

Recoding in Action

Q3 2020

LET'S
RECODE
THE STORY

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 quarterly 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.





Tremendous Progress in Challenging Times

Programs and Pipeline

- EHA, ASCO, EBMT data support upcoming regulatory submissions and launches
- ide-cel BLA accepted with Priority Review
- Clarity on accelerated approval for SCD based on complete resolution of VOEs
 - Continuing to treat patients in clinical studies at consistent pace despite COVID



Operation Plan

- Revised operating plan by over \$500M through mid-2022
- Raised approx. \$540m in equity offering
- Optimized BMS collaboration& \$200M rights monetization
- Extended cash runway into 2023



Transfusion-Dependent B-Thalassemia - reimagined future



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

ASH 2019

Northstar-2 (HGB-207):

 Non-β⁰/β⁰: 90% of patients achieving TI

Northstar-3 (HGB-212):

 β⁰/β⁰ 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-8º/8º: All patients treated
- 89% successfully achieved TI

Northstar-3 (HGB-212):

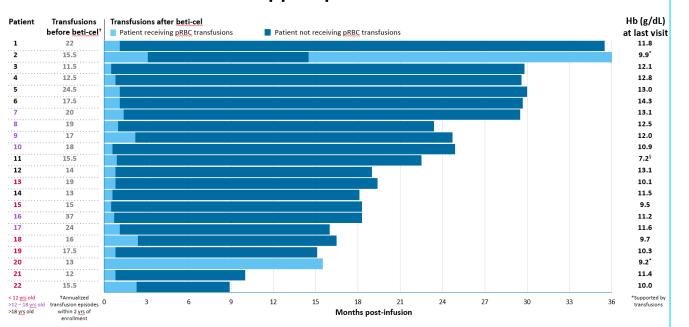
 B⁰/B⁰ and IVS-I-110: 85% of patients have been off transfusions for > 6 months

Compelling data supports commercial path



Northstar-2: Non-8⁰/8⁰ patients achieving & maintaining transfusion independence

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



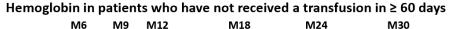
89% (17/19) of evaluable patients achieved primary endpoint: transfusion independence

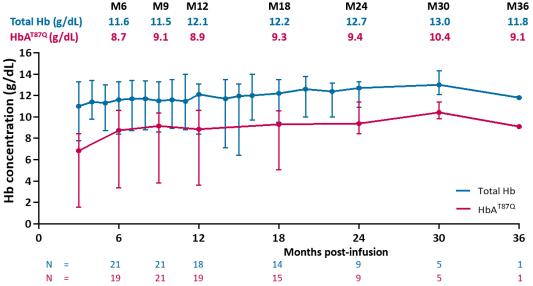
recode for life"

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 ≥ 11.5 g/dL

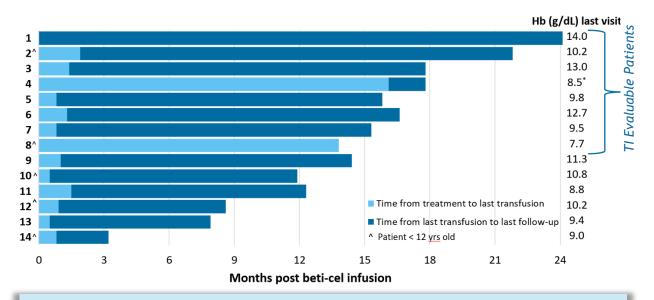




Data as of 3 March 2020

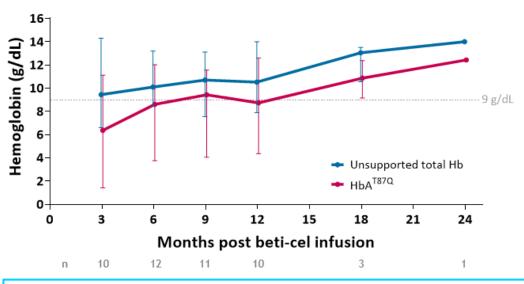
Northstar-3: 8°/8° patients continue to show compelling results

Transfusion status in patients with ≥ 3 months follow-up

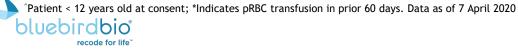


- 85% (11/13) of patients have been off transfusions for > 6 months; prior to beti-cel infusion, these patients required 11 39.5 transfusions/year
- Patient 4 and Patient 8 continue to receive pRBC transfusions and had an 80% and 31% reduction in number of transfusions, respectively

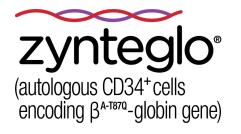
Total Hb and HbA^{T87Q} over time in patients who have not received a transfusion in > 60 days



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



Robust data supports commercial path forward



EU: Ready to Go

Ready to treat patients in Germany pending COVID-19 environment

Ongoing engagement with payers in additional EU markets supports access and reimbursement by end of 2020

Plan to pursue expanded label to include patients with β^0/β^0 genotypes and pediatrics

