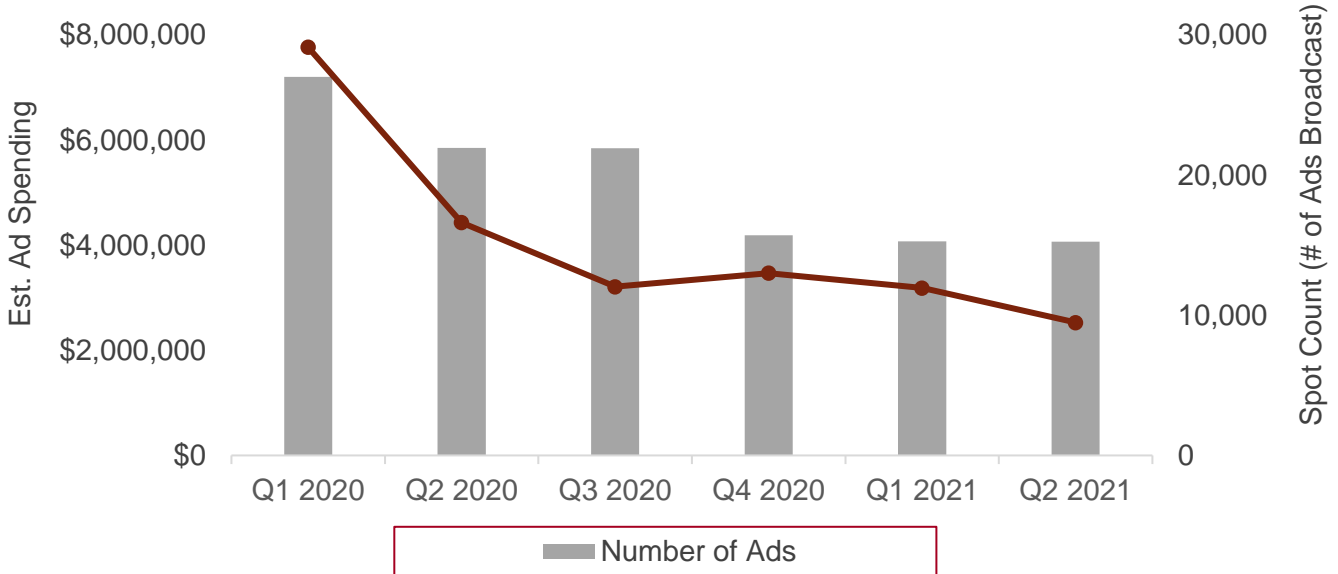


## 1.1 Quarterly TV Advertising Volume

- Over 15,000 television advertisements soliciting litigation claims related to alleged injuries caused by medical devices aired last quarter at an estimated cost of \$2.5 million.
- While spending on medical device litigation ads declined in the second quarter, approximately the same number of ads aired as in the prior quarter.
- A medical device litigation ad aired, on average, every 9 minutes across national broadcast and cable networks, during nationally syndicated programming and locally in over 120 media markets across the country from April through June.

Quarterly Medical Device Mass Tort TV Advertising  
Q4 2019 – Q2 2021



	Q4: Oct - Dec 2020	Q1: Jan - Mar 2021	Q2: Apr - Jun 2021	Percentage Change
Estimated Ad Spending	\$3,466,810	\$3,184,280	\$2,526,090	<b>-21%</b>
Number of Ads	15,697	15,261	15,243	<b>0%</b>

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.

