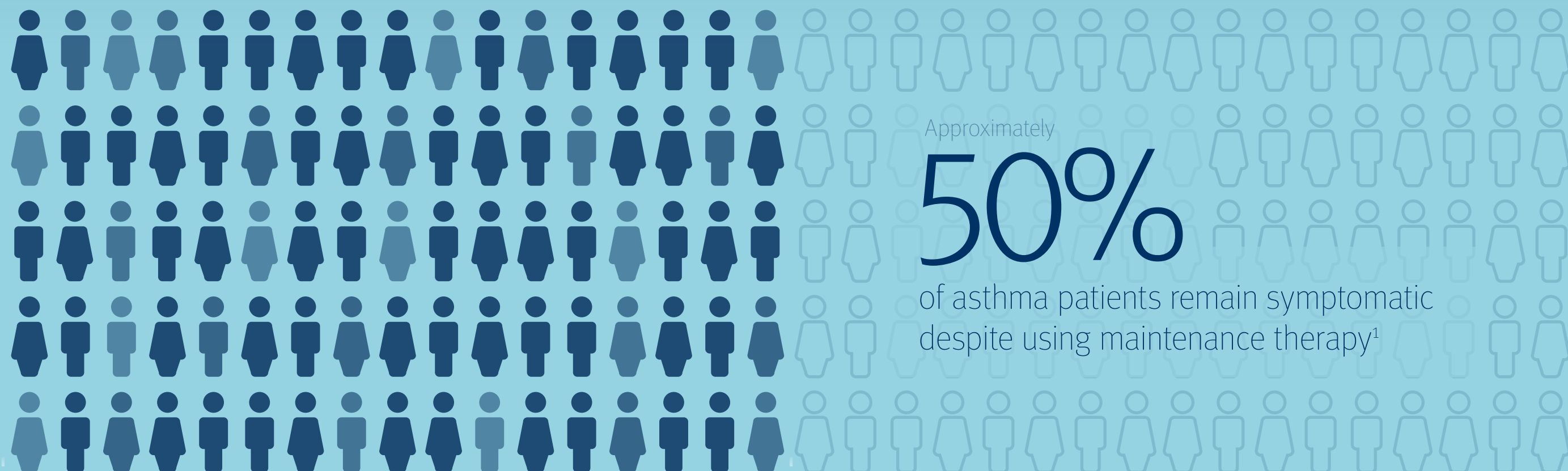


When treating people with asthma, there is a big problem

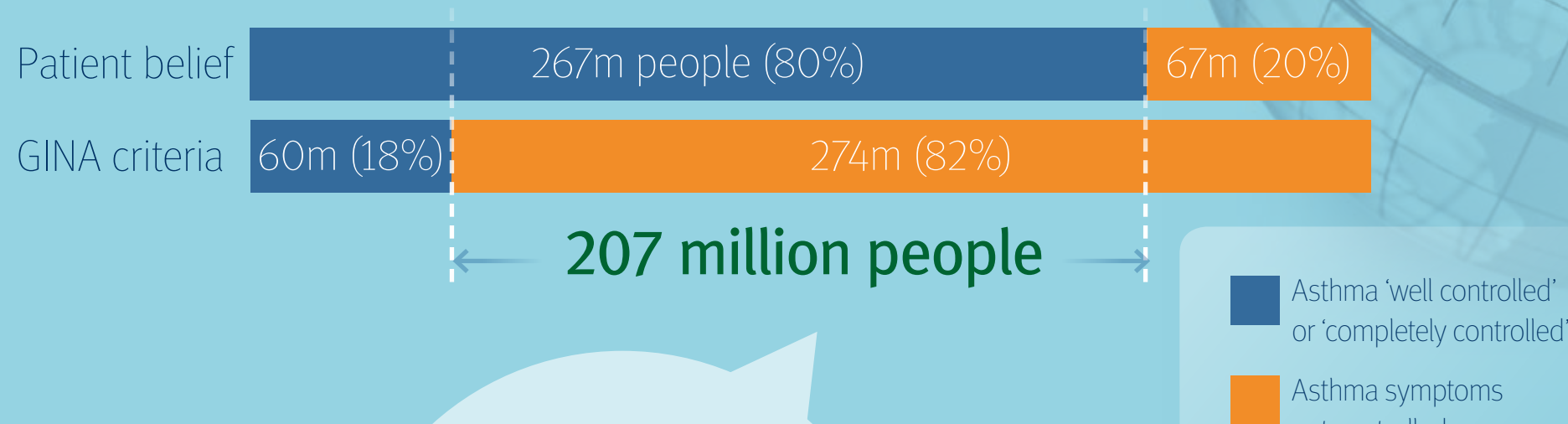
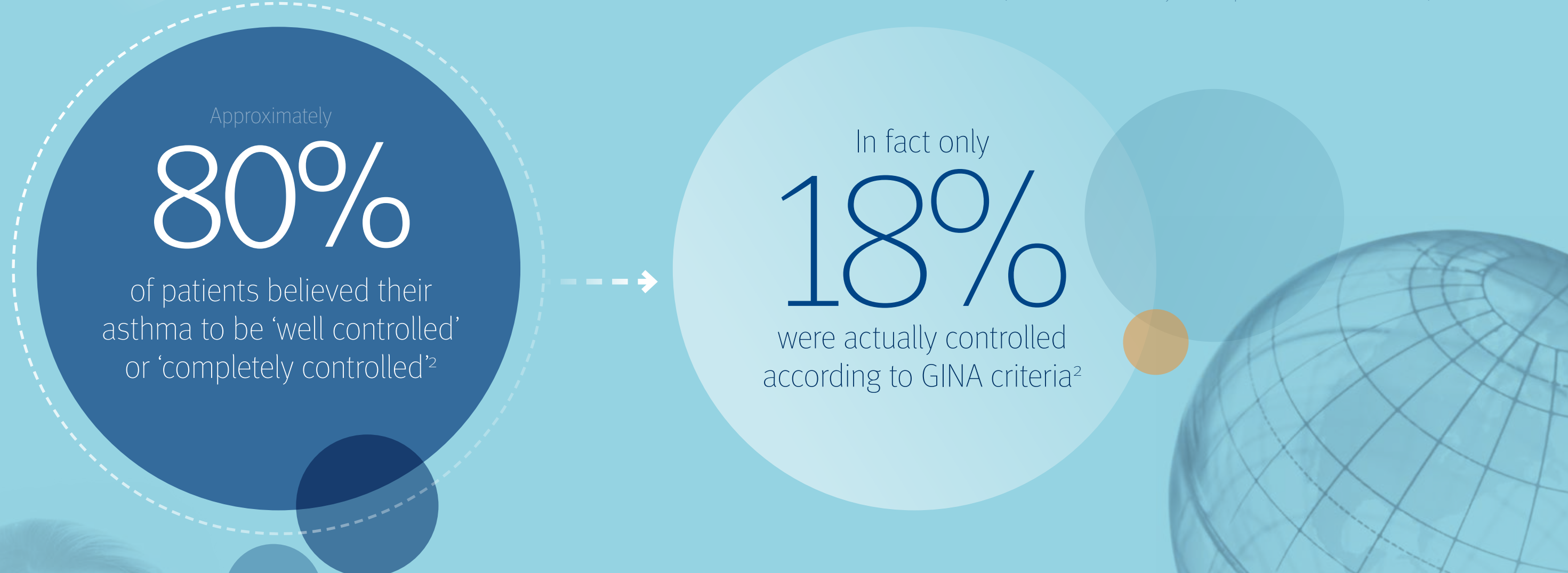


