

PORSHA COULSON  
CAMPAIGN MANAGER  
RIDE-A-LONG

**biotechne<sup>®</sup>**

INITIATE CAMPAIGN

**IDENTIFY THE PROBLEM/PURPOSE:**

**WE HAVE A THING THAT  
NEEDS TO SELL**



IDENTIFY

# INITIATE CAMPAIGN

## **IDENTIFY THE PROBLEM/PURPOSE:**

WE HAVE A THING THAT NEEDS TO SELL

**WE NEED PEOPLE TO BUY IT**



IDENTIFY

# INITIATE CAMPAIGN

## **IDENTIFY THE PROBLEM/PURPOSE:**

WE HAVE A THING THAT NEEDS TO SELL

WE NEED PEOPLE TO BUY IT

**WE NEED PEOPLE TO WANT IT**



IDENTIFY

# INITIATE CAMPAIGN

## **IDENTIFY THE PROBLEM/PURPOSE:**

WE HAVE A THING THAT NEEDS TO SELL

WE NEED PEOPLE TO BUY IT

WE NEED PEOPLE TO WANT IT

**WE NEED PEOPLE TO KNOW ABOUT IT**



IDENTIFY

CREATE CAMPAIGN

**WHAT DO WE HAVE?**

**THE EXODX™ PROSTATE TEST**



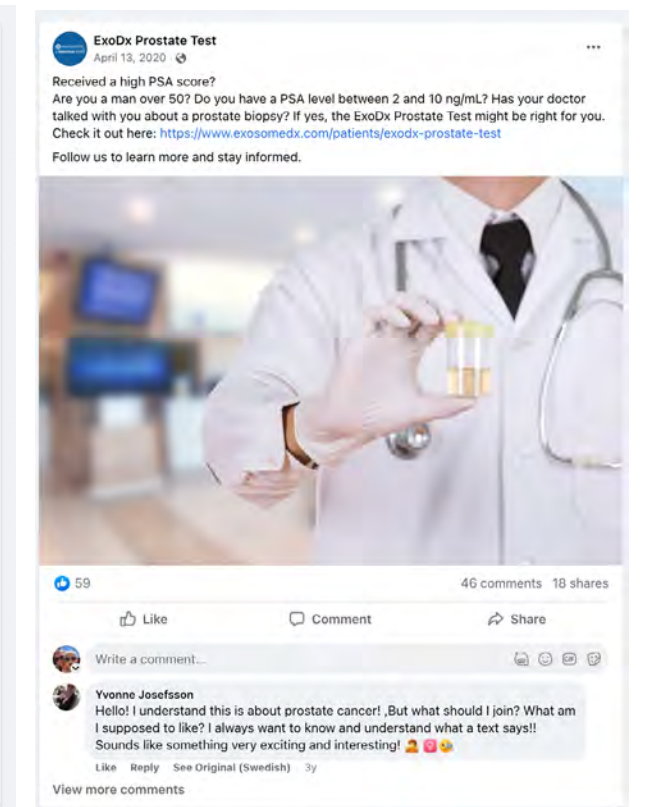
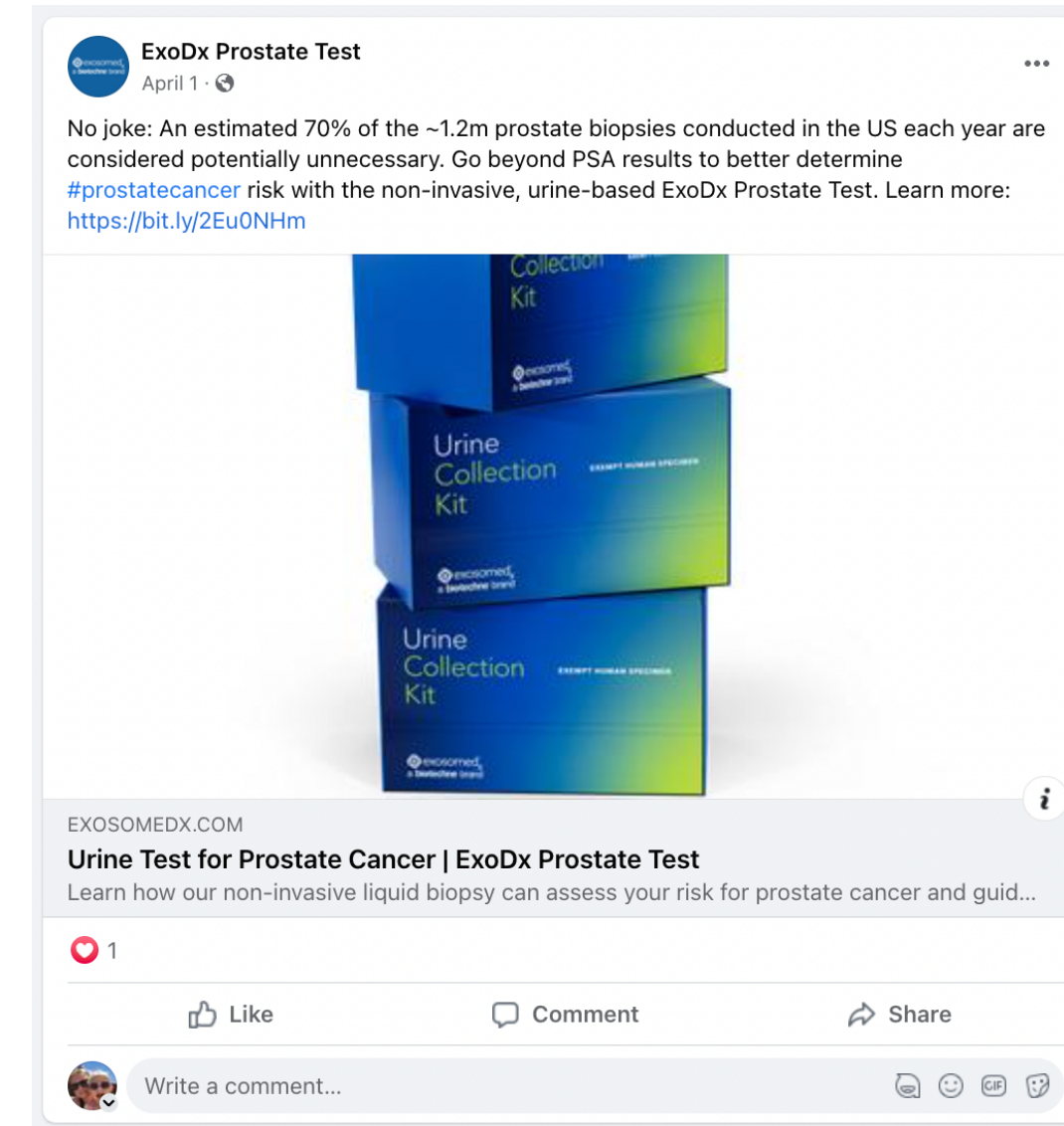
WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

