

OBESITY CARE

**STRENGTHEN
TREATMENT OPTIONS
THROUGH MARKET
DEVELOPMENT AND BY
OFFERING INNOVATIVE
MEDICINES AND DRIVING
PATIENT OUTCOMES**



Forward-looking statements

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- Statements regarding the assumptions underlying or relating to such statements.

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For an overview of some, but not all, of the risks that could adversely affect Novo Nordisk's results or the accuracy of forward-looking statements in this presentation, reference is made to the overview of risk factors in 'Risk management enables better decision-making' on pp 41-43 in the Annual Report 2018.

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Important drug information

- Victoza® is approved for the management of type 2 diabetes only
- Saxenda® is approved in the USA and the EU for the treatment of obesity only

Note: All notes, sources and abbreviations for this presentation are found in the appendix.

The global burden of obesity

650 MILLION
adults have obesity

120 MILLION
children have obesity

3.4 MILLION
deaths were caused by obesity in 2010

2 TRILLION
US dollars in annual global cost of obesity

Changing Obesity is a cornerstone of Novo Nordisk's commitment to people living with obesity

PREVENTION



Novo Nordisk works to build healthier environments to enable improved health

RECOGNITION



Novo Nordisk works to foster empathy for people with obesity and make obesity a healthcare priority

CARE



Novo Nordisk works to ensure people with obesity have access to science-based and comprehensive care

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Novo Nordisk and UNICEF enters partnership to help prevent childhood overweight and obesity



Enhance knowledge about successful prevention policies in middle-income countries

Build awareness of the impact of overweight and obesity on children

Drive and strengthen multi-sector interventions in Latin America

Working together to prevent childhood overweight and obesity



in support of



UNICEF does not endorse any company, product, brand or service

MISSION

Change how the world sees people with obesity and **make obesity a healthcare priority**

Develop a leading portfolio of **superior treatment solutions**

2025

ILLUSTRATIVE

TODAY

Anti-obesity medication market:
~15 million patients

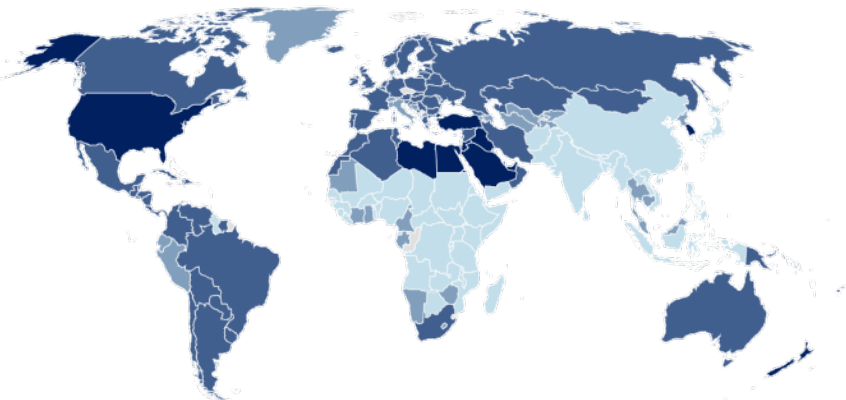
Anti-obesity medication market in 2025:
~24 million patients

