

IMMUNO-ONCOLOGY
A GENIUS IDEA THAT IS TRANSFORMING
THE WORLD OF ONCOLOGY



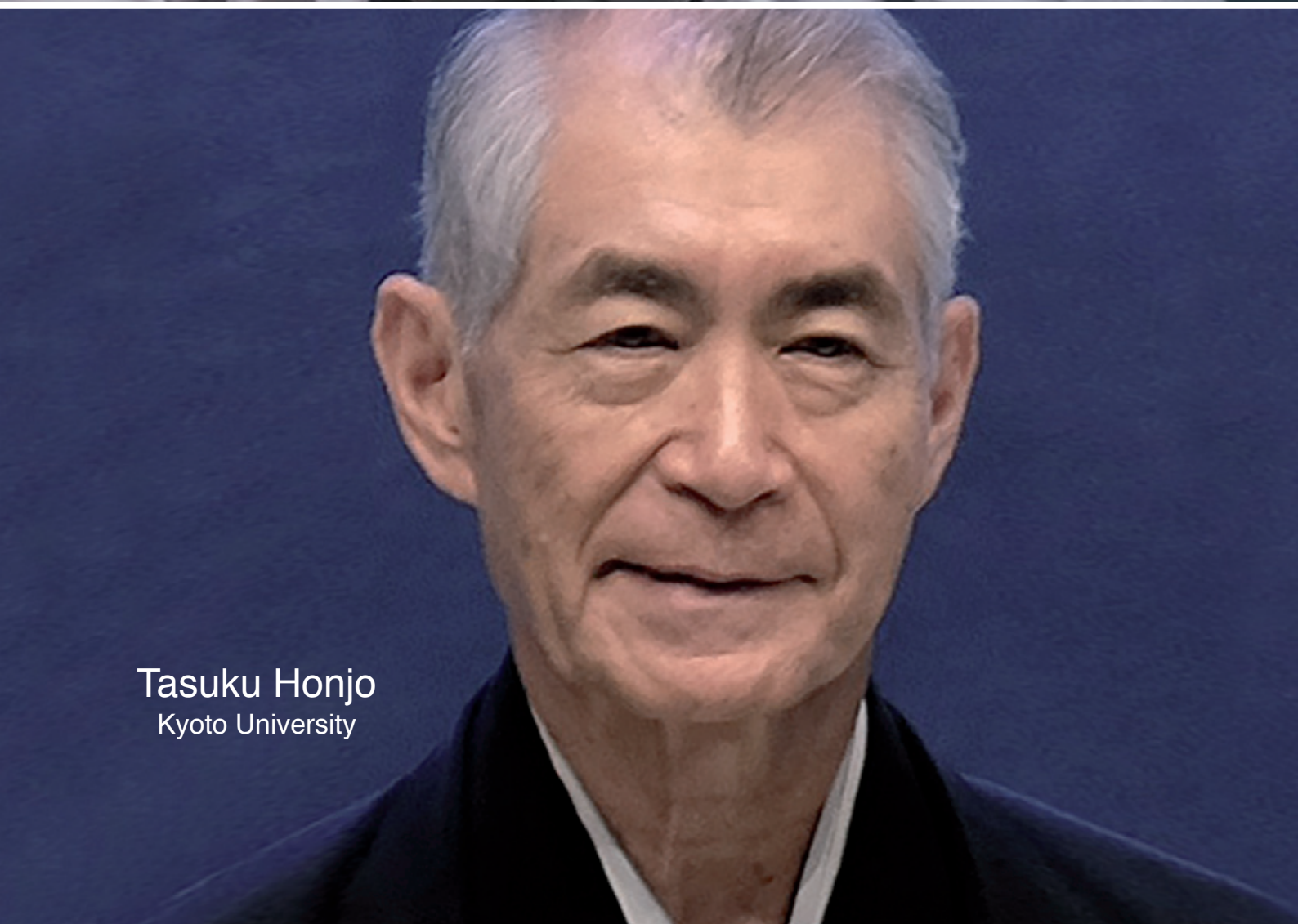
Can we activate our own immune system in such a way that it attacks and destroys cancer cells by itself?



That question kept scientists Dr. Jim Allison and his colleague Dr. Tasuku Honjo busy for years.



