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SIGNALS
OF HOPE

EXPERIENCES

DATA ROOM

START OF
THE
JOURNEY

NAMD: WHAT IS IT?

AGE-RELATED MACULAR DEGENERATION (NAMD) IS A DISEASE THAT IMPACTS THE CENTRAL AREA OF THE RETINA IN THE EYE, CALLED THE MACULA.



NAMD AFFECTS 20 MILLION PEOPLE WORLDWIDE



THE NUMBER OF PEOPLE WITH AMD GLOBALLY IS EXPECTED TO REACH 288 MILLION BY 2040

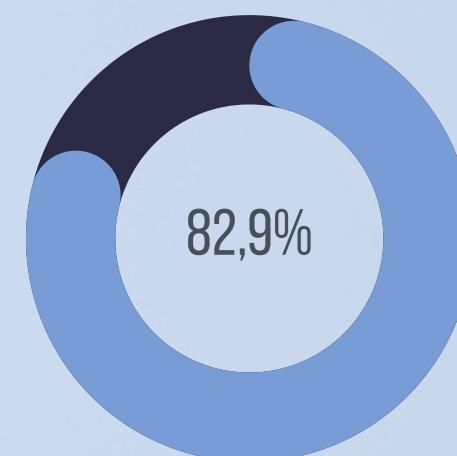


NAMD IS THE LEADING CAUSE OF VISION LOSS IN PEOPLE OVER THE AGE OF 60

RISK FACTORS

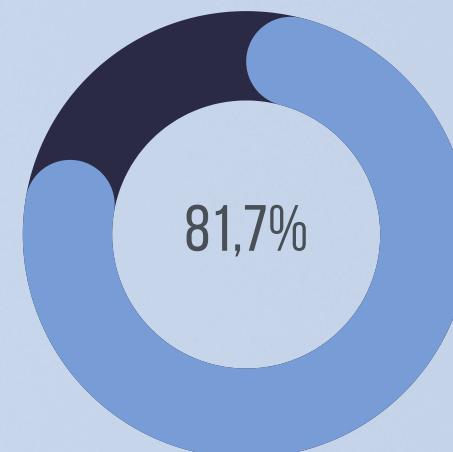
AGE, GENDER, OBESITY, GENETICS, SMOKE, RACE

