

## Consumer Connected TV – Story Board

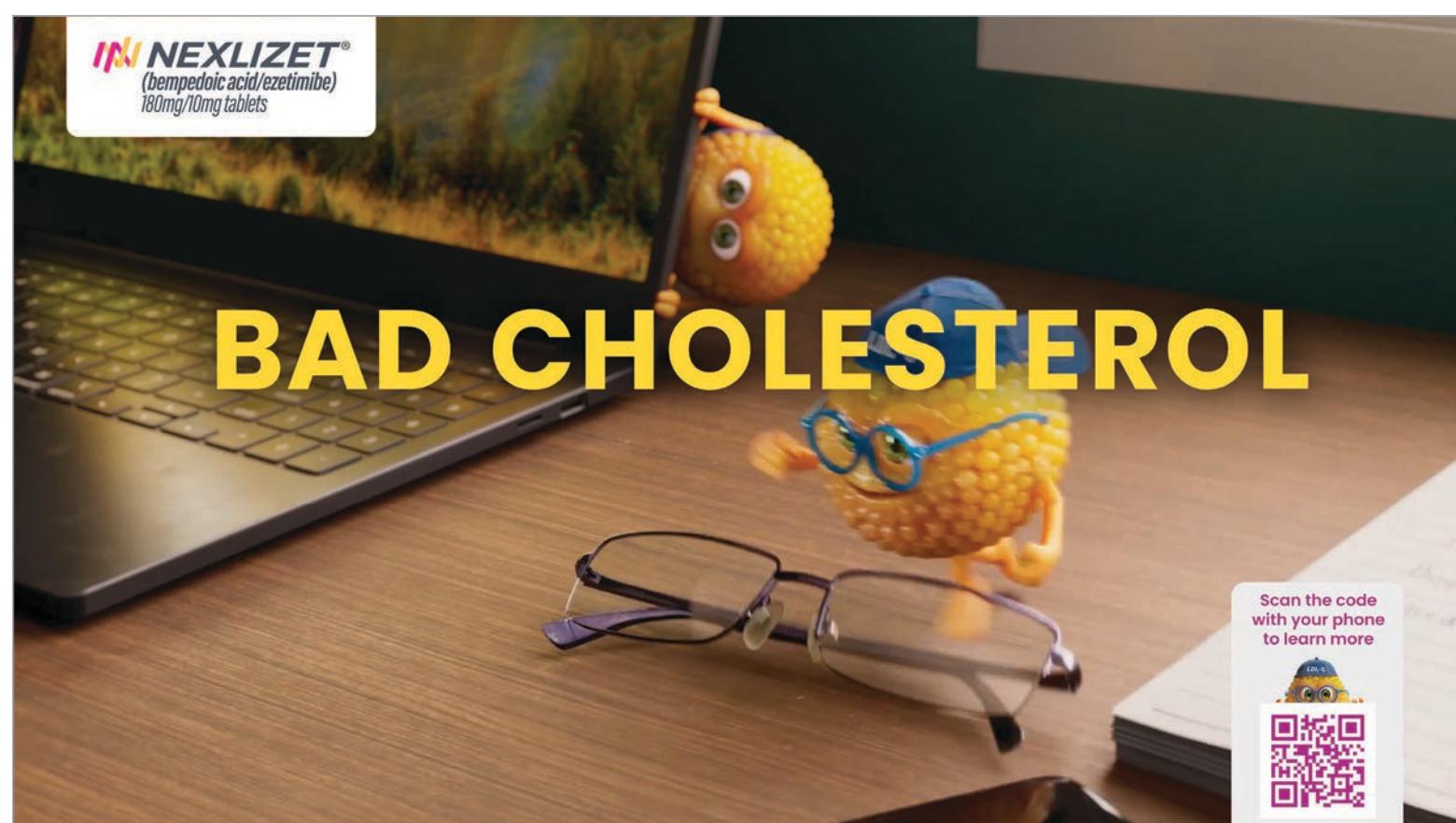
Total run time: 60 seconds

Frame 1



**Video:** Open to our hero patient in his home office environment holding the trashcan. One Lurker is trying to escape the trashcan while others cause trouble in the background.

