts about patient commitment, as well as emotional uncertainty, stigma, and lack of information, can delay care-seeking and treatment decisions.

The urgency of care goes beyond the number on the scale. Recognizing each patient's needs and anticipating an appropriate care journey can make a difference.

SIMPLICITY + EFFICACY

Foundayo offers patients remarkable results in both weight management and type 2 diabetes control, in a once-daily oral pill without food or water restrictions.

A once-daily pill is considered simple because it is a familiar form that can be easily integrated into the patient's routine.



I AM THE DECISION-MAKER

// With Lilly as a partner, I feel more confident making treatment decisions that are appropriate to each patient's needs and life circumstances.



I UNDERSTAND THE WEIGHT OF WAITING

// "The sooner I begin an empathetic conversation about my patient's health and guide them toward care that fits their reality, the greater the opportunity to support them throughout the journey."



I FOUND THE WAY

// "I found in Foundayo a simple oral treatment option without food or water restrictions that can support patients with excess weight and/or type 2 diabetes at treatment initiation and throughout continuation."



2. The Core Experience Narrative

2.3 The SEEK, START, STAY Journey

2.3 The SEEK, START, STAY Journey

For the development of HCP activations, the strategic direction follows the **SEEK, START, and STAY** journey, considering:

SEEK

the patient does not yet recognize obesity and type 2 diabetes as progressive diseases and delays seeking information and professional assessment.

START

treatment initiation, with appropriate guidance and support.

STAY

treatment initiation, with appropriate guidance and support.

The activation circuit also includes a Lilly institutional area:

Medical Stand: routing medical questions to the appropriate Lilly professionals and channels.

2. The Core Experience Narrative

2.4 The Weight of Waiting: Time Progression *vs* Disease Progression

2.4 The Weight of Waiting: Time Progression vs Disease Progression

The SEEK, START, and STAY journey will be translated into activations through the creative concept “**The Weight of Waiting**”

The idea reinforces that the impact of progressive disease is not only the number shown on the scale, but especially the time lost when the start of care is delayed.

Throughout the journey, the concept highlights the importance of reducing barriers, supporting individualized decisions, and strengthening medical follow-up, while considering the risks of progression and the development of comorbidities such as type 2 diabetes.



"The Weight of Waiting"

The concept connects all three journey stages by showing that time is the factor that weighs most heavily in cardiometabolic care. The activation circuit is designed to help HCPs recognize their role at each point in the journey and act earlier, with greater empathy and individualization—engaging with empathy in SEEK, guiding in START, and supporting in STAY.



SEEK

START

STAY

"The Weight of Waiting Is Over"

Foundayo[™]
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Unlock a new era of
cardiometabolic care

HCP Role

Engage with Empathy

Guide

Support

SEEK

START

STAY

Patient Frictions

HCP Role

The Weight of Frustration

The Weight of Influence

The Weight of Embarrassment
(triggers for treatment initiation)

The Weight of Diagnosis
The Weight of Doubt

Clinical Benefit
(Foundayo:
Everyday
Extraordinary)

Lilly's Role

Awareness
Campaigns

The science behind
Foundayo: simplicity +
efficacy (molecule)
Pharmacy Access

Medical (full portfolio of
solutions + ongoing
patient support
program)

3. How Does the Narrative Translate into Activations?

3.1 Format Recommendations

3.1 Format Recommendations

The activations presented in this chapter were designed for three event sizes:



Small Event:
100 to 300
participants



Medium Event:
301 to 800
participants



Large Event:
more than 800
participants

On the following pages, you will find the recommended structure for each format, taking into account the number of participants and adapting the experience and set-design elements to the scale of the event. For each stage of the journey— **SEEK, START, and STAY** —the activations are classified as:

Mandatory: must be included to ensure the journey narrative and key messages are applied.

Optional: may be included according to event size, available space, budget, and each market's needs.

The key messages remain the same across all formats. What may vary is the number of stations or activation points, allowing a larger number of participants to be accommodated without changing the experience's strategic content.

3. How Does the Narrative Translate into Activations?

3.2 The Entrance

Entrance

The Weight of Waiting

The entrance to the Activation Circuit should introduce the concept **“The Weight of Waiting”** and prepare HCPs for the experience journey.

Set Design Recommendations

- Use Foundayo's colors and visual identity without revealing the brand at this initial stage.
- Apply the **hourglass** icon, which symbolizes the concept **“The Weight of Waiting”**.
- Create a freestanding information display with a brief introduction to the experience concept.
- Use as the *call to action* the message: **“How much does waiting weigh in the treatment of progressive diseases?”**

Entrance

The Weight of Waiting

The entrance to the Activation Circuit should introduce the concept **“The Weight of Waiting”** and prepare HCPs for the experience journey.

Format

The entrance may be built as a **tunnel or portal** according to the event size— **S, M, or L** —as illustrated on the following pages.



Welcome to the



THE WEIGHT OF WAITING

For 150 years, Lilly has partnered with physicians to advance cardiometabolic health. Today, we invite you to experience something different. Not a lecture. Not a data set. A journey. Because the greatest risk in cardiometabolic care is not changing the disease itself. It's the time that passes before care begins.

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Step into your patient's journey.
Experience the weight of waiting.



Welcome to the



For 150 years, Lilly has partnered with physicians to advance cardiometabolic health. Today, we invite you to experience something different. Not a lecture. Not a data set.

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WELCOME

NARRATIVE

SEEK

START

STAY

CIRCUIT

Welcome to the



For 150 years, Lilly has partnered with physicians to advance cardiometabolic health.

Today, we invite you to experience something different.

Not a lecture. Not a data set.

A journey.

Because the greatest risk in cardiometabolic care is not always the disease itself. It's the time that passes before care begins.

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3. How Does the Narrative Translate into Activations?

3.3 SEEK Stage

SEEK — Recognition and Care-Seeking

Patient Context

Clinical:

- Overweight or early-stage obesity.
- May present early metabolic signs or risks, including T2D.
- Not yet diagnosed or receiving follow-up care.

Emotional:

- A feeling of “not belonging” in the world.
- Frustration with appearance and aesthetics.
- Unsuccessful attempts at lifestyle change.
- Influence from family, friends, and social media (noise and misinformation).

Key Frictions:

- Not recognizing obesity and T2D as chronic, progressive conditions.
- Uncertainty about the need to seek professional help.
- Lack of reliable information about diagnosis and care.
- Fear of judgment, frustration, or embarrassment.

HCP's Role:

- Listen to concerns and fears without judgment.
- Assess each patient individually.
- Perform or guide the diagnostic process.
- Discuss treatment and follow-up options that are appropriate to the patient's context.

Lilly's Role:

- Increase awareness of obesity and T2D as chronic, progressive conditions.
- Raise awareness of the importance of diagnosis and appropriate care.
- Encourage more meaningful conversations between patients and HCPs.
- Provide approved information and direct audiences to reliable sources of care.

SEEK: THE WEIGHT OF FRUSTRATION

ACTIVATION SPECS

Activation name: The Weight of Frustration (*Fitting Room*)

Journey stage: SEEK

Friction represented: Frustration and a feeling of not belonging.

Activation objective: Represent the emotional impact of everyday situations related to weight and encourage HCPs to take a more empathetic perspective during consultations.

Description: The activation recreates a retail fitting room with hangers and a mirror. By experiencing a situation in which an item of clothing does not fit, participants are invited to reflect on the frustration and the feeling of **“not fitting into the world”** that patients may experience. The experience also highlights how patients may interpret this difficulty as a lack of willpower, focus, or discipline, leading them to delay seeking professional assessment and follow-up. Phrases that reflect their thoughts and emotions are revealed on the mirror and hangers.

HCP's role: Adopt an empathetic and welcoming approach, recognizing the emotional and social dimensions related to obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: This activation is mandatory for events of all sizes—P, M, or G. Its dimensions and configuration should be adapted to the available space while preserving the core message and experience.



The Weight of Frustration

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Too small. Not your size. Too tight. Maybe next time.

Imagine never finding your size.

And slowly believing the world wasn't made for you.



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The weight of frustration

An experience about what patients feel, and may not always know how to express.

In everyday life, simple situations, like realizing that a piece of clothing no longer fits, can bring frustration, embarrassment and a feeling of not belonging.

These experiences are often interpreted by patients themselves as a lack of focus, discipline or willpower.

And when frustration builds, seeking professional assessment and care may be delayed.

In this activation, a fitting room, a mirror and a series of messages invite you to see the journey through the patient's eyes.

Observe. Listen. Empathize.

A more empathetic approach can open the door to a judgment-free conversation, and help recognize when care is needed.

SEEK | Recognition and care-seeking

SEEK



The weight of frustration

An experience about what patients feel, and may not always know how to express.

In everyday life, simple situations, like realizing that a piece of clothing no longer fits, can bring frustration, embarrassment and a feeling of not belonging.

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SEEK | Recognition and care-seeking

SEEK

SEEK: THE WEIGHT OF FRUSTRATION

ACTIVATION SPECS

Activation name: The Weight of Frustration (Wheel of Failed Attempts)

Journey stage: SEEK

Friction represented: Frustration and a feeling of not belonging. Represent the cycle of attempts to change lifestyle, such as diets and physical activity without appropriate guidance or follow-up. Without a structured plan, patients may experience recurring frustration and results that are difficult to sustain over time.

Description: A physical spin wheel presents different diets and “miracle solutions,” symbolizing choices in which patients place expectations of success but that may not be sustainable over the long term.

HCP's role: Adopt an empathetic and welcoming approach, recognizing the emotional and social dimensions related to obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: This activation is optional for M or G events. Its dimensions and configuration should be adapted to the available space while preserving the core message and experience.



The Weight of Frustration

How long will your patient stay in this cycle?

Every attempt without proper guidance can deepen frustration and delay the right care. Your patient doesn't need one more try. They need an individualized path forward.



