

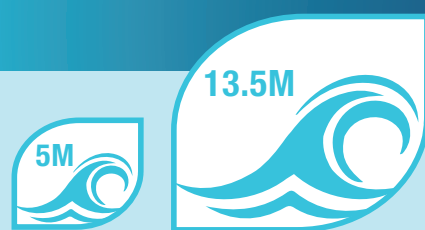
Stemming the Coming Alzheimer's Tsunami



The U.S. is facing an epidemic that will devastate families and may bankrupt our healthcare system:

ALZHEIMER'S DISEASE

As Baby Boomers age, the rate of Alzheimer's disease will reach epic proportions. Unless new breakthrough treatments are developed soon, the consequences will be devastating for patients, families, and our healthcare system. Biopharmaceuticals are the best hope at stemming the tide of Alzheimer's.



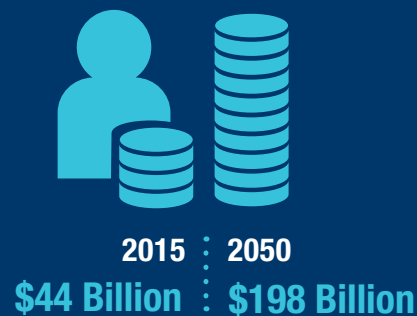
Today, more than **5 million** patients live with **Alzheimer's**, and that number is projected to grow to **13.5 million by 2050.**

THE COMING WAVE:

Patients and their families will experience **extreme financial and emotional hardship.**

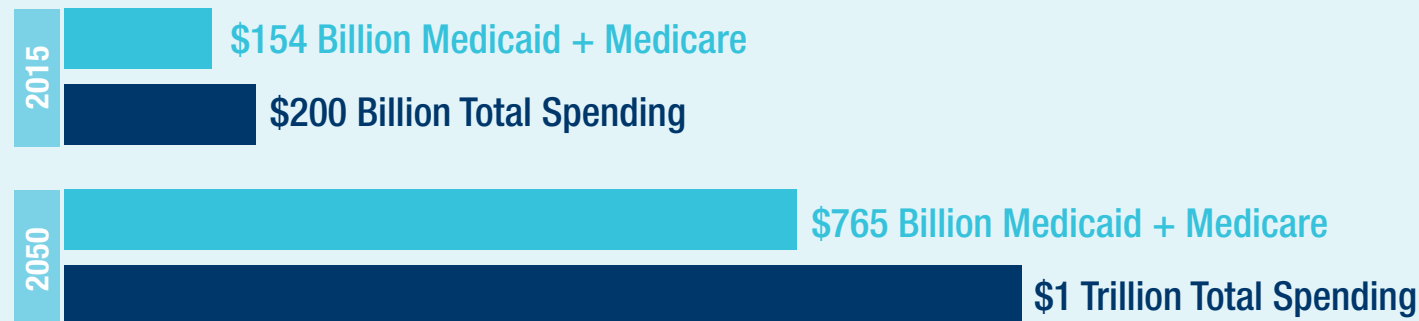


PATIENTS AND THEIR FAMILIES
WILL BE BURDENED



THE COST OF TREATMENT WILL SKYROCKET.

The healthcare system will struggle to cope with cost.

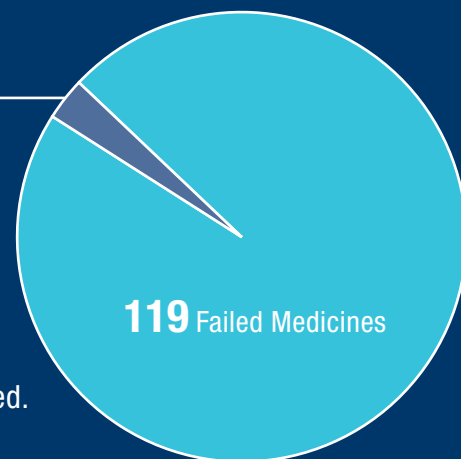


But what if we could stop the Alzheimer's Tsunami? Our best hope at preventing this catastrophe is finding an effective medical treatment.

75 new medications and diagnostics are under development.



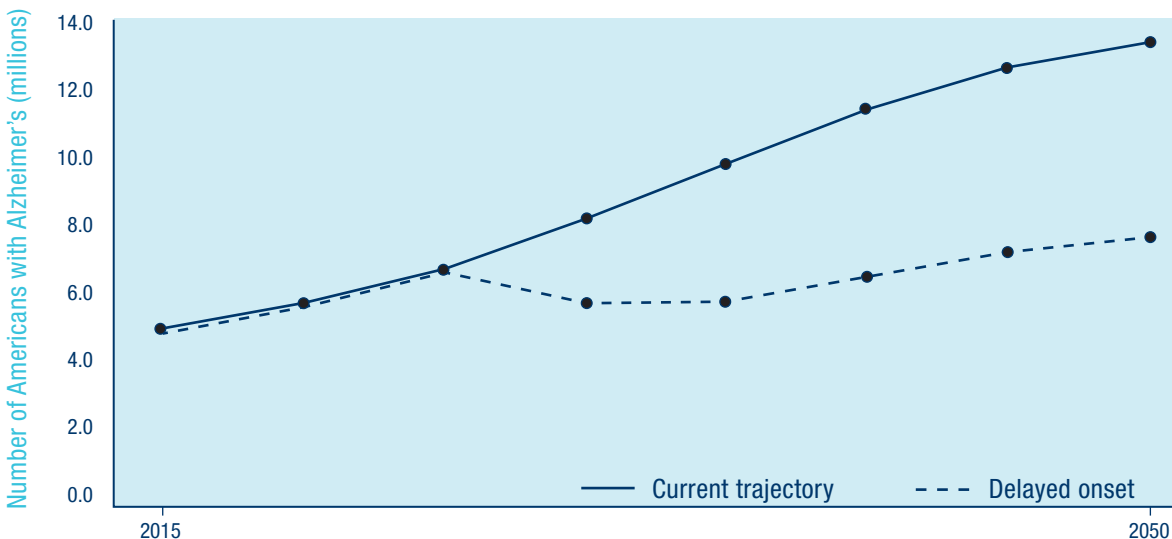
4 Approved



DRUGS HAVE A 3% APPROVAL RATE.

In the last 16 years, **123 medicines** have been tested, **4** were approved.

If just **ONE** new treatment can delay the onset of Alzheimer's by 5 years, **the number of Alzheimer's patients would drop by nearly one half**, saving over \$367 billion in healthcare costs.¹



¹ http://www.alz.org/documents_custom/trajectory.pdf