



Physical Therapy Market Overview

Q2 2022

Rehabilitation Services Market Overview

REHABILITATION SERVICES REPRESENT A ~\$56 BILLION MARKET IN THE U.S., ENCOMPASSING A WIDE RANGE OF PATIENT NEEDS IN A VARIETY OF CLINICAL CARE SETTINGS.

- Patients seek treatment from physical therapy providers for a variety of reasons, including general pain management, rehabilitation from injury, recovery from surgery, and ongoing wellness and injury prevention
- Since treatment needs are wide-ranging, individual therapists may choose to specialize and focus on the demands of a specific patient demographic
- Rehabilitation takes place in a variety of clinical care settings, including traditional outpatient and inpatient provider sites, third-party sites that rely on contract physical therapy providers, as well as in the patient's home

TREATMENT TYPES & CARE SETTINGS FOR THE ~\$56 BILLION REHABILITATION SERVICES MARKET

- **Orthopedic:** Treatment of musculoskeletal disorders and injuries
- **Sports:** Treatment tailored to recreational and professional athletes
- **Pediatric:** Rehabilitation services focused on conditions impacting infants and children



Outpatient Clinics - ~\$34B Market⁽¹⁾

Physical therapy services provided in an ambulatory setting not requiring an overnight stay

- ✓ *Effective treatment of both chronic and acute medical conditions; typically less medically complex than inpatient cases*
- ✓ *Reduces need for high-cost surgical procedures and diagnostic tests, and/or speeds recovery*
- ✓ *Customizable treatment, limiting time away from work and family*
- *Limited patient oversight outside of treatment sessions*

- **Cardiovascular:** Treatment of circulatory system issues following events like coronary bypass surgery or heart attacks
- **Neurological:** Treatment of neurological disorders along with brain or spine-related injuries



Inpatient Facilities - ~\$18B Market⁽²⁾

Physical therapy services provided to patients in either a long-term acute care (LTAC) hospital or inpatient rehabilitation facility (IRF)

- ✓ *Effective treatment following a serious injury or surgery where more intensive care from an interdisciplinary team is required*
- ✓ *Limits outside distractions and allows patient to focus on recovery*
- *Highly disruptive to family and work life*

- **Geriatrics:** Rehabilitation services focused on conditions that affect older patients, including arthritis, hip and joint replacement, and balance disorders



Contract Therapy - ~\$4B Market⁽²⁾

Delivery of physical therapy services at nursing homes, assisted living facilities, and retirement communities

Home Health

Delivery of physical therapy services at a patient's residence, relying on in-home equipment to provide care⁽³⁾

This report focuses predominantly on the outpatient physical therapy market.

(1) WebPT, *Industry Trends in M&A and Total Addressable Market Study*.

(2) HW internal estimates based on sector experience and third-party sources including WebPT and IBIS industry reports.

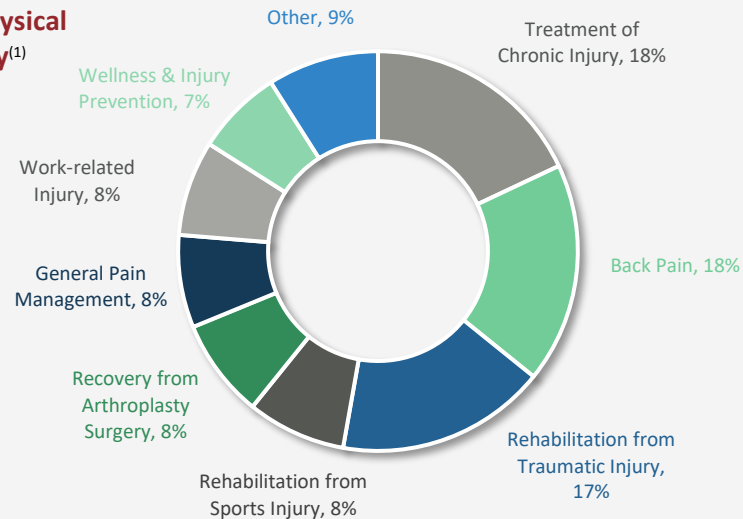
(3) In addition to providing basic physical therapy services, home health providers may also offer skilled nursing care, occupational therapy, speech therapy, or daily living assistance, which are not classified as rehabilitative care for purposes of these materials.

Outpatient Therapy: Market Size and Demand Drivers

U.S. OUTPATIENT PHYSICAL THERAPY IS A ~\$34 BILLION MARKET SUPPORTED BY STRONG DEMAND DRIVERS CREATING SUSTAINABLE, LONG-TERM INDUSTRY EXPANSION.

Market Overview

Patient Reasons for Seeking Physical Therapy⁽¹⁾



- Outpatient therapy represents ~60% of the rehabilitation services industry with a **market size of ~\$34 billion**⁽²⁾
- The outpatient therapy market is **expected to grow ~3% annually through 2024P**⁽³⁾
- **127 million Americans (1 in 2 adults) are affected by a musculoskeletal condition** that can be improved by physical therapy⁽⁴⁾
- Highly fragmented market with **~38,000 outpatient physical therapy clinics in the U.S.**⁽⁵⁾

Outpatient Physical Therapy Demand Drivers



Increasing Desire to Live Active Lifestyles



Aging U.S. Population



Compelling Care Benefits and Cost Advantages



Increasing Demand for Non-Opioid Alternatives



Decreasing Barriers to Direct Patient Access

(1) Stax Industry Survey, 2019.

