



IBA celebrates its 25th anniversary and adopts from today onwards its vision for 2020 of personalized medicine

Louvain-La-Neuve, June 22, 2011. The Belgian Group IBA celebrated its 25th anniversary at the Aula Magna in Louvain-La-Neuve on Tuesday. On this occasion, founder Yves Jongen and Chief Executive Officer Pierre Mottet presented the company's vision for the next ten years: **Personalized medicine for all**. In other words, IBA wants to provide doctors with the tools to allow them to tailor medicine to each individual in both the diagnosis and treatment of illnesses, and especially in the fight against cancer.

At present, medical solutions for the diagnosis and treatment of cancer and other disorders are often generic and undifferentiated. Diagnoses are not early enough and precise enough to enable doctors to identify a treatment specific to the patient. The result is that **prescribed treatments and their side effects can sometimes be blanket solutions that are unsuitable for a patient's situation**. For example, removal of a kidney in which a tumor has been detected is in fact inappropriate in more than 20% of cases. **These generic, undifferentiated solutions must make way for more personalized medicine which is tailored to each patient.**

The IBA vision offers doctors innovative cancer diagnosis and treatment solutions to help them approach each individual as a unique case and provide the appropriate treatment as part of a much more personalized approach.

This vision for 2020 is already incorporated into the day-to-day activities of IBA's 2,100 strong workforce.

Firstly, as part of its **diagnostic solutions**, IBA is about to launch a radiopharmaceutical tracer that will allow urologists to define with **a precision of 98%** whether a kidney with a tumor needs to be removed or not.

Then, in **cancer treatment**, IBA continues its mission of creating proton therapy centers throughout the world. This type of treatment, which is **the most advanced and most precise form of radiotherapy**, makes the risk of secondary cancers forming **four times less likely**. The Louvain-La-Neuve company is also further strengthening its position as an international leader in technology since **over half of all the proton therapy establishments in the world were installed by IBA**. These centers have the capacity to treat over 20,000 patients each year.

And finally, with its **dosimetry solutions**, IBA provides radiotherapists with tools enabling them to be **100%** certain that radiation doses delivered to patients correspond exactly to the prescribed course of treatment.



These **more tailored** solutions, those still to come, and the Group's desire to make them **more available and accessible** to patients everywhere in the world, are all part of giving concrete expression to the Belgian Group's self-imposed mission: **Protect, Enhance and Save Lives**.

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About IBA

IBA develops and markets leading-edge technologies, pharmaceuticals and tailor-made solutions for healthcare with a focus on cancer diagnosis and therapy. Leveraging on its scientific expertise, IBA is also active in the field of industrial sterilization and ionization.

Listed on the pan-European stock exchange EURONEXT, IBA is included in the BelMid Index.

(IBA: Reuters IBAB.BR and Bloomberg IBAB.BB).

Website: www.iba-worldwide.com