

# THE ADBRY/ADTRALZA ADVANTAGE: CREATING THE NEXT LONG-TERM RELATIONSHIP IN AD



LEO Pharma RFP Response  
FEBRUARY 3, 2023





WITH  
YOU  
TODAY



COPENHAGEN



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*Global & European Strategic Lead*



**Seb Stokes**  
*Global Creative Lead*



**Molly Stephenson**  
*Global Day-to-day Lead*

NEW JERSEY



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*Client Relationship Lead*



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*U.S. Day-to-day Lead*



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*Chief Scientific Officer*



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*Strategic Story Lead*



**Modesto Rodriguez**  
*Creative Art Lead*



**Darryl Kluskowski**  
*Creative Copy Lead*

# GHMC: Designed to Make a World of Difference

*In a world of sameness among agency networks, ours sits alone*

**100%**

focused on  
Healthcare



While other agencies and networks showcase their global footprint, none rival the laser-focused, sector-specific capabilities of GHMC. We are all health. All the time. All around the world.

**Fully Integrated  
Marketing and  
Communications  
Capabilities**



From patient engagement to medical communications to clinical trial recruitment and advertising, GHMC services span the spectrum of healthcare in more than a dozen disciplines.

**100%**

Independent  
Agency Network



Clients around the world recognize the independent advantage at a local level, but only GHMC levels up-- providing expertise locally, regionally, and globally.



# Integrated capabilities power the GHMC partnership

From market research to full creative services, medical communications to clinical trial recruitment, **GHMC experts achieve reach and resonance**

- ✓ Patient & HCP engagement
- ✓ Clinical trial recruitment and retention
- ✓ Creative design
- ✓ Advertising
- ✓ Advocacy development and relations
- ✓ Disease awareness campaigns
- ✓ Public affairs
- ✓ Executive visibility
- ✓ Corporate communications
- ✓ Internal communications
- ✓ Global issues and crisis management
- ✓ Medical education
- ✓ KOL development
- ✓ Meetings and event management
- ✓ Data and regulatory milestones
- ✓ Media relations
- ✓ Product launches
- ✓ Digital and social media strategy

# We have deep experience in dermatology & immunology

From preparing markets for novel treatments to launching products in crowded conditions like psoriasis, our agency and team have the right experience to hit the ground running with LEO



abbvie

 **Allergan**

AstraZeneca 

 Boehringer  
Ingelheim

GALDERMA  
EST. 1981

**Genentech**

 **janssen**

 **gsk** GlaxoSmithKline

 **NOVARTIS**

 **Ortho**  
Dermatologics

 **Qbrexza**  
(glycopyrronium) cloth

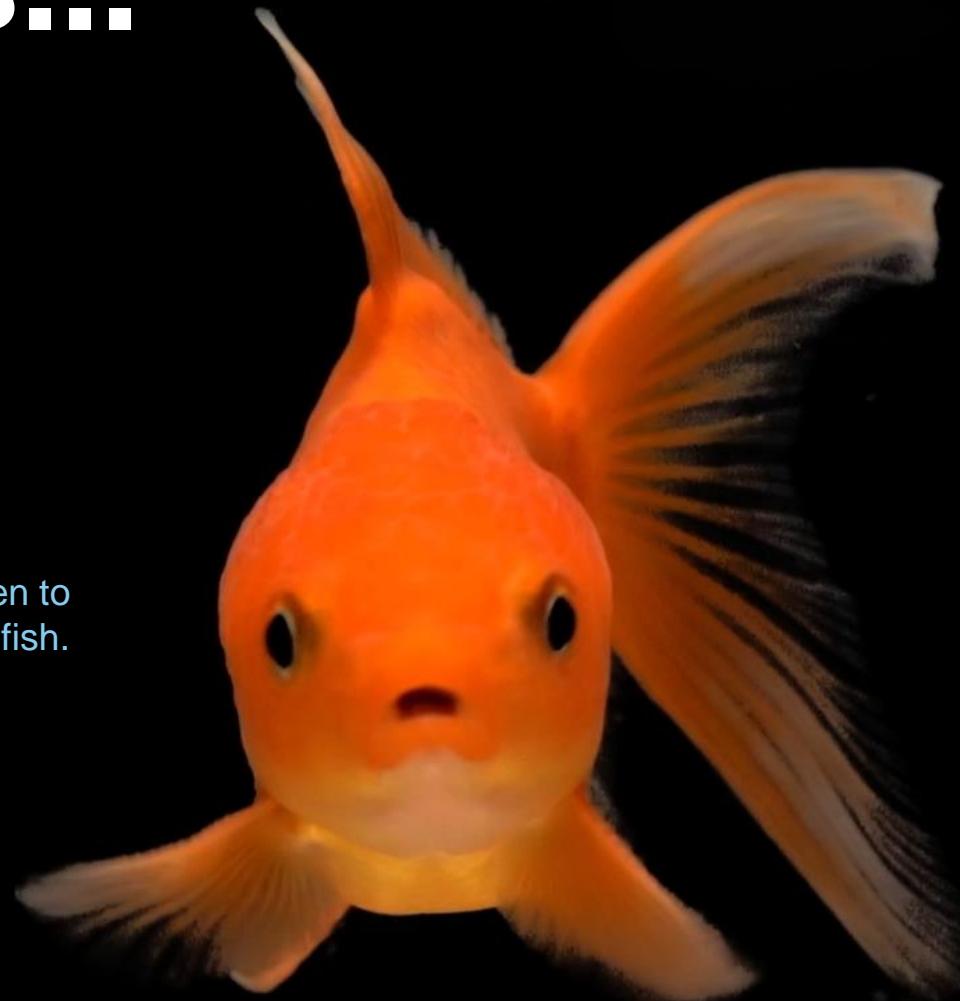
 **Duobrii**<sup>TM</sup>  
(halobetasol propionate and tazarotene)  
Lotion 0.01% / 0.045%

 **Picato**<sup>®</sup>  
(ingenol mebutate) gel  
0.015%, 0.05%

We told you we are  
believers in the power of  
story...so here we go!



# 8 seconds...



The human attention span has fallen to  
**8 seconds**, 1 second less than a goldfish.

Storytelling is the **science**  
of sustained attention.

This is a reproduction of  
my wife's postcard when  
she was hospitalised  
you still finding your  
time to write to me.

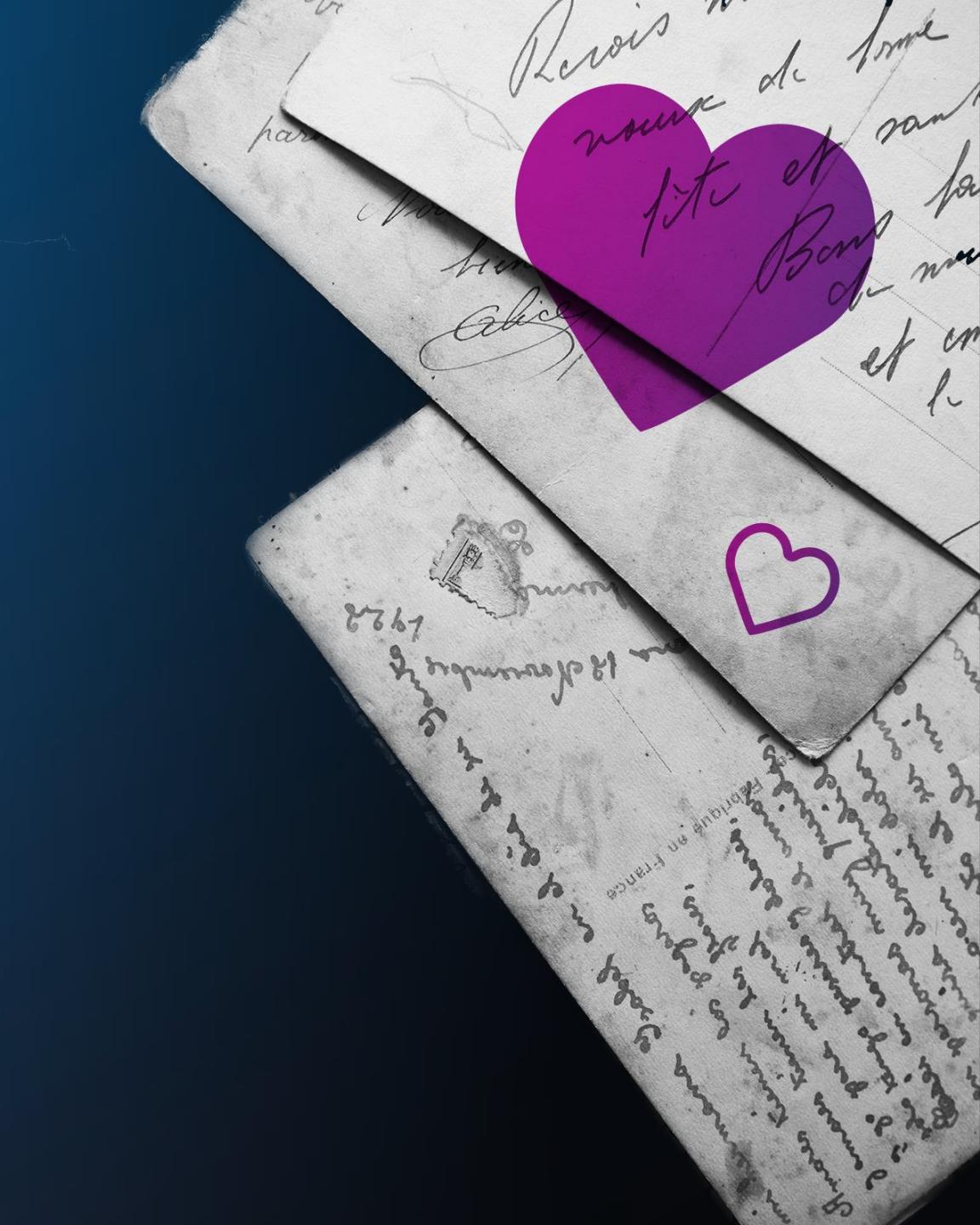
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# A Love Story

# CHAPTER 1:

## When dermatologists met DUPIXENT...

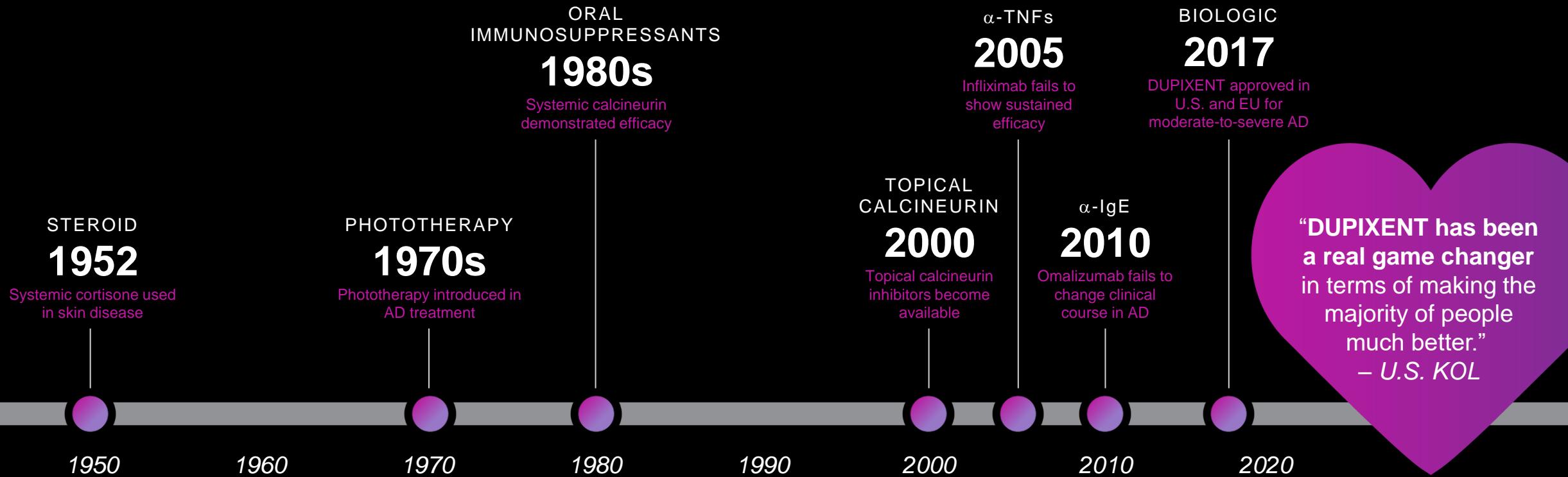


“

**Every patient is a DUPIXENT patient first.**

*– U.S. KOL*

# Biologics were transformational for the treatment of atopic dermatitis and the dermatologists who treat it



MILESTONES OF ATOPIC DERMATITIS TREATMENT

“I always remember before DUPIXENT came out, one of our first patients who took it did really well, who at the time I think was 13, was very depressed, covered with scaly lesions, crust, and **a couple of years later she was really mostly clear, and her whole affect had changed.**”

*– U.S. dermatologist*

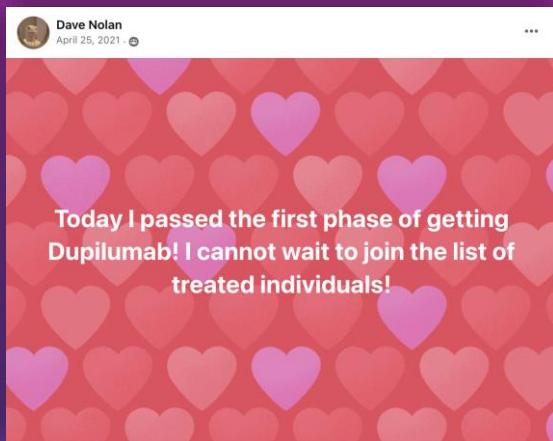




“We have so much experience with  
DUPIXENT that pretty much that's been  
**our go-to for years and it works...**”

*– U.S. dermatologist*

# And dermatologists were feeling the love from their patients



August 21, 2021 ·  21

Y'all dupixent is amazing! It hurts like hell administering but I cannot believe the relief I've already found in 2 weeks. I'm a nurse and I constantly dread how much I have to wash my hands at work. That is where I had eczema the worst. I have to say the last few days I've barely thought about my hands/skin which is LIFE CHANGING! I used to obsess over whether or not I had lotion with me, should I wash the dishes, weed my garden? I think I'm in this for the long haul. Even my face is starting to clear up. 

