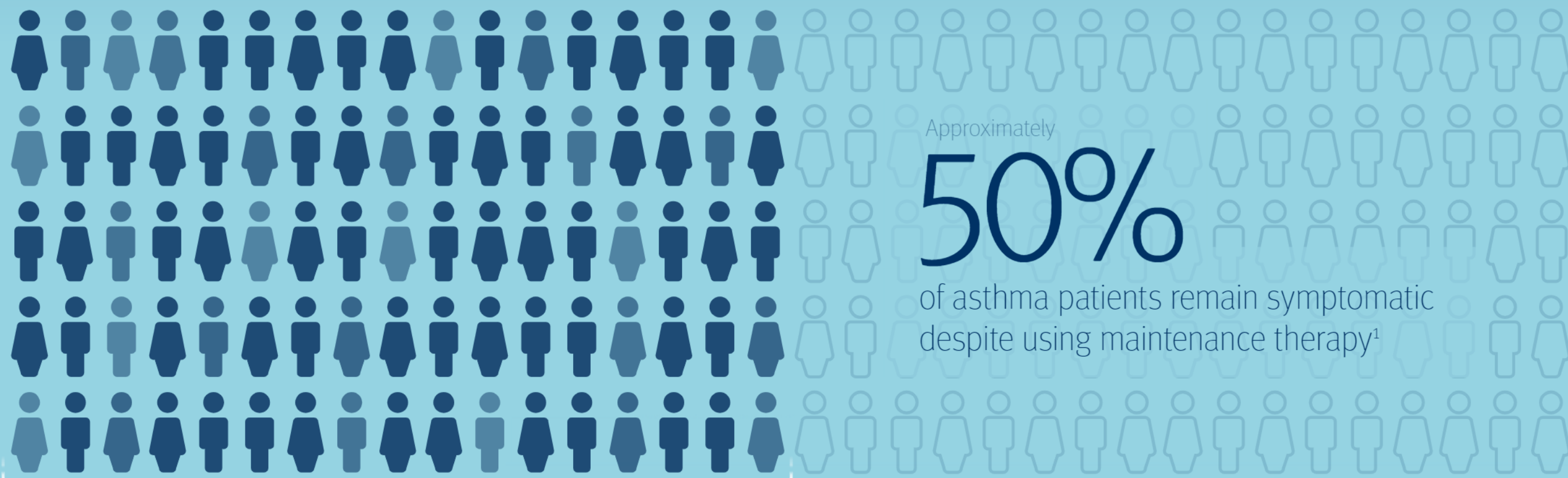


When treating people with asthma, there is a big problem

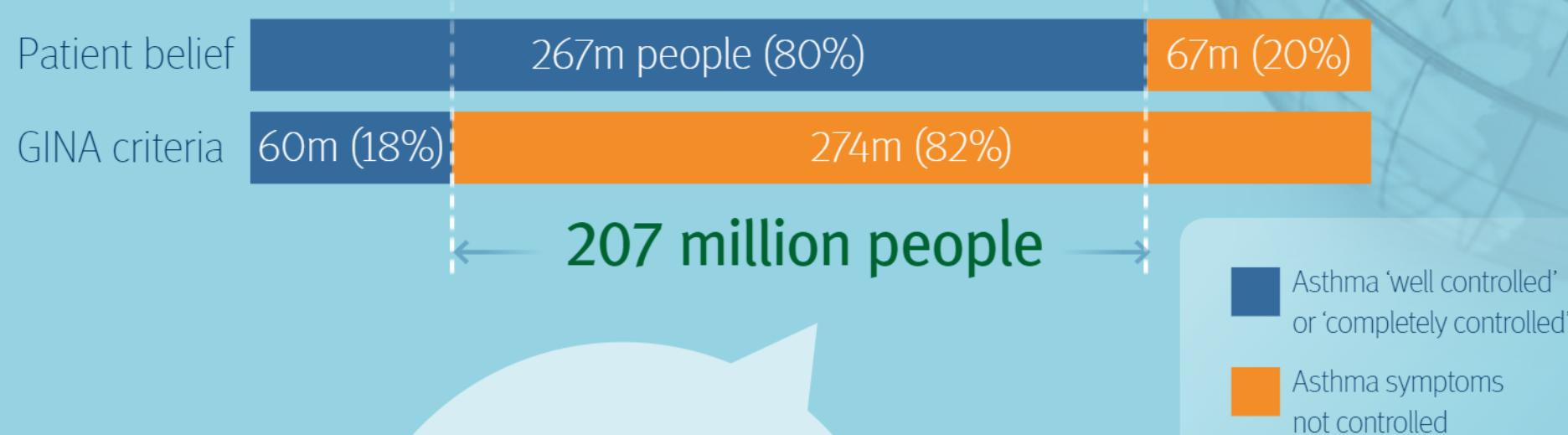
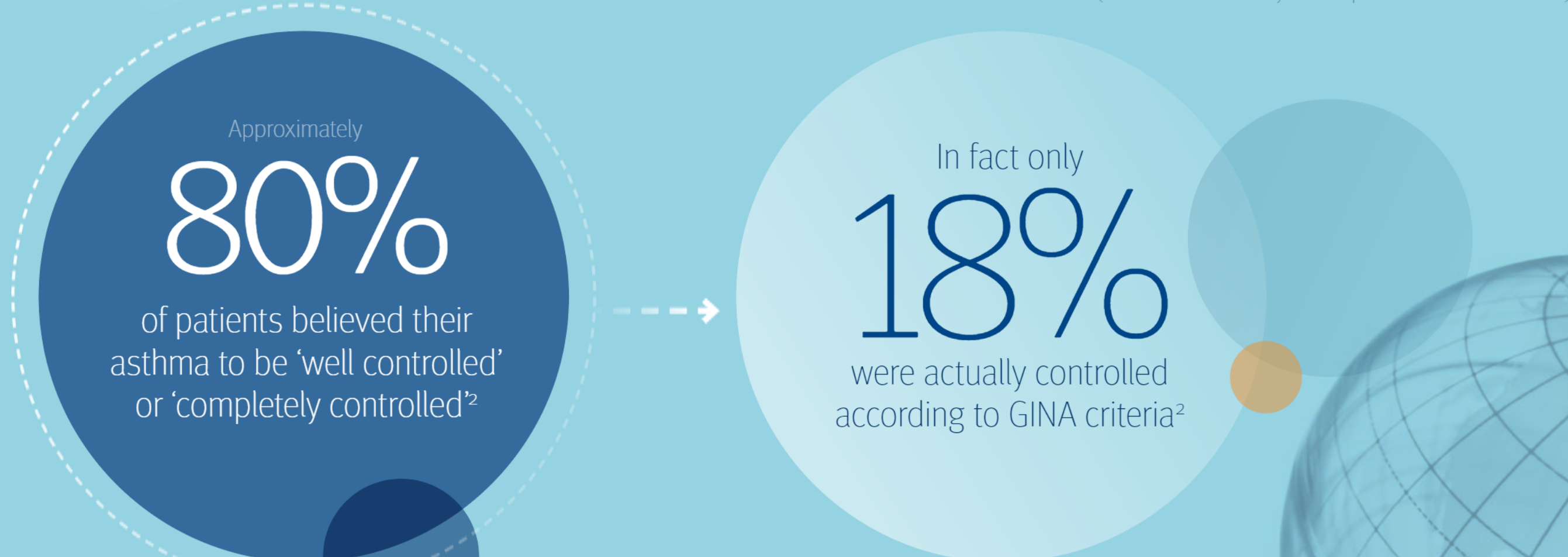


That's more than the population of Japan (122 million people)



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...

55% had symptoms that interfered with normal activities at least once in the last week³



52% had awoken at night due to asthma in the previous week³



44% had used oral steroids for asthma in the previous 12 months³



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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