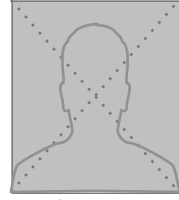
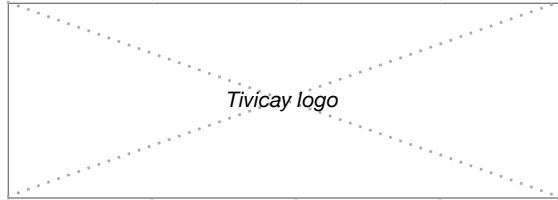


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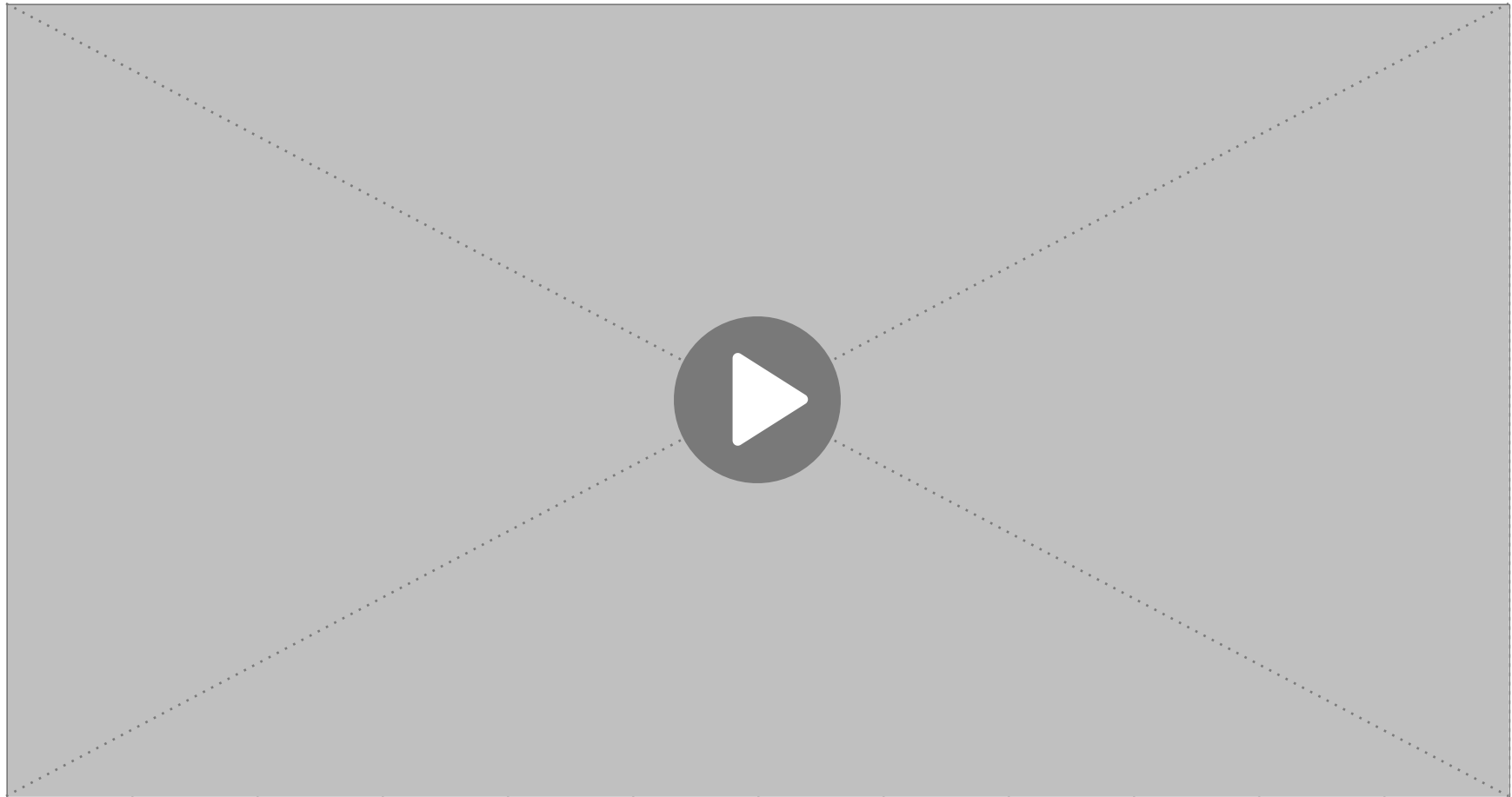
Landing Version 3

