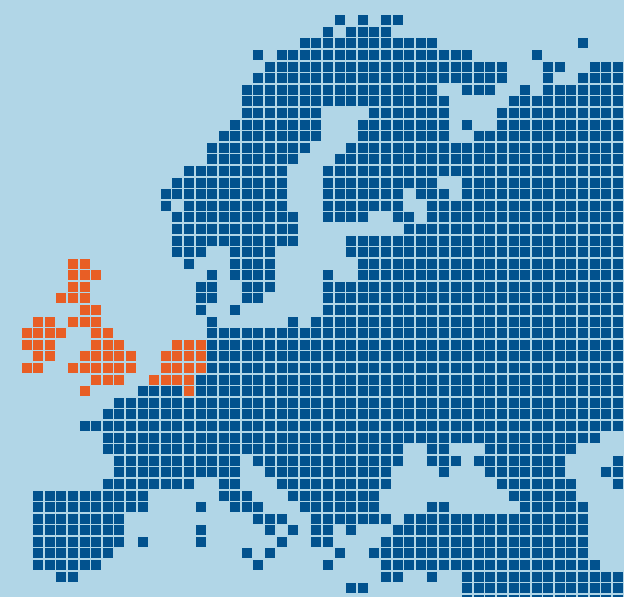
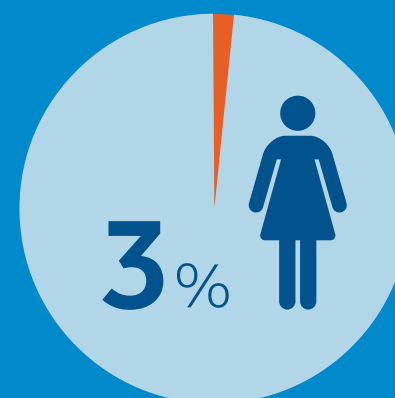


BARRETT'S ESOPHAGUS AND ESOPHAGEAL CANCER THE STATISTICS

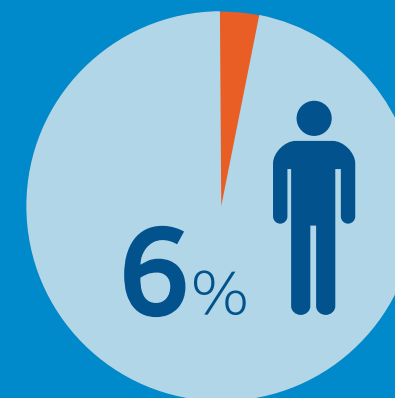


Esophageal cancer has the highest incidence in the UK, Netherlands and Ireland. Increase in population mortality for esophageal cancer is predicted to increase over the next 10 years.¹

Esophageal cancer typically affects people aged between 60 and 80 years. Together with gastric cancer, esophageal neoplasia accounts in Europe for around 6% of all cancers in men and 3% of all cancers in women.¹



3% of all cancers in women.¹

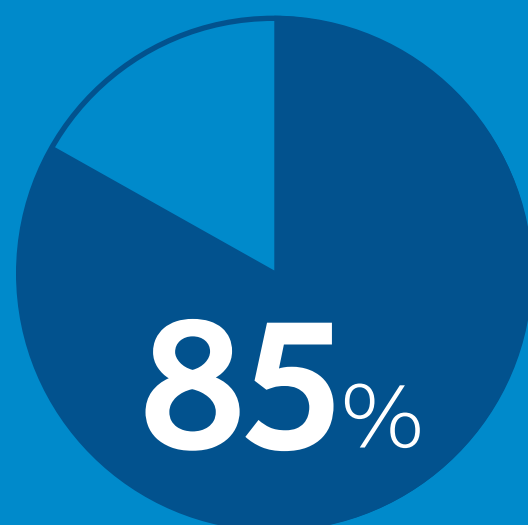


6% of all cancers in men.¹



GERD and Barrett's Esophagus are risk factors for Esophageal Adenocarcinoma.²

Dysplastic Barrett's esophagus is associated with an increased risk of developing Esophageal Adenocarcinoma.^{3, 4}



85% of Barrett's esophagus cases in Europe are undiagnosed.^{3, 4}

11%

5-year survival rate of esophageal adenocarcinoma.^{5,6}

6x

Increase in the absolute incidence of esophageal adenocarcinoma (1973-2001).⁷



GREATER THAN \$1B
Annual burden of illness in Europe.*

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*Internally derived estimate based on indirect costs in lost productivity in France (€555 million) from oesophageal cancer.