- People treated with Novo Nordisk products

Saxenda® addresses a global unmet need for medical weight management

Global obesity prevalence

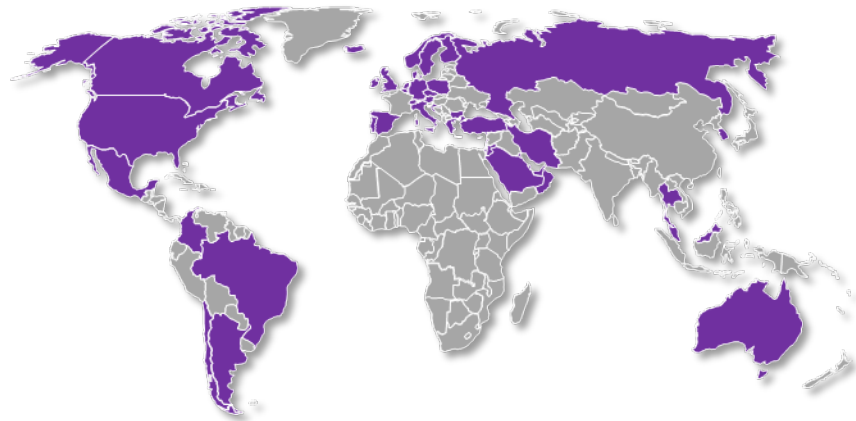
Percent with BMI >30



● <10% ● <10-19.9% ● <20-29.9% ● >30% ● NA

Saxenda® launched countries

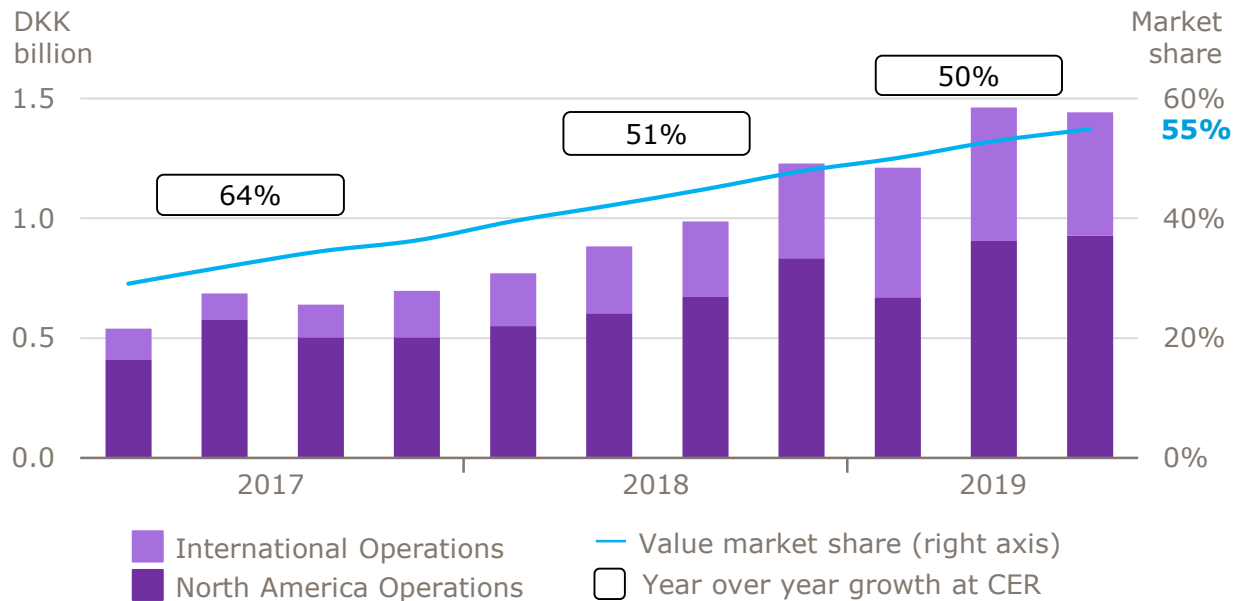
● Saxenda® launched countries



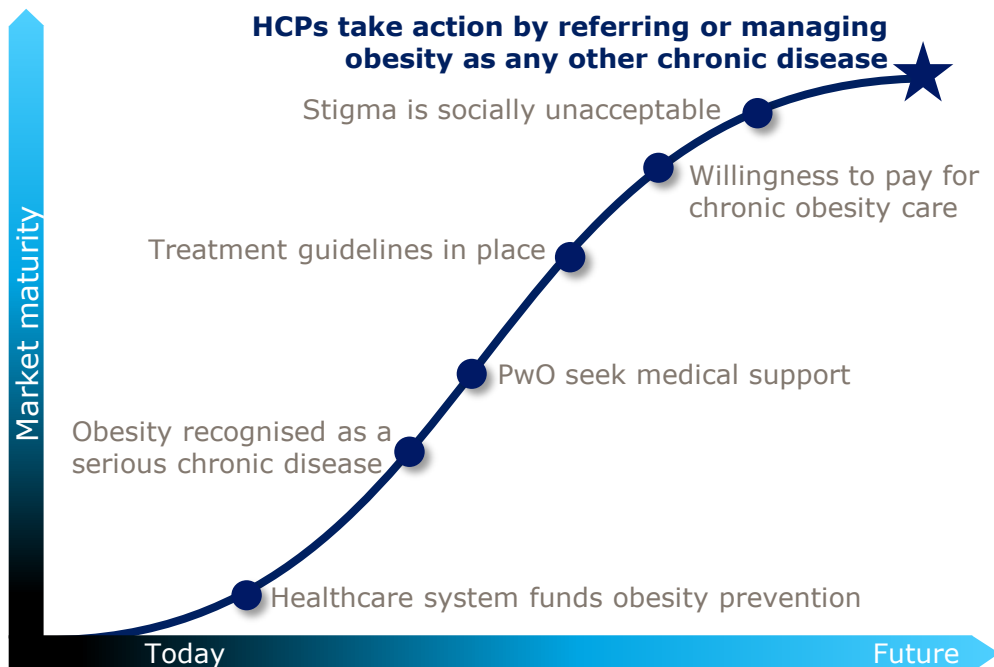
Saxenda® now launched in **45 countries**
with **15 more** to come by 2022

