



Simeprevir in the Nordic territory

Anders Kärnell, Medical Director

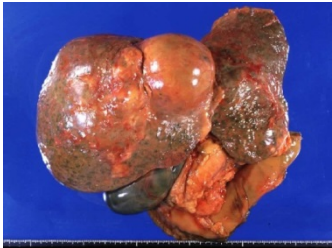
Birgitta Wikman Erlandson, Business Unit Director

Hepatitis C in the Nordic countries represents a large market opportunity

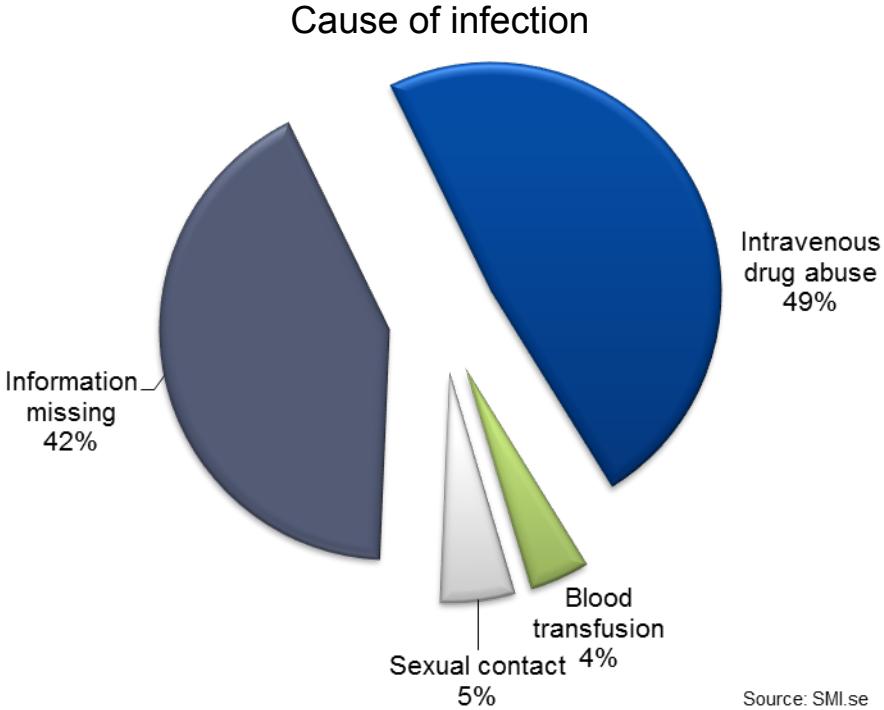
- Approx. 125,000 people assumed to be infected
- Majority of newly diagnosed patients have carried the virus for many years
- Approx. 6,000 newly diagnosed patients per year
- Silent infection, no/few symptoms until advanced liver disease such as cirrhosis
- Cirrhosis after approximately 30 years, but varies considerably due to individual factors



