

BRAND GUIDELINES

We've created building blocks for communicating the ERLEADA® Brand Identity in a unified visual system. Comprising core elements including logo, color, and type, this wide range of tools is designed to be flexible – so you can use your creativity to innovate across all media.

06

CAMPAIGN OVERVIEW

The Creative Campaign for ERLEADA® conveys the idea of mastering advanced prostate cancer (nmCRPC and mCSPC). The delaying of mCRPC by ERLEADA® is symbolized by the healthcare professional pushing back on the wolf-like beast.

The beast is a metaphor for late stage prostate cancer, which seeks to advance and spread. By keeping the beast at bay, the healthcare professional protects patients from disease progression.

The need to keep patients in a pre-mCRPC state is reinforced by the strong contrasting boundary that runs down the page. The area defined by our purple brand color – where the beast is not allowed to enter – represents a castration resistant or metastasis-free clinical state made possible by ERLEADA®.

The headline communicates both opportunity and urgency.

The campaign helps differentiate ERLEADA® from the competition and establishes the brand as a powerful new option that can help patients live longer.

Note: The Global usage rights are valid for 2 years, and are due to expire in February 2020. Once the 2-year usage rights expire, the images need to be relicensed prior to use.

Global rights are for the following:

- Image of HCP holding back beast (includes white lab coat, blue scrubs, pink scrubs)
- One angle on beast in CGI (includes still shot and motion)

License to Exhibit:

For unlimited all trade print, including but not limited to trade print ads, collateral, trade show displays, and all electronic media.



LOGO

LOGO

The ERLEADA® logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes PANTONE® colors, and an extended palette of solid colors, as well as reversed logo treatments. So whether the ERLEADA® logo appears on packaging, the Web, TV, in print, on-screen, or on a product, you have enough design flexibility to adapt the logo to its appropriate design context.

Symbol



Generic name

Erleada®
(apalutamide) tablets

Registered trade name

LOGO VARIATIONS

Ensure you use the correct version of the brand logo depending on your market.



Global Logo



US Logo



Australia Logo

LOGO SIZE

To ensure communication pieces are branded clearly and consistently, we have provided a range of logo measurements. The ERLEADA® logo is always measured from the left edge of the 'E' to the right edge of the 'A'. See diagram below.



Digital

175 pixels

Minimum size



A6

25mm wide



A5

30mm wide



A4

35mm wide



A3

40mm wide

Minimum size



A2

60mm wide

Minimum size



A1

85mm wide

Minimum size

MINIMUM LOGO SIZE

The minimum size of the logo has been established to ensure the visibility and readability in every application across all platforms. The minimum width of the logo lockup in print applications is 25mm. The minimum width of the logo lockup for digital applications is 175 pixels.

LOGO CLEAR ZONES

The logo should always be isolated from secondary visuals such as text and graphics, as well as trims, edges, and gutters. As shown below, the absolute minimum clear space that must surround the logo lockup is equal to the height of the capital letter 'E' in ERLEADA®.



LOGO PLACEMENT

The Janssen master brand logo should be included on all product materials to build equity. While the ERLEADA® logo should be the hero of the piece, the Janssen logo can be used either across from or as a sign-off on the piece. The ERLEADA® logo and the Janssen logo must not be locked up together. Depending on the space allotted

and minimum sizing requirements, you can use either the horizontal or vertical version of the Janssen logo. Always use a grid to ensure content is clearly presented and well-structured. The ERLEADA® logo should always fit within the grid and align with adjacent content, such as product images. Remember, when placing the logo

within the grid, the ® symbol should always sit within the grid margins. When the ERLEADA® logo is featured with the Janssen logo, please refer to the Janssen corporate brand guidelines for more information regarding sizing and the appropriate Janssen logo to use depending on the audience.



Product logo
placement



Co-branded
placement

LOGO BACKGROUND

Where possible, the logo should always appear in color. If using a dark background, use the white logo. When the logo is placed over an image, always make sure that the background does not clash with the visibility of the logo. The clear zone ([see page 65](#)) should always be applied. See below for appropriate use of logo backgrounds.

- ✓ White is the preferred background for the logo.



- ✓ The logo can appear on a color background that provides sufficient contrast.



- ✓ The reverse logo should be used for dark backgrounds.



- ✓ The black logo should be used on mono outputs.



- ✓ The full-color logo should never appear on dark backgrounds.



- ✓ The logo should not appear on cluttered images.



- ✓ The logo should not appear on backgrounds that do not provide sufficient contrast.



- ✓ The full-color logo should not be placed directly onto the gradient. Always use the flag device to ensure legible reproduction ([see page 70](#)).



