

THE ESTÉE LAUDER COMPANIES ASIA-PACIFIC

HONORING THE 25TH ANNIVERSARY
OF THE BREAST CANCER CAMPAIGN
IN ASIA-PACIFIC



An overview from our 13 markets

NOVEMBER 2017

ILLUMINATION AT THE HIMEJI CASTLE,
HYŌGO PREFECTURE

JAPAN

MESSAGE FROM FABRICE AND MARK

Dear all,

This is a very special year for The Estée Lauder Companies as we honor the 25th anniversary of our Breast Cancer Campaign.

Twenty-five years ago, Evelyn Lauder realized that growing numbers of women were dying from breast cancer – but few people were talking about it. Evelyn wanted to change that. She vowed to start a mission, launched the Breast Cancer Campaign, and began distributing pink ribbons at beauty counters around the world.

We are proud that the world has made huge progress towards combatting breast cancer over the past 25 years. The pink ribbon – which Evelyn Lauder co-created – has become the ubiquitous symbol of breast health, and we have distributed 150 million ribbons at our beauty counters worldwide. But the mission remains as critical today as it's ever been.

Breast cancer remains the most common form of cancer in women in Asia-Pacific and across the world. It represents one in four of all cancers in women worldwide and experts forecast a continued increase in the number of breast cancer cases over the years ahead. We still have much work to do.

We hope that women and men in Asia-Pacific will speak openly about breast cancer so that we can drive awareness and understanding of the disease. We want to continue improving access to screenings and treatment for all women, regardless of where they live. We want medical research to find a cure.

We are proud to work with 60 charities worldwide, including 25 here in Asia-Pacific. We are proud that we have raised more than \$70 million to support global research, education and medical services. We are proud that with these funds we can support medical professionals to conduct lifesaving research.

By acting together, we truly believe we can help bring an end to breast cancer.

We would like to extend our heartfelt thanks to everyone who has worked on the campaign, not just this year but over the last 25 years. Your efforts have made a significant difference to the NGOs we support, the researchers who strive to find a cure, the medical professionals who dedicate their careers to tending to those impacted by this disease, and of course, to those personally impacted and their families and loved ones.

Twenty-five years ago there was no Pink Ribbon. In the future, we hope there will be no need for one.

Best wishes,

Fabrice and Mark



CONTENTS

Message from Fabrice and Mark	2
25 years of the Breast Cancer Campaign in Asia-Pacific	4-5
Australia	6-7
China	8-9
Hong Kong	10-11
Indonesia	12-13
Japan	14-15
Korea	16-17
Malaysia	18-19
New Zealand	20-22
Philippines	22-23
Singapore	24-25
Taiwan	26-27
Thailand	28-29
Vietnam	30-31
Time to end Breast Cancer	32-33



25 years of the Breast Cancer Campaign in Asia-Pacific an overview

OVER THE PAST 25-YEARS, WE HAVE DONATED CLOSE TO **US\$8 MILLION** TO NGOS IN THE ASIA-PACIFIC REGION.

OVER THE LAST 25 YEARS, WE HAVE SUPPORTED **25 CHARITIES** IN ASIA-PACIFIC.

IN 2017, WE DONATED **US\$1.76MILLION** TO 24 NGOS IN ASIA-PACIFIC.

WITH YOUR SUPPORT, WE HAVE BENEFITTED **40,000 WOMEN** IN TAIWAN OVER THE LAST 20 YEARS.

IN 2016, WE SUPPORTED **440 FREE MAMMOGRAMS** FOR UNDERPRIVILEGED WOMEN IN MALAYSIA.

Over the last 10 years in Hong Kong, we have donated a total of US\$1.4M to support underprivileged local residents with genetic testing and programs which support breast cancer patients on their road to recovery.

Over the last 25 years, ELC Malaysia has successfully coordinated numerous events which have raised approximately US\$1.6M in total.

For the last 14 years, supporting and raising awareness for breast cancer has been a key focus in Mainland China and the affiliate has raised US\$540,000 for the cause. This funding has supported medical treatment for over 400 patients.

The Korea affiliate created a Pink Touch app in 2015. It's a digital breast cancer self-assessment mobile app that was developed for an easier and efficient self-check.