# CREATE CAMPAIGN

LET'S SHOW PEOPLE  
WHAT WE HAVE

ON THEIR PHONES

SOCIAL



WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

CREATE CAMPAIGN

**LET'S SHOW PEOPLE  
WHAT WE HAVE**

ONLINE


**DIGITAL**

Find out your risk with the ExoDx™ Prostate Test

Over 200+ Veterans Tested

Non-Invasive


No DRE Required



exosome  
a biotechne brand

**The ExoDx™ Prostate Test**

- Smarter risk assessment for prostate cancer
- Non-Invasive Urine Test
- Independent of PSA
- Available in an At-Home Test




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Explore Now

**The ExoDx™ Prostate Test**

Explore Now



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**The ExoDx™ Prostate Test**

Available in an At-Home Test

Explore Now



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WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

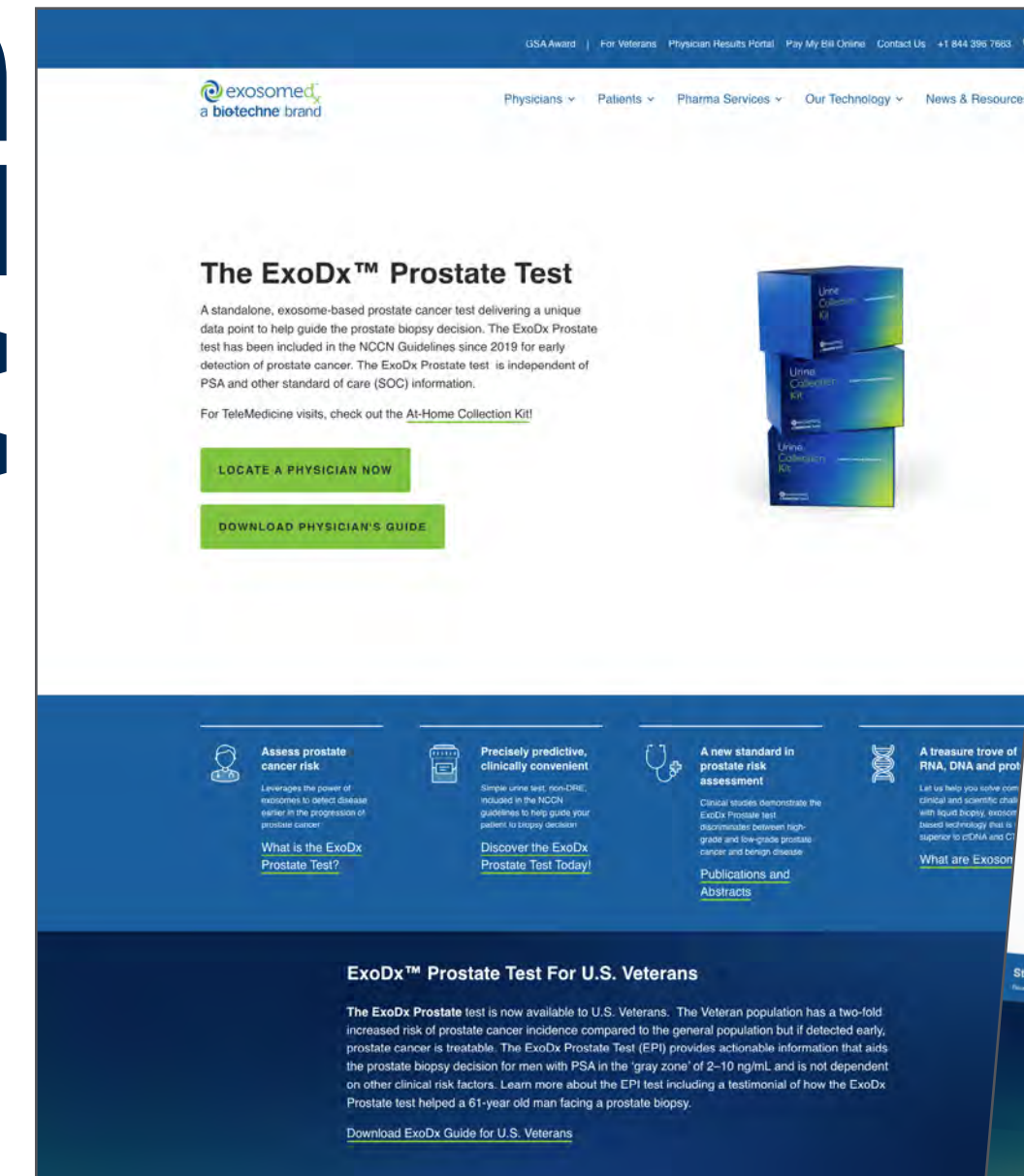


CREATE CAMPAIGN

LET'S SHOW PEOPLE  
WHAT WE HAVE

ONLINE

WEB



WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

CREATE CAMPAIGN


LET'S SHOW PEOPLE  
WHAT WE HAVE  
FOR A LONG TIME

DELIVERABLES

**Health Care Provider Guide**

**The ExoDx™ Prostate Test**

A simple urine test for risk assessment of high-grade prostate cancer (HGPCa)



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a biotechne brand

**The ExoDx™ Prostate Test: Quickguide**

The ExoDx Prostate Test is a simple, non-invasive urine test that can help discriminate the risk of aggressive prostate cancer (defined as Gleason Score ≥7).

**Why's the test best?**

- Non-invasive
- Convenient (can be done at home)
- Accurate

**How does it work?**

- No PSA
- Simple
- Accurate

**The ExoDx Prostate Test: Ordering to Implementing in one place**

**At-home Collection**


**Now to ordering? No problem! Follow the QR code.**

**Ordering is easy! Follow the QR Code here:**

- Clicking on QR Code will take you to a website where you can order the test.
- Order is shipped to your location in a secure box.

