

PRESS CLIPPING SHEET

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Novartis Egypt launches first-of-its-kind migraine preventative drug in the Egyptian market



Novartis Pharma S.A.E (Novartis Egypt) organised a press conference to unveil a leading treatment for migraine prevention as well as raise awareness of the disease, its symptoms and causes. The conference was attended by several senior professors of neurology to discuss the burdens of migraines, the traditional treatments available to patients, and the importance of the new treatment in relieving their suffering.

Mohamed Osama Abdel-Ghani, Professor of Neurology at Ain Shams University and Head of the Headache Chapter of the Egyptian Society, said: "Migraine is a neurological disease with debilitating neurological symptoms. It is characterised by a severe, throbbing, recurring pain, usually on one side of the head, with both sides affected at a rate of about 1 in 3. "Migraine affects more than 10% of the global population and is two to three times more common in women than in men," he added.

Referring to the opinion poll, "the prevalence of primary headache disorders in Fayoum, Egypt," Dr. Abdel-Ghani said: "More than 60% of respondents stated that they did not seek medical advice for their headaches, with the percentage higher in rural areas. The prevalence of symptomatic migraines reached 17.3% and peaked in middle age according to the survey.

Maged AbdelNasser, Professor and Head of Neurology, Kasr Al Ainy and General Secretary of the Egyptian Society of Neurology, Psychiatry and Neurosurgery, said:

"Today we are thrilled to announce the launch of the first preventive treatment for episodic and chronic migraine, Erenumab, in the Egyptian market, a drug recognised as one of the best inventions of 2018, by TIME Magazine."

"Clinical studies have shown that Erenumab reduced monthly migraine attacks by 75%. Additionally, more than a quarter of participants no longer suffer from monthly headache attacks, which has helped patients regain their ability to carry out daily activities normally.

"A new approach to treatment has recently made waves. Erenumab is a monoclonal antibody, a drug made from immune system cells that blocks the activity of certain proteins in the body. Erenumab is autoinjected into the fatty part of the skin of the belly (abdomen), thigh, or back of upper arm once every four weeks," Dr. AbdelNasser said.

"Novartis is committed to the discovery of new ways to improve and extend people's lives. As a leading global medicines company, we use innovative science and digital technologies to create transformative treatments in areas of great medical need," Dr. Gehan Ramadan, Chief Scientific Officer, Novartis Egypt said.

"Neuroscience and bringing innovative treatments to patients suffering from neurological conditions is a top priority for Novartis," Dr. Ahmed El Hofy, Business Franchise Head - Neuroscience & Ophthalmology (NSO) at Novartis Egypt said.