

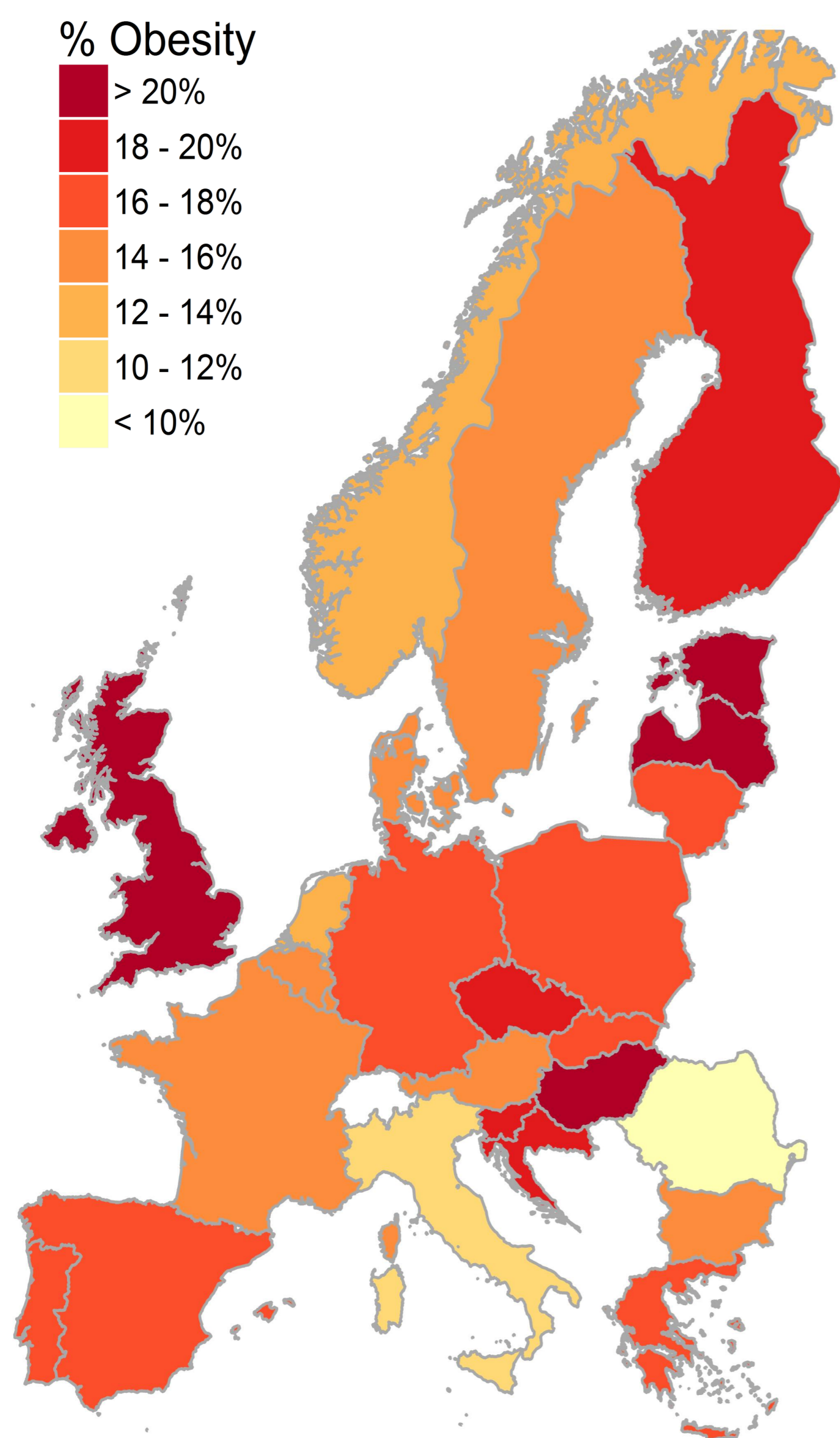
Assessing Market Landscapes

Obesity: Not just a North American health issue

Across EU28 countries...

