

Recoding in Action Q4 2020



NASDAQ: BLUE

forward-looking statements

These slides and the accompanying oral presentation contain forward-looking statements and information. The use of words such as "may," "might," "will," "should," "expect," "plan," "anticipate," "believe," "estimate," "project," "intend," "future," "potential," or "continue," and other similar expressions are intended to identify forward-looking statements. For example, all statements we make regarding the initiation, timing, progress and results of our preclinical and clinical studies and our research and development programs, our ability to advance product candidates into, and successfully complete, clinical studies, the timing or likelihood of regulatory filings and approvals, and the timing and likelihood of entering into contracts with payors for value-based payments over time or reimbursement approvals, and our commercialization plans for approved products are forward looking. All forward-looking statements are based on estimates and assumptions by our management that, although we believe to be reasonable, are inherently uncertain. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected. These statements are also subject to a number of material risks and uncertainties that are described in our most recent guarterly report on Form 10-Q, as well as our subsequent filings with the Securities and Exchange Commission. Any forward-looking statement speaks only as of the date on which it was made. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by law.

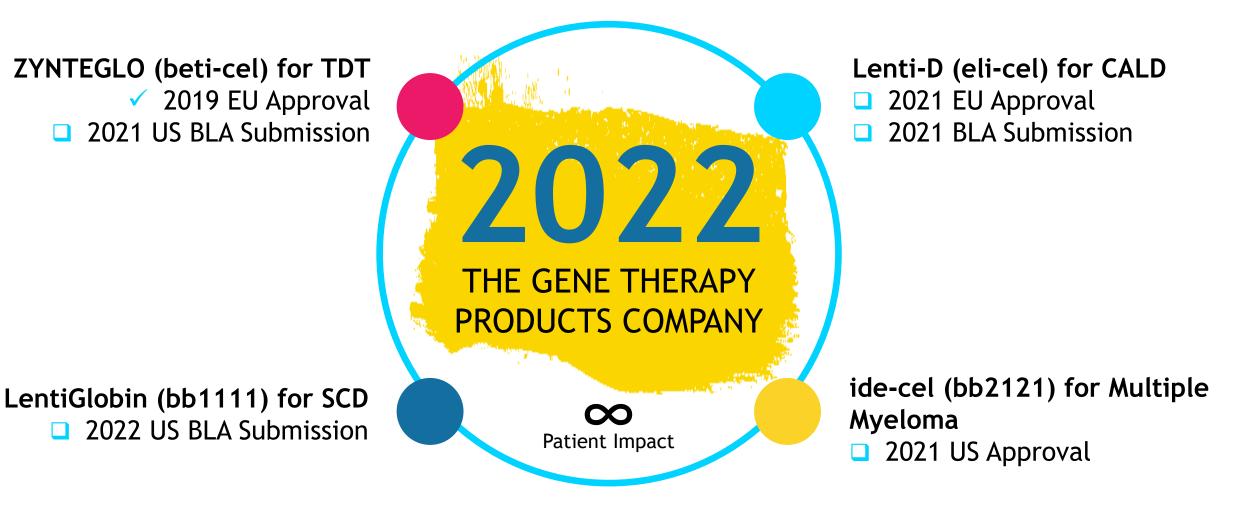
Must Beat the Odds.

Period.





Our 2022 Vision





Transfusion-Dependent B-Thalassemia - reimagined future



bluebindbio[®] Nature 2010

Transfusion-dependent B-thalassemia (TDT): patients achieving transfusion independence across genotypes and ages

ASH 2019

Northstar-2 (HGB-207):

 Non-B⁰/B⁰: 90% of patients achieving TI

Northstar-3 (HGB-212):

 B⁰/B⁰ and IVS-I-110: 2 patients evaluable for TI, achieve TI

EHA 2020

Achieving and maintaining transfusion independence (TI) across ages and genotypes

Northstar-2 (HGB-207):

- Non-B⁰/B⁰: All patients treated
- 89% successfully achieved TI

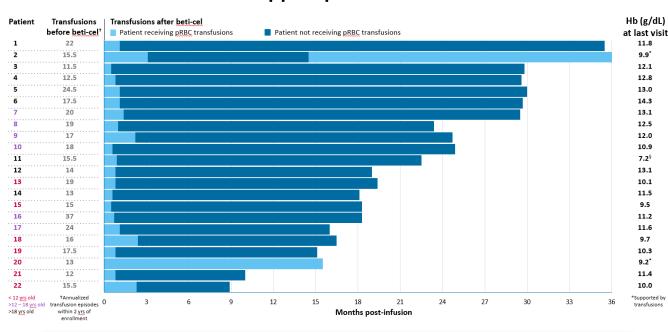
Northstar-3 (HGB-212):

 B⁰/B⁰ and IVS-I-110: 85% of patients have been off transfusions for > 6 months

Compelling data supports commercial path

Northstar-2: Non-B⁰/B⁰ patients achieving & maintaining transfusion independence

91% (20/22) of patients with >3 months of follow-up have stopped pRBC transfusions

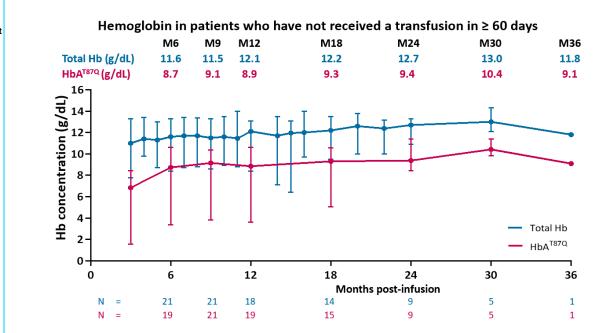


- 89% (17/19) of evaluable patients achieved primary endpoint: transfusion independence
- Patient 2 and Patient 20 had 46% and 16% reduction in pRBC transfusion volume, respectively, from 6 months to last follow-up

\$Patient's total Hb level at Month 22 was 13.4 g/dL. Following a planned orthopedic surgery, the patient had blood loss, which required 1 pRBC transfusion; pRBC, packed red blood cell.

bluebirdbio^{® Data as of 7 April 2020}

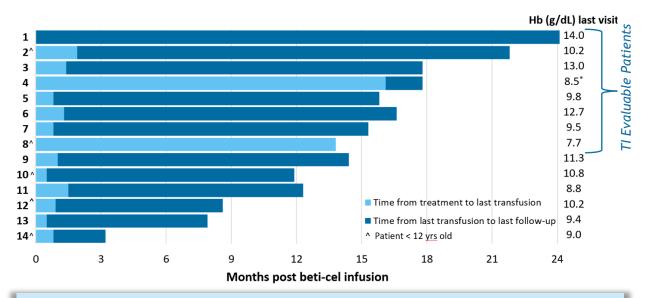
Median unsupported total Hb is \geq 11.5 g/dL



recode for life"

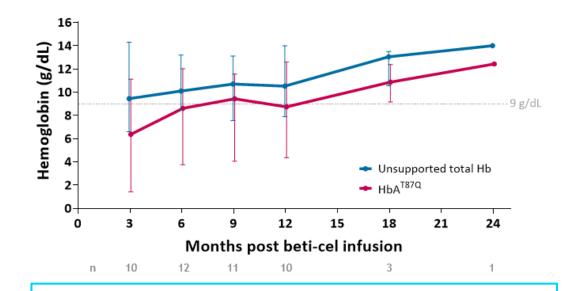
Northstar-3: B⁰/B⁰ patients continue to show compelling results

