



“Start your day with a healthy breakfast”- an awareness rally by Sanofi Bangladesh on World Diabetes Day 2014

Dhaka, November 14, 2014: A nutritious breakfast is essential to maintain a healthy lifestyle. On the occasion of World Diabetes Day (WDD), Sanofi Bangladesh Limited in partnership with the Diabetic Association of Bangladesh and Drik, arranged a special breakfast and a rally to encourage people to ‘*Start your day with a healthy breakfast*’.

In Bangladesh, currently there are around 8 million diabetic patients from which only 60% are being diagnosed. With the current growth rate, this number is estimated to be doubled by 2030. This is clearly a situation that calls for immediate attention and proper awareness. Only lifestyle modification, especially in the urban front can show down the progression rate and WDD is one of such occasions that address this issue. Professor Zafar Ahmed Latif, Director, BIRDEM Academy said, “Portion controlled diet, maintained weight and regular walk in the morning are three essential steps to keep a person healthy - this is the mantra to prevent and manage diabetes.”

World Diabetes Day is a global awareness initiative led by the International Diabetes Federation (IDF) and its member associations, in response to growing concerns about the escalating health threat that diabetes now poses. It can be mentioned here that, Bangladesh is one of the pioneer countries to propose the celebration of 14th November as WDD to United Nations (UN) assembly, based on which, from 2007 UN declared the date as WDD. Renowned diabetologist, Professor A K Azad Khan - Secretary General, Diabetic Association of Bangladesh, said, “Diabetes has become an epidemic but it can be easily prevented. Every one of us has an important role to play from moral and humanitarian ground to take precautionary measures against this tide of diabetes.”

The rally saw the participation of more than 500 people including young cyclists, patients, doctors, and general public who came together to show their solidarity and commitment towards the prevention and management of diabetes. The rally began from Manik Miah Avenue (in front of parliament house) at 8.00 am till Shahbag (in front of the National Museum), where healthy breakfast was served to all the participants.

During the day, Sanofi also organized free sugar checks at various points across Dhaka city. Dr. Asim Jamal, Managing Director - Sanofi Bangladesh, said “Sanofi has always strived to improve the lives of patients suffering from diabetes by delivering innovative, integrated and personalized solutions. With over 90 years of experience in diabetes innovation, we understand that a key step towards tackling the disease is creating awareness. A lifestyle disease, diabetes can be managed by small improvements in our daily living, such as starting the day with a nutritious breakfast, exercising and taking all medicines on time. Through our rally today, we expect to spread awareness for better disease management.”

The World Diabetes Day 2014 campaign marks the first of a three-year (2014 -16) focus on **healthy living and diabetes**. This year's activities specifically addressed healthy eating and its importance. The breakfast followed by the rally and sugar checks initiated by Sanofi Bangladesh certainly set an example and improved diabetes advocacy and awareness.



About Sanofi

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY.).

Sanofi Bangladesh is a multinational company which markets globally reputed quality drugs for diabetes, cardiovascular diseases and cancer. In addition, many World Health Organization (WHO) listed essential drugs are produced at an affordable price fixed by the Government ensuring access to medicine for the mass population. Moreover the Government of Bangladesh holds share of a 45.36% in the company.

Forward Looking Statements

This press release contains forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995, as amended. Forward-looking statements are statements that are not historical facts. These statements include projections and estimates and their underlying assumptions, statements regarding plans, objectives, intentions and expectations with respect to future financial results, events, operations, services, product development and potential, and statements regarding future performance. Forward-looking statements are generally identified by the words "expects", "anticipates", "believes", "intends", "estimates", "plans" and similar expressions. Although Sanofi's management believes that the expectations reflected in such forward-looking statements are reasonable, investors are cautioned that forward-looking information and statements are subject to various risks and uncertainties, many of which are difficult to predict and generally beyond the control of Sanofi, that could cause actual results and developments to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. These risks and uncertainties include among other things, the uncertainties inherent in research and development, future clinical data and analysis, including post marketing, decisions by regulatory authorities, such as the FDA or the EMA, regarding whether and when to approve any drug, device or biological application that may be filed for any such product candidates as well as their decisions regarding labelling and other matters that could affect the availability or commercial potential of such product candidates, the absence of guarantee that the product candidates if approved will be commercially successful, the future approval and commercial success of therapeutic alternatives, the Group's ability to benefit from external growth opportunities, trends in exchange rates and prevailing interest rates, the impact of cost containment policies and subsequent changes thereto, the average number of shares outstanding as well as those discussed or identified in the public filings with the SEC and the AMF made by Sanofi, including those listed under "Risk Factors" and "Cautionary Statement Regarding Forward-Looking Statements" in Sanofi's annual report on Form 20-F for the year ended December 31, 2013. Other than as required by applicable law, Sanofi does not undertake any obligation to update or revise any forward-looking information or statements.

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