

Community involvement report

*Trusted partner for
Romanian healthcare*



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Trusted partner for Romanian healthcare

Because together we can achieve more



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We believe that an investment in healthcare is an investment in the future of the Romanian society. Therefore, our contribution to the Romanian healthcare sector means much more than the products we distribute and the diagnostic solutions that support healthcare professionals in taking the best treatment decisions. Helped by the more than 120 years of expertise of Roche Group, we performed healthcare education campaigns, facilitated access to the most recent innovations in medicine and diagnostics for the Romanian healthcare system and helped people around the country to take better care of their health.

We are pleased to provide the first consolidated report of the social involvement of all Roche divisions operating in Romania.

We also continued to offer our help in 2017, and perhaps the best proof in this regard lies in the over 21,000 free diagnostic tests provided to patients last year and the tens of thousands of Romanians who benefitted from the prevention and healthcare education we performed out.

Nonetheless, we are aware of the particular challenges we face every day in healthcare. Aspects such as the financing of the healthcare system and patients' access to medicine and diagnostic solutions are problems which we all are familiar with. What truly matters is to find solutions to these challenges, in partnership with all the stakeholders, and together contribute to the healthcare of the Romanian people.

We must not forget that each of us can be a patient, at some point. For this reason, the partnerships with patients' associations, with non-governmental organisations, with clinics and laboratory service providers and with professional medical associations have an important role in identifying the real healthcare needs of the Romanian people. Moreover, we believe it is part of our responsibility to keep Romanian healthcare professionals updated with the latest approaches in modern medicine.

We all share a common goal: a healthier society. To reach this goal, all stakeholders must work together: companies, authorities, physicians and patients, clinics and laboratories. We are glad that in recent years we have become a trusted partner for the healthcare of Romanians.

There is a long journey ahead and this is only the beginning.

Whenever we face obstacles, the most important thing is to remember what drives us to continue. For us, the desire to make a difference, for the better, to improve the life of people is the most important motivation one can have.



Prevention for a healthy life – prevention and healthcare education campaigns

Over 30 projects performed together with patients' associations and NGOs

It is said that good health is the greatest wealth a person may have. That is why we believe it is easier to prevent, than to treat. The latest discoveries in medicine facilitate the prevention of chronic diseases, if we focus on healthcare education and the importance of regular medical examinations. Our responsibility is to place healthcare first, for each and every one of us. Therefore, in 2017, we supported more than 30 projects and campaigns, together with patients' associations and non-governmental organisations, designed to increase the awareness of prevention in health. The areas in which these organisations performed projects and campaigns mainly cover oncology, but also other areas such as autoimmune diseases, infectious diseases, diseases of the central nervous system or diabetes.



In 2017, Roche Romania supported over 30 projects and campaigns, together with patients' associations and non-governmental organisations

31
campaigns

Cancer – a priority for prevention and education

Yearly, in Romania, approximately 80,000 new cancer cases are diagnosed, whereas 30,000 deaths are caused by this disease. Oncology is a national priority and we believe Roche should be close to the Romanian patients, not only with our products, but also with our expertise of more than 100 years in oncology diseases. The projects for cancer patients supported by our company in 2017 have focused on information and screening campaigns for some of the most severe forms of cancer: breast cancer, lung cancer, ovarian cancer, cervical cancer or melanoma.

'We haven't done enough' – the 4th edition of the caravan for free medical examinations offered to women in rural areas

One of the most important projects supported by Roche, the information and free medical examination campaign for breast cancer 'We haven't done enough', organized by the Romanian Federation of Cancer Patients Associations, was performed during September – November 2017. On its 4th edition, the campaign was carried out in five counties in the area of Moldova (Suceava, Neamț, Bacău, Iași, Vaslui) and it consisted of free medical investigations for breast cancer suspicions, as well as blood sugar tests, electrocardiograms and eye tests. Approximately 1,000 women from the rural areas, with limited access to medical services, benefited from these free medical investigations, during last year. Over 15% of them have been found to have breast problems, and almost half of them presented cancerous formations.