US: Clear Path

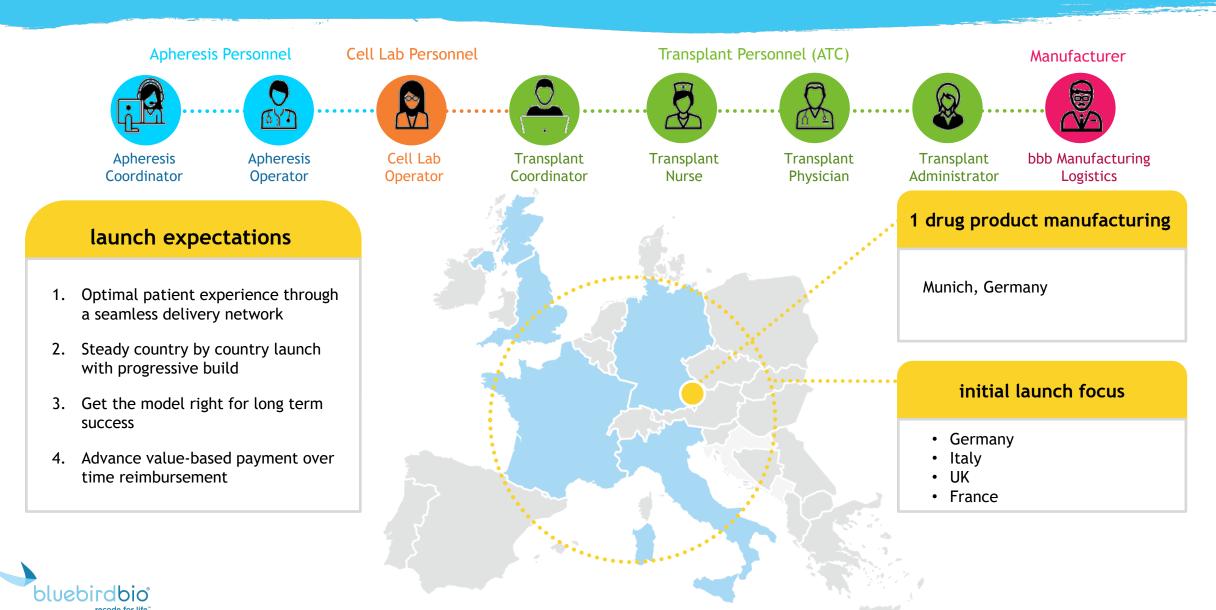
Updated data reinforce confidence in pursuing initial approval for patients with TDT and all genotypes

Learnings from FDA engagement leveraged across programs

US BLA Submission Planned for mid-2021



preparing to serve patients in Europe



Establishing Promising Access & Value Foundation



EU Launch Readiness

- 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
- Qualified 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

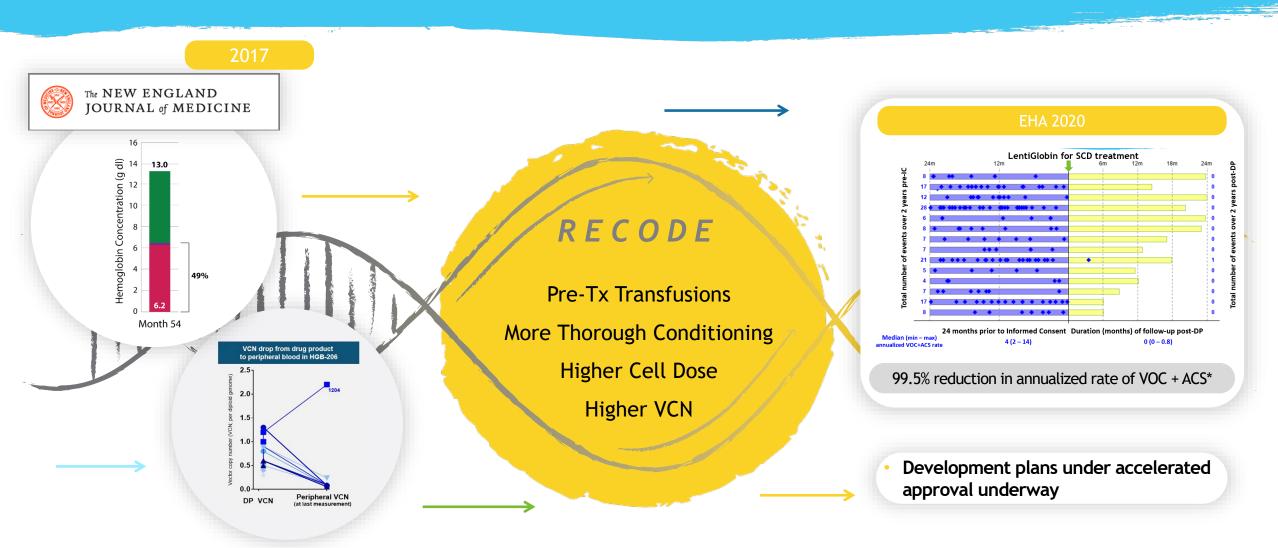


Market and Patient Engagement

- Oisease Education and outreach in place
- Patient Advocacy education and initiative support



Sickle Cell Disease - Daring to Dream



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:

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

Improvement in key markers of hemolysis



Magnitude of clinical benefit:

99.5% mean reduction in VOC and ACS

More patients; more follow-up:

 25 patients; 14 patients with ≥6 months follow up and ≥4 VOC/ACS at baseline

Consistent results across multiple markers:

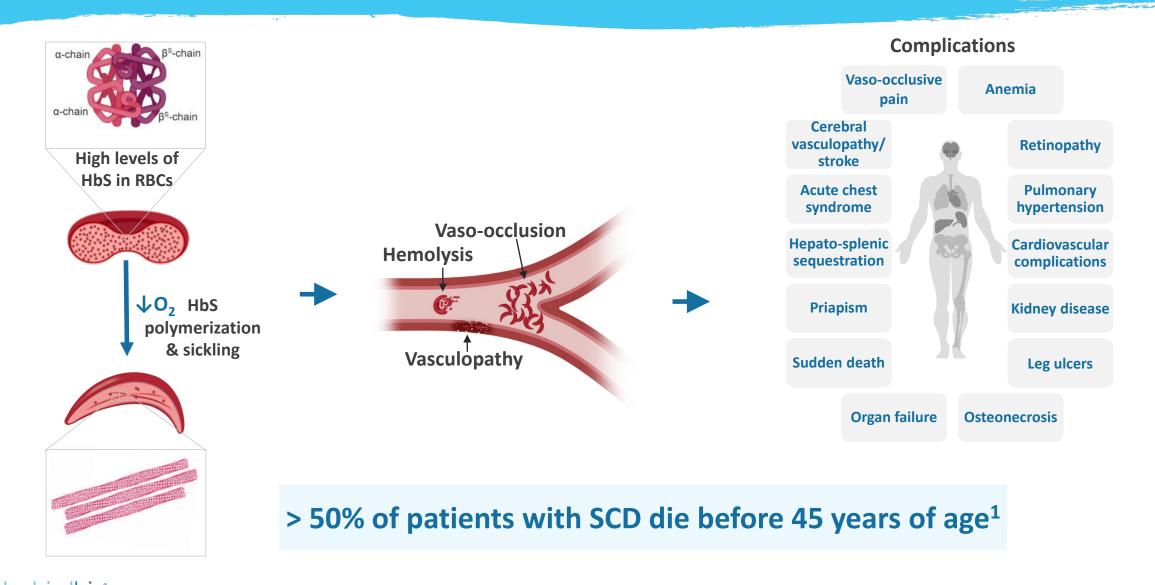
 Continued improvements in hemolysis markers, HbA^{T87Q} levels and pancellular expression

