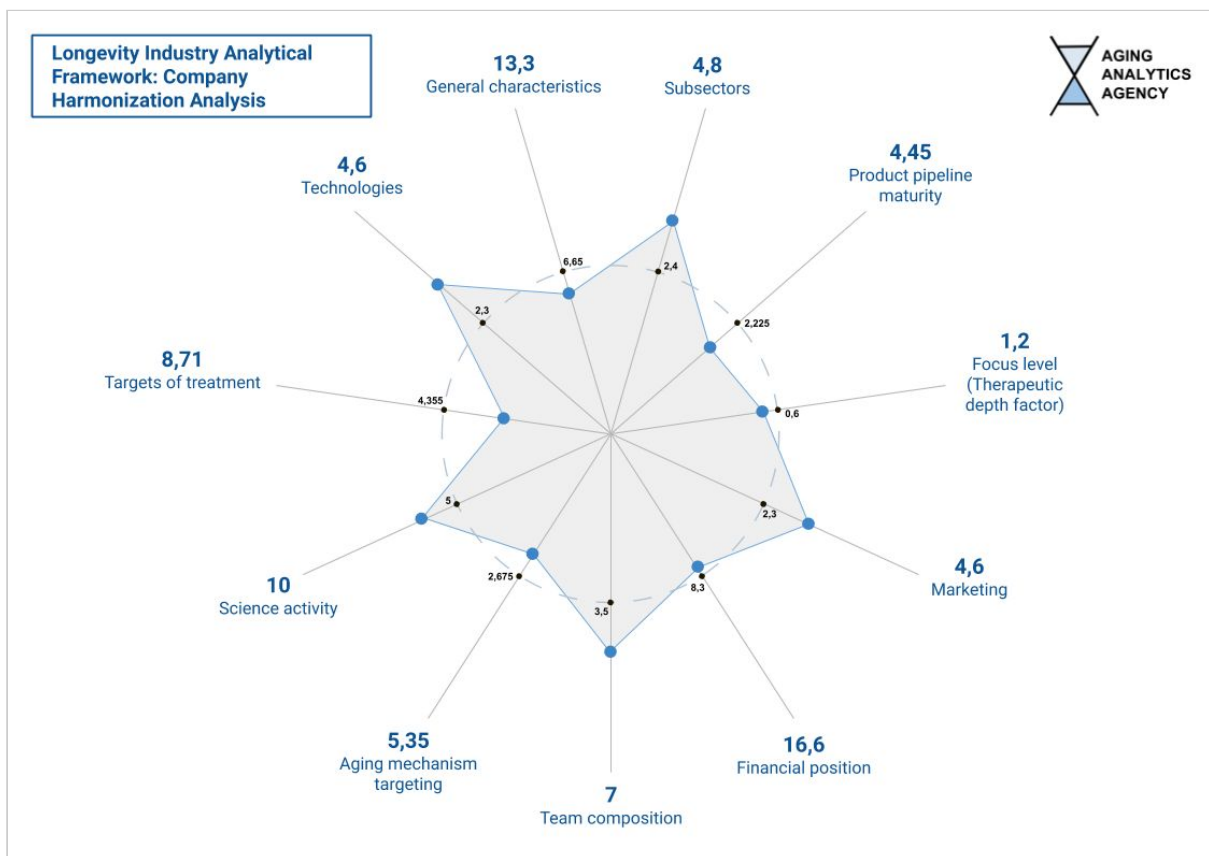




Aging Analytics Agency is the analytical engine driving and structuring the Longevity-related investment target identification and due diligence activities of Deep Knowledge Ventures, using multi-dimensional, quantitative, data-driven analytical frameworks and algorithmic methods that combine hundreds of specially-designed and specifically-weighted metrics and parameters to deliver practical industry analysis, pragmatic forecasting and tangible industry benchmarking, with a focus on analyzing frontier technologies and the convergence of deep science and technological megatrends.

