

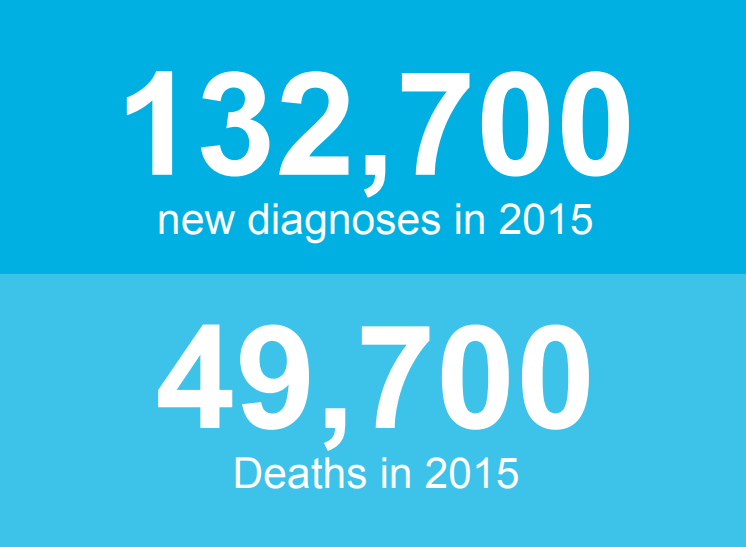


Cologuard[®] **Executing Against Our Mission**

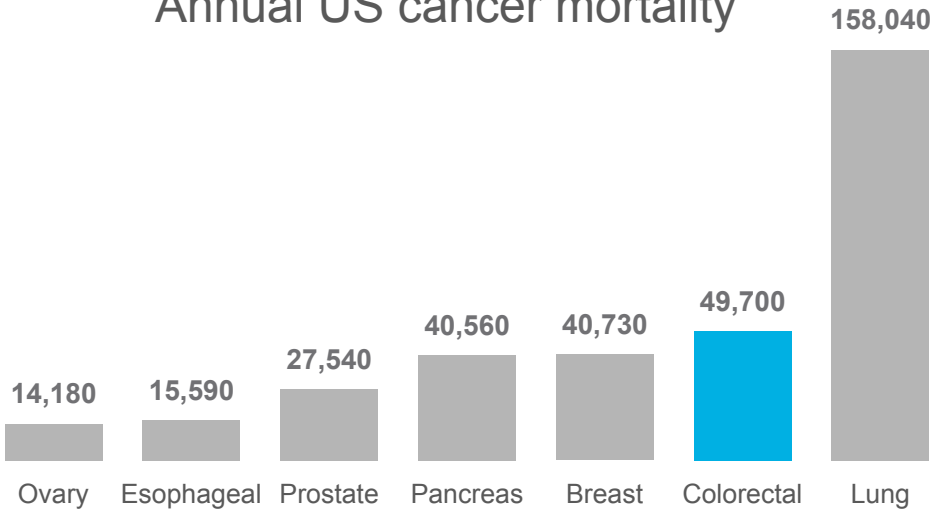
Maneesh Arora
Chief Operating Officer



Colorectal cancer: Second most lethal cancer in US



Annual US cancer mortality

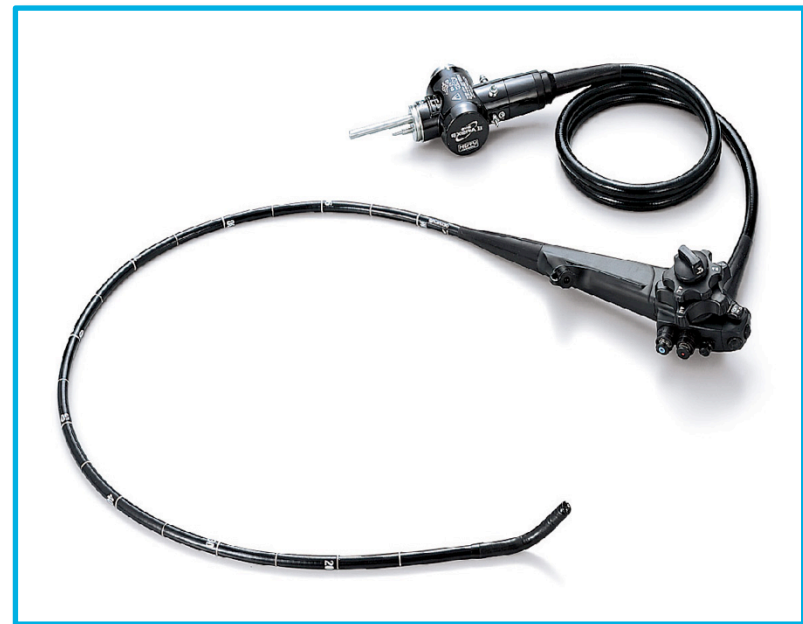


Source: ACS Cancer Facts & Figures 2015; all figures annual

Many Americans aren't getting screened for colon cancer

42%

