## Table S1. Real-time PCR primers and probes used in the study

| Gene name | Forward primer | Reverse primer |
|---|---|---|
| **BZLF1** | 5′-ACGACGCACACGGAAACC-3′ | 5′-CTTGGCCCGGCATTTTCT-3′ |
| **BRLF1** | 5′-TTGGGCCATTCTCCGAAAC-3′ | 5′-TATAGGGCACGCGATGGAA-3′ |
| **BMLF1** | 5′-CCCGAACTAGCAGCATTTCCT-3′ | 5′-GACCGCTTCGAGTTCCAGAA-3′ |
| **BLNF2a** | 5′-TGGAGCGTGCTTTGCTAGAG-3′ | 5′-GGCCTGGTCTCCGTAGAAGAG-3′ |
| **BALF4** | 5′-CCAGCTTTCCTTTCCGAGTCT-3′ | 5′-ACACTGGATGTCCGAGGAGAA-3′ |

| Gene name | Probe |
|---|---|
| **BZLF1** | 5´-GCATTCCTCCAGCGATTCTGGCTGTT-3´ |
| **BRLF1** | 5´-AGACGGGCTGAGAATGCCGGC-3´ |
| **BMLF1** | 5´-AACGAGGATCCCGCAGAGAGCCA-3´ |
| **BLNF2a** | 5´-CCTCTGCCTGCGGCCTGCC-3´ |
| **BALF4** | 5´-TCCAGCCACGGCGACCTGTTC-3´ |

**Table S2. Applied Biosystems gene expression assays used in the study**

| Gene name | Gene expression assay number |
|---|---|
| **BCL2A1** | Hs00187845_m1 |
| **BCL6** | Hs00277037_m1 |
| **CD20** | Hs01585412_m1 |
| **CCL22** | Hs99999075_m1 |
| **CIITA** | Hs00172106_m1 |
| **RFX5** | Hs00230841_m1 |
| **HSPA1A** | Hs00359163_s1 |
| **BLIMP1 (PRDM1) *α* isoform** | Hs01068508_m1 |
| **IRF4** | Hs01056534_m1 |
| **MYC** | Hs99999003_m1 |
| **PAX5** | Hs00172003_m1 |
| **β2m** | 4310886E |
| **GAPDH** | 4310884E |

**Figure S1. Differential expression of BLIMP1 target genes in plasma cells, memory cells, or both, compared to centrocytes**

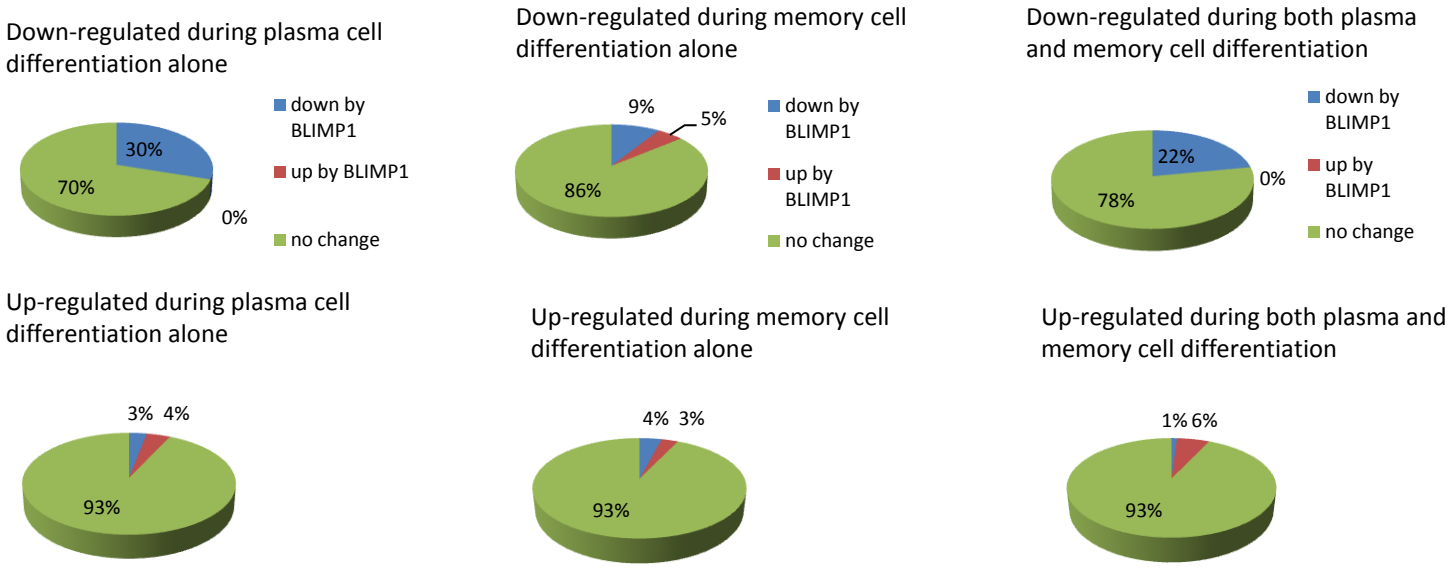
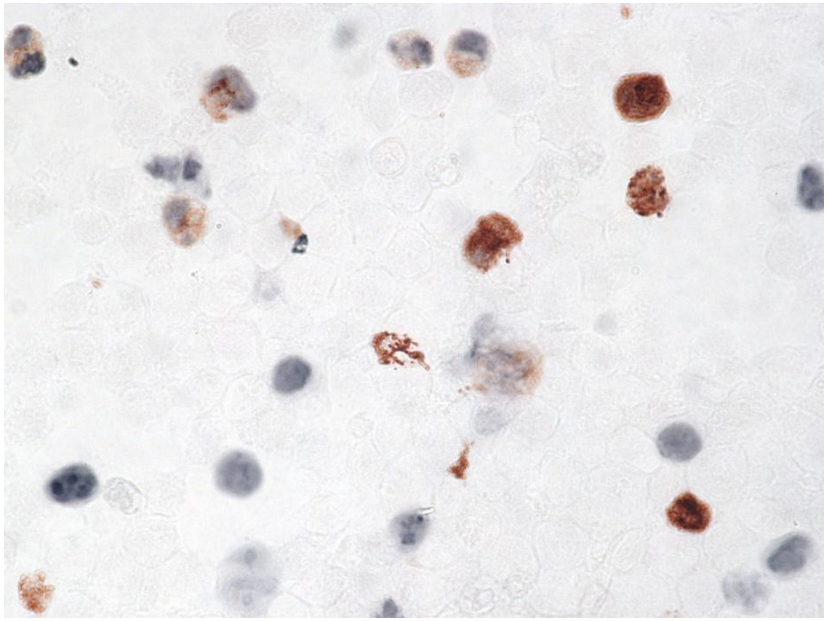
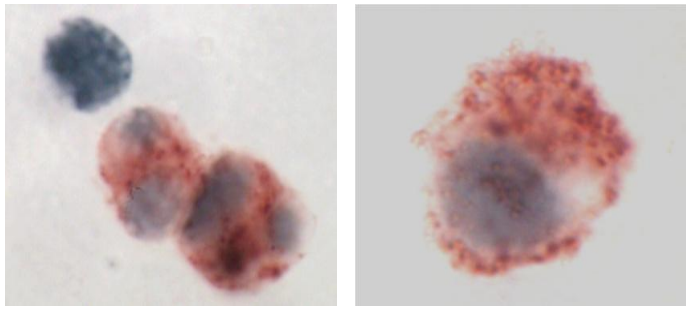


