“Our medicines can improve people’s health profoundly. Whether they know us by name or not, our customers count on each of us at Lilly, in our own ways, to help them with difficult health-care challenges. We must act with integrity to earn society’s trust and the privilege to be in – and stay in – this business.”

David Ricks
President and Chief Executive Officer
Eli Lilly and Company
A history steeped in values

The Red Book Code of Business Conduct sets the expectation for behavior that we demonstrate every day and establishes the ethical framework on which we conduct our business. It reflects our core values of Integrity, Excellence, and Respect for People — values that inspire us to do the right things for the right reasons.

As members of the Lilly global community, we have inherited a strong history of principled conduct. Each of us has the responsibility, not just of carrying it forward “to successive generations unsullied” (J.K. Lilly, Sr.), but also to “take what [we] find here and make it better and better” (Colonel Eli Lilly).
Who we are

**Our PROMISE**
Lilly unites caring with discovery to make life better for people around the world.

**Our MISSION**
We make medicines that help people live longer, healthier, more active lives.

**Our VALUES**
Integrity, Excellence, and Respect for People

**Our VISION**
We will make a significant contribution to humanity by improving global health in the 21st century.
Lilly values of Integrity, Excellence, and Respect for People inspire us to do the right things for the right reasons. *The Red Book* sets the expectation for behavior that we demonstrate every day.

We are committed to act legally and ethically, following both the letter and the spirit of the laws, regulations, policies, and procedures that govern our business. We understand our responsibilities to Lilly, to each other, and to those we serve. We apply good judgment and we seek help when we’re not sure of the right thing to do.

We never underestimate the critical role each of us plays—supervisors and employees alike—in making life better for people around the world.
“Ours is the responsibility for preserving the customs and ideals upon which this organization was built, so that we may pass on to those who follow us an even finer inspirational record than that which we inherited.”

Eli Lilly, grandson of our founder, 1947
Our responsibilities

1. We are dedicated to scientific excellence in our advancement of research and discovery.

2. We are fair in our employment practices and value diverse backgrounds, skills, and global perspectives.

3. We work to assure a reliable supply of quality products for human and animal health, and accurate and complete product, safety, and efficacy information.

4. We communicate in an honest, transparent, and accurate way.

5. We do not buy the business or do anything to give the appearance of buying the business.

6. We ensure the integrity of our financial records by establishing and following robust internal processes, controls, and accounting principles.

7. We respect privacy and are committed to the ethical management of all personal information.

8. We appropriately manage and protect information assets.

9. We strive to maintain a safe and secure workplace, to protect people, our assets, and the communities in which we operate, and to conduct business in an environmentally responsible manner.

10. We speak up when we see or suspect something that could harm Lilly or those we serve. We share concerns openly and honestly, knowing that Lilly does not tolerate retaliation.
Exercise good judgment

In some situations, it is not easy to know the right action to take. If you are unsure what to do, consider the following questions:

» Does the action align with Lilly’s values and brand?

» Do I know what company requirements apply and what is expected of me?

» Will the customer feel genuinely cared for, able to trust us, and that their interactions with us were as easy as possible?

» Do I know for certain that my proposed actions are legal and consistent with the letter, and the spirit, of the law, company policies, and other company requirements?

» Does the action appropriately consider the best interests of customers, shareholders, fellow employees, and other stakeholders?

» Would I be proud if my colleagues or my family knew that I was the person responsible for the action?

In moments of uncertainty, seek help from Lilly resources including your supervisor, subject-matter experts, human resources, ethics and compliance, or Lilly Legal.

People all over the world are counting on us.
The Red Book Code of Business Conduct is reviewed annually and updated as appropriate. The online version of The Red Book Code of Business Conduct, accessible on Lilly.com, supersedes all previous versions.