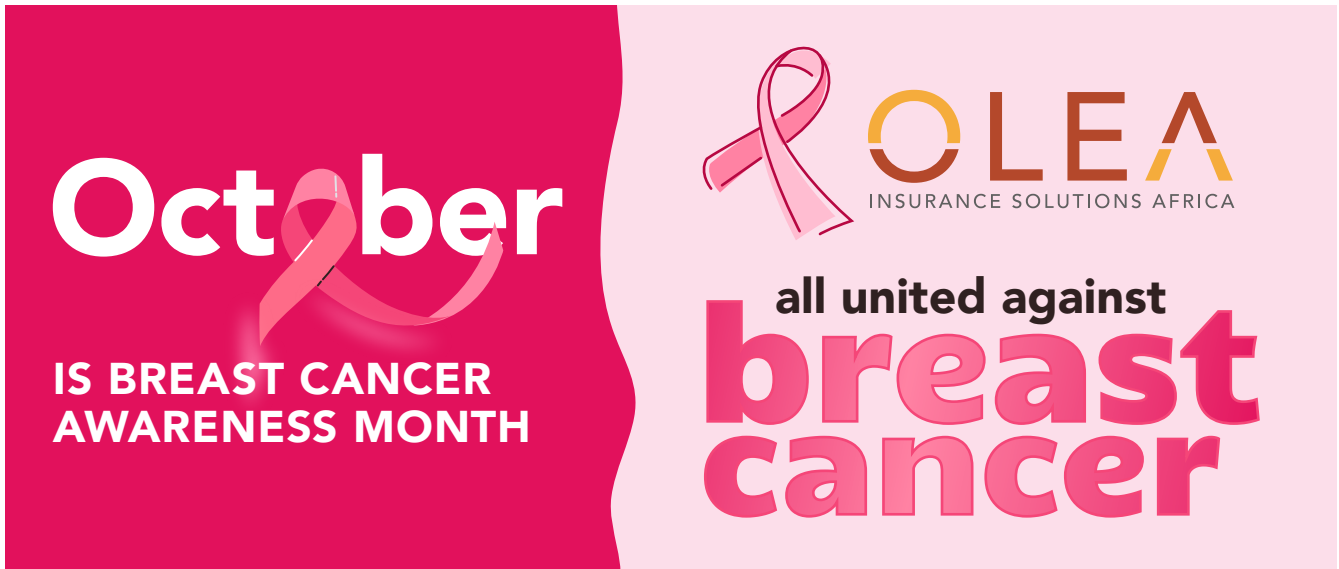




BREAST CANCER: KEY FIGURES, AWARENESS AND PREVENTION | OLEA GROUP'S SUBSIDIARIES GET INVOLVED FOR PINK OCTOBER



## BREAST CANCER: Key figures, awareness and prevention

### Key figures worldwide

**5th**

leading cause of death

**1/12**

women affected

**2.3**

million cases in 2020

**685k**

deaths in 2020

### Key figures for Africa

**2nd**

cause of death in women

**60% to 70%**

of women diagnosed at an advanced stage of the disease

**1/2**

women will survive 5 years after diagnosis

Increasing awareness and education around breast cancer is key to early intervention. Every deed, every word, sharing of information - all contribute to saving lives.

One of the most prevalent cancers in women is breast cancer (16.5%). However, in Africa, the stigma associated with breast cancer and poor access to healthcare frequently result in delayed diagnoses and worse death rates; for this reason, so it's critical to increase public knowledge of early breast cancer screening. With an early diagnosis rate of 90% of cases, we can see promising prospects for recovery.

As of 2023, the World Health Organization (WHO) hopes to see «an annual decline in the number of cases of 2.5%. Three pillars are necessary to achieve these goals: rapid diagnosis, thorough care of breast cancer, and health promotion for early detection.»

### Symptoms of breast cancer

- New lump in the breast
- Breast deformation
- Redness of the skin
- Any change in the size or the shape of the breast
- Nipple discharge other than breast milk, including blood

### How is breast cancer diagnosed?

- Self-examination
- Mammogram
- Ultrasound scan
- MRI (Magnetic Resonance Imaging)

Sources: WHO – Breast Cancer Hub

## OLEA GROUP'S SUBSIDIARIES GET INVOLVED FOR PINK OCTOBER

OLEA Group subsidiaries have teamed up with local healthcare partners to organise screening and education events for their staff, clients, and/or community members. Discover what they did!



### OLEA GHANA

As part of its breast cancer awareness campaign, OLEA Ghana hosted a breakfast with about forty of its current and prospective clients on 16th October 2023, with the theme «Breast Cancer: Awareness, Prevention and Support.»

A surgeon from the Korle-bu Teaching Hospital in Accra's Breast Unit, Dr. Elikem Ametepe, spoke on the «pathology and diagnosis» of breast cancer and answered participants questions. This was followed by screening consultations.

In addition to this event, OLEA Ghana renewed its commitment and support to the JEAD Foundation for the 5th consecutive year, by making a donation. The goal of the non-governmental organization, JEAD Foundation's mission is to assist underprivileged rural women in need so that they can face the challenges posed by breast cancer.



### OLEA CENTRAL AFRICAN REPUBLIC



OLEA Central African Republic launched a breast and cervical cancer awareness and screening campaign on 16th October 2023, in partnership with Institut Pasteur de Bangui and companies Orange, CFAO, Ecobank and Mocaf.

The campaign's objectives were to increase women's knowledge of the value of early identification of cervical cancer, which is brought on by the HPV virus, and to encourage them to participate in breast and cervical cancer screening.

The campaign was a huge success! 150 workers underwent screening!



### OLEA SOUTH AFRICA



In support of Pink October, OLEA South Africa hosted a staff activation to create awareness and acknowledge those women, their families and friends affected by breast cancer. In honour of those fighting cancer, the management of OLEA South Africa invited each team member to write a word, showing their support and acknowledgement.

In addition, OLEA South Africa is supporting the "ILoveBoobies" charity, whose mission is to educate and perform clinical screening for women with limited access to funds and access to medical facilities.

Throughout the month of October OLEA South Africa is running a drive to donate bras to this charity for woman less fortunate in a show of support. At the end of the month, OLEA South Africa's employees will take their contributions to the organisation.



**PHOTOS OF OTHER  
SUBSIDIARIES**



**OLEA Bukina Faso**



**OLEA Burkina Faso**



**OLEA Guinea**



**OLEA Sierra Leone**



**OLEA Angola**



**OLEA Togo**



**OLEA Benin**



**OLEA Tanzania**



**OLEA Niger**



**OLEA Mozambique**



**OLEA Cameroon**



**OLEA Congo**



**OLEA Côte d'Ivoire**



**OLEA Services**



**OLEA Holding France**

The OLEA Group's Health Directors and Medical Consultants are at your disposal to advise you on best practices for early detection of breast cancer and better treatment.

CONTACT-US AT  
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# THE OLEA GROUP AND ITS 24 SUBSIDIARIES IN AFRICA



South Africa | Algeria | Angola | Benin | Burkina Faso | Cameroon | Central African Republic | Congo | Côte d'Ivoire | Gabon | Ghana | Guinea | Kenya | Mali | Morocco | Mozambique | Niger | Rwanda | Senegal | Sierra Leone | Tanzania | Chad | Togo | Tunisia

