

ASIANS AND COUNTERFEIT MEDICINES

OPINION SURVEY BY HAPPYCURIOUS FOR SANOFI

METHODOLOGY HIGHLIGHTS

Study conducted from May 13 to 20, 2015

Self-administered online questionnaire based on a representative sample of 4005 people distributed as follows:

1000 in China
601 in Indonesia
600 in Malaysia
603 in the Philippines
601 in Thailand
600 in Vietnam

Breakdown by age

18-29: 29%
30-39: 28%
40-49: 23%
50-59: 14%
60+: 6%

The purpose of the questions was to reveal respondents' awareness and perception of the topic "counterfeit drugs." Purchasing practices both online and while traveling were also touched on.

PAN-ASIAN OBSERVATIONS

The association between counterfeiting and drugs varies widely in Asia

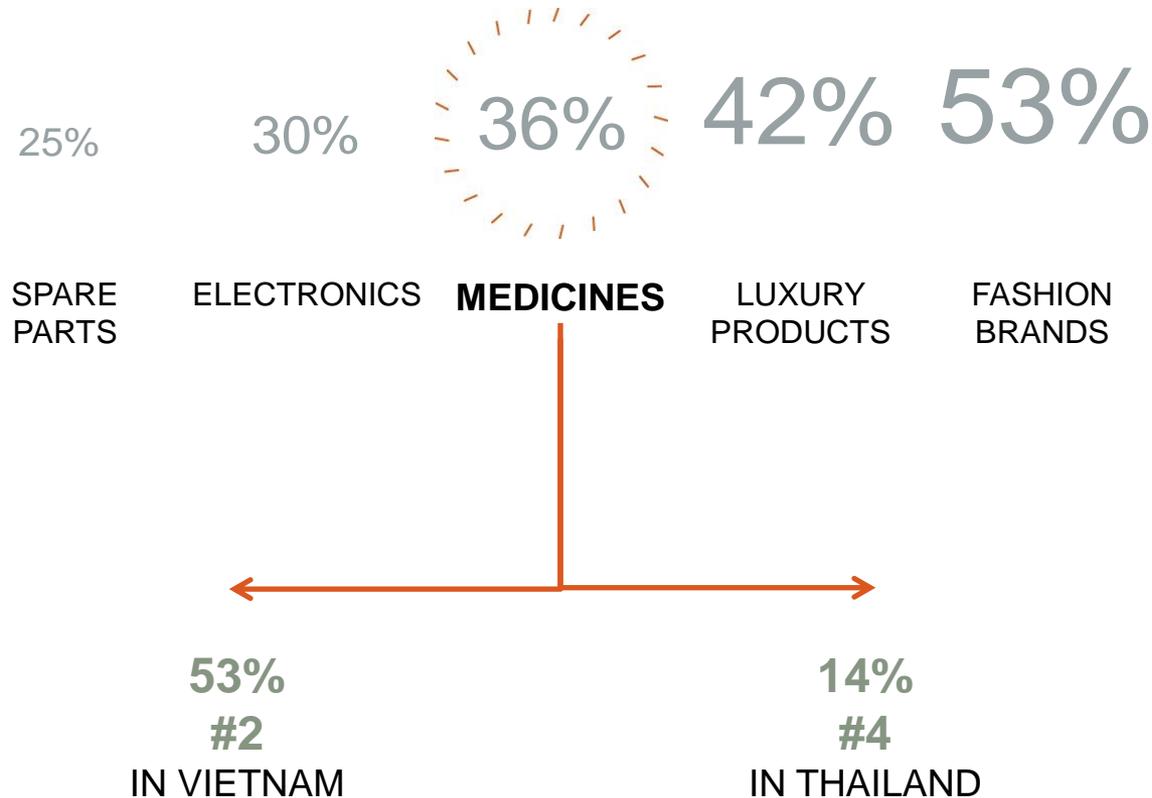
Vietnam, China and the Philippines are the countries that most associate drugs with counterfeiting, and they do so at a level almost on par with that of clothing and luxury products. Vietnam has the highest association level with 53% spontaneous association of counterfeiting with drugs.

The Vietnamese market also shows the highest level of stated awareness of the topic, with 98% of Vietnamese having heard of it; that is 10 points above the average of the 6 countries studied.

At the other end of the ranking, only 29% of Malaysians surveyed associate drugs with counterfeiting.

