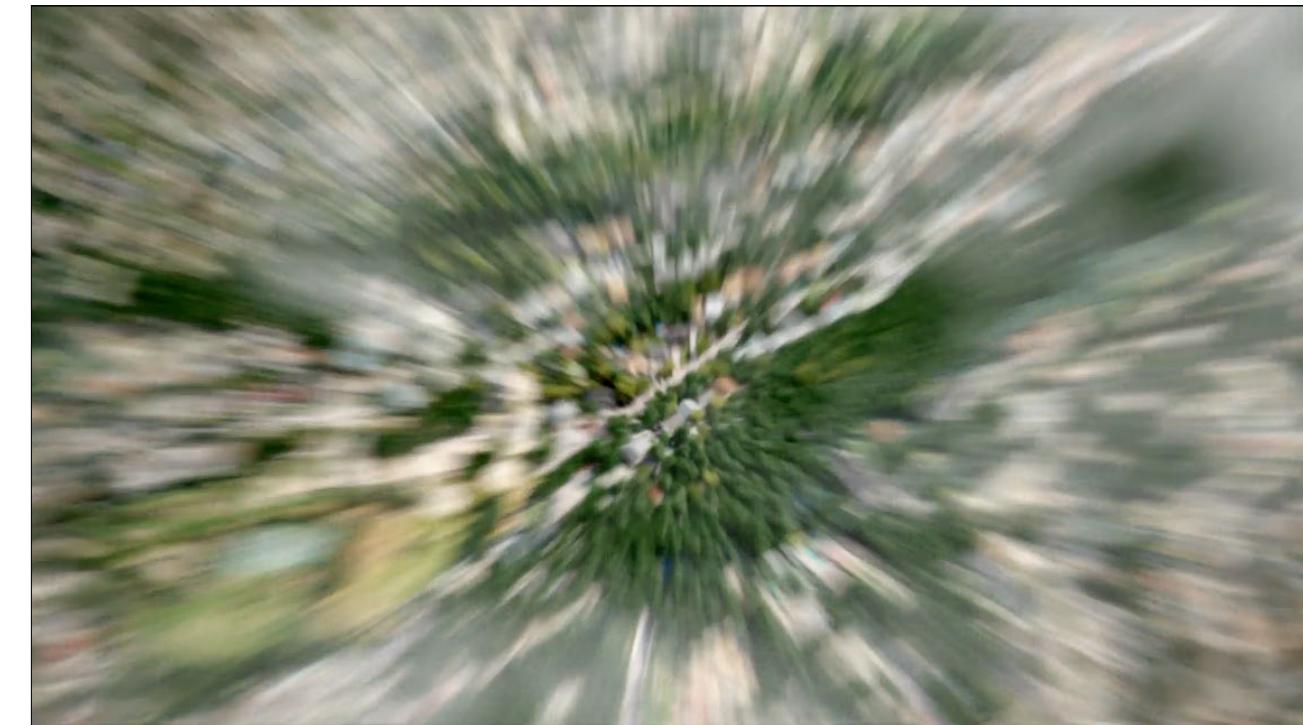


1.

0:00–0:01

**Visual:**

We open in the sky above a suburban neighborhood. We hear a man's voice begin to speak. It's calming, friendly, and informative.

**Super:**

N/A

**Audio/VO/Speaker:**

**Background Music:** Rhythmic funk with a driving beat.

**Narrator:** Of the...

2.

0:01–0:02

**Visual:**

The camera pushes closer and closer, flying through a window into a man's living room.

**Super:**

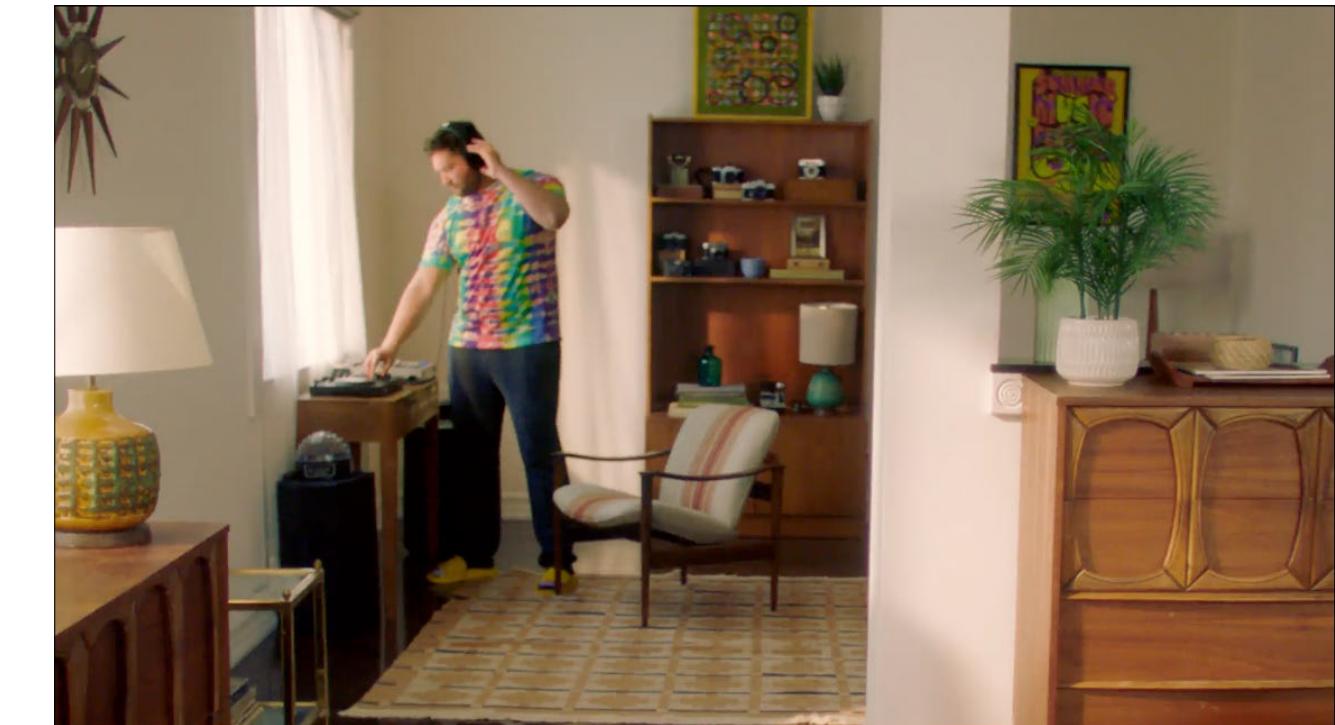
N/A

**Audio/VO/Speaker:**

**Narrator:** ...8 billion...

3.

0:02–0:03

**Visual:**

We see the man — our protagonist, Lewis — listening to music on a turntable.