(2) WebPT, *Industry Trends in M&A and Total Addressable Market Study*.

(3) IBISWorld, *Physical Therapy Rehabilitation Centers in the US*, 2021.

(4) American Academy of Orthopedic Surgeons, *One in two Americans have a musculoskeletal condition*, 2016.

(5) Web PT and HW internal estimates.

Demand Drivers: Increasing Desire to Live Active Lifestyles

CULTURAL SHIFTS ARE LEADING AMERICANS TO PURSUE MORE ACTIVE LIFESTYLES, SUPPORTING HIGHER UTILIZATION OF OUTPATIENT PHYSICAL THERAPY SERVICES FOR RECOVERY FOLLOWING AN EXERCISE-RELATED INJURY.

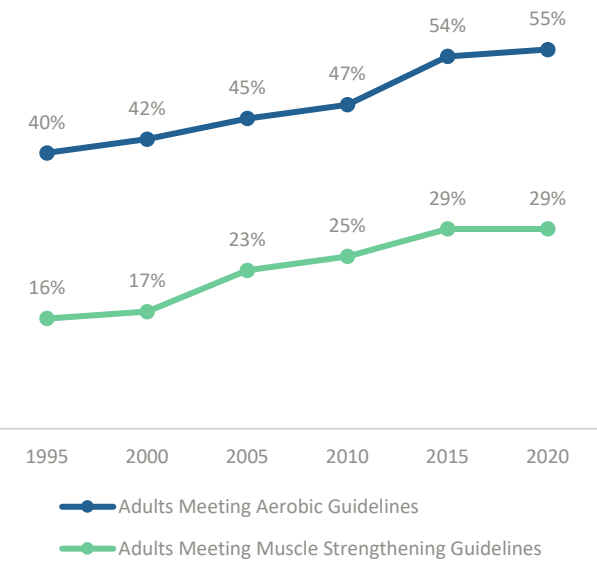
- Inadequate levels of physical activity are associated with poor health and higher rates of illness, representing \$117 billion in annual healthcare costs⁽¹⁾
- Growth in awareness regarding the benefits of physical activity has led to an increase in the proportion of U.S. adults who meet the CDC’s aerobic physical activity guidelines, which has expanded from 47% in 2010 to 55% in 2020
- There is also a growing desire to lead an active lifestyle later in life among many U.S. adults:
 - The percentage of Americans between the ages of 45 and 65 who meet aerobic and muscle-strengthening physical activity guidelines increased from 21% in 2007 to 29% in 2020
- Physical therapy services play a key role in injury recovery, as well as maintenance of musculoskeletal health and strength for physical activity:



- Physical therapists are trained to develop customized treatment plans for patients and may also serve as an alternative to surgery in many cases, depending on the level of injury severity

