



CSL Launches Updated Corporate Websites

Vita Storytelling Hub to Share Stories About the Promise of Biotechnology

KING OF PRUSSIA, Pa. – January 25, 2018 – Global biotherapeutics leader CSL Behring today announced that corporate websites, CSLBehring.com and CSL.com have been updated and relaunched to unveil new functionalities, refreshed branding and an innovative content strategy. The sites reinforce the company’s “Driven by Our Promise™” positioning and reveal fresh visual branding featuring real patients and employees.

The new site brings to life a patient-centric news hub called [Vita](#) (Latin for “life”). CSL Behring’s focus on developing and delivering biotherapies that save lives comes to life at *Vita* where stories are shared to provide insight about, and awareness of, the ever-evolving promise of biotechnology. *Vita* takes you behind the scenes to meet the people who research, develop, produce and deliver life-saving therapies. *Vita* also informs and inspires people living with rare diseases by sharing their journeys and insights.

“This new site is a result of months of research and input involving our stakeholders around the world,” said Anthony Farina, CSL Limited’s Chief Communications Officer & Vice President of Corporate Affairs. He added, “Our goal is to provide meaningful and relevant content that stakeholders -- like people living with rare diseases -- want, expect and value from a global leader, like CSL Behring. This is content from us, not about us.”

About CSL Behring

CSL Behring is a global biotherapeutics leader driven by its promise to save lives. Focused on serving patients’ needs by using the latest technologies, we develop and deliver innovative therapies that are used to treat coagulation disorders, primary immune deficiencies, hereditary angioedema, inherited respiratory disease, and neurological disorders. The company’s products are also used in cardiac surgery, organ transplantation, burn treatment and to prevent hemolytic disease of the newborn.

News Release

CSL Behring operates one of the world's largest plasma collection networks, CSL Plasma. The parent company, [CSL Limited](#) (ASX:CSL; USOTC:CSLLY), headquartered in Melbourne, Australia, employs nearly 20,000 people, and delivers its life-saving therapies to people in more than 60 countries. For more information visit www.cslbehring.com and follow us on www.Twitter.com/CSLBehring.

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