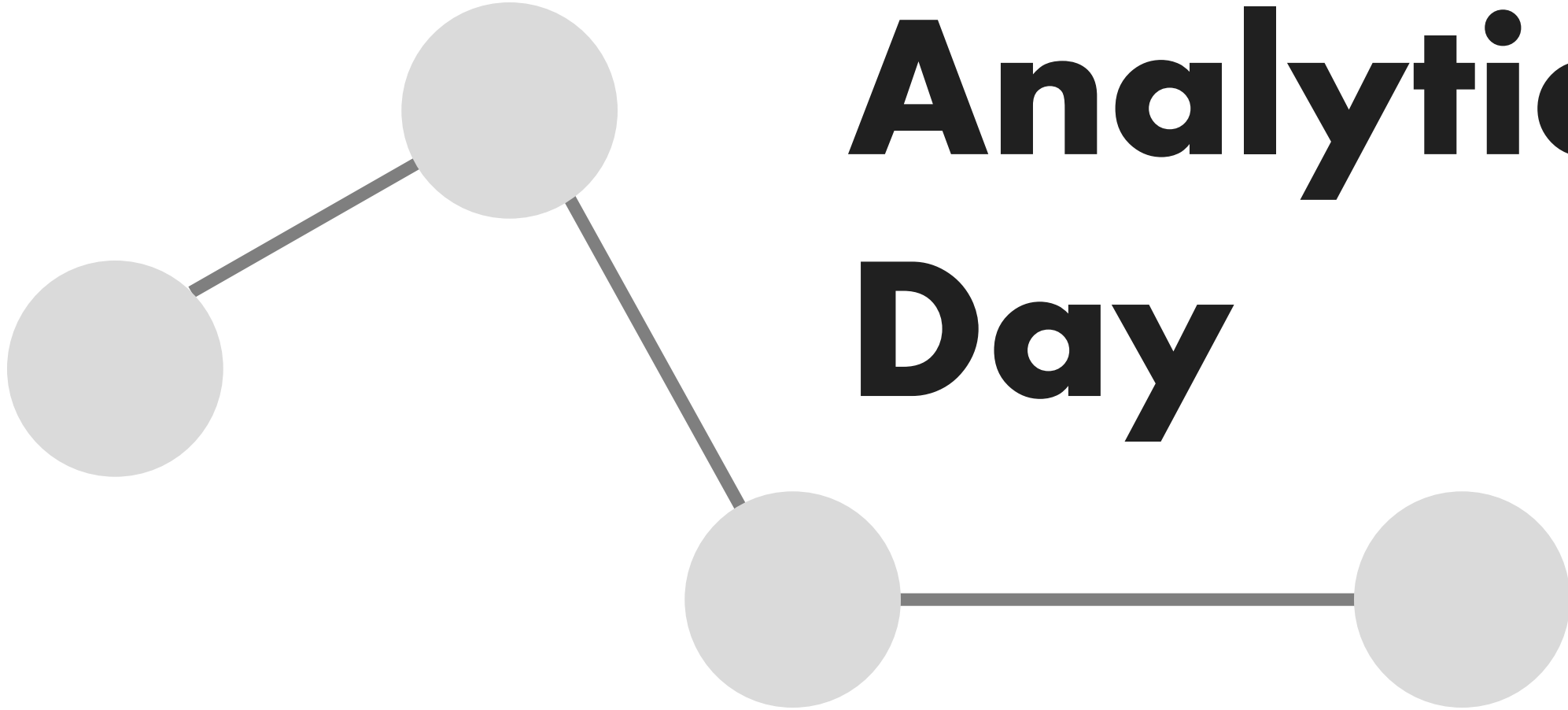


