

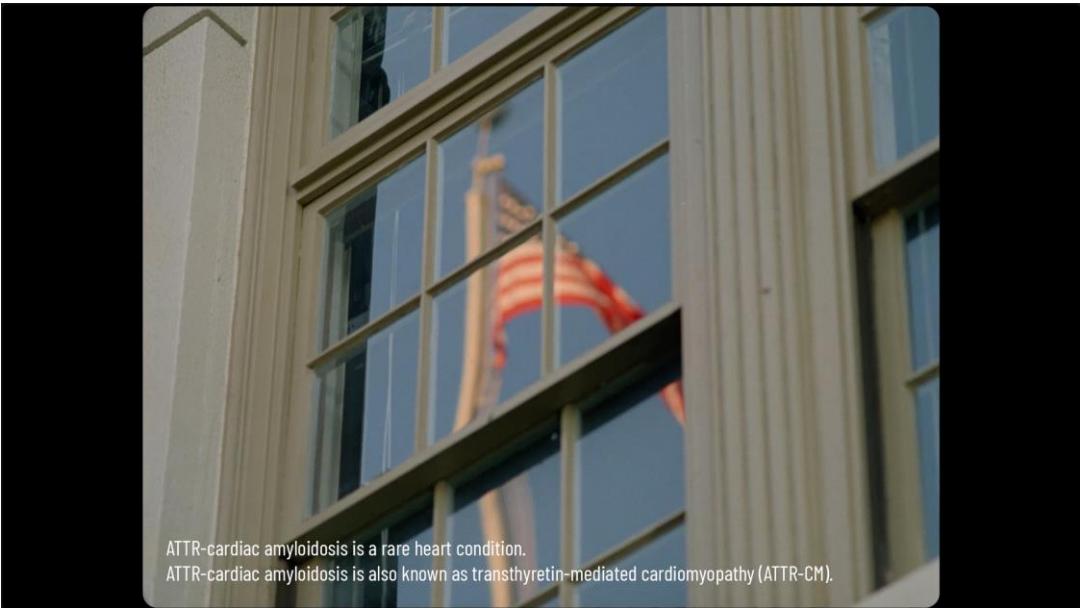


Attruby DTC TV Golden Years 2

60 second Yellowstone Storyboard

Golden Years :60 - Yellowstone

Frame 1



ATTR-cardiac amyloidosis is a rare heart condition.
ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

We open on an American flag being hoisted up a flagpole of a school in the morning. We hear nothing but the flapping of the flag.

00:00 – 00:01

MF: *A diagnosis—*

Copy on Screen (COS): ATTR-cardiac amyloidosis is a rare heart condition.

COS: ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

Frame 2



ATTR-cardiac amyloidosis is a rare heart condition.
ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

The camera cuts to bird's eye view from the flag. We meet our protagonist, a 65-year-old teacher with silver hair and a silver beard.

00:01 – 00:03

MF: *—doesn't define you.*

COS: ATTR-cardiac amyloidosis is a rare heart condition.

COS: ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

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Frame 3



Cut to a head-on shot of Morgan Freeman (MF) sitting at a desk in a softly lit classroom. We slowly zoom in on MF as he starts to speak.

00:03 – 00:06

MF: Even ATTR-cardiac amyloidosis.

COS: ATTR-CM

COS: Morgan Freeman does not live with ATTR-cardiac amyloidosis.

Frame 4



We cut to a close-up of our protagonist.

00:06 – 00:08

MF: You've come a long way.

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Frame 5



We see our protagonist as he walks down the hallway; lockers and art from kids hangs on the walls.

00:08 – 00:11

MF: Your path was never set in stone.