LOGO MISUSE

The ERLEADA® brand identity is an essential brand asset that must be protected through consistent and conscientious usage as specified in these guidelines. Any alteration to the logo negatively affects the integrity of the ERLEADA® brand. A few common misuses of the ERLEADA® logo are demonstrated below. None of these treatments is ever acceptable. Only use the approved digital art files and please reference these guidelines often to ensure that the ERLEADA® logo is consistently and faithfully reproduced.

✓ Do not change the color of the logo.



✓ Do not change the font of the wordmark.



✓ Do not change the shape of the stylized icon.



✓ Do not use the stylized icon alone, as a super graphic or pattern.



✓ Do not add a co-branding logo to create a lockup with the ERLEADA® logo.



✓ Do not distort the logo.



LOGO COLOR VARIATIONS

Where possible, the logo should always appear in color. However, other variations have been developed (see below).

4-color process



5-color Pantone



Black



Grayscale



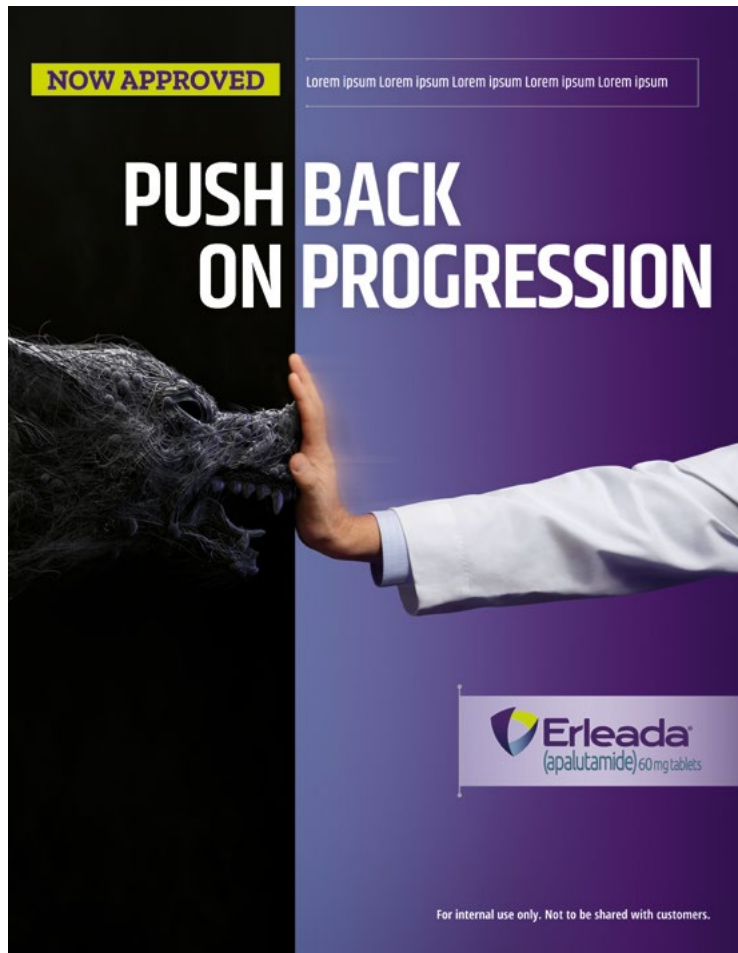
Reversed



Grayscale reversed



FLAG LOGO

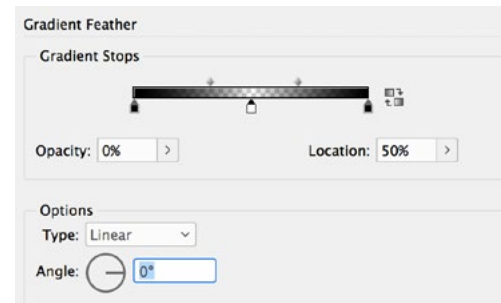


The flag logo was developed to enable the use of the full-color logo over the gradient.

The flag should bleed off the page to the right, so that the flag is over the dark purple part of the gradient.

Over gradient

White fill, gradient feather



Sample usage: internal launch poster

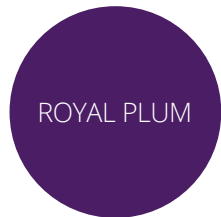
COLOR PALETTE

PRIMARY PALETTE

The primary ERLEADA® logo color palette is led by Royal Plum. This color gives our identity a friendly and approachable appearance that is also serious and full of stature, all of which are qualities that tie in with the ERLEADA® brand. Please reference the values shown below to ensure that our colors are consistently reproduced.

Use 45% Black to indicate placebo. Can also be used in place of PMS 877 silver when not available.

Each brand color can be used in various tints: 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%. These can be used throughout the marketing collateral.