Notes:

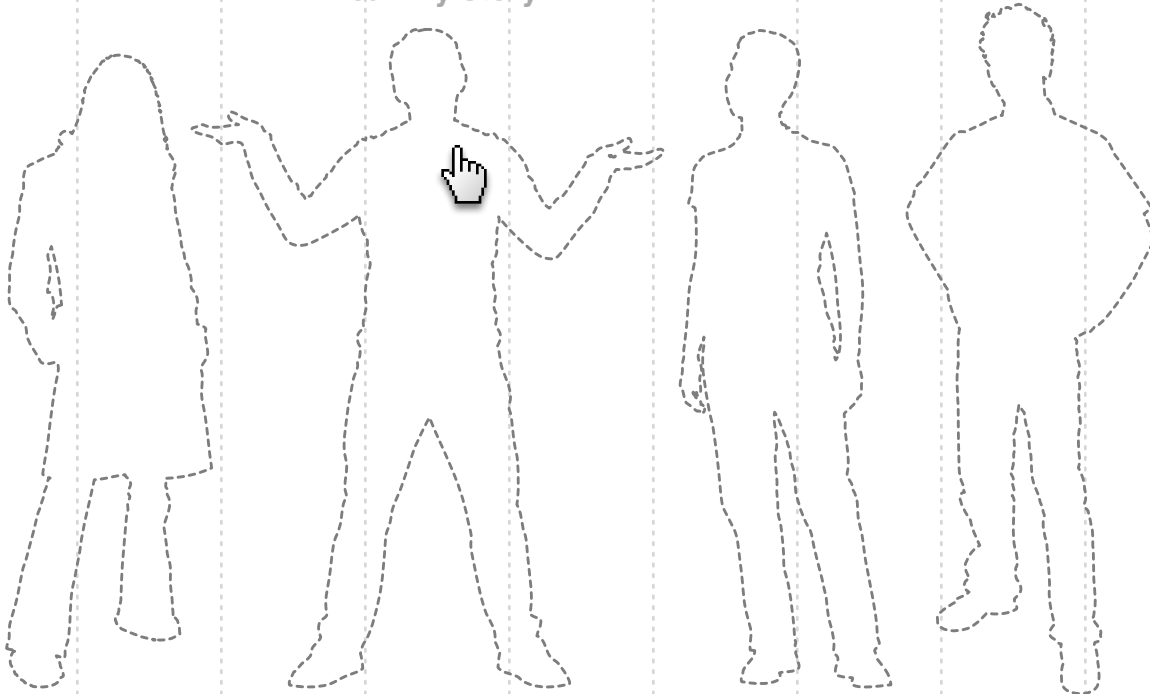
Email button will launch email client with pre-populated subject line and message.

# Defy Convention.

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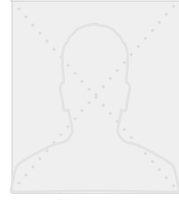
Hear my story.



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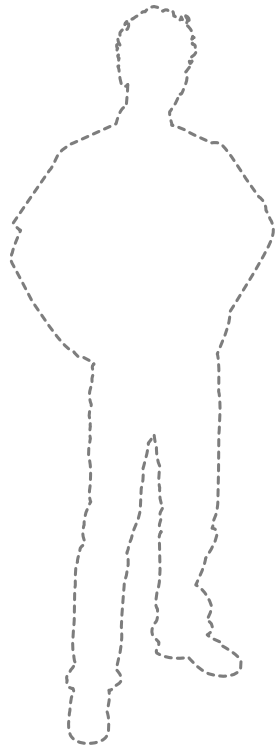


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## S.J.

