



## Cannes Corporate Media & TV Awards Recognize Sanofi Pasteur's Corporate Film "*It Happened*"

*- Film salutes the collaborative role played by industry, scientists and healthcare professionals around the world in their united fight against infectious diseases -*

*- Awards garnered in two categories for Corporate video and Integrated communications -*

**Lyon, France – October 14, 2016** – [Sanofi Pasteur](#), the vaccines global business unit of [Sanofi](#), announced today that its corporate film, "*It Happened*" received recognition awards at the Cannes Corporate Media & TV awards in two categories: Corporate video and Integrated communications.

The "*It Happened*" film documents the vaccine company's long-standing public health commitment to work alongside the international medical and scientific communities in order to bring needed vaccines to protect people around the world.

Public health milestones highlighted in the film include a meningitis vaccine outbreak response campaign in Brazil in the 1970's and the last salvos in the current global battle for the eradication of polio. The film ends with the company's latest new innovation, the world's first dengue vaccine, which is being introduced first in endemic countries where this disease continues to pose a growing and significant public health priority.

*"The "*It Happened*" Corporate Film recognizes the historic and continuing role that Sanofi Pasteur plays, in close collaboration with the global public health and scientific communities, to combat infectious diseases threatening the world's health,"* noted Alain Bernal, Vice president global communications at Sanofi Pasteur. *"We're very pleased the Cannes' jury has recognized the film's significance in conveying our Company's credo and mandate so eloquently."*

To emphasize the important role of the public in bringing the value of vaccination to life, the film features the story of Ricardo and Thiago, a father and son who are among the first to be vaccinated against dengue in their homeland of Brazil. Their story serves as the backdrop for recognizing the role of researchers and vaccinators around the world in their fight against infectious diseases like dengue.

Nearly 400 million people are infected by dengue each year<sup>1</sup> and the disease represents a public health priority in many countries in Latin America and in Asia. Sanofi Pasteur dengue vaccine is the first ever vaccine against the disease and is recommended by the World Health Organization.<sup>2</sup> The vaccine is approved in 11 dengue-endemic countries in Asia and Latin America to date with additional regulatory submissions underway.

The award was formally announced during a ceremony in Cannes. The film is posted on YouTube on Sanofi Pasteur channel at <https://youtu.be/PWW5xdEtNpA>



## About Sanofi

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi is organized into five global business units: Diabetes and Cardiovascular, General Medicines and Emerging Markets, Sanofi Genzyme, Sanofi Pasteur and Merial. Sanofi is listed in Paris (EURONEXT: [SAN](#)) and in New York (NYSE: [SNY](#)).

Sanofi Pasteur, the vaccines division of Sanofi, provides more than 1 billion doses of vaccine each year, making it possible to immunize more than 500 million people across the globe. A world leader in the vaccine industry, Sanofi Pasteur produces a portfolio of high quality vaccines that matches its areas of expertise and meets public-health demand. The company's heritage, to create vaccines that protect life, dates back more than a century. Sanofi Pasteur is the largest company entirely dedicated to vaccines. Every day, the company invests more than EUR 1 million in research and development. For more information, please visit: [www.sanofipasteur.com](http://www.sanofipasteur.com) or [www.sanofipasteur.us](http://www.sanofipasteur.us)

### Forward Looking Statements

*This press release contains forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995, as amended. Forward-looking statements are statements that are not historical facts. These statements include projections and estimates and their underlying assumptions, statements regarding plans, objectives, intentions and expectations with respect to future financial results, events, operations, services, product development and potential, and statements regarding future performance. Forward-looking statements are generally identified by the words "expects", "anticipates", "believes", "intends", "estimates", "plans" and similar expressions. Although Sanofi's management believes that the expectations reflected in such forward-looking statements are reasonable, investors are cautioned that forward-looking information and statements are subject to various risks and uncertainties, many of which are difficult to predict and generally beyond the control of Sanofi, that could cause actual results and developments to differ materially from those expressed in, or implied or projected by, the forward-looking information and statements. These risks and uncertainties include among other things, the uncertainties inherent in research and development, future clinical data and analysis, including post marketing, decisions by regulatory authorities, such as the FDA or the EMA, regarding whether and when to approve any drug, device or biological application that may be filed for any such product candidates as well as their decisions regarding labelling and other matters that could affect the availability or commercial potential of such product candidates, the absence of guarantee that the product candidates if approved will be commercially successful, the future approval and commercial success of therapeutic alternatives, the Group's ability to benefit from external growth opportunities, trends in exchange rates and prevailing interest rates, the impact of cost containment initiatives and subsequent changes thereto, the average number of shares outstanding as well as those discussed or identified in the public filings with the SEC and the AMF made by Sanofi, including those listed under "Risk Factors" and "Cautionary Statement Regarding Forward-Looking Statements" in Sanofi's annual report on Form 20-F for the year ended December 31, 2015. Other than as required by applicable law, Sanofi does not undertake any obligation to update or revise any forward-looking information or statements.*

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<sup>1</sup> World Health Organization. Dengue and severe dengue. Factsheet No 117, updated July 2016. Available at: <http://www.who.int/mediacentre/factsheets/fs117/en/>

<sup>2</sup> WHO Dengue Vaccine Position Paper - July 2016. Available at: [http://www.who.int/immunization/policy/position\\_papers/dengue/en/](http://www.who.int/immunization/policy/position_papers/dengue/en/)