25 comments

August 21, 2021 ·  21

Been on it since November and been **a life charger for me! Was born with it!** Itching has 99.9% gone depends on the humidity (I live in south Louisiana) drying is 90% better no side effects

Like Reply 2y

August 21, 2021 ·  21

I've Had 4 injections and this medicine has **changed my whole life!!!** My hair has thinned a bit but it's ok. I'm so much happier!!!! I CAN WEAR SHORTS NOW!!! Yeaaa

Like Reply 2y

August 21, 2021 ·  21

**dupixent saved me.** still use cetaphil because my skin is dry. especially after washing my hands. but good luck. i had atopic dermatitis for 30 years before i got on Dupixent.

Like Reply 6h

August 21, 2021 ·  21

**Dupixent was a life changing drug for me.** I do still have few minor flareup n cold sores around my lips but compared to my previous 27 years off suffering its nothing. best of luck

Like Reply 2y

August 21, 2021 ·  21

Worked wonders for me

Like Reply 2y

Best thing I did. 4 years going strong!

Like Reply 5w

I've been on it for about 6 months **now it's the best thing I could of did** the itching has stopped and so have the flare up I feel and look so much better

Like Reply 2y

I was against taking dupixent at first because I didn't want to be broke. It's like, \$36,000+ a year. Insurance mostly covered it, and Dupixent MyWay covered the rest thankfully.

**This drug was life-changing. I felt a significant decrease in itching** within the first 48 hours after the loading dose. My coworkers know how miserable I was, and knew I would call off work when it got really bad. Just yesterday, I took my mask off to drink something and one of them said my skin looked so much healthier. I will say, that after my loading dose, even though the itching on my severe facial eczema had subsided— my forearms got really red and hot. And my scalp was so flakey. Both side effects are pretty much gone. I'm going to take my 3rd dose on Monday the 27th.

Like Reply 2y

Depuis maintenant mars 2021 j'ai décidé de commencer ce nouveau traitement qui sont des injections de Dupixent toutes les deux semaines (dupimulab), et bien je peux vous le dire sans hésitation cela a changé ma vie. C'est à partir de ce moment que j'ai commencé une nouvelle vie pouvant enfin vivre totalement libéré de cette maladie qui disons le, est atroce.

Since now March 2021 I have decided to start this new treatment which are injections of Dupixent every two weeks (dupimulab), well I can tell you without hesitation it has **changed my life**. It was from this moment that I started a new life that could finally live totally free from this disease which, let's say it, is atrocious.



# CHAPTER 2:

## Putting their love to the test...



# Cracks are starting to emerge...

ORIGINAL ARTICLE

**T Helper 2 IL-4/IL-13 Dual Blockade with Dupilumab Is Linked to Some Emergent T Helper 17-Type Diseases, Including Seronegative Arthritis and Enthesitis/Enthesopathy, but Not to Humoral Autoimmune Diseases**

Charlie Bridgegood<sup>1,2</sup>, Moran Vayman<sup>1,2</sup>, Tom Macleod<sup>1</sup>, Abd Kanchan Bhan<sup>3</sup>, Howard Amitai<sup>1</sup>, Giovanni Damiani<sup>1,2,3</sup>, Sam Nicola Luigi Bragazzi<sup>1,2</sup> and Dennis McGranaghan<sup>1,2</sup>

 *Open*

**CASE REPORT**

## Acceleration of cutaneous T-cell lymphoma following dupilumab administration

Review > *Int J Hematol.* 2022 Sep;116(3):446-452, doi: 10.1007/s12185-022-03330-y.  
Epub 2022 Mar 30.

### Discordant lymphomas of classic Hodgkin lymphoma and peripheral T-cell lymphoma following dupilumab treatment for atopic dermatitis

Kumi Nakazaki<sup>1</sup>, Mina Yoshida<sup>1</sup>, Yosuke Teruyoshi Hisamoto<sup>3</sup>, Megumi Yasunaga<sup>2</sup>



> *Am J Clin Dermatol.* 2023 Jan 10, doi: 10.1007/s40257-022-00749-1. Online ahead of print.

## Development of Cutaneous T-Cell Lymphoma Following Biologic Treatment: A Systematic Review

Lauren Schaefer<sup>1</sup>, Nneka Comfere<sup>2,3</sup>, Olayemi Sokumbi<sup>4,5</sup>

**International Journal of Dermatology**

Review

### Cutaneous T-cell lymphoma following dupilumab use: a systematic review

Ariel Park<sup>1</sup>, BS, Lulu Wong<sup>1</sup>, MD, Annalise Lang<sup>1</sup>, BS, Christina Kraus<sup>2</sup>, MD, Nancy Anderson<sup>1</sup>, MD and Ashley Elsensohn<sup>1</sup>, MD, MPH

**Dupilumab-associated psoriasis and psoriasiform dermatitis in patients with atopic dermatitis.**  
Casale F, Nguyen C, Dobry A, Smith J, Mesinkovska NA.  
Australas J Dermatol. 2022 Aug;63(3):394-397. doi: 10.1111/ajd.13846. Epub 2022 Apr 23.  
PMID: 35460570 No abstract available.

> J Eur Acad Dermatol Venereol. 2023 Jan 16. doi: 10.1111/jdv.18864. Online ahead of print.

**Dupilumab treatment for severe atopic dermatitis in children and SARS-CoV2 infection: a combination of triggers for psoriasis**

C Colonna<sup>1</sup>, P Bo<sup>2</sup> > J Am Acad Dermatol. 2022 Mar;86(3):708-709. doi: 10.1016/j.jaad.2021.05.013. Epub 2021 May 19.

**Development of psoriasis during treatment with dupilumab: A systematic review**

**Arthritis and enthesitis during dupilumab therapy completely remitted by elecoxib.**  
Komaki R, Miyagaki T, Nakajima K, Mitsuishi S, Kishi A, Miyano K, Okano T, Takeuchi S, Suzuki S, Kadono I.  
Dermatol. 2021 Jun;48(6):e279-e280. doi: 10.1111/1346-8138.15872. Epub 2021 Mar 28.  
MID: 33778985 No abstract available.

**JAAD Case Rep.** 2022 Mar; 21: 14–18.  
Published online 2022 Jan 6. doi: [10.1016/j.jdcr.2021.12.011](https://doi.org/10.1016/j.jdcr.2021.12.011)  
PMCID: PMC8814740  
PMID: [35141380](https://pubmed.ncbi.nlm.nih.gov/35141380/)

**Review of dupilumab-associated inflammatory arthritis: An approach to clinical analysis and management**  
Ryan Jay, BA, BS,<sup>a</sup> Jamie Rodger, DO,<sup>a,b</sup> and Matthew Zirwas, MD<sup>a,b,\*</sup>

# ...side effects that appear after the honeymoon phase leave patients devastated.

WONderful. I hope it works for you! I am just got off Dupixent due to side effects. I was on it for about 4 years. It worked wonderful at first! I just started abdly yesterday. Praying for relief! Good luck on your journey

4w Like Reply 1 😢

which side effects did you have please if you don't mind me asking

4w Like Reply

cold sores, facial flares, eye pain and irritation

4w Like Reply

yes I heard about the eye pain and irritation when I looked it up. The side effects are what made me not do it for my son. I'm sorry you are going thru that.

I've suffeed severe AD since I was a child. I was on dupixent for several months. Everything from the neck down became crystal clear but my face developed large awful raised rashes. I had to stop 😢

2y Like Reply 1 😢

December 18, 2018 ·

Hi everyone! New to this group but was wondering if anyone uses Dupixent? I've been on it for about 6 months and In the beginning it changed my life for the better. But within the last two months my eczema has gone to my face and all down my neck like never before and it seems to worse than ever 😢. So damaging to my mental health to the point I don't want to be in public while my skins like this which has been constant for about 2 months. Thanks in advance!

1 Like 3

June 19, 2021 ·

Hi! I've been taking my dupixent shots for almsot three months and recently I've gotten a really bad rash on my neck chest and face and upper arms. It's been helping my asthma a ton but i dont know what else to do for my skin. Any suggestions ?

Ashley Schrantz my husband developed serious eye issues too. He had to stop it...

Like Reply 2

I, too had serious eye complications! John Hopkins referred to this as "conjunctivitis like eye infection" and said to stop immediately. Although this is only a side effect and dosen't occur with everyone.

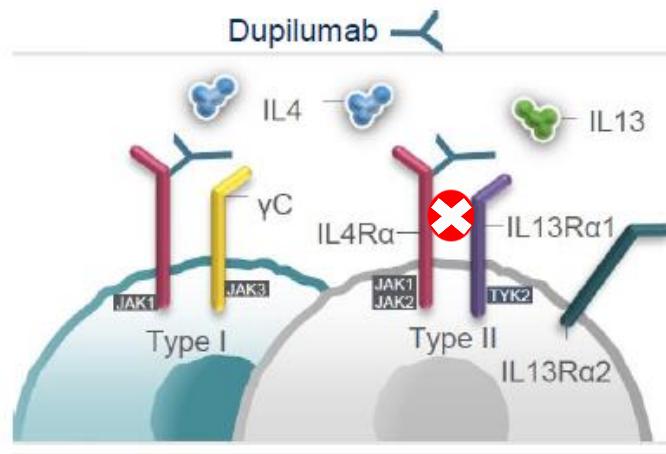
Like Reply 2

November 8, 2021 ·

Hi, I'm coming to y'all because no one else understands. I've been struggling with eczema my entire life, I've tried every single topical steroid, protopic, eucrisa, antihistamines, allergy testing, vitamin deficiency testing, biopsies, bleach baths, oatmeal baths, ACV baths, various vitamins, UV light therapy, wet wraps.. and now dupixent. I've been on dupixent for 6 months. Up until these last two weeks I was flare free. I remember crying in relief because somethinf was finally working. Now I'm crying because I've lost all hope again. My face hurts. My body hurts. I can't eat without it burning my lips. I can't drink without a straw because it burns my lips. I've woken up every morning contemplating whether or not I even want to keep fighting. I can't get this flare down, and I went to my derm today who prescribed me antibiotics because the flare on my face has become infected. Please someone tell me what the point of fighting is, when this is incurable? There is no cure. There isn't even 100% effective treatment.

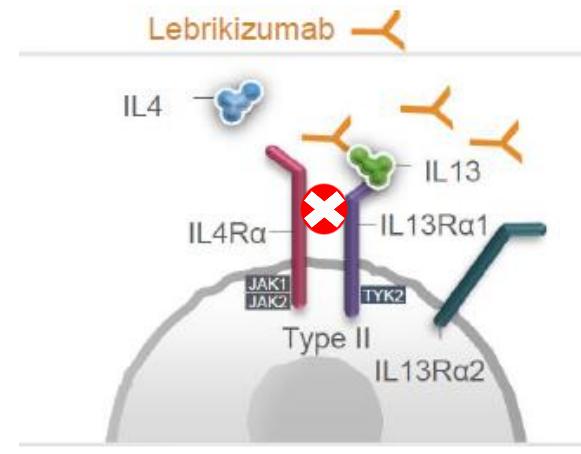
So, what's the opportunity of  
**SINGLE vs DUAL**  
pathway inhibition in AD?

# Is the story about specificity for IL-13 OR specifically blocking only the IL-13 pathway?



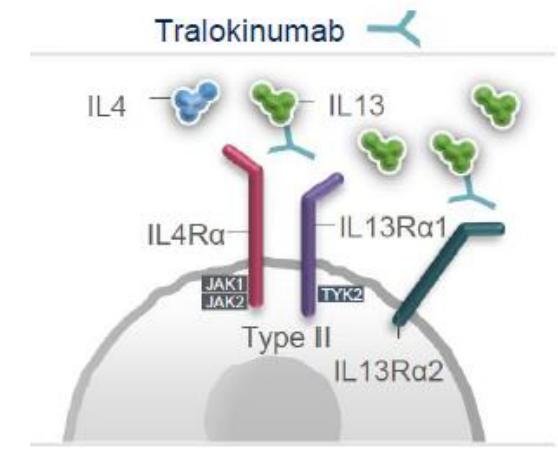
IL-4 & IL-13

Dual pathway blockade!



IL-13

Dual pathway blockade?



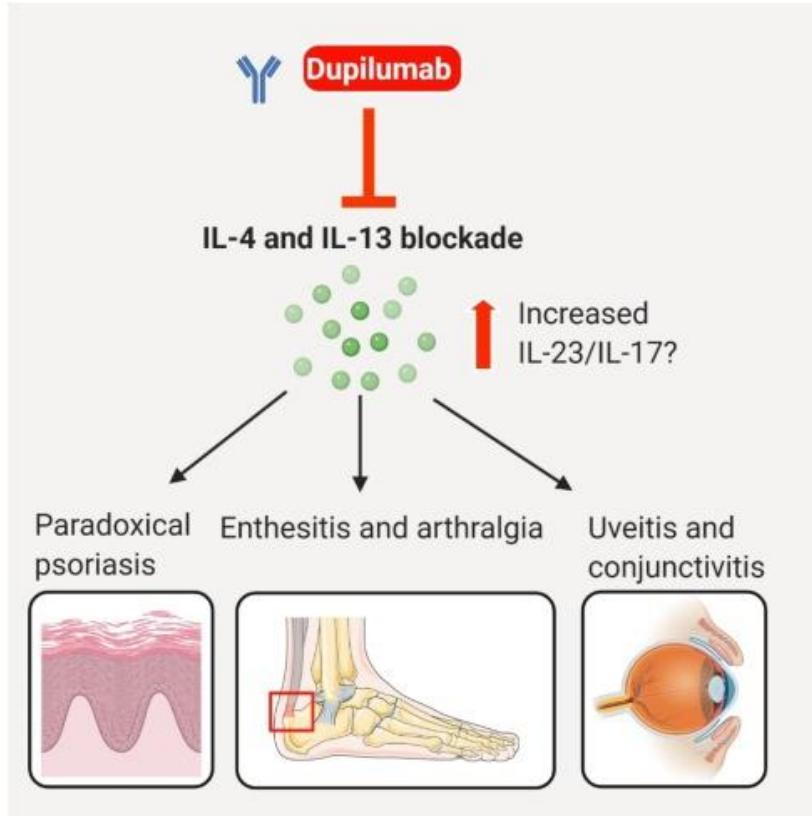
IL-13

Single pathway blockade!

