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): January 8, 2019

bluebird bio, Inc.
(Exact name of Registrant as Specified in Its Charter)

DELAWARE	001-35966	13-3680878
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)
60 Binney Street, Cambridge, MA (Address of Principal Executive Offices)		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 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 8.01 Other Events.

On January 8, 2019, bluebird bio, Inc. conducted an investor presentation at the 37th Annual J.P. Morgan Healthcare Conference in San Francisco, California. A copy of the presentation is filed as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Investor presentation provided by bluebird bio, Inc. on January 8, 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: January 8, 2019

bluebird bio, Inc.

By:/s/ Jason F. Cole
Jason F. Cole
Chief Legal Officer

Exhibit 99.1

bluebirdbio®

READY TO RECODE

37th Annual J.P. Morgan
Healthcare Conference

January 8, 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.

We **LIVE** By Our **Non-negotiables**

true blue | b colorful · b cooperative · b yourself

Our 2022 Vision -- Just Got BOLDER

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

Lenti-D CALD
2020 Potential Approval

LentiGlobin SCD
2022 Potential Filing/Approval

bb2121 Multiple Myeloma
2020 Potential Approval

4 Products on the Market

5+ Clinical Programs

1-2 INDs per year starting in 2020

UNPRECEDENTED OPPORTUNITY

Anticipated research, development, regulatory and commercial milestones

RECODE FOR LIFE

1

RECODE
THE SCIENCE

2

RECODE
THE SYSTEMS

3

RECODE
THE STATUS QUO

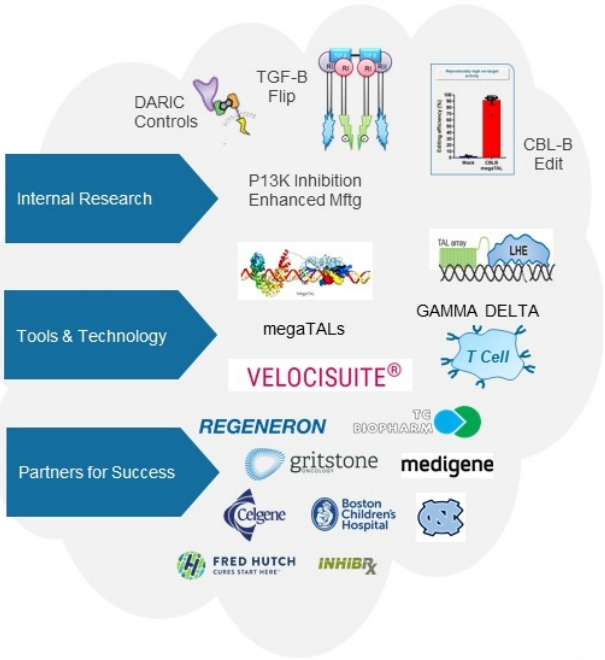
RECODE THE SCIENCE: R&D with SOUL

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
LentiGlobin™ Drug Product	Transfusion-Dependent β-Thalassemia Non-β^0/β^0				Worldwide
	Transfusion-Dependent β-Thalassemia β^0/β^0				
	Sickle Cell Disease			**	
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

