



SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("**Agreement**") is entered into as of March 18, 2025 ("**Effective Date**") by and between Novartis Healthcare A/S, Reg. No. 20575786, a company incorporated under the laws of Denmark, located at Edvard Thomsens Vej 14, DK-2300 Copenhagen S, Denmark ("**Novartis**") and LyLe Patientforening for Lymfekræft, Leukæmi og MDS, an Organization incorporated under the laws of Denmark, located at Banetoften 26, 4700 Næstved, ("**Sponsorship Recipient**"). Novartis and Sponsorship Recipient may hereinafter be referred to individually as a "**Party**" and collectively as the "**Parties**".

WHEREAS, Sponsorship Recipient has specifically requested Novartis' financial contribution in order to support the Sponsorship Activity (as defined in Exhibit A), through a Sponsorship Request Letter, which is attached hereto as Exhibit B;

WHEREAS, in accordance with the Sponsorship Request Letter mentioned above, Novartis wishes to support the Sponsorship Activity with the Sponsorship Amount (as defined in Exhibit A);

WHEREAS, Novartis will receive a tangible benefit in connection with the sponsorship (as defined in Exhibit A); and

WHEREAS, Sponsorship Recipient accepts the Sponsorship Amount subject to the terms and conditions of this Agreement.

NOW THEREFORE, in consideration of the premises and the mutual covenants herein contained, it is mutually agreed as follows:

1. SPONSORSHIP BY NOVARTIS

- 1.1 **Sponsorship.** Novartis will provide the Sponsorship Amount as set forth in Exhibit A solely to support Sponsorship Recipient in performing the Sponsorship Activity as set forth in Exhibit A.
- 1.2 **Tangible benefit.** Novartis will receive a tangible benefit as set forth in Exhibit A.
- 1.3 **Statement of Purpose.** The Sponsorship Activity is for: produktion af hvidbog om de hæmatologiske sygdomme i forbindelse med Kræftplan V.
- 1.4 **Novartis Responsibility.** Sponsorship Recipient agrees that Novartis' responsibility is solely to provide the Sponsorship Amount and to receive the tangible benefit. Novartis will not be liable to Sponsorship Recipient or to any other person for the Sponsorship Activity or the use of the Sponsorship Amount (including any claims or losses related thereto). Novartis may terminate this Agreement and require Sponsorship Recipient to return the Sponsorship Amount and take other corrective action if Sponsorship Recipient breaches this Agreement.

2. OBLIGATIONS OF SPONSORSHIP RECIPIENT

2.1 Use of Sponsorship Amount.

- (a) Sponsorship Recipient shall use the Sponsorship Amount solely for the Sponsorship Activity and shall not use the Sponsorship Amount for any activity that is inconsistent with, or prohibited by any



law, rule or regulation. The Sponsorship Recipient undertakes to independently contact Novartis in the event any part of the Sponsorship Amount has not been used for the Sponsorship Activity so that such amount can be refunded to Novartis without undue delay.

- (b) Sponsorship Recipient will comply with (and shall be solely responsible for any failure to comply with) all relevant laws, rules and regulations (including any code of practice or other guidelines generally followed by pharmaceutical companies in the relevant country) in connection with the Sponsorship Activity. Sponsorship Recipient warrants that the Sponsorship Activity is compliant with all such requirements.
- (c) Sponsorship Recipient is solely responsible for the manner in which the Sponsorship Amount is disbursed, recorded and accounted and for all contractual and other relationships with third parties relating to the Sponsorship Activity and the use of the Sponsorship Amount. Any claims for payment from third parties involved in the Sponsorship Activity are the sole responsibility of Sponsorship Recipient and Novartis will not fund any additional amounts for the Sponsorship Activity.

2.2 Objectivity & Balance.

- (a) The Sponsorship Activity will be independent, non-promotional and free from commercial influence or bias.
- (b) If the Sponsorship Activity involves the discussion of Novartis products, or the comparison of Novartis products with other products, that discussion and/or comparison must be objective, balanced, accurate, not misleading or deceptive and in compliance with all applicable laws, rules and regulations. Where appropriate, the Sponsorship Activity will include a discussion of multiple treatment options and will not focus on a single product.
- (c) Sponsorship Recipient will ensure that any titles or overview information relating to the Sponsorship Activity will fairly and accurately represent the scope of the planned activity.
- (d) If required, Sponsorship Recipient is responsible for selection of presenters, moderators and collaborators for the Sponsorship Activity. Novartis will not control the planning, content, speaker selection or execution of any Sponsorship Activity. If Novartis suggests presenters, moderators or collaborators, Sponsorship Recipient will record the role of Novartis in making the suggestion, seek other sources and make a final selection based on balance and independence.

