

“GRAB AHOLD” :60

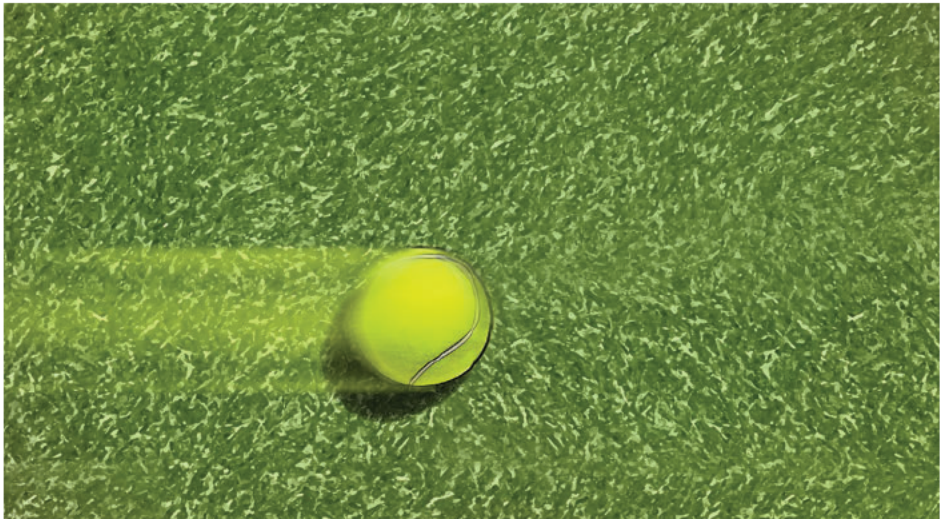
FRUZAQLA Branded DTP CTV Spot

Date of Preparation: August 2025

“GRAB AHOLD” :60 FRUZAQLA Branded DTP CTV Spot_BLNY-P00109888-001

Frame 1 NOTE: All time codes are approximate

0:00-0:02



Video: Open on an overhead shot of a tennis ball rolling into view along the ground at a park.
Super: QR code appears and stays on screen for the entire duration of the CTV spot.
Audio: VO (narrator): The smallest thing...
SFX: Low-level, but driving, soundtrack begins. Soft background sounds from within a park.

Frame 2

0:03-0:05



Video: Overhead shot pulls up a bit to reveal a dog who has nudged the ball and sent it rolling toward a man's hand. His hand reaches down and picks up the ball.
Super: QR code stays on screen and FRUZAQLA logo appears on lower right of screen.
Audio: VO (narrator): ...can mean so much when you're living with metastatic colorectal cancer.
SFX: Low-level, but driving, soundtrack continues. Soft background park sounds fade a bit as VO begins.

Frame 3

0:06-0:08



Video: As his hand is holding the ball, the camera starts moving and zooming in on the ball.
Super: QR code and FRUZAQLA logo remain on screen.
NOTE: Camera is now moving into and through objects and scenes the entire time, until about 0:56.
Bottom Super: FRUZAQLA® (fruquintinib) treats adults with colorectal cancer that has spread to other parts of the body who have previously received certain anti-cancer treatments. By prescription only.
Audio: VO (narrator): And FRUZAQLA could help you grab ahold...
SFX: Low-level, but driving, soundtrack and VO continue.

Frame 4

0:09-0:10



Video: Camera zooms into the tennis ball, which blends into the grass around the overhead shot (from a distance) of our male reader. He is sitting on a love seat in his back yard.
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: (continues) FRUZAQLA® (fruquintinib) treats adults with colorectal cancer that has spread to other parts of the body who have previously received certain anti-cancer treatments. By prescription only.
Audio: VO (narrator): ...of that life you want more of.
SFX: Low-level, but driving, soundtrack and VO continue.

