

# **NORTH STAR**

IPTACOPAN

**RyM**

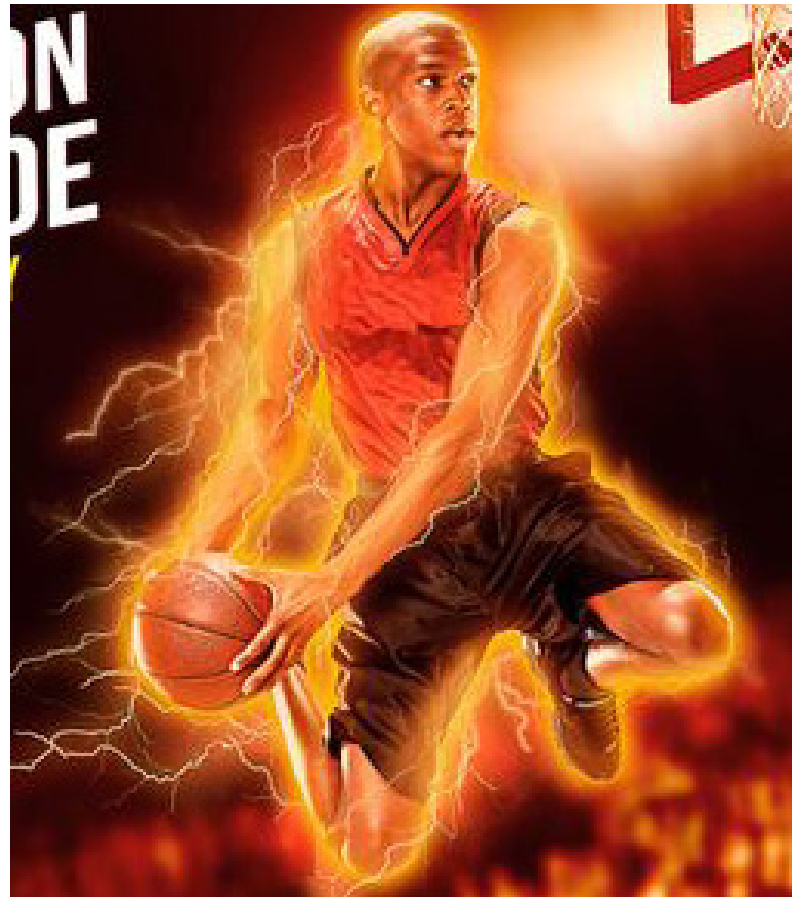
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# LIGHT UP YOUR LIFE

Patients have been in a low emotional and physical space, now they can rise up and go further than they've ever expected to with TRADENAME. We show the light of Iptacopan shining from what is helping them 'rise' or swirling around them.

Other concept scenario ideas: We portray the hero enjoying exciting activities from elevated positions like sky-diving, rock-climbing, aerial yoga, trampoline jumping with their kids, etc

