Below is an overview of standard health segments that are available and may be used by Tremor International group companies’ clients to deliver targeted advertising.

<table>
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<th>Segment</th>
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Pediatric Cardiothoracic Surgery (PCS)
Pediatric Critical Care Medicine (CCP)
Pediatric Dermatology (PDD)
Pediatric Emergency Medicine (PE)
Pediatric Emergency Medicine (PEM)
Pediatric Endocrinology (PDE)
Pediatric Gastroenterology (PG)
Pediatric Hematology/Oncology (PHO)
Pediatric Infectious Diseases (PDI)
Pediatric Nephrology
Pediatric Nephrology (PN)
Pediatric Neurology
Pediatric Ophthalmology (PO)
Pediatric Orthopedics (OP)
Pediatric Otolaryngology (PDO)
Pediatric Pathology (PP)
Pediatric Pulmonology (PDP)
Pediatric Radiology (PDR)
Pediatric Rehabilitation Medicine (RPM)
Pediatric Rheumatology (PPR)
Pediatric Surgery
Pediatric Surgery (NSP)
Pediatric Surgery (PDS)
Pediatric Transplant Hepatology (PTP)
Pediatric Urology (UP)
Pediatric/Psych/Child Adolescent Psych (CPP)
Pediatrics
Pediatrics (PD)
Pediatrics/Emergency Medicine (EMP)
Pediatrics/Medical Genetics (PMG)
Pediatrics/Phys Med & Rehabilitation (PPM)
Pharmaceutical Medicine (PHM)
Phlebology (PHL)
Physical Medicine & Rehabilitation

Physical Medicine & Rehabilitation (PM)
Plastic Surgery
Plastic Surgery
Plastic Surgery
Procedural Dermatology (PRD)
Psychiatry
Psychiatry
Psychiatry
Psychiatry
Psychiatry
Psychoanalysis (PYA)
Psychosomatic Medicine (PYM)
Public Health & Gen Preventive Med (PHP)
Public Health & General Preventive Medicine
Pulmonary Critical Care Medicine (PCC)
Pulmonary Disease
Pulmonary Disease
Pulmonary Disease
Pulmonary Disease
Radiation Oncology
Radiation Oncology (RO)
Radiology (R)
Radiology/Diagnostic Radiology
Regional Anesthesiology & Acute Pain Med (RAA)
Reproductive Endocrinology & Infertility
Reproductive Endocrinology & Infertility (REN)
Rheumatology
Rheumatology (RHU)
Selective Pathology (SP)
Sleep Medicine
Sleep Medicine (SME)
Sleep Medicine (SMI)
Sleep Medicine (SMN)
Spinal Cord Injury (SCI)
Sports Medicine
Sports Medicine (FSM)
Craniofacial Surgery (CFS)
Critical Care Medicine (CCA)
Critical Care Medicine (CCM)
Cytopathology (PCP)
Dermatologic Surgery (DS)
Dermatology (D)
Dermatopathology (DMP)
Developmental-Behavioral Pediatrics (DBP)
Diabetes (DIA)
Diagnostic Radiology (DR)
Emergency Medical Services (EMS)
Emergency Medicine (EM)
Emergency Medicine/Family Medicine (EFM)
Emergency Sports Medicine (ESM)
Endocrinology, Diabetes, Metabolism (END)
Endovascular Surgical Neuroradiology (ES)
Epidemiology (EP)
Epilepsy (EPL)
Facial Plastic Surgery (FPS)
Family Medicine (FM)
Family Medicine/Preventive Medicine (FMP)
Female Pelvic Med & Reconstruct Surg (FPR)
Foot & Ankle, Orthopedics (OFA)
Forensic Pathology (FOP)
Forensic Psychiatry (PFP)
Gastroenterology (GE)
General Practice (GP)
General Preventive Medicine (GPM)
General Surgery (GS)
Geriatric Medicine (FPG)
Geriatric Medicine (IMG)
Geriatric Psychiatry (PYG)
Gynecological Oncology (GO)
Gynecology (GYN)
Hand Surgery (HS)
Head & Neck Surgery (HNS)
Hematology (HEM)
Hematology (HMP)
Hematology/Oncology (HO)
Hepatology (HEP)
Hospice & Palliative Medicine (HPF)
Hospice & Palliative Medicine (HPI)
Hospice & Palliative Medicine (HPM)
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Immunology (IG)
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Heart Disease
Medicare
Private Health Insurance
Medicaid
Insurance Through Work
Uninsured
High Blood Pressure (Hypertension)
High Cholesterol
Irritable Bowel Disease (IBD)
