

# The Next Trust Layer for GLP-1 & Metabolic Health

# \$92B

## GLOBAL OBESITY-MEDICINES MARKET

Forecast 2026 list-price sales, up from approximately \$66B in 2025.

Source: IQVIA, 2026

### **Every dose is a promise.**

A promise that the therapy is authentic.

A promise that it reached the right patient through the right channel.

A promise that trust travels with the therapy.

For decades, the pharmaceutical industry has fulfilled that promise through science, manufacturing and regulation.

### **As every successful industry scales, its greatest challenge changes.**

First innovation.

Then manufacturing.

Eventually, trust.

Metabolic health has reached that moment.

The next challenge is no longer simply producing enough medicine.

**It is preserving trust wherever that medicine goes.**



Persistent trusted identity may become the next foundational layer of metabolic health.

# The Market is Scaling. So is the Trust Gap.

## 1 IN 10

Medicines in low- and middle-income countries are estimated to be substandard or falsified.

Source: WHO



## ALL GLOBAL REGIONS

WHO has recorded increasing reports of falsified semaglutide across every geographic region since 2022.

Source: WHO

## REGULATED CHANNELS BREACHED

Confirmed falsified Ozempic has entered regulated supply chains in Brazil, the UK and U.S.

Source: WHO

The trust gap does not stop at the edge of the regulated supply chain.

# Every Therapy Already Has a Supply Chain. Now it Needs a Trust Layer.

**Trust can become continuous.**

It can remain with the therapy wherever it goes.

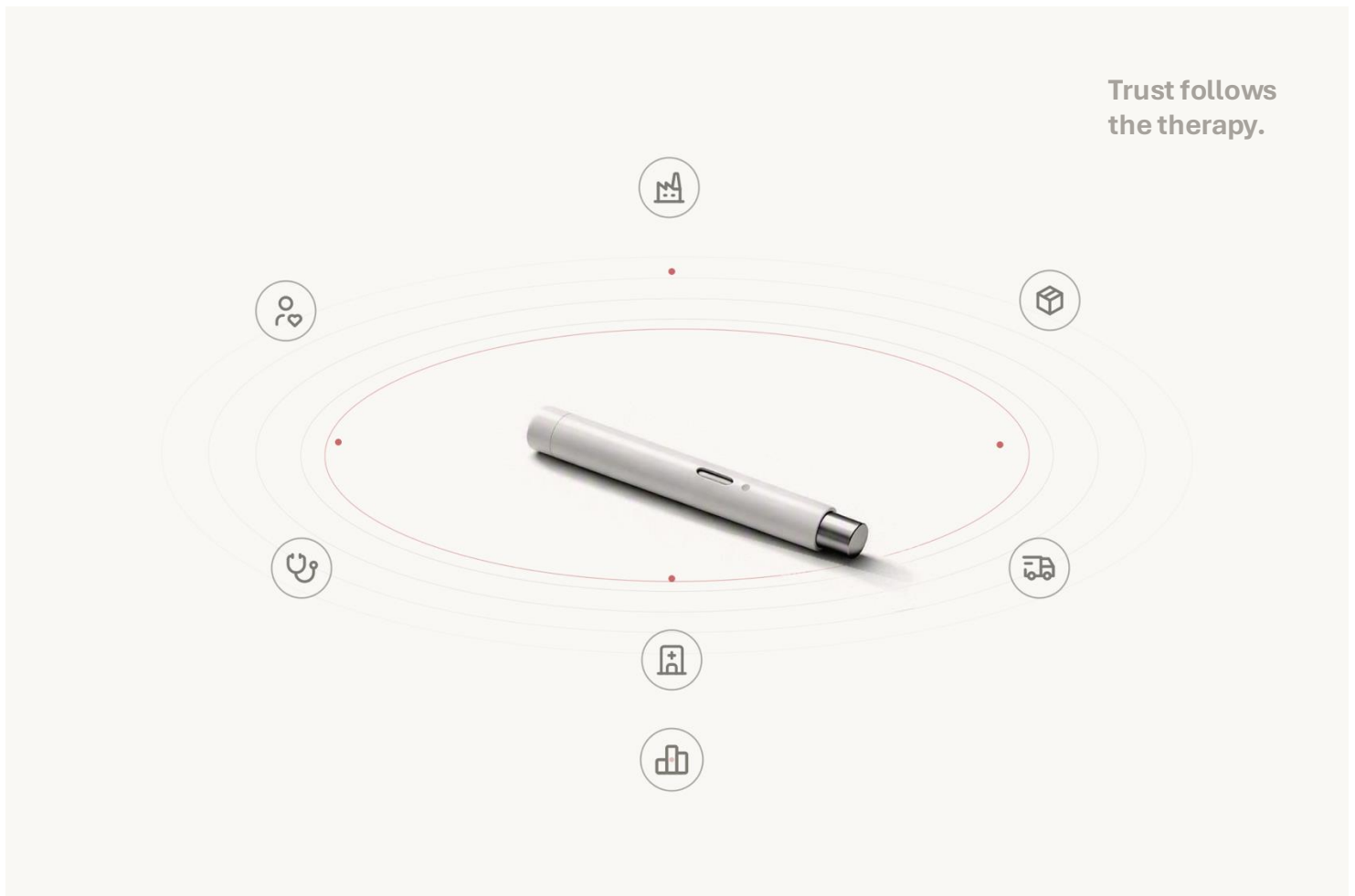
**Trust can become operational.**

Manufacturers. Distributors. Pharmacies. Providers. Patients.

