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LILLY ELI & CO Form FWP February 24, 2015

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Free Writing Prospectus Filed Pursuant to Rule 433

Registration Statement No. 333-186979

Dated February 24, 2015

Eli Lilly and Company Pricing Term Sheet 1.250% Notes due 2018 2.750% Notes due 2025 3.700% Notes due 2045

Issuer:

Eli Lilly and Company

Principal Amount: \$600,000,000 \$800,000,000 \$800,000,000

Maturity Date: March 1, 2018 June 1, 2025 March 1, 2045

Coupon: 1.250% per year 2.750% per year 3.700% per year

Public Offering Price: 99.912% of principal amount 99.807% of principal amount 99.515% of principal amount

Yield to Maturity: 1.280% 2.772% 3.727%

Benchmark Treasury: 1.000% due February 15, 2.000% due February 15, 3.000% due November 15,

2018 2025 2044

Spread to Benchmark

Treasury: T+32 bps T+80 bps T+115 bps

Benchmark Treasury Price / 100-03 3/4 / 0.960% 100-08 / 1.972% 108-24 / 2.577%

Yield: 100-03 3/47 0.900 % 100-087 1.972 % 108-247 2.377 %

March 1 and September 1, June 1 and December 1, March 1 and September 1, Interest Payment Dates: Commencing September 1, commencing June 1, 2015 commencing September 1,

2015 (short first coupon) 2015

Make-whole call:

Make whole plus 5 bps

Prior to March 1, 2025,
make whole plus 15 bps
(calculated to the par call date)

Prior to March 1, 2025,
make whole plus 20 bps
(calculated to the par call date)

Par call: On or after March 1, 2025, On or after September 1, 2044,

ar call: Not applicable at 100% at 100%

CUSIP / ISIN:

Redemption Provisions:

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532457 BK3 / 532457 BH0/ 532457 BJ6/ US532457BK39 US532457BH00 US532457BJ65

Trade Date: February 24, 2015

Settlement Date: March 5, 2015 (T+7)

\$2,000 x \$1,000 Denominations:

Joint Book-Running

Deutsche Bank Securities Inc., Goldman, Sachs & Co., Morgan Stanley & Co. LLC and

Merrill Lynch, Pierce, Fenner & Smith Incorporated Managers:

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Credit Suisse Securities (USA) LLC, J.P. Morgan Securities LLC, UBS Securities LLC

Co-Managers: and

Drexel Hamilton, LLC

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Deutsche Bank Securities Inc. toll-free at (800) 503-4611, Goldman, Sachs & Co. toll-free at (866) 471-2526, Morgan Stanley & Co. LLC toll-free at (866) 718-1649 and Merrill Lynch, Pierce, Fenner & Smith Incorporated toll-free at (800) 294-1322.