Frame 2

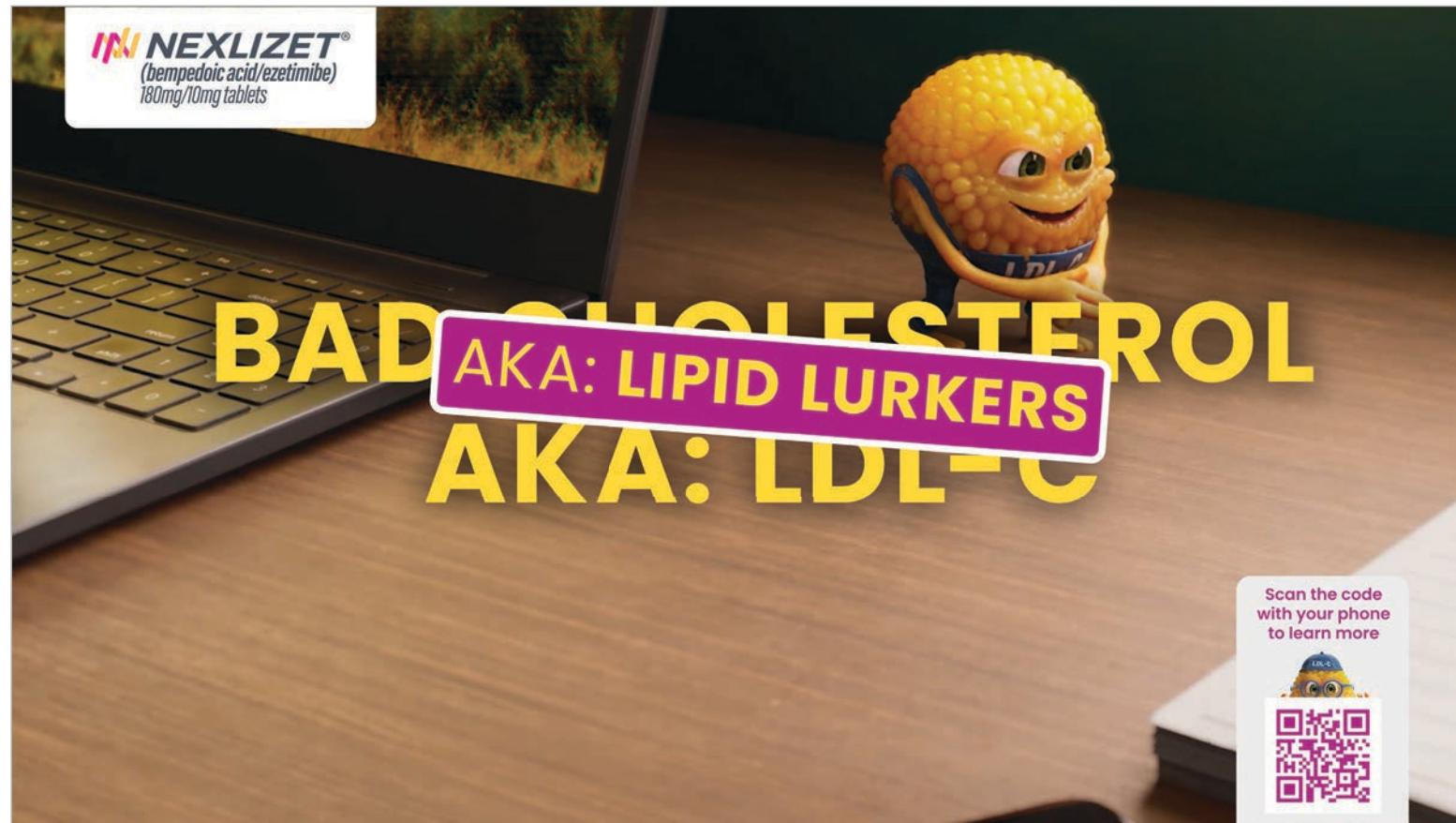


**Video:** Cut to Lurkers wreaking havoc on a desk. "Bad cholesterol" super appears.

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Total run time: 60 seconds

Frame 3



**VO:** ...or "Lipid Lurkers"...

**Super:** BAD CHOLESTEROL

AKA: LDL-C

AKA: LIPID LURKERS

**Video:** "AKA: LDL-C" super appears below existing copy. "AKA: Lipid Lurkers" super appears over existing supers with a stamp effect.

