

**To:** Christian Holmes[cholmes@theranos.com]  
**Cc:** Sunny Balwani[sbalwani@theranos.com]; Kristen Latto[kristen.latto@tbwachiat.com]; Daniel Edlin[dedlin@theranos.com]; Jeffrey Blickman[jblickman@theranos.com]; Mike Yagi[michael.yagi@tbwachiat.com]  
**From:** Annie Reyes  
**Sent:** Wed 2/20/2013 9:03:55 AM  
**Importance:** Normal  
**Subject:** Re: Tomorrow 2/20  
**Received:** Wed 2/20/2013 9:03:39 AM  
[TheranosWalgreensPreso022013\\_V2.pdf](#)

Hi Christian,  
 Thanks for the quick feedback. Here's a revised version with some of the changes implemented and comments.

#### WAG

- Location call-to-action - we thought about this after receiving your feedback last week. Changing it to "now next to the pharmacy" make it more confusing. Let's discuss further in Marcomm and we can talk to it in the WAG meeting.
- Slide 24 - Changed to "more accurate, more comfortable"
- Slide 33 - We will need a little more time to make this change. We will be sure to make the vacutainer less sleek and look into adding additional one.
- Slide 33 and slide 30 - Changed it to "results you can trust" for the brochure

#### SWY

- Location call-to-action - same comment as above.

Feel free to email the attached PDF to Walgreens team in the morning. Mike and I will be at your office by 8:15ish.

Got your note regarding not setting up a dial in-thanks. Definitely rain check on dinner.

Thank you and see you in the morning!  
 Annie

On Tue, Feb 19, 2013 at 11:02 PM, Christian Holmes <[cholmes@theranos.com](mailto:cholmes@theranos.com)> wrote:

Annie –

Few comments:

#### WAG

- In almost every slide (for example on page 9), please change the language "now in the pharmacy" to "**now next to the pharmacy**". We want to ensure this is consistent throughout the entire deck and remains this way moving forward.
- Slide 24: please change this to "more accurate, more comfortable" (or something similar to this). We can discuss this in more detail after the WAG meeting, but the correct statistic is that human error accounts for 93% of testing errors, which are eliminated through the Theranos platform.
- Slide 33: can we make the big vacutainer look less sleek, and perhaps add more than 1 vacutainer to emphasize the differences in volume?
- Also on slide 33: please change "finally, results you can trust" to just read "**results you can trust**"

#### SWY

- As with the other deck, please change the language "now in the pharmacy" to "**now next to the pharmacy**" throughout the presentation

- (I see you caught the mention of Walgreens on p. 14...need to make sure there is no mention of Walgreens in the SWY presentation and vice versa)

See you tomorrow.

Thanks

Christian

**From:** Annie Reyes [mailto:[annie.reyes@tbwachiat.com](mailto:annie.reyes@tbwachiat.com)]  
**Sent:** Tuesday, February 19, 2013 10:41 PM  
**To:** Sunny Balwani; Christian Holmes  
**Cc:** Kristen Latto; Daniel Edlin; Jeffrey Blickman; Mike Yagi  
**Subject:** Tomorrow 2/20

Hi Sunny and Christian-

Please find below a list of current meetings with attendees from our team and materials we plan to share with Walgreens and Safeway.

#### **Walgreens meeting**

Wed 2/20 - 9-11AM via video conference with Walgreens

T\C\D attendees: Mike Yagi and Annie

Purpose: Present current retail work shared on 2/13. Attached is the updated deck.

#### **Marcomm meeting**

Wed 2/20 - 11-1:00 (working lunch)

T\C\D attendees: Patrick, Rad, Mike Yagi and Annie. Grow, PhD and our LA crew will dial in.

Agenda items:

1-Retail creative (30min)

2-Target audience definition and strategy (30-45min)

3-Flagship store strategy (30min)

4-Integrated calendar review (10min)

**Safeway meet & greet**

Wed 2/20 - 1-2PM

T/C/D attendees: Patrick, Rad, Mike Yagi and Annie

Purpose: Present Theranos brand identity and retail creative examples. See deck attached.

In our partner integration meeting, Grow mentioned there will be a dial in number for them to listen in on the Walgreens and Safeway meeting. Please provide the call in number.

Unfortunately, Carisa can not make the meeting tomorrow due to a morning meeting conflict that can not be changed. However, we will share all materials with her before hand.