Novo Nordisk aims at doubling obesity sales and strengthening market leadership by 2025

Global obesity value market leadership expanded to 55% with steadily increasing Saxenda® sales since launch



Making obesity a healthcare priority requires stakeholder engagement

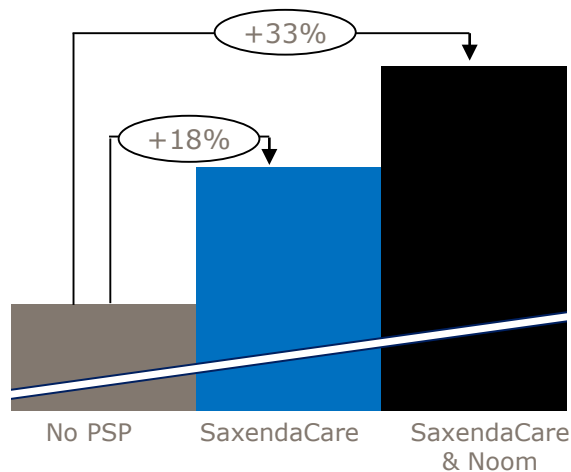


Addressing market development barriers

- 1 Patient demand and support**
Reduce stigma and bias and engage people with obesity to seek medical care
- 2 Prescriber focus**
Support prescribers on obesity care and how to treat obesity as a chronic disease
- 3 Policymaker priorities**
Prioritise obesity care in comparison to treating complications
- 4 Payer willingness**
Build understanding of the long-term cost benefits of obesity care

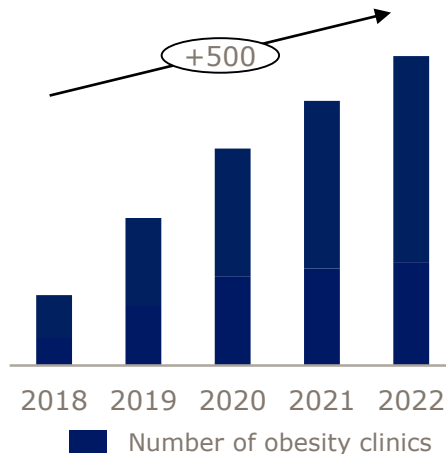
Supporting patients and prescribers is crucial to improve patient outcomes

1 Patient support programmes and digital solutions **increase adherence**



2 Support prescribers to address obesity with their patients

Advance quality of care
in obesity clinics



Partnering to support
education and advocacy



Engaging with a broad range of coalition partners is instrumental to drive the call to action for improved obesity care

3

Policymakers prioritising funding for obesity care

OPEN
Obesity Policy Engagement Network

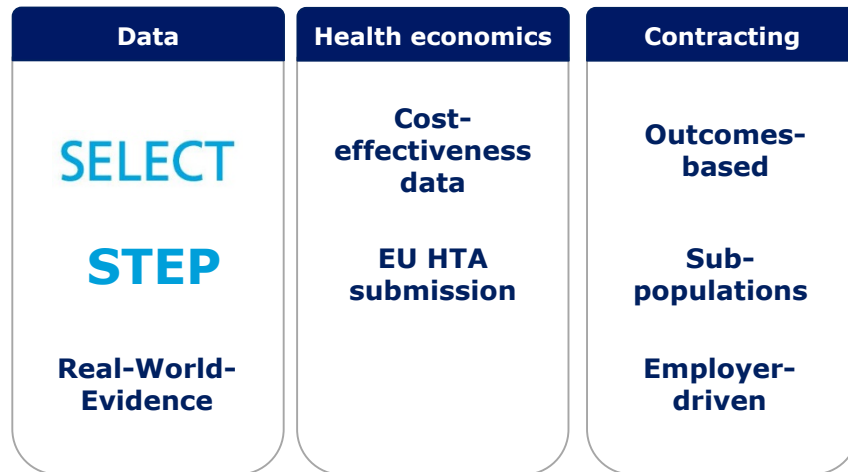
- Bring together obesity experts and policy makers to discuss obesity solutions
- Objective to secure increased willingness to pay for anti-obesity medication treatment



- Bipartisan bill to expand Medicare coverage
- Includes screening, obesity care and FDA approved medications for chronic weight management

