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MARKET INSIGHT · ORAL GLP-1 SEGMENT

All eyes are on oral GLP-1s. Foundayo is losing the race.

Oral GLP-1s have climbed to ~14% of weight-management pharmacy claims since December. Eli Lilly launched Foundayo into that wave in April — and, so far, it has captured only a sliver of it.

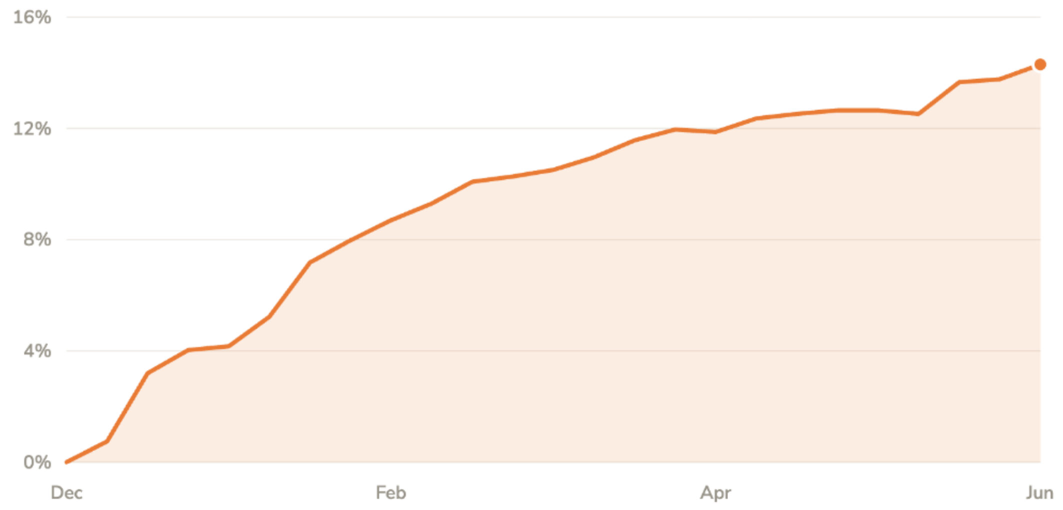
ORAL GLP-1 · PHARMACY CLAIMS

Foundayo's slow start in a fast-growing pill market

Oral GLP-1s have climbed to ~14% of pharmacy claims since December. But within the pill segment, Novo's Wegovy Pill still dominates share.

Weight Management GLP-1 Pharmacy Claim Mix: Injection vs Pill

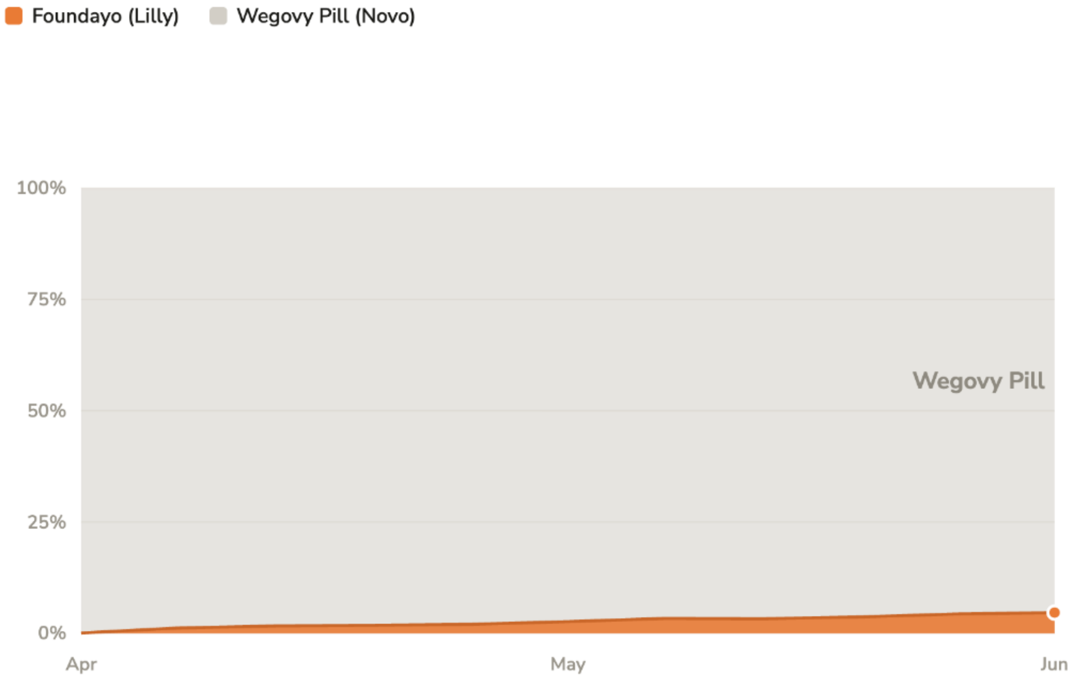
Pill share of weight-management GLP-1 pharmacy claims



14.3% of GLP-1 claims are now oral pills — up from ~0% in late December.

