

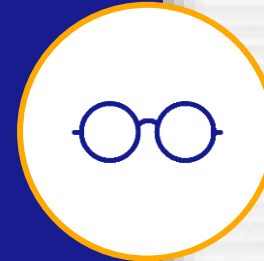
RYBELSUS[®]
semaglutide tablets

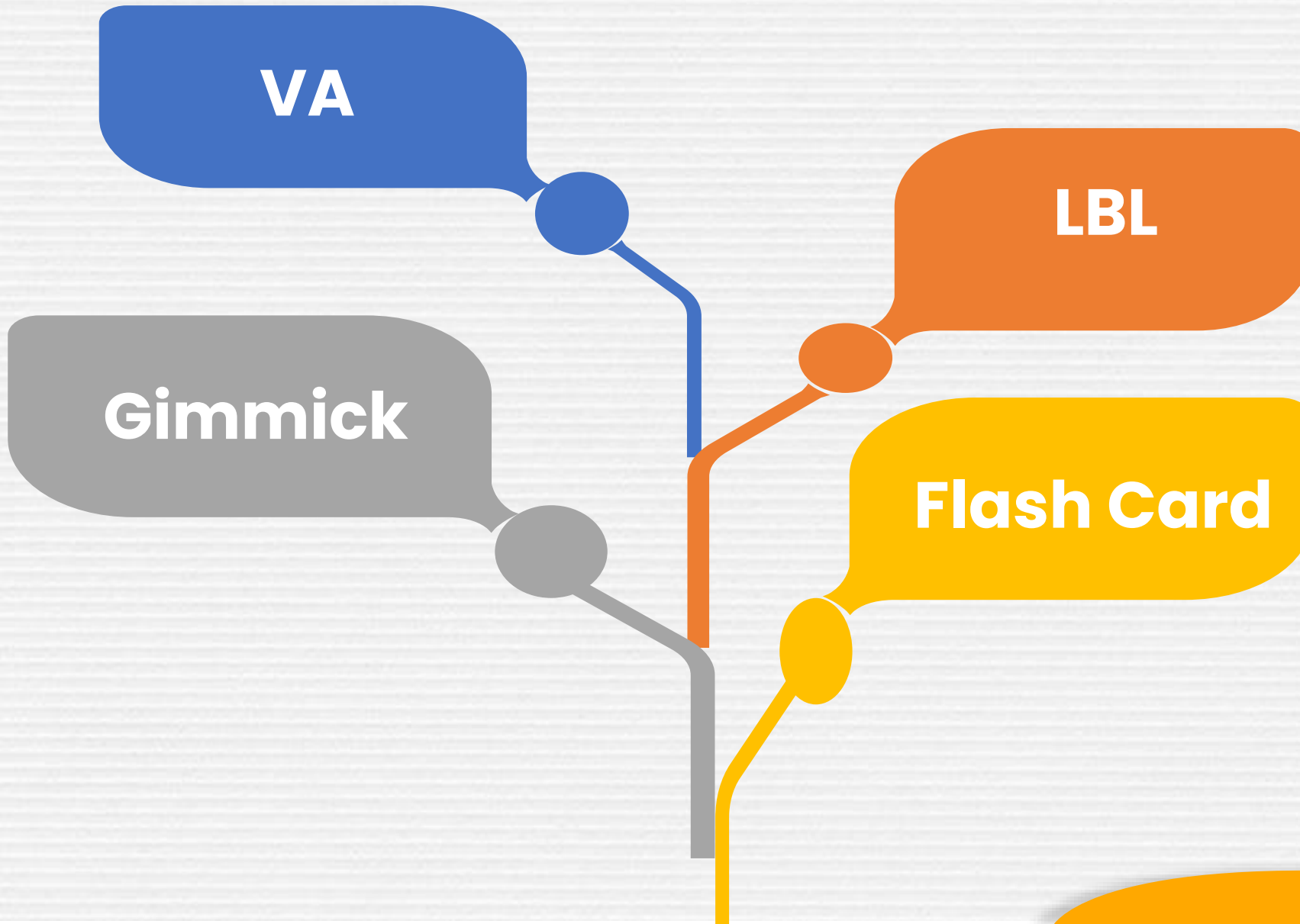
Drive breadth in PCP



#WeightofDiabetes

PCP: Communication





Introducing | Interactive VA

Prevalence

An Early start could change lives

7/10 patients with uncontrolled T2D are overweight.
80% of patients with uncontrolled T2D are overweight.

Delay in treatment intensification by 1 year leads to increased risk of macro & micro vascular complications

MICROVASCULAR COMPLICATIONS

- 18% increase in risk
- 8% increase in risk

MICROVASCULAR COMPLICATIONS

- 8% increase in risk
- 15% increase in risk

Early intervention may improve patient's chances of reaching HbA1c goal

For those with HbA1c > 7%

- 8.4% (3.8 year)
- 8.8% (7.2 year)
- 9.0% (6.7 year)

Guidelines

ADA 2024 guidelines recommend:

ADA 2024: Weight is a primary treatment target along with glycemia

"High-to-very-high" efficacy in both glucose control + Weight efficacy - in PwDs with excess weight

Rybelsus®

RYBEL against the status quo in **T2D**

ONCE-DAILY **RYBELSUS®** semaglutide tablets

Let's Lower #WeightofDiabetes

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES

RYBELSUS® semaglutide tablets

Patient Profile

9/10 PwDs like Varsha are overweight^{1,2}

Varsha, 55

- HbA1c 8.0%
- BMI: 30 kg/m²
- Medication: Metformin 500 mg BID
- History: Secondary Hypertension, Family History of T2D+VD
- High BP