Irritable Bowel Syndrome (IBS)
Knee Pain
Migraines
Nervous System Disorders
Numbness & Tingling
Overactive Bladder (OAB)
Osteoarthritis
Osteoarthritis of Knee
Psoriasis
Psoriatic Arthritis (PsA)
Rheumatoid Arthritis (RA)
Sinusitis
Skin Rashes
Sleep Apnea
Smoker
Smoking Cessation
Trouble Sleeping
Ulcerative Colitis (UC)
Vitamins and Supplements
Weight Loss
Lupus
Addiction Services
Visit Doctor Normal Amount
Visit Doctor Often
Memory Loss
Trouble Walking
Obesity
Anti-aging
Beauty & Skin-care
Dip/Snuff Users
Vape Users
Multiple Conditions
Pregnancy
RX Out of Pocket
Diabetic Supplies Savings
Frequent Blood Tests
Frequent Drinker
Headaches
Aetna
Anthem
BCBS
Cigna
Coventry
Insured
Healthy
Major Health Issues
Minor Health Issues
Knee or Back Brace
Medical Alert System Interest
Medicare Advantage Interest
Osteoporosis
Physical Pain
Pre-Diabetes
Prescription Delivery Interest
Recent Accident Injury
Vision Loss
Visit Specialist Regularly
Health/Advice
Health Insurance
Addiction Services
Allergies
Anti-aging
Arthritis
Asthma
Atrial Fibrillation (AFib)
Back Pain
Cataracts
Beauty & Skin-care
Chronic Obstructive Pulmonary Disease (COPD)
Chronic Pain
Congestive Heart Failure
Constipation
Contact Lens User
Crohns
Diabetes
Dip/Snuff Users
Dry Eyes
Eczema
Fibromyalgia
Flu Vaccine
Gastroesophageal Reflux Disease (GERD) & Heartburn
Gout
Gum Disease
Hair Loss
Hearing Loss
Heart Disease
High Blood Pressure (Hypertension)
High Cholesterol
Irritable Bowel Disease (IBD)
Irritable Bowel Syndrome (IBS)
Knee Pain
Lupus
Memory Loss
Migraines
Nervous System Disorders
Numbness & Tingling
Obesity
Osteoarthritis
Osteoarthritis of Knee
Overactive Bladder (OAB)
Pregnancy
Psoriasis
Psoriatic Arthritis (PsA)
Rheumatoid Arthritis (RA)
Sinusitis
Skin Rashes
Sleep Apnea
Smoker
Smoking Cessation
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Trouble Walking
Ulcerative Colitis (UC)
Vape Users
Visit Doctor Normal Amount
Visit Doctor Often
Vitamins and Supplements
Wears Glasses
Weight Loss
Diabetic Supplies Savings
Frequent Blood Tests
Frequent Drinker
Headaches
Aetna
Anthem
BCBS
Cigna
Coventry
Humana Insured Medicaid Medicare Other Insurer PPO Private Through Work Tricare Uninsured United Healthcare Healthy Major Health Issues Minor Health Issues Hearing Loss Heart Disease High Blood Pressure (Hypertension) High Cholesterol Irritable Bowel Disease (IBD) Irritable Bowel Syndrome (IBS) Knee or Back Brace Knee Pain Lupus Medical Alert System Interest Medicare Advantage Interest Memory Loss Migraines Multiple Conditions Nervous System Disorders Numbness & Tingling Obesity Osteoarthritis Osteoarthritis of Knee Osteoporosis Overactive Bladder (OAB) Physical Pain Pre-Diabetes Pregnancy Prescription Delivery Interest Psoriasis Psoriatic Arthritis (PsA) Recent Accident Injury Rheumatoid Arthritis (RA) Sinusitis Skin Rashes Sleep Apnea Smoker Smoking Cessation Trouble Sleeping Trouble Walking Ulcerative Colitis (UC) Vape Users Vision Loss Visit Doctor Normal Amount Visit Doctor Often Visit Specialist Regularly Vitamins and Supplements Wears Glasses Weight Loss Uses Vitamins Uses Vitamins CBD Healthy Living Cluster Migraines Episodic Migraines IQVIA Acne AFIB
Alzheimer’s/Dementia
Anaphylaxis
Asthma
Bi
Breast Cancer
Colorectal Cancer
COPD
Depression
Diabetes Type 1
Diabetes Type 2
Dry Eye
Erectile Dysfunction
Heart Attack
Heart Failure
Hepatitis B
Hepatitis C
High Cholesterol
HIV/AIDS
Hypertension
IBS
Influenza
Insomnia
Lung/NSCL Cancer
Migraine
MS
Multiple Myeloma
Opioid Induced Constipation
Osteoarthritis
Osteoporosis
PA Hypertension
Polar Disorder
Prostate Cancer
Psoriasis
