



## PureTech Founded Entity Akili Announces Appointment of Chief Marketing Officer

October 6, 2020

*Meghan Rivera Brings Strong Track Record of Award-Winning Disruptive Healthcare Launch Experience*

[PureTech Health plc](#) (LSE: PRTC) (“PureTech” or the “Company”), a clinical-stage biotherapeutics company dedicated to discovering, developing and commercialising highly differentiated medicines for devastating diseases, is pleased to note that its Founded Entity, Akili, today announced the appointment of Meghan Rivera to the role of chief marketing officer. In the newly created position, Rivera will lead marketing and sales of EndeavorRx™, the company’s first commercial product, which was granted FDA clearance in June 2020.

The full text of the announcement from Akili is as follows:

### **Akili Announces Appointment of Chief Marketing Officer**

*Meghan Rivera Brings Strong Track Record of Award-Winning Disruptive Healthcare Launch Experience*

**BOSTON – October 7, 2020** – [Akili](#) today announced the expansion of the company’s executive team with the appointment of Meghan Rivera to the role of chief marketing officer. In the newly created position, Rivera will lead marketing and sales of EndeavorRx, the company’s first commercial product, which was granted FDA clearance in June 2020.

“Meghan is an innovative leader with a history of executing disruptive marketing and commercial strategies,” said Eddie Martucci, PhD, chief executive officer of Akili. “As we make the transition to a commercial organisation at Akili, her focus on results and passion for bringing the voice of the customer to healthcare will serve us well as we continue to push the boundaries of medicine and create amazing experiences for patients and their families.”

Rivera brings to Akili a strong digital marketing background with experience building diverse, high performing sales and marketing teams. She joins Akili from AMAG Pharmaceuticals, Inc. where she ran the company’s women’s health business. Prior, Rivera was responsible for marketing and customer experience at Boehringer Ingelheim where she received the company’s Outstanding Marketing Innovation award, and she held senior roles at a number of notable healthcare marketing agencies. Throughout the course of her career of more than 20 years, Rivera has been recognised as an industry thought leader, including being named the 2012 “Rising Star” by the Healthcare Women Association, the 2015 PM360 ELITE Transformational Leader and being inducted in 2018 into the MM&M “Hall of Femme.”

“I’m thrilled to join the team at Akili where we are defying convention and changing the way the world experiences medicine,” said Rivera. “EndeavorRx™ represents the next generation of digital therapeutics, but it is only the beginning. I look forward to our continuing to challenge the status quo in healthcare and helping and connecting with patients in ways we never before imagined.”

#### **About Akili**

Akili is combining scientific and clinical rigour with the ingenuity of the tech and entertainment industries to challenge the status quo of medicine. Akili has pioneered the development of video game-based digital medicine to improve cognitive function. Akili’s flagship product, EndeavorRx, is a prescription digital treatment to address inattention in children with attention deficit hyperactivity disorder (ADHD). Akili’s patented technology serves as the foundation of its products and is designed to directly activate the networks in the brain responsible for cognitive function. Driven by Akili’s belief that effective medicine can also be fun and engaging, Akili’s treatments are delivered through captivating action video game experiences that drive engagement and compliance. For more information, please visit [AkiliInteractive.com](#).

#### **About PureTech Health**

PureTech is a clinical-stage biotherapeutics company dedicated to discovering, developing and commercialising highly differentiated medicines for devastating diseases, including intractable cancers, lymphatic and gastrointestinal diseases, central nervous system disorders and inflammatory and immunological diseases, among others. The Company has created a broad and deep pipeline through the expertise of its experienced research and development team and its extensive network of scientists, clinicians and industry leaders. This pipeline, which is being advanced both internally and through PureTech’s Founded Entities, is comprised of 24 products and product candidates, including two that have received US Food and Drug Administration (FDA) clearance and European marketing authorisation. All of the underlying programmes and platforms that resulted in this pipeline of product candidates were initially identified or discovered and then advanced by the PureTech team through key validation points based on the Company’s unique insights into the biology of the brain, immune and gut, or BIG, systems and the interface between those systems, referred to as the BIG Axis.

For more information, visit [www.puretechhealth.com](#) or connect with us on Twitter @puretechh.

#### **Forward Looking Statement**

This press release contains statements that are or may be forward-looking statements, including statements that relate to the company’s future prospects, developments, and strategies. The forward looking statements are based on current expectations and are subject to known and unknown risks and uncertainties that could cause actual results, performance and achievements to differ materially from current expectations, including, but not

limited to, those risks and uncertainties described in the risk factors included in the regulatory filings for PureTech Health plc. These forward-looking statements are based on assumptions regarding the present and future business strategies of the company and the environment in which it will operate in the future. Each forward-looking statement speaks only as at the date of this press release. Except as required by law and regulatory requirements, neither the company nor any other party intends to update or revise these forward-looking statements, whether as a result of new information, future events or otherwise.