

GlucaGen®
(recombinant glucagon
for injection)

Glucagon Background

- Naturally occurring peptide
- Stimulates release of glucose
- Relaxes smooth muscle
- Increases strength of cardiac contraction
- Originally isolated from animal sources
- First recombinant glucagon launched by Lilly in Canada in June 2002

GlucaGen®

- Glucagon manufactured from recombinant sources
- Supplied in convenient formats
 - Hypoglycemia kit
 - Hospital tray packs
- Only manufacturer to have both formats
- Approved for sale in the U.S. & Europe

Clinical Use

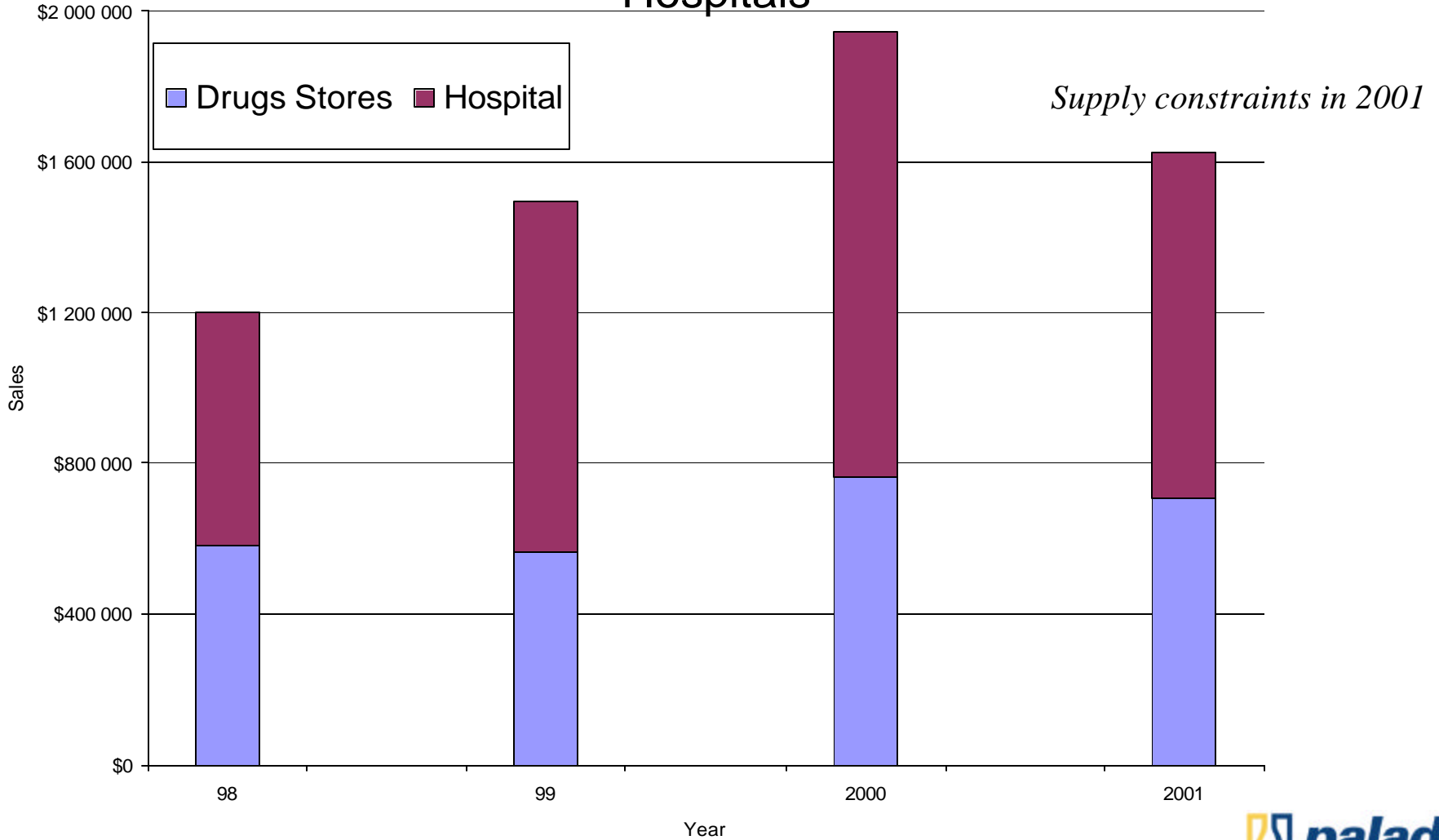
- Emergency hypoglycemia
 - type I diabetics
 - 30-65% of type I diabetics experience severe hypoglycemia*(see www.diabetes.ca)
 - glucagon currently underutilized by diabetic patients
- Diagnostic applications
 - Radiological examinations of gut when hypotonic state is advantageous
- Beta-blocker overdose (off-label)
 - increases strength of contraction



Target Audience

- 324 Endocrinologists
- 400 Diabetic Education Centers
- 1800 Radiologists
- 473 ER physicians & 13 Poison Control centers

Sales (IMS) of r-Glucagon in Drugs Stores and Hospitals



Strategic Benefits

- Medically necessary product in a market that has grown at a CAGR of 17% from 1997 – 2000.
- Limited regulatory risk since approved in the US and Europe
- Complements existing sales efforts to endocrinologists
- Strengthens case for future products and builds relationships with key physicians
- Strategic partnership with Novo Nordisk