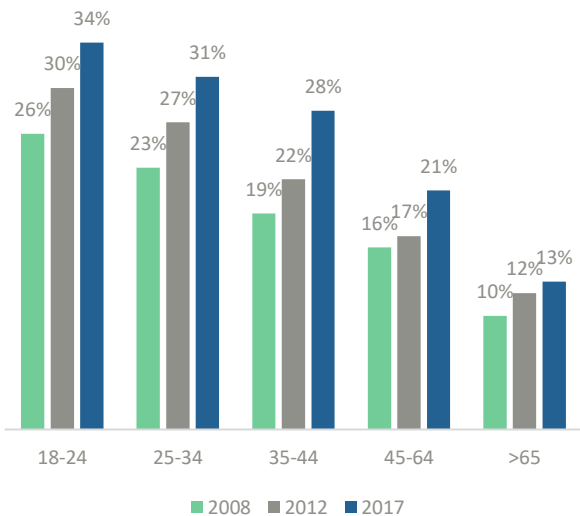
PHYSICAL ACTIVITY AMONG U.S. ADULTS

U.S. Adults Meeting Aerobic Physical Activity Guidelines⁽¹⁾



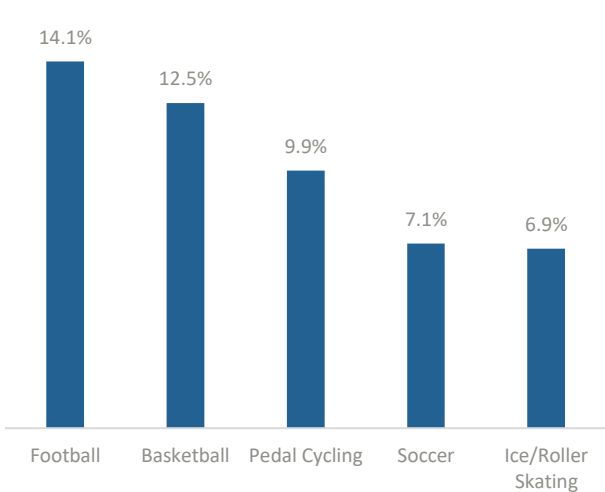
PHYSICAL ACTIVITY BY AGE GROUP

U.S. Adults Meeting Aerobic and Muscle-Strengthening Guidelines⁽²⁾



RATE OF INJURY BY ACTIVITY TYPE

Rate of Injury by Type of Activity⁽³⁾

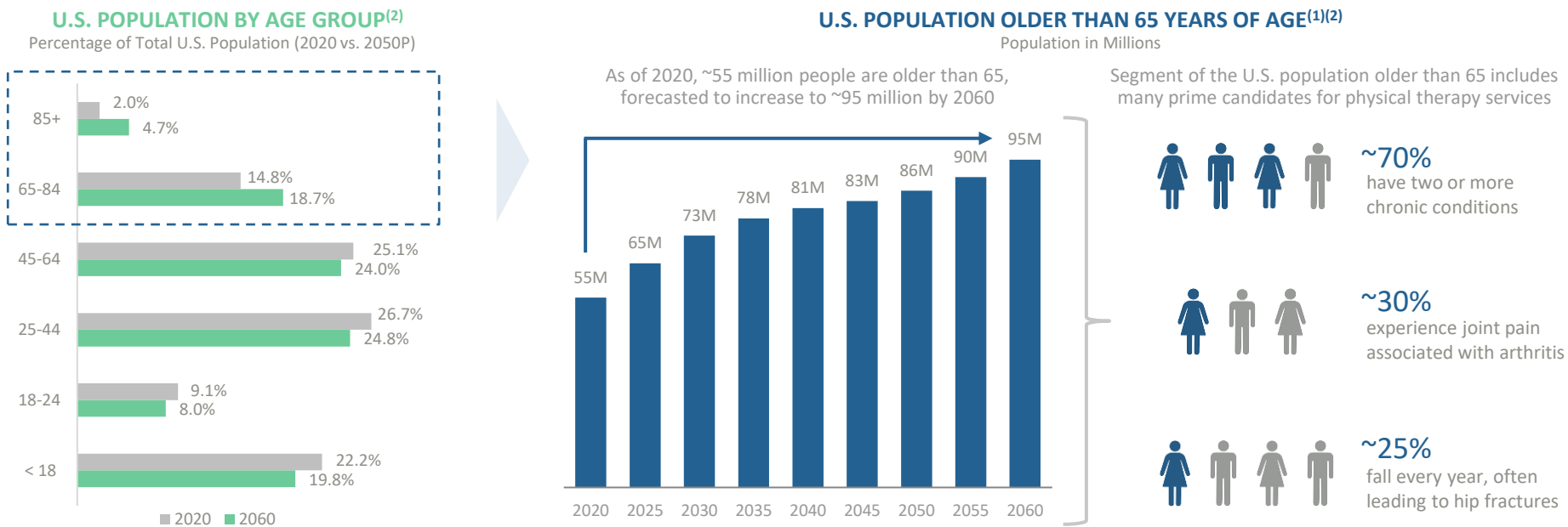


Demand Drivers: Aging U.S. Population

DURING THE COMING DECADES, THE NUMBER OF AMERICANS AGED 65 AND OLDER WILL INCREASE SHARPLY, SUPPORTING HIGHER UTILIZATION OF OUTPATIENT PHYSICAL THERAPY SERVICES.

- The segment of the U.S. population older than 65 years of age is expanding rapidly, driven by an aging baby boomer generation and ongoing growth in adult life expectancy
 - Americans older than 65 years of age are forecasted to account for ~23% of the total population by 2060, compared to ~17% in 2021
 - Between 1959 and 2018, U.S. life expectancy increased from 70 to 79 years of age, and although improvement is slowing, advances in research focused on curing infectious disease as well as ongoing reductions in accidental deaths will support continued growth in life expectancy
- Recovering from an injury or illness can be particularly challenging for older adults due to natural age-related declines in strength and coordination as well as more prevalent occurrences of chronic pain
 - Of adults older than 65 years of age, ~80% have at least one chronic condition and ~70% have two or more chronic conditions⁽¹⁾
- Physical therapy is well-positioned to play an important role as the population ages, not only by assisting in care and recovery but also as a preventive measure designed to support independent, healthy living

AGING U.S. POPULATION DRIVING INCREASED DEMAND FOR OUTPATIENT PHYSICAL THERAPY SERVICES



(1) National Council on Aging (2017).
(2) U.S. Census Data.

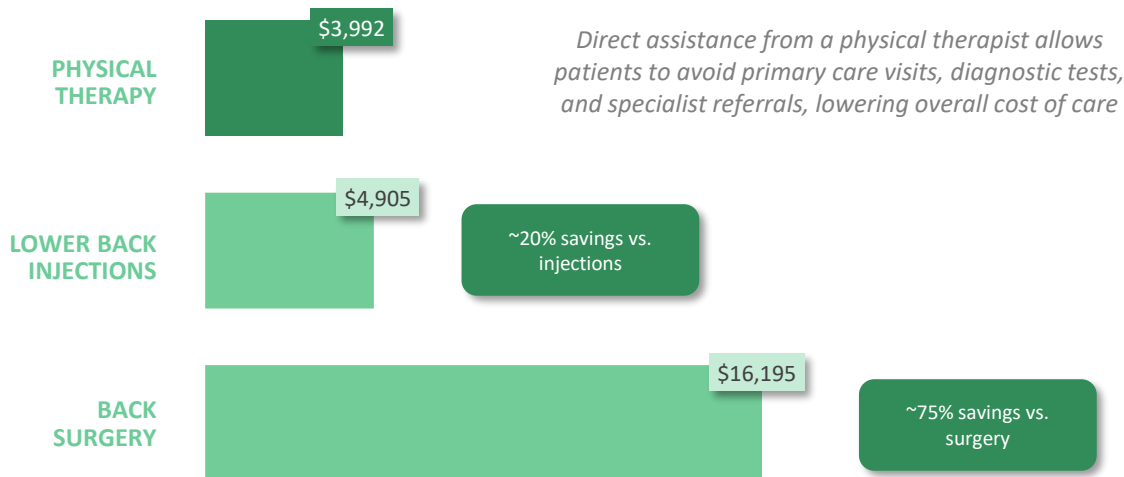
Demand Drivers: Compelling Care Benefits and Cost Advantages

