



**2024**

**Our Breakthrough  
Year**

**Capital Markets Day January 2025**

# Our Customers Entrusted 2.9M Pieces Of Data

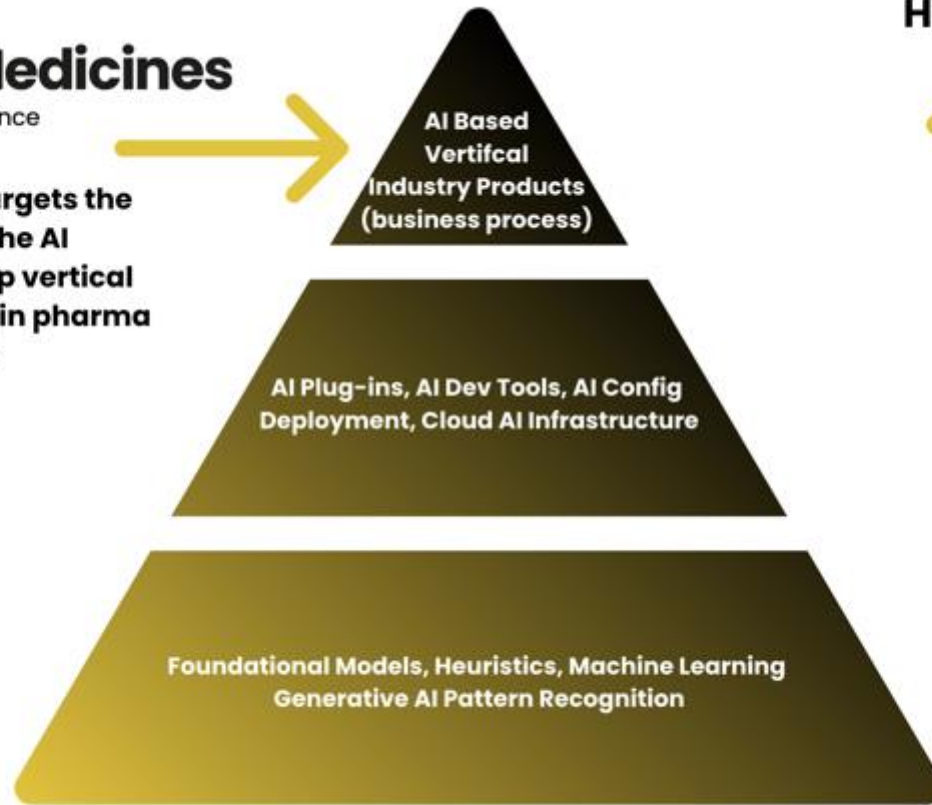
2.9M



# We Play In The Highest Value Market



Talking Medicines targets the highest level of the AI stack, offering a deep vertical platform specializing in pharma healthcare



