

TECHNOLOGY COMPANY

NEW BUSINESS INVESTOR CAPABILITIES PRESENTATION

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PAIN POINT IDENTIFYING AND FILLING CONTENT GAPS



Content needs are missed due to overly simplified customer segmentation.



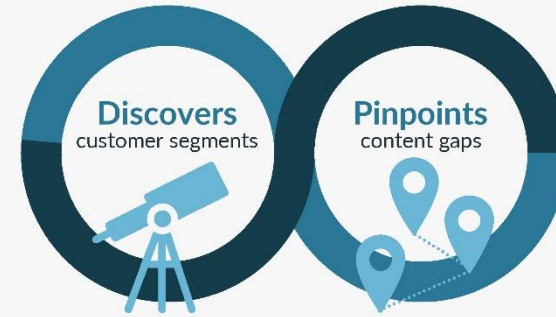
People aren't available to quickly fill content gaps or improve what's already created.

4

OUR DATA-DRIVEN SOLUTION



Big data platform, data science, and machine learning



- Personalize outreach
- Increase conversion
- Increase engagement
- Measure success

7

CHALLENGE FOR DIGITAL MARKETERS TODAY



Marketers need to **personalize email outreach** to their customers to **increase conversion and engagement**. But, this requires a lot of continuous, painstaking manual work.

Segmenting customers into granular cohorts

Identifying and filling content gaps

Configuring applications that target content to customer segments

Measuring engagement and conversion

2

PAIN POINT GRANULAR CUSTOMER SEGMENTATION



Manual segmentation results in coarse definitions and personas that rarely match customers' true interests.

These segments don't evolve as customers' behavior changes (e.g., buyer's journey).



3

FINANCE COMPANY

CAPABILITIES PRESENTATION

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MANY COMPANIES IN THESE MARKETS SHOULD BE BASED HERE IN THE CHICAGO METRO AREA AND THE MIDWEST

- Dunrath is based here, focused here
- Proven Chicago deal track record and strong network
- Opportunity to make Chicago and the Midwest a center for infrastructure security


DUNRATH CAPITAL

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COMMERCIAL APPLICATIONS BY TAM

→ While estimates of the total addressable market (“TAM”) for industries within the commercial landscape varies widely, new regulations should no doubt spur growth and development across opportunities

→ A March 2016 report by Goldman Sachs estimates the US commercial UAS market to total \$3.6B over the next five years. These estimates exclude market opportunities arising from the use of UAS in telecommunications and delivery




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WE’VE EXPLORED ALL VULNERABILITIES AND PRODUCT CATEGORIES BY VERTICAL IMPACT AND, FROM INDUSTRIAL TO CONSUMER PERSPECTIVES

→ Critical Infrastructure



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BY FUND II: THE PARTNERS SCREENED OVER 1,200 POTENTIAL TRANSACTIONS

~25 / MONTH / PLATFORM	~ 5 / YEAR / PLATFORM	~ 1 – 2 / YEAR / PLATFORM
<p>RESEARCH FOCUS</p> <ul style="list-style-type: none"> → Through a focus on extensive proprietary research, Dunrath uncovers unique and attractive investment opportunities 	<p>COMPREHENSIVE DILIGENCE</p> <ul style="list-style-type: none"> → Due diligence is completed using a phased process → Dunrath submits terms sheets to only the most attractive investment candidates → Leveraging partner experience means all partners will assist in ongoing diligence as well as the composition and negotiation of the term sheet → Deep operational expertise allows the Fund to place great emphasis on potential operational improvements → As always, research remains a top priority and experts from university and industry sources are leveraged where necessary 	<p>MANAGING & MONITORING</p> <ul style="list-style-type: none"> → Consistent, collaborative communication with management to assist in the execution of planned operational improvements → To ensure knowledge is easily transferred and analyzed, each investment is monitored by two partners → Quarterly management presentations, industry and business reviews are undertaken
<p>DEEP NETWORK</p> <ul style="list-style-type: none"> → Dunrath utilizes a proven network of established investment, government and business professionals to identify deal opportunities 		
<p>UNSOLICITED INVESTMENTS</p> <ul style="list-style-type: none"> → Given the relatively few financial buyers active in the infrastructure security space, Dunrath frequently approaches and is proactively approached by corporations and entrepreneurs 		

DUNRATH CAPITAL

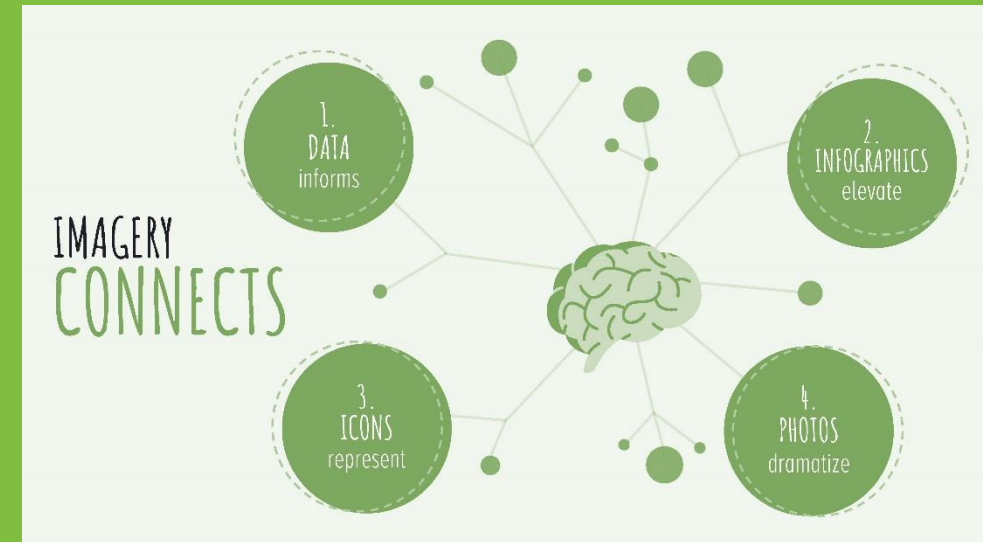
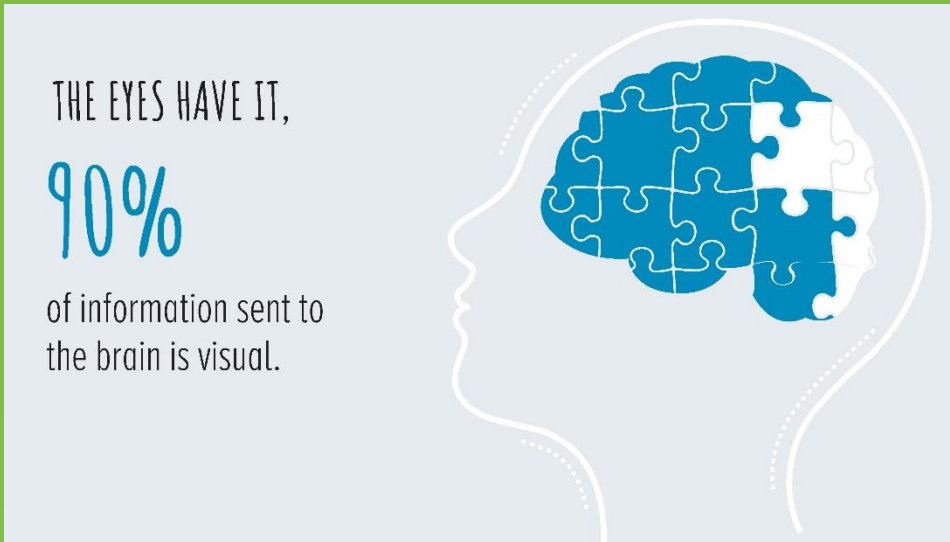
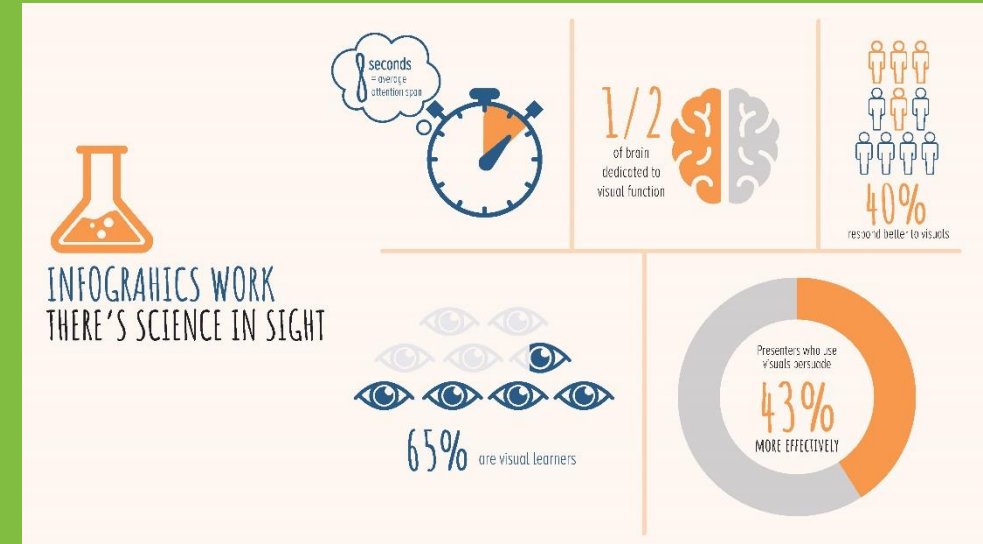
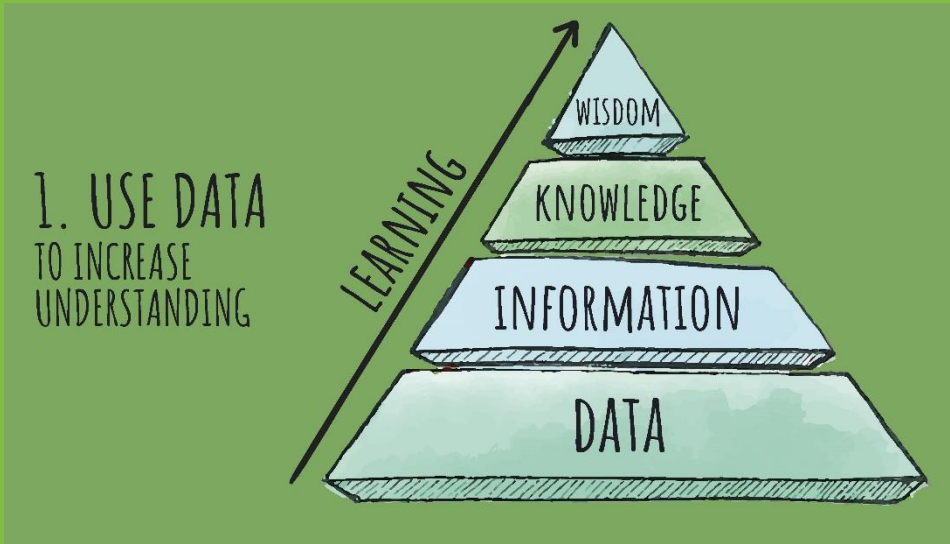
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LEARNING DEVELOPMENT

