

Open on a male hero (40s-50s) greeting his (3) friends at the local basketball court in suburban park.

1



MAN'S VO (internal monologue):

Back to the game I love.

Hero and friends starting to play a light game of two on two.

2



MAN'S VO (internal monologue):

It's great to be able to keep up with the guys again.

Play continues.

3



MAN'S VO (internal monologue):

It's why I wanted more for my symptomatic obstructive HCM—

Play continues.
The CAMZYOS® logo appears on the screen.

4

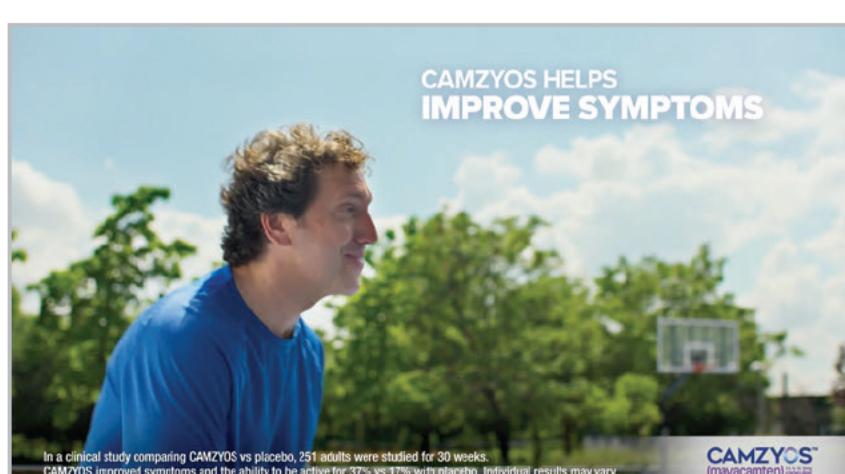


MAN'S VO (internal monologue):

so I asked my cardiologist about CAMZYOS.

SUPER:
CAMZYOS® is a prescription medicine used to treat adults—not children—with symptomatic obstructive hypertrophic cardiomyopathy (obstructive HCM).

5



MAN'S VO (internal monologue):

With CAMZYOS my symptoms have improved...

ON SCREEN TEXT:
CAMZYOS HELPS IMPROVE SYMPTOMS

SUPER:
In a clinical study comparing CAMZYOS vs placebo, 251 adults were studied for 30 weeks.
CAMZYOS improved symptoms and the ability to be active for 37% vs 17% with placebo. Individual results may vary.

Play continues.

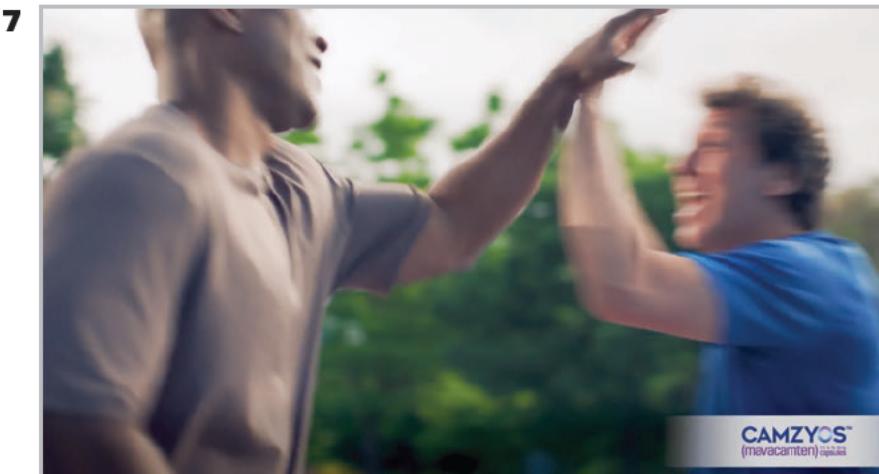
ON SCREEN TEXT:
AND YOUR ABILITY TO BE ACTIVE

SUPER:

In a clinical study comparing CAMZYOS vs placebo, 251 adults were studied for 30 weeks. CAMZYOS improved symptoms and the ability to be active for 37% vs 17% with placebo. Individual results may vary.



