6. The pharmaceutical product according to claim 5, wherein component A is administered at fixed doses between 4 and 16mg, and component B is administered at a fixed dose of 1200mg.

7. The pharmaceutical product according to claim 6, wherein administration of components A and B is separated by 1 to 42 days, preferably by 1, or 7, or 14 or 21 or 42 days.

8. The pharmaceutical product according to claim 7, wherein component A is administered from 1 to 4 times together with component B, and subsequently treatment continues only with component B until disease progression.

9. The pharmaceutical product according to any one of claims 1 to 8 for the treatment of cancer, preferably solid tumors.

10. The use of an antibody, or an antigen-binding portion thereof, that specifically binds to and activates human CD40; and a PD-L1 antibody for the manufacture of a medicament for the combined, sequential or simultaneous, treatment of a proliferative disease, such as cancer preferably solid tumors.

11. The pharmaceutical product according to claim 1, further comprising as a third component (C) a cytokine inhibitor.

12. The pharmaceutical product according to claim 11, wherein the cytokine inhibitor is an anti-TNF alpha antibody.

13. A kit comprising a pharmaceutical product according to any one of claims 1 to 12 together with instructions how to use it.

14. A method for treating a patient having cancer comprising administering to said patient a pharmaceutical product according to any one of claims 1 to 12.

~~15. The novel products, methods and uses substantially as described herein.~~