**Questions on Sample Collection? Follow the QR Code here:**

- Clicking on QR Code will take you to a website where you can find answers to your questions.



**Ask Your Doctor**

Is the ExoDx™ Prostate Test right for me?


Using your prostate cancer risk rating, test your doctor can help explain how the disease is defined, how you can get tested, and what your options are if you're at risk.

**Below are some questions you can discuss with your doctor:**

1. How do I find out if I have prostate cancer?
2. What is my PSA level and history of PSA levels?
3. Does prostate cancer risk go beyond the PSA level for high-grade prostate cancer?
4. What is the chance of having prostate cancer or prostate cancer if I have a prostate biopsy?
5. What is the chance of having prostate cancer if I have a prostate biopsy?
6. What is the chance of having prostate cancer if I have a prostate biopsy?
7. What is the chance of having prostate cancer if I have a prostate biopsy?
8. What is the chance of having prostate cancer if I have a prostate biopsy?
9. What is the chance of having prostate cancer if I have a prostate biopsy?
10. What is the chance of having prostate cancer if I have a prostate biopsy?

**Call or click below to learn more:**

**844-EXOSOME** [exosomedx.com](http://exosomedx.com)  
[exosomedx@biotechne.com](mailto:exosomedx@biotechne.com)



WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

CREATE CAMPAIGN

**LET'S INCREASE INTEREST**



WE NEED PEOPLE TO WANT IT : U S P

CREATE CAMPAIGN

LET'S INCREASE INTEREST

### The ExoDx™ Prostate Test & mpMRI

ExoDx™ Prostate Test (Pre-MRI) → MRI → Shared Decision (Biopsy OR Biopsy Deferral)

MRI → ExoDx™ Prostate Test (Post-MRI) → Shared Decision (Biopsy OR Biopsy Deferral)

**INTRODUCING**

A Complementary Approach - Campaign

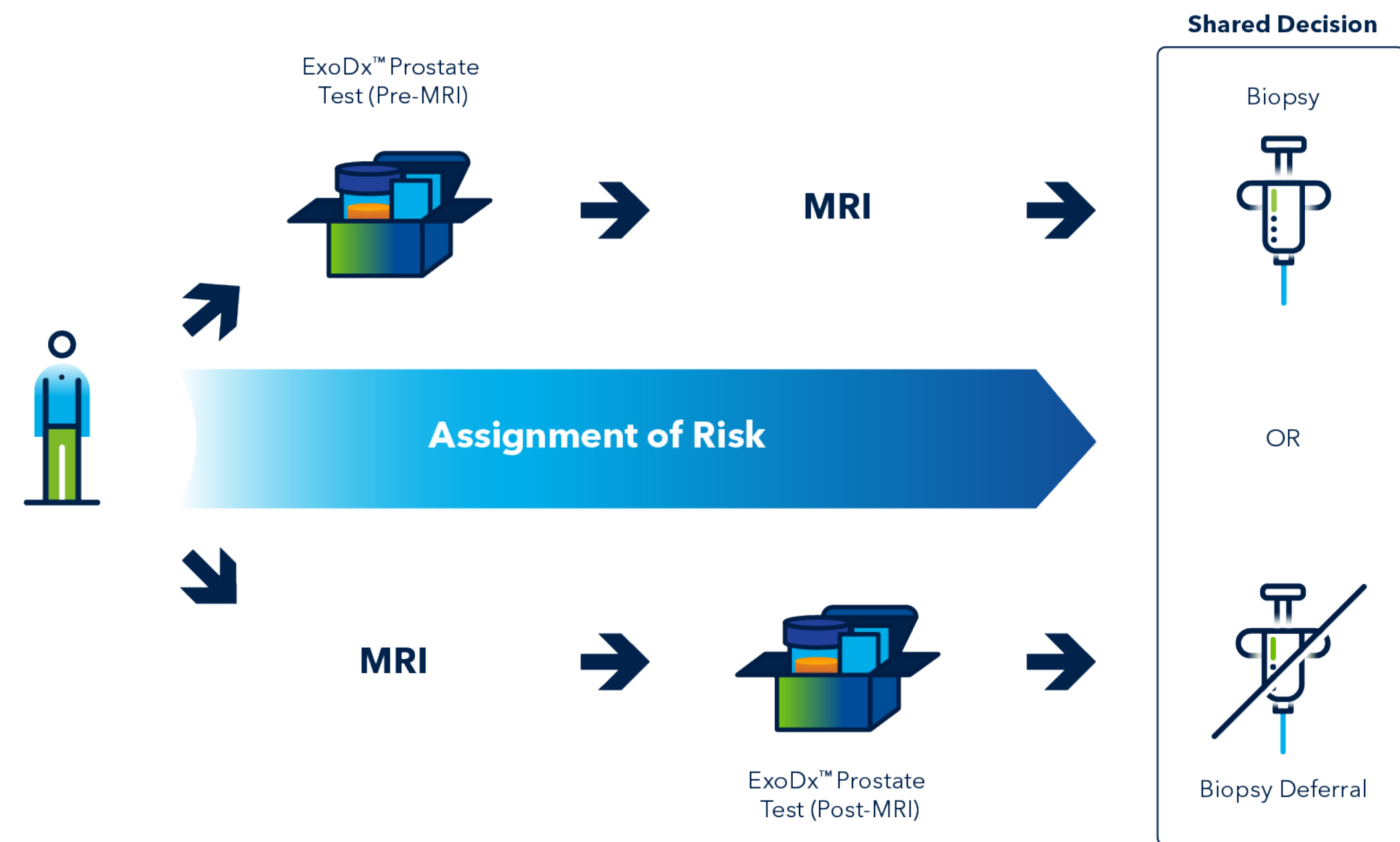
WE NEED PEOPLE TO WANT IT : U S P

CREATE CAMPAIGN

LET'S INCREASE INTEREST

CREATE A CAMPAIGN

## The ExoDx™ Prostate Test & mpMRI



A Complementary Approach - Campaign

WE NEED PEOPLE TO WANT IT : U S P

CREATE CAMPAIGN

## LET'S INCREASE INTEREST

CREATE A CAMPAIGN

## WHAT IS OUR UNIQUE SELLING PROPOSITION (USP)

WE NEED PEOPLE TO WANT IT : U S P

## ExoDx™ Prostate Test

The only exosome-based test that provides unique, actionable intelligence to help you decide if biopsy is necessary; independent of PSA and other standard of care (SOC) features. [Connect with a representative in your area](#) for more information today.