Clarity on U.S. regulatory path:

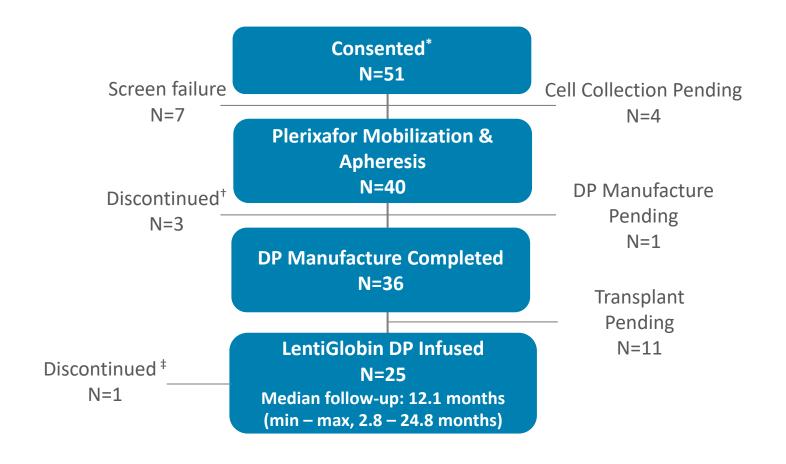
 Based on HGB-206 Group C, primary endpoint of complete resolution of VOEs



Sickle cell disease is characterized by high morbidity and early mortality

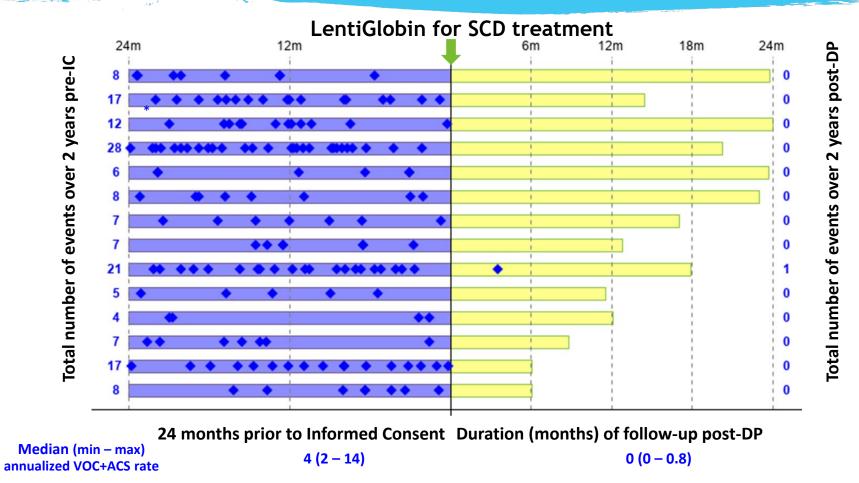


HGB-206 Group C: Patients infused to support BLA submission





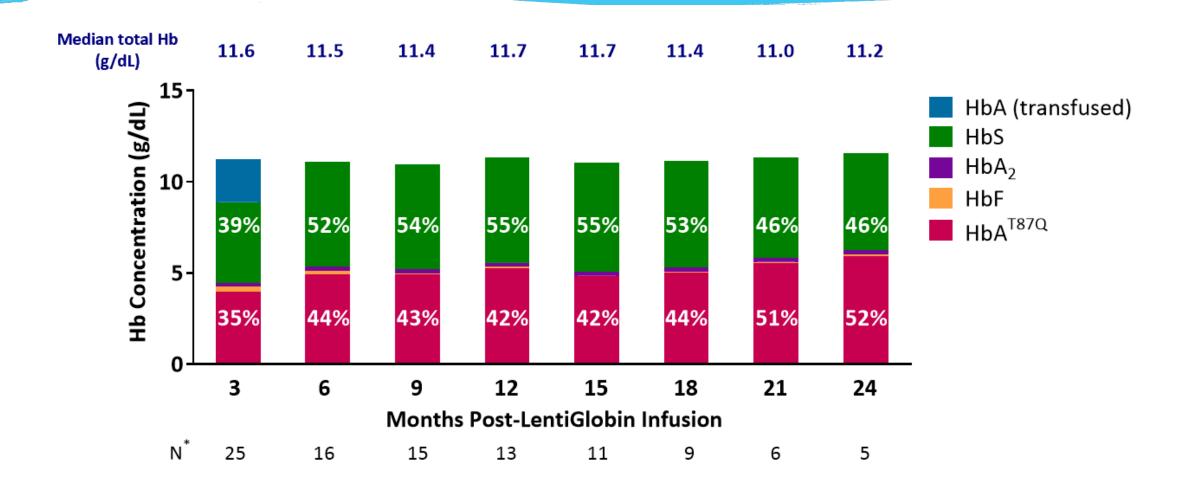
HGB-206 Group C: 99.5% mean reduction of annualized rate of VOCs + ACS post-LentiGlobin treatment