**Super:**

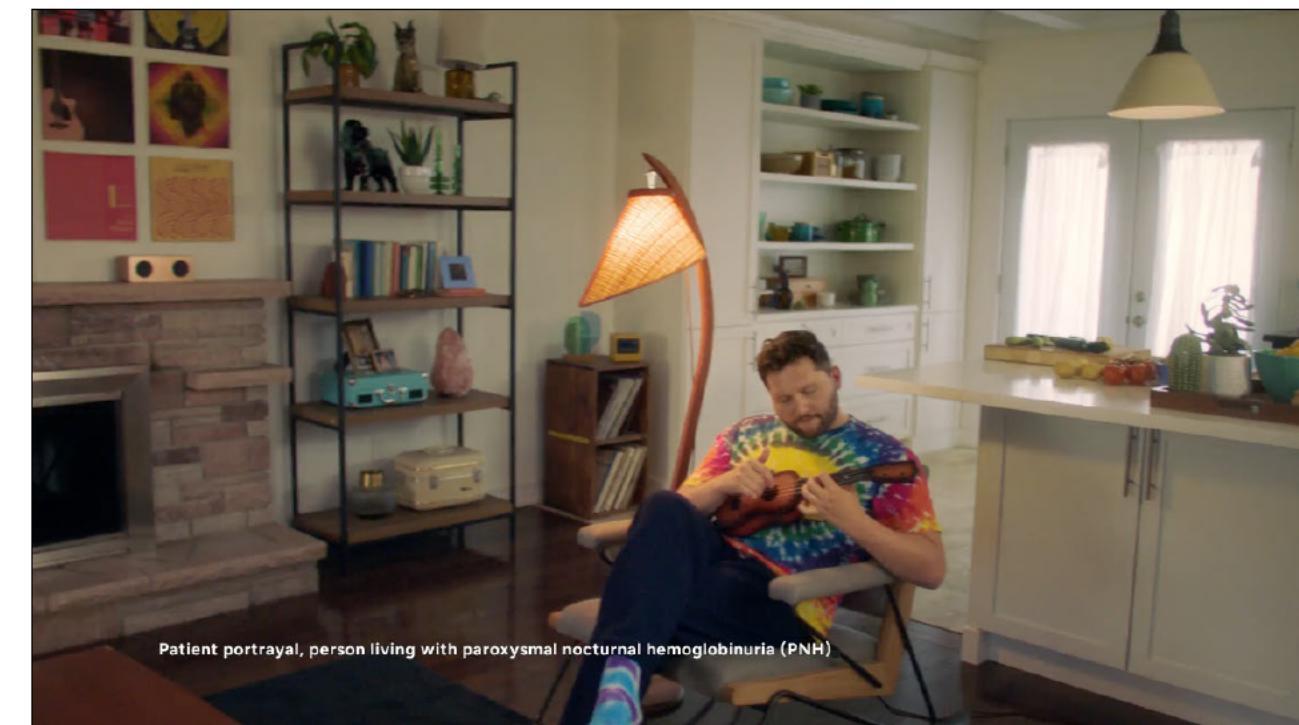
N/A

**Audio/VO/Speaker:**

**Narrator:** ...people in the world...

4.

0:03-0:04

**Visual:**

The camera moves right, and Lewis is shown lounging in his apartment through a time lapse. First, he's playing the ukelele...

**Super:**

Patient portrayal, person living with paroxysmal nocturnal hemoglobinuria (PNH)

**Audio/VO/Speaker:**

**Narrator:** ...there aren't many like you, Lewis.

5.

0:04-0:07

**Visual:**

...as the camera whips left, he's shown eating a slice of pizza, crust-first.

**Super:**

N/A

**Audio/VO/Speaker:**

**Narrator:** You love tie-dye shirts. And there's that thing with the pizza.

6.

0:07-0:09

**Visual:**

Lewis responds to the narrator.

**Super:**

N/A

**Audio/VO/Speaker:**

**Lewis, mid-chew:** You should try it!

7.

0:09–0:12



**Visual:**

Cut to a wide shot of Lewis calling for his pet.

**Super:**

N/A

**Audio/VO/Speaker:**

**Narrator:** Then there's your faithful companion.

**Lewis:** Here, Kitty Kitty...

8.

0:12–0:13



**Visual:**

A large Weimaraner jumps on the couch. Lewis playfully greets the dog.

**Super:**

N/A

**Audio/VO/Speaker:**

Lewis ad-libs his affection towards Kitty.

**Narrator:** Definitely...

9.

0:13–0:14



**Visual:**

Cut to a close-up of Kitty's studded black leather collar.

**Super:**

N/A

**Audio/VO/Speaker:**

**Narrator:** ...one-of-a-kind. You're also...

10.

0:14–0:20

**Visual:**

Lewis starts flipping through the channels on the remote while listening to the narrator.

The PNH explanatory super appears in the bottom-left corner of the frame, and the first letters of each word are animated to align with the voiceover.

**Super:**

Paroxysmal Nocturnal Hemoglobinuria

**Audio/VO/Speaker:**

**Narrator:** ...living with paroxysmal nocturnal hemoglobinuria — or PNH, a rare disease that's unique,...

11.

0:20–0:23

**Visual:**

Lewis thoughtfully considers the narrator's words.

**Super:**

N/A

**Audio/VO/Speaker:**

**Narrator:** ...too. So we made this commercial for you, because you...

12.

0:23–0:30

**Visual:**

Returning to a wider shot of Lewis and Kitty, Lewis responds to the narrator.

**Super:**

N/A

**Audio/VO/Speaker:**

**Narrator:** ...say you're fine.

**Lewis, somewhat defensively:** I am fine.

**Narrator:** Fine?! You're dealing with things like anemia and associated symptoms that may be limiting you.

13.

0:30–0:31



**Visual:**

Kitty barks in agreement, with added subtitles.

**Super:**

"HE'S RIGHT!"

**Audio/VO/Speaker:**

**Kitty:** Arf arf arf!

14.

0:31–0:32



**Visual:**

Lewis looks down and responds to the narrator.

**Super:**

N/A

**Audio/VO/Speaker:**

**Lewis, thoughtfully:** That's true.

15.

0:32–0:37



**Visual:**

In a wide shot of Lewis and Kitty, the two listen to narration.

**Super:**

FABHALTA logo.

FABHALTA is a prescription medicine used to treat adults with paroxysmal nocturnal hemoglobinuria (PNH). It is not known if FABHALTA is safe and effective in children.

**Audio/VO/Speaker:**

**Narrator:** And THAT is why we made FABHALTA, a prescription medicine used to treat adults with PNH.

16.

0:37-0:38

**Visual:**

Lewis is intrigued by what the narrator is saying.

**Super:****IMPROVED HEMOGLOBIN LEVELS**

82% of adults who switched to FABHALTA vs 0% who remained on SOLIRIS® or ULTOMIRIS® had an increase in Hb  $\geq 2\text{g/dL}$ , and 68% of adults who switched to FABHALTA vs 0% who remained on SOLIRIS® or ULTOMIRIS® had Hb levels  $\geq 12\text{g/dL}$  without a need for red blood cell transfusions in a 24-week study.