# LIGHT UP YOUR LIFE



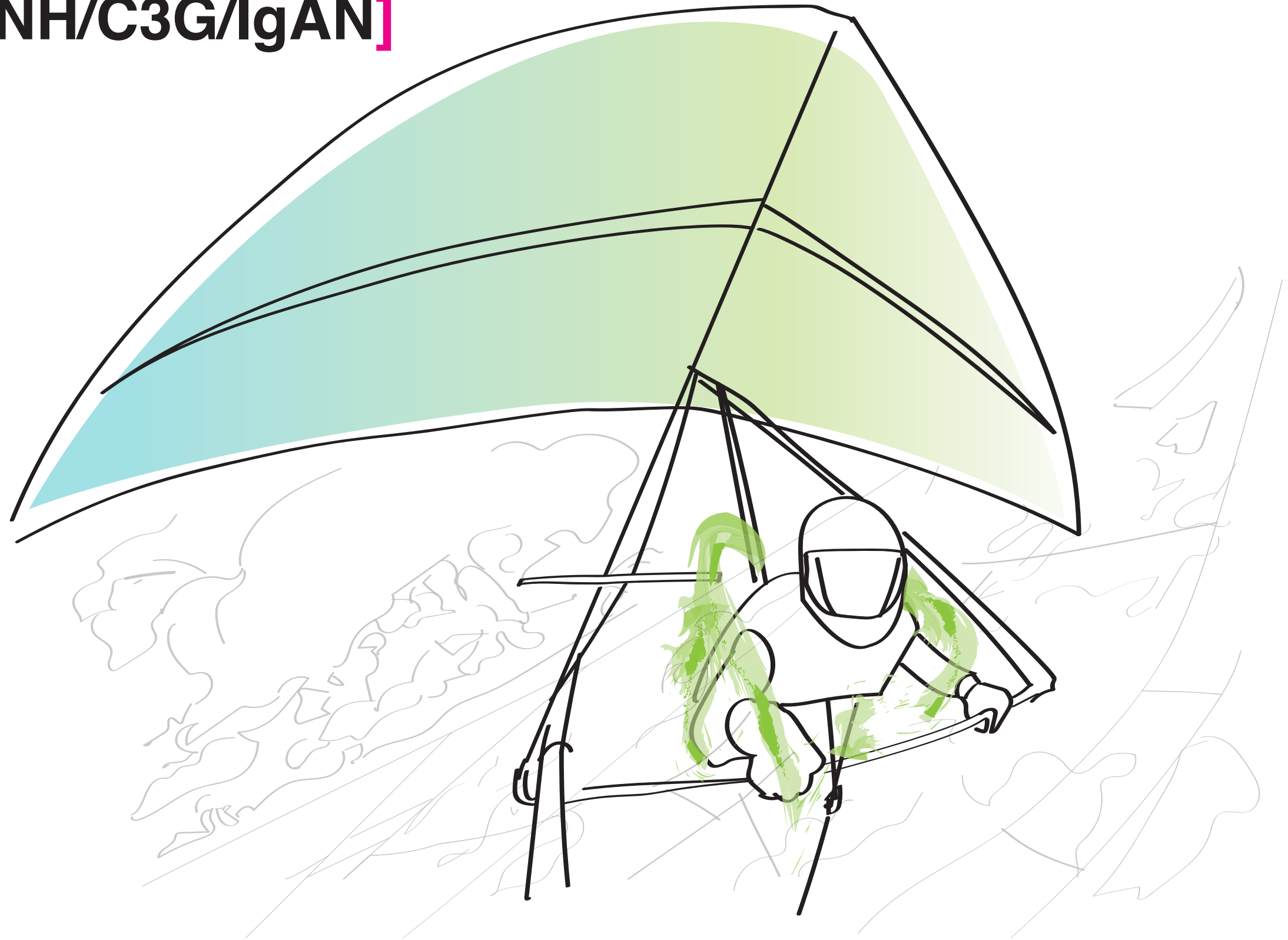
# RISE ABOVE [PNH/C3G/IgAN]



Your disease may have kept you down,  
but **TRADENAME** can light the way to your more.

