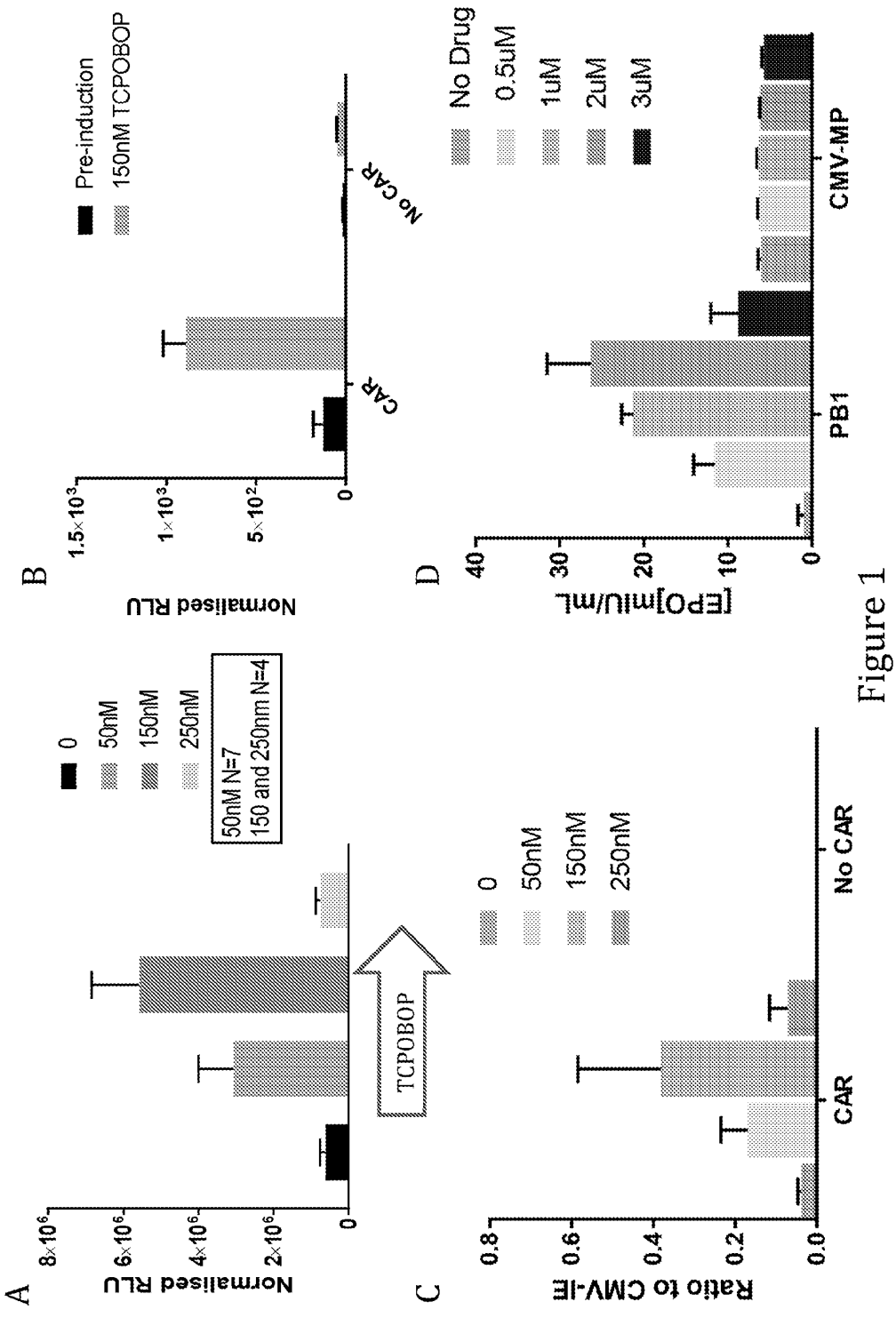

A
Normalised RLU
8×10^6
6×10^6
4×10^6
2×10^6
0
0
50nM
150nM
250nM
50nM N=7
150 and 250nm N=4
TCPOBOP
B
Normalised RLU
1.5×10^3
1×10^3
5×10^2
0
Pre-induction
150nM TCPOBOP
CAR
No CAR
C
Ratio to CMV-IE
0.8
0.6
0.4
0.2
0.0
0
50nM
150nM
250nM
CAR
No CAR
D
[EPO]mIU/mL
40
30
20
10
0
No Drug
0.5uM
1uM
2uM
3uM
PB1
CMV-MP

