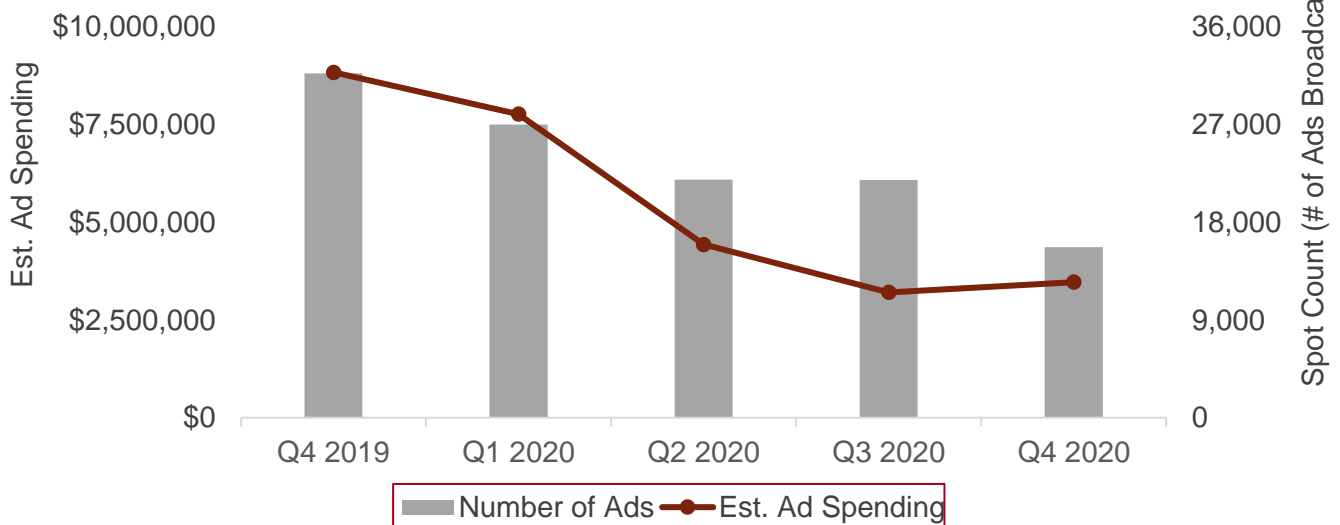


1.1 Quarterly TV Advertising Volume

- Following declines in previous quarters, estimated spending on television advertising soliciting litigation claims related to alleged injuries caused by medical devices ticked up in the fourth quarter when about a quarter-of-a-million dollars more was spent than in the prior quarter.
- While more was spent last quarter, about 6,000 fewer ads aired. This is likely due to increased spending on more expensive national advertising in the October through December period.
- In total, an estimated \$3.5 million was spent to air nearly 16,000 medical device litigation TV ads in the fourth quarter of 2020.

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



	Q2: Apr - Jun 2020	Q3: Jul - Sep 2020	Q4: Oct - Dec 2020	Percentage Change
Estimated Ad Spending	\$4,430,760	\$3,208,540	\$3,466,810	8%
Number of Ads	21,933	21,908	15,697	-28%

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.

