

STARsystem(TM) supports Diabetes Awareness Month with fundraising campaign for the Canadian Diabetes Association

Laval – Sanofi Canada is pleased to announce that its diabetes management platform, STARsystem™, has kicked off a social media donation campaign for Diabetes Awareness Month. Starting November 1st, STARsystem™ is donating \$1 to the Canadian Diabetes Association (CDA) for every “Like” on the STARsystem™ Facebook page, up to a maximum of \$5000.

STARsystem™ was designed to address the unmet needs of Canadians living with diabetes and help empower them by providing tailored support and advice, including one-on-one health coaching.

“As one of the leaders in diabetes in Canada, we hope that by working alongside partners, such as CDA, we will help to raise awareness for diabetes,” says Jon Fairest, President and CEO of Sanofi Canada. “Our aim is to help people living with diabetes, live as people, not patients. We do this through our patient- centric approach which integrates therapeutic innovations, awarded devices, innovative monitoring and personalized support services.”


To contribute to the fundraising campaign, visit and “Like” the STARsystem™ Facebook Page at www.facebook.com/STARsystem.sanofi. For more information and to become a STARsystem™ member, visit STARsystem.sanofi.ca.

More than 9 million people are living with diabetes or prediabetes. (i) Of the total population with diabetes, an estimated 90% have T2D and 10% have T1D. (ii)

- 30 -

Media contact:

Nadia Rahman

514-856-8754 

nadia.rahman@sanofi.com

About Sanofi

Sanofi, a global and diversified healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients’ needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Sanofi companies in Canada include Sanofi Canada (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together they employ more than 1,700 people across the country. In 2012 Sanofi companies invested \$122 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

(i) Canadian Diabetes Association <http://www.diabetes.ca/diabetes-and-you/what/facts/>

(ii) Canadian Diabetes Association, <http://www.diabetes.ca/about-us/leading-the-fight/>
