



**Press Release**

## **Hikma Pharmaceuticals Launches October Breast Cancer Awareness Campaign**

Amman, October 2016 – In honor of Breast Cancer Awareness Month, [Hikma Pharmaceuticals](#), the fast growing multinational pharmaceutical group, has launched its annual breast cancer awareness campaign, aiming to spread knowledge on combatting the disease among its employees and the local communities in which it operates. **Hikma's** campaign included various activities highlighting the importance of adopting a healthy lifestyle and on methods of prevention and early detection of breast cancer.

**Hikma** in Jordan collaborated with the King Hussein Cancer Foundation KHCF's Jordan Breast Cancer Program on an employee cycling trip to Madaba, offering its staff the opportunity to take part in an enjoyable physical activity. In recognition of Hikma's continuous partnership, the KHCF has recently dedicated a room under Hikma's name in the King Hussein Cancer Center's new expansion area. During the month, **Hikma** employees got the chance to meet with several breast cancer survivors, who shared their inspirational stories of struggling with and overcoming the disease. **Hikma's** month-long campaign has also included a lecture for its employees explaining how maintaining a healthy lifestyle can help reduce the risks of breast cancer.

Meanwhile, throughout the month of October, **Hikma** is hosting a public competition through its Instagram account, inviting users to answer questions related to breast cancer, for a chance to win a smartphone.

On a global scale, Hikma's employees participated in the "Hikma wears pink" day, while **Hikma's** London office marked Breast Cancer Awareness Month by taking part in 'The World's Biggest Coffee Morning', a fundraising activity organized by the British charity, Macmillan Cancer Support. During the event, **Hikma's** London staff hosted a coffee morning and bake sale, with all proceeds directed toward Macmillan's efforts to provide practical, medical and financial support to people with cancer.

"**Hikma's** participation in Breast Cancer Awareness Month is a mainstay of our annual corporate responsibility program, stemming from our ongoing commitment to not only offer high-quality medications, but also to educate the public on practical steps they can take to protect themselves from diseases," said Hana Darwazeh Ramadan, Vice President of Corporate Communication at **Hikma Pharmaceuticals**.

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**About Hikma Pharmaceuticals**

Hikma Pharmaceuticals PLC is a fast growing pharmaceutical group focused on developing, manufacturing and marketing a broad range of both branded and non-branded generic and in-licensed products. Hikma's operations are conducted through three businesses: "Branded", "Injectables" and "Generics", based primarily in the Middle East and North Africa ("MENA") region, where it is a market leader, the United States and Europe. Hikma currently employs over 8,500 staff members worldwide.