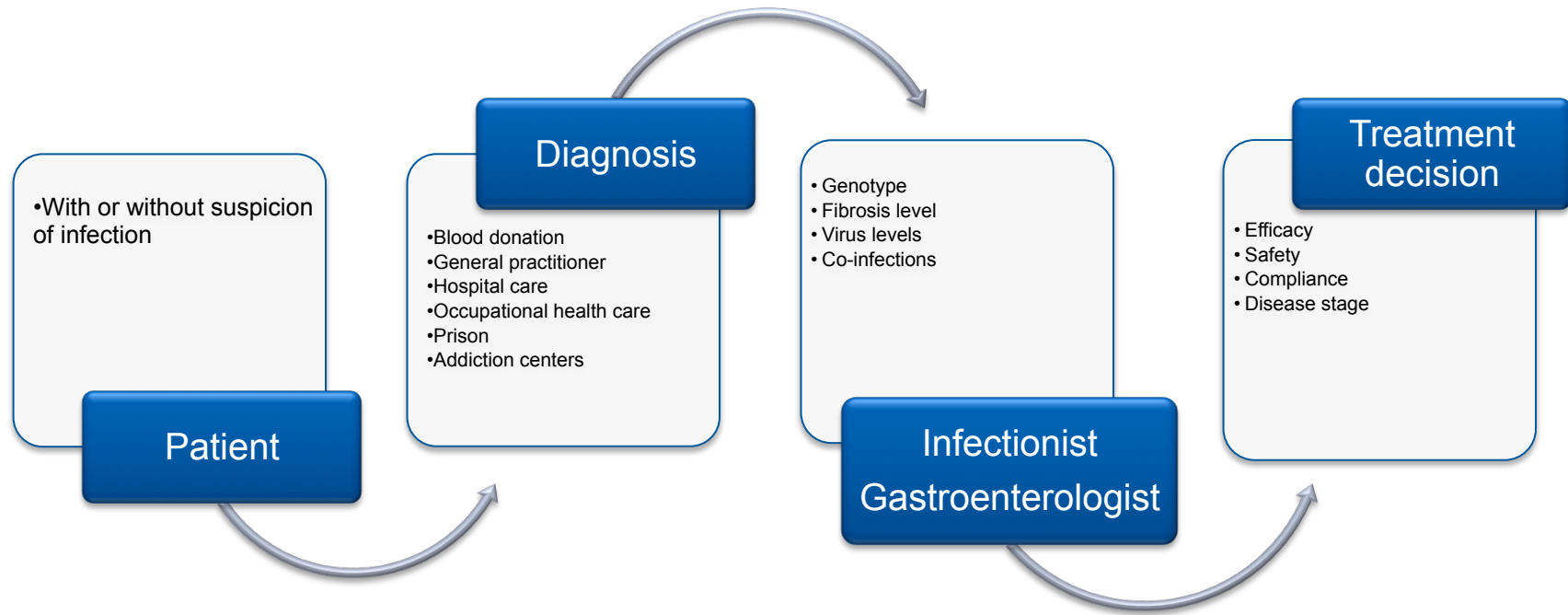
Ascites



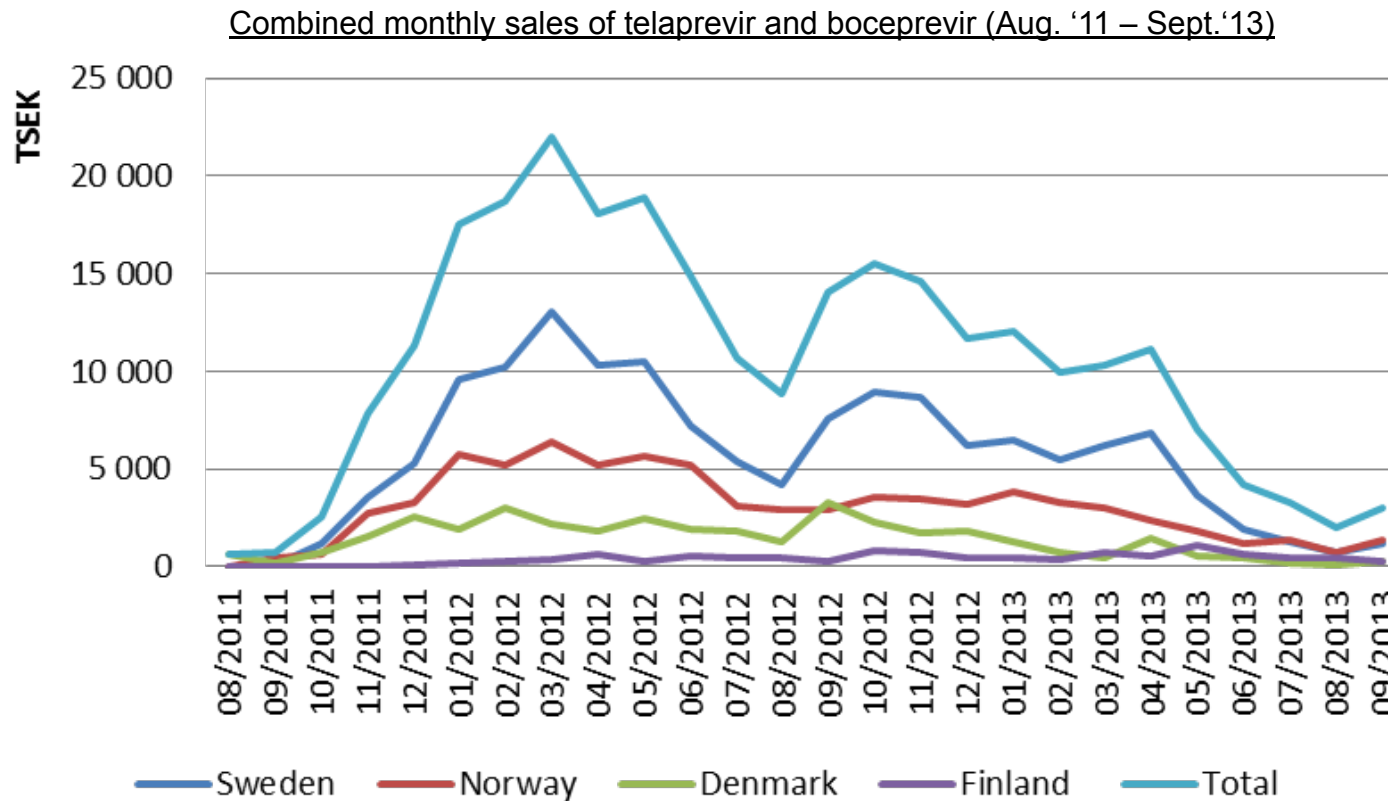
Hepatocellular cancer (HCC)



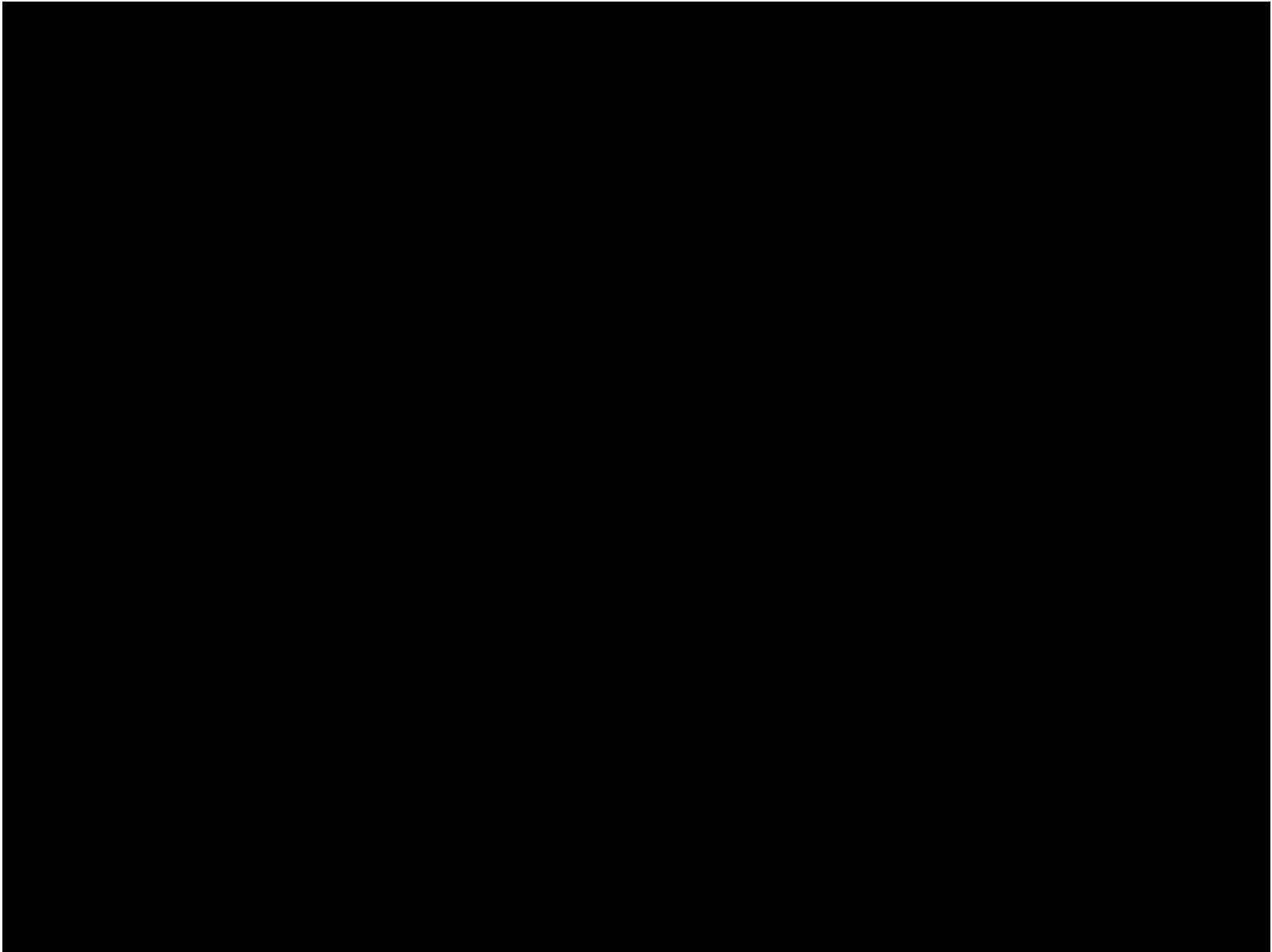
Detection and referral route of hepatitis C patients



