

18 December, Spanish Multiple Sclerosis Day

“Hoy sí me puedo levantar”, a campaign in support of people living with Multiple Sclerosis (MS)

- Almirall launches an awareness campaign with the support of EME, the patients' association *Esclerosis Múltiple España* (Multiple Sclerosis Spain)
- Under the slogan "*Hoy Sí Me Puedo Levantar*" ("*Today I can get up*"), the campaign aims to send a message of motivation and recognition to all people suffering from multiple sclerosis (MS)
- Mecano, a musical group of great national and international success, has also joined the campaign by transferring the rights of their song "*Hoy no me puedo levantar*" ("*Today I can't get up*"), allowing a positive twist to be given to one of their most emblematic songs as a tribute to MS patients
- The song has been reinterpreted by Auba Murillo, a young singer and semi-finalist on the Spanish TV show "The Voice", who was diagnosed with MS at the age of 18
- Multiple sclerosis affects 55,000 people in Spain and 1,000,000 people in Europe

BARCELONA, Spain. December 17th, 2021 – As part of the National Multiple Sclerosis (MS) Day in Spain, **Almirall**, a global biopharmaceutical company focused on skin health, with the support of *Esclerosis Múltiple España* (EME), has launched a campaign to raise awareness of Multiple Sclerosis (MS), a chronic degenerative autoimmune disease affecting the central nervous system, and the leading cause of non-traumatic disability in young adults¹.

Under the slogan "*Hoy Sí Me Puedo Levantar*" ("*Today I can get up*"), the campaign aims to send a realistic and at the same time positive message to society and, especially, to people living with MS, highlighting the effort involved in coping with the burden of this disease, which has a huge impact on their quality of life and can cause both physical and cognitive disability.

For this tribute to patients with MS, **Mecano**, one of the most renowned Spanish pop music groups, has temporarily and exceptionally transferred the rights of the song "*Hoy No Me Puedo Levantar*" ("*Today I can't get up*") to give it a positive twist and transform it into an anthem not only for people affected by the disease, but also for all those who are going through a difficult time.

The new version of Mecano's legendary song has been performed by the young Spanish singer **Auba Estela Murillo**, known for reaching the semi-finals of the 2019 edition of the Spanish music programme "The Voice". In addition to her brilliant musical talent, the fact that Auba performs this Mecano single is very relevant, as she contributed in a very significant way to the visibility of the disease by publicly disclosing that she was diagnosed with Multiple Sclerosis at the age of 18.

Through messages such as "*Hoy sí me voy a levantar, gano la partida, yo soy mucho más*" ("*Today I can get up, I win the game, I am much more*") or "*Hoy sí me voy a levantar, nada me puede ya parar*" ("*Today I can get up, nothing can stop me*"), the song empathises with people suffering from MS and their families, providing a hopeful outlook. The video clip can be viewed at www.hoysimepuedolevantar.com.

1,900 new cases of MS diagnosed each year in Spain

MS is a chronic, unpredictable, progressive, and often disabling neurological disease that affects the central nervous system. According to the Spanish Society of Neurology, there are 55,000 people in Spain and 1,000,000 in the whole of Europe who suffer from it, and it affects women to a greater extent (3 out of every 4 MS patients are women). In recent years, smoking, vitamin D deficiency, ultraviolet radiation, and dietary changes, among other factors, together with improved early diagnosis of the disease, have contributed to the increased prevalence of MS². The most common symptoms of the disease include fatigue, visual disturbances, spasticity (muscle stiffness and spasms), pain, numbness in legs and hands, loss of movement, and speech problems.^{3,4}

"Multiple Sclerosis is one of the most common neurological diseases among the population aged 20 to 30 and affects people at the beginning of their working life, when they are starting their life projects. At Almirall, we want to do our bit and give visibility to the reality of patients and their families so that they can get the care they need," says **Lidia Martín, General Manager of Almirall Iberia**.

About Almirall

Almirall is a global biopharmaceutical company focused on skin health. We collaborate with scientists and healthcare professionals to address patients' needs through science to improve their lives. Our Noble Purpose is at the core of our work: "Transform the patients' world by helping them realize their hopes and dreams for a healthy life". We invest in differentiated and ground-breaking medical dermatology products to bring our innovative solutions to patients in need.

The company, founded in 1943 and headquartered in Barcelona, is publicly traded on the Spanish Stock Exchange and is a member of the IBEX35 (ticker: ALM). Throughout its 78-year history, Almirall has retained a strong focus on the needs of patients. Currently, Almirall has a direct presence in 21 countries and strategic agreements in over 70, through 13 subsidiaries, with about 1,800 employees. Total revenues in 2020 were 814.5 million euros.

For more information, please visit almirall.com

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¹ Sociedad Española de Neurología (SEN): Impacto Sociosanitario de la Esclerosis Múltiple (EM) en España: Cambios en la percepción del paciente en la última década (2020). <https://www.sen.es/saladeprensa/pdf/Link291.pdf>

² <https://www.sen.es/saladeprensa/pdf/Link204.pdf>

³ European Multiple Sclerosis Platform (EMSP). MS Facts [Internet]. [Cited 2020 Feb]. Disponible: <http://www.emsp.org/about-emsp/>

⁴ Kister I, Bacon TE, Chamot E, et al. Natural history of multiple sclerosis symptoms [published correction appears in Int J MS Care. 2014 Winter;16(4):170]. Int J MS Care. 2013;15(3):146–158.