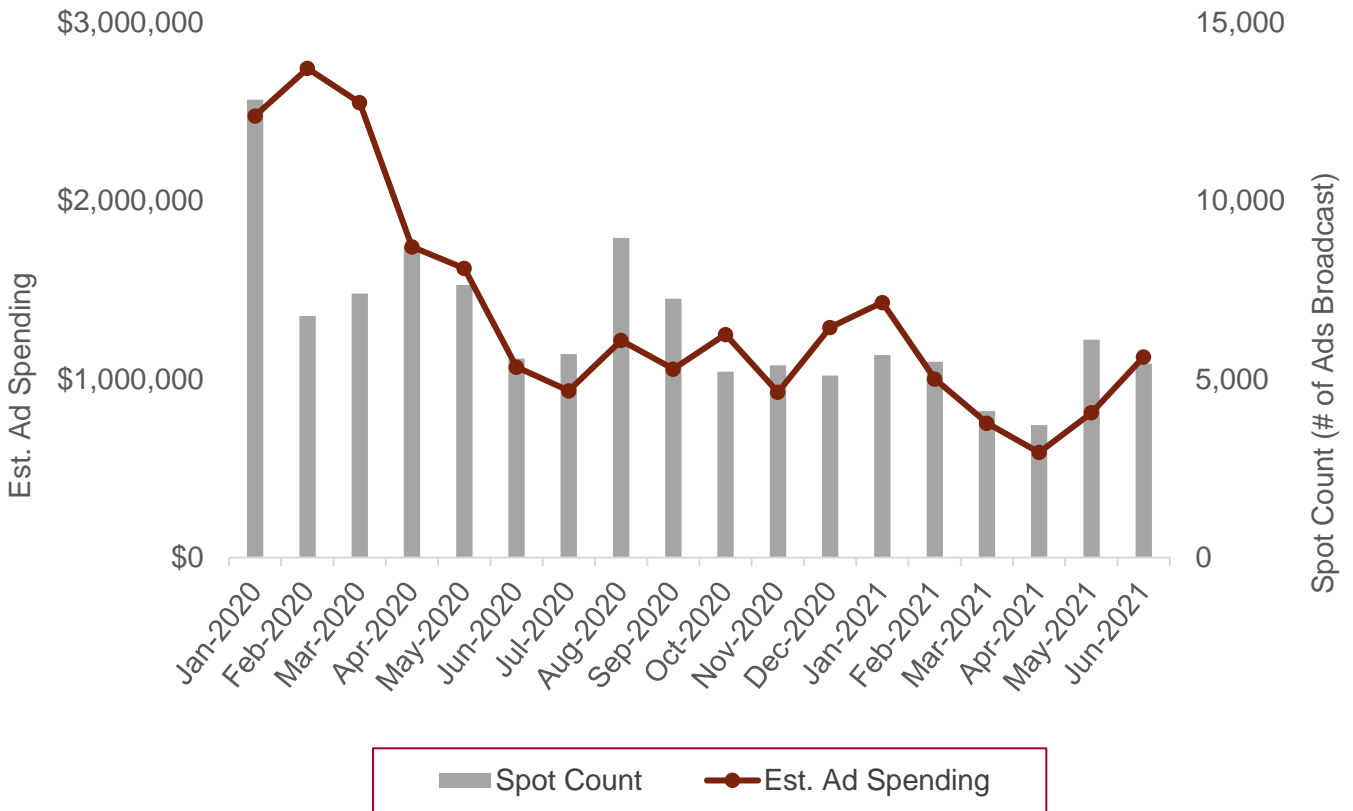
Data Source: Kantar Media CMAG

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## 1.2 Monthly TV Advertising Volume

- More medical device litigation ads aired in May – over 6,100 – than had aired in any month since September 2020.
- The monthly decline in estimated spending on TV ads soliciting medical device litigation claims in the first three months of the year reversed in the second quarter when spending increased each month from April through June.
- Spending on these ads reached over \$1.1 million dollars in June – the most spent in a month since January