Figure 1

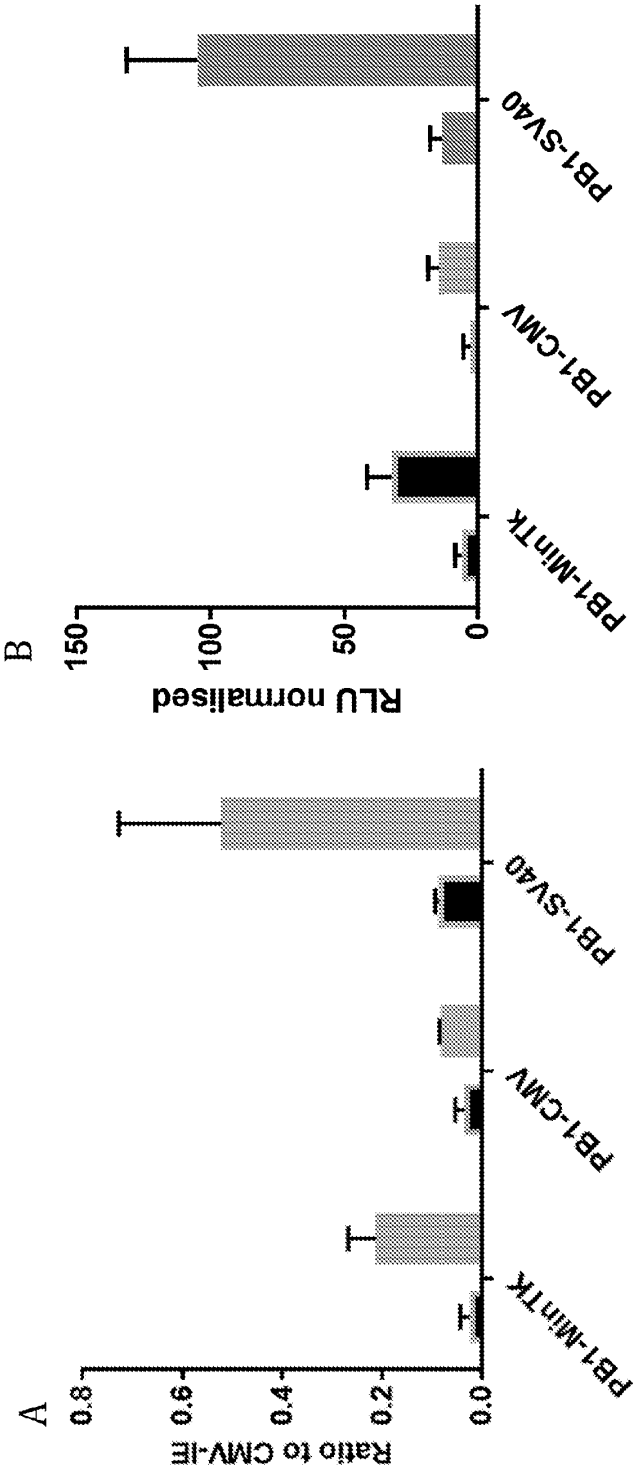

A
Ratio to CMV-IE
0.0
0.2
0.4
0.6
0.8
PB1-MinTk
PB1-CMV
PB1-SV40
B
RLU normalised
0
50
100
150
PB1-MinTk
PB1-CMV
PB1-SV40