NOW AVAILABLE AS AN AT-HOME COLLECTION KIT!

DOWNLOAD WHITEPAPER

We advocate against unnecessary biopsy for cancer diagnosis with our unique product (ExoDx™ Prostate Test).

“The only exosome-based test that provides unique, actionable intelligence to help you decide if biopsy is necessary; independent of PSA and other standard of care (SOC) features.”

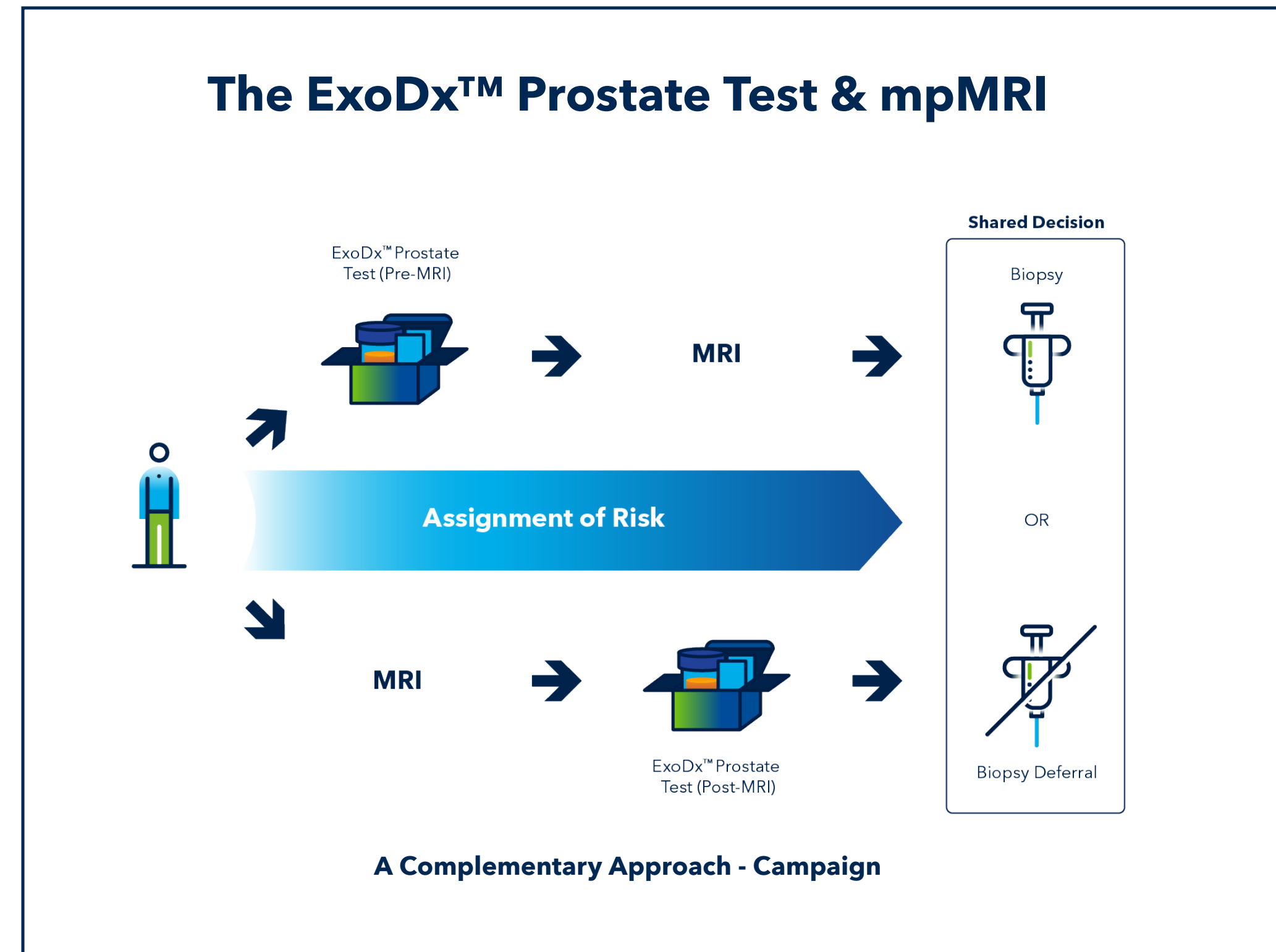
CREATE CAMPAIGN

### LET'S INCREASE INTEREST

CREATE A CAMPAIGN

WHAT IS OUR  
UNIQUE SELLING PROPOSITION  
(USP)

WHY BUY FROM US SPECIFICALLY?



“Combining the ExoDx Prostate Test with mpMRI has potential benefits for maximizing detection of HGPCA while minimizing HGPCA that may be missed by either method alone.”

WE NEED PEOPLE TO WANT IT : U S P

**USP:**

**BY USING MPMRI, WITH THE  
EXODX PROSTATE TEST, WE COULD  
DETECT HIGH GRADE PROSTATE  
CANCER EASIER.**



DEPLOY CAMPAIGN

LET'S SHOW PEOPLE  
WHAT WE HAVE

ON THEIR PHONES

WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

SOCIAL

The image shows a Facebook post from the page 'ExoDx Prostate Test', dated March 23. The post text reads: 'Integrating different methods to risk assess high-grade prostate cancer leverages respective strengths and balances limitations; learn how the ExoDx™ Prostate Test can be used in combination with mpMRI imaging when considering a patient for prostate biopsy at our webinar on March 30, 2023 at 6:00 PM EST'. A link is provided: <https://bit.ly/40zgxhb>. The main image of the post features a man in blue scrubs standing next to an MRI machine, with another man lying on the table inside the machine. Text overlaid on the image says: 'JOIN US FOR An Integrated Biomarker and MRI Risk Assessment Approach to Prostate Cancer Diagnosis March 30th, 6:00pm EST'. The ExosomeDx logo is in the top right corner of the image. Below the image, the post shows 1 like, and buttons for 'Like', 'Comment', and 'Share'. A comment input field at the bottom says 'Write a comment...'.