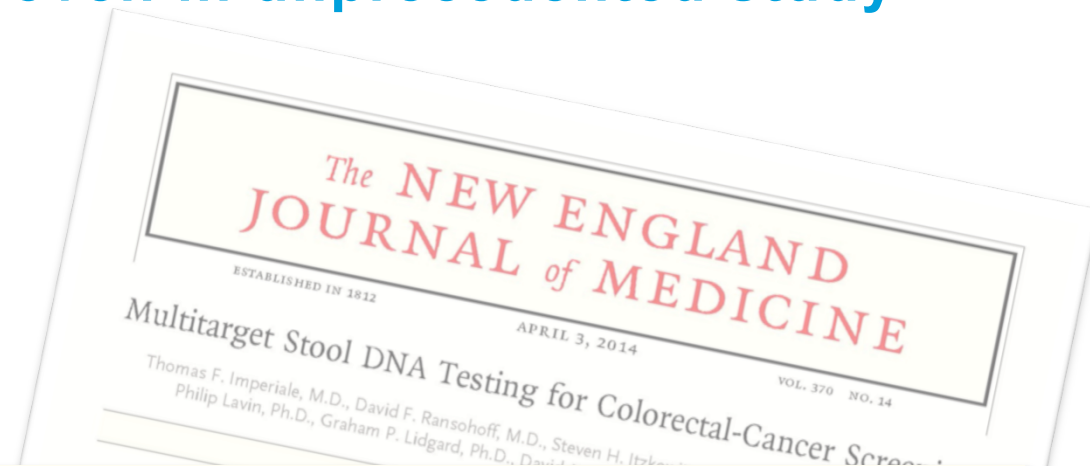
of Americans not current on
colon cancer screening



Cologuard®: At-home screening for 80M Americans



Cologuard® proven in unprecedented study



DeeP-C results

92% cancer sensitivity

69% high grade dysplasia sensitivity

87% specificity

94% sensitivity for Stages I and II cancer



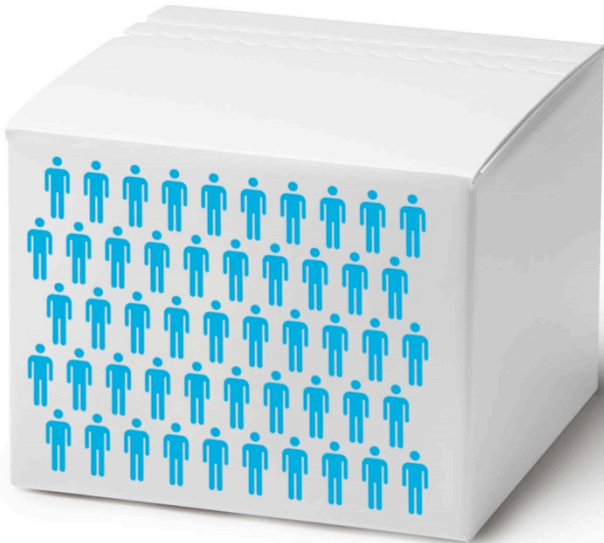
Source: N Engl J Med 2014;370:1287-97. DOI 10.1056/NEJMoa1311194 (Imperiale)