- 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

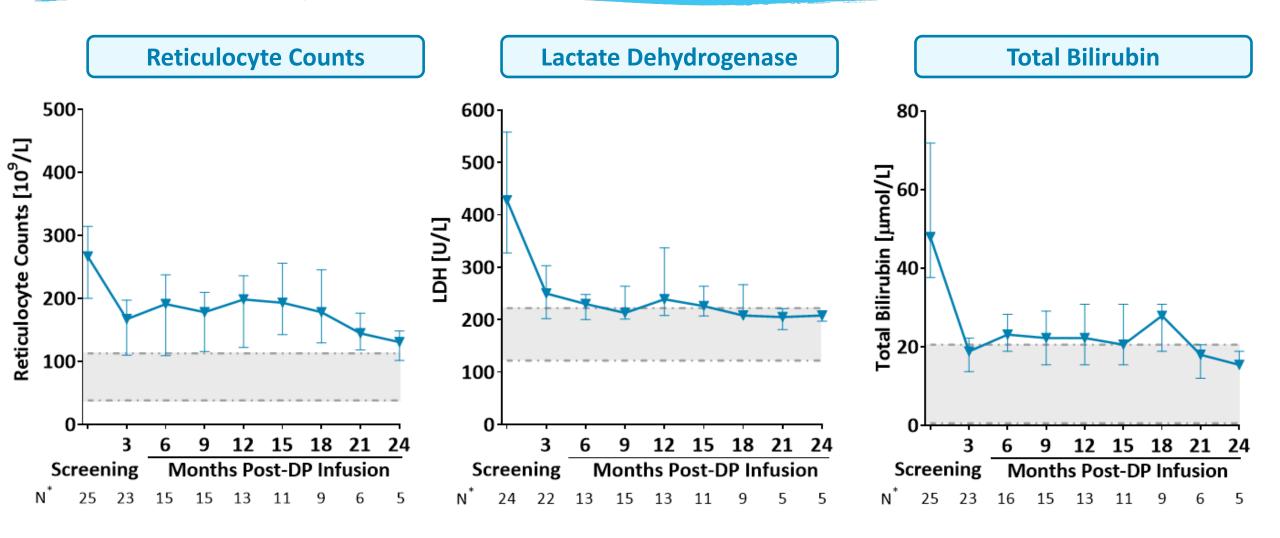


HGB-206 Group C: Median HbS ≤60% and HbA^{T87Q} ≥40% at ≥6 months post-LentiGlobin treatment





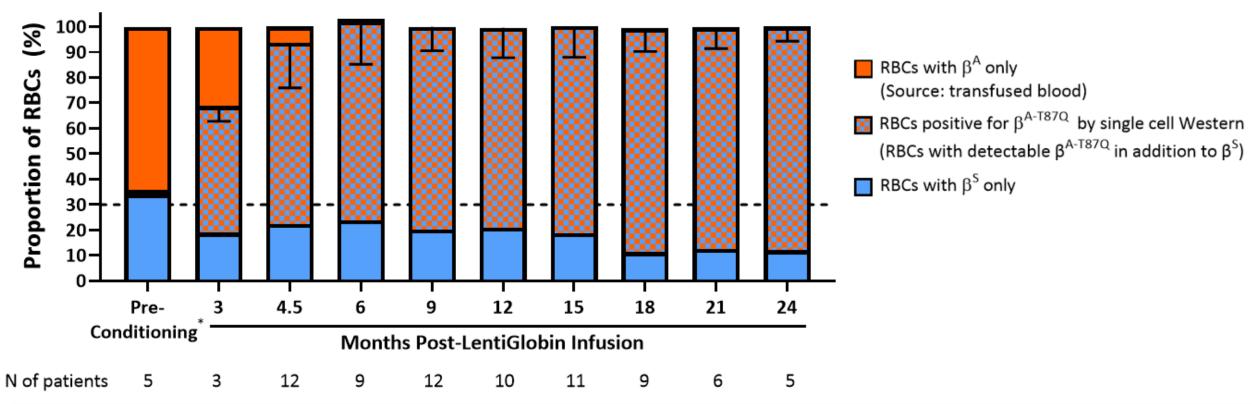
HGB-206 Group C: Decrease in hemolysis markers post-LentiGlobin treatment





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 ≥ 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§



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 ≤ 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
 - o 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



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
- ≥ 12 years of age ≤ 50 years of age

HGB-210

Sickle Cell Disease, history of VOEs over 24 months

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

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

HGB-206 Group C: Basis ofBLA submission in 2H 2021

Primary endpoint: VOEs

HGB-210: Serving as confirmatory study

Multiple Myeloma - changing what's possible

Standard of Care*

- ~4 months PFS
- ~30% ORR

• ~3% CR

RECODE

BCMA Target & Next-Gen CAR

ASCO 2020

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

2020

- U.S. BLA submitted July 2020
- Ongoing studies in 3L, 2L and 1L (Newly Diagnosed)



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

BCMA Program

BMS Alignment

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

Regulatory path enabling near-term launch:

- BLA submitted
- MAA submission accepted

Broad clinical development program enabling potential expansion into earlier lines