Start early for unprecedented HbA1c reduction

45% PwDs achieved targeted HbA1c < 6%

2.6% of patients with baseline HbA1c of > 9%

Start early for unsurpassed weight loss

Every 100 mg leads to a reduction

Up to 1 in 3 weight loss

Up to 4.7cm reduction in waist circumference

Start early for consistent CV safety

21% MACE reduction

51% MACE reduction in CV death

Dosing

Dosing of Rybelsus®

3 mg (start with 1 mg for 14 days)

7 mg (increase to 7 mg weekly for 14 days)

14 mg (increase to 14 mg weekly for 14 days)

Taking Rybelsus® tablets

- Take on an empty stomach with water
- Take at the same time every day

Summary

Start early for early benefits

8 out of 10 patients achieved glycemic target of < 7%

1 in 3 patients achieved weight loss of > 5%

> 50% of patients achieved pharmacological remission³

References

References

1. American Diabetes Association. 10.10.2024
2. ...
3. ...
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API

Abstracted prescribing information

RYBELSUS (semaglutide) tablets

Novo Nordisk

... (Detailed text of the abstracted prescribing information follows) ...

Content Calendar

June

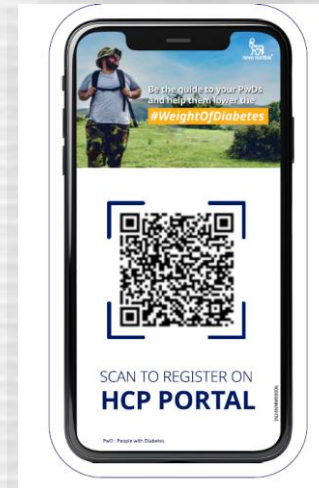
Demo/LBL

RTE

HCP/Patient

Special Gimmick

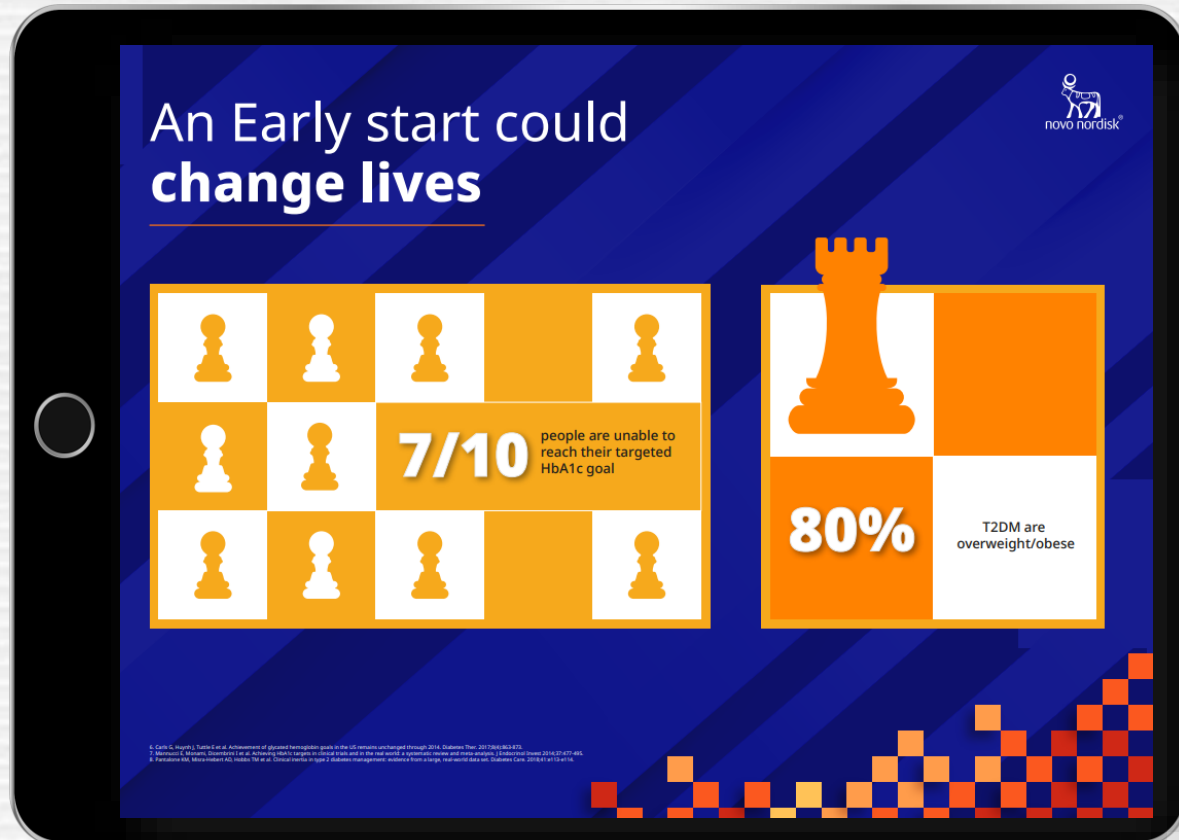
V1



V2



V3



Aim: Highlighting Early start benefits of Rybelsus

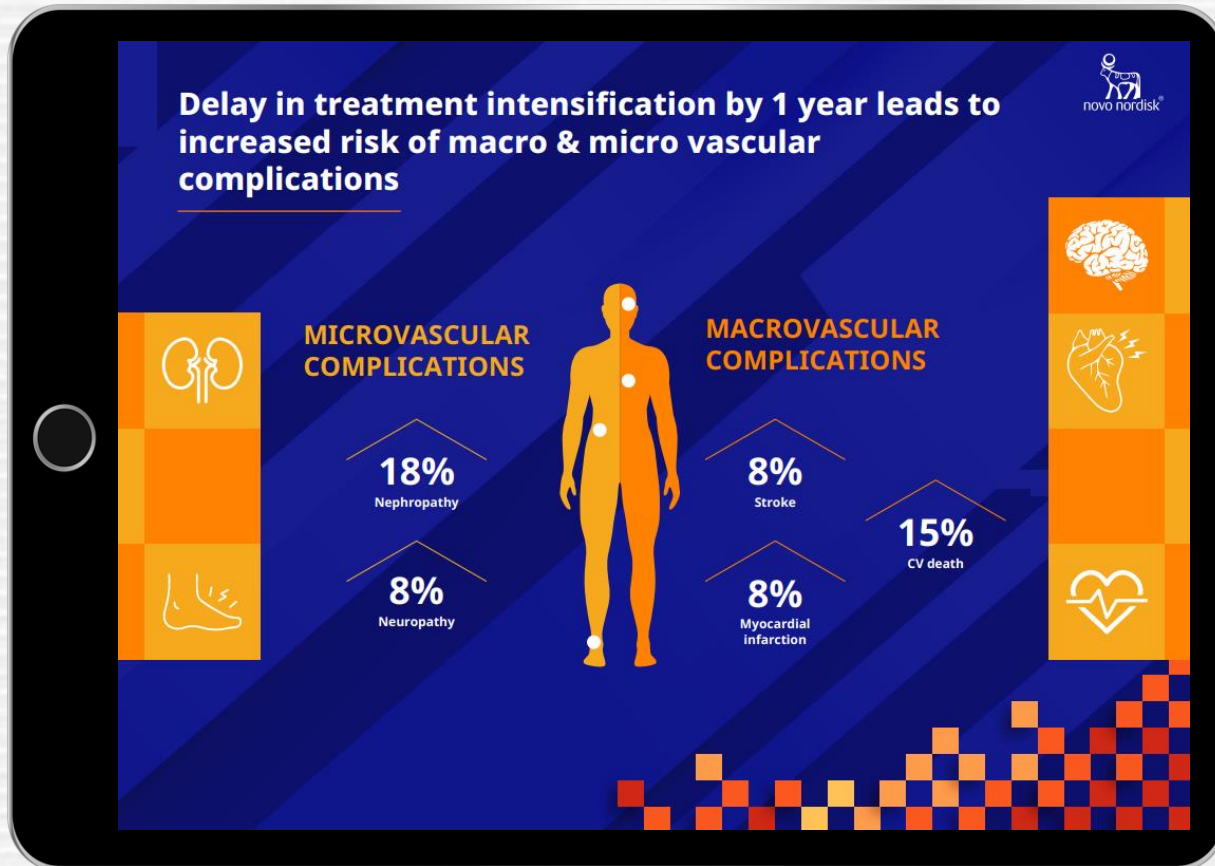
Execution:

"Doctor, Today, I want to discuss how early start of Rybelsus can change a patients life

1. 7/10 patients are unable to reach their targeted HbA1c goal

2. 80% T2DM PwDs are overweight

These are the complications can be control with a Early Start .



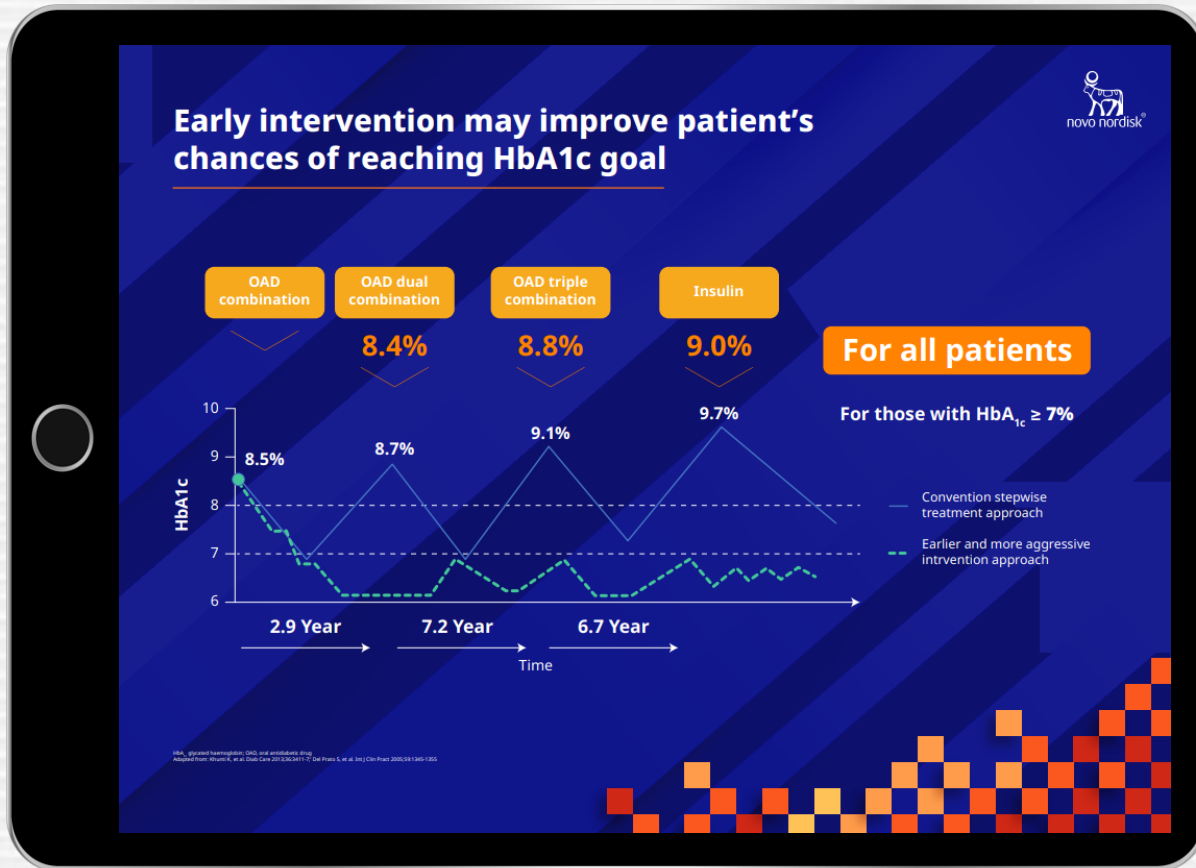
Aim: What happens when treatment is delayed for 1 year

