

COLORECTAL CANCER IN YOUNG ADULTS ACROSS EUROPE

—
**LOWEST
INCIDENCE
NORTH
WEST**

+
**HIGHEST
INCIDENCE
NORTH
EAST**

LOWEST REPORTED
INCIDENCE OF CRC
IN SCANDINAVIA
AND NORTH
WESTERN EUROPE

HIGHEST INCIDENCE
OF CRC IN NORTH
EASTERN &
EASTERN EUROPEAN
COUNTRIES

BE ALERT TO THE FOLLOWING SYMPTOMS

- PERSISTENT RECTAL BLEEDING
- BLOOD IN THE STOOLS
- ABDOMINAL PAIN AND BLOATING
- LOSS OF APPETITE
- UNEXPLAINED WEIGHT LOSS

NEW DIAGNOSES INCREASING

NEW DIAGNOSES HAVE GROWN FASTEST
IN ADULTS AGED 20-34



GROWN ADULTS
FASTEST 20-34

IF TRENDS CONTINUE, THE RATE OF NEW
DIAGNOSES WILL INCREASE FOR...



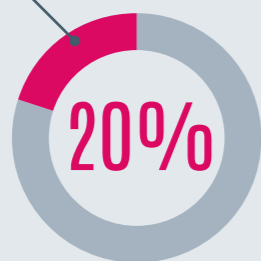
YOUNG-ONSET CRC MORE AGGRESSIVE FATAL ADVANCED

YOUNG-ONSET CRC IS MORE AGGRESSIVE, MORE
LIKELY TO BE DIAGNOSED AT AN ADVANCED
STAGE, AND MORE LIKELY TO BE FATAL THAN CRC
DIAGNOSED LATER IN LIFE



HOWEVER, IF DETECTED EARLY, YOUNG PATIENTS
HAVE BETTER OVERALL 5-YEAR SURVIVAL RATES

FAMILY CANCER SYNDROMES



FAMILY CANCER SYNDROMES
ACCOUNT FOR APPROXIMATELY
20% OF YOUNG-ONSET CRC

LESS
THAN
50
YRS OLD



MORE THAN 1 IN 10 CASES
OCCURS IN PEOPLE LESS
THAN 50 YEARS OF AGE

DIET

COULD REDUCE CANCER BURDEN

POSITIVE CHANGES TO YOUNG PEOPLES' FOOD
HABITS COULD POTENTIALLY REDUCE THIS
CANCER BURDEN BY UP TO 70%

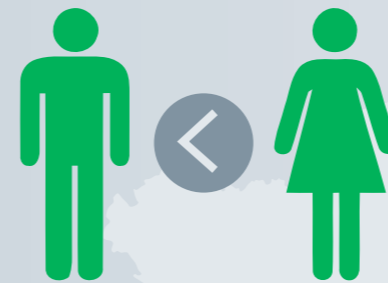
COLORECTAL CANCER (CRC) IN EUROPE

SECOND BIGGEST CANCER KILLER

CRC IS THE SECOND
BIGGEST CANCER KILLER
IN EUROPE

215,000
CRC DEATHS

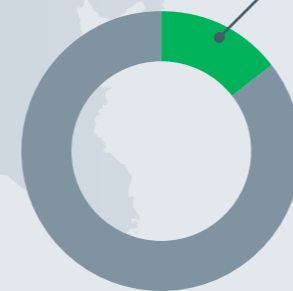
215,000 ESTIMATED
NUMBER OF CRC
DEATHS IN EUROPE
IN A YEAR



MEN ARE LESS
LIKELY THAN
WOMEN TO GET
SCREENED



THIRD MOST COMMON CANCER
IN EUROPEAN MEN



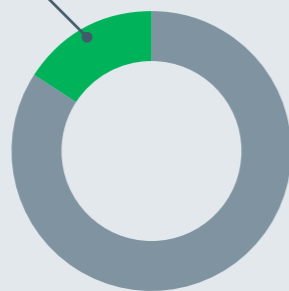
13%
OF ALL CANCER

CRC ACCOUNTS FOR 13% OF ALL CASES OF
ADULT CANCER IN EUROPE ANNUALLY



IF YOU ARE MARRIED YOU ARE MORE
LIKELY TO TAKE PART IN SCREENING

UP TO
30%
REDUCTION



THE FOB SCREENING TEST IS COMMONLY
AVAILABLE IN EUROPE AND REDUCES THE RISK
OF DYING FROM CRC BY 20-30%

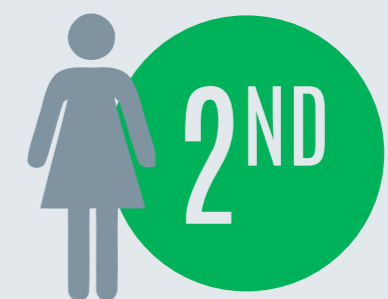
 **ONE**
DEATH EVERY
THREE MINUTES

1 EUROPEAN DIES EVERY 3
MINUTES FROM CRC



STUDIES HIGHLIGHT THAT
EMBARRASSMENT IS A KEY
REASON FOR PEOPLE NOT
GETTING SCREENED

EMBARRASSMENT



SECOND MOST COMMON CANCER IN
EUROPEAN WOMEN