ASCO 2020

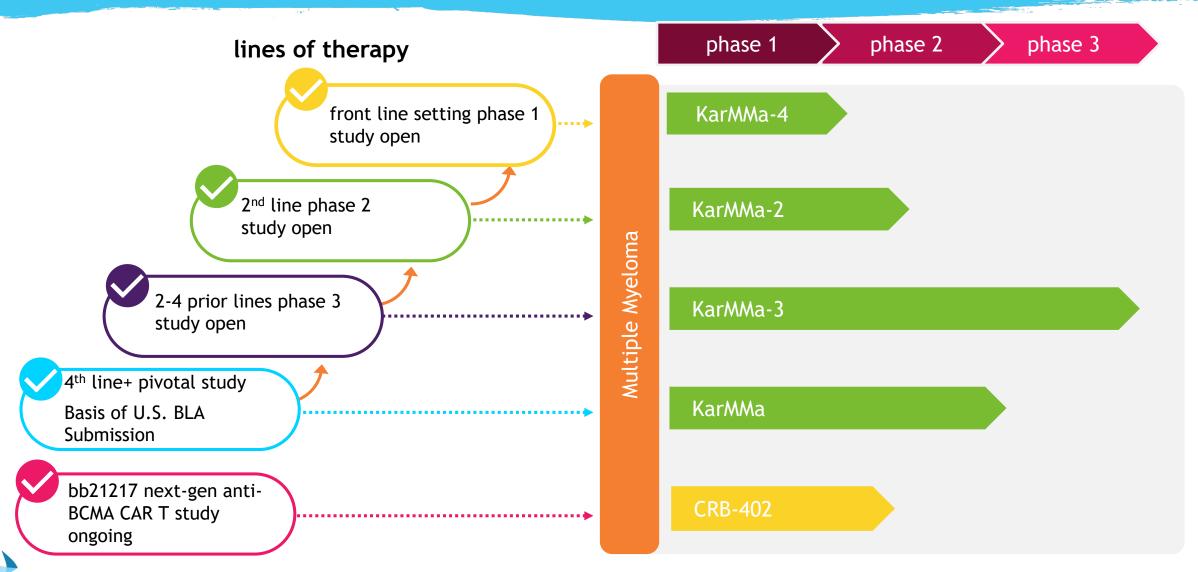
KarMMa Data

Mature and consistent data demonstrate deep and durable responses:

- CAR+ T cell persistence observed up to 1yr with meaningful detectable vector
- o 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





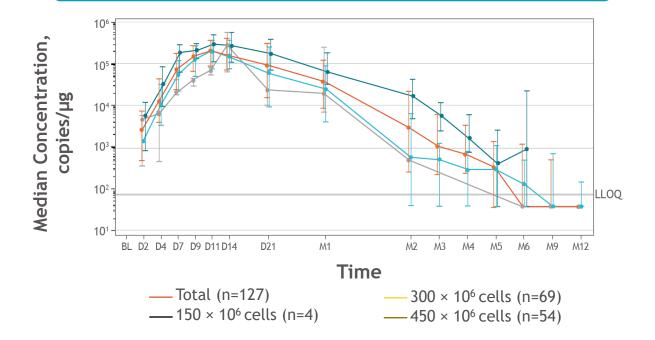
KarMMa: heavily pretreated, refractory patient population

Characteristics			Ide-cel Treated (N=128)
Age, median (range), y			61 (33-78)
Male, %			59
		0	45
ECOG PS, %		1	53
		2	2
D ICC C+aga * 9/		1	11 70
R-ISS Stage,* %			16
High-risk cytogenetics [del(17p), t(4;14),	t(14;16)],†		35
High tumor burden (≥50% BMPCs), %			51
Tumor BCMA expression (≥50% BCMA+),‡ %			85
Extramedullary disease, %			39
Time since initial diagnosis, median (range	e), y		6 (1–18)
No. of prior anti-myeloma regimens, med	ian (range)		6 (3-16)
Prior autologous SCT, %		1 >1	94 34
Any bridging therapies for MM, %			88
Refractory status, %	Anti-Cl	D38 Ab-refractory Triple-refractory	94 84
		imple-remactory	U 'I

- 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

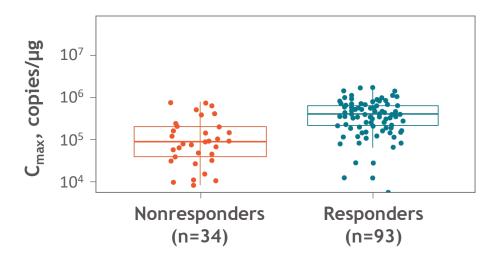
CAR+ T cell expansion, persistence, and peak exposure

CAR+ T Cell Expansion and Persistence



	Mo 1	Мо 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)

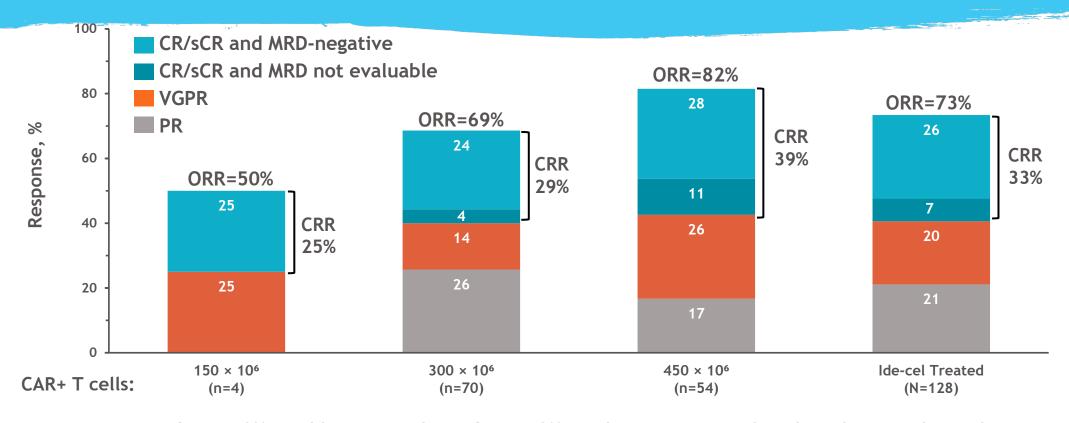
Peak Vector Copies in Responders (≥PR) vs Nonresponders (<PR)



