



**TherapeuticsMD<sup>®</sup>**

*For Her. For Life.*

# 3Q 2020 Earnings

November 9, 2020

# Forward-Looking Statements

This presentation by TherapeuticsMD, Inc. (referred to as “we,” “our,” or “the Company”) may contain forward-looking statements. Forward-looking statements may include, but are not limited to, statements relating to our objectives, plans and strategies, as well as statements, other than historical facts, that address activities, events or developments that we intend, expect, project, believe or anticipate will or may occur in the future. These statements are often characterized by terminology such as “believe,” “hope,” “may,” “anticipate,” “should,” “intend,” “plan,” “will,” “expect,” “estimate,” “project,” “positioned,” “strategy” and similar expressions and are based on assumptions and assessments made in light of our managerial experience and perception of historical trends, current conditions, expected future developments and other factors we believe to be appropriate.

Forward-looking statements in this presentation are made as of the date of this presentation, and we undertake no duty to update or revise any such statements, whether as a result of new information, future events or otherwise. Forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties, many of which may be outside of our control. Important factors that could cause actual results, developments and business decisions to differ materially from forward-looking statements are described in the sections titled “Risk Factors” in our filings with the Securities and Exchange Commission (SEC), including our most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, as well as our current reports on Form 8-K, and include the following: the company’s ability to protect the intellectual property related to its products; the effects of the COVID-19 pandemic; the company’s ability to maintain or increase sales of its products; the company’s ability to develop and commercialize IMVEXXY®, ANNOVERA®, and BIJUVA® and obtain additional financing necessary therefor; whether the company will be able to comply with the covenants and conditions under its term loan facility; whether the company will be able to successfully divest its vitaCare business and the proceeds that may be generated by such divestiture; the potential of adverse side effects or other safety risks that could adversely affect the commercialization of the company’s current or future approved products or preclude the approval of the company’s future drug candidates; whether the FDA will approve the efficacy supplement for the lower dose of BIJUVA; the company’s ability to protect its intellectual property, including with respect to the Paragraph IV notice letters the company received regarding IMVEXXY and BIJUVA; the length, cost and uncertain results of future clinical trials; the company’s reliance on third parties to conduct its manufacturing, research and development and clinical trials; the ability of the company’s licensees to commercialize and distribute the company’s products; the ability of the company’s marketing contractors to market ANNOVERA; the availability of reimbursement from government authorities and health insurance companies for the company’s products; the impact of product liability lawsuits; the influence of extensive and costly government regulation; the volatility of the trading price of the company’s common stock and the concentration of power in its stock ownership. This non-promotional presentation is intended for investor audiences only.



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## Strategic Overview

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# 3Q 2020 and Recent Highlights



## **Increased net revenue across product portfolio from 2Q20 to 3Q20**

- ✓ Total net revenue increased 80% from 2Q20 to ~\$19.3M in 3Q20
- ✓ Net revenue per unit held or improved



## **Reestablished growth in new prescriptions (NRx) and total prescriptions (TRx) from 2Q20 to 3Q20**

- ✓ ANNOVERA TRx increased ~115%
- ✓ IMEXXY TRx increased ~11%; IMVEXXY NRx increased ~32%
- ✓ BIJUVA TRx increased ~16%; BIJUVA NRx increased ~59%



## **Reduced operating expenses and cash burn from 2Q to 3Q20**

- ✓ Operating expenses, excluding non-cash items, decreased by ~\$11M from 2Q20 to ~\$37M in 3Q20
- ✓ Net cash used in operating activities decreased by \$22M from \$55.9M in 2Q20 to ~\$34M in 3Q20



## **Expanded U.S. patent protection for product portfolio with Orange Book listed patents**

- ✓ 2 new ANNOVERA listed patents (5 patent applications pending; 3 patents listed in the Orange Book, which expire as late as 2039)
- ✓ 1 new IMVEXXY listed patent issued (17 patent applications pending; 9 patents listed in the Orange Book, which expire as late as 2033)
- ✓ 1 new BIJUVA listed patent (10 patent applications pending; 15 patents listed in the Orange Book, which expire as late as 2032)