TRENDS



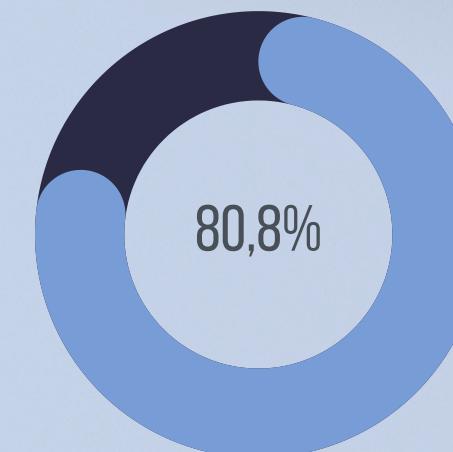
1990

158 MILLION OUT
OF 190.4



2010

190.6 MILLION OUT
OF 233.3

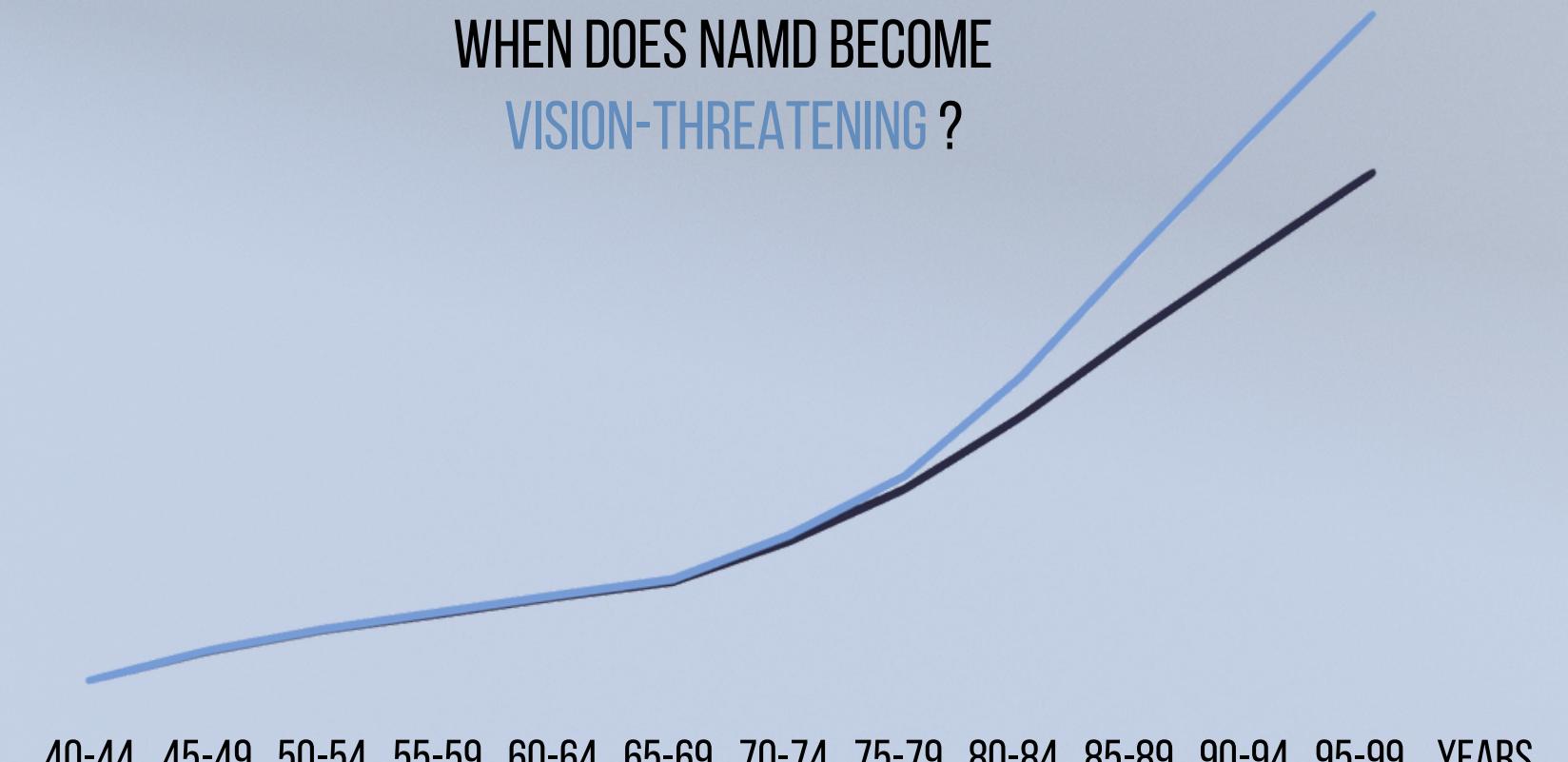


2020

222.6 MILLION OUT
OF 275.6

HAD A PREVENTABLE OR TREATABLE CAUSE.

WHEN DOES NAMD BECOME
VISION-THREATENING ?



THIS IS THE TIME SPAN TO ACT IN ORDER TO PREVENT
SERIOUS SYMPTOMS RELATED TO NAMD

*Doing now
what
people
need next.*



WHY US?

1. INVOLVE EVERYONE

WE CAN TAKE ADVANTAGE OF OUR GLOBAL REACH TO INVOLVE MANY PEOPLE IN OUR AWARENESS AND PREVENTION EFFORTS



2. PREVENTION IS BETTER THAN CURE

DISEASE AWARENESS AND PREVENTION IS A KEY GOAL FOR ROCHE'S GROWTH. FOR THIS REASON WE HAVE ALREADY CARRIED OUT MANY ADVOCACY CAMPAIGNS OVER THE YEARS