INFORMATIONAL PRESENTATION

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LEADERSHIP ORGANIZATION

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ACADEMY FOCUS

Our research demonstrates that Executive Communication, Business Finance Mastery, and Leadership Development are essential to creating meaningful career traction for Black Leaders.



LEAD360 SENIOR LEADERSHIP ORGANIZATION



- 01 DIVERSITY SOLUTIONS**
Through our Corporate Think Tank, we work with organizations to create innovative approaches to increasing cultural diversity
- 02 EXECUTIVE EDUCATION**
LEAD360'S WYN Academy is a senior leadership training platform that works in both on campus and hybrid environments
- 03 TALENT MANAGEMENT**
LEAD360 provides an executive search vertical that connects our senior leader community with inclusive organizations.



DAY 1 – THURSDAY, JUNE 6
PRECON



The Vault
What's your WYN?
An exclusively 9am session with
DR. SHIRLEY DAVIS
President and CEO
SDS Global Enterprises, Inc.



Executive Women's Brunch
L. MICHELLE SMITH
Career Coach and Author
lmichellesmith.com



Executive Men's Brunch
MARCUS JOHNSON
Jazz Musician and Entrepreneur
For the Love Of Brands



THE BENEFITS OF DRIVING CHANGE



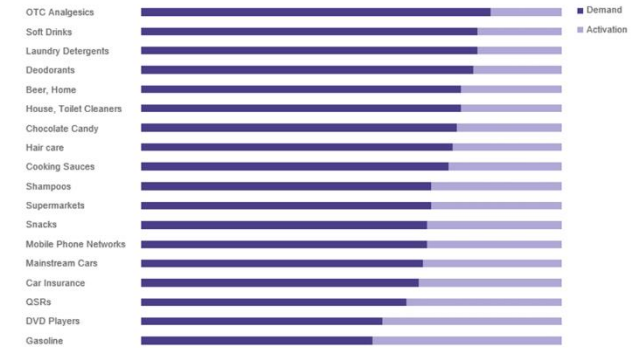
Fundamental channel structure questions



What happens in channel change brand preference outcomes

Brand Choice across categories

Pre-existing demand vs. Shopping activation influences



Source: the Futures Company; 2013

Consumers crave interactions that feel natural and personal

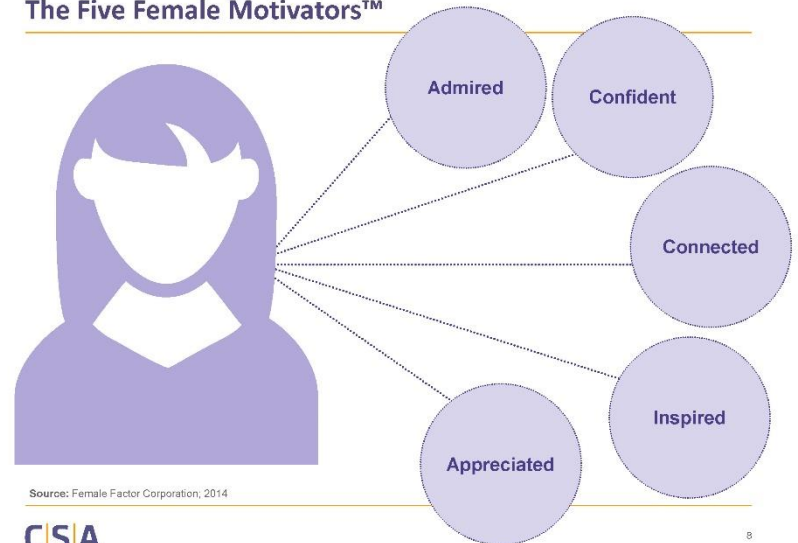


55% agree "I am more likely to choose a brand if it exposes me to new sensations or experiences"

74% agree "Most companies today are becoming too inhuman and impersonal when it comes to connecting with customers"

Source: the Futures Company, 2013

Marketing and distributing to women
The Five Female Motivators™



Source: Female Factor Corporation; 2014

TECHNOLOGY CLOUD STORAGE COMPANY

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Technology
is always advancing



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Partnering for Customer Success

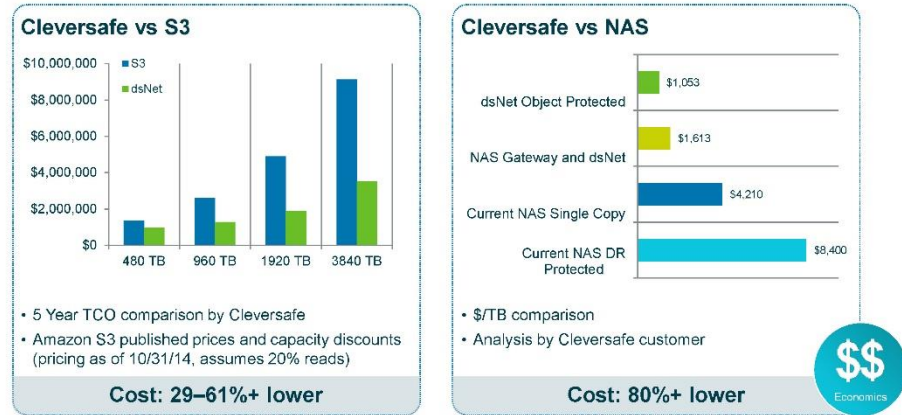
Delivering flexible, efficient and innovative solutions.

 HP PROLIANT SERVERS	 Seagate	 ERICSSON
Density-optimized Server Platform	Drives and Storage Platform	Collaboration on converged infrastructure solution

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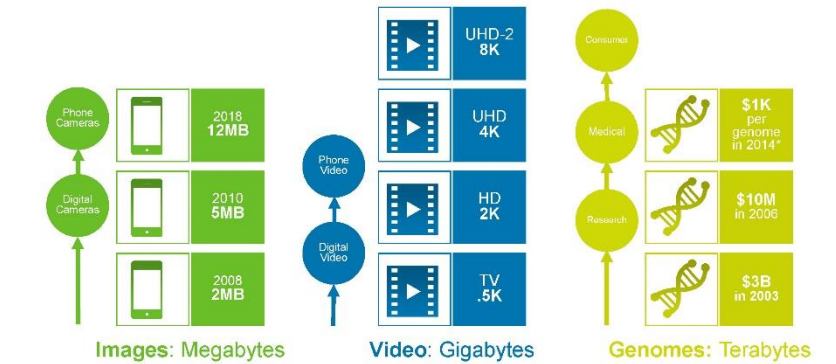
Cleversafe Platform Economics



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Data storage demand is growth on growth