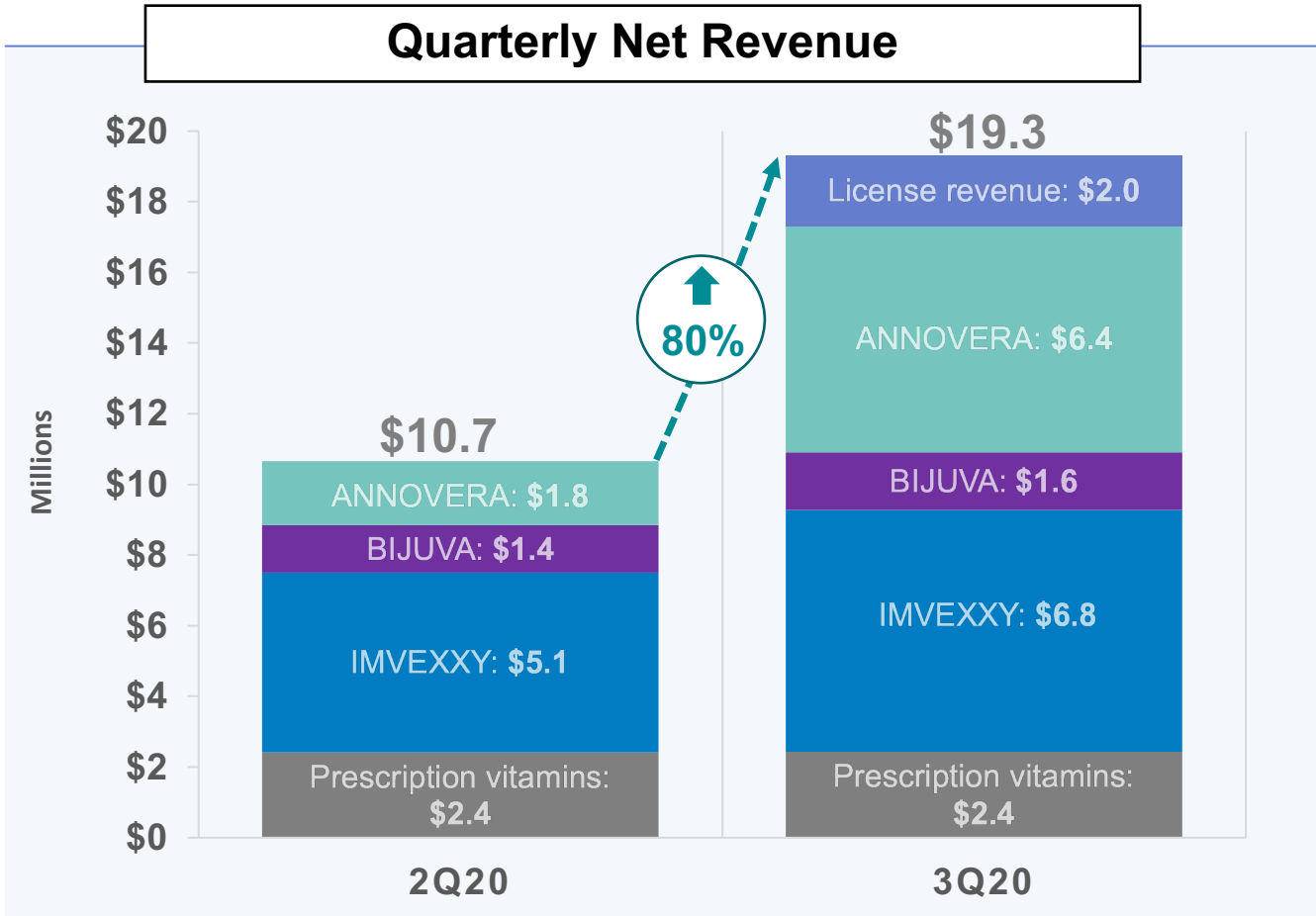


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## 3Q20 Financial Overview

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# Quarterly Net Revenue Trends



## 3Q20 Highlights

- Overall Net Revenue from Products increased 62% quarter over quarter:
  - ANNOVERA increased ~250%
    - Average net revenue per unit ~\$1,339
  - IMVEXXY increased ~35%
    - Average net revenue per unit ~\$51
  - BIJUVA increased ~22%
    - Average net revenue per unit ~\$47

(1) Average net revenue per unit calculated based on units sold to wholesalers and pharmacies divided into net revenue for the quarter

# Financial Results: Comparison 3Q 2020 to 2Q 2020

## Comparison of Key Financial Statement Items [in 1,000's]

	3Q20	2Q20	Increase (Decrease)
<u>Balance Sheet</u>			
Cash	\$79,634	\$113,839	(\$34,205)
Working Capital	\$75,114	\$102,460	(\$27,346)
Long-term Debt	\$237,051	\$243,802	(\$6,751)
<u>Income Statement</u>			
Net Product Revenue	\$17,343	\$10,701	\$6,642
Gross Profit from Products	\$14,064	\$6,301	\$7,763
% of Gross Margin	81%	59%	
Total Operating Expenses <sup>(1)</sup>	\$37,061	\$48,080	(\$11,019)
Net loss	(\$32,611)	(\$51,977)	\$19,366
<u>Statement of Cash Flow</u>			
Net Cash Used In Operating Activities	(\$34,049)	(\$55,990)	\$21,941

- Gross Margin returned to normal level of ~81%
- Operating expenses, excluding non-cash items, decreased \$11M from \$48.1M in 2Q20 to \$37.1M in 3Q20
- Net loss improved by \$19.3M from (\$51.9M) in 2Q20 to (\$32.6M) in 3Q20
- Net loss improved by \$19.4M and cash used in operations improved by \$21.9M
- Net cash used in operating activities decreased by \$22M from \$55.9M in 2Q20 to ~\$34M in 3Q20

Note: (1) Excluding non-cash items

# Potential vitaCare Divestiture

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- vitaCare makes a complex process of filling prescriptions simple, cost-effective, and stress free for patients
- In recent months, COVID-19 has highlighted the value of pharmaceutical companies being able to connect directly with patients
  - This in combination with the rise of interest and investment in both HUB service and pharmacy service companies has driven outside interest in vitaCare
- Goal to unlock substantial value for our shareholders by divesting vitaCare to a partner who can capitalize the business opportunity
- Based on initial indications received, we believe the enterprise value of vitaCare with the right partner can be upwards of \$100M, and, depending on the ultimate transaction structure, could generate at least \$50M in non-dilutive proceeds to TherapeuticsMD, while also retaining an interest in the newly-capitalized business
- We intend that current vitaCare Management will remain with vitaCare to ensure current service level for TherapeuticsMD and new customers
- Company has retained Greenhill & Co. as an advisor for the transaction



# TherapeuticsMD<sup>®</sup>






## Payor Progress

**Annovera<sup>®</sup>**  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day

**Imvexxy<sup>®</sup>**  
(estradiol vaginal inserts)

**Bijuva<sup>™</sup>** 1mg/100mg  
(estradiol and progesterone) capsules

# Payor Progress: Maintained all major payors across product portfolio

		Coverage November 1, 2020	3Q20 Progress	4Q20 Progress
	Commercial	62% UR, 74% <sup>(1)</sup>	<ul style="list-style-type: none"> <li>CVS Caremark added ANNOVERA at non-preferred coverage in Aug</li> </ul>	
	Medicaid	57% <sup>(2)</sup>		<ul style="list-style-type: none"> <li>Medi-Cal added ANNOVERA as of Nov 1<sup>st</sup> for Fee for Service lives (2.1M lives)</li> <li>West Virginia Medicaid has made ANNOVERA unrestricted as of Oct 9<sup>th</sup></li> </ul>
	Department of Defense	On Formulary		
	Commercial	69%		
	Part D	37% <sup>(3)</sup>		
	Commercial	71%		<ul style="list-style-type: none"> <li>Anthem (includes many BCBS plans) has moved BIJUVA from non preferred to preferred as of Oct 1<sup>st</sup></li> </ul>

Source: MMIT as of November 1, 2020.

Note: (1) 74% covered with prior authorization (PA) / step edit. (2) ANNOVERA Medicaid Note: estimated coverage will increase from 41% to 57% on 1/1/21 when MediCal controls all the Medicaid Managed Care formularies in California. (3) Includes lives with PA to indication only. UR=unrestricted.

