

ESCAPE THE MIGRAINE – SERENA :30



UBRELVY[®]
(ubrogepant) tablets | 50mg | 100mg

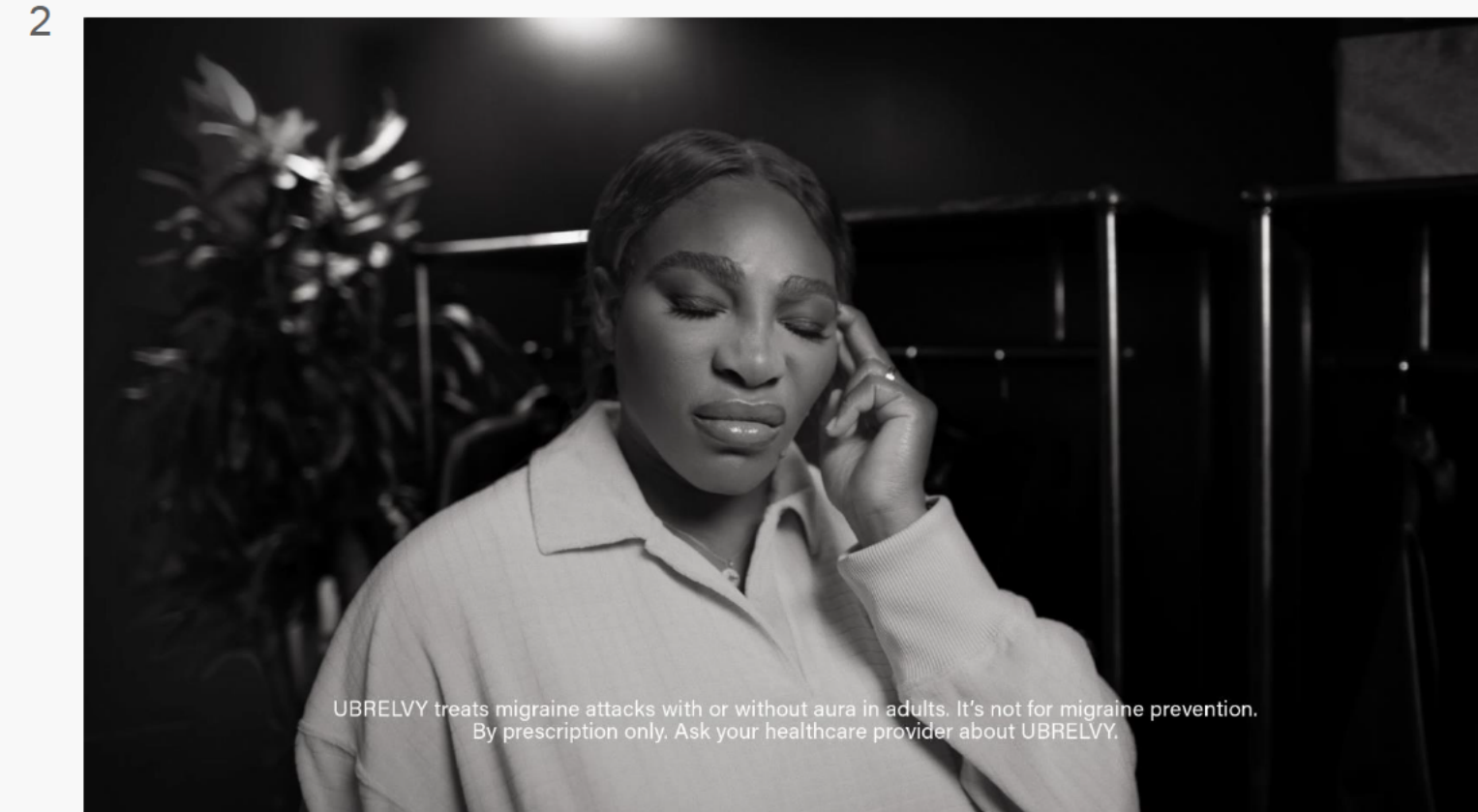
UBRELVY treats migraine attacks with or without aura in adults. It's not for migraine prevention. By prescription only. Ask your healthcare provider about UBRELVY.

00:00-00:01
Open in the afternoon to Serena in a talk show dressing room in casual clothing. She's looking through outfits on a rack when she suddenly starts to feel the symptoms of migraine.

SERENA VO: WHEN MIGRAINE STRIKES

TEXT: [UBRELVY LOGO]

SUPER: UBRELVY treats migraine attacks with or without aura in adults. It's not for migraine prevention. By prescription only. Ask your healthcare provider about UBRELVY.



