

**NEWS RELEASE**

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## **AMGEN ANNOUNCES LAUNCH OF #PROTECTURLIFE – AN INNOVATIVE, EUROPEAN CITY-BASED HEART AND BONE HEALTH SCREENING AND EDUCATION PROGRAM**

**#ProtectUrLife event offers free screening for citizens who may be at risk of cardiovascular disease and osteoporosis**

**Campaign designed to empower citizens to act on vital knowledge gained about heart and bone health**

**ZUG, Switzerland, 16 October 2018** - AMGEN (Europe) GmbH today announced the launch of the innovative #ProtectUrLife educational campaign to improve the prevention, evaluation and care of two common medical conditions – cardiovascular disease and osteoporosis. Developed in partnership with EIT Health, the International Osteoporosis Federation, the Technical University of Munich, the University of Barcelona and BePatient, the launch is marked by screening and education events held in collaboration with six major European cities.

Events will take place between 19 and 21 October 2018 in Barcelona, Brussels, Munich, Nice and Zurich, and in Rimini from 30 November to 02 December 2018. Residents who may be at risk of developing cardiovascular disease and osteoporosis are invited to take part in this unique event, which will provide non-invasive screening along with lifestyle awareness information about heart and bone health at no cost to the participants.

"#ProtectUrLife is focused on preventing unfortunate, life-changing events such as bone fractures and heart attacks in the healthy aging population," said Isma Benattia, MD, MBE, Vice President of Medical at Amgen Europe. "This initiative is well aligned with our focus to move from the 'break and fix' model to a 'predict and prevent' approach."

Despite advances in care, both cardiovascular disease and osteoporosis continue to be underdiagnosed and undermanaged. #ProtectUrLife was created to open doors to healthcare and to empower citizens to act on vital knowledge gained to help avoid life-altering events such as bone fractures, heart attacks and strokes, which all have an impact on lifestyle and autonomy.

"At EIT Health, everything we do aims to improve the health and well being of European citizens," said Dr Ursula Mühle, EIT Health Education Director. "#ProtectUrLife is a very good example as it leverages medical tools through innovative training and citizen engagement to highlight the importance of active aging and health. In addition, this event supports the efforts of cities and policy-makers to develop sustainable healthcare systems that benefit their residents."

# #PROTECT URLIFE

Cardiovascular disease is the leading cause of death in Europe, accounting for 45% of all deaths and an estimated cost to the European economy of €210 billion per year.<sup>1</sup> Furthermore, it is estimated that approximately one in three women aged over 70 years will break a bone due to osteoporosis.<sup>2</sup> Hip fractures, in particular, may have a long-term impact on patients' lives. One year after a hip fracture, up to 80% of sufferers are unable to carry out at least one independent activity, and up to 20% may die.<sup>3-4</sup> Incident and previous fractures are estimated to cost the European economy €37 billion per year.<sup>5</sup>

"The facts are clear: almost one-third of women, and 20% of men will experience a fracture due to osteoporosis, and cardiovascular disease is the number one killer in Europe," said Professor Georges Leftheriotis, Head of the Physiology and Vascular Medicine Unit at University Hospital Nice, France. "There is a growing amount of scientific and clinical evidence demonstrating that osteoporosis and cardiovascular diseases are linked, and #ProtectUrLife provides a unique way to screen for both at the same time."

The #ProtectUrLife program has united a European consortium composed of experts, start-ups, professional societies, patient associations, healthcare professionals, hospitals, and cities to engage citizens by offering the opportunity to evaluate and measure their health status using simple and innovative tools.

"We are thrilled to participate in the #ProtectUrLife project, which is focused on raising awareness among the general public about cardiovascular disease and osteoporosis," said Professor Claudia Nerdel, Associate Professor of Science Education at the Technical University of Munich School of Education. "Our collaboration helps to ensure that the project's key messages for educating people about these serious widespread diseases, their associated risks, and the need for precautions will be communicated effectively and have lasting impact."