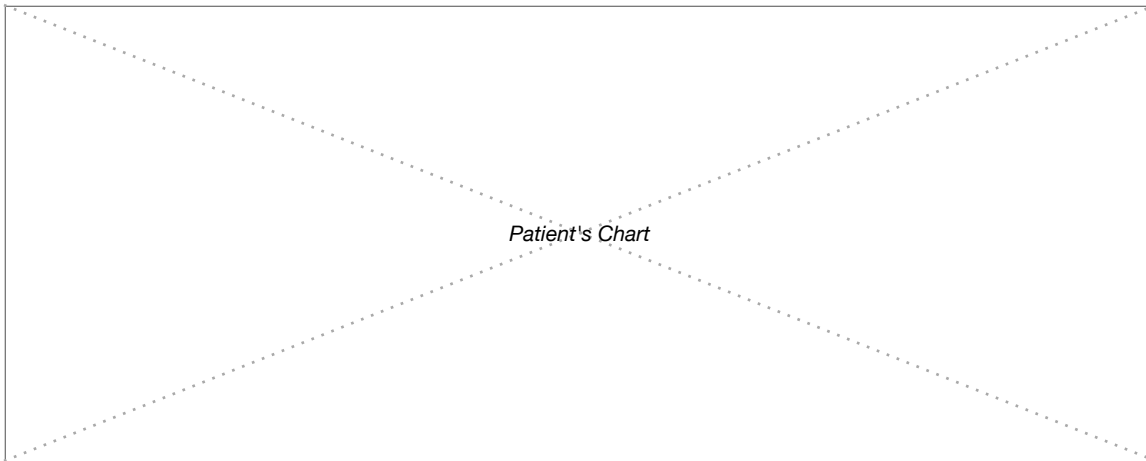
32 years old – Latino male – chronic asymptomatic HIV – diagnosed two years ago Sport enthusiast – trains for regional cycling – commutes by bike to work as interpreter Live-in partner also HIV positive

### *Need to stay in the game.*

*"My motto is if you want to live, really live, you've got to take each day by the horns. You've got to get out there and be part of the action. I'm ready to fight this disease with everything I've got. And I'm looking for superior results, so I can continue to decide what I'm capable of and what defines me."*

## TIVICAY delivers rapid and sustained efficacy

Proportion of treatment-naïve patients with HIV-1 RNA <50 copies/mL through Week 48 (N=833)<sup>1,2</sup>



The primary endpoint was the proportion of patients reaching HIV-1 RNA <50 copies/mL at Week 48. There was a –10% noninferiority margin with prespecified tests for superiority.<sup>3</sup>

Because the lower end of the 95% CI for the treatment difference from the primary analysis (2.5%) is above 0%, then the TIVICAY regimen is also considered statistically superior to the efavirenz regimen (P=0.003).<sup>4,5</sup>

\*In this Phase 3, 96-week, double-blind, double-dummy, multicentre, fully powered, noninferiority study, 833 HIV-1-infected, treatment-naïve adults were randomised to receive at least 1 dose of either TIVICAY 50 mg once daily with fixed-dose ABC/3TC or fixed-dose efavirenz/TDF/FTC.<sup>6</sup>