# Real-world evidence suggests the dual pathway inhibition may be at the heart of the problem



IL-4/IL-13 inhibition may result in upregulation of IL-17 and IL-23<sup>1</sup>



Adverse drug reactions (ADRs) related to dupilumab administration stratified according to the organ/system affected<sup>2</sup>

| ADR   | ADR reports (N) | Percentage (%) |
|---|-----------------|----------------|
| Skin and subcutaneous tissue disorders                              | 23,554          | 62.23          |
| General disorders and administration site conditions                | 17,634          | 46.59          |
| Eye disorders   | 12,147          | 32.09          |
| Injury, poisoning and procedural complications                      | 11,945          | 31.56          |
| Infections and infestations   | 6,984           | 18.45          |
| Respiratory, thoracic and mediastinal disorders                     | 3,541           | 9.36           |
| Musculoskeletal and connective tissue disorders                     | 3,452           | 9.12           |
| Nervous system disorders  | 3,306           | 8.73           |
| Gastrointestinal disorders  | 2,817           | 7.44           |
| Psychiatric disorders   | 1,958           | 5.17           |
| Investigations  | 1,530           | 4.04           |
| Immune system disorders   | 909             | 2.4            |
| Surgical and medical procedures                                     | 901             | 2.38           |
| Vascular disorders  | 570             | 1.51           |
| Product issues  | 465             | 1.23           |
| Blood and lymphatic system disorders                                | 431             | 1.14           |
| Neoplasms benign, malignant and unspecified (incl cysts and polyps) | 378             | 1              |
| Cardiac disorders   | 313             | 0.83           |
| Metabolism and nutrition disorders                                  | 297             | 0.78           |
| Reproductive system and breast disorders                            | 230             | 0.61           |

94,065 ADRs from 37,848 unique reports were included and analyzed (up to 9 March 2021)

The safety experience in the real-world vs clinical trials doesn't match up for dupilumab

1. Bridgewood C et al. *Semin Immunol*. 2021(Dec);58: 101520.

2. Bridgewood C et al. *Journal of Investigative Dermatology*. 2022;142: 2660-2667.

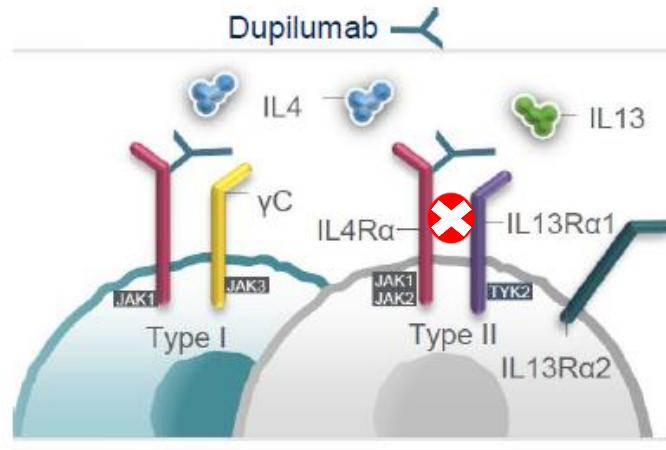


# IL-4 signaling inhibition may be the culprit for what we see happening in the eye

## IL-4 INHIBITION



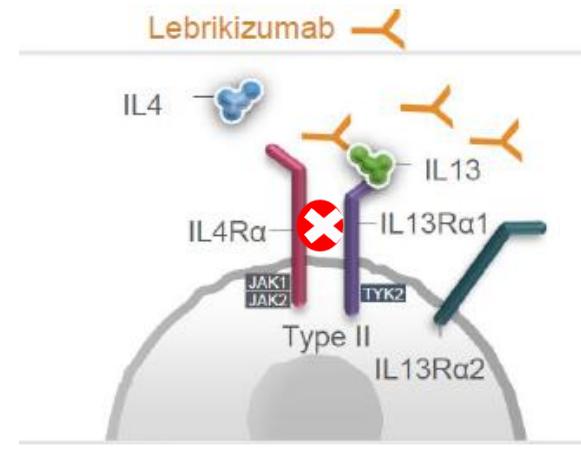
# The benefit of blocking only IL-13 signaling



IL-4 & IL-13

Dual pathway blockade!

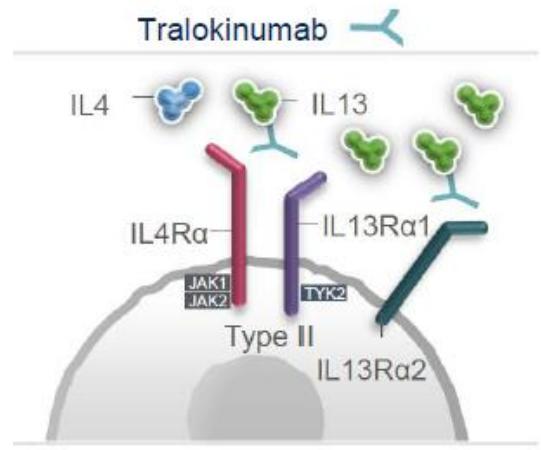
3 yrs 10.7% (N=1491)  
Dipi every 2 weeks



IL-13

Dual pathway blockade?

16 weeks 7.6% (N=563)  
Lebri every 2 weeks



IL-13

Single pathway blockade!

ECZTEND (3 yrs) 3.8% (N=1174)  
Tralo every 2 weeks

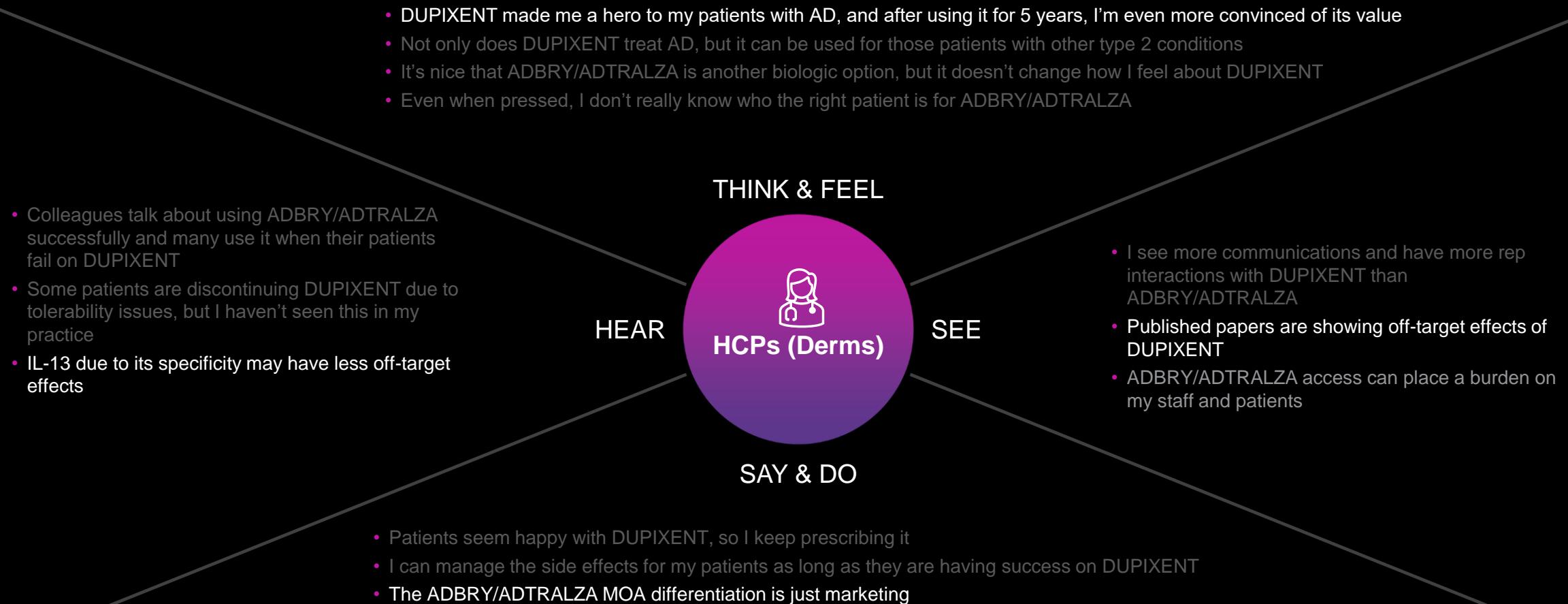
*Similar reports of conjunctivitis*

# CHAPTER 3:

## Breaking up is hard to do...



# To start, we wanted to get inside the mind of the dermatologist



## PAIN

Needing to change biologic therapies for a patient who's made progress is deflating for them and more work for me.

## GAIN

I want to start with something that I can stay with. Any treatment change can cause issues as AD is chronic and may reassert itself. I need to plan for the chronic nature of AD.

# And understand the best way to connect



**Empathizer**

*Patient-focused*



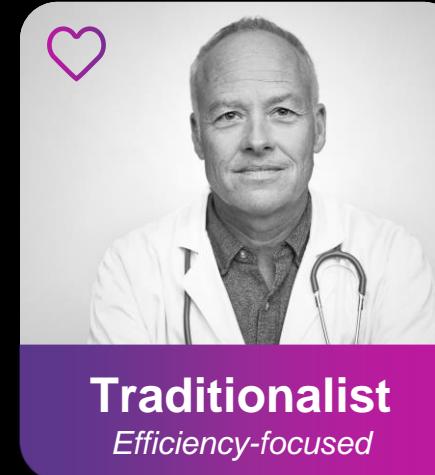
**Analyzer**

*Data-oriented*



**Innovator**

*Early adopter*



**Traditionalist**

*Efficiency-focused*

## I PAY ATTENTION TO

RWE patient data / patient experience, KOLs

MOA / efficacy / tolerability data, KOLs

KOLs, peers, efficacy / tolerability data

Product information, long-term tolerability data

## I GET MY INFORMATION FROM

Journals, congresses, salesforce, Google/online, social (Twitter, TikTok), HCP trade media

## I'M INTERESTED IN

Patient case studies, product support programmes/assets

Congress activity, access to scientific information / manuscript explainers

Brand collateral (website etc.), access to KOLs

Sales rep activities, RWE on efficacy/tolerability



# Now that we understand their motivations, how do we attract their attention?



# 10 TYPES OF CHALLENGERS:

We believe *Irreverent Maverick* provides fertile ground to be creative and grab attention



## People's Champion

Core Strategic Thought:  
A challenger that consciously sets itself up as on the side of the consumer, often specifically against the 'cynical' / fat cat market leader.

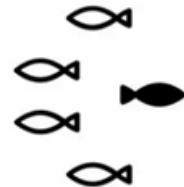
Example: Virgin



## Democratizer

Core Strategic Thought:  
A challenger that takes something previously exclusive (stylish, luxurious, expensive, hi tech), and makes it much more broadly available to the masses.

Examples: Target, IKEA, T.J.Maxx



## Enlightened Zagger

Core Strategic Thought:  
The enlightened brand deliberately swimming against the prevailing cultural or category tide.

Example: Camper



## Next Generation Challenger

Core Strategic Thought:  
That was then, but this is now. New times call for new brands and services.

Examples: PayPal, Audi



## Game Changer

Core Strategic Thought:  
A brand and product with an entirely new perspective on the possibilities of a category, which invites us to participate in a whole new way.

Examples: Apple, Netflix, Uber



## Missionary

Core Strategic Thought:  
A challenger fired up with a view about the world it has to share, wearing a strong sense of purpose on its sleeve.

Examples: REI, Al-Jazeera



## Irreverent Maverick

Core Strategic Thought:  
Poke beige in the eye. Challenge status quo with some wit and humor.

Examples: Dollar Shave Club, Red Bull



## Real & Human Challenger

Core Strategic Thought:  
A 'real' people brand in a faceless category. Sometimes real people visible behind the brand. Often accompanied by the perception of 'small' in stature.

Examples: Airbnb, Sam Adams



## Visionary

Core Strategic Thought:  
Sets out higher vision of the brand benefit that transcends category nature.

Examples: Starbucks, Zipcar, Whole Foods



## Feisty Underdog

Core Strategic Thought:  
Stick it to Goliath (i.e. the market leader in the category).

Examples: Avis, Pepsi

We need to  
create a wedge in  
the relationship  
between dermatologists  
and DUPIXENT.

We need to  
make *time* a  
critical factor  
in treatment choice.

To win, we need to —



make  
long-term efficacy  
+  
Tolerability  
matter



## OUR CHALLENGER IDEA

### ADBRY/ADTRALZA is built for the long haul in AD

ADBRY/ADTRALZA is the only biologic to address the long-term needs of patients with AD by specifically blocking the IL-13 signaling pathway, the main driver of pathogenesis in AD, *to ensure that it works where it should and not where it shouldn't.*

- ✓ The long-term safety profile (three years) was favorable and consistent with the previous controlled studies with **no new safety signals emerging.**
- ✓ Patients who consistently received ADBRY/ADTRALZA out to three years experienced a **sustained improvement in the extent and severity of their disease.**
- ✓ **Single vs dual** signaling pathway inhibition by specifically targeting and neutralizing IL-13, a key driver of disease severity in AD.
- ✓ Patients also experienced sustained improvements in itch, sleep, and life quality outcomes over three years.
- ✓ Approximately 1/3 of patients who continued with ADBRY/ADTRALZA out to three years also reported a lower use of TCS.
- ✓ Only biologic with a flexible dosing option of a Q4W maintenance dosing for appropriate patients.
- ✓ No requirement for lab testing or ongoing lab monitoring.