Frame 6



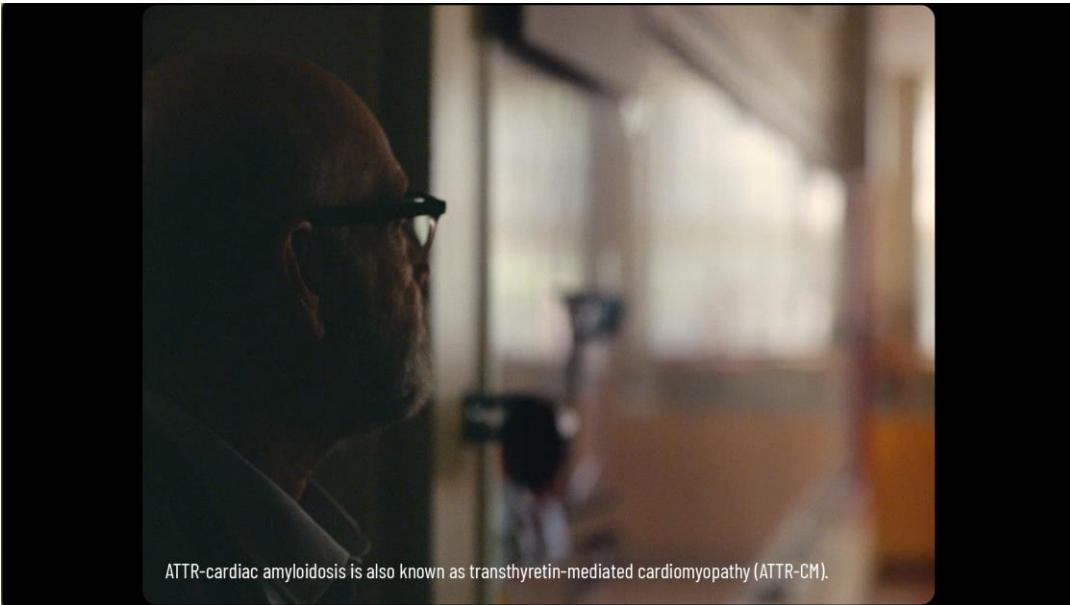
Our protagonist continues walking down the hallway, interacting with students on his way.

00:11 – 00:12

MF: You charged ahead.

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Frame 7



ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

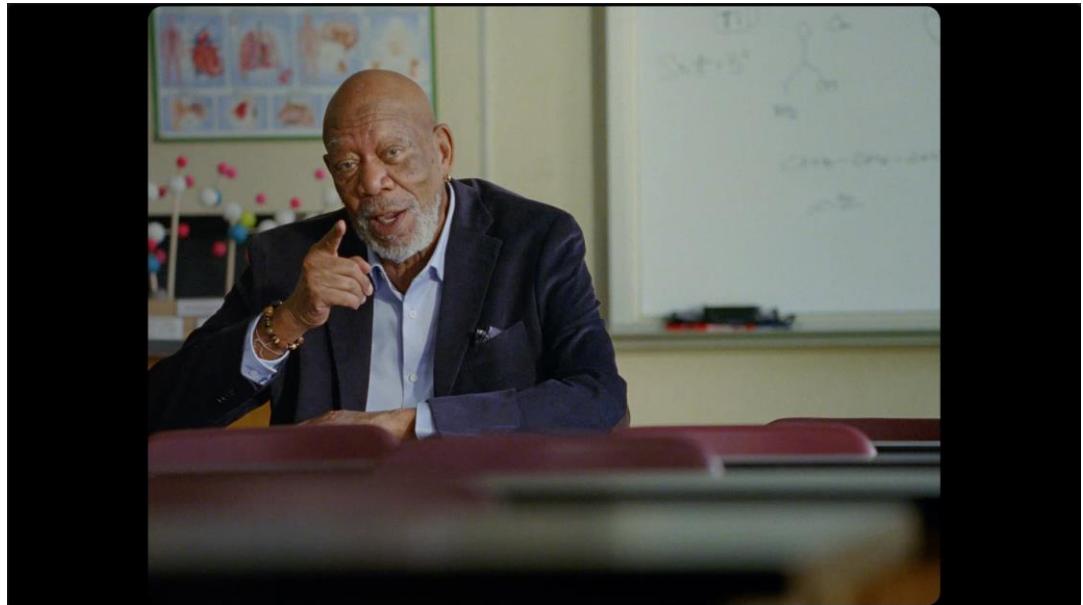
We see our protagonist as he enters a classroom and looks around.

