



PRESS RELEASE

Servier Canada, in collaboration with Hypertension Canada, launches the GETDOWNBP Hypertension Management mobile App

(Montreal) May 25, 2018 -- Servier Canada, in collaboration with Hypertension Canada, is proud to launch the GETDOWNBP Hypertension Management mobile app.

The launch of the GETDOWNBP mobile app will offer members of the GETDOWNBP online social network, as well as new members who wish to join, a new way to engage and help them prevent or control their high blood pressure (hypertension). The arrival of the app is a key step that completes a series of launch initiatives of the GETDOWNBP awareness campaign (<http://www.getdownbp.ca/> and <https://www.facebook.com/GETDOWNBP/>), which have recently been rolled-out across Canada.

The objective of the GETDOWNBP campaign is to raise awareness about hypertension and build a community that will be able to discuss and share success stories about controlling or preventing this condition. This app also features a series of easy, fun and rewarding activities that are done every day, and provides positive communication and recognition for the efforts made to achieve these goals. The tagline for this campaign is ***“Lowering your blood pressure has never felt so good!”***

"The GETDOWNBP campaign, including the launch of the app, represents an opportunity to increase awareness around hypertension and support patients in the management of their condition and GETDOWNBP is directly in line with Servier's commitment to place the patient at the heart of all its actions." "We are especially proud of our collaboration with Hypertension Canada, the producer of Canada's clinical practice guidelines for hypertension management," stated Frederic Fasano, CEO of Servier Canada.

The launch of the GETDOWNBP app correlates well with the timing of the Hypertension Month (May). Canadians are encouraged to measure their blood pressure at participating pharmacies across Canada and to know their numbers as the first step in hypertension prevention and control. "When not controlled, hypertension can lead to serious chronic and deadly conditions like dementia, heart attack, stroke, and kidney disease," says Angelique Berg, CEO of Hypertension Canada. "Hypertension is highly sensitive to lifestyle changes and medications but it takes work, and that is why we are thrilled to support the GETDOWNBP campaign that shares the know-how and provides encouragement for Canadians to get high blood pressure down for lifelong health."

Canadians can join the community by visiting www.getdownbp.ca where they can also access more information concerning hypertension, learn about associated risks and ways to help manage it.

About Hypertension

High blood pressure, also called hypertension, affects more than 7 million Canadians¹ and is the leading preventable cause of cardiovascular death and disability around the world². When not controlled, hypertension can lead to serious chronic and deadly conditions like heart disease, stroke, and dementia. Although hypertension is highly preventable and treatable, 1 in 3 people living with hypertension have uncontrolled blood pressure and nearly 1 in 5 are not even aware of their condition³.

About Servier Canada

Servier is an international pharmaceutical company governed by a non-profit foundation with its headquarters in France. It was established in 1978 in Laval (Quebec) and employs over 320 people across Canada. With a strong international presence in 148 countries, Servier employs 21 000 people worldwide. Corporate growth is driven by Servier's constant search for innovation in five areas of excellence: cardiovascular diseases, diabetes, cancers, immune-inflammatory diseases, and neuropsychiatric diseases. Being completely independent, the Group reinvests 25% of its turnover in research and development and uses all its profits for growth. For additional information please visit our website at www.servier.ca.

About Hypertension Canada

Hypertension Canada is the only national non-profit organization dedicated solely to the prevention and control of hypertension and its complications in Canada. Powered by a professional volunteer network of the leading multidisciplinary experts in hypertension, Hypertension Canada produces the nation's clinical practice guidelines for the diagnosis, treatment and control of hypertension and pursues its mission through the advancement of research, professional and public education, and advocacy for healthy environments.
hypertension.ca.

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