TalkingMedicines
Advanced Data Science

2024

Our Breakthrough Year

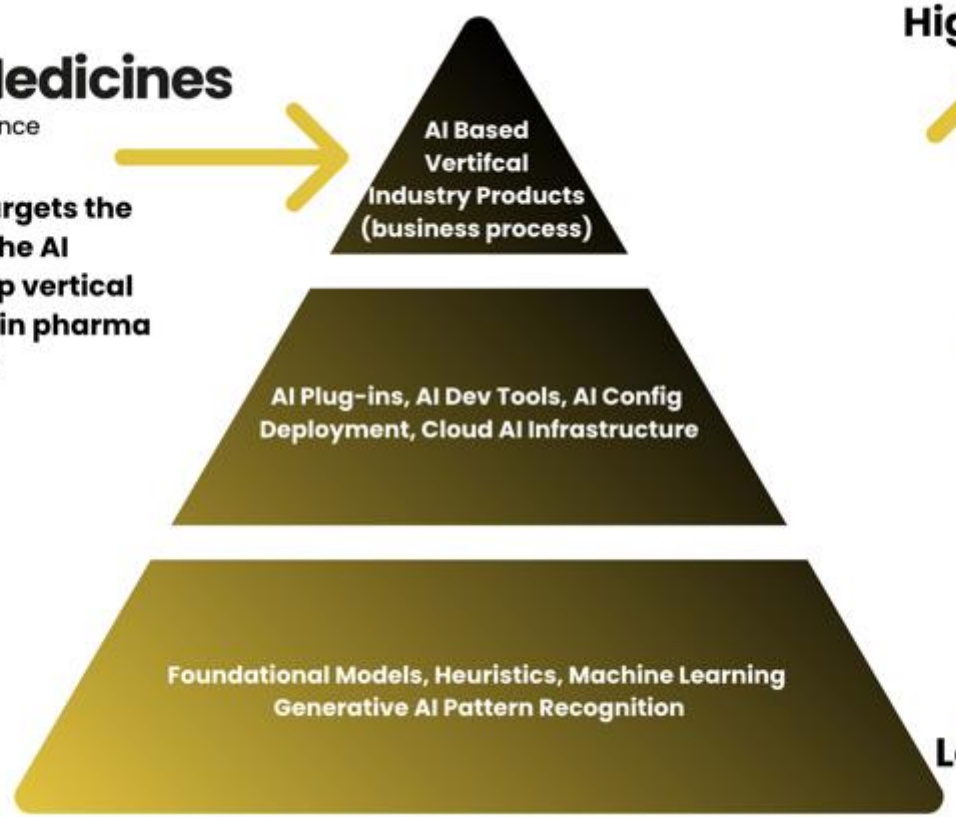
Capital Markets Day January 2025

Our Customers Entrusted 2.9M Pieces Of Data

We Play In The Highest Value Market

TalkingMedicines
Advanced Data Science

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



Highest

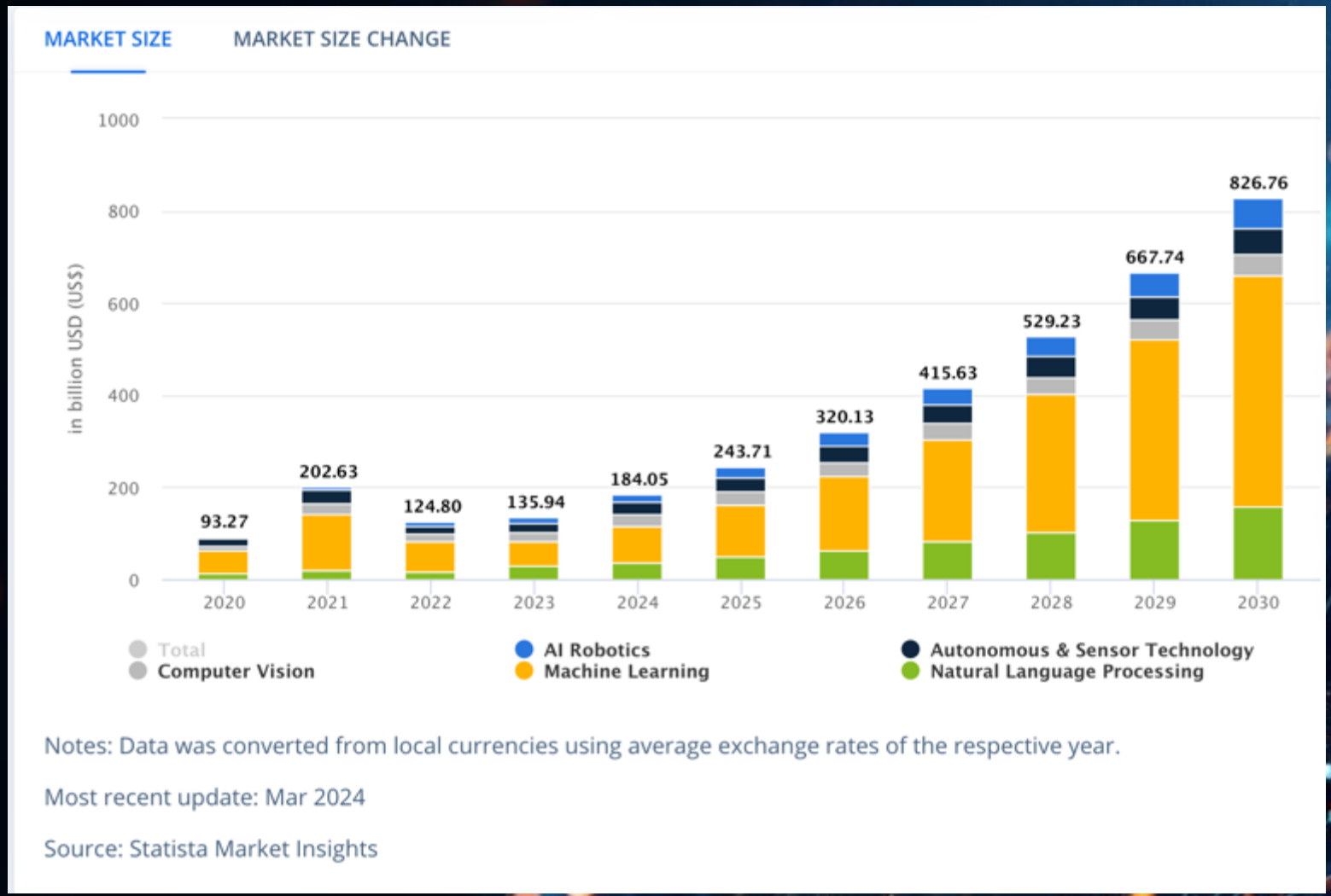
Vertical specialist pricing

Horizontal Mid Wear

Commodity

Lowest

We Are Participating In The Fastest Growing Segments