DEPLOY CAMPAIGN

LET'S SHOW PEOPLE  
WHAT WE HAVE

IN THEIR INBOXES

DIGITAL

WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M



# DEPLOY CAMPAIGN

## LET'S SHOW PEOPLE WHAT WE HAVE

### ONLINE

# WEB

**The ExoDx™ Prostate Test & mpMRI – A Complementary Approach**

To find out more information about how the ExoDx Prostate Test and mpMRI are complementary take a look at our brochure. The brochure is a detailed resource that includes information on the following topics:

- Utilization of mpMRI in prostate cancer risk assessment and its benefits
- 7 Areas of enhancement to strengthen the MRI approach in the early detection of high-grade prostate cancer
- Combining risk assessment methods – The ExoDx Prostate Test and mpMRI

**Assessment of Risk**

**May We Contact You?**

By checking this box, I agree to receive relevant marketing communications regarding products, industry news, literature, and events from Exosome Diagnostics. I understand that I can change my preference at any time. I further understand that any data provided to Exosome Diagnostics will be stored, used, and shared consistently with Bio-Techne's Exosome Diagnostics.

**The ExoDx™ Prostate Test & mpMRI – A Complementary Approach**

**Introduction to the ExoDx Prostate Test + mpMRI**

The clinical question before us is how do we make the best balance, helping to increase compliance with the biopsy recommendations for patients at high-risk while providing greater reassurance for low-risk patients in an informed shared decision to their doctor? There is a clear need to understand better how mpMRI and the various biomarkers can be integrated into the prostate cancer diagnostic equation.

Now, we review the primary strengths and limitations of mpMRI, including mpMRI's enhanced ability to detect and characterize prostate cancer, specifically mpMRI's ability to identify high-grade prostate cancer and its role in the prostate cancer diagnostic equation.

Potential clinical challenges for combining the ExoDx Prostate Test and mpMRI are discussed, including imaging quality, timing of the ExoDx Prostate Test and mpMRI, and other factors in other modalities and possible approaches for improved use assessment and more informed decision-making.

**The right patient at the right time for biopsy**

Improving the informed decision of prostate cancer management requires better understanding of prostate cancer and performance of large numbers of prostate cancer and mpMRI. The ExoDx Prostate Test and mpMRI are complementary to each other, and together they are emerging as an important aspect of prostate cancer management in the shared decision-making discussion of prostate cancer.

# WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

# DEPLOY CAMPAIGN

LET'S SHOW PEOPLE  
WHAT WE HAVE

IN PERSON

WE NEED PEOPLE TO KNOW ABOUT IT : I N F O R M

# EVENTS

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a biotechn<sup>e</sup> brand

## mpMRI and Biomarkers Complementary as Risk Assessment Methods in the Early Detection

Dr. David Albala  
Chief of Urology – Crouse Hospital, Syracuse, NY  
Associated Medical Professionals

February 23, 2023

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American Urological Association

### INDUSTRY AUA NewsWorthy WEBINARS

Join Industry Expert  
Dr. David M. Albala  
Live on March 30

REGISTER NOW!

Exosome Diagnostics

At #AUA23 Join us at booth 3420 today and tomorrow for in-booth presentations from Dr. Jason Akar on an exosomal platform that has been used to monitor NASA astronauts on the ISS at 10am, 11am, 2pm and 3pm.

Exosome Diagnostics

Day three of great conversations at #AUA23 - Giving by Booth 3420 to learn about how the non-invasive ExoDx Prostate Test can fit into diagnostic decision-making.

Exosome Diagnostics

That's a wrap at #AUA23 Chicago - thanks stopping by!

Missed us this year? Learn about the non-invasive ExoDx test here: ...see more

ExosomeDx at AUA 2023

Exosome Diagnostics

4 in-booth presentations daily, a fully staffed exhibit, new updates to share and the Young Urologist Forum, there are plenty of opportunities to discuss the utility of our ExoDx Prostate Test with us in 2 weeks at #AUA23 in Chicago! ...see more

Come Join us at AUA Booth 3420

LET'S SHOW PEOPLE  
WHAT WE HAVE  
FOR A LONG TIME

DELIVERABLES

**The ExoDx™ Prostate Test and mpMRI Independent but Complementary**

mpMRI is a powerful imaging technology that provides additional insight into which tumors may be clinically significant, along with information for biopsy targeting.

However, all risk assessment methods, including mpMRI or biomarkers, have strengths and limitations. The key to more informed clinical decision-making is to understand each technology's limitations and consider the appropriate integration of complementary methods.

- 1. Reader Variability/Subjectivity**  
Subjective visual assessment of mpMRI imaging is driven by experience and expertise.<sup>1,2,3,4</sup>
- 2. Tumor Visibility**  
Multiple factors affect tumor visibility such as size, location and architecture. Tumors that are not visible on mpMRI are one aspect of the mpMRI false negative rate for HGPCa. 16-24% of all HGPCa (pGG2) are not visible on mpMRI.<sup>5,6,7,8</sup>
- 3. False Negatives**  
Guidelines reflect published data emphasizing that, by itself, a negative mpMRI does not omit the possibility of high-grade cancer and clinicians should consider biomarkers when looking to defer a biopsy in a patient with a negative mpMRI.<sup>9,10,11</sup>
- 4. Multifocality / Disease Heterogeneity**  
Stabile et al. followed fusion biopsy with TRUS biopsy and found 30% HGPCa outside of the index lesion.<sup>12</sup>
- 5. Tumor Size**  
60-100% of HGPCa tumors less than 1 cm are missed by mpMRI.<sup>13,14</sup>
- 6. PIRADS Variation**  
PIRADS categories have a diverse range of HGPCa levels, low-risk cancer (GG1), and benign tissue, and the distribution varies depending on the PIRADS category. For example, PIRADS 4 has 50% 9% and 31% HGPCa, low-risk cancer and benign tissue, respectively.<sup>15</sup>
- 7. False Positives**  
Numerous conditions can cause false positive MRI readings. False positive rates vary depending on the PIRADS category, and range from 17-40% for PIRADS 4 & 5, respectively.<sup>16</sup>

**7 Areas for Enhancement**

Find more information and references in our Whitepaper entitled, **The ExoDx Prostate Test and mpMRI - A Complementary Approach**

MRI

**The ExoDx™ Prostate Test & mpMRI - A Complementary Approach**

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Contact Us | 1-844-396-7663

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**The ExoDx™ Prostate Test & mpMRI - A Complementary Approach**

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**The ExoDx™ Prostate Test & mpMRI - A Complementary Approach**

DEPLOY CAMPAIGN

**SUCCESS!**  
maybe

# TRACK CAMPAIGN

HOW DO WE KNOW IF  
PEOPLE LIKE OUR NEW THING?

