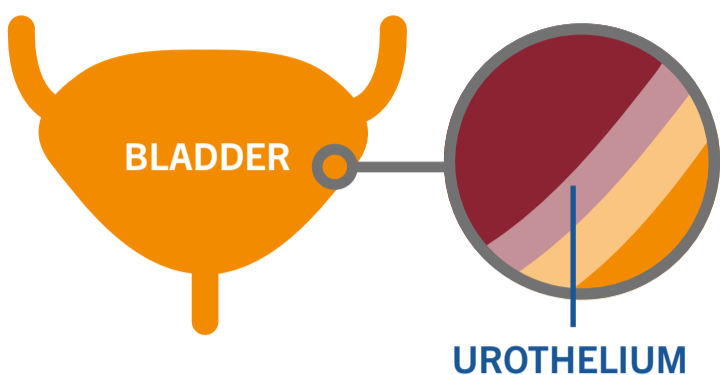


UNDERSTANDING BLADDER CANCER

Bladder cancer is the fifth most common form of cancer in the U.S.¹ However, prior to 2016, no new treatments had been approved by the FDA in **more than 30 years** for people with the most advanced form of the disease.^{2,3,4}

ABOUT BLADDER CANCER

Bladder cancer typically begins in the bladder's innermost layer, the **urothelium**.⁵



UROTHELIAL CARCINOMA
ACCOUNTS FOR MORE THAN
9 OUT OF 10
CASES OF BLADDER CANCER.⁵

More advanced stages of bladder cancer are associated with the cancer spreading to the **deeper layers and nearby organs**, which can make them more difficult to treat.

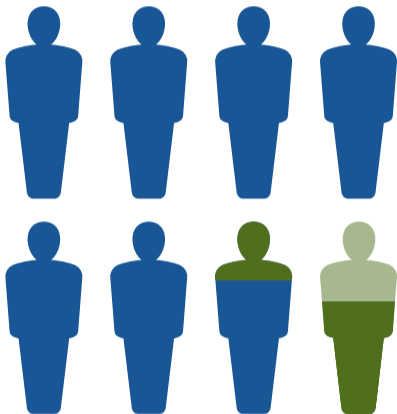
BLADDER CANCER AFFECTS MOSTLY MEN AND OLDER PEOPLE

MEN ARE ABOUT
3-4X
more likely to get bladder cancer than women.^{1,6}



ABOUT
90%
of people with bladder cancer are older than **55 years** old.¹

ABOUT
76,000
new cases of bladder cancer will be diagnosed this year, and⁶



ABOUT
11%
of new diagnoses are made when bladder cancer is in **advanced stages**.¹

Each person represents 10,000 people

RECOGNIZE THE RISK FACTORS

**SMOKERS ARE
4-7X
MORE LIKELY TO GET THE
DISEASE THAN NONSMOKERS.**⁷

Additional risk factors include:^{7,8}



MALE
GENDER



ADVANCED
AGE



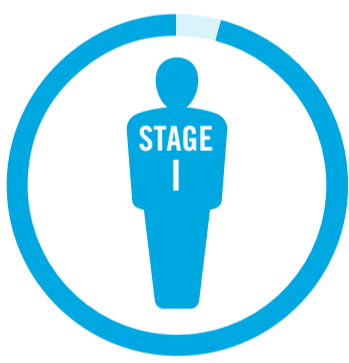
CAUCASIAN
ETHNICITY



WORKPLACE
EXPOSURE

EARLY DIAGNOSIS IS CRITICAL

There is a **dramatic difference in relative 5-year survival rates** between **early and advanced** bladder cancer.



APPROXIMATELY
96%
of people will live **five or more years** when diagnosed with the earliest stage of the disease, compared to



39%
when diagnosed in advanced stages of the disease.¹

MORE TREATMENT OPTIONS

PRIOR TO 2016, THE AVAILABLE TREATMENT OPTIONS FOR ADVANCED BLADDER CANCER WERE:⁹



SURGERY



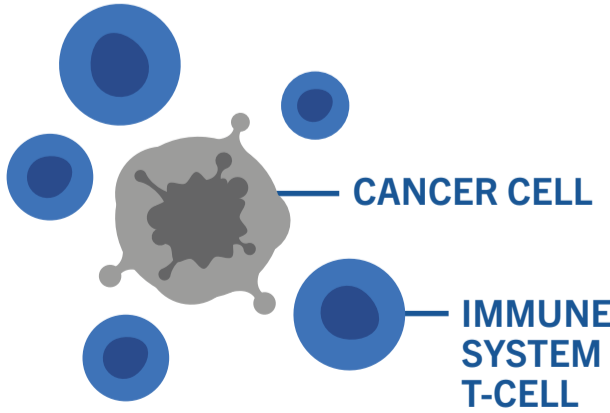
CHEMOTHERAPY



RADIATION

After more than three decades since new medicines had been approved for advanced bladder cancer, people with advanced bladder cancer can now talk to their doctor about a type of treatment option called **immunotherapy**.^{2, 3, 4, 10}

The goal of immunotherapy is to work with the body's own **immune system** in the fight against cancer.



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