ULTOMIRIS® (ravulizumab-cwvz) and SOLIRIS® (eculizumab) are registered trademarks of Alexion Pharmaceuticals, Inc.

**Audio/VO/Speaker:**

**Narrator:** And the best part?

17.

0:38-0:46

**Visual:**

Lewis ponders and then responds to the narrator's words.

**Super:****IMPROVED HEMOGLOBIN LEVELS****COMPARED TO SOLIRIS® OR ULTOMIRIS® INFUSIONS**

82% of adults who switched to FABHALTA vs 0% who remained on SOLIRIS® or ULTOMIRIS® had an increase in Hb  $\geq 2\text{g/dL}$ , and 68% of adults who switched to FABHALTA vs 0% who remained on SOLIRIS® or ULTOMIRIS® had Hb levels  $\geq 12\text{g/dL}$  without a need for red blood cell transfusions in a 24-week study.

ULTOMIRIS® (ravulizumab-cwvz) and SOLIRIS® (eculizumab) are registered trademarks of Alexion Pharmaceuticals, Inc.

**Audio/VO/Speaker:**

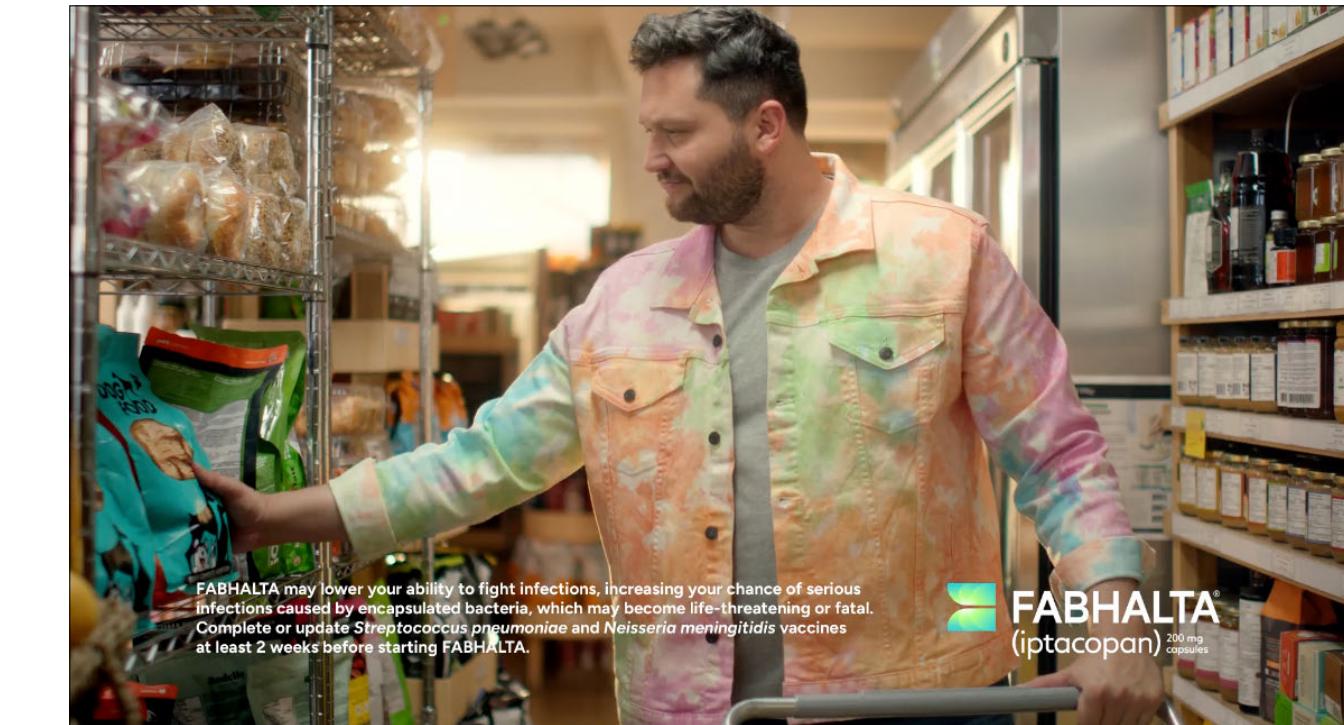
**Narrator:** It's a a twice-daily pill that substantially improved hemoglobin levels compared to SOLIRIS® or ULTOMIRIS® infusions.

**Lewis:** Really?

**Narrator:** Really!

18.

0:46-0:49

**Visual:**

Cut to Lewis in a grocery store, picking up dog food.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

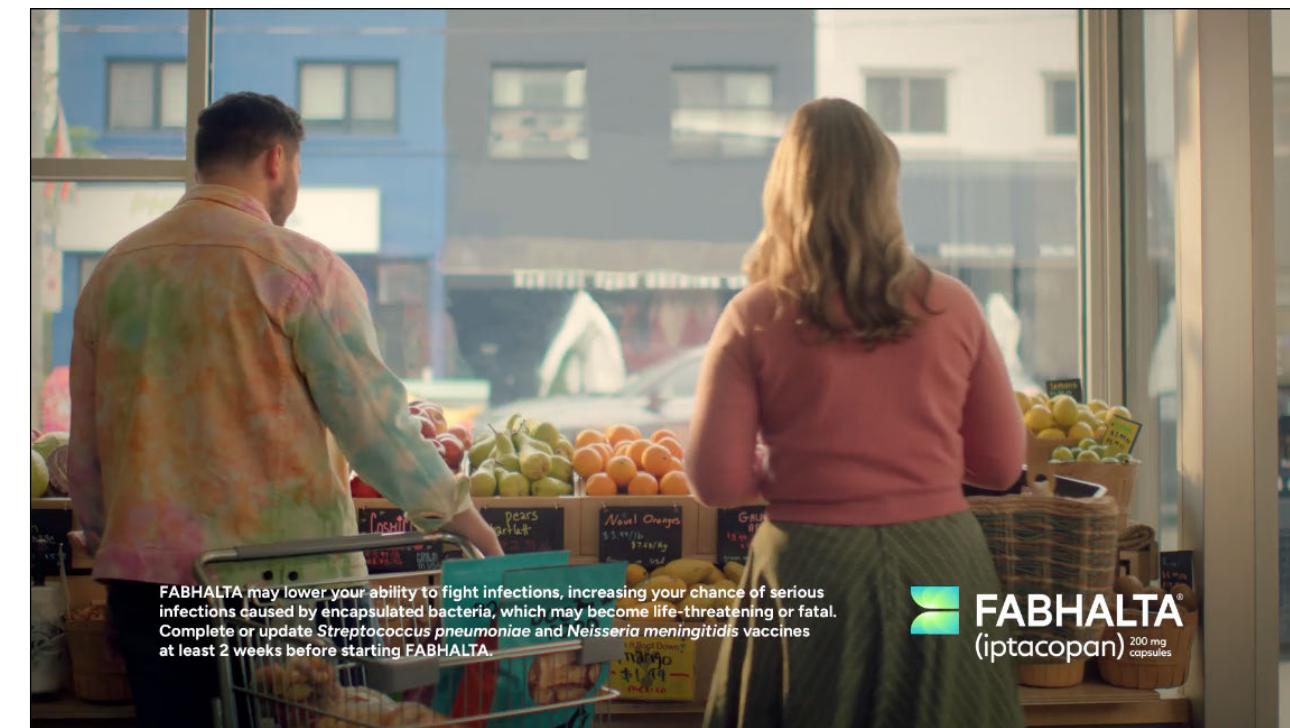
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** FABHALTA may lower your ability to fight infections...