**ASK**

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Contact Us | 1.844.391.7663

## The ExoDx™ Prostate Test & mpMRI - A Complementary Approach

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First Name: \*

Last Name: \*

Email Address: \*

Country: \*

Postal Code: \*

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SUBMIT

(844) 396-7663  
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266 Second Ave, Suite 200  
Waltham, MA 02451

About BioTechne  
Management Team  
Careers

Investors  
Corporate Responsibility

f t in

ANALYSIS & GROWTH

# TRACK CAMPAIGN

HOW DO WE KNOW IF PEOPLE LIKE OUR NEW THING?

## CAPTURE INFO

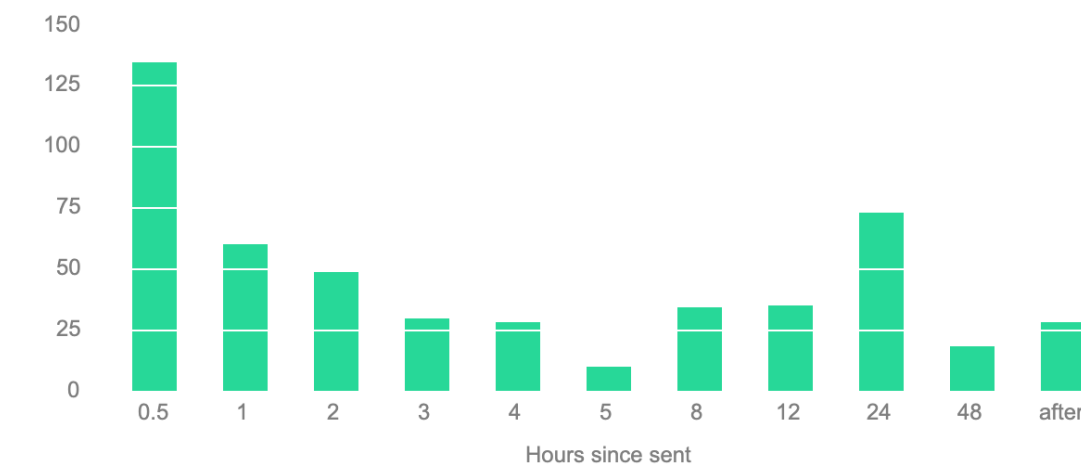
## DIVE INTO ANALYTICS

id	Full Name	Job Title	Company	Email	Phone	Person
490...	Anthony Brown		NOT PROVIDED	tonybrownn@ya...		Web
529...	Rajesh Shinghal	Urologist	Palo Alto Medical...	rajesh_shinghal@...		Web
587...	Andrew Greene MD		NOT PROVIDED	agreen60@gmail...		Web
588...	ROCCO MEOLA		NOT PROVIDED	rocco.meola@cica...		Web
559...	Danielle Kulick		NOT PROVIDED	danielle.kulick@bi...		Web
542...	Norah Post	Test 2	Bio-Technie	norah_post@bio-te...	7204965161	Web
589...	Bradford Carter		NOT PROVIDED	bradfordc19@gma...		Web
586...	Gerald Kittisen		NOT PROVIDED	gkit47@hotmail.c...		Web

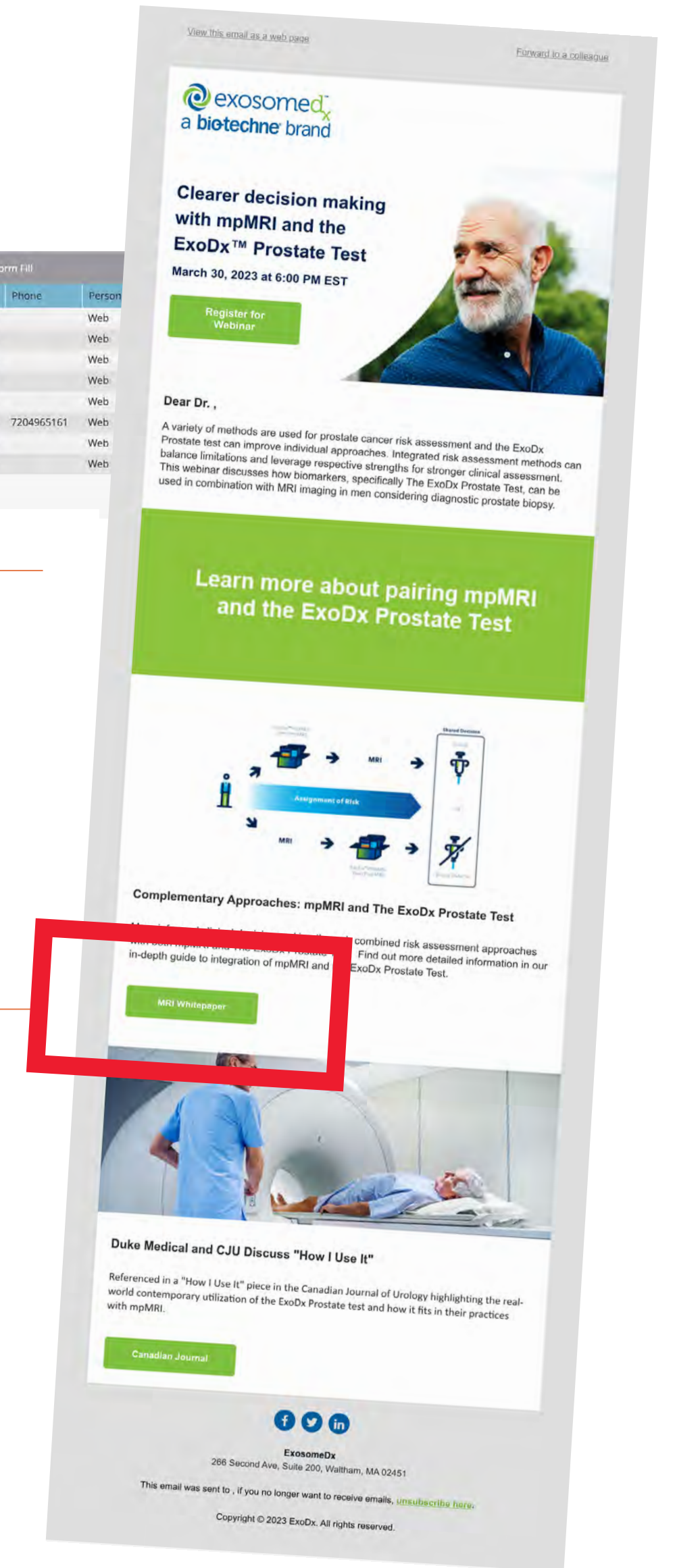
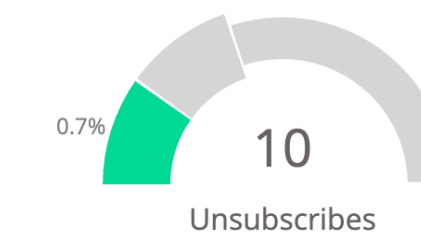
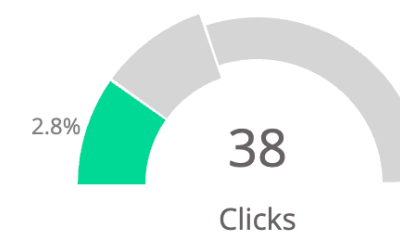
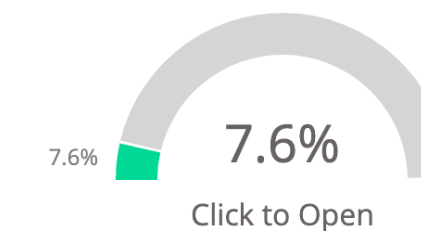
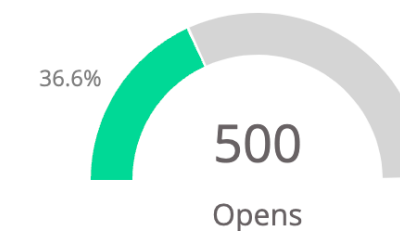
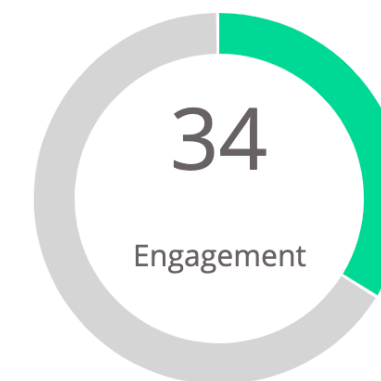
### Email Send



