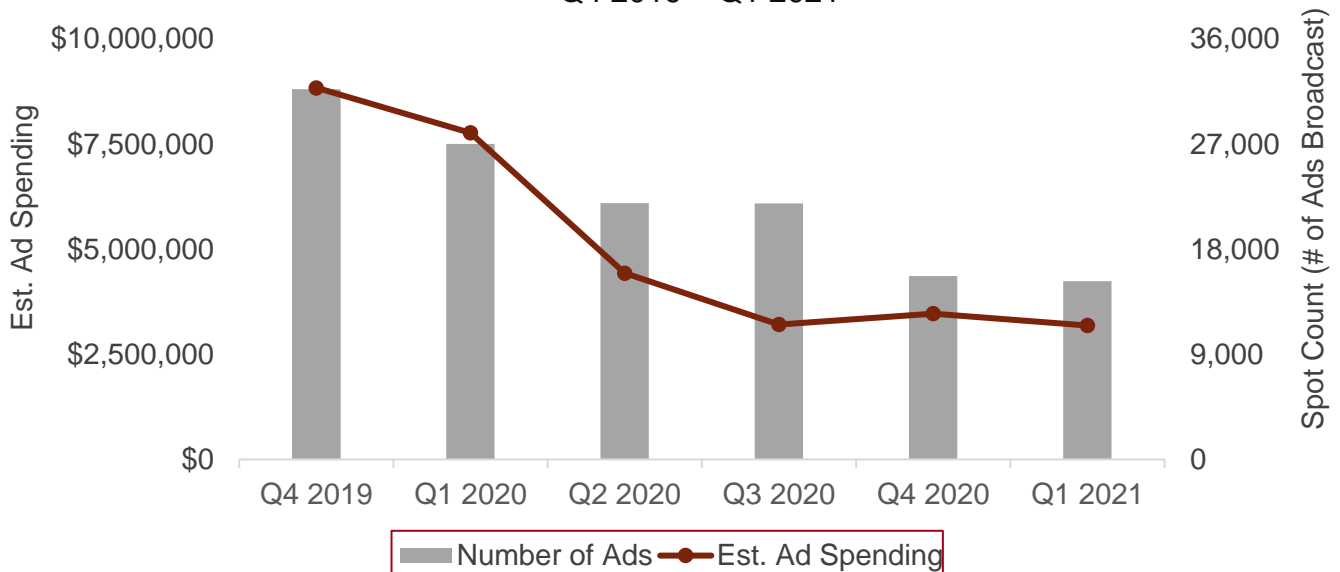


## 1.1 Quarterly TV Advertising Volume

- Estimated spending for television advertising soliciting litigation claims related to alleged injuries caused by medical devices declined slightly in the first quarter of 2021 when about \$280,000 or 8% less was spent than in the prior quarter.
- The number of ads airing remained relatively unchanged from the fourth quarter with over 15,000 ads airing.
- An average of 170 ads aired per day from January through March on national broadcast and cable networks, during nationally syndicated programming and locally in over 160 media markets across the country

Quarterly Medical Device Mass Tort TV Advertising  
Q4 2019 – Q1 2021



|                       | Q3: Jul - Sep 2020 | Q4: Oct - Dec 2020 | Q1: Jan - Mar 2021 | Percentage Change |
|-----------------------|--------------------|--------------------|--------------------|-------------------|
| Estimated Ad Spending | \$3,208,540        | \$3,466,810        | \$3,184,280        | -8%               |
| Number of Ads         | 21,908             | 15,697             | 15,261             | -3%               |

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.