Transfusion status in patients with ≥ 3 months follow-up



- 85% (11/13) of patients have been off transfusions for > 6 months; prior to beti-cel infusion, these patients required 11 39.5 transfusions/year
- Patient 4 and Patient 8 continue to receive pRBC transfusions and had an 80% and 31% reduction in number of transfusions, respectively

Total Hb and HbA^{T87Q} over time in patients who have not received a transfusion in > 60 days



 As transduced HSCs engraft and produce mature RBCs, HbA^{T87Q} levels increase and stabilize approximately 6 - 9 months after beti-cel infusion

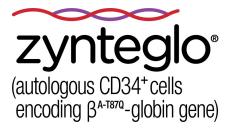
Median, min, max depicted; Unsupported total Hb level is defined as Hb without any red blood cell transfusions within 60 days. Hb, hemoglobin. Data as of 3 March 2020

Patient < 12 years old at consent; *Indicates pRBC transfusion in prior 60 days. Data as of 7 April 2020

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Robust data supports commercial path forward



EU: Ready to Go

First commercial patients pending in Germany

Ongoing engagement with payers in additional EU markets supports access and reimbursement in early 2021

Plan to pursue expanded label to include patients with B⁰/B⁰ genotypes and pediatrics

US: Clear Path

Plan to seek approval for all patients with TDT, including all ages and genotypes

Learnings from FDA engagement leveraged across programs

US BLA Submission Planned for mid-2021



Establishing Promising Access & Value Foundation



- First ever at-risk value-based agreement signed with multiple Sick Funds in Germany (~50-70% of patients in Germany covered)
- Team in place in Zug, UK, France, Italy, Germany, and Nordic Markets
- Oualified Treatment Centers and manufacturing ready in Germany

U.S. Launch Readiness

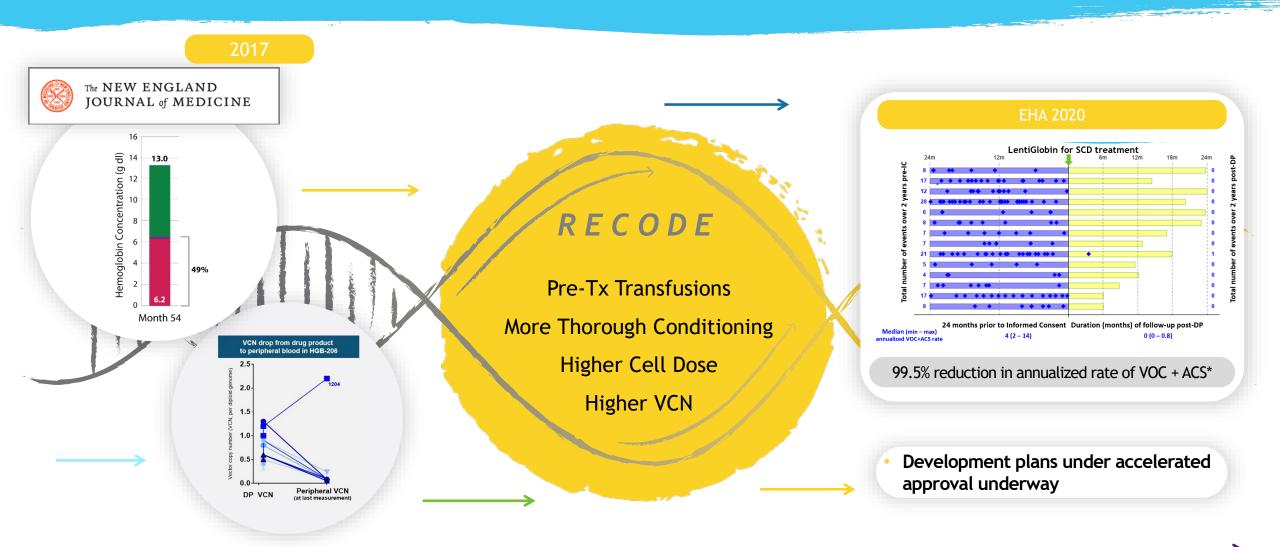
- Team in place for U.S. commercialization
- Payers (Commercial) Actively engaging to enable access & value-based payment over time at launch
- Policy (State & Federal) Focused on enabling value-based payment over time in commercial and for Medicaid markets to drive access
- Distribution Establishing customized distribution model to serve QTC & payer needs

Market and Patient Engagement

- Ø Disease Education and outreach in place
- \checkmark Patient Advocacy education and initiative support

STRONG FOUNDATION FORMING

Sickle Cell Disease - Daring to Dream



*HGB-206 Group C patients with history of VOCs and ACS who had ≥ 6 months of follow-up; 11 data as of March 3, 2020

New England Journal of Medicine 2017

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Sickle Cell Disease: Totality of the clinical data validates transformative clinical results

ASH 2019

Early clinical benefit:

 99% mean reduction in VOC and ACS

Group C patients:

 o 17 patients; 9 patients with ≥6 months follow up and ≥4 VOC/ACS at baseline

Improvement in key markers of hemolysis

EHA 2020

- Magnitude of clinical benefit:
- 99.5% mean reduction in VOC and ACS
 More patients; more follow-up:
 - O 25 patients; 14 patients with ≥6 months follow up and ≥4 VOC/ACS at baseline

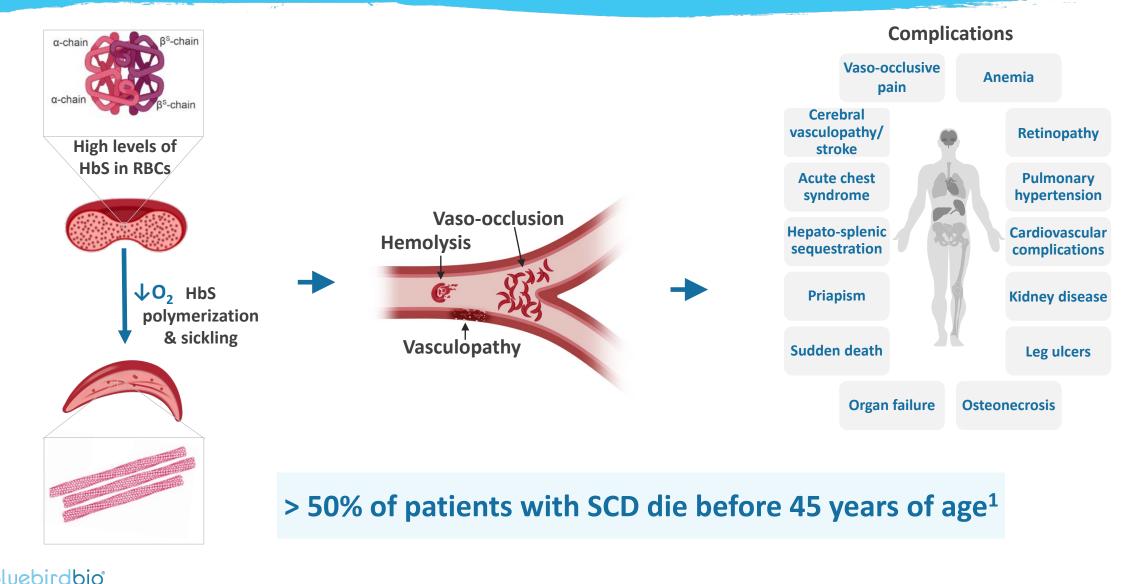
Consistent results across multiple markers:

 Continued improvements in hemolysis markers, HbA^{T87Q} levels and pancellular expression

Clarity on U.S. regulatory path:

 Based on HGB-206 Group C, primary endpoint of complete resolution of VOEs

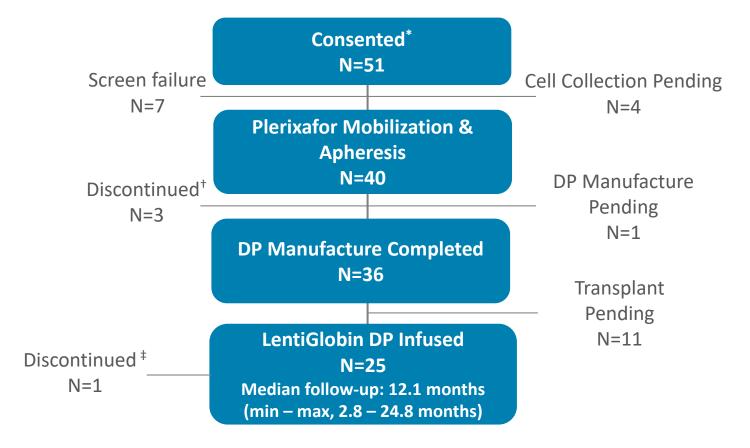
Sickle cell disease is characterized by high morbidity and early mortality



recode for life

1. Hassell K., Am J Prev Med 2010; CNS, central nervous system; Hb, hemoglobin; RBC, red blood cell 13

HGB-206 Group C: Patients infused to support BLA submission

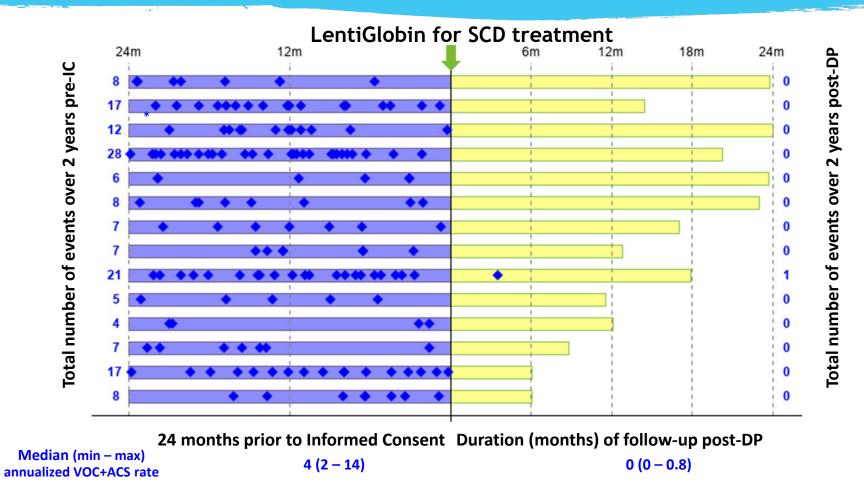




*Currently active, not recruiting; [†]1 withdrew consent, 1 at investigator discretion, 1 mobilization failure; [‡]1 death

DP, drug product

HGB-206 Group C: 99.5% mean reduction of annualized rate of VOCs + ACS post-LentiGlobin treatment

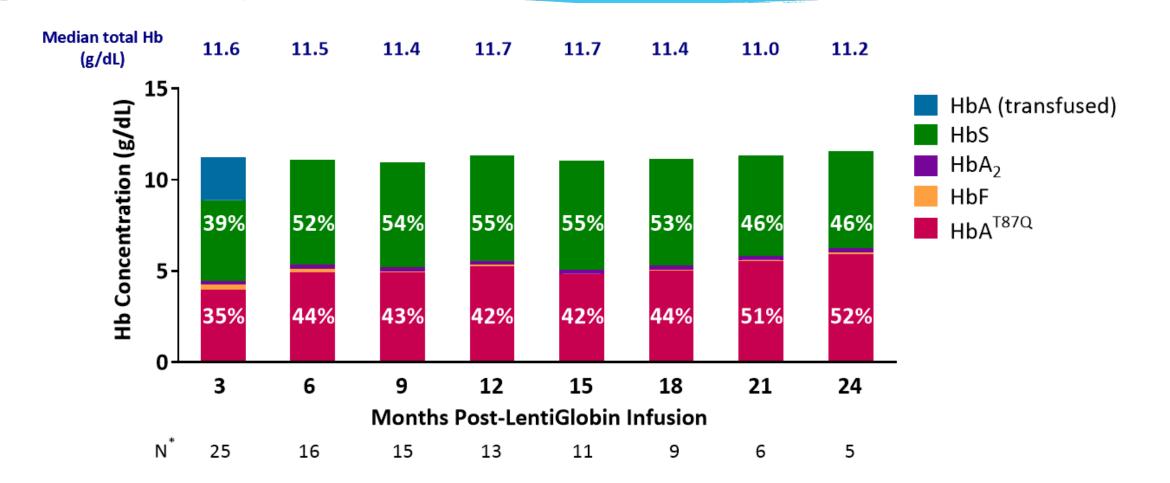


- No ACS or serious VOCs occurred in any Group C patient post-LentiGlobin treatment to date (2.8 24.8 months follow-up)
- One previously reported non-serious Grade 2 VOC was observed in 1 patient ~ 3.5 months post-LentiGlobin treatment

Investigator-reported AEs of VOC or ACS are shown; Patients with ≥ 4 VOC/ACS at baseline before IC and with ≥ 6 months of follow-up post-DP infusion are included

ACS, acute chest syndrome; CI, confidence interval; DP, drug product; IC, informed consent; VOC, vaso-occlusive crisis

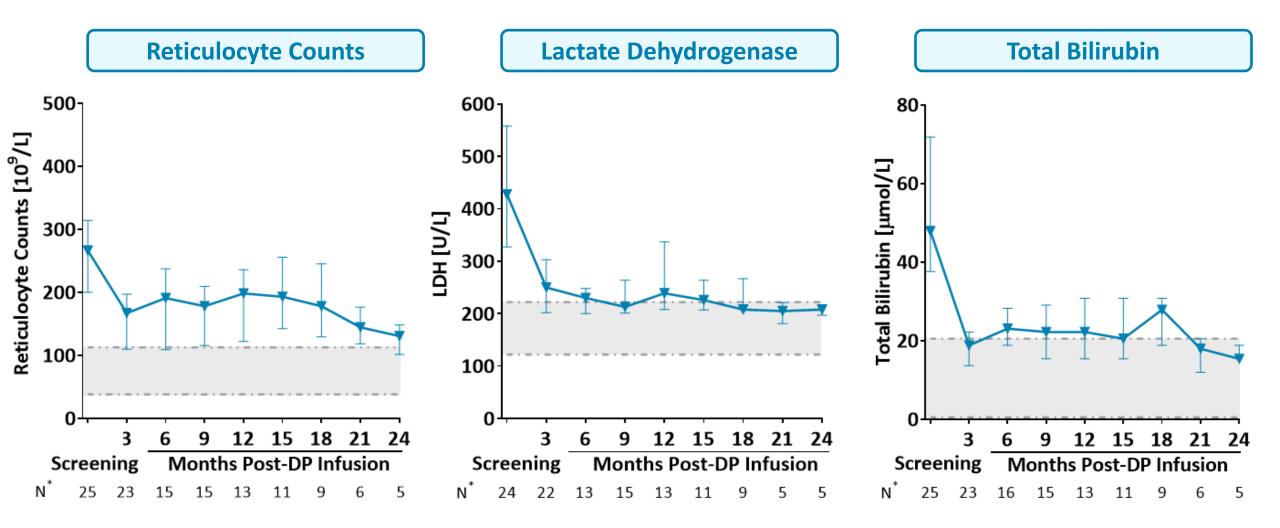
HGB-206 Group C: Median HbS \leq 60% and HbA^{T87Q} \geq 40% at \geq 6 months post-LentiGlobin treatment