4

Provide **payers** with evidence of **cost benefits** of obesity care



Novo Nordisk is committed to drive change for people with obesity through market development activities and continued innovation



Strengthen leadership and double current sales by 2025

Ensuring continued global rollout of Saxenda® and market development activities as well as bringing semaglutide obesity to market



Improve disease awareness

Address stigma and weight bias in society as well as increase understanding of obesity as a chronic disease



Expand anti-obesity medication usage

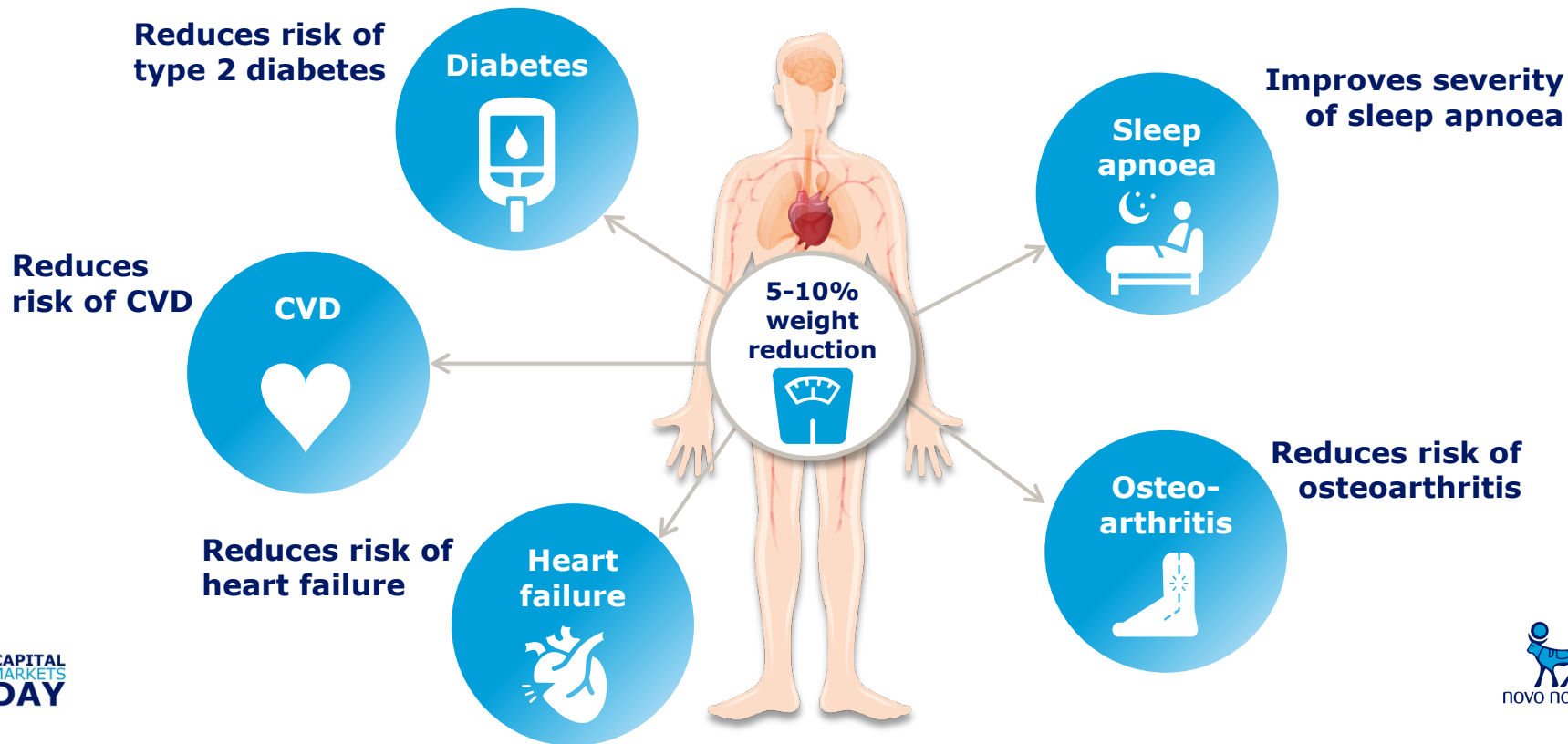
Address the patient stigma, prescriber focus, policymaker priorities and payer willingness with specific strategic actions



