



## Breast cancer awareness:

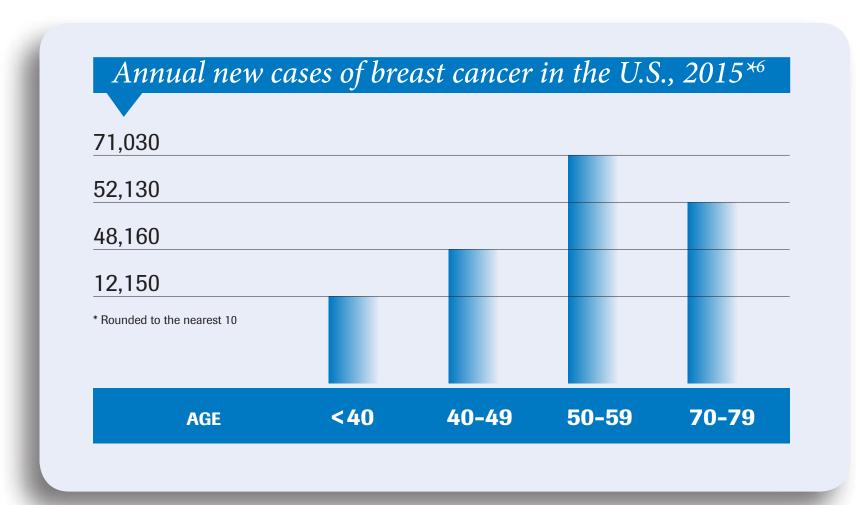
# Early detection

- Breast cancer does not just affect older women
- Screening is vital for early detection
- Early detection is key to improving survival rates
- Biomarkers, along with clinical findings, define breast cancer subtypes
- Innovative and personalized treatments are guided by biomarker results

#### Breast cancer affects women of all ages



- 1.67 million new cases and 522,000 deaths from breast cancer occur each year. Breast cancer is the most common form of cancer among women in most countries.<sup>2</sup>
- About 20% of breast cancers occur among women <age 50.³
- Younger women (< 40 years of age) are more likely to initially present with late-stage,</li> metastatic disease compared to older women.<sup>4</sup>



#### 5-year relative survival by stage<sup>1</sup> 25.9% Metastatic Localized 84.9%

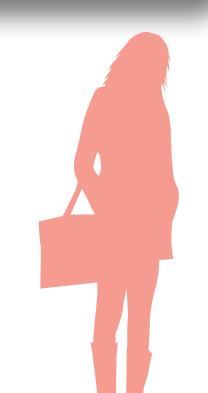
#### Early detection improves survival rates

- At diagnosis, survival typically is lower among women with more advanced stages of cancer versus earlier stages.<sup>1</sup>
- Historically 36% of women require a mastectomy when diagnosed at an early stage (Stage I, II) compared to 60% when diagnosed with late-stage disease (III, IV).3
- Early diagnosis remains the cornerstone of breast cancer control. Screening for breast cancer with mammography detects many cancers before a lump can be felt.



#### Not all breast cancers are the same

- There are several types of breast cancer characterized by different presentation, prognosis and treatment success.
- Biomarkers, along with clinical findings, are key to defining breast cancer subtypes.
- Biomarker results (ER, PR, HER2) help predict the benefit of chemotherapy and survival outcomes.3



	Cancer type	Estrogen/Progesterone positive	HER2 positive
	Occurrence rate	<b>74</b> % <sup>6</sup>	15% to 20% <sup>5</sup>
	Tumor characteristics	Slow growing, less aggressive	Rapid growth, more aggressive
	Treatment	Hormone therapies and aromatase inhibitors	HER2 targeted therapy

#### 5-year relative survival rate for female breast cancer<sup>1</sup> 2010's 90% 1960's 63%



### Innovation has improved outcomes

- Early detection and innovation, including biomarker testing and treatments, have improved the overall 5-year relative survival rate for female breast cancer patients.3
- 20% to 53% of breast cancer patients were misclassified as having benign tumors and progressed to invasive cancer during a 10-year period following the initial diagnosis.<sup>6</sup>
- Earlier detection and more effective therapies have resulted in a declining mortality rate since the 1990s in most countries.<sup>3</sup>

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