**Figure S2. BLIMP1α and EBV lytic cycle genes are co-expressed in B95.8 cells**

A

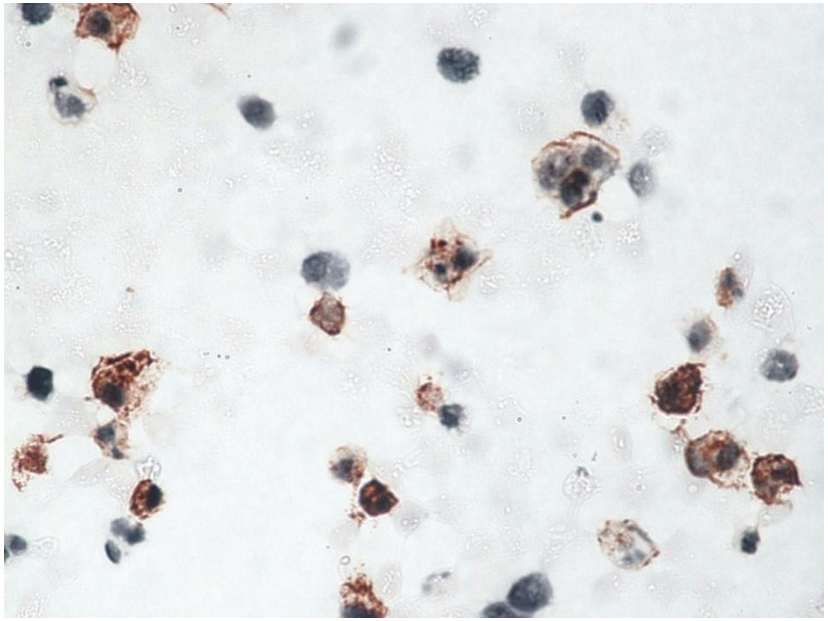
BLIMP1α (grey) and VCA (red)





B

BLIMP1α (grey) and gp350 (red)



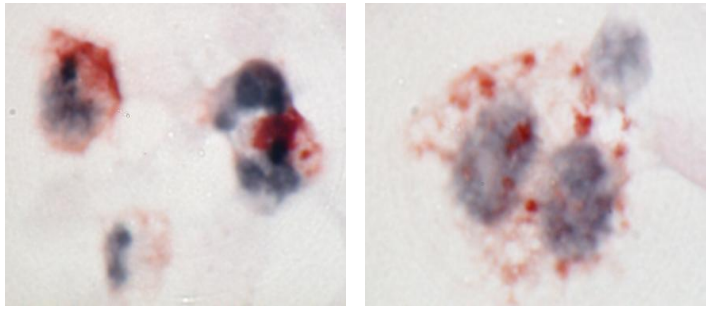


**Figure S3. Viability of LMP1-tranfected GC B cells compared with empty vector control-transfected GC B cells**