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ABC INTELLIGENCE INC. LAUNCHES MARKETGENUS

MarketGenus enables precision marketing based on high quality data insights

Toronto— Monday, March 25, 2024— ABC Intelligence, Inc. [“ABC”] is proud to introduce **MarketGenus**, a next generation market intelligence platform into our **VetGenus** suite of products. Using ABC’s proprietary **DataGenus** technology, **MarketGenus** is able to more effectively identify populations meeting campaign objectives thereby increasing the addressable market. **MarketGenus**, can be used in the planning and execution of product or service offerings over a network of clinic sites all the way down to local campaigns.

At ABC, we see the patient at the center of need for quality of care and service. By focusing on clinical conditions and a broad set of high quality data, **MarketGenus** matches products and services to patients that would benefit most from the product and service offerings.

Ways that **MarketGenus** can impact your organization:

- Improve online prescription compliance and product revenue
- Introduce new products directly to relevant patient populations
- Provide market intelligence for precision communications and marketing
- Identify opportunities for new product or service offerings
- Uphold quality of care and service

For more information about MarketGenus please visit www.vetgenus.com/solution/marketgenus/

About ABC Intelligence Inc.

ABC Intelligence, Inc. is a software, data and data services company specializing in the veterinary industry. ABC’s products enable the efficient collection, harmonization and

utilization of data across the veterinary industry to maximize healthcare outcomes. ABC's suite of VetGenus products include solutions for participants in veterinary clinical practice and operations, clinical research, product development and technology development.

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For more information on VetGenus:

www.vetgenus.com