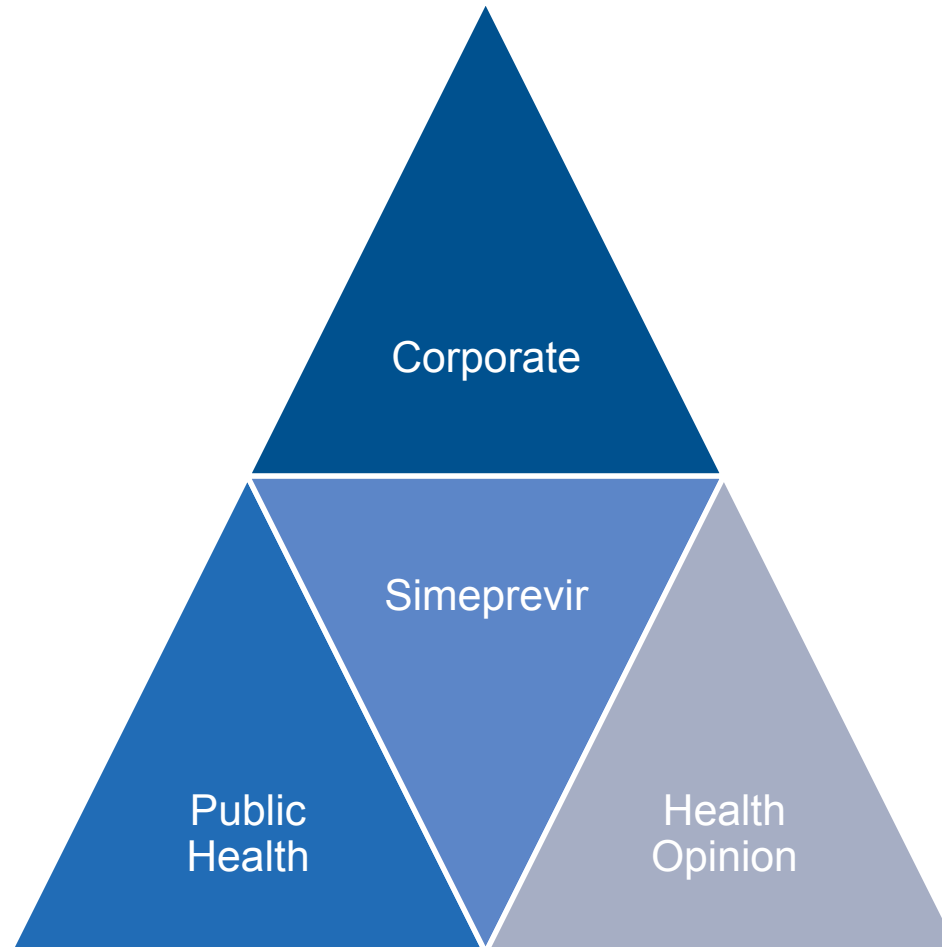
First generation protease inhibitors showed demand for new therapies but also left room for improvement



Source: IMS Health



Preparation for simeprevir launch in the Nordics is based on a coordinated communication platform



We are addressing multiple audiences to drive increased awareness of hepatitis C