% represents median Hb fraction as % of total Hb; Hb, hemoglobin; * Number of patients with data available

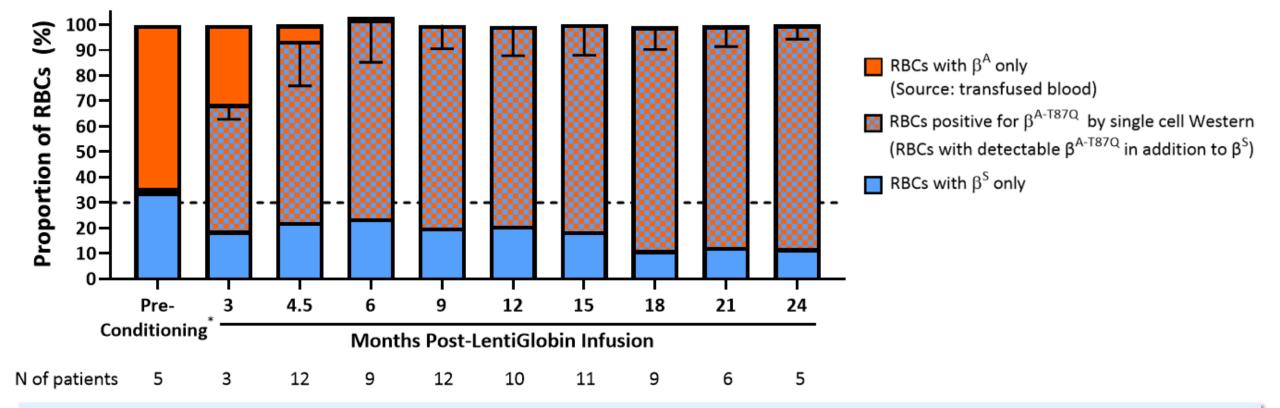
HGB-206 Group C: Decrease in hemolysis markers post-LentiGlobin treatment



Median (Q1, Q3) depicted; Dot-dash lines denote lower and upper limits of normal values; * Number of patients with data available Data as of 3 March 2020 17

Average proportion of RBCs containing BA-T87Q from LentiGlobin-treated patients is ≥70% by month 6 and ~90% by month 18

Single RBC western assay was performed in subset of HGB-206 Group C patient samples



Median (min – max) HbA^{T87Q}/RBC was 15.3 (11.7 – 20)[†] pg in patients with \geq 6 months follow-up, which is comparable to the 13 – 18 pg of HbA/RBC in individuals with sickle cell trait[‡] and higher than 10 pg of HbF/RBC in those with HPFH[§]



Mean & SD are depicted; Reducing HbS to < 30% is recommended by guidelines for exchange RBC transfusions for patients with SCD (indicated by dashed line);* Pre-conditioning sample does not contain any β^{A-T87Q}, signal is due to error rate of multiples; ⁺ Calculated as (% HbA^{T87Q} of total Hb/% RBCs containing β^{A-T87Q}) x MCH; ⁺ Calculated to 13-18 pg/RBC using 50% HbA/RBC for the lower end of the range and 60% HbA/RBC for the upper end of the range; § Estimated in Steinberg MH et al., Blood. 2014;123(4):481-5. 18 Data as of 3 March 2020

HPFH, hereditary persistence of fetal hemoglobin; MCH, mean corpuscular hemoglobin; RBCs, red blood cells; SD, standard deviation

HGB-206 Group C: Safety profile post-LentiGlobin infusion

Non-hematologic ≥ Grade 3 AEs	N=25
Post-DP infusion in ≥ 2 patients [*]	n (%)
Stomatitis	15 (60)
Febrile neutropenia	11 (44)
Increased ALT	3 (12)
Increased AST	3 (12)
Increased GGT	3 (12)
Increased total bilirubin	3 (12)
Nausea	3 (12)
Premature menopause	2 (8)
Upper abdominal pain	2 (8)
Serious AEs	
Post-DP infusion in ≥ 2 patients	
Nausea	2 (8)
Opioid withdrawal syndrome	2 (8)
Vomiting	2 (8)

* Hematologic AEs commonly observed post-transplantation have been excluded; AE, adverse events; ALT, alanine aminotransferase; AST, aspartate aminotransferase; GGT, gamma-glutamyl transferase

- 3 patients with DP-related AEs (all nonserious and \leq Grade 2)⁺
- No cases of veno-occlusive liver disease
- No graft failure
- No vector-mediated RCL and no insertional oncogenesis
- One death, unlikely related to LentiGlobin: A 27-year-old patient with history of VOC/ACS, pulmonary hypertension, and venous thrombosis died ~20 months post-treatment after sudden onset of shortness of breath followed by cardiac arrest
 - Post-DP: No VOCs/ACS (vs 28 episodes in 2 years pre-study); no sicklerelated adverse events or ≥ Grade 3 AEs
 - $\,\circ\,$ At last study visit, Hb was 13.9 g/dL, with HbA^{T87Q} 36% and HbS 56%
 - Autopsy showed no evidence of pulmonary embolism, stroke or clinically significant sickling
 - Death was due to CV disease, with findings of cardiomegaly, cardiac fibrosis and pulmonary congestion
 - Per PIs, pre-existing SCD-related cardiac disease and pulmonary hypertension may have been contributing factors

[†] 1 pt with Grade 2 nonserious neutropenic fever on study day 10 (resolved on study day 18); 1 pt with post-DP infusion Grade 2 AEs of nail discoloration and constipation as well as Grade 1 AEs of runny nose and cough. This pt also had 3 AEs with onset pre-DP infusion (nonserious Grade 2 alopecia, Grade 1 vomiting and Grade 1 fatigue) which were initially assessed as DP-related, but attribution was changed to not DP-related after datacut date; 1 pt with 1 event of nonserious Grade 2 back pain



ACS, acute chest syndrome; CV, cardiovascular; DP, drug product; Hb, hemoglobin; PIs, principal investigators; RCL, replication competent lentivirus; VOC, Data as of 3 March 2020 vaso-occlusive crisis

Updated plan for accelerated approval based on compelling VOE data

HGB-206 Group C

Sickle Cell Disease, history of vaso-occlusive events (VOEs) over 24 months

Ongoing Phase 1/2, single arm, multi-center, U.S. study N=41 (Group C)

- Primary Endpoint: Complete resolution of severe VOEs
- Key Secondary Endpoint:
 - HbA^{T87Q} and total Hb
- \geq 12 years of age \leq 50 years of age

