

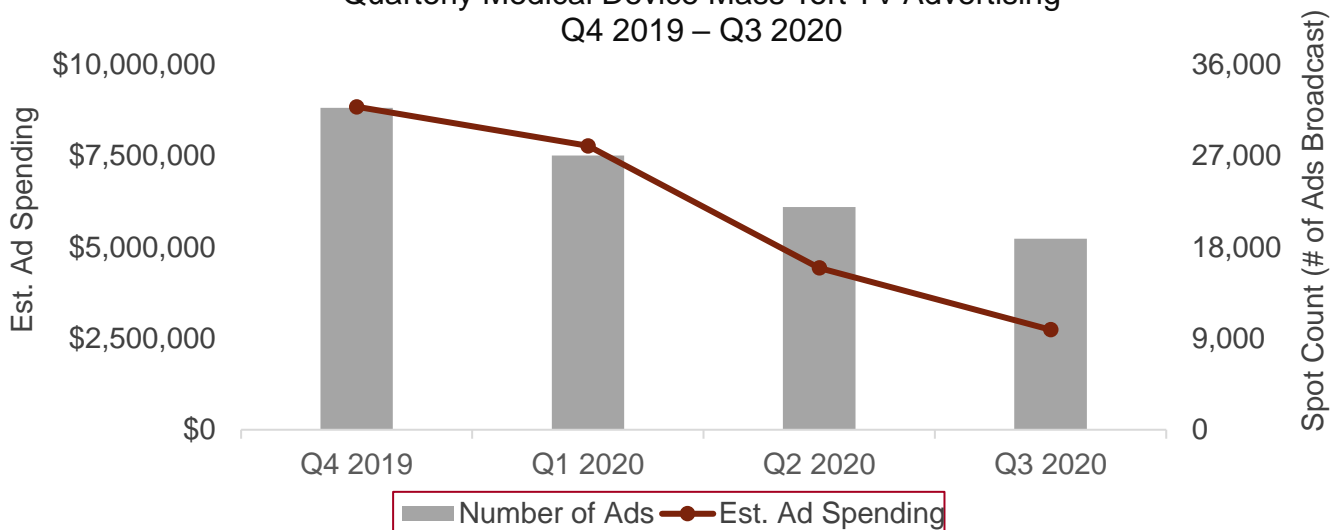
1.1 Quarterly TV Advertising Volume

Television advertising soliciting litigation claims related to alleged injuries caused by medical devices declined again in the third quarter of 2020 with an estimated \$1.7 million less spent on about 3,000 fewer ads than in the prior quarter.

Some of this decline can likely be attributed to a number of external factors such as:

- A drop in ad rates due to less demand and competition from other traditional advertisers (movies, restaurants, events, etc) due to COVID-19
- More competition for ad slots and thus less availability for mass tort ads arising from increased political campaign advertising
- Decreased litigation activity overall due to COVID restrictions on the courts

Quarterly Medical Device Mass Tort TV Advertising
Q4 2019 – Q3 2020



	Q1: Jan - Mar 2020	Q2: Apr - Jun 2020	Q3: Jul - Sep 2020	Percentage Change
Estimated Ad Spending	\$7,767,340	\$4,430,760	\$2,738,410	-38%
Number of Ads	26,994	21,933	18,807	-14%

Note: TV advertising data covers all airings of television advertisements on the specified topic on local broadcast networks in 210 media markets, nationally syndicated broadcast programming and on 11 national broadcast networks and more than 80 national cable networks.

Estimated ad spending is an estimates based on publicly-available ad rates provided by media sellers and transaction data from ad agencies and media buyers.