These attempts are part of many patients' stories. They don't reflect a lack of commitment. They reflect the absence of structured, individualized care. Without proper support, the cycle of frustration may repeat and delay the start of the right treatment.

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SEEK: THE WEIGHT OF FRUSTRATION

ACTIVATION SPECS

Activation name: The Weight of Frustration (*Photo Non-Opportunity*)

Journey stage: SEEK

Friction represented: Frustration and a feeling of not belonging.

Activation objective: Represent how stigma and perceptions of one's own body can affect patient self-esteem. Everyday situations, such as posing for a photo or sharing moments on social media, can become sources of insecurity, leading patients to avoid being photographed and to feel constantly watched and judged by others.

Description: A set inspired by a photography studio deconstructs the traditional photo opportunity, creating a “PHOTO NON-OPPORTUNITY.” The HCP is invited to take a photo at a photo kiosk, which prints an instant picture. The image is framed with a visual representation of being “in the crosshairs” and the message: “Many patients avoid this moment. Not because of the camera. Because of the judgment they’ve learned to expect.” The experience shows how the weight of others' gaze can cause patients to withdraw from important moments in life.

HCP's role: Adopt an empathetic and welcoming approach, recognizing the emotional and social impacts related to obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: This activation is optional for G events. Its dimensions and configuration should be adapted to the available space while preserving the core message and experience.





Look beyond the picture.

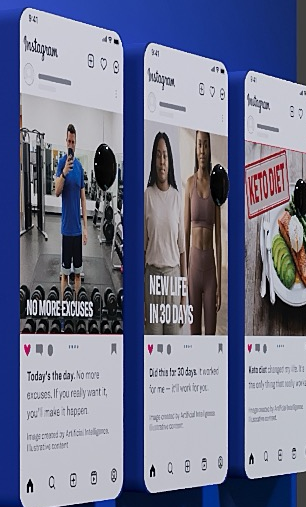
Many patients avoid this moment.
Not because of the camera.
Because of the judgment they've
learned to expect.

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(orforglipron)

When the
world sets the
expectation,
help your
patient find
what's real.

Look beyond the feed and make
room for a judgment-free
conversation.

Among so many voices, yours
is the one that helps.





of Frustration



The frame is only part of the story.

Behind the picture, there may be a patient avoiding moments, places and people because of the fear of judgment.



Many patients avoid this moment. Not because of the camera. Because of the judgment they've learned to expect.



SEEK: THE WEIGHT OF INFLUENCE

ACTIVATION SPECS

Activation name: The Weight of Influence (*social media*)

Journey stage: SEEK

Friction represented: Influence from family, friends, and social media, as well as misinformation.

Activation objective: Represent how an overload of information, outside opinions, and comparisons with unrealistic standards can create insecurity and frustration for patients. This context may lead them to question treatment, doubt their own ability to achieve results, and consider discontinuing care.

Description: An installation simulates social media posts featuring idealized bodies and routines that are difficult to achieve. As participants explore the space, they discover openings and hidden layers that reveal what lies behind these narratives, deconstructing unrealistic standards and bringing in a medical perspective on how media noise influences patients' perceptions and expectations.

HCP's role: Adopt an empathetic and welcoming approach, recognizing the emotional and social impacts related to obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: This activation is optional for M or G events. Its dimensions and configuration should be adapted to the available space while preserving the core message and experience.



M

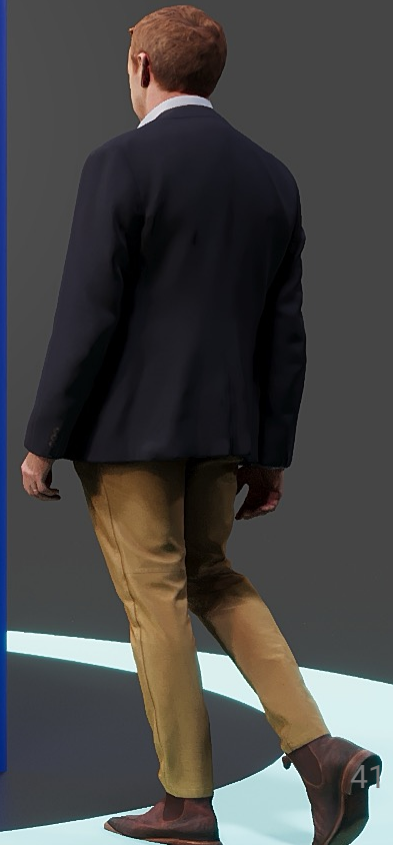
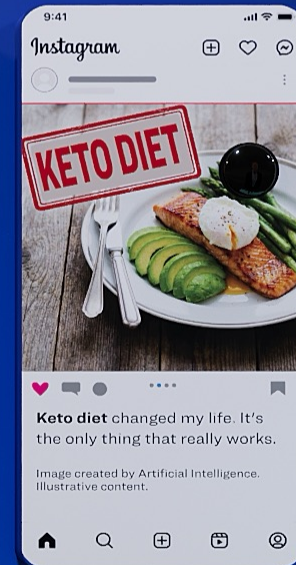
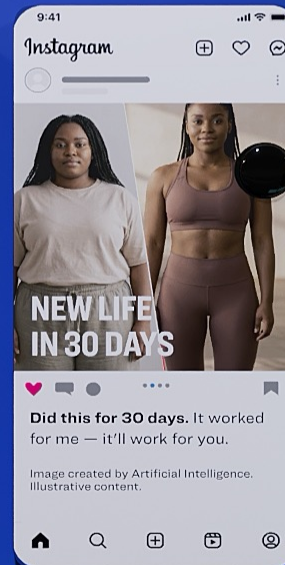
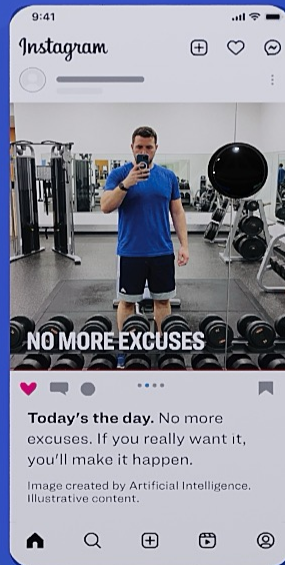
L

The Weight of Influence

When the world sets the expectation, help your patient find what's real.

Look beyond the feed and make room for a judgment-free conversation.

Among so many voices, yours is the one that helps.



M

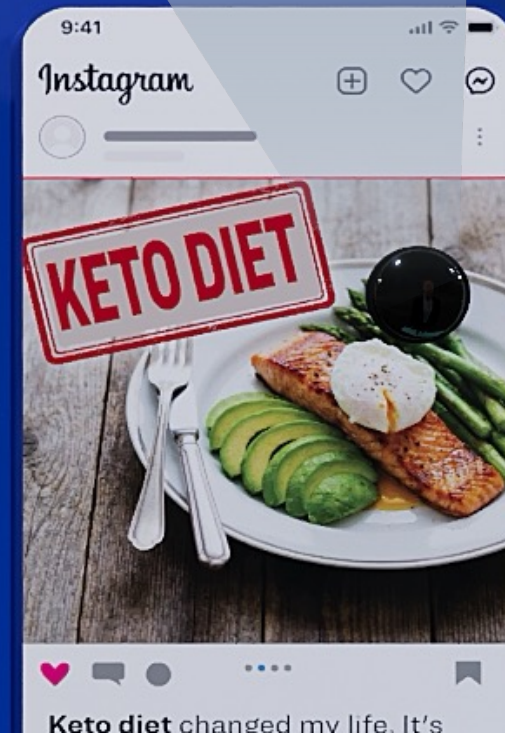
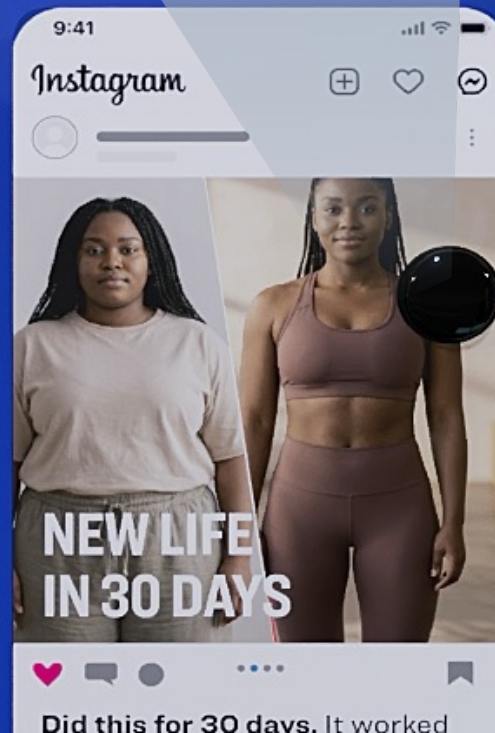
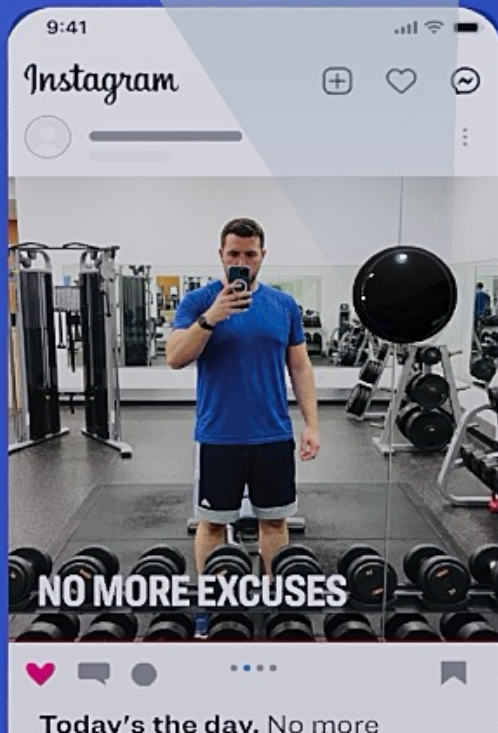
L

The Weight of Influence

What this post doesn't show:
Obesity is a chronic disease. Reducing it to "willpower" only reinforces guilt and delays appropriate care.

