

PRESS RELEASE

New Gilead Sciences Campaign in the Framework of Breast Cancer Awareness & Prevention Month:

“We fight UNITED, We care TOGETHER!”

For the first time, all stakeholders come together in this groundbreaking campaign, sending a powerful message about the strength of collaboration and collective effort against breast cancer.

Athens, September 29, 2024 – Every year, during **Breast Cancer Awareness & Prevention Month**, the people of **Gilead Sciences** strive to make a difference by designing and implementing innovative and groundbreaking campaigns, aiming for a significant impact, creating a lasting footprint, and spreading a powerful message.

In this context, for the past two years, Gilead has sought – and succeeded – in sending the message that breast cancer is not only an issue for the women who experience the disease but concerns all of us. Both women and men employees of the company have been the faces of the campaign.

In 2022, the campaign highlighted the women employees of the company who bravely face breast cancer. In 2023, taking it a step further, the focus shifted to the men who stand beside these women, offering their unwavering support, care, and love, declaring their presence in the battle these women are fighting.

In 2024, Gilead goes even further, bringing together more stakeholders in the fight against breast cancer. Thus, it presents a brand-new campaign that makes a difference, titled "We fight UNITED, We care TOGETHER!". The innovation of this new initiative lies in the fact that Gilead – a biopharmaceutical company – succeeds in uniting under a common message and a shared effort. Members of the Board of Directors of the Hellenic Society of Medical Oncology (HeSMO), the Hellenic Cancer Federation (ELLOK), the "Alma Zois" and "AgaliaZO" associations, not only support the campaign but actively participate in it!

Oncologists, patient advocacy groups, and patient associations were photographed together with people from Gilead, sending a **powerful message of collaboration, synergy, and the unification of their strengths under a common goal: the fight against breast cancer. It is worth noting that this is a pioneering and innovative initiative in terms of awareness and advocacy campaigns by companies in the pharmaceutical and healthcare sectors in Greece.**

For the past two years, Gilead Sciences breast cancer awareness campaigns have focused on **highlighting strength and solidarity within its community**. This year's campaign adopts a more collective and comprehensive approach, focusing on the **strong partnerships** formed between all involved parties in the fight against breast



cancer. These partnerships include survivors along with their loved ones, healthcare professionals, and patient association representatives, who all, together, fulfill their commitment to combating this disease with care, hard work, and dedication, creating **strong bonds and sharing life experiences throughout this journey.**

This is a pioneering campaign, bringing together doctors, patients, and organization representatives for the first time, in collaboration with **HeSMO, ELLOK, "Alma Zois", and "AgaliaZO".**

This year's campaign covers public transport and the Syntagma metro station, aiming to convey and spread the message of collaboration in the fight against breast cancer, which is clearly a team effort. Raising awareness and providing information about prevention and early detection are key to addressing the disease.

For the same purpose, Gilead Sciences also actively supported – as an **Official Sponsor** – this year's Symbolic Race and Walk **Greece Race for the Cure®**, organized by the Hellenic Association of Women with Breast Cancer "Alma Zois" on September 29, 2024, once again making its presence felt at an event that has become an institution, through which it seeks to contribute to spreading messages and valuable information on the fight against breast cancer.

On the occasion of this year's campaign, Savas Charalambidis, General Manager of Gilead Sciences Greece, Cyprus & EDM, noted that, "This year's campaign goes above and beyond the limits of an awareness and advocacy campaign. It is a genuine act of solidarity and commitment, highlighting the value and strength of collaboration. At Gilead, we deeply believe that through strong synergies, we can bring about change. We support every woman fighting breast cancer by offering innovative solutions that can make a difference. However, collective effort is the cornerstone of success. Joining forces with organizations like the Hellenic Society of Medical Oncology, the Hellenic Cancer Federation, 'Alma Zois,' and 'AgaliaZO' empowers us and propels the message of prevention and awareness, creating a better future for every patient. It also conveys the message that no one is left out of this battle. Everyone, with their unique and valuable role, contributes to combating breast cancer, creating a chain of care."