HGB-210

Sickle Cell Disease, history of VOEs over 24 months

Ongoing Phase 3, single arm, multi-center, global study

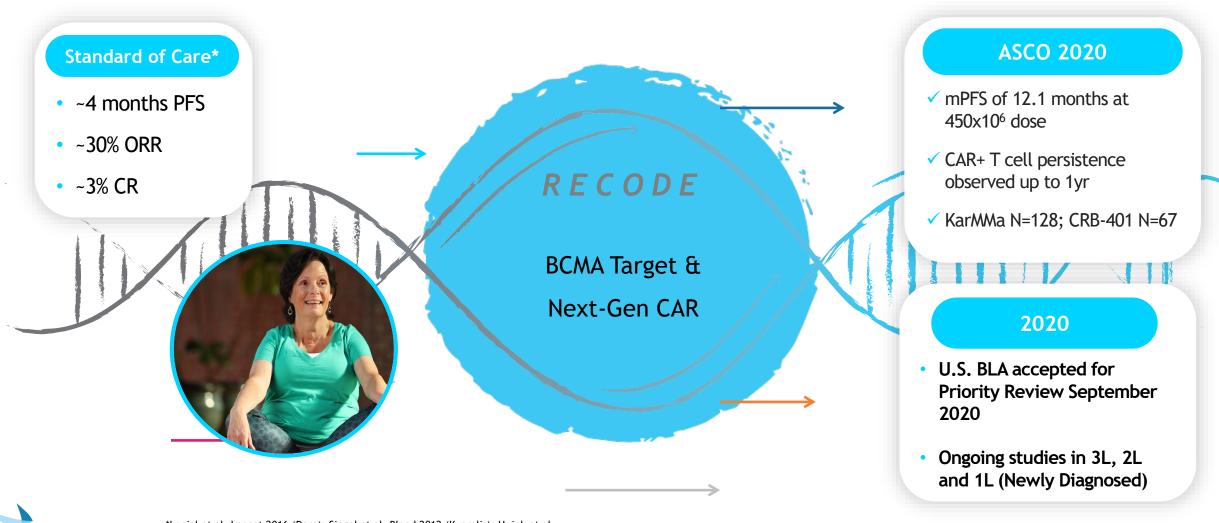
- Primary Endpoint: HbA^{T87Q} and Total Hb
- Key Secondary Endpoint:
 - Reduction in severe VOEs

Anticipated late 2022 US BLA submission enabled by FDA

 alignment on clinical and CMC packages Primary endpoint:VOEs

HGB-210: Serving asconfirmatory study

Multiple Myeloma - changing what's possible



*Lonial et al, Lancet 2016 (Dara); Siegel et al, Blood 2012 (Kyprolis); Hajek et al, Leukemia 2017 (Kyprolis); Chari et al, NEJM 2019 (Selinexor); Richardson et al, Blood 2014 (PomDex)

Multiple Myeloma - ide-cel: Broad oncology strategy and development program supported by clinical data

BCMA Program

BMS Alignment

- U.S. 50/50 co-co
- Ex-U.S. BMS wholly-owned

Regulatory path enabling near-term launch:

- o BLA submitted
- $\circ~$ MAA submission accepted

Broad clinical development program enabling potential expansion into earlier lines

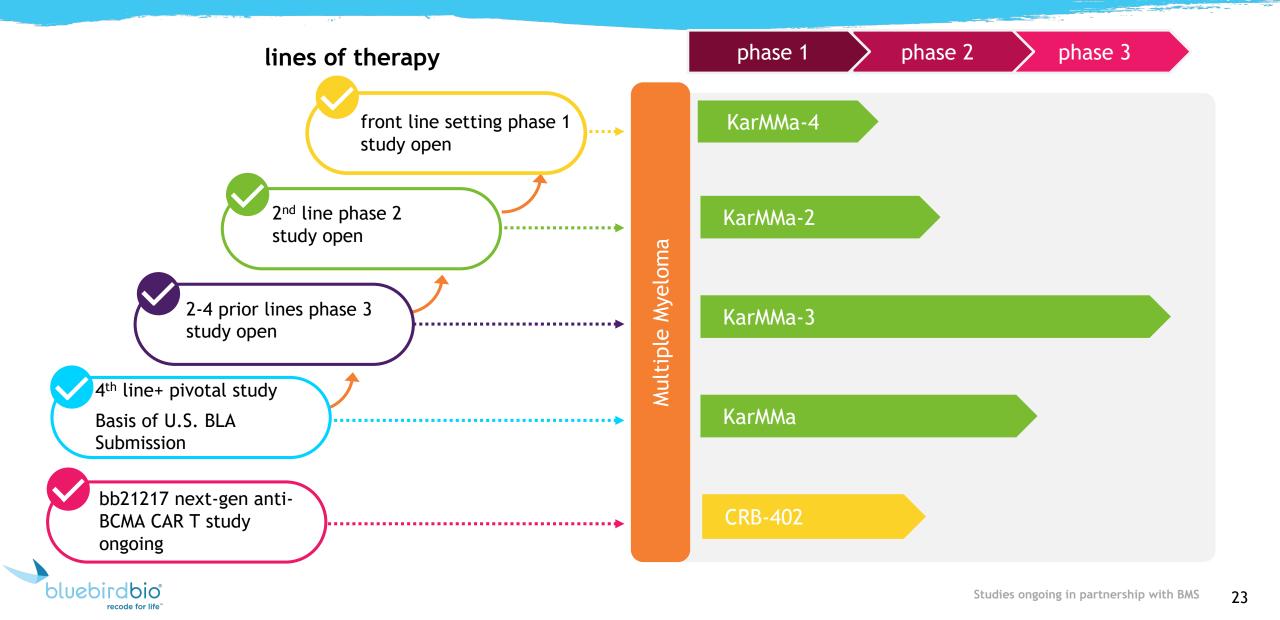
ASCO 2020

KarMMa Data

Mature and consistent data demonstrate deep and durable responses:

- CAR+ T cell persistence observed up to 1yr with meaningful detectable vector
- mPFS of 12.1 months at 450x10⁶ dose
- KarMMa N=128; CRB-401 N=67

Advancing into earlier lines of therapy and continuing to innovate

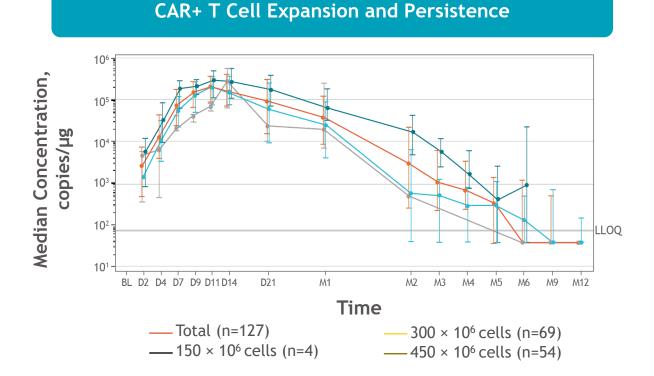


KarMMa: heavily pretreated, refractory patient population

Characteristics			Ide-cel Treated (N=128)
Age, median (range), y			61 (33-78)
Male, %			59
		0	45
ECOG PS, %		1	53
		2	2
			11
R-ISS Stage,* %			70
			16
High-risk cytogenetics [del(17p), t(4;14),	t(14;16)],†	%	35
High tumor burden (\geq 50% BMPCs), %			51
Tumor BCMA expression (≥50% BCMA+), [‡] %	,)		85
Extramedullary disease, %			39
Time since initial diagnosis, median (range), y			6 (1-18)
No. of prior anti-myeloma regimens, med	lian (range)		6 (3-16)
Prior autologous SCT, %		1	94
		>1	34
Any bridging therapies for MM, %			88
Refractory status, %	Anti-CI	038 Ab-refractory	94
Nerraciony Status, 70		Triple-refractory	84

- Patients were heavily pretreated, refractory to last line per IMWG criteria, and mostly refractory to all 3 major MM drug classes
- The majority had high tumor burden and more than one third had extramedullary disease and high-risk cytogenetics
- Tumor BCMA expression identified by IHC in all patients
- Most patients (88%) received bridging therapy during CAR T cell manufacturing
 - Only 4% of patients responded (4 PR, 1 VGPR) to bridging therapy