Lastly, are you guys up for dinner tomorrow? Rad and I are staying over and would love to have dinner with you guys.

thanks,

Annie

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Annie Reyes | Group Account Director  
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# theranos

walgreen's retail presentation

02.20.13

*Walgreens*

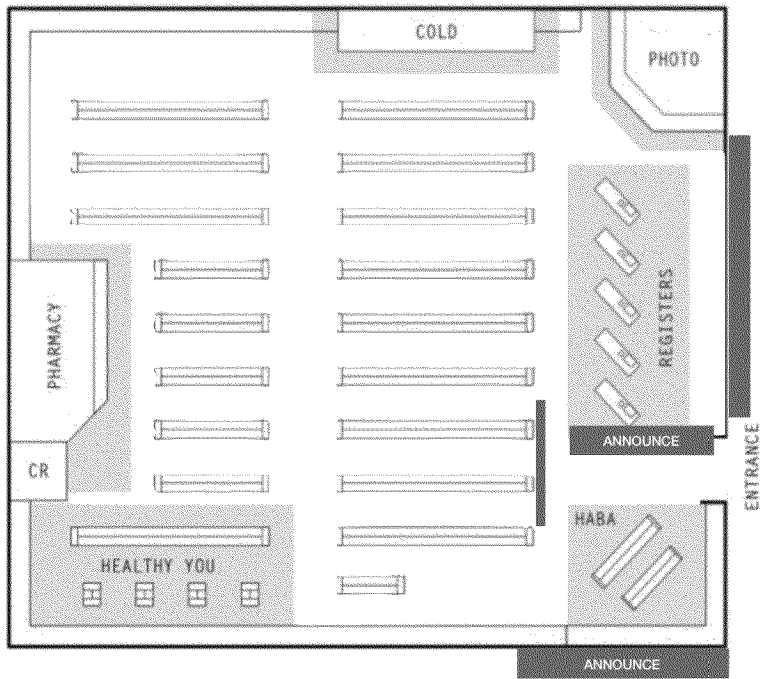
ANNOUNCE

AMPLIFY

EDUCATE

CONVERT

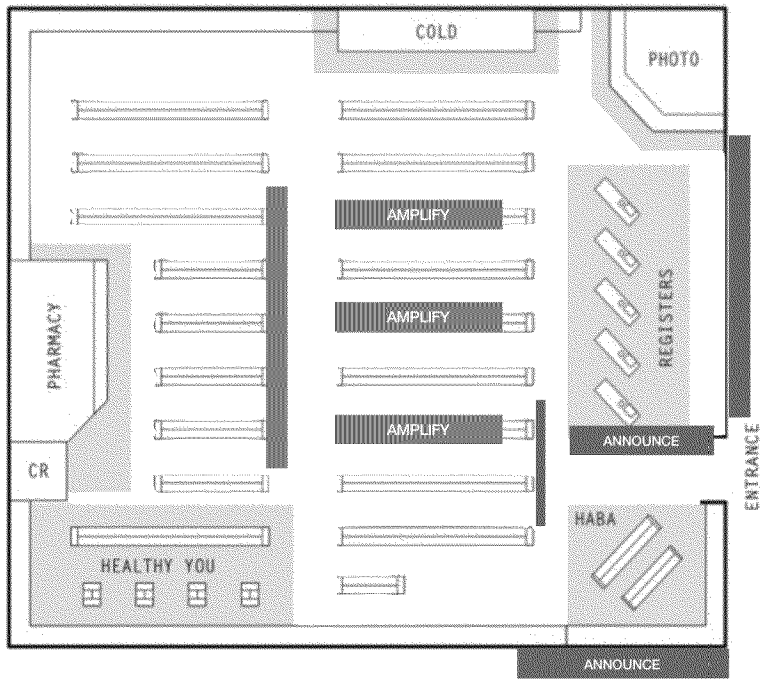
## location



## communication

Theranos is a blood test available at Walgreens.

## location



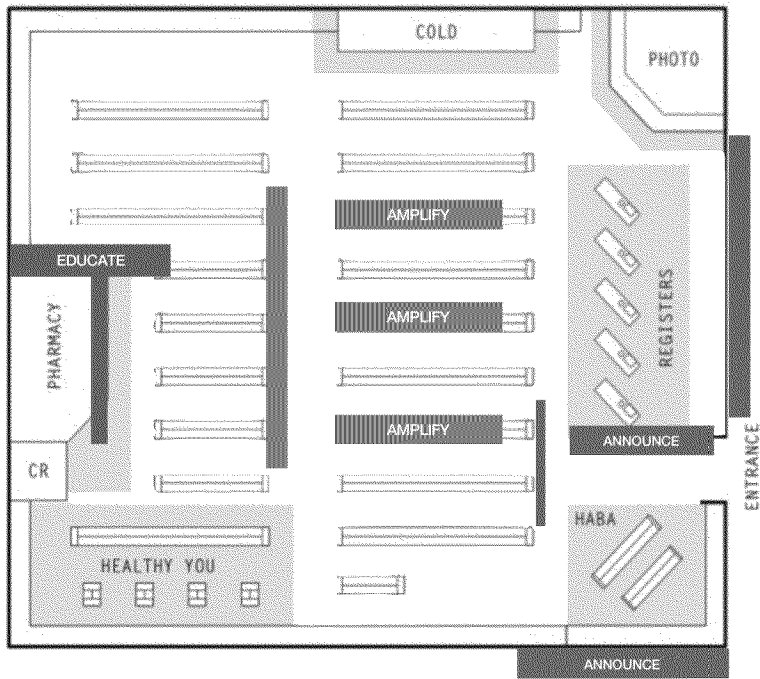
## communication

Theranos is a blood test available at Walgreens.

There are several important and amazing benefits to Theranos.



