

VIDEO / SUPERS

AUDIO

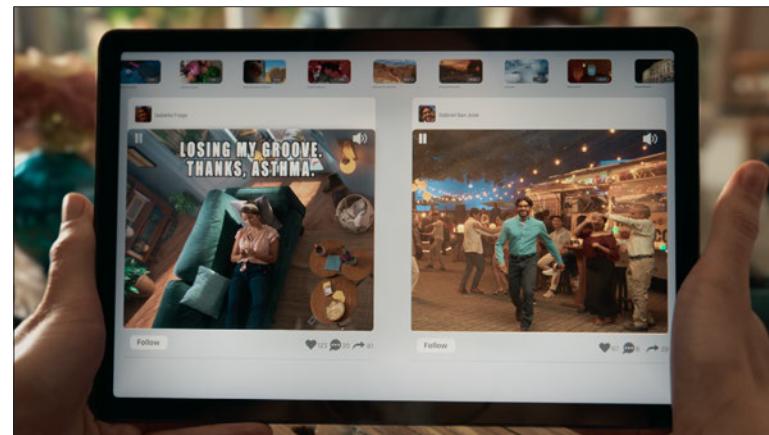
01

VIDEO:

Opens on a computer tablet that someone is holding. On screen we see a social media environment. The post on the left depicts a woman sitting bored at home. The adjacent post depicts an outdoor salsa dance party.

MEME:

LOSING MY GROOVE.
THANKS, ASTHMA.



AVO:

Asthma. Does it have you missing out on what you love,...

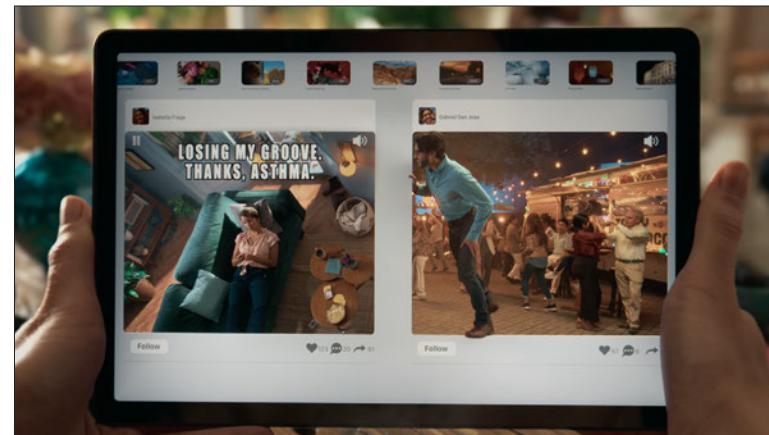
02

VIDEO:

We pull out to reveal the adjacent post in which a group of her friends are salsa dancing outdoors in the early evening light. Her friend comes to greet her.

MEME:

LOSING MY GROOVE.
THANKS, ASTHMA.



AVO:

...with who you love?

03

VIDEO:

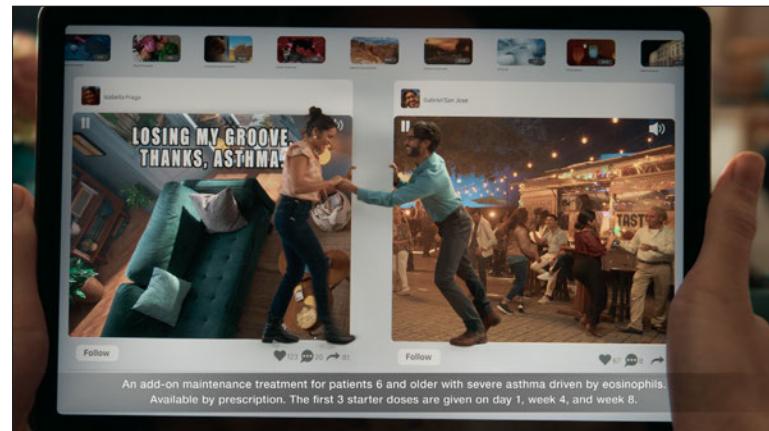
Her friend reaches across the posts, beckoning her to join them. She grabs her friend's hand and is pulled into the adjacent post.

MEME:

LOSING MY GROOVE.
THANKS, ASTHMA.

SUPER:

An add-on maintenance treatment for patients 6 and older with severe asthma driven by eosinophils. Available by prescription. The first 3 starter doses are given on day 1, week 4, and week 8.



AVO:

Get back...