* Illumina HiSeq X Ten

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HEALTHCARE COMPANY

CAPABILITIES PRESENTATION

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15 years of experience
30 disease states
ONE FOCUS

connecting rare disease patients to our clients' brands

Innovation

Rare disease: An analogue for the future of healthcare

Patient: At the center challenges and opportunities

Internet: Patients are empowered/ amplified voice

FROM A FULL RANGE OF INTEGRATED SERVICES

<p>Digital Strategy</p> <ul style="list-style-type: none"> Website/ Mobile/App development Content marketing Video production and deployment 	<p>Targeted Outreach</p> <ul style="list-style-type: none"> Influencer identification Patient advocacy partnerships Private networks and social community 	<p>Metrics/Reporting</p> <ul style="list-style-type: none"> KPI development Monitoring Analytics and analysis 	<p>Search & Social Media</p> <ul style="list-style-type: none"> Owned, earned, and paid search Media planning and buying MicroTargetingSM
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Case study: Moving Together for Huntington's Disease

CHALLENGE
Build a support network for a disease community that is disengaged, aimless, and without a sense of hope

SOLUTION
Create a Facebook page to encourage dialogue, patient involvement, and a sense of community

RESULTS

- Moving Together for HD becomes the most active online destination for HD patients and caregivers
- 3,700 likes (approximately 37,000 diagnosed with HD in the US)

MEDICAL TECHNOLOGY COMPANY

CAPABILITIES PRESENTATION

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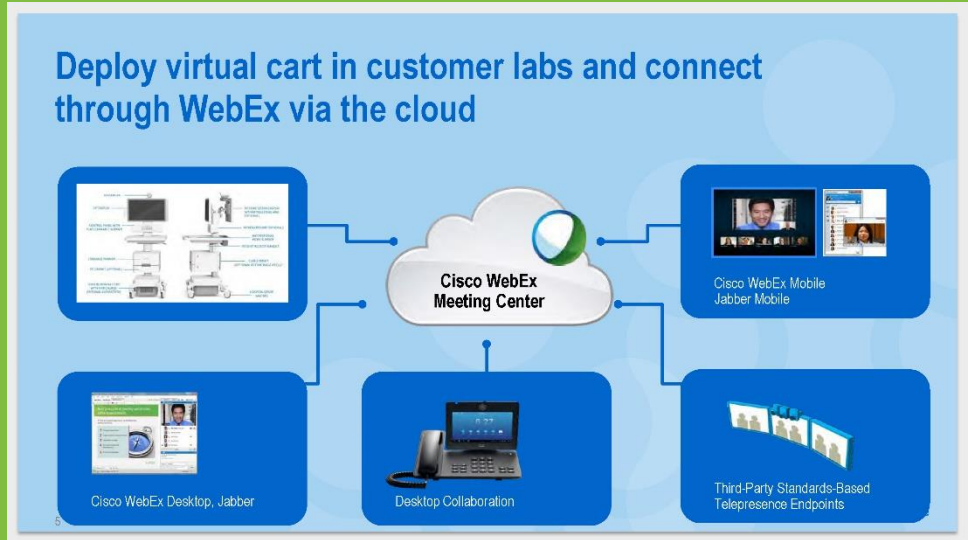


Customer Experience
Innovate | Inform | Inspire

*“Together, we will elevate our current experiences and create **new programs with memorable impressions** to bring more value to both our internal and external customers.”*



Peer Exchange




Real-time access to reports

- Demographics
- Activity

Analytics and follow-up

- Information push to SFDC & Marketo
- Feedback from participants

Program and logistic support

IMPROVE
customer experience

DECREASE
time for the sales team



meetings & incentives
WORLDWIDE, INC.

QUALITY MATTERS | DETAILS COUNT | EXPERIENCE IS EVERYTHING

TRANSFORMING PASSIONATE
CREATIVE INNOVATIVE
NIMBLE
CUSTOMER CENTRIC RELIABLE
PROGRESSIVE BOLD

Proven partner
with shared values

TECHNOLOGY SECURITY COMPANY

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MARKET CONDITIONS



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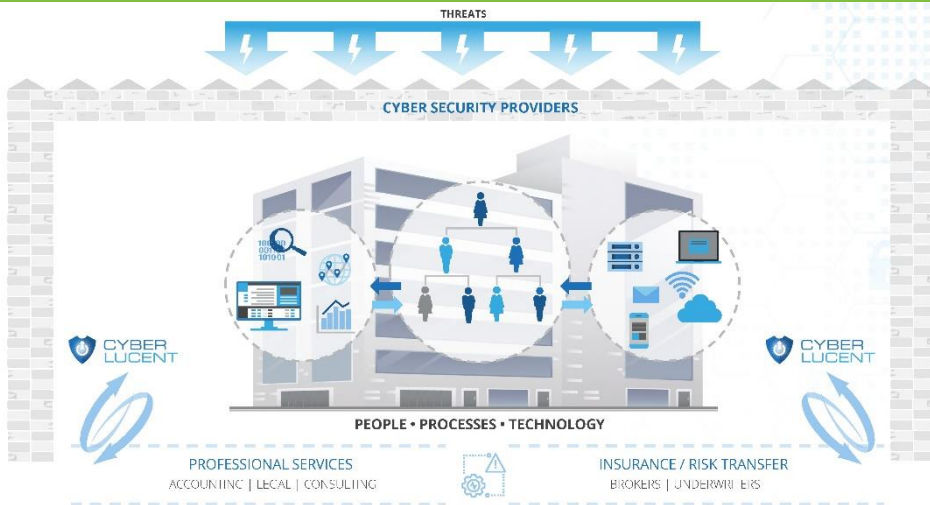
HOW CLAIRE™ WORKS

CLAIRE analyzes metadata elements and trends to assess a LucidScore – this is a rolling assessment of the cyber risk profile, using personalized, auto-generated insights



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TRACTION TO DATE

Pipeline (in negotiation)

- Large multi-site LTC company in Canada
- Multi-site national healthcare network in US
- Large casino/gaming company in Asia
- Partnership discussions with multiple, global, law/accounting firms for white labeled solutions

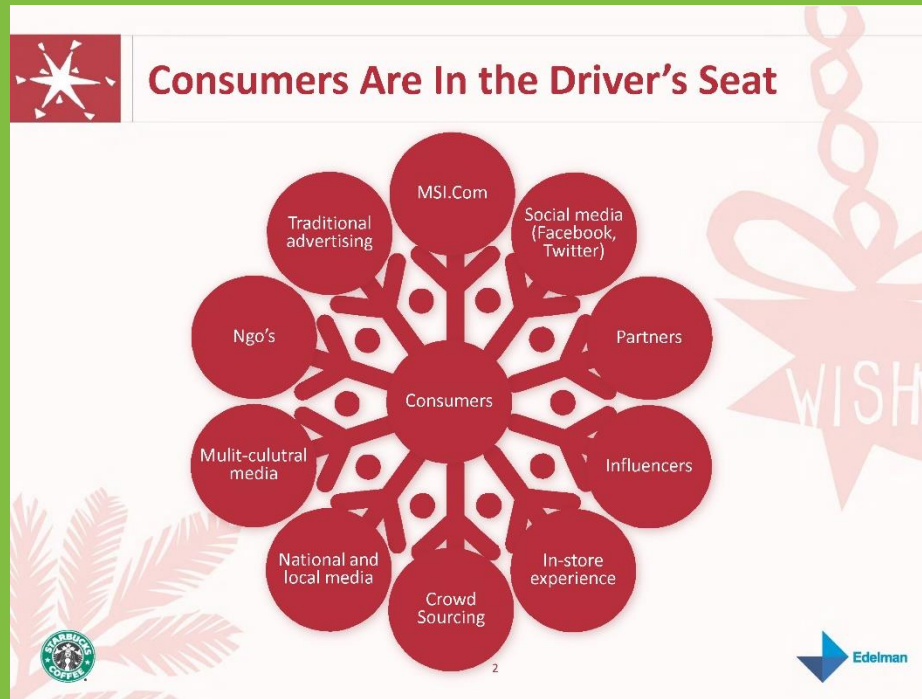
Current Run Rate: \$7K MRM on 5 customers



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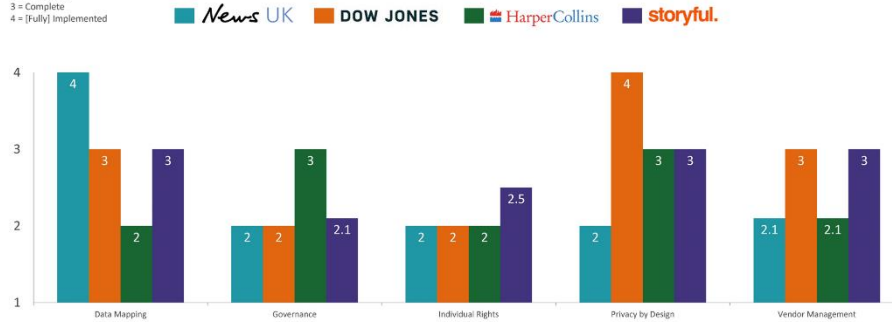
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GDPR Compliance Overall Status by Domain*