00:12 – 00:17

MF: So, why would life with ATTR-CM define you?

COS: ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

Frame 8



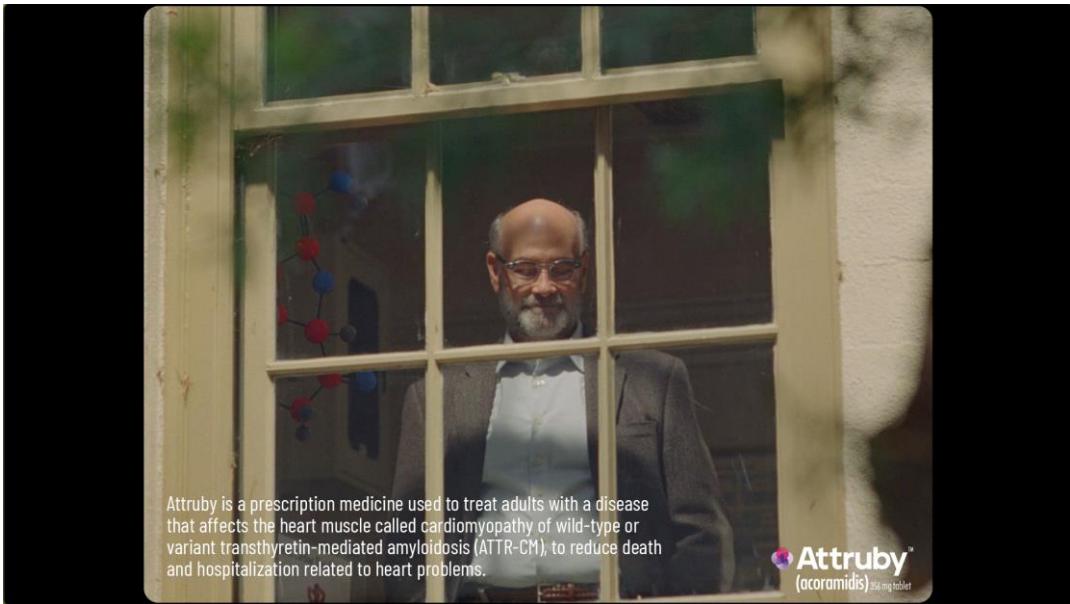
We cut to MF as he speaks to us from behind a desk.

00:17 – 00:20

MF: You have the power of choice.

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Frame 9



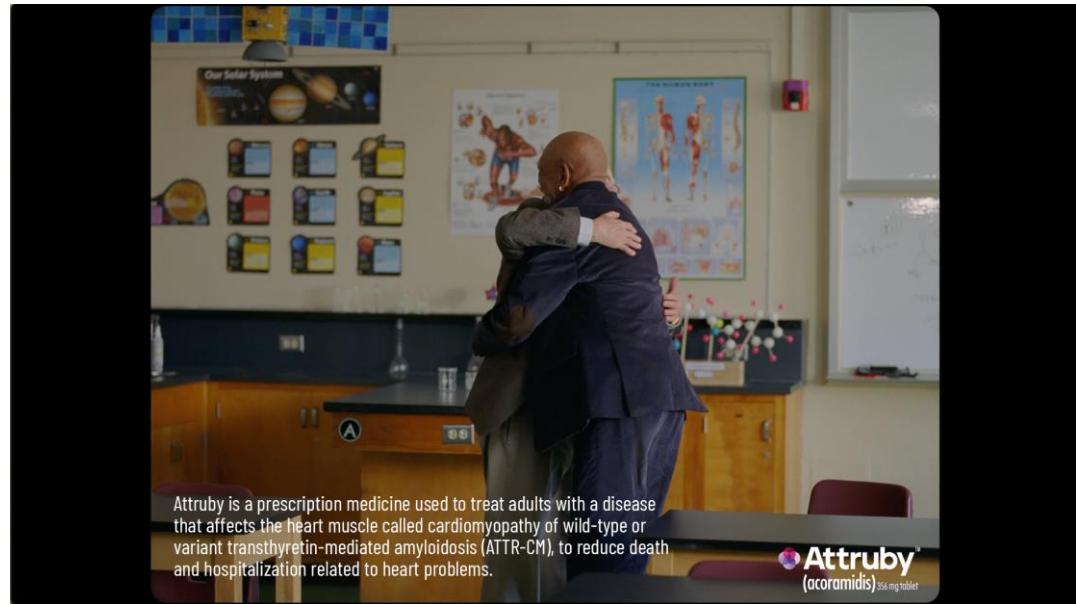
Cut to an outside shot of our protagonist looking out the window before he turns around to see MF enter the room.