ROYAL PLUM

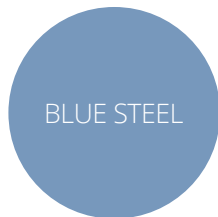
Pantone: 3566

CMYK: 80 100 8 27

RGB: 75 29 101

HEX: #4B1D65

This is our representative brand color for ERLEADA® in chart heads, banners, bar charts, and brand data. Do not use in large fields, or tinted back.



BLUE STEEL

Pantone: 2136

CMYK: 58 33 14 2

RGB: 119 152 188

HEX: #7798BC



LIMON

Pantone: 382

CMYK: 28 0 100 0

RGB: 205 213 0

HEX: #CDD500

Used minimally per page in Key Messages, to color the Zilla Slab highlight font and only against a dark/purple background.



DARK LIMON

CMYK: 28 0 100 10

RGB: 189 198 0

HEX: #BDC600

Used minimally per page in Key Messages, charts, and to color the Zilla Slab highlight font and only against a white background.



METALLIC
SILVER

Pantone: 877

CMYK: 0 0 0 45

RGB: 168 168 167

HEX: #A8A8A7

Frames, check marks, silver lining rule to anchor banners, silver lining boxes, and used in bullets.



DARK GRAY

CMYK: 0 0 0 90

RGB: 60 60 59

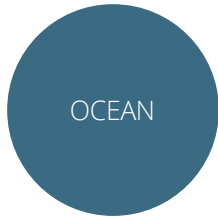
HEX: #3C3C3B

Used for callout copy.

SECONDARY PALETTE

The ERLEADA® secondary colors are used throughout our supporting visuals, including text, color fields, and visual information. These colors maintain a consistent style across our branded materials.

Each brand color can be used in various tints: 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%. These can be used throughout our marketing collateral.



OCEAN

Pantone: 2167

CMYK: 79 46 34 16

RGB: 58 107 130

HEX: #3A6B82



DARK PLUM

Pantone: 2765

CMYK: 100 100 9 57

RGB: 30 18 70

HEX: #1E1246

TYPOGRAPHY

FONTS

Khand

Is a Google display font chosen for its dynamic letterforms and modern appearance. The lighter styles are best for short paragraphs of running text, while the heavier styles are optimized for headlines or minimal/single word usages, as in charts and graphics.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans

Is a Google font that has been optimized for legibility across print, web, and mobile, and was developed to have a neutral, yet friendly appearance.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Zilla Slab and Zilla Slab Highlight

Are contemporary slab serifs from Google, and have a sophisticated, bold, industrial look, yet maintain a friendly approachability.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Highlight bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GENERAL TYPOGRAPHY RULES

Headlines

Should be set in all capitals and used with Khand Medium. The point size of the headline should be the most prominent on the page.

Subheads

Should be set in initial capitals and used with Open Sans Semibold. Subheads should read as second most prominent on the page.

Body copy

Should be set in Open Sans Light. To call out content within the copy, use Open Sans Semibold.

Chart/table headlines

Should be set in initial capitals and used with Zilla Slab Bold.

Key message

Highlighted information should ideally be limited to 1–2 most important points per page, with highlighted text being as short as possible (2–3 words). Highlighting entire sentences should be avoided.

Footnotes

Should be set in 7pt Open Sans Condensed Light.

REGISTERED TRADEMARK SYMBOL

Headlines – Khand

PRESCRIBE ERLEADA[®] (apalutamide)

Registered trademark symbol (®) is set to:

- 5pt smaller than headline font size
- Baseline shift visually to top of A in ERLEADA[®]
- -100 kerning

Subhead – Khand

The recommended dose of ERLEADA[®] is
240 mg (four 60 mg tablets) administered

Registered trademark symbol (®) is set to:

- Same font size
- No superscript
- Baseline shift -0.5pt
- -100 kerning

Chart Head – Zilla Slab

Treatment with ERLEADA[®] + ADT

Registered trademark symbol (®) is set to:

- Same font size
- Superscript
- No baseline shift
- -100 kerning

Body Copy – Open Sans Light

ERLEADA[®] is indicated for the treatment of patients with
non-metastatic castration-resistant prostate cancer.

Registered trademark symbol (®) is set to:

- Same font size
- Superscript
- No baseline shift
- No kerning

This treatment guideline applies to the registered trademark symbol as it is set in most print pieces.
Footnotes and additional special characters should align with this branding style throughout the piece for consistency.

TYPOGRAPHIC USAGE: PRINT

Eyebrow

Khand semibold

Khand medium

Khand regular

As soon as you see a rapidly rising PSA in patients receiving ADT...