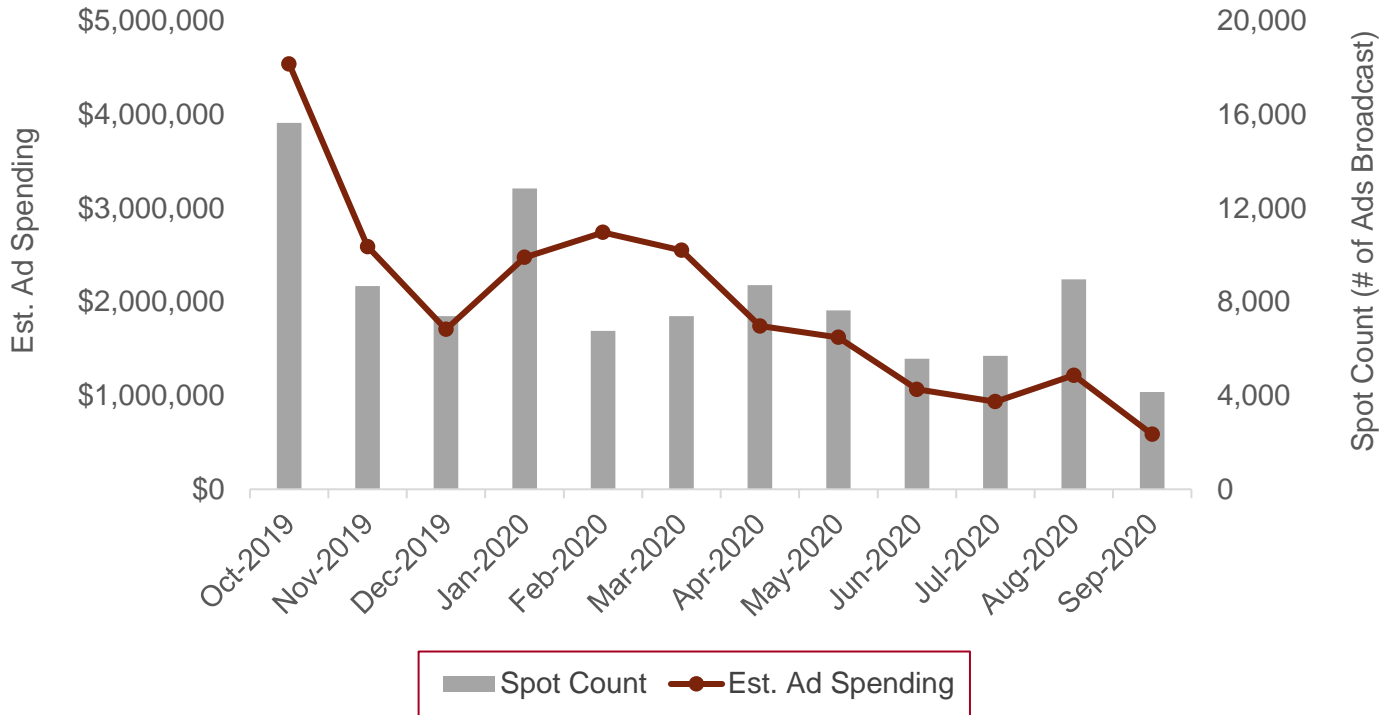
Data are estimates and may vary over time. Our system reviews the advertising database over time and edits it to account for duplicates or errors.

Data Source: Kantar Media CMAG

1.2 Monthly TV Advertising Volume

Monthly volumes for medical device litigation TV advertisements in the third quarter peaked in August when nearly 9,000 ads aired at an estimated cost of \$1.2 million. More of these ads aired that month than in any month since January.

