

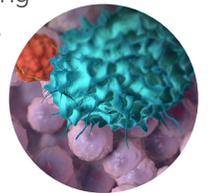
W2O + Arcus, Radius, ISO, 21GRAMS, Symplur and Discern Health #bettertogether

W2O

We brought these companies together to make
the world a healthier place.



Arcus Medica This recognized leader in medical and scientific communications brings a deep bench of doctoral-level experts to W2O. These experts specialize in translating complex clinical and scientific data into clear, meaningful content to help brands influence key audiences in today's evolving healthcare environment. Adding the Arcus team creates a fully integrated communications agency that uses proprietary data and analytics to fuel scientific strategy, peer-to-peer medical engagement and patient-centered narration for clients. W2O and Arcus share a passion for uncovering deep scientific acuties to build best-in-class strategy and deliver high quality communications that resonate.



Radius This award-winning, scientific digital creative agency fuses art and technology to create innovative experiences for healthcare brands. Radius is a solutions-oriented, strategic thought partner that can translate high-science into digestible, visually stimulating content. This seasoned team both complements and enhances our scientific and medical marketing communications offering and high-science advertising agency-of-record (AOR) platform, adding extensive experience in a range of therapeutic areas to W2O. Radius also brings a suite of new creative, digitally focused offerings including:

- Medical illustration and 3D animation, molecular visualization, UX design
- Programming, experiential media, and creative
- Digital execution for scientific congresses and tradeshows



Suzanne Jacobs



ISO This UK-based leader in scientific and medical communications extends W2O's capabilities and expands our talent base in scientific and medical marketing communications, ensuring we deliver maximum impact to our clients, throughout every stage of their brand's lifecycle. This symbiotic partnership expands W2O's geographic footprint in Europe, offering significant market growth opportunities for both our firm and our valued clients.

Isabel Gibson

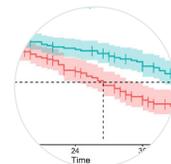


Oliver Burnham



ISO's talented team of experts with broad industry experience are adept in delivering impactful multi-channel scientific and medical education programs to ultimately enhance patients' lives. ISO's core capabilities include:

- Strategic/operational planning
- Opinion leader development programmes
- Steering group & advisory board management
- Clinical data releases, scientific narration & message development
- Symposia and event conceptualization



Robert Blink



21GRAMS This game-changing, strategic and creative marketing, advertising and patient/medical education agency dedicated to making healthcare more human further strengthens W2O's creative firepower and expands its capabilities in:

Wendy Levine



- DTC, DTP and B2B advertising
- Marketing to support the rapidly changing needs of the healthcare industry

Frank Mazzola



Jayson Dupré



21GRAMS brings a differentiated method of fundamentally understanding a healthcare brand's audience to make advertising less of an interruption and more worth their time, attention and action, while also offering a comprehensive suite of bold creative content capabilities. Together, W2O and 21GRAMS are committed to breaking down walls between the disciplines of advertising, marketing, communications and medical education to ensure a fully connected, inspiring and meaningful experience for patients, physicians and the entire healthcare ecosystem.



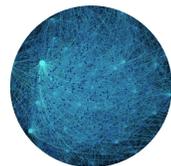
Audun Utengen



Tom Lee



Symplur This leading social media analytics platform exclusively focused on the healthcare sector, provides an easy-to-use interface and analytical capabilities that makes W2O's proprietary cutting edge data and analytics operating system and technology accessible to a broader range of non-technical users. This acquisition adds new features and products to the W2O platform that will further be informed by and benefit its wide range of healthcare clients. The platform tracks how physicians and other healthcare stakeholders produce and consume medical information online. Its proprietary Healthcare Social Graph®, the world's largest database of its kind, comprises over tens of thousands of healthcare topics with billions of conversations around any given therapeutic area among millions of influencers in real-time.



Guy D'Andrea



Discern Health This health economics and outcomes research (HEOR) consulting firm deepens W2O's value, access and pricing insights, policy, communications, marketing and consulting capabilities. Discern Health provides strategic direction and policy solutions to life sciences companies, government and nonprofit agencies, and health insurers, in addition to counseling leading healthcare organizations on the performance measures and innovative payment models that shape the market for their products and services. By adding Discern Health to the W2O family, together we will work closely with organizations to strengthen and quantify clinical and real-world evidence strategies that inform ongoing market access and commercialization initiatives. This acquisition will further expand W2O's presence with now nearly 100 people dedicated to these increasingly important health policy arenas.