## location



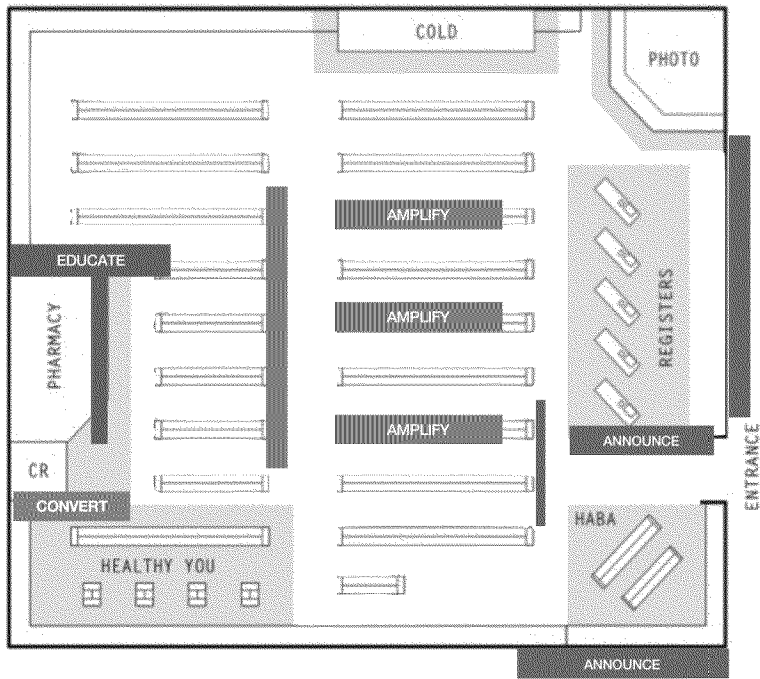
## communication

Theranos is a **blood test** available at Walgreens.

There are several important and amazing **benefits** to Theranos.

Here is what you need to **know** and have in order to experience Theranos.

## location



## communication

Theranos is a blood test available at Walgreens.

There are several important and amazing benefits to Theranos.

Here is what you need to know and have in order to experience Theranos.

Here is everything you need to do to experience Theranos for yourself.

# Retail Creative

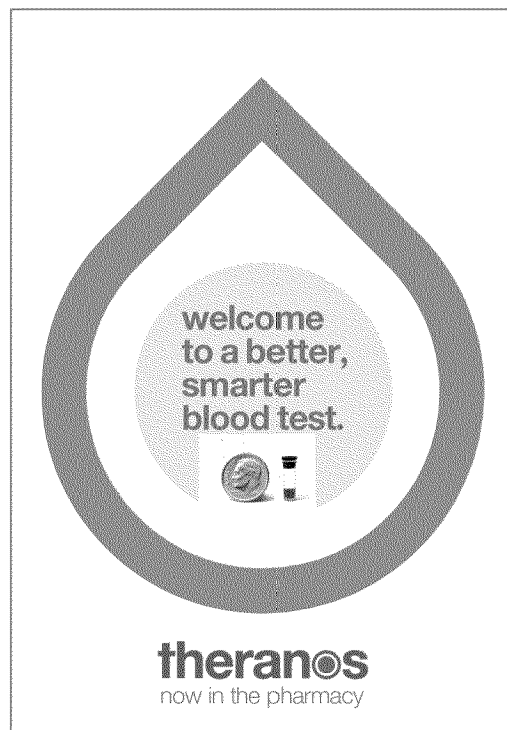
**announce**

Confidential

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**theranos**   
THPFM0001300964