Figure 2

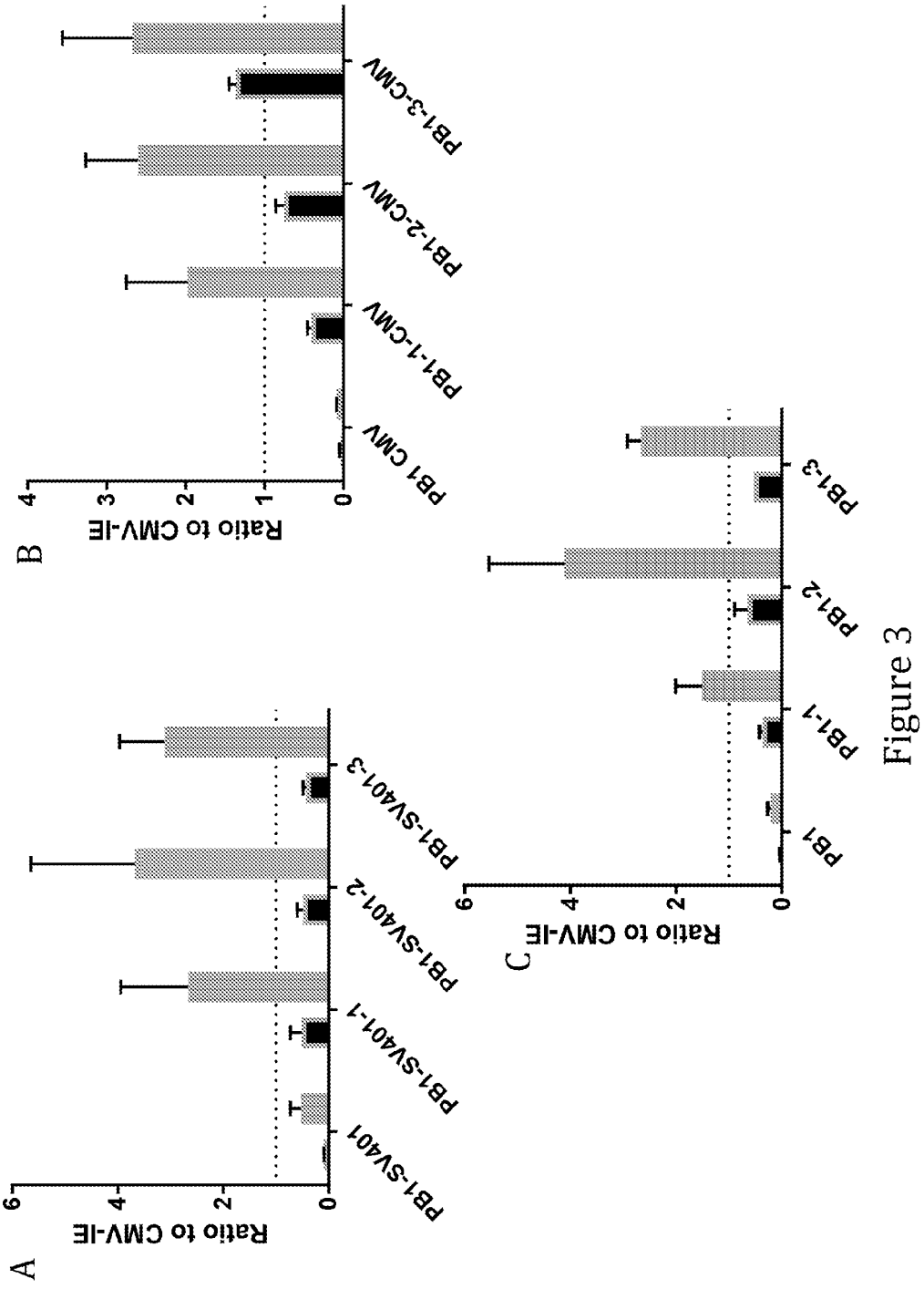

A
Ratio to CMV-IE
0
2
4
6
PB1-SV40
PB1-SV40-1
PB1-SV40-2
PB1-SV40-3
B
Ratio to CMV-IE
0
1
2
3
4
PB1 CMV
PB1-1-CMV
PB1-2-CMV
PB1-3-CMV
C
Ratio to CMV-IE
0
2
4
6
PB1
PB1-1
PB1-2
PB1-3

Figure 3

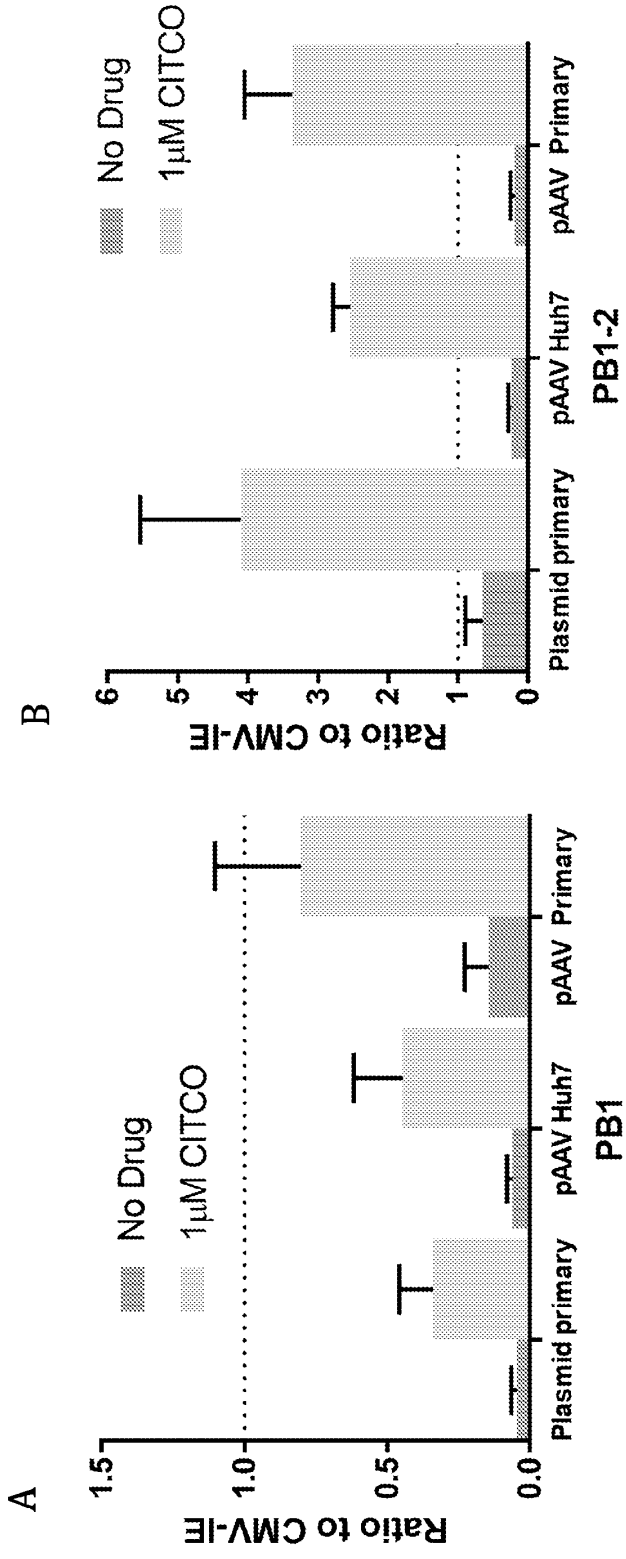

A
Ratio to CMV-IE
1.5
1.0
0.5
0.0
No Drug
1μM CITCO
Plasmid primary
pAAV Huh7
pAAV Primary
PB1
B
Ratio to CMV-IE
6
5
4
3
2
1
0
No Drug
1μM CITCO
Plasmid primary
pAAV Huh7
pAAV Primary
PB1-2