Jim Allison
MD Anderson Cancer Center



Tasuku Honjo
Kyoto University

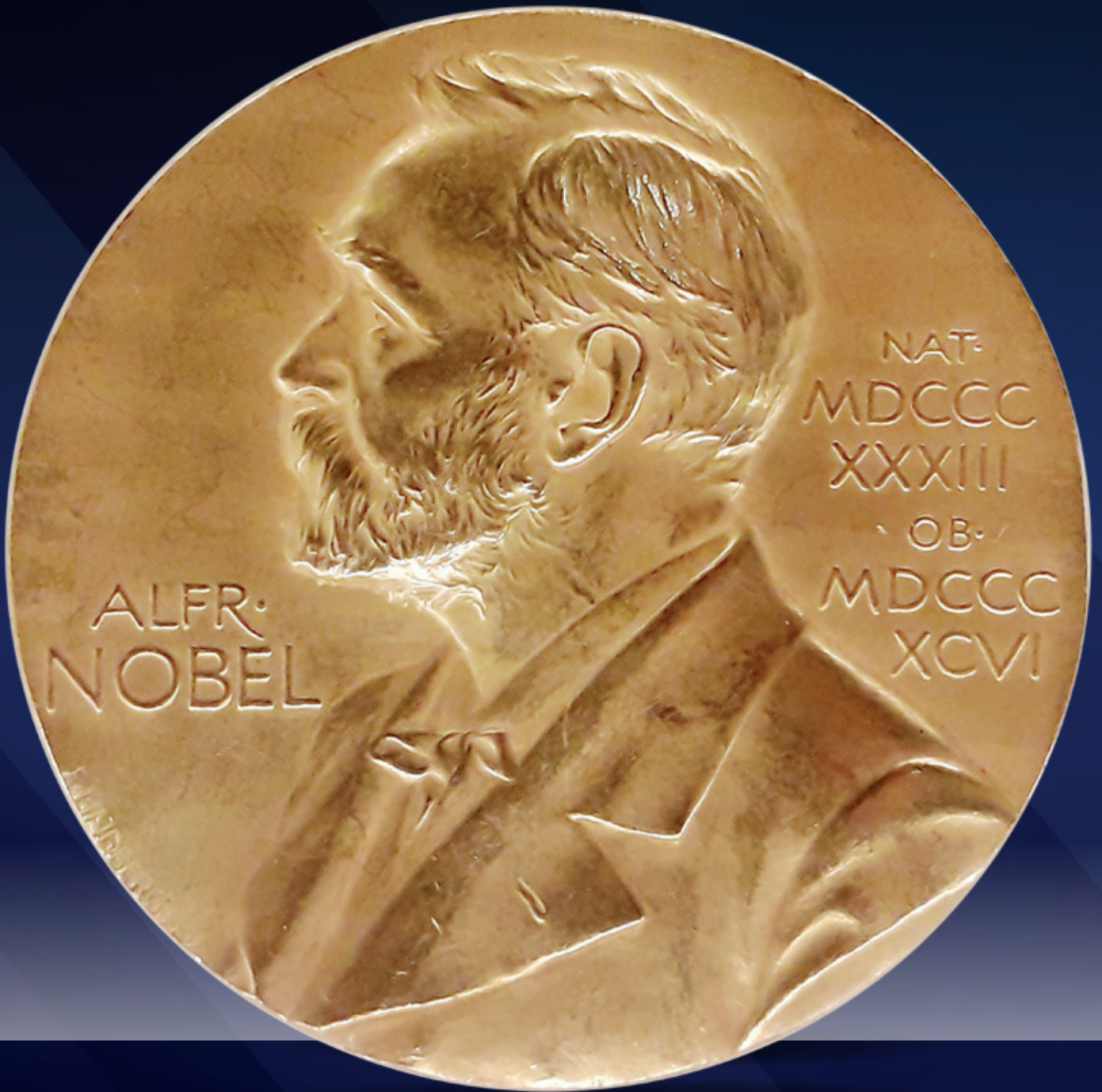
They conducted
extensive research
into the functioning
of the human
immune system,



ultimately shining
a completely
new light on
cancer treatment.



For this, they
received the
Nobel Prize in
Medicine 2018.