Monthly Medical Device Mass Tort TV Advertising
October 2019 – September 2020

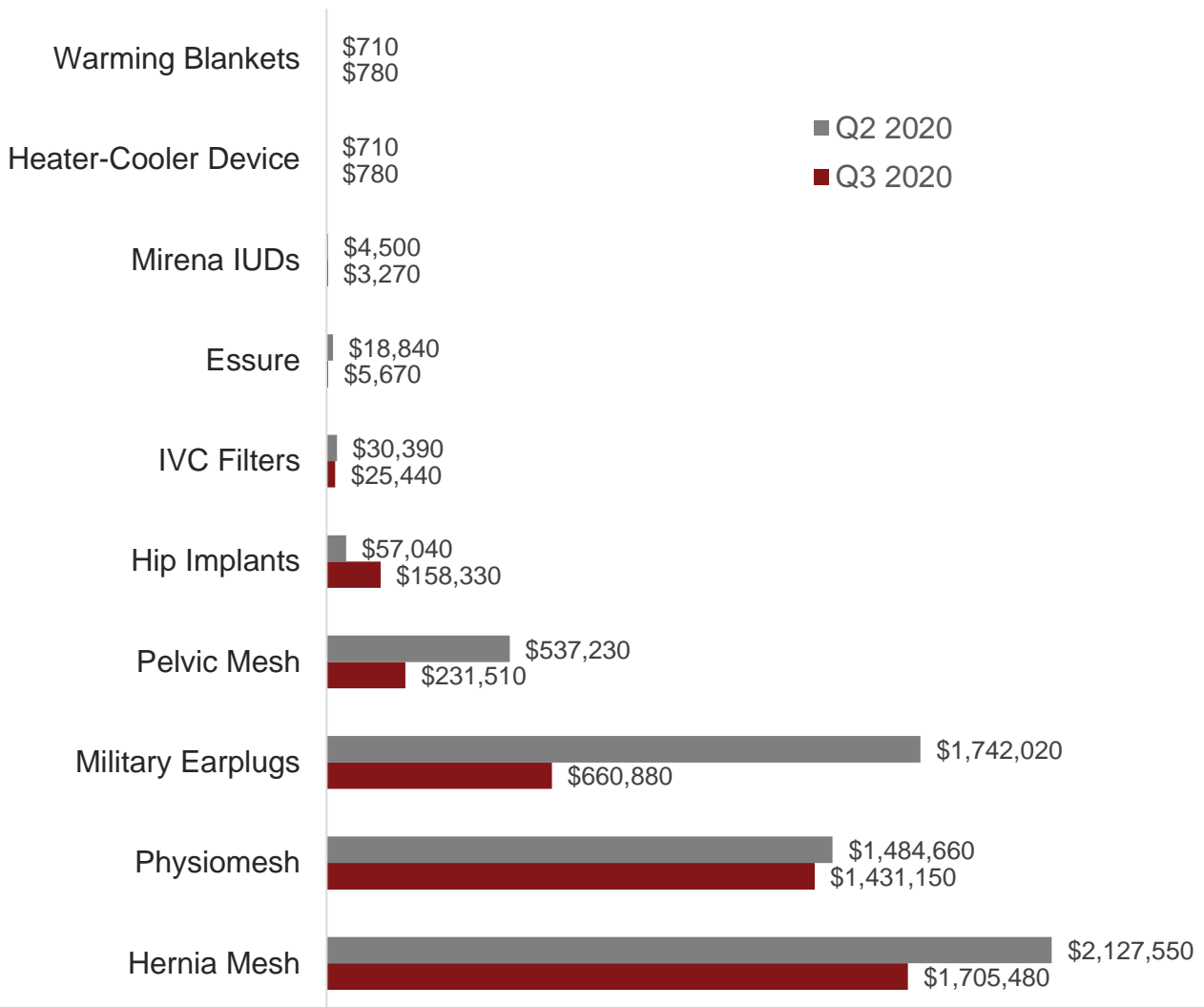


	July-20	August-20	September-20	Percentage Change
Estimated Ad Spending	\$934,510	\$1,217,260	\$586,640	-52%
Number of Ads	5,698	8,957	4,152	-54%

2.1 Top Medical Device TV Advertising Targets Est. Ad Spending

Hernia mesh devices were once again the top medical device targets of mass tort television advertising in the third quarter – although estimated spending on these ads declined by about \$400,000. By contrast, spending on ads soliciting hip implant litigation claims nearly tripled from the second to the third quarters.

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q2 vs. Q3 2020



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

Nearly 8,000 hernia mesh device litigation ads aired from July through September – an average of 126 ads per day or about 5 per hour. Nealy 3,000 ads soliciting hip implant claims aired last quarter – about 19 times as many of these ads as in the prior quarter.

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q2 vs. Q3 2020

