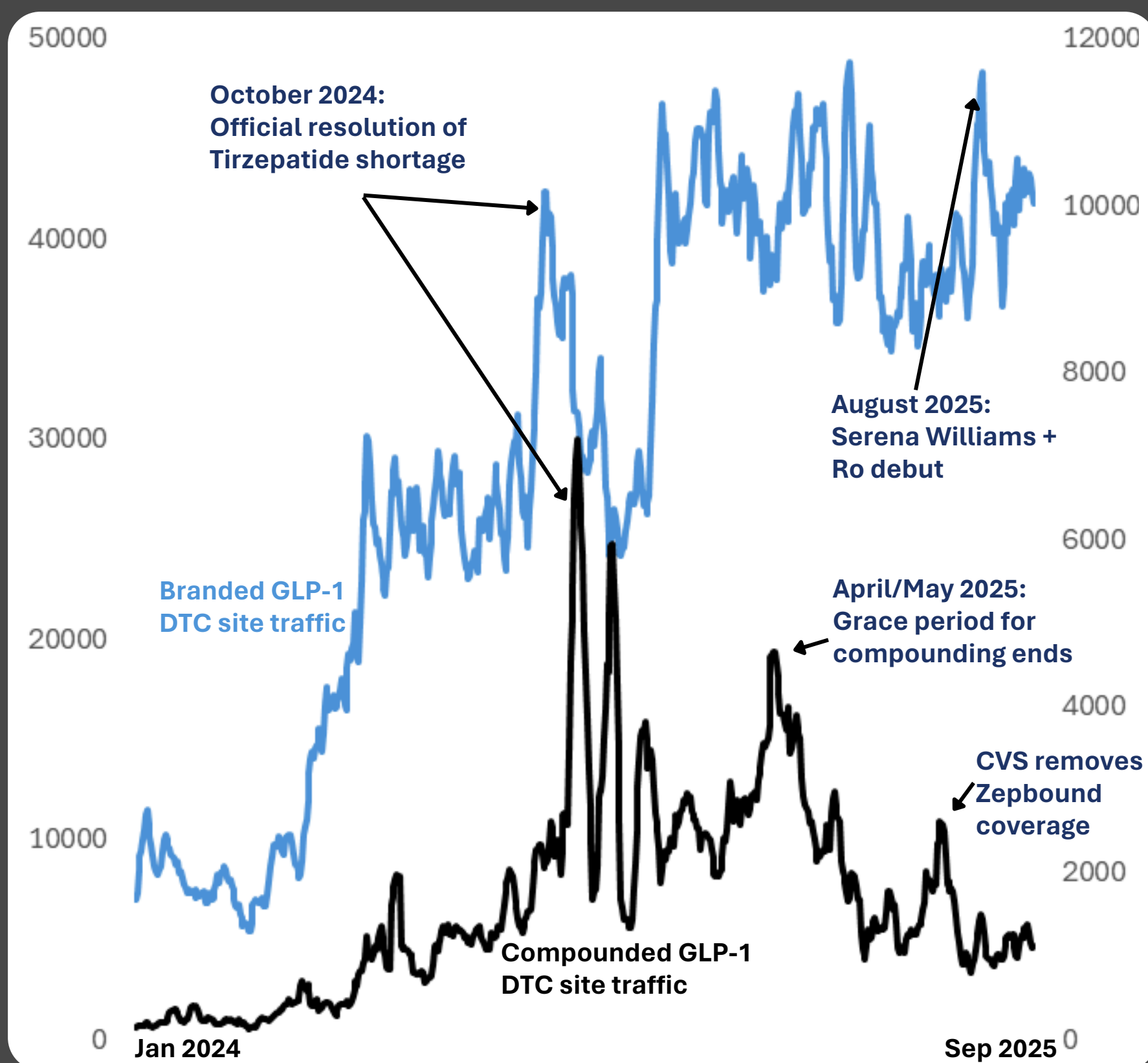


GLP-1 Growth & DTC Traffic

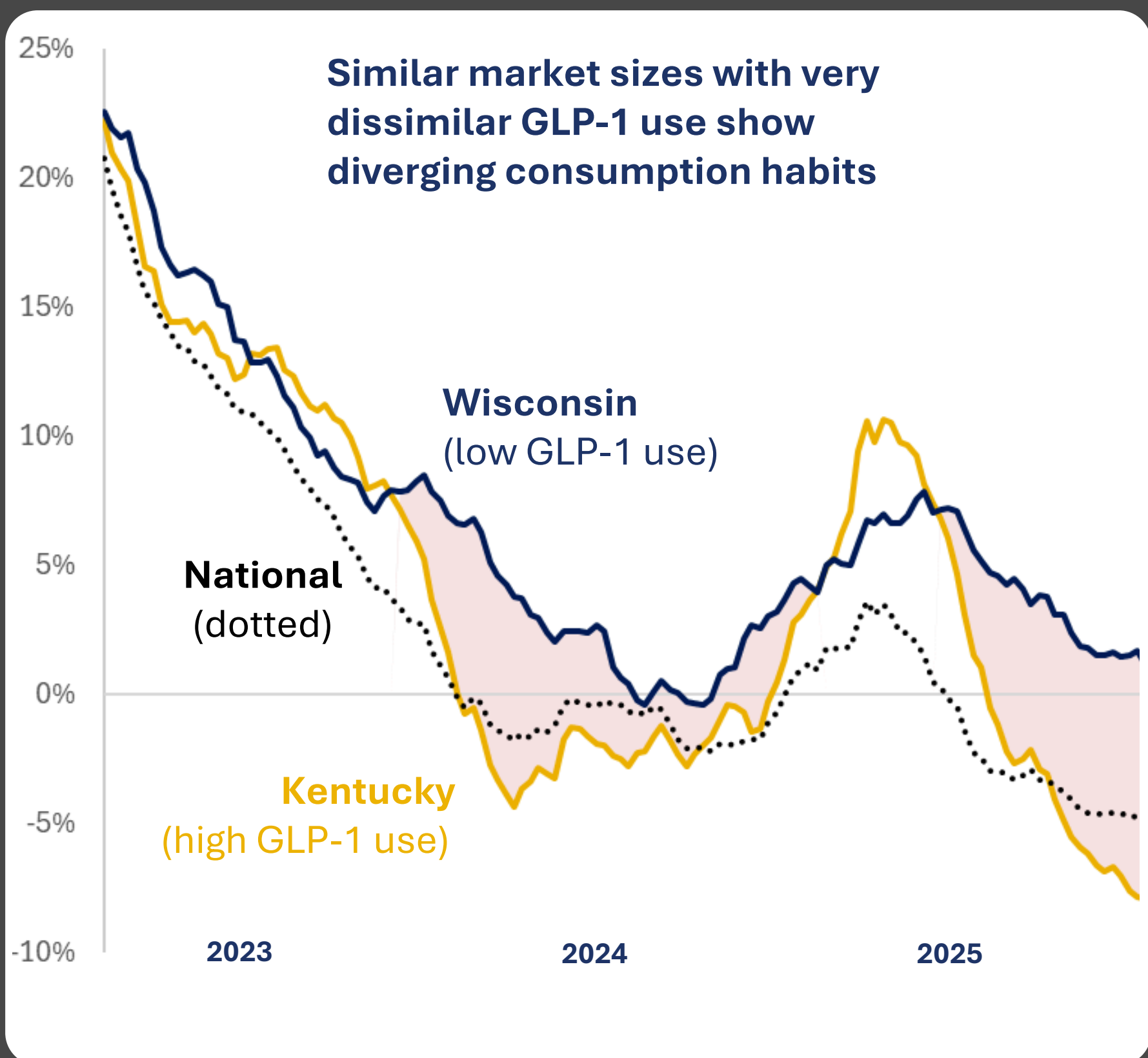
Real-time FDA, Pharma & Campaign Reactions



Rolling 7-day Clickstream web traffic for direct-to-consumer (DTC) GLP-1 providers

