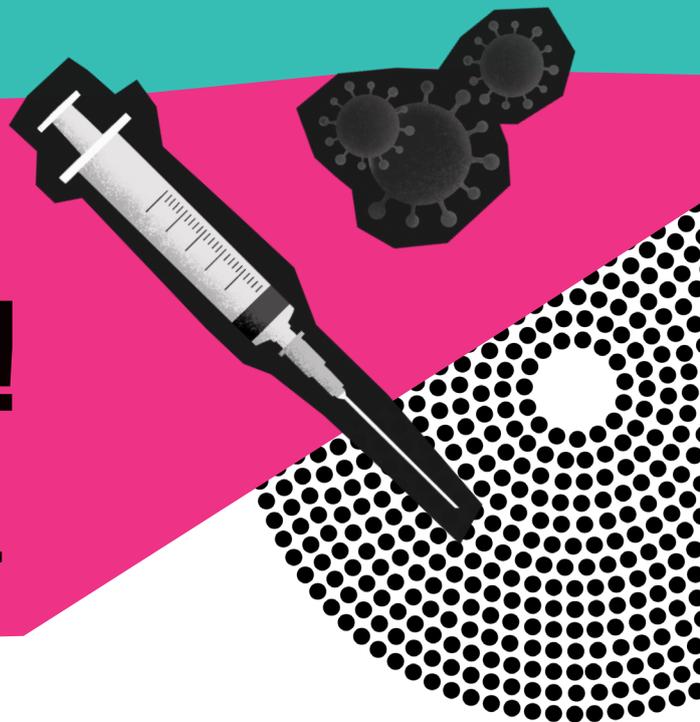


MEDICINE EQUALITY NOW!

A FIGHT FOR SURVIVAL



Medicine equality does not exist.

In 1995, a World Trade Organization (WTO) agreement, the Trade-Related Aspects of Intellectual Property Rights — or TRIPS — introduced intellectual property (IP) rights on medicines, vaccines and other essential health technologies. TRIPS was created to incentivize innovation by rewarding investment into medical science. But the patent system is broken. In fact, it was never fit for purpose.

Pharmaceutical corporations have been able to exploit the agreement all too easily. Since TRIPS, there have been price hikes, astronomical CEO salaries, and skyrocketing shareholder profits – but **less medical breakthroughs**, and no equality when it comes to access. Now, it's not who needs treatment that gets it — it's who can afford it. The system has never worked — it's failed on TB, malaria and cancer. Now, it's failing on the coronavirus pandemic.

It's time to restore medicines to a public good. It's a fight for survival.

The Medicine Equality Now! campaign is led by Make Medicines Affordable, a partnership of civil society treatment activists in middle-income countries. The campaign's goal is to exclude TRIPS for essential treatments, vaccines and other health technologies so that they are affordable and accessible to all who need them.



THE PATENT SYSTEM IS BROKEN



1. Millions of people die each year of curable diseases.

The system protects profit over people.

People die because they can't access life-saving treatment.

2. Patent applications get rewarded, not innovation.

They're not the same thing. The majority of patents are examples of 'evergreening' - extending lucrative monopolies on old drugs, not new discoveries.

3. Corporations profit off OUR investment.

Billions of taxpayer dollars go into drug development each year — yet private, profit-led corporations claim the patents. We're paying twice — first through our taxes, then buying the drug we need to survive. CEOs take home incomprehensibly high salaries, while other people die because they can't access a \$2 drug.



WHAT IT LOOKS LIKE WITH PHARMA IN CONTROL OF OUR HEALTH

Despite huge public investment into the development of treatments and vaccines, restricted access to medicine by corporations means huge numbers of lives are lost, every single year.



34 MILLION PEOPLE DIE FROM HIV

HIV has claimed more than 34 million lives. When South Africa attempted to obtain cheaper versions of ARVs at the height of the epidemic, 39 corporations attempted to sue the government.



1.4 MILLION PEOPLE DIE FROM TB

'Family-friendly' brand Johnson & Johnson is blocking children's access to optimal, life-saving treatment. The corporation has applied for unmerited patents around the world, including on pediatric versions.

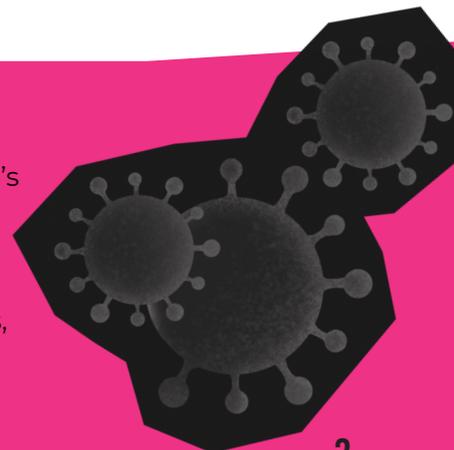


399,000 PEOPLE DIE FROM HEPATITIS C

Gilead's infamous \$1,000 sofosbvir pill is a prime example of how corporations' arbitrary prices hold governments to ransom over people's lives.