entrance poster



Confidential

entrance a-frame



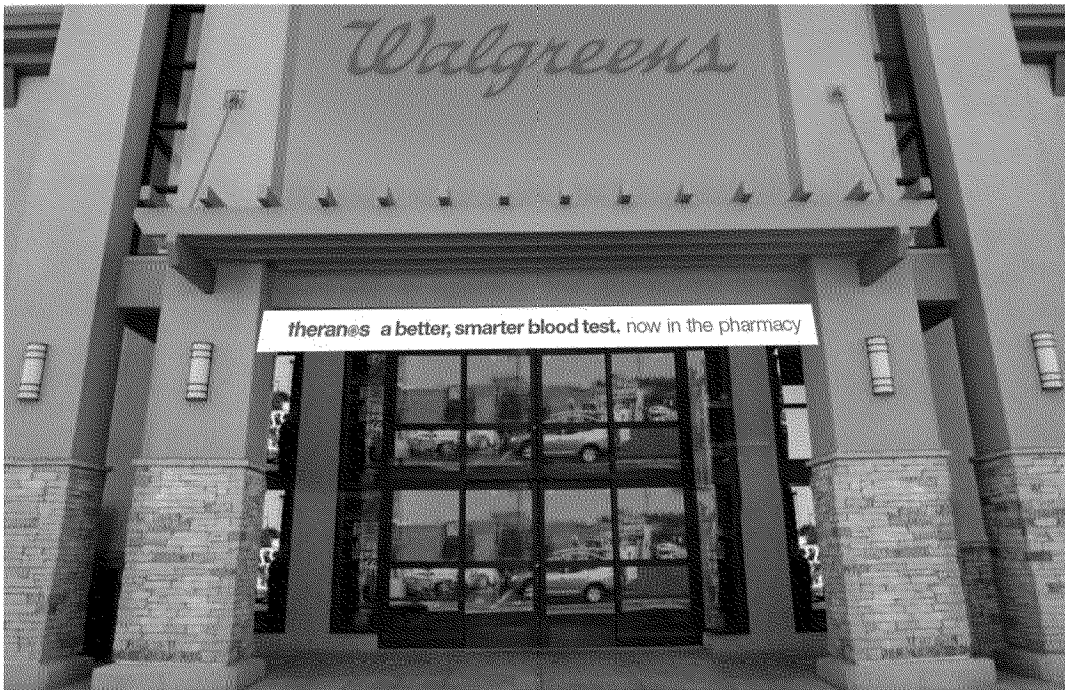
Confidential

exterior large banner



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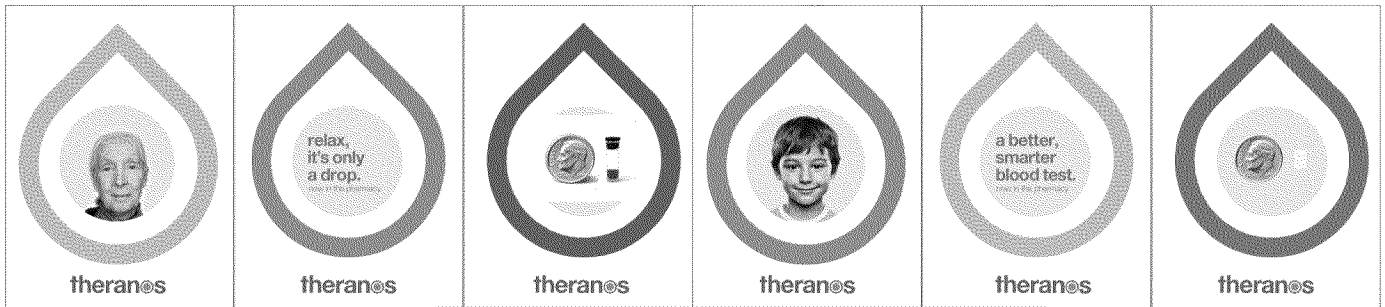
exterior entrance banner