Figure 4

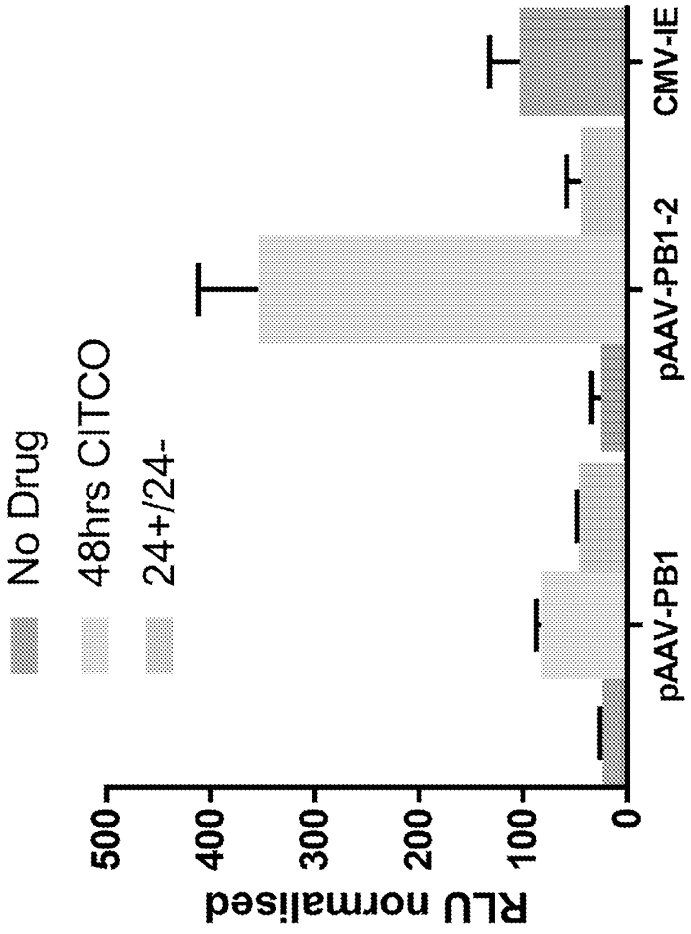

No Drug
48hrs CITCO
24+/24-
RLU normalised
500
400
300
200
100
0
pAAV-PB1
pAAV-PB1-2
CMV-IE