Our Philosophy Applied in a Tumor Microenvironment

TUMOR TARGET

REGENERON

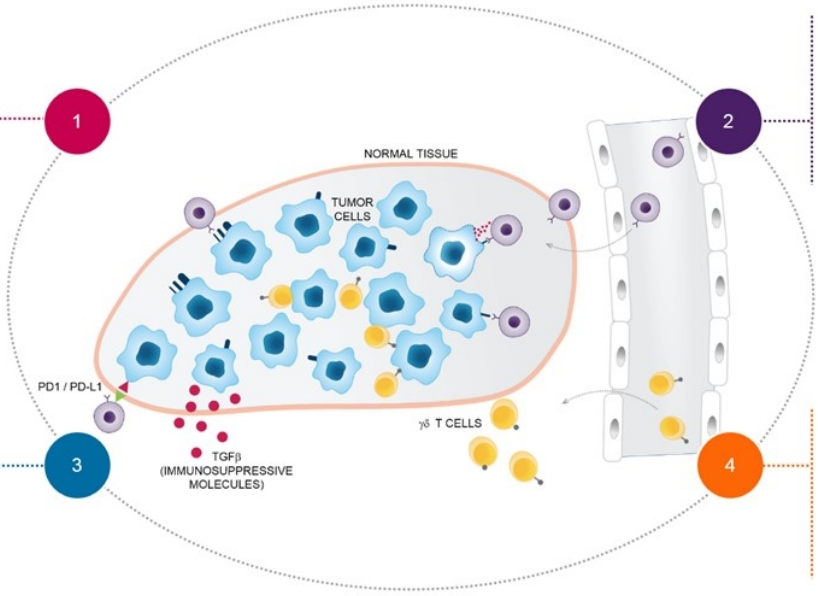
gritstone ONCOLOGY

BINDER TECHNOLOGY

REGENERON

medigene INHIBRX

gritstone ONCOLOGY



POTENCY ENHANCEMENT

PREGENEN

TAL array

LHE

T CELL TYPES / ALLO

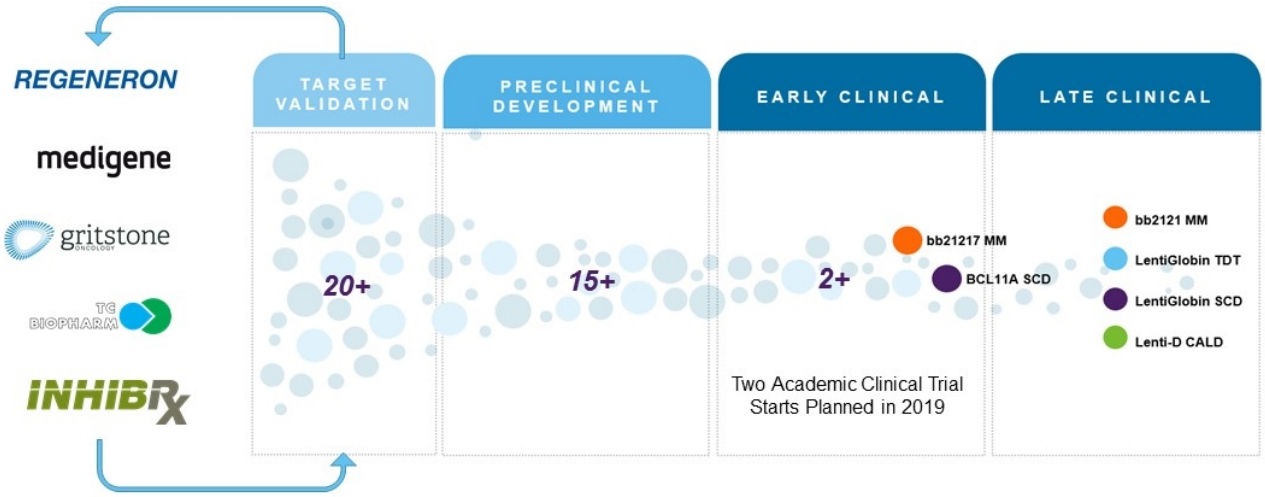
CRB-402

T Cell

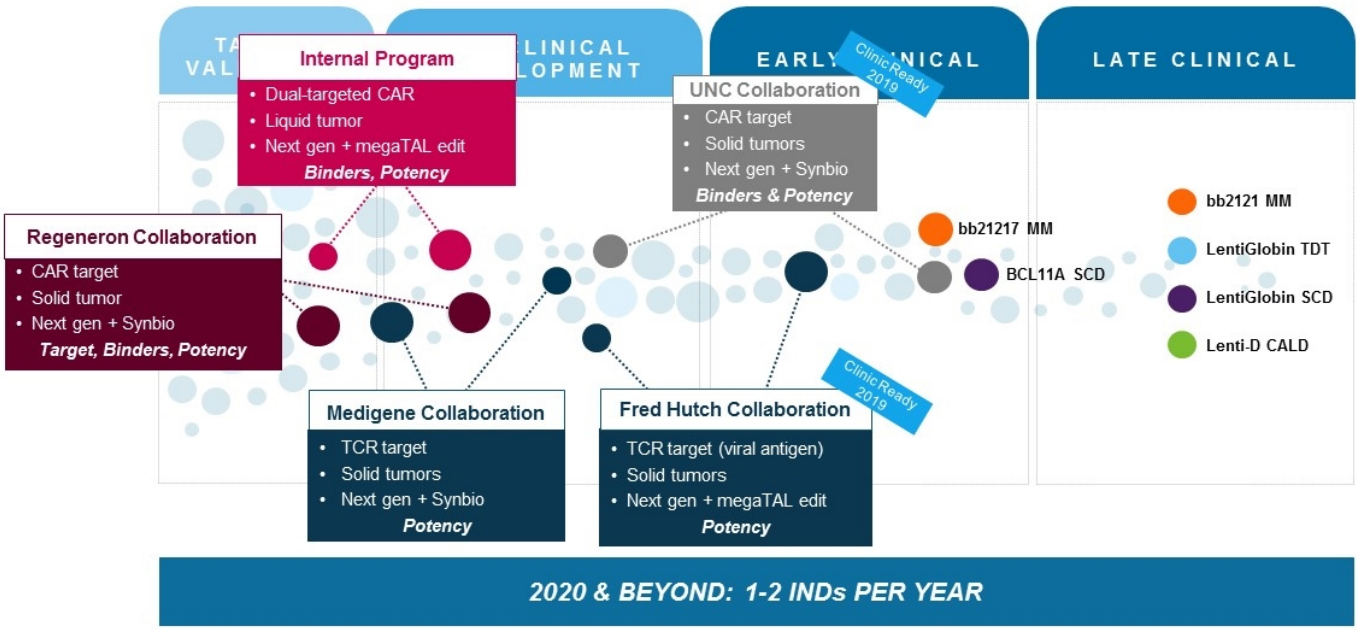
TC BIOPHARM

P13K Inhibition Enhanced Mftg

Oncology Pipeline Enabled by Our Partners and Our Core Technologies