In 2016, the Breast Care Center of East Avenue Medical Center Breast Care Center Annex in Manila, the Philippines, was opened, a new two-storey wing that will house 20 brand-new chemotherapy infusion chairs. This is the culmination of the joint fundraising efforts of ELC and the Peninsula, Manila.

The Peninsula Manila, the Estée Lauder Companies Philippines, and Pink for Life's partners say...

"When I tell the story of Evelyn Lauder, having been personally affected, people realize that there is a very sincere, very authentic story there, and I think that that is absolutely wonderful, the brand is seen in a different way. It is seen as giving back to the market, giving back to women... I think it's all played in the right area to boost an image that the brand has a very soft heart that cares about the public."

- Evangelia, Breast Cancer Foundation, New Zealand

"Estée Lauder understands that the wellness of a woman is critical. They help us with our wellness room setup and when women come out of this room they feel dignified. This kind of support shows that a company is willing to go beyond their bottom line, and, that's why, in a way, they are our ambassador"

- Noor Quek, Breast Cancer Foundation

"We have received great support from Estée Lauder. ELC plays a big role in the publicity and of breast cancer Awareness and that is very beneficial to Thai people, especially Thai women,"

- Director of National Cancer Institute

"There is that sense of a really genuine commitment from the Estée Lauder Companies. For Estée Lauder, it's been a long-standing, consistent, continuing commitment, well supported by the organization,"

- Stella, Cancer Australia

"I believe that awareness of breast cancer has undergone a complete change because of ELC's Pink Ribbon activities. When we started our activities in 2003, hardly anyone knew about breast cancer."

- Dr. Shinji Ono, Japan Breast Cancer Research Group



1 in 8 women will be diagnosed with breast cancer by the time they turn 85.

Over the past 23 years, the affiliate has committed to making a difference to Breast Cancer Awareness, raising over US\$626,000 and dedicating their time with numerous eventful fundraising events for their partnered NGOs.

These funds have been distributed to four NGOs; the National Breast Cancer Foundation, the Garvan Institute of Medical Research, the Breast Cancer Network Australia and Cancer Australia.

All these organizations make a unique contribution, from providing support to patients and creating new educational resources to continuously conducting research.



Touring the Garvan Institute Research Labs

To better understand the cause, employees toured the Garvan Institute's research labs to learn more about the researchers' work and their progress in the fight against breast cancer.



The Global Landmark Illumination Initiative

In partnership with the National Breast Cancer Foundation, the affiliate has illuminated around 50 iconic buildings and monuments across Australia to raise awareness nationally.



Look Good... Feel Better Dream Ball 2017

The Australia supported the organization of a successful Look Good... Feel Better Dream Ball with 40 employees in attendance. The affiliate raised a total of US\$22,680 on this very special occasion.

IN 1994, ONLY 76% OF WOMEN THAT WERE DIAGNOSED WITH BREAST CANCER SURVIVED THE 5 YEAR PERIOD; TODAY ITS 90%. THAT'S AN ALMOST 20% INCREASE IN JUST 20 YEARS

— NGOS, AUSTRALIA

Cancer Australia, Pink Ribbon Breakfast

ELC Australia has been a key partner to the annual Cancer Australia Pink Ribbon Breakfast for almost 20 years; providing pink ribbons, breast cancer consumer brochures and prizes for their fundraising activities.

ELC AUSTRALIA

82% of breast cancer cases are discovered in China only after prominent symptoms have developed.

This year the affiliate raised \$80,600 to donate to the Pink Ribbon Poverty Fund.

Of the donation received in 2017, 90% of the funds were donated to the Shanghai Cancer Center to provide subsidies to patients who cannot afford medical treatment; while the remaining 10% was used to organize the 2nd Shanghai Breast Cancer Rehabilitation Symposium.

Supporting and raising awareness of breast cancer in the China market over the past 14 years, the affiliate raised US\$540,000 for the cause. This funding has supported medical treatment for over 400 patients.



Pink Show in Shanghai

Employee Engagement

ELC employees devoted more than 50 hours to organize the Look Good, Feel Better program in the affiliate.

Employees were encouraged to go along with their mothers to have a breast check, with expenses covered by ELC.