Cologuard®: Detecting cancer when most treatable

1,000

6 people with cancer

50 people with pre-cancers, all removable



Pathways to mobilizing Cologuard[®] adoption



Influencing
Physicians



Activating
People



Securing
Coverage

Pathways to mobilizing Cologuard[®] adoption



Influencing
Physicians

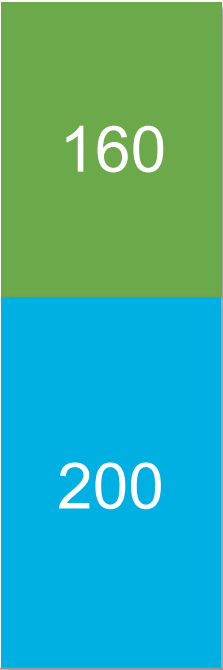


Activating
People



Securing
Coverage

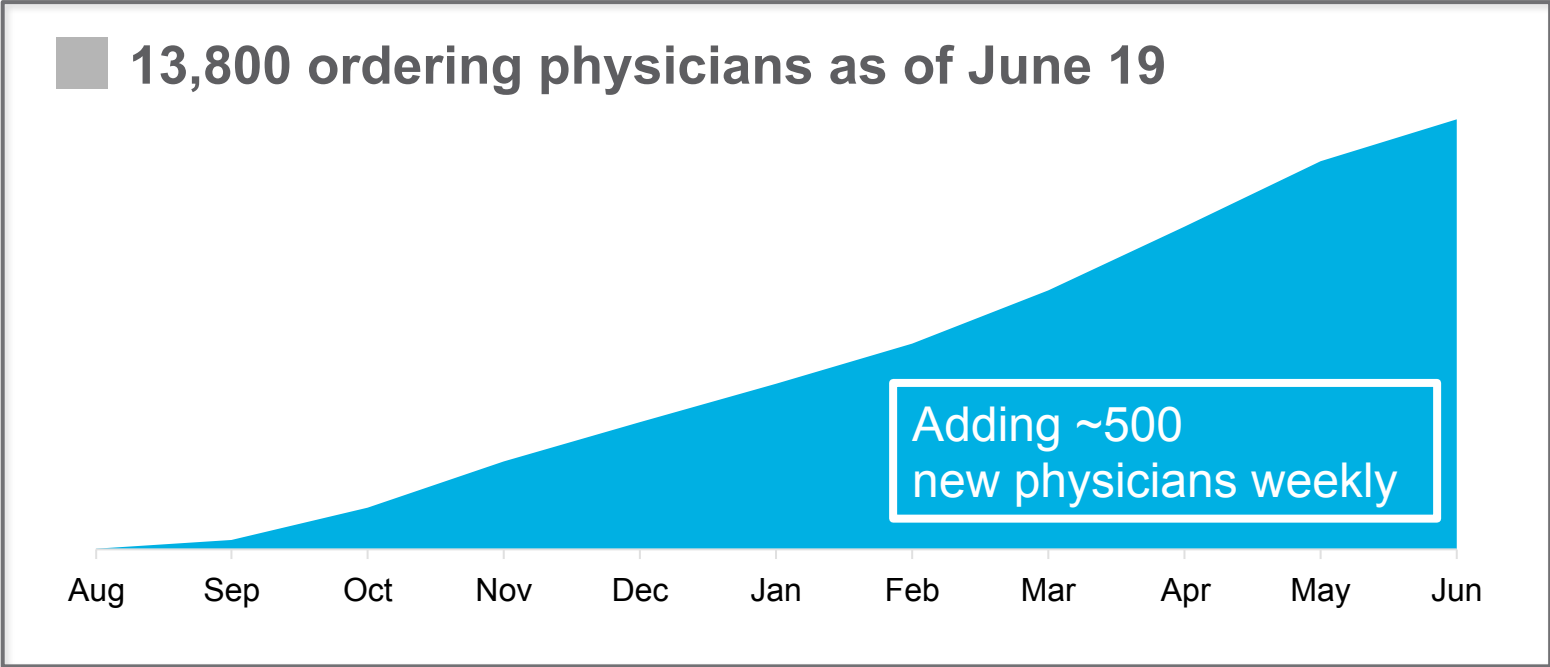
High quality sales force generating results



- Creating a results-driven field force**
- Average 10 years sales experience
 - Focused on high-value physicians
 - Real-time data guides strategy
 - Strategically aligned co-promote partner

Sales Reps on June 1

Number of physicians ordering Cologuard® rapidly expanding

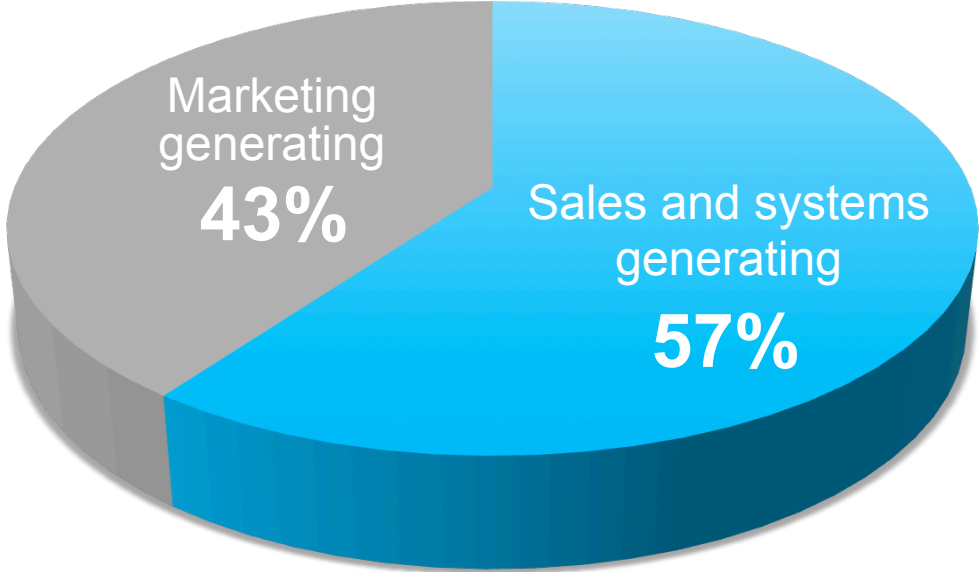


The illustration includes data as of June 19th and the month of June is extrapolated through June 30th