Frame 4



**VO:** ...may still not be under control...

**Video:** Cut to a close-up of a Lipid Lurker jumping into a mug of coffee, spilling it on the desk.

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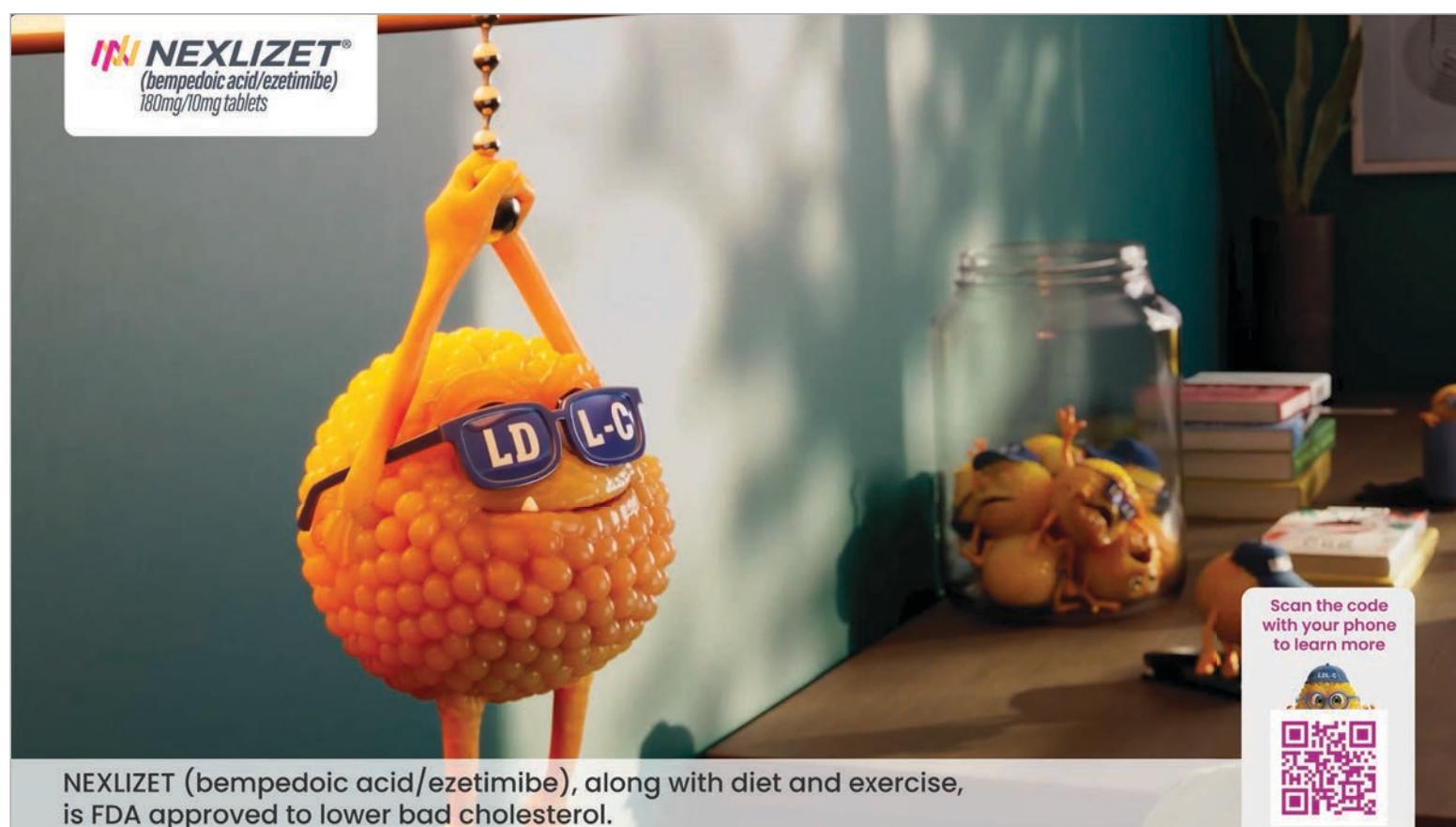
Total run time: 60 seconds