Scale
1 = Not Started
2 = In Progress
3 = Complete
4 = [Fully] Implemented



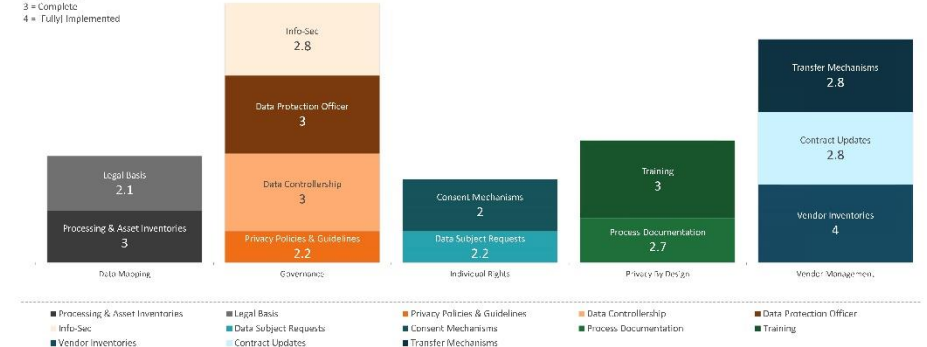
*Detailed Business Unit Specifics in Appendices

Audit Committee Meeting
5 28 February 2018
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News Corp

Appendix: Business Unit Status by Sub-Domain News UK Group

Scale
1 = Not Started
2 = In Progress
3 = Complete
4 = Fully Implemented



Audit Committee Meeting
7 25 February 2018
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News Corp

GDPR Compliance Approach

Comprehensive
overhaul of practices and processes

Taking place at significantly impacted business units (bus) having large-scale operations, product offerings and/or headquarters in EU to build compliance by 25 May 2018

- News UK group (including unruly and wireless), dow jones, harpercollins and storyful
- Work commenced summer 2016
- Each following documented plan to address "core" compliance domains

Targeted
exercises focused on specific activities

Subject to GDPR compliance at bus with limited impact confined to narrow processing activities, finite product offerings and small operations, including

- News Corp HQ – employee data
- Fox sports Australia/sky news Australia – limited streaming products targeted to audiences outside of Australia
- Diakrit – small EU operations and limited EU data subject processing activities

Audit Committee Meeting
5 28 February 2018
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News Corp

Core Compliance Domains GDPR Compliance

Building GDPR Compliance

Data Mapping	Governance	Individual Rights	Privacy by Design	Vendor Management
<ul style="list-style-type: none"> • Recording processing activities and asset inventories • Determining legal basis for processing 	<ul style="list-style-type: none"> • Data privacy policies, notices, guidelines and processes • Retention/minimization • Data contollorship • Data protection officer • Info-sec policy/processes 	<ul style="list-style-type: none"> • Processes for data subject rights • Access, correction, right to be forgotten and portability) • Consent mechanisms (marketing, profiling and sharing) 	<ul style="list-style-type: none"> • Process documentation • Training and awareness 	<ul style="list-style-type: none"> • Vendor inventories • Contract updates • Transfer mechanisms

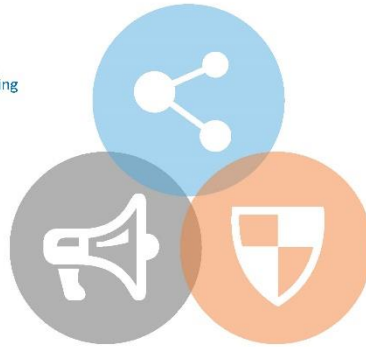
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We Believe

EVOLVE
and transform over time to succeed in a world of changing expectations and shifting business dynamics.

PROMOTE
core brand stories to the people that matter most, when and how it will have the greatest impact.



PROTECT
the brand by inoculating it through purpose-driven actions and by managing and responding to issues in real time.

13

Strategic Imperatives



EVOLVE

Declare a bigger story

Tell PubMatic's story through powerful data-driven narrative, brought to life through media relations.



PROMOTE

Unleash the power of your thought leadership

Continue thought leadership momentum by consolidating new and existing plans. Create fluid content distribution model for broader reach.



PROTECT

Surprise audiences with vibrant point of view and insulate the brand

Understand – and interact with – target audiences based on where they consume information as well as their challenges and interests.

14

Many External Forces on the Industry



IMMENSE GROWTH

Marketers, with increased buying power and budgets, are overwhelmed by the pace, scope and new skills required to win.



OVERCROWDED SPACE

The number of marketing automation software vendors continues to grow as vendors merge, acquire other vendors and add capabilities.



CHANGING INDUSTRY DYNAMICS

Gone is a siloed approach to marketing automation. Customers are looking for a holistic, all-inclusive solution and partner.



NEW CHALLENGES FOR CUSTOMERS & VENDORS

As the industry changes and the shift to mobile proliferates, so do the challenges for customers and vendors alike.

16

Mobilize an Army of Customer Advocates

Harness the power of PubMatic's customers to highlight power of marketing automation and tell your story to key media targets



Customer Advisory Board:

Promote trends and findings from board meetings to fuel media outreach and inform content creation.

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LEADERSHIP ORGANIZATION

PARTICIPANT ONBOARDING PRESENTATION

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A DECLINING TRAJECTORY

- The leading fortune 500 companies have a small pipeline of Black CEO candidates
- Opportunities are growing in Tech fields, yet Black leaders are not selected or developed at the pace of others
- Middle managers and new senior leaders feel less aware of opportunities to develop through executive education
- There are only four Black CEOs in the fortune 500 – all-male
- Less than 10% of all P&L positions are held by Black leaders



Today, there are only four Black CEOs leading Fortune 500 companies with a small pool of Black executives being positioned and developed to take on CEO roles in the future – the Black CEO pipeline hasn't changed much in the last two decades. Executives of color, particularly Black executives, continue to be overlooked for these highly coveted positions.

– Michael Hyler, Korn Ferry

LEAD 500

THINK TANK: ONBOARDING



- Interview (Bio & Article)
- Video Interview & Photography Session
- Invitation to portal and Slack.com August 7, 2020

- Interview with D&I Consultant
- Mission Meeting with Dr. Walton
- Working with Lydia Kashaka for dates and scheduling

- Team Meeting Schedule set by mid September to begin early October
- Chairs Meeting September 24, 2020

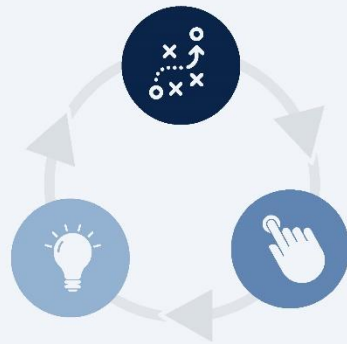
Team meeting early October

10

LEAD 500

THINK TANK PROCESS

NOW IS THE TIME



THINK STRATEGICALLY

Developing the strategies that focus on measurable results.



ACT

Try it.

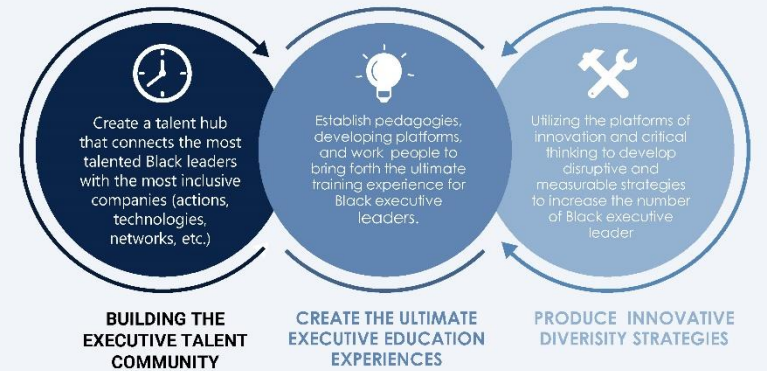


LEARN

Evaluate the areas that work and quickly change those that do not show measurable progress.

LEAD 500

2022 THINK TANK INITIATIVES



BUILDING THE EXECUTIVE TALENT COMMUNITY

CREATE THE ULTIMATE EXECUTIVE EDUCATION EXPERIENCES

PRODUCE INNOVATIVE DIVERSITY STRATEGIES

LEAD 500

Alinity m CHALLENGES IN THE HEALTHCARE ENVIRONMENT
HAVE A DIRECT IMPACT ON LABORATORIES

LABS HAVE TO DELIVER MORE

HOSPITAL AND LAB CONSOLIDATION
Labs must keep up with an increasingly lean and competitive environment

RISING TEST VOLUMES
Labs face ever-increasing test volumes

RISING HEALTHCARE COSTS
Labs must shoulder the growing costs of doing business

WITH LESS

REIMBURSEMENT CUTS
Labs take in less revenue for each test performed

STAFF SHORTAGES
Fewer staff are available to perform daily lab functions

AMD44129 EMA

Alinity m DISCOVER GREATER OPERATIONAL
PRODUCTIVITY WITH EXISTING RESOURCES

Drive faster results delivery, fewer errors, and reduced hand-on time with AlinIQ AMS, advanced middleware that harmonizes data from virtually any LIS, instrument, or automation system across your entire institution.

AlinIQ AMS ANALYZER MANAGEMENT SYSTEM

TEST MANAGEMENT
Automated, systematic solutions streamline the ordering, processing and review of patient, tests and results for faster results delivery and reduced hand-on time.

QUALITY MANAGEMENT
Automates and improves Quality Control management processes to help your institution exceed its already high-quality standards.