# CHAPTER 4:

## Creating an everlasting love...



# Global Creative Considerations

Due to our large independent network and global footprint, we were able to source feedback from our GHMC partners in developing the creative concepts



Germany



Italy



Spain



UK

We vetted all creative concepts to ensure the following guiding principles were implemented when reviewing



Adaptability



Relevancy



Translation



Stopping/Staying Power

## C O N C E P T 1

---

### **ANYTHING LESS IS LESS**

When you subtract atopic dermatitis from a patient's life, you add more. More smiles. More trips to the beach. More time with friends. ADBRY/ADTRALZA adds proven safety and long-term tolerability to the treatment of AD.

Treating with anything less is less.



For adults with uncontrolled  
moderate-to-severe  
atopic dermatitis (AD)

# DOES YOUR AD Tx ADD UP?

This is Annie, being Annie. Annie agreed to do this ad because Annie has AD. And, to treat Annie's AD for the long-term, Annie's doctor chose ADBRY.

#LastingImpression

  
**Adbry™**  
(tralokinumab-Idrm)  
Injection 150 mg/mL  
**Adbry Adds Up**

## C O N C E P T 2

---

### **LASTING IMPRESSION**

When patients use ADBRY/ADTRALZA to treat their atopic dermatitis, they feel good in their skin—maybe too good.



For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

LESS  
TOO MUCH AD-  
SKIN

MAKE A LASTING IMPRESSION WITH ADBRY

*Terry's Story*

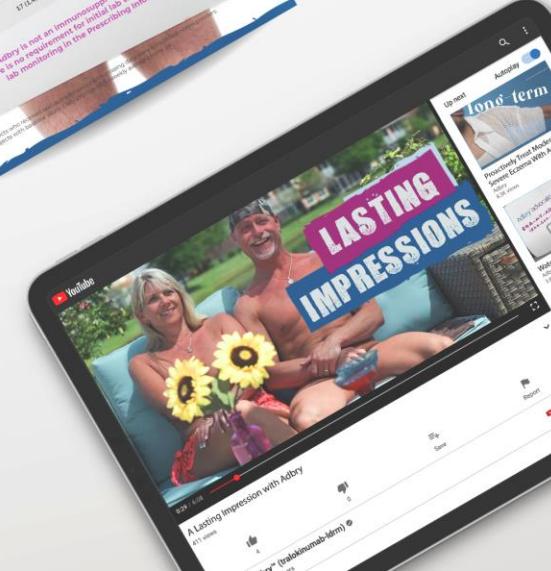
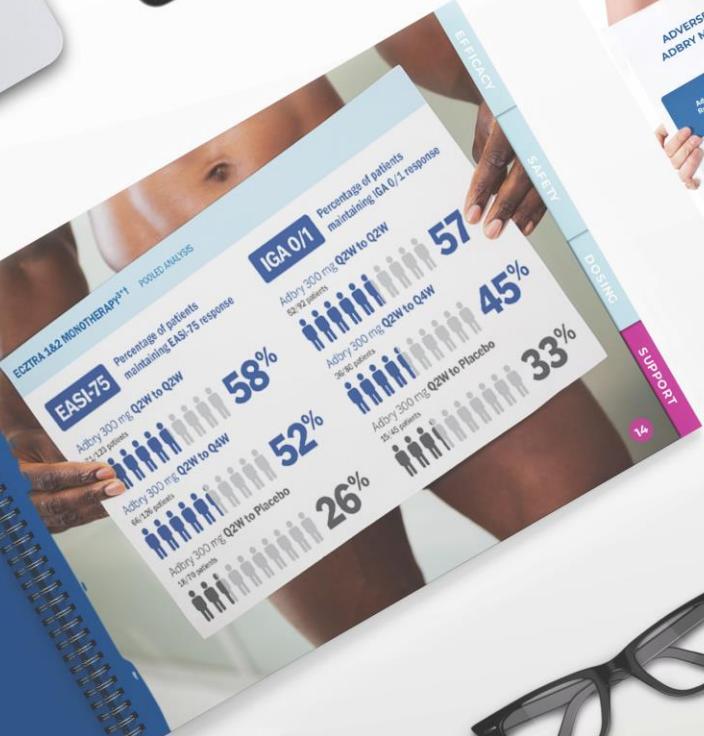


Adbry™  
(tralokinumab-Idrm)  
Injection 150 mg/mL



| Treatment                                       | Adverse Reactions (%) |
|---|-----------------------|
| ECZTRA 3+ (300 mg Q2W)                          | 46%                   |
| ECZTRA 2+ (300 mg Q4W)                          | 20%                   |
| ECZTRA 1+ (300 mg Q4W)                          | 10%                   |
| ECZTRA 3+ + ECZTRA 2+ (300 mg Q2W + 300 mg Q4W) | 35%                   |
| Placebo   | 35%                   |

| Secondary Endpoint               | ECZTRA 3+ (%) | ECZTRA 2+ (%) | ECZTRA 1+ (%) | Placebo (%) |
|----------------------------------|---------------|---------------|---------------|-------------|
| Pruritus NRS (4-point reduction) | 46%           | 25%           | 20%           | 10%         |
| Pruritus NRS (3-point reduction) | 35%           | 35%           | 35%           | 35%         |





**INDICATION AND IMPORTANT SAFETY INFORMATION**

ADBRY™ (tralokinumab-Idrm) injection is indicated for the treatment of moderate-to-severe atopic dermatitis in adult patients whose disease is not adequately controlled with topical prescription therapies or when those therapies are not advisable. ADBRY can be used with or without topical corticosteroids.



### C O N C E P T 3

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## THE BEAUTY OF STAYING POWER

Sure, atopic dermatitis is tough. But you know what's tougher than AD? ADBRY/ADTRALZA. Its powerful efficacy, safety, and tolerability can help patients feel confident and strong in their skin for the long-term. And that's a beautiful thing.



# TOUGH ON ECZEMA, EASY ON PATIENTS

ADBRY is for adults with uncontrolled moderate-to-severe atopic dermatitis (AD).  
It's time for strength and safety in numbers. ADBRY is the biologic that delivers long-term  
control without long-term compromise.

The beauty of staying power

 | **ADBRY**<sup>TM</sup>  
(tralokinumab-Idrm)  
Injection 150 mg/mL

## C O N C E P T 4

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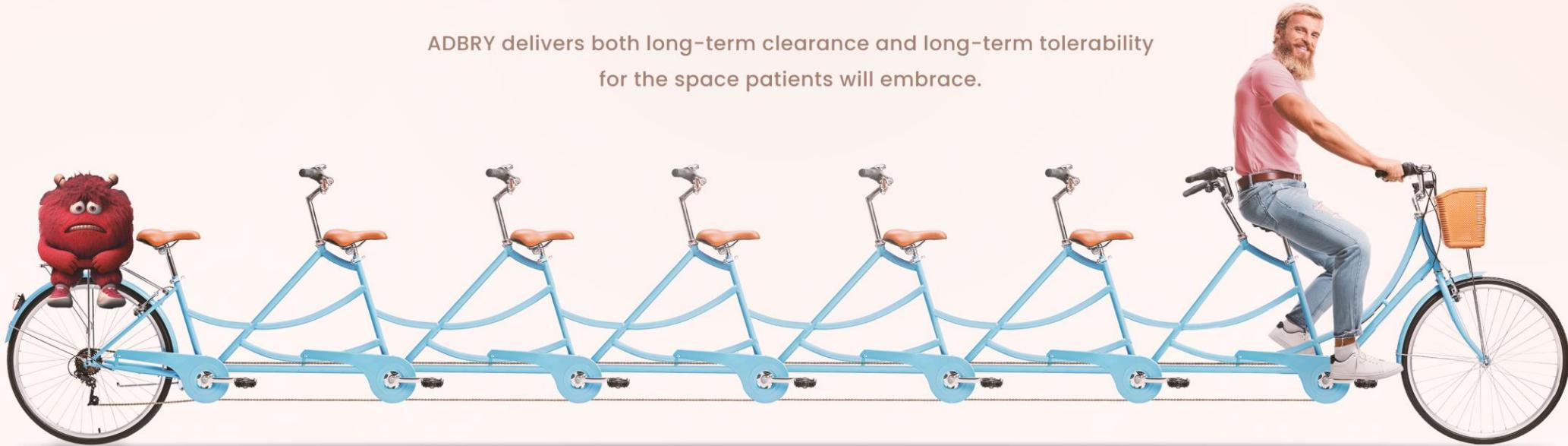
### **MUCH NEEDED SPACE**

Atopic dermatitis can take up a lot of room in a person's life. It's a relationship they'd much rather live without. With its proven efficacy and long-term tolerability, ADBRY/ADTRALZA can help put more distance between a patient and their AD.

For adults with uncontrolled moderate-to-severe atopic dermatitis (AD)

# ENJOY A LONG-DISTANCE RELATIONSHIP.

ADBRY delivers both long-term clearance and long-term tolerability  
for the space patients will embrace.

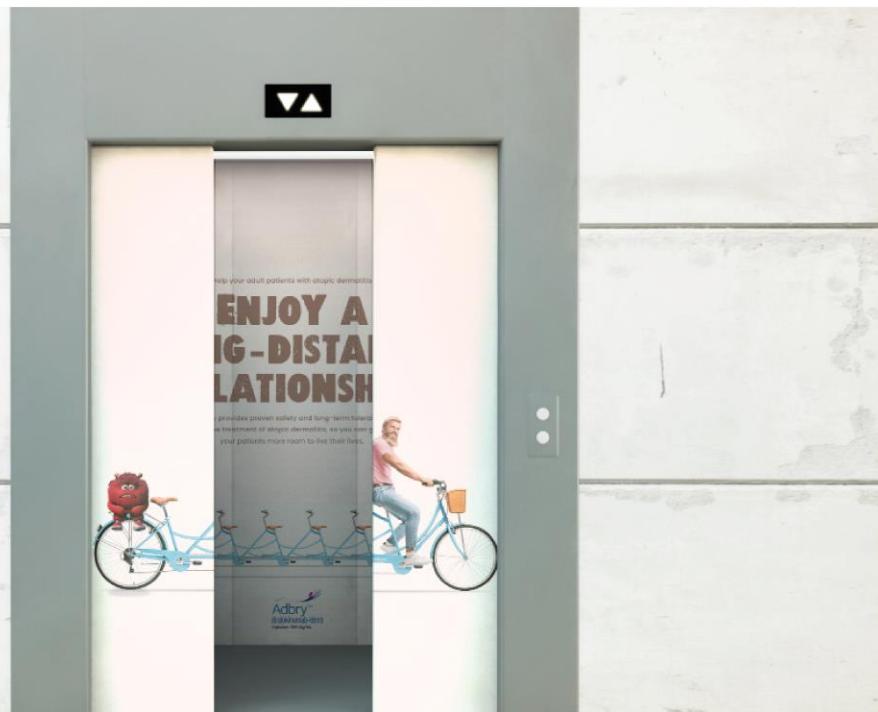
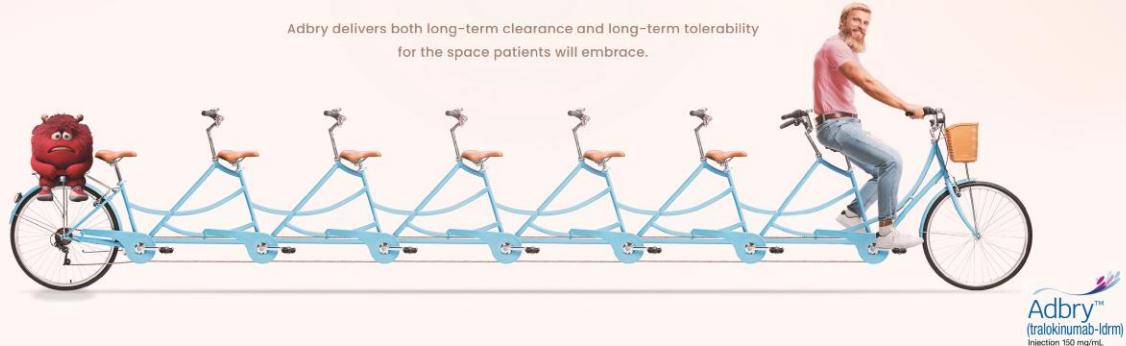


**Adbry™**  
(tralokinumab-ldrm)  
Injection 150 mg/mL

Help your adult patients with moderate-to-severe atopic dermatitis (AD)

