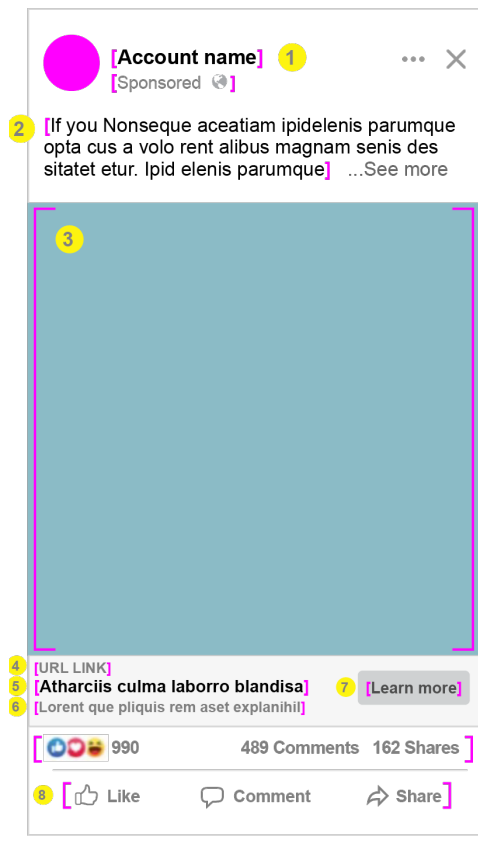
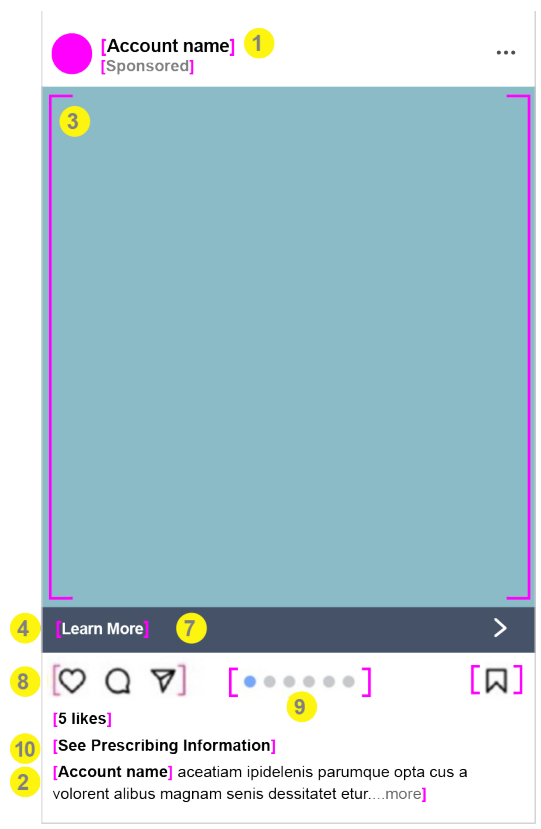
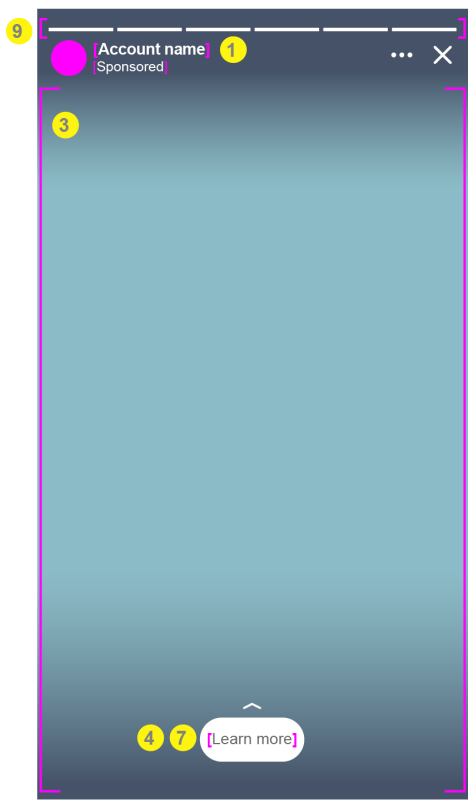
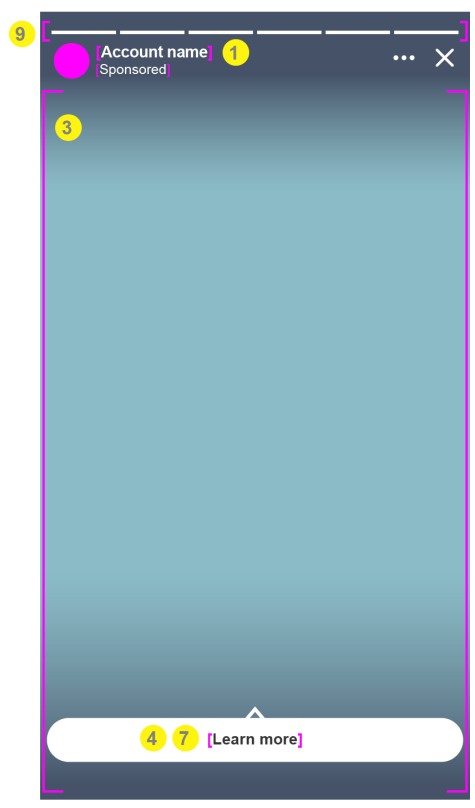
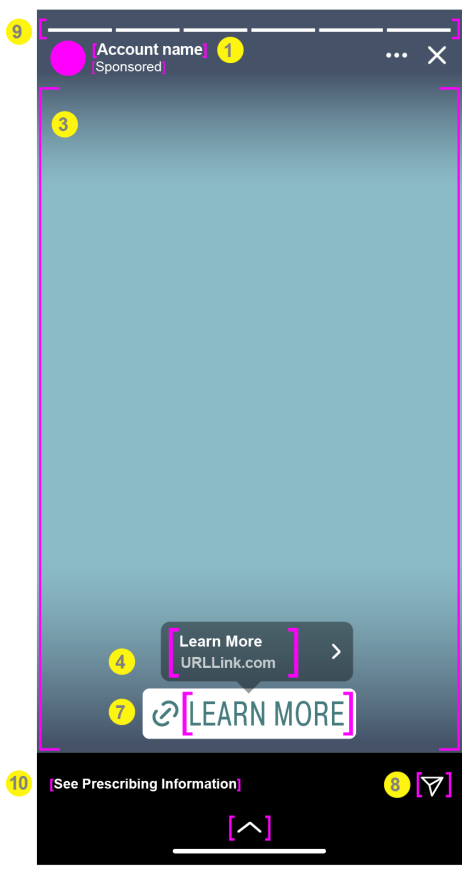
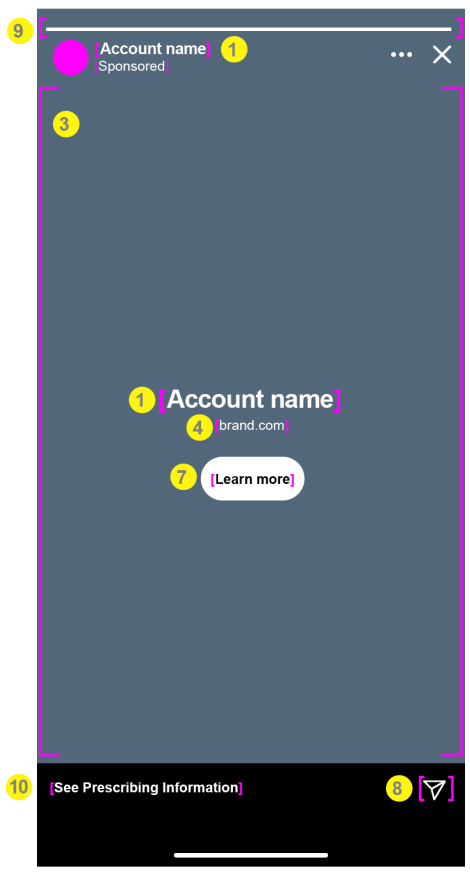
PMUS-BELSMPXXXXXX
BENLYSTA KOL Static Driver

META (FACEBOOK/INSTAGRAM) TEMPLATE FOR STATIC/IMAGE-ONLY ADS

Variable Fields	Placement Type (Mobile Views)	Differences on Desktop View (Controlled by Platform)
Facebook Newsfeed – Single Image <u>Variable Fields</u> This placement uses the following components: **1.** Account Name **2.** Post Copy **3.** Creative **4.** Display/Destination URL **5.** Headline **6.** Headline Description **7.** Call to Action Button **8.** Engagement Icons Note: CTA button turns from gray to blue after a user dwells on the ad.		**1.** Only ellipsis menu displays (no close button). **2.** Text truncation is applied by default; mobile display is more restrictive than desktop (i.e., usually 3 lines are shown on mobile and 7 are shown on desktop); varies by post type and user's device type. **3.** On desktop, 4:5 aspect ratio assets have black bars that fill the space on either side of the creative. **4.** Display URL will be all uppercase on desktop and all lowercase on mobile.