China Cheerleading Open

The China affiliate collaborated with the China Cheerleading Association to promote 'Pink' aerobic exercises in 100 universities nationwide.

To celebrate the 25th Anniversary of The Estée Lauder Companies' Breast Cancer Campaign, the China affiliate, in partnership with Shanghai Fashion Week and three top Chinese designer brands, Toray Wang, Simon Gao and We Couture, staged a fashion show with the aim of inspiring women's confidence, self-love and self-motivation.

The theme of the event was "everything extraordinary comes from persistence".

Miss Ma Si Chun, a Golden Horse Film Festival Best Actress award winner, was named the Ambassador of the Pink Ribbon Campaign.

“EVERYTHING EXTRAORDINARY COMES FROM PERSISTENCE”

The event was attended by the management teams of fashion media groups, publishers and chief editors, social influencers, partners of the Breast Cancer Campaign and our employees. The Bobbi Brown team provided the back stage makeup.



China

The number of breast cancer diagnoses has increased in recent decades, **with one in 16 women expected to be diagnosed with breast cancer by the time they reach 75**. 85% of breast cancer diagnoses in Hong Kong occur after a woman finds a lump unexpectedly (not during regular self-examination).

The equivalent figure in the US is less than 50%.

one in 16 women expected to be diagnosed with breast cancer by the time they reach 75

HONGKONG

In 2017, Hong Kong raised **US\$147,000**, which was distributed between the Hong Kong Hereditary Breast Cancer Family registry and the Breast Cancer Foundation.

Over the past 10 years, the affiliate has raised a total of US\$1.4M, supporting many programs including providing underprivileged local residents with genetic testing and those which support breast cancer patients on their road to recovery.



In celebration of the 25-year milestone, the Hong Kong team were awarded a Guinness World Record for creating the world's largest sticker mosaic



More than 400 ELC staff and Hong Kong Breast Cancer Foundation volunteers and breast cancer survivors came together to create a 250m² pink ribbon sticker mosaic.



The Caring Touch Exhibition

“The Caring Touch” Exhibition showcased the campaign’s remarkable journey over the last 25 years, and encouraged the public to learn more about breast cancer through interactive projections.

HONGKONG

Employee Engagement

The affiliate was closely involved in BCA events and organized various employee engagements, from collaborating on makeup workshops for the Hong Kong Breast Cancer Foundation to promoting awareness and healthy lifestyles.



To raise awareness of breast cancer and the importance of breast checks, two innovative pink sand painting videos were created in collaboration with renowned local artist, Hoi.



Social Digital/Program - Street Interview Video

Street interviews were conducted to assess the public’s understanding of breast cancer and to dispel myths and taboos with professional advice from Dr Ava Kwong, the founder of the HK Hereditary Breast Cancer Family Registry.



INDONESIA

In 2017, the affiliate raised a total of US\$7,407.40 for Love Pink (Daya Dara Indonesia Foundation). 83% of the funds raised came from the sale of pink products, while 17% came from the budget.

ELC & Love Pink (Daya Dara Indonesia Foundation) collaboration

Provided small group breast screening sessions and consultations with a radiologist on 'ultrasound buses'.

Beneficiaries included ELC employees, beauty advisors, representatives in malls, and women in under-served areas of Jakarta.

Forty socialization sessions were organized for women to share their experiences and open-up dialogue on breast cancer with ELC employees, breast cancer survivors and oncologists.



Pink Press Luncheon

A luncheon was organized to honor the 25th anniversary and deliver a donation check to Love Pink.

More than 50 participants, including key opinion leaders, media and other retailers, attended the event.



Counter Education "Pink Talk"

Encouraged the ongoing promotion and sharing of breast cancer facts among key opinion leaders, celebrities and their friends.



JAPAN

Over the last two years, the affiliate has raised over US\$100K for the Japan Breast Cancer Research Group and an estimated US\$65,000 this year alone.

Brand Illumination

Japan has developed a strong symbolic connection between the cause and landmark illuminations. Since illuminating the Tokyo Sky Tree in 2012, this iconic event has expanded to four landmarks this year, including Himeji Castle, Tokyo Ginza Plaza and the Kiyomizu Temple.