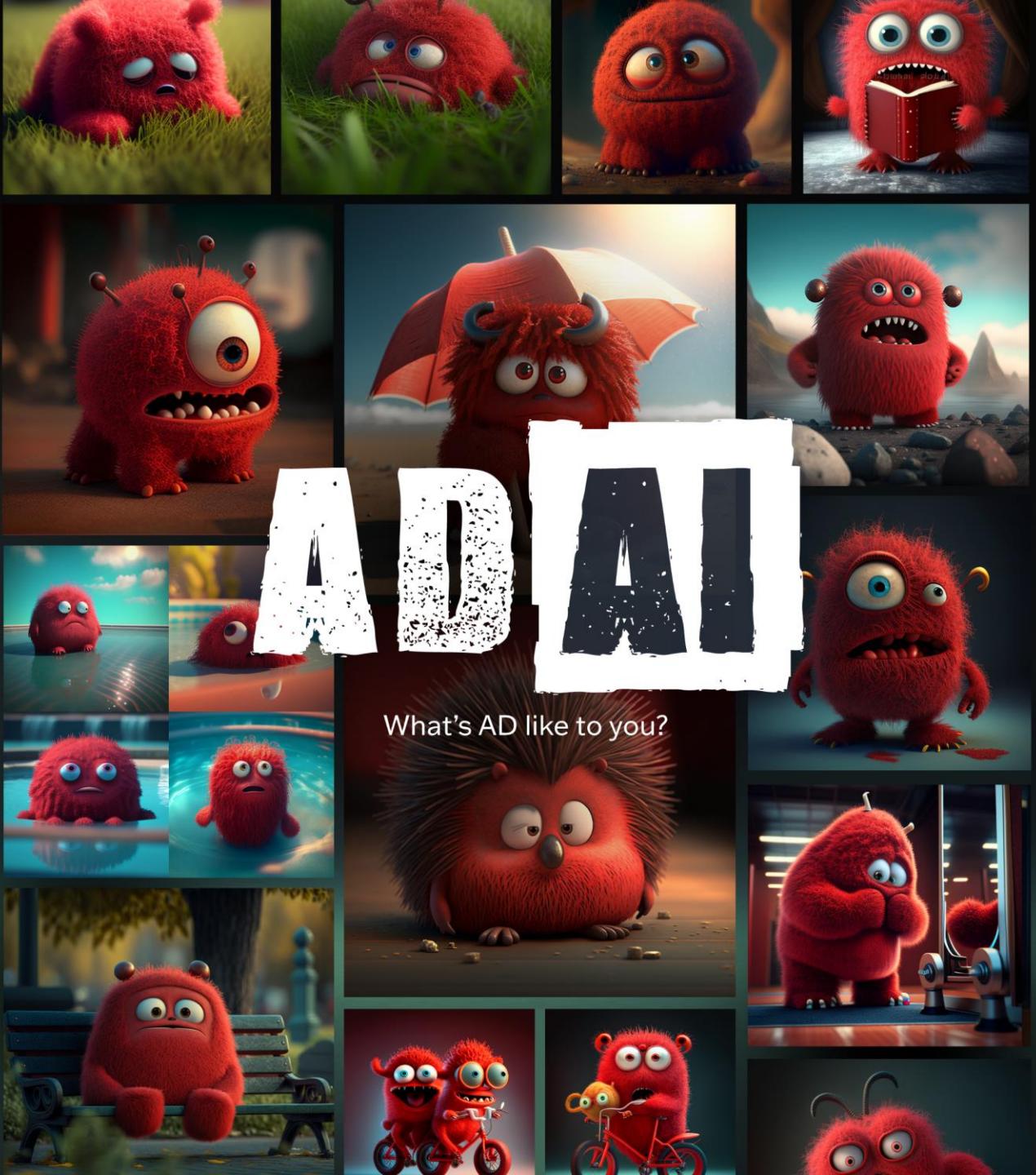
# ENJOY A LONG-DISTANCE RELATIONSHIP.

Adbry delivers both long-term clearance and long-term tolerability  
for the space patients will embrace.



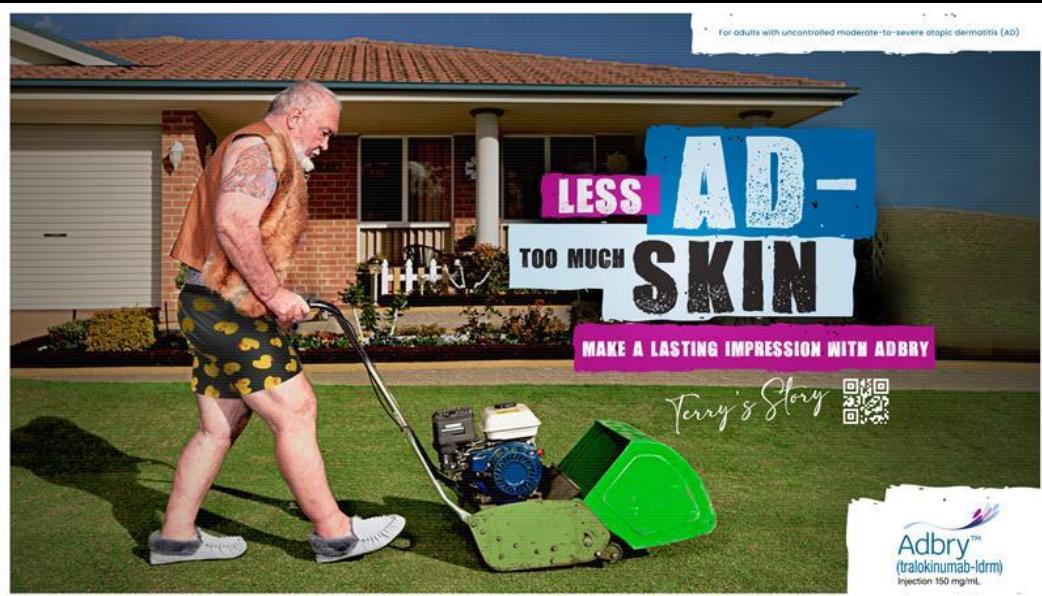




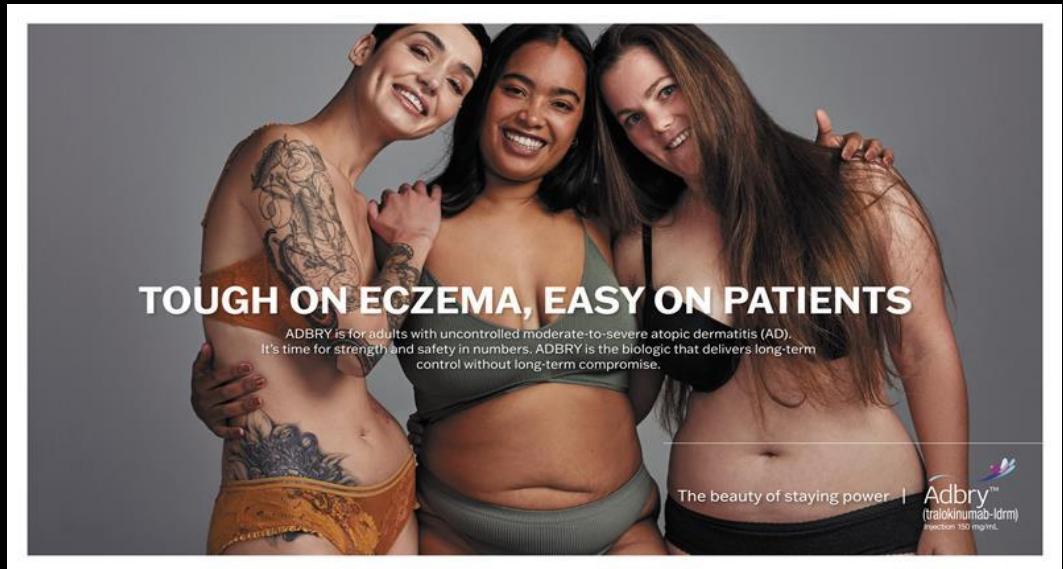




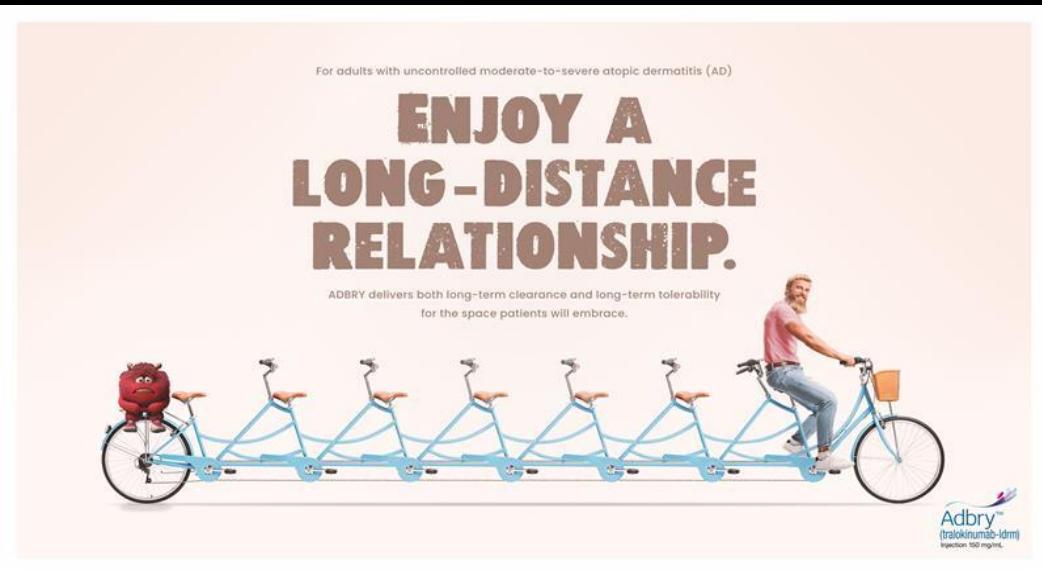
ONE



TWO



THREE



FOUR

# Concepts Deliver on Strong Stopping Power

“Well, it's definitely got a stopping power because you would stop and read it... it's not something that I would expect to see in a dermatological journal.”

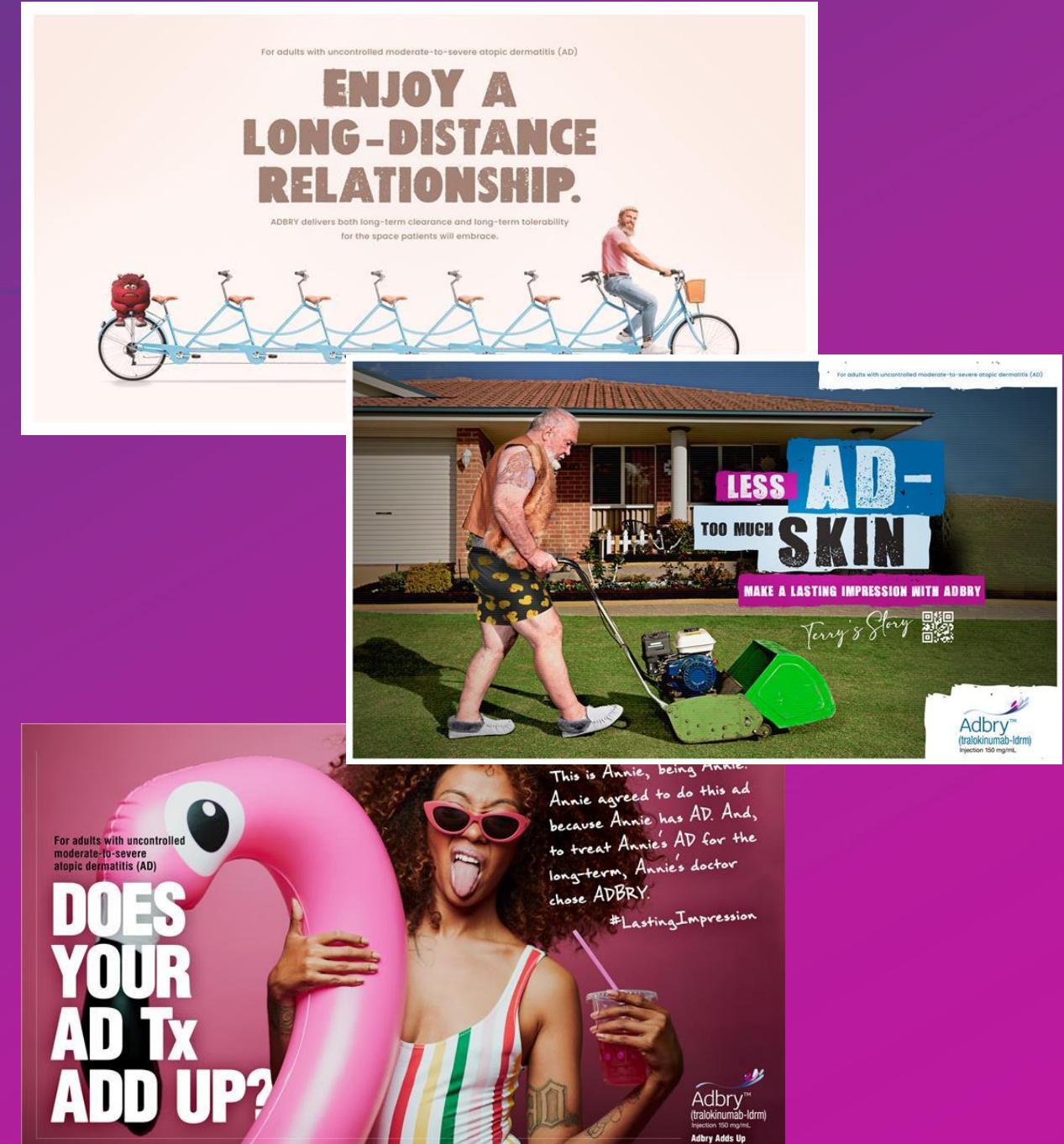
– U.K. Dermatologist

“It is memorable...making me want to learn more about the medication.”

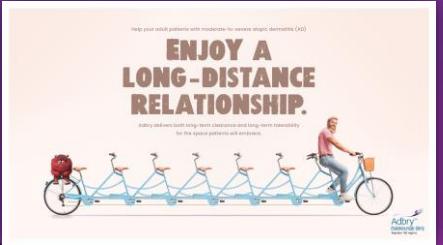
– U.S. Dermatologist

“These concepts are daring and out-of-the-box for the category.”

– Spanish Dermatologist



# Some considerations we discussed with our GHMC partners



## Much Needed Space

- Strong visual that communicates message regardless of language
- Speaks to derms desire to keep patients well and not needing to come back to the office
- Watch Out: monster could evoke virus/bacteria

## Lasting Impression

- Strong, strategic tagline that will resonate globally
- Sure to grab attention in typically “dry” HCP channels
- Watch Out: activity (i.e., lawnmower) would need to be adjusted to be locally relevant

## Anything Less Is Less

- Consider names (e.g., Axel vs. Adam) used for cultural relevance and connotations
- Watch Out: translation will need to consider how to drive impact without the alliteration

## The Beauty Of Staying Power:

- Powerful and unexpected visualization, especially for HCPs
- Consider adding men to make it feel more representative
- Watch Out: potential to be interpreted as an underwear ad



Dai una mano ai pazienti adulti affetti da dermatite atopica (DA)  
da moderata a grave

## IL PIACERE DI UNA RELAZIONE A DISTANZA.

Adralza offre sia una scomparsa delle lesioni a lungo termine che una tollerabilità  
a lungo termine. Una "distanza" che lascia respirare i pazienti.