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



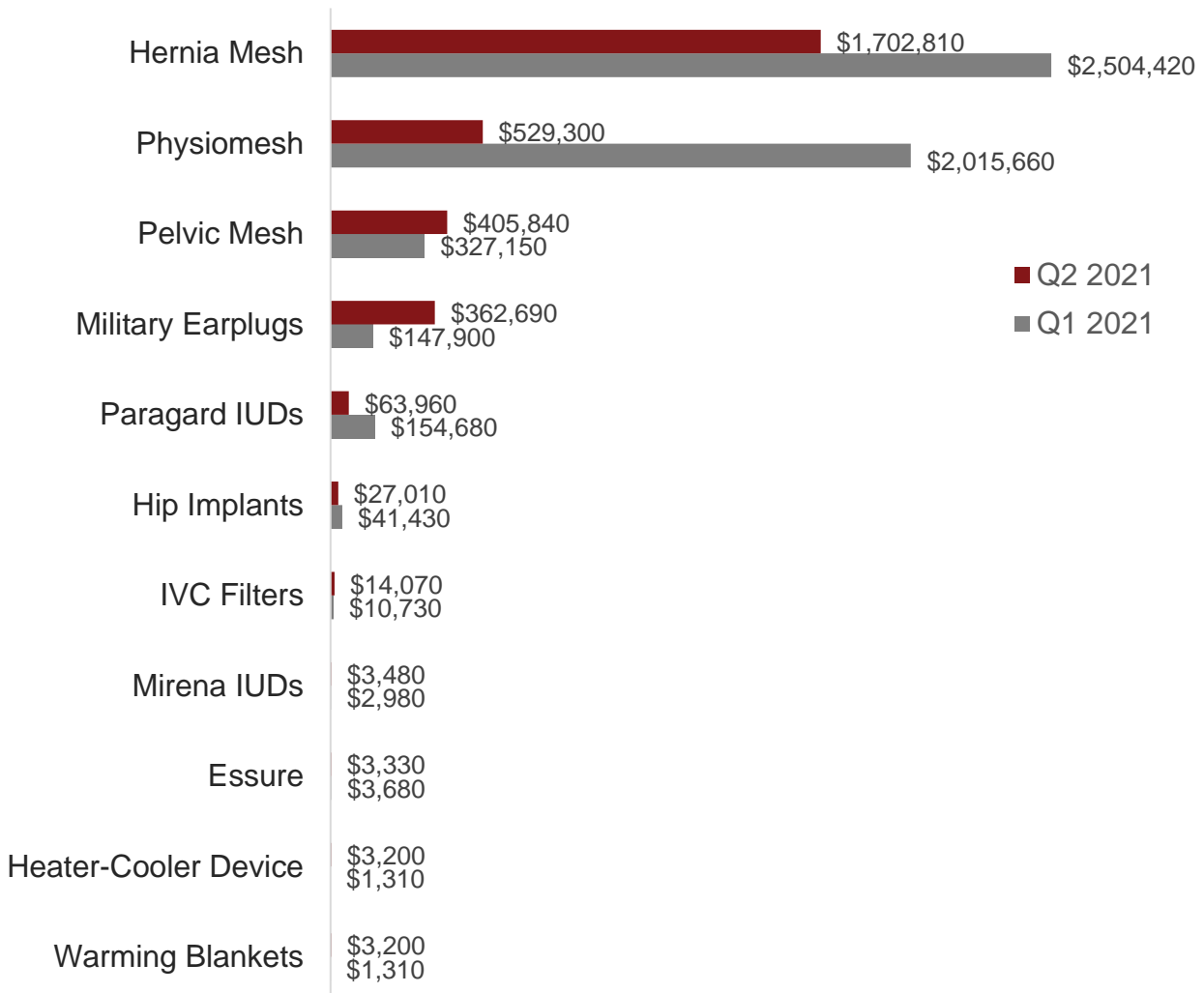
	April-21	May-21	June-21	Percentage Change
Estimated Ad Spending	\$589,090	\$812,070	\$1,124,930	39%
Number of Ads	3,710	6,103	5,430	-11%



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

- As in prior quarters, hernia mesh devices retained its rank as the top medical device targeted in mass tort television advertising although spending on these ads dropped by about \$800,000.
- As the first three trials in the 3M military earplug litigation were conducted from April through June, spending on ads soliciting claims related to alleged injuries caused by the product more than doubled.
- Spending on ads soliciting pelvic mesh claims increased again in the second quarter – jumping by 24% or about \$80,000.

Top Medical Device Mass Tort TV Advertising Targets  
Est. Ad Spending, Q1 2021 vs. Q2 2021



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

- More ads aired in the second quarter soliciting hernia mesh litigation claims – nearly 10,000 – than those targeting any other product.
- As the first trials in the 3M military earplug litigation were conducted last quarter, almost 1,500 more ads on that topic aired – almost double the amount in the prior quarter.
- One of the longest-running targets of mass tort advertising, pelvic mesh devices, had over 400 or almost 50% more ads last quarter.
- There were more than twice as many ads soliciting claims related to heater-cooler devices and warming blankets from April through June than there were from January through March.

Top Medical Device Mass Tort TV Advertising Targets  
Number of Ads, Q1 2021 vs. Q2 2021