ELC Japan collaborated with well-known enterprises and companies such as Japan Airlines, Suntory Flowers and Mitsubishi Estate to successfully raise awareness of breast cancer.

I BELIEVE THAT AWARENESS OF BREAST CANCER HAS UNDERGONE A COMPLETE CHANGE BECAUSE OF PINK RIBBON ACTIVITIES. WHEN WE STARTED OUR ACTIVITIES IN 2003, HARDLY ANYONE KNEW ABOUT BREAST CANCER.

- DR. SHINJI ONO,
JAPAN BREAST CANCER RESEARCH GROUP

More than 60 employees participated in an external volunteer event to promote breast cancer awareness, while more than 300 employees engaged in in-house promotions and fundraising efforts, such as raffle fundraisers and conversations on the importance of raising awareness.



KOREA

The growth in the incidence of breast cancer in South Korea in recent decades has been among the fastest in the world.

Over the past 16 years, the affiliate has raised over US\$686,000 for the Korean Cancer Society and Korean Breast Cancer Society.



Pink Touch App and other Pink Digital Programs

Created in 2015, the Pink Touch app was created to provide an easier and more efficient way for individuals to perform self check. To promote further use of the app, it also includes a menstrual cycle calendar and other educational materials. In addition, the team developed a Pink Ribbon Facebook filter to encourage Facebook users to change their profile photo with this specially created filter.



A series of emoticons were created using the Pink Ribbon as a character called "Pinky"; a total of 15 emoticons are featured in the series to celebrate the 25th anniversary of the campaign.



Lotte World Tower Pink Illumination

Korea's newest landmark and the tallest building in Korea — the fifth tallest in the world — was lit in pink to underline the importance of the defeating breast cancer.



In addition, the affiliate supported three more landmarks illuminations over the course of 17 days. This year, Korea added a new initiative to the project, Seoulo 7017 (bottom) to raise awareness of breast cancer throughout the city.



PINK PUBLIC ENGAGEMENT

In collaboration with the Korean Cancer Society, the affiliate organized a series of events to educate the public on the history of breast cancer and encouraged them to download the Pink Touch app for current and future reference.



“UP UNTIL 2001, BREAST CANCER AWARENESS WAS ALMOST NON-EXISTENT IN KOREA. THE SUBJECT HAS SEEN A NOTABLE RISE IN AWARENESS WITH THE SUCCESS OF THE “PINK RIBBON” CAMPAIGN...”

- DR. NON KOREAN CANCER SOCIETY

1 in 2 breast cancer patients are diagnosed in their advanced stages in Malaysia

During this year's fundraising efforts, the affiliates raised over **\$488,078** which was distributed to four local NGOs, including Cancer Research Malaysia, National Cancer Society Malaysia, College of Radiology Malaysia and Breast Cancer Welfare Association.

Over the last 25 years, ELC Malaysia has successfully coordinated numerous events which have raised US\$1.6M in total.

The donations have been put to great use, from sponsoring medical research to providing free mammograms to the public.

In 2016, National Cancer Society Malaysia provided 440 free mammograms to underprivileged women



Illumination of the Majestic Hotel

Feel Better Beauty Workshop @ the Majestic Hotel

Empowering breast cancer survivors through celebration, confidence-building and fun activities.



Pink Charity Golf

Pink Charity Dinner



Pink Ribbon Art Installation @ Pavilion Kuala Lumpur

Standing in the heart of Pavilion Kuala Lumpur, this unique piece of art symbolizes strength, bravery and resilience.

During the first week of October, screenings and consultations about breast awareness and self-examination were provided to the community.



NEW ZEALAND



Employee Engagement: Pink Pamper day

Employees enjoyed an information session over breakfast, learning about the importance of regular mammograms and ultrasound checks, as well as learning more from a colleague's mother who is a breast cancer survivor.

Additionally the company got together and organized a raffle that raised US\$1200 to support a colleague who has been working at ELC NZ for over 10 years and was recently diagnosed with stage 3 breast cancer.



