

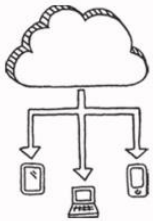


# FACT SHEET

## Strategy { IN ACTION

### CORE CAPABILITIES:

#### MOBILE FIRST



- Mobile Salesforce
- Responsive Design
- Consumer Point-of-Sale
- eBooks

#### BUILDING BRANDS



- Digital AOR
- Global Strategy Development
- Multi-Channel Marketing
- Digital Innovation Training

#### VISUAL STORYTELLING



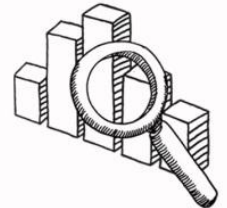
- IMMERSE<sup>SM</sup> Booth Experience
- Brand Innovation Workshops
- Infographics
- Action Walls

#### GROWING COMMUNITIES



- ONEVOICE<sup>SM</sup> KOL Management
- Social Media Engagement
- Professional/Patient Portals
- Social Apps

#### INSIGHTS & ANALYTICS



- REVEAL<sup>SM</sup> Insights & Analytics Suite
- Media Planning & Buying
- Multi-channel Data Sourcing
- Brand & Industry Benchmarking

## Innovation { IN ACTION

### PROPRIETARY TECHNOLOGIES:



## Results { IN ACTION

#### Cadient Group serves our clients evolving needs through agility and action.

From launching multi-channel brands to optimizing in-market products, our insights-driven strategies enable us to put the right actions into today's digital interactions. With world-class digital agency services, including award-winning design, user experience, relationship marketing, analytics, and optimization capabilities, we deliver innovative, compelling digital campaigns that engage customers, create maximum impact and generate measurable results.

#### Cadient embraces an adaptive marketing model to a rapidly changing landscape.

In order to deliver continued results, digital strategies must be adaptive. Being adaptive means being ready to take action. We support the diversified needs of our healthcare clients by continuously demonstrating our commitment to agility and innovation. Our process in rapidly prototyping concepts—while actively testing them—empowers our clients' brands, marketing and sales teams and drives results across all channels.

#### Cadient Group is an R&D-powered organization.

With ongoing research and development fueling our technology teams, we not only provide expert application development and implementation, but also create novel, customized technology-enabled solutions to meet the specific digital marketing needs of our clients. By staying ahead of emerging trends, we build a better user experience for our clients and ensure better results for their brands.