VIDEO / SUPERS

AUDIO

04

VIDEO:

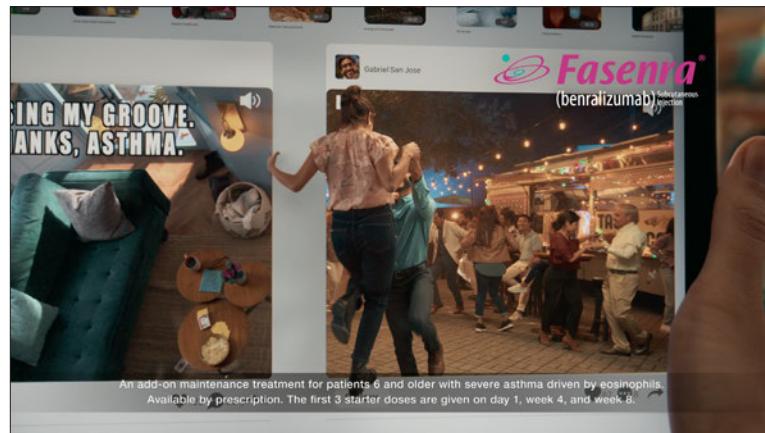
The woman joins her friends salsa dancing.

GRAPHIC:

FASENRA logo

SUPER:

An add-on maintenance treatment for patients 6 and older with severe asthma driven by eosinophils. Available by prescription. The first 3 starter doses are given on day 1, week 4, and week 8.



05

VIDEO:

We have pushed into the scene. She is enjoying dancing outside with her friend. Everyone is having a great time.

GRAPHIC:

FASENRA logo

SUPER:

An add-on maintenance treatment for patients 6 and older with severe asthma driven by eosinophils. Available by prescription. The first 3 starter doses are given on day 1, week 4, and week 8.



06

VIDEO:

Dancing with friends continues.

GRAPHIC:

FASENRA logo

SUPER:

An add-on maintenance treatment for patients 6 and older with severe asthma driven by eosinophils. Available by prescription. The first 3 starter doses are given on day 1, week 4, and week 8.



AVO:

...to better breathing with FASENRA,...

AVO:

...an add-on treatment...

AVO:

...for eosinophilic asthma taken once every...

VIDEO / SUPERS**AUDIO**

07

VIDEO:

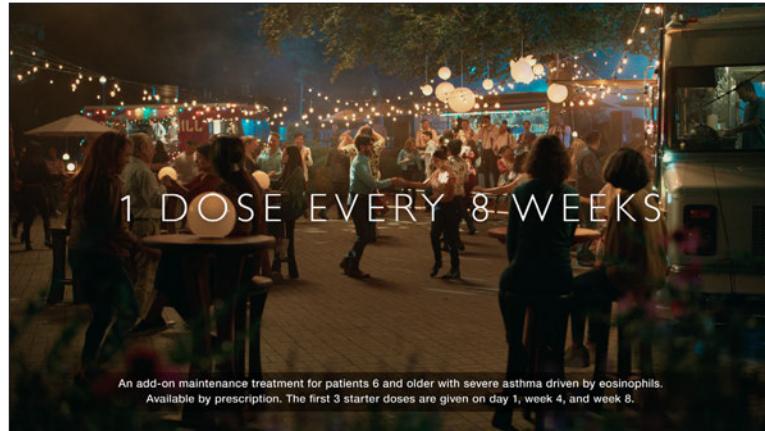
Pull back to see woman enjoying outdoor salsa-dancing event.

GRAPHIC:

1 DOSE EVERY 8 WEEKS

SUPER:

An add-on maintenance treatment for patients 6 and older with severe asthma driven by eosinophils. Available by prescription. The first 3 starter doses are given on day 1, week 4, and week 8.

**AVO:**

...8 weeks.

08

VIDEO:

Woman and her friend are dancing and laughing.

SUPER:

FASENRA is not for sudden breathing problems.

**AVO:**

FASENRA is not for sudden breathing problems.

09

VIDEO:

Dancing continues.

SUPER:

FASENRA may cause serious allergic reactions, including anaphylaxis. Get help right away if you have swelling of your face, mouth, tongue, or trouble breathing. Don't stop your medications, including oral steroids, without talking with your doctor.

**AVO:**

Serious allergic reactions may occur.

VIDEO / SUPERS

10

VIDEO:

Woman and her friend walk to a table to sit down.

SUPER:

FASENRA may cause serious allergic reactions, including anaphylaxis. Get help right away if you have swelling of your face, mouth, tongue, or trouble breathing. Don't stop your medications, including oral steroids, without talking with your doctor.



FASENRA may cause serious allergic reactions, including anaphylaxis.
Get help right away if you have swelling of your face, mouth, tongue, or trouble breathing.
Don't stop your medications, including oral steroids, without talking with your doctor.

VIDEO:

Woman talks with her friend.

SUPER:

FASENRA may cause serious allergic reactions, including anaphylaxis. Get help right away if you have swelling of your face, mouth, tongue, or trouble breathing. Don't stop your medications, including oral steroids, without talking with your doctor.



FASENRA may cause serious allergic reactions, including anaphylaxis.
Get help right away if you have swelling of your face, mouth, tongue, or trouble breathing.
Don't stop your medications, including oral steroids, without talking with your doctor.