- 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



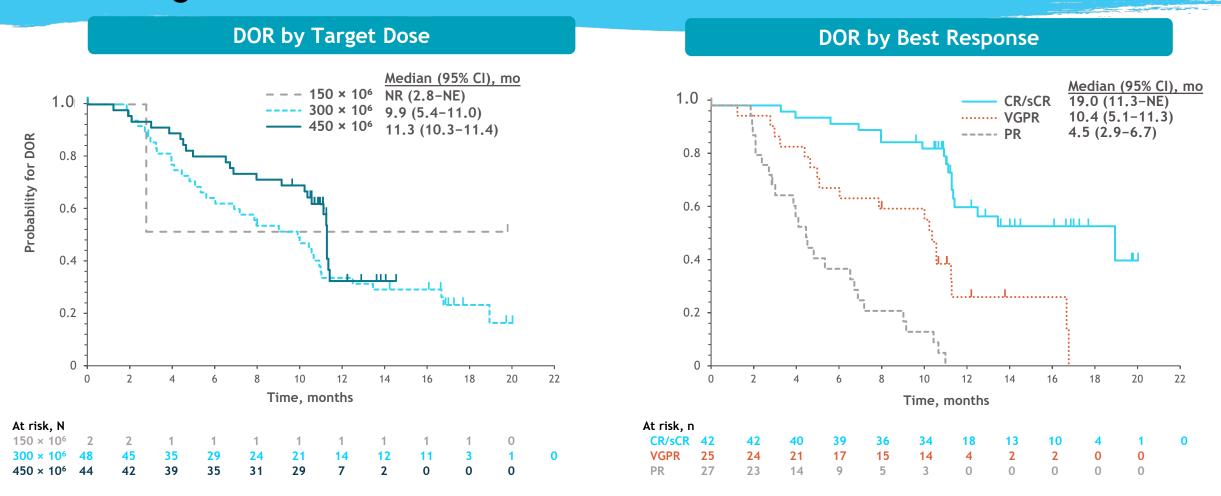
82% ORR and 39% CR rate at 450 x 106 dose level



- 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



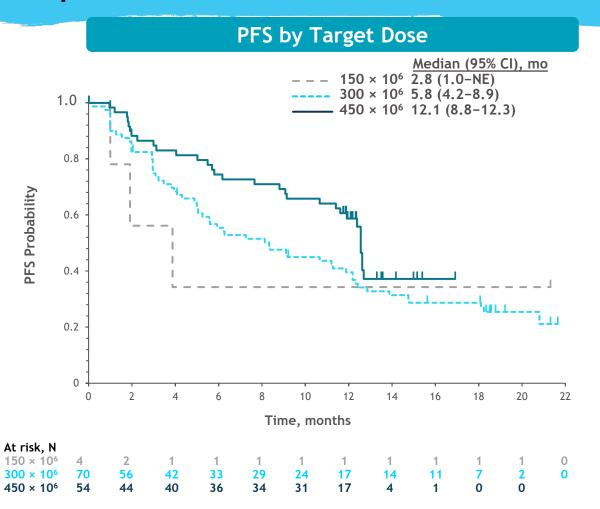
mDOR of 11.3 mo at 450×10^6 dose; mDOR of 19 mo in patients achieving CR/sCR

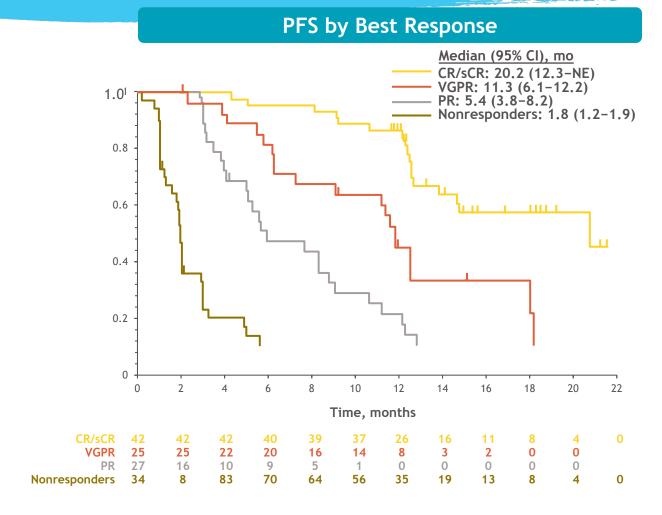


• Durable responses were observed across all target doses; DOR increased with depth of response



mPFS of 12.1 months at 450 x 10^6 dose level; mPFS of 20.2 months in patients with a CR/sCR





• PFS increased with higher target dose; median PFS was 12 mo at $450 \times 10^6 \text{ CAR+ T}$ cells

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

Safety profile consistent with known toxicities of CAR T therapy

CRS

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

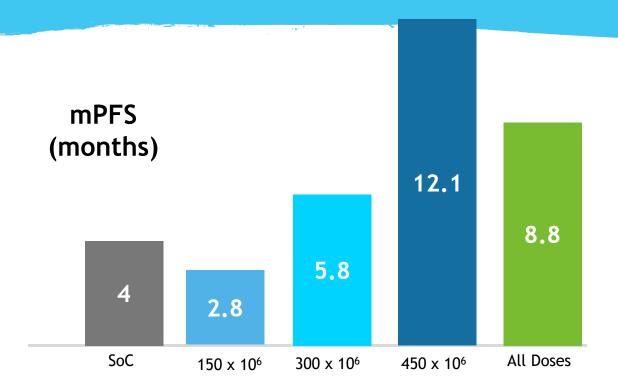
Neurotoxicity

Ide-cel Treated (N=128)						
≥1 NT event, n (%)	23 (18)					
Max. grade (CTCAE)* 1 2 3	12 (9) 7 (5) 4 (3)					
Median onset, d (range)	2 (1–10)					
Median duration, d (range)	3 (1–26)					
Tocilizumab, n (%)	3 (2)					
Corticosteroids, n (%)	10 (8)					

- Ide-cel was tolerable across the dose range
- Grade ≥3 CRS or iiNT ≤6% at target dose of 450 × 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 ≥ 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