# Payor Progress and Birth Control State Laws Supporting Low Out of Pocket Cost

- ANNOVERA costs the same or less than the generic for NuvaRing on an annual basis<sup>(1)</sup>

**80%**  
of our vitaCare  
ANNOVERA  
patients paid  
**\$0 per year**

**17%**  
paid between  
**\$1-\$60**  
per year

Patient Cost	# of Patients	% of Patients
<b>\$0</b>	<b>1434</b>	<b>79.67% ★</b>
<b>\$1-60</b>	<b>299</b>	<b>16.61% ★</b>
\$61-100	33	1.83%
>\$200	34	1.89%
Grand Total	1800	100.00%

Note: (1) Internal data from a cross section of commercial payors.

# ANNOVERA Market Share Shift

**Gained preferred coverage with one of the top pharmaceutical benefit managers (PBM) with ~20% of commercial lives effective Jan 1<sup>st</sup>:**



- **For the contraceptive class, ANNOVERA will be the preferred branded contraceptive vaginal ring agent**
  - NuvaRing® excluded from formulary

# IMVEXXY Market Share Shift

**Gained preferred coverage with one of the top pharmaceutical benefit managers (PBM) with ~20% of commercial lives effective Jan 1<sup>st</sup>:**



- **For the VVA class, IMVEXXY will be the only branded agent on formulary**
  - Premarin Cream<sup>®</sup>, Intrarosa<sup>®</sup>, Osphena<sup>®</sup> and Estring<sup>®</sup> all excluded from formulary



**COVID-19**  
CORONA VIRUS

## COVID-19 Reality

**Annovera**  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day

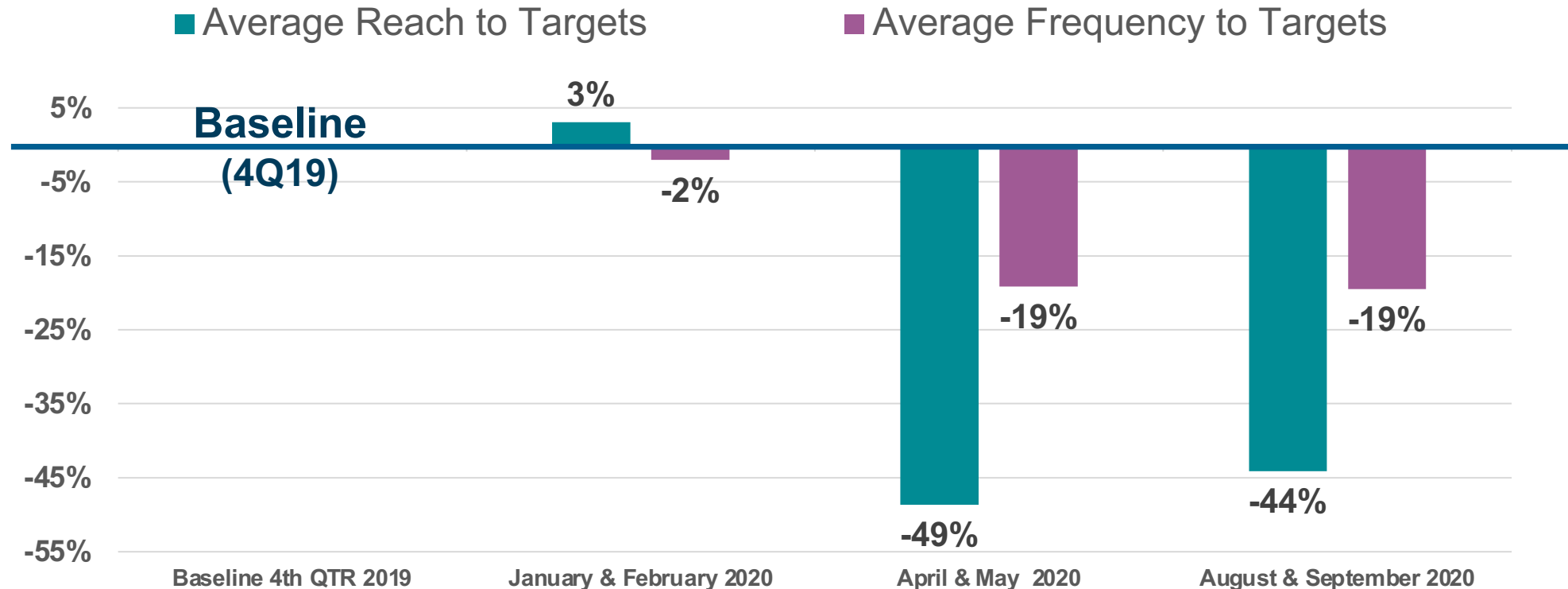
**Imvexxy**  
(estradiol vaginal inserts)

**Bijuva**<sup>™</sup> 1mg/100mg  
(estradiol and progesterone) capsules

# Sales Force Ability to Connect with Prescribers is Increasing but still Significantly Down from Pre-COVID Levels



## Trend of Salesforce Reach and Frequency from Baseline



- In a normal calendar year, we would expect to see 10-15% of patients switch to new contraceptives<sup>(1)</sup>
- However, due to COVID-19, we expect a much lower percentage of patients switching due to lower prescriber visits<sup>(2)</sup>

Note: (1) 2018 multi-sponsor contraceptive study; (2) Consumer C-Space Community.