Frame 5



**Video:** Cut to close-up of a Lipid Lurker karate chopping a pencil.

Frame 6

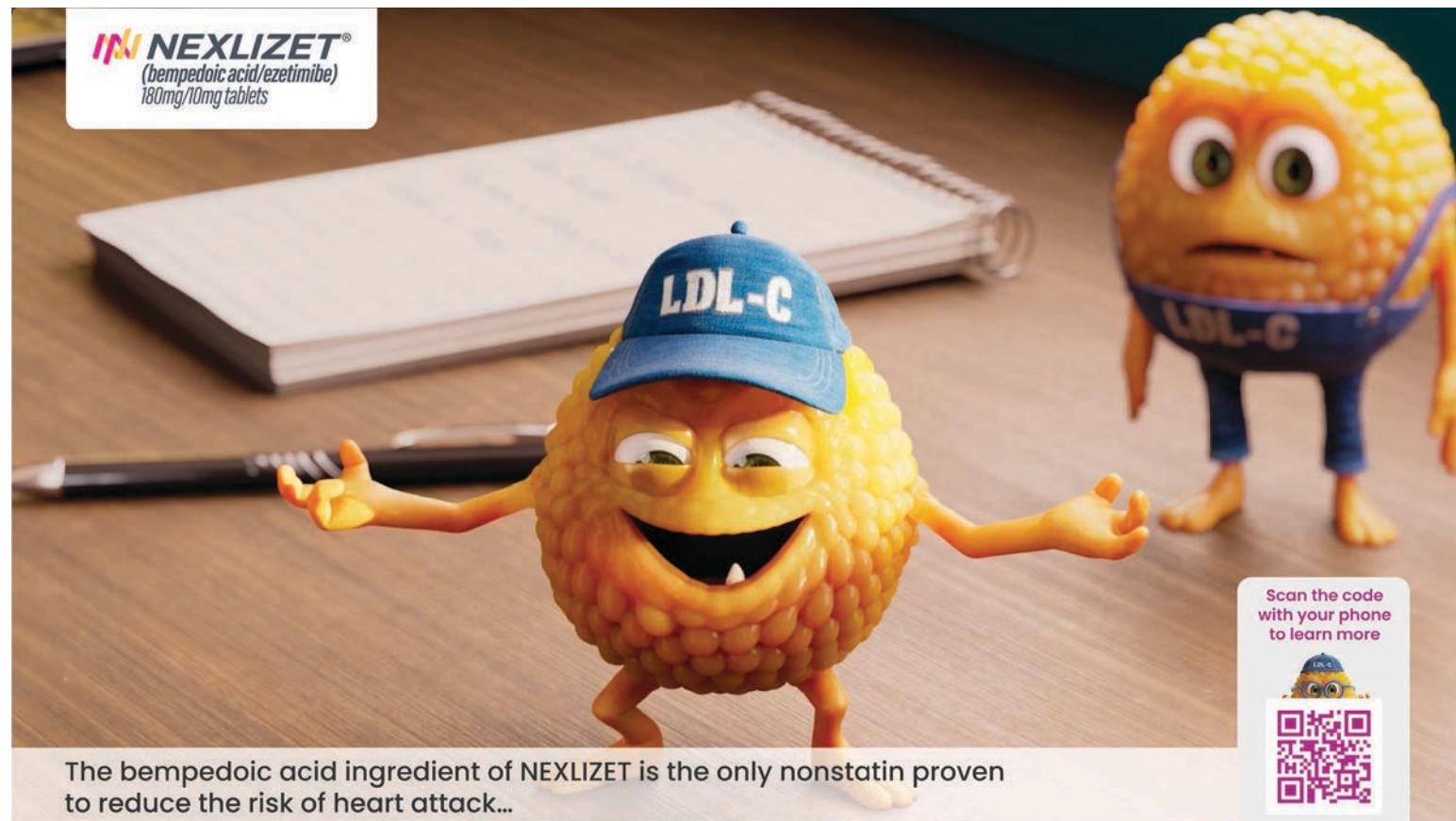


**Video:** Cut to close-up of a Lipid Lurker hanging from the pull chain of a lamp. In the background are more Lurkers in a glass jar.