Execution:

“Doctor, Today, I want to discuss how early start can help in managing micro & macro vascular complications

1. In microvascular complication 18% decrease of nephropathy cases & 8% neuropathy
2. In macrovascular complications decrease of 8% chances of stroke, 8% myocardial infarctions & 15% chances of CV death

These are the complications can be control with a Early Start



Aim: What happens when Early intervention is initiated

Execution:

“Doctor, Today, I want to discuss how early start can early intervention can help in patients life

1. HbA_{1c} can be reduced by >6%

2. This result can be achieved with early intervention of Rybelsus when Diabetes is detected in patient

A tablet displaying a slide about ADA 2024 guidelines. The slide has a dark blue background with orange and white text and graphics. It features a group of pawns and a king chess piece, a plus sign, and a bar chart at the bottom right. The Novo Nordisk logo is in the top right corner of the slide.

ADA 2024 guidelines recommend:

ADA 2024: Weight is a primary treatment target along with glycemia

"High-to-very-high" efficacy in both glucose control

Weight efficacy - in PwDs with excess weight

References: ADA American Diabetes Association, Pacific People with Diabetes

Aim: To discuss what ADA 2024 guidelines recommends

Execution:

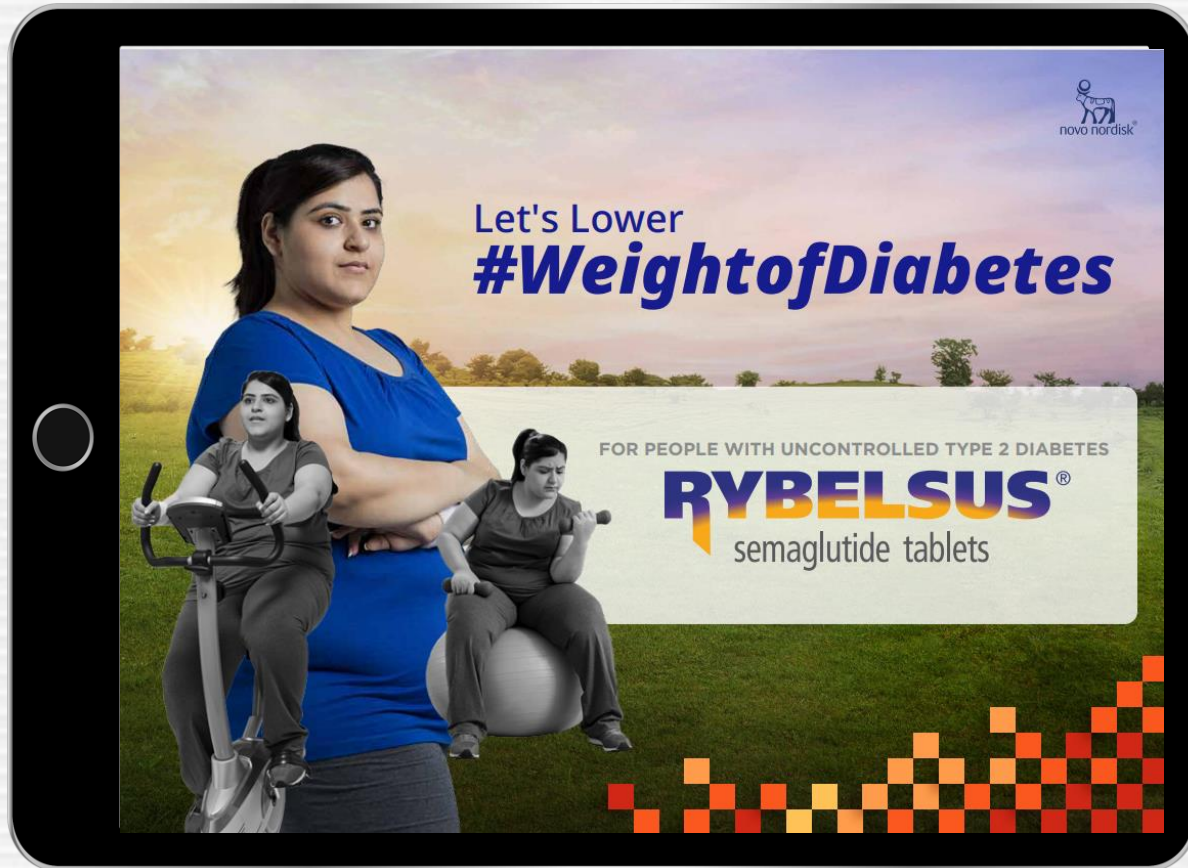
- 1. ADA 2024 guidelines recommends to consider weight as primary treatment target with glycemia**
- 2. Glucose control and weight reduction can add benefits to T2DM PwDs life**



Aim: To launch the theme of Rybelsus “RYBEL against the status quo in T2D

Execution:

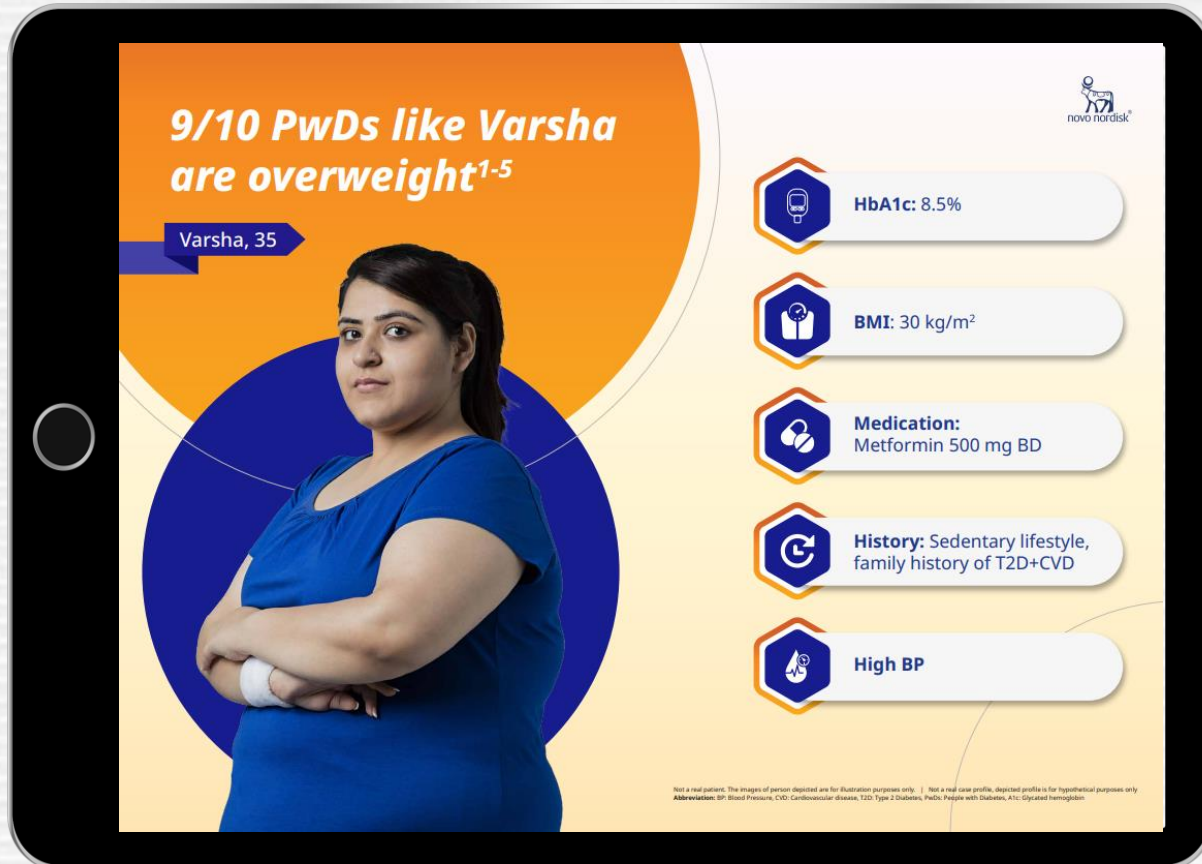
“Doctor, we are here to help your patients get control they need. Rybelsus the only first-line GLP-1 RA in a pill, delivers superior glycaemic control, reduces weight, lowers the risk of CV events and help in lead to the way to more possibilities



Aim: To launch the theme of Rybelsus "RYBEL against the status quo in T2D

Execution:

"Doctor, Let's lower the weight of diabetes with Rybelsus

An infographic displayed on a tablet screen. On the left, a woman named Varsha, 35, is shown in a blue dress. The main text reads "9/10 PwDs like Varsha are overweight¹⁻⁵". To the right, five health metrics are listed in white rounded rectangles with blue icons: HbA1c: 8.5%, BMI: 30 kg/m², Medication: Metformin 500 mg BD, History: Sedentary lifestyle, family history of T2D+CVD, and High BP. The Novo Nordisk logo is in the top right corner of the infographic. At the bottom, there is a small disclaimer: "Not a real patient. The images of person depicted are for illustration purposes only. | Not a real case profile. Depicted profile is for hypothetical purposes only. Abbreviation: BP: Blood Pressure, CVD: Cardiovascular disease, T2D: Type 2 Diabetes, PwDs: People with Diabetes, A1c: Glycated hemoglobin."/>

9/10 PwDs like Varsha are overweight¹⁻⁵

Varsha, 35

HbA1c: 8.5%

BMI: 30 kg/m²

Medication:
Metformin 500 mg BD

History: Sedentary lifestyle,
family history of T2D+CVD

High BP

Not a real patient. The images of person depicted are for illustration purposes only. | Not a real case profile. Depicted profile is for hypothetical purposes only. Abbreviation: BP: Blood Pressure, CVD: Cardiovascular disease, T2D: Type 2 Diabetes, PwDs: People with Diabetes, A1c: Glycated hemoglobin.

