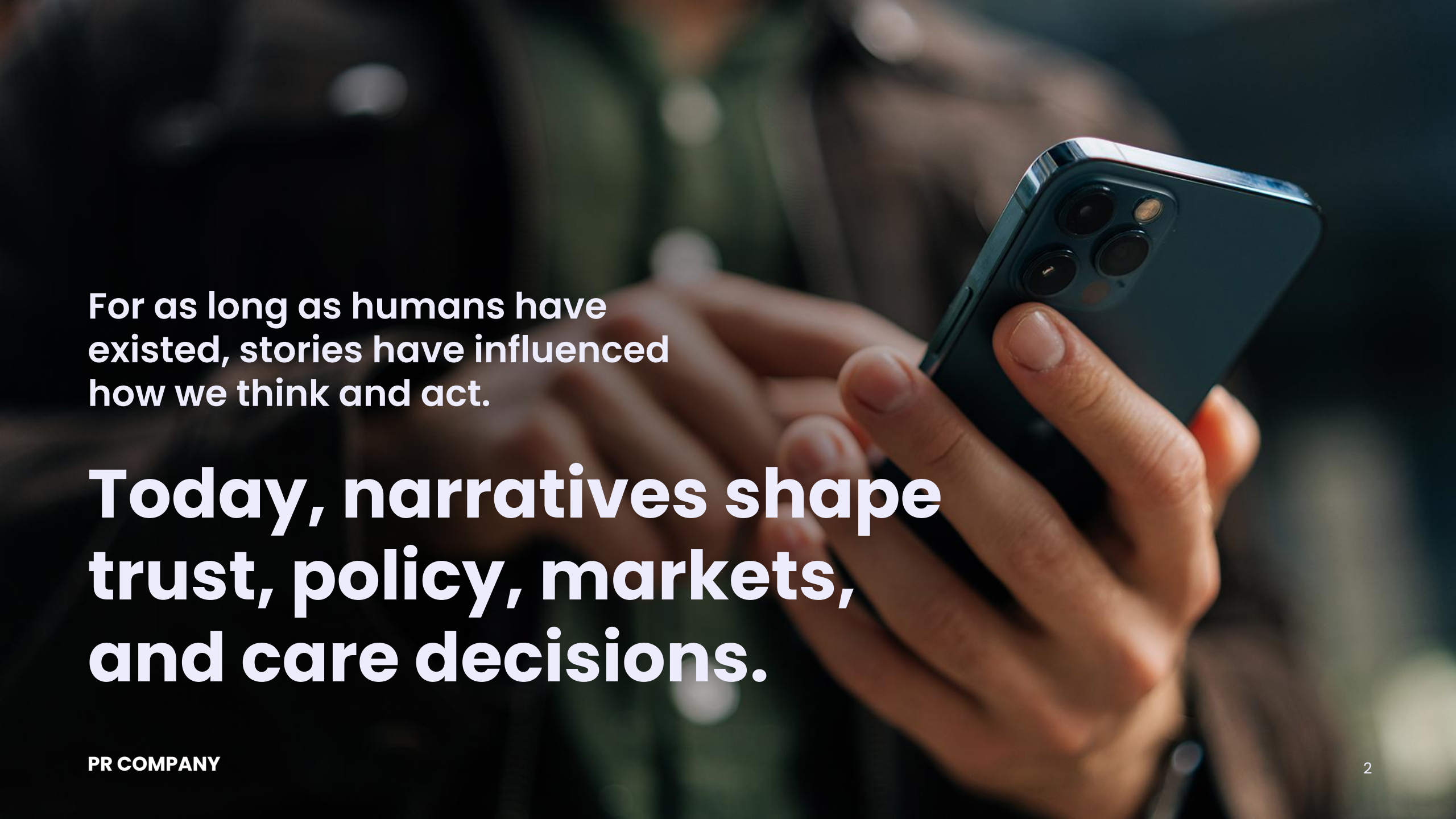


PR COMPANY

Narrative Intelligence with PR COMPANY

PREPARED FOR BIOTECH CO.

