

Letter of reference

Marcello Patané, born on November 4, 1979, was employed by our company on a 100% basis as an Assoc Director, Market Research from May 1, 2018 until May 31, 2024.

Founded in 1978, Biogen is a leading global biotechnology company that has pioneered multiple breakthrough innovations including a broad portfolio of medicines to treat multiple sclerosis, the first approved treatment for spinal muscular atrophy, and two co-developed treatments to address a defining pathology of Alzheimer's disease. Biogen is advancing a pipeline of potential novel therapies across neurology, neuropsychiatry, specialized immunology and rare diseases and remains acutely focused on its purpose of serving humanity through science while advancing a healthier, more sustainable and equitable world.

Marcello Patané's main duties and responsibilities were as follows:

- Social Media Insights Subject Matter Expert:
 - Identify and negotiate new vendor contracting and orchestrate the onboarding process.
 - Build a Center of Excellence to deliver enterprise-wide social media data and insight to answer organizational questions and issues relating to social media customer behavior. Harmonize social media efforts across internal department functions and teams with varied regional scope - US, EU, Intercontinental and Global.
 - Support a deeper understanding of patient and provider customer experience across all late-stage Therapeutic Areas in support of Customer Excellence and Operations capability building – multichannel marketing, digital solutions development, and customer engagement transformation.
 - Design and lead social media listening and analytical efforts, including vendor management, to drive deep understanding of market insights across all late stage therapeutic areas.
 - Acquire and mine information sources (secondary research, desk research, syndicated studies) that provide insight into customer (patient, nurse, HCP) digital behaviors, habits, channel use, overall trends. Actively participate in strategy discussions across Global and Regional teams to infuse customer digital insights into Biogen commercial decision making.
 - Provide expertise and collaborate with other Global and Regional Customer & Market Insight teams to provide input into the development of key business questions, hypotheses, and efficient project plans for all digital insights, and social media listening projects.
 - Contribute to the patient and physician knowledge base for late stage therapeutic efforts, including a thorough understanding of existing insights, and develop a forward-looking digital insight agendas/programs that addresses key brand insight gaps
 - Collaborate with Customer & Market Insight colleagues to support the development and management of Customer Experience Journey Mapping exercises in support of customer engagement transformation efforts.

- Brand Planning: Champion the role of social insight in brand planning; define the key priorities and deliverables that support the annual planning process, including the Global Market Outlook and Situation Assessments,
- Insight Innovation
 - Lead effort to innovate the insight function by developing, piloting and training on new and novel insight methodologies to better understand the needs of customer segments: customer journey mapping, digital and social insights, ethnography, internal crowdsourcing
 - Help to stand up Centers of Excellence within the function by developing standard tools and processes related to market research, competitive intelligence, data and analytics, knowledge management, and cutting-edge insight generation techniques, including the use of AI.
 - Create and implement processes, tools, and mechanisms to collaborate effectively across Global, Regional, and Local teams, and share insights throughout Biogen.

Marcello Patané possessed proven expertise and extensive experience in his area of responsibility. With his rational and precise approach to his work, he always delivered a good performance. His excellent command of languages was of immense value for the communication in his work environment. Excellent familiarity with the prevailing software in his field and efficient use of tools were among his strong points. He was very aware of all data protection issues and conducted himself in a highly responsible and exemplary manner.

Marcello Patané showed initiative and worked with immense enthusiasm and commitment. Under challenging conditions, he remained very calm and assured, adapting quickly to changing circumstances. By being exceptionally careful and diligent, he delivered work of excellent quality. His decisions addressed the situation at hand realistically and were logically thought through.

Marcello Patané exercised his role of deputy with commitment and issued precise instructions. He skilfully passed on his knowledge and know-how in a way that could be easily grasped and understood.

Marcello Patané immediately conveyed key information to the relevant recipients, and chose the appropriate moment to involve management when the situation demanded it. One of his strong points was the ability to integrate easily into a team and to collaborate with a variety of groups. Moreover, he placed the interests of the team above his own whenever possible. We came to know Marcello Patané as an exceptionally valuable employee who exhibited admirable devotion to his duties and felt committed to the company. By ensuring that customers needs and concerns were taken seriously, he quickly identified their requirements and offered competent customer advisory service.



Due to restructuring, we unfortunately found ourselves obliged to terminate the employment of Marcello Patané as of May 31, 2024. We sincerely regret having to take this action. We very much regret his departure and can recommend Marcello Patané on a professional as well as on a personal level with no hesitation.

Baar, May 31, 2024

Biogen International GmbH

DocuSigned by:
Krister Arent
Head of Global Customer & Market Insights

DocuSigned by:
Zora BALATINACZ
1818256E1F9A401...
Zora Balatinacz
Head of People Relations,
Europe & Intercontinental