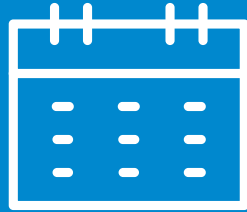


# 430,000

patients are diagnosed with bladder cancer every year.<sup>1</sup>



## A global problem



Bladder cancer is the **9th** most common cancer worldwide and the most expensive to treat on a lifetime basis.<sup>2,3</sup>

## Men are most likely to be affected



Each year there are approximately **165,000 deaths** from bladder cancer worldwide.<sup>4</sup>

**75%** of these are men.<sup>4</sup>

Bladder cancer is **four** times more likely to be diagnosed in men than women.<sup>5</sup> In the US, bladder cancer is the **fourth** most common cancer among men.<sup>6</sup>

## Symptoms of bladder cancer can include:<sup>9</sup>

- Blood or blood clots in the urine
- Pain or burning sensation during urination
- Frequent need of urination
- Lower back pain on one side of the body



## About non-muscle invasive bladder cancer

Approximately **75-85%** of patients with bladder cancer present with non-muscle invasive bladder cancer.<sup>5</sup>

Non-muscle invasive bladder cancer is when the cancer cells have not grown through the inner lining and into the deeper muscle layer of the bladder.<sup>7</sup>

Survival rates for non-muscle invasive bladder cancer depend on the progression of the tumour into the bladder.<sup>8</sup> In recent years, limited funding into research has been attributed as a reason for the lack of improvement in the treatment of bladder cancer.<sup>8</sup>

## Causes of bladder cancer are unknown



It is thought that smoking, environmental factors and chronic infection may increase the risk of bladder cancer.<sup>10</sup>

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