PUSH BACK ON PROGRESSION

FOR PATIENTS WITH NON-METASTATIC CRPC

- ✓ On ADT
- ✓ With a rapidly rising PSA*
- ✓ And no radiographically detectable metastases

In the SPARTAN study:
ERLEADA™ (apalutamide) + ADT improved median metastasis-free survival (MFS) by **2 YEARS** (24.3 months) vs placebo + ADT† (40.5 months vs 16.2 months; HR=0.28; 95% CI: 0.23-0.35; P<0.0001)

INDICATION
ERLEADA™ is indicated for the treatment of patients with non-metastatic castration-resistant prostate cancer.

IMPORTANT SAFETY INFORMATION
Uptatium repeli qui consed quia denecusant fugia sandae. Nemquam, si nia cor as rero est, inullestrum veris aruntur adit aut quatem facerumenis ex expliquam niendi qui dolessi taspici tassust ut faciendignia

*PSA doubling time < 8 months.
ADT = androgen deprivation therapy; CRPC = castration-resistant prostate cancer; HR = hazard ratio; PSA = prostate-specific antigen; SPARTAN = Selective Prostate Androgen Receptor Targeting with ADT/ADT.

Please see full Important Safety Information on page 11 and enclosed full Prescribing Information.

Erleada™
(apalutamide) 60 mg tablets

Headline

Khand semibold

Khand semibold

Zilla Slab highlight bold

Open Sans
condensed light

2 YEARS

For the Zilla Slab highlight bold over gradient, use a solid Royal Plum box between the highlighted text and the gradient background to create a bigger visual impact.

TYPOGRAPHIC USAGE: PRINT

Headlines

Khand medium

Khand medium

Chart heads

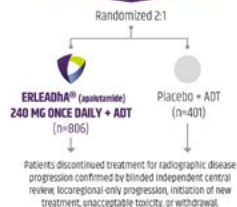
Zilla Slab bold

Eyebrows

Khand semibold

SPARTAN WAS A PHASE 3, MULTICENTER, RANDOMIZED, DOUBLE-BLIND, PLACEBO-CONTROLLED TRIAL OF PATIENTS WITH NON-METASTATIC CRPC^{9,10}

1207 patients with non-metastatic CRPC



IMPORTANT SAFETY INFORMATION
WARNINGS AND PRECAUTIONS
Seizure—In a randomized study (SPARTAN), 2 patients (0.2%) treated with ERLEADA[®] experienced a seizure. Permanently discontinue ERLEADA[®] in patients who develop a seizure during treatment. It is unknown whether anti-epileptic medications will prevent seizures with ERLEADA[®]. Advise patients of the risk of developing a seizure while receiving ERLEADA[®] and of engaging in any activity where sudden loss of consciousness could cause harm to themselves or others.

Please see full Important Safety Information on page 10 and enclosed full Prescribing Information for ERLEADA[®].

Patients in SPARTAN had a PSA doubling time ≤ 10 months and serum testosterone levels ≤ 50 ng/dL. All patients in the SPARTAN trial received a concomitant GnRH analog or had a bilateral orchiectomy. All patients enrolled were confirmed to be non-metastatic by blinded central imaging review. Patients with a history of seizure, predisposing factors for seizure, or receiving drugs known to decrease the seizure threshold or to induce seizure were excluded.¹⁰

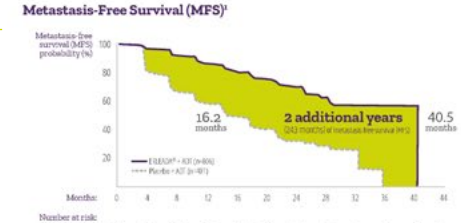
Primary endpoint: metastasis-free survival (MFS)
 Defined as the time from randomization to the time of first evidence of blinded independent central review-confirmed distant metastasis, defined as new bone or soft tissue lesions or enlarged lymph nodes above the iliac bifurcation, or death due to any cause, whichever occurred first¹

Selected baseline patient characteristics¹⁰

Median age	74 years (range: 48 to 97 years)
Median time from initial diagnosis of prostate cancer to randomization	7.9 years (range: 0.3 to 30.4 years)
Prior surgery or radiation therapy for prostate cancer	77%
Prior treatment with a first-generation AR inhibitor	73%
Bicalutamide	69%
Flutamide	19%
Median PSA	7.8 ng/mL (range: 0.1 to 254.8 ng/mL)
Gleason score ≥ 7 at initial diagnosis	78%

CRPC: castration-resistant prostate cancer.

