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With over 35,000 oncologists and specialists attending ASCO 2019

Novartis announces advanced breast cancer breakthrough that improves survival rates

NOVARTIS Global has announced statistically significant overall survival (OS) results for ribociclib in combination with endocrine therapy at the 55th Annual Meeting of the American Society of Clinical Oncology (ASCO). The results offer women with advanced breast cancer a lifeline and hope for a longer life.

"The results announced by Novartis have received great media attention globally, which is a true testament to their significance," said Dr Mohsen Mokhtar, Professor of Oncology at the Qasr Al Ainy.

"The study, which involved more than 600 cases of advanced premenopausal breast cancer under the age of 59, revealed that patients who received a combined treatment of a daily ribociclib pill and hormone therapy increased their life expectancy after diagnosis compared to women who only received the hormone therapy," Mokhtar said, adding, "Combined therapy works to re-

duce the growth of cancer cells and slow the progression of the disease. It may not lead to full recovery but offers hope for a longer life."

"Novartis is determined to reimagine medicine by focusing on patient populations that have been previously neglected, and premenopausal women have been an underserved subgroup when it comes to advanced breast cancer research, and as part of our commitment to our patients, we have worked on rectifying this imbalance with the development of ribociclib," Dr Sherif Amin, Novartis Oncology General Manager EMTL – Egypt, Morocco, Tunisia and Libya, said, adding, "The clinical trial results we are sharing with you today are highly promising."

"The MONALEESA-7 study has demonstrated that ribociclib is the first drug in the CDK 4/6 inhibitor class to improve overall survival in metastatic breast cancer," Dr Hamdy Abdel Azim, Professor of

Oncology at the Qasr Al Ainy said. "Results showed ribociclib significantly extends life in premenopausal women with HR+/HER2- advanced breast cancer. After a median of 42 months follow-up, the survival rate was 70.2% for women who received ribociclib combination therapy compared to 46.0% for women who received endocrine therapy alone."

Ribociclib is approved for use in more than 75 countries around the world, including the United States and European Union member states. Ribociclib, in combination with an aromatase inhibitor was approved for the treatment of pre-, peri- or postmenopausal women as initial endocrine based therapy, and is also indicated for use in combination with fulvestrant as both first- or second-line therapy in postmenopausal women by the FDA in July 2018 and by the EC in December 2018. Regulatory filings are underway with other health authorities worldwide.