#Your voice is heard

«Yes, I can do it too – Bike tour of Romania, with diabetes»

‘Lung cancer doesn’t wait’ – Information campaign on the importance of breast cancer early detection

Lung cancer is the main cause of cancer death worldwide, whereas in Romania, every hour one person loses the fight with the disease. The campaign, performed by the Romanian Federation of Cancer Patient Associations, wanted to emphasize the importance of early detection, which can increase the survival chances of patients with this type of cancer by 55%. During the campaign, healthcare public authorities, physicians and patients have once again raised an alarm about the main risk factor – smoking – and highlighted the importance of a healthy life style and of regular medical examinations.

HPV testing – safe method of fighting against cervical cancer

Unfortunately, cervical cancer ranks second in the list of women cancers that cause the highest number of annual deaths in Romania, after breast cancer.

In collaboration with the partner laboratories of the Diagnosis Division of Roche Romania, we provided vouchers for the free testing of 500 patients and we continued to offer educational materials, for HPV virus testing.

#Your voice is heard – information campaign about ovarian cancer

Ovarian cancer is an aggressive form of cancer, with extremely low survival rates, if diagnosed late. In addition, there is no general accepted screening method, except regular medical examinations. It is estimated that 1,850 Romanian women receive this diagnostic annually, of which over 1,000 lose the fight with this disease. Under the slogan ‘Your voice is heard’, the campaign reminded everyone that this type of cancer falls among the cancers which can be successfully treated, if diagnosed on time. For this reason, the goal of the campaign has been to increase the number of women coming for a specialised consult.

«Lung cancer doesn’t wait»

«I want to be independent»

Chronic diseases should not be a burden

Unfortunately, in Romania, chronic diseases hold a top position in terms of incidence. According to the statistics, 3.5 million chronic patients live in Romania, of which 1.7 million suffer from hepatitis B or C and 1 million suffer from diabetes.

Last year, we joined the Coalition of Chronic Disease Patient Organisations for the project 'Patient Week'. In this project, chronic disease patients shared experiences and debated the problems they face, together with representatives of the healthcare public authorities and physicians.

Patients' organisations access to the decision-making process in healthcare is a current practice of the European Union. The project 'Intelligence in health care', performed by the Romanian Alliance of Chronic Patients, which we supported in 2017, aims at convincing the healthcare public authorities to increase the patients' level of information with regards to essential topics for improvement of the Romanian health care system. Information sessions on topics of interest for the patients were organized within the project, as well as on patient rights, the drug approval process, national healthcare programmes or financing the healthcare system. In 2017, in partnership with the Association of Patients with Liver Diseases, we facilitated testing for HVC and HVB viruses for more than 8,500 individuals, while, on the international day for fighting against hepatitis, we were partners in a series of activities focusing on prevention of this disease.

Diabetes is, also, a severe chronic disease, which affects altogether women, men, young people and elders, and when not kept in check it can lead to very severe complications. In this context, we supported the organizers of the campaign 'Yes, I can do it too – Bike tour of Romania, with diabetes', which consisted in collecting donations for the equipment needed for diabetes management by children, and also to raise

awareness on physical activities as a method to increase the quality of life for people with diabetes. Following this campaign, kits and accessories have been purchased to ease the life of children and young people affected by diabetes.

Multiple sclerosis is a disease of the central nervous system that affects approximately 7,500 people in Romania, mostly women. Multiple sclerosis is the main cause of disability in young adults. On the occasion of the International Day for Fighting against Multiple Sclerosis, in collaboration with patient associations in the field (the Romanian Multiple Sclerosis Association, Association of Patients with Autoimmune Diseases, Winners of Multiple Sclerosis Association, Neurodegenerative Disorder Patients Association and the Multiple Sclerosis Association of Bucharest), we supported conferences and events where patients with multiple sclerosis have received informative materials about the disease and for managing it as efficiently as possible. Moreover, within the campaign 'I want to be independent', carried out by the Winners of Multiple Sclerosis Association, we supported the purchase of crutches, walkers, wheelchairs and other devices used by 30 patients with multiple sclerosis.

Haemophilia is a chronic disease of the blood, which prevents its normal coagulation and requires lifelong treatment. This leads to a significant reduction in the quality of life, and the disease management is a serious concern for the patients and their families. For this reason, we supported the project 'Family weekend', conducted by the National Association of Haemophiliacs of Romania. This project, performed over 4 weeks, with the participation of more than 80 patients, aimed at educating, informing and advising patients and their families on more effective management of the disease, in order to increase the quality of life for haemophilia patients.