PAYORS INCREASINGLY VIEW OUTPATIENT PHYSICAL THERAPY AS THE FIRST LINE OF TREATMENT FOR PAIN-RELATED ISSUES DUE TO THE ABILITY TO GENERATE A HIGH LEVEL OF CLINICAL EFFECTIVENESS AT A LOW RELATIVE COST.

- Physical therapy has been linked to numerous care benefits associated with treating musculoskeletal pain conditions:
 - Drug-free Treatment:** Lower risk associated with future opioid use
 - Adaptable Care Model:** Low impact to patient productivity due to the ability to customize treatment plans based on individual needs
 - Lower Risk of Re-injury:** Personalized patient education that can minimize the risk of re-injury by improving daily living habits
 - Faster Recovery:** Pre-surgery physical therapy can lead to faster recovery times due to improvements to patient health prior to an operation
 - Avoidance of Unnecessary Surgery:** Physical therapy can serve as a less invasive and lower cost alternative to surgery in many situations
 - Lower Cost:** Less expensive than treatment alternatives, including injections, and often allows the patient to avoid expensive diagnostic tests
- Therapists can directly address and treat many conditions and are trained to recognize “red flag” symptoms that require a patient to visit a specialist or take advanced diagnostic tests in more acute cases where other care is required
 - Practicing physical therapists are now typically required to obtain a doctorate in physical therapy
 - Compared to the previously common master’s degree, the doctorate requires an additional year of education and six times the amount of clinical experience prior to graduation
- Due to compelling care benefits, payors are beginning to direct patients to physical therapy first at the onset of pain

PHYSICAL THERAPY COST ADVANTAGES VS. ALTERNATIVES

Lower Back Pain Spending by Treatment Type⁽¹⁾




PROVEN FIRST LINE OF TREATMENT

Survey of Physical Therapy Patients Experiencing Neck Pain⁽²⁾

Compared to patients who contact physical therapists at the onset of neck pain, patients who wait more than 14 days before an initial visit are...

 **5.3x** more likely to get an injection

 **1.2x** more likely to be prescribed an opioid

 **4.6x** more likely to get an MRI

Overall change in pain intensity is an important predictor of subsequent pain-related healthcare utilization, and an earlier consultation of physical therapists is linked to a lower demand for alternative, higher-cost treatments

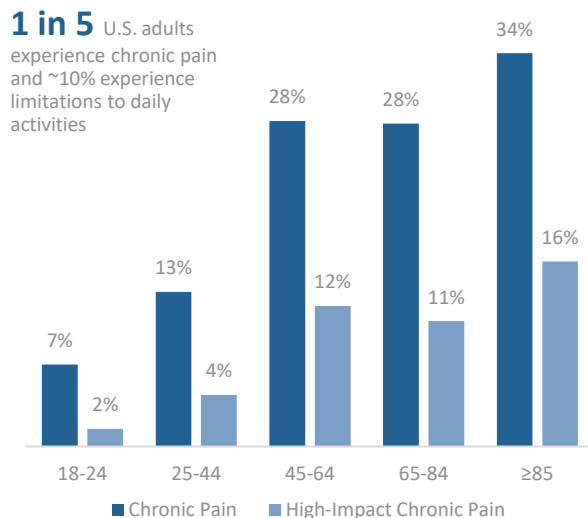
Demand Drivers: Increasing Demand for Non-Opioid Alternatives

HIGH AWARENESS REGARDING THE NEGATIVE CONSEQUENCES OF OPIOID USE IS DRIVING PAYORS, PROVIDERS, AND PATIENTS TO EXPLORE ALTERNATIVE FORMS OF PAIN TREATMENT, INCLUDING OUTPATIENT PHYSICAL THERAPY.

- Chronic pain affects many Americans and is expected to account for ~\$560 billion in direct medical costs and lost productivity annually⁽¹⁾
 - ~50 million U.S. adults experience chronic pain that warrants treatment but does not limit major life activities
 - ~20 million U.S. adults experience chronic pain that is classified as high-impact, the majority of which are unable to work, resulting in lost productivity
- Though historically regarded as an effective treatment of pain, in recent years, America's over-reliance on opioids has received national classification as an ongoing epidemic due to increasing incidence of addiction, prescription misuse, overdose, and related deaths
- Widespread pressure to treat patients without prescribing addictive drugs has led physicians to turn to effective alternatives, including outpatient physical therapy
 - Use of physical therapy within 3 months of being diagnosed with musculoskeletal pain is linked to a 7% to 16% reduction in subsequent opioid use⁽³⁾
- Payors are also beginning to incentivize patients to utilize outpatient physical therapy services in place of opioids, with many plans testing pilot programs that waive co-pays and deductibles for patients who are willing to try alternative treatment