3. TRUST US

HIGH LEVEL OF CUSTOMER SATISFACTION (WITH A DEDICATED DEPARTMENT) PERMITS US TO UNDERSTAND YOUR NEEDS AND AID YOU

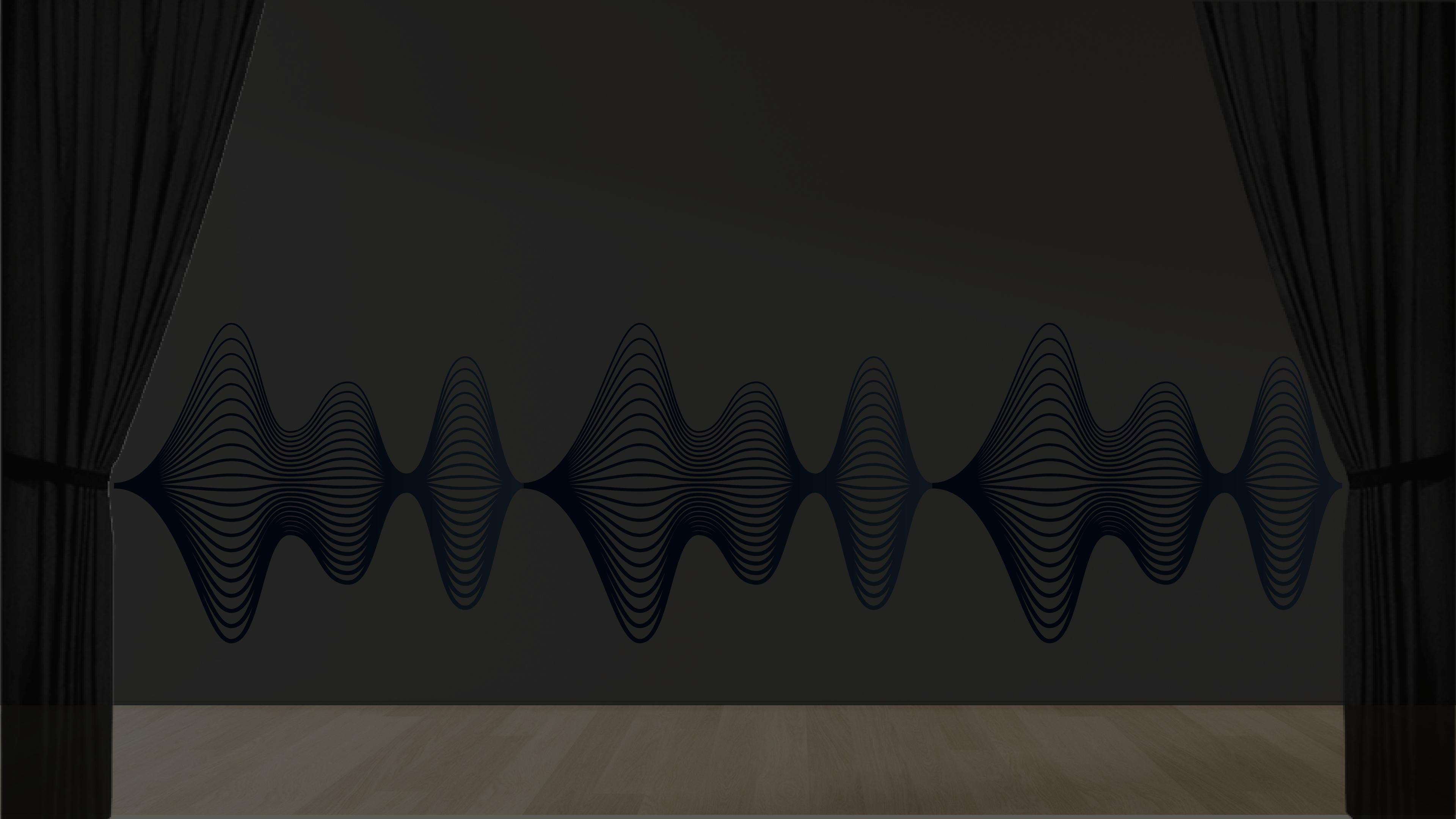


**SIGNALS
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DATA ROOM