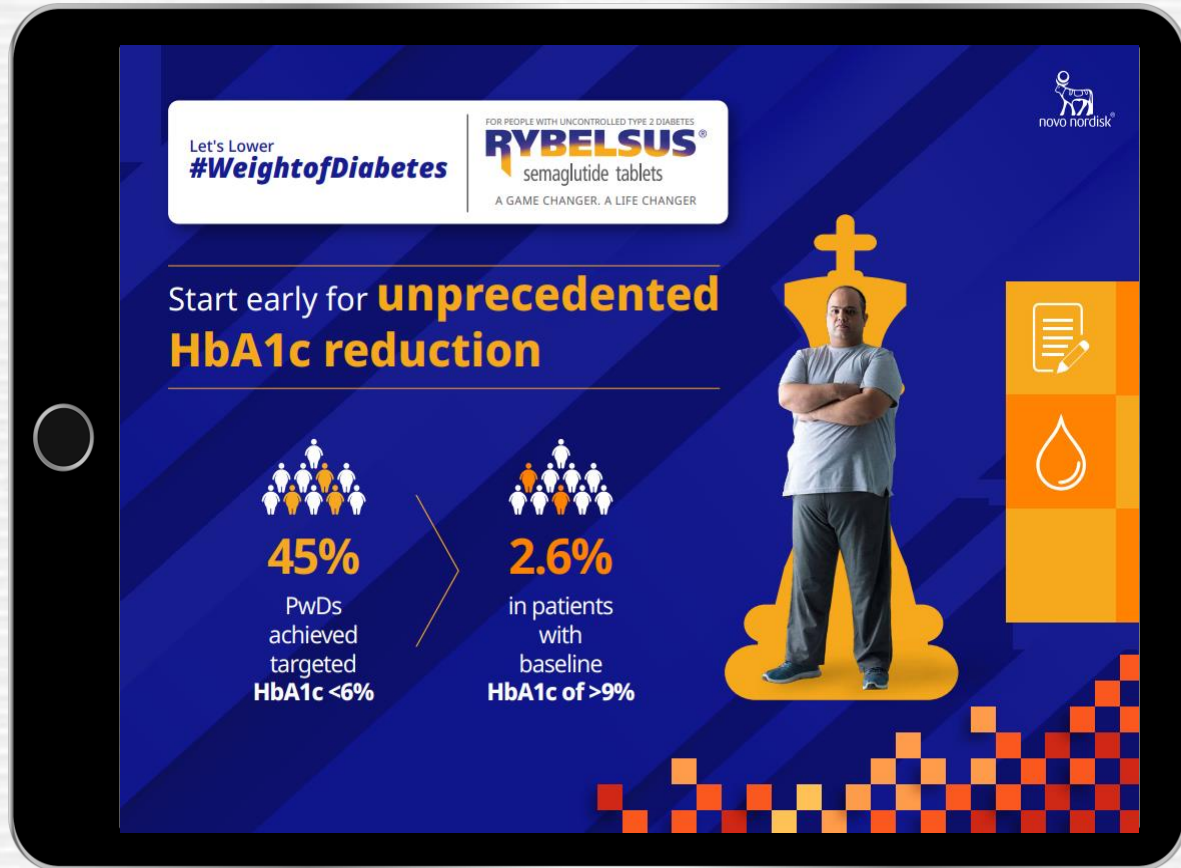
Aim: To show how Rybelsus® helps young and early diagnosed patients with uncontrolled T2D

Execution:

“Doctor, 9/10 PwDs are overweight with HbA1c 8.5%, BMI: 30, On metformin, with Family history of sedentary lifestyle and T2DM+CVD and High BP”

Patients like Varsha who are in mid age, early detected to T2D and overweight

Link to next slide



Aim: To show how Rybelsus® can aid in HbA1c reduction when initiated early

Execution:

“Doctor, Rybelsus® has shown to aid with unprecedented HbA1c reduction, as:

- 45% PwDs achieved targeted HbA1c <6% in one year of Rybelsus
- 2.6% PwDs had baseline of HbA1c >9%
- Star Early with Rybelsus for HbA1c control in first year



Let's Lower
#WeightofDiabetes

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES
RYBELSUS®
semaglutide tablets
A GAME CHANGER. A LIFE CHANGER

novo nordisk®

Start early for **unsurpassed weight loss**

Every Weight loss leads to a reduction¹

Up to **1 in 3** weight loss

Up to **4.7cm** reduction in waist circumference

1. Cummings S, et al. Effect of weight reduction on glycaemic management in people with type 2 diabetes. Diabetes Care. 2015;38(12):200-205.
2. Ryan DK, et al. Weight loss and improvement in cardiovascular risk factors in patients with type 2 diabetes. Curr Opin Lipidol. 2015;35(2):187-94.

Aim: To show how Rybelsus® can aid in unsurpassed weight loss

Execution:

“Doctor, Rybelsus® has shown to aid with **unsurpassed weight loss**, such as:

- Up to 5kg weight loss in one year
- Up to 4.7cm reduction in waist circumference.”



Let's Lower
#WeightofDiabetes

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES
RYBELSUS[®]
semaglutide tablets
A GAME CHANGER. A LIFE CHANGER

