

Executing to win

Expanding commercial sales and marketing capabilities
to increase access to genetic testing and drive growth

Mark Verratti, Chief Commercial Officer



Our commercial transformation journey

2021
Reset
the base



2022
Implement new commercial
sales and marketing model



2023
Accelerate
growth



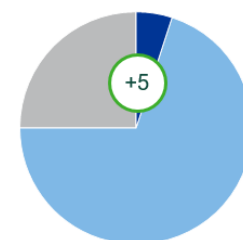
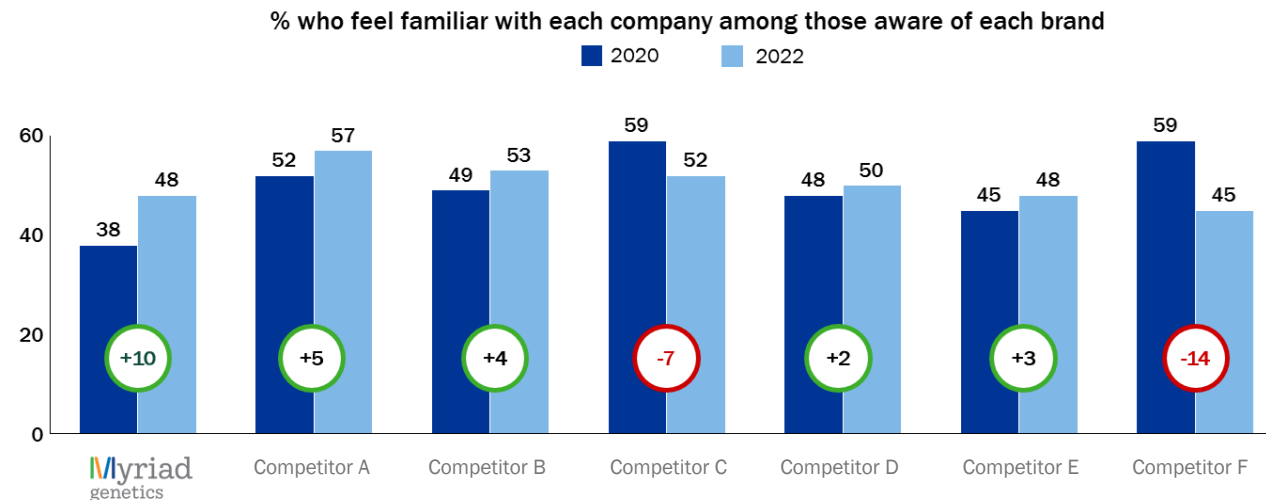
Focus on three major commercial priorities

Priorities	Where we've had success to date	Where we need to further improve
Launch new Myriad Genetics brand and refresh our product messaging	<ul style="list-style-type: none">Narrowed competitive gap vs. competition among healthcare providers and patients on perceptionNamed among Fast Company's most innovative companies in 2021	<ul style="list-style-type: none">Increase engagement with Genetic Counselor community
Deploy new commercial sales and marketing capabilities: Data-driven segmentation, digital lead generation, Inside Sales	<ul style="list-style-type: none">Successfully deployed new commercial sales and marketing capabilities in Mental Health with above expected results	<ul style="list-style-type: none">Deploy new commercial sales and marketing model in Women's Health and OncologyAdapt our go-to-market model to large health systems by building enterprise-wide relationships
Extend our value beyond product quality to lead on the experience and accessibility	<ul style="list-style-type: none">Solved for price transparency and patient affordabilityPartnered with EPIC	<ul style="list-style-type: none">Refocus messaging on improvements in healthcare provider experience and accessibilityRoll out unified ordering portal and ongoing improvements to Myriad Complete™Investing \$50M+ in technology to continue to close gap on customer experience

Our transformation is driving change in perception

Efforts to improve customer experience resulted in 10-point improvement in familiarity of Myriad Genetics brand