Participants benefit from free screenings that will provide personalized risk assessments and evaluations of their cardiovascular and bone health. With the help of health consultants, participants will be equipped with the education and tools to help maintain their healthy condition and autonomy. In addition, upon participants' written consent, healthcare professionals will have access to anonymized, secure data that will deliver much-needed, real-time views into the health of their local population, enabling them to promote education, encourage innovation, and inspire research into prevention programs.

"The University of Barcelona actively participates in the data analysis and health economics of #ProtectUrLife," said Antonio Monleon and Carlos Crespo, PhD, Professors of Statistics at the University of Barcelona. "The data collected during this event can contribute to the development of concise solutions to diagnose and prevent bone and cardiovascular events in the population at risk."

For more information about the campaign and screening events, visit [www.ProtectUrLife.eu](http://www.ProtectUrLife.eu), follow us on [www.twitter.com/ProtectUrLife18](https://www.twitter.com/ProtectUrLife18) and like us on [www.facebook.com/ProtectUrLife18](https://www.facebook.com/ProtectUrLife18).

## **About Amgen**

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

For more information, visit [www.amgen.com](http://www.amgen.com) and follow us on [www.twitter.com/amgen](https://www.twitter.com/amgen)

## **About EIT Health**

EIT Health is one of the so-called 'Knowledge and Innovation Communities' established by the European Institute of Innovation and Technology (EIT) around the theme of active aging and health. The aim is to give EU citizens greater opportunities to enjoy a healthier and active life for longer, without dependency on others, by leveraging big data and new technologies, identifying and removing barriers to innovation, and building on education and talent creation. EIT's ambition is to integrate the three aspects of the 'knowledge triangle' – innovation, education, and business – to develop solutions for emerging societal challenges and to develop products/services that correspond to the needs of consumers. All of this should aid a pioneering role in strengthening the competitiveness of European industry, improving the quality of life of Europeans, and sustaining health systems in the face of the increasing cost of chronic disease related to aging.

The EIT Health community is composed of more than 140 leading organizations spanning key areas such as pharma, medtech, payers, research institutions, and universities.

For more information: [www.eithealth.eu](http://www.eithealth.eu)

## **About IOF**

The International Osteoporosis Foundation (IOF) is a registered not-for-profit, non-governmental foundation that functions as a global alliance of patient societies, research organizations, healthcare professionals, and international companies working to promote bone, muscle, and joint health. IOF aims to empower people to take action to prevent, diagnose, and treat bone disorders, and to campaign for policy change to make bone health a healthcare priority.

For more information: [www.iofbonehealth.org](http://www.iofbonehealth.org)



### **About the Technical University of Munich**

The Technical University of Munich (TUM) is one of Europe's top universities. It is committed to excellence in research and teaching, interdisciplinary education, and the active promotion of promising young scientists. Part of TUM's mission statement is to support and enable an innovative society, foster an open, culturally diverse mindset, and be engaged in dialogue with society and the general public.

For more information: [www.tum.de](http://www.tum.de)

### **About the University of Barcelona**

The University of Barcelona is one of Europe's leading universities, often benchmarked for research activity in terms of the number of programs and excellence achieved. The university works externally to provide services in the selection of personalized lifelong learning resources, tools to facilitate the transfer of knowledge generated by research, solutions to provide market value, and professional integration and orientation.

For more information: [www.ub.edu](http://www.ub.edu)

### **About BePatient**

BePatient is a digital health platform aiming to provide eHealth solutions to reinvent the patient journey and improve continuity of care. The company brings together health database management specialists, developers, health professionals, and experts in digital marketing. BePatient has multiple product lines that aim to promote disease awareness and prevention, support hospitalization, educate and engage patients in the management of chronic diseases, and provide an active collaboration between patients and research.

