



## Press Release

To the Press

September 30, 2015

Eli Lilly Japan K.K.  
Sumitomo Dainippon Pharma Co., Ltd.

# “Ateos<sup>®</sup>” Injector for “Trulicity<sup>®</sup>” Type 2 Diabetes Treatment Wins “Good Design Award 2015” and Selected as One of Good “Design Best 100 2015”

**- Commended for Outstanding Technology Development Capability of  
Convenient Disposable Injector with Invisible Needle -**

Eli Lilly Japan K.K. (Head Office: Kobe City, Hyogo, President and Representative Director: Patrik Jonsson, hereinafter called “Eli Lilly Japan”) hereby announces that the Ateos<sup>®</sup> injector for “Trulicity<sup>®</sup> Subcutaneous Injection 0.75 mg Ateos<sup>®</sup>” type 2 diabetes treatment (hereinafter called “Trulicity”), launched on Sep. 16, 2015 with Sumitomo Dainippon Pharma Co., Ltd. (Head Office: Osaka City, Osaka, Representative Director, President and CEO: Masayo Tada, hereinafter called “Sumitomo Dainippon Pharma”), has won the Good Design Award 2015 and was also selected as one of the Good Design Best 100 2015.

The Good Design Award is a commendation of outstanding design works hosted by the Japan Institute of Design Promotion. This year, over 3,500 entries went through the screening process. The Good Design Best 100 are selected from all the Good Design Award winners that received high evaluation as having capability to clear a path for tomorrow and signaling the future. They are the candidates for the special award winners. Ateos was highly evaluated for its concept giving full consideration to the psychology and convenience of type 2 diabetes patients, along with Eli Lilly’s outstanding technology development capability.

### Comment from the Judges for the Good Design Award 2015 (Excerpts from the Good Design Award website)

First of all, we highly evaluate its concept of self injection without touching the needle and its practical application. We consider that it is an excellent medical product backed by advanced technology. Users of this highly convenient disposable injector do not have to replace the needle before each injection. The name “Ateos”, meaning to place (*ate*) and push (*osu*) in Japanese, will be effective in its dissemination in the future.

“We are very pleased that Ateos<sup>®</sup> has won the award in recognition for its revolutionary concept. Since our introduction of the world’s first commercial insulin, we have made unrelenting efforts in research and development to enhance quality of life of the patients with diabetes,” said Kadir Tepebasi, Senior Director, Diabetes/GHD Business Unit of Eli Lilly Japan, as a statement regarding Ateos<sup>®</sup>’s winning of the award. “We hope Ateos<sup>®</sup> will help the people with type-2 diabetes to reach their treatment goals and improve their outcomes as well as their quality of life.”

Eli Lilly Japan K.K. won the first Good Design Award in 2005 for its HumaPen<sup>®</sup> Luxura pen-tyle insulin injector in recognition of its excellent design considering



Ateos<sup>®</sup>

the psychology and convenience of those suffering from diabetes. This is the first time that our product is selected as one of the Good Design Best 100.

#### **About “Good Design Award”**

The Good Design Award is one and only comprehensive design promotion system in Japan to commend good design works hosted by the Japan Institute for Design Promotion, a public interest incorporated foundation. For about 60 years since the launch of its predecessor, the Good Design Selection System (or G Mark System) in 1957, it has been operated as an initiative aimed at improving industries, life and culture in Japan through giving awards to outstanding design works. Applications come from a wide range of design fields. Today, many businesses and organizations in and outside Japan submit applications. The G Mark, which is granted for use to award-winning design works, is well known as a symbol of good design. Among all the Good Design Award winners, 100 winners (Good Design Best 100) are selected as the candidates of the special award: those who received high evaluation as having capability to clear a path for tomorrow and signaling the future from such perspectives as advanced manufacturing in mature fields and exploration of the possibilities of design in growth fields.

#### **About “Ateos®”**

Ateos® is a disposable injector to deliver a dose of prefilled drug solution, eliminating the need to prime. Patients do not need to prepare drug solution before use by themselves or titrate a single dose to be administered. Furthermore, since its needle is attached to the device beforehand, patients do not need to touch the needle directly and the needle is invisible during self-injection. Ateos® has been developed giving extra consideration not to evoke an image of pain at the injection site. To administer, patients remove the cap and place the bottom of Ateos® to the skin. Pressing the injection button will automatically deliver a dose subcutaneously. Once the delivery is completed, the needle automatically goes back inside the device. For more information on this award, visit <http://www.g-mark.org/award/describe/42693?locale=en>

#### **About Eli Lilly and Company’s diabetes business**

Eli Lilly and Company has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we work to meet the diverse needs of people with diabetes through research and collaboration, a broad and growing product portfolio and a continued commitment to providing real solutions—from medicines to support programs and more—to make lives better. For more information, visit [www.lillydiabetes.com](http://www.lillydiabetes.com).

#### **About Eli Lilly Japan**

Eli Lilly Japan K.K. is a subsidiary of Eli Lilly and Company and celebrating the 40th anniversary of its foundation this year. It contributes to medical treatment in Japan through the development, manufacture, import and sale of innovative pharmaceutical products that allow people to live longer, healthier, and more fulfilling lives. Lilly provides therapeutic agents for schizophrenia, depression, bipolar disorder, attention deficit disorder / hyperactivity disorder (AD/HD), cancer (non-small cell lung cancer, pancreatic cancer, biliary tract cancer, malignant pleural mesothelioma, urothelial carcinoma, breast cancer, ovarian cancer, malignant lymphoma and gastric cancer), diabetes mellitus, failure to thrive, osteoporosis, etc. Lilly is also developing diagnostic agents and therapeutic agents for Alzheimer-type dementia, rheumatoid arthritis, psoriasis, hypercholesterolemia, etc. For more detail, please visit our website. (URL:<http://www.lilly.co.jp>)

#### **About Sumitomo Dainippon Pharma**

Sumitomo Dainippon Pharma defines its corporate mission as “to broadly contribute to society through value creation based on innovative research and development activities for the betterment of healthcare and fuller lives of people worldwide”. By pouring all our efforts into the research and development of new drugs, we aim to provide innovative and

effective pharmaceutical solutions to people not only in Japan but also around the world in order to realize our corporate mission. We have positioned Cardiovascular/Diabetes, Psychiatry & Neurology, and Speciality areas as our focus marketing areas in Japan. For more detail, please visit our website. (URL: <http://www.ds-pharma.com>)