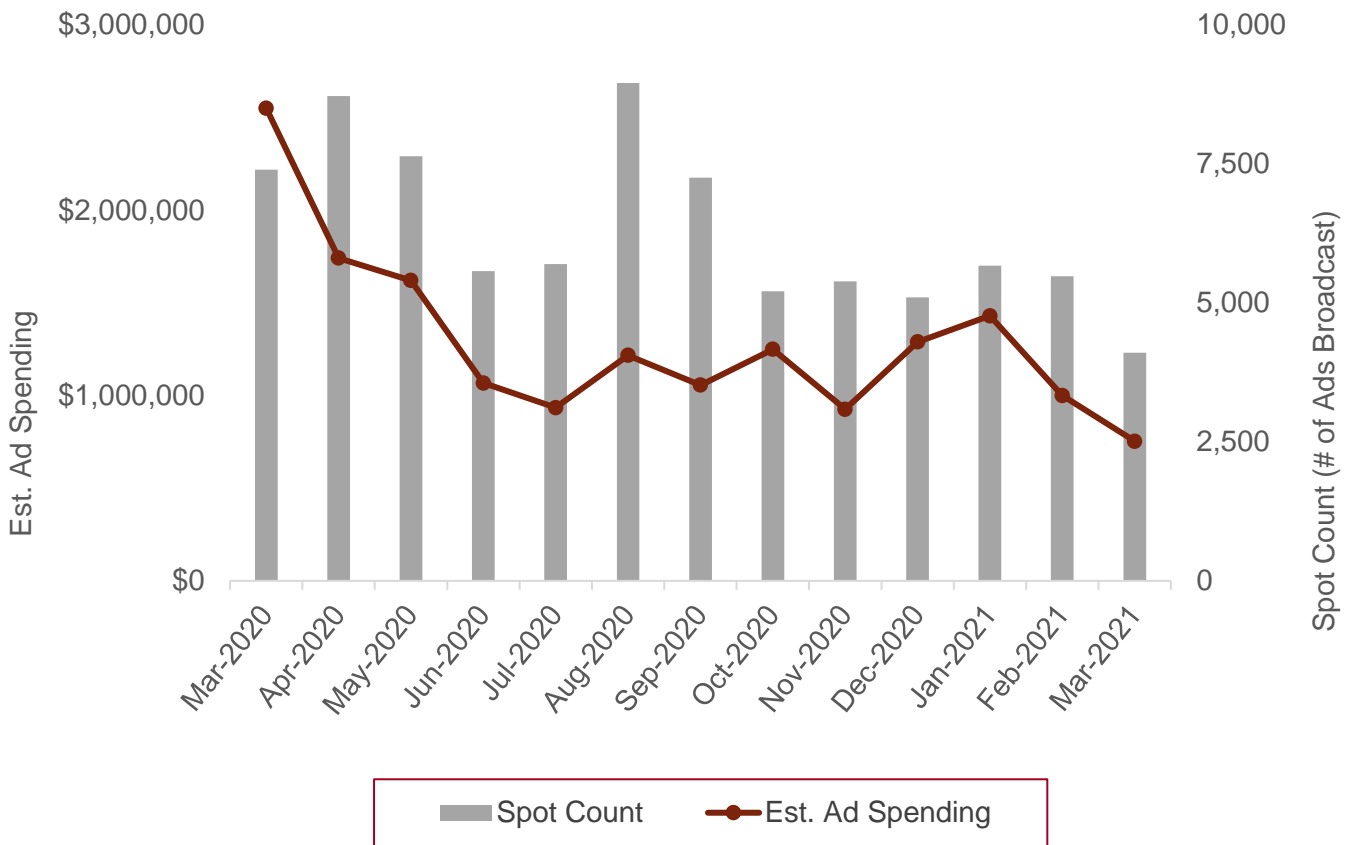
Data Source: Kantar Media CMAG

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## 1.2 Monthly TV Advertising Volume

- More was spent on medical device litigation ads in January – over \$1.4 million – than in any month since May.
- January’s ad volume swelled 74% from December to nearly 5,700 ads or an average of 183 ads per day while the ad volume from February to March dropped 25%.
- The average monthly estimated spending on medical device litigation ads was about \$1.06 million in the first quarter of this year