That's more than the population of Japan (122 million people)



Patients overestimate control

(results from a survey in Europe and Canada showed²)



The equivalent of the population of Brazil mistakenly believe that they have their asthma under control



In another survey, of those who believed their asthma to be controlled...



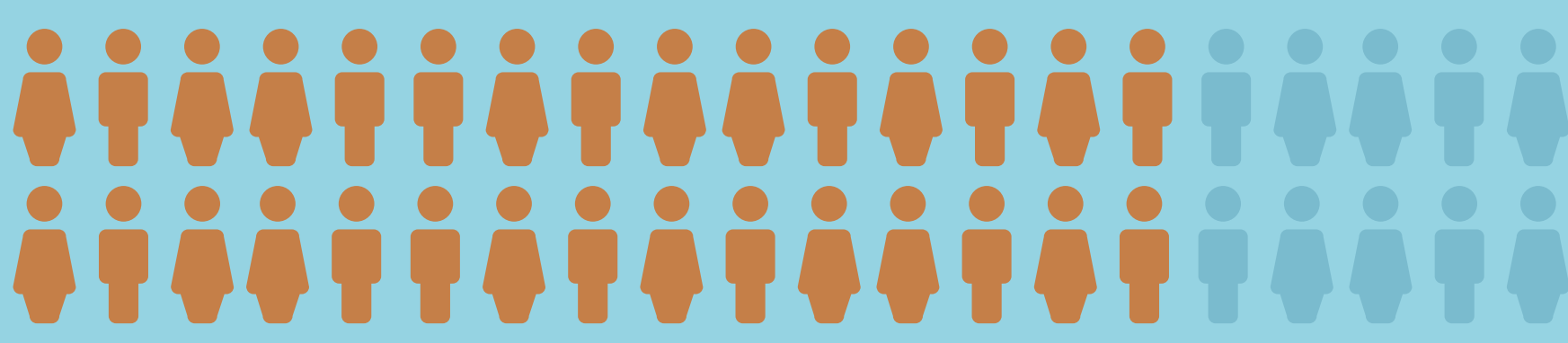
With serious and life-impacting consequences

Every 10 seconds someone in the UK has a potentially life-threatening asthma attack⁴

Approximately **26%** of asthma patients agree that the **fear of asthma exacerbations** keeps them from doing the things they want to do²



74% of people with asthma report it affects their **productivity at work** – on average 3 hours per person were lost per week or 19.5 days per year⁵



50% of survey respondents **reported acute treatment** (eg hospitalisation, emergency visit, unscheduled physician visit)²



The total cost of asthma within the EU has been estimated at **€72 billion** including €20bn in direct costs⁶



The long-term goals of asthma management are to achieve⁹:

- ✓ Good symptom control
- ✓ Minimise future risk of exacerbations
- ✓ Reduce fixed airflow limitation
- ✓ Control side-effects of treatment

Symptomatic asthma patients have a **x6 greater chance of having an asthma attack** in the next few weeks than those with minimal to no daytime symptoms⁷

Having **symptom free days** has been found to be the most important aspect for people with asthma⁸



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