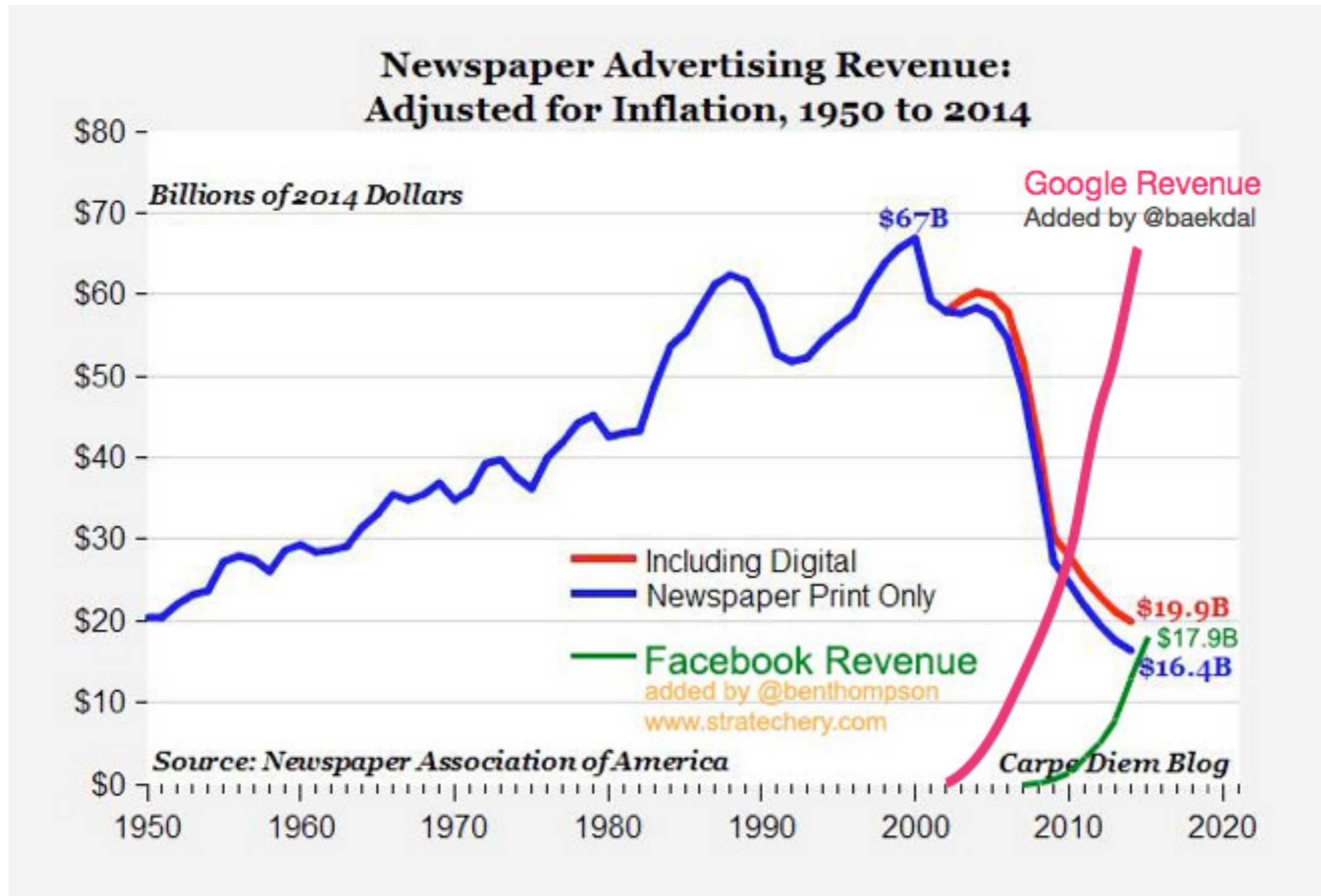


BONNIER

Business to Business

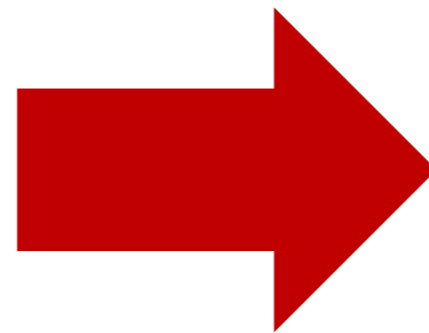
What's happening in media?