19.

0:49–0:50

**Visual:**

Lewis is selecting produce. A woman is nearby.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...increasing your chance of serious...

20.

0:50–0:51

**Visual:**

They both reach for the same orange and brush hands accidentally.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

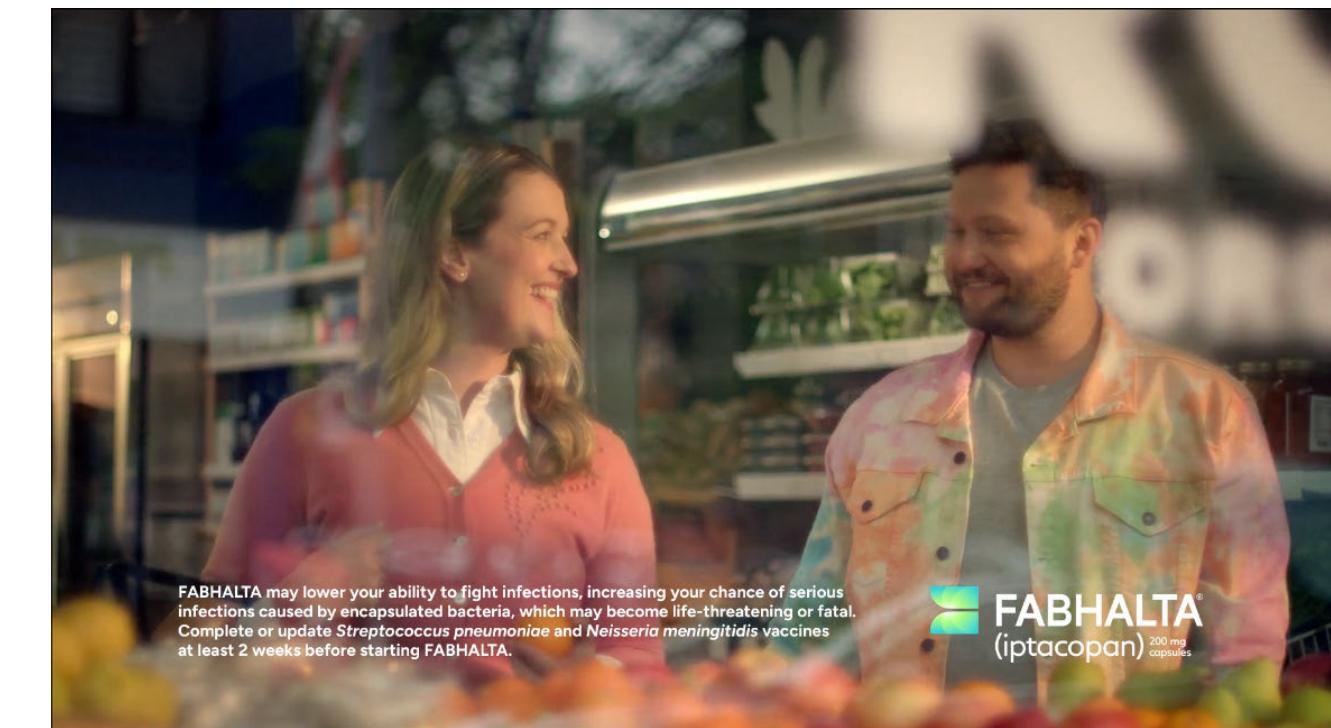
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ... infections caused by...

21.

0:51–0:54

**Visual:**

Lewis and the woman gently smile at each other, as seen through the store window.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...encapsulated bacteria, which may become life-threatening or fatal.

22.

0:54–0:56

**Visual:**

Lewis and the woman are really hitting it off.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

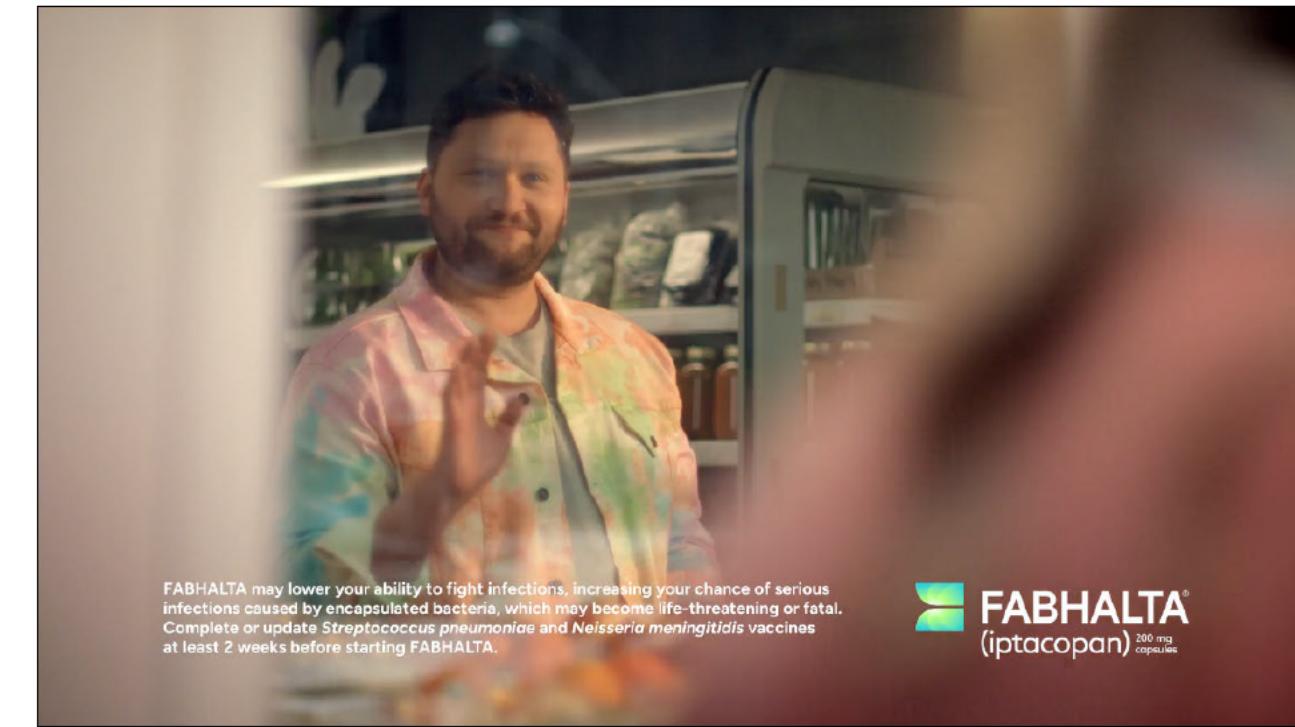
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** Complete or update *Streptococcus pneumoniae*...