Figure 5

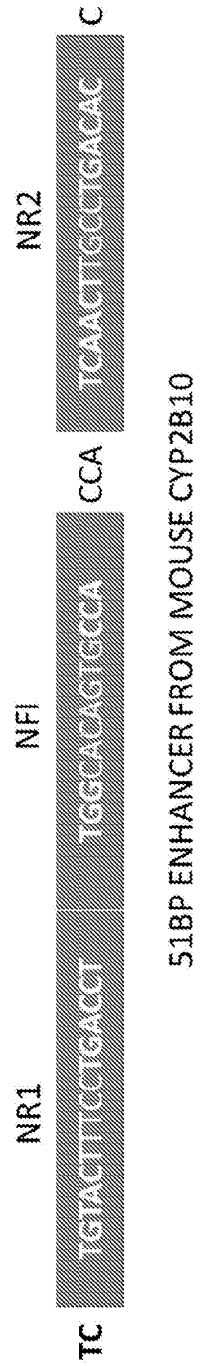

NR1
NFI
NR2
TC
TGTACTTTGCCTGAGCCT
TGGCCACAGTGCCCA
CCA
TCAACTTGCCTGACAC
C
51BP ENHANCER FROM MOUSE CYP2B10

Figure 6

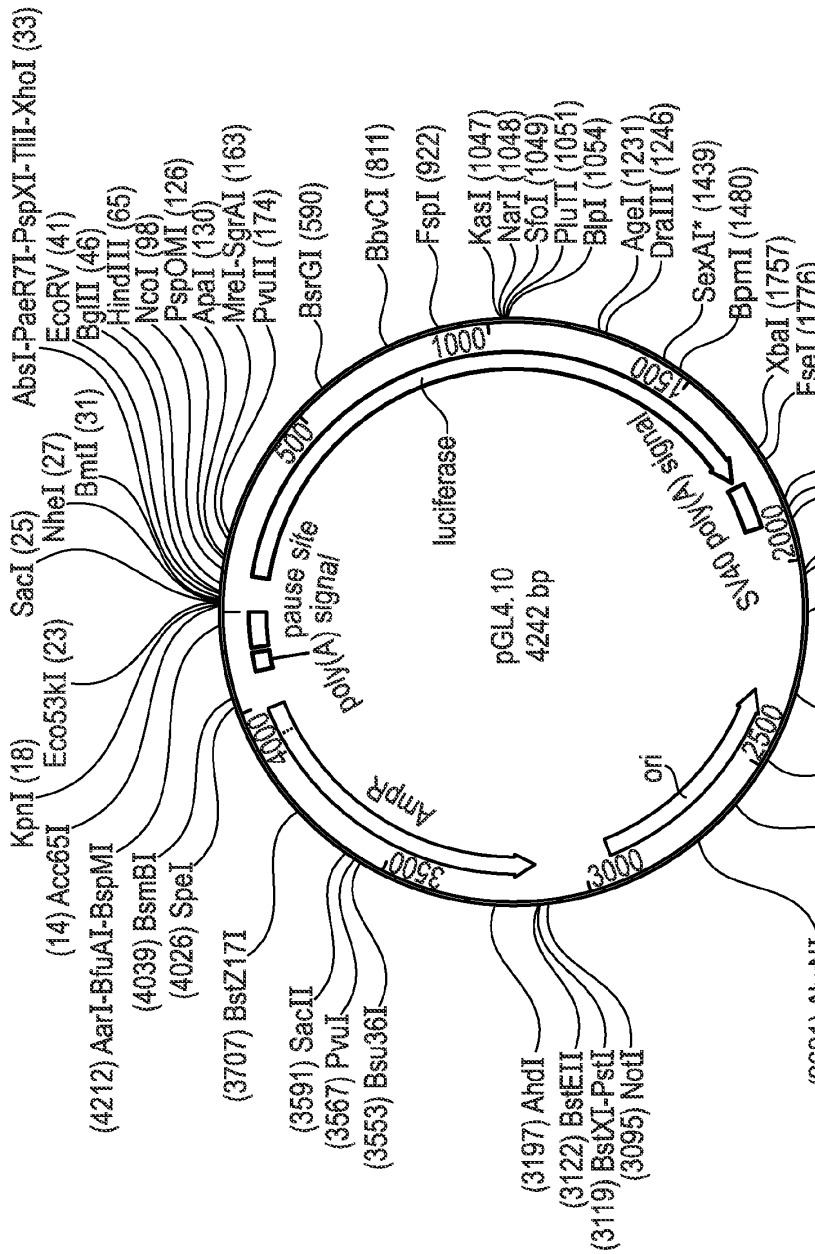

pGL4.10
4242 bp
luciferase
pause site
poly(A) signal
SV40 poly(A) signal
AmpR
ori
500
1000
1500
2000
2500
3000
3500
4000
AbsI-PaeR7I-PspXI-TliI-XhoI (33)
EcoRV (41)
BglII (46)
HindIII (65)
NcoI (98)
PspOMI (126)
ApaI (130)
MreI-SgrAI (163)
PvuII (174)
BsrGI (590)
BbvCI (811)
FspI (922)
KasI (1047)
NarI (1048)
SfoI (1049)
PluTI (1051)
BlpI (1054)
AgeI (1231)
DraIII (1246)
SexAI* (1439)
BpmI (1480)
XbaI (1757)
FseI (1776)
ApoI (1862)
PsiI (1897)
MfeI (1926)
BamHI (2019)
SalI (2025)
PshAI (2090)
(2275) AflIII-PciI
(2478) BciVI
(2589) ApaLI
(2691) AlwNI
(3095) NotI
(3119) BstXI-PstI
(3122) BstEII
(3197) AhdI
(3553) Bsu36I
(3567) PvuI
(3591) SacII
(3707) BstZ17I
(4026) SpeI
(4039) BsmBI
(4212) AarI-BfuAI-BspMI
(14) Acc65I
Eco53kI (23)
KpnI (18)
SacI (25)
NheI (27)
BmtI (31)