Strategic Direction

Newspaper publishing

Trade publication
publishing



B2B Business Information

Niche information products
& services

Healthcare & Pharma

Target Groups



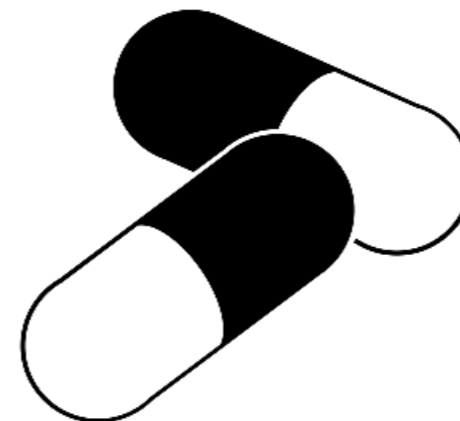
Decision Makers



Clinicians



Patients



Pharma



What are we doing?



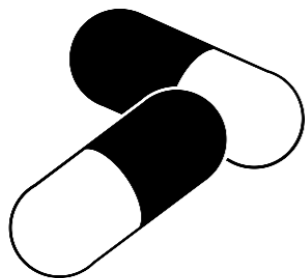
- Medicine Today
- 6 markets (SE, NO, DK, PL, SI, EE)
- Additional newsletters & conferences



- NEL, Medibas, Deximed
- NHI.no, Netdoktor Pro
- E-learning Norway (soon Germany)

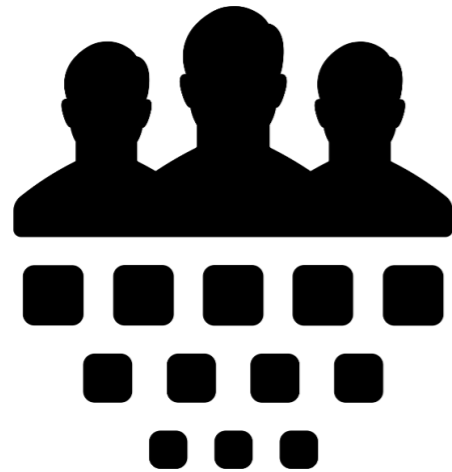


- NHI.no, Netdoktor.se, Netlaakari.fi, Medicina i Ljudje, Terviseuudised
- Lyfepond.se



- Bonnier Pharma Insights

Audience at core



Community

Health information

Credible

Discussion

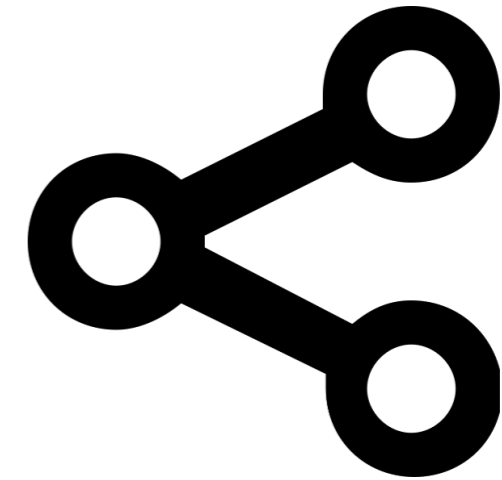


Data leverage

Awareness

Patient empowerment

Insight



Connector

Pharma

Healthcare

Future route

- Invest and underpin the digital patient journey
- Form strong collaborations with key stakeholders
- The journey starts in our communities

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Business to Business