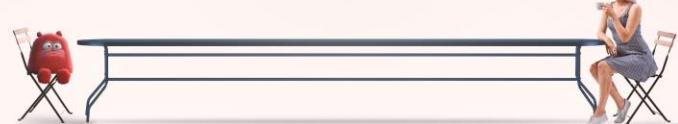


Adralza<sup>®</sup>  
(trakinumab)

## DISFRUTE DE UNA RELACIÓN A DISTANCIA.

Ayuda a sus pacientes adultos con dermatitis atopica (D.A.) moderada a severa.

Adralza ofrece tanto una piel limpia así como una tolerancia a  
largo plazo que los pacientes disfrutarán.

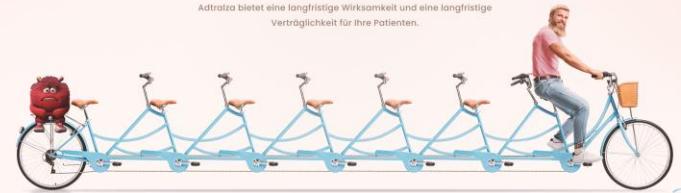


Adralza<sup>®</sup>  
(trakinumab)

## HALTEN SIE AD AUF ABSTAND.

Helfen Sie ihren erwachsenen Patienten mit mittelschwerer bis schwerer Neurodermitis

Adralza bietet eine langfristige Wirksamkeit und eine langfristige  
Verträglichkeit für Ihre Patienten.



Adralza<sup>®</sup>  
(trakinumab)

# Global Activation

## AFFILIATE ROLLOUT

- Empower local markets to adopt the campaign, adapt to local needs and roll-out
- Global launch for creative at Brand Planning Meeting
- Supporting materials for roll-out
  - ✓ Implementation guide / playbook
  - ✓ Editable assets and translations
  - ✓ Affiliate webinars
  - ✓ On-the-ground GHMC support regionally and nationally



# Using our Challenger Brand mindset to re-invigorate and re-energize our sales teams

- ✓ Engage the sales teams through a global, regional and national meetings cascade
- ✓ Bring the new creative to life
- ✓ Invite inspirational / motivational speakers from a well-known challenger brand



**Rep-led detail aid** containing targeted user journeys, allowing sales team to dynamically select journey and slides ahead of customer meetings



**Self-led detail aid** built around targeted user journeys, with initial screener questions to create bespoke journey through data



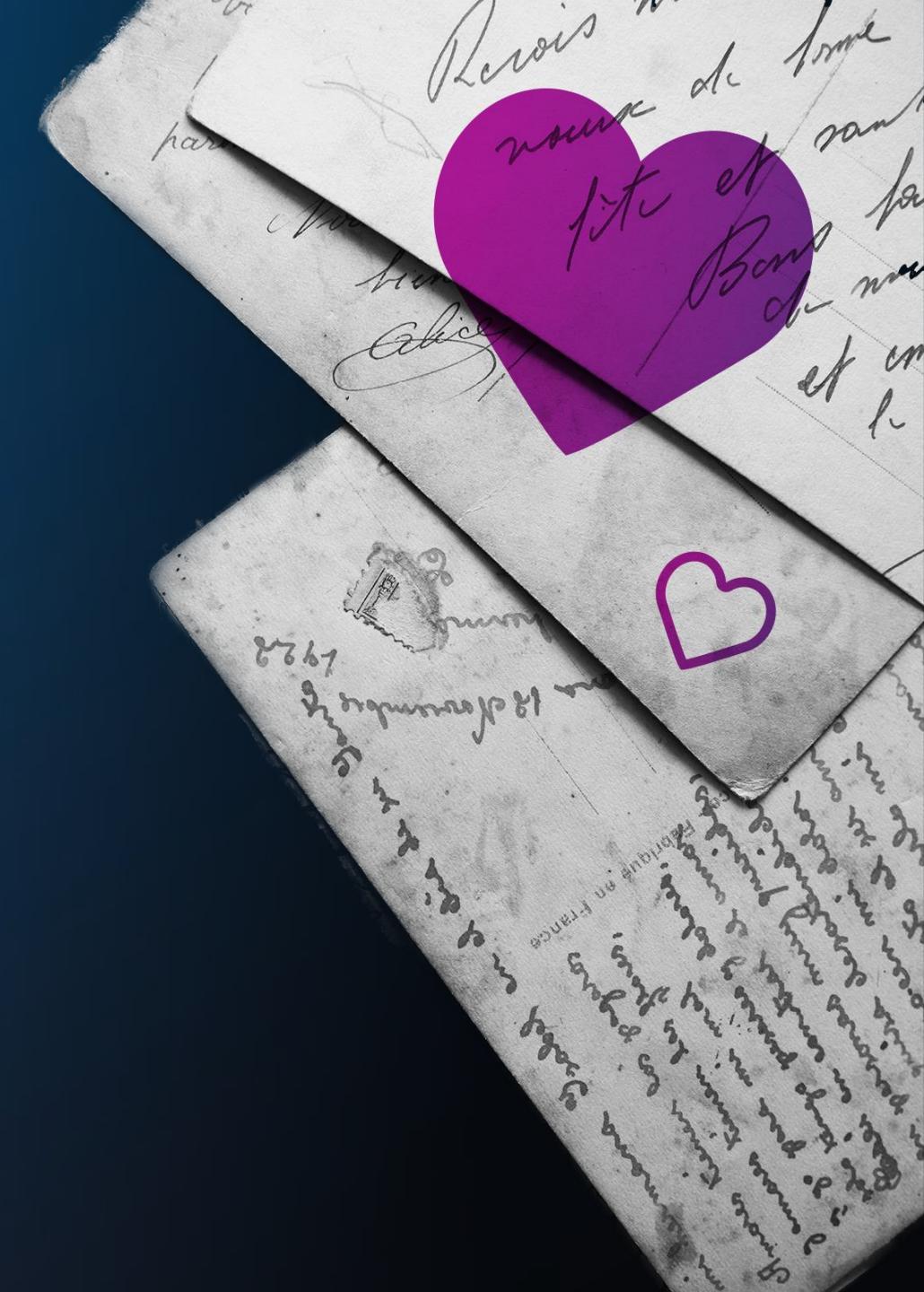
**Rep-triggered emails** following customer meetings and with responsive user journeys to ensure personalization in content delivered



**Leave beehinds** containing key data and insights based on dermatologist segmenting

# CHAPTER 5:

## Happily ever after...



# As a challenger brand, hyper-targeting our customers is critical to our success



Identify the dermatologists  
most likely to prescribe  
ADBRY/ADTRALZA



Paint a picture for these  
dermatologists as to who is an  
ADBRY/ADTRALZA patient



komodohealth

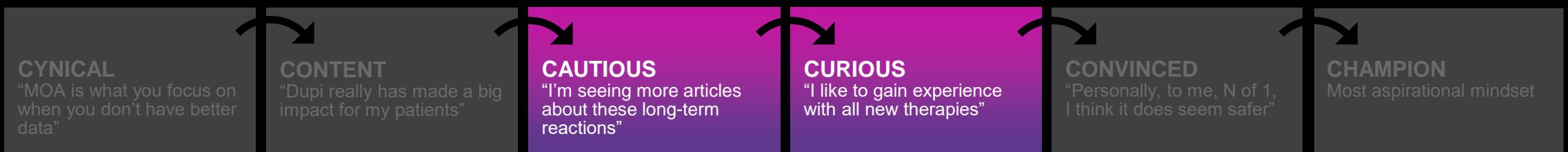


healthverity<sup>®</sup>

# Pathway to success starts with identifying attitudes we can impact today

## ADBRY/ADTRALZA is built for the long haul in AD

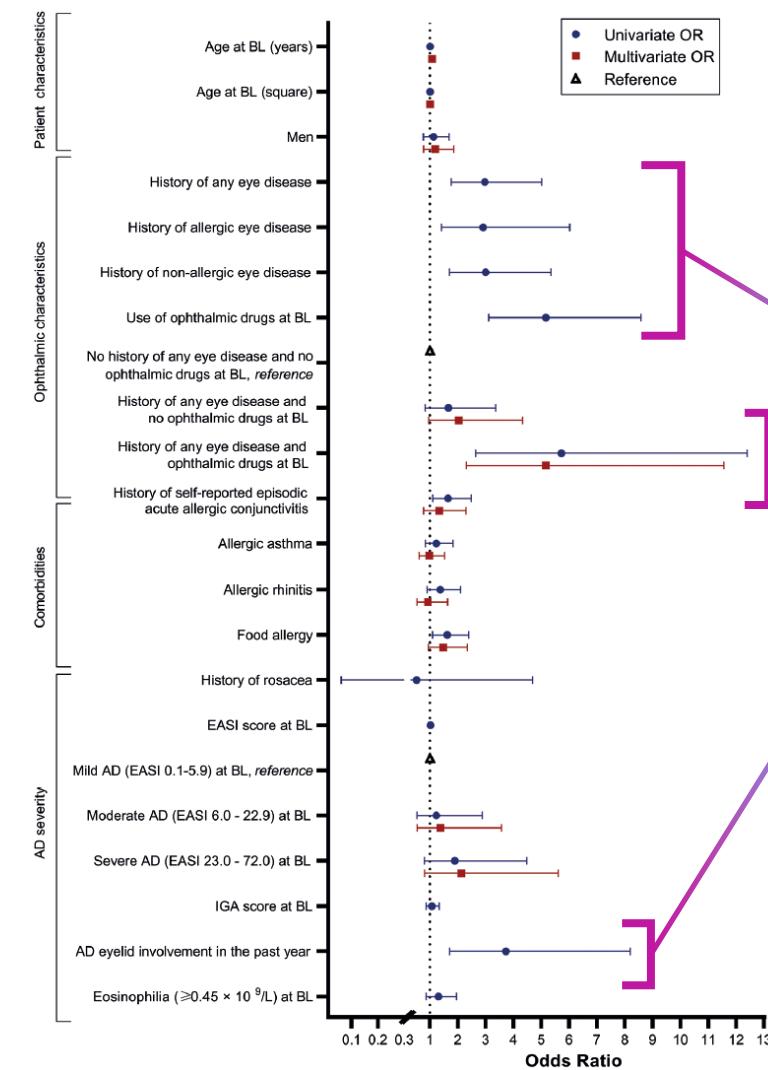
ADBRY/ADTRALZA is the only biologic to address the long-term needs of patients with AD by specifically blocking the IL-13 signaling pathway, the main driver of pathogenesis in AD, to ensure that it *works where it should and not where it shouldn't*.



As your strategic partner, we would work alongside you to align on these attitudes, identify the right key customers for ADBRY/ADTRALZA, and execute a precise marketing approach that will move customers along this attitude map and maximize ROI.

We recognize that no brand can get to the most aspirational attitude in one step—it is imperative that a clear attitude map is established with actionable steps, identifying the barriers and the strategies to overcome these barriers, in order to guide the brand along its path to success.

# Risk factors for DUPIXENT-induced conjunctivitis may start to reveal a potential patient type



Do these patients become low hanging fruit for ADBRY/ADTRALZA?

Other considerations that start to widen the funnel:

- ✓ Patients who wear contact lenses?
- ✓ Patients with blepharitis?

# How do we help dermatologists identify who is appropriate for a first date?



Adult AD

Adult AD only

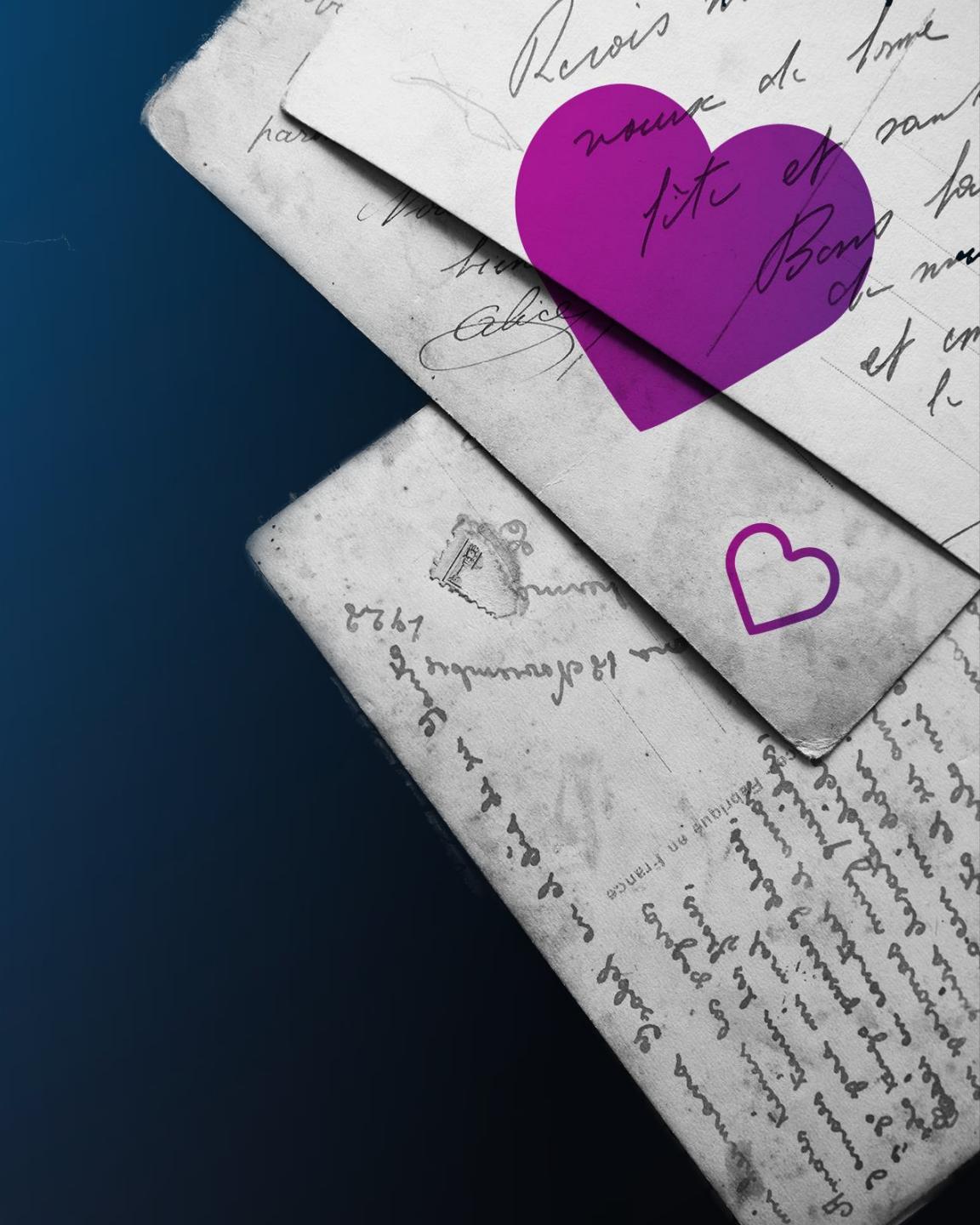
Adult AD patients with biologic safety concerns

Adult AD patients with ocular disorders (contact lenses?)