The Covid-19 pandemic could be the system's greatest failure yet. Since its beginning in 2020, over **3.5 million** people have lost their lives already, and without access to vaccines, many more will follow.



THE WORLD'S WORST INTERNATIONAL AGREEMENT?

We think so.

So do the millions of bereaved families who have lost loved ones since TRIPS was introduced — not because life-saving treatments didn't exist, but because they were out of reach. If you are diagnosed with a life-threatening illness, the price of treatment and the wealth of your country will determine whether or not you survive. **But we all have an equal right to survive.**

By playing the system, pharma corporations obtain and extend monopolies, enabling them to vastly over-inflate prices and squeeze the supply of life-saving medicines. The TRIPS Agreement includes 'flexibilities' which, in theory, ensure countries can protect public health, in providing mechanisms to override IP protections — but the corporations consistently exploit weaknesses in the system to keep their monopolies going strong.

'WE ALL HAVE AN EQUAL RIGHT TO SURVIVE'

Profit-led corporations argue that the agreement doesn't need to be scrapped, that the flexibilities are enough. Yet when countries try to use them, they pull out all the stops to counter back — including suing governments or refusing to register any newly developed drugs.

The pharma industry will also argue that IP rights and hefty rewards are essential to innovation. For years corporations have repeated that high prices are due to the cost of research and development (R&D). This is not true. The majority of discovery research is funded by governments and philanthropists — tax dollars. **The AstraZeneca vaccine was 97-99% public funded;** and **Moderna received \$5.75 billion from the US government.**

Our health is big business. **Nine new billionaires have been created as a result of the pandemic,** company profits are in the billions, and CEOs can expect millions each in bonuses. These are the real reasons that the pharma industry does not want our campaign to succeed. Pharmaceutical corporations cannot be trusted with our health. That's why we won't stop until we achieve medicine equality.



MEDICINE
EQUALITY
NOW!



PHARMA
GREED
KILLS



PHARMA
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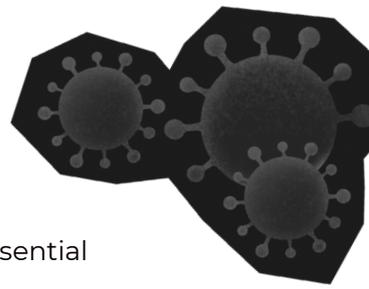
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OUR FIGHT FOR SURVIVAL

It's time to tear up the TRIPS Agreement for medicines, vaccines and other essential health technologies. These must be restored to a public good — so all countries can access affordable, optimal medicines for all - and everyone has an equal chance to survive.



WE'VE TRIED ASKING, NOW IT'S TIME FOR ACTION

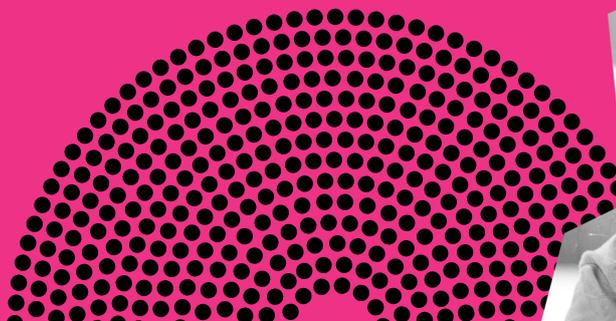
World Trade Organization (WTO) members were given the opportunity to demonstrate that they support equal access to the right to health, and help tackle the pandemic, by **waiving IP rights on COVID-19 treatment and vaccines**. **They didn't.**

Pharmaceutical corporations committed to ensuring equal distribution of COVID-19 vaccines via **COVAX**. **They didn't.**

Developers of COVID-19 health products were invited to share their knowledge, and data with quality-assured manufacturers via **C-TAP**. **They didn't.**

The right to profit is being prioritised over the right to survive, even during a pandemic. It shows we will never be able to trust the pharma industry to do the right thing. IP protections do not belong on medicines. Whether it's COVID or cancer or cystic fibrosis, diabetes, HIV or rare childhood diseases — it is one of the world's greatest injustices that people die when treatment exists.

IT'S TIME TO ABOLISH TRIPS ON ALL MEDICINES, VACCINES AND OTHER ESSENTIAL MEDICAL TECHNOLOGIES.



WHAT NEEDS TO HAPPEN NOW

The pharmaceutical industry cannot be trusted to trade with our health. Voluntary measures, such as COVAX and C-TAP do not work, and the scant 'charitable' gestures that exist just serve to prop up a broken system, allowing the pharma industry to keep their control.

That's why we are appealing directly to the World Trade Organization and its worldwide members.



TO THE WTO DG NGOZI OKONJO-IWEALA

We urge Okonjo-Iweala to call for a review of the TRIPS Agreement, with the purpose of excluding medicines, vaccines and other essential health technologies from patent protection.

TO THE 164 MEMBERS OF THE WTO

It's time to push for meaningful changes to this terrible agreement — so every person around the world has equal access to life-saving technologies.



**A CORPORATION'S
BOTTOM LINE SHOULD
NOT DECIDE WHO
LIVES AND WHO DIES.
ENOUGH IS ENOUGH!**