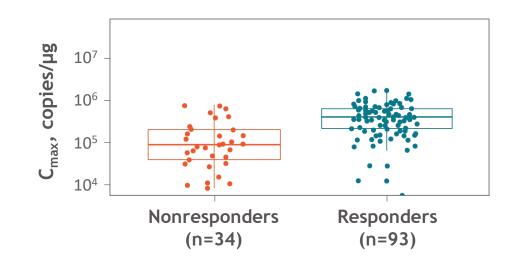
CAR+ T cell expansion, persistence, and peak exposure



	Mo 1	Mo 3	Mo 6	Mo 9	Mo 12
Evaluable patients, n	118	100	49	27	11
Patients with detectable vector, n (%)	117 (99)	75 (75)	29 (59)	10 (37)	4 (36)

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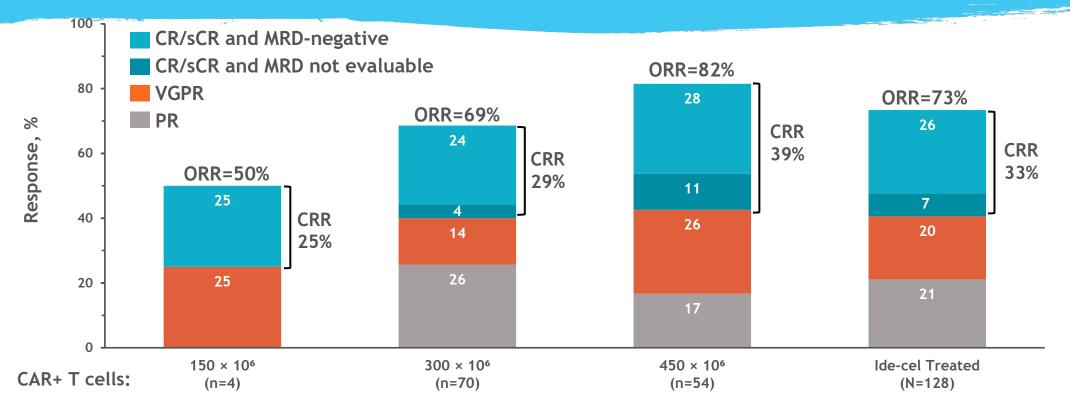
Peak Vector Copies in Responders (≥PR) vs Nonresponders (<PR)



- Median peak CAR+ T cell expansion was at 11 d
- Median expansion increased at higher target doses with overlapping profiles
- Peak exposure higher in responders than nonresponders
- Durable persistence was observed up to 1 y

recode for life⁻ Data cutoff: 19 April 2019. Pharmacokinetic (PK) analysis population (N=127). One patient died on day 4 and had no evaluable PK samples and was therefore excluded. Error bars represent interquartile range. BL, baseline; C_{max}, maximum concentration; LLOQ, lower limit of quantitation; M, month.

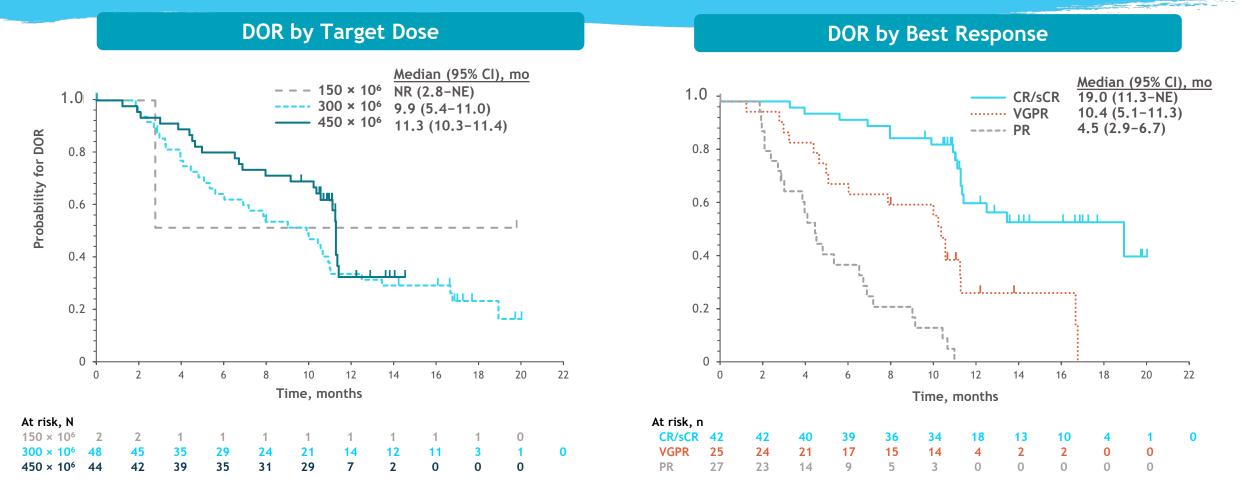
82% ORR and 39% CR rate at 450 x 10⁶ dose level



- Primary (ORR >50%) and key secondary (CRR >10%) endpoints met in the ide-cel treated population
 - ORR of 73% (95% CI, 65.8-81.1; P<0.0001*)
 - CRR (CR/sCR) of 33% (95% CI, 24.7-40.9; P<0.0001)
- Median time to first response of 1.0 mo (range, 0.5-8.8); median time to CR of 2.8 mo (range, 1.0-11.8)
- Median follow-up of 13.3 mo across target dose levels
- All patients with CR or sCR and were evaluable for MRD, were MRD-negative



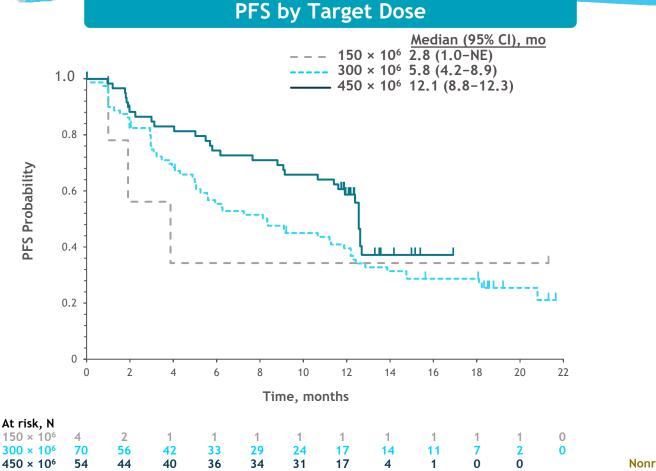
mDOR of 11.3 mo at 450 \times 10⁶ dose; mDOR of 19 mo in patients achieving CR/sCR



• Durable responses were observed across all target doses; DOR increased with depth of response



mPFS of 12.1 months at 450 x 10⁶ dose level; mPFS of 20.2 months in patients with a CR/sCR



Median (95% CI), mo CR/sCR: 20.2 (12.3-NE) VGPR: 11.3 (6.1–12.2) 1.01 PR: 5.4 (3.8-8.2) Nonresponders: 1.8 (1.2–1.9) 0.8 0.6 0.4 0.2 Time, months VGPR PR Nonresponders 34

PFS by Best Response

 PFS increased by depth of response; median PFS was 20 mo in patients with CR/sCR

PFS increased with higher target dose; median PFS was
 12 mo at 450 × 10⁶ CAR+ T cells

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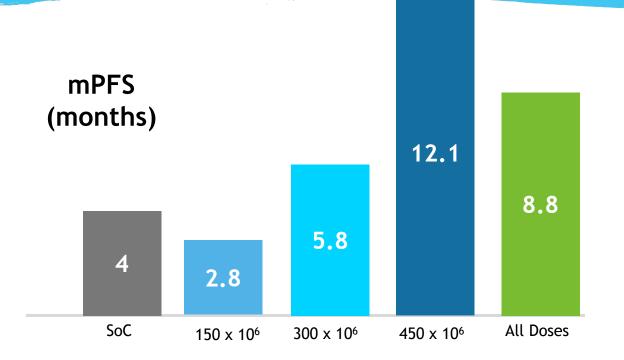
Data cutoff: 14 Jan 2020. NE, not estimable; PFS, progression-free survival.