The power to push back on progression:
ERLEADA[®] + ADT IMPROVED MEDIAN METASTASIS-FREE SURVIVAL (MFS) BY 2 YEARS VS PLACEBO + ADT¹



- The metastasis-free survival outcome was supported by statistically significant improvements in the secondary endpoints of time to metastasis, progression-free survival, and time to symptomatic progression¹
- ERLEADA[®] + ADT demonstrated a nearly 2-year (23.9-month) improvement in median **time to metastasis** compared with placebo + ADT (40.5 months vs 16.6 months; HR=0.27, 95% CI 0.22, 0.34, P=0.0001)¹
- Overall survival** data were not mature at the time of the final metastasis-free survival (MFS) analysis (24% of the required number of events)¹

IMPORTANT SAFETY INFORMATION
ADVERSE REACTIONS
Adverse Reactions—The most common adverse reactions ($\ge 10\%$) were fatigue, hypertension, rash, diarrhea, nausea, weight decreased, arthralgia, fall, hot flush, decreased appetite, fracture, and peripheral edema.
*Time to metastasis was defined as the time from randomization to the time of the event that showed the evidence of blinded independent central review-confirmed distant metastasis.
 †Using the Kaplan-Meier method to assess the overall survival data at this analysis. At the time of the first interim analysis of overall survival, a total of 104 deaths had occurred in the SPARTAN study. The final overall survival analysis will be conducted after approximately 627 deaths have been reported.¹⁰

72% reduction in the risk of distant metastases or death

HR=0.26; 95% CI 0.23, 0.35; P<0.0001

Consistent results in metastasis-free survival (MFS) were observed across patient subgroups, including:
 • PSA doubling time (≤ 6 months or >6 months)
 • Use of a prior bone-sparing agent (Yes or No)
 • Locoregional disease (N0 or N1)

At the time of the analysis, 60.9% of patients were still on patients still on placebo + ADT¹⁰



Highlighted callouts

Zilla Slab highlight

Body copy/bullets/ISI

Open Sans light

TYPOGRAPHY: DIGITAL

H1

Efficacy

Zilla Slab bold
 • 36px
 • White, HEX:#FFFFFF

H2

ERLEADA® inhibits AR signaling at multiple levels¹:

Khand medium
 • 28px / 34px
 • Royal Plum, HEX: #462B74

H3

Treatment with ERLEADA® + ADT

Open Sans regular
 • 28px / 34px
 • Ocean, HEX:#4B6B86

Body Copy

Time to symptomatic progression was defined as the time from randomization

Open Sans regular
 • 16px / 24px
 • Dark Gray, HEX: #414042

Chart
Title

Secondary end points favored the ERLEADA® + ADT arm¹

Zilla Slab Semi bold
 • 20px / 22px
 • Royal Plum, HEX: #462B74

Callouts

ONCE-DAILY ORAL THERAPY

ONCE-DAILY ORAL THERAPY

Zilla Slab highlight / bold
 • 20px / 30px (size varies upon usage)
 • Dark Limon, HEX: #ACBE37 with White type
 • Limon, HEX: #C2D500 with Royal Plum type

Footnotes &
References

ADT = androgen-deprivation therapy
References: 1. ERLEADA® [Prescribing Information]

Open Sans regular / bold
 • 12px / 18px – 8px spaceafter
 • Dark Gray, HEX: #414042

CALLOUTS: PRINT

Callout treatment in our ERLEADA® campaign is meant to add visual interest to our story telling and to elevate the prominence of a message. Callouts can be in either 90% Black, or use the accent color Blue Steel, as shown.

Our ERLEADA® printed materials apply the "Rule of thirds" as often as possible. Our callouts should also follow this rule.

2/3 of page application

Eld qui accum int ut offictem eatempores mo vellupic tempedi autempora pratur ad quat lant, sum facest ipsum lignihit, ut occusa veliqua speruptia cus.

Metallic Silver Lining

Used sparingly per page, our "silver lining" can be used to distinctively highlight key copy and positive messages. Lines should be printed in PMS 877 Metallic Silver and should be .875 points. When PMS 877 is not an option, use 45% Black.

1/3 of page application

Eld qui accum int ut offictem eatempores mo vellupic nosto tempedi autempora pratur ad quat lant, sum facest lignihit, ut occusa veliqua speruptia cus.

CALLOUTS: PRINT

Key message callout

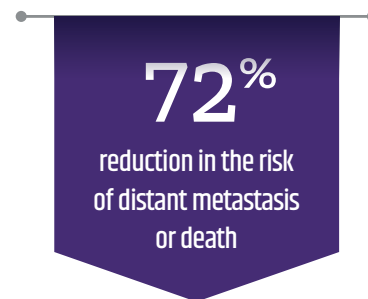
ERLEADA® is a **ONCE-DAILY ORAL THERAPY** with no additional laboratory monitoring requirements beyond routine assessments for side effects¹

Summary callout

With its ease of administration (once-daily oral dosing), and indication to treat non-metastatic CRPC, ERLEADA® provides you with the opportunity to continue managing your patients.