Research Strategy Yielding Emerging Oncology Pipeline



RECODE FOR LIFE

1

RECODE
THE SCIENCE

2

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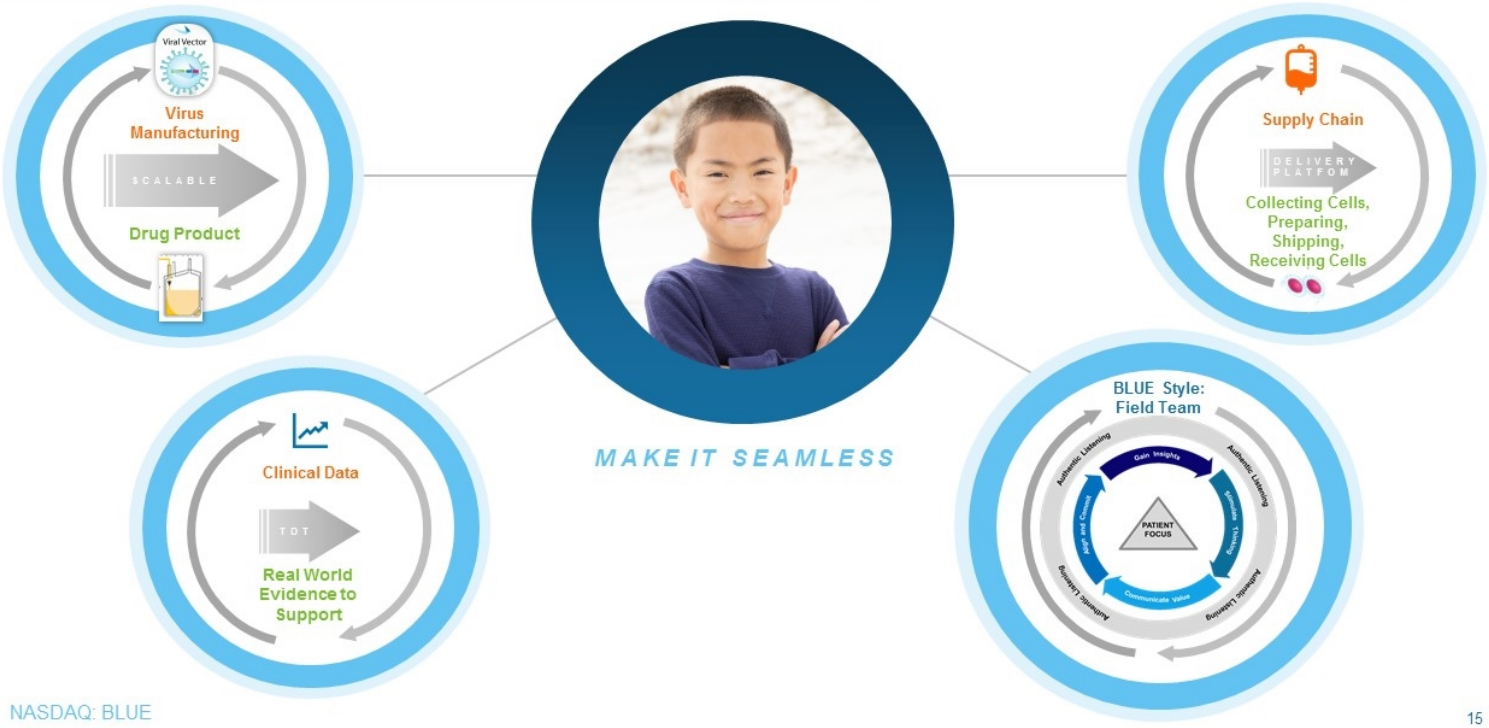
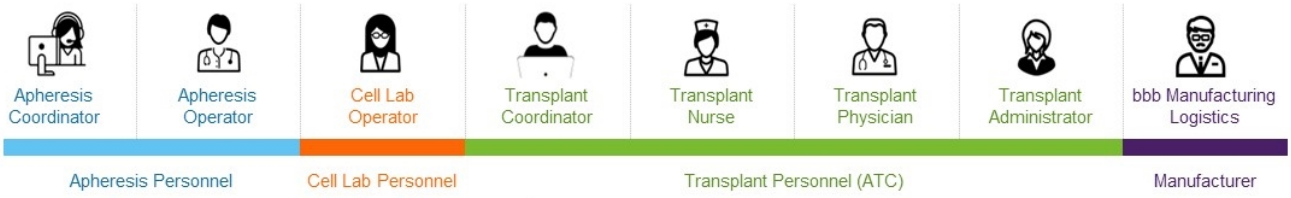
THE STATUS QUO

RECODE THE SYSTEMS: ANYTHING BUT TRADITIONAL

Platform Is Gearing Up for Launch



Preparing to Serve Patients in Europe in 2019



Launch Expectations:

1. Optimal patient experience through a seamless delivery network
2. Steady country by country launch with progressive build
3. Get the model right for long term success
4. Advance value-based payment over time reimbursement

1 Drug Product Manufacturing

Munich, Germany

&

9 Qualified Treatment Centers at 2019 Launch

3 - Germany
4 - Italy
2 - UK
4 - France (in 2020)*

*Will support future launches in 2020+

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Business of Cures – Complex with Lots of Questions, Perspectives, etc.

January 8, 2019

THE WALL STREET JOURNAL.