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00:01-00:02
Serena puts her hand to her head, then looks up, takes a deep breath and starts walking toward the exit. She walks through the exit door and stops.

SERENA VO: YOU'RE FACED WITH A CHOICE.

SUPER: UBRELVY treats migraine attacks with or without aura in adults. It's not for migraine prevention. By prescription only. Ask your healthcare provider about UBRELVY.



**RIDE IT OUT
WITH THE
TRADEOFFS
OF TREATING?**

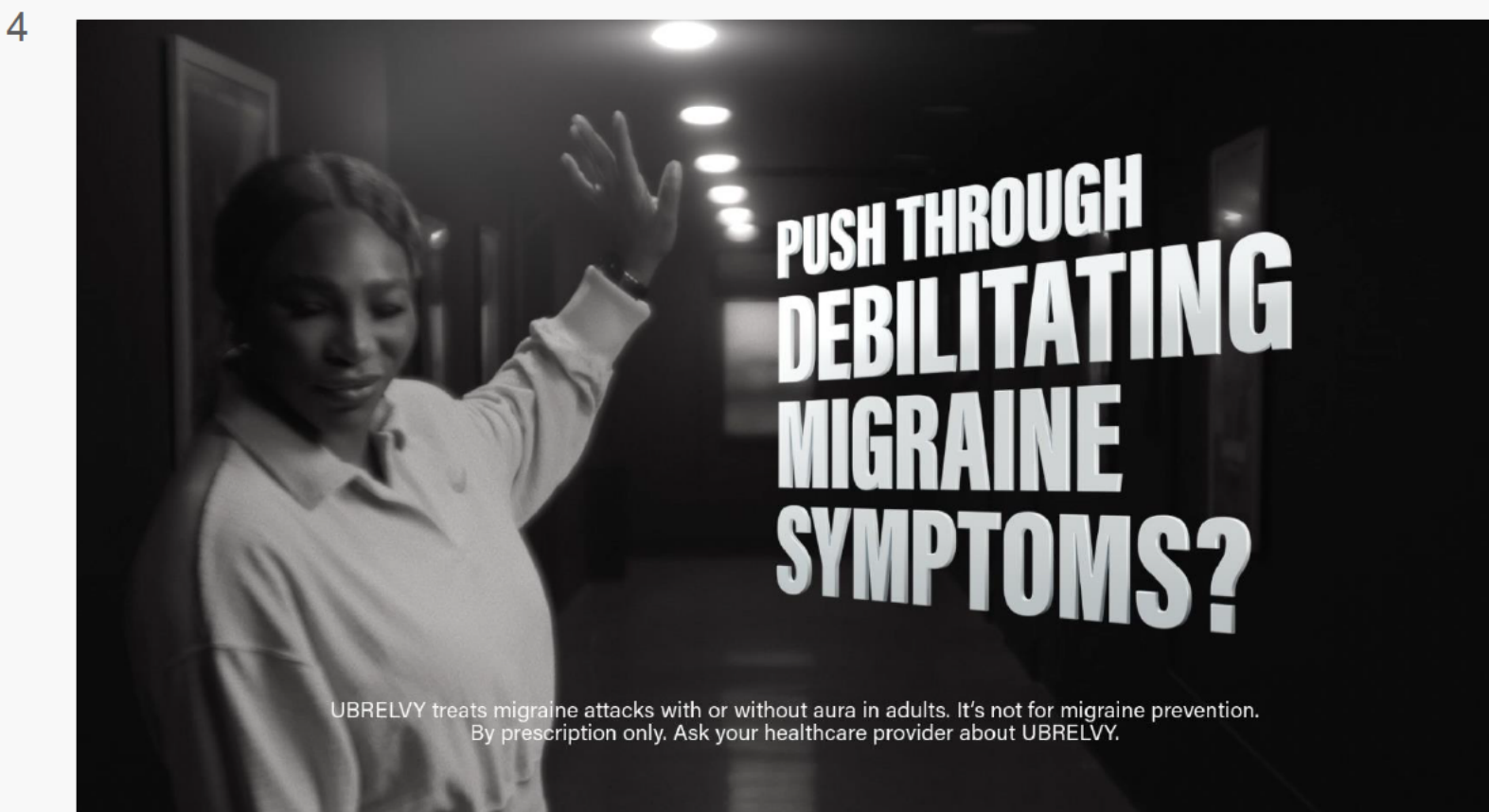
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00:03-00:04
Serena looks to the left down a dimly lit hallway backstage. Large text appears on screen.