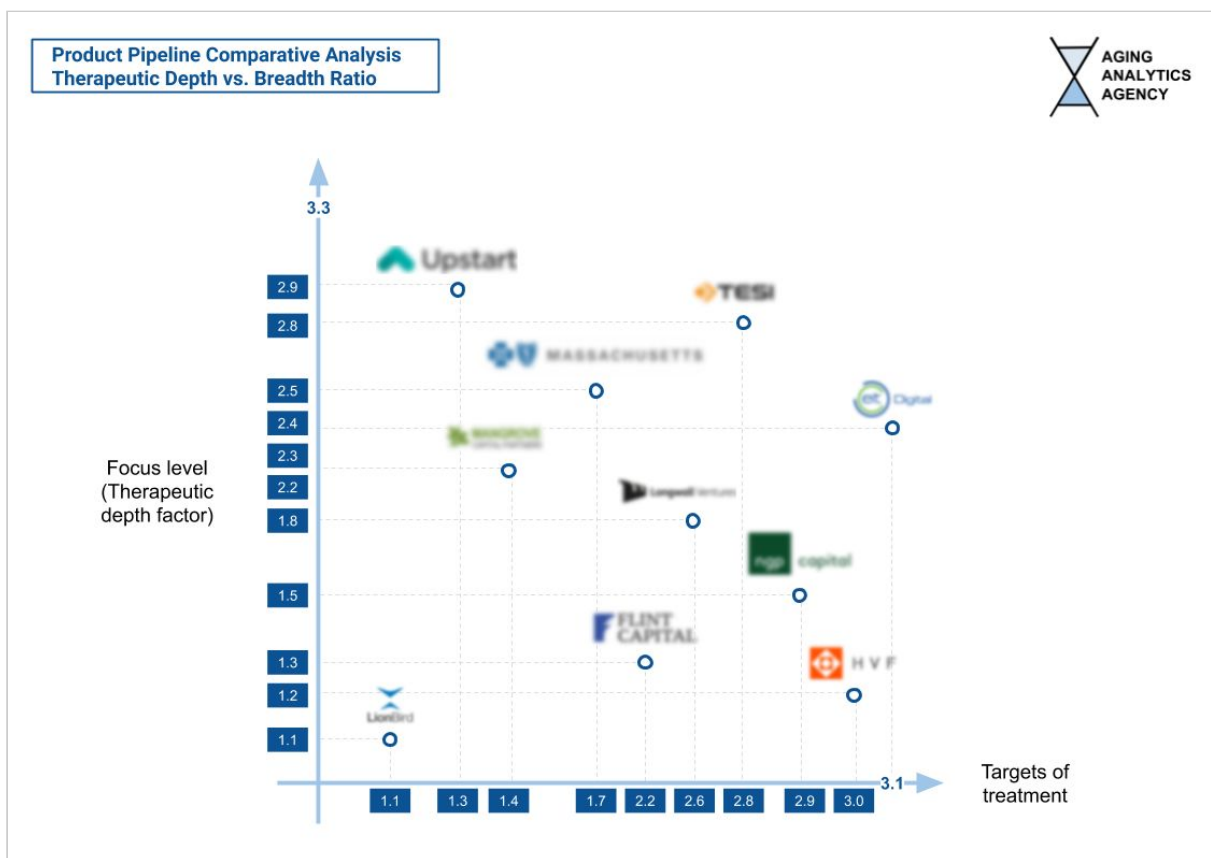
The specific focus of the company's public and proprietary analytics focused on on the convergence of advanced science and technology-driven industries and domains was a deliberate choice. The complexity of such sectors as AI in Healthcare and Longevity as well as their pace of change and innovation, are increasing precisely due to the intersection of multiple scientific and technological domains. Whereas five years ago it was feasible for industry innovations to be driven by advancements in a single domain or sector, today it is simply impossible, with the vast majority of such changes occurring at the intersection of two or more scientific and technological domains. And this is just the beginning of a rapidly growing trend, because the degree of complexity of these fields as well as the number of points at which they are converging and intersecting, are increasing at an exponential pace.



The proprietary reports of Aging Analytics Agency utilize a variety of insightful comparative analyses, including company harmonization analyses showing how companies compare in terms of the ratio of their strengths in key areas including scientific validation, business development, marketing, financial position, executive management composition, technology pipelines and other relevant domains.

Aging Analytics Agency has been working over the course of the past five years on designing and validating increasingly quantitative and multidimensional approaches to industry analytics so as to serve as the leading tools and solutions for strategic decision making, with the aim of developing corresponding frameworks to the levels necessitated by the rapidly complexifying nature of the global healthcare system.

Over the past several years, Aging Analytics Agency has published tens of thousands of pages of open-access, free-of-charge reports on the Longevity industry, which were created with the primary purpose of gaining a broad understanding of the entire scope of such industries, in order to lay the groundwork for identifying the active players in the field, their activities and progress. Based on the previous traction achieved by these analytical reports, both agencies are now working on expanding the application of the aforementioned analytical frameworks to new topics and sectors, further solidifying its deep industry intelligence by creation of the robust, compact, adaptable analytical systems, equations, algorithms, approaches and methods.