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**START OF
THE
JOURNEY**



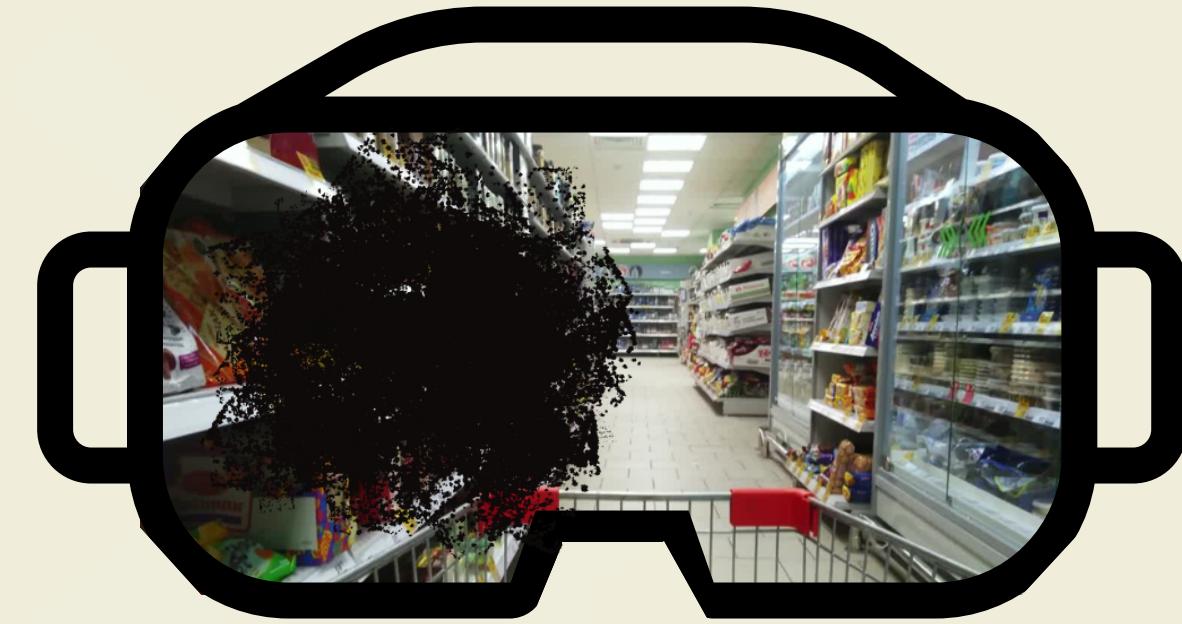
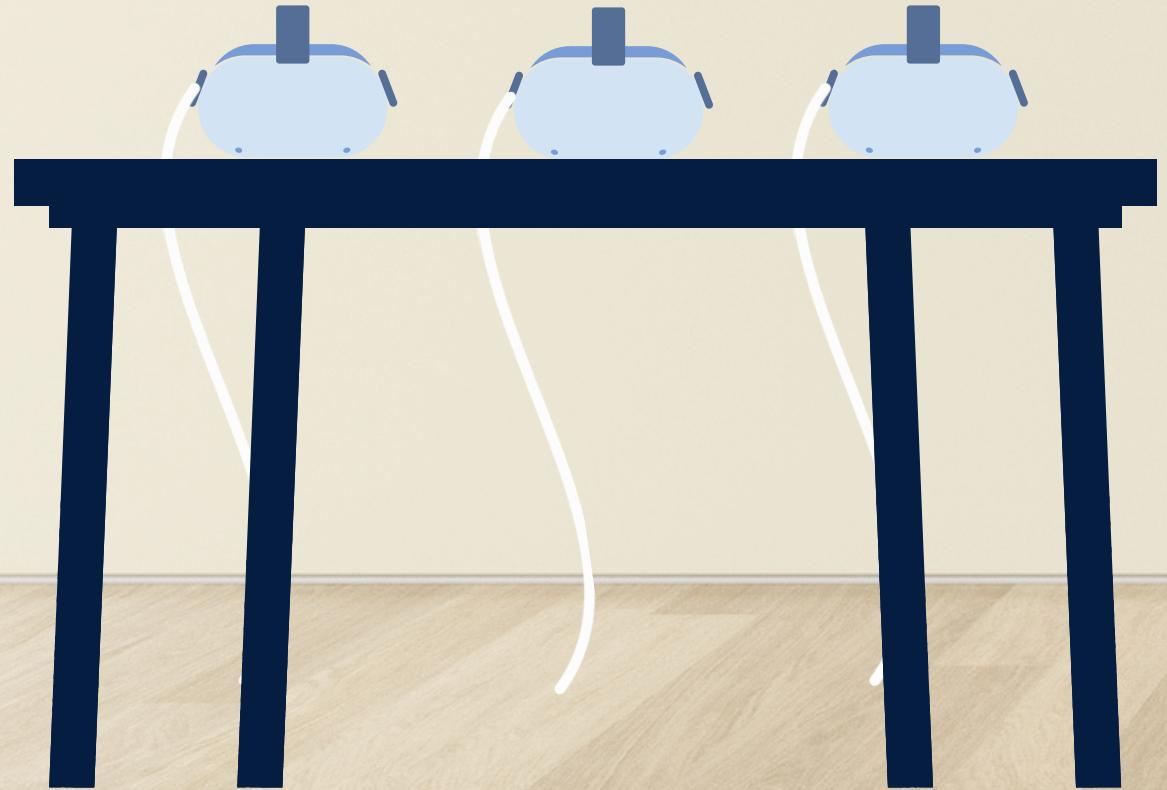
**SIGNALS
OF HOPE**

EXPERIENCES

DATA ROOM

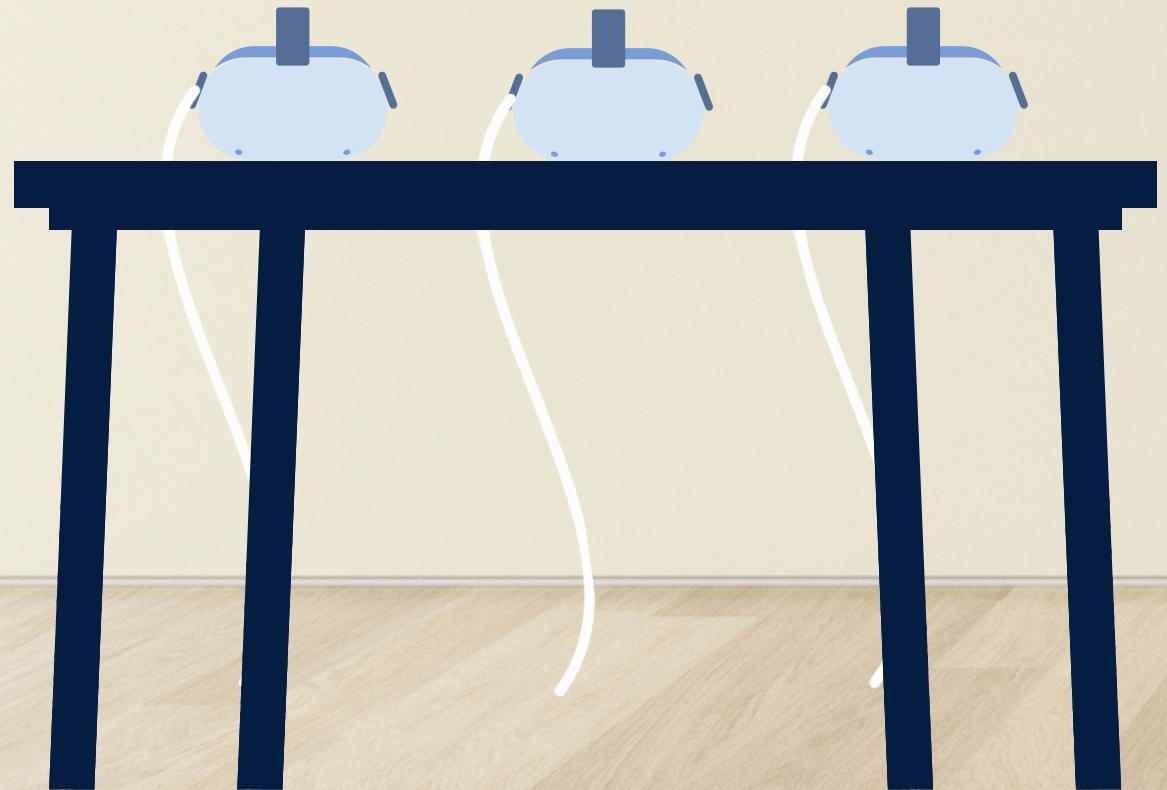
**START OF
THE
JOURNEY**

**"SEE"
A DIFFERENT
REALITY**



**WE CHALLENGE YOU
DO YOU THINK YOU COULD ACCOMPLISH THE DAILY TASKS?
TRY IN FIRST PERSON HOW LIVING WITH NAMD IN ITS DIFFERENT STAGES IS LIKE.**

**"SEE"
A DIFFERENT
REALITY**



**WE CHALLENGE YOU
DO YOU THINK YOU COULD ACCOMPLISH THE DAILY TASKS?
TRY IN FIRST PERSON HOW LIVING WITH NAMD IN ITS DIFFERENT STAGES IS LIKE.**

CAPTURE THE MOMENT

THE EXPERIENCE ALLOWS
YOU TO TAKE A PICTURE OF
YOURSELF, BUT WITH A
LITTLE
BIG
DIFFERENCE!

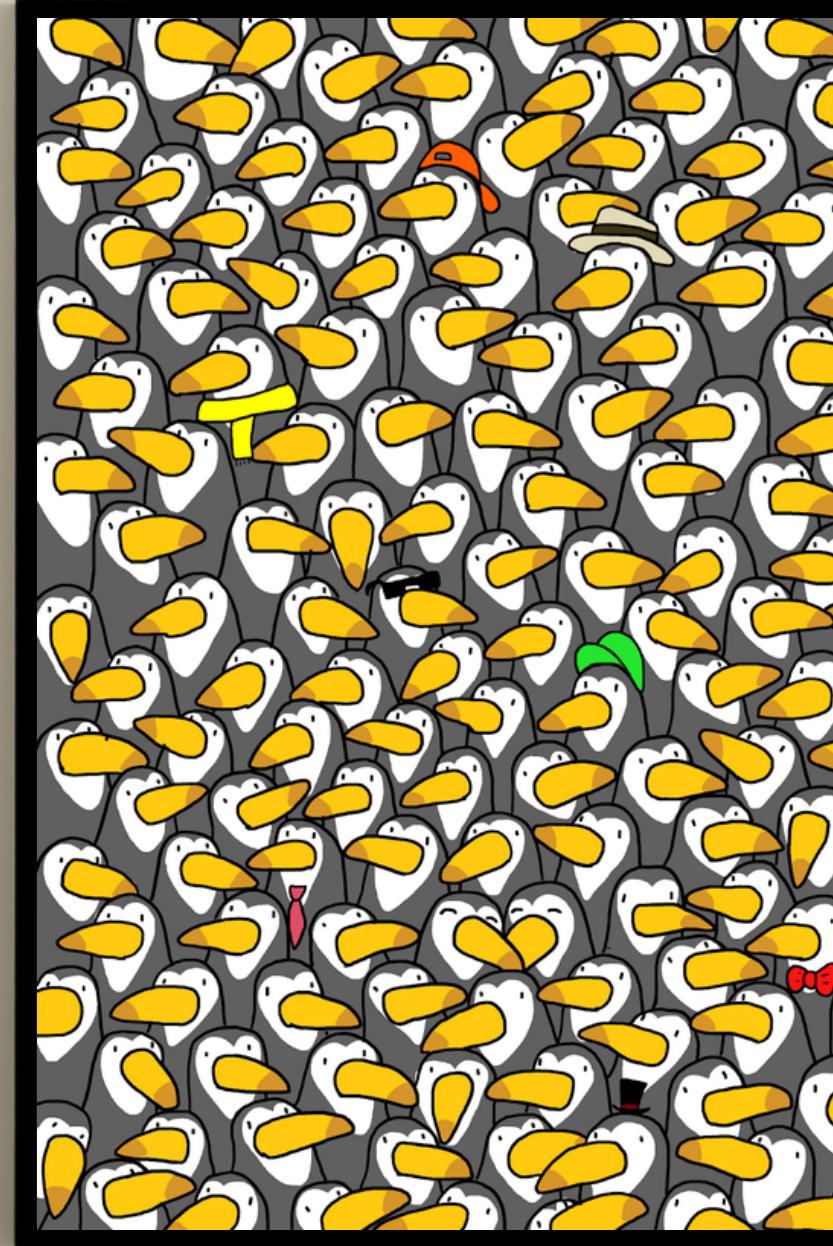


THE PICTURE WILL BE
PRINTED WITH
DISTURBANCES AND SPOTS
TO RECALL THE EFFECTS OF
NAMD TO THE VISION.

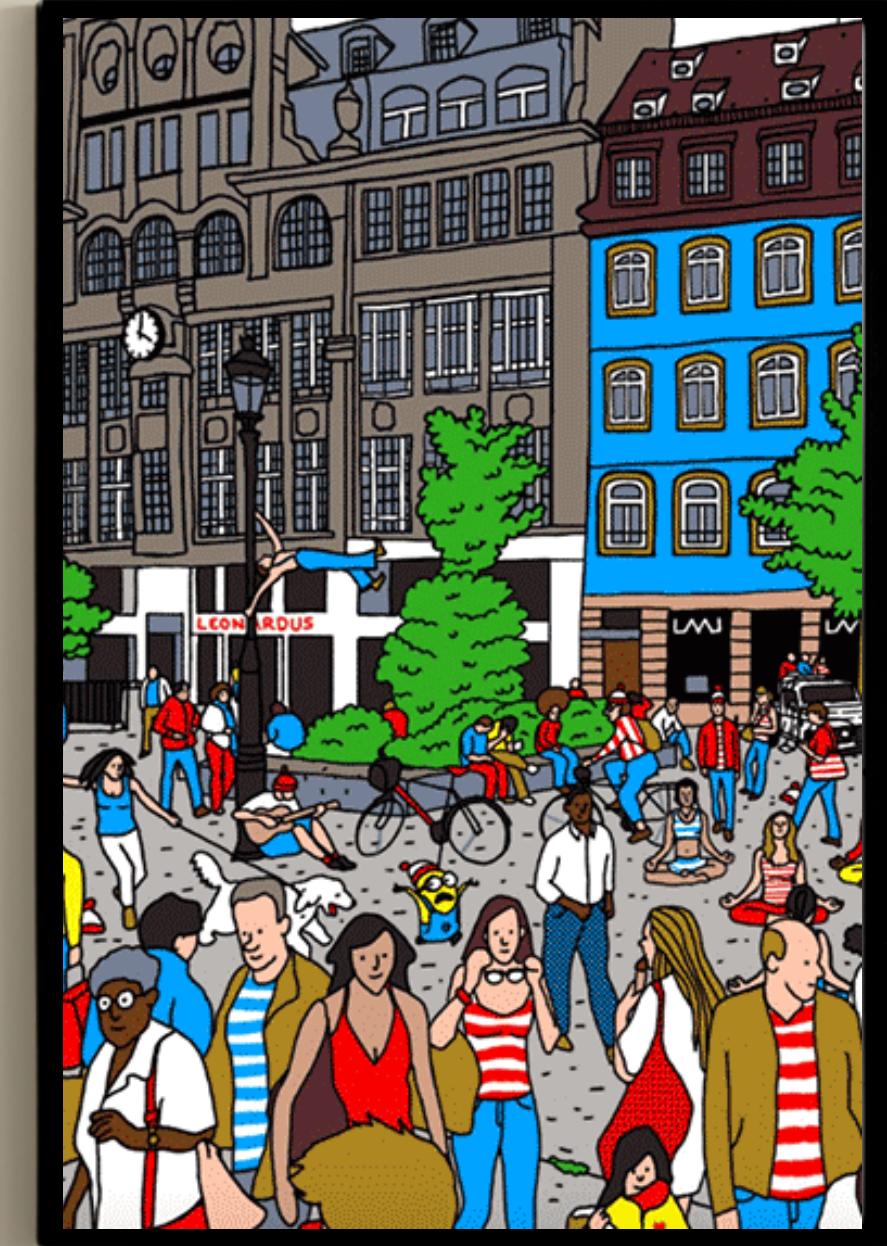
IT IS TIME TO CHALLENGE YOURSELF WITH THE SMIRO-GLASSES



WHICH ARE THE DIFFERENCES ?