Our story

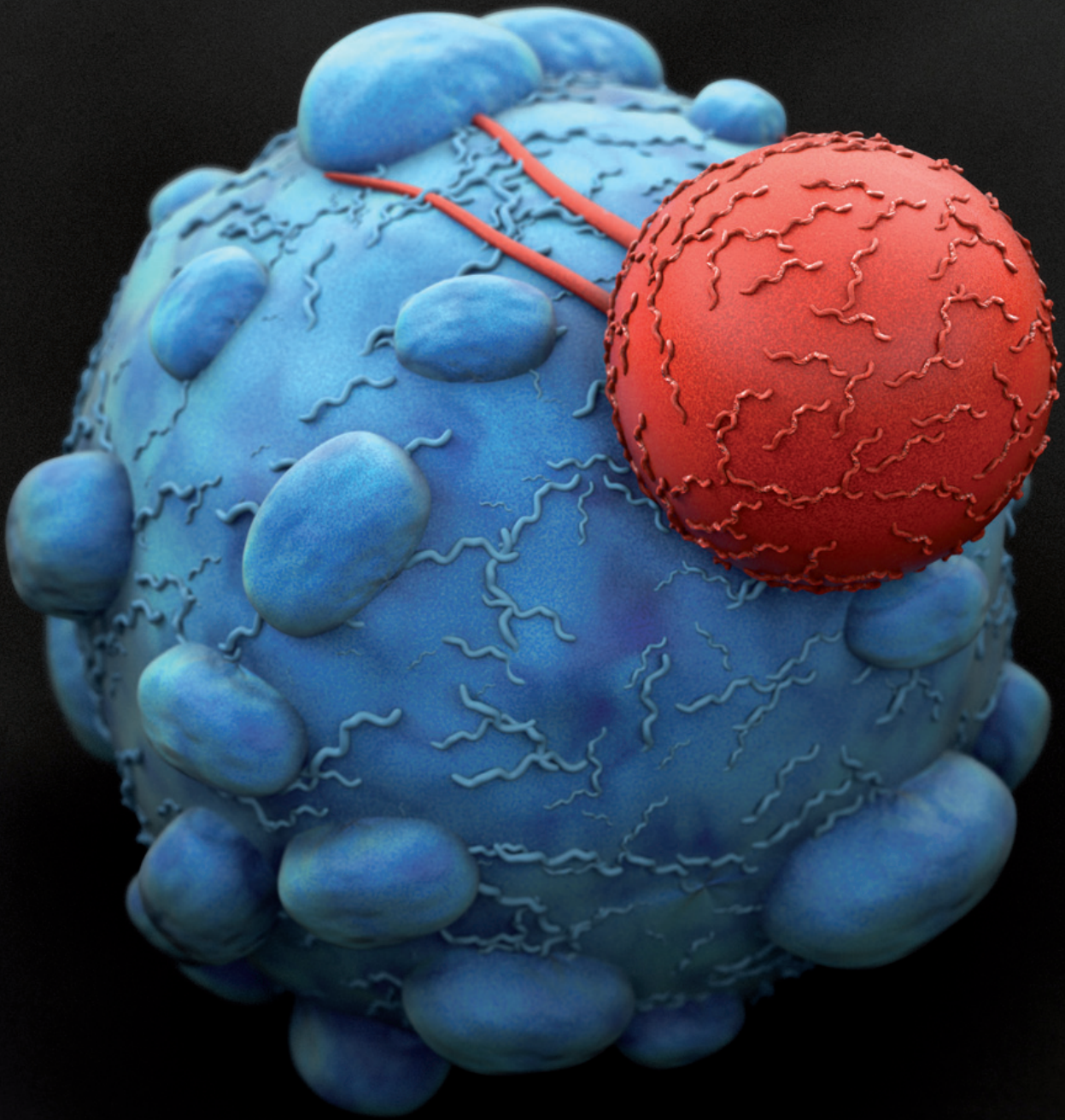


Transforming patients'
life through science

As a pioneer,
Bristol Myers Squibb
supported the
ground breaking
work of Dr. Allison
and Dr. Honjo.



Based on their
luminous insights,
we made the first
immunotherapy
accessible to cancer
patients worldwide.



Since the introduction of this revolutionary therapy, more and more cancer patients have the perspective of a longer and better life.



For Bristol Myers Squibb, this is an extra incentive to continue searching for new breakthrough treatments to eliminate all types of cancer in the world.



The lamp symbolizes a pioneer with new ideas that offer both relief and hope in the fight against cancer.



BRISTOL MYERS SQUIBB PIONEER IN IMMUNO-ONCOLOGY