 **Tradenname**<sup>™</sup>  
genericname

# FIND YOUR LIGHT DESPITE [PNH/C3G/IgAN]



**TRADENAME** can help you experience your disease less,  
and light up your life more.

 **Tradenname**<sup>™</sup>  
genericname

# MOVE FROM DREAMING TO DOING

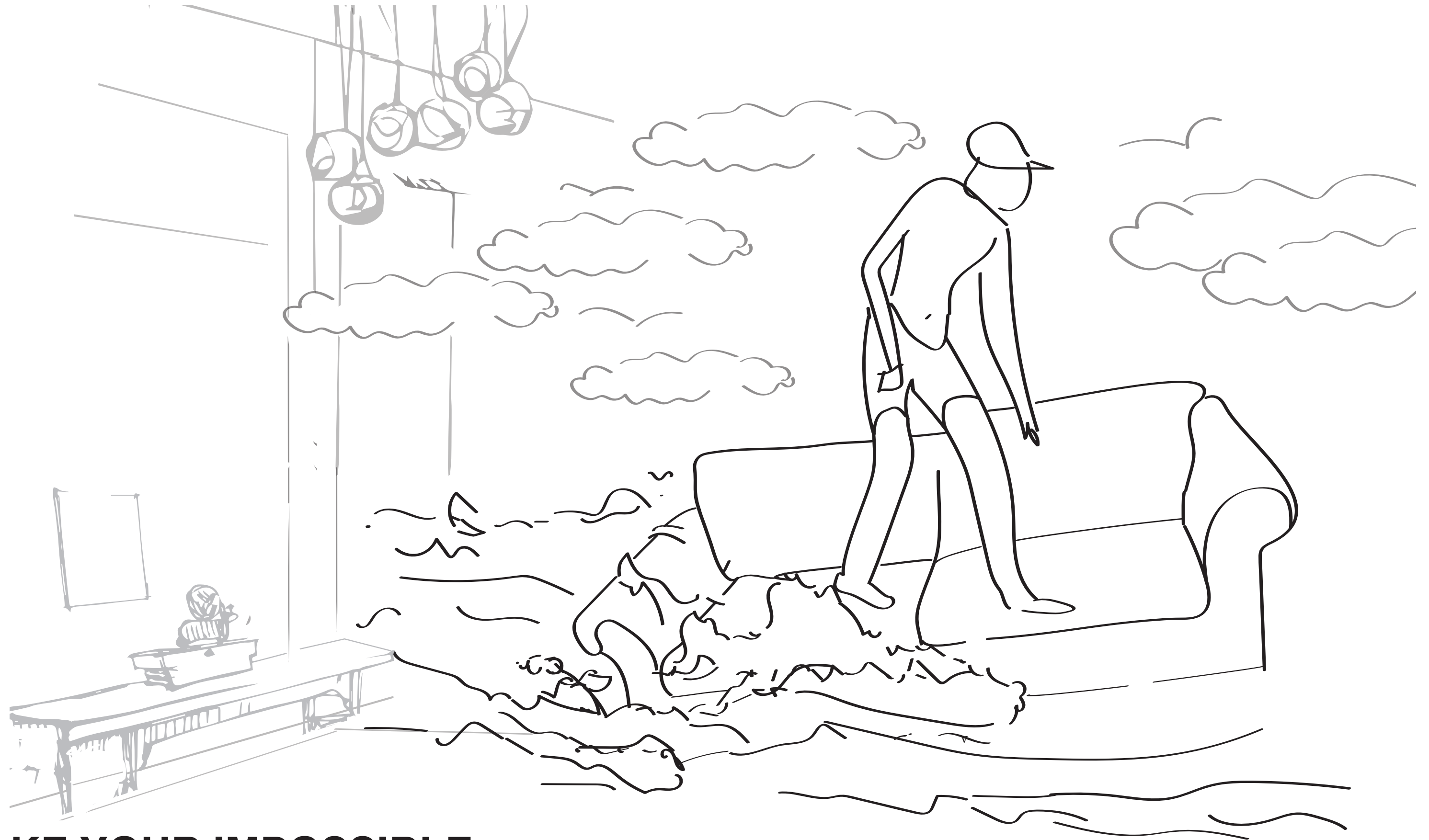
With Iptacopan, patients no longer have to feel like life's moments are out of reach. They've moved from unreachable dreams and desires to tangible and possible realities. We show common life objects they might have felt tied to while struggling with their disease turn into objects of excitement while pursuing a formally impossible activity.

Other concept scenario ideas:

- Their mattress becomes a trampoline that they do flips on with their kids
  - Their dining table becomes a billiard table on a night out with friends
    - Their bathroom floor becomes a club dance floor
- Struggling to reach for a banana at the grocery store turns to swinging on monkey bars with their kids

# MOVE FROM DREAMING TO DOING





**MAKE YOUR IMPOSSIBLE  
POSSIBLE WITH TRADENAME**

 **Tradenname™**  
genericname

**MOVE FROM [PNH/C3G/IgAN] DREAMING  
TO TRADENAME DOING**