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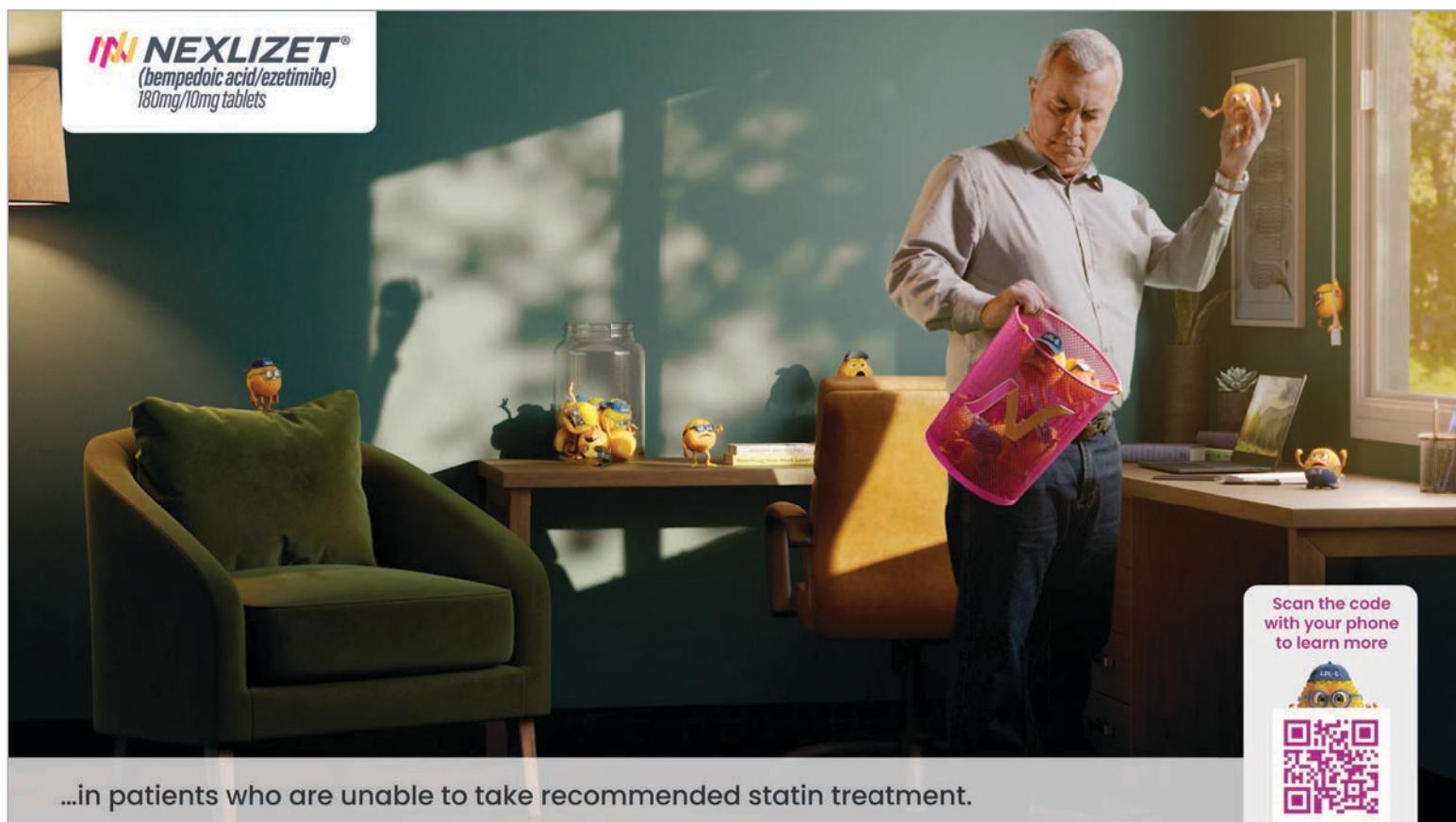
Frame 7



**VO:** ...to lower bad cholesterol and reduce the risk of heart attack...  
**Super:** The bempedoic acid ingredient of NEXLIZET is the only nonstatin proven to reduce the risk of heart attack...

**Video:** Cut to a close-up of Lurkers on the desk laughing. Hero patient's hand comes in from above and picks up the laughing Lurker.