Hero greets friend.



Hero hugs family member.

SUPER:

It is not known if CAMZYOS is safe and effective in children.



Light play with family member.



Play continues.

ON SCREEN TEXT:

In a clinical study
REDUCED OBSTRUCTION 4X MORE
VERSUS THOSE WHO DID NOT TAKE CAMZYOS

SUPER:

In a clinical study comparing CAMZYOS vs placebo, for 30 weeks, obstruction (measured by post-exercise LVOT gradient) decreased on average 47 mm Hg for CAMZYOS vs 10 mm Hg for placebo.



MAN'S VO (internal monologue):

...and I can be more active now.

It's a difference I can feel...

MAN'S VO (internal monologue):

...and they can see.

MAN'S VO (internal monologue):

And she can too.

AVO:
CAMZYOS works by targeting what's causing oHCM.

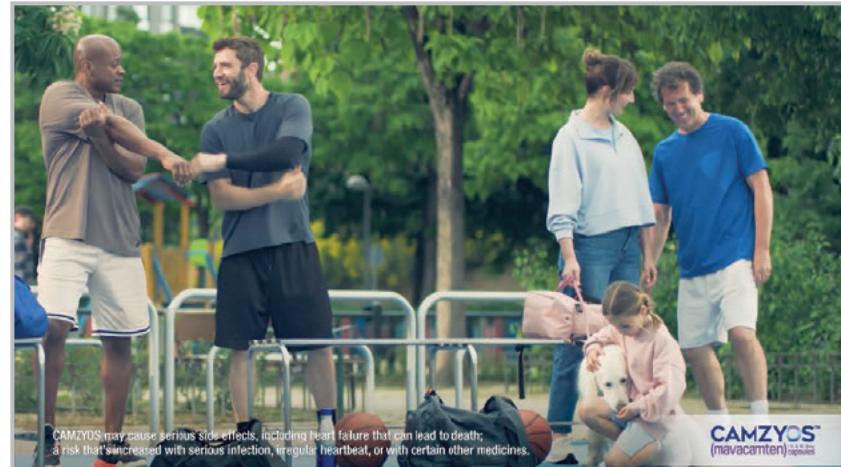
AVO:
And it's proven to reduce obstruction in the heart 4 times more.

Hero takes a break with family and friends.

SUPER:

CAMZYOS may cause serious side effects, including heart failure that can lead to death; a risk that's increased with serious infection, irregular heartbeat, or with certain other medicines.

11



AVO:

CAMZYOS may cause serious side effects, including heart failure that can lead to death; a risk that's increased with serious infection, irregular heartbeat, or with certain other medicines.

Hero engages with family and friends.

SUPER:

CAMZYOS may cause serious side effects, including heart failure that can lead to death; a risk that's increased with serious infection, irregular heartbeat, or with certain other medicines.

12



AVO:

a risk that's increased with serious infection, irregular heartbeat, or with certain other medicines.

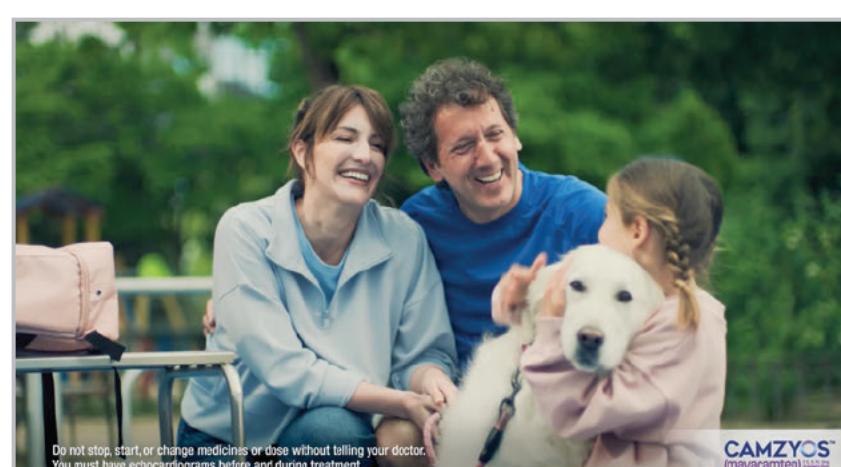
Hero engages with family members.