SAMPLE MANAGEMENT
Tracks sample movement, defines the lab workflow processes for your lab, and helps monitor performance against your goals.

HISTORICAL REPORTS
Provides easy access to historical data to drive improved operational productivity and better decision making.

EQUIPMENT MANAGEMENT
Centralizes the monitoring and control of analyzers, systems and all instruments and systems from a single location.

UNLOCK THE FULL POTENTIAL OF ALINITY M

AMD44129 EMA

INTRODUCING **Alinity m**

EFFICIENCY + CONFIDENCE
WITHOUT
COMPROMISE

INSTRUMENT

- Random Access
- Rapid Turnaround Time
- High Throughput

ASSAY

- Assay Design
- Quality
- Clinical Relevance

EFFICIENCY + CONFIDENCE

AMD44129 EMA

Alinity m INSTRUMENT OVERVIEW

TOUCH SCREEN

SAMPLE INTRODUCTION

PIPETTE TIPS

CONSUMABLE DRAWER

AMPLIFICATION REAGENTS

SAMPLE PREPARATION REAGENTS

WASTE

SYSTEM SOLUTIONS

AMD44129 EMA

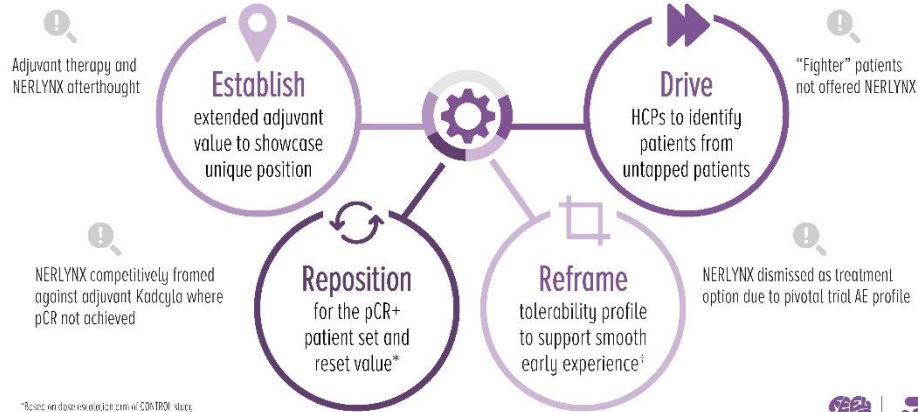
PHARMA ADVERTISING

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KEY ISSUES & KEY BUSINESS DRIVERS FOR NERLYNX



*Based on dose resolution arm of CONTROL study.
†Based on aBC data. Use in BCD data to leverage the bridge in sales calls.



THE ECOSYSTEM IN ACTION

The email delivered via Veeva Approved Emails featured a KOL/social influencer that Dr. Jones met last year at ASCO. Dr. Jones found the KOL on Twitter where he watched the KOL's video about his experience with NERLYNX.



IDENTIFY & EXCEED FORECASTS, BUSINESS KPIs

Our approach is designed to maximize appropriate patients who will benefit from B-VEC



TARGET SOURCES OF DEMAND

Patients who can be better served and HCPs most likely to prescribe (sources of target growth)



CHANNEL STRATEGY

Outline when and where to engage with target customers (buying process, patient journey, and channel ecosystem)



RESULTS FOCUSED

Measure the success and identify strength of each channel in driving appropriate patient growth and financial metrics (measurement plan)



INSIGHTS-BASED

Uncover insights that drive awareness and differentiate/engage target prescribers and patients (qualitative/quantitative research and positioning)



PROMOTIONAL EXECUTION

Develop concepts and tools to reach targets in the right channel, at the right time, right engagement



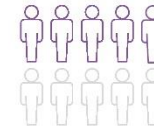
EVALUATE AND ITERATE

Right tools, right messages, rights channels, and the right measurement



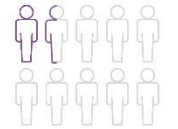
Dermatologists KEY OPINION LEADERSHIP

HOSPITAL BASED KOLS



46%

OFFICE BASED KOLS



16%



THE FUTURE OF RARE DISEASE IS HOPEFUL

The pace of innovation continues to accelerate, thanks in no small measure to the growing sophistication of rare disease patients and their families.

COMPLEX CHALLENGES AHEAD

There are financial, policy, and man-made barriers when large numbers of organizations with competing interests try to address complex problems



Researchers
work in isolation



Rare disease natural
histories and registries
siload or missing



Genomics and diseases
**work differently
than system design**



Rare therapies
expensive and rising faster
than other medicines



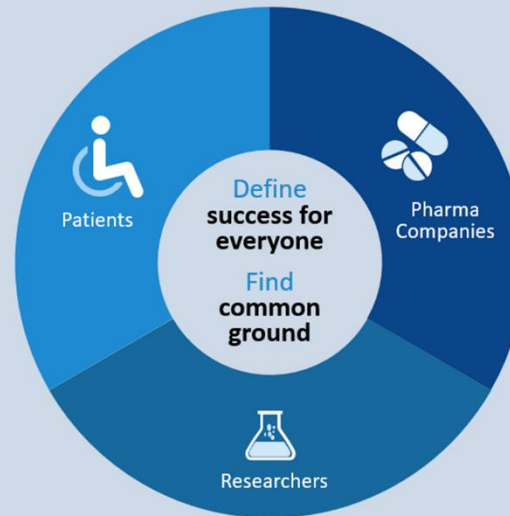
Uneven access
to therapies



Limited connection
between rare disease
and public health

Addressing these complex issues will require new partnerships and better collaboration.

HOW TO BE A GOOD PARTNER



PARTNERING FOR FAIR AND EQUITABLE GLOBAL ACCESS



Global strategies
for managed care



Patient care
about more than logistics



**Real world
evidence**



Partnerships
with countries, pharma,
patient groups

Remarketing campaign by verticals



Healthcare



Financial
Services



General



Life Sciences



Retail



@PamDidner Source: Qlik and PathFactory

Help you



Understand how
your content
platforms fit into
the overall
customer journey



Think strategically
and connect the
dots between
your work and the
customer journey



Explain to others
the connections
between content
marketing and
the customer
journey

What are the causes of chaos? (as a marketer)

Lack of understanding of
what we can do



Lack of understanding of
sales' needs



Lack of understanding of
key accounts



@PamDidner

Sales stages - Example



Who We Are

Roche Support Network Overview



Our reach



5,000 customers



18,000 instruments



270,000 CSC calls



40,000 field dispatches

Functions

Head of RSN

Jim Floberg
Vice President

Field Support

Tammy Kafka
Field Support Vice President
Organization: 647

Customer Support Center

Jennifer Dillon-Beem
Director
Organization: 154

Regional Systems Support & Operations

Mike Sall
Director
Organization: 85

Operations and Consulting

Bryan Langford
Senior Director
Organization: ___

Clinical Product Support

Dr. Jim Abbott
Director
Organization: 13

RSN: Vision and Mission



Achieve and systematically sustain #1 position in the IVD market

Achieve 16% in US IVD market share by end of 2018

Deliver sales growth > market across all NAM groups

Achieve our financial goals



Be customer driven



Be accountable



Be the best at what we do



Vision: To delight our customers.

Mission: To make our customers successful.

RSN Revised Strategies 2016



Create and deliver



an industry-leading, personalized customer experience

Optimize



customer support model

Develop and empower



highly effective, professional and engaged employees

Establish a culture of continuous learning that drives performance improvement

Strategic Initiatives by Business Unit



Main Strategic Initiatives

	MD	CD	TD	POC	SEQ/LS	IT
Vision: To delight our customers.						
Customer delight training	•	•	•	•	•	•
Customer training and tools	•	•	•	•	•	•
Id and address support gaps	•	•	•	•	•	•
RSN offerings	•	•	•	•	•	•
Process enhancements	•	•	•	•	•	•
Strategic resource deployment	•	•	•	•	•	•
IT and work flow optimization	•	•	•	•	•	•
Tools and technology	•	•	•	•	•	•
Enhance training and development	•	•	•	•	•	•
Align incentives	•	•	•	•	•	•
Mission: To make our customers successful.						

INVESTMENT COMPANY

NEW BUSINESS INVESTOR PRESENTATION

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Who is nextGENE Capital?