ASSOCIATION BETWEEN DRUGS AND COUNTERFEITING: WIDE VARIATION

WHEN YOU HEAR COUNTERFEIT YOU
SPONTANEOUSLY THINK OF...



36% ASSOCIATE
COUNTERFEITING
WITH DRUGS,
BEHIND CLOTHING
BRANDS AND
L U X U R Y
P R O D U C T S

The Vietnamese are particularly aware of counterfeiting: all of the items are cited by at least 36% of those surveyed. 53% cite drugs.

In Thailand, 71% of respondents cite clothing brands, while the other items are mentioned by no more than 26%

PAN-ASIAN OBSERVATIONS

The danger of counterfeit drugs is widely recognized but inconsistently understood

In Asia, the level of stated awareness of the danger is very mixed, though there are a few nuances to note. Indonesians are the most aware, with 86% considering counterfeit drugs dangerous and 14% considering them potentially dangerous. Malaysians and Filipinos are the most mixed: while everyone admits there is some danger, most consider it only potential (45% of Malaysians and 41% of Filipinos).

Lack of information on the topic is an issue across the board

With percentages ranging from 55% (Indonesia) to 76% (Thailand), the Asian general public considers itself unable to distinguish real drugs from fake. In China, lack of information seems the most evident: 66% of those surveyed say they are poorly or insufficiently informed on the topic. This number is all the more salient as the Chinese are the group with the greatest ignorance of where someone might be exposed to counterfeit drugs.

AWARENESS OF COUNTERFEIT DRUGS AND THEIR DANGER

89% HAVE HEARD OF COUNTERFEIT DRUGS

67% CONSIDER THEM DANGEROUS (and 31% consider them potentially dangerous)

98%

77%

51%

86%

IN VIETNAM

confirm awareness of the issue of counterfeit drugs

IN MALAYSIA

the country with the lowest awareness of counterfeit drugs and their danger

IN INDONESIA

A REAL LACK OF INFORMATION ON COUNTERFEIT DRUGS

42%

have few information

20%

have none

PAN-ASIAN OBSERVATIONS

Online shopping judged the greatest source of exposure to fake drugs

Respondents in every country consider the greatest risk of “stumbling” upon fake drugs is by purchasing them online. Thailand and Malaysia post the highest numbers with over 70% of the panel indicating online shopping as the principal opportunity for exposure. That said, the affirmation of the danger of internet drugs ought not to obscure the identification of other potential risk areas.

Traditional distribution channels also fingered

For Asians, online shopping is not the only culprit. They also identify brick-and-mortar stores and traditional channels as potential avenues for exposure to counterfeit drugs. In terms of direct expression of distrust of traditional channels, Vietnam again leads the region: 34% of respondents designate the traditional network as a potential source of fake drugs. China and Thailand follow, with respondents expressing doubts about the reliability of official channels. The Philippines and Malaysia show slightly greater trust for the official sales channels. But these countries also recognize that there are other, no doubt less official, sources of potentially counterfeit drugs.

CHANNELS FOR EXPOSURE TO COUNTERFEIT DRUGS

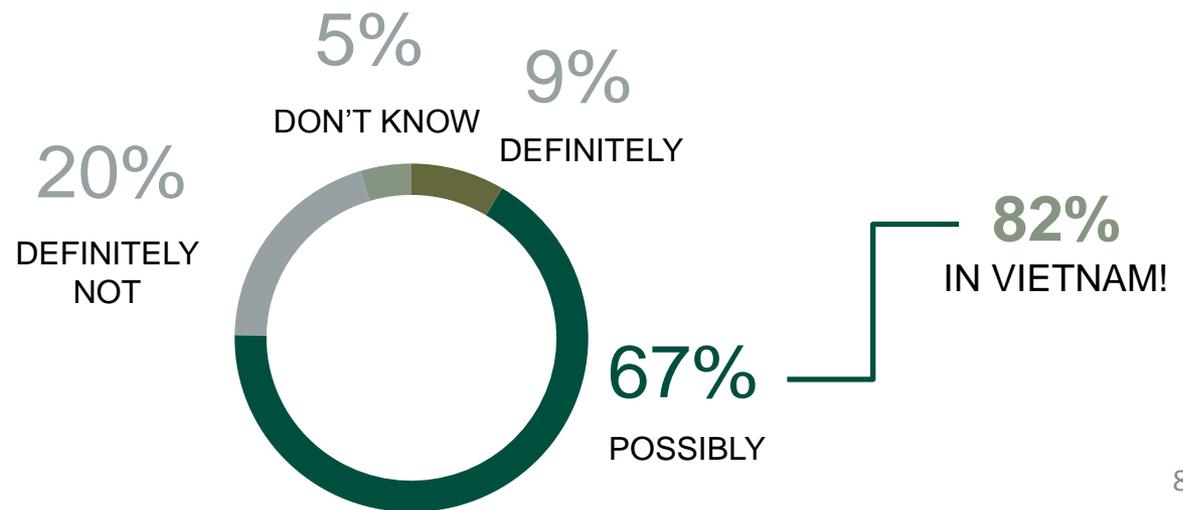
WHERE CAN PEOPLE BE EXPOSED TO COUNTERFEIT DRUGS?