Notes: Data was converted from local currencies using average exchange rates of the respective year.

Most recent update: Mar 2024

Source: Statista Market Insights

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**

Drug-GPT

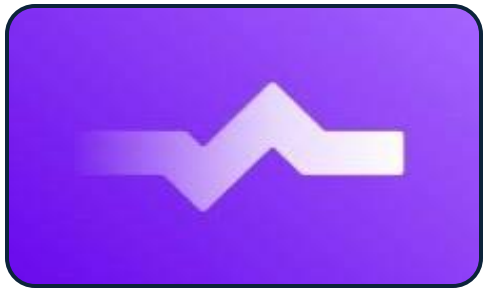
We Improve Agency performance by 80%

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



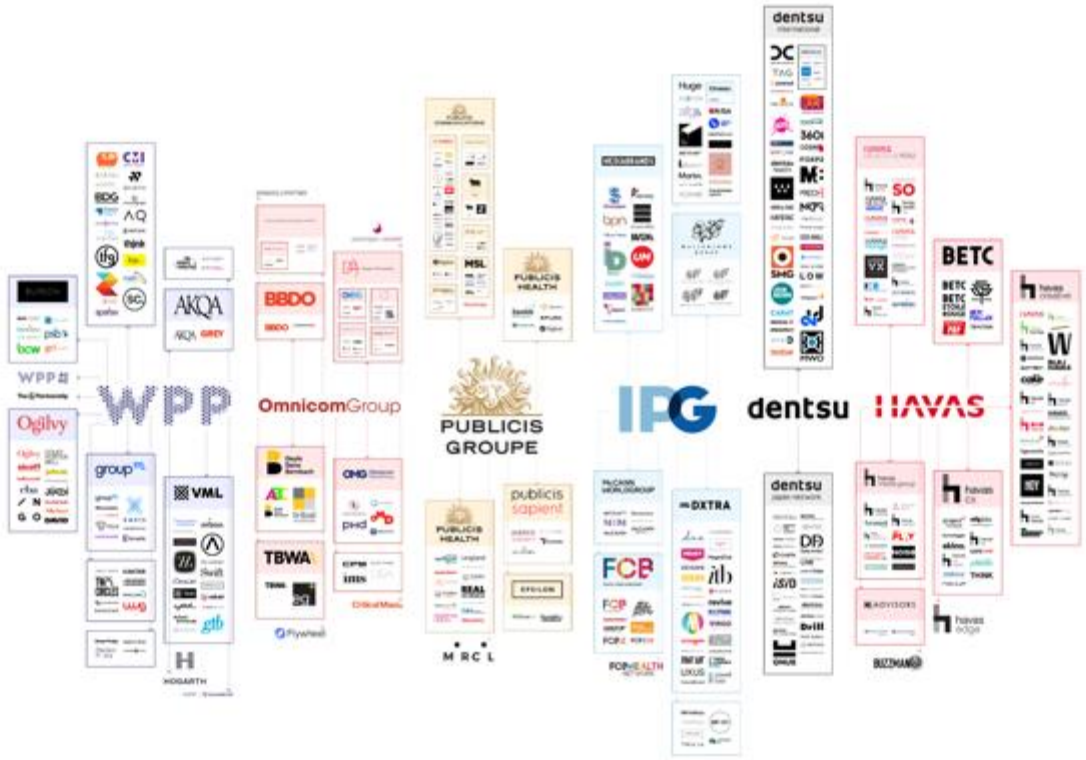
Direct Sales to Ad Agencies of Note

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.