00:21 – 00:23

MF: Attruby is an oral medicine used to treat—

COS: Attruby is a prescription medicine used to treat adults with a disease that affects the heart muscle called cardiomyopathy of wild-type or variant transthyretin-mediated amyloidosis (ATTR-CM), to reduce death and hospitalization related to heart problems.

Frame 10



Cut to our protagonist and MF greeting each other before MF leads him to another room.

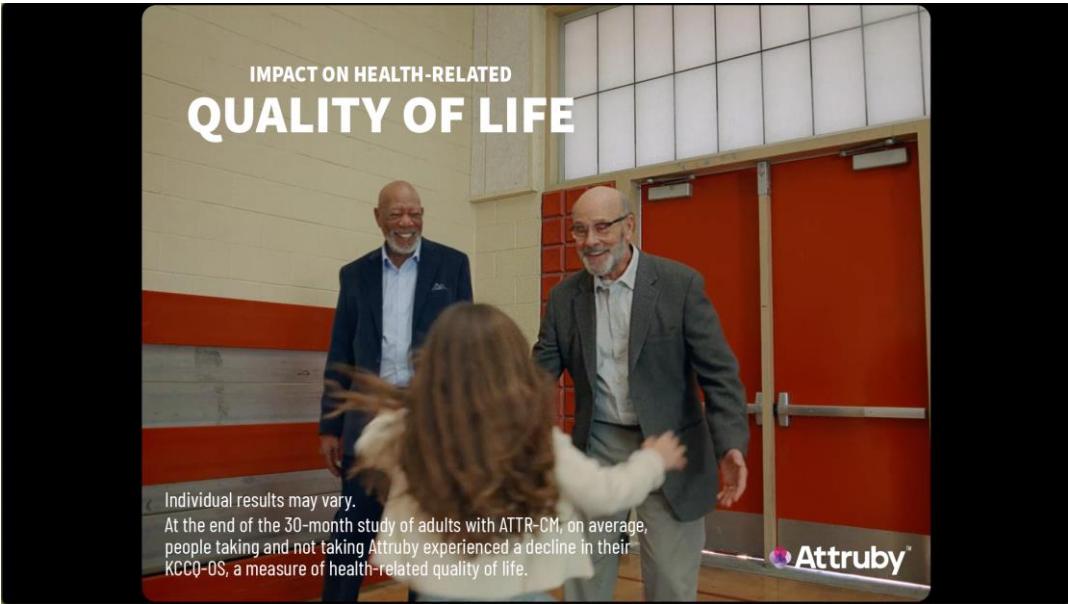
00:23 – 00:28

MF: —adults with ATTR-CM to reduce death and hospitalization related to heart problems.

COS: ATTRUBY is a prescription medicine used to treat adults with a disease that affects the heart muscle called cardiomyopathy of wild-type or variant transthyretin-mediated amyloidosis (ATTR-CM), to reduce death and hospitalization related to heart problems.