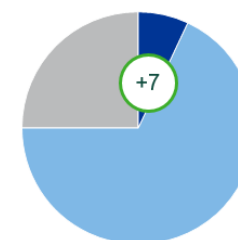
Investments in collaboration and relationship-building with healthcare providers resulted in an increase in likelihood to recommend, and improved overall perception



75%

vs. 70% in 2020

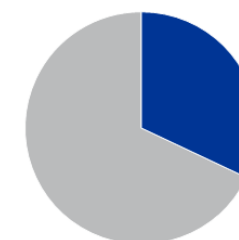
of HCPs would consider recommending Myriad's tests to their patients



75%

vs. 68% in 2020

of HCPs said Myriad was a good partner to them in supporting their patients



of HCPs have a better opinion of Myriad compared to a prior study (vs. 66% no change and 2% with a worse opinion)

New commercial model proven out by GeneSight results

Mental Health

GeneSight®

Mental Health Medication Test

~5m patients diagnosed with depression, anxiety and ADHD who failed their first medication

<15% being tested with Mental Health PGx today

100K high potential providers



+35%

expected YoY
(2021 to 2022)
revenue growth¹



+3K

New providers
added every quarter
in 2022



1.6M

Website visitors
per year²



4x

ROI on advertising
media spend³

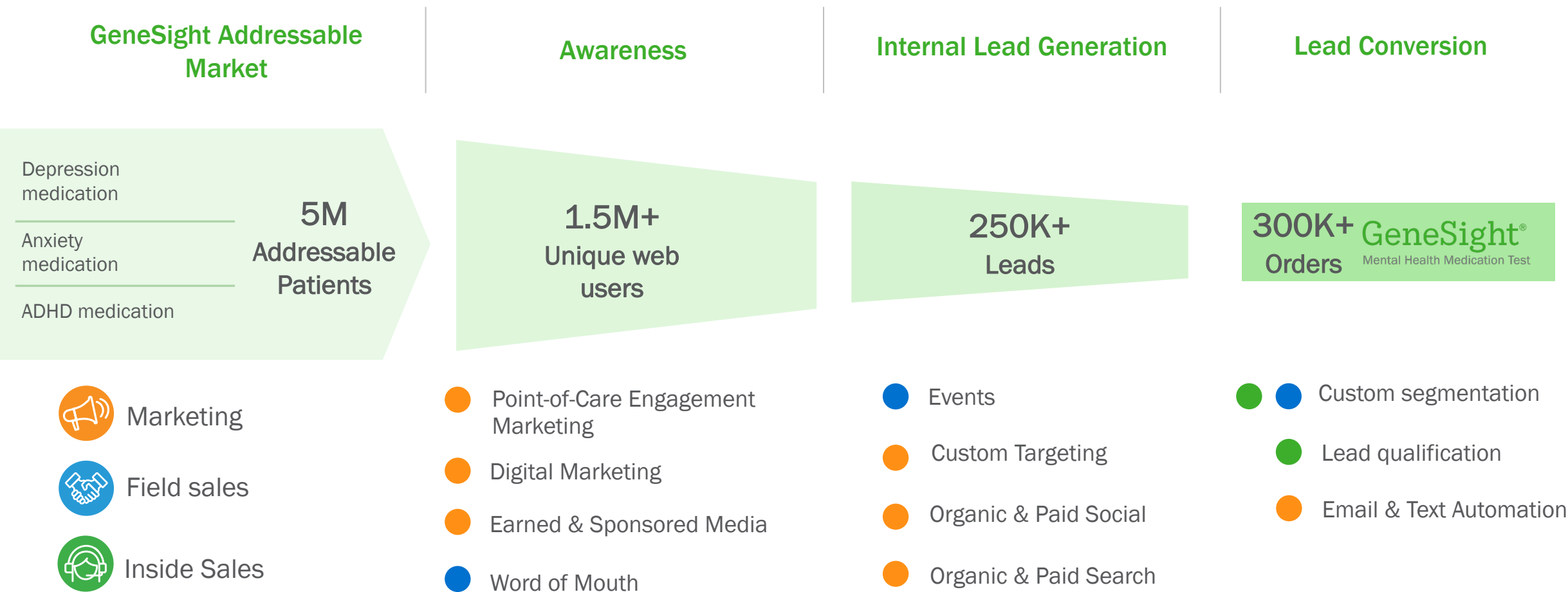


1. 55% revenue growth and 44% volume growth in H1 22 vs. H1 21

2. Annualized based on 809K visitors from January to June 2022

3. ROI calculated based on orders generated from leads multiplied by average ASP vs. advertising media YTD spend

More effective and scalable commercial sales and marketing model



Data shown represent the past 12 months of activity