THE INTERNET IS THE MOST FREQUENTLY CITED PLACE WHERE PEOPLE CAN BE EXPOSED TO FAKE DRUGS

IN YOUR OPINION, CAN COUNTERFEIT DRUGS BE FOUND IN OFFICIAL CHANNELS?

There is significant distrust of official distribution channels: 67% think counterfeit drugs may be found there, and 9% are certain of it. This distrust is even higher in Vietnam.



PAN-ASIAN OBSERVATIONS

Online drug shopping practices are not the same everywhere, but the reasons for doing so intersect

Different countries reveal very different online drug shopping practices. There is a clear divide: in China, Vietnam and Indonesia, the practice is fairly widespread, while the other countries have not yet taken the plunge.

In China and Vietnam, about 30% of consumers say they buy drugs online at least once a month. Respondents agree that saving time and money are the leading arguments for buying them online.

At the other end of the spectrum, the countries that hesitate to buy drugs online are the Philippines (where 77% of respondents say they have never bought drugs online) and Malaysia (69%). Note that Malaysia is the only country where discretion is the number two reason for shopping online.

SPOTLIGHT ON BUYING DRUGS ONLINE

POSSIBLE REASONS FOR BUYING DRUGS ONLINE



SAVING TIME IS MOST OFTEN CITED AS THE #1 POSSIBLE REASON FOR BUYING DRUGS ONLINE

DISCRETION, THE #2 MOTIVATION IN MALAYSIA

39% HAVE BOUGHT DRUGS ONLINE

OF WHICH 29% AT LEAST ONCE/MONTH

42% FEELING QUITE SAFE

CHINESE ARE BIG FANS OF SHOPPING

ONLINE, WITH 50% OF RESPONDENTS HAVING DONE SO (11 POINTS ABOVE THE AVERAGE), INCLUDING 35% AT LEAST ONCE A MONTH AND 51% FEELING COMPLETELY SAFE

PAN-ASIAN OBSERVATIONS

Asians also prefer to travel with their own medications

Asians travel primarily in Asia, with the exception of the Chinese and Vietnamese, who also travel to Europe. Asian travelers say they generally travel with their medications, only a minority of them buying drugs during their travels. Abroad, Chinese say they buy drugs in supermarkets (59%) or in pharmacies. While these Asian travelers generally trust the drugs they buy abroad, Vietnamese and Thais are more aware that they are taking a risk. This is also the case with Malaysians, 33% of whom say that traveling is one way to be exposed to counterfeit drugs.

Finally, among Asians who have purchased drugs abroad, there is a clear difference in their sense of safety depending on whether they are traveling in Asia or in Europe and North America: 61% feel safe in Asia, but 71% feel safe in Europe and North America.

SPOTLIGHT ON BUYING DRUGS WHILE TRAVELING

52% HAVE TRAVELED ABROAD IN THE PAST 5 YEARS

78% BRING THEIR OWN DRUGS WITH THEM

OF WHICH

31% HAVE PURCHASED DRUGS ABROAD

94%

IN VIETNAM

Respondents in Vietnam are more cautious or foresighted than the average in Asia

59%

IN CHINA

Chinese are well below the average in Asia on planning for travel

49% in a pharmacy



OF WHICH

63%

felt safe doing so

34% in a supermarket

50%

IN VIETNAM

Vietnamese felt less safe and primarily (37%) bought drugs in small shops

Sense of safety varies with geographic area of travel: 71% of travelers who bought drugs in the US or Europe felt safe