GLP-1 on Caloric Intake

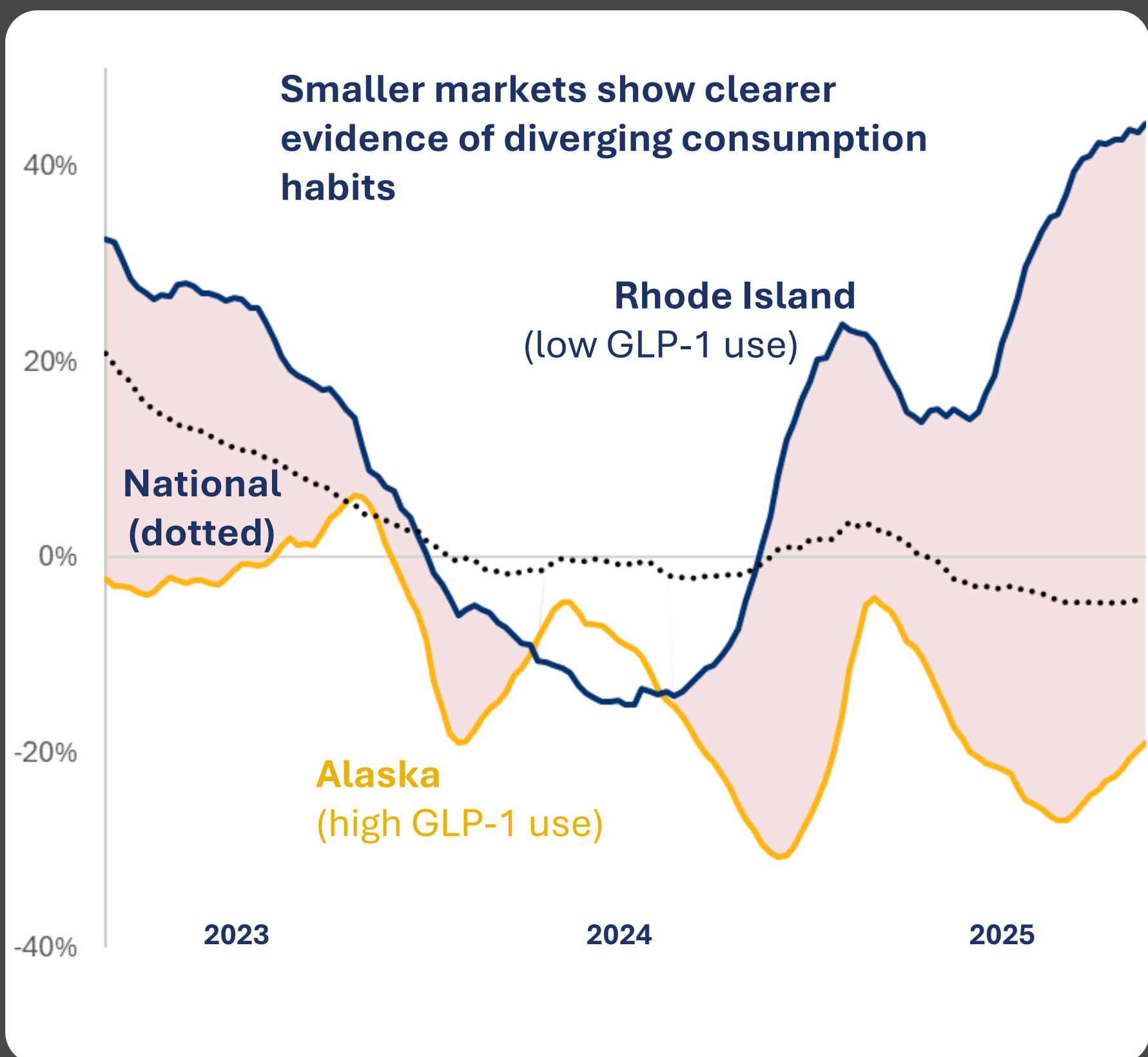
Suppressing Consumption of Alcohol, Soda & Snacks



Y/Y change in rolling 13-week POS - Convenience Store spend, Mar-23 through Sep-25

