

Stockholm, Sweden, 17 April 2019

Sobi™ launches Liberate Life™, a vision of living life beyond haemophilia, on World Haemophilia Day

To mark World Haemophilia Day, Sobi™ is launching Liberate Life™, a vision of living life beyond haemophilia. In a series of long-term commitments, Sobi seeks to shape new standards, optimise treatment, build evidence, create sustainable access and provide community support in haemophilia care. As the first initiative in showcasing the Liberate Life vision, Sobi is reaching out to the broader haemophilia community across Europe through social media, encouraging and motivating people to expect more from life and reach for the many possibilities that advances in care have made possible.

[An inspirational film](#), seen in social media across 13 countries from today, marks the beginning of this community outreach which will also come to include real-life liberation stories as individuals living with haemophilia embark on their own personal journeys, letting their dreams and drive dictate what is possible.

Despite recent advancements in treatment, people with haemophilia often make compromises in their everyday lives. This insight and many others stem from a large-scale, pan-European ethnographic study of the lives of people living with haemophilia, undertaken by Sobi in the summer of 2018. The in-depth research exposed the challenges, aspirations and unmet needs, behaviours and perceptions related to life with haemophilia, inspiring the creation of the Liberate Life vision.

Guido Oelkers, President and CEO, says Sobi has been inspired by these and other insights to invite the haemophilia community to challenge the status quo of haemophilia care. Historically, treatment has been about enabling survival and stability. With today's therapies, treatment can be tailored to meet individual needs and aspirations.

“Liberate Life symbolises our intentions and our actions and embodies our dedication to working for people living with haemophilia, protecting them from bleeds, joint pains and mental burdens – helping them feel safe so they can live a life without compromise,” Oelkers says. “Liberate Life not only spells out our vision for the future of haemophilia care but also serves as a call to action for involvement from patients, advocates and healthcare professionals.”

For more information, visit www.liberatelife.eu

About Liberate Life™

Liberate Life – Living Life Beyond Haemophilia is Sobi's vision, based on our determination to transform lives for people with rare diseases. It builds on our dedication to positive change, to new opportunities for people living with haemophilia, to a life without compromise.

About Sobi™

At Sobi, we are transforming the lives of people affected by rare diseases. As a specialised international biopharmaceutical company, we provide sustainable access to innovative therapies in the areas of haematology, immunology and specialty care. We bring something rare to rare diseases – a belief in the strength of focus, the power of agility and the potential of the people we are dedicated to serving. The hard work and dedication of our approximately 1050 employees around the globe has been instrumental in our success across Europe, North America, the Middle East, Russia and North Africa, leading to total revenues of SEK 9.1 billion in 2018. Sobi's share (STO:SOBI) is listed on Nasdaq Stockholm. You can find more information about Sobi at www.sobi.com

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Photo:



"Liberate Life not only spells out our vision for the future of haemophilia care but also serves as a call to action for involvement from patients, advocates and healthcare professionals." – Sobi CEO Guido Oelkers

Link to video:

https://www.sobiplay.com/haemophilia/liberatelife_fragments_60s_16_9_eng_subs