Reaching highly engaged and very responsive 50+ health-conscious consumers

50+ Market Data

- over 108 million people in the US are age 50+
- more than 8 in 10 adults 50+ are online
- more than 7 in 10 adults 50+ own a smartphone
- 52% of healthcare spending is done by adults 50+
- 1/2 of all consumer spending is done by adults age 50+
- 82% of adults age 50+ research health and wellness online

Other Health Concerns

<table>
<thead>
<tr>
<th>ailment</th>
<th>HAVE rank</th>
<th>USE RX TO TREAT rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psoriatic Arthritis</td>
<td>#1 215</td>
<td>1 724</td>
</tr>
<tr>
<td>Psoriasis</td>
<td>#1 504</td>
<td>4 365</td>
</tr>
<tr>
<td>Hepatitis C*</td>
<td>#1 296</td>
<td>10 267</td>
</tr>
<tr>
<td>Osteoporosis</td>
<td>#1 565</td>
<td>1 666</td>
</tr>
<tr>
<td>Hypertension/High Blood Pressure</td>
<td>#1 419</td>
<td>1 242</td>
</tr>
<tr>
<td>Overactive Bladder</td>
<td>#1 253</td>
<td>1 626</td>
</tr>
<tr>
<td>Fibromyalgia</td>
<td>#1 395</td>
<td>1 742</td>
</tr>
<tr>
<td>High Cholesterol</td>
<td>#6 175</td>
<td>5 190</td>
</tr>
<tr>
<td>Sleeping Difficulty</td>
<td>#6 202</td>
<td>1 293</td>
</tr>
<tr>
<td>COPD</td>
<td>#6 202</td>
<td>2 295</td>
</tr>
<tr>
<td>Gout</td>
<td>#6 202</td>
<td>1 385</td>
</tr>
</tbody>
</table>

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Reader Response Data

<table>
<thead>
<tr>
<th>action taken</th>
<th>rank</th>
<th>score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Called a toll-free number</td>
<td>#1</td>
<td>478</td>
</tr>
<tr>
<td>Asked doctor to prescribe a specific drug</td>
<td>#1</td>
<td>271</td>
</tr>
<tr>
<td>Bought a non-prescription product</td>
<td>#2</td>
<td>64</td>
</tr>
<tr>
<td>Refilled a prescription</td>
<td>#2</td>
<td>198</td>
</tr>
<tr>
<td>Made an appointment to see a doctor</td>
<td>#2</td>
<td>207</td>
</tr>
<tr>
<td>Discussed an ad with a friend or relative</td>
<td>#2</td>
<td>211</td>
</tr>
<tr>
<td>Consulted a pharmacist</td>
<td>#3</td>
<td>245</td>
</tr>
<tr>
<td>Visited a website</td>
<td>#3</td>
<td>235</td>
</tr>
<tr>
<td>Discussed an ad with your doctor</td>
<td>#7</td>
<td>197</td>
</tr>
</tbody>
</table>

Arthritis.org Monthly Metrics

- 6,095,034 Page Views
- 2.65 Pages Per Session
- 1,882,779 Users

Arthritis Today Audience Snapshot

- 700,000 Rate Base AAM-Measured Circulation
- 4,182,000 Readers
- $39,300 Median Household Income
- 61 Median Age
- 79% Female
- 78% 50+

SOURCE: 2016/2017 MARS Consumer Study

SOURCE: 2017 MARS Consumer Study

SOURCE: 2016 Doublebase GfK MRI

SOURCE: 2017 Spring GfK MRI

SOURCE: June 2017 Google Analytics

SOURCE: 2017 Spring GfK MRI

SOURCE: 2017 Spring GfK MRI