Marketing driving awareness; sales driving volume

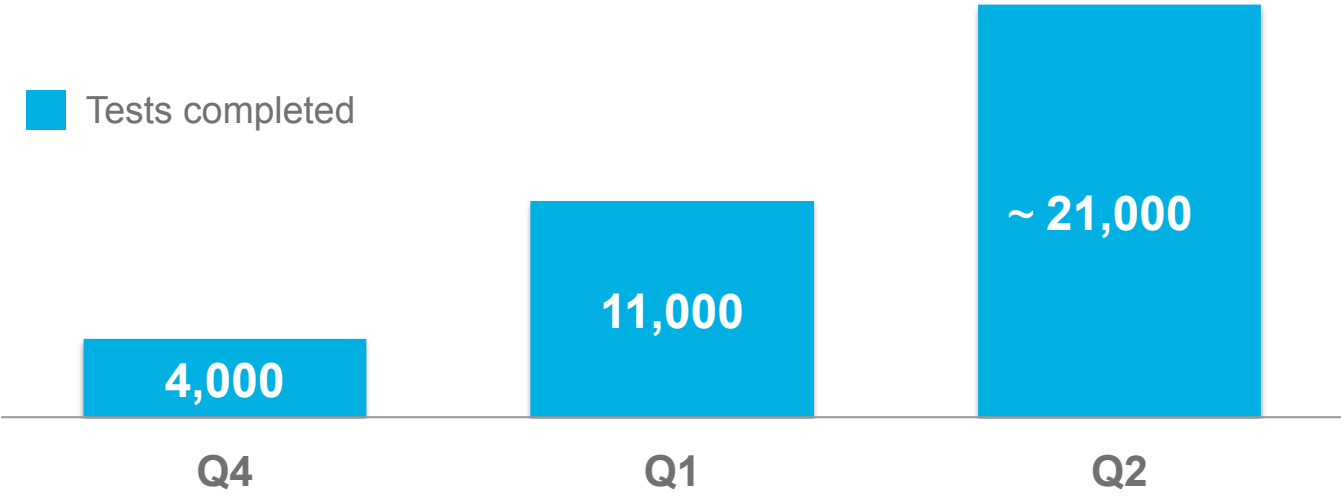
First-time ordering physicians



75%
of volume driven by sales

The illustration is launch to date as of June 12th

Number of Cologuard[®] completed tests consistently rising



Q2 results estimated based on actuals as of June 22nd



Factors that shape Cologuard® ordering



- Physicians need
 - Awareness
 - Coverage
 - Quality metrics inclusion
 - Easy to order and get results (EMR linkage)

Substantial underlying demand supports growth

~80,000
orders
through Q2

- Converting orders into completed tests need
 - Time to perform test (~30 days)
 - Complete information on order
 - Insurance coverage
 - 73% compliance rate

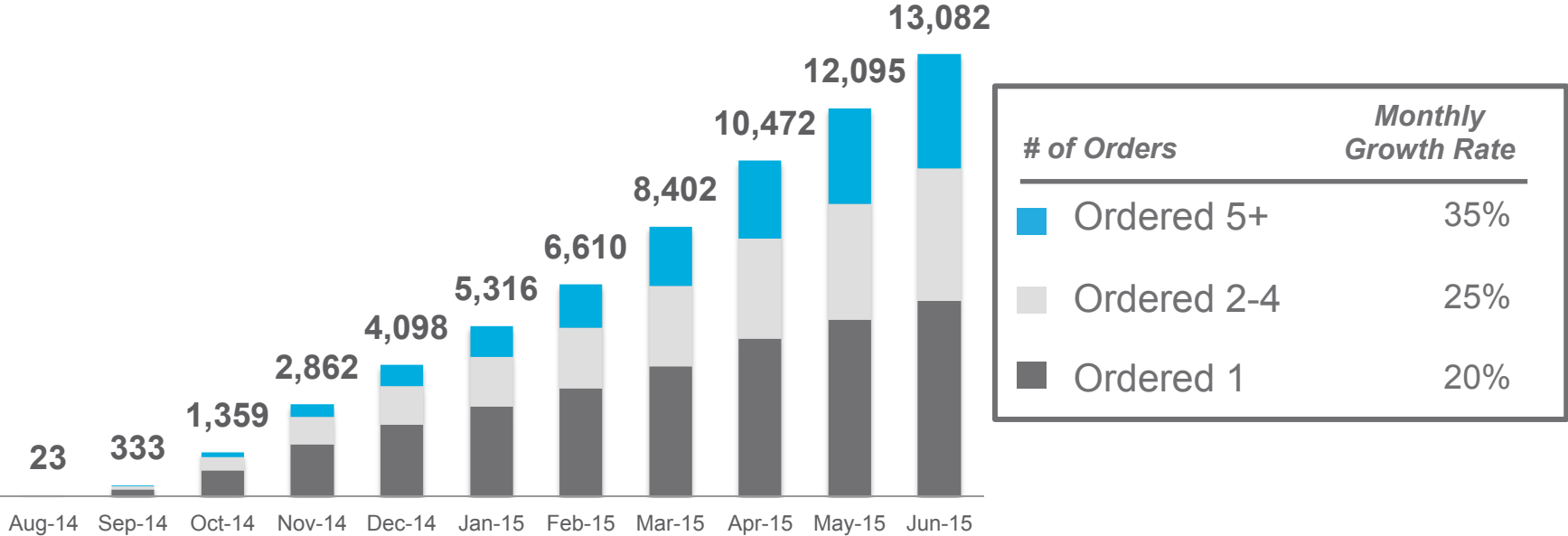
Most physicians order Cologuard® more than once