Facebook Newsfeed – Multiframe/Carousel <u>Variable Fields</u> This placement uses the following components: **1.** Account Name **2.** Post Copy **3.** Creative **4.** Destination URL—Call to Action Button links to destination URL **5.** Headline **6.** Headline Description **7.** Call to Action Button **8.** Engagement Icons **9.** Navigation Indicators Note: CTA button turns from gray to blue after a user dwells on the ad.		**1.** Only ellipsis menu displays (no close button). **2.** Text truncation is applied by default; mobile display is more restrictive than desktop (i.e., usually 3 lines are shown on mobile and 7 are shown on desktop); varies by post type and user's device type. **9.** A minimum of 2 frames displays in the initial view; depending on the size of the browser window, part of the third frame may also display. Navigation scroll indicators display differently (e.g., desktop shows arrows indicating user should click through frames vs swipe functionality on mobile).
Instagram Newsfeed/Explore – Single Image or Multiframe/Carousel <u>Variable Fields</u> This placement uses the following components: **1.** Account Name **2.** Post Copy **3.** Creative **4.** Destination URL—Call to Action Button links to destination URL **5.** N/A **6.** N/A **7.** Call to Action Button **8.** Engagement Icons **9.** Navigation Indicators (N/A for Single Image) **10.** Meta Disclaimer Ad Type		Currently, there are no desktop ads for any Instagram placement.

Variable Fields	Placement Type (Mobile Views)	Differences on Desktop View (Controlled by Platform)
Facebook Story <u>Variable Fields</u> This placement uses the following components: **1.** Account Name **2.** N/A **3.** Creative **4.** Destination URL—Call to Action Button links to destination URL **5.** N/A **6.** N/A **7.** Call to Action Button—Dynamically expands across bottom upon viewing **8.** N/A **9.** Navigation Indicators—Multiframe stories will show a bar for each story frame NOTE: Presentation of story cards is controlled by platform and displays dynamically. Stories longer than :15 will dynamically be broken up into 1-3 cards of varying length and an option to “Keep Watching”/“Play Full” may be shown. This is not customizable.	**Initial FB Story Display**  **FB Story Display Upon Viewing** 	Currently, there are no desktop ads for Facebook Stories.
Instagram Story and End Card* <u>Variable Fields</u> This placement uses the following components: **1.** Account Name **2.** N/A **3.** Creative **4.** Destination URL **5.** N/A **6.** N/A **7.** Call to Action Link Sticker and Destination URL Pop-Up Button **8.** Engagement Icons **9.** Navigation Indicators—Multiframe stories will show a bar for each story frame **10.** Meta Disclaimer Ad Type Option (When used, caret icon does not appear; if not used, only caret icon appears here) *End card is included for ads that are less than 15 seconds long. NOTE: Videos play unless the user holds to pause or taps to the next story. Presentation of story cards is controlled by platform and displays dynamically. Stories longer than :15 will dynamically be broken up into 1-3 cards of varying length and an option to “Keep Watching”/”Play Full” may be shown. This is not customizable.	**Initial IG Story Display**  **IG Story End Card** 	Currently, there are no desktop ads for any Instagram placement.