Fig. 7

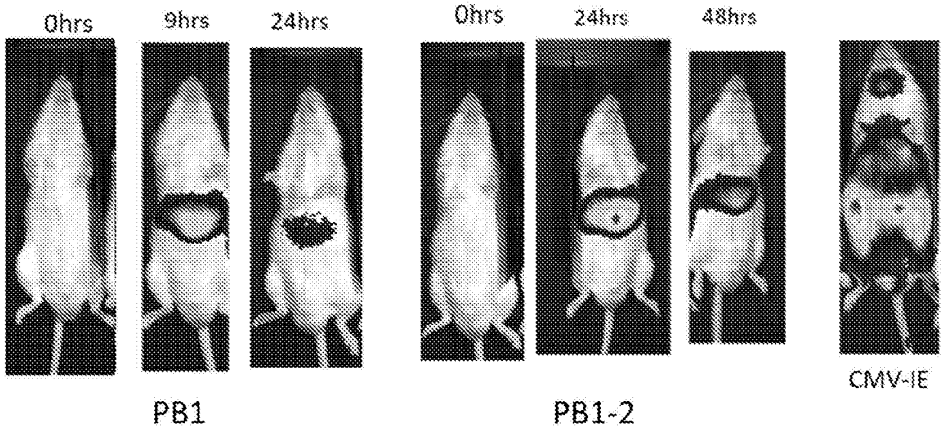



Figure 8A

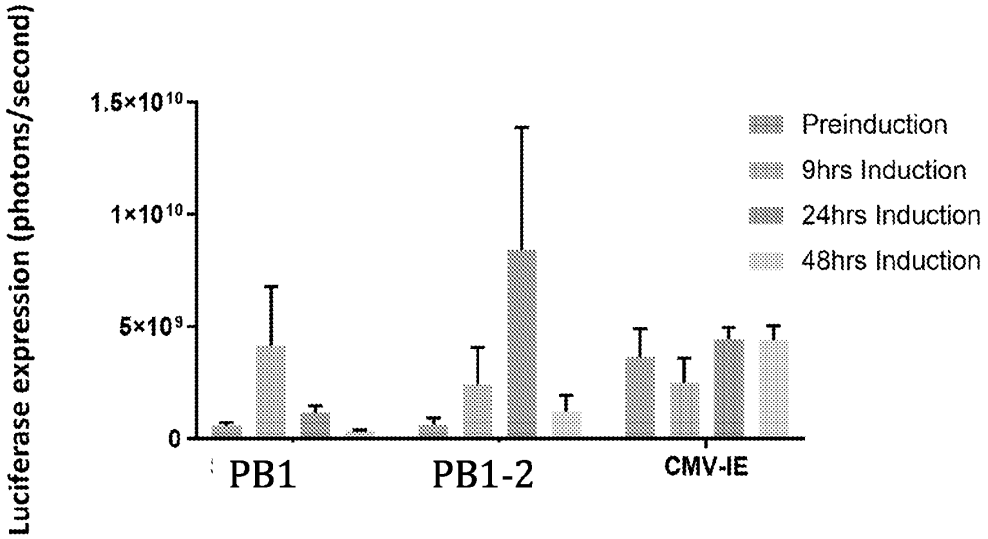



Figure 8B

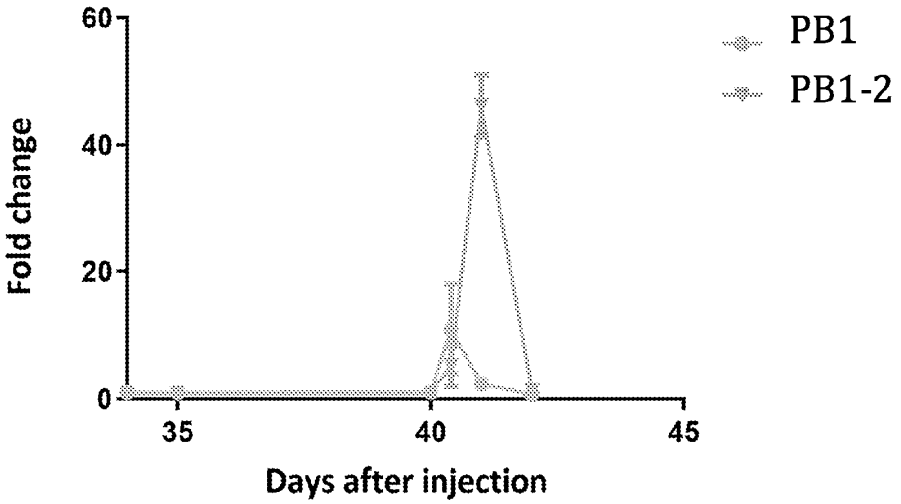



Figure 8C

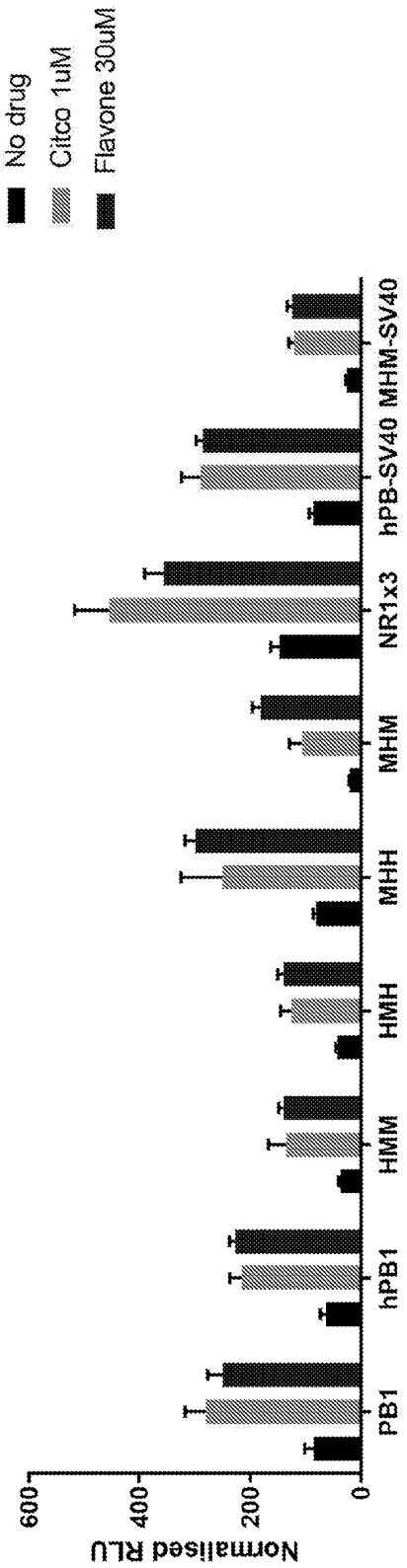

No drug
Citco 1uM
Flavone 30uM
Normalised RLU
0
200
400
600
PB1
hPB1
HMM
HMH
MHH
MHM
NR1x3
hPB-SV40
MHM-SV40