Safety profile consistent with known toxicities of CAR T therapy

CRS		Neurotoxicity		
Ide-cel Treated (N=128)		Ide-cel Treated (N=128)		
≥1 CRS event, n (%)	107 (84)	≥1 NT event, n (%)	23 (18)	
Max. grade (Lee Criteria)* 1/2 3 4 5	100 (78) 5 (4) 1 (<1) 1 (<1)	Max. grade (CTCAE)* 1 2 3	12 (9) 7 (5) 4 (3)	
Median onset, d (range)	1 (1–12)	Median onset, d (range)	2 (1-10)	
Median duration, d (range)	5 (1-63)	Median duration, d (range)	3 (1-26)	
Tocilizumab, n (%)	67 (52)	Tocilizumab, n (%)	3 (2)	
Corticosteroids, n (%)	19 (15)	Corticosteroids, n (%)	10 (8)	

- Ide-cel was tolerable across the dose range
- Grade ≥3 CRS or iiNT ≤6% at target dose of 450 \times 10⁶ CAR+ T cells
 - CRS frequency increased with dose, but mostly low grade
- Cytopenias were common; not dose related
- Infections (including bacterial, viral, fungal) were common (69%); not dose-related
- 5 deaths (4%) within 8 wk of ide-cel infusion (2 following disease progression, 3 from AEs) and 1 from an AE within 6 mo of ide-cel infusion

ide-cel (bb2121) - Positive Pivotal Data at ASCO



	150 x 10 ⁶ CAR+ T cells (N=4)	300 x 10 ⁶ CAR+ T cells (N=70)	450 x 10 ⁶ CAR+ T cells (N=54)	All Doses (N=128)
ORR, n (%)	2 (50.0)	48 (68.6)	44 (81.5)	94 (73.4)
CR/sCR, n (%)	1 (25.0)	20 (28.6)	21 (39)	42 (33)
Median DoR, mo		9.9	11.3	10.7

Heavily pretreated population

- Median 6 prior lines of therapy, 94% refractory to anti-CD38, 84% triple refractory
- All patients were refractory to their last treatment (progression during or within 60 days of last therapy)

Deep and durable responses across dose levels

- mPFS of >12mo at the 450 x 10^6 dose
- All patients who had CR or sCR, who were evaluable for minimal residual disease (MRD), were MRD-negative
- Durability is consistent across doses

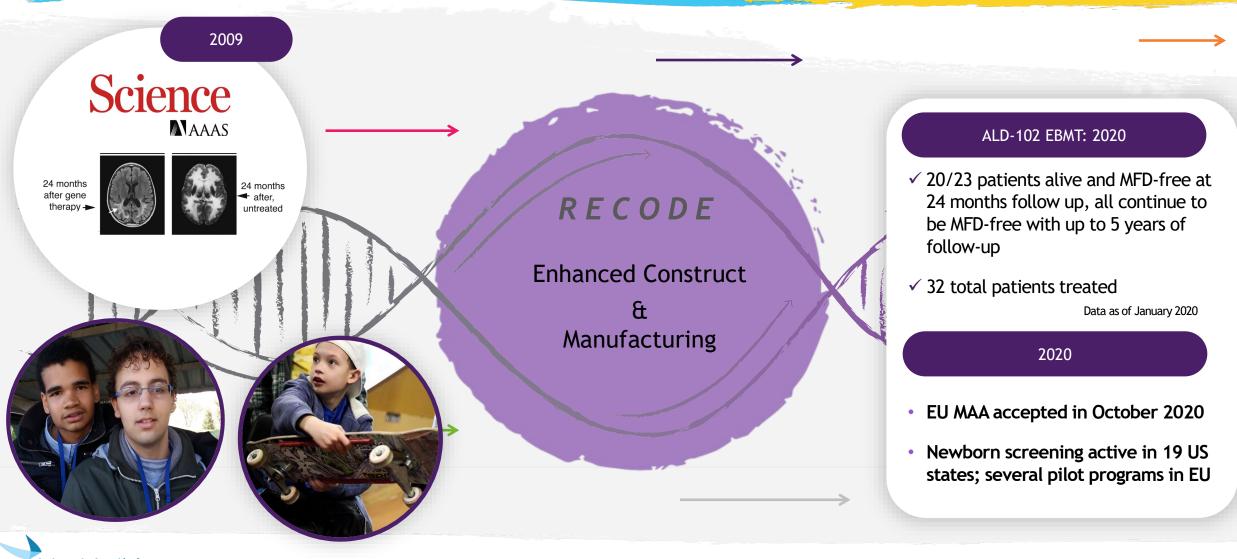
Safety consistent with the Ph1 data

- Gr \ge 3 CRS and iiNT were reported in <6% of subjects at each target dose
- CRS and iiNT of any grade occurred in 83.6% and 18% of patients, respectively

iiNT: investigator identified neurotoxicity

Ide-cel is being developed in collaboration with Bristol-Myers Squibb

Cerebral Adrenoleukodystrophy - From Tragedy to Hope

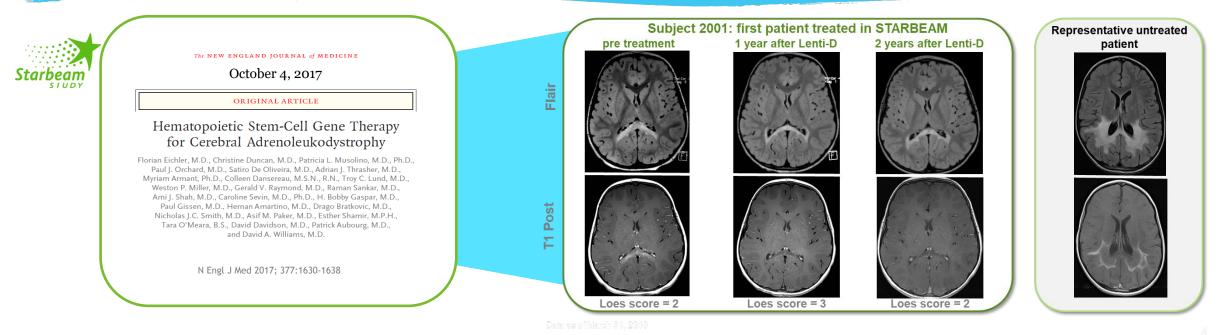


bio[®] Science 2009

recode for life

bluebii

eli-cel (Lenti-D) treatment halts CALD disease progression





Jebirdbic

recode for life

ALD-102: all patients who were alive and MRD-free at 24 months follow up (20/23; 87%) continue to be MFD-free with up to 5 years of follow-up

- 32 patients have been treated with eli-cel with a median follow-up time of 30.0 months
- 9 patients are still on study with less than 24 months of follow-up and show no evidence of MFDs
- Three patients did not or will not meet the primary efficacy endpoint; two patients withdrew from the study at investigator discretion, and one experienced rapid disease progression early onstudy resulting in MFDs and death.



