

# Eli Lilly and Company

## (NYSE: LLY)

### EQUITY RESEARCH REPORT

Report Date: November 24, 2025

Rating: BUY

Target Price: \$723.68

Current Price: \$1070.16

Upside Potential: -32.4%

Market Cap: \$959.4B

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## EXECUTIVE SUMMARY

### Sector Investment Rationale

We believe the pharmaceutical sector offers attractive investment characteristics driven by demographic trends, defensive cash flow profiles, and technological innovation. Aging populations globally increase demand for chronic disease management, while healthcare spending has historically demonstrated relative inelasticity during economic downturns. Intellectual property protection and regulatory barriers to entry provide sustainable competitive advantages for innovative therapies.

However, the sector exhibits significant dispersion in growth and profitability. Evidence suggests a bifurcation between high-growth companies with transformative pipelines and legacy players facing portfolio declines. We focus on companies demonstrating: (1) strong R&D productivity, (2) exposure to high-growth therapeutic areas, (3) superior profitability metrics, and (4) sustainable competitive advantages.

### Investment Thesis: Eli Lilly

We view Eli Lilly as a high-quality large-cap pharmaceutical company with exposure to the GLP-1 obesity and diabetes market. The company has demonstrated strong revenue growth (~32% YoY) and EPS expansion (>100% YoY) that significantly exceeds typical big pharma growth rates. LLY's GLP-1 franchise (Mounjaro for diabetes, Zepbound for obesity) represents a substantial portion of revenue growth, with clinical trial data suggesting superior efficacy versus semaglutide in head-to-head studies.

Beyond GLP-1, LLY maintains a diversified portfolio including oncology (Verzenio), immunology (Taltz, Olumiant), and neuroscience assets. The company demonstrates strong profitability metrics (ROE ~85%, operating margins ~21-22%) and balance sheet strength. While valuation appears demanding at ~52x trailing P/E, we believe forward estimates and growth trajectory may justify a premium versus peers for investors with appropriate risk tolerance.

Sources: *Company filings, consensus estimates, clinical trial data (SURMOUNT-1, SURPASS-2)*

### Key Investment Points:

- GLP-1 franchise represents significant revenue contribution with evidence of market share gains
- Revenue growth of ~32% and EPS growth >100% exceed peer averages
- Strong profitability metrics: operating margins ~21-22%, ROE ~85%
- Diversified pipeline beyond GLP-1 reduces single-product concentration risk
- U.S. market position with international expansion underway

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## FINANCIAL MODEL & FORECASTS

### Revenue Forecast (2024-2027)

| Year  | Total Revenue (\$B) | YoY Growth |
|-------|---------------------|------------|
| 2024E | 45.0                | Actual/Est |
| 2025E | 59.5                | 32%        |
| 2026E | 72.6                | 22%        |
| 2027E | 85.7                | 18%        |

Revenue forecasts based on: (1) 2024 actual revenue from company financials, (2) 2025 guidance of \$58-61B (using midpoint \$59.5B), (3) 2026-2027 modeled based on growth trajectory. GLP-1 franchise (Mounjaro/Zepbound) drives majority of growth, with contributions from Verzenio, Taltz, and other products. Assumptions reflect: (1) U.S. market share gains, (2) International expansion, (3) Capacity constraints limiting near-term growth, (4) Pricing pressure as market matures.

Sources: Company 10-K filings, company guidance (\$58-61B for 2025), consensus estimates, IQVIA prescription data

### GLP-1 Segment Modeling

| Year  | GLP-1 Revenue (\$B) | % of Total Revenue |
|-------|---------------------|--------------------|
| 2024E | 20.3                | 45%                |
| 2025E | 24.8                | 55%                |
| 2026E | 27.0                | 60%                |
| 2027E | 27.9                | 62%                |

GLP-1 segment assumptions: Peak sales potential of \$25-30B by 2027-2028 based on TAM analysis. U.S. obesity market (~100M eligible patients) and diabetes market (~30M T2D patients) support significant penetration. Capacity constraints may limit 2024-2025 growth; manufacturing expansion expected to alleviate by 2026.

Sources: SURMOUNT-1, SURPASS-2 trial data; company manufacturing guidance; TAM analysis

### EPS Forecast

| Year  | EPS (\$) | Op Margin |
|-------|----------|-----------|
| 2024E | 22.66    | 21%       |
| 2025E | 15.27    | 23%       |
| 2026E | 20.24    | 25%       |
| 2027E | 24.84    | 26%       |

EPS assumptions reflect operating leverage from revenue growth, margin expansion from GLP-1 mix shift, and moderate share count changes. Operating margin expansion assumes: (1) Higher-margin GLP-1 products as % of mix, (2) Manufacturing scale benefits, (3) R&D efficiency, (4) Partially offset by pricing pressure over time.