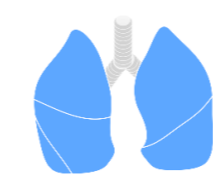
15.6% of women
16.1% of men

...were classed as obese¹

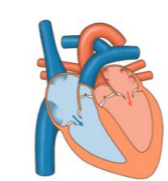


The problem

Obesity leads to increased health risks including:



Airway/breathing problems



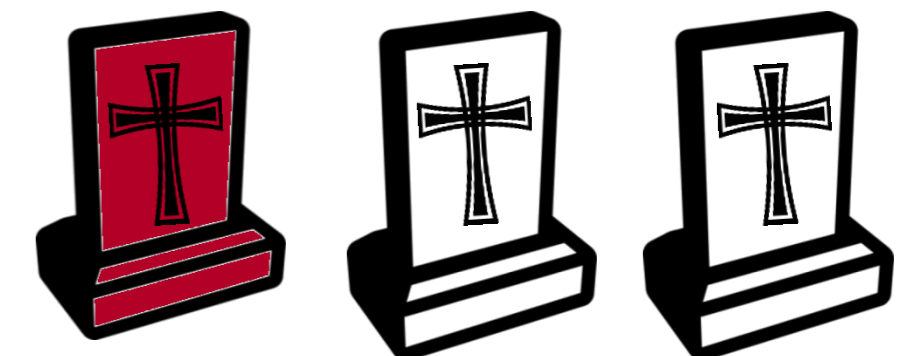
Cardiovascular disease (CVD)



Type 2 diabetes (T2D)

The consequences

CVD led to 1 in 3 deaths in Germany in 2015²

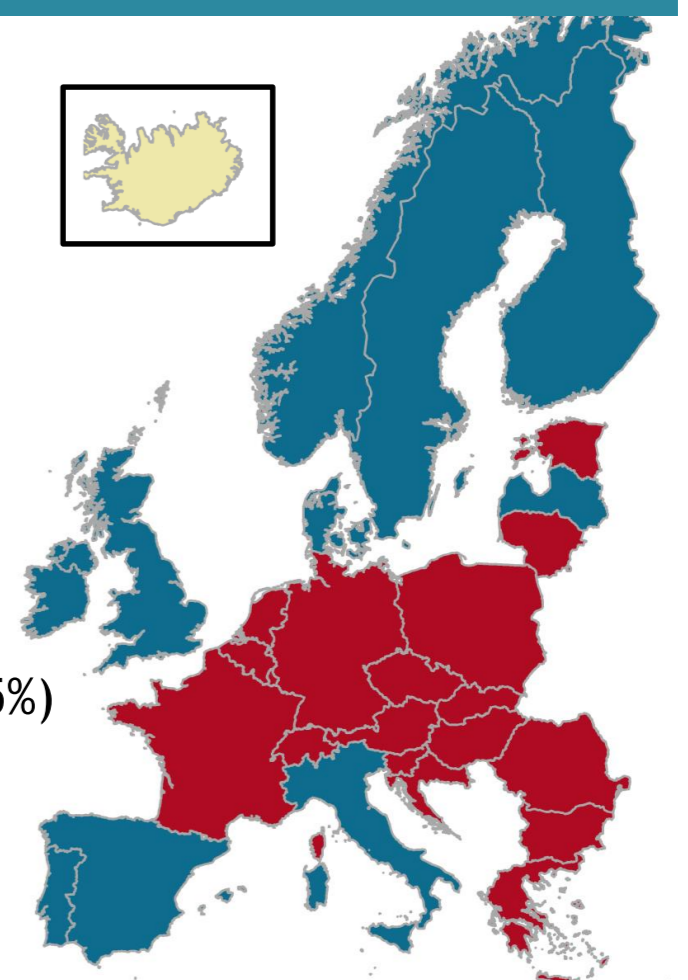


There were 54,500 T2D deaths in Germany in 2010³

Who is paying more?