Experienced investor in all sectors of healthcare



MANUFACTURERS
drugs, biotech, device



DIAGNOSTICS
testing & sequencing



PURCHASING
healthcare distribution & wholesalers



PAYORS
managed care & pharmacy benefit managers



PROVIDERS
hospitals, outpatient, & physician practice

Page 2



Income vs wealth

INCOME

Money earned bi-weekly or monthly to cover expenses



WEALTH

Investments over time that permits people to pay for home, car, kids' education, travel, retirement, donations, and emergencies

nextGENE Capital: Help Build Wealth Over Time

Page 4



How nextGENE connects 3 points of personal contact

Healthcare investor newsletter
2X per month
gene@nextgenecapital.com

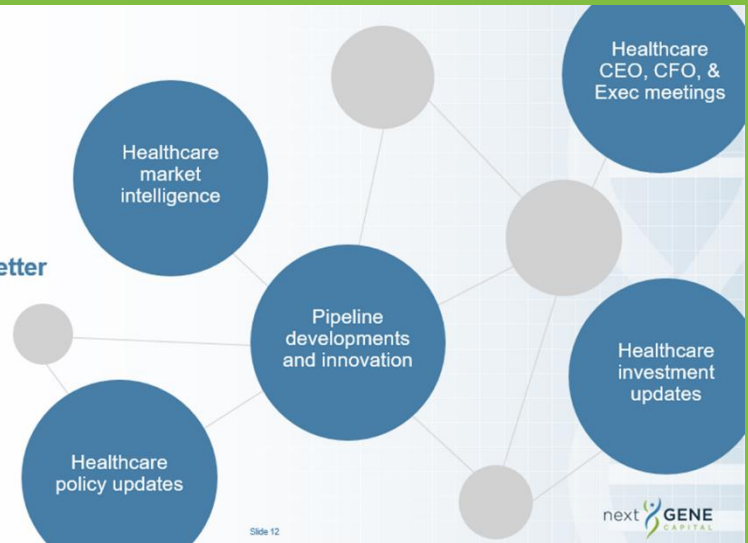
Monthly texts (1-2x/month)
How to build your wealth platform

Video updates (30-45 sec)
How to build investment discipline

Page 9



Healthcare investor newsletter



Slide 12



Taking the Risk Out of Outsourcing.

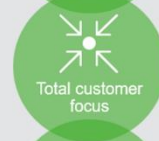
Greater efficiency. Cost reduction. Higher quality. Lowered landed cost.



Partnership

Solutions that fit your business

- Senior level multi-disciplinary team develops solutions your business.
- Ability to expand to meet your business goals.
- Improve efficiency and reduce "real" expense



Total customer focus

Total customer focus

- Single point of contact account management model
- Communication and technology drive results
- Adding value at each step in the supply chain



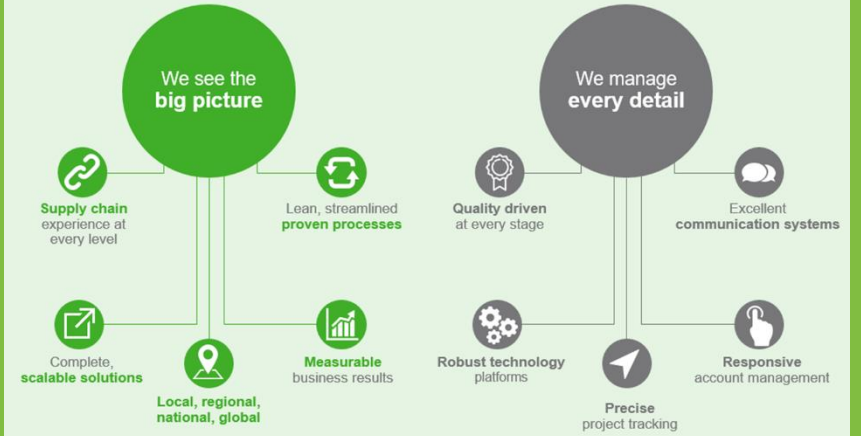
Sustainable results

Always reliable. Room to grow.

- Pinpoint opportunities throughout the supply chain
- Strategic investment in best-in-class resources
- Supply chain insight to achieve competitive advantage



We Excel at Outsourcing



Single Point of Contact

Our radically simple customer service model



Customer value proposition

$$\text{Value to customer} + \text{Benefits to customer} = \text{Costs to customer}$$



MEDICAL
ADVOCACY
NON-PROFIT

INVESTORS
PRESENTATION

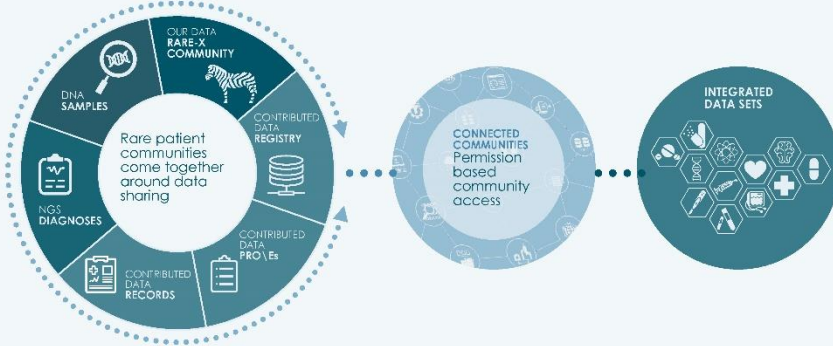
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HOW RARE-X WOULD WORK

A Data And Engagement Platform, Tools And Apps (Broad Institute Role Is Key)

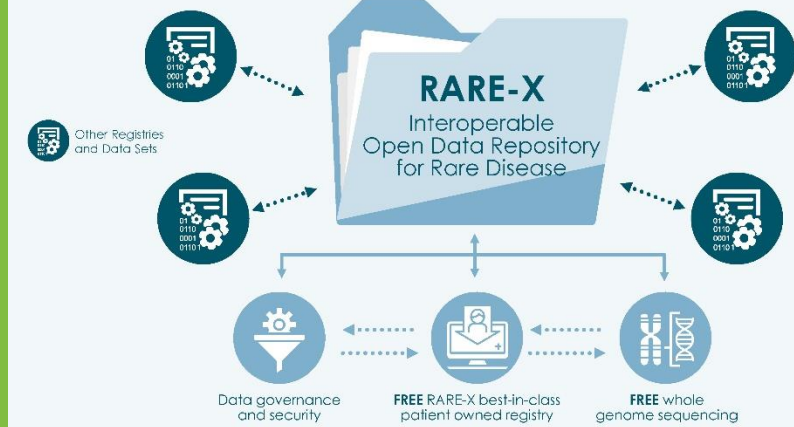
Researchers, industry, and clinicians partner with RARE-X to connect with communities, access registries, and data sets to inform drug discovery, development, clinical care, and value



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RARE-X

RARE-X Interoperable Open Data Repository for Rare Disease



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RARE-X

CURRENT BARRIERS TO OPTIMAL PROGRESS

Despite development of new diagnostic technologies and breakthrough treatments:





 <p>We still often lack a clear understanding of the genetic underpinnings of many rare diseases</p>	 <p>Patients often lack access to comprehensive genetic testing and screening for rare diseases</p>	 <p>Doctors may not have the tools, data, or familiarity to accurately diagnose or effectively treat even the symptoms of rare diseases</p>	 <p>Researchers and Therapeutic Developers often lack access to fundamental data sets needed to target identification, drug discovery, development, and long term follow up.</p>
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 These access challenges exist the world over. All rare disease patients - wherever they reside - should have the opportunity to thrive, flourish and be supported.

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RARE-X

THE CHALLENGE

 <p>350 Million People are impacted by rare disease worldwide</p>	 <p>>7K Rare Diseases Less than 5% of the more than 7,000 known rare diseases have established therapies</p>	 <p>Rare Burden Rare diseases create terrible burdens for patients and caregivers</p>	 <p>Lack of Access Millions of patients are not diagnosed, identified, supported, or lack access to diagnostics</p>
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 If we can't find patients we can't support and treat them.

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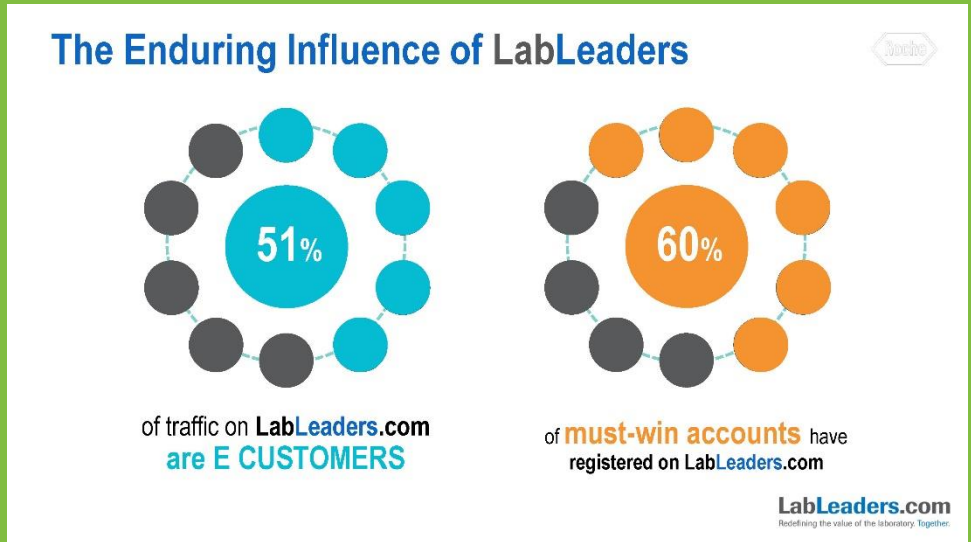
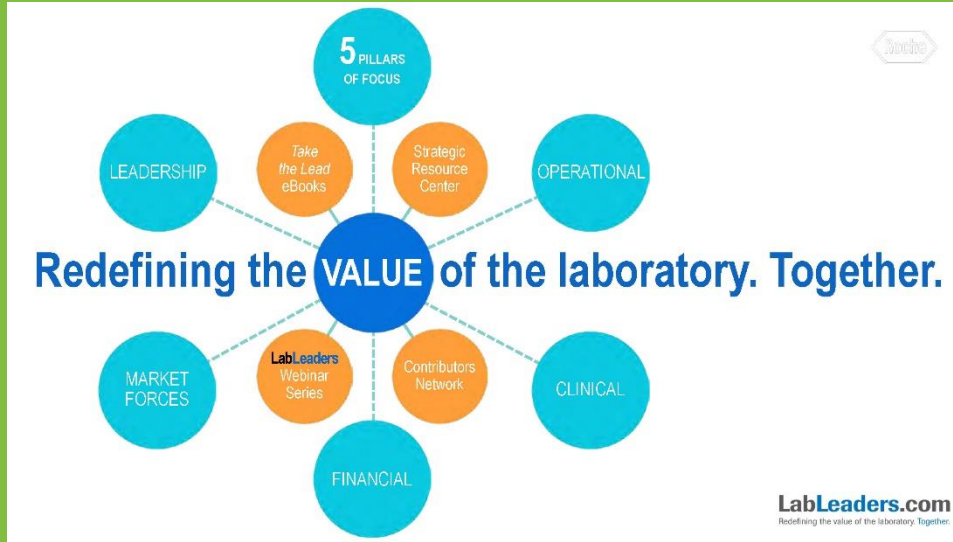
RARE-X