What this post doesn't show:
Personal stories are not medical guidance. What works depends on individual needs, clinical assessment and realistic approaches.

What this post doesn't show:
Popular diets often oversimplify complex realities. Long-term success depends on personalized care and what is sustainable in everyday life.



3. How Does the Narrative Translate into Activations?

3.3 SEEK Stage (Emotional Triggers That Precede the START Stage)



The weight of embarrassment

The progression of obesity is not always reflected in the numbers on the scale. Sometimes, it becomes visible when everyday activities, like traveling, start to feel limited by the patient's body.

In this activation, the airplane seat and seat belt represent an experience that can reveal how the disease may already be affecting a patient's freedom, plans and quality of life.

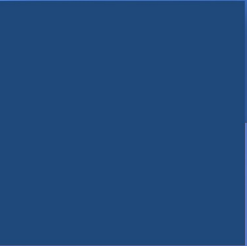
More than a moment of embarrassment, experiences like this can become a turning point; a moment when a patient finally decides to seek help.

Recognizing these signals is also part of care.

Empathize. Assess. Act.

SEEK | Recognition and care-seeking

SEEK - START



SEEK: THE WEIGHT OF EMBARRASSMENT

ACTIVATION SPECS

Activation name: The Weight of Embarrassment (Airplane Seat)

Journey stage: SEEK - emotional triggers

Friction represented: Emotional triggers can move patients out of inertia, prompt them to seek professional help, and advance to the START stage.

Activation objective: Represent a patient at a more advanced stage of obesity, showing how disease progression can affect everyday activities, freedom of movement, and the ability to carry out plans such as traveling. By portraying the embarrassment of being unable to fasten a seat belt, the activation highlights the importance of recognition, professional assessment, and the early initiation of individualized care before the condition progresses and causes additional impacts on health and quality of life.

Description: An airplane seat with a seat belt that does not fully fasten, accompanied by messages highlighting the feeling of limitation and the emotional impact of being prevented from reaching new destinations.

HCP's role: Adopt an empathetic and welcoming approach, recognizing the emotional and social impacts related to obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: Adopt an empathetic and welcoming approach, recognizing the emotional and social impacts related to obesity and encouraging a judgment-free conversation during the consultation.



S

M

L

The Weight of Embarrassment

“What if fitting into a seat no longer meant fitting into the world?”

For many patients, these moments become emotional turning points. Not because of the seat. But because they reveal how much life has changed. Often, this is when patients finally decide to seek help.

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No one should have to apologize for taking up space.

Imagine if every trip began with embarrassment.

The weight of embarrassment

The progression of obesity is not always reflected in the numbers on the scale. Sometimes, it becomes visible when everyday activities, like traveling, start to feel limited by the patient's body.

In this exhibition, the oversized seat and seat belt represent an experience that can reveal how the disease may already be affecting a patient's freedom, plans and quality of life.

More than a moment of embarrassment, experiences like this can become a turning point; a moment when a patient finally decides to seek help.

Recognizing these signals is also part of care.

Empathize. Assess. Act.

SEEK | Recognition and care-seeking

SEEK - START



SEEK: THE WEIGHT OF EMBARRASSMENT

ACTIVATION SPECS

Activation name: The Weight of Embarrassment (Amusement Park)

Journey stage: SEEK - emotional triggers

Friction represented: Emotional triggers can move patients out of inertia, prompt them to seek professional help, and advance to the START stage.

Activation objective: Represent a patient at a more advanced stage of obesity, showing how disease progression can affect everyday activities and leisure moments, such as visiting an amusement park. By portraying the difficulty of closing the safety restraint, the activation highlights the feeling of limitation and reinforces the importance of recognition, professional assessment, and the timely initiation of individualized care before the condition progresses and causes additional impacts on health and quality of life.

Description: A roller-coaster seat with a safety restraint whose difficulty closing is highlighted by a message symbolizing the feeling of not fitting into or belonging in that space.

HCP's role: Adopt an empathetic and welcoming approach, recognizing the emotional and social impacts related to obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: This activation is optional for M and G events. Its dimensions and configuration should be adapted to the available space while preserving the core message and experience.



The Weight of Embarrassment

When did a simple moment of joy become a source of fear?

For many patients, the progression of obesity quietly takes away what used to be ordinary. A ride. A trip. A day out with family. Every moment lost to waiting is a moment that didn't have to be. Recognize the signs. Act early. Make a difference.



M

L

The Weight of Embarrassment

When did a simple moment of joy become a source of fear?

For many patients, the progression of obesity quietly takes away what used to be ordinary. A ride. A trip. A day out with family. Every moment lost to waiting is a moment that didn't have to be. Recognize the signs. Act early. Make a difference.





SEEK: THE WEIGHT OF EMBARRASSMENT

ACTIVATION SPECS

Activation name: The Weight of Embarrassment (Sexuality)

Journey stage: SEEK - emotional triggers

Friction represented: Emotional triggers can move patients out of inertia, prompt them to seek professional help, and advance to the START stage.

Activation objective: Address how obesity can affect intimacy and patients' perceptions of themselves, triggering feelings of insecurity, judgment, and frustration related to their sex life and fertility. Even in intimate moments, embarrassment may be present and intensified by personal expectations and the perceptions of people close to them.

Description: A bed-shaped installation with subtle, reflective messages revealing how judgment and embarrassment can also be present in intimacy, affecting relationships and connection with others.

HCP's role: Adopt an empathetic, welcoming, and respectful approach, recognizing the potential emotional, social, and relational impacts associated with obesity and encouraging a judgment-free conversation during the consultation.

Adaptation requirements: This activation is optional for G events. Its dimensions and configuration should be adapted to the available space while preserving the core message and experience.





The Weight of Embarrassment

Some burdens are carried where no one else can see.

Obesity can affect the most intimate parts of a patient's life:

their relationships their self-perception their sense of closeness

Behind the silence, there may be a conversation your patient doesn't know how to start.

Create the space. Ask the question. Listen without judgment.

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The weight of embarrassment

The progression of obesity is not always reflected in the numbers on the scale. Sometimes, it becomes visible when everyday activities, like traveling, start to feel limited by the patient's body.

In this activation, the airplane seat and seat belt represent an experience that can reveal how the disease may already be affecting a patient's freedom, plans and quality of life.

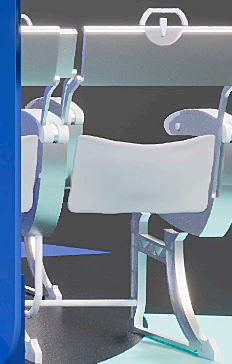
More than a moment of embarrassment, experiences like this can become a turning point, a moment when a patient finally decides to seek help.

Recognizing these signals is also part of care.

Empathize. Assess. Act.

SEEK | Recognition and care-seeking

SEEK - START



3. How Does the Narrative Translate into Activations?

3.3 SEEK Stage (Lilly's Role)

SEEK: Lilly's Role

ACTIVATION SPECS

Activation name: Awareness Campaigns

Journey stage: SEEK - Lilly's Role

Activation objective: Show Lilly's primarily institutional and educational role through:

- Obesity and T2D awareness campaigns;
- Information on the chronic nature of these conditions;
- Stigma-reduction content;
- Answers to general questions;
- Reliable information and care sources;
- Information and support channels, when available;
- Encouraging patient–HCP conversations.

Description: An information installation presenting Lilly's institutional awareness campaigns. Here, the “O Corpo Resiste” campaign is shown as an example. Adapt the content, format, and installation to the campaign in effect in each market and period.

Adaptation requirements: Optional for M and G events. Adapt dimensions, configuration, and content to the available space, current campaign, and local guidelines while preserving the institutional and educational objective.



4. How Does the Narrative Translate into Activations?

4,1 START Stage – The Weight of Diagnosis

START — Recognition and Care-Seeking

Patient Context

Clinical:

After the condition is recognized and the physician and patient make a shared treatment decision, the patient begins treatment and may present metabolic signs or a diagnosis of type 2 diabetes.

Emotional: At this point, patients may feel overwhelmed by the information and uncertain because of the lack of structured support.

HCP's Role:

- Guide treatment selection and initiation.
- Explain approved use information and address clinical questions.
- Direct patients to appropriate support channels.
- Monitor the patient's first steps and progress.

Key Frictions:

- Difficulty accessing treatment.
- Difficulty fitting the solution into the routine (dosing, administration, needle fear, transport, storage, food and water fasting, and other barriers).
- Unfamiliarity with support programs and channels.
- Uncertainty about discounts and access terms.

Lilly's Role:

- Provide approved information about treatment access and use.
- Offer support, discount, or assistance programs when available and locally approved.
- Provide guidance on administration, dose, and storage.
- Support treatment initiation with educational materials and official channels.

START: THE WEIGHT OF DIAGNOSIS

ACTIVATION SPECS

Activation name: The Weight of Diagnosis (Scale + LED Screen)

Journey stage: START - treatment initiation

Activation objective: Represent the moment of an obesity diagnosis, particularly with comorbidities such as type 2 diabetes. The experience invites physicians to reflect on how delayed care may affect cardiometabolic health and reinforces that the weight of waiting may matter more than the number on the scale. It highlights the importance of recognition, assessment, early diagnosis, and individualized care.

Description: A scenic scale replaces kilograms with a pointer that advances over time. As it moves, an animation shows potential cardiometabolic effects of delayed care, including type 2 diabetes. A touch screen lets physicians explore content on the signs shown.

HCP's role:

- Guide treatment selection and initiation;
- Explain approved use information and address clinical questions;
- Direct patients to appropriate support channels;
- Monitor the patient's first steps and progress.

Adaptation requirements: Mandatory for all event sizes. Adapt dimensions, configuration, and content to available space and each market's medical, legal, and regulatory guidelines while preserving the educational objective and core message.