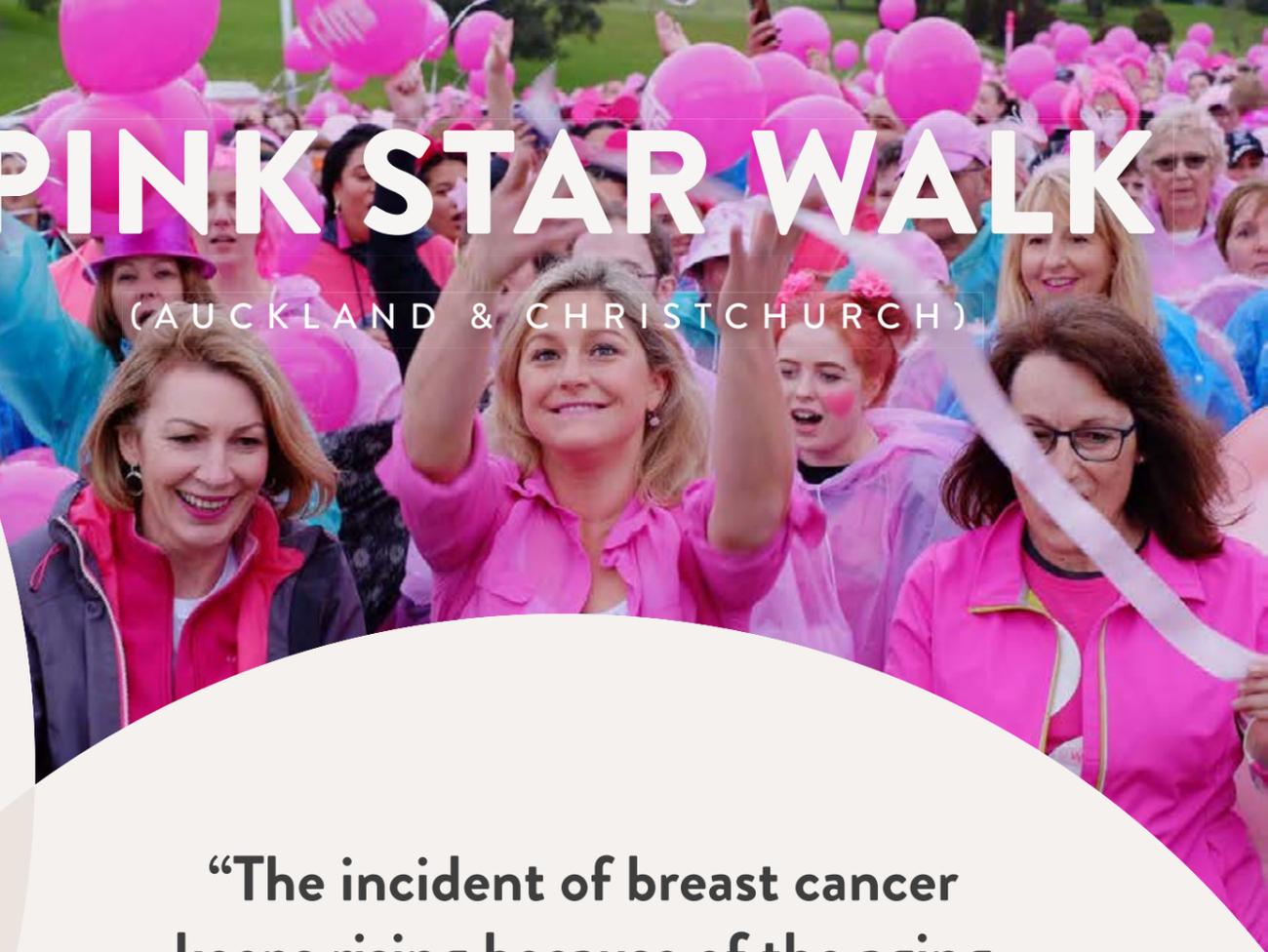
Every day, 8 women will be diagnosed with breast cancer. And every year, 600+ women will die.

In the past 6 years, the affiliate has helped to raise over US\$500 million to support the New Zealand Breast Cancer Foundation.

This money has helped to raise awareness for the cause, provide free mammograms for women over the age of 45 and supported patients and rehabilitation programs.

