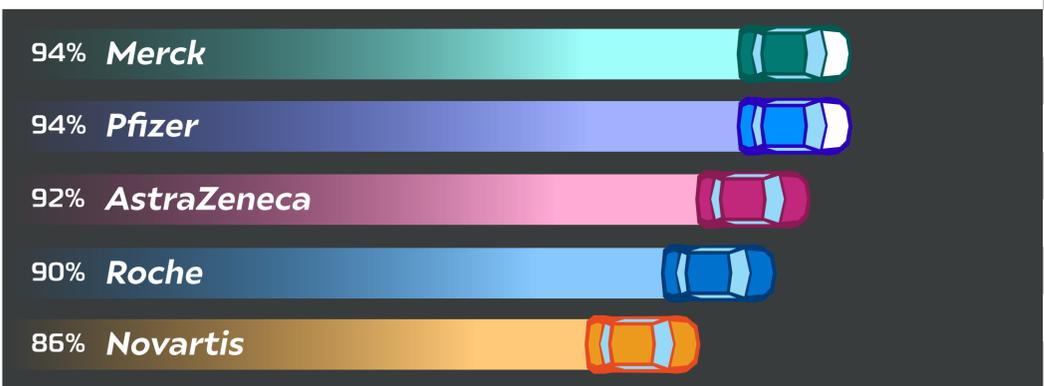
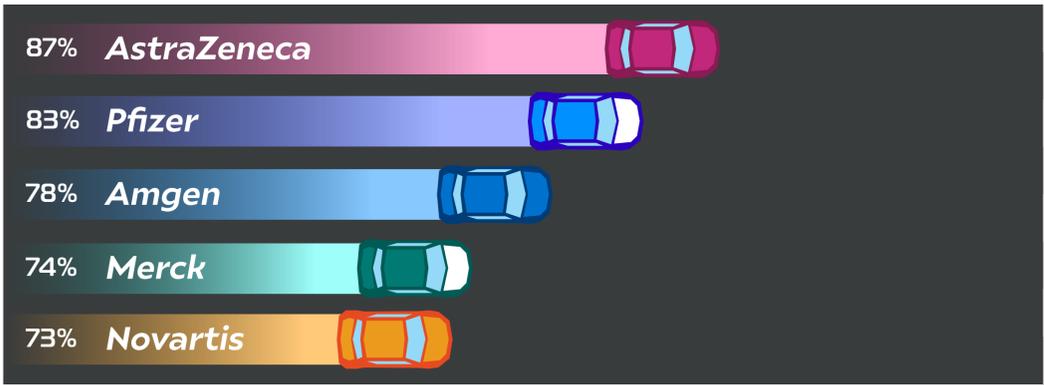


LEADERS IN ONCOLOGY



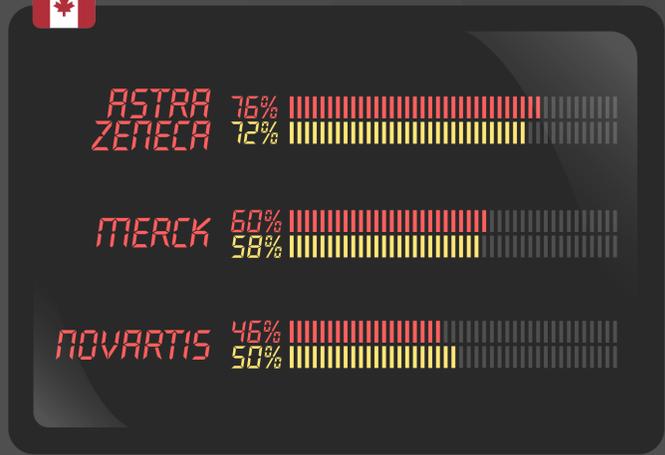
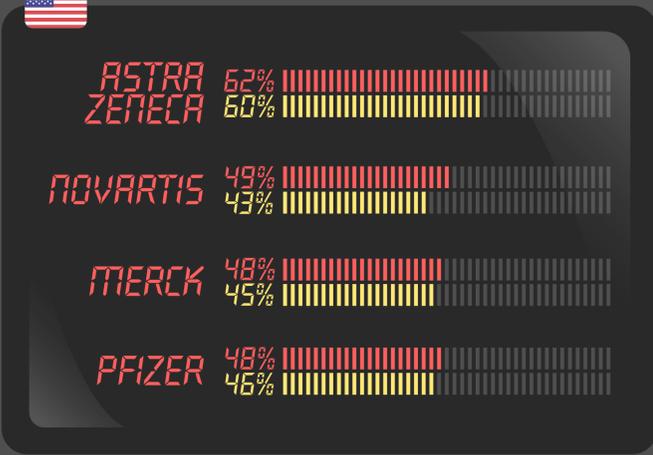
Awareness of Pharma Companies in Oncology Space

(Aided awareness: Percent of oncologists aware)



Companies most well known in oncology are large pharmaceutical companies who are currently developing oncology products and have been in the space a long time.

Top Leaders in Patient-Centricity and Support Programs



Percent of oncologists aware of company ranking companies top 5 in:
■ Patient-Centricity
■ Best PSPs in Oncology

Companies that are perceived as most patient-centric are also perceived as having the best patient support programs in oncology.

Perceived Leaders in Oncology

(Oncologists aware of company ranking companies 1 to 5)



The top two companies perceived as leaders in oncology were among the first to market with PD-1/PD-L1 inhibitors that are now approved across multiple tumor types, likely contributing to greater company exposure across a wider range of oncologists. AstraZeneca also has multiple successful products covering both solid tumors and hematologic malignancies.

Data based on survey of Oncologists in the US (n=100) and Canada (n=50) recruited in March 2025.

