

MOA Animation – Video Transcript

This video is an infographic, with purple text and simple illustrations on a plain white background. It is accompanied by calm, inquisitive music.

On-screen text reads:

How does REBLOZYL work? REBLOZYL works by developing more mature, working red blood cells (RBCs).

A graphic of the REBLOZYL logo appears, three purple circles. Each circle has a pink patch inside. When arranged next to each other, the pink patches form a circle too.

On-screen text reads:

Mature working RBCs have hemoglobin (Hgb) a molecule that carries oxygen to your bloodstream.

The graphic changes to a diagram of two blood cells. One is immature, and appears as a wonky, pale pink circle with dented sides. The other is mature, and a perfect red circle. An arrow points from the immature cell to the mature cell, indicating its evolution.

On-screen text reads:

REBLOZYL increases the level of Hgb by helping RBCs become mature and work the right way.

The graphic changes to an illustration of a drop of blood. A magnifying glass scans over the blood, revealing the red blood cells inside. An arrow pointing upwards appears next to the drop of blood.

On-screen text reads:

With REBLOZYL, the quality of RBCs improved and the amount of Hgb increased.

The graphic changes to a diagram showing red blood cells moving inside a vein.

On-screen Text reads:

More Hgb means that the blood can carry more oxygen, which can improve anemia.

The graphic fades.

Smaller versions of the previous illustrations appear side by side, accompanied by the on-screen text.

The REBLOZYL logo: Mature, working RBCs have hemoglobin (Hgb), a molecule that carries oxygen to your bloodstream.

The diagram of two blood cells: REBLOZYL increases the level of Hgb by helping RBCs become mature and work the right way.

The magnifying glass over the blood drop: With REBLOZYL, the quality of RBCs improved and the amount of Hgb increased.

The red blood cells in the vein: More Hgb means that the blood can carry more oxygen, which can improve anemia.

The graphic fades out.

A logo appears. Purple text accompanied by three small purple circles. REBLOZYL®. (Luspatercept-aamt). For injection, 25 milligrams and 75 milligrams.

Fine print at the bottom of the screen reads: Bristol Myers Squibb. REBLOZYL® is a trademark of Celgene Corporation, a Bristol Myers Squibb company. REBLOZYL® is licensed from Merck & Co. Incorporated, Rahway, New Jersey, USA and its affiliates. ©2024 Bristol Myers Squibb Company. 2007-US-2400255 08/24

The song slows to a finish, and the video ends.