63%

of ordering physicians order
Cologuard® more than once

Includes providers whose first order was on or before May 5th, 2015

Number of new-ordering and repeat-ordering physicians growing consistently



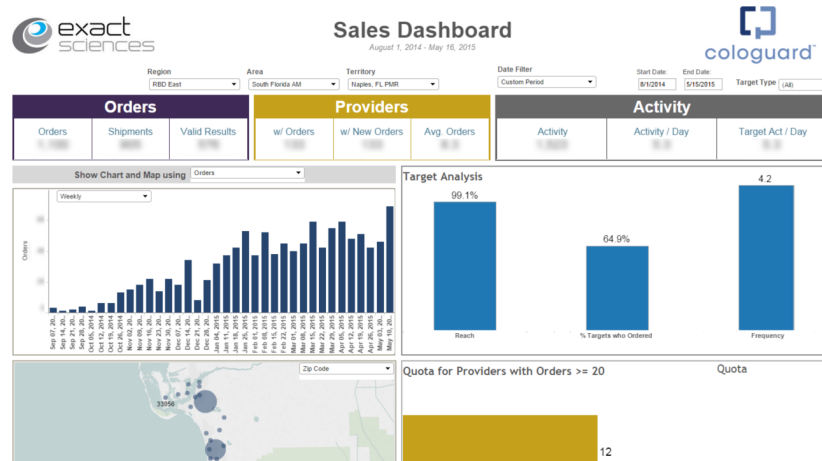
The illustration is launch to date as of June 19th



Investment in proprietary systems driving business strategy



Real-time visibility drives Cologuard® sales



Proprietary software enables

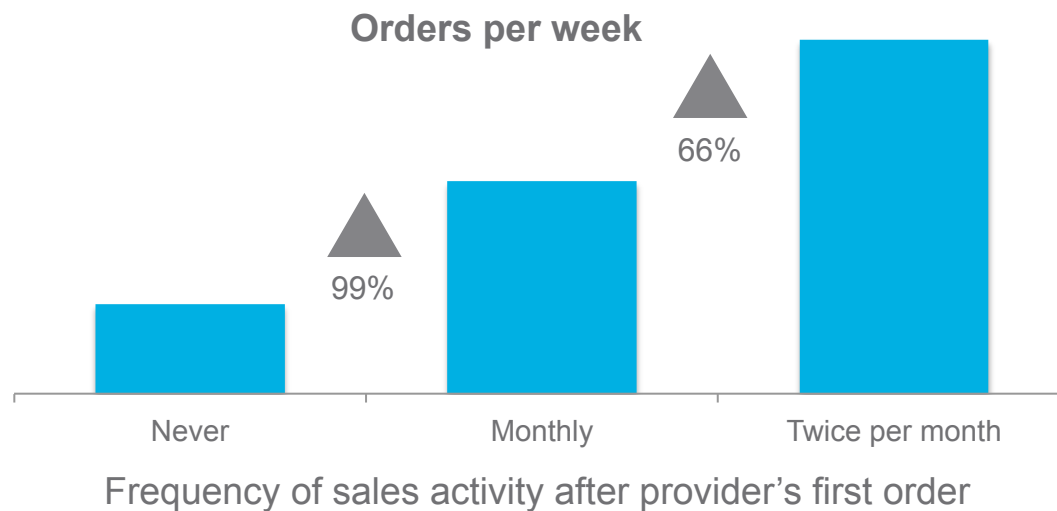
- Monitoring orders and results in real-time
- Engaging targeted physicians to maximize ordering
- Ensuring timely follow-up to new, 'untouched' prescribers
- Tracking Cologuard® progress from prescription to result

Cologuard® launch early takeaways

- Targeting
 - Targets are just as likely to order as non-targets
 - Targets order 17% more than non-targets
 - Real-time data driving targeting

Cologuard[®] launch early takeaways

- Sales frequency drives ordering
 - 3.6 calls on average before a physician orders Cologuard[®]