Confidential



exterior windows



exterior windows

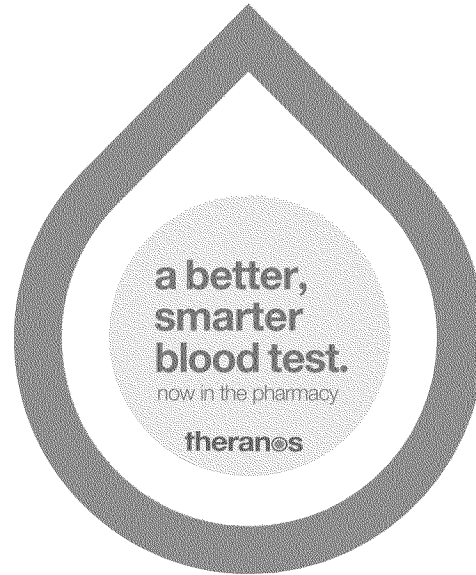


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hanging posters

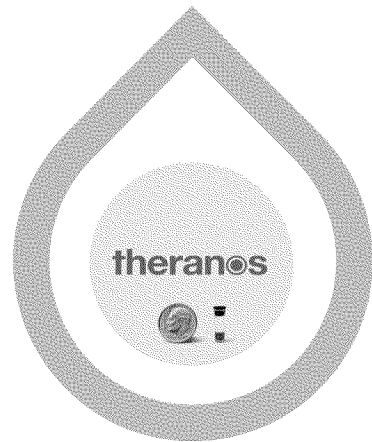


THP041



THP05

hanging posters

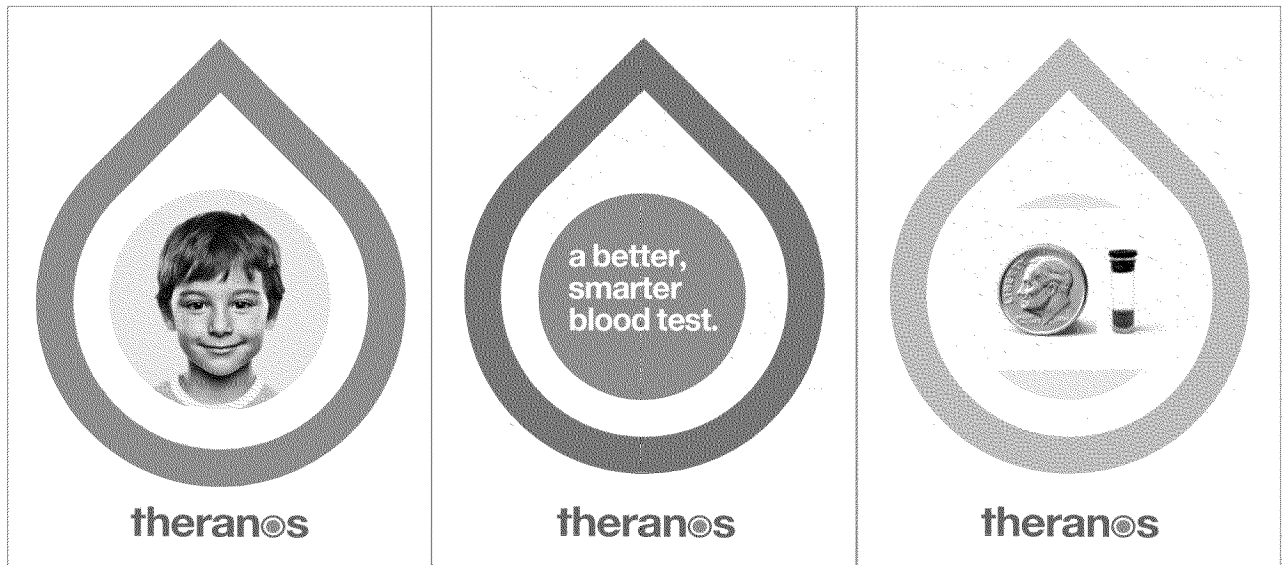


hanging posters



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hanging posters triangular



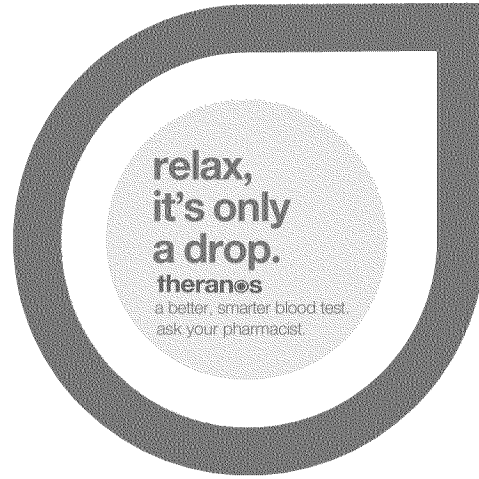
hanging posters triangular



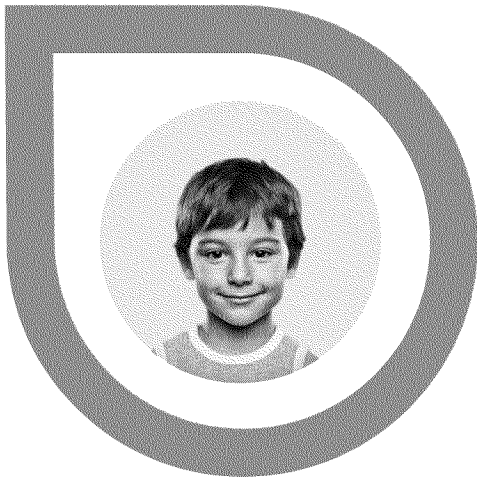
**amplify**



shelf talkers



shelf talkers

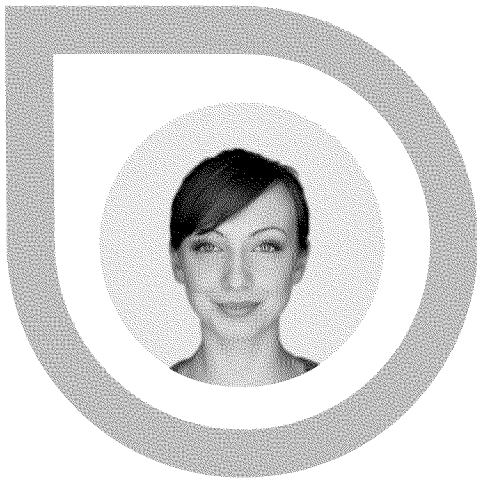


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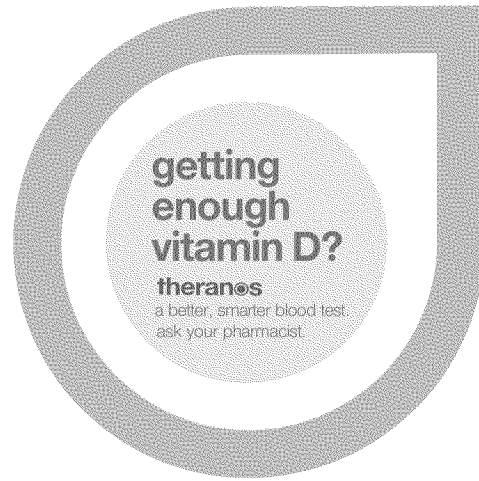


