



2020 Annual Meeting of Stockholders

RULES FOR CONDUCT

We welcome you to the 2020 Annual Meeting of Stockholders of bluebird bio, Inc. (the “Company”). In order to conduct an informative and constructive meeting, we would appreciate your assistance in observing the following general guidelines.

- Our Company’s bylaws describe requirements for meetings of our stockholders and the Chair of the Annual Meeting will conduct the meeting consistent with those requirements.
- Attendees at the meeting are not permitted to record the Annual Meeting. A webcast playback will be available at www.virtualshareholdermeeting.com/BLUE2020 24 hours after the completion of the meeting, for a period of 1 year.
- Because this is a meeting of our stockholders, only our stockholders are permitted to ask questions during the Annual Meeting. You need to have held stock as of the close of business on the record date of April 23, 2020 to vote or submit questions while participating in the virtual Annual Meeting. To vote or submit questions, please do so using the virtual portal. If you have voted your shares prior to the start of the Annual Meeting, your vote has been received by the Company’s inspector of elections and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
- If a stockholder has a question about one of the matters to be voted on by the stockholders at the Annual Meeting, such question may be submitted in the field provided in the web portal at or before the time the matters are before the Annual Meeting for consideration. We will answer questions on any matter to be voted on by the stockholders at the Annual Meeting before the voting on such matter is closed.
- All questions presented at the Annual Meeting should relate directly to the items to be voted on at the Annual Meeting.
- In an effort to provide everyone with an opportunity to ask questions, questions will be limited to one per stockholder. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
- If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, questions may be submitted to our investor relations department by contacting them by email at investor@bluebirdbio.com.