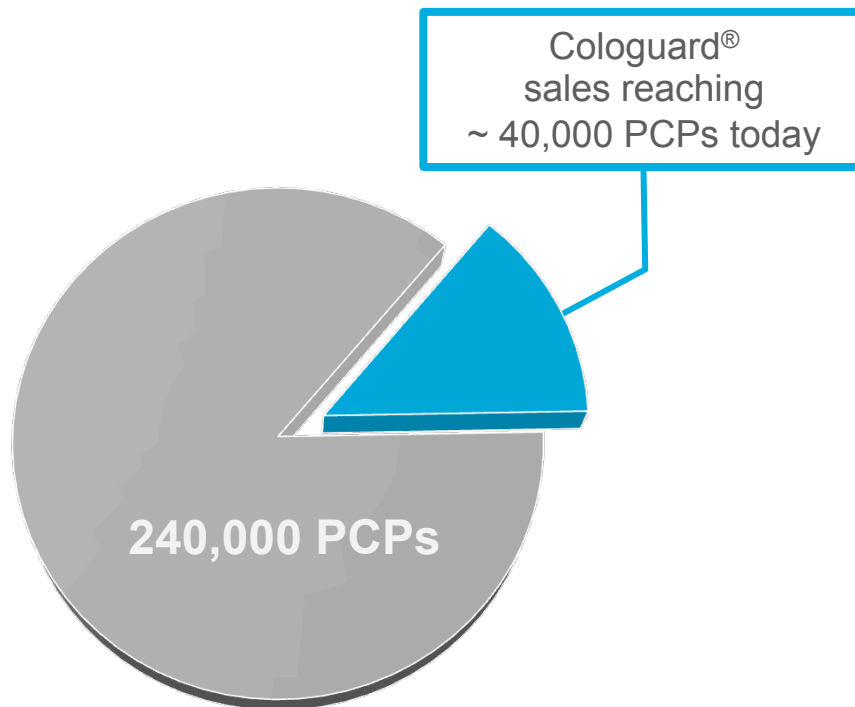


For providers ordering prior to May 22, 2015

Investment in health systems

- 30 health systems have adopted the use of Cologuard[®] in their colon cancer screening programs
- 11 additional health systems are currently active in the implementation process
- ~5,000 PCPs have management support and the ability to order Cologuard[®] through their electronic medical record system

Significant opportunity ahead for Cologuard®



“When my rep told me about the noninvasive test with no prep, the high sensitivity, the 10,000 person study to back that up, I was sold. He also helped get me registered and set up in the system so I was ready to go.”

– Prescribing Physician

Medical education working and supports continued investment

- >152 dinner events conducted with >2,017 attendees
- 25,220 viewers of Medscape CME program (as of June 15th)
- Presence at 7 national medical congresses since launch



Pathways to mobilizing Cologuard[®] adoption



Influencing
Physicians



Activating
People



Securing
Coverage

Activating people using multi-channel approach



Activating people using multi-channel approach

This site is for patients | Customer Support 1-844-870-8870 | View healthcare professionals site

cologuard
Rx only

About colon cancer »
About Cologuard »
Get a prescription »
How billing works »
Already have an order? »

COLON CANCER SCREENING *made easy*, WITH NONINVASIVE COLOGUARD®

GET. **GO.** **GONE.**

WHAT IS COLOGUARD? » For adults 50+ at average risk for colon cancer.

TALK to your doctor
Download a Discussion Guide »

HAVE questions?
Read FAQs about Cologuard »

GETTING started
If your doctor has prescribed Cologuard, see what's next »

Exact Sciences Corporation | 441 Charmany Drive | Madison, WI 53719 | Cologuard® is a registered trademark of Exact Sciences in the U.S. and other countries.

exact sciences



Patient oriented physician discussion guide downloads driving orders



COLON CANCER SCREENING DISCUSSION GUIDE

Everyone 50 years of age and older should talk to their doctor about colon cancer screening. Colonguard® is a new, noninvasive, easy-to-use option based on the science of stool DNA that you can use at home. It requires no special preparation and no time off.

Print this Discussion Guide and take it to your next doctor's appointment. Be sure to include your full medical history when discussing the following questions. Ask if Colonguard is the best screening option for you.

ANSWER THIS:
Circle Yes or No:
Have you ever been screened for colon cancer? Yes | No
Have you been avoiding a colonoscopy? Yes | No

ASK THIS:

- What are my risk factors for colon cancer? What are the symptoms?
- What are my screening options? How do they differ?
- Is Colonguard right for me?

HEALTHCARE PROVIDERS
Ready to order Colonguard? Visit www.ColonguardTest.com to download an order form today. To learn more or contact us, call 1-844-870-8870.

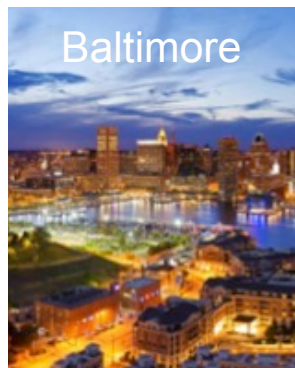
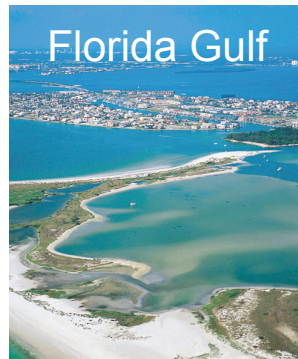
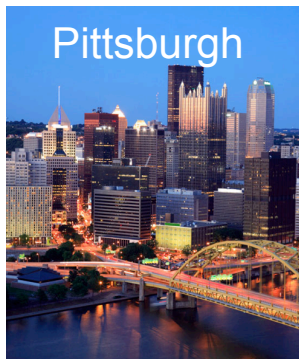
EXACT SCIENCES CORPORATION
441 Chalmers Drive, Madison, WI 53719
www.ExactSciences.com
www.ExactLabs.com

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- >27,000 discussion guide downloads
- ~700 discussion guide downloads per week

Pilot of regional marketing campaigns



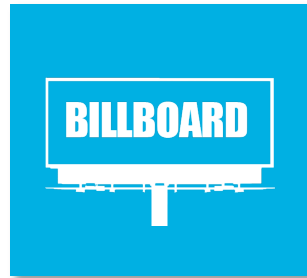
Identified pilot markets based on population of patients with insurance coverage and critical mass of Cologuard[®] ordering physicians



