

NBCUniversal



Pharma QUARTERLY UPDATE 3Q'25

Industry Highlights & Media Trends

Agenda

1

Pharma Landscape

Current Landscape & 3Q'25 Media Trends

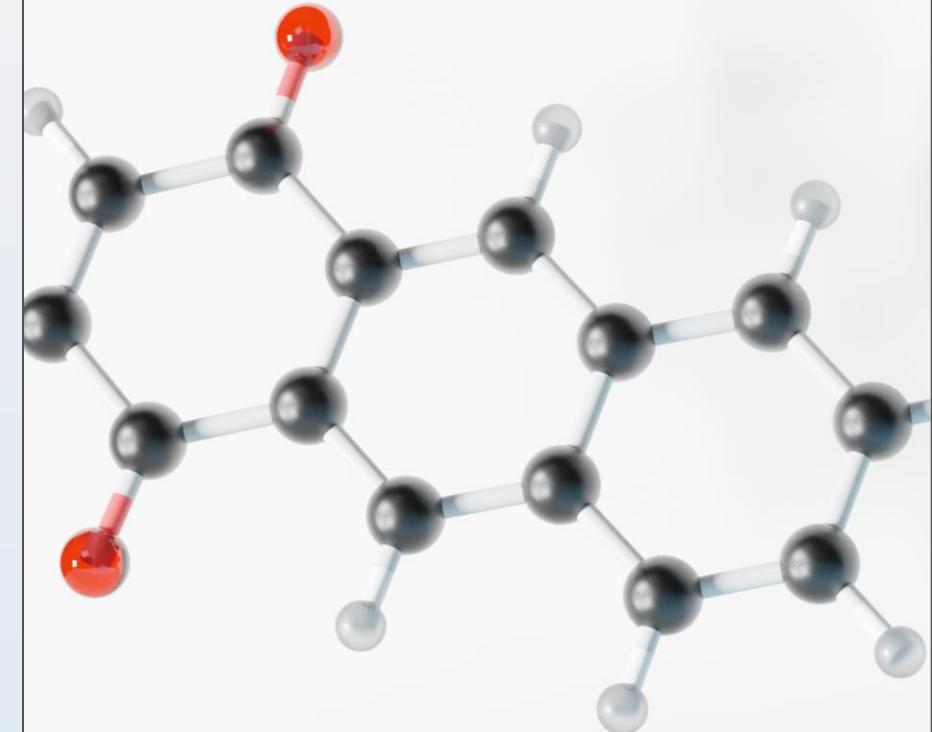
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Pharma @ NBCU Update

Media Trends, Creative Showcase

3

Pharma Upcoming Opportunities At NBCU



Current **Pharma** Category Dynamics

The industry is adapting to shifting regulations, emphasizing transparency, and focusing on long-term momentum

Headwinds:

- **Regulatory challenges linger** amid shifting policies and enforcements (e.g., tariff pause, Rx and Medicare pricing pressure, ad scrutiny)
- **Government shutdown** leads to slower FDA drug approvals / application delays and potential product launches postponed (35 approvals as of 11/3 vs. 38 STLY)¹
- **Looming patent cliff fast approaching**, seeing sluggish sales impact earnings for affected co's²
- **Trust slipping among Gen Z and Millennials**, as evolving perceptions drive significant satisfaction dip³

Tailwinds:

- **Impact of tariffs more muted**, especially among larger pharma co's investing in U.S. manufacturing
- **Growth of D2C platforms continues**, prioritizing patient experience to develop trust and heighten transparency
- **Momentum in preventative health** fuels more innovation / pipeline strength and consumer demand
- **Perceptions hold steady among older generations**, with the Silent Gen having the highest satisfaction³