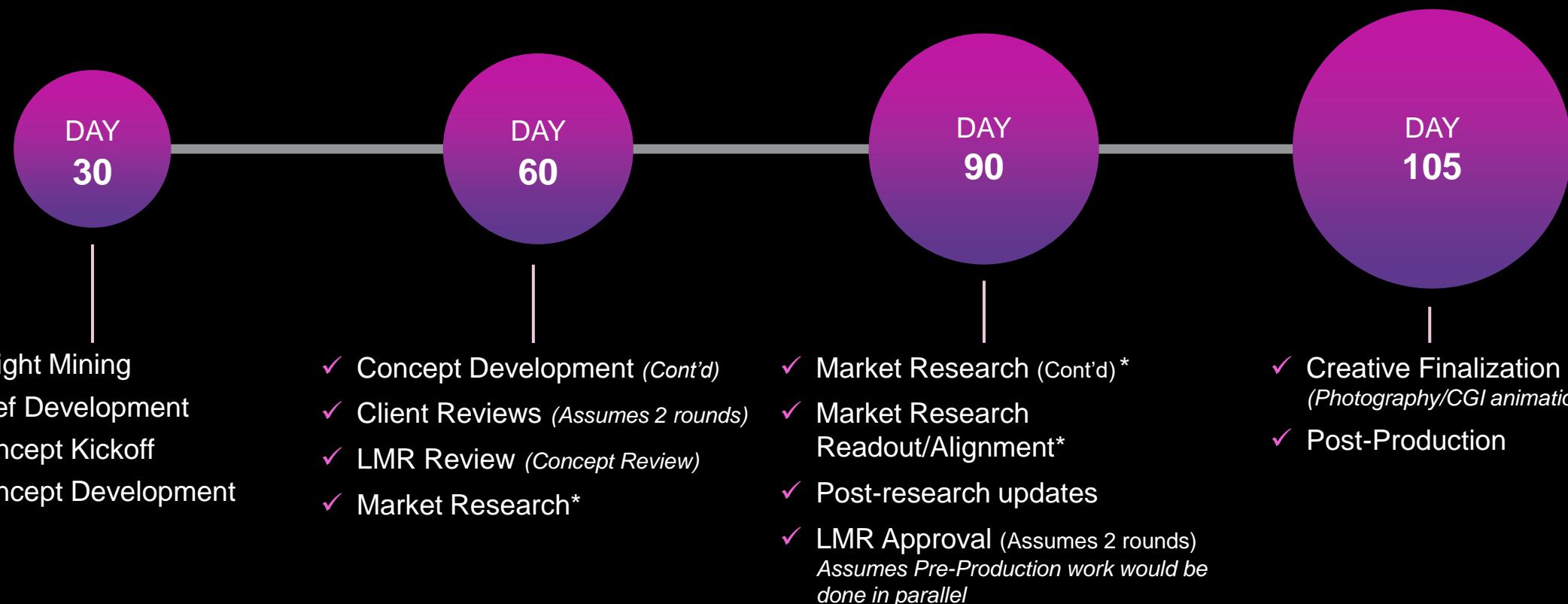


# EPILOGUE:

## Bringing our love story to life...



# How do we get a campaign in market this summer?



\*Denotes timing dependencies with chosen market research partner/vendor

# High-touch for high function

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Our team employs specific **program management** activities to prevent scope creep and align and deliver on expectations while managing and monitoring resources utilized

## Achievable and realistic planning

- Scheduling/planning
- Workflow management
- Budget estimating and tracking

## Balancing workload

- Assignments and prioritization
- Resource management
- Risk & change management

## Communication cascade

- Team connectivity and alignment
- Internal and external expectation setting
- Cross-functional information sharing

## Quality and compliance

- Fact-checking, editorial oversight and Veeva management
- Client MLR process and reviews
- Style guide and brand consistency

# Your LEO Team

## CORE TEAM



**Maryrose Lombardo**  
*Client Relationship Lead*



**Brandon Rabinowitz**  
*U.S. Day-to-day Lead*



**Molly Stephenson**  
*Global Day-to-day Lead*



**Melissa Malrechauffe**  
*Account Support*



**Ken Guli**  
*VP, Associate Director (Art)*



**Tony Hines**  
*VP, Associate Creative Director (Copy)*



**Seb Stokes**  
*Global Creative Lead*



**Ross Fetterolf**  
*Strategic Story Lead*



**Brett Care**  
*Measurement & Analytics Lead*



**Christopher Pratt, PhD**  
*Scientific Strategy*



**Adela Garcia**  
*Brand Strategy*



**Shawn Mattison**  
*Program Manager, CTO*

## SENIOR COUNSEL



**Michelle Strier**  
*Chief Strategy Officer*



**Chetan Vijayvergiya, PhD**  
*Chief Scientific Officer*



**Orin Puniello**  
*SVP, Research and Analytics*



**Tim Goddard**  
*President, GHMC*



**Kelly Cacioppo**  
*Biopharma Practice Lead*



**Modesto Rodriguez**  
*Creative Art Lead*



**Darryl Kluskowski**  
*Creative Copy Lead*

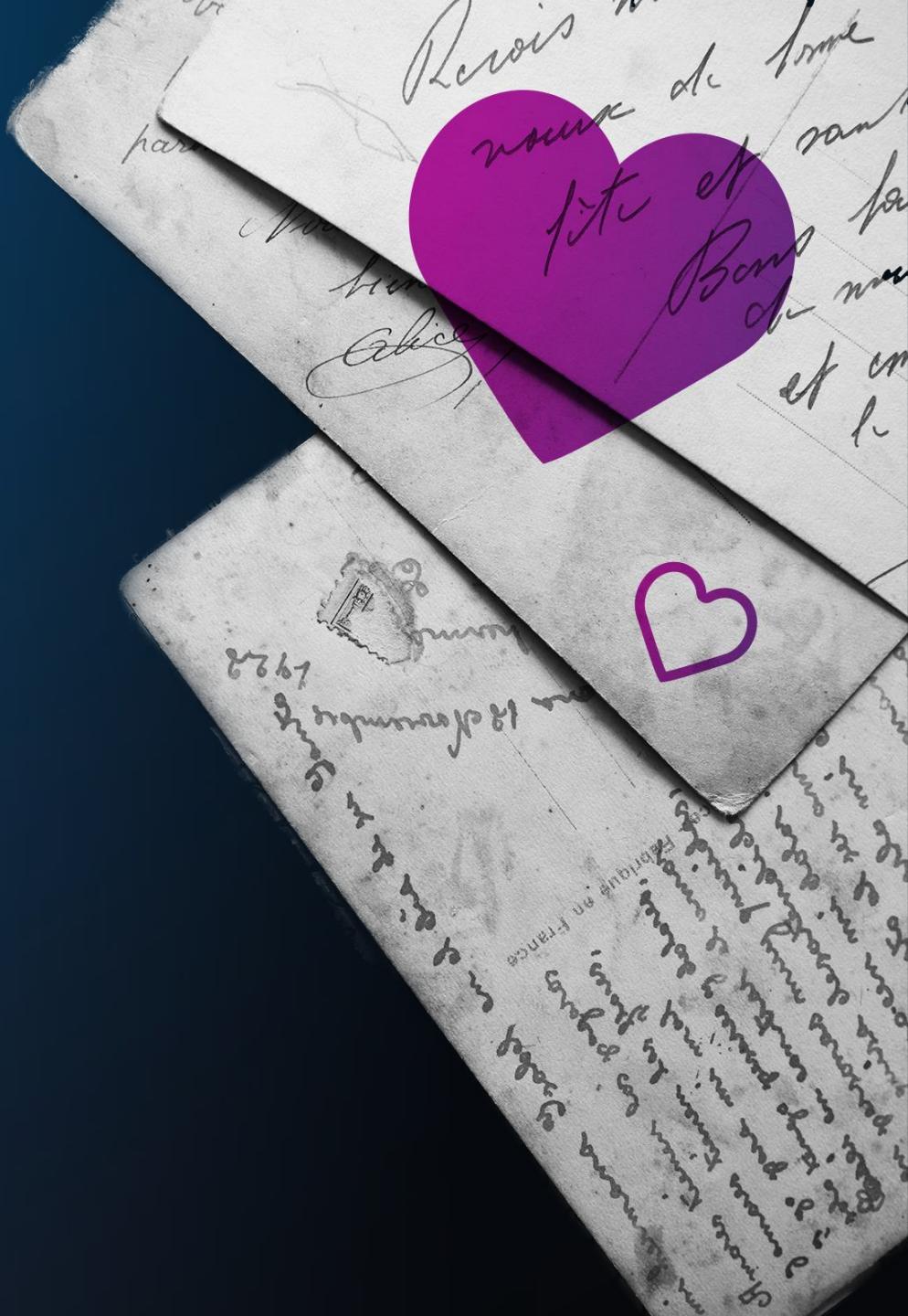


**Malcolm Mackenzie**  
*Brand Strategy Lead*



**Chris Bath**  
*Global & European Strategic Lead*

~~The End~~  
The Beginning!



# Our Approach Ensures Campaigns Resonate Locally In Priority Markets

We take a bottom-up approach to global campaign development, activating the GHMC network to feed insights from priority markets that will shape the campaign and then activating again when it's time to adapt and implement locally



