

**Rational:** Pear, the leader in software-based medicines called prescription digital therapeutics (PDTs), has the first three FDA-authorized PDTs (\$2B+ serviceable US market), a deep and broad pipeline (\$15B+ serviceable US market), and the first end-to-end platform (\$250B+ serviceable US market). Pear is managed by a diverse team with a unique mix of life science and tech experience.

**Strategy:** We believe that Pear's platform has the potential to provide for discovery, development, and commercialization of PDTs at scale: PearCreate™ to allow for the repeated advancement of PDTs and PearConnect™ to offer the infrastructure needed to distribute PDTs developed by Pear or others.

**Technology:** Designed to directly treat disease, tested for safety and efficacy in randomized clinical trials, evaluated by the FDA, and prescribed by HCPs.

**Products/Pipeline:** Pear has 14 product candidates organized into: psychiatry, neurology and all others. Psychiatry is the most advanced with 3 marketed products and candidates in various stages of development, headlined by AUD and MDD candidates.

**What's Next?** Vision is to advance healthcare through the widespread use of PDTs and to be the one-stop shop for PDTs offered both by Pear and by other organizations that may choose to host their products on PearCreate.

**Main Service:** To redefine care through the widespread use of PDTs to provide better outcomes for patients, smarter engagement and tracking tools for clinicians, and cost-effective solutions for payers.

**Strengths:** Pear is able to leverage streamlined development compared to drugs with potential software-like margins and potential ability to create drug-like medical value in large accessible markets with high unmet medical need. Pear has first mover advantage, IP barriers, continuous data collection, regulatory standards, and a potential platform-effect.

**Markets:** PDTs are relevant to address broad issues within healthcare systems. Millions of people are suffering the burdens of chronic diseases ranging from addiction to insomnia.