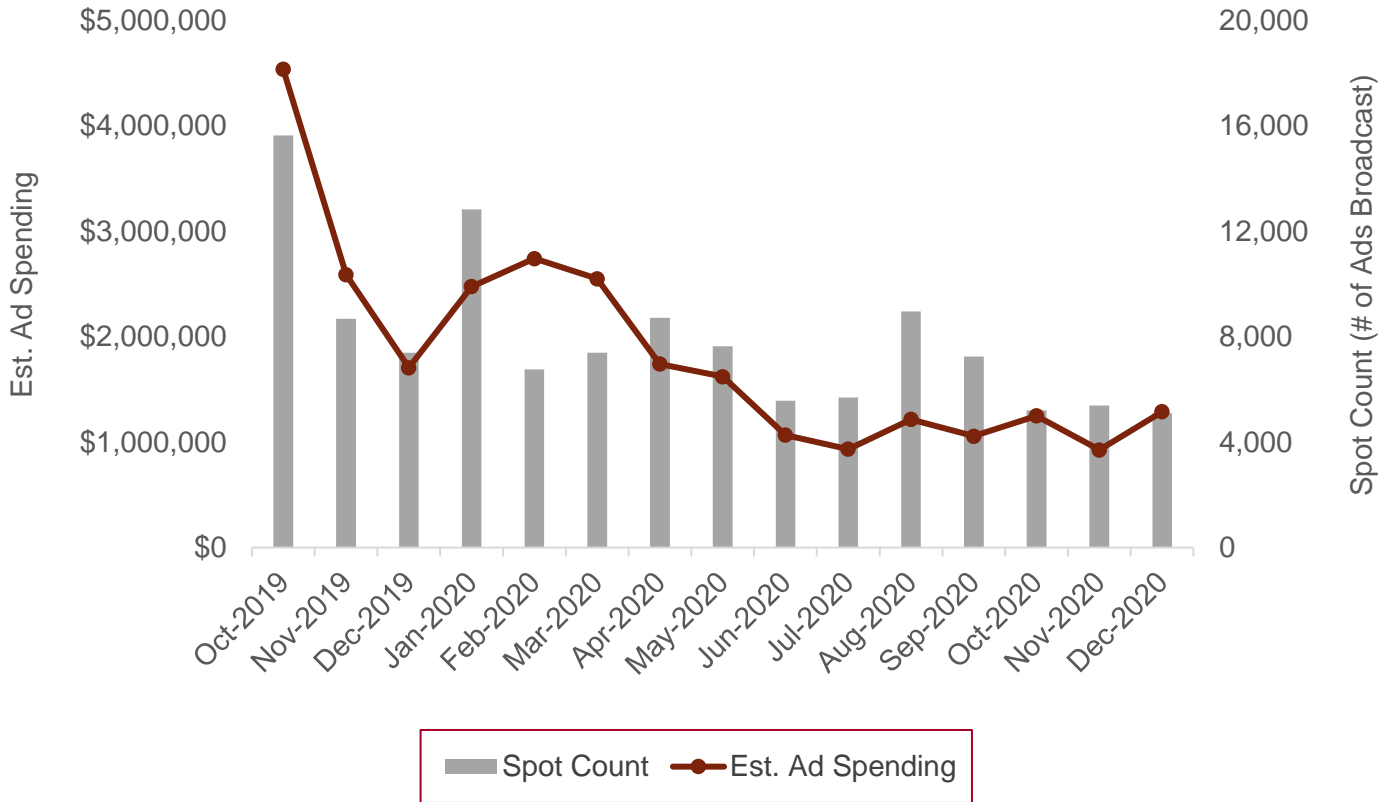
Estimated ad spending is an estimate based on publicly-available ad rates provided by media sellers and transaction data from ad agencies and media buyers.

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.

1.2 Monthly TV Advertising Volume

- The average monthly estimated spending on medical device litigation ads was about \$1.2 million in the fourth quarter with spending surpassing \$1.2 million in October and December.
- More was spent on medical litigation ads in December – \$1.3 million – than in any month since May.
- Despite the higher spending in October and December, more ads actually aired in November than in those months when spending was higher due to more national advertising.
- An average of about 5,200 medical device litigation ads aired each month in the fourth quarter.