Frame 8



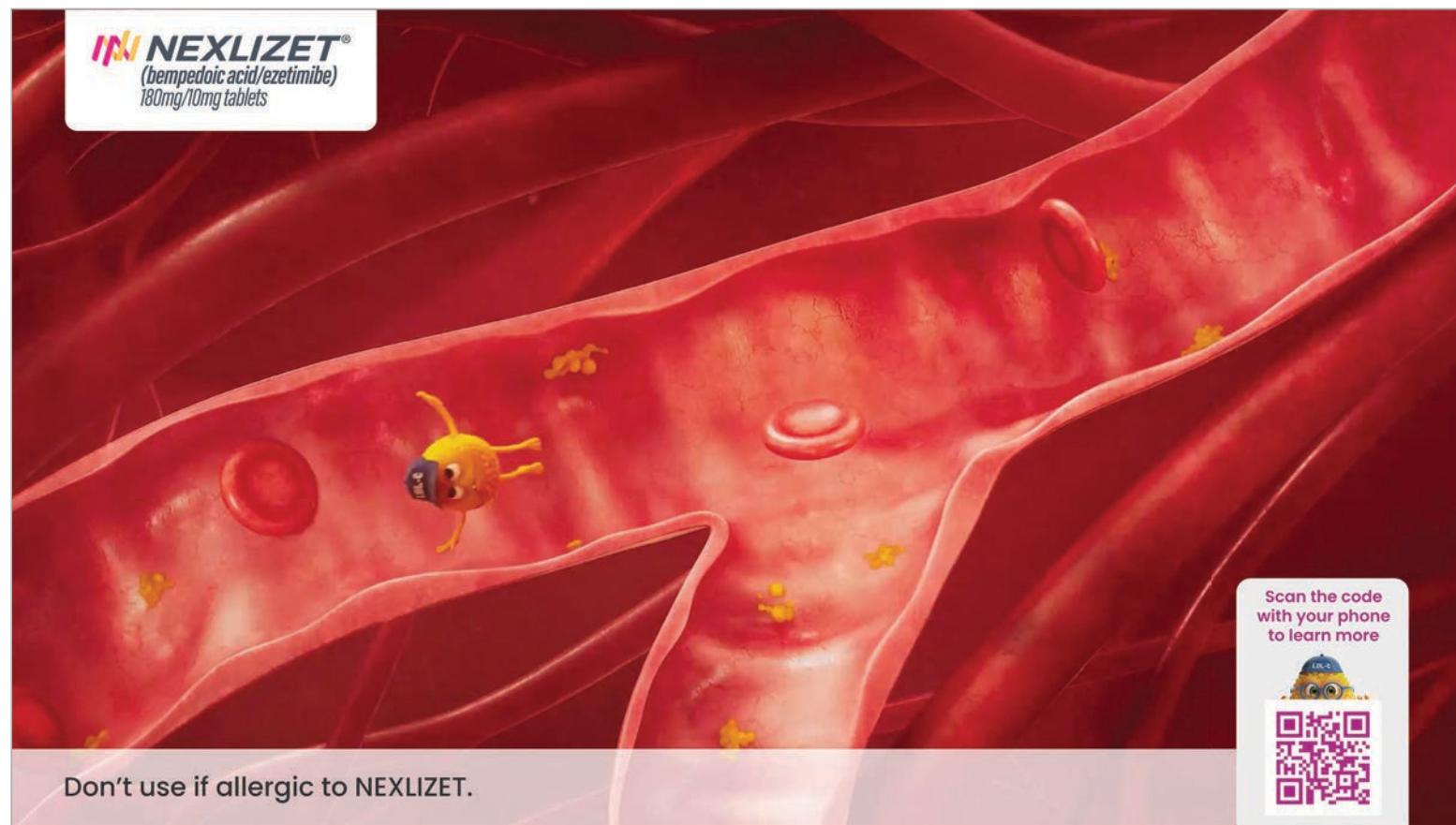
**VO:** ...in statin intolerant patients.  
**Super:** ...in patients who are unable to take recommended statin treatment.