«Respiră speranță»

The Coalition for Women's Health – a chance at life for the patients

Women's health- a priority for the authorities

The Coalition for Women's Health was established in May 2016, at the initiative of 'Renașterea' Foundation and it includes NGOs, patients' associations, medical societies, companies, mass-media and public authorities, reunited in the joint effort to improve survival chances for women in Romania affected by cervical, breast and ovarian cancer. In 2017, the Coalition for Women's Health made important progress to support women from our country.



Women's health in Romania, under the attention of the European Parliament

In the middle of last year, the European Parliament hosted a round table on the fight against women cancers in Romania, 'Closing the gap on women's health in Europe: the fight against women's cancers in Romania'. During this meeting, the representatives of the Coalition for Women's Health in Romania submitted the results of the study, 'Feminine Oncology Disorders in Romania', thus bringing to the attention of the European Parliament the existing challenges in our country regarding three types of cancer affecting women: breast cancer, cervical cancer and ovarian cancer.



Mobile Diagnosis Caravan

The campaign for information, prevention and early diagnostic of breast cancer and cervical cancer, supported by Roche Romania, also continued last year, during September-December 2017, in three localities from Argeș, Giurgiu and Vrancea counties. Within this campaign, 1,500 women benefitted from free investigations for breast and cervical



cancer, as well as other free medical investigations.

During the project, 590 mammograms and 1,163 PAP smear teste were performed. The results of these investigations have once again revealed the need to increase the level of awareness on regular medical examinations for these diseases. Therefore, 29% of the examined women had a risk of breast cancer and have been referred to the specialist, while 7% have been referred to the oncologist. Regarding the risk of developing cervical cancer, the results have been even more concerning, around 13% of the examined women being referred directly to oncological examination.

The first socio-economic analysis of breast cancer in Romania

At the end of last year, the Coalition for Women's Health launched the study 'The burden of breast cancer in Romania. The benefits of the investment in a screening programme for breast cancer', conducted in May – September 2017, by the consulting team of Deloitte. This study represents the first socio-economic analysis regarding the impact of breast cancer on Romanian women, but also on our healthcare system

and the economic environment in our country. Moreover, the study analyses the necessary investments and the benefits generated by the implementation of a national screening programme for breast cancer.

According to this study, the total costs generated by breast cancer for the national budget in 2017 have exceeded RON 1.2 billion, which constitutes 0.16% of the GDP, for approximately 115,000 patients who have or had breast cancer. These costs include direct medical expenses (primary nursing, outpatient care, hospital, treatment costs and other), as well as societal costs, generated by sick leaves, disability benefits, loss of productivity for temporary work incapacity, disability and premature death at an active age, travel costs. The study showed that 70% of the costs generated by breast cancer are societal costs and only 30% are medical expenses.

In this context, the study shows that by implementing a national screening programme, the survival chances for a woman with breast cancer would increase by 30%, while the average treatment cost for a patient with breast cancer would decrease by 18%, thus bringing significant savings to the healthcare budget. This shows that the benefits of implementing such a programme are both financial, by increasing the efficiency of expenses with each patient, as well as societal, by the positive social and human impact that cannot be neglected.

Charitable initiatives for breast cancer patients

In 2017 we continued to support Renaşterea Foundation in its charity projects for breast cancer patients. The charitable race, 'Race for the Cure' and the pink illumination of the Globalworth Tower building of Bucharest have been two events by which personalities from the cultural, artistic world, representatives of the civil society, central and local authorities continued the information campaigns and offered medical services to women in need. This year's edition also meant the launch of the International Campaign More Than Pink, where Roche

received an award for the constant support provided to the Coalition for Women's Health and for its involvement in social healthcare campaigns.

Successful efforts – pilot programme for breast cancer screening

At the end of last year, the Health Ministry announced the launch of regional breast cancer screening programmes. The Coalition for Women's health

considers this evolution as a welcomed step forward for the early detection of breast cancer in Romania, that comes as a result of the campaign carried out by the Coalition for Women's health in the last year and a half and of the active involvement of other non-governmental organisations, of various opinion leaders, public individuals and mass-media representatives, in terms of promoting the importance of an efficient public answer in fighting against breast cancer.