Highest



Vertical specialist pricing

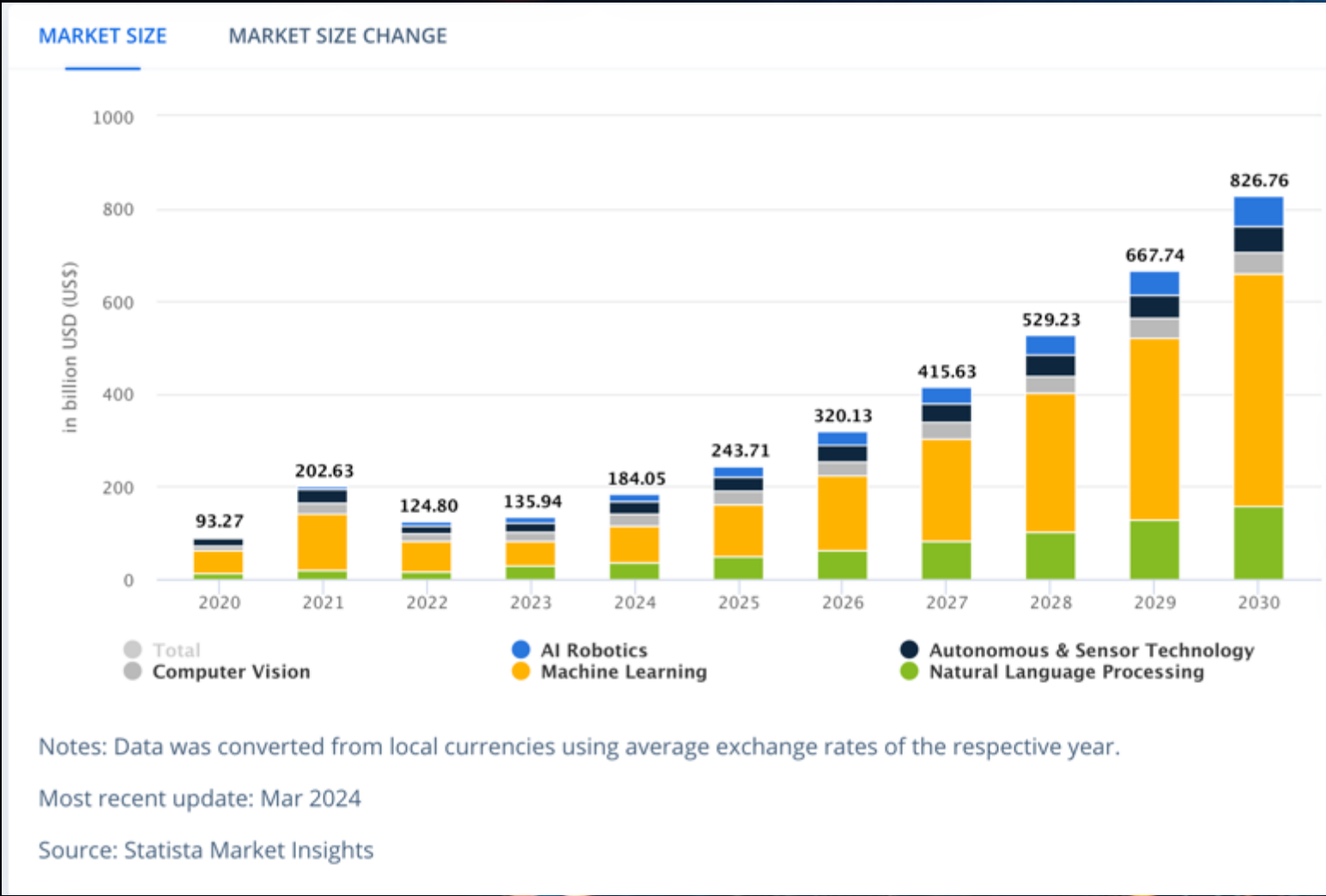
Horizontal Mid Wear

Commodity

Lowest



# We Are Participating In The Fastest Growing Segments



# We Seek to Solve A Billion Dollar Problem

- For Pharmaceutical Companies, more prescriptions are written than pills are taken
- The costs of poor medical adherence is \$250BN with \$30BN spent on Marketing to address it
- **Pharmaceutical Companies can access petabytes of unstructured data about Patients and Healthcare Professionals but have not built the systems to decode it**



*Disclaimer: Data shown is from a sample source of data for demo and illustrative purposes only.*

 **Drug-GPT**

 Data Vault

**HCP/Patient Voice**

 New Session

Today

Conference Messaging A

Audience Analysis

7 Days

Author Analysis - HCP

Common Use Cases Inq.

How can I help you today?

Can you show me the most common use cases?

AI Generated Intelligence Powered by Talking Medicines

 User

# Key 2024 Milestones

- Trust: Now have access to customers data sources meaning more value
- More data sources: PubMed, Research transcripts
- Expanded data types: Now including Health Care Professional peer to peer
- Deeper modelling techniques: adding to our data science “know how”
- More robust user interface: simple and intuitive



# Our Powerful Go To Market

- Grew US sales with customers located around NYC State as well as London
- Primary focus on Agencies of Note to Pharma brands
- Second focus on partner sales through OEM



