### Get Yourself in Front of Decision Makers

| Ad Offer | Visibility for your brand, your business model, and products & services  
| Visibility to global decision makers in the European, Transatlantic & Asian life sciences  
| Visibility 24/7, all year long, to senior managers who stay & return to our portals  
| Several banners at the same time offer you a powerful storytelling approach  
| Putting your content marketing back into the ad: open, transparent & effective |

| [iito] Concept | We created one single entry-point to the European, Transatlantic & Asian life sciences  
| The most powerful & time-efficient way to keep track of what's going on in the business for free: with news, deals, persons, organisations covered  
| Content selection completely separated from advertising (no “pay-to-play”)  
| High-quality content attracts senior level readers who come, stay & return  
| The only pictures on the portals are openly labelled banner ads, guaranteeing perfect attention without annoying the readers |

| Web Portals | Four Flagship Portals (plus 4 European subportals for France, UK, Benelux, Nordics & [LSA] Life-Sciences-Asia)  
| The world’s most comprehensive free European life science business info source  
| 200,000* web pages online: news, organisations, deals, persons, products & events  
| 800,000 monthly page views (45% LSE incl. subportals, 40% LSUS incl. LSA, 10% LSG, 5% MSC)  
| Average number of pages viewed per visit: more than 3  
| Average time per visit: more than 4 minutes  
| 90% of visitors enter the portals directly (i.e., not via search engines) |

| Search Engines | Excellent Google rankings: on 1st page of Google search results...  
| for major healthcare investor conferences, bio cluster & partnering events, incl. BIO-Europe 2023, BioEquity Europe 2023, JP Morgan Healthcare Conference 2024, Bio-Europe Spring 2023, Biotrinity 2023, Germany Biotech Days 2023, BIO International Convention 2022, Nordic Life Science Days 2023, and over 100 more!  
| for major targeted life science regions, incl. Life Sciences in Europe, Life Sciences in the Benelux Countries, Life Sciences in Germany, Life Sciences in Scandinavia, Life Sciences in the UK & Ireland, and Life Sciences in Asia # |

| Social Media | 14,000 exquisite, hand-picked top-level contacts via social media channels...  
| Pharma: Astellas, AZ, Bayer, BI, BMS, Lilly, GSK, JnJ, Merck, Novartis, Roche, ...  
| Biotech Firms: Evotec, Morphosys, Qiagen, Oxford BioMedica, Genmab, ...  
| Investors: HTGF, Gimv, Atlas Venture, Versant, 5AM, MIG, Casdin, Sofinnova, ...  
| Cluster: OBN, Biocat, BioM, Basel.Area, HealthCapital, Medicen Paris, ...  
| Associations: BIO, BIO Deutschland, EuropaBio, France Biotech, ABPI, BIA, ...  
| PR/IR/Legal/Financial: Consilium, Goodwin, ALA, Trophic, CMS, NewCap, ...  
| … and many more! Actually, we are connected with nearly every major cluster, VC, business park, IR/RR agency, big pharma, advisor, etc. in Europe & beyond |

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*All data as of November 2022; all numbers approximately.  
# Google search results may vary according to your device, search history, location, etc.
Powerful & Integrated Online Presence with [iito] Web Portals

Web Portal – Search Engines (SEO) – Newsletter – Twitter – LinkedIn

Search Engines
- 1st Google results page for
  - top events
  - life science regions

Social Media
- Excellent network of
  - Newsletter readers
  - Twitter followers
  - LinkedIn followers

Come
- 27,000 entries per month via search engines & social media

Stay
- 3 page views per visit
- 4 minutes per visit

Return
- High level of returning visitors
- 90% direct entries via URL, bookmark or link
  (no search engine)

We are growing our portals & network to grow your business!

BEST CONTENT › BEST READERS › BEST ADVERTISING

»Come-Stay-Return« strategy results in an excellent return on your investment

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Banner Sizes & Positions 2023
[iito] Web Portal Banner Advertising

Banner Positions

A Middle Banner top
650 x 100 px

B Middle Banner middle
650 x 200 px

C Middle Banner bottom
650 x 300 px

D Right Side Banner
120 x 180 px

E Right Side Banner
120 x 240 px

F Newsletter Banner
650 x 100 px (not pictured)

[iito] Web Portals

[LSE] Life-Sciences-Europe
[LSG] Life-Sciences-Germany
[LSUS] Life-Sciences-USA
[MSC] Mass-Spec-Capital
[LSBNL] Life-Sciences-Benelux*
[LSF] Life-Sciences-France*
[LS] Life-Sciences-Scandinavia*
[LSUK] Life-Sciences-UK*
[LSA] Life-Sciences-Asia**

* Banners shown on LSE are also shown on LSBNL, LSF, LSG, LSS & LSUK
** Banners shown on LSUS are also shown on LSA

Please note: the only pictures on [iito] web portals are banner ads!
This guarantees perfect attention for your advertisements.
Price List 2023
[ito] Web Portal Banner Advertising

