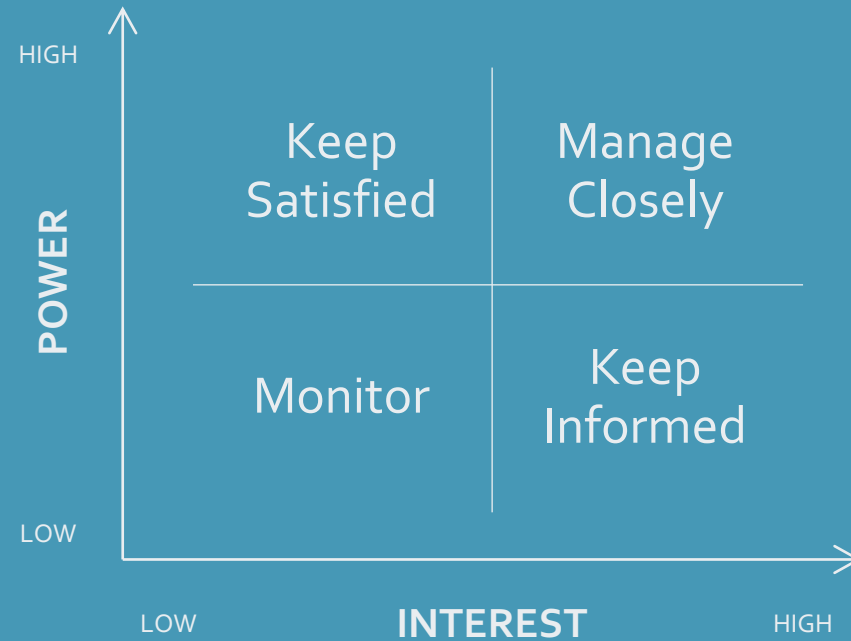


STAKEHOLDER ENGAGEMENT

Lesley Ferguson White
Senior Vice President
Communications and Corporate Affairs
Mundipharma

DEFINE AND MAP
COMMUNICATIONS
PLAN
MEASURE



EMPATHY

SHOW UP

TRUST

SCALE

SPEED

SUCCESS

EMPATHY

EQUIP

EMPOWER

INVOLVE

BRING IN THE EXPERTS

PLAYING IT OUT

SHOW EMPATHY

SHOW UP

BUILD TRUST

THANK YOU