## Direct Sales to Ad Agencies of Note

HCP and Patient Campaign/event measurement and Persona development

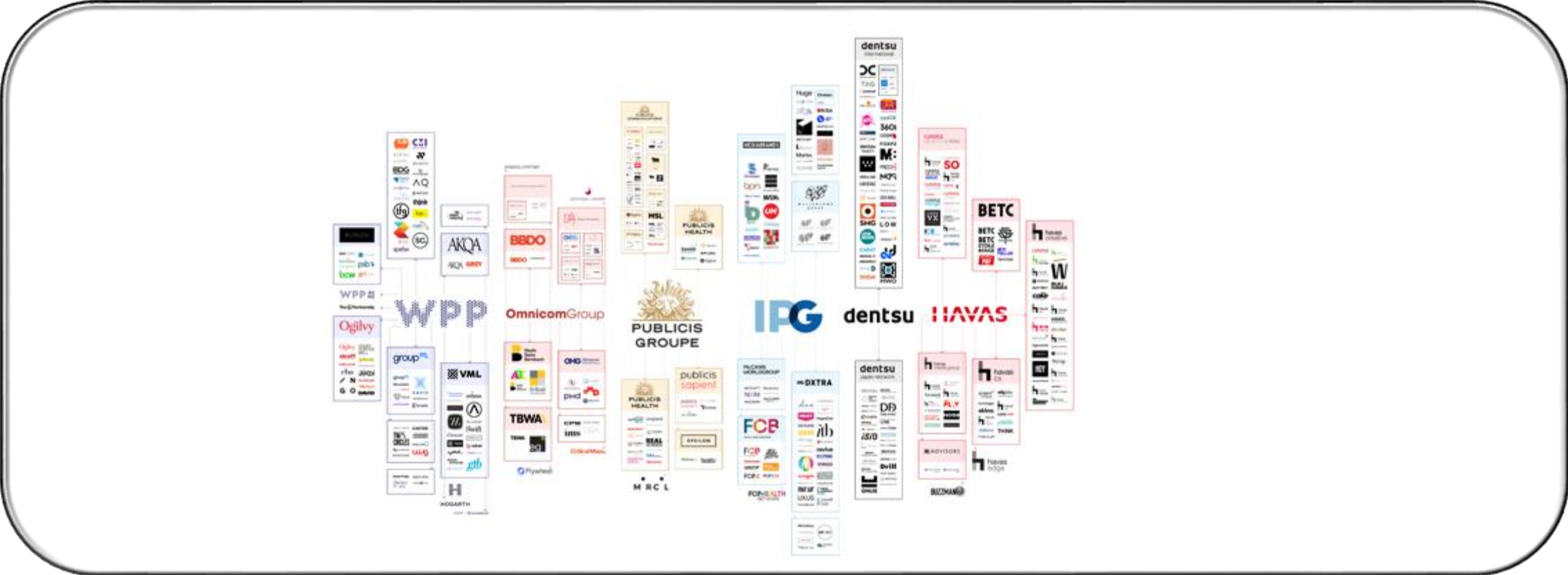
## Indirect sales through partners to Pharma

HCP Audience Intelligence





# Our Penetration into 66% of Global Agency Holding Groups



# Our Customer Validation



Exec VP Data And Analytics,  
Golin Agency/IPG New York

**How likely that you would  
recommend TM Drug-GPT to a  
colleague?**

10/10



**Can you tell us why you scored us so highly?**

In addition to the tool being able to accomplish something that we were not able to, the team (Jo, Elizabeth and Roma) are great partners and absolutely a joy to work with.

**What have we done well that you'd like to share with us?**

Everything that was promised to me was delivered and even more than what was expected.

**What can we improve? We'd love to hear your thoughts so we can continue getting better!**

My experience with the 1 project has been great.