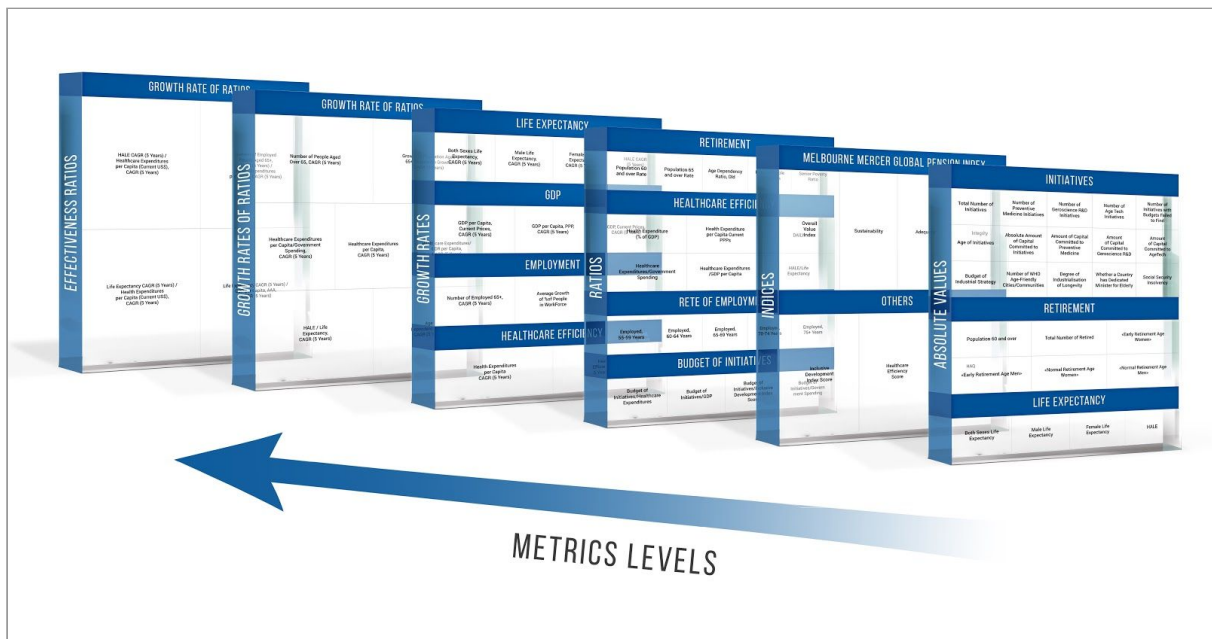


The proprietary analytical reports of both Aging Analytics Agency and Deep Knowledge Analytics utilize a variety of insightful comparative analyses, including comparison charts showing the ratio of therapeutic breadth to therapeutic depth of companies' product and service pipelines.

Aging Analytics Agency has, since its inception in 2013, been applying systematic methodologies to create various types of analytical frameworks that clearly define and classify distinct scientific domains, technologies and applications in a way that allows them to be quantitatively compared, and continually refines them to maintain their relevance against the changing dynamics of the industry sectors they are applied to. Since then, the company has continued to improve these comparative analysis systems, both in terms of the specific metrics used to conduct its market studies and the mathematical formulas used to combine them as well as created advanced

visualization techniques for making forecasts, rankings and determinations maximally understandable.

These ongoing proprietary analytics have consistently been accompanied by the production of open-access landscape overviews covering Longevity industry in certain geographic regions as well as specific technological domains, with corresponding reports often exceeding more than 1,000 pages in length. The purpose of producing such broad landscape overviews is to widely disseminate ongoing developments in innovation-driven industries in order to promote its continued growth, expansion and refinement. However, the reports also serve an important secondary purpose - laying the groundwork for a comprehensive understanding of the entire scope of the Longevity industry across the globe and facilitating a greater comprehension of the specific industry players, their activities, and their interconnections. In other words, these reports establish the necessary foundation upon which more targeted, relevant and complex analyses can be implemented.