23.

0:56–0:59

**Visual:**

Lewis waves at the woman as she leaves the store.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...and *Neisseria meningitidis* vaccines...

24.

0:59–1:02

**Visual:**

Lewis playfully throws an orange into the air.

**Super:**

FABHALTA may lower your ability to fight infections, increasing your chance of serious infections caused by encapsulated bacteria, which may become life-threatening or fatal. Complete or update *Streptococcus pneumoniae* and *Neisseria meningitidis* vaccines at least 2 weeks before starting FABHALTA.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...at least 2 weeks before starting FABHALTA.

25.

1:02–1:04



**Visual:**

Lewis and Kitty out for a walk.

**Super:**

If treatment is urgent and you are not vaccinated, you should receive antibiotics with your vaccines. Before starting FABHALTA, tell your doctor about your medical conditions and medications. Don't start FABHALTA if you are allergic to it or have a serious infection caused by encapsulated bacteria.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** If treatment is urgent and you are not vaccinated, you should...

26.

1:04–1:09



**Visual:**

Lewis and Kitty out for a walk.

**Super:**

If treatment is urgent and you are not vaccinated, you should receive antibiotics with your vaccines. Before starting FABHALTA, tell your doctor about your medical conditions and medications. Don't start FABHALTA if you are allergic to it or have a serious infection caused by encapsulated bacteria.

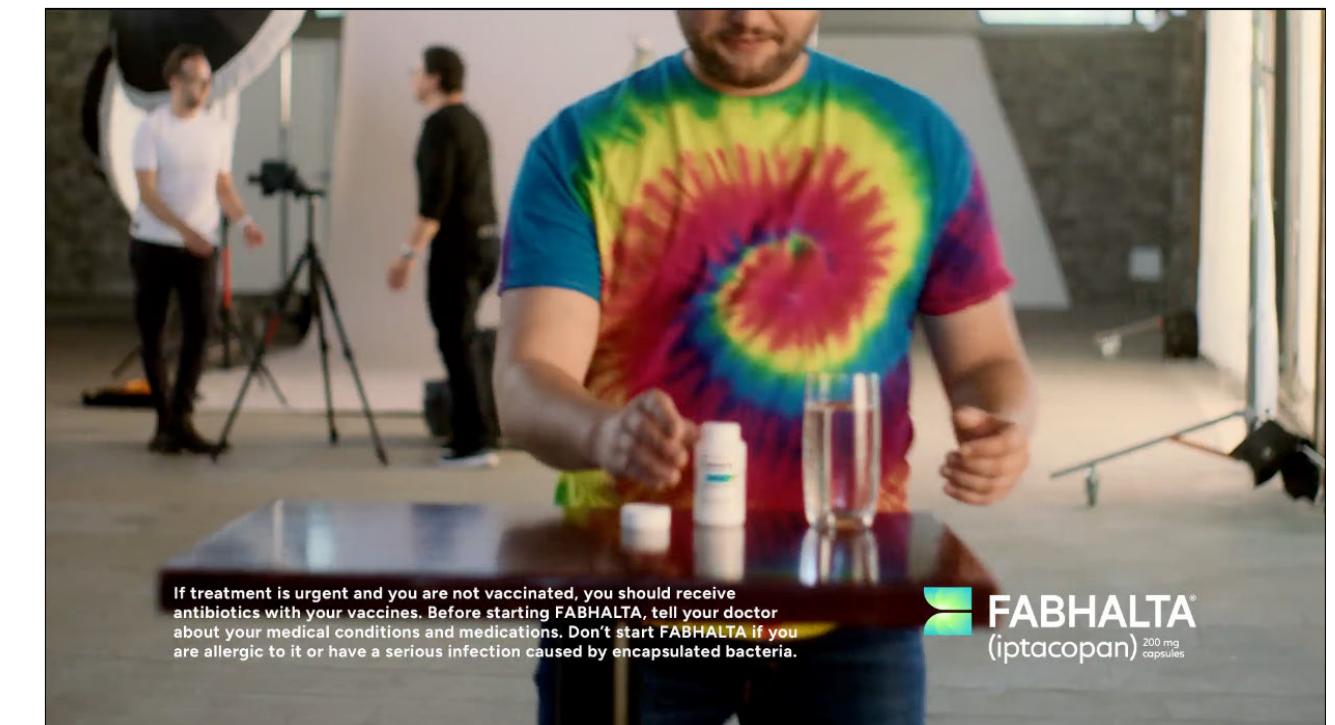
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...receive antibiotics with your vaccines. Before starting FABHALTA, tell your doctor about your medical conditions and medications.

27.

1:09–1:13



**Visual:**

Lewis is at a photo studio, taking a FABHALTA capsule.

**Super:**

If treatment is urgent and you are not vaccinated, you should receive antibiotics with your vaccines. Before starting FABHALTA, tell your doctor about your medical conditions and medications. Don't start FABHALTA if you are allergic to it or have a serious infection caused by encapsulated bacteria.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** Don't start FABHALTA if you are allergic to it or have a serious infection caused by encapsulated bacteria.

28.

1:13–1:16

**Visual:**

Lewis and Kitty are getting their photos taken in matching tie-dye outfits.

**Super:**

FABHALTA may increase cholesterol and triglycerides. Side effects include headache, nasal congestion, diarrhea, pain in the stomach, infections, nausea, and rash. These are not all the risks of FABHALTA.

