Novartis Clear about Psoriasis survey data highlights challenges psoriasis patients face to achieve goal of clear skin

- Survey data published in JEADV show that patients experienced four different treatments and three medical professionals on average before finding an efficacious therapy.

- New publication also highlights that over 50% of psoriasis patients who have achieved clear or almost clear skin did not previously believe it to be a realistic or attainable treatment goal.

- Study highlights importance for patients and their dermatologists to reassess expectations and set treatment goal of clear skin sooner.

Basel, June 26, 2018 – Novartis announced today the publication of global Clear about Psoriasis survey data in the Journal of the European Academy of Dermatology and Venereology. The publication highlights that despite clear or almost clear skin being more achievable than ever before, patients may face a long journey to attain this reality.

The study of over 8,300 people with moderate-to-severe psoriasis across 31 countries found that, on average, patients tried four different treatments and needed to see three different medical professionals before achieving clear skin. Furthermore, for nearly 30% of patients this translated into over half a decade-long wait to identify an efficacious treatment post-diagnosis. Of the 43% of respondents who confirmed they were able to achieve clear or almost clear skin, more than half had not previously believed this was a realistic and attainable treatment goal.

“Despite the availability of newer and better psoriasis treatments, these data tell us that many patients don’t seem to believe or know achieving clear skin is possible,” said Professor Richard B Warren, Professor of Dermatology and Therapeutics at the Dermatology Centre Salford Royal Foundation Hospital, University of Manchester. “It’s critical we unite as a healthcare and patient community to raise awareness about these influential findings, in order to help people with psoriasis believe in and achieve the realistic treatment goal of clear skin.”

“The impact of psoriasis is more than skin deep and can have a profound effect on people’s physical and emotional wellbeing,” said Shreeram Aradhye, Global Head Medical Affairs and Chief Medical Officer Novartis Pharmaceuticals. “People can feel trapped by the disabling symptoms of psoriasis and with the publication of this survey, we aim to inspire patients and support healthcare professionals in working together to achieve clearer skin sooner.”

About psoriasis
Psoriasis is a common, non-contagious, autoimmune disease that affects up to 125 million people worldwide. Plaque psoriasis is the most common form of the disease and appears as raised, red patches covered with a silvery white buildup of dead skin cells. Psoriasis is not simply a cosmetic problem, but a persistent, chronic (long-lasting), and often distressing disease, which can affect even the simplest aspects of people’s daily lives. Up to 30% of
people with psoriasis have, or will, develop psoriatic arthritis, in which the joints are also affected, causing debilitating symptoms including pain, stiffness and irreversible joint damage\textsuperscript{3,4}. Psoriasis is also associated with other serious health conditions, such as diabetes, heart disease and depression\textsuperscript{3}.

**About the survey**
Novartis initiated and funded the survey, which was conducted by the market research company Gesellschaft für Konsumforschung (GfK) Switzerland. The survey was supported by a prestigious steering committee of medical experts from around the world. With 8,338 participants, this is the largest global survey to date of people with a medical diagnosis of psoriasis and is the first survey of its kind to focus on what achieving clear skin means to the quality of life for people with psoriasis.

Participants in the survey come from the following 31 countries: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Czech Republic, Denmark, Finland, France, Germany, Hungary, India, Ireland, Israel, Italy, Japan, Mexico, the Netherlands, Norway, Portugal, Romania, Russia, South Korea, Sweden, Switzerland, Taiwan, Turkey, the UK and the US.

**Disclaimer**
This press release contains forward-looking statements within the meaning of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements can generally be identified by words such as “potential,” “can,” “will,” “plan,” “expect,” “anticipate,” “look forward,” “believe,” “committed,” “investigational,” “pipeline,” “launch,” or similar terms, or by express or implied discussions regarding potential marketing approvals, new indications or labeling for the investigational or approved products described in this press release, or regarding potential future revenues from such products. You should not place undue reliance on these statements. Such forward-looking statements are based on our current beliefs and expectations regarding future events, and are subject to significant known and unknown risks and uncertainties. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those set forth in the forward-looking statements. There can be no guarantee that the investigational or approved products described in this press release will be submitted or approved for sale or for any additional indications or labeling in any market, or at any particular time. Nor can there be any guarantee that such products will be commercially successful in the future. In particular, our expectations regarding such products could be affected by, among other things, the uncertainties inherent in research and development, including clinical trial results and additional analysis of existing clinical data; regulatory actions or delays or government regulation generally; global trends toward health care cost containment, including government, payer and general public pricing and reimbursement pressures; our ability to obtain or maintain proprietary intellectual property protection; the particular prescribing preferences of physicians and patients; general political and economic conditions; safety, quality or manufacturing issues; potential or actual data security and data privacy breaches, or disruptions of our information technology systems, and other risks and factors referred to in Novartis AG’s current Form 20-F on file with the US Securities and Exchange Commission. Novartis is providing the information in this press release as of this date and does not undertake any obligation to update any forward-looking statements contained in this press release as a result of new information, future events or otherwise.

**About Novartis**
Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic and biosimilar pharmaceuticals and eye care. Novartis has leading positions globally in each of these areas. In 2017, the Group achieved net sales of USD 49.1 billion, while R&D throughout the Group amounted to approximately USD 9.0 billion. Novartis Group companies employ approximately
124,000 full-time-equivalent associates. Novartis products are sold in approximately 155 countries around the world. For more information, please visit http://www.novartis.com.

Novartis is on Twitter. Sign up to follow @Novartis at http://twitter.com/novartis
For Novartis multimedia content, please visit www.novartis.com/news/media-library
For questions about the site or required registration, please contact media.relations@novartis.com

References

# # #

Novartis Media Relations
Central media line: +41 61 324 2200
E-mail: media.relations@novartis.com

Eric Althoff               Friedrich von Heyl
Novartis Global Media Relations  Novartis Global Pharma Communications
+41 61 324 7999 (direct)  +41 61 324 8984 (direct)
+41 79 593 4202 (mobile)  +41 79 749 0286 (mobile)
eric.althoff@novartis.com  friedrich.vonheyl@novartis.com