

# Leverage the power of genetics, digital patient engagement, and analytics to accelerate research and insights across all aspects of the life sciences value chain

Color's technology enables better research cohort management, and can accelerate discovery, development, and commercialization. Our platform provides a scalable, cost-effective way to:

- Build and track longitudinal indication-specific, population-specific, or broad research cohorts
- Engage participants longitudinally through digital relationships and collect data on an ongoing basis
- Generate uniform research and clinical-grade genetic and phenotypic data assets
- Deploy novel analytics in life science research, including polygenic risk scoring, cohort stratification, and target discovery
- Augment the participant experience and increase enrollment and engagement through return of genetic results and related information, along with access to genetic counselors and related resources



## User-Centered Digital Engagement Platform

- Custom program-specific landing pages
- Clinical and research e-consent and participant data collection workflows
- Ongoing engagement and scheduled interactions with high response rate for participant recontact and longitudinal data ingestion
- Return of genetic results to participants
- Access to Color's board-certified genetic counselors and clinical pharmacists



## Logistics & Laboratory Infrastructure

- Integrated logistics supporting distributed sample collection and tracking
- State-of-the-art CLIA/CAP NGS lab for efficient sequencing, including clinical, research grade low-coverage WGS, and deep whole-genome sequencing



## Advanced Bioinformatics & Analytics

- Sample interpretation, clinical validation
- Cohort segmentation
- Advanced genomics algorithms and polygenic risk scores calculation
- Customizable research analytics and machine learning tools

## How It Works

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### Highly Efficient Genetic Sequencing Capability

We automate and streamline large parts of the sequencing process. Compared to current best-in-class laboratories, Color helps you generate research and clinical-grade whole genome sequencing at 2-5x lower cost, with faster turnaround times and higher quality than many of the existing genetic datasets. We can also help with participant outreach and gathering data from participants on an ongoing basis.

### User-Centered Digital Engagement Platform

Our platform provides a user-friendly experience throughout the research process, and can help lead to faster and higher rates of participant recruitment. To start, Color supports digital enrollment and e-consent of participants for both clinical and research purposes. We also enable longitudinal participant engagement and data collection, while providing return of clinical, genetic results, access to genetic counselors and clinical pharmacists, and information and recommendations tailored to their health and risks.



### Advanced Bioinformatics and Machine Learning Tools

We can process millions of variants to surface genomic — phenotypic associations at a very high speed and develop advanced genomics algorithms (e.g. polygenic risk scores) that can be used in research applications. For example, our software has surfaced genetics associated with high BMI across tens of thousands of samples with one line of code in under 3 minutes.



Verily Life Sciences is partnering with Color on its Baseline Health Study to:

- Provide end-to-end genomics, bioinformatics, analytics, and return of genetic results to participants and PIs
- Create genomics research assets
- Engage study participants

