

Type 2 diabetes is a growing epidemic



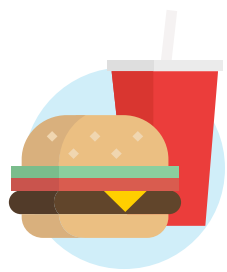
More than **60 million** people in Europe have diabetes¹

Over **35 million people** in the Middle East and North Africa have diabetes²



12 people per minute globally are diagnosed with diabetes³

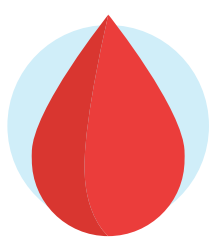
If left untreated, people with diabetes are at greater risk of developing serious complications



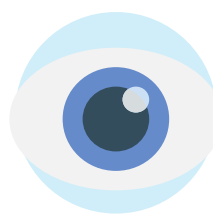
Studies suggest that **obesity, unhealthy diet, physical inactivity, and socioeconomic disadvantage** account for 80% of the increase in cases of type 2 diabetes¹



Diabetes is a leading cause of **cardiovascular disease, blindness, kidney failure, and lower limb nerve damage**⁴

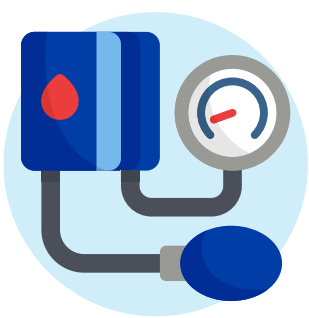


Consistently **high blood glucose levels** can lead to serious diseases affecting the **heart and blood vessels, eyes, kidneys, nerves and teeth**⁴



Most people with diabetes will develop some form of **eye disease causing reduced vision or blindness**⁴

Diabetes is mostly a life-long condition and can be difficult to manage long term



Maintaining blood glucose levels, blood pressure, and cholesterol, at or close to normal, can help **delay or prevent diabetes complications**⁴

9%

of healthcare expenditure in most EU member states, is down to diabetes²

Every patient is different

References

- 1 World Health Organisation, 2013. Diabetes Epidemic in Europe. [Online] Available at: <http://www.euro.who.int/en/health-topics/health-determinants/social-determinants/news/news/2011/11/diabetes-epidemic-in-europe> Last accessed July 2018.
- 2 International Diabetes Federation, IDF Diabetes Atlas, 8th edn. Available at: <http://diabetesatlas.org/resources/2017-atlas.html> Last accessed July 2018.
- 3 Kanavos P, van den Aardweg S, Schurer W. Diabetes expenditure, burden of disease and management in 5 EU countries. LSE Health, London School of Economics, January 2012. [Online] Available at: <http://www.lse.ac.uk/business-and-consultancy/consulting/assets/documents/diabetes-expenditure-burden-of-disease-and-management-in-5-eu-countries.pdf> Last accessed July 2018.
- 4 Update to International Diabetes Federation, 2016. Complications of Diabetes [Online] Available at: <https://www.idf.org/aboutdiabetes/what-is-diabetes/complications.html> Last accessed July 2018.