Pharma Category Round Up

| Challenges from REGULATIONS & TARIFFS | Lowering Rx Costs + RISE OF D2C | Impact of PATENT CLIFFS | Boosting INNOVATION/PIPELINES |
|---|---|---|---|
| <p>Pharma tariffs are currently paused (as of 10/1/2025) as the administration works through drug pricing and infrastructure spending negotiations</p> <p>FIERCE Pharma</p> | <p>Pfizer is first partner of TrumpRx, making a deal with the administration to lower Rx costs for Medicaid</p> <p>AP</p> | <p>Shares of Novartis fell after Entresto went off patent with investors worried about generics</p> <p>FT FINANCIAL TIMES</p> | <p>Lilly is partnering with Nvidia to create pharma's most powerful AI supercomputer and an AI factory to fast-track drug discovery</p> <p>CNBC</p> |
| <p>As the FDA continues to scrutinize pharma ad creative, policing digital and social pharma ads is proving harder to do vs. TV</p> <p>AdAge</p> | <p>Six pharma co's launched D2C platforms sparked by the admin's 9/29 deadline (e.g., Amgen, AZ, Novartis), with more planning similar moves</p> <p>EM</p> | <p>The industry is bracing for the impact of Patent Cliff 2.0 where patent losses are expected to exceed \$90B impact in '25-'29 – more than the past two 5-year periods</p> <p>IQVIA</p> | <p>Pharma marketers are tapping AI beyond productivity, but also to build trust</p> <p>MM+M</p> |
| <p>FDA is minimizing clinical testing burdens for biosimilars to increase availability</p> <p>FIERCE Pharma</p> | <p>Novo Nordisk and Lilly made price reduction deals for specific obesity drugs in response to the administration's "most favored nation" program</p> <p>FIERCE Pharma</p> | | <p>Pfizer wins bidding war with Novo Nordisk to acquire Metsera, a startup with GLP-1s in the pipeline</p> <p>REUTERS</p> |
| | <p>Lilly is partnering with Walmart on the first retail collab for LillyDirect, offering in-store pickups of Zepbound</p> <p>PYMNTS</p> | | |

