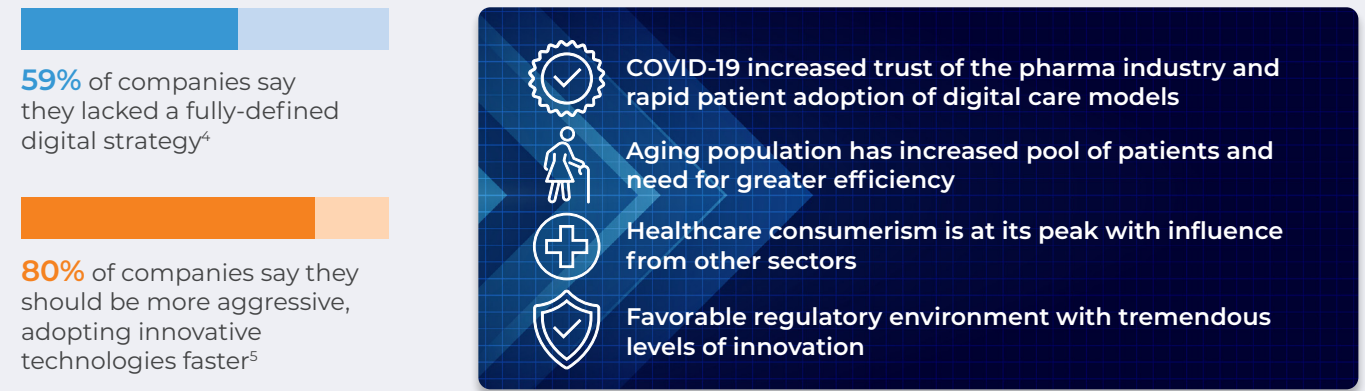


As the market for digital health applications exponentially grows, patients are rapidly embracing a variety of tools to take control of their health and better manage their chronic disease. While biopharma has played a part in this rapid evolution, it's still early, and we are often regarded as lagging in relation to other healthcare verticals. The time is now to accelerate its investment and focus on this space. By following a patient-centric vision, we can deliver a digitally integrated, human-centered approach to patient engagement, which would be the pinnacle of what a great patient experience looks like.

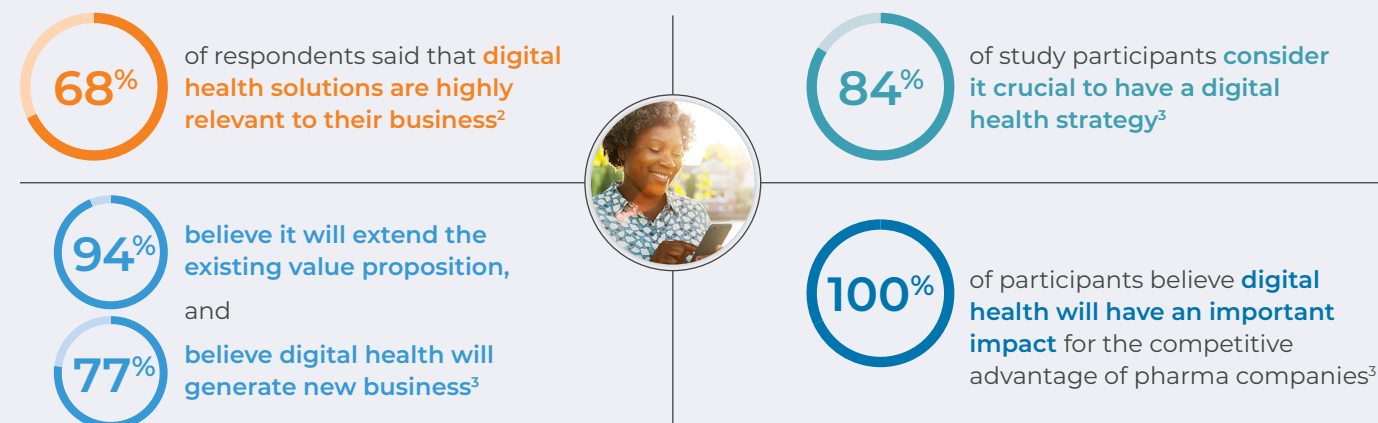
### \$100B DIGITAL HEALTH OPPORTUNITY FOR BIOPHARMA<sup>1</sup>



### ADOPTION HAS BEEN SLOW BUT NOW IS TIME TO CATCH UP



### PHARMA LEADERS RECOGNIZE THE IMPORTANCE AS WELL



### EMBRACING A DIGITALLY INTEGRATED, HUMAN-CENTERED APPROACH