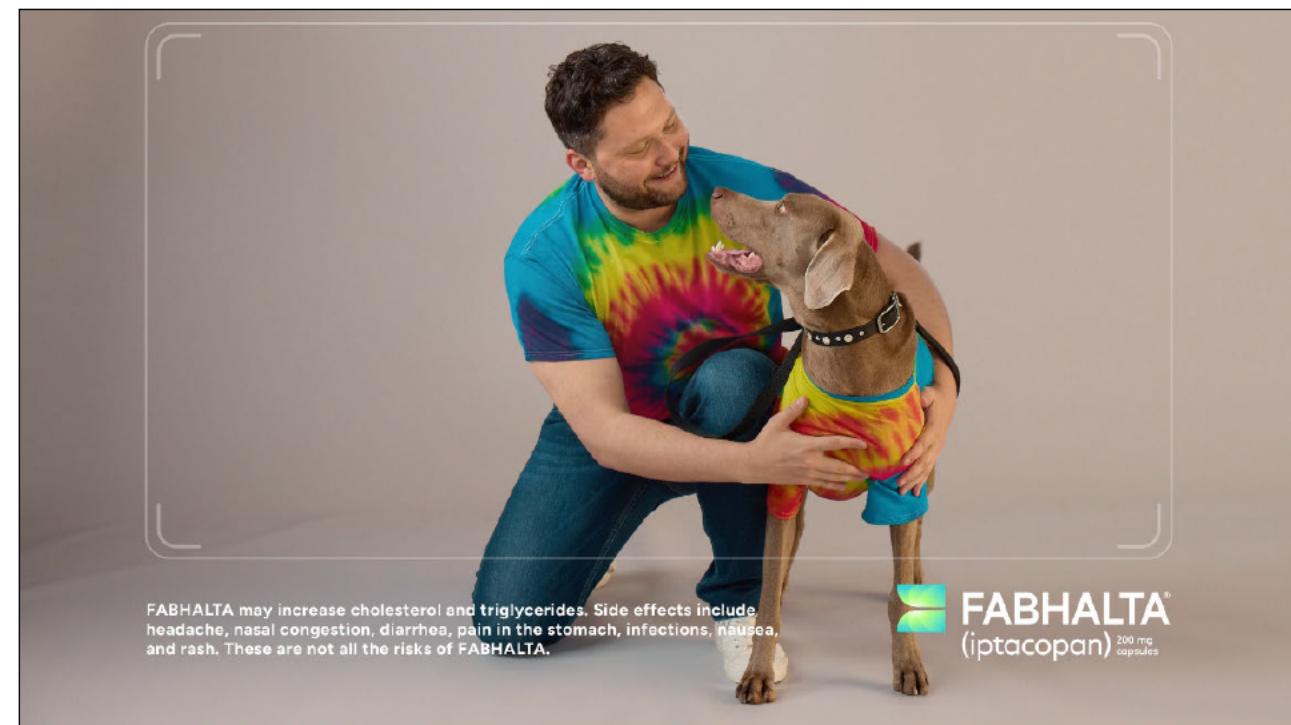
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** FABHALTA may increase cholesterol...

29.

1:16–1:17

**Visual:**

Picture freezes. A graphic mimicking a photographer's display screen appears.

**Super:**

FABHALTA may increase cholesterol and triglycerides. Side effects include headache, nasal congestion, diarrhea, pain in the stomach, infections, nausea, and rash. These are not all the risks of FABHALTA.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...and triglycerides. Side effects include...

30.

1:17–1:19

**Visual:**

Lewis is dressed up at a wedding and heading to the dance floor.

**Super:**

FABHALTA may increase cholesterol and triglycerides. Side effects include headache, nasal congestion, diarrhea, pain in the stomach, infections, nausea, and rash. These are not all the risks of FABHALTA.

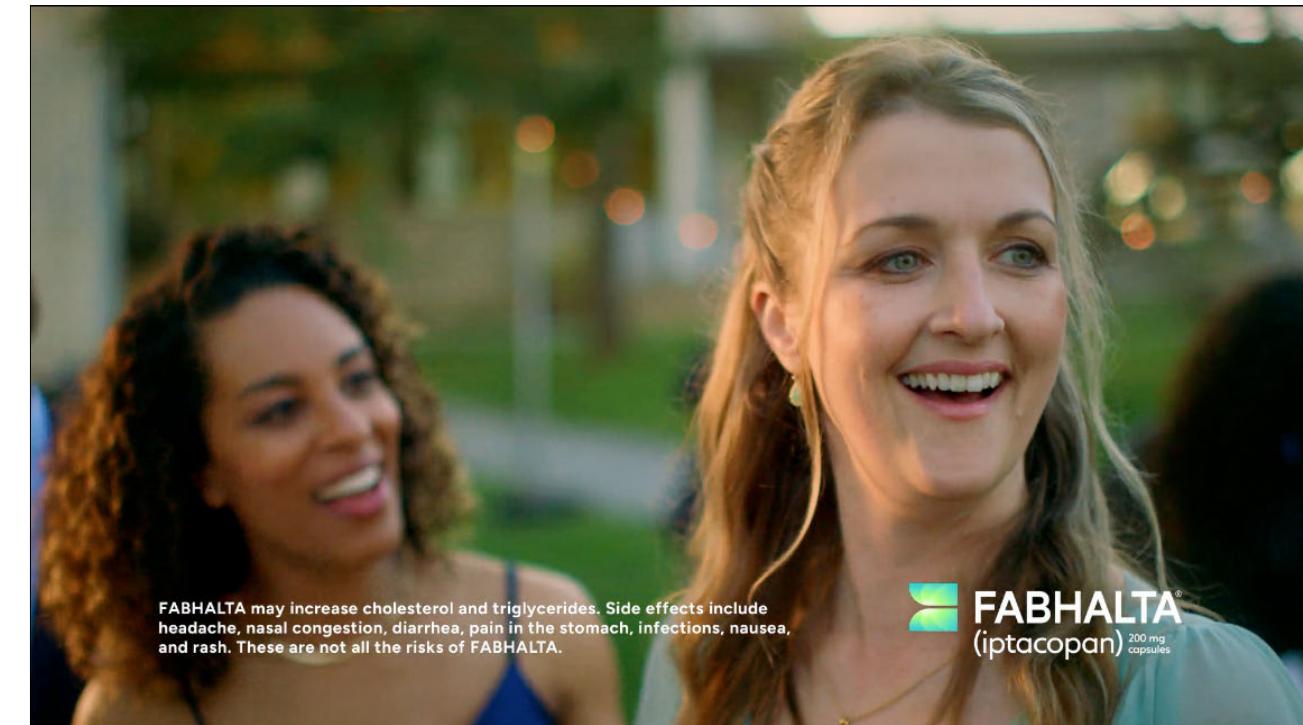
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...headache, nasal congestion, diarrhea,...

31.

1:19–1:20



**Visual:**

The woman from the grocery store is Lewis' date!  
She shoots him a curious look.

**Super:**

FABHALTA may increase cholesterol and triglycerides.  
Side effects include headache, nasal congestion,  
diarrhea, pain in the stomach, infections, nausea, and  
rash. These are not all the risks of FABHALTA.