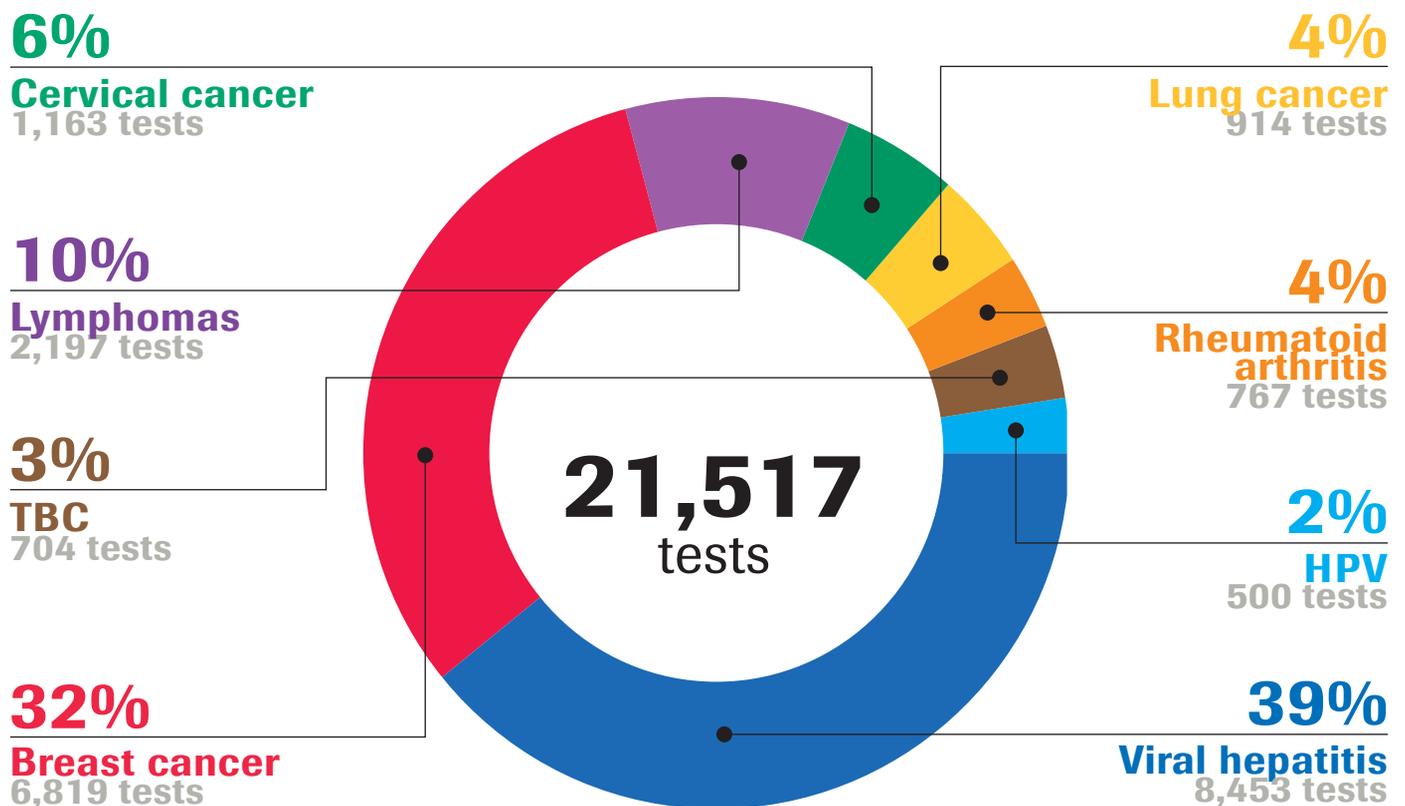




Personalised medicine

The medicine of tomorrow for the patients of today

Over 21,000 free diagnostic tests and investigations provided to Romanian patients for diagnosing severe chronic diseases





Personalised medicine means knowing and using mechanisms at molecular levels and diagnostic tests that allow for better adaptation of treatments and a more effective management of diseases. Each of us is different, and modern medicine bears this in mind. Now we know that the same disease can have a different behaviour, depending on the genetic profile of each individual.

When we think of cancer, for instance, we actually refer to over 250 types of cancer and to 350 genes which can have more than 100,000 mutations. However, with the help of modern diagnostic tests, we can get now a more detailed tumour profile. Moreover, a correct diagnostic, received on time, may save lives, being at the same time beneficial for physicians and the healthcare system, as well as for the regulatory authorities.