WIDESPREAD CHRONIC PAIN

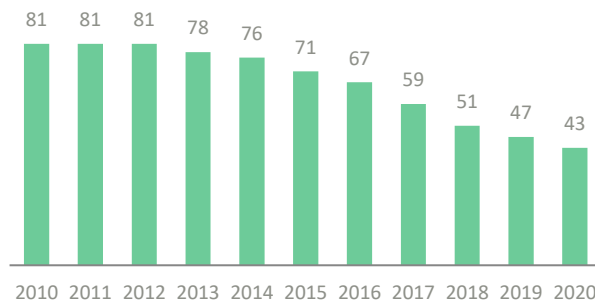
Prevalence of Chronic Pain in the U.S. by Age Group⁽¹⁾



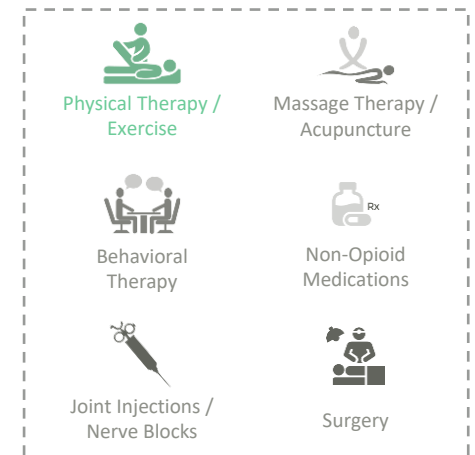
SHIFT TO NON-OPIOID TREATMENT ALTERNATIVES

ANNUAL OPIOID PRESCRIPTIONS DISPENSED⁽²⁾

Per 100 Persons



The decline in opioid usage may lead to an increase in the use of alternative, non-pharmacologic treatments, such as physical therapy, to treat chronic pain



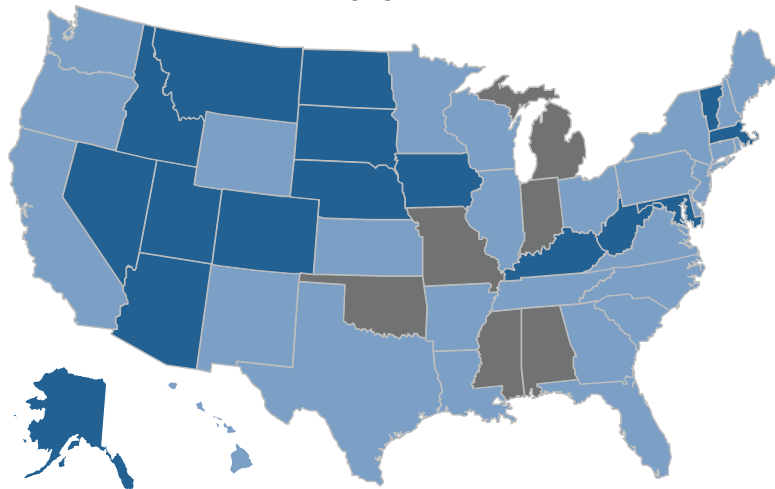
Demand Drivers: Decreasing Barriers to Direct Patient Access

CHANGES TO LAWS AT THE STATE LEVEL ARE INCREASING THE ACCESSIBILITY OF PHYSICAL THERAPY SERVICES BY REDUCING REQUIREMENTS FOR REFERRALS FROM PRIMARY CARE PHYSICIANS AND ORTHOPEDIC SURGEONS.

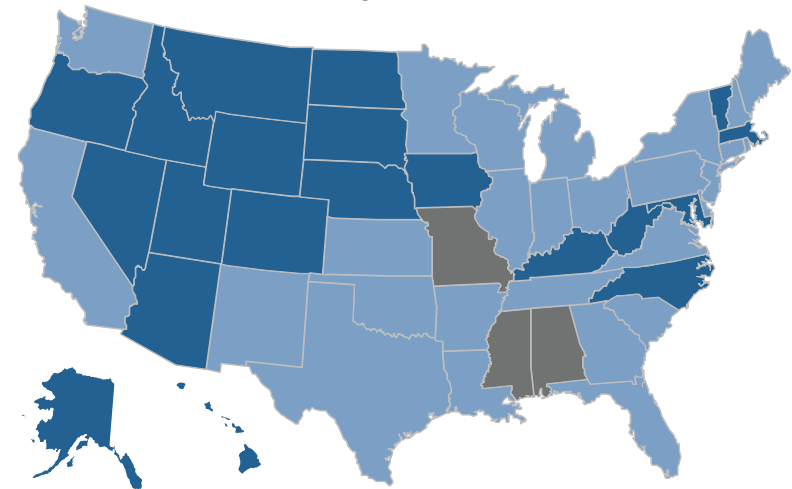
- All U.S. states allow patients to receive treatment from licensed physical therapists; however, direct access to treatment and evaluation varies across markets:
 - **Unrestricted Direct Access:** No restrictions or limitations for treatment, absent a referral (20 states)
 - **Direct Access With Provisions:** Access to evaluation and treatment with some provisions, such as time limits or referral requirements for select procedures (27 states)
 - **Limited Direct Access:** Access to evaluation, with limited treatment outside of select circumstances, such as proof of a previous and qualifying diagnosis or prior physician referral (3 states)
- A recent study conducted by the American Physical Therapy Association (APTA) exploring treatment for lower back pain, one of the most prevalent conditions for which patients seek physical therapy, highlights key cost and utilization benefits associated with unrestricted direct access to care:
 - **More Efficient Health System Utilization:** Among patients who saw a physical therapist first, those in provisional-access states recorded 31% more physician visits and had a 58% higher chance of having imaging tests in the first 30 days of the index visit when compared to patients from unrestricted states
 - **Lower Cost of Care:** The average 30-day cost for lower back pain treatment was \$511 for patients in unrestricted states compared to \$632 for patients in provisional-access states, whose first visit was with a primary care physician
- Benefits associated with less restrictive direct access laws have resulted in eight new states offering patients unrestricted access or provisional access to physical therapy during the last 10 years

