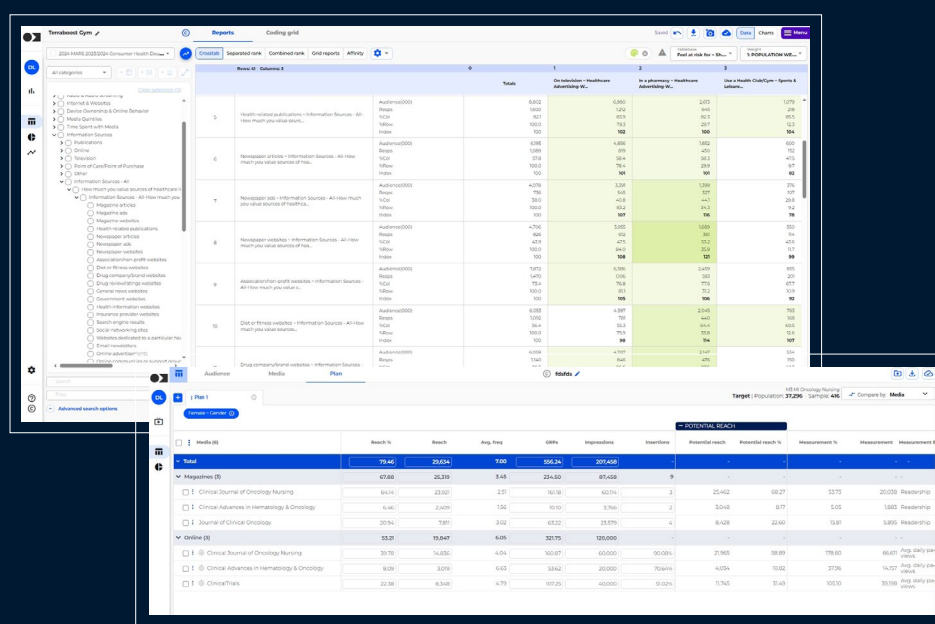


M3 MI's new **single platform solution connects two enhanced tools** for audience analysis and HCP media planning.

Explore Audience Intelligence Crosstab Tool



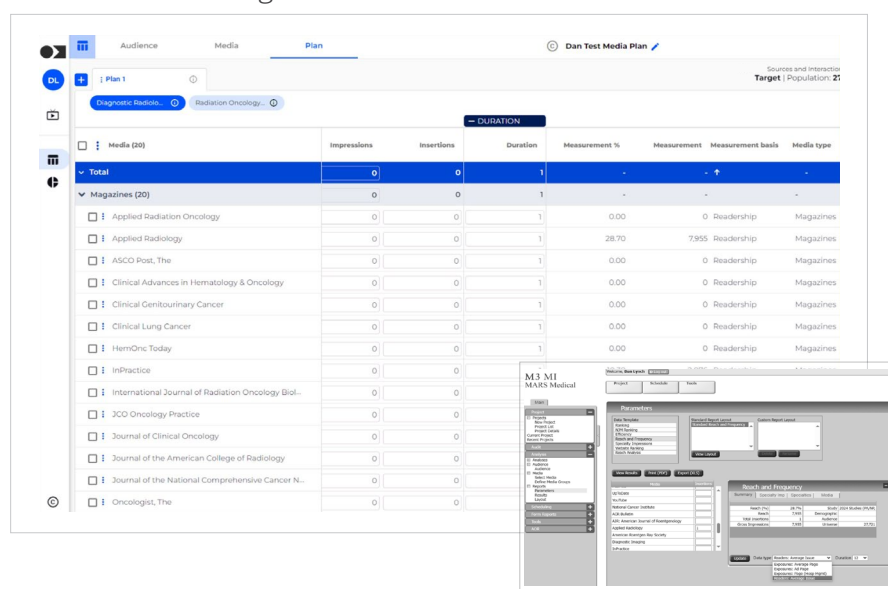
Plan Media Intelligence HCP Media Planning Tool

We are pleased to announce our partnership with TelmarHelixa, a leading provider of media analysis and planning software. Together we created a customized solution for M3 MI clients to seamlessly work between the new **Explore** audience crosstab tool and **Plan** reach/frequency media planning tool.

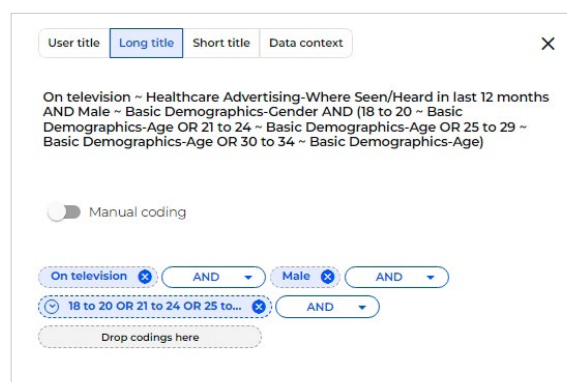
The new platform delivers user-optimized features including:

- **Improved user interface for a more updated, intuitive experience**
The platform requires a single login and is easy to navigate, allowing users to seamlessly work between analysis and planning steps.
- **New HCP media planning tool featuring the ability to plan digital**
In addition to print reach/frequency, the new Plan tool allows for digital and a combined reach/frequency. It also has the flexibility to add other communication channels in the future.
- **Easier to use audience coding tools allowing for more nuanced targeting**
Instead of just planning by “specialty”, users can easily append prescribing and diagnostic data, KOL and drug adoption status, and so much more!
- **Better integration of higher-level channel planning/audience profiling data with the media-specific data in Media Measurement surveys**

New Telmar Planning Tool



Old MMOL Planning Tool



Audience coding tools