A close-up photograph of a person's hands holding a dark blue smartphone. The phone is held in a way that shows its back, with the camera lens and flash visible. The background is blurred, showing what appears to be a person in a green shirt. The overall lighting is soft and focused on the phone and hands.

For as long as humans have existed, stories have influenced how we think and act.

Today, narratives shape trust, policy, markets, and care decisions.

**Narratives influence trust.
Trust influences behavior.
Behavior shapes policy, adoption,
and market value.**



Narrative



Trust



Behavior



Outcomes

Scientific truth alone no longer determines outcomes. Interpretation does.

Narratives now shape:



**Regulatory
Posture**



**Pricing
Debates**



**Physician
Confidence**



**Patient
Adoption**



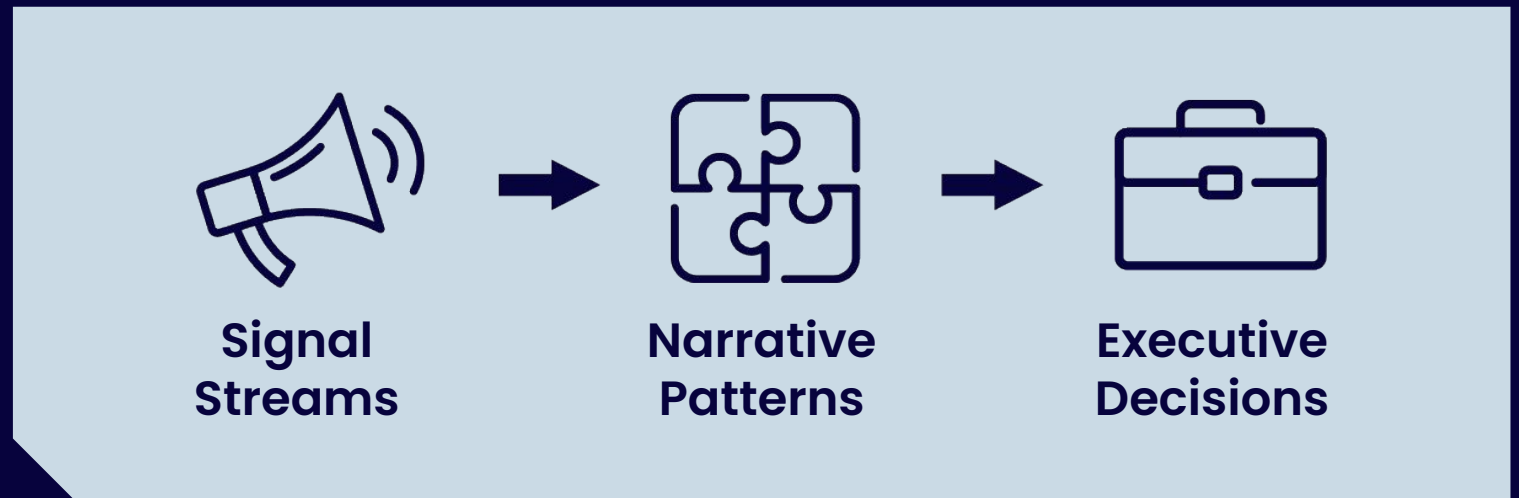
**Investor
Trust**




**Which stories are taking hold?
Who's carrying them?
How will they shape your industry?**

Leaders are flooded with signals. What matters is understanding narrative momentum — and what to do next.

PR Company translates signals across media, stakeholders, and AI environments into decision-grade Narrative Intelligence.





**Narrative Intelligence helps
leaders know when to engage,
when to hold, and how to act.**

**Protect value.
Guide strategy.
Lead confidently in the boardroom.**

Understanding narrative momentum reduces risk — and protects legitimacy.