GLP-1 on Caloric Intake

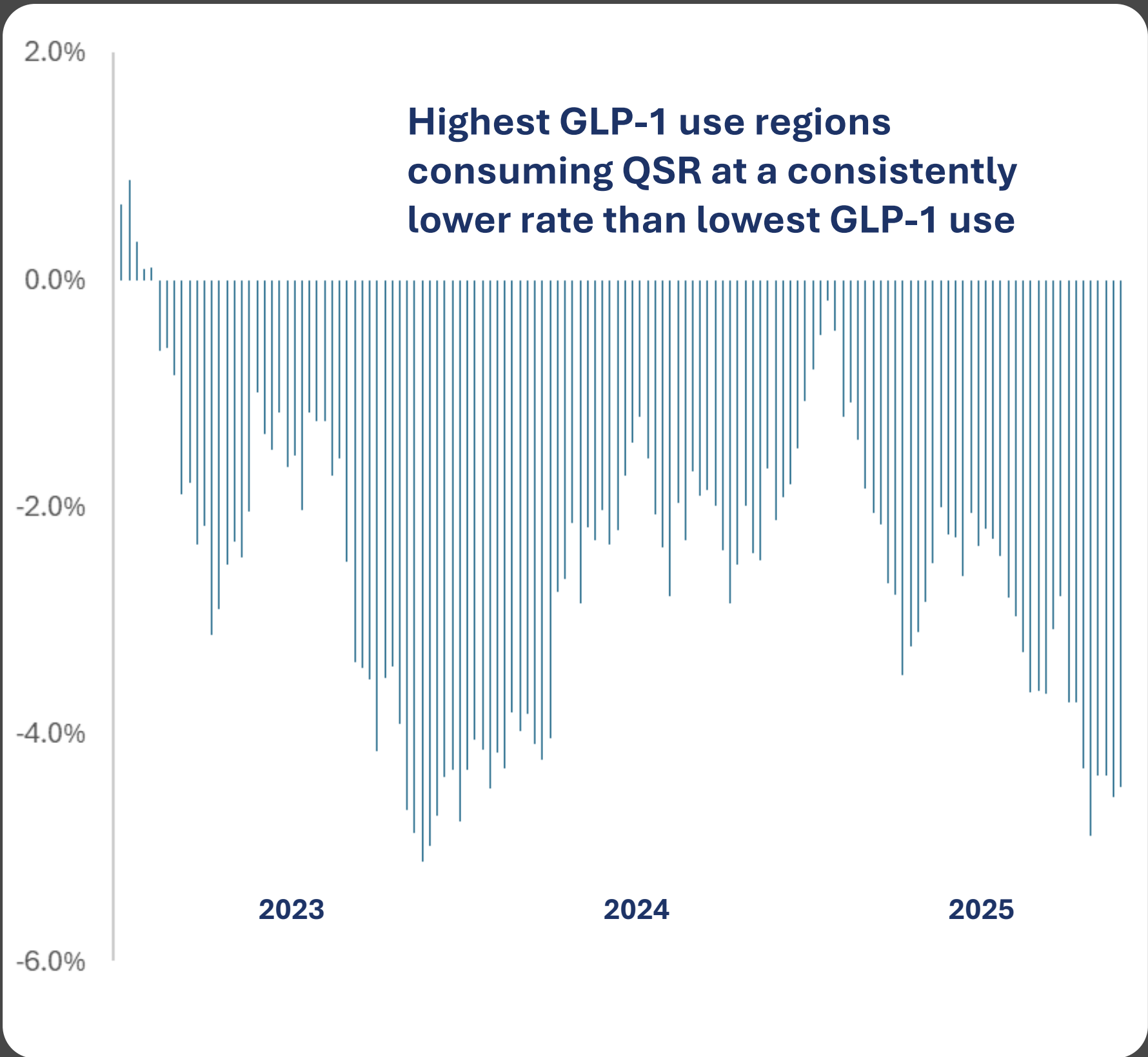
Suppressing Consumption of Alcohol, Soda & Snacks



Y/Y change in rolling 13-week POS - Convenience Store spend, Mar-23 through Sep-25