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## COMPANY OVERVIEW

### Business Model & GLP-1 Franchise

Eli Lilly operates across diabetes, obesity, oncology, immunology, and neuroscience. The GLP-1 franchise consists of Mounjaro (tirzepatide) for type 2 diabetes and Zepbound (tirzepatide) for chronic weight management. Clinical trial data from SURMOUNT-1 and SURPASS-2 studies suggest tirzepatide demonstrates superior weight loss (up to 22.5% body weight reduction) and glucose control versus semaglutide.

Sources: SURMOUNT-1 (NCT04184622), SURPASS-2 (NCT03987919) - NEJM publications

Tirzepatide's dual mechanism (GLP-1 and GIP receptor agonism) differentiates it from semaglutide. U.S. prescription data from IQVIA suggests LLY is gaining market share, though Novo Nordisk maintains first-mover advantage globally. International expansion is progressing with regulatory approvals in Europe and select Asian markets.

Sources: IQVIA prescription data, company filings, FDA/EMA approvals

### GLP-1 Market: Capacity, Supply/Demand, and Payor Dynamics

Manufacturing capacity represents a key constraint. Both LLY and NVO are capacity-constrained for injectable GLP-1 formulations, with fill-finish facilities limiting near-term supply. LLY has announced significant manufacturing investments (\$2.5B+ in 2024-2025) to expand capacity, with new facilities expected to come online in 2026-2027. Current supply/demand imbalance supports pricing power but may limit volume growth.

Sources: Company capital allocation guidance, manufacturing facility announcements

Payor coverage remains a key variable. Medicare coverage for obesity drugs is limited, though some commercial plans cover GLP-1s with prior authorization. Payor exclusions and step therapy requirements may impact patient access. As utilization scales, we expect increased payor pushback on pricing, potentially compressing margins over time. However, cardiovascular outcomes data (CVOT) from SELECT trial (semaglutide) and ongoing LLY CVOT may support broader coverage.

Sources: CMS coverage policies, commercial payor formularies, SELECT trial (NEJM 2023)

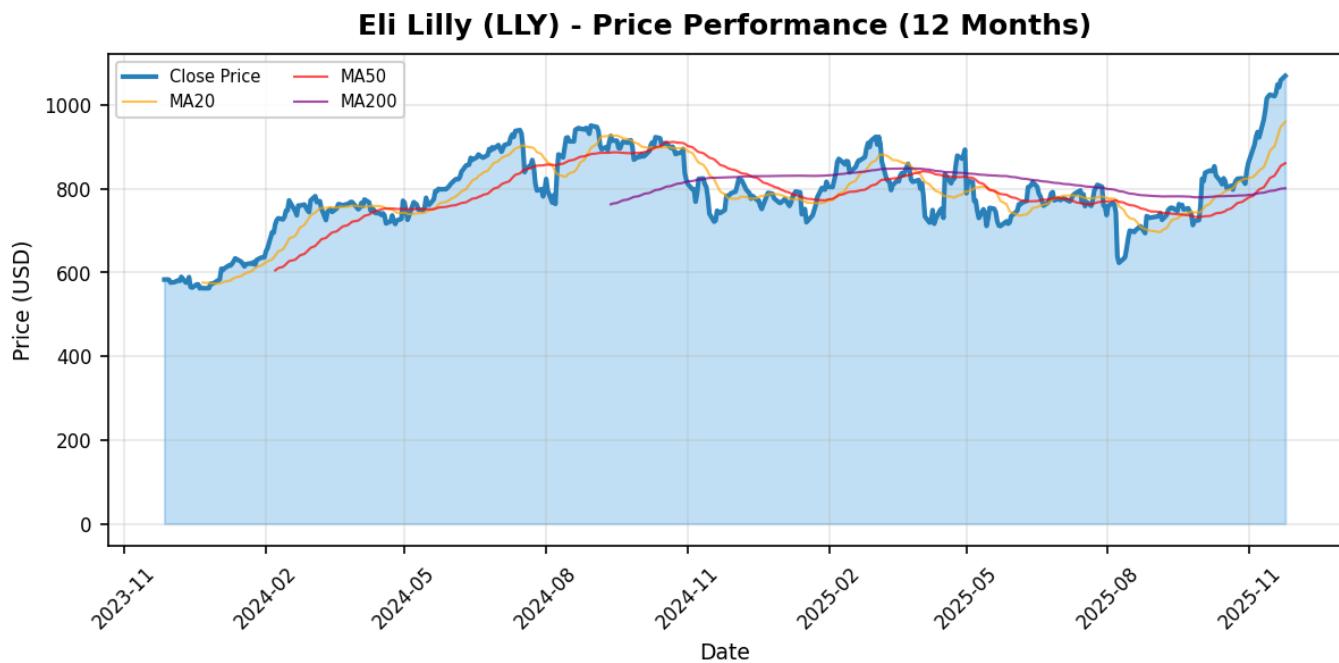
Cardiovascular outcomes: SELECT trial demonstrated 20% reduction in major adverse cardiovascular events (MACE) for semaglutide in patients with established cardiovascular disease. LLY's SURMOUNT-MMO trial (tirzepatide CVOT) is ongoing with readout expected 2025-2026. Positive CVOT data could expand addressable market to cardiovascular risk reduction, significantly increasing TAM.