Variable Fields	Newsfeed/Explore	Story
1. Account Name **NOTE:** Profile images are populated based on separately approved account page.	Facebook: Benlysta (belimumab) [ ] Facebook account page URL: https://www.facebook.com/BENLYS Instagram: @benlysta_belimumab [ ] Instagram profile URL: https://www.instagram.com/benlysta_belimumab/	Facebook: Benlysta (belimumab) [ ] Facebook account page URL: https://www.facebook.com/BENLYS Instagram: @benlysta_belimumab [ ] Instagram profile URL: https://www.instagram.com/benlysta_belimumab/
2. Post Copy—Recommended length: 125 characters Text truncation is applied by default; mobile display is more restrictive than desktop (i.e., usually 3 lines are shown on mobile and 7 are shown on desktop); varies by post type and user's device type. **NOTE:** Post copy for Instagram is not clickable; this is only an option on Facebook.	Shortened URL links to BENLYSTA PI: https://bit.ly/3Kqx7r3 **Post Copy (Facebook), Post Copy (Instagram):** Prescribing Info: https://bit.ly/3Kqx7r3 1. Is it time to reconsider your lupus and lupus nephritis treatment? 2. What can you learn from these leading lupus and lupus nephritis experts? 3. Hear what these leading lupus and lupus nephritis experts are saying. 4. Why do these leading experts think your lupus and lupus nephritis patients can't wait? 5. Discover what these leading experts have to say about lupus and lupus nephritis treatment. 6. Interested in expert perspectives on lupus and lupus nephritis treatment? 7. Why do these leading experts advocate for action on lupus and lupus nephritis treatment? 8. What lupus and lupus nephritis treatment insights can these experts offer you? 9. Would you like to hear from leading lupus and lupus nephritis experts? 10. What valuable treatment insights can be learned from these lupus and lupus nephritis experts? For US healthcare professional audience only. Trademarks are owned by or licensed to the GSK group of companies. ©2024 GSK or licensor. PMUS-BELSMP240125 November 2024 Produced in the USA.	N/A
3. Creative	Option 1 Option 2 Option 3	
4. Display/Destination URL **NOTE:** Vanity URLs are not possible on Instagram and not recommended on Facebook.	Display URL: benlystahcp.com Destination URL Options: https://www.benlystahcp.com/resources/video-library/	Display URL: benlystahcp.com Destination URL Options: https://www.benlystahcp.com/resources/video-library/
5. Headline—Recommended length 40 characters Text truncation is applied by default.	1. Leading experts choose BENLYSTA. 2. Consider BENLYSTA an option. 3. Think about what experts say about BENLYSTA. 4. Leading experts say patients can't wait. 5. Find out how BENLYSTA can help.	N/A
6. Headline Description—Recommended length 25 characters Text truncation is applied by default.	1. Start watching now. 2. Listen to the experts. 3. Hear the insights now. 4. See the videos now	N/A
7. Call to Action Button—When a user taps/clicks the CTA Button, the user is taken to the Destination URL.	Learn more	Learn more
8. Engagement Icons (visual appearance and functionality controlled by platform)	Engagement icons will be visible or hidden based on what is enabled/disabled on the platform/ad.	
9. Navigation Indicators (visual appearance and functionality controlled by platform)	These dynamically appear for multiframe ad types.	
10. Meta Disclaimer Ad Type Option (**optional for Instagram placements**; should only use when additional direct link/CTA is required for PI, such as Branded + Claims ads) Meta Text Options for Link: See Prescribing Information See Important Safety Information See Medication Guide	See Important Safety Information [TBD Static version] Paid consultants to GSK at the time of filming. Disclaimer Option links to BENLYSTA PI: https://bit.ly/3Kqx7r3	