By combining the strengths of the Pharmaceutical and Diagnostic Divisions, with proven expertise in molecular biology, Roche is uniquely positioned to turn personalised medicine into reality.

In modern medicine, thorough medical investigations are mandatory for an accurate and correct diagnostic, particularly in case of more severe diseases, such as breast cancer, lung cancer or cervical cancer, lymphatic cancers, viral hepatitis, tuberculosis or rheumatoid arthritis. Due to these tests, patients receive the treatment suitable for their individual profile.

However, at this time, some of the tests are not covered by the state, which prevents the access of patients to these investigations, although they are necessary and mandatory according to the treatment protocols. For this reason, in 2017, Roche Romania supported over 21,000 free diagnosis and molecular tests for a number

of chronic diseases. These tests have been provided through partner laboratories but also in clinics, hospitals and research institutes, as well as during caravans offering free medical examinations in disadvantaged areas.

For patients, every hour without the necessary treatment, can mean an unfavourable evolution of the disease. Last year, by means of a programme for fast access to medication, we facilitated access to treatment for 50 patients with a severe lung condition. Also, for some particular situations, we donated free medication for a small number of patients, who for a limited period of time were unable to obtain the medical treatment needed.

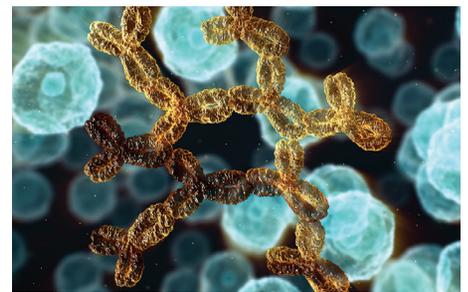
For us, the most important thing is to facilitate access for as many patients as possible to innovative treatment and the latest diagnostic solutions, which improve the health condition and extend survival in more severe conditions. In our understanding, the mission of a pharmaceutical company is to go beyond the drugs it produces and to help patients lead a better life. For this reason, we support financially diagnostic tests for Romanian patients, because we want to become a trusted partner for our patients, the healthcare system and public healthcare authorities.



Professional education for modern healthcare

We support the Romanian medicine tradition

Roche is a company with over 120 years of experience in the research and development of pharmaceutical products and diagnostic tests. 30 drugs developed by Roche – among them antibiotics, drugs against malaria and cancer medicines – are included in the World Health Organization Model Lists of Essential Medicines. The synergy between Pharmaceutical and Diagnostic Divisions has transformed Roche into the largest investor in research and development, with over 9 billion euros in 2017.



Innovation in medicine recorded spectacular advances in the first years of the 21st century, and Roche is at the forefront of this revolution. The multitude of medical challenges requires a collaborative effort from companies, scientists and physicians. Only together we can do more. That is our goal, to work as closely as possible with our partners and to come up with solutions to the patients' real needs. The latest innovations in medicine have value only when they are available to those most in need - the patients. This is why collaboration between pharmaceutical companies and the healthcare sector is an essential link on the route of a medicine, from a lab molecule to pharmacies and hospitals and, then, to patients.

In 2017, our commitment to medical education in Romania has taken the form of facilitating access to information presented in scientific events, specialist publications, or in the form of grants for participation in international multidisciplinary research teams. Our collaborations have involved over 700 physicians and over 200 laboratories, clinics, hospitals, from both from the public and the private sector. We are confident that we are more successful when we work together and we are proud whenever our work with healthcare professionals and specialised organisations leads to progress for patients.



Access to education regardless of social condition

Children's education – the certainty of a better future

All children from disadvantaged areas deserve a chance to a better life. For this reason, Roche supports the initiatives aiming to provide a better future, both to children from rural areas who have no resources and opportunities to continue their education, as well as to the communities from which they come from. We believe that access to education is one of the fundamental rights of children and, for the same reason, we enjoy supporting these programmes.