Frame 5

0:11-0:14



Video: Zooming effect continues as we see a more close-up overhead shot of our male reader.
Super: ON-SCREEN GRAPHIC [fades on and off]: FRUZAQLA is an innovative targeted therapy
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: FRUZAQLA helps block the creation of new blood vessels that tumors need to grow.
Audio: VO (narrator): Because FRUZAQLA is an innovative targeted therapy. It is not chemotherapy.
SFX: Low-level, but driving, soundtrack increases in tempo and VO continues.

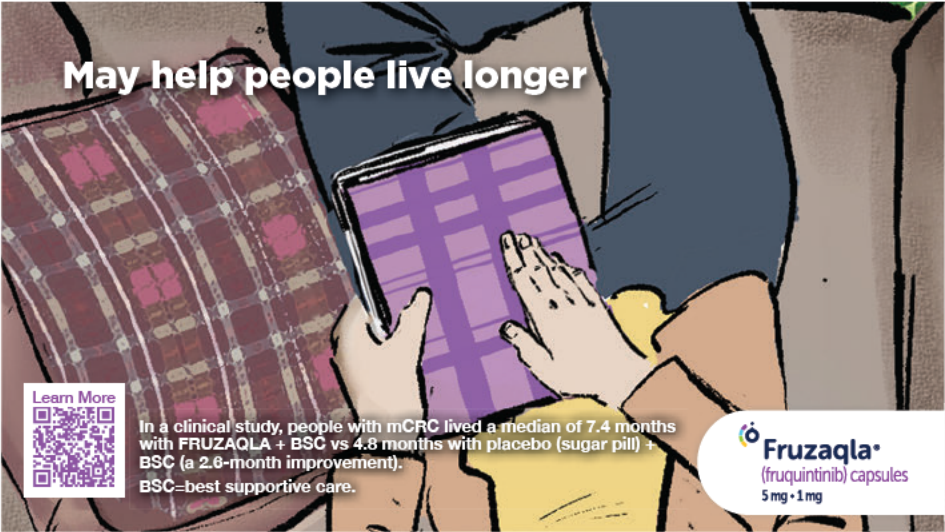
Frame 5 (continued)

0:11-0:14



Video: Zooming effect continues as we see him, from overhead, close the book. The book cover has a lattice pattern on it.
Super: ON-SCREEN GRAPHIC [fades on and off]: It is NOT chemotherapy
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: FRUZAQLA helps block the creation of new blood vessels that tumors need to grow.
Audio: VO (narrator): Because FRUZAQLA is an innovative targeted therapy. It is not chemotherapy.
SFX: Low-level, but driving, soundtrack increases in tempo and VO continues.

Frame 6 0:15-0:19



Video: Zooming effect continues, from overhead, as we move toward and through the lattice pattern on the book cover.
Super: ON-SCREEN GRAPHIC [fades on and off]: May help people live longer
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: In a clinical study, people with mCRC lived a median of 7.4 months with FRUZAQLA + BSC vs 4.8 months with placebo (sugar pill) + BSC (a 2.6-month improvement). BSC—best supportive care.
Audio: VO (narrator): That helped people in the clinical study live longer than those given placebo.
SFX: Low-level, but driving, soundtrack and VO continue.

Frame 7 0:20-0:22



Video: Zooming effect continues as book lattice pattern image, from overhead, transitions into overhead scene (from a distance) of our flower shop character.
Super: ON-SCREEN GRAPHIC [fades on and off]: Convenient, once-daily pill
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: Take as prescribed.
Audio: VO (narrator): And that is a convenient, once-daily pill.
SFX: Low-level, but driving, soundtrack and VO continue.

Frame 8 0:23-0:28



Video: Zooming effect continues as we move in closer, from overhead, and see our flower shop character working with the flowers.
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: FRUZAQLA® (fruquintinib) treats adults with colorectal cancer that has spread to other parts of the body who have previously received certain anti-cancer treatments. By prescription only.
Audio: VO (narrator): FRUZAQLA® (fruquintinib) treats adults with colorectal cancer that has spread to other parts of the body who have previously received certain anti-cancer treatments.
SFX: Even lower level, but driving, soundtrack continues under major statement.