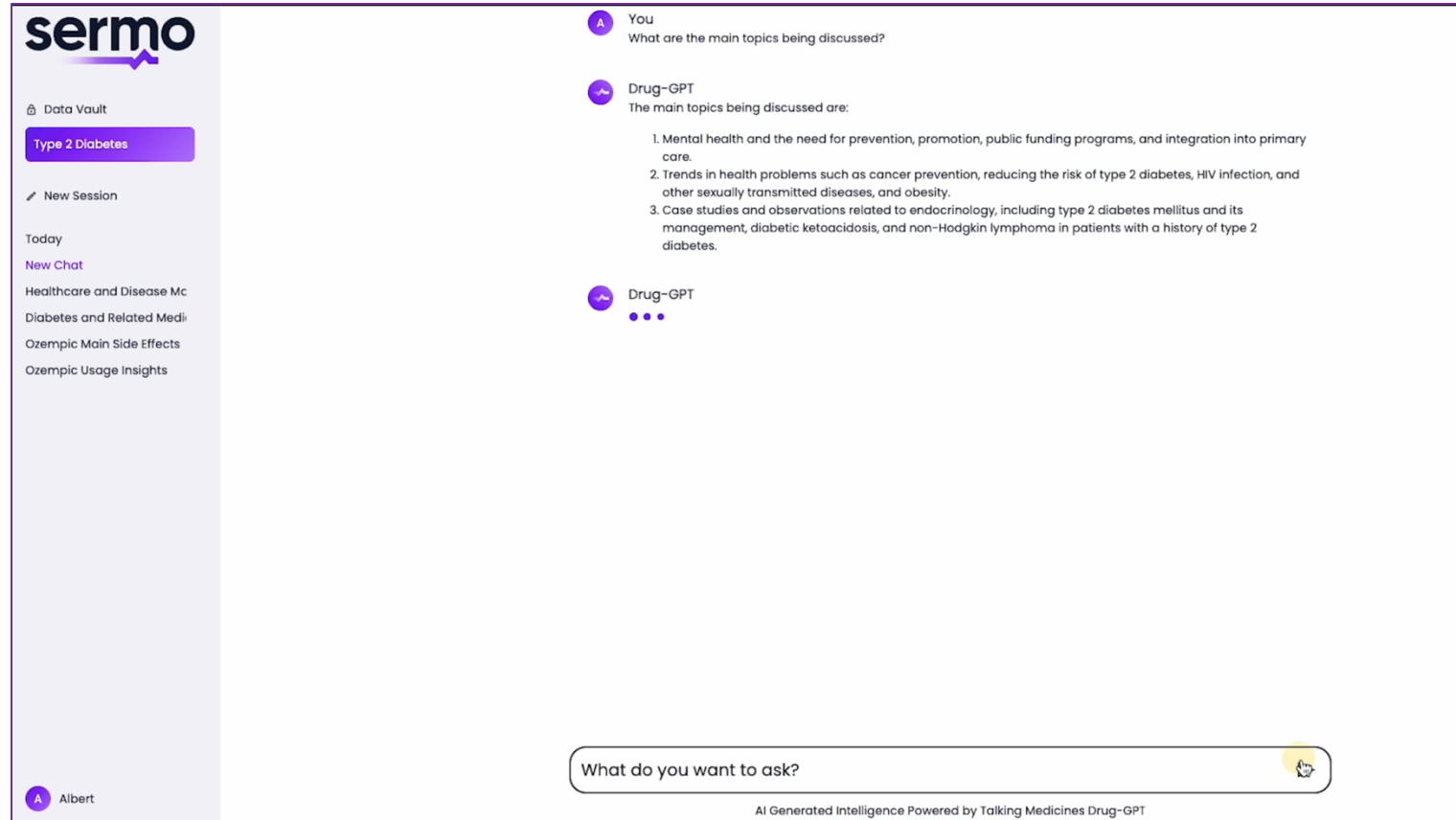
***Talking Medicines was a game-changer, helping us solve a challenge that had stumped us for quite some time. The team behind it has been incredibly supportive, collaborative, and made the entire process seamless and painless. They've truly been exceptional partners throughout.***

Submitted 13 September 2024 10:47



# Our Force Multiplier: First OEM delivered

- First Partner now actively selling Embedded Drug-GPT
- Application will provide pharma marketers access to curated data vaults of peer-to-peer Doctor views and experiences by disease area
- Talking Medicines shares in the revenue generated by their service
- Talking Medicines gets exposure to their tier one clients



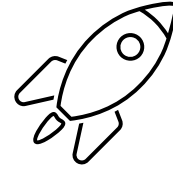
The screenshot displays the 'sermo' AI chat interface. On the left, a sidebar shows a 'Data Vault' for 'Type 2 Diabetes' with options for 'New Session' and 'New Chat'. Below this, a list of chat topics is visible: 'Healthcare and Disease Mc', 'Diabetes and Related Medi', 'Ozempic Main Side Effects', and 'Ozempic Usage Insights'. The main chat area shows a conversation between 'You' and 'Drug-GPT'. 'You' asks, 'What are the main topics being discussed?'. 'Drug-GPT' responds with a list of three topics: 1. Mental health and the need for prevention, promotion, public funding programs, and integration into primary care. 2. Trends in health problems such as cancer prevention, reducing the risk of type 2 diabetes, HIV infection, and other sexually transmitted diseases, and obesity. 3. Case studies and observations related to endocrinology, including type 2 diabetes mellitus and its management, diabetic ketoacidosis, and non-Hodgkin lymphoma in patients with a history of type 2 diabetes. At the bottom, there is a text input field with the placeholder 'What do you want to ask?' and a yellow speech bubble icon. The footer of the interface reads 'AI Generated Intelligence Powered by Talking Medicines Drug-GPT'.



# We Were Endorsed By Our Industry: 2024 New York Advertising Week Show



# Our 2025 KPIs



- Accelerate **adoption** and **scale through land and expand**
- Add to our **Advanced Data Science & AI** Modelling
- Build up our **US operations**
- **Grow by an order of magnitude YOY**