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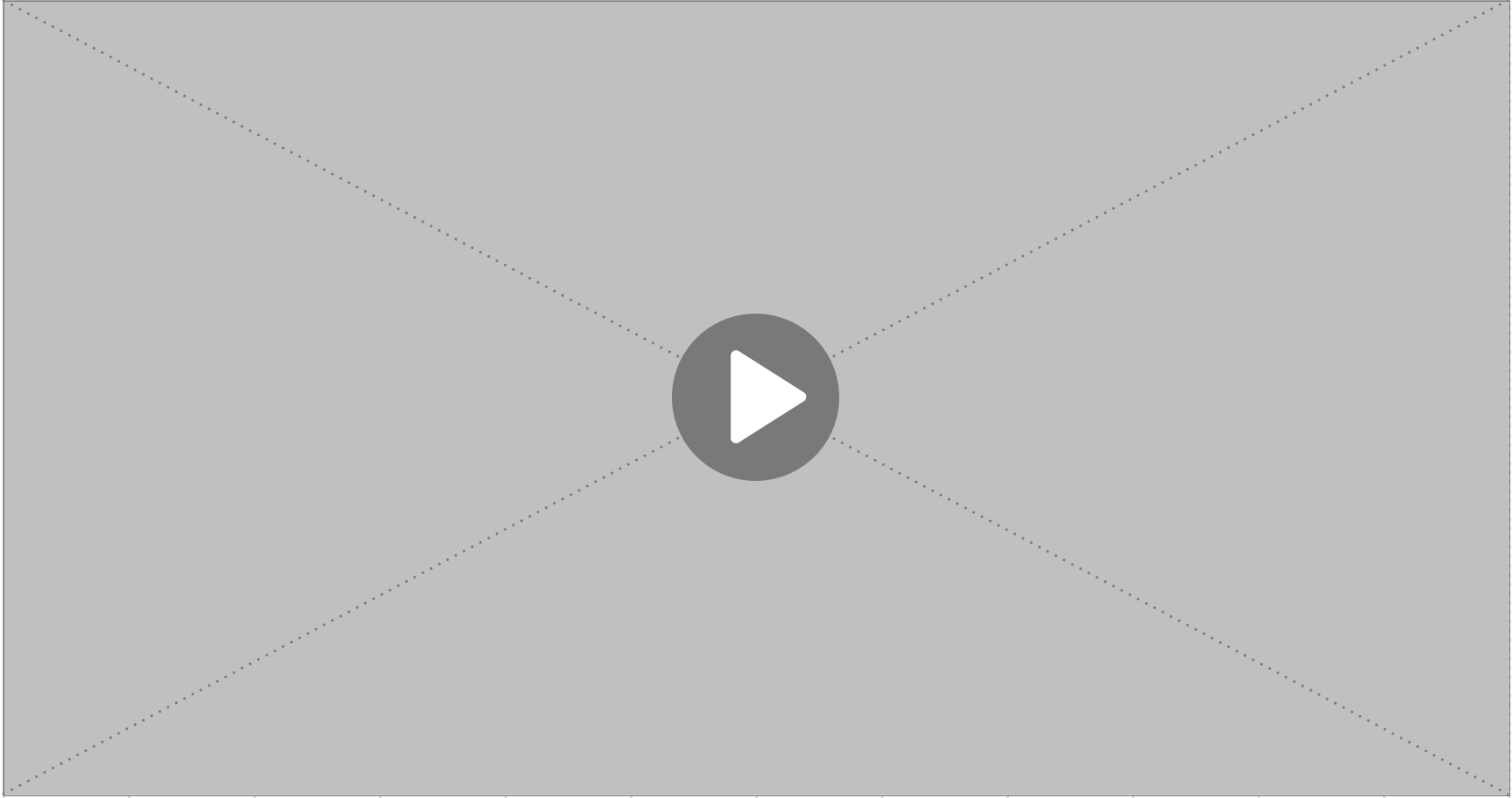
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# Defy Convention.