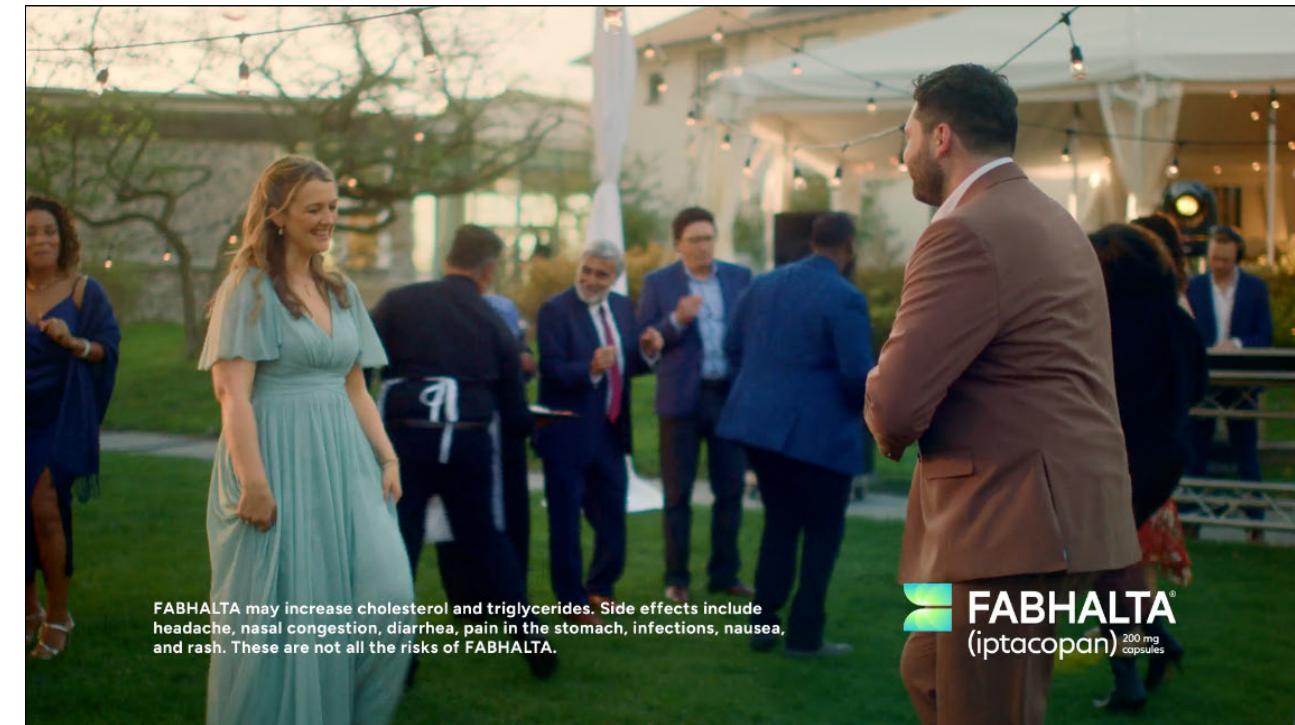
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...pain in the stomach, infections, nausea...

32.

1:20–1:21



**Visual:**

She playfully dances over to him.

**Super:**

FABHALTA may increase cholesterol and triglycerides.  
Side effects include headache, nasal congestion,  
diarrhea, pain in the stomach, infections, nausea, and  
rash. These are not all the risks of FABHALTA.

FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...and rash. These are not all the risks...

33.

1:21–1:22



**Visual:**

Lewis and date dancing.

**Super:**

FABHALTA may increase cholesterol and triglycerides.  
Side effects include headache, nasal congestion,  
diarrhea, pain in the stomach, infections, nausea, and  
rash. These are not all the risks of FABHALTA.

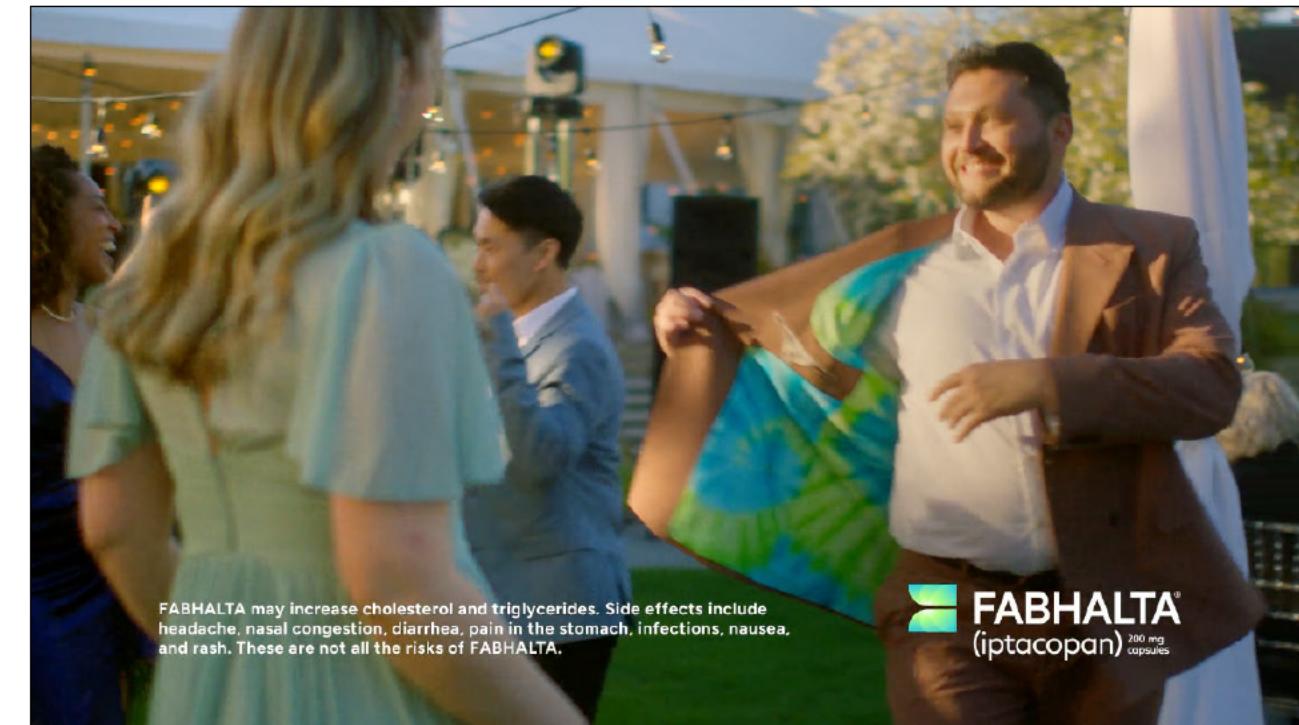
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** ...of FABHALTA.

34.

1:22-1:24

**Visual:**

Lewis shows off his tie-dye suit lining.

**Super:**

FABHALTA may increase cholesterol and triglycerides. Side effects include headache, nasal congestion, diarrhea, pain in the stomach, infections, nausea, and rash. These are not all the risks of FABHALTA.

