

Paris, February 28, 2013

With Natixis, let's tackle malaria!

Natixis is working jointly with its partners and Racing Metro 92 to launch a malaria awareness campaign: "*Ensemble, plaquons le palu !*" [*Let's tackle malaria together!*]



Natixis has been involved since 2005 in the fight against malaria by actively supporting prevention programs set up by the organization Plan France in endemic areas and by financing Institut Pasteur research work.

Carried out with the support of Racing Metro 92, Plan France and Institut Pasteur, the purpose of the *Let's tackle malaria together* operation is to create public awareness and provide visibility to programs for the fight against malaria and to help collect funds for this cause.

The *Let's tackle malaria together!* communications plan

From February 28 to World Malaria Day on April 25, Natixis will carry out several actions as follows:

- Creation of a dedicated web page : http://www.natixis.com/natixis/jcms/ala_5381/mecenat-de-solidarite ;
- Production of three animated films, featuring the misadventures of a mosquito with Racing Metro 92 rugby players, which will be put on the websites of Natixis and its partners.
- Launch of an SMS game where participants can support the program for the fight against malaria in Togo of the NGO Plan France and Institut Pasteur research just by playing.
- Launch of a specific communications scheme at the Stade de France for the Racing Metro 92 versus Stade Toulousain game on **March 30, 2013**: volunteers to hand out flyers describing our actions, to create awareness in the public and to prompt them to play the SMS game.

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The fight against malaria has not been won yet and Natixis will continue the fight!

Malaria is an avoidable and curable disease that exists in sub-Saharan Africa and in a few countries in Southeast Asia. The WHO estimates that in 2012 there were 200 million cases of malaria across the world and 600,000 deaths, mostly children under five years old.

The joint efforts of endemic countries and of public and private donors between 2000 and 2012 helped strengthen the fight against malaria worldwide. Thanks to programs for the distribution of insecticide-treated mosquito nets or of antimalarial drugs, over one million lives were saved (source: WHO 2012 malaria report).

After advancing rapidly between 2004 and 2009, malaria funding stabilized between 2010 and 2012. This resulted in a drop in the number of mosquito nets distributed (145 million in 2010, only 66 million in 2012).

The risk of this slowdown is to reduce the progress made in the fight against the disease. The lack of funds also curbs the efforts made to prevent the emergence of antimalarial drug resistance and the resistance of mosquitoes to insecticides.

That is why it is important to remain committed to this cause!

Since 2005, Natixis commitment consisted in:

- **Helping to protect the populations** by contributing to the distribution of mosquito nets and by informing local populations.
- **Supporting medical research** to better care for malaria patients.
- **Create public awareness** of this disease.

Our partners in the fight against malaria

The NGO Plan France works to help children grow up in good health. Since 2005, with the support of Natixis, it has carried out programs for the prevention of and the fight against malaria in Cameroon, Burkina Faso and Togo. In these three countries, 75,100 mosquito nets were distributed and the lives of 45,900 children under the age of five and as many pregnant women were protected.

► www.planfrance.org

At Institut Pasteur, Foundation for the treatment of infectious diseases, many research teams in Paris and many more on site via the Institut Pasteur international network work on malaria research.

Natixis finances a number of the Institute's research programs focused on understanding the antimalarial drug resistance phenomenon in order to devise new treatments.

► www.pasteur.fr

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