



UCB launches 24/7 helpline for doctors and patients

- **UCBCares™, a seven day service that includes out of hours is now available for healthcare professionals and patients to address any questions or concerns about treatments or products made by UCB**
- **Feedback from patients and doctors will also be used to continue to improve innovation in treatments and services to ensure patient needs are met**

Slough, UK, September 8th: Today UCB announced the launch of a new personalised phone service for healthcare professionals and patients. Patients who are prescribed UCB products will now be able to call UCB directly, where they will be greeted by highly-skilled scientists who can provide advice and receive feedback on products and treatments. The new initiative called UCBCares™ means that patients, as well as doctors will have direct interaction with key internal UCB advisors as UCB aims to work closer with the NHS and patients in developing the best treatments and delivering outstanding care.

UCB's UK & Irish commercial headquarters are located in Slough, Berkshire. The site at Slough also houses the global immunology research centre and UCB is taking full advantage of this privileged position with its R&D scientists working alongside the UCBCares™ team by directly answering questions around treatments or therapy areas, taking customer feedback and using this to drive innovation in the development of new medicines.

Steve Turley, Managing Director for UCB British and Irish Isles, said, *"UCBCares™ is an important service for making sure that those taking or prescribing our treatments get the most out of them. Greater patient involvement in their own care has grown but this has been coupled with increased pressure on the NHS and so there is a natural role for industry to play to better support patients; and UCBCares™ is just one way we are opening our doors so that we can achieve better outcomes for patients and design innovative new medicines for the patients of tomorrow."*

UCBCares™ will provide the following service:

- **Single point of access** for patients and healthcare professionals for information and assistance with UCB products and services
- **Medical information solutions;** where the focus on fulfilling patient needs moves beyond just product information
- **Therapy area related information**
- **Recording and responding to reported product complaints**
- **Recording all reported adverse events**

The launch of UCBCares™ in the UK follows the successful launch of the initiative across Germany, and the U.S.

For further Information

Scott Fleming, Communications Director, UCB, British & Irish Isles

T: +44 770.277.7378

E: scott.fleming@ucb.com

About UCB

UCB, Brussels, Belgium (www.ucb.com) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases of the immune system or of the central nervous system. With more than 7,700 people in approximately 40 countries, the company generated revenue of € 3.9 billion in 2015. UCB is listed on Euronext Brussels (symbol: UCB).

Forward looking statements – UCB

This press release contains forward-looking statements based on current plans, estimates and beliefs of management. All statements, other than statements of historical fact, are statements that could be deemed forward-looking statements, including estimates of revenues, operating margins, capital expenditures, cash, other financial information, expected legal, political, regulatory or clinical results and other such estimates and results. By their nature, such forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions which could cause actual results to differ materially from those that may be implied by such forward-looking statements contained in this press release. Important factors that could result in such differences include: changes in general economic, business and competitive conditions, the inability to obtain necessary regulatory approvals or to obtain them on acceptable terms, costs associated with research and development, changes in the prospects for products in the pipeline or under development by UCB, effects of future judicial decisions or governmental investigations, product liability claims, challenges to patent protection for products or product candidates, changes in laws or regulations, exchange rate fluctuations, changes or uncertainties in tax laws or the administration of such laws and hiring and retention of its employees. UCB is providing this information as of the date of this press release and expressly disclaims any duty to update any information contained in this press release, either to confirm the actual results or to report a change in its expectations.

There is no guarantee that new product candidates in the pipeline will progress to product approval or that new indications for existing products will be developed and approved. Products or potential products which are the subject of partnerships, joint ventures or licensing collaborations may be subject to differences between the partners. Also, UCB or others could discover safety, side effects or manufacturing problems with its products after they are marketed.

Moreover, sales may be impacted by international and domestic trends toward managed care and health care cost containment and the reimbursement policies imposed by third-party payers as well as legislation affecting biopharmaceutical pricing and reimbursement.