Large under-penetrated market opportunities remain in our core business to unlock growth potential across our products

Hereditary Cancer

MyRisk™

Hereditary Cancer Test

RiskScore®

~29M unaffected women meeting NCCN guidelines

24% eligible patients being tested today

50K+ potential providers

Prenatal

Foresight®

Carrier Screen

Prequel®

Prenatal Screen

~3.55M addressable pregnancies

~30% eligible patients being tested with NIPS and ~20% eligible patients with carrier screening

38K+ potential providers

Tumor Profiling

Precise™ Tumor

Molecular Profile Test

MyChoice® CDx

Myriad HRD Companion Diagnostic Test

Prolaris®

Prostate Cancer Prognostic Test

~775K newly diagnosed cancer patients

<40% being tested today

26K+ potential providers

New Myriad Commercial Sales and Marketing Model

Expand our reach to a much larger provider base

Diversify our mode of interaction with providers to meet their preference

Educate patients and providers on an ongoing basis

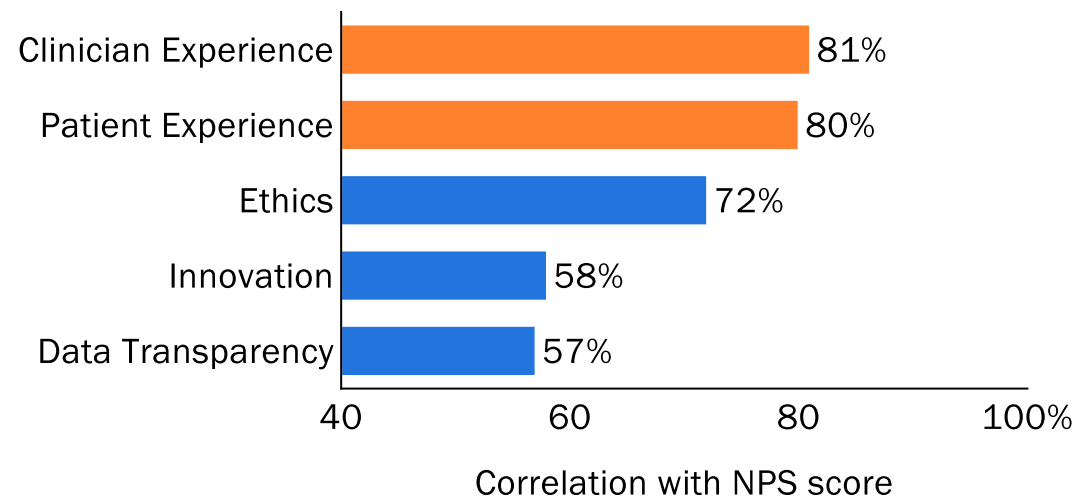
Create easier paths to access for patients and providers who want to use our tests

Relentless focus on patient and clinician experience

Myriad's Customer Experience (CX) program confirms the need for an outstanding **patient and clinician experience**

For Myriad's customers, **experience is paramount** over other key drivers like innovation and data transparency

What drives clinicians' likelihood to recommend Myriad?