PHARMA
TECHNOLOGY
COMPANY

CONVENTION
BOOTH SCREENS

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ABOUT RAREITI



An innovative, technology enabled global managed access company

Designing, developing and implementing managed access programs across the globe for patients with rare disease.



Support beyond therapy. Medicines management and monitoring – designed to deliver better patient outcomes

From pre- to post-approval, our methodology and engagement tools aim to support careers, clinicians and patients wherever they are.



Real-world evidence, regulatory compliance and other invaluable insights

We offer a new tech enabled solution combined with a network of experts supporting your smart launch and accelerating global uptake.



A proven team with a record of success

Expert co-founders, leadership team, Advisory Board, and network of industry partners and digital solutions.



2

EXPERTS ACROSS COUNTRIES AND FUNCTIONS



NATALIE DOUGLAS
Co-Founder at Rareiti



Natalie started her healthcare career in the pharmaceutical industry at Janssen (J&J) and then as CEO built IDIS into the global market leader in delivering international managed access programs for physicians and the biopharmaceutical industry. In 2014 she joined Healthcare at Home as CEO executing an operational turnaround and developing the future growth strategy. She has worked with over 30 drug companies and hundreds of thousands of patients. Natalie is Vice Chairman of Global Genes and holds a number of NED and strategic advisory roles with healthcare technology companies. She is a former Health Investor Top 50 Executive (2015), a former EY regional Entrepreneur of the Year, recipient of a First Women award (2008) and Sunday Times Fast Track 100 (various).



WENDY WHITE
Co-Founder at Rareiti



Wendy is an innovative leader working for over 20 years in Rare Disease at the intersection of advocacy, technology and business. She founded, grew and transitioned Siren Interactive Corporation to Dohmen Life Science Services (now Eversana) as part of a long-term vision to integrate patient level insights into the drug delivery continuum. She is the mother of a child with a rare disorder, published author and thought leader. She has worked in over 40 rare disease areas. Her background includes 4 consecutive years on the INC 5000 fastest growing companies list, various technical awards and the PharmaVoice life-time achievement Red Jacket award in 2017. Wendy is Chair of Global Genes and Chair Emerita of the Healthcare Business Woman's Association.

ADVISORY BOARD

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Martin Andrews Consulting
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Dr. Olivia Kessel
Health Care Coaches
Jamie Holyer
Vertex Pharmaceuticals
John Doux
Palo Alto Investors



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RAREITI CARE – OUR INNOVATIVE TECH ENABLED MANAGED ACCESS AND MEDICINES MANAGEMENT MODEL



CREATING A SOLUTION FOR DRUG DEVELOPERS

We design and deliver pre- and post-approval programs uncovering invaluable insights and real-world evidence to support the specific needs of your patient community and your brand goals/corporate strategy.



FOR PATIENTS AND CAREGIVERS

RareTi has been developed to help rare patients and their doctors gain appropriate access to medicines that are not currently commercially available and then if required supporting them once a therapy is approved.



FOR CLINICIANS

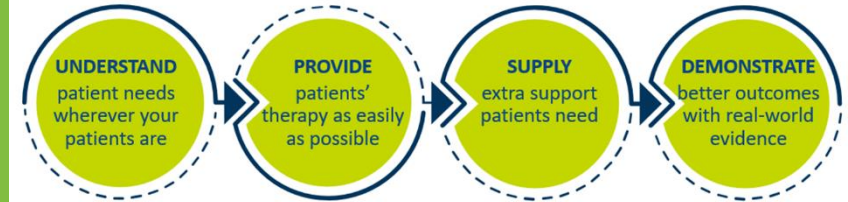
Unlike other companies in this market, we are not a medicines wholesaler/distributor or a consultant. We design and deliver highly effective pre and post approval access programs that can uncover invaluable insights and provide **real-world evidence**



3

RAREITI OFFERS A DIFFERENT AND UNIQUE MODEL FOR BETTER OUTCOMES

Our team has the combined expertise, global network and unmatched level of experience to bring a new standard of care to an established and mature marketplace. **Sitting between clinical/commercial and spanning the globe, we can help you:**



www.rareiti.com | info@rareiti.com



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BIOTECH COMPANY

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Cancer effects almost everyone ...

Cancer is the second leading cause of death globally. Nearly 1 in 6 deaths annually is due to cancer



Patients have been suffering with limited hope and harsh side effects from standard of care treatment options

*NIH, 2017

Genomic revolution has transformed cancer therapies

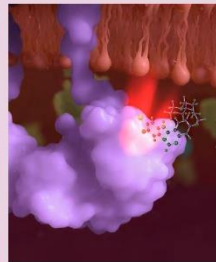
Bringing therapies to selected patients faster than ever before



Genetic mutation is the main driver of cancer and drug resistance



Genomics provides insights into specific mechanisms that point the way toward new therapies



Therapies targeted to these mechanisms are being developed enabling faster approval



Diagnostics are used to identify patients with the specific genetic mutation for treatment

We are embarking on a scientific revolution that brings the fight directly to the tumor

Specific gene mutations offer the potential for immunotherapies (IO) directed specifically at tumors



Immunotherapies offer the potential of extending life **without sacrificing quality of life**

Immunotherapy (IO) – A new era of improved treatment outcomes

Proven to significantly improve overall survival (OS) across four different tumor types



In 10 positive Phase III RCT trials*
27%–58% improvements in OS

*1L and 2L Melanoma, 2L Renal Cell Carcinoma, 2L NSCLC, 2L HNSCC

Patients 55+ are more motivated to learn more across all statements

Impact On: Getting you to research NERLYNX to learn more

Statement 1: By committing to NERLYNX, you can be confident in knowing you took one more step to reduce the chance of your breast cancer coming back.

Statement 2: NERLYNX gives you the reassurance of knowing you did everything you possibly could to finish the job of treating your cancer.

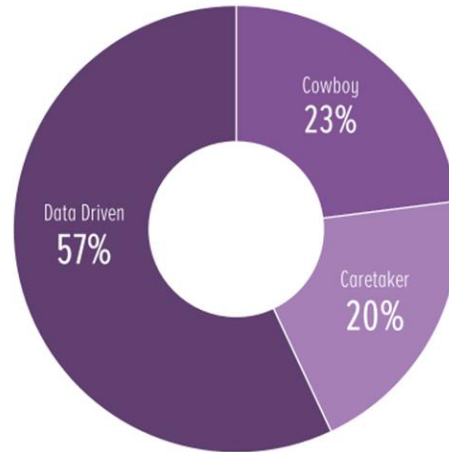
Statement 3: Choosing NERLYNX means less hoping your cancer doesn't return, and more fighting to lower its chance of returning.



