

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 12, 2019

bluebird bio, Inc.

(Exact name of Registrant as Specified in Its Charter)

DELAWARE

(State or Other Jurisdiction
of Incorporation)

60 Binney Street,
Cambridge, MA
(Address of Principal Executive Offices)

001-35966

(Commission File Number)

13-3680878

(IRS Employer
Identification No.)

02142
(Zip Code)

Registrant's Telephone Number, Including Area Code: (339) 499-9300

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instructions A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On March 12, 2019, bluebird bio, Inc. ("bluebird") will make a presentation to investors at the Cowen and Company 39th Annual Health Care Conference in Boston, Massachusetts. A copy of the presentation is furnished to this report as Exhibit 99.1.

The information in Item 7.01 of this Current Report on Form 8-K and Exhibit 99.1 attached hereto is intended to be furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act") or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Investor presentation provided by bluebird bio, Inc. on March 12, 2019.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: March 12, 2019

bluebird bio, Inc.

By: /s/ Jason F. Cole

Jason F. Cole

Chief Operating and Legal Officer



39th Annual Cowen Healthcare Conference

March 12, 2019

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, and the timing or likelihood of regulatory filings and approvals 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.

WE RECODE FOR LIFE



RADICAL CARE

We care in a way that's intense and truly sets us apart.



THIS IS PERSONAL

Gene therapy is about saving lives one person at a time. And we are, each of us, personally all in.



PIONEERS WITH PURPOSE

We're exploring new frontiers for the sake of patients.

Our 2022 Vision -- Just Got BOLDER

LentiGlobin TDT
2019 EU Potential Approval
2020 U.S. Potential Approval

Lenti-D CALD
2021 Potential Approval

LentiGlobin SCD
2022 Potential Filing/Approval

bb2121 Multiple Myeloma
2020 Potential Approval



∞
Patient Impact

4 Products
on the Market

5+ Clinical Programs

1-2 INDs Per Year Beginning 2020

UNPRECEDENTED OPPORTUNITY

Anticipated research, development, regulatory and commercial milestones



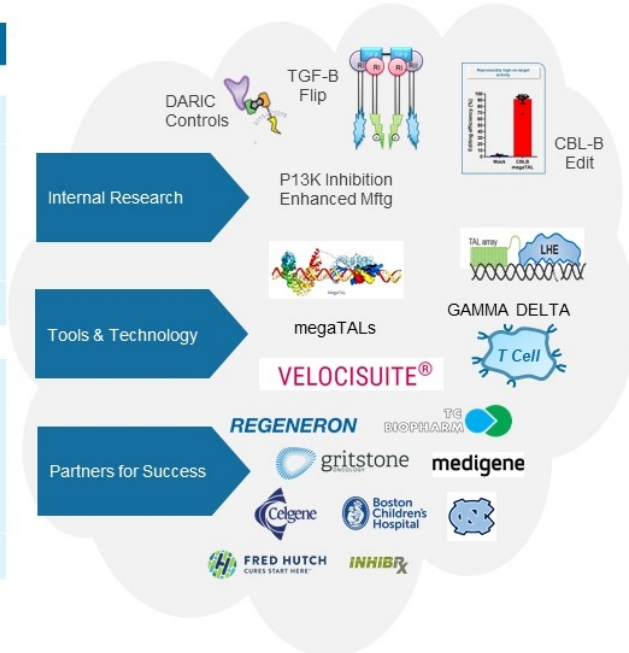
RECODE THE SCIENCE: R&D with SOUL

WHAT YOU SEE

PRODUCT CANDIDATES	PROGRAM AREA	PRECLINICAL	PHASE 1/2	PHASE 2/3	RIGHTS/PARTNER
Severe Genetic Diseases					
Lenti-D™ Drug Product	Cerebral Adrenoleukodystrophy				Worldwide
	Transfusion-Dependent β-Thalassemia Non-β ⁰ /β ⁰				Worldwide
LentiGlobin™ Drug Product	Transfusion-Dependent β-Thalassemia β ⁰ /β ⁰				Worldwide
	Sickle Cell Disease			**	Worldwide
BCL11a shRNA (miR)*	Sickle Cell Disease				Worldwide
Cancer					
bb2121	Multiple Myeloma Fourth Line				Celgene
	Multiple Myeloma Third Line**				
	Multiple Myeloma Second Line**				
	Multiple Myeloma First Line**				
bb21217	Multiple Myeloma Fourth Line				Celgene

*Development is led by Dana-Farber/Boston Children's Cancer and Blood Disorders Center
 **Planned studies

WHAT YOU DON'T SEE



Anti-Pure Play Principles - What Do We Mean?

RECODING TRADITIONAL R & D



Platform Is Gearing Up for Launch



Approach – VALUE-BASED PAYMENT Over Time Based on OUTCOME

OBJECTIVE

STRATEGIC APPROACH

1

**FAIR VALUE
RECOGNITION**

- ✓ *Lifetime cost-time effectiveness timeframe*
- ✓ *Base value only on patient QOL and Life Extension*

2

**SHARED
RISK**

- ✓ *Pay ONLY IF the treatment works*
- ✓ *Put UP TO 80% of the price at risk based on success*

3

**PER PATIENT
AFFORDABILITY**

- ✓ *Spread payments over UP TO A FIVE YEAR period*
- ✓ *NO PRICE INCREASES above CPI*

4

**HEALTH SYSTEM
AFFORDABILITY**

- ✓ *NO COST after payment period (vs. for life)*

Potential 2019 Catalysts

By Mid Year

LentiGlobin TDT

Northstar-2 (HGB-207) & Northstar-3 (HGB-212) Data Update

LentiGlobin SCD

HGB-206 Group C Data Update

bb2121 MM

KarMMa-2 & KarMMa-3 Study Start*

Pipeline

Analyst Day

By End of Year

LentiGlobin TDT

EU Approval & First Launch

Potential U.S. Filing

Northstar-2 and Northstar-3 Data Update

LentiGlobin SCD

HGB-210 Study Start

HGB-206 Group C Data Update

bb2121 MM

CRB-401 Data Update*

KarMMa-1 Data*

bb21217 MM

CRB-402 Data Update

Cash Position as of December 31, 2018: \$1.9B

CASH RUNWAY INTO 2022