The Weight of Diagnosis



Type 2 diabetes? I didn't even feel sick. I'm in shock!

There's so much information... where do I even start?

I feel guilty for waiting so long.

The diagnosis weighs more than the number on the scale.

During the consultation, the patient begins to understand that the time spent waiting may be associated with health impacts that had previously remained invisible.

The HCP's role is to acknowledge the emotional impact of the diagnosis and provide clear, individualized guidance — the starting point for initiating and sustaining care.

You can see what your patient doesn't yet see.

Blurred vision can be one of the signs of DM2.

- As well as:
- Excessive thirst;
 - Increased hunger;
 - Persistent fatigue;
 - Frequent urge to urinate;
 - Recurrent infections.

THE WEIGHT OF WAITING

Foundayo
(orforglipron)

The weight of diagnosis

Recognizing the disease changes the journey. A diagnosis can turn signs, symptoms and risks into an opportunity for care.

It is also the moment when physician and patient can discuss the individual's needs, consider available options and define an appropriate treatment strategy together.

Because waiting for the results for women can add a weight that does not need to be carried.

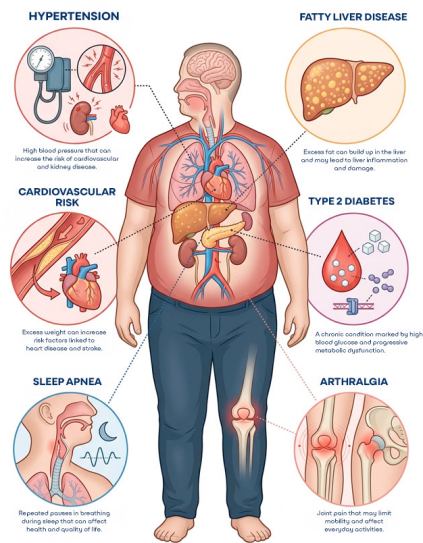
START

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(orforglipron)

Foundayo[™]
(orforglipron)

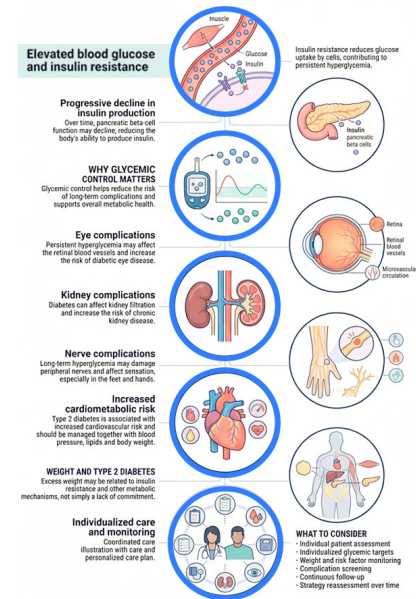


While the patient waits,
the body accumulates risk.
And the impact goes
beyond the scale.



Understanding Type 2 Diabetes

Type 2 diabetes is a chronic condition characterized by elevated blood glucose levels, insulin resistance, and, in many patients, a progressive decline in insulin production.



START: THE WEIGHT OF DIAGNOSIS

ACTIVATION SPECS

Activation name: The Weight of Diagnosis – **TYPE 2 DIABETES**

Journey stage: START – treatment initiation

Activation objective: Show that type 2 diabetes can progress silently, without clear early symptoms. Diagnosis may therefore surprise patients who do not feel ill. The experience stresses assessing risk factors and seeking evaluation before symptoms appear.

Description/Format: A transparent glass panel with translucent film simulates fog and blurred vision, a possible sign of hyperglycemia, symbolizing a condition that can progress unnoticed. As HCPs interact with the panel, information on the reverse prompts reflection on early diagnosis. Core message: Type 2 diabetes can progress silently; investigate before symptoms appear.

HCP's role:

- Recognize that type 2 diabetes may lack clear early symptoms;
- Assess risk factors and order appropriate tests;
- Explain that symptoms are not diabetes-specific and do not replace clinical assessment;
- Address questions and the diagnosis's emotional impact;
- Guide appropriate treatment initiation and follow-up.

Adaptation requirements: Mandatory for all event sizes. Adapt dimensions, configuration, content, and epidemiological data to available space and each market's medical, legal, and regulatory guidelines.

Important note: Select and validate statistical data by market, source, and local approvals.



S

M

L

The Weight of Diagnosis

You can see what your patient doesn't yet see.

Blurred vision can be one of the signs of DM2.

As well as:
Excessive thirst;
Increased hunger;
Persistent fatigue;
Frequent urge to urinate;
Recurrent infections.

What if the hardest part wasn't the number?

The scale measures body weight.
A count measures what time has already passed.
The present burden is often invisible.

foundayo[™]
(orforglipron)

foundayo[™]
(orforglipron)

Recognizing early means
seeing what the patient
does not yet see.

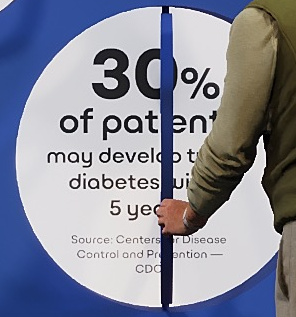
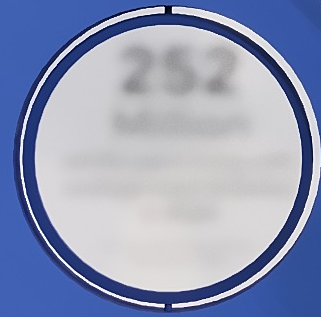
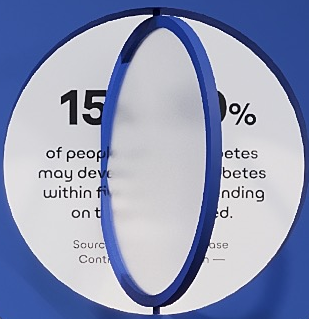
The Weight of Diagnosis

The Weight of Diagnosis

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As well as:
Excessive thirst;
Increased hunger;
Persistent fatigue;
Frequent urge to urinate;
Recurrent infections.



What if the hardest part wasn't the number?

The scale measures body weight.
It cannot measure what time has already passed.
The greatest burden is often invisible.



Recognizing early means seeing what the patient doesn't yet see.



The weight of diagnosis

Recognizing the disease changes the journey. A diagnosis can turn signs, symptoms and risks into an opportunity for care.

It is also the moment when physician and patient can discuss the individual's reality, consider available options and define an appropriate treatment strategy together.

Because waiting for the condition to worsen can add a weight that does not need to be carried.

START

START: THE ORF MOLECULE

ACTIVATION SPECS

Activation name: Lilly's Role: The Science Behind Foundayo (ORF molecule)

Journey stage: START — treatment initiation

Friction represented: Frustration and a feeling of not belonging.

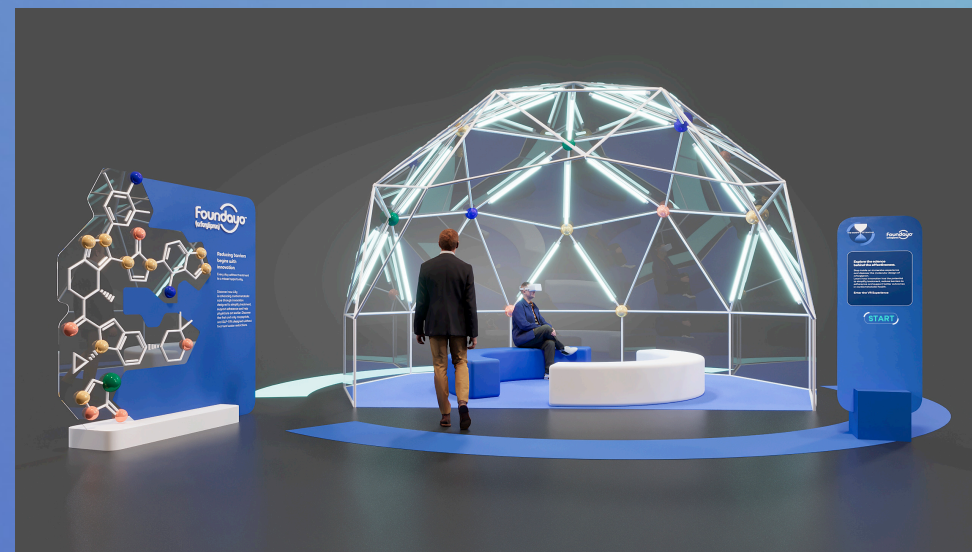
Activation objective: Present the extraordinary science behind a simple pill. For patients, Foundayo is simple; its development required complex science, innovative technology, and years of research to turn a molecule into a new care possibility. Foundayo is presented as the first and only nonpeptide oral GLP-1 RA designed without food or water restrictions.

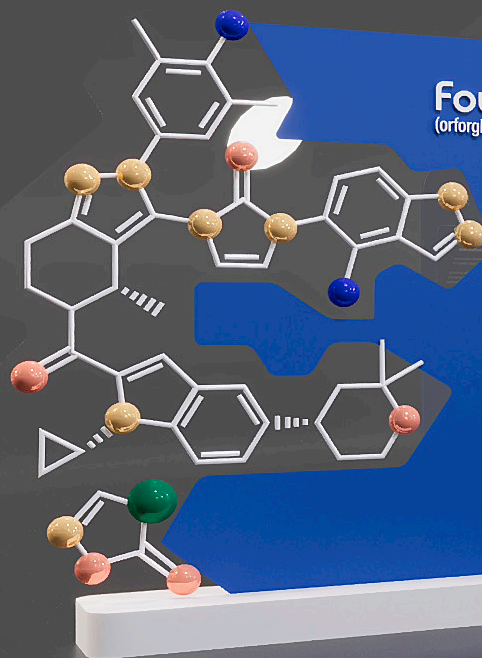
Description/Format: An immersive booth invites physicians to step inside the pill and travel through the patient's body. Using a VR headset, HCPs experience the molecule's action and interaction with the body while learning about the science and technology behind the innovation.