Psoriatic Arthritis
Rheumatoid Arthritis
Schizophrenia
Severe Asthma
Smoking Cessation
Stroke
MedData Group
Optometrists
Advanced Practice Nurses (NP)
Psychologists
Physician Assistants (PA)
Physicians
Chiropractors
Pharmacists
Oncology
Pediatrics
Internal Medicine
Orthopedics
Psychiatry
Podiatrist
Surgery
Physical Medicine and Rehab
Preventive Medicine
Urology
Plastic Surgery
Pathology
Obstetrics/Gynecology
Ophthalmology
Radiology
Otolaryngology
Neurology
Medical Genetics
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Allergy/Immunology
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Emergency Medicine
Endocrinology/Diabetes/Metabolism
Cardiology
Anesthesiology
Geriatrics
Infectious Disease Specialist
Gastroenterology
Pulmonology
Primary Care
Reproductive Endocrinology
Radiology
Spinal Cord Injury
Surgical Critical Care
Surgical Oncology
Addiction Medicine
Trauma Surgery
Thoracic Surgery
Transplant Surgery
Urology
Vascular And Interventional Radiology
Vascular Neurology
Sleep Medicine
Rheumatology
Vascular Surgery
Urological Surgery
Addiction Psychiatry
Adolescent Medicine
Adult Care
Adult Reconstructive Orthopedics
Aerospace Medicine
Allergy
Allergy/Immunology
Anatomic Pathology
Anatomic/Clinical Pathology
Undersea And Hyperbaric Medicine
Anesthesiology
Bloodbanking/Transfusion Medicine
Bariatrics
Cardiovascular Disease
Clinical Cardiac Electrophysiology
Chemical Pathology
Brain Injury Medicine
Clinical Genetics
Child And Adolescent Psychiatry
Clinical And Laboratory Immunology
Clinical And Laboratory Dermatological Immunology
Clinical Biochemical Genetics
Clinical Pathology
Clinical Neurophysiology
Clinical Molecular Genetics
Clinical Pharmacology
Colon And Rectal Surgery
Dermatologic Surgery
Cytopathology
Critical Care Medicine
Dermatology
Dermatopathology
Developmental-Behavioral Pediatrics
Diagnostic Radiology
Emergency Medicine
Family Practice
Facial Plastic Surgery
Endocrinology/Diabetes/Metabolism
Forensic Psychiatry
Forensic Pathology
General Practice
Gastroenterology
General Surgery
Geriatric Psychiatry
Gynecology
Head And Neck Surgery
Hand Surgery
Hematology (Internal Medicine)
Hematology (Pathology)
Hematology/Oncology
Hepatology
Hospice And Palliative Medicine
Hospitalist
Gynecology Oncology
Infectious Disease
Internal Medicine
Interventional Cardiology
Legal Medicine
Magnetic Resonance Imaging
Medical Genetics
Medical Microbiology
Maternal And Fetal Medicine
Medical Oncology
Neonatal-Perinatal Medicine
Molecular Genetic Pathology
Nephrology
Neurodevelopmental Disabilities
Neurological Surgery
Neurology
Nuclear Cardiology
Nuclear Medicine
Neuromuscular Medicine
Neuropathology
Neuroradiology
Nuclear Radiology
Obesity Medicine
Occupational Medicine
Ophthalmic Plastic and Reconstructive Surgery
Oral And Maxillofacial Surgery
Ophthalmology
Orthopedic Foot And Ankle
Orthopedic Spine Surgery
Orthopedic Surgery
Orthopedic Trauma
Otolaryngology
OtoLOGY/Neurotology
Pain Management
Pathology
Pediatric Allergy
Pediatric Anesthesiology
Pediatric Cardiology
Pediatric Dermatology
Pediatric Critical Care Medicine
Pediatric Emergency Medicine
Pediatric Endocrinology
Pediatric Gastroenterology
Pediatric Hematology/Oncology
Pediatric Nephrology
Pediatric Neurodevelopmental Disabilities
Pediatric Orthopedics
Pediatric Infectious Disease
Pediatric Radiology
Pediatric Otolaryngology
Pediatric Sports Medicine
Pediatric Pulmonology
Pediatric Pathology
Pediatric Rehabilitation Medicine
Pediatric Rheumatology
Pediatric Surgery
Plastic Surgery
Phlebology
Pediatrics
Pediatric Urology
Procedural Dermatology
Preventive Medicine
