

# Novartis launches the Galaxies of Hope app, a digital experience for the Neuroendocrine Tumor (NET) cancer community

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- Galaxies of Hope offers a unique digital experience that engages users through the art of visual storytelling to connect with others to understand NET cancer
- Using real-life stories and voices of patients, caregivers, and physicians in the NET community, the app aims to immerse users in their personal journeys
- The app, developed in collaboration with Numinous Games, award-winning video game developers, is now available on the App Store

EAST HANOVER, N.J., July 12, 2018 /PRNewswire/ -- Novartis today launched its Galaxies of Hope app, a unique digital experience created to support the neuroendocrine tumor (NET) community. Galaxies of Hope engages users through the art of visual storytelling, using the actual words and voices of patients, caregivers, and physicians who are part of the NET cancer community. This digital experience is divided into three different "journey" types, one for each of these groups. Users can explore the different galaxies within the journeys to connect with the experiences of patients, caregivers, and physicians involved in the NET patient journey. Galaxies of Hope is now available to download for free on the App Store for iPhone and iPad in the US only.

Novartis believes that raising awareness of NET cancer in creative ways is important in improving understanding and management of this rare disease. Novartis collaborated with Numinous Games, award-winning video game developers, to create Galaxies of Hope. It is a content-rich, poetic, and interactive digital experience which presents a new and unique way for NET cancer patients, caregivers, and physicians to learn more about the emotional course of this disease.

"At Novartis, our vision is to reimagine how we can provide new platforms for patient support. We believe that this app can have a real, positive impact in the NET cancer community," said Ameet Mallik, Executive Vice President and Head, US Oncology at Novartis. "We hope that the creation of this virtual patient journey experience for the NET cancer community will provide support to those living with this rare disease and those who manage and care for them."

Galaxies of Hope will be available in the Google Play Store in the US only in the coming weeks.

## About Neuroendocrine Tumors

Neuroendocrine tumors (NET) develop from cells that produce and secrete a variety of hormones that regulate bodily functions. There are many types of NET cancers that can occur throughout the body; however, most are found in the gastrointestinal tract, pancreas and lungs. For example, carcinoid tumors are a type of NET that frequently originate in the gastrointestinal tract or lungs. Another type is pancreatic NET, sometimes called islet cell tumors.

Located in East Hanover, NJ Novartis Pharmaceuticals Corporation is an affiliate of Novartis which provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, cost-saving generic and biosimilar pharmaceuticals and eye care. Novartis has leading positions globally in each of these areas. In 2017, the Group achieved net sales of USD 49.1 billion, while R&D throughout the Group amounted to approximately USD 9.0 billion. Novartis Group companies employ approximately 124,000 full-time-equivalent associates. Novartis products are sold in approximately 155 countries around the world. For more information, please visit <http://www.novartis.com>.

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