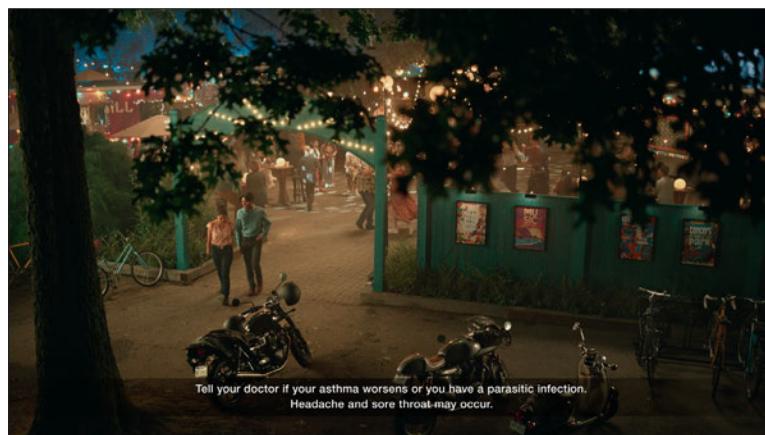
VIDEO:

Cut to the woman and her friend walking out of the park. They're getting ready to go home.

SUPER:

Tell your doctor if your asthma worsens or you have a parasitic infection. Headache and sore throat may occur.

12



Tell your doctor if your asthma worsens or you have a parasitic infection.
Headache and sore throat may occur.

AUDIO

AVO:

Get help for swelling of your face, mouth, tongue, or trouble breathing.

AVO:

Don't stop your asthma treatments without talking with your doctor.

VIDEO / SUPERS

AUDIO

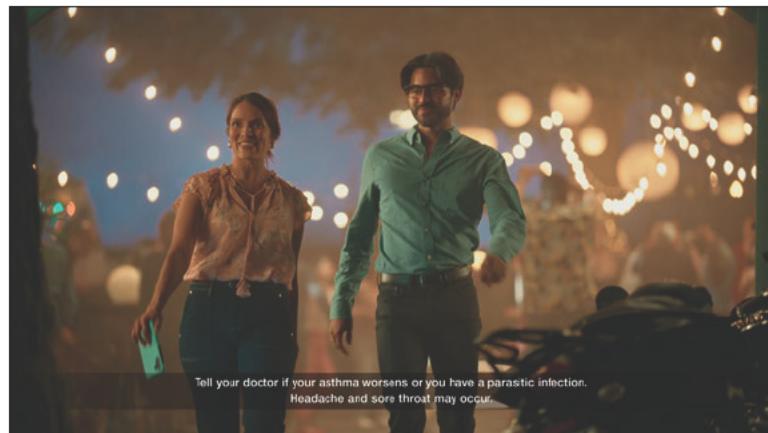
13

VIDEO:

Woman and her friend continue walking out of the park.

SUPER:

Tell your doctor if your asthma worsens or you have a parasitic infection. Headache and sore throat may occur.



AVO:

...or you have a parasitic infection.

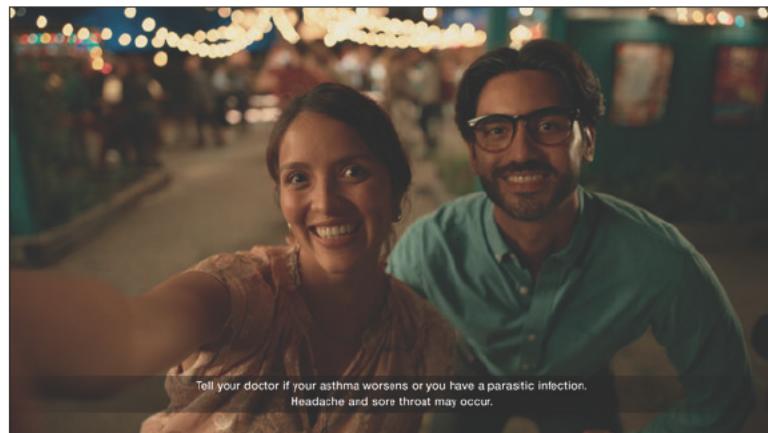
14

VIDEO:

We zoom in to see them take a selfie.

SUPER:

Tell your doctor if your asthma worsens or you have a parasitic infection. Headache and sore throat may occur.



AVO:

Headache and sore throat may occur.

15

VIDEO:

The picture freezes and we pull out of a tablet to see that the scene is now a social media post. Likes pop up from people viewing the post.

GRAPHIC:

MOVE FORWARD WITH
FASENRA logo

AstraZeneca logo

SUPERS:

fasenra.com 1-833-360-4357

If you can't afford your medication, AstraZeneca may be able to help. For cost and affordability information, visit fasenra.com



AVO:

Ask your doctor if FASENRA...

VIDEO / SUPERS

16

VIDEO:

The tablet is set down on a café table.

GRAPHIC:

MOVE FORWARD WITH
FASENRA logo

AstraZeneca logo

SUPERS:

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**AUDIO**

AVO:

...is right for you.