



FINANCIAL CONTRIBUTION AGREEMENT

This Financial Contribution Agreement (“Agreement”) is made between:

SANOFI A/S, a company duly organized under the laws of Denmark under the business identity number 19064301 and having its registered office located at Vibenshuset, Lyngbyvej 2, 2100 København Ø - Denmark (hereinafter referred to as “Sanofi”)

and

Atopisk Eksempforening with chairperson Anne Vastrup, Hvidovrevej 108, 1. tv., 2650 Hvidovre, Denmark (“Recipient”)

WHEREAS

- A. Sanofi is a diversified human healthcare Sanofi engaged in the research, design, development, production, marketing, distribution and sale of medicinal products and services;
- B. Recipient is a Patient Advocacy Organization, Public and Non-profit;
- C. Recipient develops a video with patient Mark as the main character called Vejen til hjælp. New treatment options has been developed to help AD patients. However, many still don't know, and they don't know how to get to the hospital to gain access to the treatment. AD is a skin disease that impacts more than the skin as it has huge impact of quality of life and the whole family, not just the patient. This video is information about hope ahead and how to get there, to show the way to hospital treatment and hence improvement of quality of life. To measure success we will measure the number of people viewing the video as well as likes and comments on the SoMe (the “Project”).
- D. Recipient has requested Sanofi to support Recipient in the Project by means of a financial contribution and Sanofi has agreed to do so. The video will be produced in cooperation with the agency Molecule Consultancy. Funds raised will be used to pay Molecule;

NOW THEREFORE, the parties hereto agree as follows:

1. Obligations of Sanofi

- 1.1 Subject to the terms and conditions of this Agreement, Sanofi shall support the Project by means of a financial contribution in the amount of 30,000.00 DKK. This contribution will be paid to the Atopisk Eksempforening. The video will be produced in cooperation with the agency Molecule Consultancy. Funds raised will be used to pay Molecule (the “Financial Contribution”).
- 1.2 The Financial Contribution will be paid within 30 (thirty) calendar days following the receipt of an invoice, which is to be sent after the effective date of this Agreement.
- 1.3 Invoices must contain the following information:
 - Sanofi name and address



- Sanofi's VAT registration number:
- Sanofi's Purchase Order number *PO number to be provided later*
- Invoice date
- Unique invoice number
- Recipient's bank account details

Bank Account Number
Name and Address of Bank
IBAN code
BIC / SWIFT code
- Any VAT references as required (Recipient is responsible for the correct VAT treatment)

1.4 Invoices should be sent by e-mail to invoicesDK@sanofi.com (one PDF or TIFF file per message) containing one request for payment and any attachments."

2 Obligations of Recipient

2.1 The Financial Contribution is given solely for the organization of the Project and shall not be used by Recipient for any other purpose without Sanofi's prior written consent.

A more detailed description of the Project, including a budget, is attached hereto as [Exhibit A](#).

2.2 Recipient acknowledges the fact that Sanofi is a pharmaceutical company and can only financially support the Project if the Project as such meets the requirements of the EFPIA Member Association's Code of Practice in the country. In view thereof, Recipient represents and warrants that in the organization of the Project it shall abide by aforesaid requirements and, more generally, refrain from any acts and activities that (may) affect the legitimacy of Sanofi's Financial Contribution.

2.3 At Sanofi's request, Recipient shall fully disclose to Sanofi how the Financial Contribution has actually been spent.

2.4 Recipient shall clearly and legibly state in its communications related to the Project that the Project was 'sponsored by Sanofi' or 'made possible in part by Sanofi.

2.4 In return for the Financial Contribution provided by Sanofi, Recipient shall provide the following consideration: *Vejen til hjælp - video developed with patient Mark as the main character. The aim is for this video to show the way to hospital treatment and hence improvement of quality of life*

3. Transparency

3.1 Parties agree that the Financial Contribution made by Sanofi under this Agreement is subject to the provisions on disclosure of transfers of value between pharmaceutical companies, patient organizations and healthcare organizations as set forth in the EFPIA Member Association's Code of Practice in Recipient's country of registration (the "National Code of Practice").

3.2 Parties agree that Sanofi's local affiliate in Recipient's country of registration, Sanofi A/S Denmark, will take care of disclosure of the Financial Contribution in accordance with the relevant provisions of the National Code of Practice. To that end, Recipient hereby authorizes



Sanofi to share with its local affiliate all information and details pertaining to Recipient and this Agreement as Sanofi's local affiliate may require for disclosure purposes in line with the National Code of Practice.

