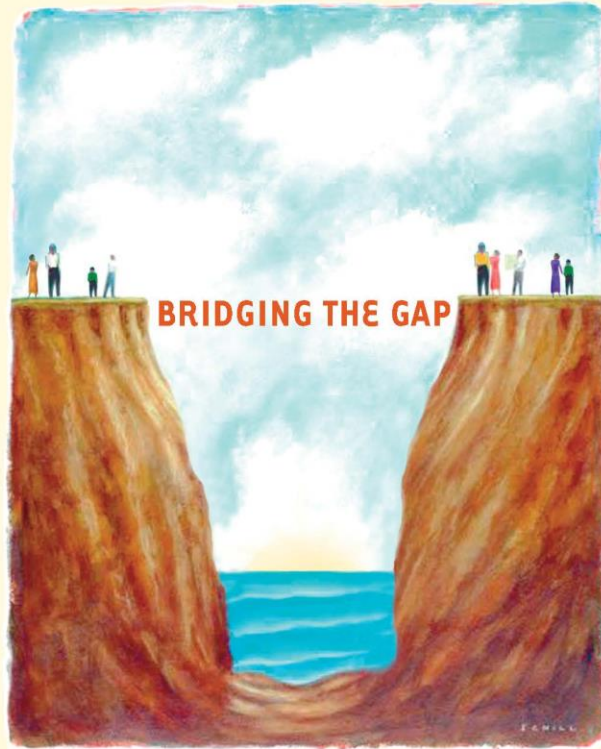


## Print Ad: Pharmaceutical Product Ad

BAXTER BIOTHERAPEUTICS With you for the journey.



People with rare diseases often experience a sense of isolation. Inspired by empathy and committed to serve, Baxter BioTherapeutics builds bridges to save and sustain the lives of those with rare disorders. Beyond offering effective therapies, we've created innovative programs to assist with insurance concerns, provide one-on-one advocacy, and help ensure treatment availability.

#### Real Information for Rare Conditions

Rare diseases can be hard for the outside world to understand. In addition to offering kits for teachers and employers, we also support awareness campaigns for medical professionals and the general public.

#### Real Connections for Rare Concerns

Living with a rare disease can make you feel disconnected to others. That's why we host nationwide forums where patients and their families can connect for mutual support.

#### Real Action for Rare Issues

To close the gap between empathy and action, Baxter BioTherapeutics partners with the National Organization of Rare Disorders and other advocacy groups. Together, the bridges we build today will lead to even more progress tomorrow.

BAXTER BIOTHERAPEUTICS. In rare disease, we're with you every step of the way:

#### For AATD (alpha1-antitrypsin deficiency)

Therapy: ABALAST NP

Programs: ABALAST AATmosphere, ARA-Assist, ABALAST Plus

Partnerships: Alpha-1 Association, National Organization for Rare Disorders

#### For ITP (immune thrombocytopenic purpura)

Therapy: WinRho® SDF Liquid

Programs: WinRho Plus, Reimbursement Hotline, ITP Education Kits

Partnerships: PDSA (Platelet Disorder Support Association), National Organization for Rare Disorders

#### For PID (primary immune deficiency)

Therapy: GAMMAGARD LIQUID

Programs: GARDian and GammAssist

Partnerships: IDF (Immune Deficiency Foundation), Jeffrey Modell Foundation, National Organization for Rare Disorders

Discover how Baxter can support you, visit [www.baxterbiotherapeutics.com](http://www.baxterbiotherapeutics.com) today.

**Baxter**

**Client:** Baxter

**Project:** Ad for Baxter BioTherapeutics

**Objective:** Introduce and establish a strong brand presence for Baxter's new BioTherapeutics division.

**Strategy:** Create an ad campaign highlighting Baxter's empathy for the isolation people with rare diseases often feel while showing the breadth of the company's therapeutic and educational offerings.

**Results:** This was one of six concepts presented to focus groups around the country. It did very well, coming in a close second to the winning concept – a testimonial campaign.