Figure 9

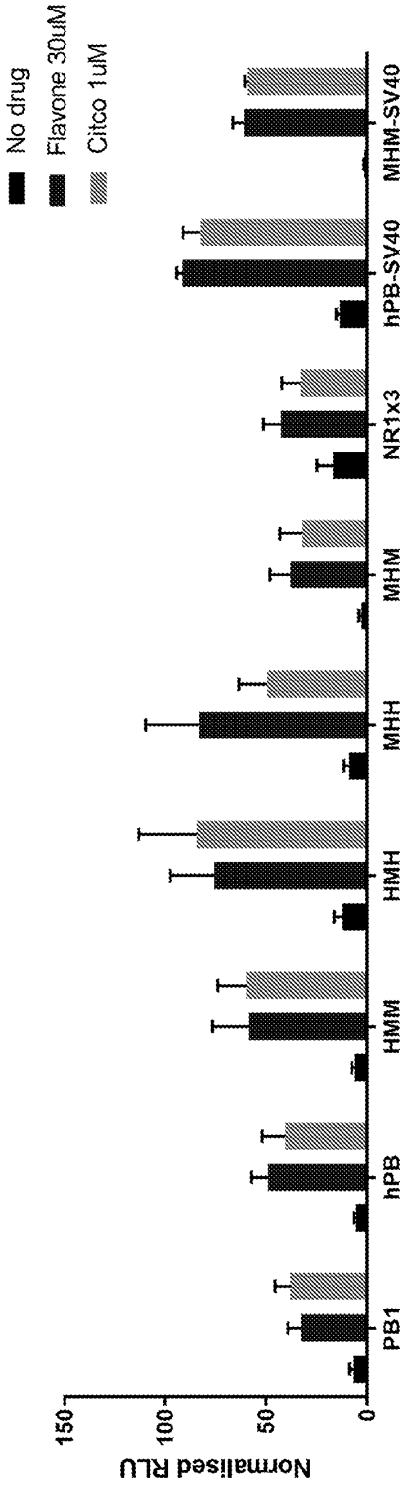

No drug
Flavone 30uM
Citco 1uM
Normalised RLU
150
100
50
0
PB1
hPB
HMM
HMH
MHH
MHM
NR1x3
hPB-SV40
MHM-SV40