4. Data Protection

The Parties will process all personal data obtained during the term of this Agreement in accordance with applicable data protection laws and regulations including but not limited to the General Data Protection Regulation (EU) 2016/679 and its amendments.

5. Compliance Undertakings

5.1 Parties represent and warrant that

- in the execution of this Agreement they will comply with all applicable laws and (self-) regulations, including - but not limited to - the National Code of Practice (as defined in Article 3.2 above), data protection and anti-bribery legislation such as the UK Bribery Act 2010; and
- they, and where relevant, their directors, officers, employees, agents or subcontractors shall not, directly or indirectly pay or promise to pay, or authorize the payment of any money, or give, promise to give or authorize the giving of anything of value to any government official, healthcare professional or person affiliated with a healthcare organization to obtain or retain business or secure improper advantage to Sanofi.

5.2 Parties acknowledge that the Financial Contribution of Sanofi does not take effect and is not intended to take effect as an incentive or reward for Recipient's past, present or future willingness to prescribe, administer, recommend (including formulary recommendations), purchase, pay for, reimburse, authorize, approve or supply any product or service sold or provided by Sanofi or as an incentive to grant an interview for any sales or marketing purposes.

6 Miscellaneous

6.1 During the term of this Agreement and thereafter, each party shall keep in trust and confidence and not disclose to others all information it receives from the other party, provided however that these non-disclosure obligations do not apply to such (portion of) information that (i) at the time of disclosure is available in the public domain, (ii) after disclosure becomes available in the public domain through no fault of the receiving party, (iii) is required to be disclosed under applicable laws or (self-) regulations, including the National Code of Practice (as defined in Article 3.2 above), or (iv) is already in the possession of the other party.

6.2 This Agreement shall not be assigned or otherwise transferred by either party without the prior written consent of the other party; provided however that Sanofi may assign this Agreement to any of its affiliates or to a successor to its business (whether by merger, a sale of all or substantially all of its assets relating to this Agreement, a sale of its capital stock, or otherwise).

6.3 Either party may terminate this Agreement with immediate effect by written notice to the other party, if the other party commits a breach of this Agreement and the breach is not remedied within thirty (30) days after service of written notice requiring the same. If a party



terminates this Agreement in accordance with this Article 6.3, the other party shall not be entitled to any compensation, indemnity or damages or other payment in respect of such termination. Article 3, Article 5.0, Articles 7.2 and 7.3 and all other provisions of this Agreement, including any Exhibit, that expressly or by their nature survive termination of this Agreement, shall continue in full force and effect subsequent to and notwithstanding such termination.

6.4 Sanofi shall have the right during the term of this Agreement and three (3) years thereafter to audit whether Recipient’s use of the Financial Contribution is in accordance with this Agreement.

7. Effective Date, Governing Law and Dispute Resolution

7.1 This Agreement becomes effective when signed by an authorized representative of each party. A signed Agreement may be delivered by any reasonable means, including facsimile or other electronic transmission

7.2 The Agreement shall be governed by the laws of Denmark without reference to its conflict of laws provisions. The Parties shall try to solve by prior good faith negotiations any difficulties that may arise between them in the performance or construction of the Agreement. Should the Parties fail to reach an agreement, the Parties agree to submit the dispute to the exclusive jurisdiction of the competent court of Copenhagen, notwithstanding plurality of defendants, summary proceedings or impleader.

IN WITNESS WHEREOF, the Parties have duly executed this Agreement.

SANOFI

Signature: _____

Date: _____

Name: Birgitte Fyhn

Title: Head of Market Access & External Affairs Denmark

Recipient

Signature*: Anne Skov Vastrup
Anne Skov Vastrup (Aug 18, 2024 15:36 GMT+2)

Date: 08/18/2024

Name: Anne Vastrup

Title: Chair Person



EXHIBIT A Project description

Atopisk Eksem Forening har tidligere søgt og fået støtte til udarbejdelse af en patientfilm om det at være en "erfaren eksempatient". Mange tak for det 😊

Det er der kommet en rigtig god film ud af, hvor Mark fortæller om de mange udfordringer i livet med svær atopisk eksem. De mange snakke med Mark har dog også givet indblik i mange andre udfordringer ved det at leve med en kronisk sygdom og føle sig magtesløs i sundhedssystemet.