Pharmacy Claim Mix: Foundayo vs Wegovy Pill

Share of oral-pill pharmacy claims · Foundayo vs Wegovy Pill



Note: Market comprised of Wegovy (injection + pill), Foundayo (pill), Zepbound (injection).

Source: Carbon Arc Open Pharmacy Claims — CA0049 · row-level access via Carbon Arc Block

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DIRECT-TO-CONSUMER · CLICKSTREAM + CARD PANEL

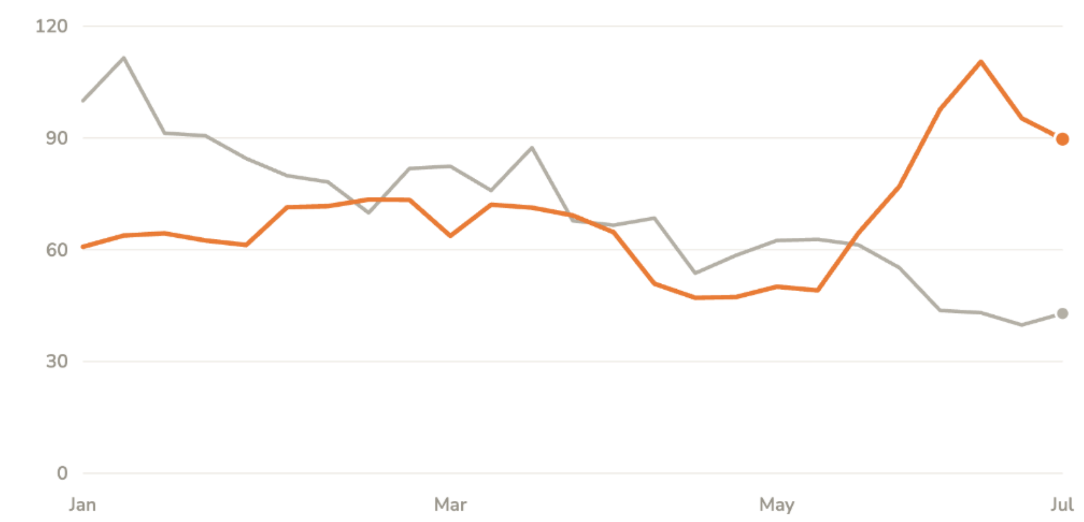
Clicks up, carts flat: the DTC conversion gap

LillyDirect web engagement inflected sharply higher through June as NovoCare kept sliding — but the interest isn't converting: transactions ticked up just after Foundayo's April launch, then flattened near 3,300–3,400/week.

Rolling 4 Week Clickstream (Indexed)

Rolling 4-week web clickstream, indexed (NovoCare start = 100)

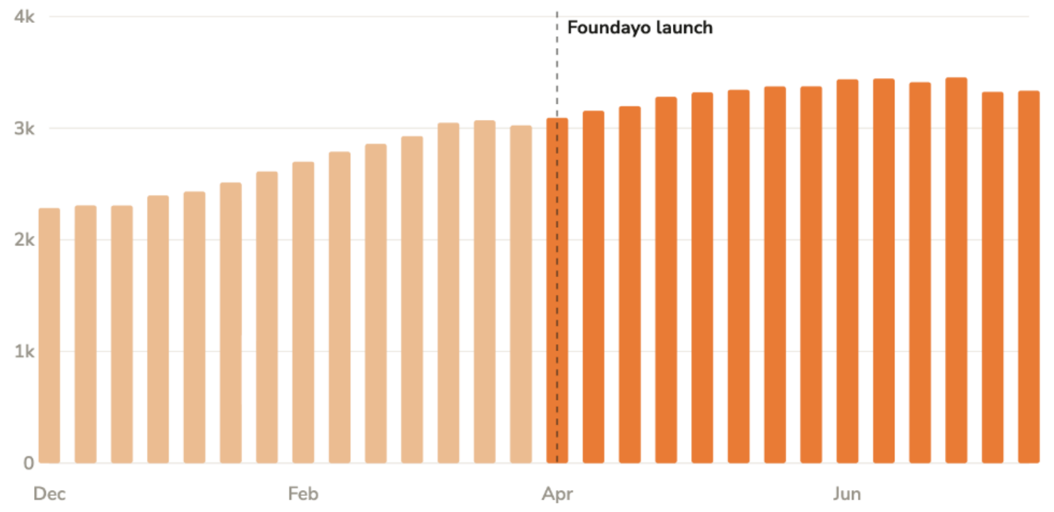
LillyDirect NovoCare



LillyDirect visits roughly **doubled off their April lows**, overtaking a steadily declining NovoCare.

Lilly Direct Rolling 4 Week Transactions

LillyDirect rolling 4-week transactions (US card panel)



Transactions have largely remained stable since the launch of Foundayo — even as clicks and interest keep rising.

Source: Carbon Arc Clickstream — CA0030 (11.40 Tokens) · US Complete Card Panel — CA0056 (8.58 Tokens)

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