# Approach to Managing Business with Less Prescriber Access



Consumer Marketing to Drive Patient Requests



Channels that Support Patient Requests



Virtual Detailing and Programs if Access or Time is Limited



Prescriber Surround Sound Education to keep TXMD Brands Top of Mind



## Key Performance Metrics for Portfolio

**Annovera<sup>®</sup>**  
(segesterone acetate and  
ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day

**Imvexxy<sup>®</sup>**  
(estradiol vaginal inserts)

**Bijuva<sup>™</sup>** 1mg/100mg  
(estradiol and progesterone) capsules

# ANNOVERA Prescriptions Filled by Patients Grew Over 100% from 2Q20 to 3Q20



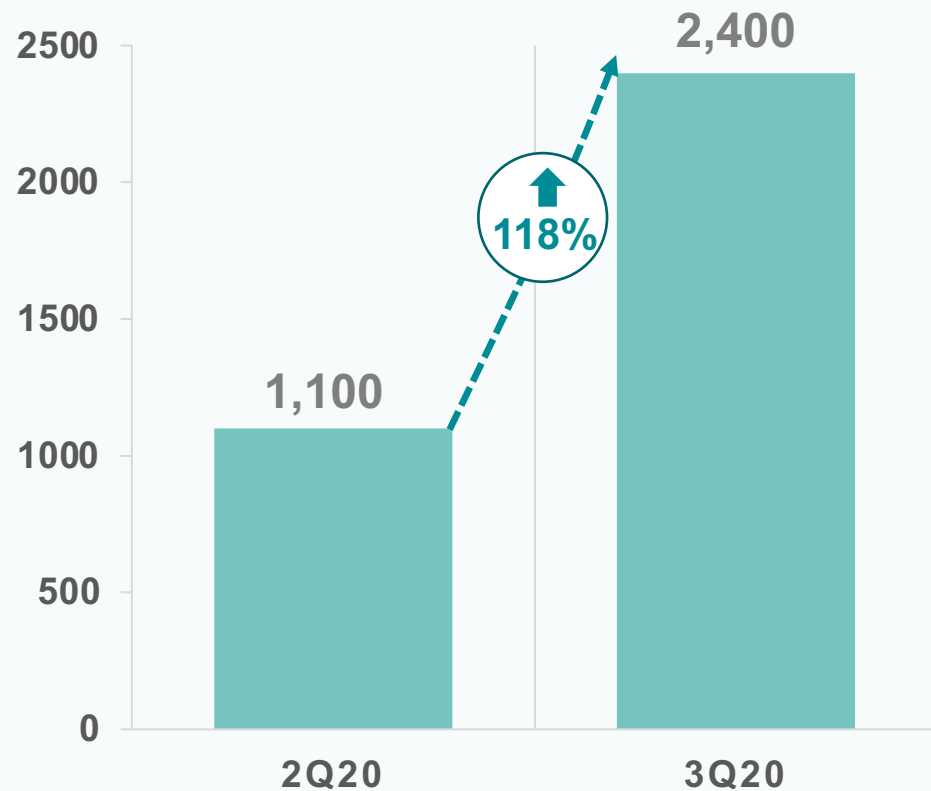
## ANNOVERA 3Q20 Performance Drivers

- Activated full launch plan with consumer campaign in July
- Access to prescribers improving for sales force since maximum impact in May, but still well below pre-COVID-19
- Continued to expand writer base
- Net revenue per unit remained strong at \$1,339
- CVS Caremark added as non-preferred coverage in August

Source: Prescription data per Symphony Health PHAST Data through 3Q20

# Continued to Expand the Base of Writers for ANNOVERA Despite COVID-19

## Quarterly Increase in ANNOVERA Writers



## ANNOVERA Quarterly Writer Trends



- Percentage of writers with more than one fill increased to 42% from 32% 3Q20 over 2Q20



- Repeat writers from 2Q20 doubled their average volume in 3Q20 (from 3.4 to 6.4 avg units per writer)

Source: Prescription data per Symphony Health PHAST Data through 3Q20

# ANNOVERA Approach to Revenue Growth: Start with the Consumer

60% of women in this category know the birth control method they want **before** seeing their Healthcare Professional making **Direct to Consumer essential to growth of this product<sup>(1)</sup>**

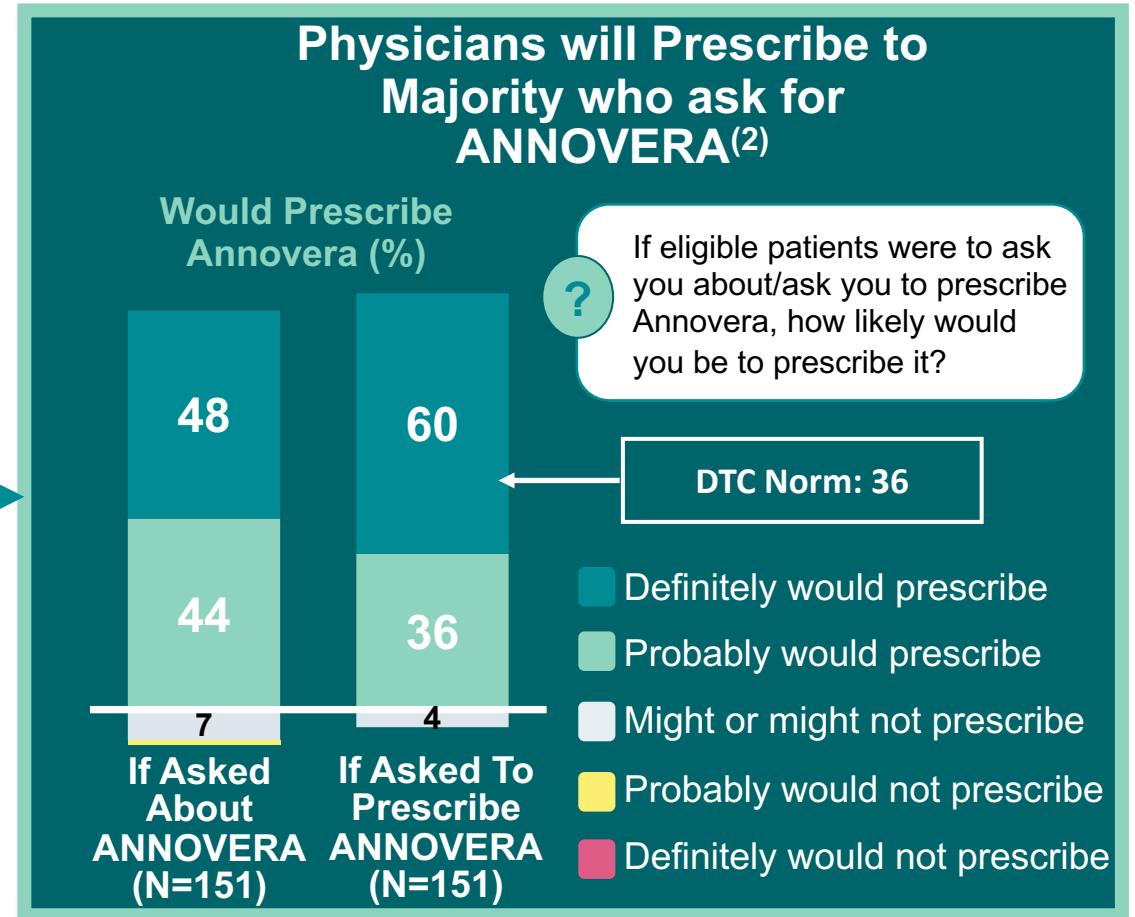


**CONTROL**  
**I DESERVE COMFORT**  
**CONVENIENCE**



See below for more information on a first-of-its-kind long-term birth control option that you control without a procedure.