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



■ Spot Count ● Est. Ad Spending

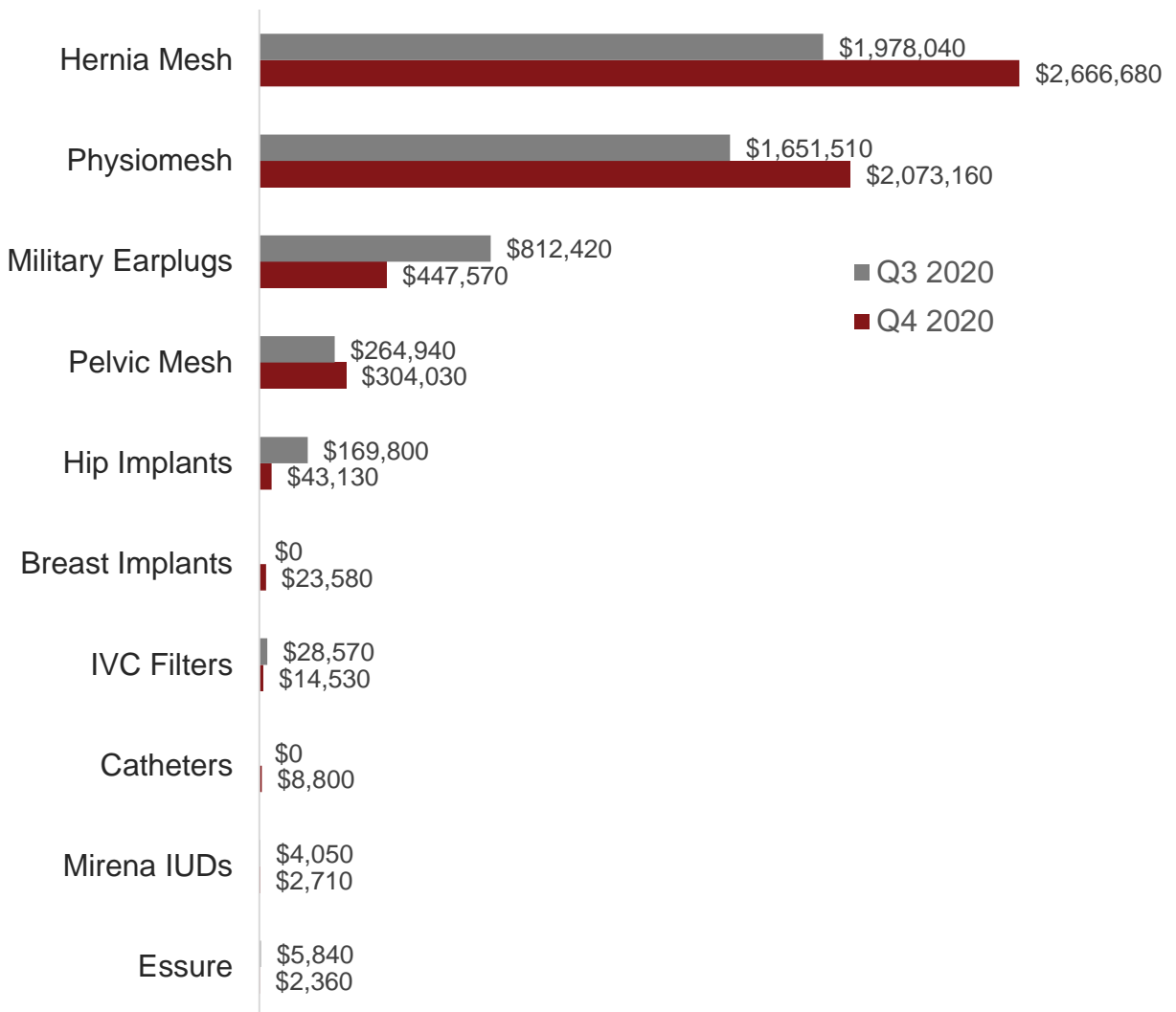
	October-20	November-20	December-20	Percentage Change
Estimated Ad Spending	\$1,250,330	\$926,660	\$1,289,820	39%
Number of Ads	5,209	5,390	5,098	-5%



2.1 Top Medical Device TV Advertising Targets Est. Ad Spending

- As in past quarters, hernia mesh devices were the top medical device targets of mass tort television advertising in the fourth quarter. It was also the most targeted medical device for all of 2020 with about \$9.6 million spent.
- Spending on ads soliciting claims related to these devices topped \$2.5 million from October through December – a 35% increase from the prior quarter.
- Spending on ads explicitly referencing Physiomesh devices also jumped 25% to just over \$2 million.

Top Medical Device Mass Tort TV Advertising Targets
Est. Ad Spending, Q3 vs. Q4 2020



2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

- Nearly 11,000 TV ads aired about a thousand or 10% more ads soliciting hernia mesh litigation claims in the fourth quarter.
- Only about half as many ads related to military earplug lawsuits aired from October to December as in the July through September period. Despite this decline, military earplugs were the second most targeted medical device product in mass tort TV advertising in 2020 with about 30,000 ads.
- Ads seeking breast implant claims also aired for the first time since February.

Top Medical Device Mass Tort TV Advertising Targets
Number of Ads, Q3 vs. Q4 2020

