

AXON PHARMA X55 INITIATIVE

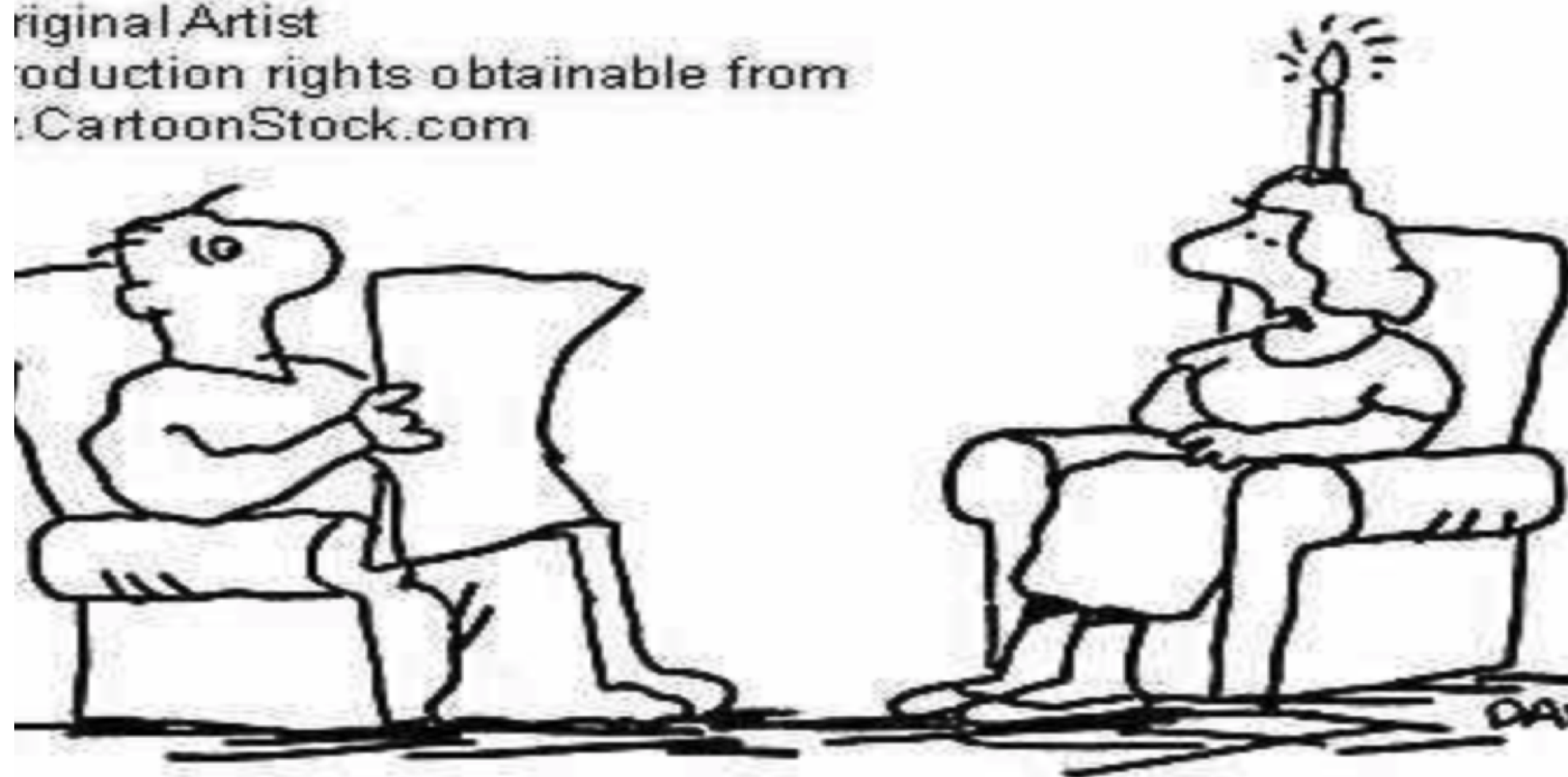
- a new way to test drug

Chief Analytics Office: Ginny Gao

40%

OF PEOPLE OVER 65 EXPERIENCE SOME LEVEL OF MEMORY
IMPAIRMENT

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“Can you guess what today is?”

Red & Kitty

Married for 30 years, Red had never forgotten a single important day with his wife Kitty

Kitty started noticing Red couldn't remember their favorite vacation spots

Which sports team to cheer?

Now her birthday...



**Bringing the best
experience to our patients
in their journey of
achieving better health.**

- AP Mission

AP'S X55 INITIATIVE

X55 is believed can enhance patients' memory by 20% by the end of 6 consecutive months' usage (R&D)

- Teams involved
 - Analytics
 - R&D
 - Marketing
 - IT
 - Product
 - Patient Care



AP ANALYTICS

**Creates a modern and accessible memory recovery
experience with
AI and technology**



AP Analytics Team

- **Length of initiative: 9 - 12 months**
- 5 dosage, 3 purity, 6 demographic levels
- 1 control group for comparison
- **Memory diagnosis**
- Before, every quarter, after

Process

- LENGTH OF STUDY: **9 - 12 MONTHS**
- PARTICIPANTS: **100**
- **1ST** IN INDUSTRY USING AI-POWERED TECHNOLOGY
- CHANGE IN **1 QUARTER**



**AVG % MEMORY IMPROVEMENT
AMONG TEST GROUPS IN 1 YEAR**

Expected Outcome



**50% MEMORY
IMPROVEMENT
OVER 1 YEAR**



**25% REVENUE
GROWTH**



**15% INCREASED
MARKET SHARE**

Need your support

- **Estimated cost from AP Analytics: 300K**
- Staff, equipment, tools, event, meeting
- **Follow our journey, share our innovations through news, social media, events**
- WWW.AP.COM/ANALYTICS/X55, Follow us: #APAIX55
- **Follow Red's progress of recovery, help more families like Red and Kitty**