THN2D

shelf talkers

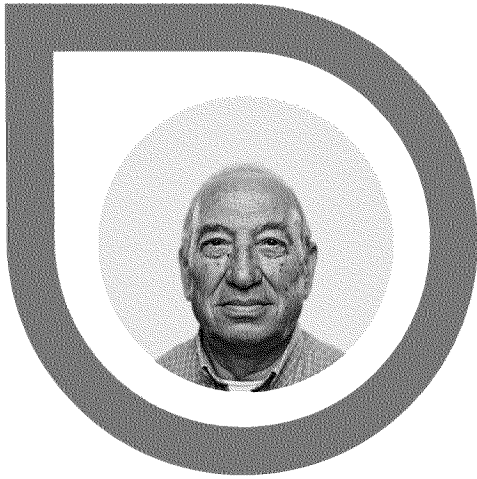


FRONT

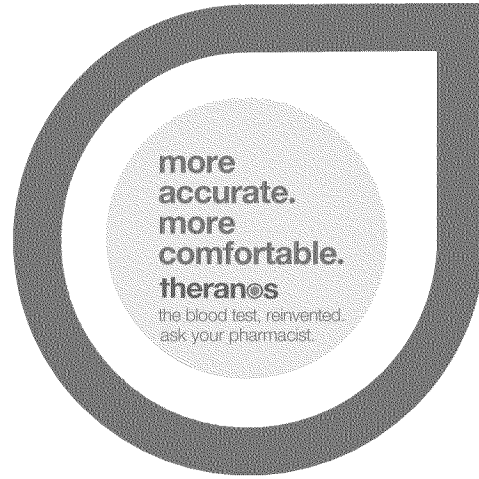


BACK

shelf talkers



FRONT



BACK

shelf talkers



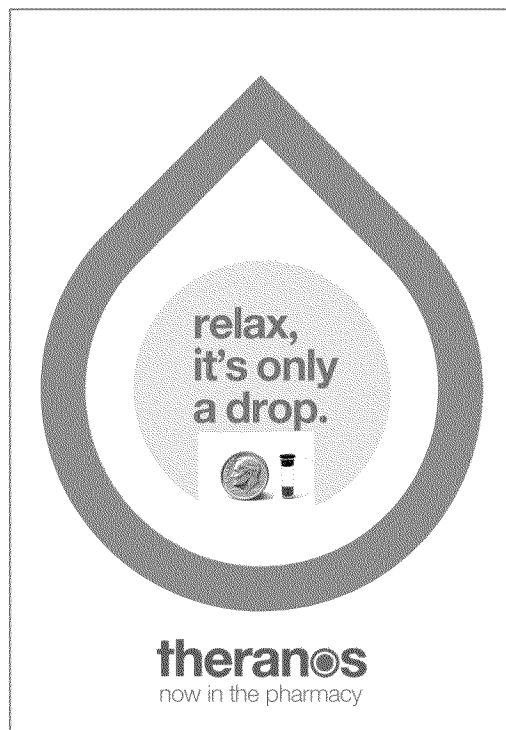
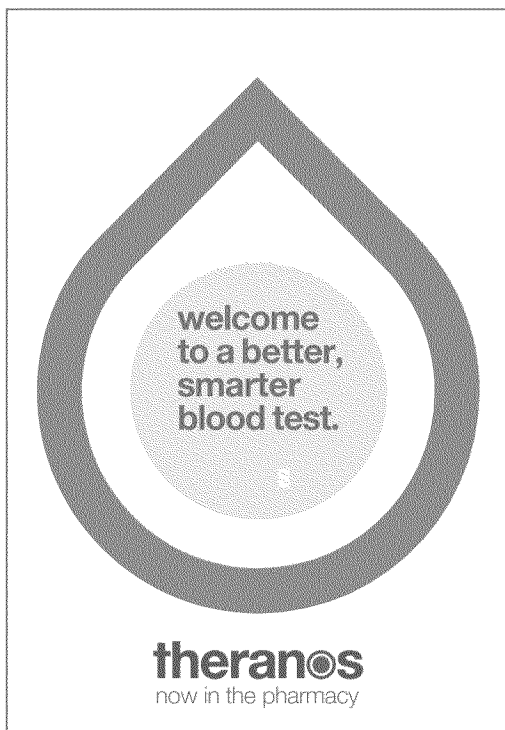
**educate**

Confidential

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**theranos**   
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theranos area