SERENA VO: RIDE IT OUT WITH THE TRADEOFFS OF TREATING?

TEXT: RIDE IT OUT WITH THE TRADEOFFS OF TREATING?

SUPER: UBRELVY treats migraine attacks with or without aura in adults. It's not for migraine prevention. By prescription only. Ask your healthcare provider about UBRELVY.



**PUSH THROUGH
DEBILITATING
MIGRAINE
SYMPTOMS?**

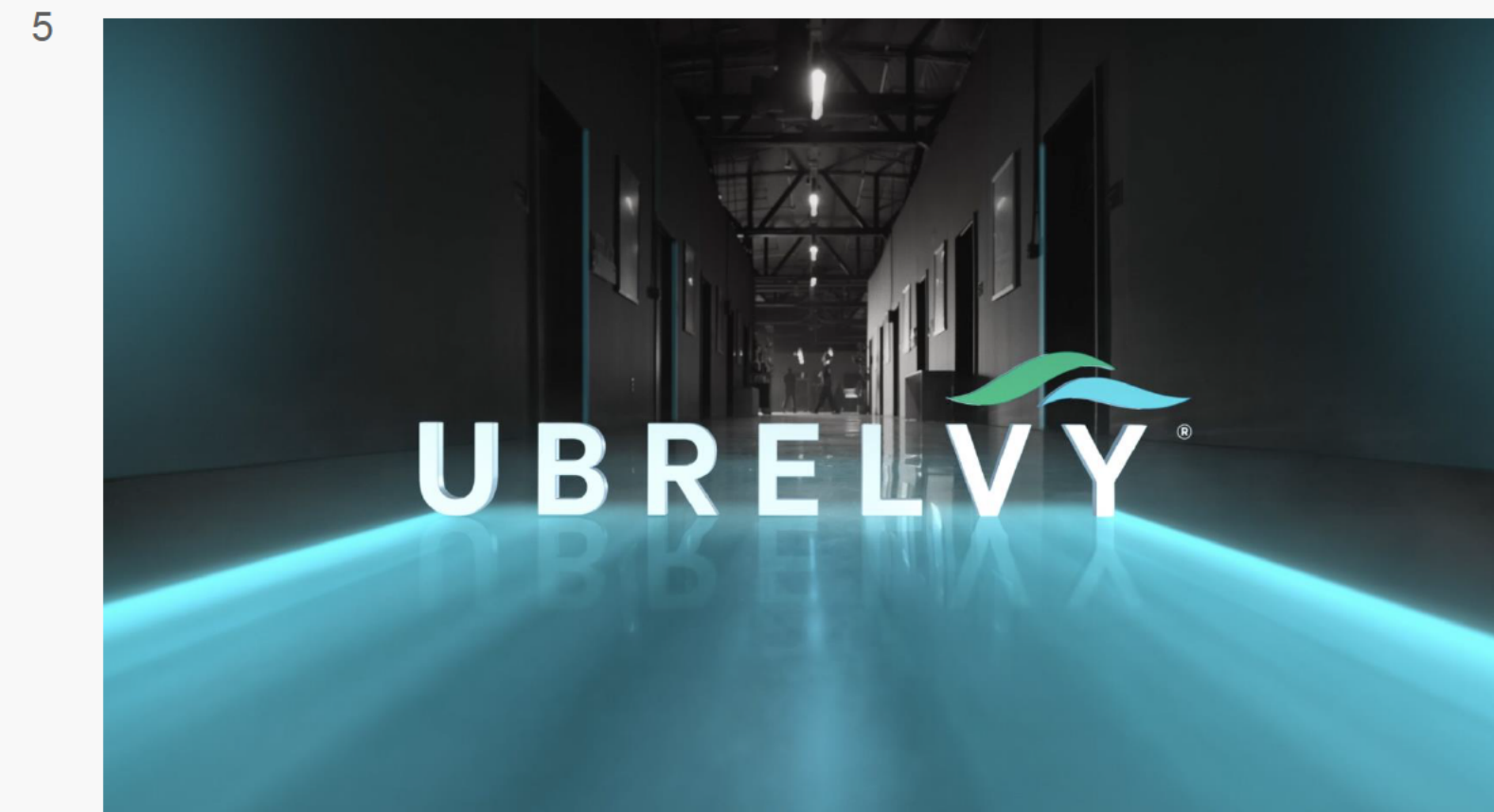
UBRELVY treats migraine attacks with or without aura in adults. It's not for migraine prevention. By prescription only. Ask your healthcare provider about UBRELVY.