School also starts for children with cancer – together for the prevention of school abandonment

Cancer is a disease which does not discriminate and also affects children. The children affected by cancer lose precious time because of the disease. Moreover, most of the parents of these children had to give up their jobs to accompany and supervise them in hospital units, where they could get treatment, thus becoming permanent caregivers. This means that, unfortunately, most often the education of children will suffer, and, every fall, these families have to make a considerable financial effort to provide their children with the necessary materials for the school year. The project 'School also starts for children with cancer', performed with the Federation of Cancer Patient Associations, aimed to prevent and reduce the risk of school abandonment for children affected by several types of cancer, including haematological cancers. Within this project, in

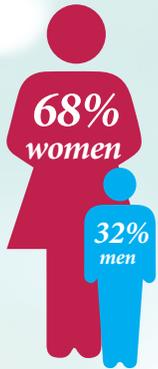
2017, 280 children with low financial possibilities, have received school supplies and handbooks for the new school year.

Children's Walk – education for children from disadvantaged areas

Roche Children's Walk is a world-wide campaign of Roche Group, which supports the local initiatives aimed at ensuring a future, both for children from the rural area, with no resources and opportunities to continue their education, as well as to the communities from which they come from. Within this campaign, we have supported the project 'I also want to join the 9th grade', a scholarship programme organized by World Vision Romania. During this programme, with the help of voluntary donations from Roche employees, 8 children from poor areas have been able to continue their high-school studies, over the past two years.

Our impact in the community, beyond figures

198
employees



10 million RON
invested in research



10 clinical
studies
ongoing
in Romania

Over **25**
pharmaceutical products

4 new products, 2 new formulas
and an indication extension in the
following therapeutic areas:

- metastatic breast cancer
- gastric cancer
- melanoma
- idiopathic pulmonary fibrosis
- rheumatoid arthritis
- chronic lymphatic leukaemia

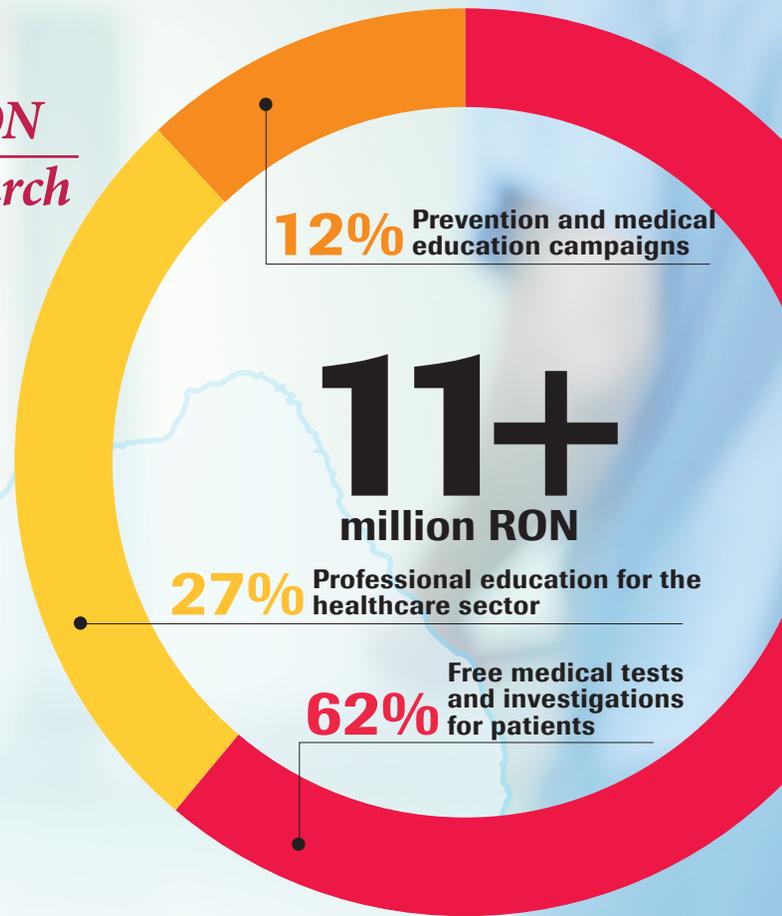
Over **800** types of
diagnostic tests



2 new tests in the following areas:

- detecting the infection with
Clostridium difficile
- usage in fertility

RON **110** million
the contribution to the healthcare
sector via the clawback tax in 2017



**Partnerships
and collaborations**

67 clinics, institutes and
specialised laboratories

161 hospitals

1,065 pharmacies



6,600
patients treated annually
with our products



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