<table>
<thead>
<tr>
<th>All prices in Euro net &amp; per month</th>
<th>LSE</th>
<th>LSG</th>
<th>LSUS</th>
<th>MSC</th>
<th>BUNDLE</th>
<th>All portals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle Banner top</td>
<td>€12,000</td>
<td>€6,000</td>
<td>€12,000</td>
<td>€6,000</td>
<td>€13,500</td>
<td>€21,600</td>
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<tr>
<td>Right Side Banner top</td>
<td>€12,000</td>
<td>€6,000</td>
<td>€12,000</td>
<td>€6,000</td>
<td>€13,500</td>
<td>€21,600</td>
</tr>
<tr>
<td>Newsletter Banner top</td>
<td>€7,200</td>
<td>€3,600</td>
<td>€7,200</td>
<td>€3,600</td>
<td>€8,100</td>
<td>€12,960</td>
</tr>
<tr>
<td>CMBP top</td>
<td>€21,600</td>
<td>€10,800</td>
<td>€21,600</td>
<td>€10,800</td>
<td>€24,300</td>
<td>€38,880</td>
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<td>Middle Banner middle</td>
<td>€6,000</td>
<td>€3,000</td>
<td>€6,000</td>
<td>€3,000</td>
<td>€6,750</td>
<td>€10,800</td>
</tr>
<tr>
<td>Right Side Banner middle</td>
<td>€6,000</td>
<td>€3,000</td>
<td>€6,000</td>
<td>€3,000</td>
<td>€6,750</td>
<td>€10,800</td>
</tr>
<tr>
<td>Newsletter Banner middle</td>
<td>€4,800</td>
<td>€2,400</td>
<td>€4,800</td>
<td>€2,400</td>
<td>€5,400</td>
<td>€8,640</td>
</tr>
<tr>
<td>CMBP middle</td>
<td>€11,640</td>
<td>€5,820</td>
<td>€11,640</td>
<td>€5,820</td>
<td>€13,095</td>
<td>€20,952</td>
</tr>
<tr>
<td>Middle Banner bottom</td>
<td>€3,600</td>
<td>€1,800</td>
<td>€3,600</td>
<td>€1,800</td>
<td>€4,050</td>
<td>€6,480</td>
</tr>
<tr>
<td>Right Side Banner bottom</td>
<td>€3,600</td>
<td>€1,800</td>
<td>€3,600</td>
<td>€1,800</td>
<td>€4,050</td>
<td>€6,480</td>
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<tr>
<td>Newsletter Banner Bottom</td>
<td>€2,400</td>
<td>€1,200</td>
<td>€2,400</td>
<td>€1,200</td>
<td>€2,700</td>
<td>€4,320</td>
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<tr>
<td>CMBP bottom</td>
<td>€6,720</td>
<td>€3,360</td>
<td>€6,720</td>
<td>€3,360</td>
<td>€7,560</td>
<td>€12,096</td>
</tr>
</tbody>
</table>

The following conditions apply:

**Period of Offer**
- This offer is valid as of 1 January 2023. Prices may change over time, please request an offer before placing your order.

**Banner formats & sizes**
- Banner format jpg, gif or png, no animation accepted, no redirected links accepted. The maximum size of a single banner file is 200 KB.
- The banner sizes are as follows (width x height): Middle Top 650x100px, Middle Middle 650x200px, Middle Bottom 650x300px, Right 120x180px or 120x240px. We recommend to provide banners with double width and double height (e.g., 1,300x200px for the 650x100px banner) to receive a better display resolution.

**Banner positions & display**
- Middle: the middle section banner is one banner out of a total of four banners that are shown in random-mode rotation in one place, i.e., three banners are from other customers. There are three middle section banner places: top, middle and bottom.
- Right: the right side banners of each customer are always shown, and the customer can place up to four different motives in one place, as the banners also rotate in random mode (1-out-of-4). There are three right side banner sections: top = banner places #1-4, middle = banner places #5-8 and bottom #9-17.
- Newsletter: There are three newsletter banner banners, namely top = banners #1-4 within news section, middle = banners #5-8 within news section, and bottom = banners #9 and higher in one block together, after the news section. Newsletter banners are placed in regular newsletters (special issues may vary).

**Banner delivery by customer**
- Banner files, according to the specifications above, have to be delivered to [ito] at least five working days before the start of the advertising period. Any delayed placement resulting from a later delivery, results in full payment obligations for the customer beginning with the starting date in the contract.

**Payment conditions**
- All prices in Euro, per month and per portal. All prices are net, VAT may apply. Payment to German bank account in Euro.
- One-time payment for all months booked at the start of booking period, 14 days net, no deductions. For bookings of 3 months or longer, a payment at the end of each month or, alternatively, in the middle of each quarter is possible; no deductions are given in any payment mode chosen by the customer.

**Refunding**
- In case the banner ads are not available on [ito]’s web server during the contract period for longer than 1 day, respectively 3 days, respectively one week, within a monthly period, [ito] will refund 25%, respectively 50%, respectively 100% of the corresponding monthly payment.
- There will be no refund in case of force majeure or in case the banners have not been delivered by the customer in time (see above »Banner delivery«).

**Place of jurisdiction & applicable law**
- The place of jurisdiction is Bremen, Germany, and German law is applicable.

Contact: Mr. Marcus Lippold, [ito] Business Intelligence, Winterstr. 44, 28215 Bremen, Germany, T: +49-421-9889173, E: info@iito.de

Banner ads are also shown on four regional subportals: Life-Sciences-Benelux.com + Life-Science-France.com + Life-Sciences-Scandinavia.com + Life-Sciences-UK.com

LSE Life-Sciences-Europe.com
LSG Life-Sciences-Germany.com – DACH region (Germany, Austria & Switzerland)
LSUS Life-Sciences-USA.com – Transatlantic region, ads also on Life-Sciences-Asia.com
MSC Mass-Spec-Capital.com – world-wide analytical industry, with focus on mass spec

BUNDLE There are two discounted bundles of web portal advertising available:

**BUNDLE A** - LSE (incl. LSBNL + LSF + LSS + LSUK) plus LSG
**BUNDLE B** - LSUS (incl. LSA) plus MSC

![Critical Mass Banner Package - 1 middle + 1 right side + 1 newsletter banner](image-url)

[ito] highly recommends discounted CMBPs – a powerful option, with great value for money!