For more information: [www.bepatient.com](http://www.bepatient.com)

### **Forward-Looking Statements**

This news release contains forward-looking statements that are based on the current expectations and beliefs of Amgen. All statements, other than statements of historical fact, are statements that could be deemed forward-looking statements, including estimates of revenues, operating margins, capital expenditures, cash, other financial metrics, expected legal, arbitration, political, regulatory or clinical results or practices, customer and prescriber patterns or practices, reimbursement activities and outcomes and other such estimates and results. Forward-looking statements involve significant risks and uncertainties, including those discussed below and more fully described in the Securities and Exchange Commission reports filed by Amgen, including our most recent annual report on Form 10-K and any subsequent periodic reports on Form 10-Q and current reports on Form 8-K. Unless otherwise noted, Amgen is providing this information as of the date of this news release and does not undertake any obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

No forward-looking statement can be guaranteed and actual results may differ materially from those we project. Discovery or identification of new product candidates or development of new indications for existing products cannot be guaranteed and movement from concept to product is uncertain; consequently, there can be no guarantee that any particular product candidate or development of a new indication for an existing product will be successful and become a commercial product. Further, preclinical results do not guarantee safe and effective performance of product candidates in humans.

The complexity of the human body cannot be perfectly, or sometimes, even adequately modeled by computer or cell culture systems or animal models. The length of time that it takes for us to complete clinical trials and obtain regulatory approval for product marketing has in the past varied and we expect similar variability in the future. Even when clinical trials are successful, regulatory authorities may question the sufficiency for approval of the trial endpoints we have selected. We develop product candidates internally and through licensing collaborations, partnerships and joint ventures. Product candidates that are derived from relationships may be subject to disputes between the parties or may prove to be not as effective or as safe as we may have believed at the time of entering into such relationship. Also, we or others could identify safety, side effects or manufacturing problems with our products, including our devices, after they are on the market.

Our results may be affected by our ability to successfully market both new and existing products domestically and internationally, clinical and regulatory developments involving current and future products, sales growth of recently launched products, competition from other products including biosimilars, difficulties or delays in manufacturing our products and global economic conditions. In addition, sales of our products are affected by pricing pressure, political and public scrutiny and reimbursement policies imposed by third-party payers, including governments, private insurance plans and managed care providers and may be affected by regulatory, clinical and guideline developments and domestic and international trends toward managed care and healthcare cost containment. Furthermore, our research, testing, pricing, marketing and other operations are subject to extensive regulation by domestic and foreign government regulatory authorities. Our business may be impacted by government investigations, litigation and product liability claims. In addition, our business may be impacted by the adoption of new tax legislation or exposure to additional tax liabilities. If we fail to meet the compliance obligations in the corporate integrity agreement between us and the U.S. government, we could become subject to significant sanctions. Further, while we routinely obtain patents for our products and technology, the protection offered by our patents and patent applications may be challenged, invalidated or circumvented by our competitors, or we may fail to prevail in present and future intellectual property litigation. We perform a substantial amount of our commercial manufacturing activities at a few key facilities, including in Puerto Rico, and also depend on third parties for a portion of our manufacturing activities, and limits on supply may constrain sales of certain of our current products and product candidate development. In addition, we compete with other companies with respect to many of our marketed products as well as for the discovery and development of new products. Further, some raw materials, medical devices and component parts for our products are supplied by sole third-party suppliers. Certain of our distributors, customers and payers have substantial purchasing leverage in their dealings with us. The discovery of significant problems with a product similar to one of our products that implicate an entire class of products could have a material adverse effect on sales of the affected products and on our business and results of operations. Our efforts to acquire other companies or products and to integrate the operations of companies we have acquired may not be successful. A breakdown, cyberattack or information security breach could compromise the confidentiality, integrity and availability of our systems and our data. Our stock price is volatile and may be affected by a number of events. Our business performance could affect or limit the ability of our Board of Directors to declare a dividend or our ability to pay a dividend or repurchase our common stock. We may not be able to access the capital and credit markets on terms that are favorable to us, or at all.

# #PROTECT URLIFE

The media are also invited to participate in these events, further helping to educate the public by describing their experiences and how people may benefit from these opportunities.

**Media contact:**

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