Vi vil derfor meget gerne lave endnu en film med fokus på "Vejen til hjælp", som både skal bruges som oplysningsfilm målrettet patienter samt klippes til en meget kort version, som kan præsenteres for politikere med budskabet om, at det er svært for patienter at finde rundt i sundhedssystemet, og at vi derfor ikke sikrer optimal udnyttelse af ressourcerne. Og det skal vi have forbedret. Vi håber altså, at vi med den ekstra film med Mark både kan give eksempatienter nyttige redskaber i kampen om at opnå sygdomskontrol, samt råbe politikerne op med budskabet om, at vi er nødt til at se lidt bredere på sygdomme end bare den kliniske diagnose. Vedhæftet er tilbud og detaljeret beskrivelse fra Molecule Consultancy på lancering af den første film om "Symptomer og konsekvenser" samt udvikling og lancering af den ekstra film, "Vejen til hjælp" til i alt 91.000 kr. inkl. moms. AEF anmoder om støtte hos både AbbVie, LEO Pharma, Pfizer og Sanofi.

I forhåbning om, at tre virksomheder har lyst og mulighed for at støtte op, anmoder vi Sanofi om støtte på 30.000 kr. ekskl. moms, så vi kan tage imod tilbuddet fra Molecule Consultancy.

Det er tanken at indgå kontrakt mellem Atopisk Eksem Forening og de respektive interesserede firmaer, men lade Molecule fakturere hver virksomhed direkte for deres "andel" af opgaven.

På forhånd mange tak for opbakningen til foreningens arbejde.



Exhibit B Budget

Atopisk Eksem Forening
c/o Lone Grøn Laursen
Hvidovrevej 108, 1. tv.
2650 Hvidovre
Denmark

Budget

Jobnr.: 21637
Dato: 4. juli 2024
Fra: Maria Alstrup Udsen

Job 21637 - AD patientfilm | SoMe lancering og ekstra film

Her budget for udbredelse af film med erfaren AD patient.

Foreningen søger støtte til tre dele centreret omkring AD patienten Mark:

1. Lancering af film 1: Konsekvenserne af at leve med svær AD og betydningen af at få den rette hjælp.
2. Ekstra film 2: Den lange vej gennem systemet og værdien af et skræddersyet forløb til hele mennesket.
2. Lancering af film 2, inkl. tilklippet kort version målrettet politikerne

Budgettet inkluderer annoncebudget, mens foreningen selv varetager community management.

Lancering film 1: Symptomer og konsekvenser

28.000

2 posts versioneret til Facebook og Instagram i optimale formater

Scope af opgaven, strategi og løbende projektledelse
Indholdsudvikling

Klipning af video til kort version

Format tilpasning af video fuld længde/kort version til Facebook /
Instagram væg (1:1) og Instagram reels og stories (9:16),
Graphic/digital Development, Creative Strategy

Opsætning af individuelle opslag på hhv. Facebook og Instagram

Løbende optimering, mens opslagene er aktive

Simpel performance rapport

Annoncebudget:

1.000 kr. pr. post på Facebook

1.500 kr. pr. post på Instagram

Ekstra film 2: Vejen til hjælp

30.000

Udarbejde flow for film 2 ud fra eksisterende råbånd

Redigering og udstyr

Grafik

Musik

Undertekster



Atopisk Eksem Forening
 o/o Lone Grøn Laursen
 Hvidovrevej 108, 1. tv.
 2650 Hvidovre
 Denmark

Budget

Jobnr.: 21637
 Dato: 4. juli 2024
 Fra: Maria Alstrup Udsen

Lancering film 2 inkl. cutdown	33.000
2 posts versioneret til Facebook og Instagram i optimale formater	
Scope af opgaven, strategi og løbende projektledelse	
Indholdsudvikling	
Klipning af video til kort version	
Format tilpasning af video fuld længde/kort version til Facebook / Instagram væg (1:1) og Instagram reels og stories (9:16), Graphic/digital Development, Creative Strategy	
Opsætning af individuelle opslag på hhv. Facebook og Instagram	
Løbende optimering, mens opslagene er aktive	
Simpel performance rapport	
Annoncebudget:	
1.000 kr. pr post på Facebook	
1.500 kr. pr post på Instagram	
Klipning af film til en kort version, som foreningen kan bruge over for politikere	
I alt ekskl. moms, DKK	91.000
25% Moms af 91.000	22.750
I alt inkl. moms, DKK	113.750