THE PHYSICAL, SOCIAL AND ECONOMIC EFFECTS OF MIGRAINE

Source: Lilly-sponsored, quantitative opinion survey with 518 people diagnosed with migraine by a healthcare provider, 200 people who know someone with migraine and 300 community members who do not know someone with migraine. Conducted by Nielsen on behalf of Eli Lilly and Company in May 2017.

1. Many people diagnosed with migraine live with pain nearly half of every month



2. People who do not have migraine often underestimate the pain and average duration of migraine

91% ?

OF PEOPLE DIAGNOSED WITH MIGRAINE AGREED THOSE WHO DO NOT SUFFER FROM MIGRAINE DO NOT UNDERSTAND THE SEVERITY OF THE DISEASE **62**%

31 C

OF PEOPLE DIAGNOSED WITH
MIGRAINE AGREED THEY TRY TO
MIGRAI
HIDE THE TRUE IMPACT OF
MIGRAINE FROM THOSE AT
WORK OR AT SCHOOL
BY PEO

AVERAGE DURATION OF A
MIGRAINE (IN HOURS) AMONG
PEOPLE DIAGNOSED WITH THE
DISEASE COMPARED TO
AVERAGE ESTIMATED DURATION
BY PEOPLE WHO DO NOT HAVE
MIGRAINE (20.7 HOURS)

Average Level of Pain (1-10 Scale) Typical Migraine 7.1 Kidney Stones 8.3 Broken Bones 7.0 7.3 Childbirth 8.6 Worst Migraine

Among people diagnosed with migraine who have experienced the specific condition: Childbirth (n=244), Kidney Stones (n=95), Broken Bones (n=277)

4. Migraine may impact people diagnosed with

migraine and those around them

3. Migraine may impact a person's career potential

39%
AGREED THEY HAVE
MISSED OUT ON WORK
OPPORTUNITIES

38%

AGREED THEY HAVE MISSEI
OUT ON ADDITIONAL
EARNING POTENTIAL

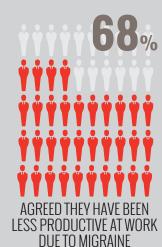
55%
AGREED MIGRAINE
HAS IMPACTED
CAREER GOALS



Among employed respondents who were diagnosed with migraine

LESS PRODUCTIVE

DUE TO MIGR





As measured over previous 30 days

AGREED THEY CAN'T INTERACT WITH THEIR KIDS AS MUCH AS



Among those who were diagnosed with migraine and who have children under 13

72%
AGREED MIGRAINE AFFECTS
THEIR ABILITY TO TAKE CARE OF



THFIR FAMILY

Among those diagnosed with migraine

90%
AGREED THEY FEEL HELPLESS
WHEN THEIR LOVED ONE HAS
A MIGRAINF



Among those who know someone with migraine

AGREED THEY WOULD LIKE THEIR LOVED ONE TO SEEK BETTER CARE OR TREATMENT

Among those who know someone with migraine