2.3 Disclosure of Financial Relationships.

- (a) Sponsorship Recipient will: (i) disclose, to all audiences and in all publications relating to the Sponsorship Activity, that Novartis has provided a Sponsorship to support the Sponsorship Activity; (ii) acknowledge support from Novartis in brochures, syllabi, and other materials related to the Sponsorship Activity; and (iii) disclose any other relationships Novartis has with any individual speakers, moderators, collaborators or Sponsorship Recipient which a reasonable and ethical person would expect to be disclosed.
- (b) Novartis may disclose publicly the financial and non-financial support provided to Sponsorship Recipient, including, without limitation, the Sponsorship Recipient's identity, the Sponsorship Amount and purpose of the support.



2.4 Ancillary Activities.

- (a) If the Sponsorship Activity occurs as part of an overall activity that includes commercial activities, such activities will neither influence planning nor interfere with the Sponsorship Activity. No commercial activities will be permitted in the same room as an educational activity, unless (i) this is allowed in the country in which the activity will take place and (ii) only to the extent that such commercial activity does not interfere with the purpose of the Sponsorship Activity.
- (b) The scheduling of meals and/or receptions, if any, in connection with any portion of the Sponsorship Activity is at the sole discretion of Sponsorship Recipient. Meals and/or receptions, if any, will be modest and conducive to the Sponsorship Activity, and the amount of time at the meals or receptions will be clearly subordinate to the overall amount of time.
- (c) **Reconciliation of Expenses.** At the conclusion of the Sponsorship Activity, Sponsorship Recipient will provide to Novartis a reconciliation of the actual expenses versus estimated expenses and will issue a refund to Novartis for any portion of the Sponsorship Amount not incurred in the implementation of the Sponsorship Activity. In addition, Sponsorship Recipient will retain appropriate records of the Sponsorship Activity and the use of the Sponsorship Amount and will provide evidences (as further specified in Exhibit A) to Novartis to document that the Sponsorship Amount has been used in accordance with this Agreement.

3. GENERAL

- 3.1 **Entire Agreement.** This Agreement, together with its Exhibits, sets forth the entire agreement and understanding of the Parties as to the subject matter hereof and supersedes all proposals, oral or written, and all other prior communications between the Parties with respect to such subject matter. In the event of any conflict between a substantive provision of this Agreement and any Exhibit hereto, the substantive provisions of this Agreement shall prevail.
- 3.2 **Governing Law and Jurisdiction.** This Agreement shall be governed by and construed under the laws of Denmark, without giving effect to the conflicts of laws provision thereof. Any dispute or claim arising out of or in connection with this Agreement which cannot be settled amicably between the Parties, is to be brought before the Maritime and Commercial Court in Copenhagen or, if this court is not competent, before a competent court of law in the Kingdom of Denmark.
- 3.3 **Counterparts.** This Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the Parties intending to be bound have caused this Agreement to be executed by their duly authorized representatives.



NOVARTIS HEALTHCARE A/S

LyLe

Date and Signature 1 –Contract Owner

By: _____

By: _____

Name: Rita O. Christensen

Name: Susanne Strauss

DocuSigned by:
Susanne Strauss

Title: Formand

DocuSigned by:
Rita O. Christensen

Date and Signature: _____

Date and Signature: _____

21-Mar-2025 | 6:04:05 AM GMT

21-mar-2025 | 5:40:44 AM EDT

Title: Healthcare Manager

Date and Signature 2 –Business Approver

By: _____

Name: Malene Kjørup

Title: Marketing Manager

Date and Signature: _____

Signed by:
Malene Kjørup

21-Mar-2025 | 9:37:22 AM GMT



EXHIBIT A

SPONSORSHIP AMOUNT & SPONSORSHIP ACTIVITY

Sponsorship Amount: 86.388 DKK

3.4 Sponsorship Activity: Produktion af 2 korte dokumentarisk informationsvideo omkring CML ved en ekspert og en patients personlige historie

3.5 Tangible Benefit: Det vises at filmene er støttet af Novartis.

Evidences must be provided to Novartis upon completion of the Sponsorship Activity:

The Sponsorship amount is payable against the corresponding invoice within sixty (30) days of its receipt and at the end of a calendar month.

