Prior to the meeting, please read, understand and commit to comply with this document

LOGISTICS

Expenses	• Keep itemised receipts of expenses (e.g. transport, meals) for reimbursement. • Provide an email for mileage claims indicating travel from Post Code A to Post Code B.
Honorarium	• Fair Market Value reflected in your Statement of Work (SOW). • Complete the transaction based on your Master Service Agreement (MSA).
Key Contacts	• EMCoE@BMS.COM
Agenda	• Detailed final agenda will provide the context of the meeting. • Information about the type of audience and the venue.

COMPLIANCE

Legal Framework	• Comply with UK/Ireland laws and regulations, including EFPIA/ABPI/ IPHA Codes. • Respect copyrights, confidentiality, trademarks, consent (where applicable).
Disclosure	• Notify BMS of any potential conflicts of interest. • Provide employer consent to BMS, if applicable.
Review process	• Use 'pre-approved' slides from BMS to facilitate review process, if possible. • If using own material, submit them to BMS 4-6 weeks before the meeting to ensure compliance with the Codes and to build in time for amendments. • No slides or presentations can be used prior to BMS approval. • Once approved no further changes must be made without discussion with BMS. • Distinguish your own slides from 'pre-approved' slides (they should have an expiry date).
Transparency and Ethics	• Include a slide declaring BMS's sponsorship. • Include AE reporting information and information about where the PI can be found.
Social Media	• Do not post/share information about the presentation or the meeting on social media platforms.

PRESENTATION

Content	• Related to product's licence and consistent with Summary of Product Characteristics • No personal or sensitive data • Fair, balanced, accurate, up to date, capable of substantiation • Not offensive or disparaging • No brand names of competitor's products without consent
References	• Appropriately reference slides – submit electronic PDF of references to BMS • Provide BMS with references promptly upon request, as BMS must be able to substantiate any claims
Unsolicited Questions	• For questions regarding off-label data, state the information is not licensed or inconsistent with the SmPC and BMS does not recommend or endorse the off-label use of BMS products • Refer the question to BMS Medical • If you want to respond from your own experience, state you are expressing your personal opinion and not that of BMS

SPEAKER BRIEF FOR MEETINGS

The Legal and Regulatory Framework

The EFPIA, ABPI, and IPHA Codes of Practice govern the promotion of prescription only medicines to health care professionals and set standards on various non-promotional activities. The Codes incorporate principles of European and other applicable laws to establish a stringent self-regulatory environment and ensure pharmaceutical companies operate in a responsible, ethical and transparent manner.

These Codes define a promotional activity as any activity conducted by BMS or with its authority for the purpose of encouraging the administration, consumption, prescription, purchase, recommendation, sale, supply or use of BMS products. However, the legitimate exchange of scientific information is considered non-promotional. Legitimate scientific exchange will usually be based around a major data update at a third-party congress of high scientific standing, for the purposes of learning and education to the scientific community. The audience must have a genuine, scientific interest or need to know the information that is to be presented, and the information must never be directed towards members of the public. Such communication has to be a two-way exchange of information, fair, balanced and accurate and should be limited to the nature of the data update.

When you accept to provide Services to BMS Affiliates, the terms of the Agreement will also apply to those Services. A BMS Affiliate is a business entity, which at any time directly or indirectly controls, is under the control or is under common control of Bristol-Myers Squibb Pharmaceuticals Ltd (UK) or Bristol-Myers Squibb Pharmaceuticals uc (Ireland).

Certification and Approval of your Slides

BMS is responsible for the content of sponsored presentations, hence, the company needs to review each presentation to ensure compliance with the Codes. BMS will inform you if any amendment is needed and work with you to amend, only altering your presentation when it is necessary to do so in order to comply with the requirements of the Code. The review process can be facilitated through the use of BMS 'pre-approved' slides and materials. If you do choose to use your own materials, please provide your slides to BMS **4-6 weeks** before the meeting, to allow sufficient time for review and amendments. Please distinguish your own slides from the 'pre-approved' slides. After approval, no further changes can be made without re-approval.

Transparency

All presentations must include a slide in your presentation declaring BMS's sponsorship. As seen in Example 1, the presentation should be clearly and prominently labelled to identify BMS involvement; for example as "Organised and Funded by Bristol-Myers Squibb", with the BMS logo. (In the case of products co-promoted or marketed in conjunction with other pharmaceutical companies, ensure declaration of all sponsorships).

Addressing Unsolicited Questions about Off-Label Data

In the context of **promotional activities**, you should only present information about a BMS product that is related to its licensed indications and is consistent with the Summary of Product Characteristics (**SmPC**).

If you receive an unsolicited question about off-label data, we ask you to clearly state the following:

- The information is inconsistent with the SmPC, and not licensed.
- BMS does not recommend or endorse use of BMS products that are unlicensed or inconsistent with the SmPC.
- The information is outside the scope of the meeting, and ask that they refer the question to BMS Medical/ BMS Medical Information.

However, if you wish to respond to that question from your own experience, we ask you to do it in a succinct manner and clearly state that you are expressing your personal opinion and not that of BMS.

In the context of **non-promotional activities**, off-label information about BMS products may only be discussed reactive to a query, if it is in a fair, accurate, balanced manner and where appropriate to the meeting content. BMS will review your slides to ensure the information is appropriate, compliant and does not inadvertently disguise promotion or promote a product off or pre-license.

Content of the Presentation

- The presentation must comply with the Codes and UK/Ireland laws and regulations.
- Respect copyright, confidentiality and trademarks.
- Should not include personal or sensitive personal data.
- Must not be offensive, pejorative or disparaging in any way.
- All information, claims and comparisons about BMS or competitor products must be; accurate, balanced, fair, objective, unambiguous, up-to-date, capable of substantiation
- Appropriately referenced. Please also submit an electronic PDF of all references relating to clinical drug data to BMS for review.
- Brand names of competitor products must not be used without consent.

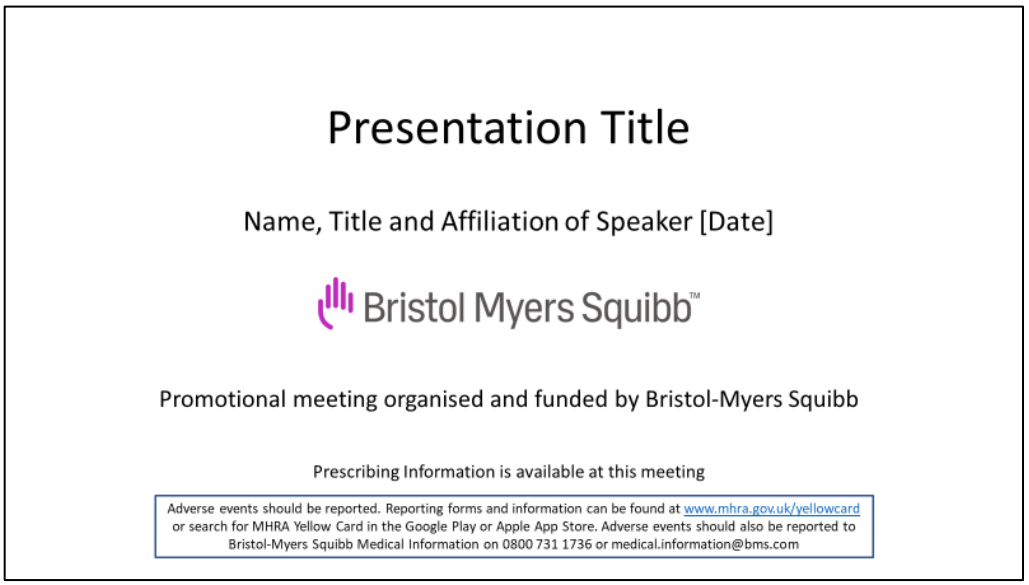
For **promotional meetings**, adverse event reporting information and a statement where the prescribing information can be found must be included in presentations about BMS products. Please clearly and prominently state this on the first slide of the presentation, as shown in Example 1.

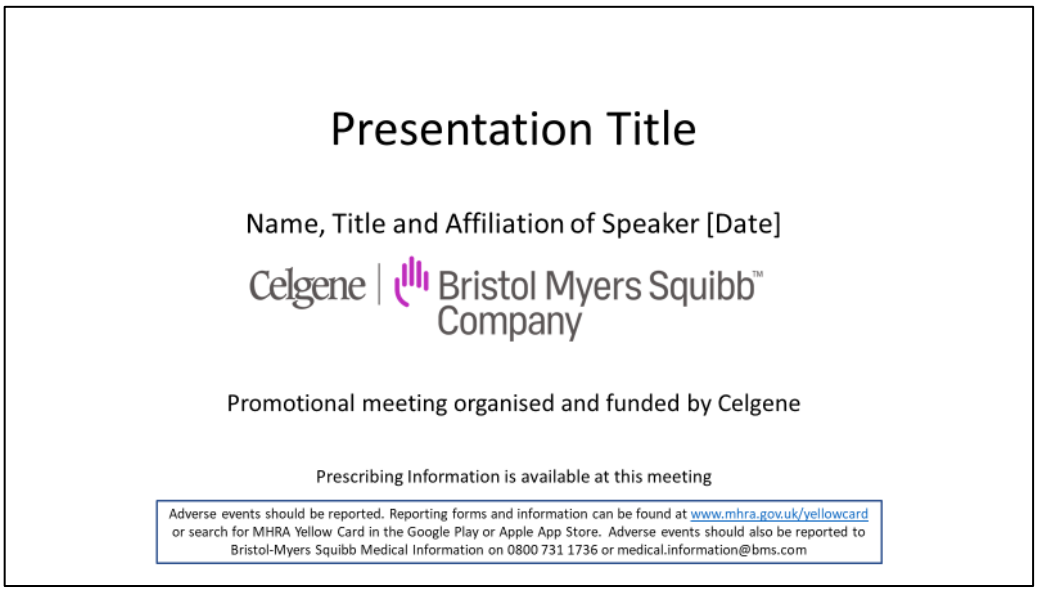
Social Media

As the Codes prohibit the promotion of prescription-only medicines to the public, you should not post or share any information about the presentation or the meeting on any social media platforms (such as LinkedIn, Twitter, etc).

This document includes key requirements of the Code but is not exhaustive. You should familiarise yourself with the Codes' requirements. The Codes can be found online or requested from your BMS contact, who will also be happy to answer any questions you may have.

Example 1 – example title slides for promotional meetings either led by BMS or those led by Celgene.





The adverse event warning for Ireland would be:
Reporting of suspected adverse reactions after authorisation of the medicinal product is important. It allows continued monitoring of the benefit/risk balance of the medicinal product. Healthcare professionals are asked to report any suspected adverse reactions via HPRA Pharmacovigilance at www.hpra.ie. Adverse reactions should also be reported to Bristol-Myers Squibb Medical Information on 1 800 749 749 or medical.information@bms.com