"Biotech Proposes Paying for Pricey Drugs by Installment"

Access and Reimbursement Model – A Major Opportunity Across Stakeholders

- System NOT setup for one-time potentially curative treatments
- Focus is on price, NOT on value
- Focus is on difficulties and barriers, NOT solutions
- Growing alignment on value & outcome based payment models

BLUEBIRD OPPORTUNITY

- **The Will To Recode**
- **One-Time Treatment**
- **Potentially Curative**
- **Product Engine**
- **Unconstrained**

Keep It Simple, Keep It Focused on the **Patient** & the Long Term

BLUE VALUE PRINCIPLES

- Focus on patient innovation and access
- Creative and disruptive
- Flexible and share risk
- Transparent, proud and proactive
- Don't do silly short sighted stuff

&

Unapologetically fund & reward innovation that matters

Focus on **real value** delivered to the patient & system

Don't truncate value because it's a one-time potentially curative treatment

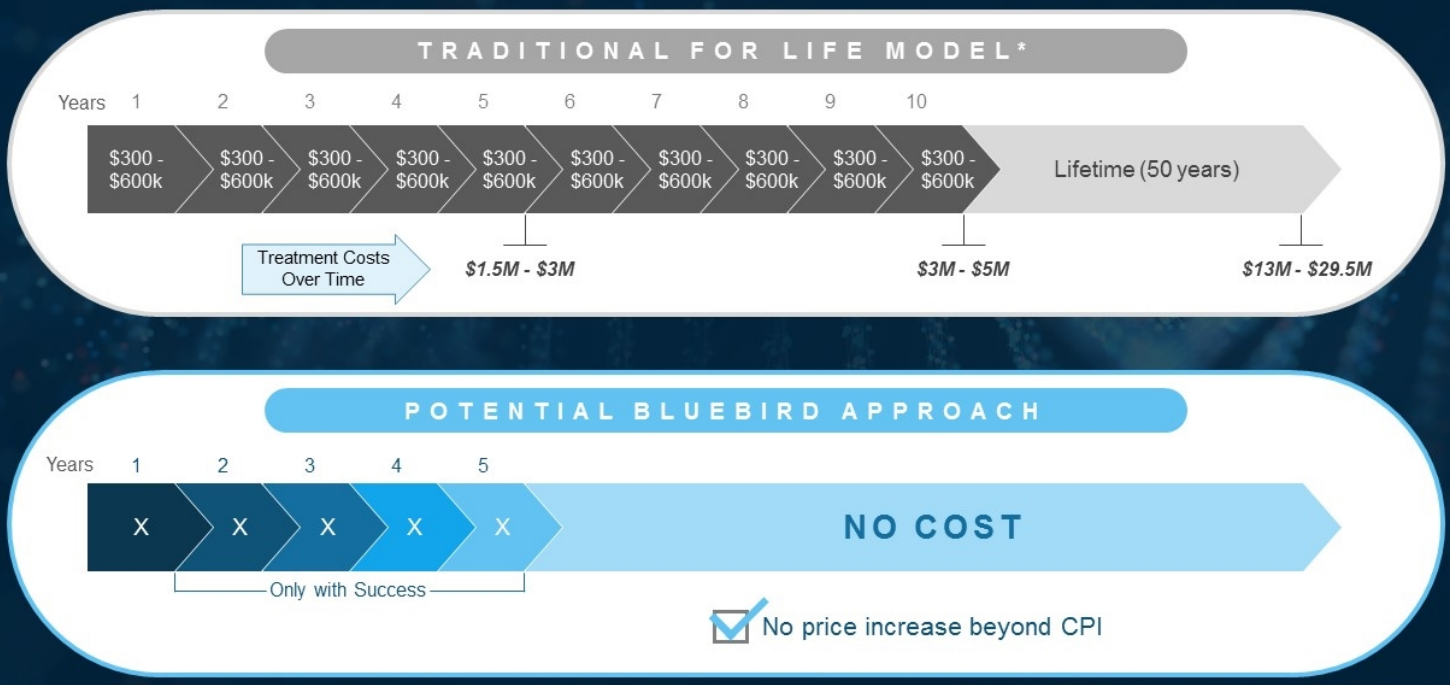
Don't price at what you can get away with or what the market can bear

Our Goal Is to Simultaneously Achieve Five Key Objectives

1. **BLUE** has **CONVICTION** in the **VALUE** of the **LIFELONG** transformative benefit that our therapies may bring to patients, physicians, caregivers, healthcare systems and society at large
2. **BLUE** is willing to **SHARE** the **RISK** of uncertainty to **PROVE** the life long value of its therapies
3. **BLUE** wants to make its treatments **AFFORDABLE** so **PATIENTS (and SYSTEM)** can actually **REALIZE** the **VALUE** of its therapies
4.
5. **BLUE** wants to be a **CATALYST** for **CHANGE** to establish a **SUSTAINABLE MODEL** for pricing & reimbursement of gene therapies

