CONCEPT COPY

Docket: 72220179-133
Date: Oct 28, 2024
Version: 03
Client ID: Benlysta US
Project title: KOL Static Drivers Linkedin Creative Deck
First draft proofread:
Approved copy proofread: [DATE] [PROOFREADER]

DATE	VERSION	NAME	DESCRIPTION OF WORK COMPLETED
October 26, 2024	01	B. McElhiney	V01
October 28, 2024	02	B. McElhiney	Revise of V01
October 28, 2024	03	B. McElhiney	Revise V02 to make only Linkedin

In this document there are templates for:

1. **Linkedin**

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LINKEDIN IN-FEED

VISUAL	[HERO IMAGE FOR ALL OPTIONS] Images of three KOLS
IMAGE COPY	**[IMAGE COPY OPTION 1]** [H1: HEADLINE] Before you make your next lupus and lupus nephritis treatment decision… [H2: HEADLINE] Hear why leading experts choose BENLYSTA and why your patients can't wait. [BUTTON/LINK] Watch our video series. [DISCLAIMER] Paid consultants to GSK at the time of filming. **BELOW IS NON-VARIABLE IMAGE COPY AND APPEARS FOR ALL VARIATIONS OF IMAGE COPY** [LOGOS] GSK Benlysta (belimumab) Intravenous Use 120 mg/vial Subcutaneous Use 200 mg/mL [IPI] **IMPORTANT PRODUCT INFORMATION** For patients on standard therapy: Aged 5+ with active SLE or active lupus nephritis. Not for use in severe active CNS lupus. Reported: serious & sometimes fatal infections; PML; acute hypersensitivity reactions, including anaphylaxis & death, and infusion-related reactions; and, depression & suicidality. Avoid live vaccines. Common adverse reactions: nausea, diarrhea, pyrexia, nasopharyngitis, bronchitis, insomnia, pain in extremity, depression, migraine, pharyngitis, & injection site reactions. **Visit BENLYSTAHCP.com for full Important Safety Information, Prescribing Information, and Medication Guide.**

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[IMAGE COPY OPTION 2]

[H1: HEADLINE]
Hear where leading lupus and lupus nephritis experts stand on topics that are important to you.

[H2: HEADLINE]
Hear where they stand on treatment.

[H3: HEADLINE (QUOTE FOR ALL 3 KOLs)]
“I choose BENLYSTA.”

[BUTTON/LINK]
Watch our video series.

[DISCLAIMER]
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[LOGOS]
GSK

Benlysta
(belimumab)
Intravenous Use 120 mg/vial
Subcutaneous Use 200 mg/mL

[IPI]
IMPORTANT PRODUCT INFORMATION

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[COPY OPTION 3]

[H1: HEADLINE]
Is it time to rethink your lupus and lupus nephritis treatment strategy?

[H2: HEADLINE]
Leading experts are here with advice.

[H3: HEADLINE]
Learn why they choose BENLYSTA and why
your patients can't wait

[BUTTON/LINK]
Watch our video series.

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	[COPY OPTION 4] [H1: HEADLINE] Why do leading experts in lupus and lupus nephritis with different treatment experiences… [H2: HEADLINE] All choose BENLYSTA? [H3: HEADLINE] Because your patients can't wait. [BUTTON/LINK] Watch our video series. [DISCLAIMER] Paid consultants to GSK at the time of filming. **BELOW IS NON-VARIABLE IMAGE COPY AND APPEARS FOR ALL VARIATIONS OF IMAGE COPY** [LOGOS] GSK Benlysta (belimumab) Intravenous Use 120 mg/vial Subcutaneous Use 200 mg/mL [IPI] **IMPORTANT PRODUCT INFORMATION** For patients on standard therapy: Aged 5+ with active SLE or active lupus nephritis. Not for use in severe active CNS lupus. Reported: serious & sometimes fatal infections; PML; acute hypersensitivity reactions, including anaphylaxis & death, and infusion-related reactions; and, depression & suicidality. Avoid live vaccines. Common adverse reactions: nausea, diarrhea, pyrexia, nasopharyngitis, bronchitis, insomnia, pain in extremity, depression, migraine, pharyngitis, & injection site reactions. **Visit BENLYSTAHCP.com for full Important Safety Information, Prescribing Information, and Medication Guide.**