

Los Angeles, 29 March 2021

Dear President von der Leyen,

First and foremost, I wanted to express my gratitude for your continuous support. We were honored and delighted to be able to launch our campaign with you in February.

It's my honour to take the opportunity to officially invite you to our first global broadcast special, *VAX LIVE - The Concert to Reunite the World*, which will air globally on 8 May 2021. As you know, through our campaign and the special, we want to create momentum ahead of the Global Health Summit you are co-hosting with [REDACTED]. We hope to mobilize champions among governments but also the private sector and philanthropists who are willing to show leadership and pave the way for success at the Summit.

As discussed previously, our campaign and the global broadcast special will support vaccine acceptance and equitable vaccine distribution, reaching hundreds of millions around the world and working with the most iconic artists. Confidentially, I can share that we have secured [REDACTED] as our host as well as the participation of [REDACTED] among others. The special *VAX LIVE* will send a message of unity and hope across the globe. As a Youtube original it will have the maximum capacity reach around the globe, including 75% of those who are more likely to express vaccine hesitancy. Several networks will also distribute the program, including three out of four of the biggest US ones. We are also in the process of securing European networks.

As part of our campaign, we will seek additional commitments from governments, the private sector, including pharmaceutical companies, and from philanthropic foundations. We need an unprecedented level of cooperation from all parts of society to achieve a vaccination coverage of at least 60% across the world, as this is the only way which will allow us to break the chain of transmission and limit the emergence of variants.

More specifically, we are seeking commitments in two areas :

- **Starting to donate vaccine doses to countries which need support most.** There are still too many countries in the world which haven't received a single dose of the vaccine and which aren't even able to vaccinate their nurses and doctors. As supply is very constrained, it is important to start sharing the vaccine in Q2, even if the amounts donated may be small at first. Governments could also commit to give away all their excess doses



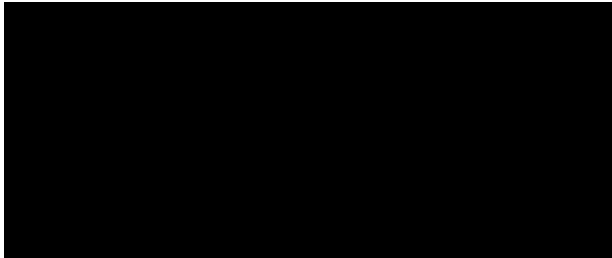
by the time they have vaccinated their full population. While the corporate sector cannot donate vaccine doses, we will campaign with the Fortune 100 to give 'dollars for doses'.

- **Fully funding the ACT-Accelerator.** Great progress has been made over the last year in funding global access to tests, treatments and the vaccine, thanks also to your incredible leadership, but more needs to be done. At this stage, ACT-A still lacks \$19bn in funding. We hope to be able to secure new pledges, from the public and private sector.

President von der Leyen, you have shown tremendous leadership in the global fight against COVID. We hope that our campaign and our special will help you achieve the success you've set out for the Global Health Summit. We would be delighted if you accept to be part of our special through a pre-recorded message or interview. I'm attaching a first creative proposal that we are of course more than happy to discuss with you or your team.

Many thanks for your consideration.

Sincerely,



Global Citizen

ANNEX:

Creative Proposal

For inclusion in the *VAX LIVE* broadcast, we would like to ask participating Heads of States and Governments a series of questions that are aimed to reveal a personal account of their experience of the pandemic across the last year in their country. Our hope is to create a contrast with the generic format of video message that does not connect as emotionally with viewers.

If leaders are available to participate in the event, and in this format, our production team will send along a style guide to give these pieces a rich visual consistency and tone. Our hope would be that leaders would agree to be filmed in a background personal to them, perhaps at home with family.

We have attached below a sampling of questions to give you a sense of the direction we are looking for - which we would then pair with the commitment, financial or regarding vaccine donations, the respective leader is willing to announce at the special. One of our producers could work with your office to be on the line while this is being filmed.

1. What do you remember from the first days of the pandemic?
2. What did you witness as the human response to the pandemic in your country?
3. What have you personally missed during the pandemic?
4. What is your personal reason for getting the vaccine?
5. What wish do you want to send to the world?

Due to the duration of the broadcast, this interview will feature in the show as part of a montage alongside other leaders. All leaders who are making a commitment will be asked the same questions and the answers will be cut together to tell one, collective global story.