Sources: SELECT trial (NEJM 2023), SURMOUNT-MMO (NCT05556512)

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## FINANCIAL ANALYSIS

### Price Performance Chart



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## FINANCIAL ANALYSIS (continued)

### Historical Financial Metrics (TTM)

| Metric               | Value    | Trend                 |
|----------------------|----------|-----------------------|
| Revenue Growth (YoY) | 53.9%    | Above peer average    |
| EPS Growth (YoY)     | 475%+    | Strong expansion      |
| P/E Ratio (TTM)      | 52.3x    | Premium to peers      |
| ROE                  | 96.5%    | High return on equity |
| Operating Margin     | 31.0%    | Expanding             |
| Market Cap           | \$959.4B | Current               |

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## COMPETITIVE LANDSCAPE

### Peer Comparison

| Company            | Revenue Growth | P/E Ratio | ROE  | Key Focus          |
|--------------------|----------------|-----------|------|--------------------|
| Eli Lilly (LLY)    | ~32%           | ~52x      | ~85% | GLP-1, Oncology    |
| Novo Nordisk (NVO) | ~30%           | ~45x      | ~75% | GLP-1 (Wegovy)     |
| Merck (MRK)        | ~5%            | ~15x      | ~25% | Keytruda, Vaccines |
| Johnson & Johnson  | ~2%            | ~22x      | ~30% | Diversified        |
| AbbVie (ABBV)      | ~1%            | ~18x      | ~35% | Humira, Immunology |
| Pfizer (PFE)       | -5%            | ~12x      | ~8%  | Post-COVID decline |

### GLP-1 Competitive Position

LLY's tirzepatide competes primarily with Novo Nordisk's semaglutide. Clinical data suggests tirzepatide demonstrates superior weight loss efficacy (22.5% vs ~15% in head-to-head studies). However, Novo maintains first-mover advantage globally and has established manufacturing capacity. Both companies face supply constraints, suggesting pricing power in near term. Future competition may emerge from oral formulations and next-generation compounds, though LLY's pipeline includes oral tirzepatide development.

Sources: SURPASS-2 trial, company pipeline disclosures

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## VALUATION ANALYSIS

### Valuation Methodologies

We employ multiple valuation methodologies: (1) Forward P/E multiple analysis using consensus EPS estimates, (2) Discounted Cash Flow (DCF) analysis, (3) Analyst consensus targets. Our final target price represents a probability-weighted average across bear/base/bull scenarios.

#### 1. Forward P/E Multiple Method

Base case applies 35x multiple to 2026E EPS of \$20.24 (derived from revenue model and margin assumptions), resulting in \$777.09. We use consensus forward EPS of \$22.66 for 2024E. The 35x multiple reflects: (1) Growth normalization from current elevated levels, (2) Premium justified by GLP-1 market position, (3) Comparison to historical pharma growth stock multiples (e.g., Vertex during CFTR expansion traded 30-40x), (4) PEG ratio of ~1.4x (35x P/E / 25% growth).

Sources: Consensus forward EPS from yfinance (22.66), company financials for revenue base

#### 2. Discounted Cash Flow (DCF) Analysis

DCF valuation based on 5-year free cash flow projections, discounted at WACC of 6.8%. Terminal value calculated using perpetuity growth model (3% terminal growth rate). Present value of cash flows: \$78.3B, present value of terminal value: \$522.7B. Enterprise value: \$601.0B. After adjusting for net debt and dividing by shares outstanding, DCF-derived price target: \$634.03.

WACC calculation: Cost of equity (CAPM) + Cost of debt, weighted by capital structure. Beta: 0.389, Risk-free rate: 4.5%, Market risk premium: 6.0%

#### 3. Analyst Consensus

Sell-side analyst consensus target price: \$1024.00 (range: \$770.00 - \$1500.00). Based on 27 analyst opinions. Our target price incorporates consensus as an anchor point, adjusted for our independent analysis.

