



NATIONAL ALOPECIA AREATA FOUNDATION 2022

INDUSTRY PARTNER PROGRAM



The National Alopecia Areata Foundation's Industry Partner Program (IPP) drives efficiency and improves research by connecting biopharmaceutical companies with patients, clinicians, researchers, healthcare payors, and government agencies to accelerate the discovery and development of safe and effective treatments. NAAF's Industry Partners and Sponsors include a diverse group of engaged, committed allies interested in developing or repurposing effective therapies for alopecia areata. Together we engage the patient community, test treatments, shepherd them through regulatory review, and bring them to market.

2022 INDUSTRY PARTNERS PROGRAM

NAAF's Industry Partner Program (IPP) fosters innovation and collaboration across multiple stakeholder groups through a series of key events and activities that provide a range of access and exposure to the NAAF patient, research, and advocacy communities. Events in 2022 include the Annual NAAF Patient Conference in Washington, DC (June 30-July 3), Alopecia Areata Awareness Month (September), Alopecia Areata Research Luncheon at the Annual American Academy of Dermatology Meeting in Boston, MA (March 25-29), and two IPP roundtable meetings tentatively scheduled to coincide with the Annual American Academy of Dermatology Meeting and the Annual NAAF Patient Conference. These events provide industry partners opportunities to exchange open dialogue and information with patients and caregivers, leading experts in the field, healthcare payors and government representatives on a wide variety of topics related to clinical development, regulatory approval and market access of treatments for alopecia areata. A primary focus of the 2022 IPP roundtable meetings will be patient access to treatments and will include further illuminating the unmet needs and experiences of patients living with alopecia areata and strengthening capabilities for priority stakeholder education around treatment innovation to build a receptive environment for access to novel therapies.

The Industry Partner Program emphasizes the inclusion of patients through the participation of NAAF's Health and Research Ambassadors (HARAs) to ensure an open exchange of ideas and information between research questions and patient desired outcomes. NAAF's Health and Research Ambassadors are individuals living with alopecia areata, caregivers or family members, often with a background in medicine or psychology, who have been trained in Patient-Centered Outcomes Research and are engaged in our efforts to build bridges of understanding between patients with alopecia areata, researchers who study the disease, and the biopharmaceutical companies and clinicians who design and deliver treatments.

As advancements in research rapidly progress, we are working diligently to expand our patient-centered research community to prioritize our research agenda and direct treatment efforts toward the most desired patient-centered outcomes. We are also working with policymakers and healthcare payors to ensure patients have access to these treatments. The Industry Partner Program provides innovative and timely opportunities to meaningfully engage with a diverse group of stakeholders to help bring safe and effective therapeutics for alopecia areata from discovery to market.

NAAF's Industry Partner Program enables you to engage patients, healthcare payors and policymakers, provides opportunities to exchange information and insights with researchers, maximize brand awareness, and show your significant support of the alopecia areata community. Over the course of each year, the extent to which you participate in NAAF's partnership opportunities determines your annual placement in one of the program's four levels.



INDUSTRY PARTNERSHIP OPPORTUNITIES

Four levels of partnership are available through annual sponsorship commitments to support the Annual NAAF Patient Conference, Alopecia Areata Awareness Month, and the Alopecia Areata Research Luncheon. All Partners will be invited to participate in, attend or be recognized in accordance with the annual partnership levels and associated benefits provided here.

All partners will receive the following benefits:



Recognition in each issue of the Alopecia Areata Newsletter



Signage at NAAF's Annual Patient Conference and Alopecia Areata Research Luncheon



Participation in Industry Partner Roundtable Meetings

Your company will also receive the following based on your level:

PARTNERSHIP LEVELS & BENEFITS	PLATINUM \$150,000+ ANNUALLY	GOLD \$100,000+ ANNUALLY	SILVER \$50,000+ ANNUALLY	BRONZE \$25,000+ ANNUALLY
Annual NAAF Patient Conference • June 30-July 3, 2022				
Invitation for up to (4) attendees	✓	✓		
Invitation for up to (2) attendees			✓	✓
Opportunity to organize a patient focus group	✓			
Logo and recognition on event t-shirts	✓	✓		
Recognition during opening address	✓	✓		
Opportunity to provide approved inserts for event mailings	✓	✓		
Panel presentation opportunity	✓	✓	✓	
Logo and recognition on event signage	✓	✓	✓	✓
Logo and recognition on break slides	✓	✓	✓	✓
Logo and recognition on event collateral (print and electronic)	✓	✓	✓	✓
Alopecia Areata Awareness Month Campaign • September 2022				
Recognition on Campaign emails	✓	✓		
Logo and recognition on Awareness Campaign Homepage	✓	✓	✓	✓
IPP Roundtable Meetings • March and June, 2022				
Opportunity to recommend meeting discussion topics	✓	✓		
Invitation for up to (4) attendees	✓	✓		
Invitation for up to (2) attendees			✓	✓
NAAF Communication Channels				
Feature story in (1) print Alopecia Areata Newsletter	✓			
Logo and link on Partners page of the NAAF website	✓	✓	✓	✓
Logo on Partners page of print Alopecia Areata Newsletter	✓	✓	✓	✓

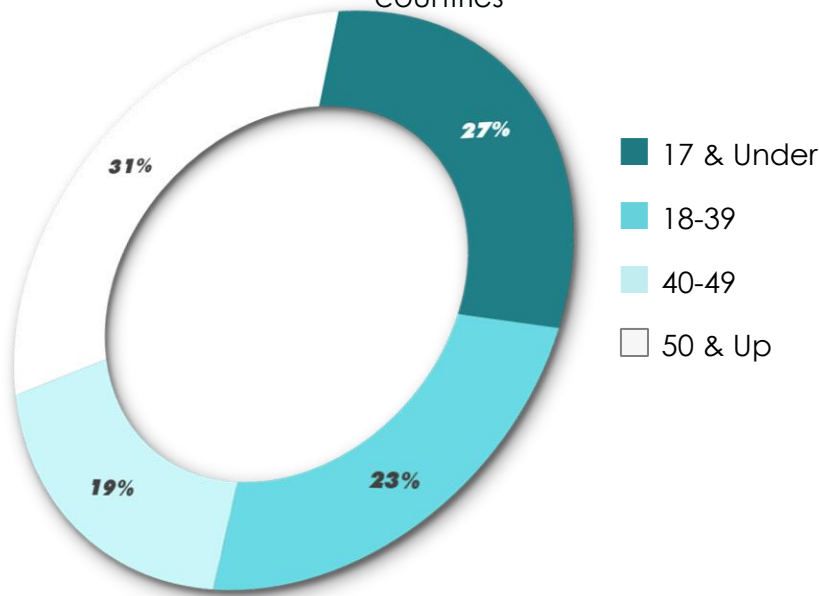
BRAND EXPOSURE

TYPE	REACH	AUDIENCE
Email	Subscribers: 73,342 Open Rate: 23.8% Click Rate: 3.2%	United States: 63% Canada: 3% United Kingdom: 3%
Website	Sessions: 531,101 Users: 439,362 Pageviews: 796,096	Women: 57% Age 18-44: 67% United States: 60%
Facebook	Page Followers: 27,959 People Reached: 107,123 Engagement: 55,121	Women: 81% Age 18-44: 55% United States: 80%
Twitter	Followers: 5,458 Tweet Impressions: 334,900	Women: 69% United States: 59%
Database	Contacts: 105,000	Patients/Caregivers: 80% Healthcare Providers: 9% Other Stakeholders: 11%

ANNUAL PATIENT CONFERENCE AUDIENCE PROFILE

AUDIENCE PROFILE (BY AGE)

616 participants representing 38 states and 5 foreign countries



NAAF INDUSTRY PARTNER PROGRAM

THIS PROPOSAL AND OUR WORK WITH INDUSTRY IS SUBJECT TO AND IS GOVERNED BY THE NAAF CORPORATE RELATIONS POLICY