

Q4 Omnipod Promotion



Goal:

Drive current Omnipod patients to get started Dexcom G6 for a \$200 incentive

Campaign Creative:

- Landing page
- Social media and email distribution
- Thank you follow up webpage
- 30 day follow up email

Survey/Redeem \$200:

- Eligibility period is for purchases made between October 1, 2020 – December 31, 2020. Must provide proof of purchase and complete new patient survey by January 31, 2021.
- 10-12 weeks to receive payment after survey is completed
- <https://dexcom.4myreward.com/go>
- Patients with questions about this Program should call 855.977.1950

Terms & Conditions:

This Program is available to eligible new Dexcom patients who purchase a Dexcom G6 Continuous Glucose Monitor (CGM) System from Dexcom directly at www.dexcom.com or through a Dexcom authorized distributor and complete the new patient survey. A new system must include the purchase of a transmitter, receiver and at least one box of sensors. Purchase must be made no later than December 31, 2020 and must be paid for in full. Patient must also provide proof of Omnipod system. This Program provides to the new patient timely completing the requirements a payment of \$200 in the form of a cash gift card. To obtain the payment, a new patient must visit dexcom.com/promo and provide name, email, mailing address, date of birth and transmitter number of their Dexcom G6 transmitter, as well as proof of wear of Omnipod. By requesting a payment under this Program, you are certifying that you meet the eligibility criteria and will comply with the terms and conditions described in the Eligibility and Restrictions section below. Patients with questions about this Program should call 855.977.1950.

Eligibility and Restrictions

Valid for all patients other than the following who are not eligible for this Program:

- Not valid for purchases that are subject in any part to reimbursement by Medicaid, Medicare, Tricare,

or any other federal or state health programs (such as medical assistance programs);

- Members of a Kaiser Permanente Health Plan, and any other health plan or insurance contract that prohibits this Program;
- Residents of MA, SD and any other state where prohibited by law, and persons residing outside the United States and Puerto Rico;
- Patients who have purchased a Dexcom CGM system or supplies for a Dexcom CGM system at any time in the two years preceding the patient's order for which the patient is seeking a payment under the Program.
- Eligibility period is for purchases made between October 1, 2020- December 31st, 2020. Must provide proof of purchase and complete new patient survey by January 31st, 2020.

Limit 1 offer per patient. It is illegal to (or offer to) sell, purchase, or trade this offer. This promotion is not transferable and cannot be combined with any other programs, offers or discounts. Void where prohibited by law or taxed or restricted. Program managed by Global Promotions Service on behalf of Dexcom. Redemptions to be fully processed within 10-12 weeks. Dexcom reserves the right to rescind, revoke or amend this offer without notice at any time.

Prepaid card is issued by Sunrise Banks N.A., Member FDIC, pursuant to a license by MasterCard International Incorporated. This card is administered by Wirecard North America, Inc. Mastercard is a registered trademark of Mastercard International Incorporated. Mastercard is accepted at millions of locations worldwide. WITH THIS: This Card is issued by Sunrise Banks N.A., Member FDIC, pursuant to a license from Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. This card may be used everywhere Debit Mastercard is accepted. Registration, activation, acceptance, or use of this card constitutes acceptance of the terms and conditions stated in the Prepaid Card Agreement. Offer only valid in US (including Puerto Rico) and payable in US Dollars. Offer subject to change at any time. Void where prohibited by law. Use of fictitious names, multiple addresses and PO Boxes to obtain additional rebates may constitute fraud, violate federal or state laws and may result in prosecution, imprisonment and/or fines, including under the U.S. Mail Fraud Statutes (18 USC, Section 1341 and 1342). ® Mastercard is a registered trademark of Mastercard International Incorporated.