



Sanofi launches Awareness Campaign for Air France passengers on the Risks of Counterfeit Medicines

- Counterfeit medicines represent a threat for public health affecting all therapeutic areas -

Paris, France - November 30, 2012 - Sanofi (EURONEXT: SAN and NYSE: SNY) announced today the launch of an awareness campaign for passengers on Air France on the risks of counterfeit medicines. As part of the campaign, an educational film will be shown throughout the month of December 2012 on board long-haul Air France flights to and from North America, Latin America, Africa, the Middle East, Asia and the Pacific. The objective is to reach more than 4 million passengers. These awareness messages will also appear in Air France Magazine and the Air France airport lounges.

"We are pleased to launch this campaign to raise awareness on the risks of counterfeit medicines by reaching out to passengers on Air France, as one of Sanofi's absolute priorities is to ensure that patients have access to safe and quality medicines," said Philippe Peyre, Senior Vice President General Secretary, Sanofi. "Sanofi is mobilized to fight against counterfeit medicines, which represent a threat for public health, through active cooperation with governments and international organizations and contribution to various information and prevention programs."

Sanofi and its team of internal experts have been involved in the fight against counterfeit medicines for several years. The Group is focusing its resources on technological prevention, using innovative solutions to ensure the protection and traceability of its products, and monitoring and collecting information on counterfeit of its products through its Central Anti-Counterfeit Laboratory located in Tours, France. The laboratory is a tool available for authorities in the fight against counterfeit medicines, and has analyzed over 20,000 suspicious products since its opening five years ago.

Sanofi is also involved in the fight against cybercrime and, within this framework, cooperates with several partners in many initiatives devoted to fighting counterfeiting activities. Worldwide, Sanofi experts regularly inform heads of medical institutions, physicians, pharmacists and students on counterfeit medicine issues.

Counterfeit medicines are found everywhere in the world. All therapeutic areas are affected, including innovative and generic drugs. In over 50% of cases, medicines purchased over the Internet from illegal sites that conceal their physical address have been found to be counterfeit ⁽¹⁾.

(1) <http://www.who.int/mediacentre/factsheets/fs275/en/>

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).

Contacts

Sanofi Media Relations

Frédéric LEMONDE-SAN

Tel: +33 (0) 1 53 77 91 55

E-mail: frederic.lemonde@sanofi.com