theranos area



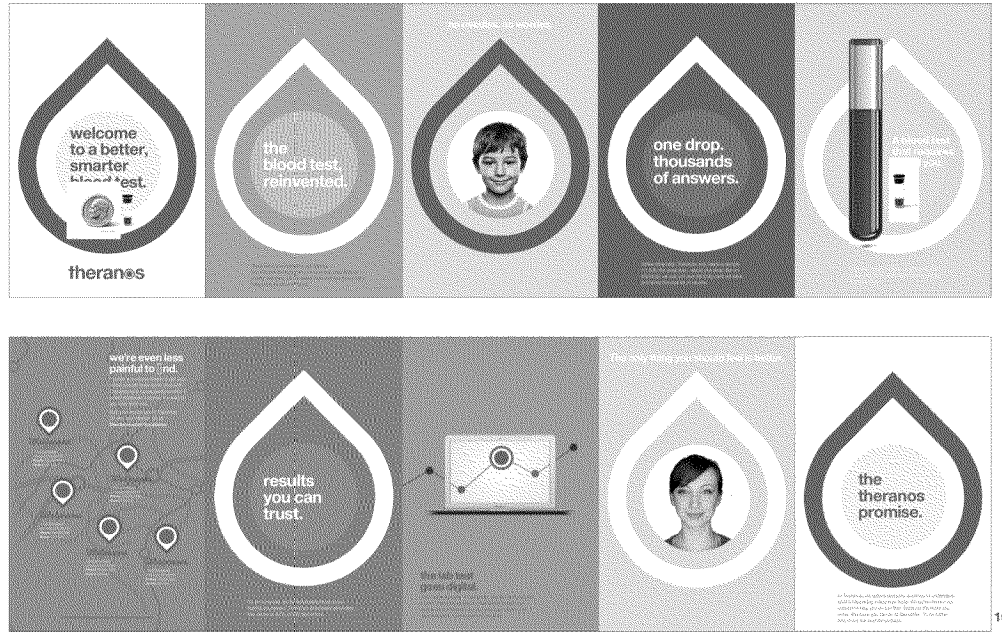
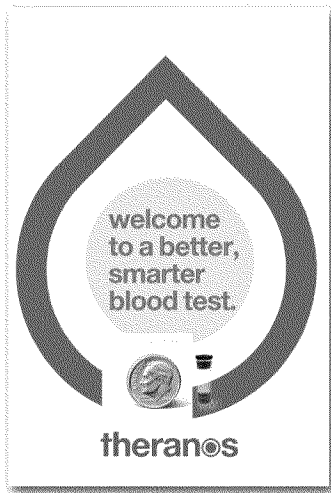


theranos-branded area



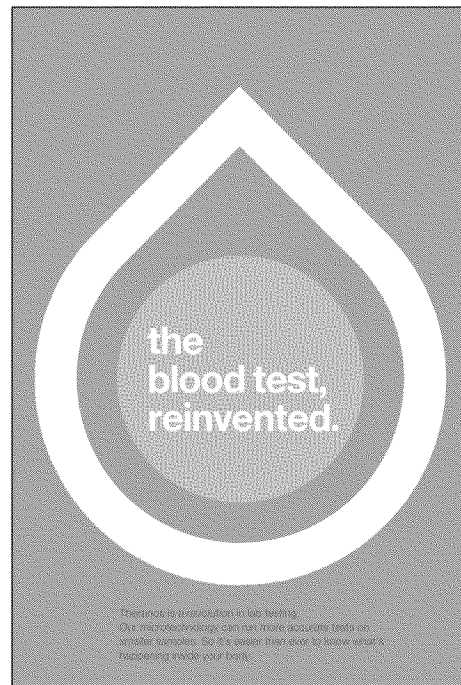
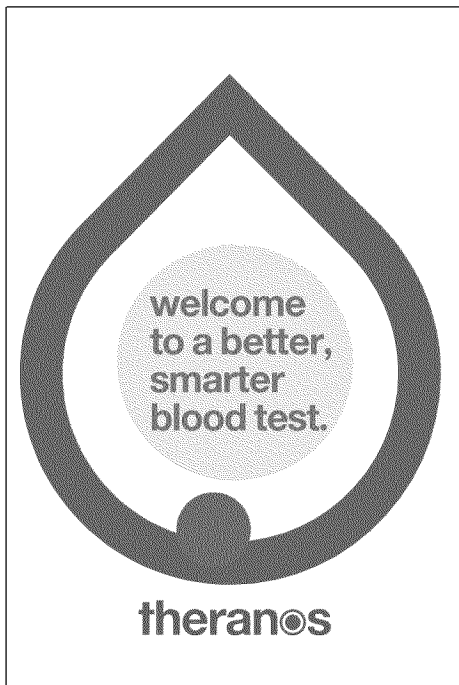
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retail accordion fold brochure

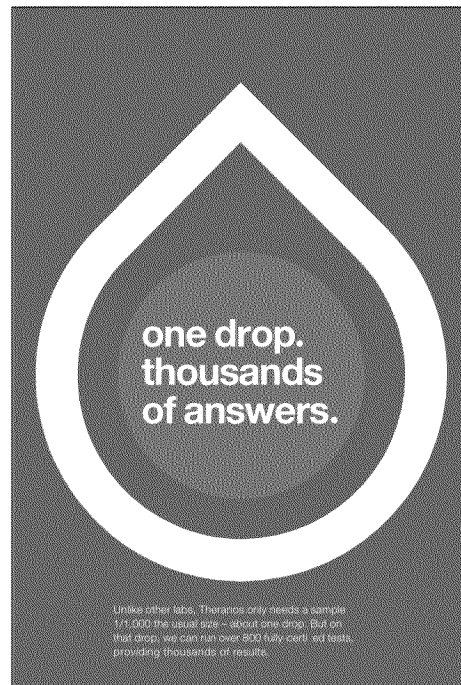
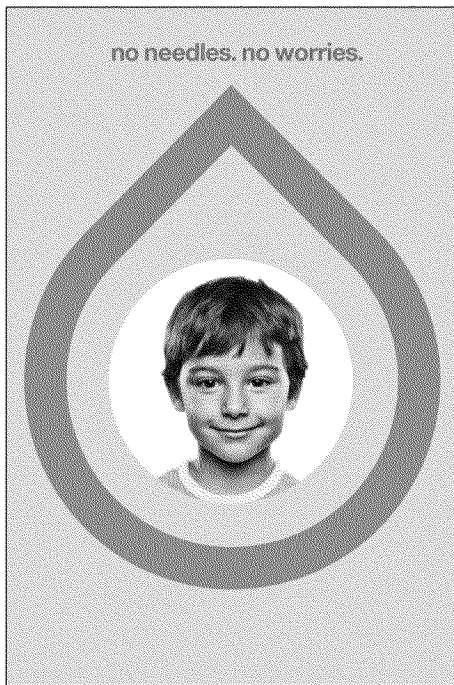