**Video:** Cut back to a wide shot of the patient in the home office, throwing the Lurker into the trash can.

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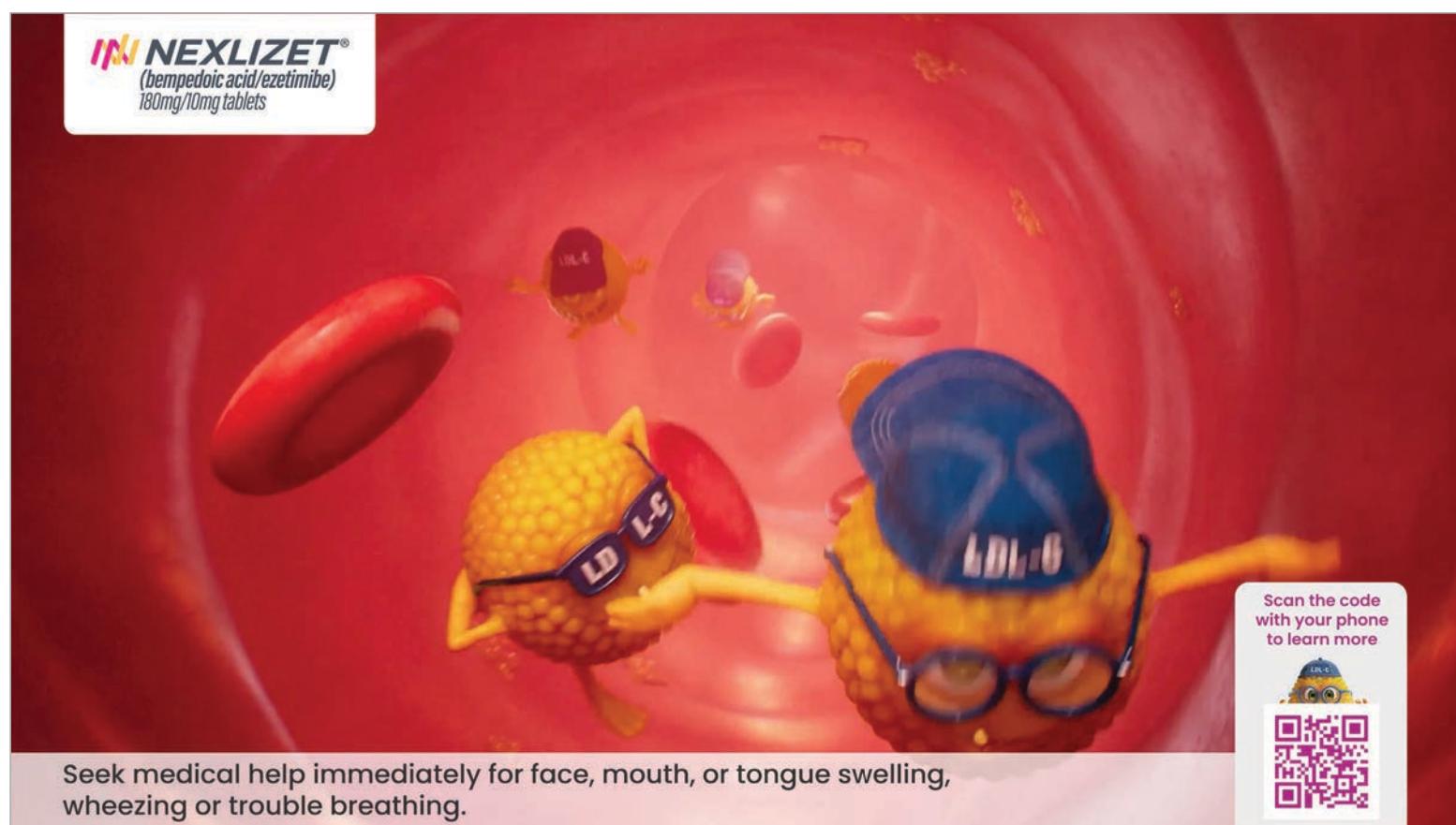
Total run time: 60 seconds

Frame 9



**Video:** Cut to a cross-section view of the arterial environment. Lipid Lurkers enter the frame, swimming through the artery.