GLP-1 on Caloric Intake

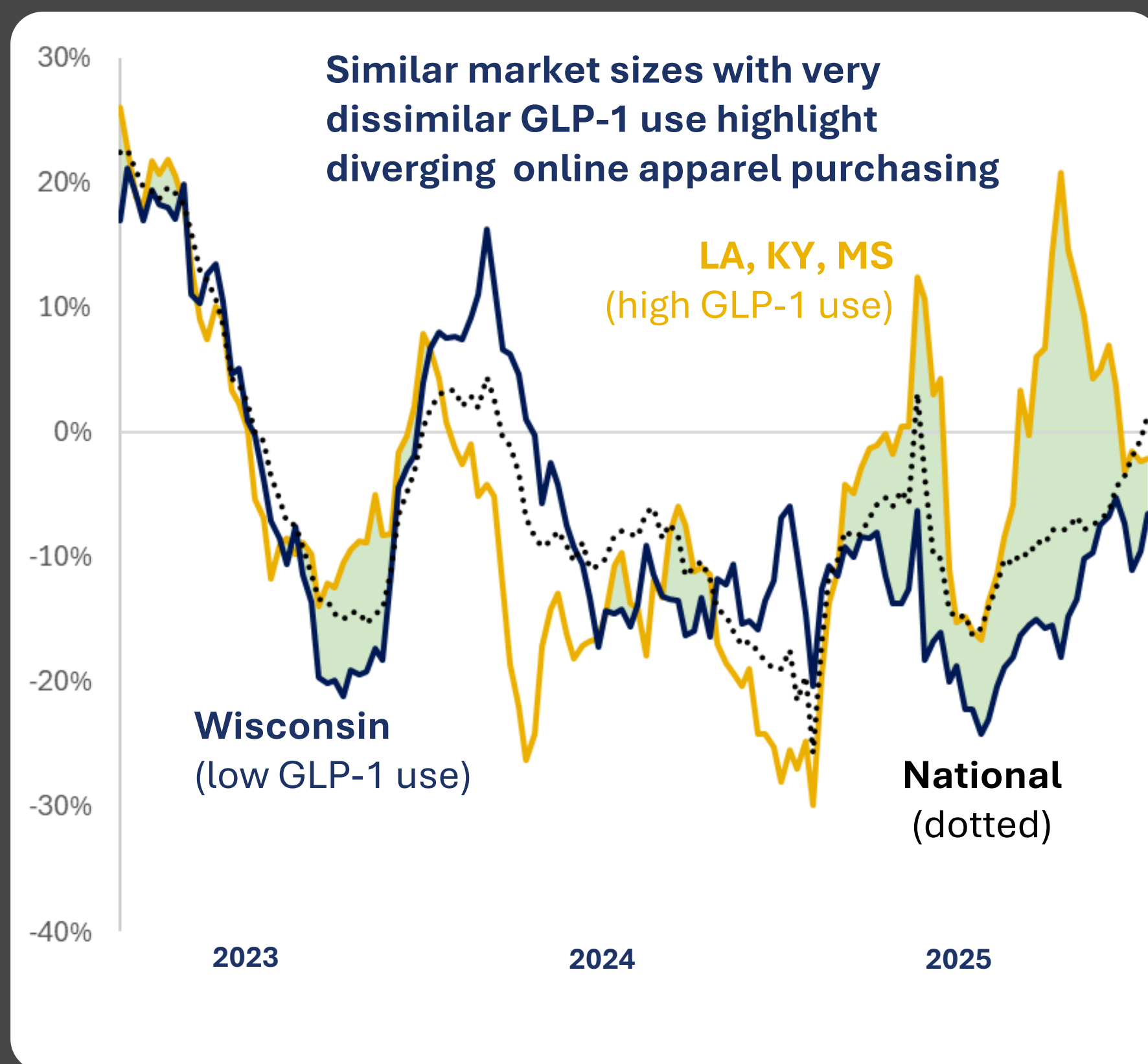
Clear Differences in Regional QSR Consumption



Rolling %-point differences in Y/Y change QSR credit card spend, Mar-23 through Sep-25 for 25 highest/lowest GLP-1 use small CBSA