Offer individualised treatment solutions

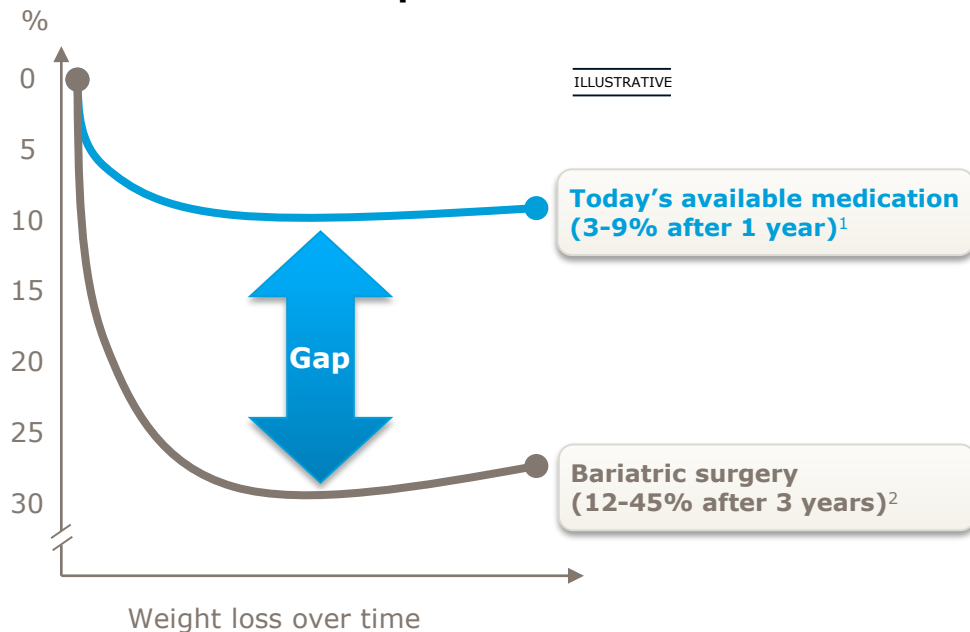
Develop treatments meeting the unmet needs of people with obesity

People with obesity are at an increased risk of developing severe comorbidities that are life-threatening and costly for society



Novo Nordisk aims at closing the gap between available medication and surgery by increasing number of treatment options