Q31. Please rate on a scale of 1 to 7 (1 being not at all impactful, 7 being very impactful) each statement's impact on getting you to research NERLYNX to learn more: AT/Savanta, Fielded 06/2020

HER2+ quant survey

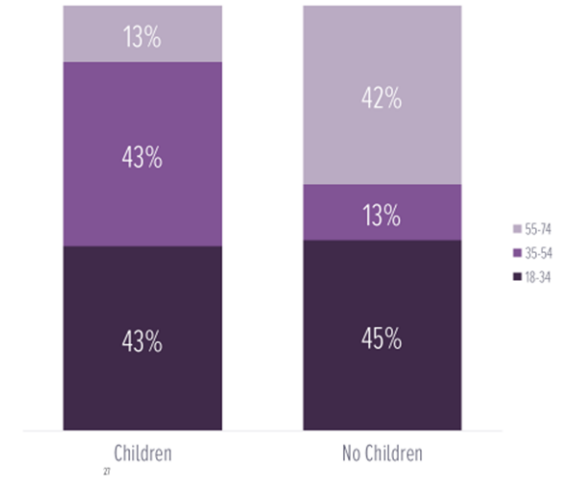
Survey undertaken 5/25/2020 to 6/1/2020
 56 Medical Oncologists
 44 Hematologist/Oncologists
 Only requirement: treat HER2+ ESB
 Mean Stage I-III HER2+/HR+ patients: 66.5
 Survey written and analyzed by AbelsonTaylor;
 fielded by CNB Research, Philadelphia



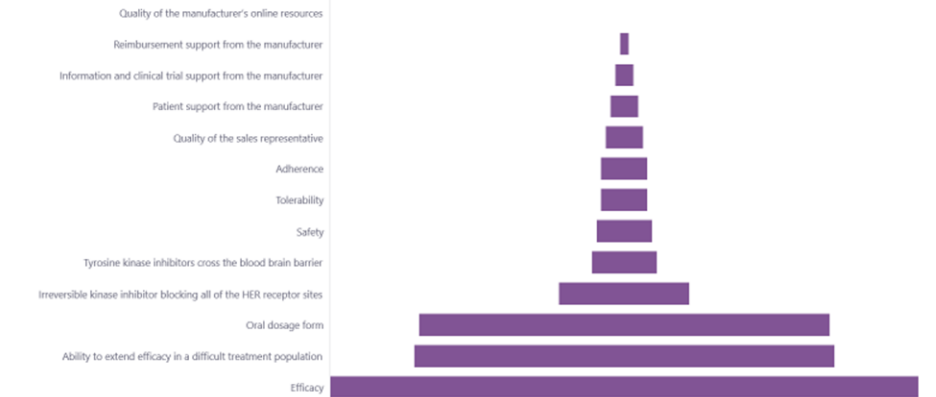
Source: AbelsonTaylor-CNB Research, June 2020

Considering the age breakdown of respondents with children in the home

Targeting mothers is a way to reach patients 18-54



What are the greatest strengths of neratinib?

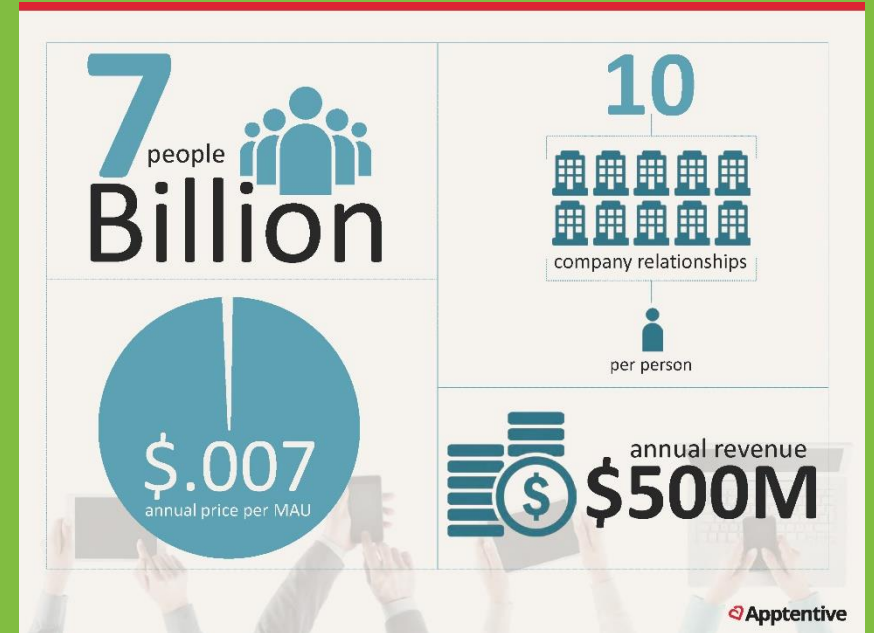
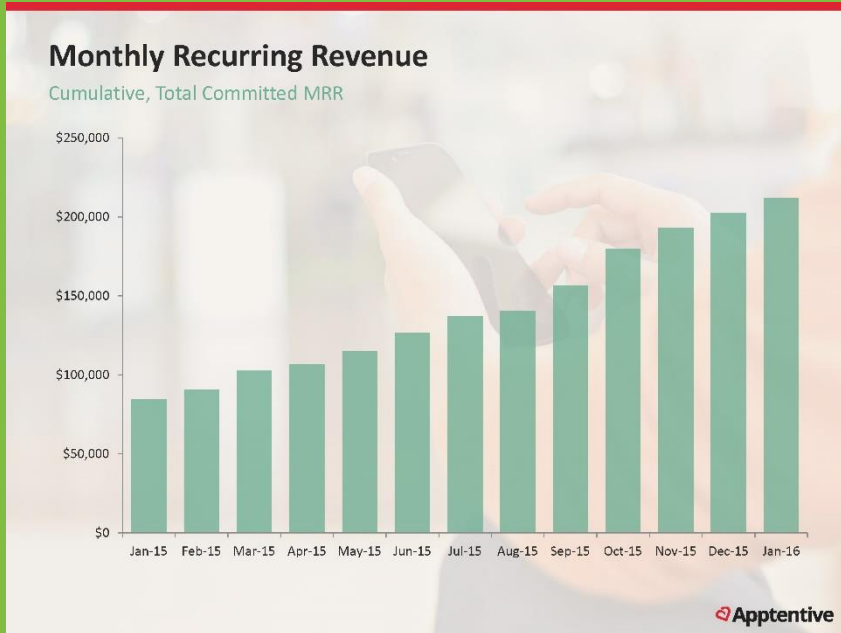


TECHNOLOGY COMPANY

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A voice for every customer

Apptentive

The "Voice" of the Customer is Deafening Today

Engage

Explore

Evaluate

Execute

revenue

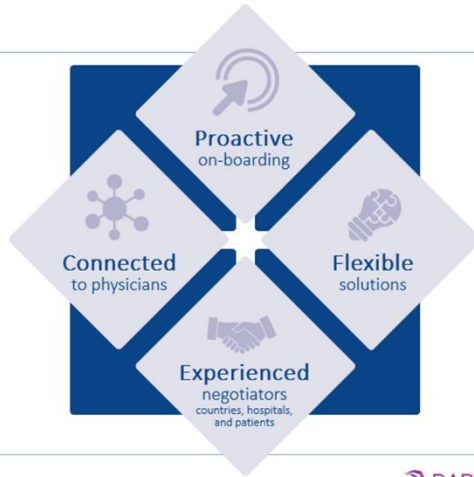
Apptentive

MEDICAL TECHNOLOGY NON-PROFIT

CAPABILITIES PRESENTATION

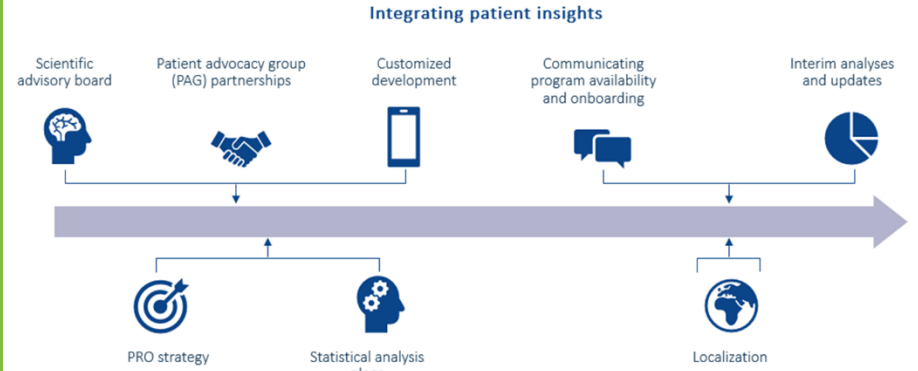
ABOUT RAREITI

Rareiti is a comprehensive support solution combining technology, patient partnerships and RWE/d collection under managed access programs



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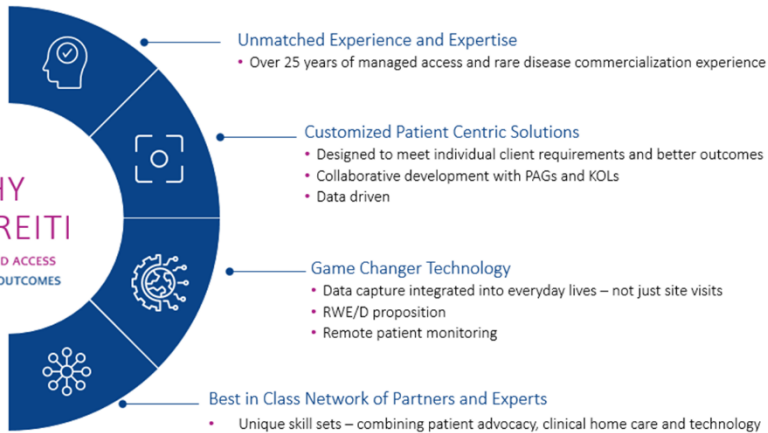
REAL WORLD EVIDENCE PLATFORM



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WHY RAREITI

MANAGED ACCESS
BETTER OUTCOMES



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INFRASTRUCTURE



*Outsourced



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