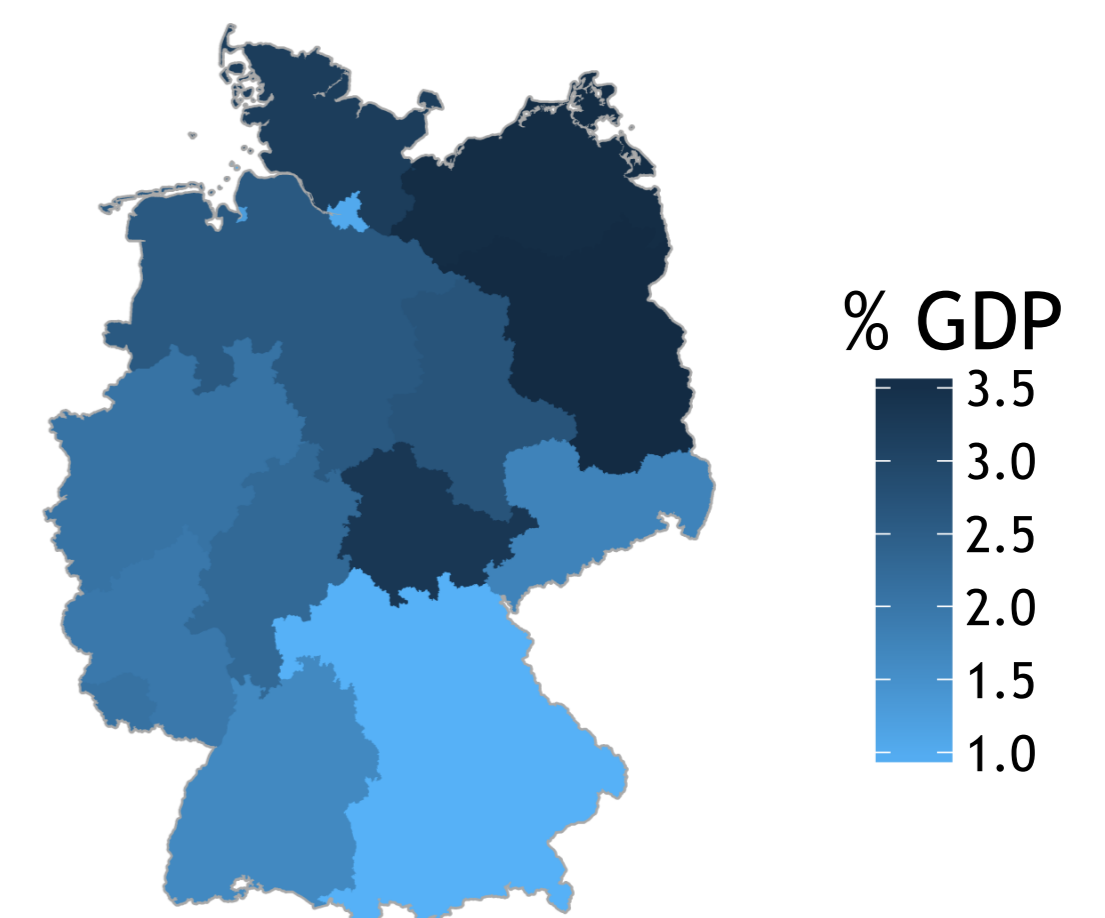
In most EU countries, **individuals** pay more of their healthcare costs than governments⁴

■ Government
■ Equivalent (±25%)
■ Individual



What's the cost in Germany?

- ≤3.5% of regional gross domestic product (GDP) is spent on hospital occupancy due to obesity⁵
- T2D increases annual health costs by EUR 3,625 versus the general population⁶



¹Eurostat table hlth_ehis_bm1e, 2014 data EU28 countries, adult both genders

²Destatis, Statistisches Bundesamt table 23211-0004 causes of death statistics 2015, all hypertensive, ischemic, or other heart diseases and myocardial infarction

³Kanavos P, van den Aardweg S, and Schurer W. Diabetes expenditure, burden of disease and management in 5 EU countries. LSE Health, London School of Economics. January 2012

⁴Eurostat table hlth_sha11_hf, ratio of government expenditure per capita to individual contributions, inclusive of compulsory schemes, voluntary private insurance, and household out of pocket expenses

⁵Destatis, Statistisches Bundesamt table 82111-0001 inflation adjusted GDP per Bundesland in 2015 Euros, table 23131-0003 hospital occupancy/billing days where obesity was the primary diagnosis

⁶Ulrich S, Holle R, Wacker M, et al. Cost burden of type 2 diabetes in Germany: results from the population-based KORA studies. BMJ Open 2016;6:e012527