HCP's role:

- Guide treatment selection and initiation;
- Explain approved use information and address clinical questions;
- Direct patients to appropriate support channels;
- Monitor the patient's first steps and progress.

Adaptation requirements: Mandatory for all event sizes. Adapt dimensions, configuration, and content to available space and each market's medical, legal, and regulatory guidelines while preserving the educational objective and core message.

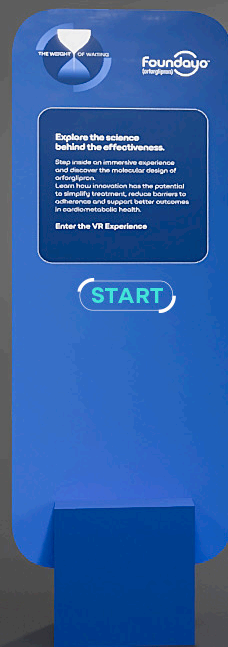




Foundayo™
(orforglipron)

Reducing barriers begins with innovation.
Every day without treatment is a missed opportunity.

Discover how Lilly is advancing cardiometabolic care through innovation designed to simplify treatment, support adherence and help physicians act earlier. Discover the first and only nonpeptide, oral GLP-1 RA designed without food and water restrictions.



Foundayo™
(orforglipron)

Explore the science behind the effectiveness.
Step inside an immersive experience and discover the molecular design of orforglipron. Latest food innovation has the potential to simplify treatment, reduce barriers to adherence and support better outcomes in cardiometabolic health.

Enter the VR Experience

START



2 UN AMBIENTE HOSTIL

Foundayo™
(orforglipron)

Oral once-daily tablet
Taken any time of the day
Taken without food or water restrictions



Foundayo™
(orforglipron)

Reducing barriers
begins with
innovation.
Every day without treatment
is a missed opportunity.

Discover how Lilly
is advancing cardiometabolic
care through innovation
designed to simplify treatment,
support adherence and help
physicians act earlier. Discover
the first and only nonpeptide,
oral GLP-1 RA designed without
food and water restrictions.

Foundayo™
(orforglipron)



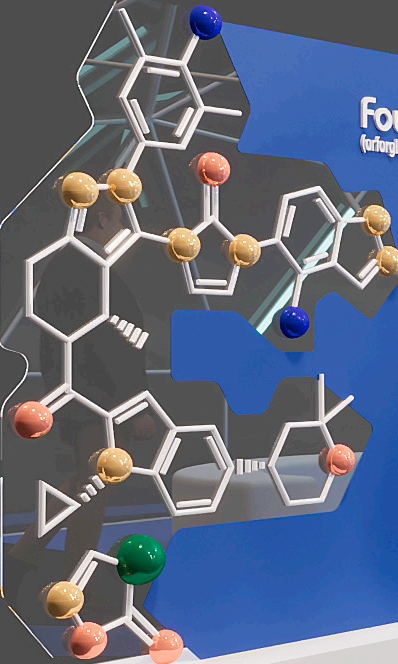
Foundayo™
(orforglipron)

Explore the science
behind the effectiveness.

Step inside an immersive experience
and discover the molecular design of
orforglipron.
Learn how innovation has the potential
to simplify treatment, reduce barriers to
adherence and support better outcomes
in cardiometabolic health.

Enter the VR Experience

START

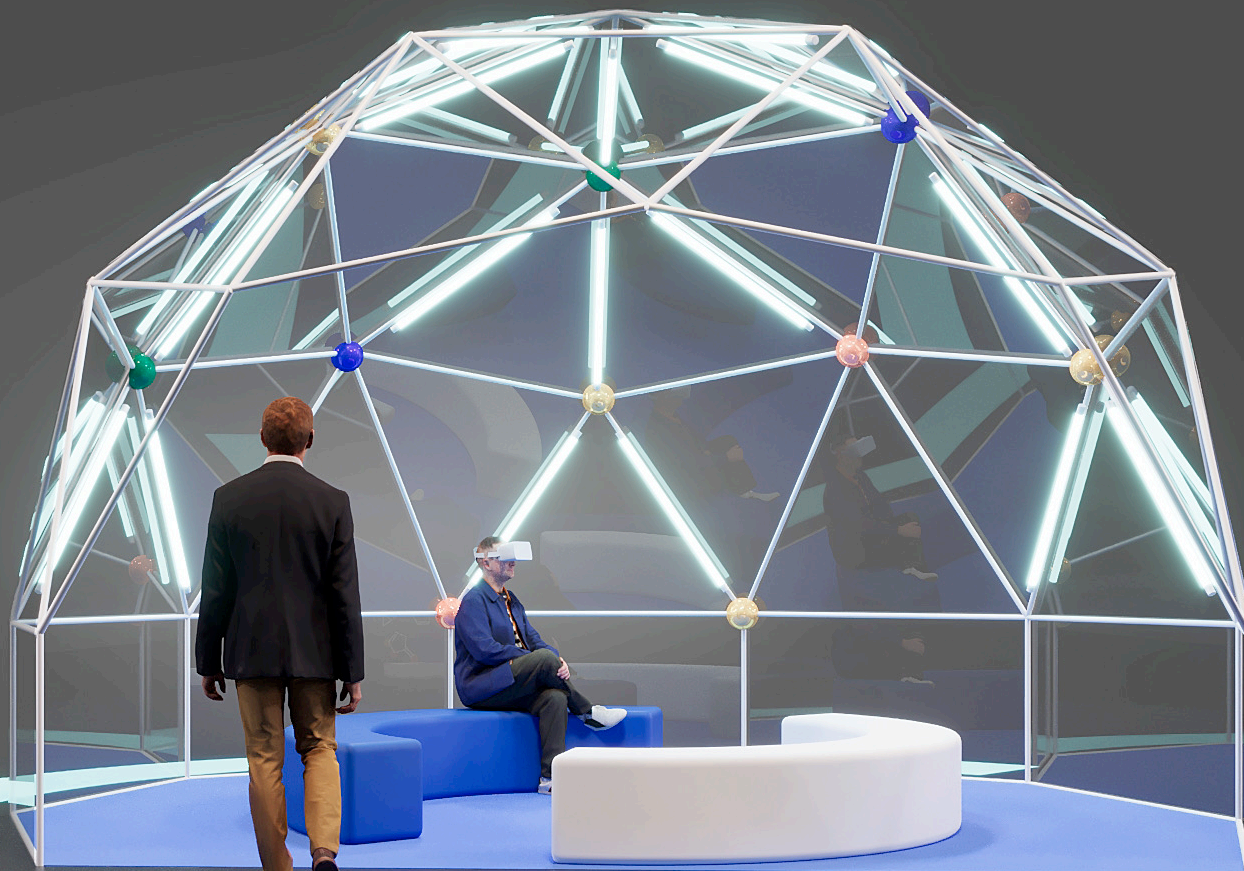


Foundayo
(arivarogipron)

Reducing barriers
begins with
innovation.

Every day without treatment
is a missed opportunity.

Discover how Lilly
is advancing corticosteroid
care through innovation
designed to simplify treatment,
support adherence and help
physicians act earlier. Discover
the first and only naproxide,
oral (GLP-1 RA) designed without
food and water restrictions.



Foundayo
Innovation

Explore the science
behind the effectiveness.

Step inside an immersive experience
and discover the molecular design of
arivarogipron.

Learn how innovation has the potential
to simplify treatment, reduce barriers to
adherence and support better outcomes
in corticosteroid health.

Enter the VR Experience

START

4. How Does the Narrative Translate into Activations?

3.3 START Stage – Lilly's Role: Pharmacy

START: LILLY'S ROLE - PHARMACY

ACTIVATION SPECS

Activation name: Lilly's Role: Pharmacy

Journey stage: START - treatment initiation

Activation objective: Present to HCPs the Lilly initiatives that can support patients at treatment initiation, providing information and guidance for a clearer, safer, and more supported journey.

Description/Format: The activation represents the pharmacy as a touchpoint at treatment initiation and may present, when applicable and locally approved:

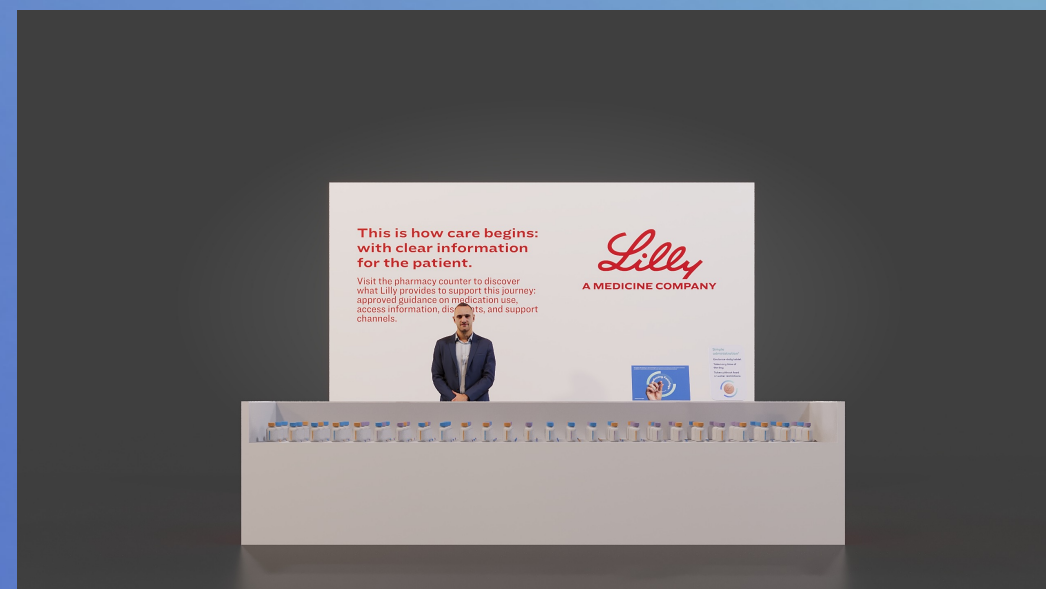
- Where to find the solution;
- Access information;
- Commercial campaigns;
- Available discounts and terms;
- Support channels;
- Approved guidance for first use.