Monthly Medical Device Mass Tort TV Advertising  
March 2020 – March 2021



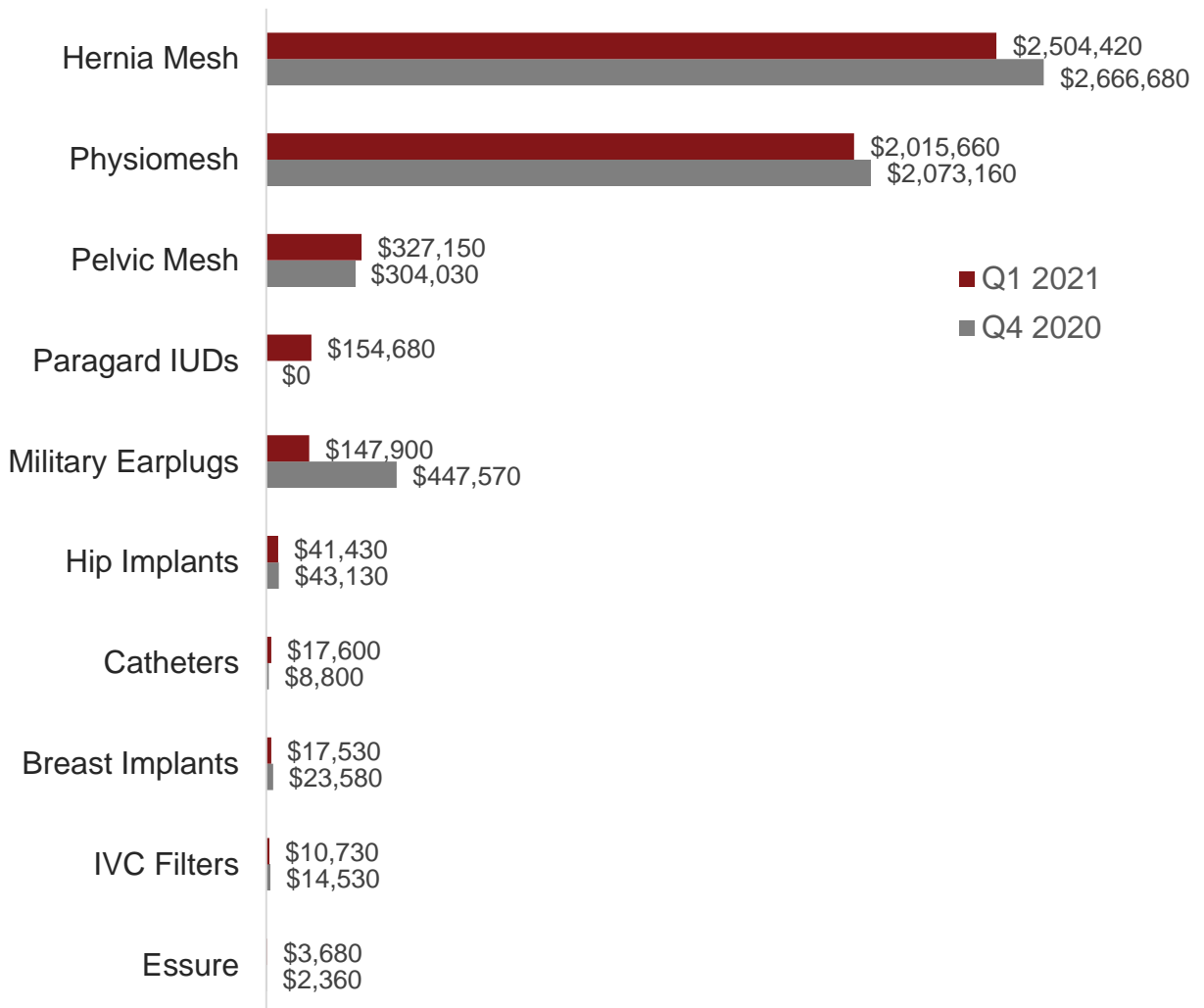
|                       | January-21  | February-21 | March-21  | Percentage Change |
|-----------------------|-------------|-------------|-----------|-------------------|
| Estimated Ad Spending | \$1,430,140 | \$1,000,620 | \$753,520 | <b>-25%</b>       |
| Number of Ads         | 5,673       | 5,483       | 4,105     | <b>-25%</b>       |



## 2.1 Top Medical Device TV Advertising Targets Est. Ad Spending

- In the first quarter of 2021, hernia mesh retained its rank as the top medical device targeted in mass tort television advertising. More than \$2.5 million was spent on these ads from January to March for a total of over \$89 million spent on these ads since 2016.
- Paragard IUDs emerged as one of the most targeted medical devices in mass tort advertising when more than 40 times as much was spent on these ads in the first quarter of 2021 as in all of 2020. In fact, more was spent on these ads in February than in any month since September 2018.
- Spending on ads soliciting pelvic mesh claims increased by 8% in the first quarter from just over \$300,000 to more than \$327,000.

Top Medical Device Mass Tort TV Advertising Targets  
Est. Ad Spending, Q4 2020 vs. Q1 2021



## 2.2 Top Medical Device TV Advertising Targets Number of Ads Broadcast

- About twice as many ads soliciting claims related to alleged injuries caused by Paragard IUD birth control devices aired in February – over 1,500 – than aired in the prior two years combined.
- Another nearly 10,000 hernia mesh litigation ads aired in the first quarter, adding to the 288,000 ads airing since 2016.
- Advertising targeting pelvic mesh, hip implants, Essure, breast implants, and heater-cooler devices all increased in the fourth quarter.
- About half as many ads soliciting claims related to the 3M military earplug litigation aired from January through March as in the prior quarter.

Top Medical Device Mass Tort TV Advertising Targets  
Number of Ads, Q4 2020 vs. Q1 2021