In biotech, narratives shape:



Pricing Scrutiny



Access & Affordability Debates



Regulatory Pressure



Scientific Credibility



Patient Trust

PR COMPANY

Our Capabilities

Five critical capabilities we can provide to help you understand the narratives shaping BioTech Co 's world:



Marketing
& Demand
Alignment



Stakeholder
Influence



Reputation
Impact



Emerging
Narrative Risk



Complete Media
Visibility

Each turns visibility into **actionable insight**.


Marketing Integration



Marketing performance
doesn't exist in isolation.

**Narrative climate
shapes interpretation,
discovery, and
engagement.**



- 
- **Align earned, paid, and owned messaging**
 - **Identify narratives driving engagement & discovery**
 - **Optimize campaigns using real narrative traction**
 - **Improve AI search visibility and message pull-through**



Scientific breakthroughs succeed when credibility, discovery, and trust align.

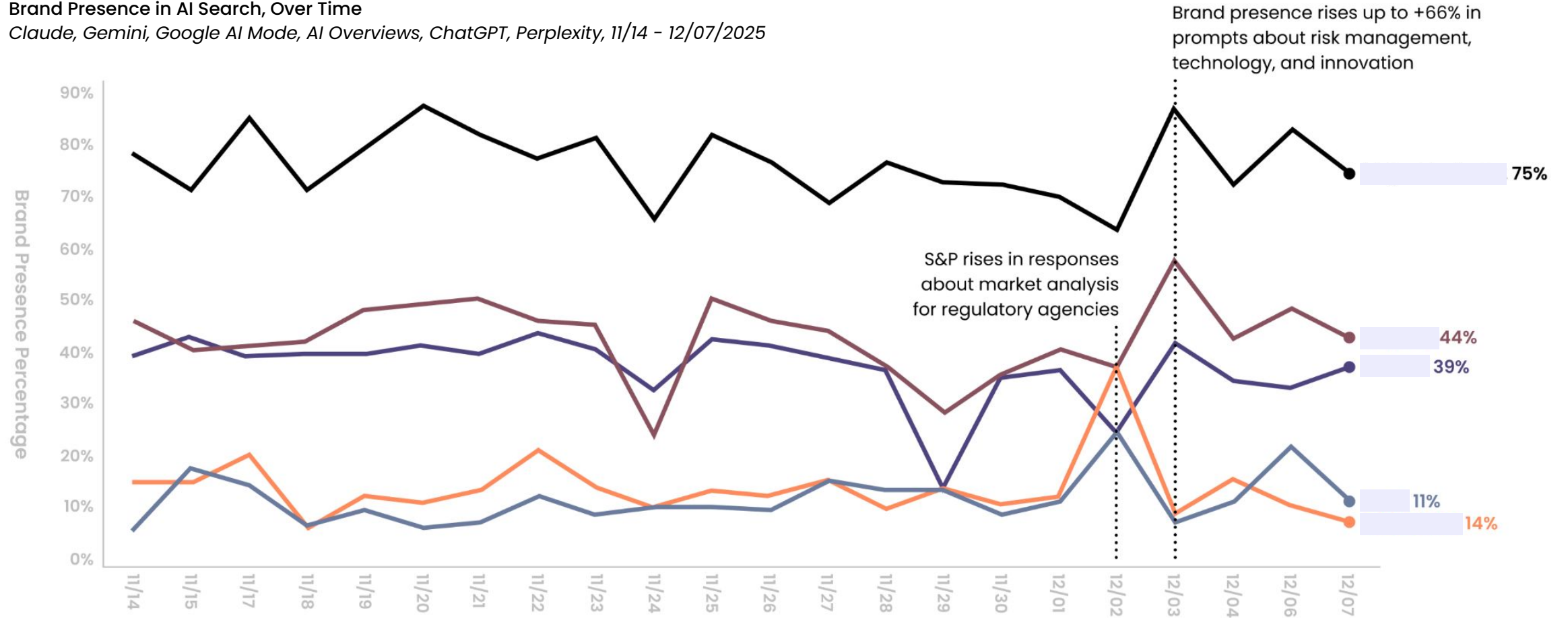
Earned narratives increasingly shape how therapies are found and understood.

