

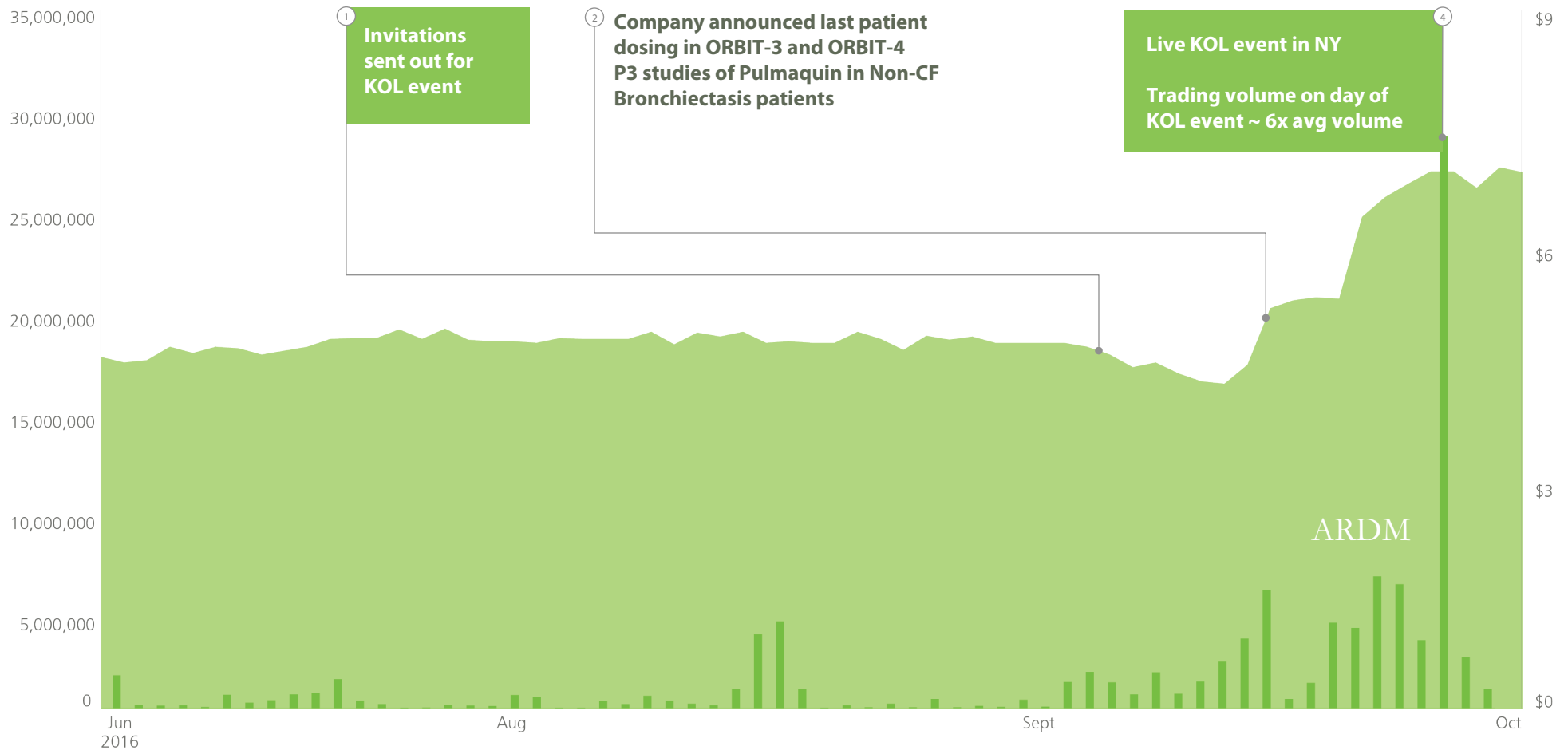
# KEY OPINION LEADER (KOL) EVENT CASE STUDY: ARADIGM PHARMACEUTICALS (ARDM)



## LifeSci Hosted a KOL Meeting on Non-CF Bronchiectasis for ARDM – 9/26/16

- Lunch at Palace Hotel, NY with live webcast
- Event planned to educate investment community in advance of ORBIT-3 and ORBIT-4 Phase 3 data release
- KOLs: David Griffith MD of U. Texas Health Science Center and Gregory Tino MD of Perelman School of Medicine, U Penn.
- 42 buy-side investors and sell-side professionals attended the event in-person
  - › Baker Brothers, Point 72, Aisling Capital, Opus Point, First Eagle, Sio etc.
- 80+ buy-side investors and sell-side professionals participated in the live webcast or listened to the replay
- Industry participants on webcast included Insmed, industry leader in pulmonary disease
- Daily trading volume approximately 6x higher

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# ARMD KOL EVENT APPENDIX

## SELECT ATTENDEES (LIVE EVENT AND WEBCAST)



### Buy Side

Akemi Capital  
Apple Tree Partners  
Auriga Capital Management  
AXA Advisors  
Baker Bros  
Bishop Capital Management  
Black Diamond  
Crown Point Group  
First Eagle Investment Management  
Janus  
Kalka Investment Management,  
Katz Associates  
Kearny Venture Partners  
Kingdon  
Lazard Asset Management  
Magid Family Office  
Nextera Capital  
Opus Point Partners  
Paulson & Co. Inc.  
Point 72 Asset Management  
Second Line Capital  
Sio Capital Management  
Syncona Partners  
Triple Gate Capital, LP  
V2M Capital  
Valenti Capital Management  
Water St. Capital  
Wolfswood Partners  
X-L Investments

### Sell Side

Aegis Capital Corp.  
Black Diamond  
Goldman Sachs  
Houlihan Lokey  
Ladenburg Thalmann & Co.  
Nomura  
Piper Jaffray & Co.  
RW Baird  
Stifel

### Industry

Bayer  
CURx Pharmaceuticals  
Daiichi Sankyo  
Grifols  
Insmed  
Nabriva Therapeutics  
Nektar Therapeutics