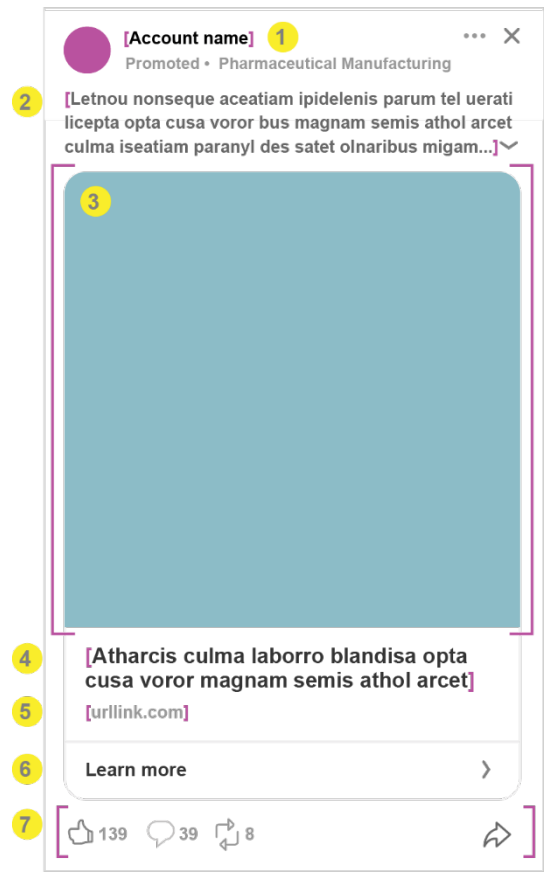
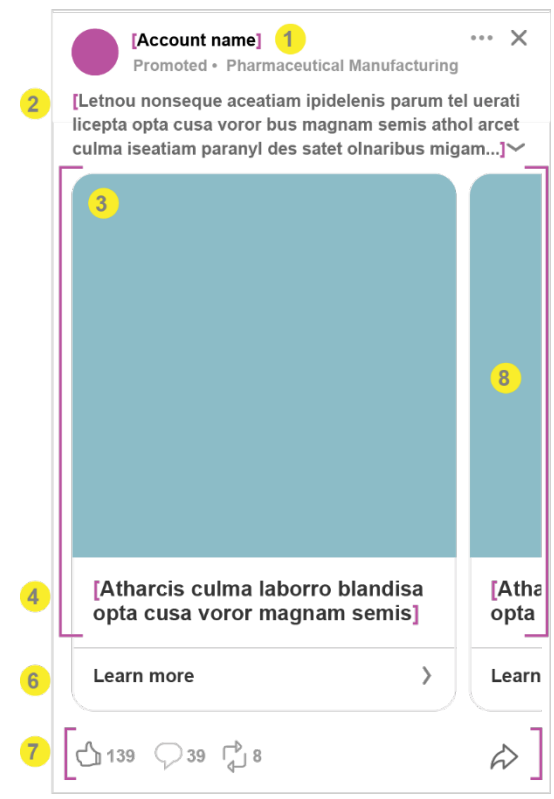
PMUS-BELSMP240126
BENLYSTA HCP LinkedIn Steroids for LN Driver Ad 2025

LINKEDIN TEMPLATE

Variable Fields	Placement Type (Mobile Views)	Differences on Desktop View (Controlled by Platform)
LinkedIn Newsfeed – Single Image/Video <u>Variable Fields</u> This placement uses the following components: **1.** Account Name & Profile Image **2.** Post Copy **3.** Creative **4.** Headline **5.** Display/Destination URL **6.** Call to Action **7.** Engagement Icons		**2.** Text truncation is applied by default and varies based on text size, fonts used, and device screen size. Typically, the first 150 characters will be shown before truncation.
LinkedIn Newsfeed – Multiframe/Carousel <u>Variable Fields</u> This placement uses the following components: **1.** Account Name & Profile Image **2.** Post Copy **3.** Creative **4.** Headline **5.** N/A **6.** Call to Action **7.** Engagement Icons **8.** Navigation Indicators		**2.** Text truncation is applied by default and varies based on text size, fonts used, and device screen size. Typically, the first 150 characters will be shown before truncation. **8.** Navigation scroll indicators display differently (e.g., desktop shows arrows indicating user should click through frames).

Variable Fields	Newsfeed
1. Account Name & Profile Image—Profile images are populated based on account page associated with platform.	LinkedIn account name: BENLYSTA (belimumab) LinkedIn account page URL: https://www.linkedin.com/company/benlystahcp/
2. Post Copy—Truncation of post copy may vary depending on platform and user settings. All text will be visible once the user expands the ad.	Shortened URL links to BENLYSTA PI: https://bit.ly/3Kqx7r3 **Post Copy:** Prescribing Info: https://bit.ly/3Kqx7r3 1. Learn more about the steroid-sparing efficacy results impacting patients with lupus nephritis. 2. Discover the steroid-sparing efficacy results for patients with lupus nephritis. 3. Can you lower the steroid dose and risk for your patients with lupus nephritis? 4. Looking to reduce the steroid dose for your patients with lupus nephritis? 5. Aiming to reduce steroid dosing for your patients with lupus nephritis? 6. Is it possible to reduce steroid doses in your patients with lupus nephritis? 7. Are your patients with lupus nephritis facing challenges with steroids? 8. Experiencing treatment challenges with steroids for your patients with lupus nephritis? 9. Looking for a steroid-sparing option for your patients with lupus nephritis? 10. Are your patients with lupus nephritis challenged with high steroid doses? For US healthcare professional audience only. Trademarks are owned by or licensed to the GSK group of companies. ©2024 GSK or licensor. PMUS-BELSMP240126 November 2024 Produced in USA.
3. Creative	**Option 1** [TBD: Art to add] **Option 2** [TBD: Art to add] **Option 3** [TBD: Art to add]
4. Headline—Use approximately 70 characters to avoid truncation on mobile (300 max characters).	1. Rethink your strategy with BENLYSTA. 2. Consider what BENLYSTA can do. 3. Think about adding BENLYSTA. 4. Discover the possibilities. 5. Find out how BENLYSTA can help.
5. Display URL & Destination URL Vanity URLs are not permitted.	Display URL: benlystahcp.com Destination URL: https://www.benlystahcp.com/ https://www.benlystahcp.com/lupus-nephritis/efficacy/ https://www.benlystahcp.com/lupus/efficacy/
6. Call to Action—When a user taps/clicks the CTA, the user is taken to the Destination URL.	Learn more
7. Engagement Icons—Visual appearance and functionality controlled by platform.	Engagement icons will be visible or hidden based on what is enabled/disabled.

BENLYSTA LINKEDIN STEROID FOR LN DRIVERS PMUS-BELSMP-240126
VARIALBE CONTENT MANUSCRIPT

Creative Headline	[HEADLINE] Looking to **reduce the steroid dose** for your patients? [COPY] See what **changing your steroid dose** strategy with **BENLYSTA** can do for your patients with lupus and lupus nephritis.