Safety profile consistent with autologous transplantation

• No GvHD, no graft rejection or graft failure

\checkmark

Enrollment completed in ALD-102 Starbeam study Phase 3 ALD-104 study currently enrolling

R&D BLUE style: what do we work on?

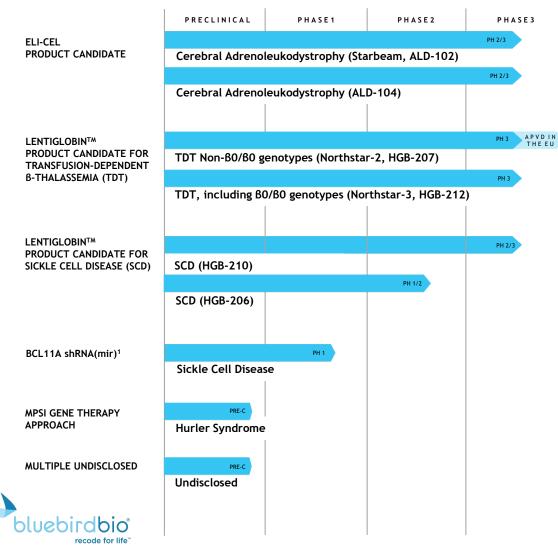
Core Research Principles

Programs with the	Diseases with	Targets with Human	Disruptive Solutions to
Potential to Transform	Definitive Endpoints	Genetic and/or	the Problems that Need
Patient Lives	of Clinical Success	Functional Validation	to be Solved
We tackle diseases with a clear unmet medical need based on the magnitude of impact and not necessarily the number of patients	Clinical success should be objective, measurable, un- incremental, and rapid	Biology may be complex but the role of the target in the disease must be definitive	We don't do incremental science. We take on the big problems that, if successful, will disrupt our field



pipeline overview

Severe Genetic Diseases

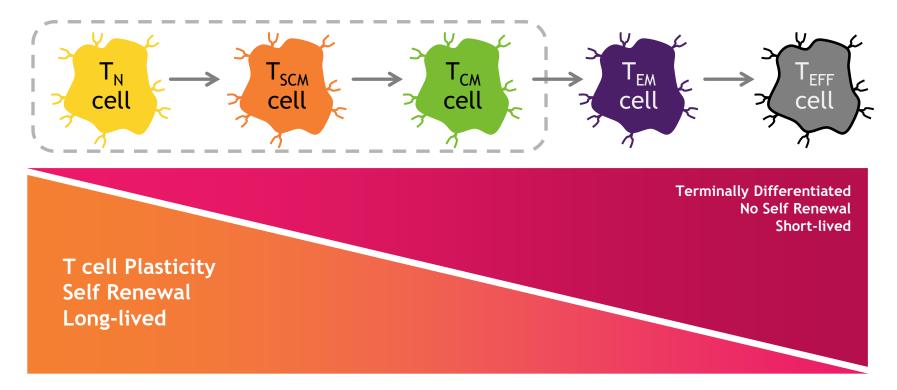


¹ Dev is led by Dana-Farber/Boston Children's Cancer and Blood Disorders Center ² Dev is led in collaboration with Bristol Myers Squibb ³ Dev is led by Fred Hutch Cancer Research Institute ⁴ Dev is led by University of North Carolina

Dev is led by University of North Carolina
 ⁵ Dev is led by Seattle Children's Research Institute



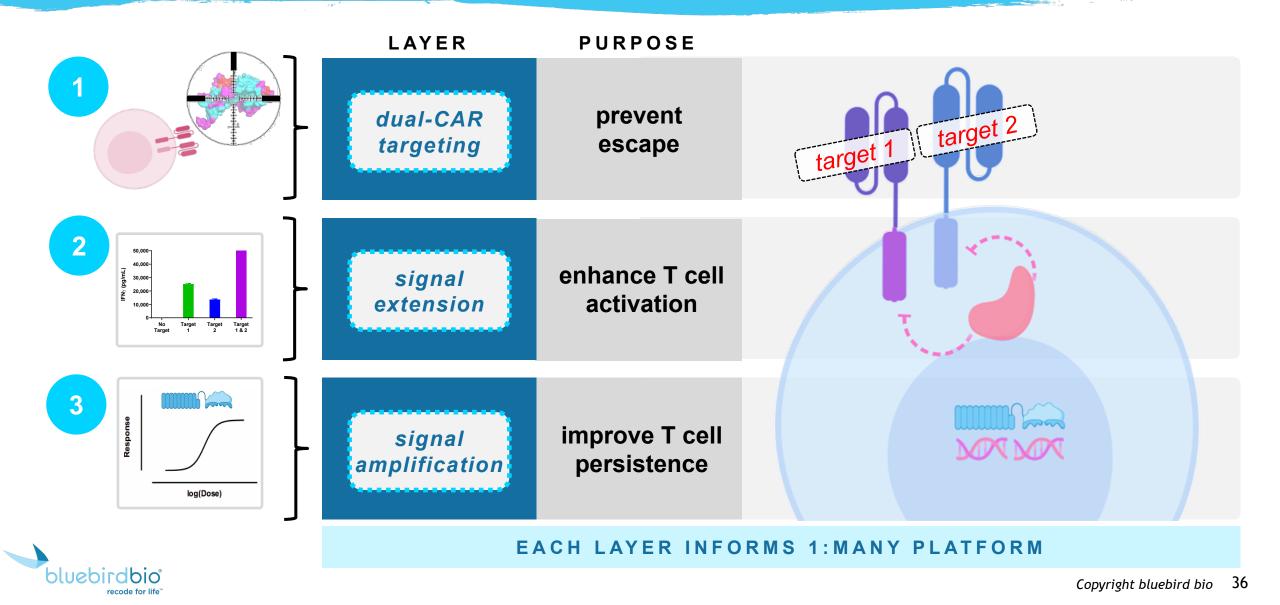
bb21217: PI3K inhibition during manufacturing drives increase in long-lived, memory-like T cells



Hypothesis: Increasing long-lived, memory-like T cell subsets in the drug product may result in enhanced persistence of functional anti-BCMA CAR T cells *in vivo*



Diffuse Large B-Cell Lymphoma -Triple Threat Approach



2020-2021: BLUE is Prepared and On Track for the Catalysts Ahead

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	2020 Complete	2020 Upcoming	2021
Regulatory	 LentiGlobin SCD Regulatory Update Ide-cel (bb2121) MM U.S. BLA submission Eli-cel CALD EU MAA Submission 		 LentiGlobin TDT U.S. BLA submission (mid-year) Eli-cel CALD U.S. BLA submission (mid-year) Ide-cel (bb2121) MM U.S. approval
Clinical Updates	 Ide-cel (bb2121) KarMMa data at ASCO SCD: HGB-206 data at EHA TDT: HGB-207, HGB-212 Data at EHA Eli-cel ALD-102 data update by EOY SCD: HGB-206 data at EHA 	 SCD: HGB-206 data by end of year Ide-cel CRB-401 data by end of year bb21217 CRB-402 data by end of year 	 Ide-cel KarMMa studies progressing and evolving Building and evolving clinical dataset on SGD programs
Commercial & Foundation Building	 SCD First patients treated with sLVV ZYNTEGLO Launch in Germany 	 ZYNTEGLO first commercial patients treated Ide-cel U.S. launch ready 	 ZYNTEGLO Access and Reimbursement established in additional EU countries Ide-cel U.S. launch underway ZYNTEGLO geographic expansion LentiGlobin TDT U.S. launch ready and SCD gearing up