

BIMZELX (bimekizumab-bkzx)

DTC PSO :45 “Fade Cut”

VISUAL:
MAN STANDING AND SPEAKS TO
CAMERA

SUPER:

For adults with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. By prescription only. Results may vary. Actor portrayals.



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MAN:
I was known for showing up and
showing out,

VISUAL:
MAN TOUCHES SKIN WHILE LOOKING
IN THE MIRROR

ON-SCREEN TEXT:
MODERATE-TO-SEVERE
plaque psoriasis

SUPER:

For adults with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. By prescription only. Results may vary. Actor portrayals.



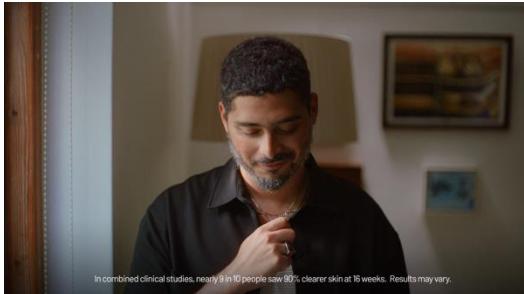
2

MAN VO:
But psoriasis shut me down.

VISUAL:
MAN THINKS TO HIMSELF AND PLAYS
WITH NECKLACE

SUPER:

In combined clinical studies, nearly 9 in 10 people saw 90% clearer skin at 16 weeks. Results may vary.



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MAN VO:
Until I got clearer skin.

VISUAL:
MAN STARTS TO SMILE AND LOGO
AND TEAL OVERLAY APPEAR ON
SCREEN

ON-SCREEN TEXT:
BIMZELX LOGO
(bimekizumab-bkzx)
Injection 160 mg 320 mg

SUPER:

In combined clinical studies, nearly 9 in 10 people saw 90% clearer skin at 16 weeks. Results may vary.



MAN VO:
With BIMZELX, I can't wait to
say...

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BIMZELX (bimekizumab-bkzx)
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VISUAL:
 MAN WALKS DOWN CITY STREET



MAN VO:
 I'm back.

ON-SCREEN TEXT:
 I'm Back

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VISUAL:
 MAN WALKS INTO BARBER SHOP AND DABS UP
 BARBER

ON-SCREEN TEXT:
 BIMZELX LOGO
 TARGETS & BLOCKS IL-17A + IL-17F
 TO CALM INFLAMMATION



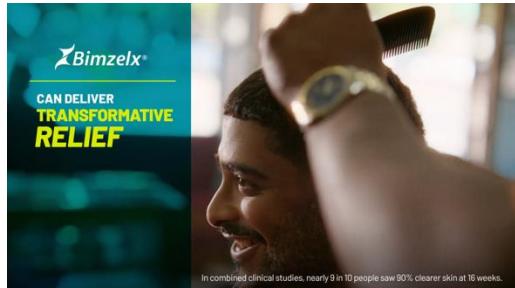
ANNCR:
 Only BIMZELX targets and blocks
 IL-17A plus F to calm inflammation.

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VISUAL:
 BARBER PUTS CAPE ON MAN

ON-SCREEN TEXT:
 BIMZELX LOGO
 CAN DELIVER TRANSFORMATIVE RELIEF

SUPER:
 In combined clinical studies, nearly 9 in 10
 people saw 90% clearer skin at 16 weeks.



ANNCR:
 BIMZELX can deliver
 transformative relief.

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VISUAL:
 BARBER CUTS HAIR AND CLOSE-UP ON
 MAN'S HAIRLINE

ON-SCREEN TEXT:
 BIMZELX LOGO
 100% CLEAR SKIN

SUPER:
 In combined clinical studies, more than 6 in
 10 people saw 100% clear skin at 16 weeks.
 Nearly 2 in 10 people saw clear skin after the
 first dose at 4 weeks.



MAN VO:
 Most people got 100% clear skin,

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BIMZELX (bimekizumab-bkzx)

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VISUAL:
TWO GUYS CHAT IN THE SHOP
WHILE GETTING THEIR HAIR CUT

ON-SCREEN TEXT:
BIMZELX LOGO
SOME AFTER THE FIRST DOSE AT 4
WEEKS

SUPER:
In combined clinical studies, more than 6
in 10 people saw 100% clear skin at 16
weeks. Nearly 2 in 10 people saw clear
skin after the first dose at 4 weeks.



MAN VO:
some after the first dose.

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VISUAL:
MAN SPINS AROUND IN CHAIR WITH HIS
FRESH CUT

ON-SCREEN TEXT:
I'm Back



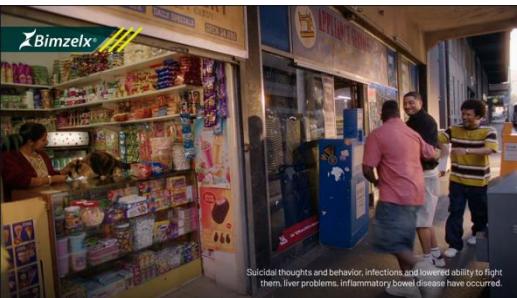
MAN VO:
I'm back to liking what I see looking
back at me.

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VISUAL:
MAN MEETS UP WITH HIS FRIENDS ON
THE BLOCK

ON-SCREEN TEXT:
BIMZELX LOGO

SUPER:
Suicidal thoughts and behavior,
infections and lowered ability to fight
them, liver problems, inflammatory
bowel disease have occurred.



ANNCR:
Serious side effects, like suicidal
thoughts and behavior, infections and
lowered ability to fight them, liver
problems, and inflammatory bowel
disease have occurred.

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VISUAL:
THE FRIENDS TAKE A SELFIE

ON-SCREEN TEXT:
BIMZELX LOGO

SUPER:
Tell your doctor if these happen or worsen, or
fevers, chills, muscle aches, cough occur, or
you've had a vaccine or plan to.



ANNCR:
Tell your doctor if these happen or worsen, or
fevers, chills, muscle aches, or cough occur,
or you've had a vaccine or plan to.

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VISUAL:
THE GUYS CONTINUE TO JOKE AROUND AND PHONE VIEW COMES ONTO SCREEN

ON-SCREEN TEXT:
BIMZELX LOGO

SUPER:
Before starting, get checked for infections, tuberculosis, liver problems.



ANNCR:
Before starting, get checked for infections, tuberculosis, and liver problems.

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VISUAL:
THE GUYS SAY GOODBYE BEFORE PARTING WAYS

ON-SCREEN TEXT:
BIMZELX LOGO

SUPER:
Visit BIMZELX.com or call 1-833-UCB-NOW1.
For pricing, visit ucb-usa.com/affordability



ANNCR:
Give yourself a chance to say

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VISUAL:
MAN WALKS DOWN CITY STREET

ON-SCREEN TEXT:
I'm Back

SUPER:
Visit BIMZELX.com or call 1-833-UCB-NOW1.
For pricing, visit ucb-usa.com/affordability



MAN VO:
I'm back.

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VISUAL:
TEAL OVERLAY AND LOGO APPEAR WITH HIGHLIGHT TREATMENT

ON-SCREEN TEXT:

BIMZELX LOGO

Pay as little as \$5 per dose
For eligible commercial patients only.
Not available to all U.S. patients. Restrictions apply. To learn more visit BIMZELX.com
UCB LOGO

SUPER:

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ANNCR:
Ask your dermatologist about BIMZELX.

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