Expanded marketing in these regions driving increased orders



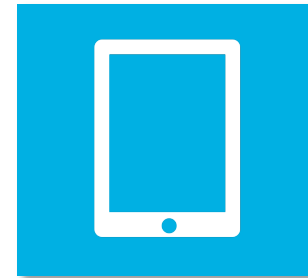
Print



Billboards



Radio



Digital



PR

Pathways to mobilizing Cologuard® adoption



Influencing
Physicians



Activating
People



Securing
Coverage

Securing reimbursement through two steps

1. Coverage



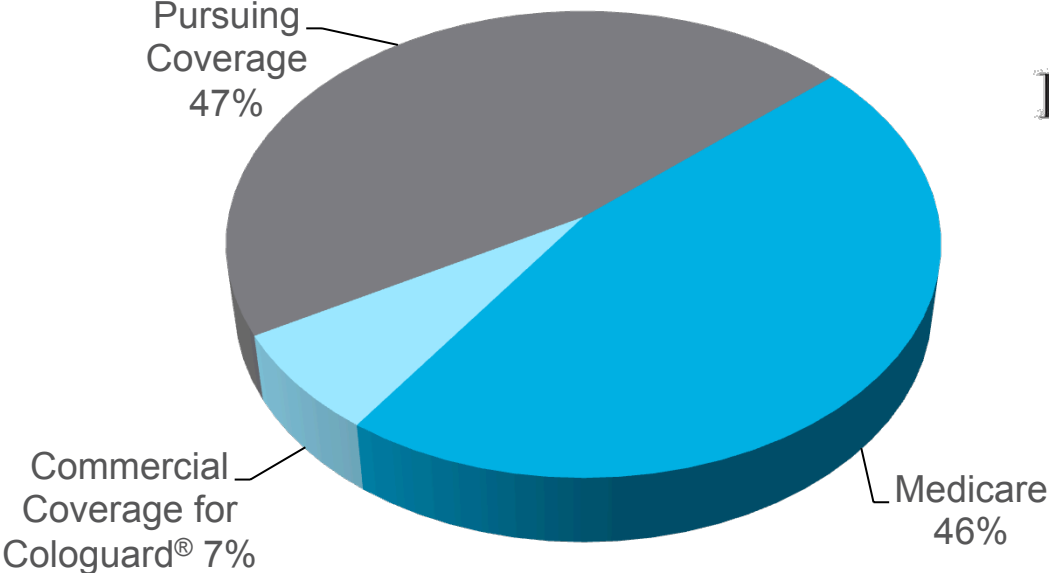
Commitment by payer to cover Cologuard® at undefined rate

2. Contracting



In-network rate that absolves patient from payment

Current landscape for insured patients 50+ years of age



CMS
CENTERS for MEDICARE & MEDICAID SERVICES

Excellus

Anthem BlueCross BlueShield

TUFTS Health Plan

CareFirst BlueCross BlueShield

Dean
HEALTH PLAN

Growth strategy to expand coverage and contracting

- Active conversations with 200 key payers
- Building internal resources dedicated to securing coverage
- Average commercial contracted rate above Medicare rate (\$493)

Compelling payer value proposition

Quality of Care

NEJM publication – 92% sensitive, Medicare NCD

Member Satisfaction

Easy, non-invasive test and compliance program

Cost Savings

Alternative to costly colonoscopy

Guidelines promote use and expand coverage



- Included ACS guidelines every 3 years



- Draft guidance expected Q3 2015; final rating expected in 2016

Ordering behavior expected to change with USPSTF “A” or “B” rating



Quality Measures

Credit for screening with Cologuard®

- Supports physicians ordering behavior
- HEDIS: National Committee on Quality Assurance (NCQA)
- STARS: Medicare Advantage (CMS)