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Frame 11



Our protagonist enters the party where he sees friends, family, and colleagues who have come to celebrate his retirement.

00:28 – 00:30

MF: People taking Attruby saw an impact on health-related—

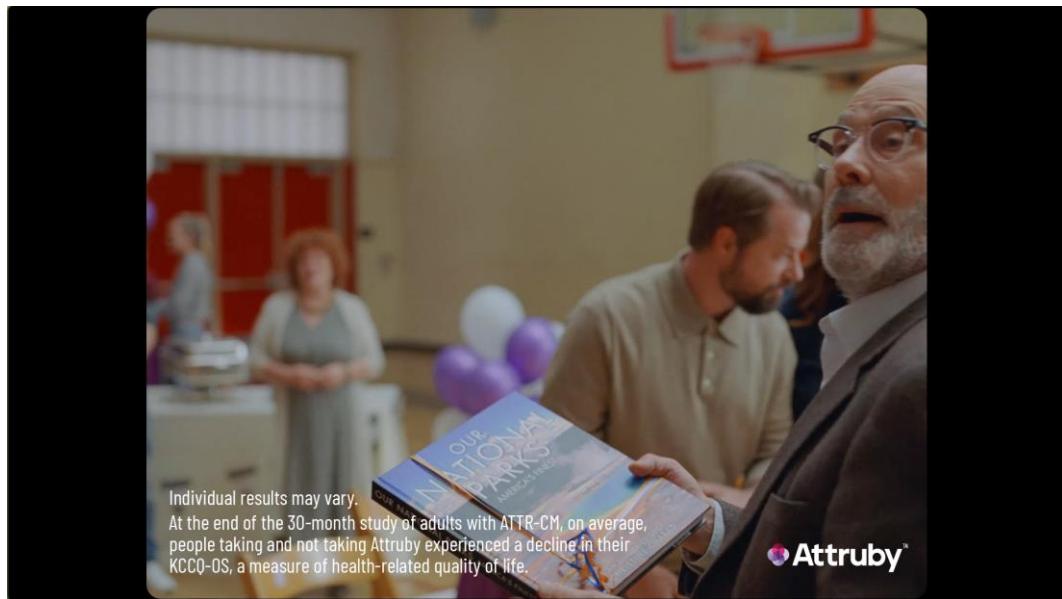
COS: Impact on health-related quality of life

COS (footnotes):

Individual results may vary.

At the end of the 30-month study of adults with ATTR-CM, on average, people taking and not taking Attruby experienced a decline in their KCCQ-OS, a measure of health-related quality of life.

Frame 12



Cut to our protagonist as he shares handshakes and meaningful embraces with his coworkers who give him a gift of a book about national parks.

00:30 – 00:32

MF: ...quality of life and were—

COS (footnotes):

Individual results may vary.

At the end of the 30-month study of adults with ATTR-CM, on average, people taking and not taking Attruby experienced a decline in their KCCQ-OS, a measure of quality of life.

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Frame 13



Cut to an aerial shot of a car driving on a road.

00:32 – 00:35

MF: 50% less likely to be hospitalized—

COS: 50% less likely to be hospitalized for heart issues (0.3 vs 0.6 visits per year)

COS (footnotes):

Individual results may vary.

In a 30-month study of adults with ATTR-CM, people taking Attruby were, on average, 50% less likely to be hospitalized due to heart issues than people who were not taking Attruby (0.3 vs 0.6 visits per year).

Frame 14



Cut to an outside shot looking into the car where we see our protagonist sitting in the back seat.

00:34 – 00:38

MF: —for heart issues, giving you more chances to do—

COS: 50% less likely to be hospitalized for heart issues (0.3 vs 0.6 visits per year)

COS (footnotes):

Individual results may vary.

In a 30-month study of adults with ATTR-CM, people taking Attruby were, on average, 50% less likely to be hospitalized due to heart issues than people who were not taking Attruby (0.3 vs 0.6 visits per year).

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Frame 15



We cut to a close-up of our protagonist now outside the car.