The content should reflect the reality of each market, without assuming that all affiliates offer the same programs, benefits, or commercial terms.

HCP's role:

- Guide treatment selection and initiation;
- Explain approved use information and address clinical questions;
- Direct patients to appropriate support channels;
- Monitor the patient's first steps and progress.

Adaptation requirements: Mandatory for all event sizes. Adapt dimensions, configuration, and content to available space and each market's medical, legal, and regulatory guidelines while preserving the educational objective and core message.





**This is how care begins:
with clear information
for the patient.**

Visit the pharmacy counter to discover
what Lilly provides to support this journey:
approved guidance on medication use,
access information, discounts, and support
channels.



4. How Does the Narrative Translate into Activations?

3.3 STAY Stage: The Weight of Doubt

STAY — Treatment Continuation and Maintenance

Patient Context

Throughout the journey, patients may face progression of the condition, the emergence of complications, and impacts on their physical and emotional health. They may therefore need ongoing clinical and nonclinical support.

Key Frictions:

- Forgetting or difficulty adapting to treatment.
- Questions about continuation, administration, or adverse events.
- Lack of follow-up and structured support.
- Difficulty maintaining habits and care over the long term.

Key Frictions:

- Monitor patient progress.
- Address questions and assess difficulties or adverse events.
- Guide treatment continuation.
- Discuss adjustments on an individualized basis when necessary.

Lilly's Role:

- Depending on each market's resources and approvals, Lilly may offer:
- Patient support programs.
- Approved information on administration and adverse events.
- Content that supports ongoing care and healthy habits.
- Permitted patient communication channels.

STAY: THE WEIGHT OF DOUBT: MOMENT 1

ACTIVATION SPECS

Activation name: The Weight of Doubt (Does This Solution Fit into My Day?)

Journey stage: START - treatment continuation

Activation objective: Represent the barriers that may arise after a medical recommendation. In addition to questions about treatment, patients may question whether it is compatible with their routine, considering factors such as administration, storage, transportation, travel, costs, work, and fasting requirements.

Description/Format: A calendar-shaped scenic panel represents the patient's schedule filled with commitments, with objects and reminders related to work, family, travel, and personal activities. Beside it, a box displays the message "Does this solution fit into my day?" Inside, signs reveal barriers perceived by the patient, such as: "I'm afraid of needles," "It's hard to take on trips," and "I can't fast." The installation materializes a central reflection: for patients, treatment must also be compatible with real life.

HCP's role:

- Explore and address patients' questions and difficulties;
- Explain approved information about the treatment;
- Provide guidance and direct patients to appropriate support channels;
- Monitor continuity of care without assuming adherence;
- Discuss any treatment change or discontinuation;
- Support the development of a sustainable care routine.

Adaptation requirements: Mandatory for all event sizes. Adapt dimensions, configuration, and content to available space and each market's medical, legal, and regulatory guidelines while preserving the educational objective and core message.



The Weight of Doubt

Foundayo™
(orforglipron)

Mon	Tue	Wed	Thurs	Fri	Sat	Sun
 Project Meeting	 English class	 School pickup	 Dentist	 Work presentation	 Gym	 Family trip

This solution doesn't fit into my day.

I'm afraid of needles.

What if I need to change my routine?

It's difficult to take with me when I travel.

Before treatment can become routine, it has to fit into real life.

STAY

S

M

L

I can't fast.



**I'm afraid of
needles.**



**It's difficult to
take with me
when I travel.**



**What if I need
to change my
routine?**



STAY: THE WEIGHT OF DOUBT: MOMENT 2

ACTIVATION SPECS

Activation name: The Weight of Doubt (Does This Solution Fit into My Day?)

Journey stage: START - treatment continuation

Activation objective: In a second phase of the experience, after the content break in the plenary session, the activation represents a shift in perspective: what once seemed difficult to incorporate into the routine is now presented as a simpler possibility that is more integrated into everyday life.

The box containing the barriers perceived by the patient is replaced by a box with mock-ups of the Foundayo pill. On the calendar panel, a circular slot awaits the new piece. The physician is invited to place the pill into the slot, visualizing its daily presence in the patient's routine. Interaction prompt: "One pill a day. A solution that fits into the routine."

Description/Format: The calendar-shaped panel remains the central element. In the second moment, placing the pill into the slot visually reinforces once-daily administration and its potential integration into the routine in a simple, familiar way.



The Weight of Doubt

Foundayo™
(orforglipron)

Mon	Tue	Wed	Thurs	Fri	Sat	Sun
 	 	 	 	 	 	 
						

A simple way to make treatment part of everyday life.



Place the tablet into the day.

4. How Does the Narrative Translate into Activations?

3.4 Transition from the Activation Circuit to the Plenary Session



“Unlock a new era of cardiometabolic care.”

ACTIVATION SPECS

Activation name: Transition from the Activation Circuit to the Plenary Session — “Unlock a new era of cardiometabolic care.”

Journey stage: Journey completion — SEEK, START, and STAY

Activation objective: Conclude the journey by presenting Foundayo as an innovation that combines the simplicity of an oral pill with the science and technology developed for cardiometabolic care.

The experience reinforces that delaying care may increase the risks associated with disease progression and invites HCPs to move toward a new treatment possibility that is more integrated into the patient's routine.

Description/Format: An LED wall separates the foyer from the plenary room. Initially, the space uses Foundayo visual elements without revealing the brand.

On screen, an hourglass represents the passage of time as HCPs move through the circuit activations. The sand flows slowly, while an animation presents potential impacts of disease progression and its comorbidities.

The following message appears:

“The weight of waiting increases the risks.”

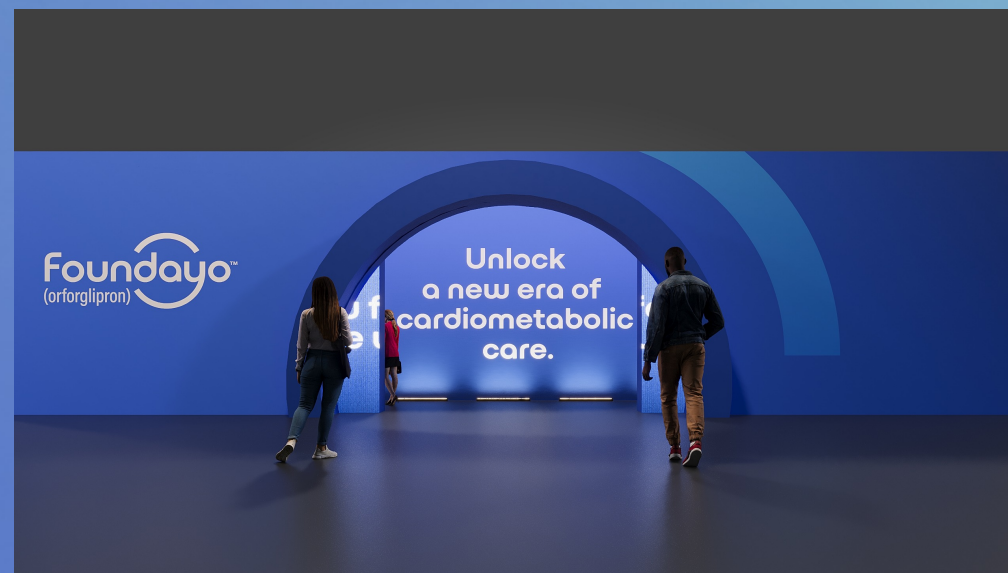
When the sand in the hourglass runs out, the message changes to:

“The weight of waiting is over.”

The LED wall then opens like a door, revealing access to the plenary room. At this moment, the Foundayo brand is revealed along with the messages:

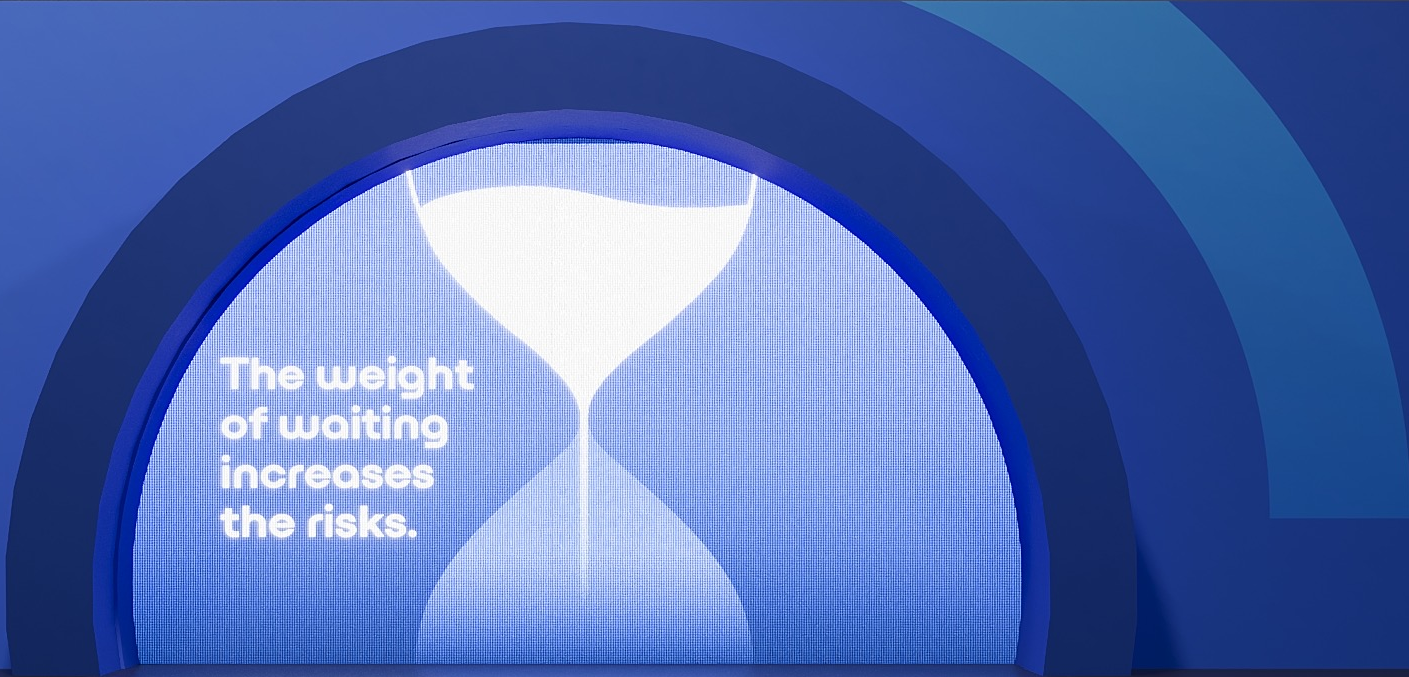
“You found the way.” “Unlock a new era of cardiometabolic care.”