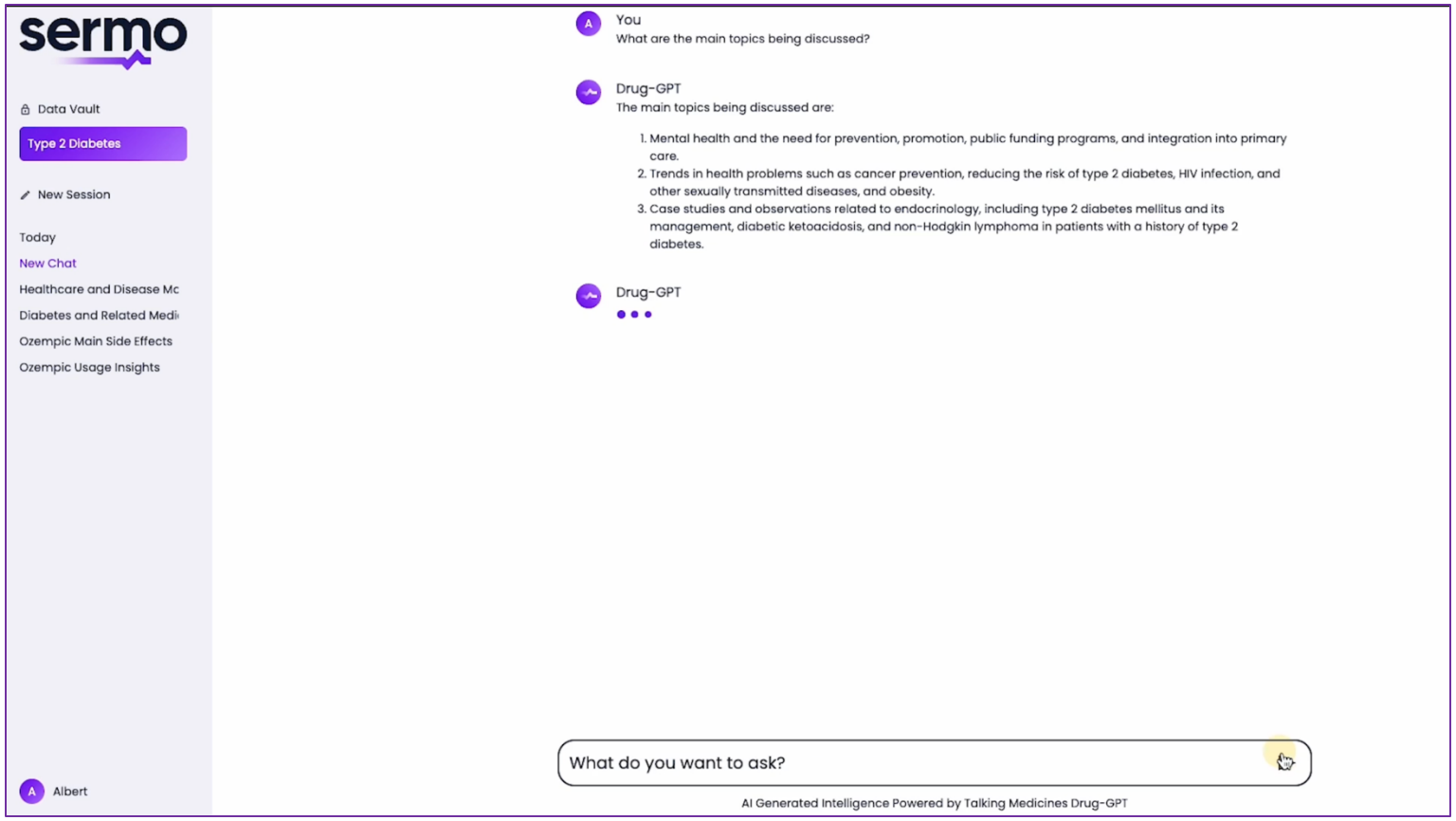
What can we improve? We'd love to hear your thoughts so we can continue getting better!
My experience with the 1 project has been great.

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

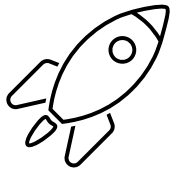
Our Force Multiplier: First OEM delivered

- First Partner now actively selling Embedded Drug-GPT
- Application will provide pharma marketeers 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



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**