Treatment options

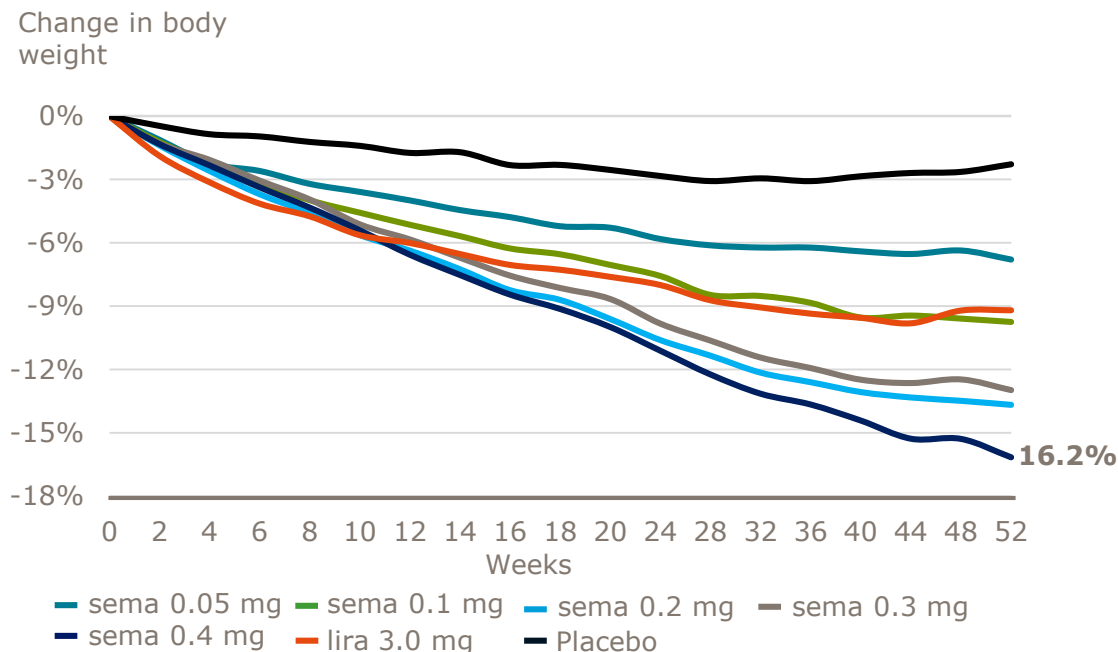


Innovation curve



Phase 2 trial for semaglutide obesity showed a 16.2% weight loss after 1 year

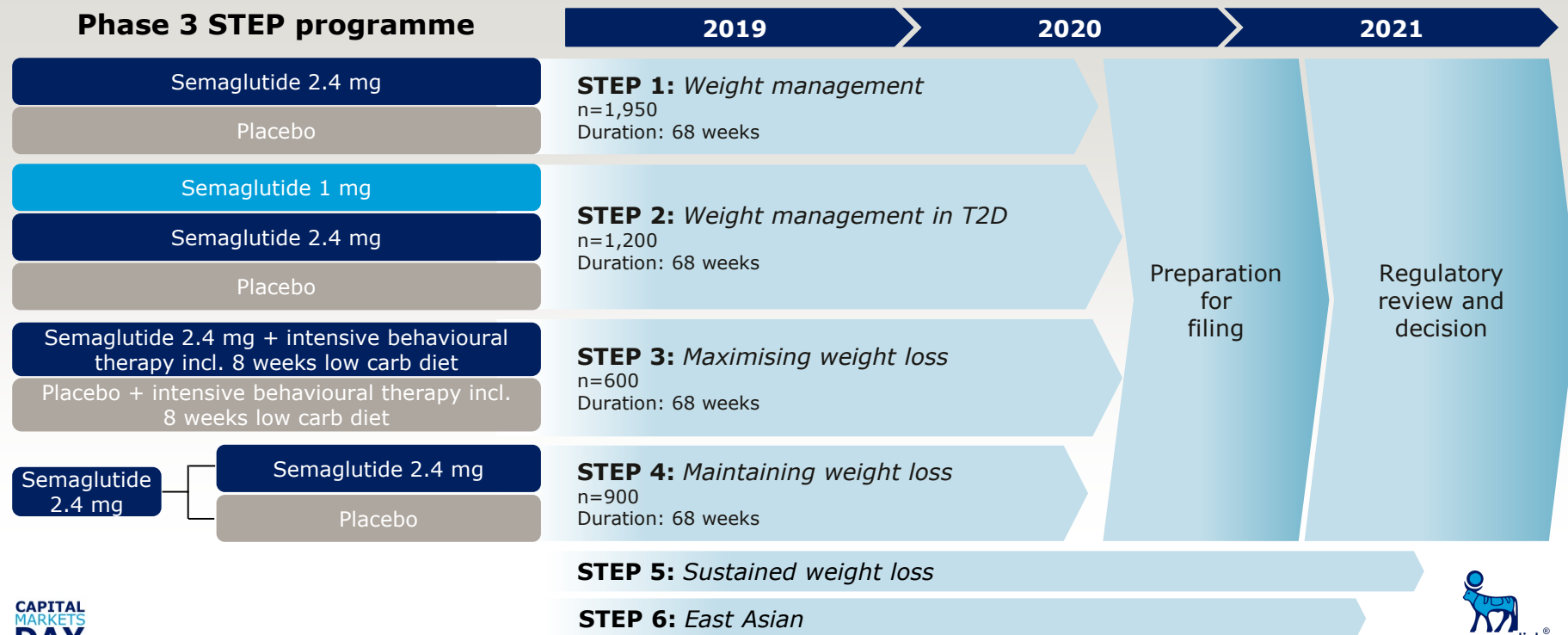
Weight loss for different doses of semaglutide in phase 2



Key points

- No weight loss plateau on highest dose over trial duration leading to a 16.2% weight loss
- Nearly two out of three experienced >10% weight loss on highest dose
- 80% of patients completed the trial

Semaglutide obesity is the first STEP towards bringing more efficacious treatment options to market



SELECT CVOT is expected to generate evidence of the benefits beyond weight loss of obesity managed as a chronic disease



Obesity contributes to all-cause death primarily through CV death.

In 2015,
high BMI contributed to
7.2% of all-cause death
globally

41% of BMI-related deaths are
secondary to CVD in obese patients



Can semaglutide 2.4 mg reduce
risk of MACE?