Figure 10

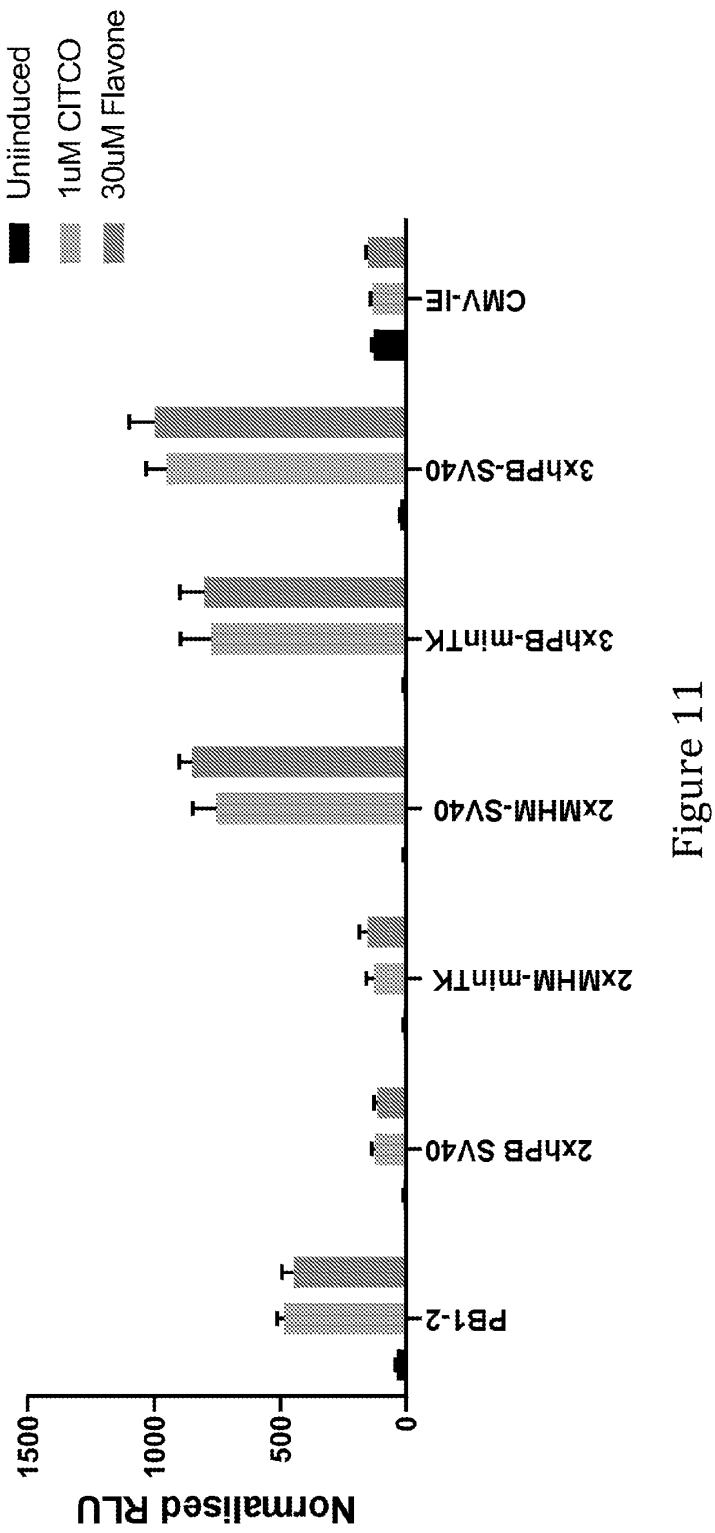

Uniinduced
1uM CITCO
30uM Flavone
Normalised RLU
1500
1000
500
0
PB1-2
2xhPB SV40
2xMHM-minTK
2xMHM-SV40
3xhPB-minTK
3xhPB-SV40
CMV-IE

Figure 11

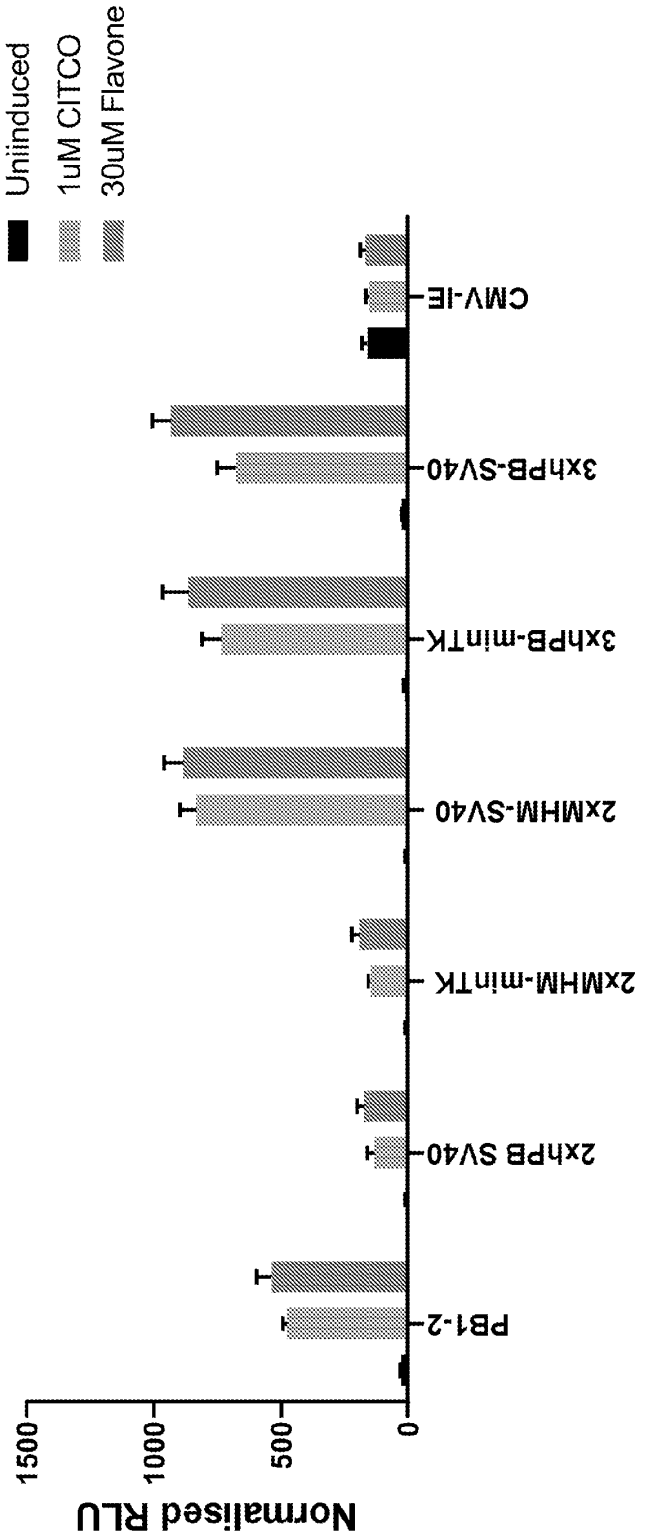

Uniinduced
1uM CITCO
30uM Flavone
Normalised RLU
0
500
1000
1500
PB1-2
2xhPB SV40
2xMHM-minTK
2xMHM-SV40
3xhPB-minTK
3xhPB-SV40
CMV-IE

Figure 12