The transition concludes the circuit and leads physicians into the plenary room, where a new stage of the experience begins.





FoundayoTM
(orforglipron)



The weight
of waiting
increases
the risks.



Foundayo[™]
(orforglipron)

The weight
of waiting
is finally over.



Foundayo™
(orforglipron)

You found
the way.



Foundayo™
(orforglipron)

Unlock
new era
You find
the u
care.
found
way.



Foundayo™
(orforglipron)

Unlock
a new era of
cardiometabolic
care.



3. How Does the Narrative Translate into Activations?

3.5 Lilly Medical

Lilly Medical

ACTIVATION SPECS

Activation name: Lilly Medical

Journey stage: Position Lilly as an HCP partner across the care journey, beyond providing treatment solutions.

Activation objective: Conclude the journey by presenting Foundayo as an innovation that combines the simplicity of an oral pill with the science and technology developed for cardiometabolic care.

- Obesity and T2D education;
- Care access, discounts, and prescription renewal;
- Patient support and follow-up;
- Scientific materials and content;
- Nutrition and mental health;
- Combating misinformation.

Description/Format: Lilly institutional stand including:

- Physical and digital kiosks for institutional content and campaigns;
- Meeting booths for physician conversations;
- Service and guidance desk;
- Portfolio treatment-solution showcase;
- Interactive HCP registration kiosk for scientific or patient support programs, when available and approved.

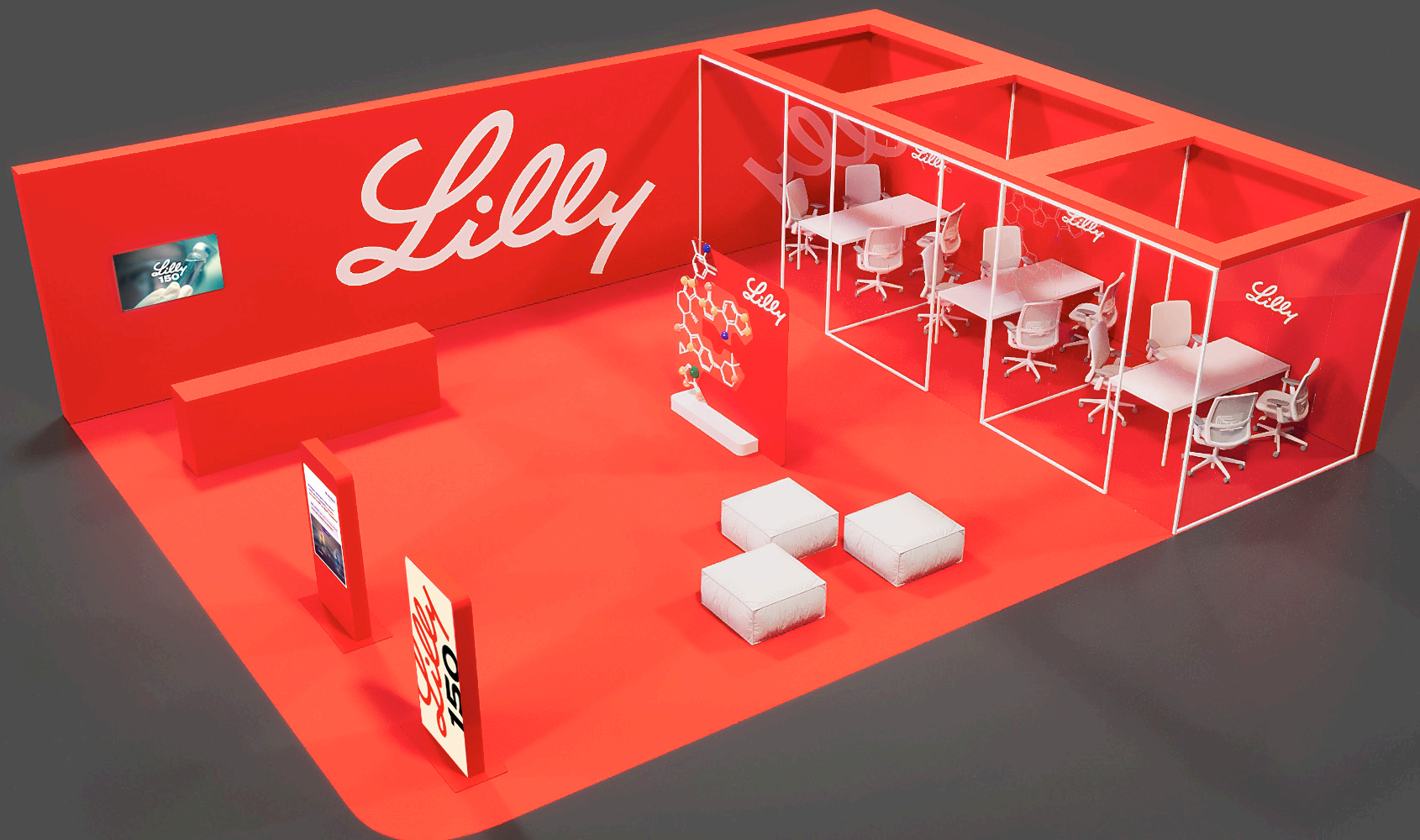
The Medical Stand should:

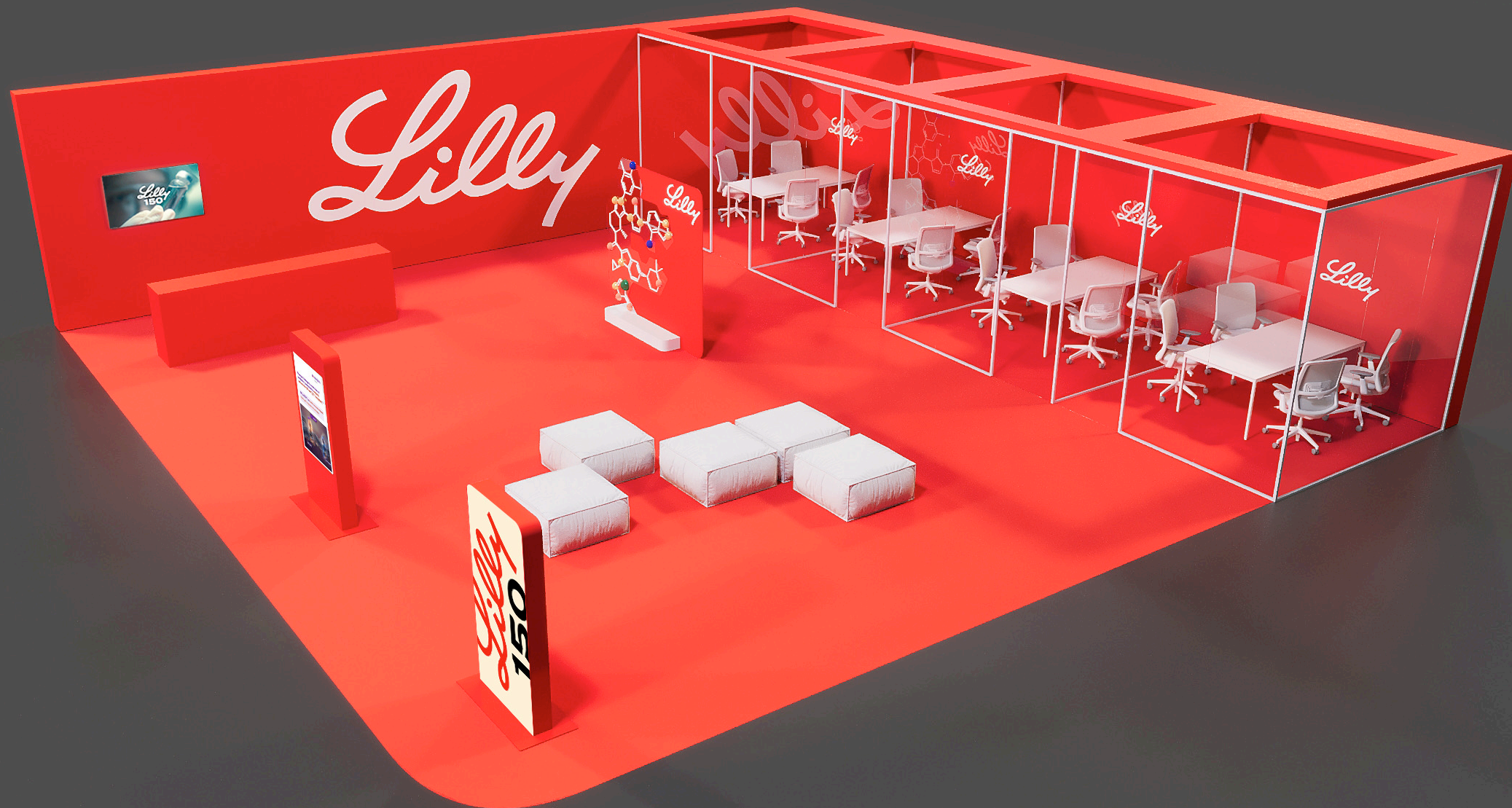
- 1.Receive condition- and treatment-related questions;
- 2.Classify questions as informational, medical, or regulatory;
- 3.Route specific questions to qualified professionals or official channels;
- 4.Set boundaries for questions requiring individualized medical assessment;
- 5.Route off-label-use questions appropriately;
- 6.Clearly separate institutional information from clinical recommendations;
- 7.Direct participants to official information and support sources.

