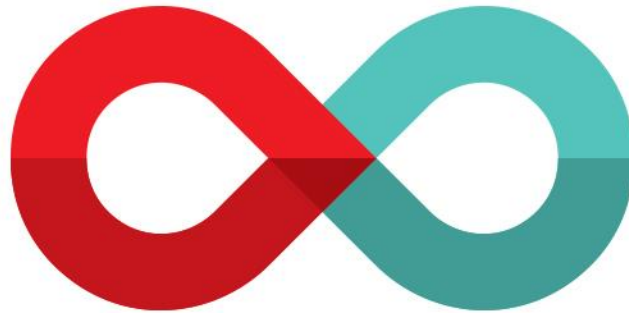




Infrastructure and Scaling-up Plasma Collection in Canada

Jean-Paul Bédard, Vice-President, Plasma Operations
Canadian Blood Services

March 2022



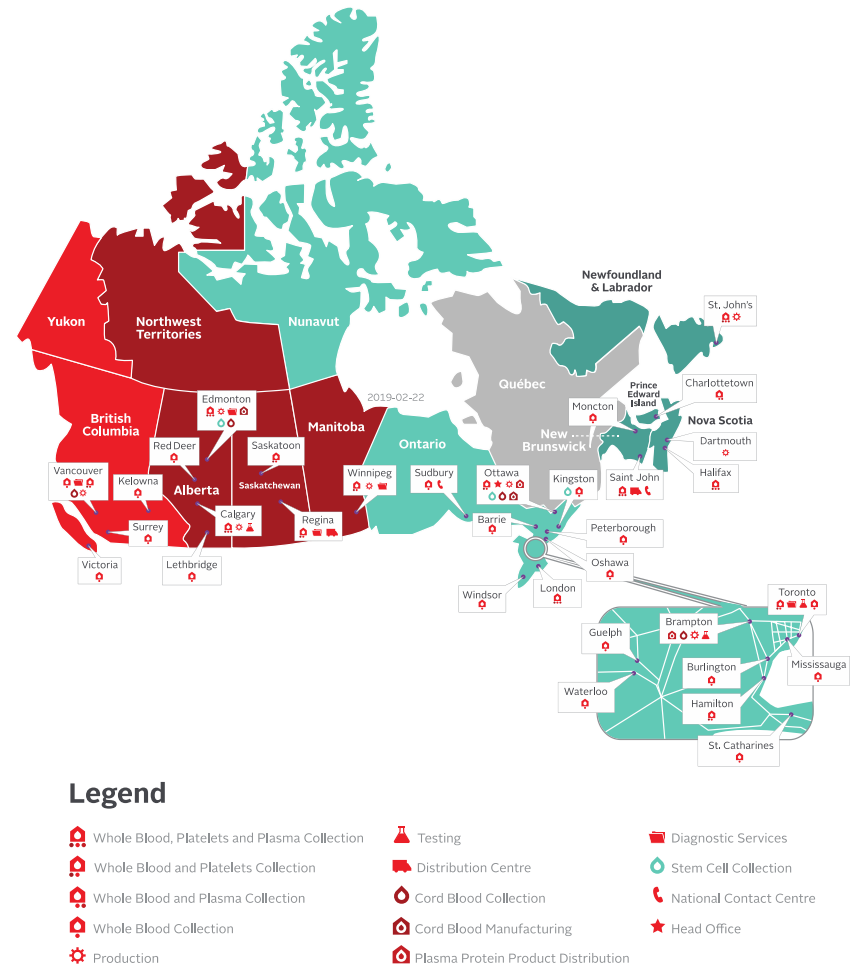
**Canadian
Blood
Services**

BLOOD
PLASMA
STEM CELLS
ORGANS
& TISSUES

Plasma risk in the Canadian context

Canada in context

- Population = 37 million (29M excl. Quebec)
- Canadian Blood Services:
 - Responsible for national, integrated services for Canadian hospitals and patients (excluding Quebec)
 - Product lines include blood, plasma, stem cells, organs & tissues
 - “Plasma” includes:
 - Collection of raw material
 - Contract (toll) manufacturing of all plasma derivatives
 - Acquisition of plasma protein (and recombinant) therapies from commercial market



Our strategic plan 2019–2024

Five key focus areas



Meet changing patient needs by providing lifesaving products and services.