**Direct to Consumer Advertising is Critical**



Note: (1) Internal Data; (2) Market Impact Model.

# Anchors to Consumer Campaign

## Brand Awareness



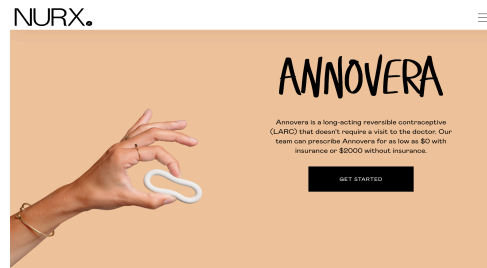
Unapologetically ANNOVERA campaign over 9.2M views on YouTube



USA TODAY

21 publications in top tier trade with over 400+M impressions  
 Influencer Campaign in Q4 and Celebrity spokesperson announcement in December

## Access

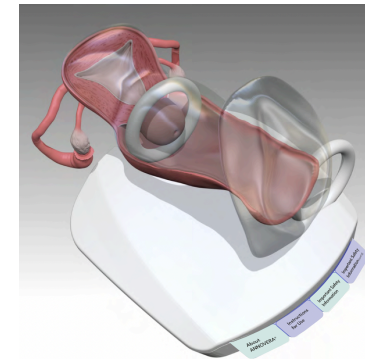


ANNOVERA IS A VAGINAL BIRTH CONTROL RING THAT LASTS A WHOLE YEAR.



Telehealth responsible for 17% of prescription growth in 3Q20

## Education



Insertion and removal video generated 23K views

# Building Momentum

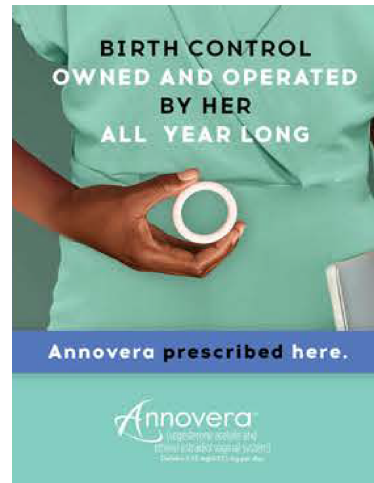
# Anchors to Prescriber Initiatives

## Field Force Promotion



Sales force promoting  
ANNOVERA in primary position

## Brand Awareness



80% of Prescribers felt the Owned and Operated Campaign was relevant and motivating<sup>1</sup>

Media efforts beat industry standard benchmarks

doximity

practice fusion™  
Free, web-based Electronic Health Records

Medscape

## Peer to Peer Engagement

**NPWH**  
NURSE PRACTITIONERS  
IN WOMEN'S HEALTH  
*Caring for Women*



33 virtual speaker programs  
Over 500+ attendees to date

## Building Momentum

Note:(1) Internal research

TherapeuticsMD<sup>®</sup>

FOR INVESTOR PRESENTATION PURPOSES ONLY.

# Patient Satisfaction and Low Out of Pocket Cost for Patients Leads to Strong Refill Rates:

## Very high Intent to Refill in Phase 3 Acceptability Study



Intent to refill high in 1,036 women: Phase 3 acceptability study<sup>(1)</sup>

- After 1 year of use:

75% of the women indicated that they would consider using ANNOVERA, even if they had to pay for it

85% of the women indicated that they would consider using ANNOVERA if it were free

## Very Low Out of Pocket Cost<sup>1</sup>



- 80% of ANNOVERA patients paid \$0 Copay per year
- 17% paid between \$1 to \$60 Copay per year

## Strong Refill Rates<sup>1</sup>



**59%**  
refill rate  
as of 11/3

343 patients eligible for Refill (initially filled in Sept, Oct and Nov 2019)

- 148 have received their refill
- 54 patients have requested a refill & pending prescribers approval

Note: (1) Based on patients who filled prescription through vitaCare Prescription Services which is representative of all prescriptions filled. Definition of refill is patients who filled through VPS initially and either filled 2<sup>nd</sup> through VPS or we had approved prescription from HCP and insurance but patient requested transferred to a retail pharmacy.

# Secondary Channels Designed to Amplify Growth for ANNOVERA in 2021

**Secondary Channels Supplement  
TherapeuticsMD Sales Force ~135 Reps and Managers  
Delivering our Current ANNOVERA Volume**

**18.8M**  
women on  
birth control  
annually

**afaxys**

**Medicaid market**  
~15% of all  
contraceptive sales

**WSI**  
WSI PBG, LLC

**US Military market**  
~3% of all  
contraceptive sales

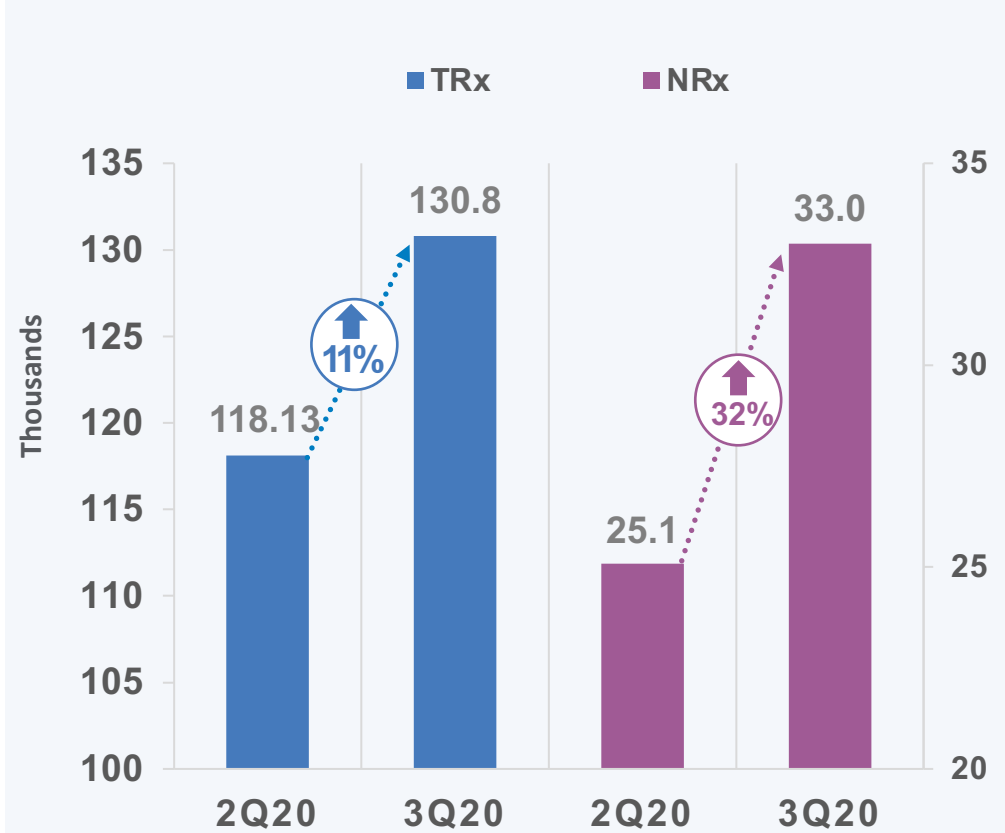
**Telemedicine Platforms**  
Large/Growing Segment