Commercial Coverage

Insurance payment for Cologuard®

- Under Affordable Care Act, commercial payers must cover Cologuard®

Cologuard®: A value proposition driving compliance

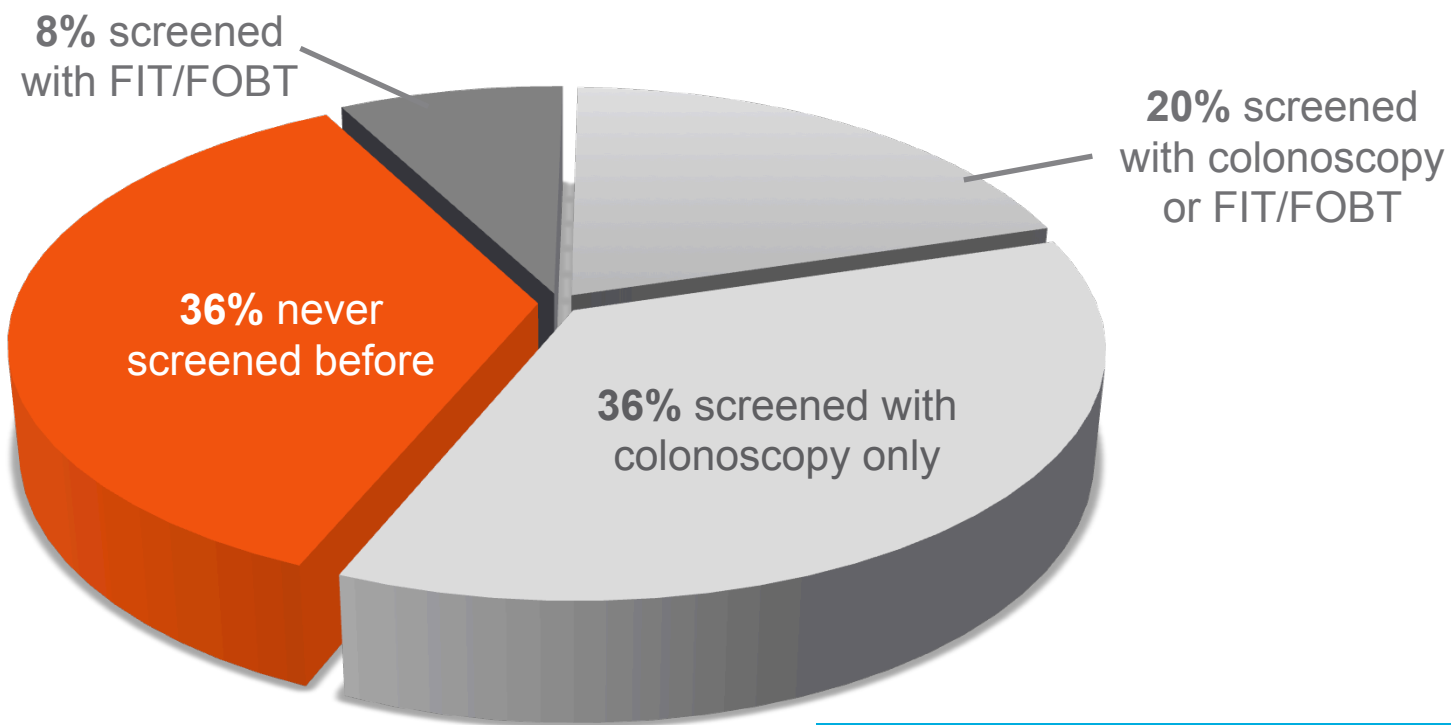
- Regulatory approval
- Validated clinical utility
- Broad existing coverage
- Recommended in guidelines
- Cost savings

73%

Cologuard®
compliance rate

The illustration is launch to date as of June 19th

Adding new people to America's screening population

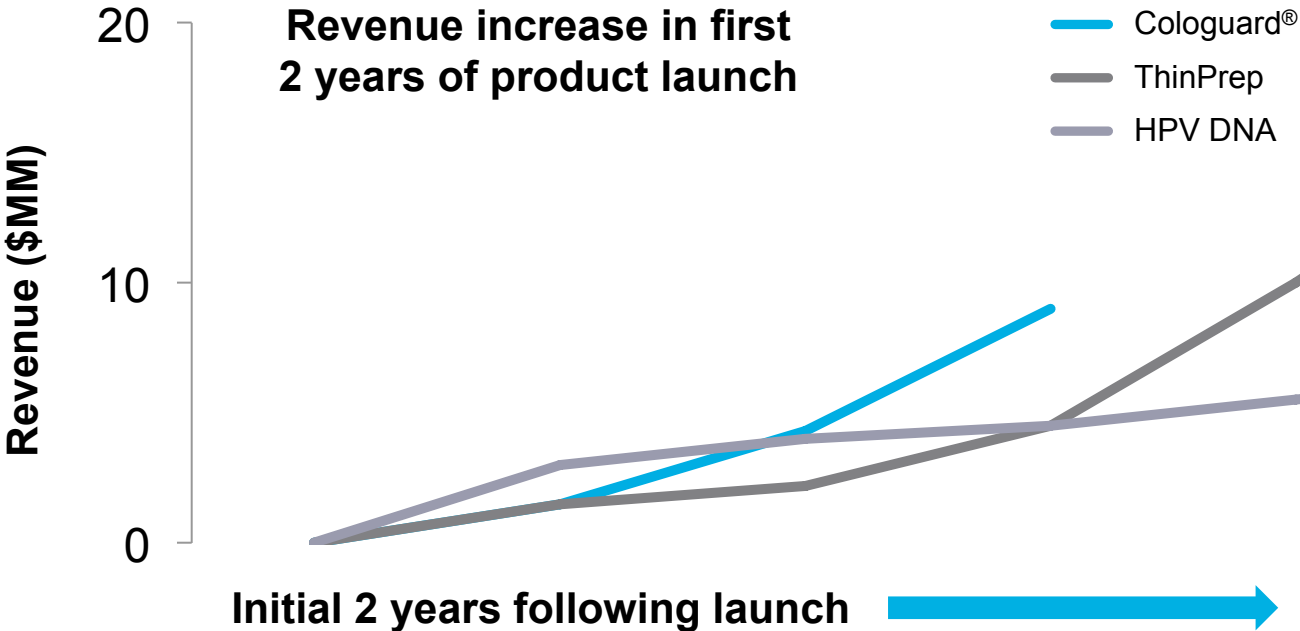


Screening history of Cologuard® users



Source: Exact Sciences Laboratories LLC data (unpublished), n = 2,997

Cologuard[®] surpassing PCP diagnostic product launches



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Physicians



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People



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Coverage