



## Press Release

November 10, 2015

To the Press

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

# Received the Award for the First Time with the Pen-Style Medical Injector

## A Unique Injector, “Ateos®” for “Trulicity®” Type 2 Diabetes Treatment

### Received “Good Design Gold Award.”



Eli Lilly Japan K.K. (Head Office: Kobe City, Hyogo Prefecture; President: Patrick Johnson; hereinafter referred to as “Eli Lilly Japan”) and Sumitomo Dainippon Pharma Co., Ltd. (Head Office: Osaka City, Osaka Prefecture; President and Chief Executive Officer: Masayo Tada) announce that the “Ateos®” injector for “Trulicity® Subcutaneous Injection 0.75mg Ateos®” type 2 diabetes treatment launched in September 2015, which has won the “Good Design Award 2015” and was selected as one of the “Good Design Best 100,” also won the “Good Design Gold Award” (Minister of Economy, Trade and Industry Award) as a special award. The “Good Design Gold Award” has been given to a pen-style medical injector for the first time.



Ateos®

There were 3,658 entries, which was the most in over a decade, for the “Good Design Award” in 2015 and 1,337 of them won the “Good Design Award.” Out of all award winners, one hundred designs which received high ratings from the juries and attracted much attention for the power of their designs to shape tomorrow and predict the future, were selected as the “Good Design Best 100”, out of which the best 19 designs won the “Good Design Gold Award” this year. The “Good Design Gold Award” is presented to the designs evaluated as the most excellent in the year by the juries of the Good Design Award from a comprehensive perspective, including content that addresses social issues, proposals for the future, degree of perfection, etc.

Ateos® won the “Good Design Gold Award 2015” because of its unique advantages: the simple method of use (just “ate, osu” meaning “place and push” in Japanese from which the name of the product came from), the convenience (single-use disposable type), the concept (a design considering the psychology of patients with type 2 diabetes and enabling the patients to inject without seeing and touching the needle), and the technological development capability to realize the concept.

Regarding Ateos®’s winning of the “Good Design Gold Award”, Kadir Tepebasi, Senior Director, Diabetes/GHD Business Unit of Eli Lilly Japan, says “Ateos® is an innovative device that has never been made before and it is manufactured in consideration of the psychology of patients with type 2

diabetes in addition to its convenience. I am very pleased that these features were highly evaluated and won the “Good Design Gold Award” this time. As the company that formulated insulin for the first time in the world, we will continue to respond to the various needs of patients with diabetes and health care providers and strive to help improving the QOL of patients with diabetes by implementing research and development and by providing information.”

### **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.

(For more information, please visit: <http://www.g-mark.org/activity/2015/results.html?locale=en>)

#### **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 detail, please 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, please 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>)