PINK STAR WALK

(AUCKLAND & CHRISTCHURCH)



“The incident of breast cancer keeps rising because of the aging population, but mortality is dropping. We have very good survival rates – if the breast cancer is diagnosed through a lump, the 10 year survival rate is 91%”

Evangelia, Breast cancer Foundation.



Pink Star Walk is an annual walk in Auckland, Christchurch and Wellington that brings together individuals and families to support those affected by breast cancer. The The Estée Lauder Companies is the major sponsor of this annual event.



Philippines

In 2016, the Philippines topped 197 countries with the most number of cases of breast cancer.

In the last 12 years, the Philippines affiliate has raised US\$216K supporting the Philippines Foundation for Breast Care Inc. and I Can Serve

The Philippines affiliate has staged various events to raise awareness of breast cancer and support those who are on the road to recovery.

Employee Engagement: Wellness Morning

The affiliates organized a successful wellness morning with over 100 breast cancer patients and 80 volunteers.

During the session, the guests were treated with hand massages and makeovers from ELC staff, along with a motivational speech given by Kim Atienza.

Pink Rides by Ride Revolution

Every Wednesday in the month of October, Ride Revolution offered BCA themed Pink Rides and required participants to wear pink!



FASHION CAN SERVE

The affiliates organized a fundraising fashion walk, inviting breast cancer survivors, models, and celebrities to walk the runway; including Miss Universe, Pia Wurtzback, and Asia's Next Top Model winner, Maureen Wroblewitz. With over 400 to 500 attendees including guests and volunteers, the affiliates put together a successful event educating and raising funds for the cause.

#PinkRibbon25photoshoot



Thanks to the Estée Lauder association, we can give patients an experience with the brand and products that they have seen celebrities use, something they may not be able to afford, and that experience is priceless

Lourdes Cortez, Philippine Breast Care Inc.

1 IN 15 WILL BE DIAGNOSED WITH BREAST CANCER BY THE TIME THEY TURN 75.

Over the past 22 years, the affiliate has supported the Breast Cancer Foundation, donating a total amount of US\$150,000 to the cause. Over the years, these donations have provided women with free mammogram checks and have subsidized treatment costs.



PINK EXHIBITION

Another feather in ELC Singapore's cap was the roving exhibition that tells the story of the Campaign, the journey over the past 25 years, and health statistics around breast cancer, particularly in Singapore.

The highlight of the exhibition was a specially curated collection of artwork created by five

local artists that were inspired by the fight against the disease.

An interactive decorative mannequin was created so guests could pin a pink ribbon on the dress to express their support for the campaign and of course, be photographed with it



SINGAPORE



Iconic Singapore Buildings Shimmer in Pink

This is the first time in ELC Singapore history that four buildings have been lit together, marking a significant milestone for the 25th anniversary year of the campaign. These iconic landmarks illuminated in pink demonstrated a show of solidarity with the fight against breast cancer. Buildings included Chijmes, The National Gallery, The Fullerton Hotel, and the Ion Mall.



**Employee Engagement
@ Grand Hyatt Taipei**

Pinknic – More than 150 Taiwan affiliate employees wore pink to raise awareness while enjoying an afternoon out in the gardens of the hotel.



Charity Yoga -

integrated awareness of breast cancer with a healthy lifestyle and workouts to do with friends, thereby creating a more engaging and educational experience for all participants.

Illumination of Taiwan's Taipei Confucius Temple: More than 150 participants took part.



Breast Cancer Awareness Gala Dinner

More than 500+ participants, including celebrities, retail partners and ELC Brand Ambassadors.



TAIWAN



Breast cancer remains the fourth leading cause of female deaths in Taiwan and the age-standardised incidence of breast cancer in Taiwan has almost quadrupled since the late 1980s.

US\$154,545 donated to the Taiwan Clinical Oncology Research Center in 2017.

For more than 20 years, the Taiwan affiliate has supported the Taiwan Clinical Oncology Research Foundation, donating over US\$1.5 million, and has helped more than 40,000

beneficiaries through its various programs.

Our donations have helped the TCOR purchase two portable ultrasound screening devices.

Free breast ultrasound screening services for more than 34,000 individuals, of whom 5,419 had abnormal findings.

The affiliate has organized more than 400 on-campus workshops to raise awareness among students at universities and those living in remote areas.