Note: All trademarks are the property of their respective owners.  
Source: Symphony Health PHAST Data and Government Reporting for Medicaid and TriCare



# IMVEXXY TRX Growth Following Rebound of NRX

## IMVEXXY Quarterly Performance



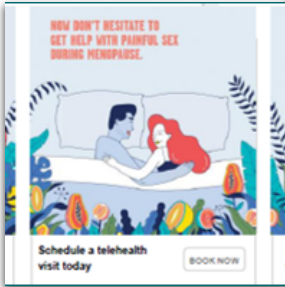
## IMVEXXY 3Q20 Performance Drivers

- Activated “Sex Care is Self Care” consumer campaign in August
- Access to prescribers improving for sales force since maximum impact in May, but still well below pre-COVID-19
- ~6% increase in prescribers writing a prescription in 3Q20 compared to 2Q20 (~12,700 vs ~12,000)
  - ~10% increase in prescribers writing a NRX in the 3Q over the 2Q
  - ~14% increase in average number of NRx per prescriber (~2.8 to ~3.2)
- Net revenue per unit improved to \$51

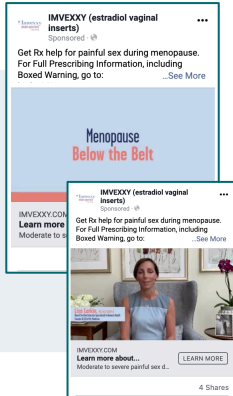
Source: Prescription data per Symphony Health PHAST Data through 10/31/2020

# Build a Strong Q4 Close for IMVEXXY Leveraging Prescriber Engagement, Access and Consumer Activation

## Consumer Activation



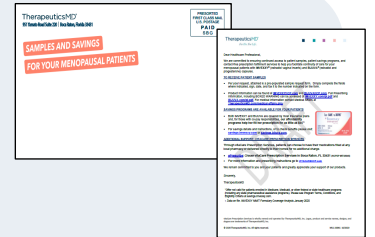
- Sex Care is Self Care Campaign Full display launch + Social + Search + In pharmacy
- Increased MOA Video distribution via **YouTube, Teads** and **Women's Interest sites**
- Facebook Premier (Menopause below the Belt Video Series)



## Pull Through Access



- Reinforce Access and affordability messages via Direct mail to prescribers with a call to action to request samples and resources



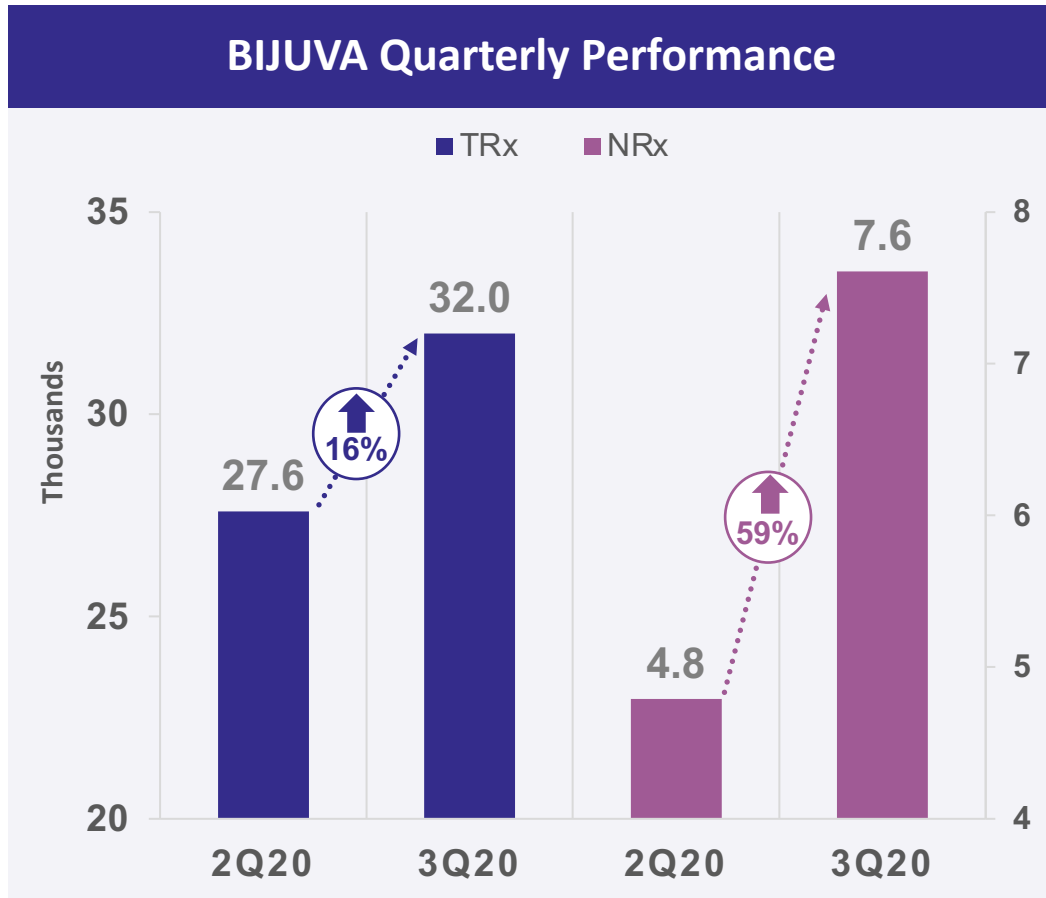
## Prescriber Engagement and Multi-Channel Marketing