# GHMC Rate Structure

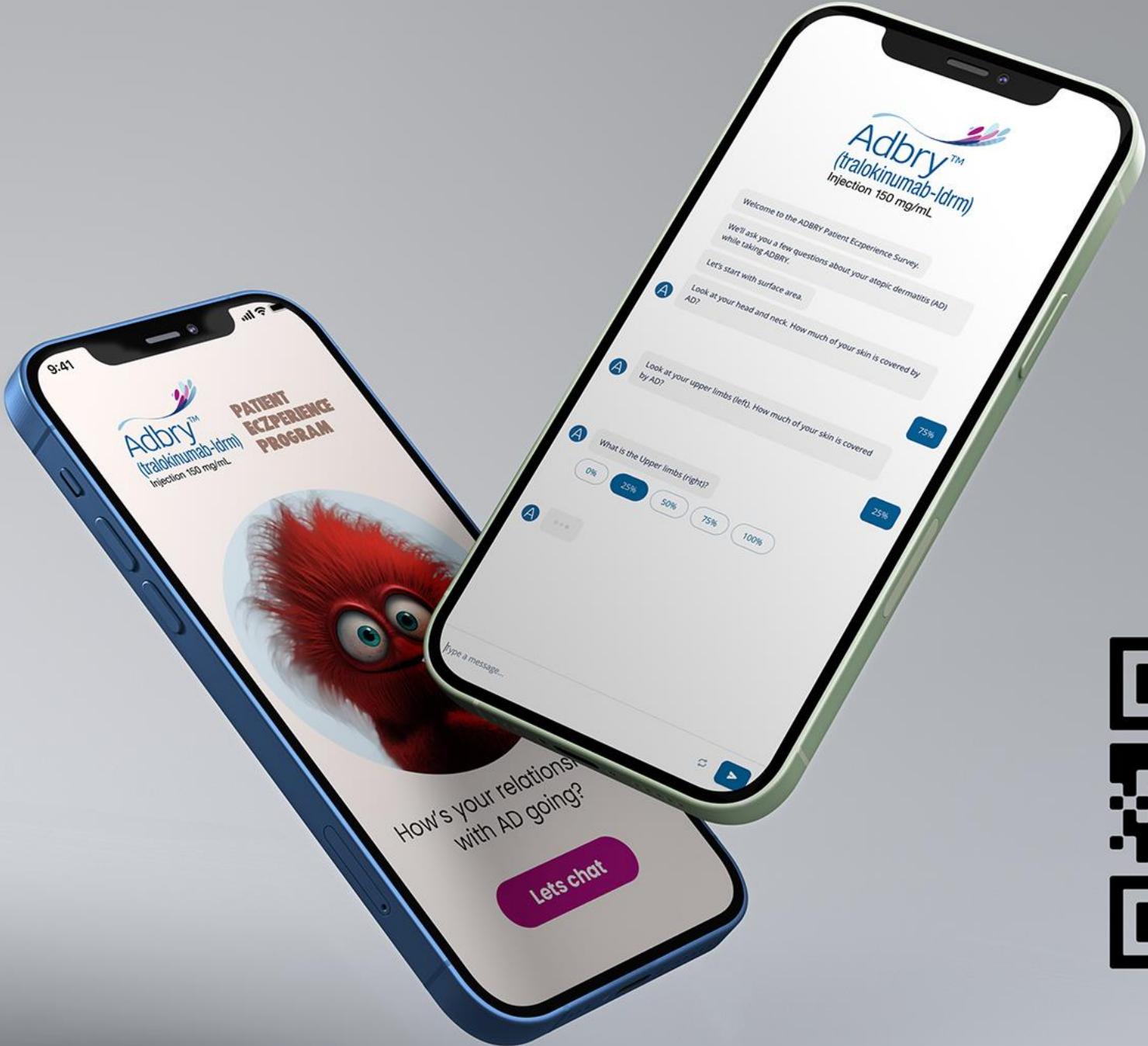


|                                      |   |       |      |
|--------------------------------------|---|-------|------|
| <b>Client Services</b>               | Executive Vice President / Managing Director      | \$375 | £300 |
|                                      | Senior Vice President / Director                  | \$350 | £275 |
|                                      | Vice President / Associate Director               | \$315 | £225 |
|                                      | Account Director / Senior Account Director        | \$275 | £195 |
|                                      | Account Supervisor / Account Manager              | \$240 | £160 |
|                                      | Senior Account Executive                          | \$215 | £135 |
|                                      | Account Executive                                 | \$190 | £115 |
|                                      | Assistant Account Executive / Account Coordinator | \$160 | £100 |
|                                      |   |       |      |
|                                      |   |       |      |
| <b>Creative, Art</b>                 | EVP, Creative Director (Art)                      | \$375 | £300 |
|                                      | SVP, Creative Director (Art)                      | \$350 | £275 |
|                                      | VP, Creative Director (Art)                       | \$325 | £225 |
|                                      | VP, Associate Creative Director (Art)             | \$300 | £210 |
|                                      | Group Art Supervisor                              | \$275 | £195 |
|                                      | Art Supervisor                                    | \$240 | £160 |
|                                      | Senior Art Director                               | \$215 | £135 |
|                                      | Art Director                                      | \$190 | £115 |
|                                      | Associate Art Director                            | \$160 | £100 |
|                                      |   |       |      |
| <b>Creative, Copy</b>                | EVP, Creative Director (Copy)                     | \$375 | £300 |
|                                      | SVP, Creative Director (Copy)                     | \$350 | £275 |
|                                      | VP, Creative Director (Copy)                      | \$325 | £225 |
|                                      | VP, Associate Creative Director (Copy)            | \$300 | £210 |
|                                      | Group Copy Supervisor                             | \$275 | £195 |
|                                      | Copy Supervisor                                   | \$240 | £160 |
|                                      | Senior Copywriter                                 | \$215 | £135 |
|                                      | Copywriter  | \$190 | £115 |
|                                      | Associate Copywriter                              | \$160 | £100 |
|                                      |   |       |      |
| <b>Creative, Interaction</b>         | EVP, Group Interaction Design                     | \$375 | £300 |
|                                      | SVP, Group Interaction Design                     | \$350 | £275 |
|                                      | VP, Group Interaction Design                      | \$325 | £225 |
|                                      | VP, Interaction Design                            | \$300 | £210 |
|                                      | Group Interaction Design Supervisor               | \$275 | £195 |
|                                      | Interaction Design Supervisor                     | \$240 | £160 |
|                                      | Senior Interaction Designer                       | \$215 | £135 |
|                                      | Interaction Designer                              | \$190 | £115 |
|                                      | Associate Interaction Designer                    | \$160 | £100 |
|                                      |   |       |      |
| <b>Creative, Video</b>               | EVP, Video Production                             | \$375 | £300 |
|                                      | SVP, Director Video Production                    | \$350 | £275 |
|                                      | VP, Director Video Production                     | \$315 | £225 |
|                                      | Director, Video Production                        | \$275 | £210 |
|                                      | Associate Director, Video Production              | \$275 | £195 |
|                                      | Senior Video Producer                             | \$215 | £135 |
|                                      | Video Producer                                    | \$190 | £115 |
|                                      | Associate, Video Production                       | \$160 | £100 |
|                                      |   |       |      |
|                                      |   |       |      |
| <b>Development</b>                   | EVP, Technology Director                          | \$375 | £300 |
|                                      | SVP, Technology Director                          | \$350 | £275 |
|                                      | VP, Technology Director                           | \$325 | £225 |
|                                      | Technical Director                                | \$300 | £210 |
|                                      | Technical Lead                                    | \$275 | £195 |
|                                      | Sr. Interactive Developer                         | \$240 | £160 |
|                                      | Interactive Developer                             | \$215 | £135 |
|                                      | Junior Developer                                  | \$170 | £115 |
|                                      |   |       |      |
|                                      |   |       |      |
| <b>Development, QA/QC</b>            | Sr. QA Analyst                                    | \$240 | £160 |
|                                      | QA Analyst  | \$215 | £135 |
|                                      |   |       |      |
|                                      |   |       |      |
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|                                      |   |       |      |
| <b>Editorial</b>                     | EVP, Editorial                                    | \$375 | £300 |
|                                      | SVP, Editorial                                    | \$325 | £225 |
|                                      | VP, Editorial                                     | \$315 | £225 |
|                                      | Editorial Director                                | \$275 | £195 |
|                                      | Associate Director, Editorial                     | \$240 | £160 |
|                                      | Sr. Editor  | \$215 | £135 |
|                                      | Editor  | \$190 | £115 |
|                                      | Associate Editor                                  | \$160 | £100 |
|                                      |   |       |      |
|                                      |   |       |      |
| <b>Program Management</b>            | EVP, PMO  | \$375 | £300 |
|                                      | SVP, PMO  | \$350 | £275 |
|                                      | VP, Client Team Operations                        | \$325 | £225 |
|                                      | Director, Client Team Operations                  | \$275 | £210 |
|                                      | Associate Director, Client Team Operations        | \$275 | £195 |
|                                      | Senior Project Manager                            | \$240 | £160 |
|                                      | Project Manager                                   | \$215 | £135 |
|                                      | Associate, Project Manager                        | \$180 | £115 |
|                                      | Project Coordinator                               | \$160 | £100 |
|                                      |   |       |      |
| <b>Innovation, Social</b>            | EVP, Social Media                                 | \$375 | £300 |
|                                      | SVP, Social Media                                 | \$350 | £275 |
|                                      | VP, Social Media                                  | \$325 | £225 |
|                                      | Director, Social Media                            | \$275 | £195 |
|                                      | Associate Director, Social Media                  | \$240 | £160 |
|                                      | Sr. Social Media Strategist                       | \$215 | £135 |
|                                      | Social Media Strategist                           | \$190 | £115 |
|                                      | Social Media Coordinator                          | \$160 | £100 |
|                                      |   |       |      |
|                                      |   |       |      |
| <b>Innovation, Earned Media</b>      | EVP, Earned Media                                 | \$375 | £300 |
|                                      | SVP, Earned Media                                 | \$350 | £275 |
|                                      | VP, Earned Media                                  | \$325 | £225 |
|                                      | Director, Earned Media                            | \$275 | £195 |
|                                      | Supervisor, Earned Media                          | \$240 | £160 |
|                                      | SAE, Earned Media                                 | \$215 | £135 |
|                                      | AE, Earned Media                                  | \$190 | £115 |
|                                      | AAE, Earned Media                                 | \$160 | £100 |
|                                      |   |       |      |
|                                      |   |       |      |
| <b>Innovation, Paid Media</b>        | EVP, Paid Media                                   | \$375 | £300 |
|                                      | SVP, Paid Media                                   | \$350 | £275 |
|                                      | VP, Paid Media                                    | \$325 | £225 |
|                                      | Director, Paid Media                              | \$275 | £210 |
|                                      | Associate Director, Paid Media                    | \$265 | £195 |
|                                      | Media Supervisor                                  | \$240 | £160 |
|                                      | Senior Media Planner                              | \$215 | £135 |
|                                      | Media Planner                                     | \$190 | £115 |
|                                      | Assistant Media Planner                           | \$160 | £100 |
|                                      |   |       |      |
| <b>Strategy, Analytics</b>           | EVP, Measurement & Analytics                      | \$375 | £300 |
|                                      | SVP, Measurement & Analytics                      | \$350 | £275 |
|                                      | VP, Measurement & Analytics                       | \$325 | £225 |
|                                      | Director, Measurement & Analytics                 | \$275 | £195 |
|                                      | Associate Director, Measurement & Analytics       | \$240 | £160 |
|                                      | Sr. Measurement & Analytics Strategist            | \$215 | £135 |
|                                      | Measurement & Analytics Strategist                | \$190 | £115 |
|                                      | Associate, Measurement & Analytics                | \$160 | £100 |
|                                      | EVP, Research                                     | \$375 | £300 |
|                                      | SVP, Research                                     | \$350 | £275 |
| <b>Strategy, Research</b>            | VP, Research                                      | \$325 | £225 |
|                                      | Director, Research                                | \$275 | £195 |
|                                      | Associate Director, Research                      | \$240 | £160 |
|                                      | Senior Research Analyst                           | \$215 | £135 |
|                                      | Research Analyst                                  | \$190 | £115 |
|                                      | Research Associate                                | \$160 | £100 |
|                                      | EVP, Engagement Strategy                          | \$375 | £300 |
|                                      | SVP, Engagement Strategy                          | \$350 | £275 |
|                                      | VP, Engagement Strategy                           | \$325 | £225 |
|                                      | Director, Engagement Strategy                     | \$275 | £195 |
| <b>Strategy, Engagement Strategy</b> | Associate Director, Engagement Strategy           | \$240 | £160 |
|                                      | Sr. Engagement Strategist                         | \$230 | £135 |
|                                      | Engagement Strategist                             | \$200 | £115 |
|                                      | Associate Engagement Strategist                   | \$160 | £100 |
|                                      | EVP, Scientific Strategy                          | \$375 | £300 |
|                                      | SVP, Scientific Strategy                          | \$350 | £275 |
|                                      | VP, Scientific Strategy                           | \$340 | £225 |
|                                      | Director, Scientific Strategy                     | \$325 | £210 |
|                                      | Associate Director, Scientific Strategy           | \$300 | £195 |
|                                      | Supervisor, Scientific Strategy                   | \$240 | £160 |
| <b>Strategy, Scientific</b>          | Sr. Manager, Scientific Strategy                  | \$245 | £135 |
|                                      | Manager, Scientific Strategy                      | \$220 | £115 |
|                                      | Associate, Scientific Strategy                    | \$180 | £100 |
|                                      | EVP, Brand Strategy                               | \$375 | £300 |
|                                      | SVP, Brand Strategy                               | \$350 | £275 |
|                                      | VP, Brand Strategy                                | \$325 | £225 |
|                                      | Director, Brand Strategy                          | \$290 | £195 |
|                                      | Associate Director, Brand Strategy                | \$240 | £160 |
|                                      | Sr. Manager, Brand Strategy                       | \$245 | £135 |
|                                      | Manager, Brand Strategy                           | \$200 | £115 |
| <b>Strategy, Brand</b>               | Associate, Brand Strategy                         | \$160 | £100 |

# Estimated Launch Budget

| Project   | Assumptions   | 2023 Estimate<br>(Fee + OOP) |
|---|---|------------------------------|
| <b>Account Management &amp; Strategic Counsel</b>     | This is inclusive of a bucket of hours each month to account for program status meetings, financial reconciliation and management, partner and vendor coordination, ad hoc strategic and logistical requests.   | \$261,000                    |
| <b>Discovery and Ecosystem Audit</b>                  | Auditing of existing ecosystem materials for understanding and deciphering items for removal, optimization, creation, and keep as-is.   | \$69,000                     |
| <b>HCP Campaign Development</b>                       | Development of an HCP Campaign for Global and U.S. markets. Includes development of up to 5 concepts for market research testing as well as research support. Research to be conducted by Spectrum or vendor chosen by client under separate budget.        | \$419,000                    |
| <b>Brand Book/Style Guide</b>                         | Development of a global resource containing mandatory guidelines for how to implement the updated HCP campaign including visual elements, tone, and style that embody the brand personality, purpose, identity, campaign, as well as application and usage. | \$45,000                     |
| <b>Interactive Visual Aid (IVA)</b>                   | Development of rep-delivered core interactive visual aid with inclusion of updated campaign and additional screens that will highlight the ECZTEND trial data outcomes. Includes Development (likely Olive)   | \$184,000                    |
| <b>Interactive Visual Aid Training Guide</b>          | Development of an annotated guide that will be used to train sales team on how to effectively communicate IVA story to HCPs.  | \$61,000                     |
| <b>Rep Triggered E-Mails (3)</b>                      | Creation of up to 3 rep triggered e-mails that sales team can use as follow-up to HCP details. Includes layout in Veeva approved template and copy development options for body of email and drop-down menu options. Does not include development time.     | \$62,000                     |
| <b>Patient Profile Development (3)</b>                | Creative development of up to 3 Patient Profiles of ADBRY/ADTRALZA patients for HCP detailing. Profiles will be developed in print and digital formats to allow for flexibility via rep detail and/or as a leave behind.                                    | \$118,000                    |
| <b>HCP Leave Behind</b>                               | Development of an HCP leave behind highlighting updated campaign and ECZTEND trial data results.  | \$77,000                     |
| <b>Reprint Carrier Compendium (ECZTEND data)</b>      | Development of a reprint compendium that will include complete ADBRY/ADTRALZA clinical trial results including the ECZTEND data.  | \$73,000                     |
| <b>HCP Website Refresh</b>                            | Website updates include application of new campaign across all web pages.   | \$235,000                    |
| <b>Media Asset Development Drivers</b>                | Includes (2) Web Banner Ads, (1) Journal Ad, and (3) Social Media Posts.  | \$140,000                    |
| <b>Template Development (E-Mail and PowerPoint)</b>   | Development of E-mail and (1) PowerPoint template (look and feel) that will be applied to include updated visual and stylistic elements of the campaign.  | \$33,000                     |
| <b>Measurement &amp; Analytics Framework Planning</b> | Development of a measurement plan to test the effectiveness of each media channel and overall performance of the media drivers.   | \$85,000                     |
| <b>2024 Brand Planning</b>                            | Participation in brand planning meetings to review and align on 2024 strategic imperatives. Development of a tactical plan to support the brand needs in 2024 across Global and U.S.  | \$83,000                     |
| <b>Total</b>  |   | <b>\$1,945,000.000</b>       |

Final budget numbers to be developed at the SOW stage



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ABOUT  
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