Start early for consistent **CV safety**

21%
MACE
reduction

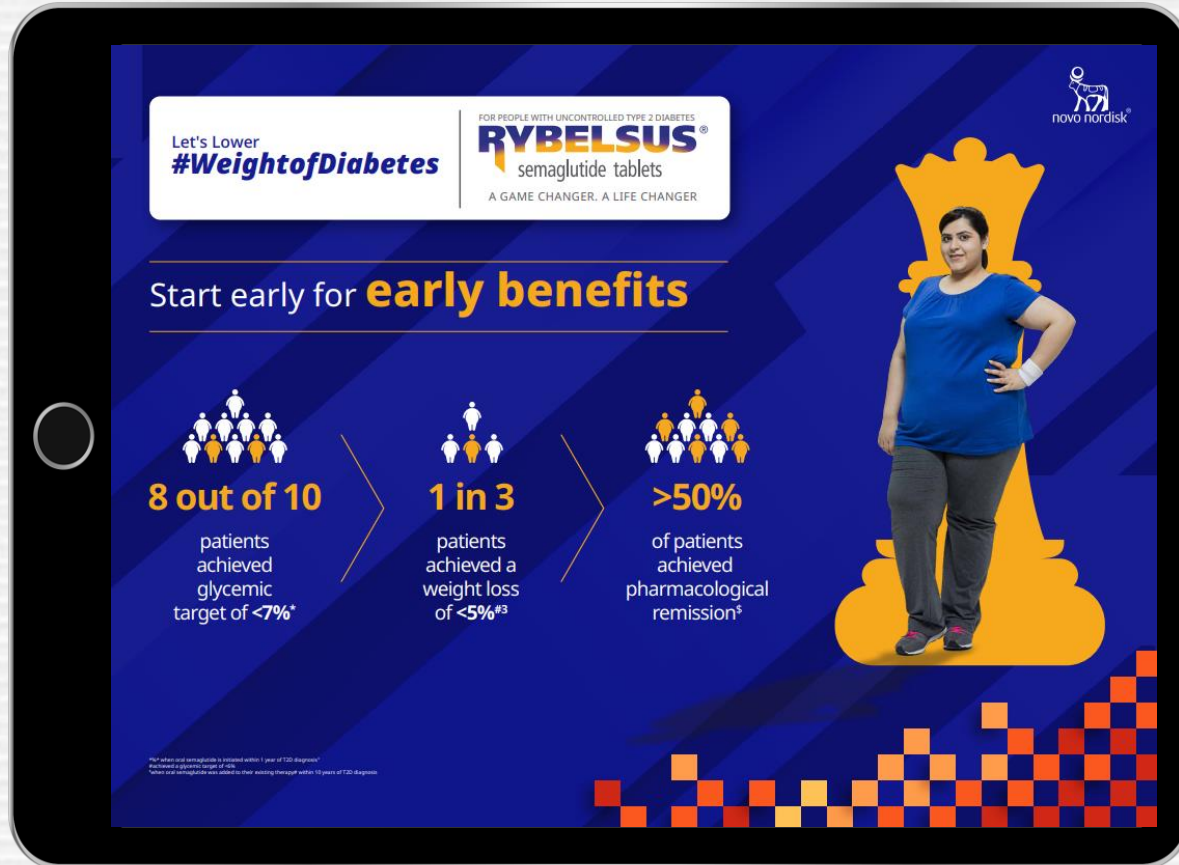
51%
risk reduction in
CV death

Aim: To show how Rybelsus® can aid in CV safety

Execution:

“Doctor, Rybelsus® has shown to aid with **CV Safety**, such as:

- 21% MACE reduction
- 51% Risk Reduction in CV Death. “



Let's Lower **#WeightofDiabetes**

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES
RYBELSUS[®]
 semaglutide tablets
 A GAME CHANGER. A LIFE CHANGER

Start early for **early benefits**

8 out of 10 patients achieved glycemic target of **<7%***

1 in 3 patients achieved a weight loss of **<5%^{†‡}**

>50% of patients achieved pharmacological remission[‡]

*At least one semaglutide is initiated within 1 year of T2D diagnosis.
 †Based on weight gain of 45kg.
 ‡When oral semaglutide was added to their existing therapy within 10 years of T2D diagnosis.

Aim: To show how Rybelsus® can aid in One year

Execution:

“Doctor, sharing Start early benefits with Rybelsus® , such as:

- 8 out of 10 PwDs achieved Glycemic target of <7%
- 1 in 3 PwDs achieved weight loss of 5%
- >50% PwDs achieved pharmacological remission “

Lower Weight of Diabetes **RYBELSUS®** semaglutide tablets
A GAME CHANGER. A LIFE CHANGER.

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES

Up to **1.5%** unprecedented HbA1c reduction¹⁰

Up to **5Kg** unsurpassed weight loss^{7,9}

Reduces cardiometabolic risk factors^{10,11}

This rise of **T2D** is mainly due to increasing prevalence of **obesity & unhealthy lifestyles.**¹

Overweight / Obesity

1. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 2. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 3. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 4. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 5. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 6. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 7. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 8. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 9. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 10. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226. 11. International Diabetes Federation (IDF) Global Burden of Diabetes (GBD) Study. Diabetes (2014) 6(12):213-226.

Weight loss can change the game positively

EVERY 1 KG weight loss leads to a reduction in HbA1c level by **0.1%**²

>15% T2DM remission, reduced mortality due to CV events

10-15% Heart disease, fatty liver, sleep apnea

5-10% Prevention of diabetes, elevated cholesterol, PCOS, fatty liver

>5% High blood pressure and blood glucose

Weight loss³⁻⁷



June LBL

Key message: Weight loss can change the game positively

Dear Doctor,

The rise of T2S is mainly due to the increasing prevalence of obesity & unhealthy lifestyles

Dr , **weight loss can change the game positively**

Rybelsus® is an ideal brand of choice for all your uncontrolled T2DM patients who are obese or overweight. I request you to help your patient with Rybelsus® for multiple benefit such as:

- Unprecedented HbA1c reduction ~1.5%
- Unsurpassed weight loss ~5 kg

Weight loss can change the game positively:

- Just 1kg in weight loss can lead to a 0.1% reduction in HbA1c levels
- >5% weight loss can help alleviate high BP and blood glucose
- 5-10% weight loss can aid prevention of diabetes, elevated cholesterol, PCOS, fatty liver
- 10-15% weight loss can help prevent heart disease, fatty liver, and sleep apnea
- >15% weight loss can lead to remission of T2D, as well as reduced mortality due to CV events

Looking forward for your continued support.