- Increase depth of prescribing with “reached” prescribers
- Supplement message frequency and accessibility to samples leveraging calls via Byte Success
- Surround sound via prescriber Media plus Patient Direct branded custom program featuring KOLs



# BIJUVA Volume Increased with Bio-Ignite Focus



Source: Symphony

Data Source: Prescription data per Symphony Health PHAST Data through September 30, 2020

## BIJUVA 3Q20 Performance Drivers

- Targeted approach with supporting Bio-Ignite to maintain brand loyalists with 7 sales representatives
- Access to prescribers improving for sales force since maximum impact in May, but still well below pre-COVID-19
- ~10% increase in prescribers writing a prescription in 3Q20 compared to 2Q20 (~4,600 vs ~4,200)
  - Continued NRx growth
- Net revenue per unit improved to \$47

# NASEM Report



## National Academies of Science, Engineering and Medicine (NASEM)

- Report commissioned by FDA and published on July 1, 2020 to gain independent analysis of the safety and public health risk related to compounded bio-identical hormones (cBHRT)
  - NASEM recommendations for stronger regulation and discipline around promotion and dispensing of compounded bio-identical hormones
  - The cBHRT market size is ~12-18 million prescriptions a year in the US
- 
- Compounded preparations are often marketed as safer alternatives to the FDA-approved hormone products; however, the FDA does not review or approve compounded preparations for safety, quality, or effectiveness
  - As a result, FDA asked the National Academies to convene a consensus study to evaluate the safety, effectiveness, use, and overall clinical utility of cBHRT

# Closing Remarks

**Annovera**<sup>®</sup>  
(segesterone acetate and ethinyl estradiol vaginal system)  
Delivers 0.15 mg/0.013 mg per day

**vitaMedMD**<sup>®</sup>  
Prenatal Vitamins

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(estradiol and progesterone) capsules

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(estradiol vaginal inserts)  
4 mcg - 10 mcg



CONTRACEPTION

PRENATAL CARE

CONTRACEPTION/  
FAMILY PLANNING -  
PERIMENOPAUSE

VASOMOTOR  
SYMPTOMS

DYSPAREUNIA  
(Vulvar & Vaginal  
Atrophy)

REPRODUCTIVE HEALTH

MENOPAUSE MANAGEMENT

# Q&A

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**CONTRACEPTION**

**PRENATAL CARE**

**CONTRACEPTION/  
 FAMILY PLANNING -  
 PERIMENOPAUSE**

**VASOMOTOR SYMPTOMS**

**DYSPAREUNIA  
 (Vulvar & Vaginal Atrophy)**

**REPRODUCTIVE HEALTH**

**MENOPAUSE MANAGEMENT**



## Appendix

# Reported Prescription Volume for TherapeuticsMD Products

- TherapeuticsMD's continues to see growing trends in orders from wholesalers, retail pharmacies, online telemedicine pharmacies and our secondary channels (internal data) for all of our FDA approved products.
  - The trend in these sales to wholesalers and pharmacies on a unit basis are consistent with the trends in the reported prescriptions filled by patients in the quarter.
- Based on comparison of our internal data vs prescription tracking data, the Company believes that industry prescription tracking databases (both Symphony and IQVIA) do not fully capture the diversity of prescriptions being filled particularly in our multiple secondary channels, such as Bio-ignite pharmacies, telemedicine pharmacies, public health and the military.
  - ANNOVERA volume levels are relatively small (1/100<sup>th</sup> %) compared to birth control for the category reported on a weekly basis causing certain data to be under-represented in the projection methodology.
  - Menopause Products – Prescription volume to patients as reported has been understated by approximately 10-15%
- October Trends in ANNOVERA prescription reported by Symphony Health (week ended 10/30/2020)
  - 21% increase in last 4 weeks over previous 4 weeks



# vitaCare Makes Complex Filling of Prescription Simple, Cost Effective and Stress Free for Patients



At vitaCare, we work closely with healthcare providers, pharmacies and payors to help give patients easy and convenient access to their prescribed therapy.

## CONVENIENCE



We offer convenient options to ensure that prescriptions are available for pick-up at local pharmacies or delivered right to the patient's door at no additional charge. We make the complex process simple, cost-effective, and stress free.

## SAVINGS



Our services provide a seamless and reliable patient experience by working with insurance companies to verify coverage, optimize benefits, and help access manufacturer's affordability programs. Together, this ensures that patients receive their prescription at the most affordable cost.

## SUPPORT



Our dedicated team of pharmacists and pharmacy technicians support patients throughout their prescription therapy by addressing any questions that they may have about their condition or the product prescribed. Additionally, we offer other programs that help patients adhere to their prescription therapy.

## Divestiture can unlock substantial value for our shareholders

- ❑ Events of COVID-19 highlighted the value of pharmaceutical companies being able to connect directly with patients.
- ❑ Recent rise of interest and investment in both HUB service and pharmacy service companies like BLINK and GoodRx, has driven outside interest in vitaCare.
- ❑ Based on initial indications received, we believe the enterprise value of vitaCare with the right partner can be upwards of \$100 million and could generate at least \$50 million in non-dilutive proceeds to TherapeuticsMD while maintaining a minority interest going forward.
- ❑ We intend that current vitaCare management will remain with vitaCare to ensure current service level for TXMD products and new customers.
- ❑ Company has retained Greenhill & Co. as an advisor for this opportunity.



# vitaCare Empowers Manufacturers to Manage their Product with Precision that Reaches Each Script Received

**Manufacturers can now manage their business at the pharmacy transaction level.**

Real-time pharmacy transaction and business intelligence data is now available to the manufacturer.



