



IBA Dosimetry's CAREprogram Proudly Supports the Union for International Cancer Control (UICC) and World Cancer Day 2015

Activities are planned to raise awareness of the importance of World Cancer Day.

Bartlett, TN, February 4, 2015—IBA (Ion Beam Applications S.A.), the global high-tech leader in the next generation of proton therapy solutions and radiation therapy dosimetry for the treatment of cancer, is proud to support the Union for International Cancer Control (UICC) by participating in World Cancer Day on February 4, 2015. IBA's mission to "Protect, Enhance and Save Lives" reflects the understanding that lives are impacted by the efforts of all of IBA's employees in developing the solutions, education and services for fighting cancer. World Cancer Day offers the perfect platform to take a moment and focus on this cause from a very personal aspect.

"Cancers figure among the leading causes of morbidity and mortality worldwide, with approximately 14 million new cases and 8.2 million cancer related deaths in 2012". The number of new cancer cases is expected to increase to 24 million by 2035" according to the UICC. "Unless urgent action is taken to raise awareness about cancer and develop practical strategies to address the disease, millions of people will continue to die. Sadly, the greatest increase in cancer is projected to hit low- and middle-income countries, those least equipped to cope with the social and economic impact of the disease."

IBA Dosimetry's activities to support World Cancer Day include an internal awareness campaign, participation in World Cancer Day 2015 global social media campaign, hosting a Healthy Choices Lunch, and encouraging employees to sign up for a "Do Something!" challenge. The "Do Something!" challenge gives people the opportunity to make intentional choices that support the goals of the World Cancer Declaration agenda. By committing to make healthier food choices, quit smoking, start a fitness program or support any of the many cancer foundations there is something that everyone can do. The theme for this year's World Cancer Day is "Not Beyond Us."

*"When cancer hits a family, life changes on the spot and often drastically," said **Rob Plompen, President of IBA Dosimetry**. "During my past 17 years at IBA Dosimetry, I have had the opportunity to visit many cancer centers around the world. Whether in highly equipped Radiation Therapy centers or in less developed countries, the passion of the professionals I met working in every center is a common one: to fight this evil disease and, above all, to provide a better quality of life for their patients. At IBA Dosimetry, more than*



220 employees support these professionals every day in their battle against cancer. By providing Quality Assurance equipment, education and services to ensure safe treatment of patients, we are proud of this mission and fortunate that we can contribute in the joint battle to defeat cancer. It's Not Beyond Us."

"We are witnessing an unavoidable increase in the number of cancer cases throughout the world. To defeat this terrible disease, healthcare specialists need the best solutions to diagnose and treat cancer. Proton therapy is one of those solutions. It is considered as the most advanced treatment to fight against cancer. Day after day, together with our partners in oncology, we strive to make proton therapy accessible to as many patients as possible worldwide as it reduces side effects and improve considerably the quality of life. These two advantages are particularly important to ensure a bright future for children. At IBA, we are developing innovative solutions to push back the limits of technology and complete our mission to Protect, Enhance and Save Lives. Cancer is not beyond us!" **added Olivier Legrain, Chief Executive Officer of IBA.**

IBA is committed to continuing its education and advocacy to ensure that all cancer patients and their families are aware of the technologies and treatments available to them.

About IBA

IBA (Ion Beam Applications S.A.) is a cancer diagnostics and treatment equipment company, and the worldwide technology leader in the field of proton therapy, the most advanced form of radiotherapy available today.

The Company's primary expertise lies in the development of next generation proton therapy technologies that provide oncology care providers with premium quality services and equipment. IBA's proton therapy solutions are scalable and adaptable, offering universal full scale proton therapy centers as well as next generation compact, single room solutions. IBA also focuses on the development and supply of dosimetry solutions for Quality Assurance of medical equipment and increased patient safety as well as particle accelerators for medical and industrial applications.

Headquartered in Belgium and employing about 1000 people worldwide, IBA currently has installed systems across Europe and the US and is expanding into emerging markets. The Company is focused on building sustainable global growth for investors, providing solutions in the fight against cancer.

IBA is listed on the pan-European stock exchange EURONEXT. (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB) and more information can be found at: www.iba-worldwide.com



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