REDACTED major media outlet leads its peers on presence in AI search results.

Major media outlet and peers tend to rise and fall together in responses to generic prompts around financial data platforms, real-time market data, and investment research.

Brand Presence in AI Search, Over Time

Claude, Gemini, Google AI Mode, AI Overviews, ChatGPT, Perplexity, 11/14 - 12/07/2025



REDACTED Core Product and CTO solutions drive AI search citations.

Neutral articles tend to receive outsized citations than positive articles, presenting an opportunity for major media outlet to improve key message pull through on AI search results.

Neutral Positive

	Number of Media Mentions			Social Shares			AI Search Citations		
		57%	21		32%	105		27%	1,258
			7			26			243
			6			83			344
			5			79			34
			3			66			11
			3			1			202
			3			0			21
			3			107			28
			3			66			17
			2			0			674

Media that generates AI citations, AI search results span 11/14 - 12/07/2025

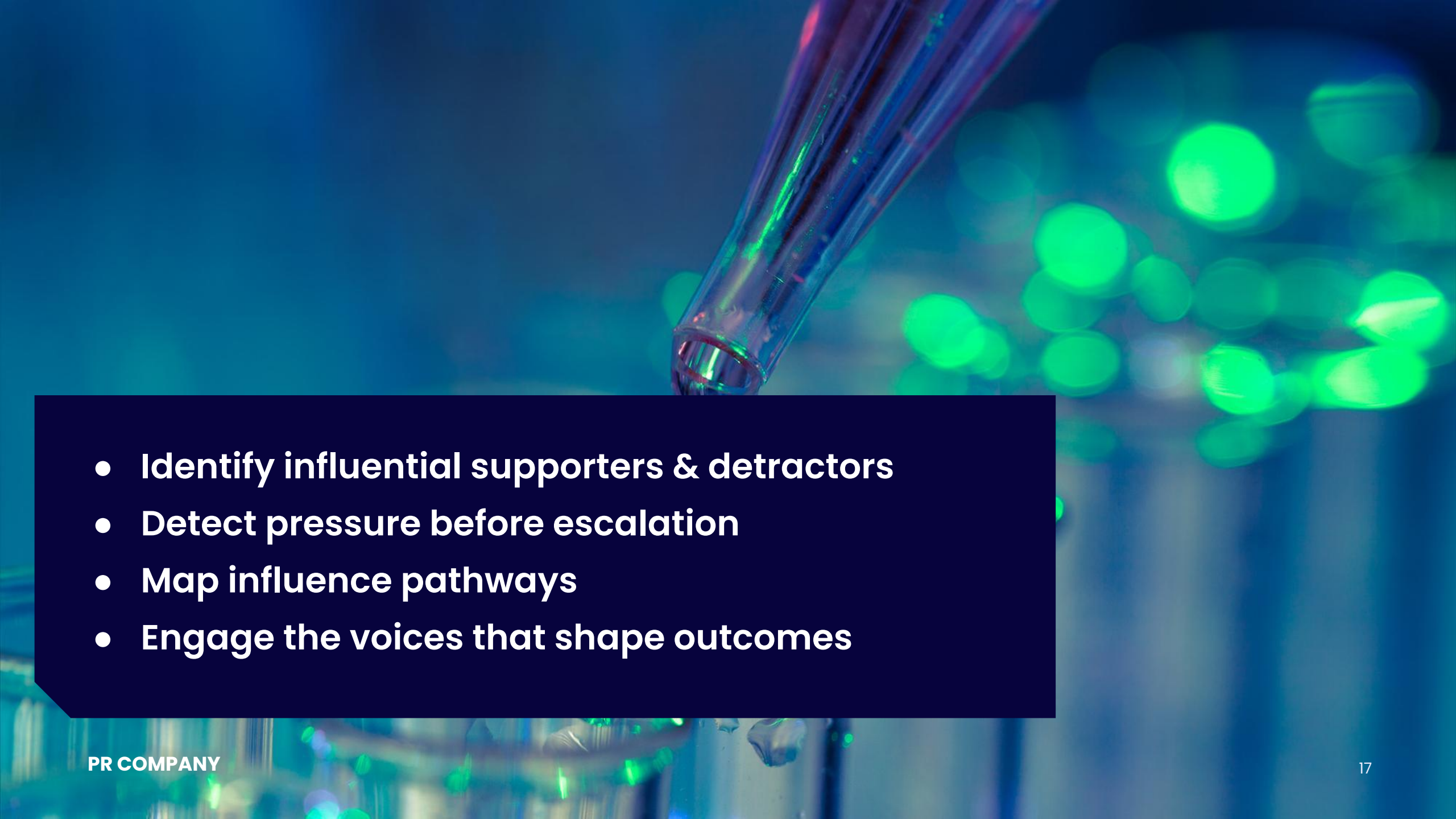
Stakeholder Modeling & Insights



Influence rarely begins at scale.

**It begins with
individuals and their
networks fueling
narrative momentum.**




































- 
- **Identify influential supporters & detractors**
 - **Detect pressure before escalation**
 - **Map influence pathways**
 - **Engage the voices that shape outcomes**



Policy makers, patient advocates, clinicians, and payers shape the operating environment.

Understanding influence early protects credibility and access.

REDACTED Stakeholder Insight for a Healthcare Insurance Corporation.

	% of Conversation		Avg. Engagement		Avg. Engagement
	 74.2%		24.7K		1.7
	 58.3%		21.3K		1.0
	 52.7%		24.9K		5.4
	 42.7%		32.2K		12.2
	 3.1%		150.5K		75.1
	 2.9%		103.5K		56.6
	 2.4%		74.7K		56.2
	 2.0%		116.6K		59.7