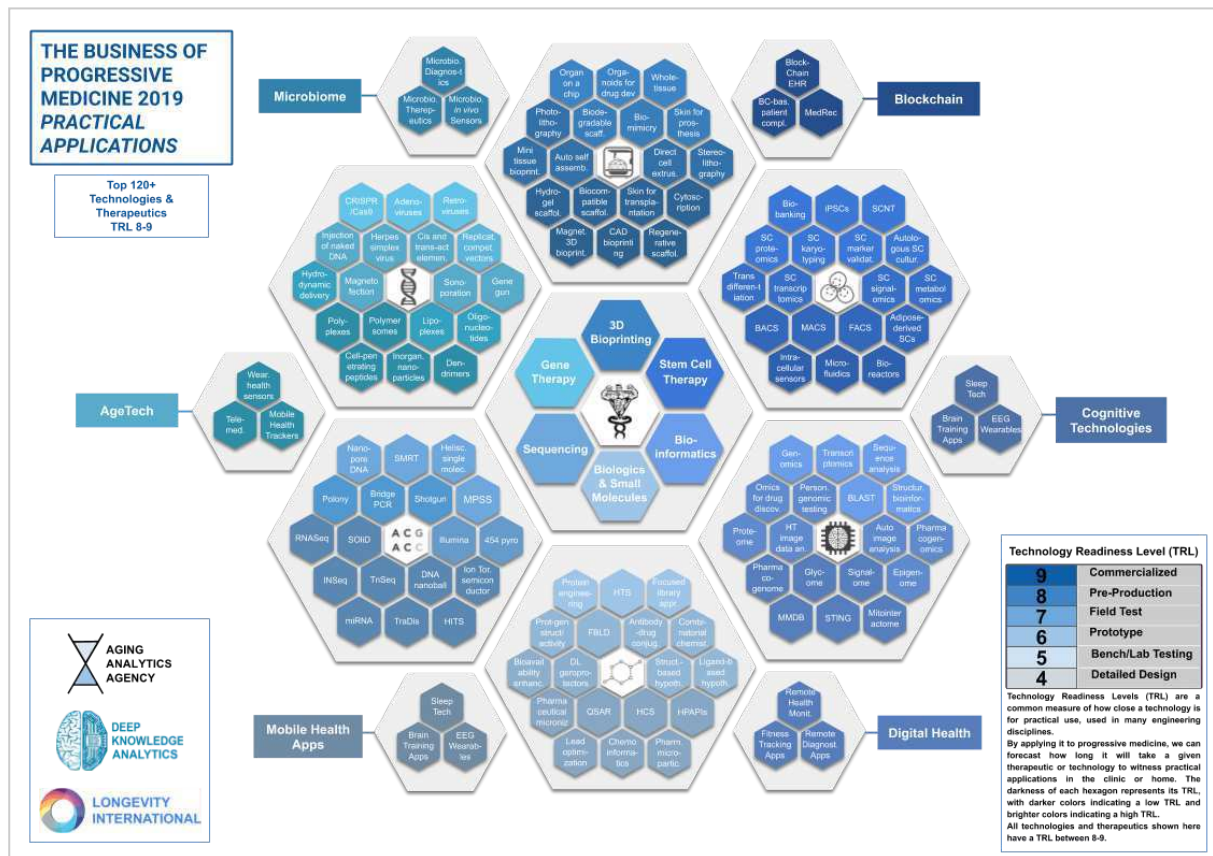


The metrics developed for and used in Aging Analytics Agency's National Longevity Development Plans: Global Overview 2019 report are broken down into 6 distinct layers, with specific ratios being derived from 1st layer metrics, specific metric ratios and growth rates of ratios being derived from 3rdth-layer metrics, effectiveness measures being derived from 4th layer metrics, and effectiveness measure growth rates being derived from 5th layer metrics.

Today, these analytical methodologies have evolved to incorporate 3-D frameworks where metrics and sub-metrics can be visualized simultaneously, as well as the development of "timeline machines" which enable the review and visualization of the changing state of a company's strength in specific areas ranging from scientific validation to business development, R&D and related metrics as well as projections into that company's future based on the statistical metrics of its past behaviour.

Furthermore, in 2019 Aging Analytics Agency launched beta version of online, [dynamic and interactive IT-platforms](#), aggregating the large volume of data contained in their analytical reports into online Analytics Platforms and databases featuring interactive visuals which can transform

static analytical reports into dynamic infographics updated in real-time. This IT-platform enables complex interactions between industry entities and stakeholders to be visualized, filtered, searched and more easily understood thus providing a dynamic tool which enables identifying emerging trends and activities in global DeepTech industries. The platform is being continuously updated with real-time industry developments and will be significantly upgraded in the coming months with the integration of additional advanced visualization, data analysis and stakeholder smart-matching capabilities.



The quantitative and tangible assessment of technologies, methods, therapies and companies within the Longevity space necessitates the use of novel approaches to technological, scientific and industry benchmarking, utilizing methodologies like Technology Readiness Levels (TRLs), which use the expertise of science and technology professionals to assess the market-readiness of products and services, and forecast when their clinical translation will become a reality.

Ultimately, the activities of Aging Analytics Agency has resulted in the development of sophisticated, multidimensional comparative analysis frameworks and methodologies, further enhancing their good reputation among industry stakeholders with respect to ranking, benchmarking and identification of industry market trends as well as tangible, quantitative forecasting. Such activities helped establish the company's position as the primary source of industry data and analytics for a number of leading organizations, including the Longevity-focused hedge fund [Longevity.Capital](#) as well as the recently-formed [UK All-Party Parliamentary Group for Longevity](#).