June LBL

Key message: Make weight loss primary treatment goal in T2DM

Dear Doctor,

67% of people with T2D in India have obesity

Dr, help make weight loss a primary treatment goal in T2DM

Rybelsus® is an ideal brand of choice for all your uncontrolled T2DM patients who are obese or overweight. I request you to help your patient with Rybelsus® for multiple benefit such as:

- Unprecedented HbA1c reduction ~1.5%
- Unsurpassed weight loss ~5 kg
- Lowers cardiometabolic risk factors

Dr, help make weight loss a primary treatment goal in T2DM because it:

- Helps improve body composition and multiple risk factors for cardiometabolic disease
- Helps improve beta cell function, and also helps decrease intra-abdominal and intra-hepatic fat
- Helps improve sensitivity of different organs like liver, muscle to insulin and also the function of the pancreas.

Looking forward for your continued support.

Lower Weight of Diabetes

RYBELSUS®
semaglutide tablets
A GAME CHANGER. A LIFE CHANGER.

67% people with T2D in India have obesity¹

Make weight loss a primary treatment goal in T2DM²

- ↓ Up to **1.5%** unprecedented HbA1c reduction³
- ↓ Up to **5 kg** unsurpassed weight loss⁴
- ↓ **Modifies** cardiometabolic risk factors⁴

Even a 5% weight loss improves glycemic control in patient with T2D⁵

1. ICMR (2017). National Diabetes Survey of India. 2. WHO (2016). Global Action Plan for the Prevention and Control of Non-communicable Diseases. 3. Rybelsus (semaglutide) tablets, 3 mg, 7 mg, 14 mg, 21 mg, 28 mg, 35 mg, 42 mg, 49 mg, 56 mg, 63 mg, 70 mg, 77 mg, 84 mg, 91 mg, 98 mg, 105 mg, 112 mg, 119 mg, 126 mg, 133 mg, 140 mg, 147 mg, 154 mg, 161 mg, 168 mg, 175 mg, 182 mg, 189 mg, 196 mg, 203 mg, 210 mg, 217 mg, 224 mg, 231 mg, 238 mg, 245 mg, 252 mg, 259 mg, 266 mg, 273 mg, 280 mg, 287 mg, 294 mg, 301 mg, 308 mg, 315 mg, 322 mg, 329 mg, 336 mg, 343 mg, 350 mg, 357 mg, 364 mg, 371 mg, 378 mg, 385 mg, 392 mg, 399 mg, 406 mg, 413 mg, 420 mg, 427 mg, 434 mg, 441 mg, 448 mg, 455 mg, 462 mg, 469 mg, 476 mg, 483 mg, 490 mg, 497 mg, 504 mg, 511 mg, 518 mg, 525 mg, 532 mg, 539 mg, 546 mg, 553 mg, 560 mg, 567 mg, 574 mg, 581 mg, 588 mg, 595 mg, 602 mg, 609 mg, 616 mg, 623 mg, 630 mg, 637 mg, 644 mg, 651 mg, 658 mg, 665 mg, 672 mg, 679 mg, 686 mg, 693 mg, 700 mg, 707 mg, 714 mg, 721 mg, 728 mg, 735 mg, 742 mg, 749 mg, 756 mg, 763 mg, 770 mg, 777 mg, 784 mg, 791 mg, 798 mg, 805 mg, 812 mg, 819 mg, 826 mg, 833 mg, 840 mg, 847 mg, 854 mg, 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July LBL

PCP



Key message: Weight loss can change the game positively

Dear Doctor,

7/10 PwDs are uncontrolled

Dr , weight loss can change the game positively

Rybelsus® is an ideal brand of choice for all your uncontrolled T2DM patients who are obese or overweight. I request you to help your patient with Rybelsus® for multiple benefit such as:

- Unprecedented HbA1c reduction ~1.5%
- Unsurpassed weight loss ~5 kg

Weight loss can change the game positively for people with:

- High HbA1c
- High BMI
- High BP
- Family history of T2D and CVD, sedentary lifestyle

Rybelsus® is the only oral treatment rated “very high” in glucose-lowering and weight management

Looking forward for your continued support.

Lower Weight of Diabetes

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES
RYBELSUS®
semaglutide tablets
A GAME CHANGER. A LIFE CHANGER.

>80% PwDs struggle with inadequate glycemic control despite being on triple-therapy, including Insulin¹

- Up to **1.5%** unprecedented HbA1c reduction^{2*}
- Up to **5Kg** unsurpassed weight loss³
- Reduces** cardiometabolic risk factors^{4,5}

HbA1c

>80%

Novo Nordisk

FOR PEOPLE WITH UNCONTROLLED TYPE 2 DIABETES
RYBELSUS®
semaglutide tablets
A GAME CHANGER. A LIFE CHANGER.

70% PwDs achieved glycaemic control²

20% achieved more than 10% weight loss³

7/10 PwDs have not achieved their target treatment goals despite being on anti-diabetic therapy¹

90% of PwDs are living with excess weight¹

Aug LBL

PCP



Key message: Weight loss can change the game positively

Dear Doctor,

80% of PwDs struggle with inadequate glycemic control, despite being on triple-therapy, including Insulin

Dr , **weight loss can change the game positively**

Rybelsus® is an ideal brand of choice for all your uncontrolled T2DM patients who are obese or overweight. I request you to help your patient with Rybelsus® for multiple benefit such as:

- Unprecedented HbA1c reduction ~1.5%
- Unsurpassed weight loss ~5 kg
- Reduced cardiometabolic risk factors

Weight loss can change the game positively:

- 70% of PwDs achieved glycaemic control, which can aid the 7/10 PwDs that have not achieved their targets despite being on anti-diabetic therapy
- 20% achieved more than a 10% weight loss, which helps the 90% of PwDs that live with excess weight

Looking forward for your continued support.