

FALSIFIED MEDICINES IN AFRICA

ANALYSIS OF PERCEPTIONS OF THE GENERAL PUBLIC

Study conducted from March 26th to April 16th, 2018. Self-administered online questionnaire based on a representative sample of 2519 Africans (from Egypt, Nigeria, Ivory Coast, Kenya and South Africa) aged 18 and up. This fifth survey completes the research already conducted by Sanofi on the same subject in Europe, Asia, Latin America and the United States.

FALSIFIED MEDICINES, A LACK OF INFORMATION WHICH INCREASES EXPOSURE RISK

DO YOU FEEL THAT YOU HAVE ENOUGH INFORMATION IN ORDER TO NOT BE EXPOSED TO FALSIFIED MEDICINES?

97% of the sample feel that they do not have all the relevant information in order to avoid the risk of being exposed to falsified medicine.



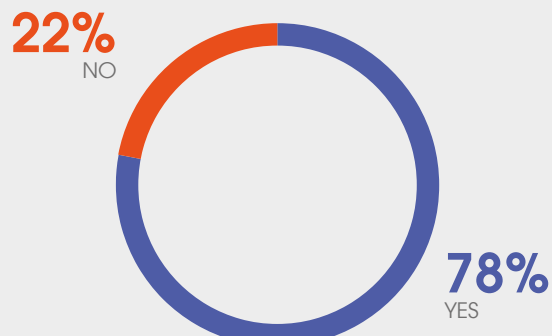
WOULD YOU SPONTANEOUSLY SAY THAT FALSIFIED MEDICINES...

An acute perception of the risk that falsified medicines represent 96% of respondents consider that fake drugs represent a danger: 61% think they are definitely dangerous and 35% that they are potentially dangerous.



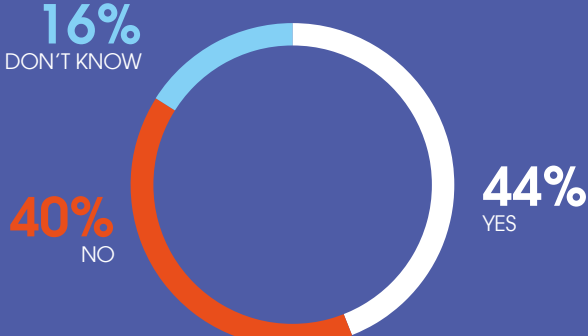
HAVE YOU EVER HEARD ABOUT FALSIFIED MEDICINES?

A real exposure: 78% of respondents have already heard of falsified medicines.



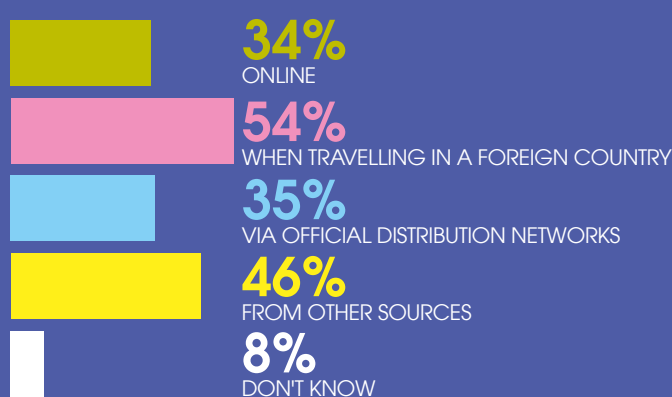
HAVE YOU EVER SEEN/IDENTIFIED FALSIFIED MEDICINES?

44% have already seen some.



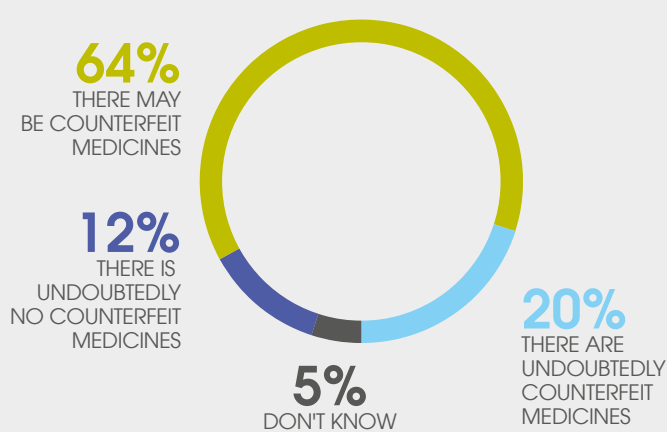
ACCORDING TO YOU, IN WHAT TYPES OF SITUATIONS CAN YOU ENCOUNTER FALSIFIED MEDICINES?

Multiple sources of exposure to falsified medicines: travel abroad is identified as the main source of risk of exposure to falsified medicines (54%), followed by official distribution networks and online sources.



IN YOUR OPINION, WHEN YOU ARE BUYING MEDICINES IN AN OFFICIAL DISTRIBUTION CENTER IN YOUR COUNTRY, TO WHAT EXTENT ARE YOU EXPOSED TO FALSIFIED MEDICINES?

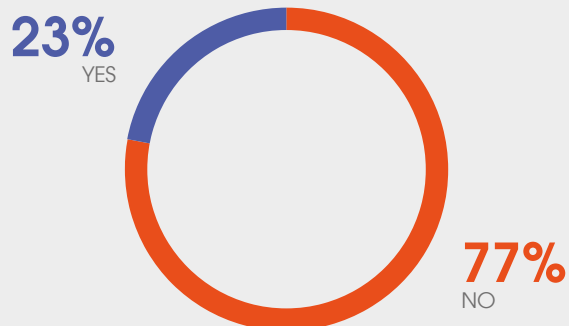
Mixed confidence in official distribution channels: 64% of respondents believe that there may be falsified drugs in these channels and 20% are fully convinced of that.



FOCUS ON ONLINE BUYING

HAVE YOU EVER BOUGHT MEDICINES ONLINE?

Buying medicines online is a minor practice: only 23% of respondents have already bought medicines online.



YOU FELT LIKE YOU WERE TAKING A RISK? ; YOU FELT SAFE, AS IF YOU WERE BUYING FROM A PHYSICAL SHOP?

Among them, 47% bought medicines online only once and 65% did so thinking they ran a certain risk.



WHAT ARE THE REASONS THAT COULD LEAD YOU TO BUYING MEDICINES ONLINE?

Access to medicines not distributed in their own countries is the main reason that could lead respondents to buy medicines online.