Banner callout

Banner callouts use PMS 3566 Royal Plum. The gradient feather to create a soft shadow at the top uses PMS 2765 Dark Plum and is set to 60% transparency.

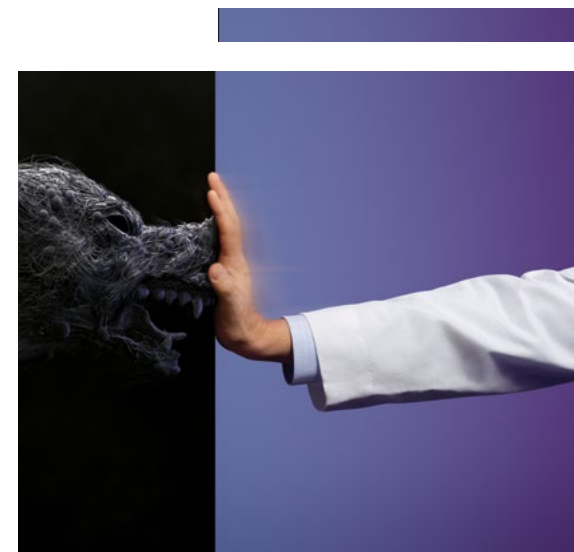


HR=0.28; 95% CI: 0.23, 0.35; $P<0.0001$

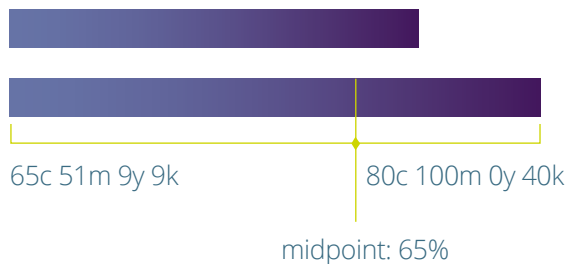
GRAPHIC ELEMENTS

COLOR GRADIENT

Background blue/purple gradient artwork must be scaled according to width of layout. Do not create gradients from the other brand colors. Blue/purple gradient must always end with purple on the right.



4-color gradient



Artwork gradient

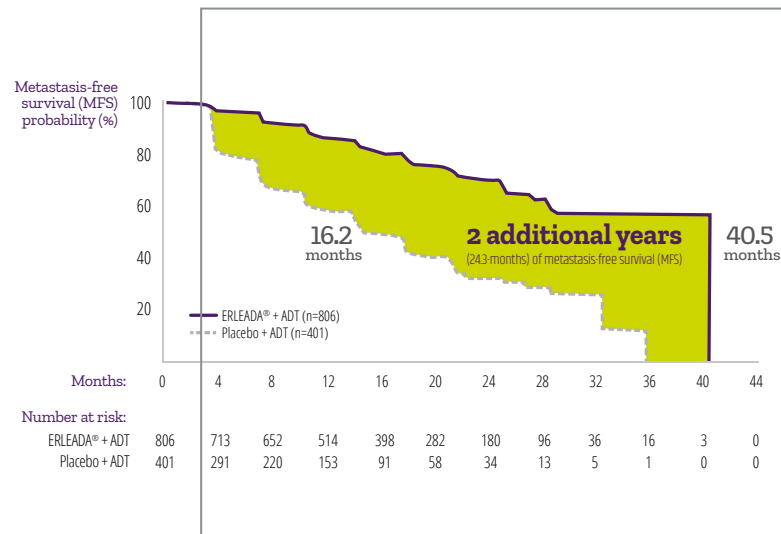


Spread gradient



CHART STYLE

Examples of chart styles



Median Metastasis-Free Survival (MFS)¹

Placebo + ADT
(n=401)

16.2
months

2 ADDITIONAL YEARS
(24.3 months) of metastasis-free survival (MFS)

ERLEADA + ADT
(n=806)