Build and deepen relationships with the donors of the future.



Ensure a secure supply of Canadian plasma for immune globulin.



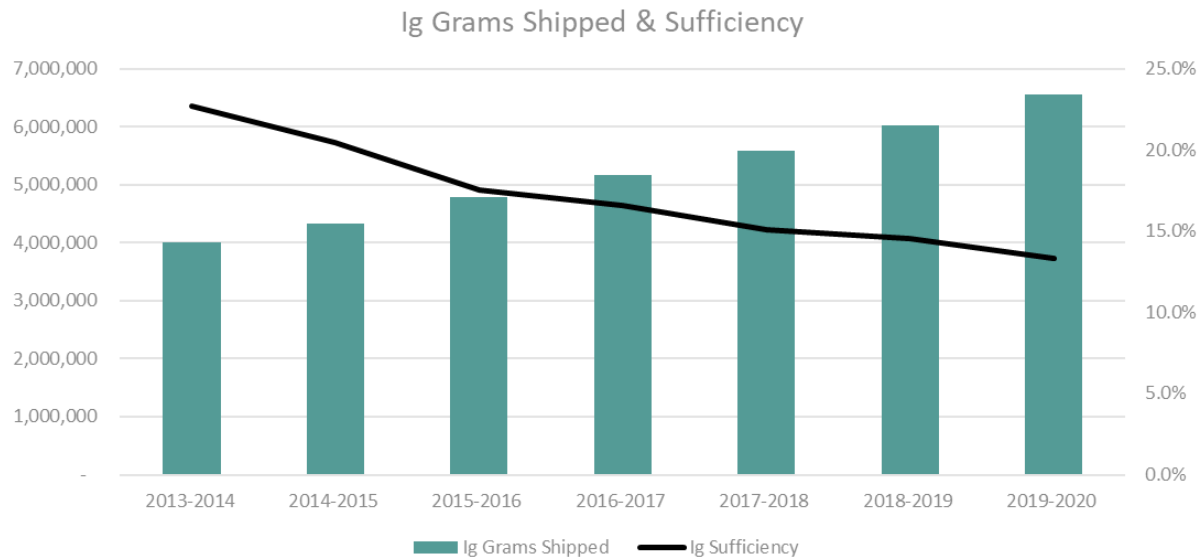
Create an engaging and empowering employee experience.



Achieve organizational excellence.

Canada is one of the highest users of immunoglobulin *per capita*

- In the last 10 years, Canada's rate of usage for immune globulins (Ig) has increased **111 per cent**
- Ig consumption rate approx. **219 g per 1,000 population**
- Canadian plasma sufficiency rate for Ig is now at **15 per cent**



Plasma sufficiency of supply for immunoglobulin risk and the impacts of the pandemic



Larry, plasma donor

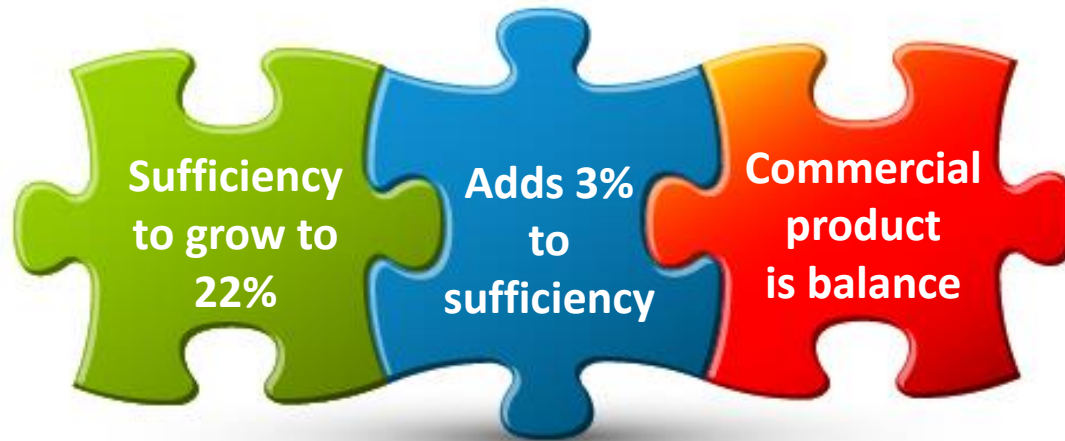
- Canada has been concerned about this risk for many years, however, the impacts of the pandemic have further elevated this risk
 - *Exposed domestic vulnerabilities*
 - *Dynamic in Canada is changing with growth of the commercial competitive market*
- Experienced supply constraints in the early stages of the pandemic, which were mitigated through pre-emptive purchase of additional inventory