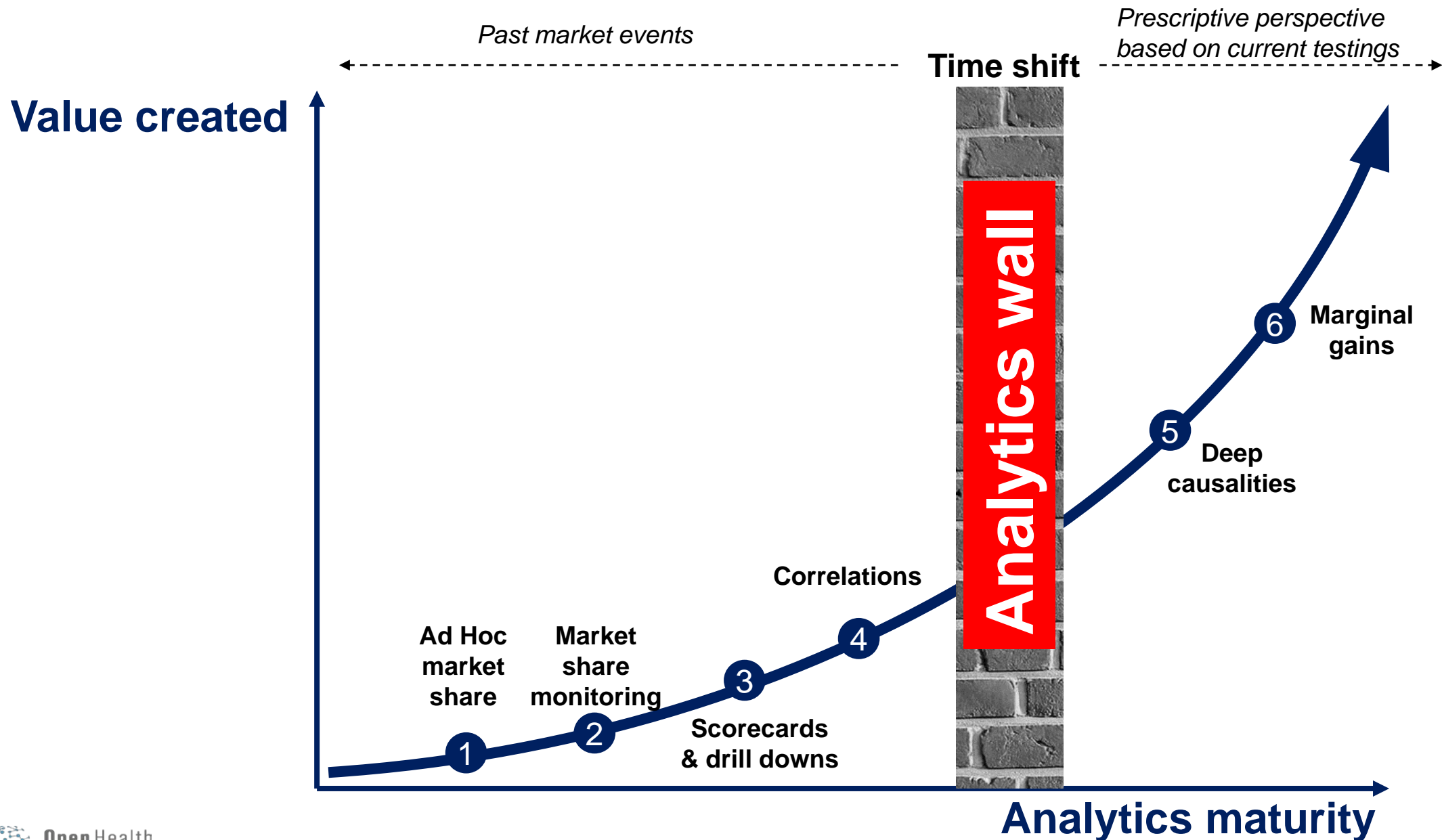
Today is ...