The invoice shall include all details (including a Purchase Order Number) as specified in the Purchase Order received by Sponsorship Recipient at the following email address: invoice.denmark@novartis.com

When effectuating the payment Novartis will include the following reference: CML Videos



EXHIBIT B

SPONSORSHIP REQUEST LETTER



Novartis Danmark
Att: Susanne Strauss Rasmussen
Edvard Thomsens Vej 14
2300 København S

Næstved, d. 19. marts 2025

Ansøgning om støtte til informationsvideoer om CML

Patientforeningen for Lymfekræft, Leukæmi og MDS ønsker hermed at ansøge om økonomisk støtte til produktionen af en informationsvideo om CML. Formålet med videoen er at øge opmærksomheden omkring sygdommen, forbedre patienters og pårørendes forståelse samt støtte nydiagnosticerede i deres forløb.

Baggrund

CML er en sjælden form for blodkræft, som ofte opdages tilfældigt. Mange patienter og pårørende oplever usikkerhed og mangel på lettilgængelig, pålidelig information. En professionelt produceret video vil kunne formidle viden på en letforståelig og engagerende måde og dermed bidrage til bedre livskvalitet og styrke for patienterne.

Projektbeskrivelse

Vi ønsker at producere to korte dokumentarisk informationsvideo (ca. 8-10 minutter), der vil indeholde:

Film 1 – En kort introduktion til CML ved en hæmatolog
Oplysning om behandlingsmuligheder
Hvordan ser fremtiden ud
Råd og vejledning

Film 2 - En patients personlige historie
Hverdagslivet med CML
Livskvalitet vægtes højt

Videoen vil blive tilgængelig på vores hjemmeside, sociale medier samt vores YouTube kanal.

For at sikre en professionel produktion ansøger vi om i alt kr. 86388,- til dækning af:
Se vedhæftet budget.

Vi håber på jeres støtte til dette vigtige projekt, som vil gøre en reel forskel for CML-patienter og deres pårørende.



Patientforeningen for
Lymfekræft, Leukæmi og MDS



Hvis evt. spørgsmål er I velkommen til at kontakte undertegnede igen.

Mange hilsener

Rita O. Christensen
Formand



Tilbud

Lyle – Videoproduktion

Middelfart 28. februar 2025

Kære Rita,

Hermed tilbud på 1 stk. videoproduktion.

Indhold:

- ▶ 1-2 timers online tilrettelæggelsesmøde, hvor der drøftes hvilken stemning videoen skal afspejle
- ▶ Sparring omkring manus og location
- ▶ Rita udvælger den medvirkende læge som skal interviewes og filmes samt deltager på optagedagen
- ▶ Wecademy modtager navn på den person som skal interviewes og filmes
- ▶ Op til 4 timers optagelse med 2 kameraer
- ▶ Nedklipping af optagelse til en ca.10 minutters film til brug på sociale medier/Website/YouTube
- ▶ Danske undertekster, grafik, colorgrading og lydoptimering
- ▶ Baggrundsmusik
- ▶ 2 kameraer med to varierende beskæringer, som gør udtrykket mere dynamisk
- ▶ Teknisk udstyr
- ▶ 2 rette runder

WECADEMY SAMARBEJDER BL.A. MED:



DANSK
ERHVERV



Filmen optages enten i København eller Århus. Det vil også være muligt at filme i Middelfart i Wecademys location.

Udgifter i forbindelse med kørselsudgifter/broafgift viderefaktureres til kunden. Kørsel afregnes efter gældende reglerne jvnf. statens takster for kørselsgodtgørelse, som i 2025 er 3,81 kr. pr. km.

Pris i alt kr. 35.995, - ekskl. moms.

Tilbuddet er gældende 30 dage fra d.d.

Vi ser frem til at løse opgaven for Lyle.

Med venlig hilsen,



Anne-Mette Rønholt
Direktør, WECADEMY
Tlf. 2088 6767



WECADEMY SAMARBEJDER BL.A. MED:

