

PRESS CLIPPING SHEET

PUBLICATION:	Daily News Egypt
DATE:	03-October-2021
COUNTRY:	Egypt
CIRCULATION:	80,000
TITLE:	Breakthrough treatment from Novartis sparks new hope for HR+/HER2-advanced breast cancer patients
PAGE:	02
ARTICLE TYPE:	Agency-Generated News
REPORTER:	Staff Report
AVE:	7,000

Breakthrough treatment from Novartis sparks new hope for HR+/HER2- advanced breast cancer patients

Novartis Pharma (Novartis Egypt), announced the launch of the newly approved treatment for PIK3CA-mutated HR+ve Advanced Breast Cancer. The FDA approval of Alpelisib is based on the genomic profile of cancer, assessing a patient's response to treatment by testing biomarkers of PIK3CA mutations and developing a treatment plan accordingly. Alpelisib is a major breakthrough in the treatment of advanced metastatic breast cancer, offering a new hope to improve the quality of life for Egyptian patients.

"Breast cancer is the most common form of cancer among Egyptian women, affecting up to 34% of women in the country. Approximately 20% of these breast cancer cases progress to the metastatic stage. Metastatic breast cancer, or Phase IV breast cancer, is breast cancer that has spread beyond the breast to other parts of the body (such as the lungs, liver, bones or brain)" said Prof. Hamdy Abdelaz-



im of Clinical Oncology, Faculty of Medicine, Cairo University.

"Under the umbrella of the Egyptian Presidential Women's Health Initiative, the Ministry of Health has introduced new treatment protocols for advanced breast cancer, making the best-in-class and most innovative medications available throughout Egypt. This is a transformative milestone in the treatment of advanced breast cancer

especially over the past two years, and an old dream that has come true" he added.

"In our pursuit of transformative treatments, we strive to intervene earlier in chronic illnesses and find ways to dramatically improve quality of life. For over 30 years, addressing advanced breast cancer has been a priority for Novartis; while focusing on science and with a great collaborative

spirit and passion aiming for transforming patient care. In addition to that, we own the largest number of breast cancer compounds in development in the industry, including the discovery of new therapies and combinations for HR+ advanced breast cancer – the most common cancer in Egypt," explained Dr Sherif Amin, General Manager for Novartis Oncology Egypt, Morocco and Tunisia."