NATIONAL IMPROVEMENT IN DIRECT ACCESS LAWS

2010



2022



Unrestricted Direct Access

Direct Access With Provisions

Limited Direct Access

Physician-Owned Physical Therapy Services (POPTS)

THROUGH THE STARK LAW, PHYSICIANS ARE PERMITTED TO OWN SELECT IN-OFFICE ANCILLARY SERVICES, INCLUDING OUTPATIENT PHYSICAL THERAPY CLINICS.

- POPTS are offered at an estimated 10% to 15% of all internal medicine and orthopedic surgery clinics
- When well-managed, POPTS clinics can offer patients strong care coordination with their orthopedist and, in some instances, higher levels of convenience
- In order to manage POPTS, some physician groups partner with third parties due to the complexity and distinct nature of administrative tasks for physical therapy vs. orthopedics (e.g., clinical hiring, recruiting and retention, billing and coding, etc.)
- Growth in free-standing outpatient physical therapy services has historically outpaced POPTS, and this trend is expected to remain stable over time⁽¹⁾
 - A study completed by the Government Accountability Office (GAO) analyzes physical therapy services provided to Medicare patients during a 6-year period
 - During the measured period, the number of patients who received care from POPTS increased ~12%, while the number of patients who received care from free-standing outpatient physical therapy services increased ~44%

BENEFITS OF PHYSICIAN-OWNED PHYSICAL THERAPY CLINICS

Continuum of Care



Therapists Able to Communicate with Physicians Directly to Manage Treatment



Eliminates Patient Travel Between Facilities, Improving Convenience

Ease of Referrals



Therapists 100% Focused on Treatment

BENEFITS OF OUTSOURCING MANAGEMENT OF POPTS



Human Resources

Improve quality of provider base due to proven third-party management of new employee screening / recruiting and training programs



Administrative Tasks

Increase administrative efficiency by leveraging third-party billing and coding expertise along with outsourced schedule management



Clinical Benefits

Offer patients stronger continuity of care due to co-location of physicians and therapists



Program Quality

More efficiently set and monitor performance targets due to ability to customize programs based on robust third-party patient dataset

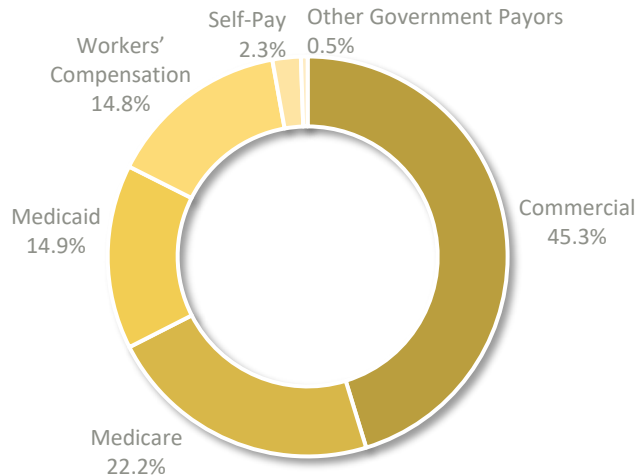
Stable, Diverse Outpatient Reimbursement Environment

DUE TO THE PROVEN EFFICACY AND COST-EFFECTIVENESS OF PHYSICAL THERAPY, REIMBURSEMENT RATES ARE EXPECTED TO REMAIN STABLE RELATIVE TO THE OVERALL HEALTH SERVICES LANDSCAPE OVER THE LONG TERM.

- Outpatient physical therapy providers benefit from a diverse industry payor mix, weighted toward commercial payors with stable reimbursement rates, as well as limited private pay components, which leads to reliable performance during recessions
- Physical therapists and occupational therapists were included in the Merit-Based Incentive Payment System ("MIPS") program, beginning in 2019⁽¹⁾, which ranks outpatient rehabilitation practices to determine reimbursement penalties and bonuses, with key ranking categories including:
 - Quality:** Assessing the standard of care delivered based on performance measures
 - Improvement Activities:** Monitoring initiatives taken by a clinic to improve access to care (e.g., enhancing care coordination, expanding patient access to care, improving patient-clinician decision-making)
- In order to capture the required outcomes data for MIPS, clinics will need to invest in key data management capabilities, favoring larger platforms with a significant clinic footprint to better leverage the required capital investment