**Trust can become infrastructure.**

Everything else becomes possible.

*A persistent trusted identity can become the digital thread connecting every participant across the therapy lifecycle.*



Persistent trusted identity is the next foundational layer of metabolic health.

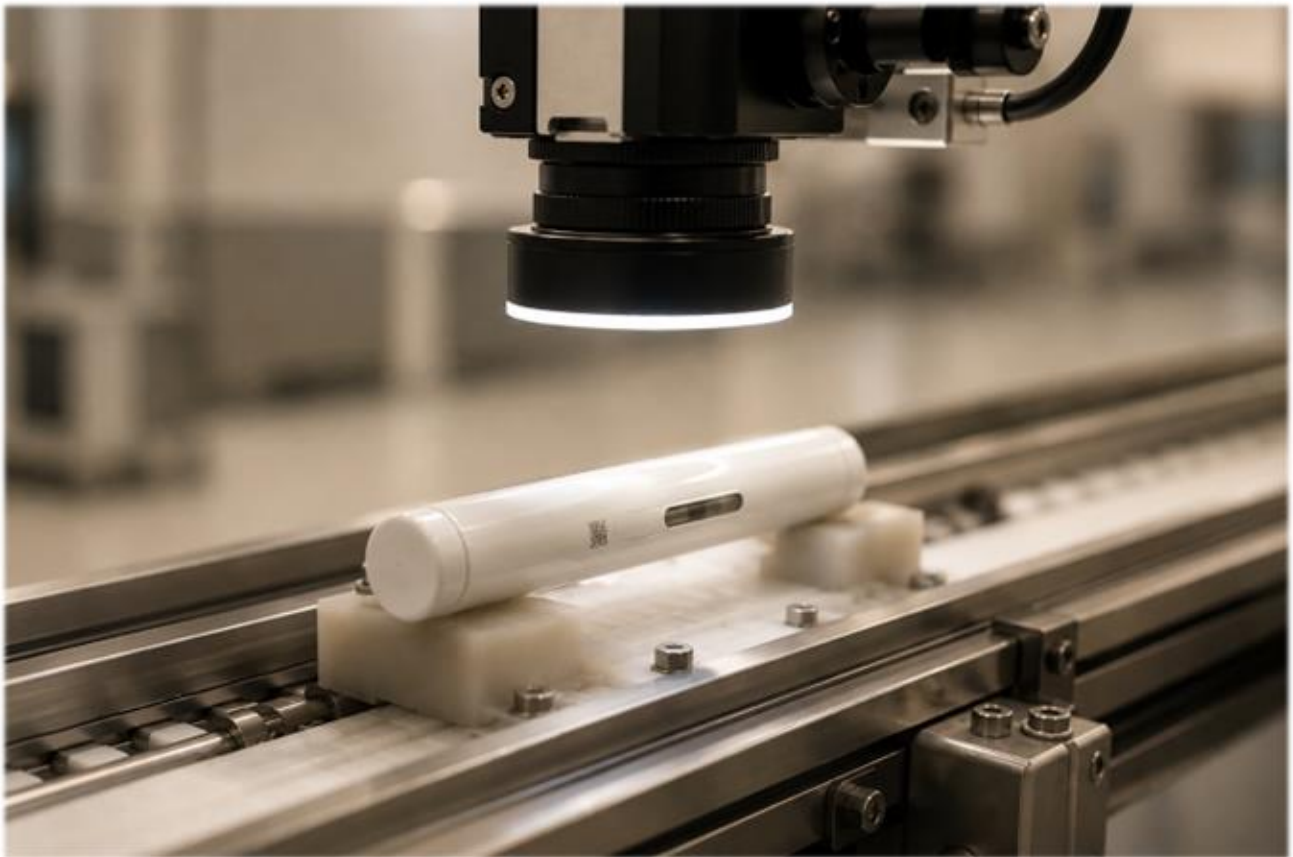
# This Is Already Happening.

Today, a leading South American metabolic health manufacturer is deploying persistent trusted identity across commercial GLP-1 therapies.

Each therapy receives a persistent digital identity that extends beyond manufacturing into distribution, pharmacy, healthcare and ultimately the patient.

Every interaction expands enterprise visibility, creating intelligence that did not previously exist.

**The future described on the previous pages is already operating today.**



Machine vision inspection during commercial GLP-1 manufacturing.

Manufacturing → Distribution → Pharmacy → Healthcare → Patient → [Enterprise Intelligence](#)

# From Persistent Identity to Enterprise Capability.

Persistent identity transforms every interaction into enterprise intelligence that compounds across the therapy lifecycle.



## FOUNDATION

Authentication  
Serialization  
Product Data  
Patient Engagement  
Compliance  
Analytics

## ENTERPRISE CAPABILITY

Patient Trust  
Enterprise Visibility  
Supply Chain Intelligence  
Continuous Relationships  
Operational Readiness  
Commercial Intelligence