Sufficiency level has changed over time



- Pursuing a sufficiency level of 100 per cent or self-sufficiency, is not recommended as it transfers all of the supply risk onto the Canadian plasma collection system
- For Canada, risk modelling suggests **50 per cent target** balances the supply risk and ensures sufficient Ig to meet all needs of critical patient groups (for which no alternative exists)
- Purchasing more than 50 per cent of Ig product from suppliers or rationing Ig to exclude the treatment of other patient populations are not viable solutions

Canada's goal is to 50 per cent sufficiency for immunoglobulin as quickly as possible



Build eleven
dedicated source
plasma collection
sites by
March 2024

Increase source
plasma in mixed
collection
network

Balance our
portfolio by
purchasing
commercial
product

Plasma donor centre model

Plasma donor centres

- Dedicated source plasma collections with:
 - 12 to 16 beds
 - Collecting ~20,000 litres of plasma
 - Highly efficient processes
 - Lean staffing model with multi-skilled workers
 - Longer hours of operation
 - Dedicated recruiters with strong links to the community



Quarterly reporting for measuring success against targets

Sites opened on time, on budget

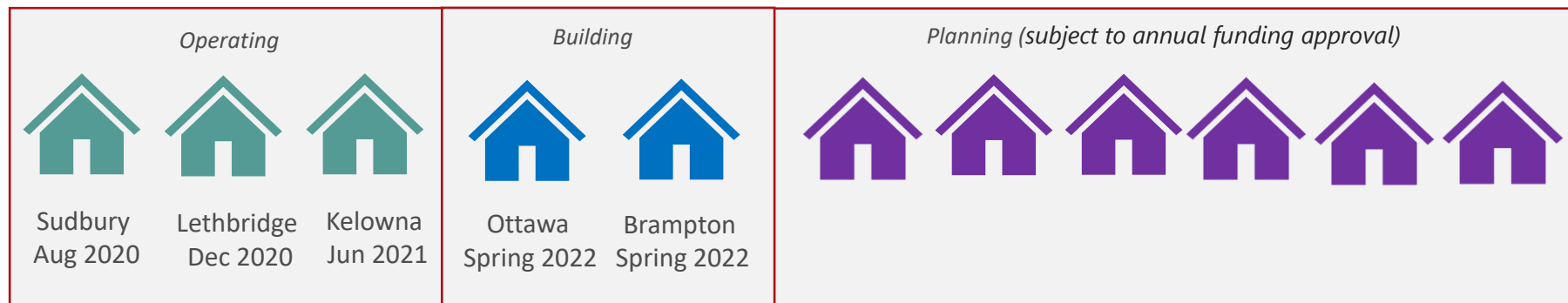


Quarterly collections meet targets

Collection cost per litre is price proximate

Note: Collection cost per litre reported annually in Q4

Plasma program planning

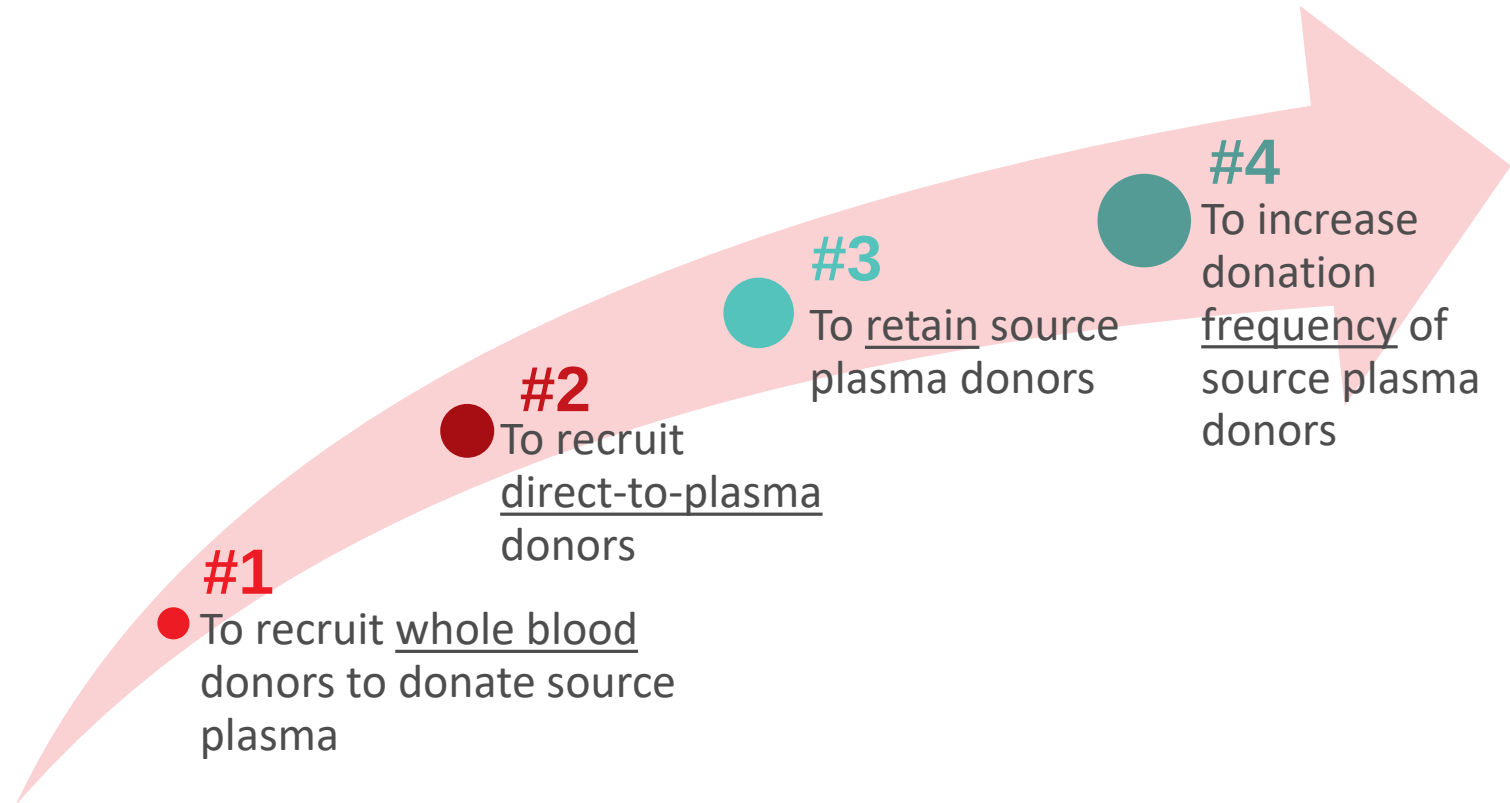


Estimated plasma sufficiency for immunoglobulin when operating at capacity

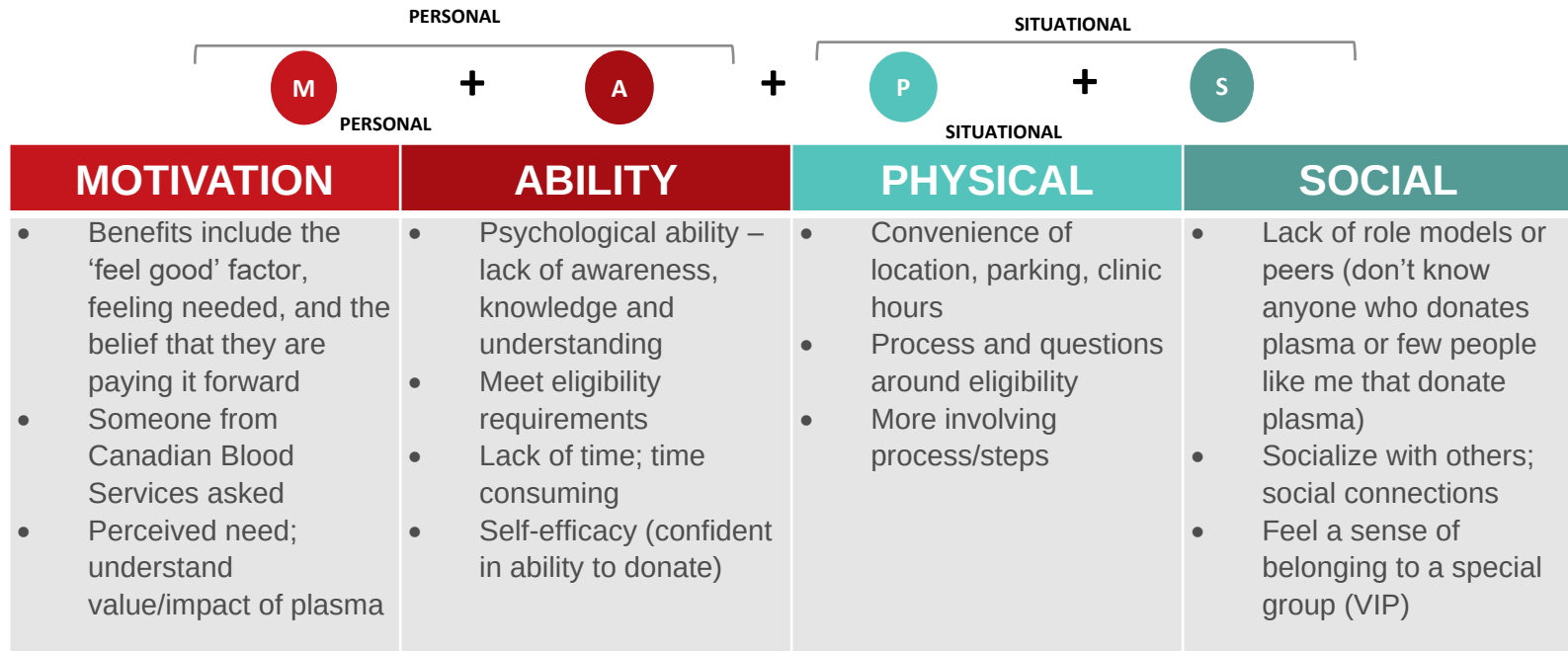
15%  22%

- For remaining sites, plan is to deliver 3 sites per year for the next two years
 - 3 sites by spring 2023
 - 3 sites by spring 2024