Despite a low incidence rate, the number of breast cancer cases has more than doubled since 1990. Breast cancer is the country's most common female cancer – with roughly 50% more cases than second-place cervical cancer. And in 2015, 14 women died from breast cancer every day.

In 2017, Thailand raised US\$57,000 which was donated to the National Cancer Institute and Chulabhorn Hospital. Over the last 19 years, the affiliate has raised over US\$365,000 which has helped to financially support patients who could not afford treatment, as well as supporting critical research.

We have received great support from the Estée Lauder Companies and it helps us conduct our activities better. ELC plays a big role in the publicity and awareness of breast cancer and that is very beneficial to Thai people, especially Thai women.

Director of National Cancer Institute

The Thailand Affiliate Strikes Back Against Breast Cancer



Thailand



To honor the 25th anniversary of the Breast Cancer Campaign, the affiliate organized a bowling competition with over 200 employees, celebrities and key influencers. At the event THB2,000,000 was presented to the National Cancer Institute and Chulabhorn Hospital to support breast cancer research and medical treatments for those in need.



VIETNAM



65% of the breast cancer cases are diagnosed in women under the age of 50

Over the past eight years, the affiliate has been raising awareness about breast cancer in Vietnam while supporting the Breast Cancer Network.

This year, they extended their support to the City Care Hospital, donating US\$6,800 to fund treatments and consultation fees for low-income patients.

Throughout this year's Breast Cancer Campaign (BCC), employees were engaged in learning, educating and raising awareness.



BCC Opening Day

To kick off the campaign, employees learned about the global history and vision of the Campaign over the years. A specialist was also invited to educate individuals on breast care.



Free Breast Cancer Check-ups

To encourage better awareness and care for women, the affiliates offered 100 free breast check-ups to the public. The team extended their reach via online sources such as Facebook to encourage women aged 25 to 50 to get a free breast cancer check-up at the Saigon International Clinic.



Ribbon Photo shoot & Awareness Day

Office and field employees gathered at Saigon Avenue to raise awareness with the public; including creating a 'human' pink ribbon logo.

IT'S TIME TO END BREAST CANCER AND CREATE A BREAST CANCER FREE WORLD.

The Estée Lauder Companies has been committed to putting breast cancer on the agenda of 14 countries across Asia-Pacific for the past 25 years. Our commitment is stronger than ever. It's time to end breast cancer.

01 Asia-Pacific is one of the world's most diverse regions.

Awareness and understanding of breast cancer varies hugely between countries.

Research Conducted by Edelman Intelligence

02 Some of the **myths** we are working towards debunking.

“Breast cancer does not affect younger or postmenopausal women.”

“Only women with large breasts will develop breast cancer.”

“Traditional treatment is considered more effective than 'western' treatment.”

“Breast cancer is a hereditary disease.”

“Mastectomy is the inevitable result of breast cancer.”

03

We are making good progress.

In 1992, Evelyn H. Lauder co-created **the pink ribbon** and launched the Breast Cancer Campaign. In 1993, she launched the Breast Cancer Research Foundation.



We now **illuminate landmarks** in most of the major cities across APAC to raise awareness.

04 Spreading awareness and investing in medical research has had a huge impact.

Five-year survival rates are better than

90%

when breast cancer is found early.

Breast cancer mortality rates have decreased by

30%

over the last twenty years.

05 Evelyn H. Lauder sparked a movement - and our employees are proud to honor her legacy.

06

But the work is **not done**.

Incidence rate in key countries **continues to increase.**

Source: CancerAtlas

Access to information, social stigma and survival rates

differ across each country.

Source: CancerAtlas

Breast cancer is the **most common cancer among women in Asia.**

Source: CancerAtlas

Our vision is to help create a breast cancer-free world. By acting together, we truly believe we can end breast cancer.

ESTÉE LAUDER COMPANIES
BREAST CANCER CAMPAIGN



ESTÉE LAUDER COMPANIES
BREAST CANCER CAMPAIGN

**25 years ago,
there was no pink ribbon.
Time to end breast cancer.**

Support our mission to
create a breast cancer-free world.
Visit bcacampaign.com
[#PinkRibbon25](https://twitter.com/PinkRibbon25)