Adapt all elements to local medical, legal, and regulatory guidelines.











4. Activation Circuit

4.1 Recommended Activation Circuit Format for S, M, and L Events



UNLOCKING A NEW ERA OF
CARDIOMETABOLIC CARE

TRANSITION TO
PLENARY
THE WEIGHT OF
WAITING IS OVER

STAY STAGE
THE WEIGHT OF DOUBT

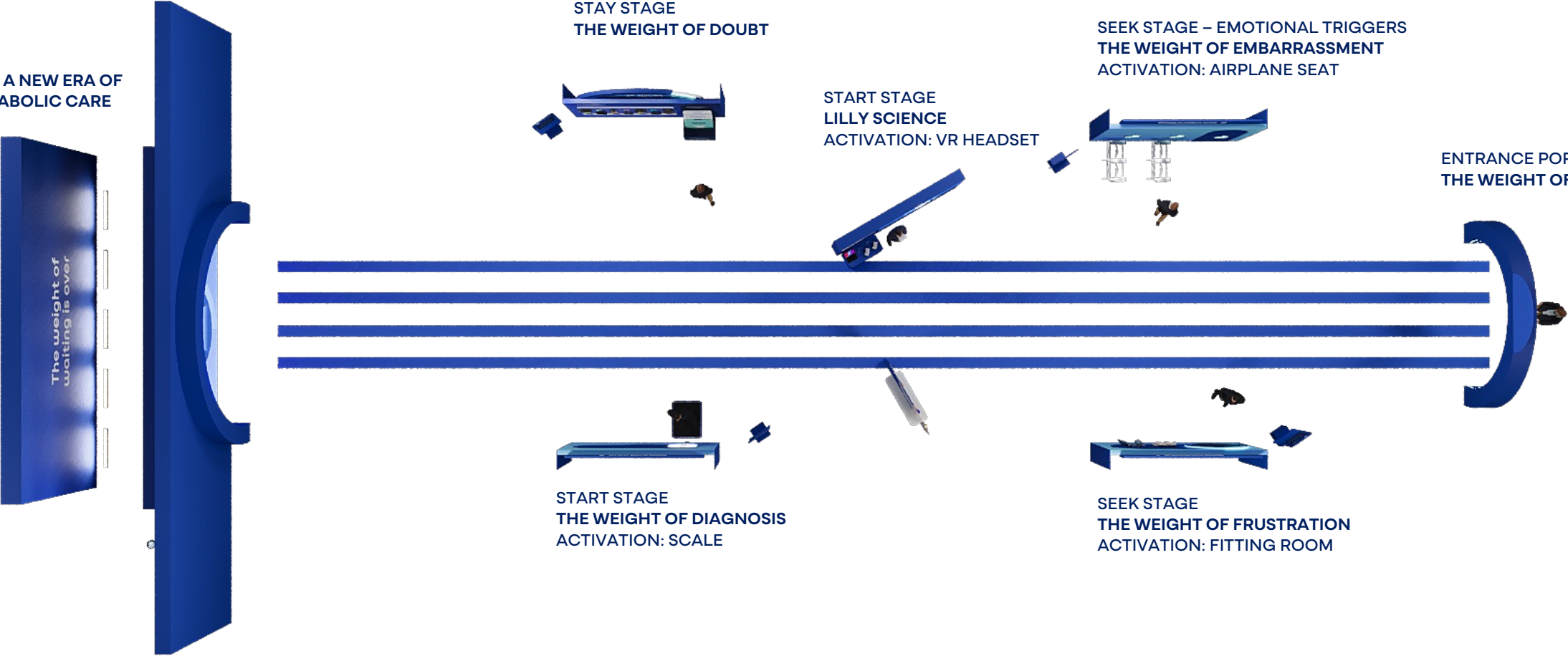
SEEK STAGE – EMOTIONAL TRIGGERS
THE WEIGHT OF EMBARRASSMENT
ACTIVATION: AIRPLANE SEAT

START STAGE
LILLY SCIENCE
ACTIVATION: VR HEADSET

ENTRANCE PORTAL
THE WEIGHT OF WAITING

START STAGE
THE WEIGHT OF DIAGNOSIS
ACTIVATION: SCALE

SEEK STAGE
THE WEIGHT OF FRUSTRATION
ACTIVATION: FITTING ROOM





UNLOCKING A NEW
ERA OF
CARDIOMETABOLIC
CARE



THE WEIGHT OF WAITING IS
OVER

THE WEIGHT OF DOUBT



LILLY SCIENCE

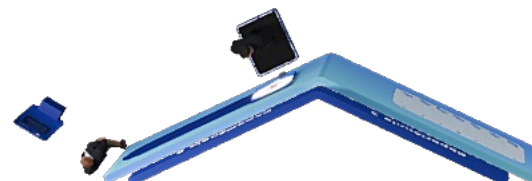
THE WEIGHT OF EMBARRASSMENT



THE WEIGHT OF WAITING



THE WEIGHT OF DIAGNOSIS



THE WEIGHT OF FRUSTRATION





UNLOCKING A NEW ERA OF
CARDIOMETABOLIC CARE

THE WEIGHT OF
WAITING IS OVER

THE WEIGHT OF
DOUBT

THE WEIGHT OF
EMBARRASSMENT

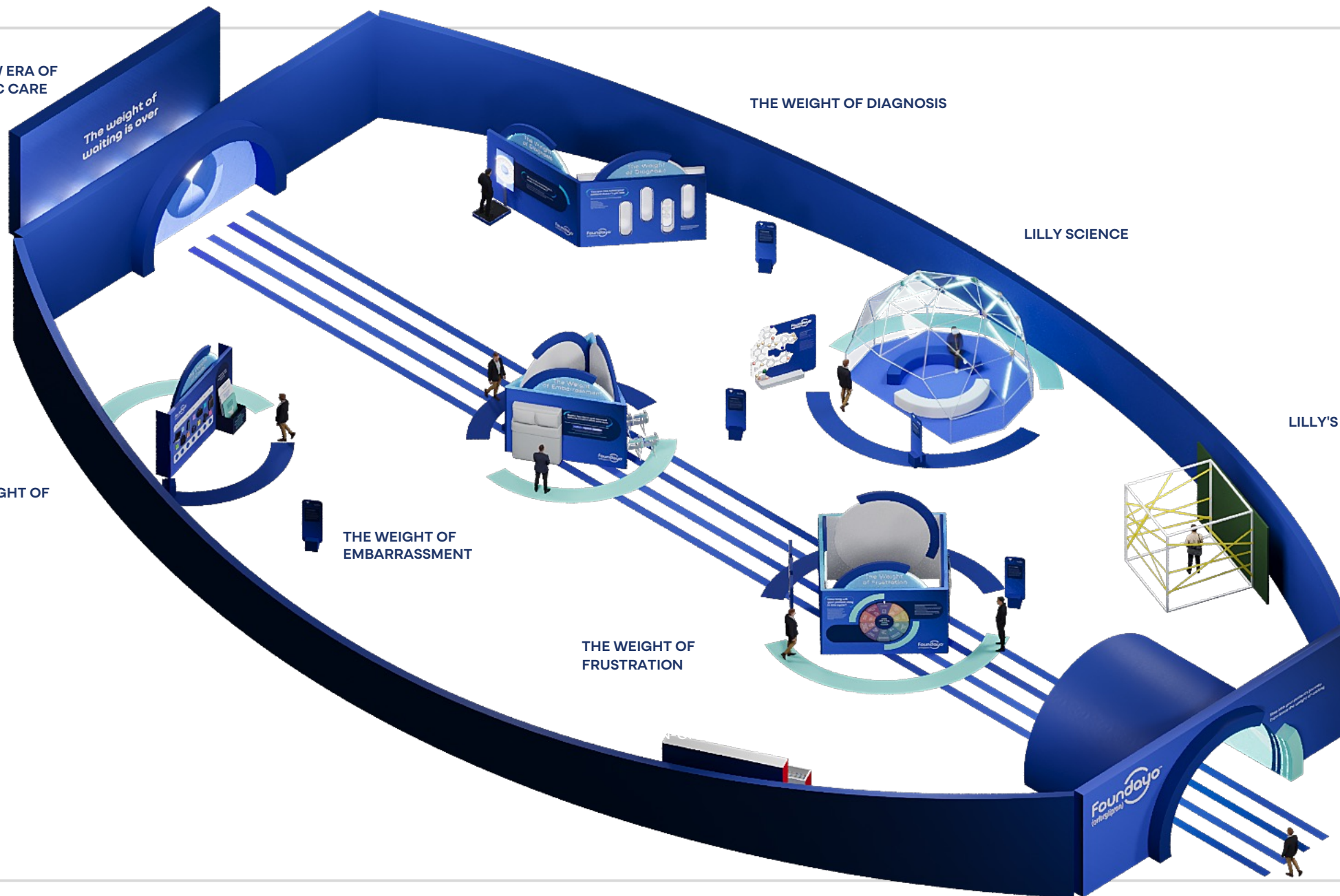
THE WEIGHT OF
FRUSTRATION

THE WEIGHT OF DIAGNOSIS

LILLY SCIENCE

LILLY'S ROLE: AWARENESS

THE WEIGHT
OF WAITING



Foundayo™
(orforglipron)