

To: Elizabeth Holmes[eholmes@theranos.com]; Sunny Balwani[sbalwani@theranos.com]
From: Danise Yam
Sent: Sat 7/25/2015 5:23:09 AM
Importance: Normal
Subject: FW: Horizon Media
Received: Sat 7/25/2015 5:23:16 AM
PX OOH Recommended Buy - 7.21.15.pptx
DJ copy points.docx

Hi Sunny/Elizabeth,

Carisa gave more details about the wire request. Do you want me to submit a wire for Monday delivery?

Thanks,
Danise

From: Carisa Bianchi
Sent: Friday, July 24, 2015 7:46 PM
To: Danise Yam
Subject: FW: Horizon Media

Hi Danise,

Per my earlier email, here is the recap I sent to Elizabeth and Sunny earlier today which recaps all media activity, wire dates, and amounts.

Thanks.

From: Carisa Bianchi <cbianchi@theranos.com>
Date: Friday, July 24, 2015 at 3:21 PM
To: Sunny Balwani <sbalwani@theranos.com>
Cc: Elizabeth Holmes <eholmes@theranos.com>
Subject: Re: Horizon Media

Hi Sunny,

Here is the detailed list of what is included in the Phoenix media plan for 3th and 4th Quarter. All invoices reflect dates through end of year.

1. Wire funds are due 7/24 or 7/27 - \$1,318,485 for:

OOH/Cinema (\$770,753 through the end of the year)

This includes: Outdoor (Static/Digital), Airport, Spectaculars, and Cinema

The board by SkySong is NOT included and the cost from this amount has been deducted.

I sent the OOH proposed buy on Tuesday, enclosing again for your convenience which details all activity.

People Magazine Cover Wrap (\$228,259, 13 issues October through December)

AZ Republic (\$37,506, this ran on 7/12, the Manifesto 4C spread that ran after Elizabeth's OpEd in AZ Republic

Digital/Mobile Activity (\$281,967) October through end of year

SEM: \$38,541 (continuation of our ongoing SEM effort)

Paid Social: FB and Twitter (fans and total market): \$100,100

Paid Digital Display/Video: \$85,313

Mobile: \$58,013 (national and local sites that we will geo-fence around WAGs)

Some of the national sites we will be tapping with local ad serving capability are CNET, USA Today, WSJ, ESPN.

There are 100+ sites we are purchasing.

2. Wire funds due 7/31 - \$1,126,661 for:

3Q and 4Q TV (\$819,171)

I will have the 3Q and 4Q buys ready for your and Elizabeth's review next Tuesday.

Trial Exh. 5454 Page 0001

3Q and 4Q Radio \$282,570

I will have the 3Q and 4Q buys ready for your and Elizabeth's review next Tuesday.

September DJ and TV host on-air segments \$24,920

Finalizing timing and details, targeting for September

Attaching proposed DJ copy points

3. Wire funds due 8/28 - \$14,357

Phoenix Magazine October and December issues (creative still TBD)

Will reach out to Patrick for him to send overview of creative/content.

Thanks.

File Produced in Native Format

The Theranos Experience

Smaller samples. Smaller needles. A better experience.

Many of Theranos tests require only a few drops of blood.

All of our tests, including venous draws, require smaller samples than traditional labs.

Whether it is a few drops collected with a finger stick, or the smallest venous draw sample possible, Theranos tests mean less blood, an easier process, and a clear difference.

Affordable Pricing – A Fraction of the Costs of Other Labs.

Theranos publishes all of their prices on-line so there are no surprises.

You know exactly what you are paying, before you get tested.

Theranos charges everyone the same low prices.

If you have insurance their prices are often less than your co-pay.

Theranos has over 200 tests

Glucose \$2.70

Vitamin D \$20.35

Cholesterol \$2.99

Anemia Assessment \$27.93

Calcium \$3.55

CBC \$4.45

Celiac Panel \$31.72

The Theranos Experience

You are greeted by a friendly technician.

The technician walks you through the process.

First, they wrap your finger in a finger warmer for a minute or two, and then wipe your finger with alcohol.

A small disposable lancet is used to prick your finger and collect a small sample of blood.

My finger was then wrapped in a band-aid and the test was done.

Convenient Locations and Convenient Hours

Theranos is conveniently located in over 40 Walgreens locations in the greater Phoenix area

Theranos has extended hours offering early morning, evenings, and weekends so you don't have to take off work to get your lab test.

The Theranos App – Fast, Secure Results

Theranos puts your health in your hands.

With the Theranos app, you receive private, highly secure results.

You get your results faster than ever, usually within 48 hours or less.

Because it's easier to get access to the tests you need, you and your physician can better track small changes that emerge over time.

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MD Connect- A Physician Referral Service

Theranos offers a convenient list of primary care physicians licensed within the state of Arizona.

The service is provided for free online - any individual can access contact information for a primary care physician regardless of whether they have received a Theranos lab test.

It's Easy – Bring in a Physicians Lab Order or Order Your Tests Directly

You have the choice.

Simply walk in and order your lab tests directly from our direct testing order form.

Or bring in your lab order from your physician.