00:38 – 00:40

MF: —what you love with who you love.

Frame 16



Cut to our protagonist enjoying spending time with his loved ones on a trip to a beautiful park.

00:40 – 00:46

MF: Tell your doctor if you are pregnant, plan to become pregnant, or are breastfeeding, and about the medications you take.

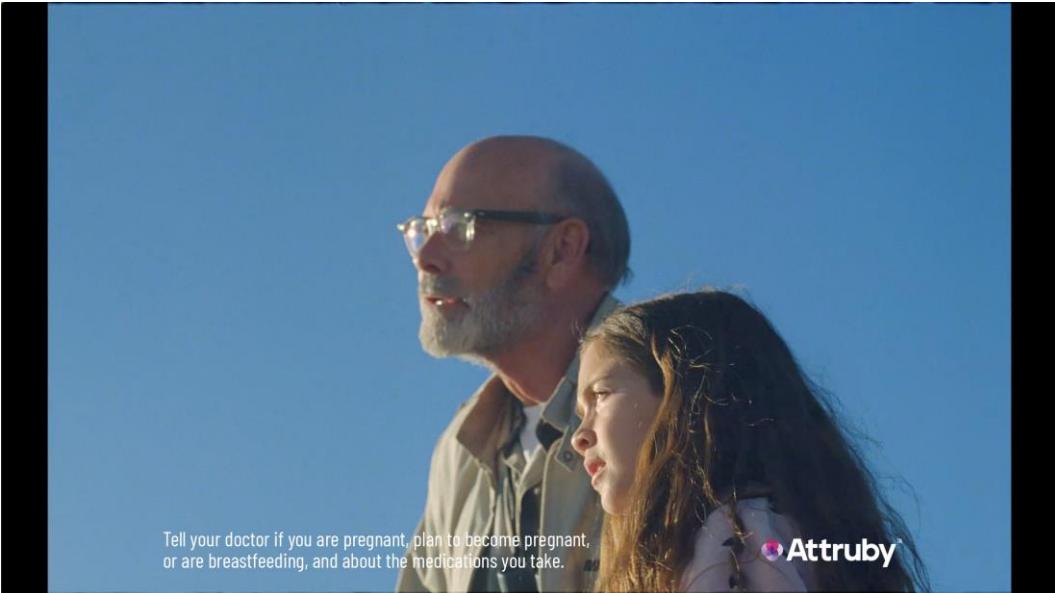
MAJOR STATEMENT

ON-SCREEN SUPER & VO

Tell your doctor if you are pregnant, plan to become pregnant, or are breastfeeding, and about the medications you take.

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Frame 17



Tell your doctor if you are pregnant, plan to become pregnant, or are breastfeeding, and about the medications you take.

We continue to see our protagonist enjoying spending time with his loved ones on a trip to a beautiful park.

00:46 – 00:50

MF: *The most common side effects were mild and included diarrhea —*

MAJOR STATEMENT

COS: *The most common side effects were mild and included diarrhea and abdominal pain.*

Frame 18



The most common side effects were mild and included diarrhea and abdominal pain.

We continue to see our protagonist enjoying spending time with his loved ones on a trip to a beautiful park.

00:50 – 00:52

MF: *— and abdominal pain.*

MAJOR STATEMENT

COS: *The most common side effects were mild and included diarrhea and abdominal pain.*

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Frame 19



CTA comes on screen as we see our protagonist with his loved ones in the distance.

00:52 – 00:58

MF: *If you have ATTR-cardiac amyloidosis, ask your cardiologist if Attruby is right for you.*

END CARD & COS:

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Visit Attruby.com/TV to learn more

ATTR-cardiac amyloidosis is also known as transthyretin-mediated cardiomyopathy (ATTR-CM).

*For eligible patients with commercial insurance. Terms and conditions apply.

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Frame 20



Cut back to MF leaving the school as he speaks to camera.

00:58 – 01:00

MF: *It's time to get busy livin'.*