Psychiatry
Psychiatry/Neurology
Psychosomatic Medicine
Pulmonary Disease
Public Health And General Preventative Medicine
Radiation Oncology
Medical Toxicology
Sports Medicine
Diagnosis > Sleeping Disorder
Acid Reflux
Dry Eye
Smoking Cessation
High Cholesterol
Migraine
Macular Degeneration
Constipation
Asthma
Feminine Itch
Flu
Weight Loss
Attention-deficit/hyperactivity disorder (ADHD)
Type 2 Diabetes
Psoriasis
Yeast Infection
Osteoporosis
Acute Coronary Syndrome
Urinary Tract Infection
Female Contraception
Angina
Atrial Fibrillation
Crohn's Disease
Fibromyalgia
Glaucoma
Epilepsy
Irritable Bowel Syndrome
Heart Failure
Gout
Incontinence
Overactive Bladder
Stroke
Lower Respiratory Infection
Premenstrual Syndrome (PMS)
Myocardial Infarction
Ulcerative Colitis
Infection Control
Laboratory Management
Marketing
Human Resources
Materials Management
Safety & Risk Management
Research
Procurement & Purchasing
Pharmacy
VP Level Executives
Information Technology
Quality Control
Radiology
Administration
Clinical Management
Director Level
Clinician
C Level Executives
Manager Level
Compliance
Education & Teaching
Finance and Accounting
Electronic Health Records Management
Hospital Operations
Facilities Management
Executive Management
Nursing
Epsilon
Health Causes Donors
Healthy Gums
ADD/ADHD
Allergies
Allergies > Nasal Allergies
Anemia
Anxiety
Arthritis
Gout
Osteoarthritis
Rheumatoid Arthritis
Bladder & Bowel Ailments
Bedwetting
Bladder Leakage
Constipation
Overactive Bladder
Cancer
Colitis
Dental Ailments
Dental Ailments > Sensitive Teeth
Depression
Diabetes
Diet & Exercise Treatment
Type 1 Diabetes
Type 2 Diabetes
Digestive Ailments
Acid Indigestion
GERD
Heartburn
Irregularity
Lactose Intolerance
Foot Ailments
Hearing Loss
Heart Conditions
Angina
Atrial Fibrillation
Heart Attack
Heart Disease
Irregular Heart Rhythm
Stroke
High Blood Pressure
High Cholesterol
Insomnia
Memory Loss
Menopause
Nasal Congestion
Osteoporosis
Pain
Back Pain
Difficulty Walking
Headaches & Migraines
Joint Pain
Respiratory Ailments
Asthma
COPD
Sensitive skin
Skin Ailments
Acne
Cold Sores
Eczema or Psoriasis
Vision Conditions
Macular Degeneration
Dentures
Glasses or Contact Lenses
Uses Adult Diapers or Liners
Uses Diabetes Monitor
Uses Hearing Aids
Acid Indigestion Medications
Allergy Medication
Nasal Sprays
Oral Medications
Arthritis Medications
Daily Aspirin Therapy
Rheumatoid Arthritis Medications
Cold Sore Medications
Depression Medications
Diabetes Medications
Insulin
Oral Medications
Heart Condition Medications
High Cholesterol Medications
Pain Medications
Headache & Migraine Medications
Respiratory Medications
Respiratory Medications > Asthma Medications
Group Retiree Health Plan Members
Boutique Fitness Studio Customers
Health Rankings
Acid Reflux
Acute Coronary Syndrome
Allergy
Angina
Athletes Foot
Atrial Fibrillation
Constipation
Cough/Cold
Diabetes Type I
Dry Eye
Fibromyalgia
Flu
Glaucoma
Gout
Heart Failure
Hypertension
IBS
Incontinence
Lower Respiratory Infection
Macular Degeneration
Migraine
Myocardial Infarction
Nail Fungus
Nausea
Neuropathic Pain
Osteoporosis
Overactive Bladder
Parkinsons Disease
PMS
Psoriasis
Restless Leg
Sleeping disorder
Smoking Cessation
Stroke
Ulcerative Colitis
UTI
Weight Loss
Woman’s Health
Lupus
ALZ
OIC
Epilepsy
BPH
PAH
Diabetes Type II
Osteoarthritis
Asthma
Crohns
ADHD
Diabetes
Breast Cancer
female age 18-34
female age 35-45
MS
S Household
Diabetes
Metformin
Acne
Cholesterol
COPD
BPD
DEP
Upper Respiratory Infection
Eating Disorder
Hep C
ONC-NSCLC
RA
ONC-OVC
Parkinsons Household
ONC-MMEL
Opioid Use Disorder
Chronic Idiopathic Constipation