### Opens



### Summary



## ANALYSIS & GROWTH



**HOW DO WE KNOW IF  
PEOPLE LIKE OUR NEW THING?**

**ASK MORE QUESTIONS**

- How people are seeing our campaign?
- Can we expose more people to see our campaign?
- Can we expose more of the RIGHT people to see our campaign?

**COLLECT & ANALYZE MORE DATA**

- Social Media Metrics
- Digital Ad Metrics
- Landing Page Metrics
- Email Metrics

**DID WE SOLVE THE PROBLEM?**

WE HAVE A THING THAT NEEDS TO SELL:  
**HAVE SALES INCREASED?**



**DID WE SOLVE THE PROBLEM?**

WE HAVE A THING THAT NEEDS TO SELL:  
**HAVE SALES INCREASED?**

*Yes!*

- Q2 Test Count Growth: YoY – 74.4%, QoQ – 20.5%
- QoQ # Existing Doctors increased 5% and New Doctors by 34%
- QoQ, the number of tests ordered by existing doctors increased 17% and tests ordered by new doctors increased 50%

**17%** order increase by existing doctors  
**50%** order increase by new doctors

## TRACK CAMPAIGN

IDENTIFY THE PROBLEM/PURPOSE:

WE HAVE A (NEW THING) THAT NEEDS TO SELL

WE NEED PEOPLE TO BUY IT

WE NEED PEOPLE TO WANT IT

WE NEED PEOPLE TO KNOW ABOUT IT

**WE NEED PEOPLE TO KEEP BUYING IT**

ANALYSIS & GROWTH

IDENTIFY THE PROBLEM/PURPOSE:

WE HAVE A (NEW THING) THAT NEEDS TO SELL

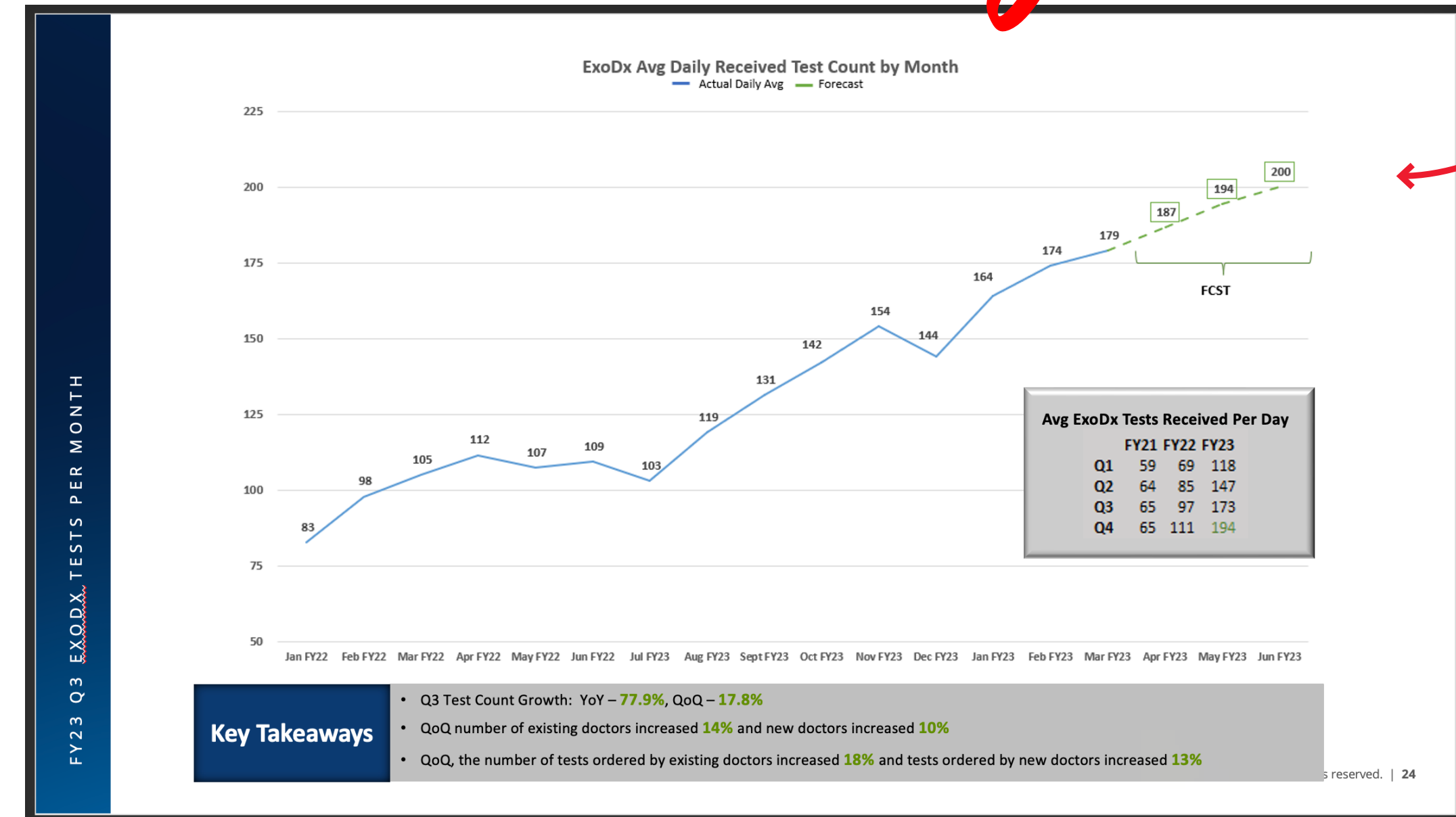
WE NEED PEOPLE TO BUY IT

WE NEED PEOPLE TO WANT IT

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**WE NEED PEOPLE TO KEEP BUYING IT**

*they are*



**18%** order increase by existing doctors  
**13%** order increase by new doctors

# TRACK CAMPAIGN

IDENTIFY THE PROBLEM/PURPOSE:

WE HAVE A (NEW THING) THAT NEEDS TO SELL

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**KEEP IT TOP OF MIND**

	Focus	Q2 Key Objective	Q2 Key Outcome	What's Next   Q3 Focus
MARKETING CAMPAIGNS: EXOSOME PHYSICIAN	Urologist	Increase consideration in rural and hard to see urologist offices	452 Tests ordered by Physicians who received a video mailer 500+ attendees to Continued Education webinars on Medscape	Education of new and existing doctors with a podcast and video mailers Implement campaign to nurture leads
	Primary Care	Educate primary care doctors on usage of biomarkers in their practice	500+ attendees to Continued Education webinars on Medscape	Upcoming podcast series on Patient Care Implement campaign to nurture leads
	Physician Digital Optimization	Continue to create SEO/SEM optimization on the website	Traffic has increased by 14% YoY Downloads increased by 50% YoY	Continued content expansion Develop lead gen strategy Webinar Display Strategy
	mpMRI + ExoDx	Build campaign and content to deploy in Q3	Initial content complete, behind on fully developed campaign	AUA webinar with Dr. Albala and promotion of brochure content

Danielle

*next steps*

ANALYSIS & GROWTH

## TRACK CAMPAIGN

### **NEXT STEPS:** ANALYSIS

#### **FIND OUT WHAT WORKED AND WHAT DIDN'T:**

- UTILIZE THE DATA OF WHO ARE SEEING AND **ARE** BUYING
- UTILIZE THE DATA OF WHO ARE SEEING AND **NOT** BUYING
- UTILIZE THE DATA OF **WHAT** IS SELLING AND PUSH SIMILAR ITEMS TO THE BUYING AUDIENCE
- UTILIZE THE DATA OF INTERACTIONS FOR **SIMILAR PRODUCT** CAMPAIGNS

## ANALYSIS & GROWTH

## TRACK CAMPAIGN

### **NEXT STEPS:** ANALYSIS

#### **FIND OUT WHAT WORKED AND WHAT DIDN'T:**

- UTILIZE THE DATA OF WHO ARE SEEING AND **ARE** BUYING
  - Reward loyalty
  - Capture testimonials for increased trust
- UTILIZE THE DATA OF WHO ARE SEEING AND **NOT** BUYING
  - Use more targeted messaging - address the problem, solve the problem.
  - Utilize increased trust / testimonials
  - Push FOMO agenda
  - Increase awareness to late adopters
  - Explore influential marketing, talking heads and celebrity endorsements
- UTILIZE THE DATA OF **WHAT** IS SELLING AND PUSH SIMILAR ITEMS TO THE BUYING AUDIENCE
  - Up sell
  - Gameify
  - Implement rewards for continued buying behavior
- UTILIZE THE DATA OF INTERACTIONS FOR **SIMILAR PRODUCT** CAMPAIGNS
  - Increase the awareness by meeting the audience where they are

## ANALYSIS & GROWTH



NEXT STEPS

CREATE AN EVERGREEN  
CAMPAIGN

*OR*

PIVOT THE  
MESSAGING

CONTINUED MARKETING

## NEXT STEPS

### EVERGREEN CAMPAIGN

- UTILIZE THE DATA OF WHO ARE SEEING AND **NOT** BUYING
  - Continued ad display
  - Continued email sends
- UTILIZE THE DATA OF **WHAT** IS SELLING AND PUSH SIMILAR ITEMS TO THE BUYING AUDIENCE
  - Urology Times ROS Banners
  - Backtable Podcast
  - Dr. Geo Podcast
- MEET THE AUDIENCE WHERE THEY ARE FOR **SIMILAR PRODUCT** CAMPAIGNS
  - AUA Webinar

## CONTINUED MARKETING

# *evergreen campaign*

## **MESSAGING PLATFORMS**

- AUA Webinar
- Urology Times ROS Banners
- Web Presence/Form Fills
- Email

## **MARKERS OF SUCCESS**

- *300* views
- *200,000* Impressions
- *10* Leads
- *501* Opens / *38* Clicks

## **WAYS TO REACH AUDIENCE**

- Display Ads
- Backtable Podcast
- Dr. Geo Podcast
- Marketo