	 0.8%		232.1K		92.1
	 0.5%		167.2K		100.0
	 0.5%		108.5K		62.8

Client Negative Enterprise Media, 60+ Known Entities across a random sample of 2K+ Pieces of Content, December 2025

Network Impact Score (0 – 100) measures an entity's influence within a conversation by combining its reach, engagement, connections to other key entities, and proximity to the center of the overall discussion. Sampled results are within a 3% margin of error at the 99% confidence interval.

Reputation Impact Analytics



Not all coverage moves reputation.
Some narratives strengthen credibility.
Others create risk.

**PR Company connects
narrative movement to
measurable shifts in
trust and perception.**



A photograph of two women in a pharmacy. On the left, a Black woman with braided hair is looking down at something. On the right, a white woman with short grey hair is looking towards the first woman. The background shows shelves with various bottles and containers.

Reputation Impact Analytics help you:

- **Identify narratives that strengthen trust**
- **Connect media to reputation movement**
- **Detect early signals of trust erosion**
- **Prove communications impact to leadership**



Trust shapes treatment adoption, patient trust, regulatory posture, and investor confidence.

Understanding reputation impact protects long-term value.

Emerging Narratives



The greatest risk isn't the headline.

**It's the narrative
forming beneath it.**





- **Identify emerging risks and opportunities**
- **Understand narrative velocity & trajectory**
- **Inform executive positioning early**
- **Reduce surprise in a fast-moving environment**



Pricing debates, safety perceptions, and access concerns form long before they peak.

Foresight strengthens credibility and strategic positioning.