Frame 10



**Video:** Cut to a front view of Lipid Lurkers in the arterial environment swimming toward the viewer.

**VO:** Don't use if allergic to NEXLIZET.

**Super:** Don't use if allergic to NEXLIZET.

**VO:** Seek medical help immediately for face, mouth, or tongue swelling, wheezing or trouble breathing.

**Super:** Seek medical help immediately for face, mouth, or tongue swelling, wheezing or trouble breathing.

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Total run time: 60 seconds

Frame 11



**Video:** Cut to side view of Lipid Lurkers in the arterial environment.

Frame 12



**Video:** Scene continues.

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Total run time: 60 seconds

Frame 13

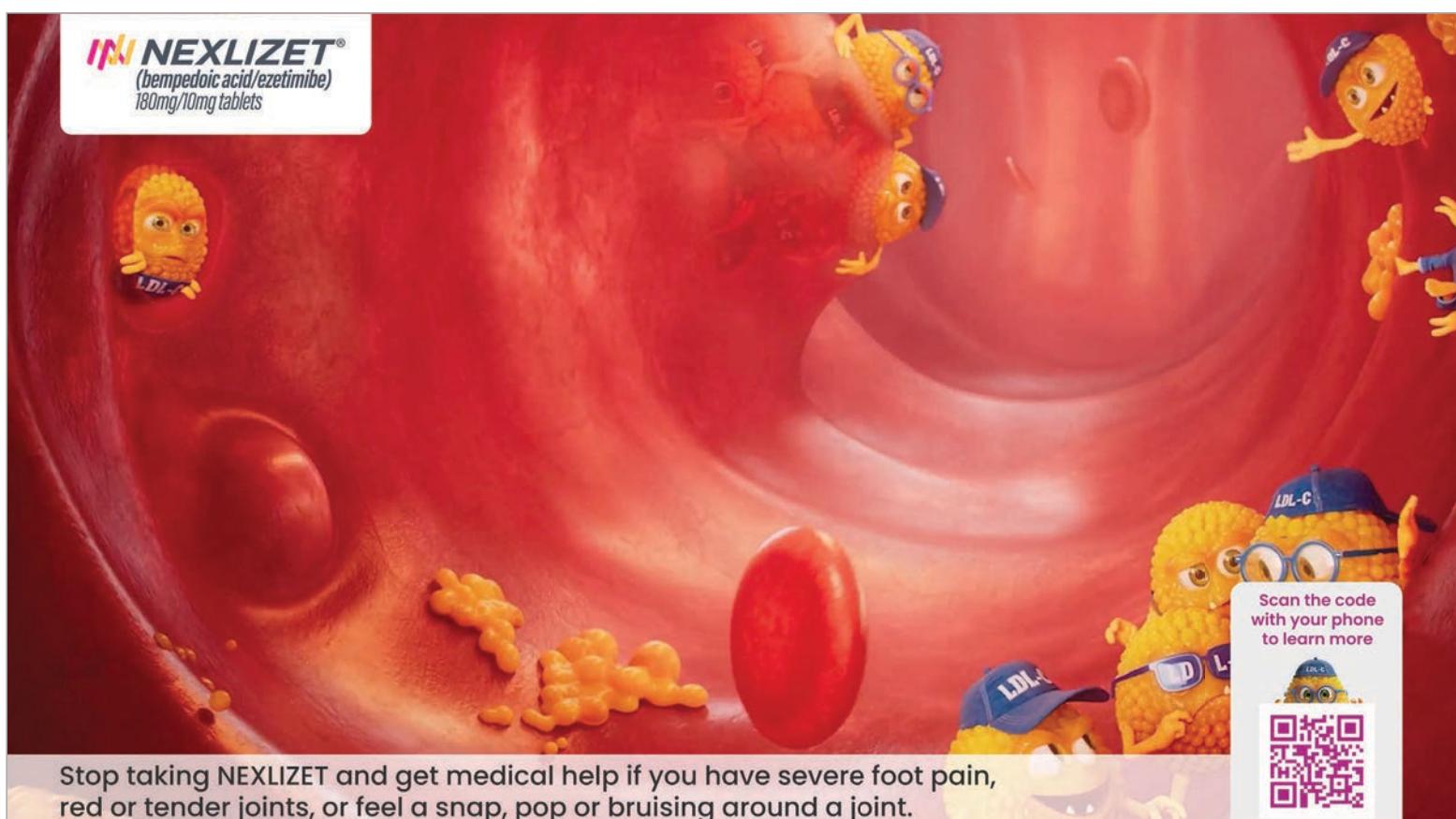


**VO:** Stop taking NEXLIZET and get medical help if you have severe foot pain, red or tender joints...

**Super:** Stop taking NEXLIZET and get medical help if you have severe foot pain, red or tender joints, or feel a snap, pop or bruising around a joint.

**Video:** Cut back to cross-section view of arterial environment. Lurkers continue to swim around.

Frame 14



**VO:** ...or feel a snap, pop or bruising around a joint.

**Super:** Stop taking NEXLIZET and get medical help if you have severe foot pain, red or tender joints, or feel a snap, pop or bruising around a joint.

**Video:** Cut to close-up of Lurkers inside the artery, beginning to stick to the arterial walls.

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Total run time: 60 seconds

Frame 15



**Super:** Talk to your doctor about other possible side effects.

**Video:** Zoom in to Lurkers collecting along the sides of the arterial wall.

Frame 16

**VO:** Can't take a statin?  
Make NEXLIZET happen.

Talk to your doctor today.

**Super:** Can't take a statin?  
Make NEXLIZET happen.

Talk to your doctor today.

Scan the code with your phone to visit [nexlizet.com](http://nexlizet.com) or call 833-377-7633 to learn more.

**Video:** Fade to title card. Tagline and CTA appear.