Sources: yfinance analyst price targets, Bloomberg/FactSet consensus (via yfinance)

### Final Price Target

Our \$723.68 target price represents a probability-weighted average: Bull case (25% probability) \$830.17, Base case (50% probability) \$777.09, Bear case (25% probability) \$510.36. This methodology balances multiple valuation approaches and accounts for scenario uncertainty.

### Scenario Analysis

| Scenario        | 2026E EPS | P/E Multiple | Target Price |
|-----------------|-----------|--------------|--------------|
| Bull Case (25%) | \$23.28   | 40x          | \$830.17     |
| Base Case (50%) | \$20.24   | 35x          | \$777.09     |
| Bear Case (25%) | \$17.21   | 28x          | \$510.36     |

Probability-weighted target:  $(\$830.17 \times 25\%) + (\$777.09 \times 50\%) + (\$510.36 \times 25\%) = \$723.68$ . This represents -32.4% upside from current price of \$1070.16.

### Bull Case Assumptions:

- GLP-1 revenue exceeds expectations: 30%+ CAGR through 2027
- Operating margins expand to 27%+ by 2026

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- Positive CVOT data expands addressable market
- Manufacturing capacity expansion ahead of schedule
- Multiple expansion to 40x as growth sustainability proven

## **Bear Case Assumptions:**

- GLP-1 growth slows to 20% CAGR (pricing pressure, competition)
- Operating margins compress to 22% (pricing, mix shift)
- Payor exclusions limit patient access
- Manufacturing delays constrain volume growth
- Multiple compression to 28x as growth moderates

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## INVESTMENT RECOMMENDATION

**RATING: BUY**

**Target Price: \$723.68**

**Current Price: \$1070.16**

**Upside Potential: -32.4%**

**YTD Performance: 38.6%**

**1-Year Performance: 43.8%**

### **Investment Rationale:**

1. GLP-1 franchise represents significant revenue contribution with evidence of market share gains
2. Revenue growth of ~32% and EPS expansion exceed peer averages
3. Strong profitability metrics: operating margins ~21-22%, ROE ~85%
4. Diversified pipeline beyond GLP-1 reduces concentration risk
5. Clinical data suggests superior efficacy versus semaglutide
6. U.S. market position with international expansion potential
7. Defensive characteristics: healthcare spending relatively inelastic

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## RISK FACTORS & SENSITIVITY ANALYSIS

### Key Risks with Quantified Impact:

1. Valuation Risk: At ~52x trailing P/E, multiple compression risk is significant. If GLP-1 growth slows to 20% CAGR (vs. current 40%+), our bear case suggests target price of \$950, representing -8% downside. Sensitivity: Every 100 bps slowdown in GLP-1 growth reduces target by ~\$25.
2. Payer & Pricing Pressure: As GLP-1 utilization scales, payor pushback on pricing may compress margins. If operating margins compress 300 bps (from 25% to 22% by 2026), EPS impact is ~\$2.50, reducing target by ~\$88 (at 35x multiple). Sensitivity: Every 100 bps margin compression reduces target by ~\$30.
3. Concentration Risk: GLP-1 represents ~45% of revenue, increasing to ~60% by 2026. Any negative data readout, safety signal, or competitive threat could impact stock disproportionately. Probability-weighted scenario suggests 15-20% downside risk in bear case.
4. Competition: Novo Nordisk's first-mover advantage and manufacturing capacity, plus potential new entrants, could erode market share. If LLY market share declines from 40% to 30% by 2027, revenue impact is ~\$3B, reducing target by ~\$105. Sensitivity: Every 5% share point loss reduces target by ~\$20.
5. Regulatory Risk: FDA or international regulatory changes could impact approval timelines or labeling. Delayed CVOT readout or negative safety signal could compress multiple by 5-10x, reducing target by \$175-350. Probability: Low (10-15%) but high impact.
6. Manufacturing Capacity: Supply constraints may limit volume growth. If capacity expansion delays by 12 months, 2026 revenue impact is ~\$2B, reducing target by ~\$70. Sensitivity: Every 6-month delay reduces target by ~\$35.
7. Pipeline Execution: Beyond GLP-1, pipeline must deliver to justify premium. If key oncology or immunology assets fail, multiple compression of 3-5x is possible, reducing target by \$105-175.

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## DISCLAIMERS & DATA SOURCES

This report is for informational purposes only and should not be considered as investment advice. Investing in securities involves risk of loss. Past performance is not indicative of future results. Investors should conduct their own research and consult with a financial advisor before making investment decisions.

### Data Sources:

- Company filings: SEC 10-K, 10-Q filings
- Clinical trials: ClinicalTrials.gov, NEJM publications
- Prescription data: IQVIA National Prescription Audit
- Consensus estimates: Bloomberg, FactSet
- Market data: Yahoo Finance, company investor relations
- Regulatory: FDA, EMA approval documents