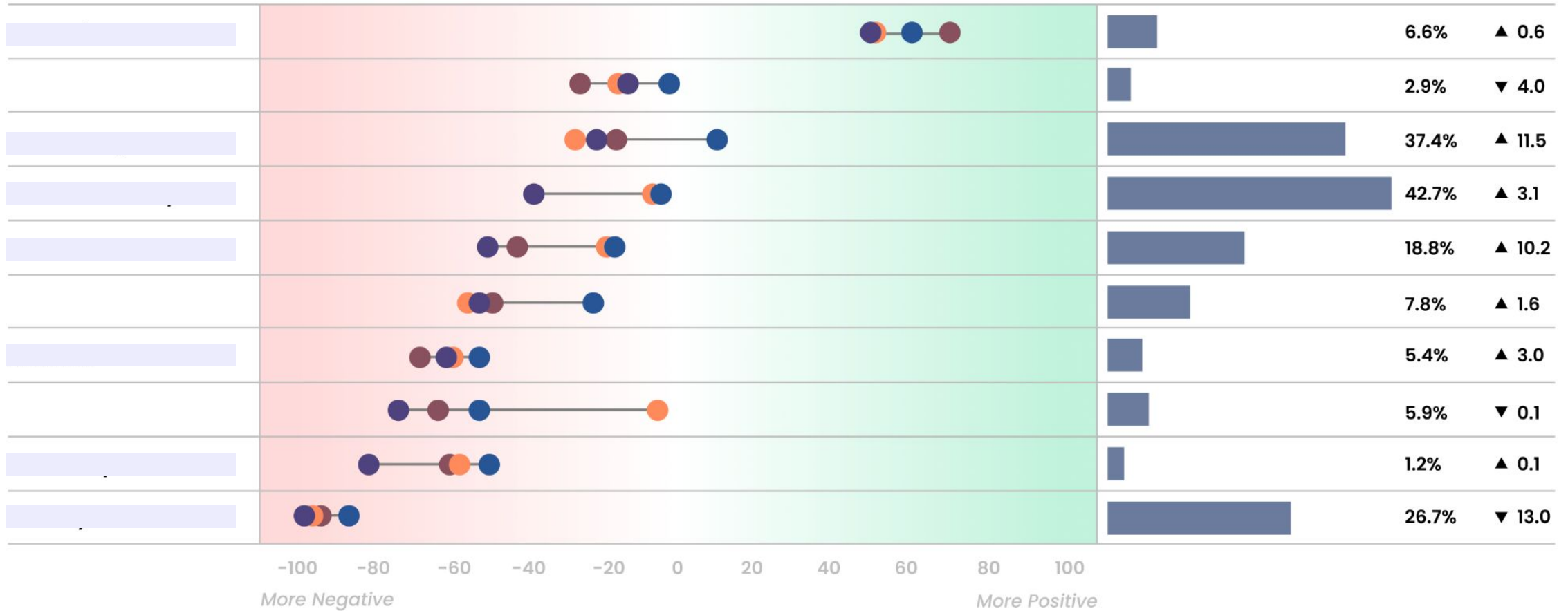
REDACTED Audience sentiment by topic for a major Healthcare Corporation

Average Sentiment Score (-100 to 100).

Dots represent Audience Sentiment on a Narrative Topic, 1/15 - 1/21/25

% of Conversation

▲ / ▼ % Point Change vs Previous Week



■ Consumers / Public
 ■ Policymakers
 ■ Investors
 ■ Healthcare Stakeholders

Complete Media Visibility & Compliance



If you can't see the full conversation, you can't understand the narrative environment.

PR Company delivers centralized, compliant access to global and premium media sources.





Confidence Through Complete Visibility

- **Eliminate blind spots across policy & trade media**
- **Ensure copyright compliance & risk protection**
- **Reduce operational burden**
- **Power intelligence with complete, reliable content**



In high-stakes environments, misreading narrative momentum creates risk.

Understanding narrative momentum unveils opportunities.

Narrative Intelligence protects trust.
Guides strategy.
Reduces risk.
Supports confident leadership decisions.

**PR Company brings clarity
to what matters — and
filters out what doesn't.**