00:05-00:06
Serena then looks down the hallway to the right. We see light distortion effects and lights glaring; large text appears on screen. Serena recoils with her hand up as if to block the symptoms.

SERENA VO: ...OR PUSH THROUGH THE PAIN AND SYMPTOMS?

TEXT: PUSH THROUGH DEBILITATING MIGRAINE SYMPTOMS?

SUPER: UBRELVY treats migraine attacks with or without aura in adults. It's not for migraine prevention. By prescription only. Ask your healthcare provider about UBRELVY.



UBRELVY[®]

00:07-00:09
As it gets closer to the nighttime show, a UBRELVY logo drops down in front of her and begins to move down the hall, lighting the path in front of her. We see Serena following the blue path to her dressing room.

SERENA VO: WITH UBRELVY, THERE'S ANOTHER OPTION.

SUPER [comes up at :09]: Some people had pain freedom within 2 hours.



UBRELVY[®]
**QUICKLY
ELIMINATES
MIGRAINE PAIN**

Some people had pain freedom within 2 hours.

00:10-00:12
Cut to a view of Serena walking down the path from a front angle. We see that the hallway behind her is lit, the pathway has illuminated it.

SERENA VO: ONE DOSE WORKS FAST TO ELIMINATE MIGRAINE PAIN

TEXT: UBRELVY QUICKLY ELIMINATES MIGRAINE PAIN

SUPER: Some people had pain freedom within 2 hours.

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People took UBRELVY within 4 hours of a migraine attack.

00:12-00:13
Serena holds up the UBRELVY pack to camera.

SERENA VO: TREAT IT ANYTIME, ANYWHERE

TEXT: TREAT IT ANYTIME, ANYWHERE
SUPER: People took UBRELVY within 4 hours of a migraine attack.



People took UBRELVY within 4 hours of a migraine attack.

00:14-00:15
In the evening, Serena does a final check in the mirror after getting hair and makeup done and getting dressed for the nighttime show - laughing and joking with the stylist.

SERENA VO: WITHOUT WORRYING WHERE YOU ARE

TEXT: WITHOUT WORRYING WHERE YOU ARE
SUPER: People took UBRELVY within 4 hours of a migraine attack.



People took UBRELVY within 4 hours of a migraine attack.

00:15-00:16
The blue path appears and Serena comes onto stage as she excitedly walks through the curtains and waves to the crowd.

SERENA VO: OR IF IT'S TOO LATE

TEXT: OR IF IT'S TOO LATE.
SUPER: People took UBRELVY within 4 hours of a migraine attack.



Tell your doctor about all the medicines you take and get help right away if you have reactions like trouble breathing and swelling of the face, mouth, tongue, or throat. Some may occur hours to days after use.

00:17-00:20
Serena waves to crowd as she walks through the curtains onto the stage. Blue path follows as she walks.

AVO: DO NOT TAKE WITH STRONG CYP3A4 INHIBITORS. ALLERGIC REACTIONS TO UBRELVY CAN HAPPEN.

SUPER: Tell your doctor about all the medicines you take and get help right away if you have reactions like trouble breathing and swelling of the face, mouth, tongue, or throat. Some may occur hours to days after use.

