

AstraZeneca: 19-20 Flu Season Update

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19-20 Flu Season Update

- Market Research- Flu Vaccine Perceptions
- Improving Immunization Uptake: Messaging
- Manufacturing





A total of 2,012 respondents were sampled across various consumer groups

| PARENTS | | ADULTS | |
|-----------------|--------------|---------------|--------------|
| Child Age 2-4 | 228 | Age 18-22 | 202 |
| Child Age 5-12 | 390 | Age 23-27 | 203 |
| Child Age 13-17 | 383 | Ages 28-25 | 302 |
| TOTAL: | 1,001 | Ages 36-49 | 304 |
| | | TOTAL: | 1,011 |

Respondents were screened in based on:

- Former flu vaccination history (i.e., always, sometimes, or never gets the flu vaccine)
- Various age cohorts listed above

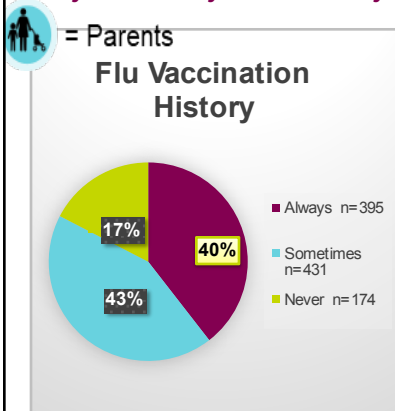
Respondents who indicated an “anti-vax” stance were excluded from this research set


 = Parents  = Adults



Driving Compliance: Why are some more compliant?

Why do/would you vaccinate your child?



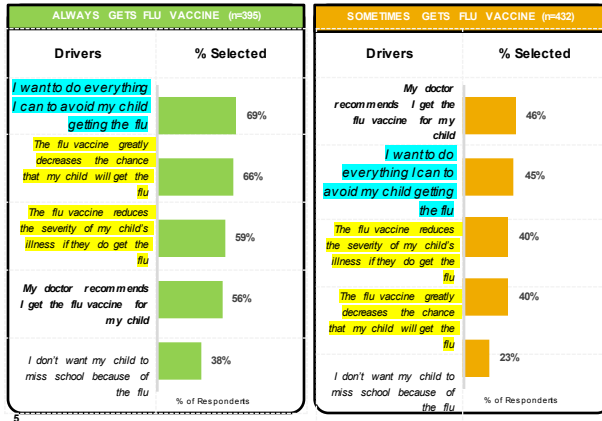
- Regardless of compliance, parents want to do everything they can to prevent their child from getting the flu. 
- #1 reason Parents who “sometimes” vaccinate their child is because their doctor recommended it
- Significantly more Parent who always vaccinate their children against flu, believe in Flu vaccine effectiveness and efficacy

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Driving Compliance: Why are some more compliant?

What makes you choose to vaccinate your child against flu?



- Parents want to do everything they can to prevent their child from getting the flu.
- Greater confidence in vaccine effectiveness and efficacy drives vaccine compliance
- Physician recommendation is key in less compliant populations

Driving compliance: What makes a parent decide against flu vaccine?



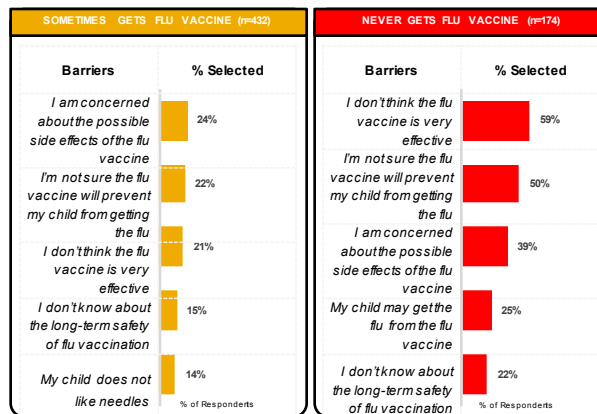
Experience

- Side effects
- Safety
- Needle aversion



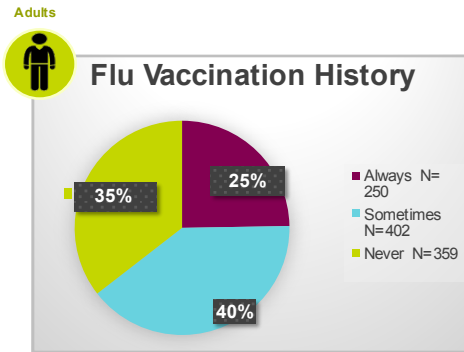
Effect

- Perceived lack of efficacy



Former Vaccination History: How consistent is Flu Vaccine compliance in Adults?