Analytics Day

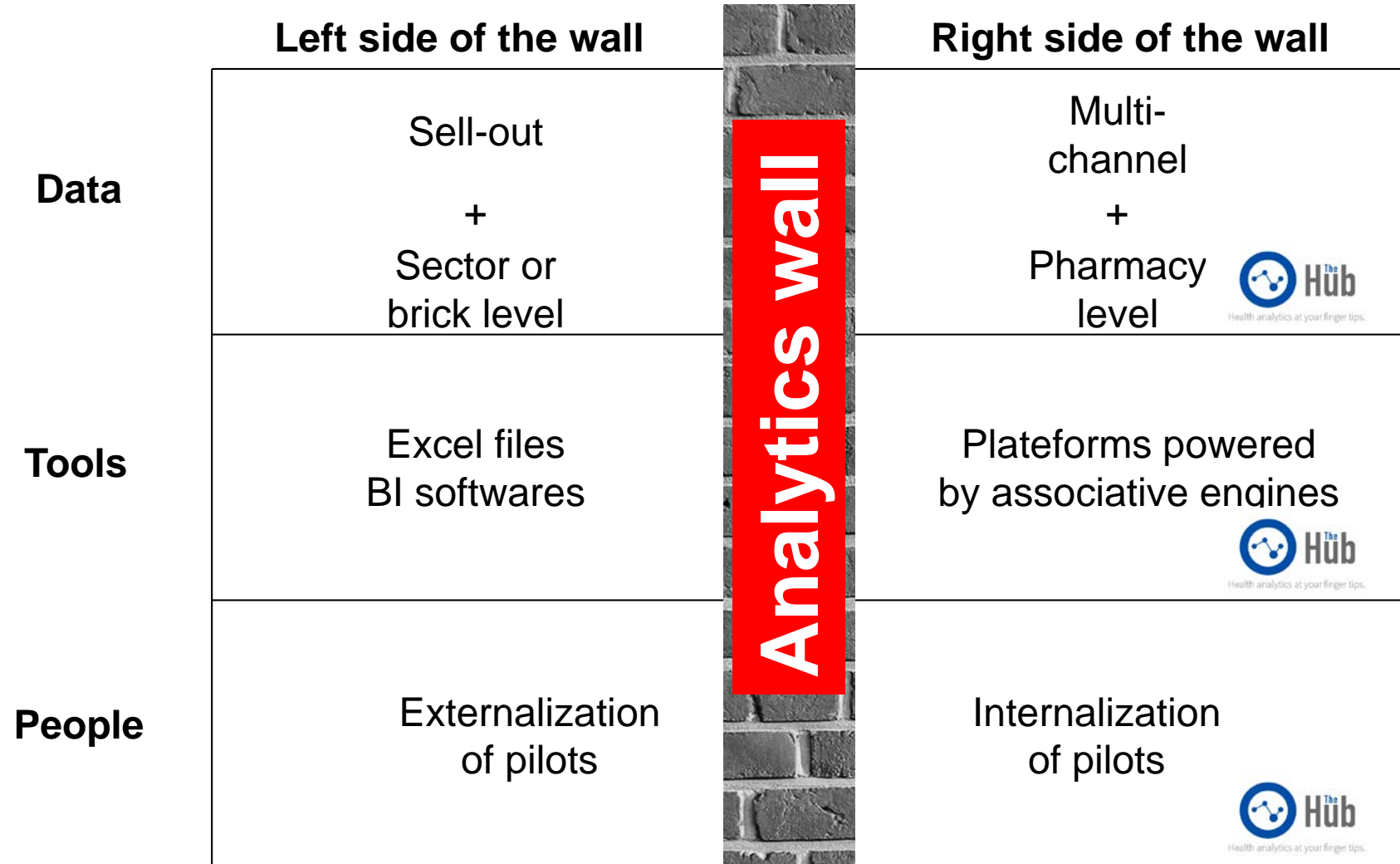


**« How did my investments in
analytics (data, tools, people)
contribute to my top line? »**

The answer depends on which side of the wall you are :



How can you move on the other side ?



“ Our mission statement at OpenHealth is to help you break through the analytics wall



Health analytics at your finger tips.

The HUB : current and future features



**6 last quarters
From Q1 2017 – Q2 2018**

Main focus : deep causality

*Associative Platform
Additional sources of data
Customer type*



Health analytics at your finger tips.

Q3 2018

Main focus : Marginal gains

*Price analysis
Consumer data
Waterfall financial visualization
Market concentration : Gini index and
Lorenz curve*



Health analytics at your finger tips.

JULY 15th

> Sales & Marketing - ADVANCED

Mth Qtr YTD MAT < **05 2018** >

Category Size
You may select a price category size between 0,2€ and 4,0€

- Company
- ARKOPHARMA
 - EG LABO
 - GI AXOSMITHKI TNF

ANTI-TABAC

PHARMA last data available : 2018/06/11

PHARMA ONLY

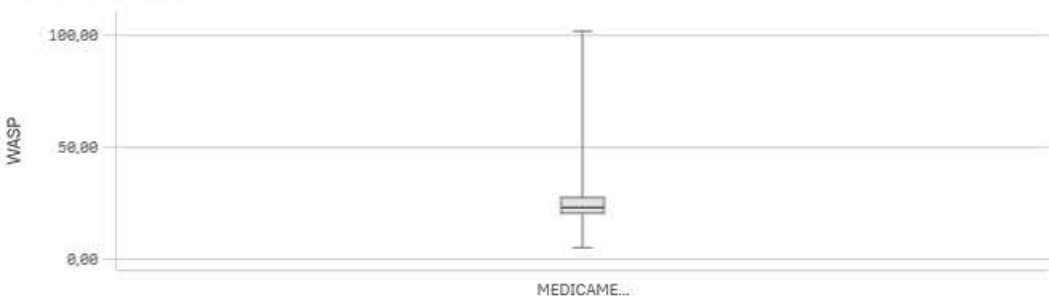
Segment



Price Dispersion



Price Benchmarking



How to understand a box plot ?

- Maximum price (outliers excluded)
- 75% of pharmacies market the selection below this price
- 50% of pharmacies market the selection below this price (median)
- 25% of pharmacies market the selection below this price
- Minimum price (outliers excluded)

Price Dispersion Details

Price category in €	% of selling pharmacies	% of volume in UC	Average sales in UC
Totals	100,0%	100,0%	22,28
3,9 <= to < 4,9	0,1%	0,0%	14,20
4,9 <= to < 5,9	0,1%	0,0%	1,41
5,9 <= to < 6,9	0,1%	0,0%	0,22
6,9 <= to < 7,9	0,5%	0,1%	3,03
7,9 <= to < 8,9	0,2%	0,1%	9,63
8,9 <= to < 9,9	0,4%	0,3%	14,41
9,9 <= to < 10,9	0,2%	0,1%	6,43

You want to know more ?

Visit our website :

<http://www.openhealth.fr/en/>