Revised BMS Collaboration: Aligned to Support ide-cel Commercialization

shared commitment

- U.S. co-promote/ co-develop intact
- KarMMa development program underway in earlier lines

monetization

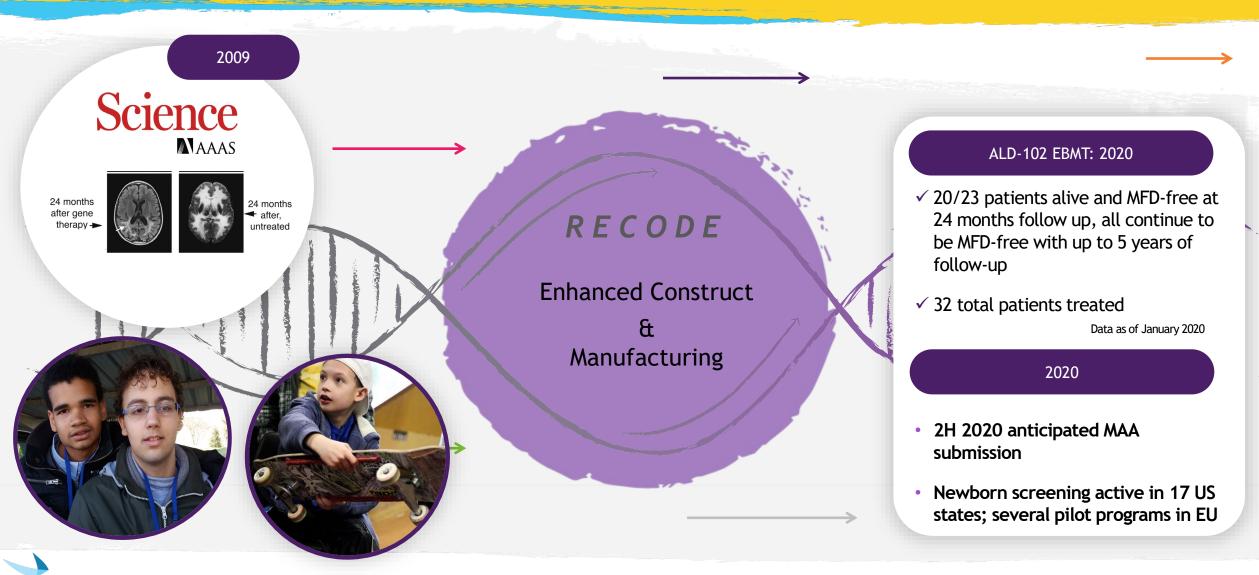
bluebird to receive \$200m for ex U.S. milestones and royalties

manufacturing alignment

- BMS to manufacture vector ex-U.S. over time
- bluebird to continue U.S.
 vector manufacturing



Cerebral Adrenoleukodystrophy - From Tragedy to Hope



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



The NEW ENGLAND JOURNAL of MEDICINE

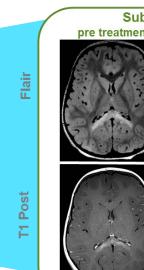
October 4, 2017

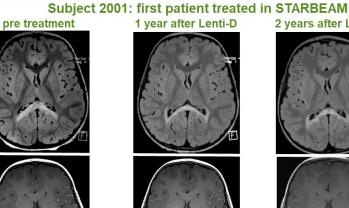
ORIGINAL ARTICLE

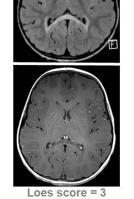
Hematopoietic Stem-Cell Gene Therapy for Cerebral Adrenoleukodystrophy

Florian Eichler, M.D., Christine Duncan, M.D., Patricia L. Musolino, M.D., Ph.D., Paul J. Orchard, M.D., Satiro De Oliveira, M.D., Adrian J. Thrasher, M.D., Myriam Armant, Ph.D., Colleen Dansereau, M.S.N., R.N., Troy C. Lund, M.D., Weston P. Miller, M.D., Gerald V. Raymond, M.D., Raman Sankar, M.D., Ami J. Shah, M.D., Caroline Sevin, M.D., Ph.D., H. Bobby Gaspar, M.D., Paul Gissen, M.D., Hernan Amartino, M.D., Drago Bratkovic, M.D., Nicholas J.C. Smith, M.D., Asif M. Paker, M.D., Esther Shamir, M.P.H., Tara O'Meara, B.S., David Davidson, M.D., Patrick Aubourg, M.D., and David A. Williams, M.D.

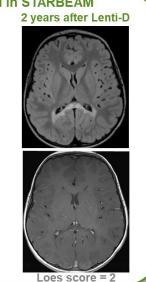
N Engl J Med 2017; 377:1630-1638

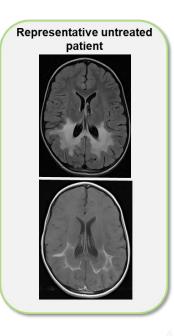






1 year after Lenti-D





Loes score = 2



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



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 Potential to Transform Patient Lives

We tackle diseases with a clear unmet medical need based on the magnitude of impact and not necessarily the number of patients

Diseases with Definitive Endpoints of Clinical Success

Clinical success should be objective, measurable, unincremental, and rapid Targets with Human Genetic and/or Functional Validation

Biology may be complex but the role of the target in the disease must be definitive Disruptive Solutions to the Problems that Need to be Solved

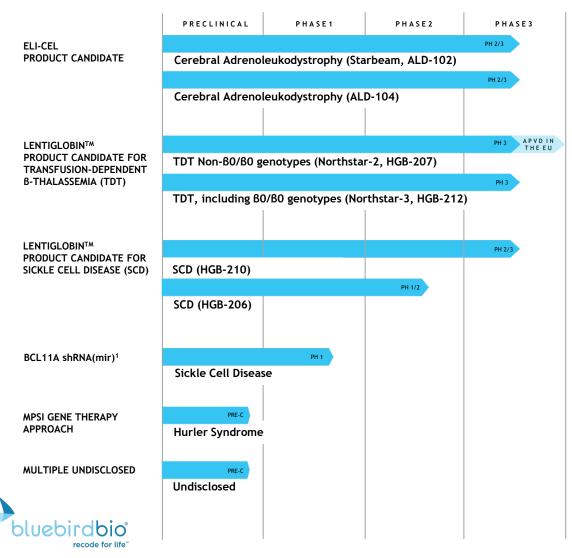
We don't do incremental science. We take on the big problems that, if successful, will disrupt our field