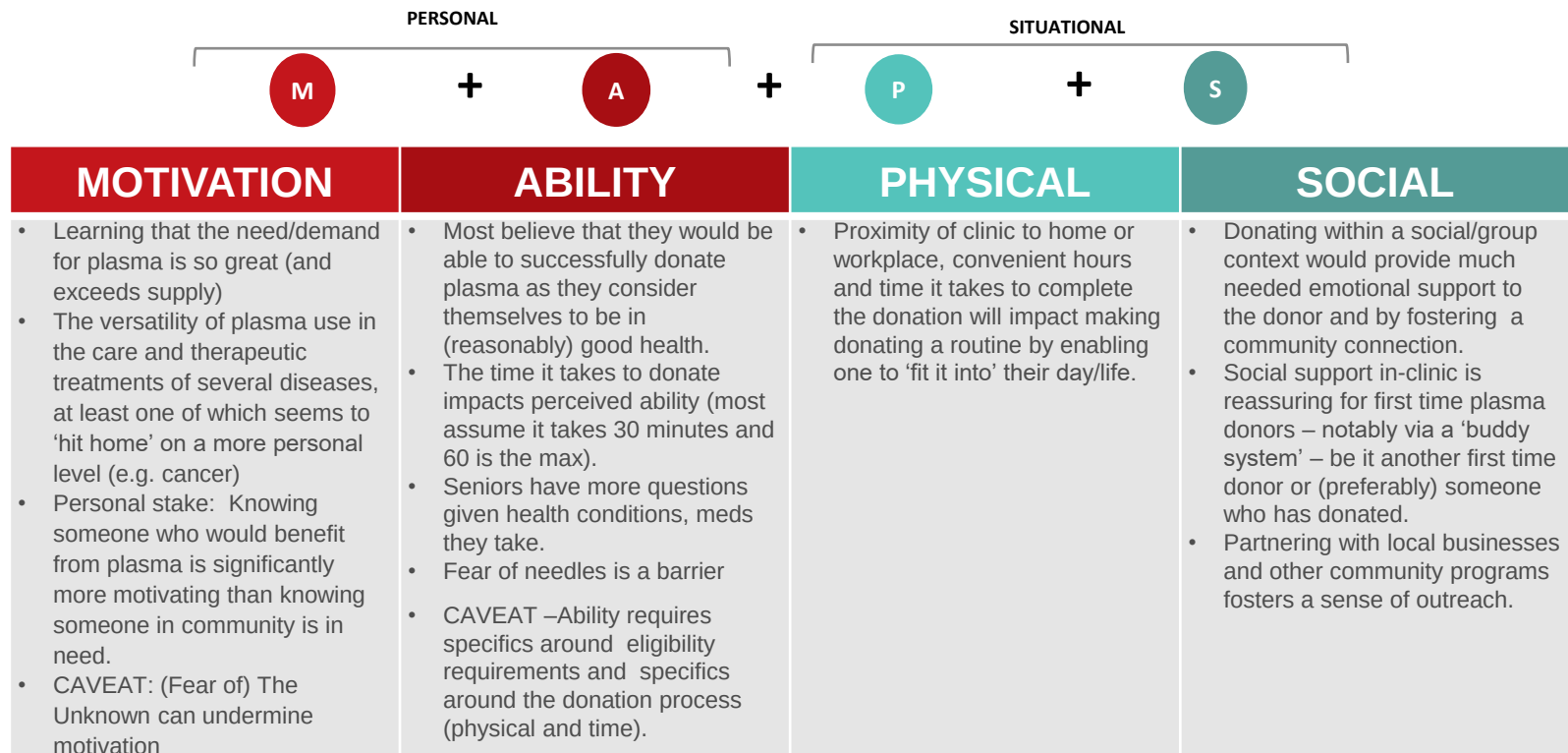
Donor recruitment strategy



Recruiting whole blood donors to plasma



Recruiting direct-to-plasma



Awareness & interest



We look forward to starting a new chapter with you, Sudbury

To our valued blood donors, volunteers, community partners and employees in the Sudbury community, thank you for your generosity and commitment to saving lives as part of Canada's Lifeline.

January 31 will be our final day of blood collections at our current location in Sudbury, but we are not leaving town. In fact, we are excited to be investing in Sudbury, opening a new donor centre dedicated to collecting plasma in the Summer of 2020.

Plasma is a part of our blood which is needed to make specialized medicines that are used in the treatment of patients with a variety of rare, life-threatening, chronic and genetic conditions. Use