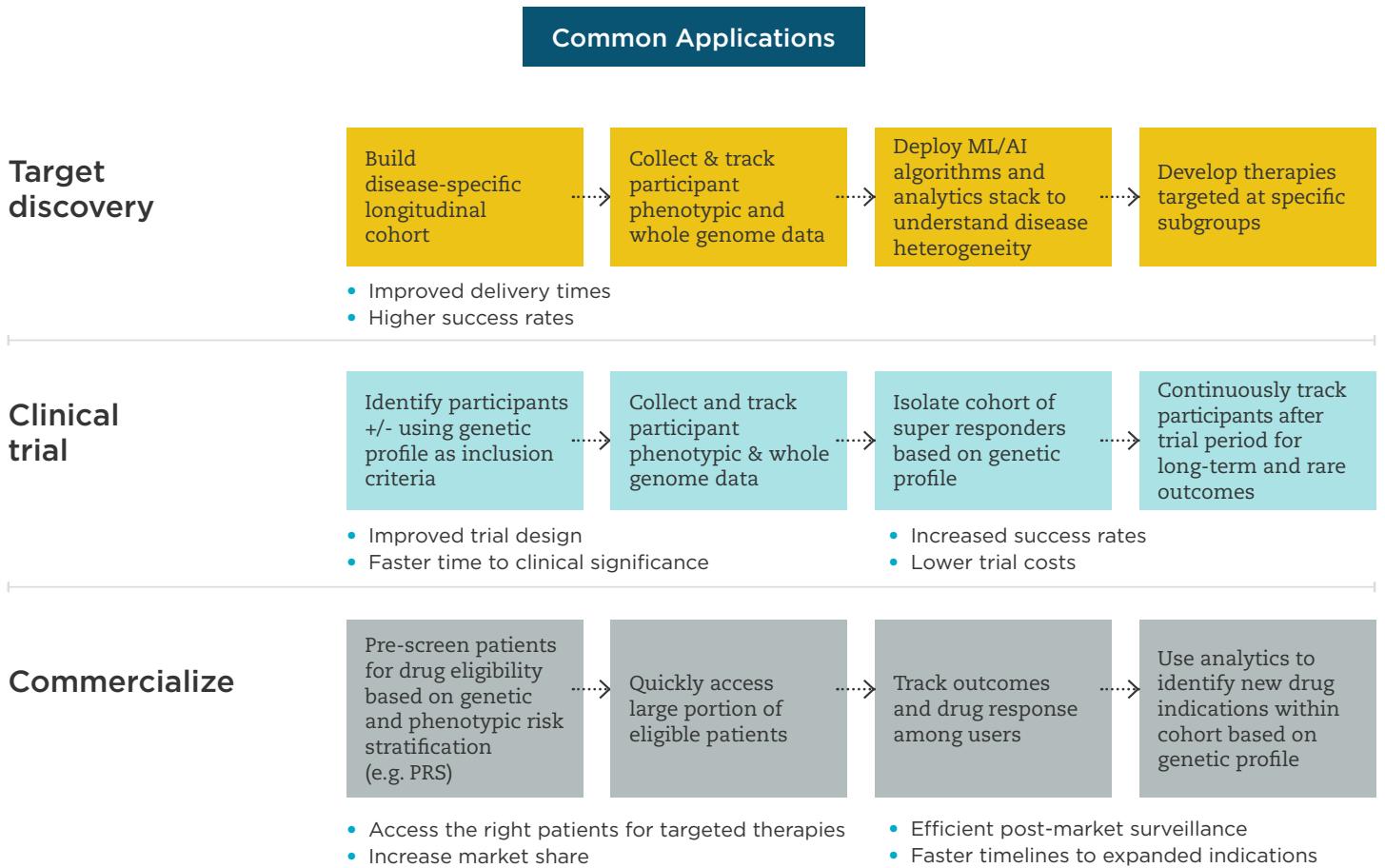
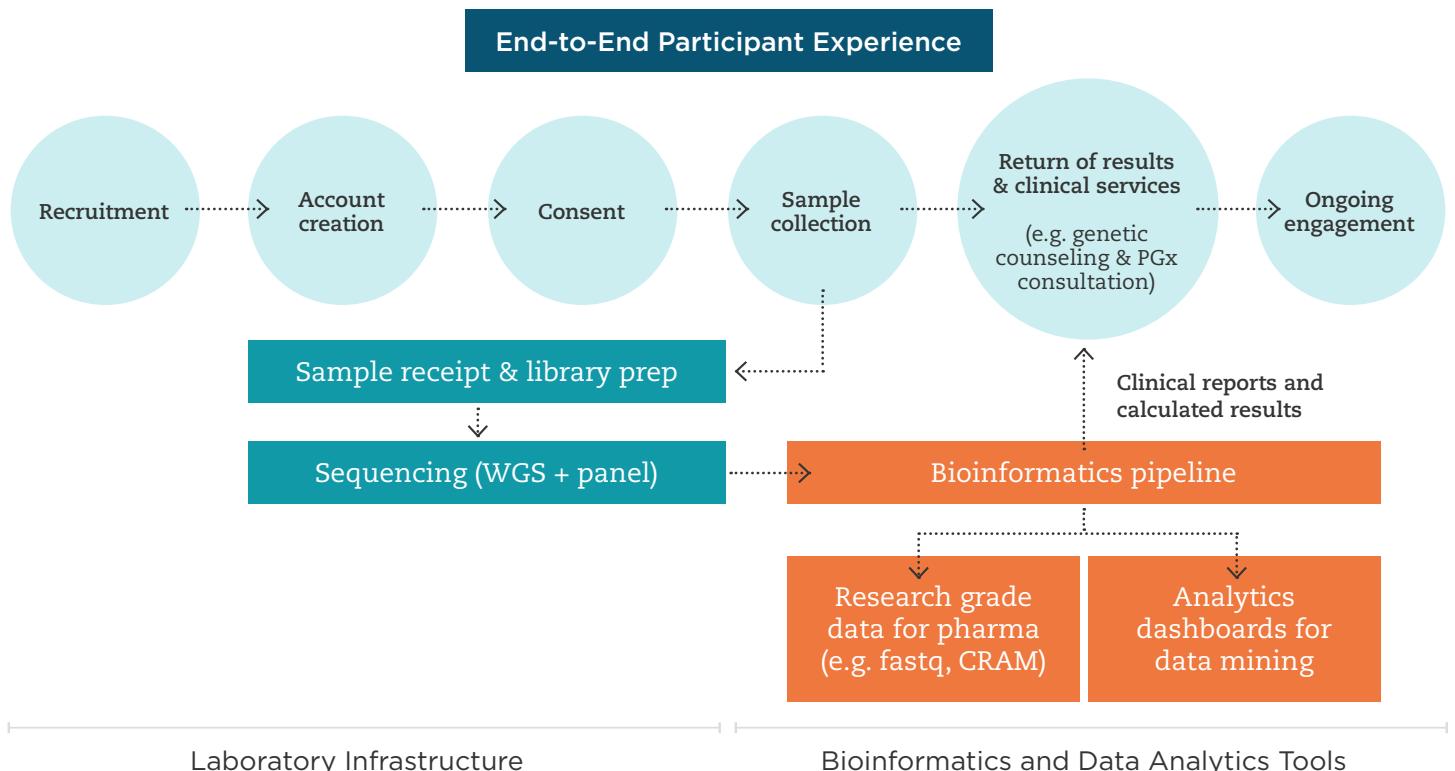