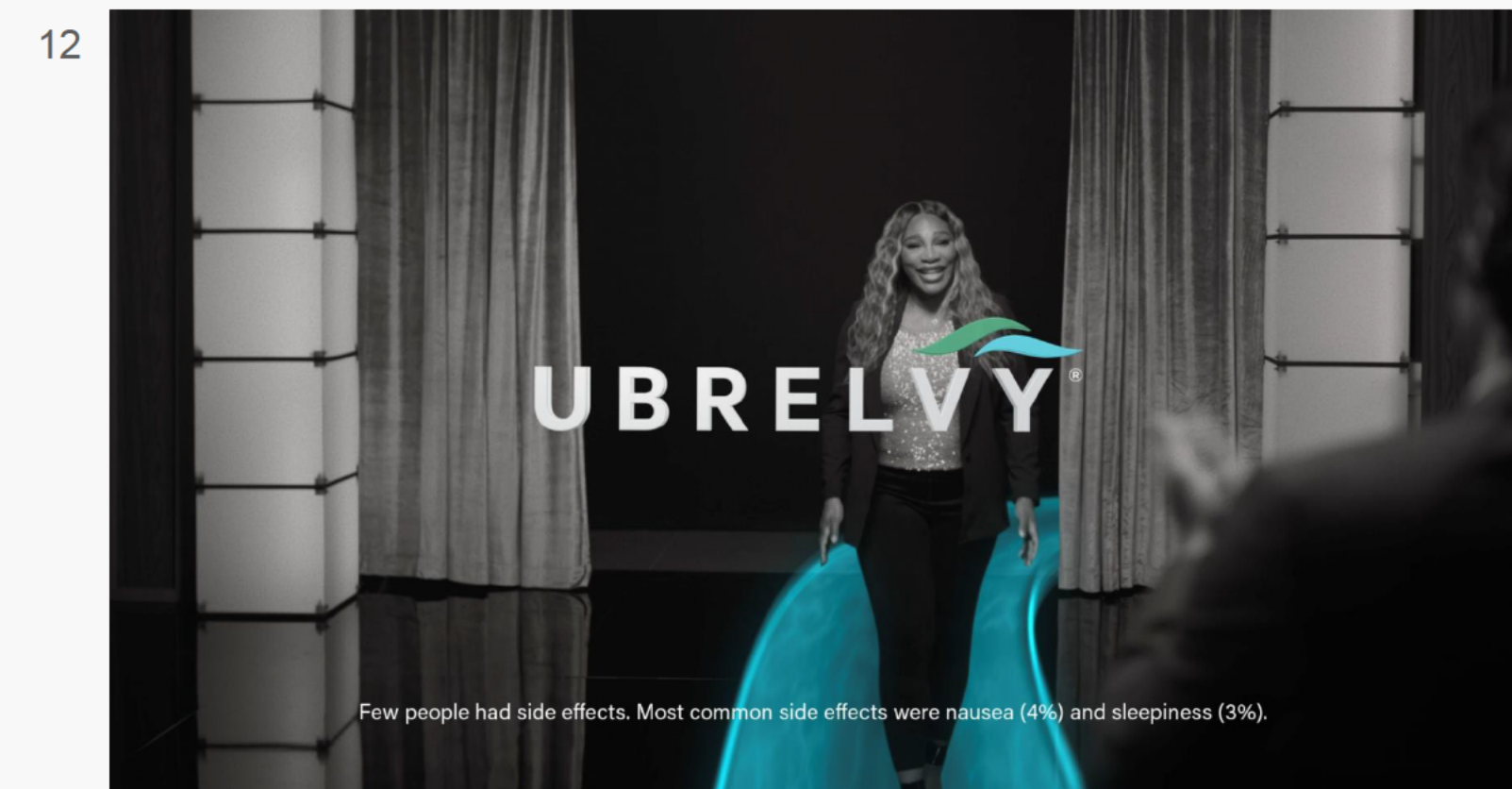


Tell your doctor about all the medicines you take and get help right away if you have reactions like trouble breathing and swelling of the face, mouth, tongue, or throat. Some may occur hours to days after use.

00:20-00:21
Serena continues waving as she moves toward the talk show couch to frame right. Blue path continues to follow her walking.

AVO: DO NOT TAKE WITH STRONG CYP3A4 INHIBITORS. ALLERGIC REACTIONS TO UBRELVY CAN HAPPEN.

SUPER: Tell your doctor about all the medicines you take and get help right away if you have reactions like trouble breathing and swelling of the face, mouth, tongue, or throat. Some may occur hours to days after use.



Few people had side effects. Most common side effects were nausea (4%) and sleepiness (3%).

00:22-00:23
Serena continues waving to the studio audience as she makes her way onstage.

AVO: MOST COMMON SIDE EFFECTS WERE NAUSEA AND SLEEPINESS.

SUPER: Few people had side effects. Most common side effects were nausea (4%) and sleepiness (3%).

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00:24-00:26
Serena stands and looks directly at the crowd. "U" flip animates into position on screen.

SERENA VO: MIGRAINE PAIN RELIEF STARTS WITH U

TEXT: MIGRAINE PAIN RELIEF STARTS WITH U

SUPER: Few people had side effects. Most common side effects were nausea (4%) and sleepiness (3%).

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00:27-00:30
Serena continues to interact with the crowd energetically as the end card with logo and text appears.

SERENA VO: ASK ABOUT UBRELVY. LEARN HOW ABBVIE COULD HELP YOU SAVE.

TEXT: LEARN HOW ABBVIE COULD HELP YOU SAVE ON UBRELVY
YOU COULD PAY AS LITTLE AS \$0*
UBRELVY.COM | 1.844.4UBRELVY
ABBVIE LOGO | Questions about cost? Visit UBRELVY.com/cost

SUPER: *Not available to all U.S. patients. See Terms, Conditions, and Eligibility Criteria at UBRELVY.com/savings.