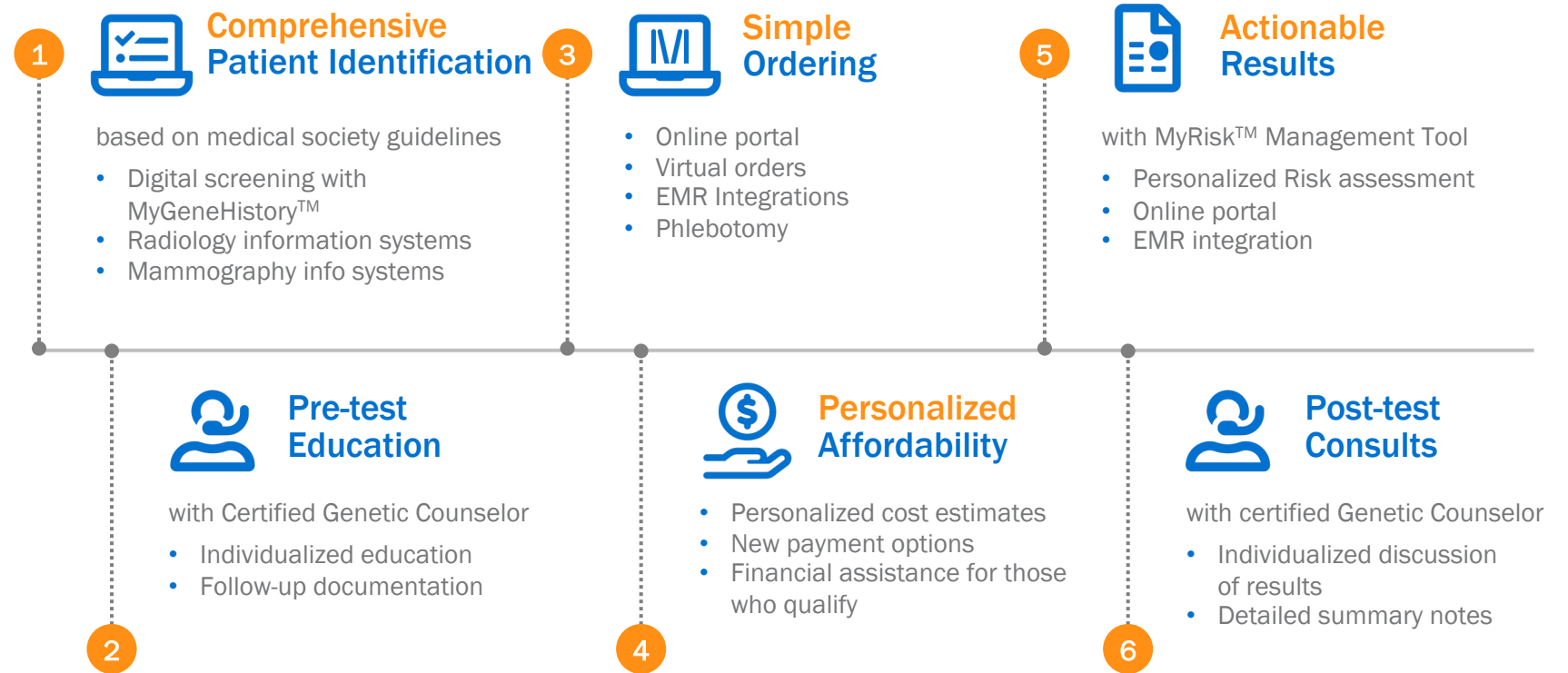


Myriad Complete™

Translating experience into commercial growth

Hereditary Cancer improvements

- **Larger** populations identification
- **Simplified** ordering process for providers
- **Cost transparency** with patients
- **Seamless** integration into clinical workflows
- **Drive decisions** with key insights



We are dedicated to bringing this commercialization strategy to our customers at scale

Our path to 12%+ organic revenue growth target by 2024

Convey Myriad's competitive differentiation and our commitment to being a **reliable genetic testing partner** to patients and providers

Extend **commercial sales and marketing model from Mental Health to Women's Health and Oncology** to reach a broader set of physicians and raise awareness with patients who should be tested

Continue to **make it easier to partner with us**: ease of ordering, EHR integration, data sharing for clinical care and scientific research, testing at home

Successfully launch **FirstGene, Precise Liquid and Precise MRD** for Pharma use in 2023