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retail accordion fold brochure - cover and page 1



retail accordion fold brochure - page 2 and 3



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retail accordion fold brochure - page 5 and 6

we're ever  
painful to

A blood test  
that requires  
if you

Theranos is independently owned and California-incorporated.

results  
you can  
trust.

To be human. So by automating most of our  
testing processes, Theranos practically eliminates  
the cause of 93% of lab test errors.

**the lab test  
goes digital.**

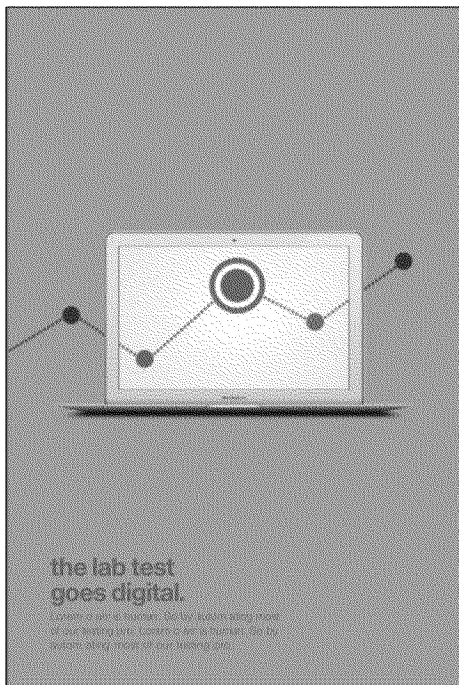
From ordering tests to reporting results, every aspect  
of your Theranos testing is connected through our  
secure online network. So you and your doctor can  
have answers, quickly and accurately.

Confidential

theranos 

THPFM0001300989

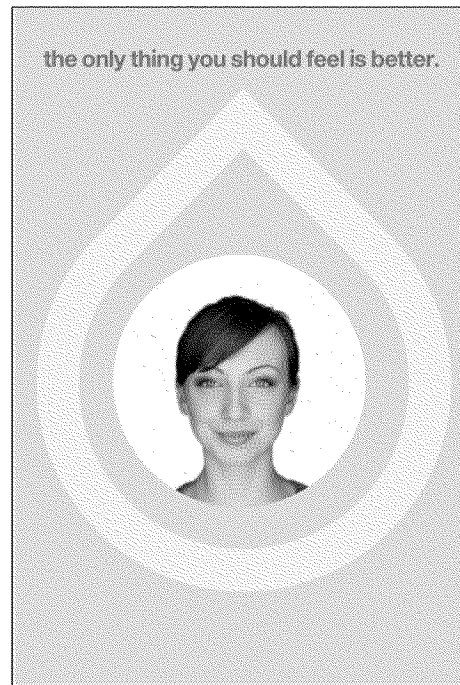
retail accordion fold brochure - page 7 and 8



**the lab test goes digital.**

Learn what's happening inside your body by making more of our testing digital. Learn how we're helping you live better, one digital lab test at a time.

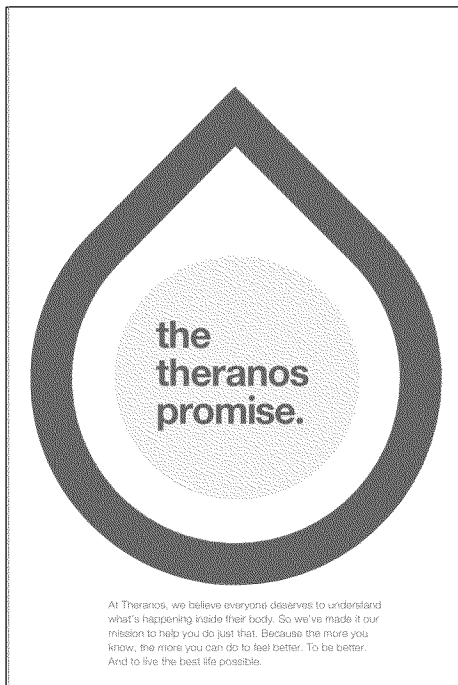
the only thing you should feel is better.



**the theranos promise.**

Theranos, we believe everyone deserves to understand what's happening inside their body. So we've made it our mission to help you do just that. Because the more you know, the more you can do to feel better. To be better. And to live the best life possible.

retail accordion fold brochure - page 9 and back



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