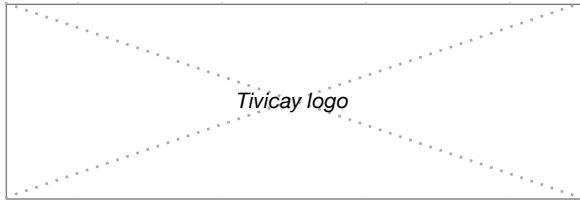
Landing Version 1

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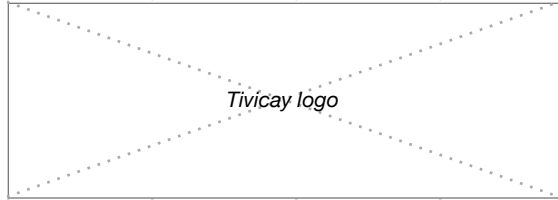
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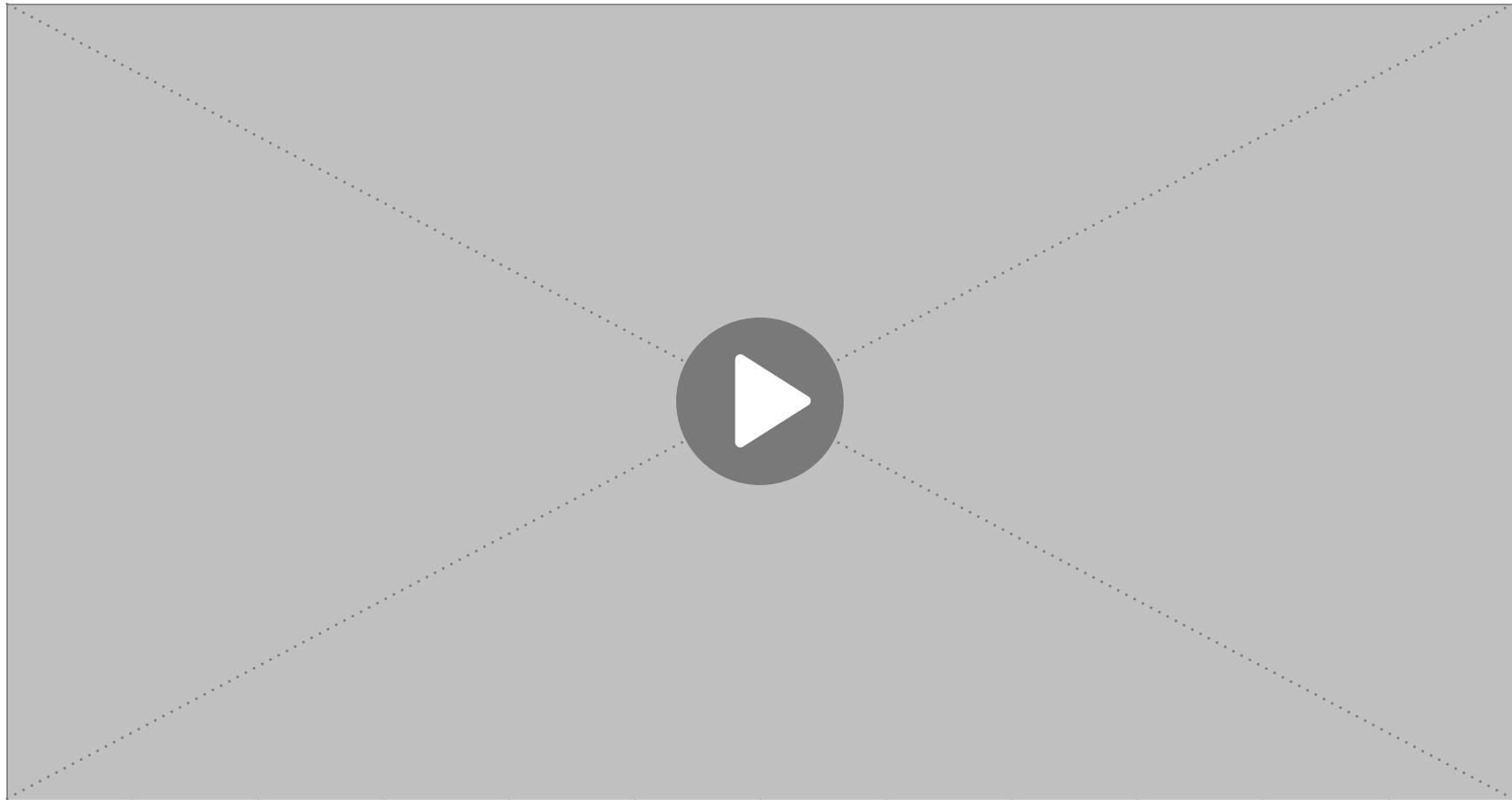
Landing Version 2

Notes:

Email button will launch email client with pre-populated subject line and message.

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