OUR AUDIENCE
Reaching highly-engaged and health-conscious 50+ consumers

Other Health Concerns

<table>
<thead>
<tr>
<th>ailment</th>
<th>HAVE</th>
<th>USE RX TO TREAT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>rank</td>
<td>index</td>
</tr>
<tr>
<td>Osteoporosis</td>
<td>#1</td>
<td>287</td>
</tr>
<tr>
<td>Fibromyalgia</td>
<td>#1</td>
<td>491</td>
</tr>
<tr>
<td>High Cholesterol</td>
<td>#2</td>
<td>165</td>
</tr>
<tr>
<td>Overactive Bladder</td>
<td>#3</td>
<td>235</td>
</tr>
<tr>
<td>Acid Reflux</td>
<td>#5</td>
<td>173</td>
</tr>
<tr>
<td>Hypertension/High Blood Pressure</td>
<td>#5</td>
<td>153</td>
</tr>
<tr>
<td>COPD</td>
<td>#3</td>
<td>235</td>
</tr>
</tbody>
</table>

SOURCE: 2018/2019 MARS Consumer Study

Lifestyle

83% Always looking for new ways to live a healthier life
82% Look for as much information as possible before taking a new drug
77% Agree vitamin supplements improve health
75% Agree benefits of vaccines outweigh any possible risks
74% Agree medication has improved their quality of life
66% Often discuss new prescription medicines with their doctor*
64% Willing to ask doctor for a prescription medication or drug sample*
62% Consult pharmacist for health advice

SOURCE: 2018 Doublebase GfK MRI / 2019 MARS Consumer Study
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

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