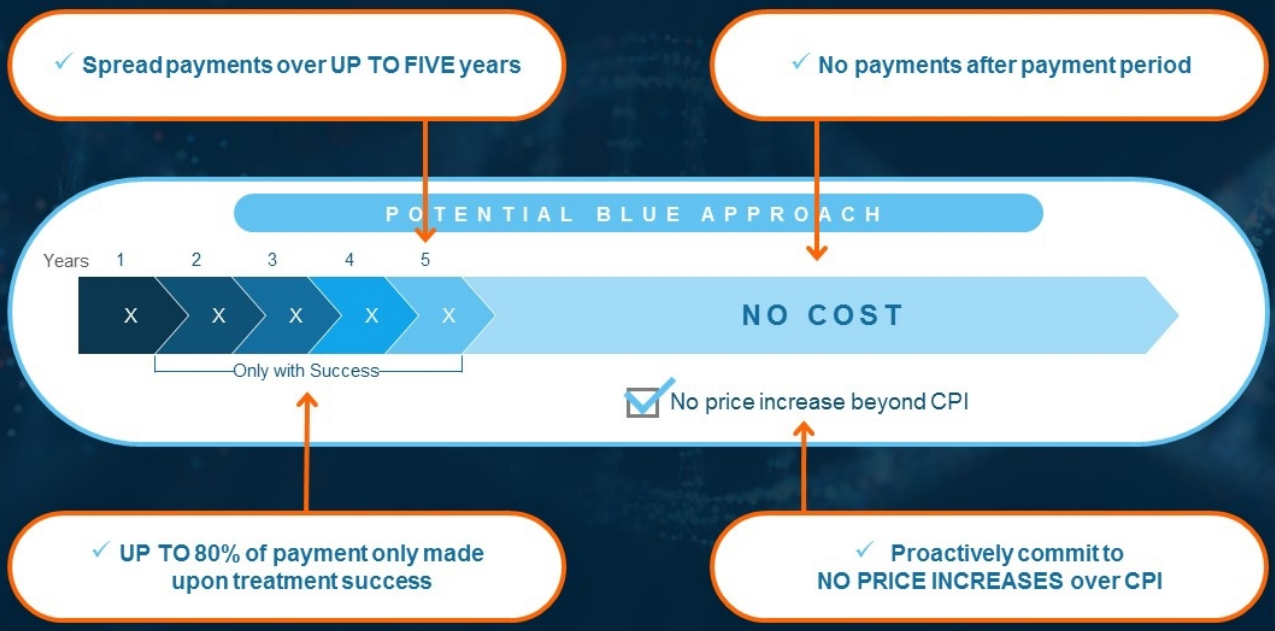
Approach – VALUE-BASED PAYMENT Over Time Based on OUTCOME

Payment Model – Patient **and** System Friendly



*Ranges based on 2018 U.S. list prices from a sampling of seven chronic rare disease therapies.

Payment Model – Sharing Risk & Value with the System



Not the Easy Path but the Challenges Are Solvable

TRACKABILITY?

- **Challenge**: How do you define and track outcomes?
- **Possible Solutions**: Payer to use claims and/or registry data

PORTABILITY?

- **Challenge**: What happens when patient changes payer?
- **Possible Solutions**: Address in contract negotiation, mutual recognition strategy across payers, etc.

BEST PRICE?

- **Challenge**: How do you handle Medicaid "Best Price" rules?
- **Possible Solutions**: Innovative federal or state pilot programs or waivers

VALUE-BASED PAYMENT Over Time Based on OUTCOMES

OBJECTIVE	STRATEGIC APPROACH
1 FAIR VALUE RECOGNITION	✓ *Lifetime cost-time effectiveness timeframe* ✓ *Base value only on patient QOL and Life Extension*

What is the value that LentiGlobin can bring to TDT patients, payers, system and society?