On using Color to provide genetic counseling to the NIH's 1 million-person *All of Us Research Program*:

*"They've shown a track record that they've been able to deliver this type of service to people...and they have really strong software capabilities."*

STEPHANIE DEVANEY /  
DEPUTY DIRECTOR FOR ALL OF US

## Color's modular, scalable process supports the full range of life sciences applications



## Examples of Our Impact

HIGH LEVELS OF ENGAGEMENT	HIGH ENROLLMENT	HIGH SCALE OF IMPACT
<p><b>&gt;88% completion rate</b> for personal and family health history</p> <p><b>50% click-through</b> on targeted re-engagement emails</p>	<p><b>1/3+</b> of eligible participants claiming their genetic test within 24 hours of being informed</p> <p><b>10K+</b> patients enrolled in single pilot from 5 emails</p>	<p><b>1M+</b> participants in research studies supported by Color</p> <p><b>8B</b> variants imputed per week for cardiac PRS alone</p>

### Privacy and Control

At Color, we help guide people's healthcare decisions through tools like clinical-grade genetic testing and personalized health insights. Safeguarding the privacy and security of personal health information is among our most important responsibilities.

We are HIPAA-compliant and strongly believe in transparency with regards to what information we collect, what we do with it, and how participants can control it.

### About Color

Color powers large-scale population genomics programs for employers, health systems, research, and national health initiatives.

Color was founded in 2013 and is offered as a benefit to employees at over 100 organizations worldwide including: Salesforce, VISA, SAP, Levi's, and the Teamsters Union.

We actively conduct our own research studies, and partner with many of the world's most respected medical and scientific institutions like the NIH, UCSF, MD Anderson, and the University of Washington. Learn more at [color.com/research](http://color.com/research).

### Licensing and Accreditation

Color has an advanced, CAP-accredited and CLIA-certified laboratory.