40.5
months

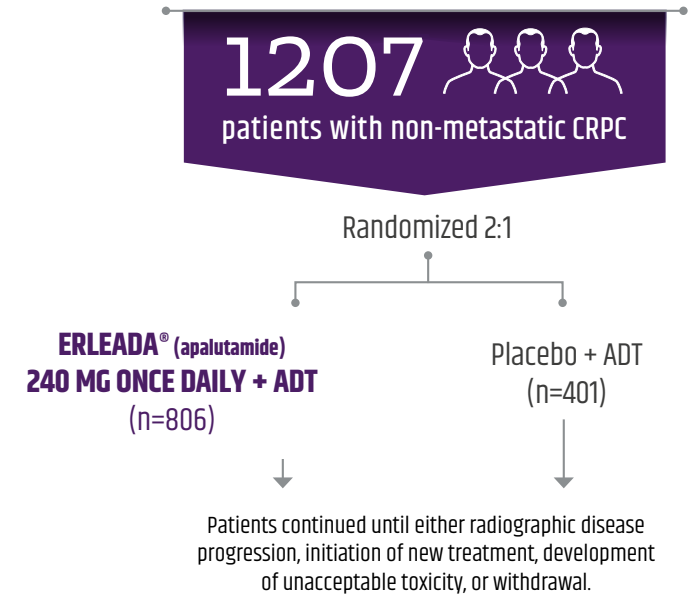


TABLE STYLE

Examples of table styles

Grades 3 and 4 adverse reactions in the SPARTAN study¹

Adverse Reactions	ERLEADA® + ADT (n=803)	Placebo + ADT (n=398)
Rash	5%	0.3%
Fracture	3%	0.8%
Fall	2%	0.8%
Fatigue*	1%	0.3%
Weight decreased	1%	0.3%
Arthralgia	0%	0%

*Includes fatigue, asthenia, lethargy, malaise, and sluggishness.

Secondary endpoints favored the ERLEADA® + ADT arm¹

Median:	ERLEADA® + ADT (n=806)	Placebo + ADT (n=401)	Hazard ratio (95% CI)	P value	
Time to metastasis	40.5 months	16.6 months	0.27 (0.22, 0.34)	<0.0001	Nearly 2-YEAR improvement (23.9 months)
Progression-free survival	40.5 months	14.7 months	0.29 (0.24, 0.36)	<0.0001	>2-YEAR improvement (25.8 months)

PRESENTING TITAN & SPARTAN: COLORWAYS & SHIELD ICONS

The TITAN and SPARTAN studies have been differentiated by the use of one specific color per study from the primary color palette.

TITAN is associated with the Blue Steel primary color. Spartan is associated with the Royal Plum primary color.

The varying tint options recommended for each study are explained in more detail opposite and on pages 88-89.

In addition to the color differentiation, unique shield icons have been developed for each study. Please see opposite the shield icons for both TITAN and SPARTAN. On pages 88-89 we go into more detail about the usage and positioning of these shield icons.



TITAN:

BLUE STEEL Primary color palette

100%

65%

30%

SPARTAN:

ROYAL PLUM Primary color palette

100%

45%

15%



The shield icons are supplied as finished artwork and should not be modified or recolored.

PRESENTING TITAN-DATA USAGE

The TITAN study will always use the Titan Shield Icon in this size and position

Chart spread layout

ERLEADA® + ADT REDUCES THE RISK OF SYMPTOMATIC PROGRESSION AND SUSTAINS HRQoL^{1,6}

The mean change in FACT-P total score with ERLEADA® + ADT was minimal and comparable to placebo + ADT⁵

55% reduction in risk of symptomatic progression^{1†}

HR=0.45; 95% CI=0.32-0.63; P<0.001

FACT-P TOTAL SCORE⁵

Cycle	ERLEADA® + ADT	Placebo + ADT
BL	797	797
2	781	767
3	742	717
5	676	649
6	614	590
7	265	221
9	199	136
11	136	83
13	257	54
17	167	35
21		
25		
29		

Mean Score ± SD

BL=baseline; FACT-P=Functional Assessment of Cancer Therapy-Prostate; HRQoL=health-related quality of life; SD=standard deviation

¹Time to symptomatic progression: Time from randomisation to documentation of any of the following (whichever occurred earlier): (a) development of a skeletal-related event: pathologic fracture, spinal cord compression, need for surgical intervention, or radiation therapy to the bone; (b) pain progression or worsening of disease-related symptoms requiring initiation of a new systemic anticancer therapy; (c) development of clinically significant symptoms due to locoregional tumour progression requiring surgical intervention or radiation therapy.[†]

[†]Leading to the initiation of a new systemic anticancer therapy.
[‡]Due to local or regional tumour progression leading to surgery or radiation therapy.