DIVERSE INDUSTRY PAYOR MIX

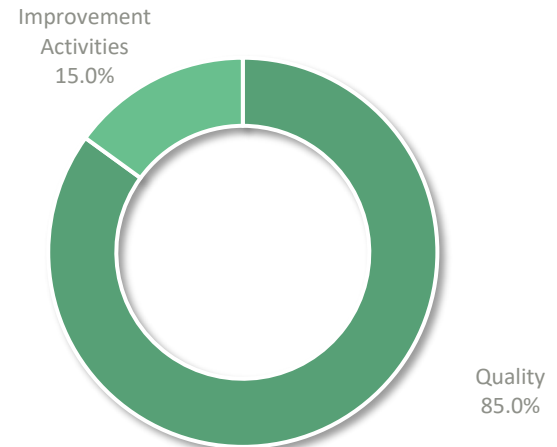
Average Outpatient Physical Therapy Practice Payor Mix (2020)⁽²⁾



Diverse payor landscape, with an increasing focus on treatment options that can provide cost-effective care with compelling outcomes

MERIT-BASED INCENTIVE PAYMENT SYSTEM

MIPS Score Category Weightings for Physical Therapy



Providers with scores above the MIPS threshold will receive a positive reimbursement adjustment, favoring platforms with strong quality outcomes

Strong Investor Interest in Physical Therapy

OUTPATIENT PHYSICAL THERAPY REMAINS AN AREA OF STRONG INTEREST FOR INVESTORS, WITH CONSISTENT PLATFORM TRANSACTION ACTIVITY AND STRONG VALUATIONS RELATIVE TO MANY HEALTHCARE SERVICES SECTORS.

- Consistent growth in transaction multiples for major platforms observed during the last decade
- Viable strategic buyers of scale continue to grow and expand through tuck-in acquisitions and combinations with other platforms
- Emergence in last several years of the next wave of mid-sized platforms with ~150 clinics or more as well as numerous smaller, private equity-backed providers at early stages of their growth trajectory

NOTABLE TRANSACTIONS

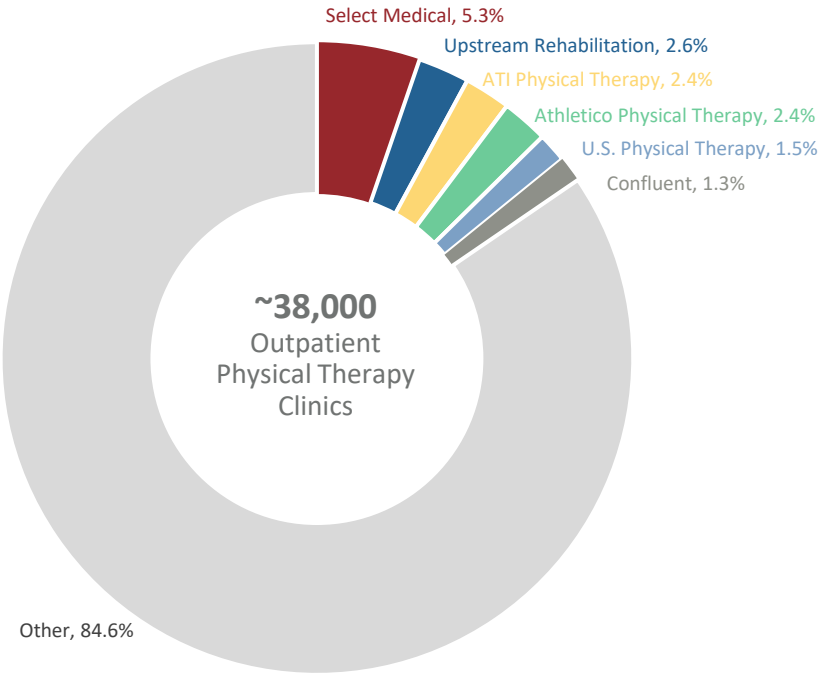
	Nov-16	Nov-16	Dec-16	Mar-17	Apr-17	Jan-18	Jun-18	Oct-18
Target								
Acquirer								
	Dec-18	Dec-18	Mar-19	Apr-19	May-19	Dec-19	Feb-20	Dec-20
Target								
Acquirer						 acquired by funds affiliated with 		
	May-21	Jun-21	Aug-21	Dec-21	Dec-21	Dec-21	Apr-22	May-22
Target								
Acquirer		 went public via a SPAC merger with					 acquired by funds affiliated with	 

Fragmented Competitive Landscape

DESPITE YEARS OF PRIVATE EQUITY-LED CONSOLIDATION, THE OUTPATIENT PHYSICAL THERAPY MARKET REMAINS HIGHLY FRAGMENTED.