SUPER:

Do not stop, start, or change medicines or dose without telling your doctor.

You must have echocardiograms before and during treatment.

13



AVO:

Do not stop, start, or change medicines or dose without telling your doctor.

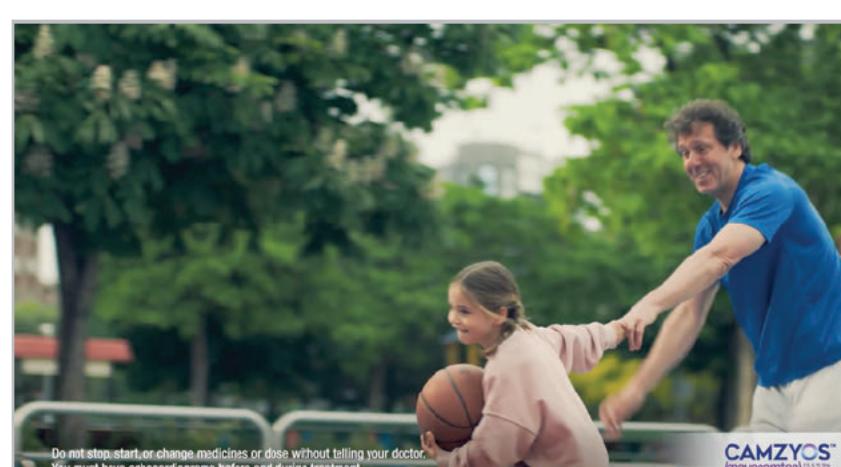
Hero engages with family members.

SUPER:

Do not stop, start, or change medicines or dose without telling your doctor.

You must have echocardiograms before and during treatment.

14



AVO:

You must have echocardiograms before and during treatment.

Hero teaching family member how to play.

SUPER:

Seek help for new or worsening heart failure symptoms.

CAMZYOS is only available through a restricted program.

15



AVO:

Seek help for new or worsening heart failure symptoms.

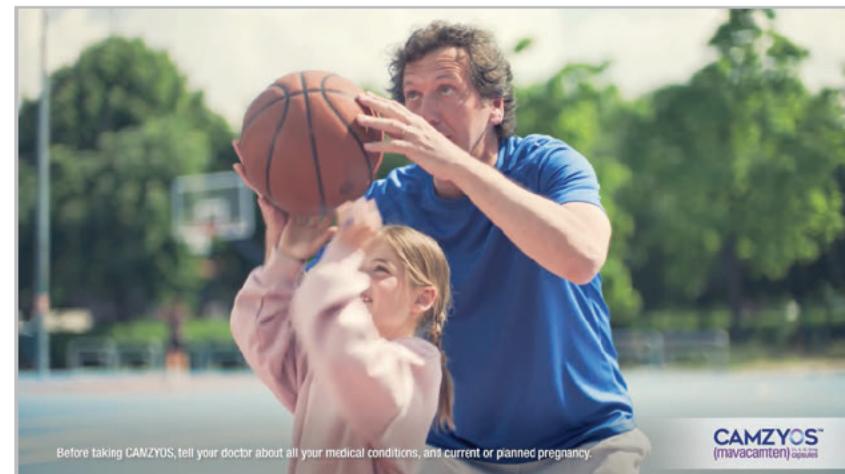
CAMZYOS is only available through a restricted program.

Hero teaches family member to shoot.

SUPER:

Before taking CAMZYOS, tell your doctor about all your medical conditions, and current or planned pregnancy.