of these medicines is growing. Today, the need for plasma is more than four times what Canadians donate. However, with the support of funding governments, we are working to increase plasma collected from Canadians for Canadian patients.

Sudbury was selected to be the first of three Canadian Blood Services donor centres dedicated to plasma donation. We chose Sudbury because of your strong support and commitment to blood donation over the years and for your genuine sense of community.

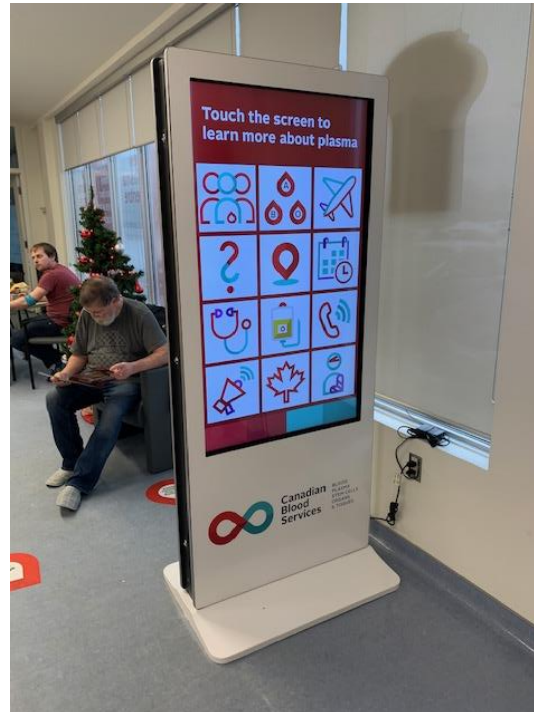
Our doors will open this summer and, until then, we'll be busy working behind the scenes to get ready to welcome you into our new space. Be among the first to donate plasma in Sudbury. Together, we are Canada's Lifeline. Learn more at blood.ca/plasma.

On behalf of Canadian Blood Services, and the patients in Canada we serve, thank you.