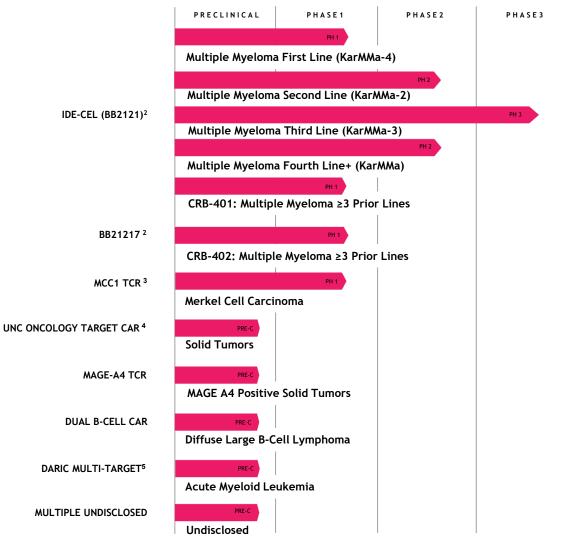
pipeline overview

- 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
- ⁵ Dev is led by Seattle Children's Research Institute

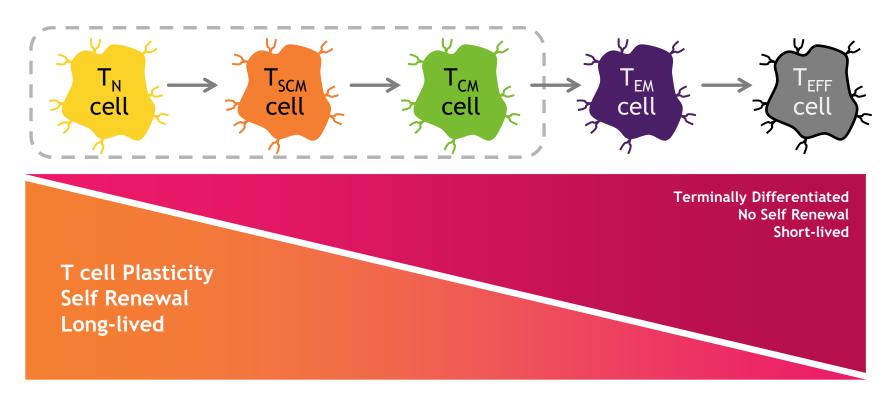
Severe Genetic Diseases



Oncology



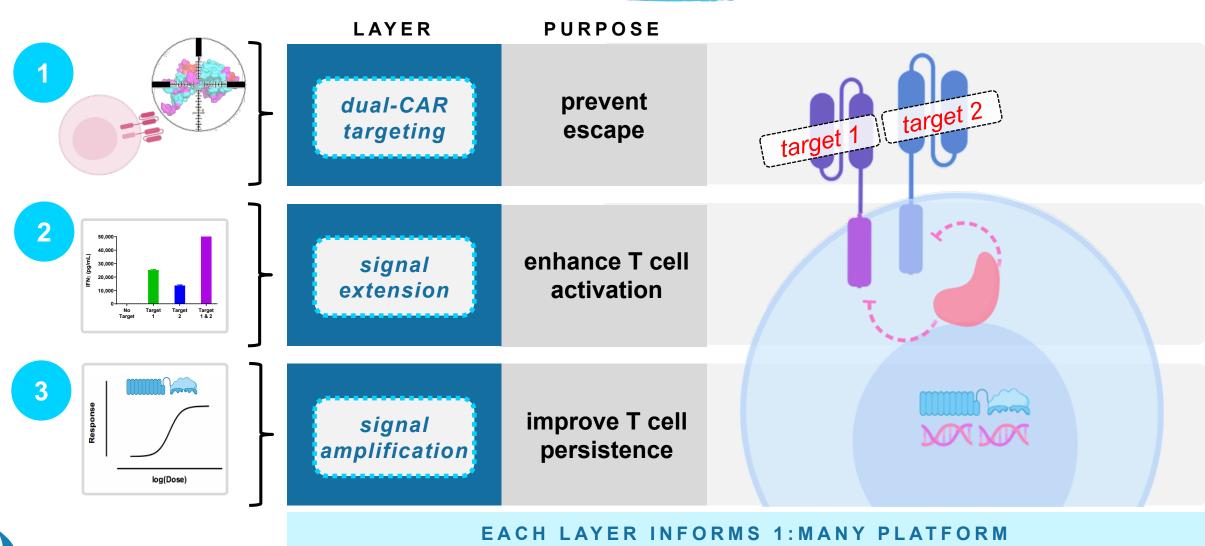
bb21217: PI3K inhibition during manufacturing drives increase in long-lived, memory-like T cells



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

		2020 Complete		2020 Upcoming		2021
Regulatory	✓ ✓	LentiGlobin SCD Regulatory Update Ide-cel (bb2121) MM U.S. BLA	•	Eli-cel CALD EU MAA Submission	1	LentiGlobin SCD U.S. BLA submission (2H)
		submission			٠	LentiGlobin TDT U.S. BLA submission (mid-year)
					١	Eli-cel CALD U.S. BLA submission (mid-year)
	✓	Ide-cel (bb2121) KarMMa data at ASCO	•	SCD: HGB-206 data by end of year Ide-cel CRB-401 data by end of year	٠	Ide-cel KarMMa studies progressing and evolving
Clinical	✓ SCD: HGB-206 data at EHA		•	Building and evolving clinical		
Updates	√	TDT: HGB-207, HGB-212 Data at EHA				dataset on SGD programs
	✓	Eli-cel ALD-102 data update by EOY				
	√	SCD: HGB-206 data at EHA				
Commercial & Foundation Building	√	SCD First patients treated with sLVV	•	ZYNTEGLO Access and Reimbursement established in	1	Ide-cel U.S. launch underway
		 ZYNTEGLO Launch in Germany 		additional EU countries		ZYNTEGLO geographic expansion
			٠	ZYNTEGLO first commercial patients treated	•	LentiGlobin TDT U.S. launch ready and SCD gearing up
			•	Ide-cel U.S. launch ready		
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