- There are ~38,000 outpatient physical therapy clinics in the U.S., with very few national providers of scale⁽¹⁾⁽²⁾
 - No single provider accounts for more than a 10% market share based on clinic count
- Compelling market opportunity for established platforms with the infrastructure in place to support continued growth through both de novos and consolidation

OUTPATIENT PHYSICAL THERAPY MARKET SHARE BY PROVIDER⁽¹⁾⁽²⁾



Select Outpatient Market Participants

COMPANY	OWNERSHIP	CLINIC COUNT	REGIONAL PRESENCE			
			WEST	MIDWEST	SOUTHEAST	NORTHEAST
 Alliance Physical Therapy Partners	 BPOC	90+	✓	✓	✓	✓
 APT HEALTHCARE	 YORK CAPITAL MANAGEMENT	60+			✓	
 ATI PHYSICAL THERAPY	PUBLIC	900+	✓	✓	✓	✓
 ATHLETICO PHYSICAL THERAPY	 BDT CAPITAL PARTNERS	900+	✓	✓	✓	
 Cypress HEALTH PARTNERS	 CALERA CAPITAL	100+				✓
 Confluent HEALTH	 Partners Group	500+	✓	✓	✓	✓
 CORA Physical Therapy	 H.I.G. ADVANTAGE	250+		✓	✓	
 EMPOWER PHYSICAL THERAPY	 SHERIDAN CAPITAL PARTNERS	40+	✓	✓		
 EXCEL PHYSICAL THERAPY	 CAYMUS EQUITY	20+				✓
 GOLDEN BEAR THERAPY PARTNERS	 SHORE Capital Partners	~120	✓	✓		
 H2 HEALTH	 GRANT AVENUE	~100			✓	✓
 iVyrehab PHYSICAL THERAPY	 Waud Capital	360+		✓	✓	✓

COMPANY	OWNERSHIP	CLINIC COUNT	REGIONAL PRESENCE			
			WEST	MIDWEST	SOUTHEAST	NORTHEAST
 JAG-ONE PHYSICAL THERAPY	 PAMLICO CAPITAL  RWJBarnabas HEALTH	100+				✓
 LifeMark ⁽¹⁾	 SHOPPERS DRUG MART  Loblaw Companies Limited	300+				
 Performance Physical Therapy	 rallyday PARTNERS	20+				✓
 Phoenix Physical Therapy	 Audax Group	140+		✓	✓	✓
 PRN	 CRYPTON INVESTORS	~200	✓	✓		
 PROFESSIONAL PHYSICAL THERAPY	 THL Thomas H. Lee Partners	~190				✓
 PT SOLUTIONS PHYSICAL THERAPY	 GENERAL ATLANTIC	~320	✓	✓	✓	✓
 Select MEDICAL	PUBLIC	~2,000	✓	✓	✓	✓
 SPINE & SPORT PHYSICAL THERAPY	 Great Point Partners	35+	✓			
 therapy partner SOLUTIONS	 LEE EQUITY	~60			✓	✓
 UPSTREAM REHABILITATION	 REVELSTOKE CAPITAL PARTNERS	1,000+	✓	✓	✓	✓
 USPh ONE PARTNER	PUBLIC	~600	✓	✓	✓	✓

A Collaborative Approach to Consumer Healthcare

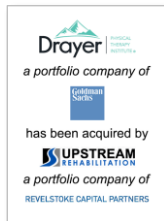
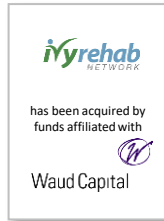
WE POOL THE EXPERTISE IN CONSUMER, HEALTHCARE AND LIFE SCIENCES, AND TECHNOLOGY TO ADVISE PREMIER COMPANIES ACROSS THE CONSUMER HEALTHCARE LANDSCAPE.

FOR MORE INFORMATION ON OUR EXPERIENCE
IN THE PHYSICAL THERAPY SECTOR, CONTACT ANDY DIXON:



Andy Dixon
Managing Director
Healthcare & Life Sciences Group
adixon@harriswilliams.com
+1 415.217.3419

SELECT TRANSACTIONS



Corey Benjamin
Managing Director
Consumer Group
cbenjamin@harriswilliams.com
+1 804.932.1342



Whit Knier
Managing Director
Healthcare & Life Sciences Group
wknier@harriswilliams.com
+1 804.932.1321



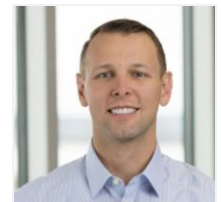
Dan Linsalata
Managing Director
Technology Group
dlinsalata@harriswilliams.com
+1 617.654.2122



Geoff Smith
Managing Director and Co-Head
Healthcare & Life Sciences Group
gsmith@harriswilliams.com
+1 804.915.0195



Beau Pierce
Director
Consumer Group
bpierce@harriswilliams.com
+1 804.887.6113



Nate Robertson
Director
Healthcare & Life Sciences Group
nrobertson@harriswilliams.com
+1 804.887.6135

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Transportation
& Logistics

Office Locations

United States

Boston

One International Place
Suite 2620
Boston, Massachusetts 02110
Phone: +1 (617) 482-7501

Cleveland

1900 East 9th Street
25th Floor
Cleveland, Ohio 44114
Phone: +1 (216) 689-2400

Minneapolis

222 South 9th Street
Suite 3350
Minneapolis, Minnesota 55402
Phone: +1 (612) 359-2700

Richmond

1001 Haxall Point
9th Floor
Richmond, Virginia 23219
Phone: +1 (804) 648-0072

San Francisco

One Market Plaza, Steuart Tower
11th Floor
San Francisco, California 94105
Phone: +1 (415) 288-4260

Washington, D.C.

800 17th St. NW
2nd Floor
Washington, D.C. 20006
Phone: +1 (202) 207-2300

Europe

Frankfurt

Bockenheimer Landstrasse 33-35
60325 Frankfurt
Germany
Phone: +49 069 3650638 00

London

25 Savile Row
4th Floor
London, England W1S 2ER
Phone: +44 20 7518 8900

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