In 2018,
SELECT CVOT was initiated
enrolling
17,500 people

Event-driven trial with expected
read-out in **2024**

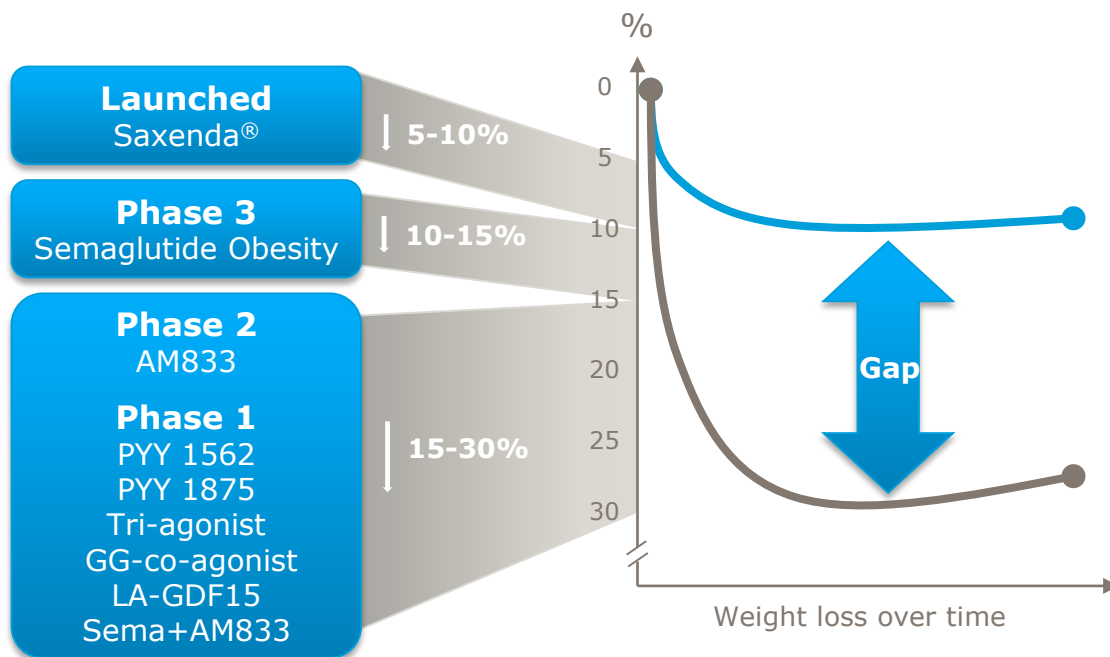


People with diabetes need to manage
blood glucose levels

In 1998,
the **UKPDS** investigated whether
improved HbA_{1c} levels reduce risk of
complications

Intensive glucose control **improved
microvascular morbidity**

Novo Nordisk obesity pipeline supports efforts to close the treatment gap

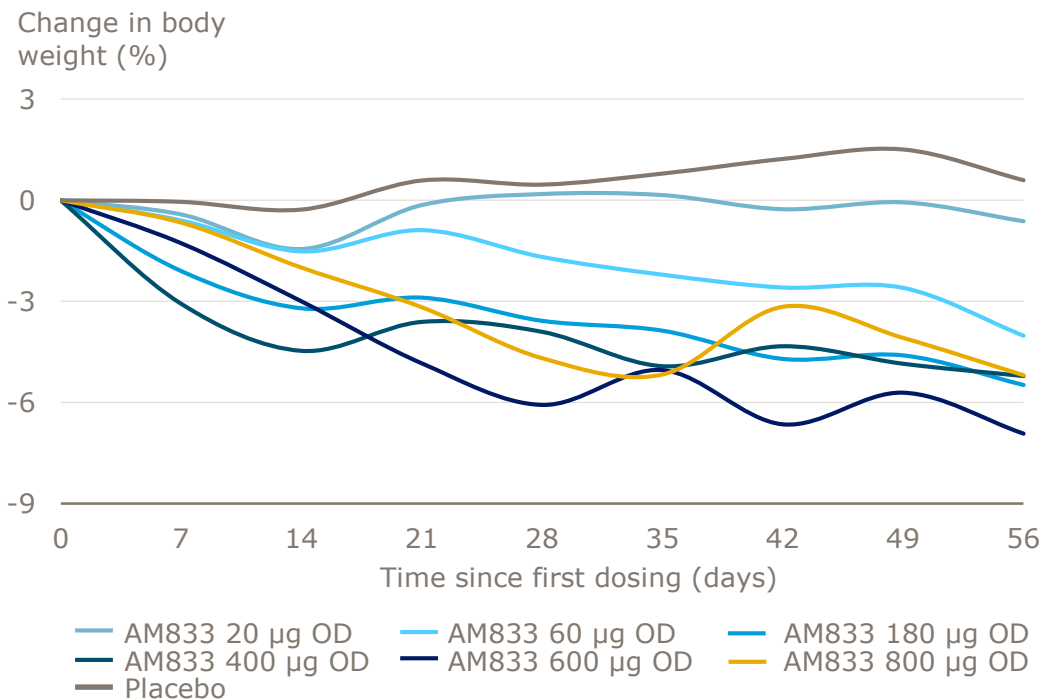


Obesity pipeline priorities

- Increase weight loss towards 15-30%
- Investigate product combinations
- Provide data applicable for individualised treatment