16



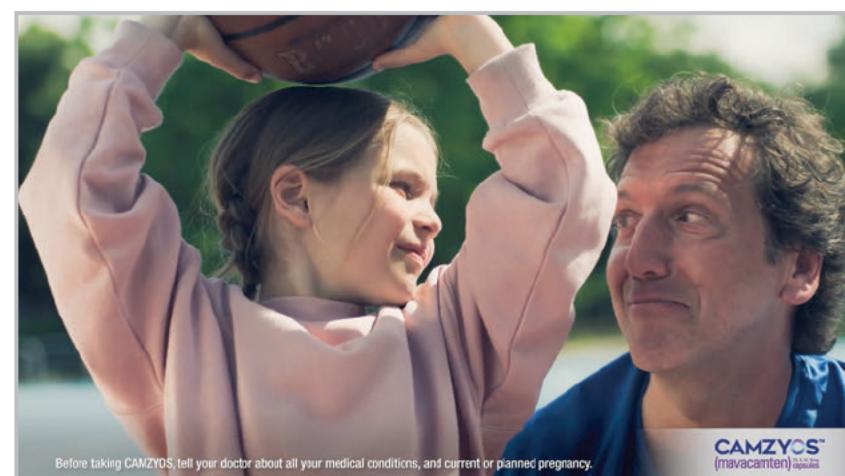
CAMZYOS[®]
(mavacamten) capsules

Hero teaches family member to shoot.

SUPER:

Before taking CAMZYOS, tell your doctor about all your medical conditions, and current or planned pregnancy.

17



CAMZYOS[®]
(mavacamten) capsules

Play continues. Hero teaches family member to shoot.

ON SCREEN TEXT:
FIRST-IN-CLASS

SUPER:

CAMZYOS is a cardiac myosin inhibitor.

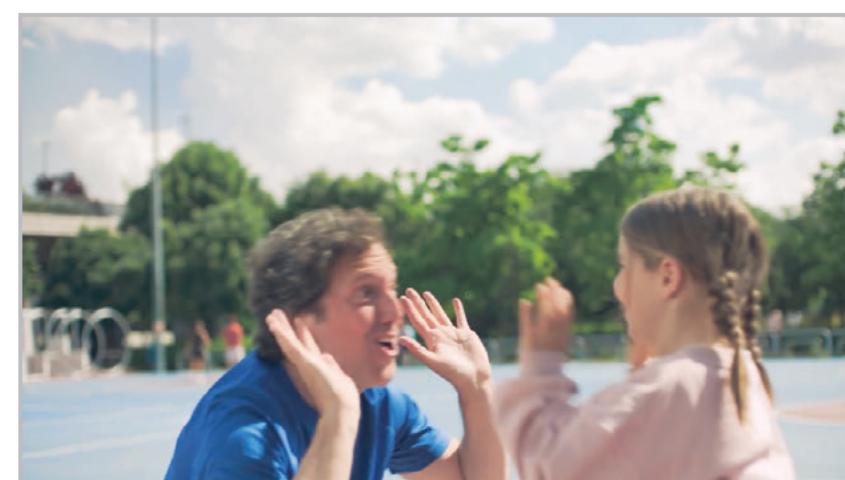
18



CAMZYOS[®]
(mavacamten) capsules

Play continues.

19



MAN'S VO (internal monologue):

It's great to be playing again.

ON SCREEN TEXT:
ASK YOUR CARDIOLOGIST ABOUT CAMZYOS

20



MAN'S VO (INTERNAL monologue):

Ask your cardiologist ...

AVO:
Before taking CAMZYOS...

[END FRAME]

ON SCREEN TEXT:

Eligible commercially insured patients may pay as little as \$10 per month*
Visit CAMZYOS.COM or call 1-855-CAMZYOS for more information, including cost and support.

BMS logo

SUPERS:

*Actual monthly out-of-pocket costs may vary. Out-of-pocket benefit amounts are subject to annual maximum limits.

Additional terms and conditions may apply.

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CAMZYOS™
(mavacamten) 2.5, 5, 10, 15mg
capsules

Eligible commercially insured patients may pay as little as

\$10 PER MONTH*

Visit CAMZYOS.COM or call 1-855-CAMZYOS
for more information, including cost and support.

*Actual monthly out-of-pocket costs may vary. Out-of-pocket benefit amounts are subject to annual maximum limits. Additional terms and conditions may apply.
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MAN'S VO (INTERNAL monologue):

...about CAMZYOS.