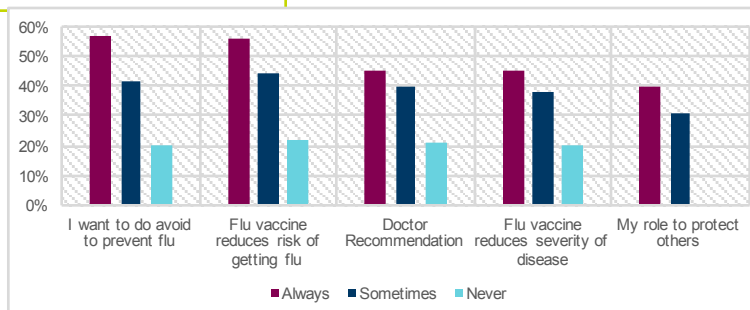
- Only 25% of Adults report they “always” get a flu vaccine
- 35% of adults report they never get flu but get other vaccines
- **40% of Adults “sometimes” get a flu vaccine, the largest cohort**



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Driving Vaccination in Adults: Why are some more compliant than others?

Illness perceptions + Vaccine Effectiveness



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Driving compliance: What makes Adults decide against flu vaccine??



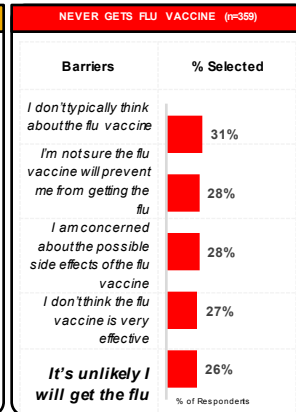
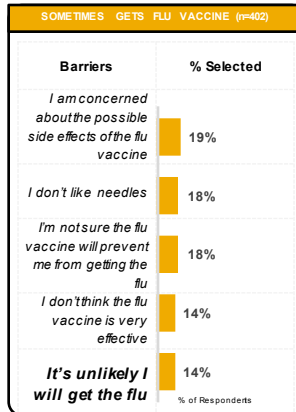
Vaccination Experience (Side effects and needle aversion)



Lack of efficacy



Illness perception-low risk



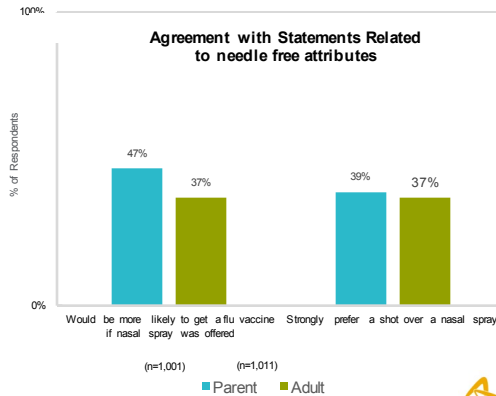
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Removing Barriers: Options for vaccination may improve uptake for both children and adults

- Low awareness of needle-free options in 18-19, >1% recall
- Disease education around transmission is necessary
- Consumer awareness is necessary

Shift the decision from "should I?" do "how should I"

You need to get vaccinated today, You can get the shot or spray.



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FLUMIST® QUADRIVALENT: Initial manufacturing results

What do we know?

- Growth in Eggs
- Production Timeline
- Capacity Estimates
- Distribution Strategy

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Important Safety Information

Who may not be able to get FLUMIST QUADRIVALENT?

Tell your healthcare provider if you or your child are currently wheezing; have a history of wheezing if under 5 years old; have had Guillain-Barré syndrome; have a weakened immune system or live with someone who has a severely weakened immune system; have problems with your heart, kidneys, or lungs; have diabetes; are pregnant or nursing; or are taking Tamiflu®*, Relenza®*, amantadine, or rimantadine.

What are the most common side effects of FLUMIST QUADRIVALENT?

The most common side effects are runny or stuffy nose, sore throat, and fever over 100°F.

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Important Safety Information

What is FLUMIST QUADRIVALENT?

FLUMIST QUADRIVALENT is a vaccine that is sprayed into the nose to help protect against influenza. It can be used in children, adolescents, and adults ages 2 through 49. FLUMIST QUADRIVALENT is similar to MedImmune's trivalent influenza vaccine, except FLUMIST QUADRIVALENT provides protection against an additional influenza strain. FLUMIST QUADRIVALENT may not prevent influenza in everyone who gets vaccinated.

Please see accompanying full Prescribing Information, including Patient Information.

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