Plasma donor centre Opening summer 2020

900 Lasalle Blvd., Sudbury
Tuesday to Friday: 7 a.m. – 7:30 p.m.
Saturday and Sunday: 8 a.m. – 2 p.m.

Dr. Graham Sher
CEO



Consideration & evaluation

Reason to join Canada's Lifeline **095**

Plasma can be donated every two weeks. That means you can help save a life 26 times a year.

Why should I donate?

Your donated plasma will touch the lives of thousands of patients requiring life-saving therapies and treatments made from plasma-derived protein products.

How often can I donate?

We're glad you asked! Plasma can be donated every 2 weeks. Which means you'll be saving lives in no time.

"Thanks to plasma treatments, now he is a regular kid, like everyone else."

Shannon
mother of plasma recipient



Who can donate?

To become a plasma donor, having a history of making regular blood donations helps, but is not always necessary. You can donate plasma provided you:

- Weigh over 50kg (110lbs)
- Are in general good health
- Are 17 years or older
- Meet our eligibility criteria

Donors who have avoided donating blood due to their recent travel history outside of Canada may be able to donate plasma. For more information, call 1 888 2 DONATE (1.888.236.6263)

"Looking after others is what drives me."

Larry,
plasma donor



Radio :15 Reason 88

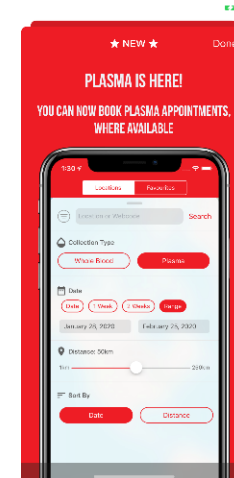
ANNCR:

A message from Canadian Blood Services.

Reason number 88 to join Canada's lifeline:

The need for plasma is more than four times what Canadians currently donate.

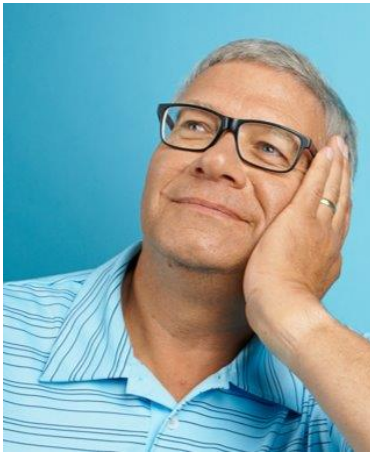
There are lots of reasons to donate plasma. Book now at blood.ca/sudbury



Recruit First-time donors (general public)

**Objective: 1,500 Direct-to-plasma donors
during first year in new plasma donor centre**
125 NEW donors/month

- Focus on key segments:



**Aging and
active**



**Young adults whose life
doesn't get in the way**



**Post-secondary
students**

Enhanced donor experience to grow frequency

Canadian Blood Services BLOOD PLASMA STEM CELLS ORGANS & TISSUES

blood.ca/plasma

Medication made from plasma donations helps fight bleeding disorder

Without immune globulin, Brandon could have died at age 12

A teenage boy and his family in Sudbury, Ont., are so grateful to plasma donors for their role in saving a life-threatening bleeding disorder.

Brandon was experiencing 12-year-old when he developed bleeding symptoms during the winter school break in 2016. At first, he just seemed tired and under the weather, says his mother, Louise Saffery. But then he developed spots all over his legs and body.

As a nurse, Louise recognized these spots as petechiae, and knew they were a potential sign of some serious illness, including leukemia. So on Boxing Day, Brandon's parents decided to have him checked out at the emergency department of the local hospital.

"We investigated a number of things and were there that they couldn't stop for 48 hours," says Louise. "And those were the first of his top were a 'lethal' sign of the immune thrombocytopenia, so that's how he got diagnosed."

Brandon's condition confirmed that diagnosis of immune thrombocytopenia (ITP), a condition formerly known as idiopathic thrombocytopenic purpura. It is a disease in which blood doesn't clot because of an unusually low level of the blood component known as platelets. Patients whose blood doesn't clot properly are at risk of severe bleeding.

Fortunately, doctors were able to treat Brandon with immune globulin. It's a medication made from plasma from donors, a white-colored component of blood. This protein and other in plasma are the key ingredients in manufacturing powerful therapies for a growing number of conditions, including Brandon's.