Promising phase 1 results for AM833 and the phase 2 trial is ongoing

Weight loss for different doses of AM833 in phase 1



Key points

- Amylin directly targets the central nervous system to reduce appetite and body weight
- AM833 is a long-acting human amylin analogue
- AM833 was well-tolerated and demonstrated strong weight loss during 8 weeks of dosing
- AM833 phase 2 and combined semaglutide obesity and AM833 phase 1 results in H1 2020

Closing remarks

 **Strengthen leadership** and **double current sales** by 2025

Change the perception of obesity and make obesity a healthcare **priority**

 Develop a **leading portfolio** of superior treatment **solutions**

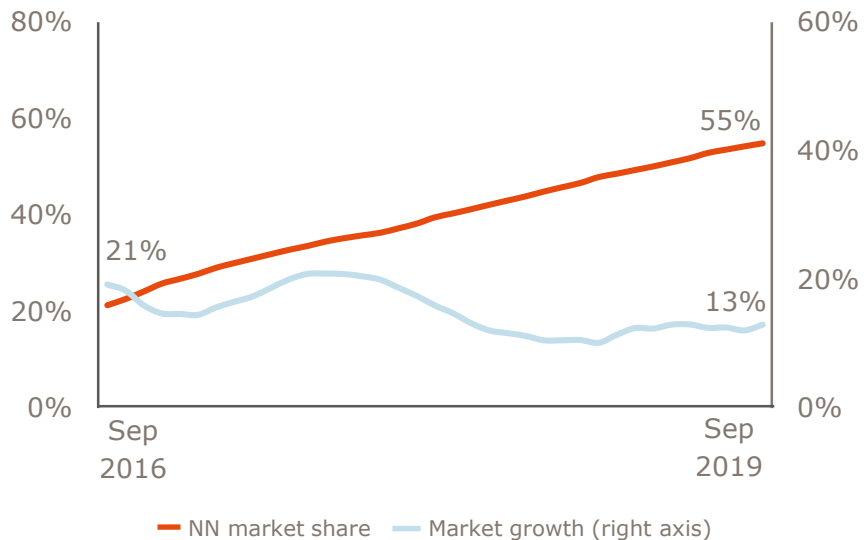
Ensure more people with obesity **receive treatment** and improved outcomes

Sources, notes and abbreviations – Obesity

- **Slide 3/4:** Source: World Health Organisation (WHO), 2016. Adults are age ≥ 18 years and obesity is defined as BMI ≥ 30 . BMI: Body Mass Index
- **Slide 5:** Estimated around 2% of people with obesity receive anti-obesity medication treatment. WHO, 2016
- **Slide 6:** WHO, 2016; BMI: Body Mass Index
- **Slide 7:** Company reported sales, IQVIA MAT value DKK, Sep 2019. CER: Constant exchange rates
- **Slide 9:** Results are based on US real-world evidence. Percentages refer to Rx fill rates increases. PSP: Patient support programme; Noom: Leader in mobile health coaching the power of technology with the empathy of human coaches to deliver successful behaviour change at scale
- **Slide 10:** OPEN: Obesity Policy Engagement Network; TROA: Treat and Reduce Obesity Act; HTA: Health technology assessment
- **Slide 12:** CVD: Cardiovascular disease
- **Slide 13:** Note: WHO: <http://www.who.int/en/news-room/fact-sheets/detail/obesity-and-overweight>. Date last accessed December 2018; ¹ Long-term Drug Treatment for Obesity: A Systematic and Clinical Review; Susan Z. Yanovski, MD; Jack A. Yanovski, MD, PhD JAMA. 2014;311(1):74-86; ² Treatment of Obesity: Weight Loss and Bariatric Surgery Bruce M. Wolfe Elizaveta Kvach and Robert H. Eckel Circulation Research. 2016;118:1844-1855
- **Slide 14:** sema: semaglutide
- **Slide 16:** Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5477817/> New England Journal Med 2017 June 12, Health Effects of Overweight and Obesity in 195 countries over 25 years; <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2014359/> BR J Clin Pharmacol 1999, The UK Prospective Diabetes Study (UKPDS): clinical and therapeutic implications for type 2 diabetes.

Novo Nordisk: Obesity market share and market growth

Obesity market growth and Novo Nordisk market share



Obesity market size and growth