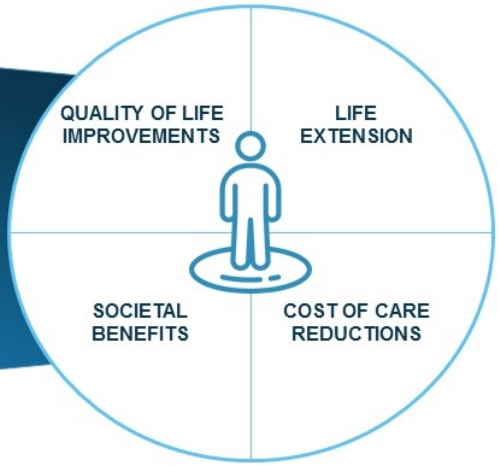
AND how can it be fairly measured?

What Value Can LentiGlobin Bring to TDT Patients, Payers and System?

Disease and treatment-related burden builds up over time and can even lead to early death

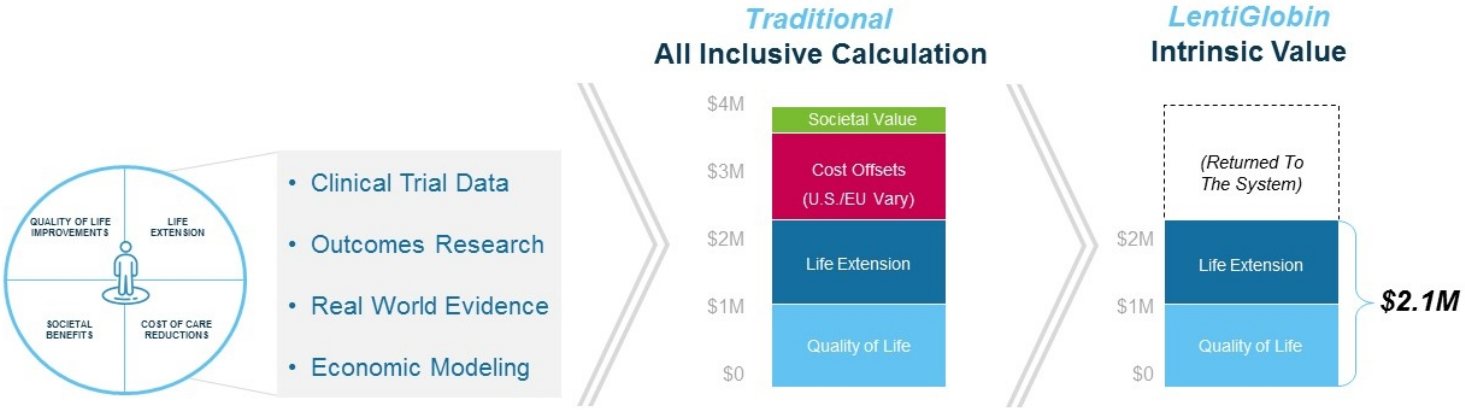
Impact of One-Time Potentially Curative Treatment?

LentiGlobin, if successful, has the potential to relieve patients of their daily disease and treatment-related burden, and patients may live a longer life



Cost Effective Analysis Focused on Actual Patient Value: QOL and Life Extension

THE VALUE AT WHICH TREATMENT IS COST EFFECTIVE* *(NOT PRICE)*



The actual LentiGlobin price is TBD, but will not exceed the intrinsic value (total value minus cost offsets).

**We have quantified the impact on patient quality of life, survival, treatment cost and society using established modeling techniques*

Catalyst for Change - **Recode the Status Quo for the Better**

- Value-based payment over time tied to outcomes
- Base value only on **actual patient value** (no offsets)
- Payments **over ~5 years** with **up to 80% at risk**
- **No price increases** beyond CPI
- Actual price TBD, but will **not exceed intrinsic value**

5 CATALYST FOR CHANGE


WE RECODE
FOR LIFE
Our ambition is to recode science,
systems and the status quo,
so lives can be lived fully.