The flag color for the Titan study will always be 100% Blue Steel

Chart headline banner for the TITAN study will always be a 65% tint of Blue Steel

Table spread layout

ERLEADA® + ADT PROVIDES EFFICACY WITHOUT COMPROMISING TOLERABILITY¹

The majority of adverse events in the TITAN study were Grades 1 or 2¹

Adverse Events (all grades) with ≥15% incidence in either group in the TITAN study ^{1*}	ERLEADA® + ADT (n=803)	Placebo + ADT (n=398)
Fatigue**	30%	21%
Hypertension	25%	20%
Rash**	24%	6%
Diarrhoea	20%	15%
Nausea	18%	16%
Weight decreased	16%	6%
Arthralgia	16%	8%
Fall**	16%	0%

Other adverse events of interest (all grades)¹

Adverse Events	ERLEADA® + ADT (n=803)	Placebo + ADT (n=398)
Fatigue**	11%	6.5%
Dizziness	9.3%	6.3%
Hypothyroidism**	8.3%	2.0%
Mental impairment†	5.1%	3.0%
Seizure**	0.2%	0%

Rash management

In the TITAN study, reported skin rash in patients receiving ERLEADA® + ADT was generally mild and transient, and was manageable with standard treatments.^{1‡}

Rash associated with ERLEADA® + ADT was most commonly described as macular or maculo-papular. The onset of rash occurred at a median of 82 days of ERLEADA® + ADT treatment. Rash resolved in 81% of patients within a median of 60 days from onset.[§]

*Include adverse events that occurred up to 28 days after the last dose of the trial regimen was administered.
**These adverse events were considered by the investigators to be related to the trial regimen.
†Mental impairment disorders included the following adverse events: disturbance in attention, memory impairment, cognitive disorder and amnesia.
‡Mental impairment disorders included the following adverse events: disturbance in attention, memory impairment, cognitive disorder and amnesia.
§Mental impairment disorders included the following adverse events: disturbance in attention, memory impairment, cognitive disorder and amnesia.

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PRESENTING SPARTAN—DATA USAGE

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Chart spread layout

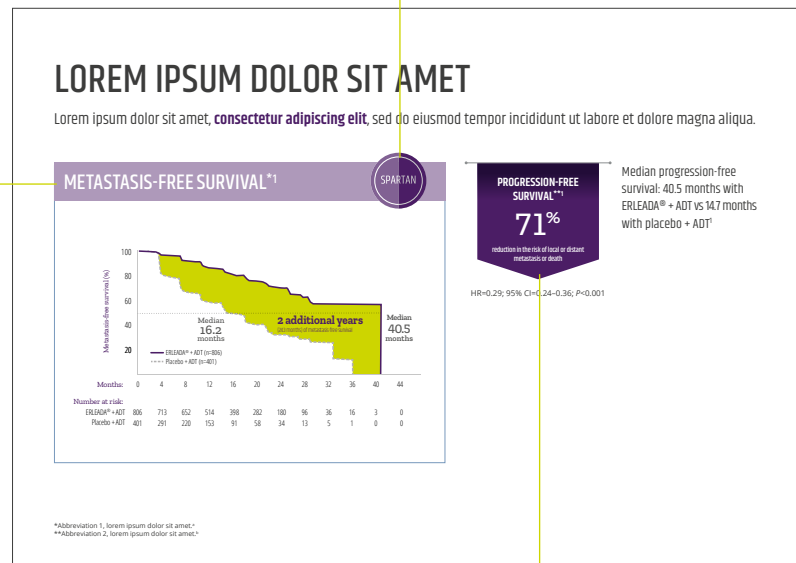


Chart headline banner for the SPARTAN study will always be a 45% tint of Royal Plum

The flag color for the SPARTAN study will always be 100% Royal Plum

Table spread layout

Adverse Events	ERLEADA® + ADT (n=803)	Placebo + ADT (n=398)
Fatigue**	30%	21%
Hypertension	25%	20%
Rash**	24%	8%
Diarrhoea	20%	15%
Nausea	18%	16%
Weight decreased	16%	6%
Arthralgia	16%	8%
Fall**	16%	9%

Adverse Events	ERLEADA® + ADT (n=803)	Placebo + ADT (n=398)
Fatigue**	11.7%	6.3%
Dizziness	9.3%	6.3%
Hypothyroidism**	8.1%	2.0%
Mental impairment†	5.1%	3.0%
Seizure**	0.2%	0%

Any highlighted text should always be in a 100% tint of the Royal Plum

Table design for the SPARTAN study will always use a 100% tint of Royal Plum for headline rows and a 15% tint for data rows. They will also always use either white for headline copy or a 100% tint of Royal Plum for body copy

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IMAGE LIBRARY

IMAGE LIBRARY



Oncologist

If the target audience is oncologists only, use oncologist imagery (white lab coat). If the target audience is urologists only, use urologist imagery (blue scrubs). If the target audience is a mixture of both specialties, use oncologist imagery (white lab coat).

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Urologist



Nurse

Black side must be no more than 35% of total image. The dotted lines indicate ideal crop.

IMAGE LIBRARY

Supporting imagery of HCPs and patients are shown lightly leaning against a thin, dark "wall", synergistically working with the core concept of pushing back on progression.

Patients



HCPs

Oncologist

Urologist

Nurse



Example of use

Black 100%

Black 80%

