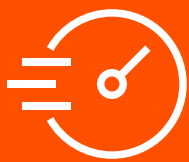




Your questions today, your knowledge tomorrow.



RAPID



RIGHT



REACH



RELEVANT

- Rapid precision insights
- Unparalleled access to verified high quality community of cancer treaters & experts
- Strong coverage across all cancer types: solid tumors, hematological malignancies, their subsets and rare tumors
- Flexible & adaptable: Complex to micro quant or qual studies; variety of methodologies/ approaches
- Transparent, simple processes
- Agile solution to meet your needs globally

UNIQUE PROPRIETARY ASSETS

Leading Oncology Network

120,000+
Global Cancer Treaters

{ 55,000+ US/Can
40,000+ EU
25,000+ Global

40,000+ Identified
Med/Hem Oncologists

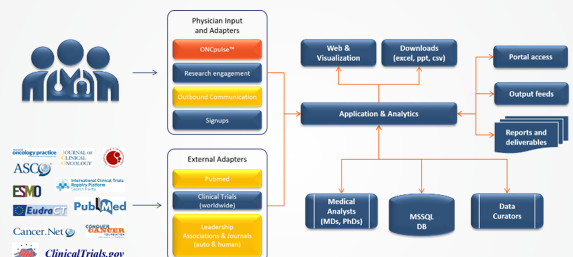
{ 17,000+ US/Can
19,000+ EU
6,000+ Global

12,000+ Identified
ThoughtLeaders

{ 6,000+ US/Can
4,000+ EU
2,000+ Global

World's largest verified community of treaters, experts and ThoughtLeaders in oncology.

MDoutlook Technology



Proven technology foundation for insights and deliverables

Trusted agile partner to life science companies in oncology with rich experience and expertise spanning more than ten years.

ANNUAL SUBSCRIPTION PACKAGE AVAILABLE PER DISEASE AREA

| ONCpulse™ Quant | |
|--|--|
| Complex-Quant or micro-Quant | Rapid response from recruitment to results using transparent & quality compliant survey process with medical analyst oversight |
| Targeted physicians | Verified, screened cancer treaters and experts from variety of settings (community, academic, primary & secondary) |
| Sample size (examples) | 25, 50 & 100 qualified physicians |
| Method | Minimum 2 custom questions with 1 screening question. Packages of 10, 20, 30 questions |
| Timeframe guidance | Typically 3-5 business days from approval to insights. Real-time insights available |
| Geography | Focus on US & EU. Global coverage available |
| Deliverables – Fast Answer Access | Analysis report with 1 slide per question; raw data file; client portal; medical analyst support; ThoughtLeader profile access |
| Client engagement – taking the next step | Submit topic or draft questions. Approval questions and across process where required. Compliant to industry codes & standards |

| ONCpulse™ Qual | |
|--|---|
| Complex-Qual or micro-Qual | Rapid response from recruitment to results using transparent & quality compliant survey process with medical analyst oversight |
| Targeted physicians | Cancer treaters and experts from variety of settings (community, academic, primary & secondary) and /or ThoughtLeaders for direct engagement |
| Sample size (examples) | 10, 15 & 20 qualified and engaged physicians |
| Method | Minimum 2 physicians engaged for 60 min client-conducted meeting (phone, web, IDI). Optional in-person, focus groups, ThoughtLeader advisory group. |
| Timeframe guidance | Typically 3-5 business days from approval to insights Real-time insights available |
| Geography | Focus on US & EU. Global coverage available |
| Deliverables – Fast Answer Access | Engaged physicians; contracting; client portal; medical analyst support time Optional moderation, reporting, ThoughtLeader profile access |
| Client engagement – taking the next step | Provide target profile and timeframe; approval of candidates. Transparent approval process. Compliant to industry codes & standards |

Driving optimal value and efficiency for clients to plan and buy their annual research

SAMPLE EXPERIENCE



MDoutlook® Oncology Intelligence **ONCpulse**
Brand A – TPP for refractory metastatic Gastric Cancer – US oncologists' review of messaging

Research objectives and methodology

Objective
1. To provide an immediate feedback and relative ratings on statements taken from the Brand A metastatic Gastric Cancer (mGC) TPP

Quantitative
• 17 question online-survey to US-based Medical Oncologists and Hematologic Oncologists with clinical interest in Gastric or GI cancers
• Minimum 5 patients with mGC under their care
• At least 2 patients receiving 3rd line or later treatment or receiving only best supportive care
• Total sample achieved: 41
• Fielded in 4 days

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