WHERE IS THE PENGUIN WITH
THE GLASSES ?



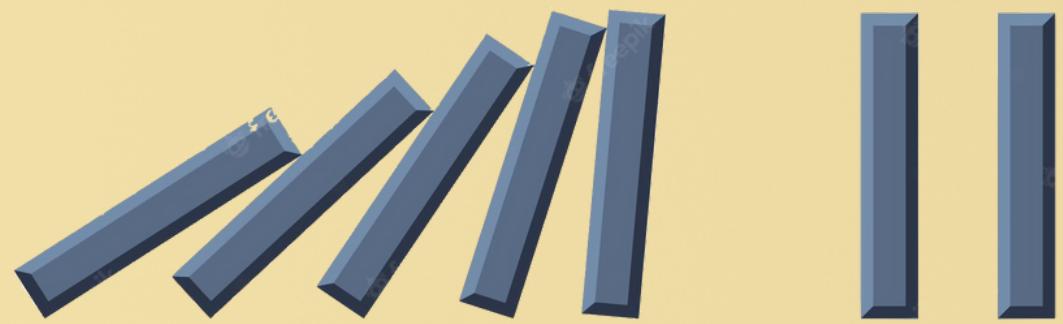
WHERE IS WALDO ?

AN ECOSYSTEM TO FOSTER THE COMMUNICATION BETWEEN PEOPLE AND THE HEALTHCARE SYSTEM



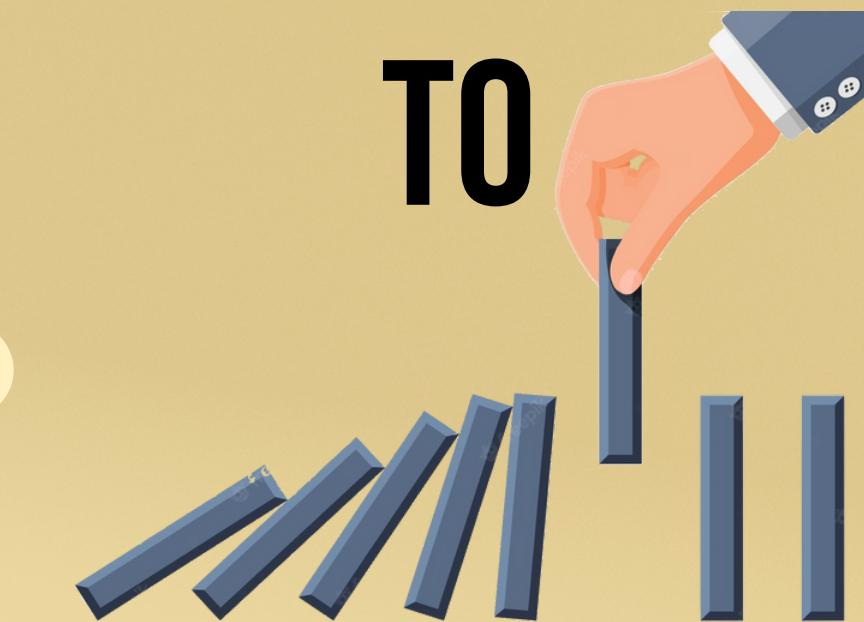
WE WILL BE BY YOUR SIDE EVERY STEP OF THE WAY

FROM



ALMOST NO AWARENESS
AND PREVENTION,
DISEASES ARE DIAGNOSED
TOO LATE AND PATIENTS
LACK KNOWLEDGE.

TO



TO AN ENVIRONMENT IN
WHICH PEOPLE ARE
EDUCATED ABOUT THE
DISEASE AND ACT AS EARLY
AS POSSIBLE TO PREVENT IT.



WHERE DO YOU "SEE" YOURSELF IN YOUR SIXTIES?

**" WHERE DO YOU SEE
YOURSELF IN
YOUR SIXTIES? "**