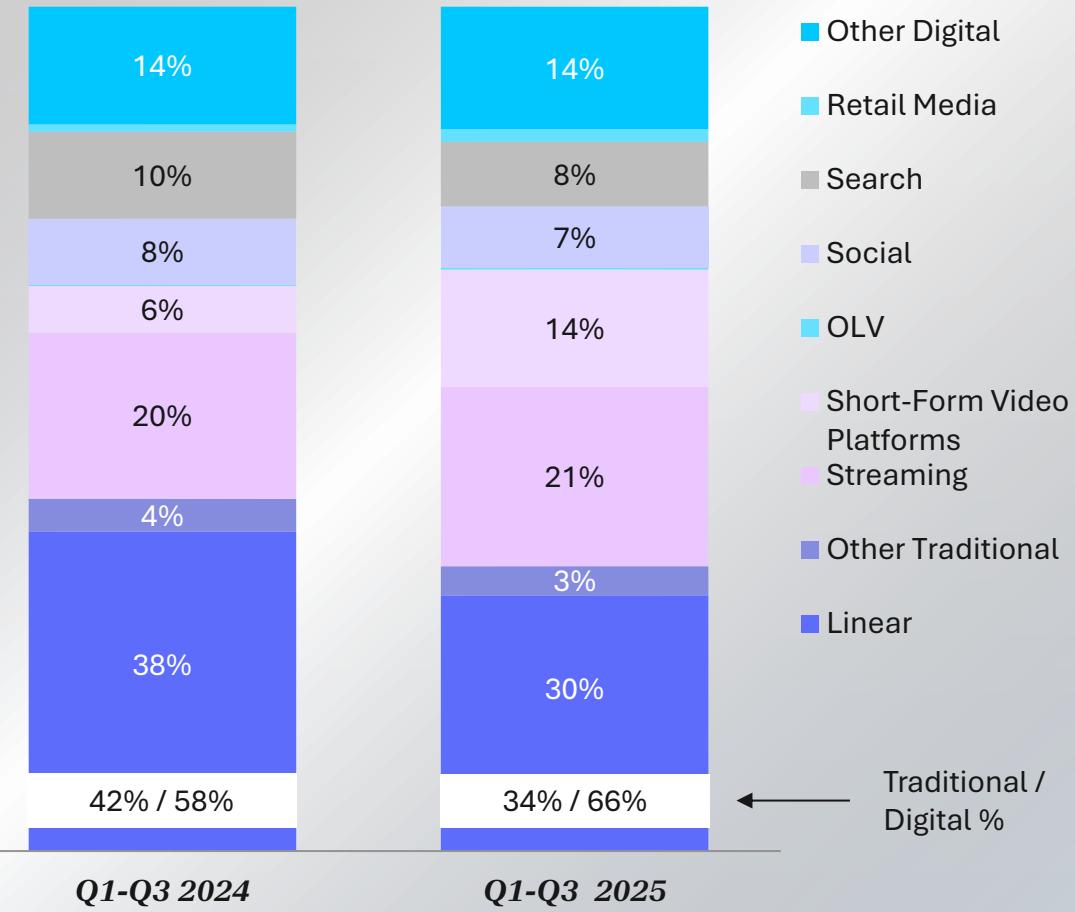
Pharma |

Marketplace Spend

The category continues to tap into cultural moments and digital video as a “consumer-first” approach continues to take hold

- **Category spend grew +30% vs. STLY** driven by Streaming and Short-Form Video Platforms
 - **Streaming** +40% vs. STLY, with programmatic buying +47%
 - **Short-Form Video** grew >2x, accounting for 21% of digital spend
- **Linear spend rose +4% vs. STLY** driven by sports (+23%, primarily NFL, NBA), broadcast entertainment (+13% led by prime), and news (+2%)

Pharma Category Media Mix *Share of Spend*



Pharma NBCU Spend

At NBCU, our Pharma partners are leaning into culturally relevant premium content, diverse audiences, & advanced activation
1Q-3Q'25

Entertainment

drove linear increase as brands seek broad reach and cultural connection through Prime and Late Night



Entertainment grew +20% vs. STLY

Advanced Audiences & Buying

spend continues to rise across linear and streaming, holding steady as a top spender in advanced



+62% total advanced growth; holds steady as 2nd highest category in programmatic; continues as #1 in DDL



Streaming

investment grows across Peacock AX and Premier as brands recognize the impact of premium content and viewing experience

Total Peacock (Premier & AX) spend increased +29% vs. STLY, with Programmatic and DIO buying about equal

Diverse Growth Audiences

especially Hispanic consumers, are rising in importance, and media spend is following – increasing spend in Spanish Language linear



SL linear +3% vs Q1-Q3'24

Creative & Innovation Across The Marketplace & NBCU

Pharma brands are aligning with cultural moments to capture attention, educate, and to foster connections

Marketplace



Playing with Heart (Unbranded)

Merck released its latest cardiovascular health campaign during a September MLB St. Louis Cardinals' game, featuring the story of former player Darryl Kile to educate baseball fans about ASCVD in high-risk communities.

NBCU Spotlight



Embedding with Culture (Product)

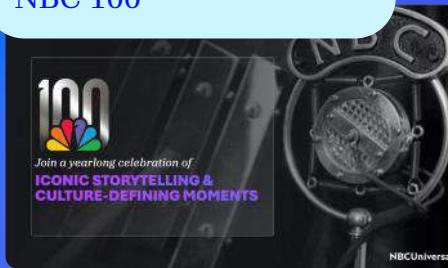
GSK's Cabenuva sponsored *Las Culturistas* on Peacock, which included contextual targeting and social.

Leverage the power of NBCUniversal's

Content & Audiences to drive impact for your brand & business

2026 Opportunities On The Horizon For The Pharma Category

NBC 100



Access Hollywood



Billboard Latin Women In Music



Emmys



Live from E! Red Carpet



TODAY



MS NOW



Peacock Originals



Please reach out to your NBCU sales or marketing lead for more information or to check status of category availability for the opportunities.

NBCUniversal



THANK YOU

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