

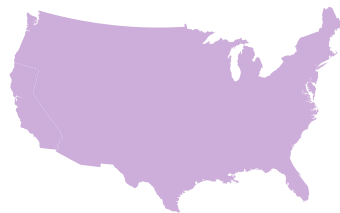


Premature birth is the #1 KILLER OF BABIES

2014: OUR CAMPAIGN TO END PREMATURE BIRTH

At 4 Prematurity Research Centers

scientists teamed up to uncover the causes of premature birth



The rate of premature birth declined in **27 states** and Puerto Rico

\$198.8 million was raised and donated to fund lifesaving research, programs and services

93,000 families with a premature baby

were helped through NICU Family Support®



117,000 women received prenatal care

and other services through community programs, including Healthy Babies are Worth the Wait®



115,000 moms-to-be tracked their pregnancies

with the CineMama® app



100 countries observed World Prematurity Day



and hundreds of millions of people were reached in social media



92 local and federal legislative wins means babies' health will be better protected

WE'RE MAKING AN IMPACT

11.4% U.S. preterm birth rate declined for 7th year



231,000 fewer babies were born prematurely



\$11.9 billion saved for companies and families