GLP-1 Ancillary Effects

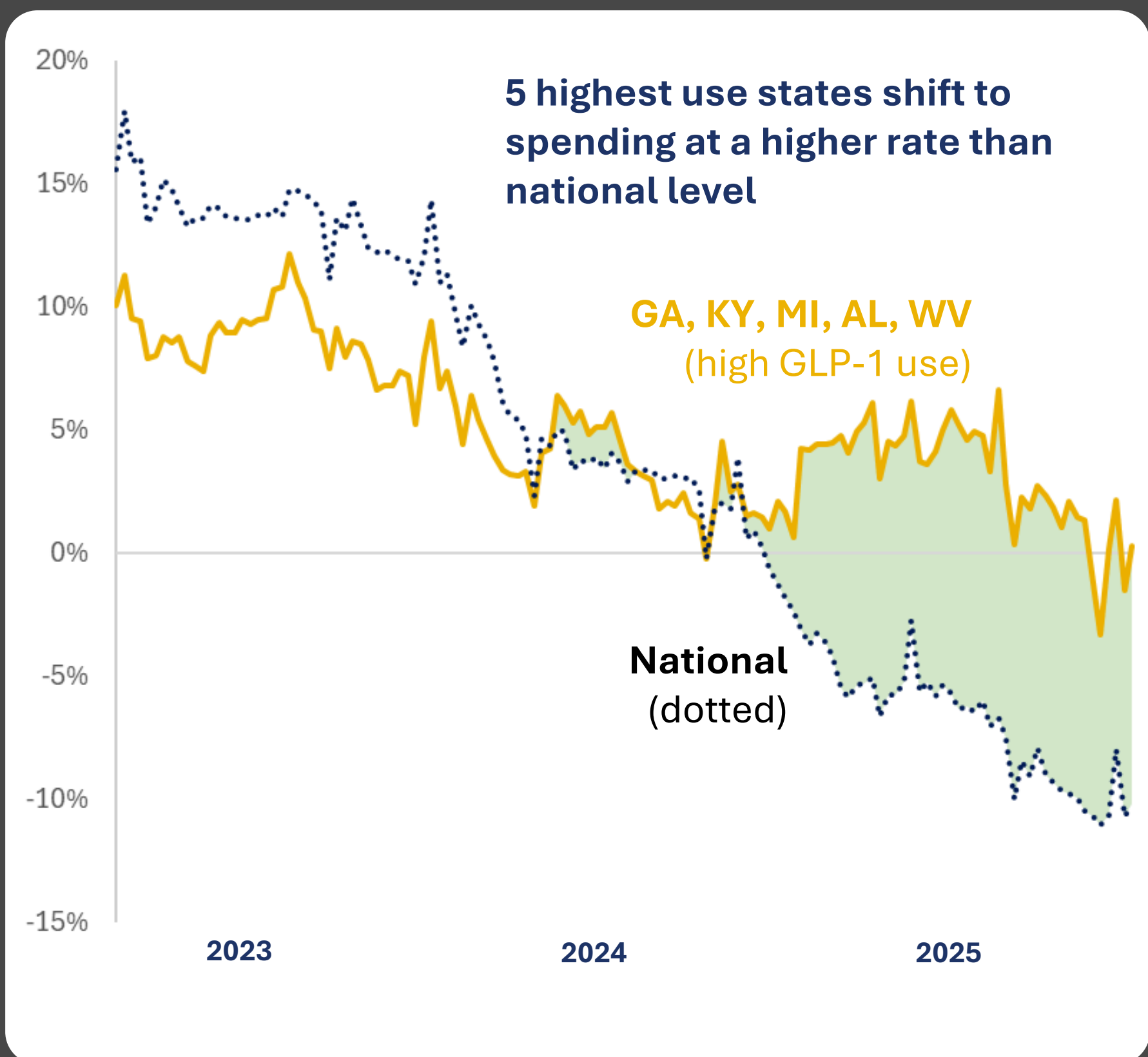
Replacing Wardrobes through Online Apparel



Y/Y change in rolling 13-week US credit card spend,
Mar-23 through Sep-25

GLP-1 Ancillary Effects

Elevated Spending on Fitness Centers



Y/Y change in rolling 13-week US credit card spend,
Mar-23 through Sep-25

Carbon Arc Structured Data Assets & Insights

- Healthcare & Rx Claims
- Point of Sale
- Credit Card Spend
- App Intelligence
- Clickstream
- Vehicle Registrations
- SMB Data
- Permit Details

50+ Data Assets and Growing

- Demographic Cohorts
- Overlapping Users
- Worldwide to Zip Code
- Quarterly to Daily
- Brand Loyalty
- Metrics, KPI's
- Quarterly to Daily

**Designed to Find Opportunity
and Solve Problems**