Frame 9 0:29-0:39



Video: Zooming effect continues, transitioning to an overhead shot of her filling a flower vase.
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: FRUZAQLA may cause serious side effects including high blood pressure, protein in your urine, hand-foot skin reactions, and severe bleeding, infections, liver problems, and blood clots that may lead to death.
Audio: FRUZAQLA may cause serious side effects including high blood pressure, protein in your urine, hand-foot skin reactions, and severe bleeding, infections, liver problems, and blood clots that may lead to death.
SFX: Even lower level, but driving, soundtrack continues under major statement.

Frame 10 0:40-0:44



Video: Zooming effect continues, as we move toward and through one of the flowers in the vase. Zooming effect continues as that flower transitions to a grouping of flowers (from a distance) that are behind a park bench, where our man and his dog are visible.
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: Common side effects include voice changes, abdominal pain, diarrhea, and weakness and feeling very tired or sleepy.
Audio: VO (narrator): Common side effects include voice changes, abdominal pain, diarrhea, and weakness and feeling very tired or sleepy.
SFX: Even lower level, but driving, soundtrack continues under major statement.

Frame 11 0:45-0:47



Video: Zooming effect continues as we move in closer on our man with his dog by the park bench with flowers behind it. Sitting on the park bench is his wife and care partner.
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: FRUZAQLA may harm your unborn baby. Do not become pregnant while on treatment.
Audio: VO (narrator): FRUZAQLA may harm your unborn baby. Do not become pregnant while on treatment.
SFX: Even lower level, but driving, soundtrack continues under major statement.

Frame 12

048-0:51



Video: Zooming effect continues as we see the dog (ball in mouth) walk closer to our man standing by the park bench.
Super: QR code and FRUZAQLA logo remain on screen.
Bottom Super: Tell your healthcare provider about all the medicines you take, especially blood thinners.
Audio: VO (narrator): Tell your healthcare provider about all the medicines you take, especially blood thinners.
SFX: Even lower level, but driving, soundtrack continues under major statement.



This frame is a transition between frames 12 and 13. It is part of frame 13 as the imagery will morph into the imagery on frame 13, and this imagery is part of the VO on frame 13.
Video: Zooming effect ends as we see him sitting down on the park bench next to his wife, looking to camera with his dog by his side. His wife gently rubs his leg lovingly. He starts speaking to camera.

Frame 13

0:52-0:55



Video: Camera starts moving up and over, while turning, to end with an overhead shot (close in) of him sitting on the park bench, tossing the ball up and down in his hand, with his dog by his side.
Super: QR code and FRUZAQLA logo remain on screen.
Super: ON-SCREEN GRAPHIC [campaign headline]: CLAIM MORE OF YOUR LIFE WITH FRUZAQLA
Bottom Super: In a clinical study, people with metastatic colorectal cancer lived a median of 7.4 months with FRUZAQLA + BSC vs 4.8 months with placebo (sugar pill) + BSC (a 2.6-month improvement). BSC=best supportive care.
Audio: VO (Man with dog): I'm claiming more of my life with FRUZAQLA.
SFX: Low-level, but driving, soundtrack and VO continue.

Frame 14

0:56-0:59



Video: Man with dog scene fades out. Supers & headline fade out. White box opens in center of screen to reveal FRUZAQLA logo.
Center Super: Learn more at FRUZAQLA.com
Super: QR code remains on screen
Bottom Super: To see the Patient Information, including more Safety Information, and to learn more about the cost of FRUZAQLA and how you may be able to get help with the cost of your medicine, visit FRUZAQLA.com or call 1-844-217-6468.
Bottom Super: Corporate logo and End Matter appear on bottom of screen.
Audio: VO (Man with dog): Ask your doctor if it can help you claim more of yours.
SFX: Low-level, but driving, soundtrack fades out.