Manufacturers now have access to real-time inventory data throughout the retail supply chain



API integrated with key pharmacy partners allowing access to information manufacturers have never had before



Manufacturers can manage relationships and contracts with payors in real-time



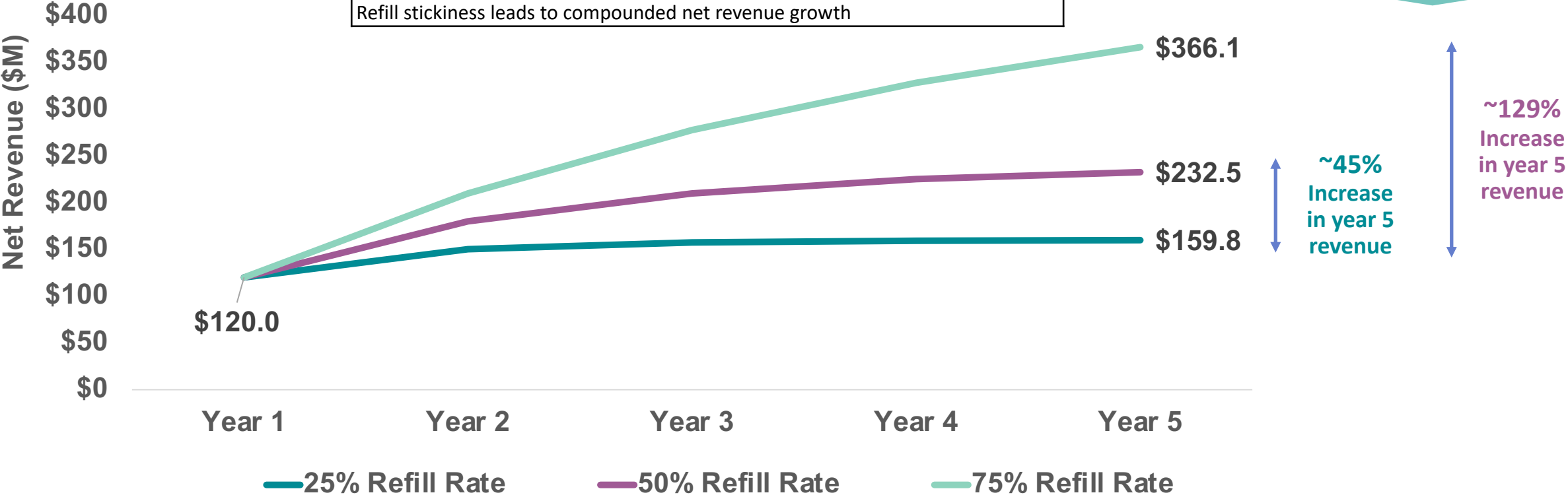
# ANNOVERA Refills: Illustrative Power of Increased Refill Rates

**Illustrative ANNOVERA Net Revenue Opportunity at Year 5**

**Key Assumptions for Model Below**

Assumes consistent 100,000 patients start on ANNOVERA each year (1-5 year)  
 Net Revenue Per Unit of \$1,200 (Low End of 2020 Net Price Assumptions)  
 Refill stickiness leads to compounded net revenue growth

Focus on refills is a  
 TherapeuticsMD core  
 competency

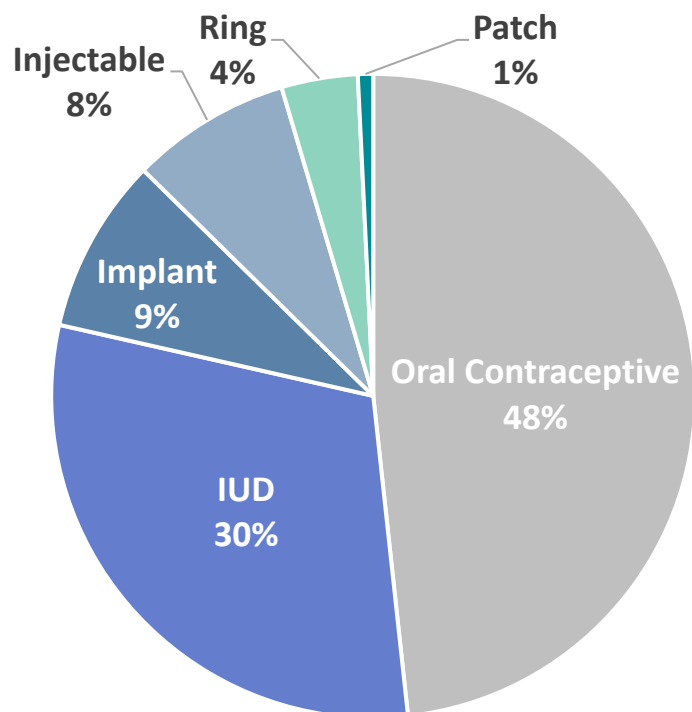


Women currently on prescription contraception, have stayed on therapy for an avg of ~11.5 years (including interruptions)<sup>(1)</sup>





Note: (1) Women's perceptions and treatment patterns related to contraception: results of a survey of US women. See appendix slide for more details.  
 Source: Contraception 97 (2018) 256-263

# ANNOVERA Opportunity is to Disrupt the Category with a “No Compromise” Option

% of women using prescription contraception by method  
18.8 Million women<sup>(1)</sup>



ANNOVERA is differentiated as it is patient-controlled, procedure-free and long-lasting

		 IUDs	 IMPLANTS	 OTHER COMBINATION HORMONAL CONTRACEPTIVES
Patient-controlled	✓			✓
Procedure-free	✓			✓
Long-lasting	✓	✓	✓	

- Long-lasting contraceptive market net revenue has been growing at ~15% 8-year CAGR<sup>(2)</sup>

Note: (1) QuintilesIMS MIDAS, QuintilesIMS Analysis, Company filings. Long acting reversible contraceptive market includes: Nexplanon/Implanon, Mirena family, Paragard and Liletta; (2) Net sales as reported in filings of competitive products.

# ANNOVERA Patient Types

- **Broad based product – a single contraceptive product for most patient and prescriber types**
  - Benefits for the diversity of women – supports patient preference
  - Amenable to women of broad ages and demographics
  - Available to all prescribers – no special training, equipment, or inventory
- **Control of both fertility and menstruation\***
- **Self-administered, long-lasting benefits with immediate reversibility (without requiring a procedure for insertion and removal like IUDs or Implants)**

Nulliparous women and those not in monogamous relationships

Ideal for adolescents and anyone who does not want to take a product every day and doesn't want a procedure

Women who are approaching menopause and still want contraception



Women birth-spacing – between children

College women – no need for monthly refills

Women in the military – control fertility and menstruation for 1 year (13 cycles)\*

\*When inserted for 21 continuous days and removed for 7 days each cycle.