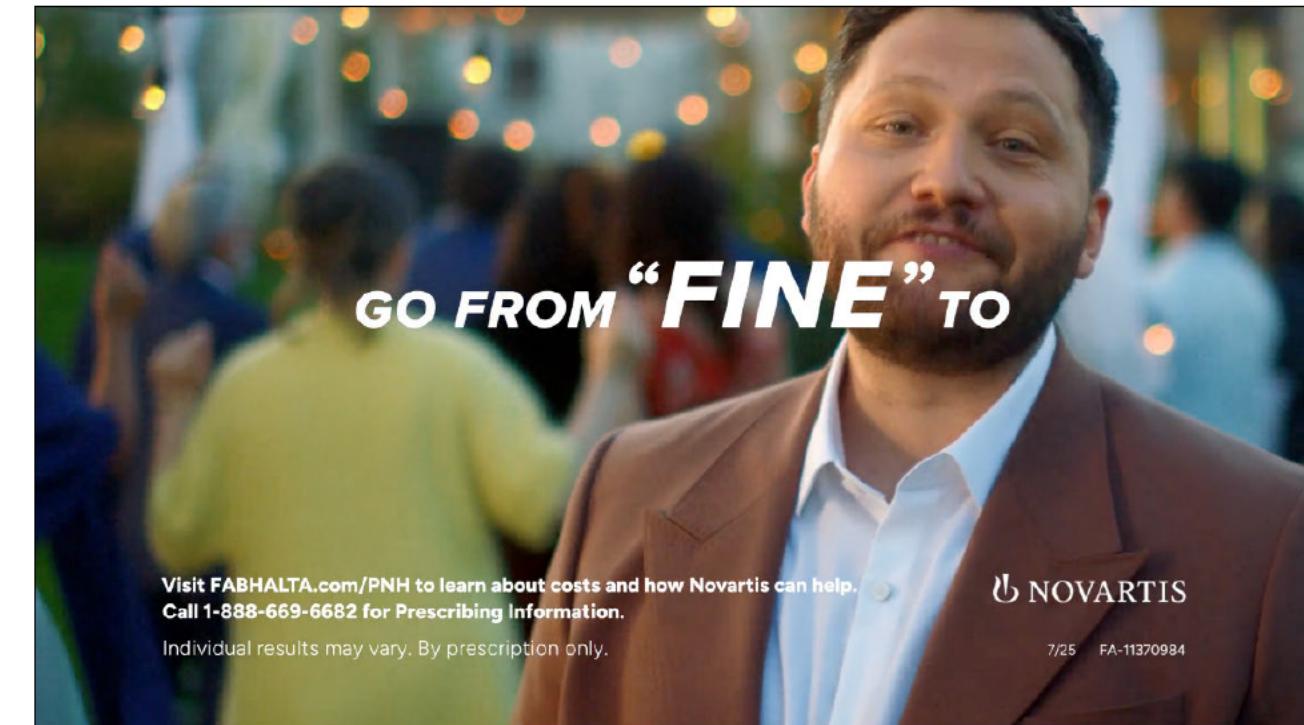
FABHALTA Logo.

**Audio/VO/Speaker:**

**Narrator:** Make an appointment with your doctor today.

35.

1:24-1:26

**Visual:**

Lewis faces the camera, interrupts the narrator, and proceeds to say his line. As he says his line, the super "Go from"fine" to" appears on screen.

**Super:**

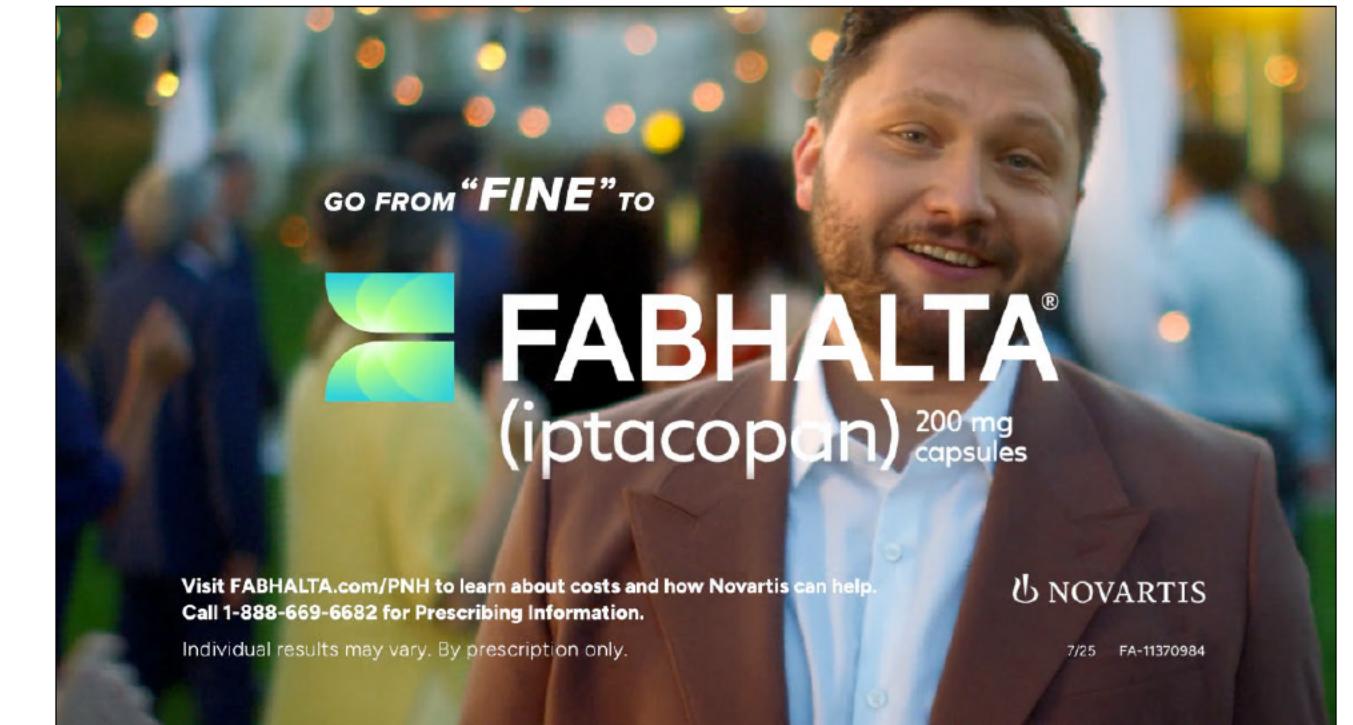
GO FROM "FINE" TO  
Visit FABHALTA.com/PNH to learn about costs and how Novartis can help.  
Call 1-888-669-6682 for Prescribing Information.  
Individual results may vary. By prescription only.  
Novartis logo  
7/25 FA-11370984

**Audio/VO/Speaker:**

**Lewis, interrupting and looking at camera:**  
— and join me in going from fine...

36.

1:26-1:27

**Visual:**

Lewis continues his thought from the previous frame. The FABHALTA logo appears.

**Super:**

GO FROM "FINE" TO  
FABHALTA logo  
Visit FABHALTA.com/PNH to learn about costs and how Novartis can help.  
Call 1-888-669-6682 for Prescribing Information.  
Individual results may vary. By prescription only.  
Novartis logo  
7/25 FA-11370984

**Audio/VO/Speaker:**

**Lewis:** ...to FABHALTA.

37.

1:27–1:30



**Visual:**

The camera moves up to show the dance area.

**Super:**

GO FROM “FINE” TO

FABHALTA logo

Visit FABHALTA.com/PNH to learn about costs and  
how Novartis can help.

Call 1-888-669-6682 for Prescribing Information.

Individual results may vary. By prescription only.

Novartis logo

7/25 FA-11370984

**Audio/VO/Speaker:**

**Narrator:** Learn more at FABHALTA.com/PNH.