"Without it, we don't know what we would have done, because he was actively bleeding at the time and they couldn't stop it," says Louise.



Brandon, plasma recipient

Thanks for Life



I save lives, ask me how!

#PlasmaForLife

Canadian Blood Services BLOOD PLASMA STEM CELLS ORGANS & TISSUES

Plasma donors save lives!

Proud plasma donor

New plasma donor

Team plasma!

Be nice to me, I donated plasma today.

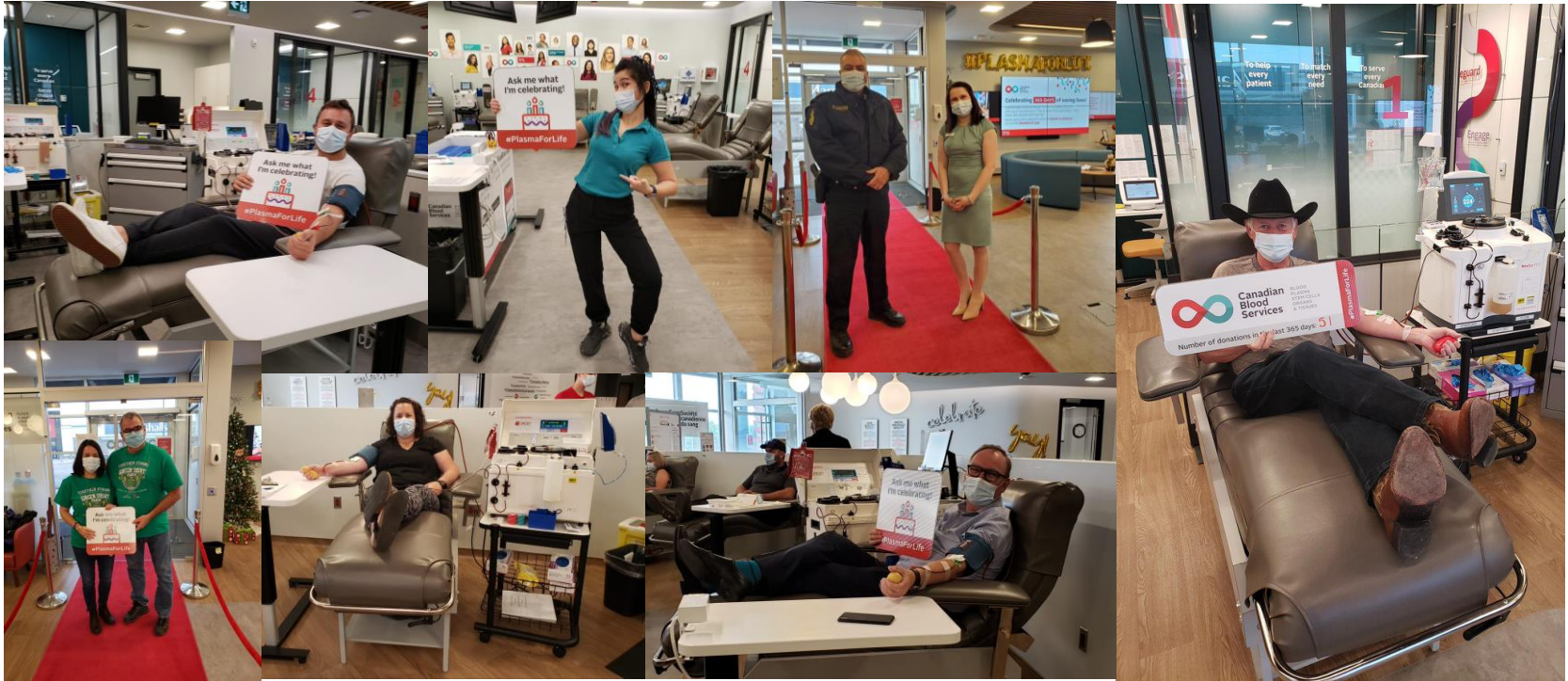
Reason to join Canada's Lifeline **078**

Donating plasma saves lives.

Happy Birthday!



Since the first centre opened in August 2020...



Plasma sufficiency has increased **from 12.8 to 15 per cent** and we've added **more than 30,000L** of source plasma to Canadian Blood Services' collections network



**Canadian
Blood
Services**

BLOOD
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& TISSUES