

Allergan PLC (AGN)

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Report Background

- In 2015 Kylie Jenner set off a lip filler trend with potential ties to popular lip filler maker Allergan as reported by TickerTags on September 28, 2015. (<http://www.tickertags.com/blog/2015/09/28/glu-mobile-why-investors-should-keep-up-with-the-kardashians/>). A follow-up report was issued by TickerTags on May 9, 2016 stating that Allergan's Juvederm was the "likely beneficiary" of this continuing trend. (<https://www.tickertags.com/blog/2016/05/09/social-data-points-to-increased-interest-in-lip-fillers-allergans-agn-juvederm-likely-beneficiary/>).
- Allergan's filler segment (which includes Juvederm) grew 46.8% in 2016 over 2015¹.

Report Intent

- To assess changes in consumer interest in key Allergan brands and products by measuring YoY changes in related consumer driven social conversations.

Key Takeaway: Data is modestly suggestively of continued YoY growth in consumer interest for Allergan's filler products.

- YoY Message Board mention frequency of ["Restasis"] is up 186%, ["Juvederm"] is up 271%, ["botox"] is up 26%, and ["Lo Loestrin"] is up 39%.* Message boards comprising the majority of the reported tag mentions include reddit.com, community.babycenter.com discussfitness.com, lipstickalley.com, imdb.com, patient.info, dcurbanmom.com, mumsnet.com and healthunlocked.com, and forums.digitalspy.co.uk
- YoY Twitter mention frequency of [get + "lips done"] is up 252%, and [injection + "botox"] is up 64%.*

*None of the above reported tags' mention frequency have shown to be historically correlated to company sales metrics. Uncorrelated tags need to demonstrate a high level of relative period over period change (>25%) to be viewed as potentially suggestive of directional movement in consumer interest or associated company KPIs.

Sampling models are utilized to generate social mention frequency data. Social data is best used as a directional indicator of change rather than a precise measure of change in consumer interest or company / sector performance metrics. Even when successful as a directional indicator there is significant variance in the length of time between measured changes in consumer interest for a given tag and when those changes begin to impact company and sector performance metrics.

Data reflects English language messages excluding retweets, tweets containing hyperlinks, messages suspected to be Spam, and messages where offensive language was identified.


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Report Tag Data

Tag	Approximate Message Board Mentions [report period]	YoY Change in Message Board Mention Frequency	PoP Change in Message Board Mention Frequency
"restasis"	>9,000	186%	+132%
"coolsculpting"	<1,000	-9%	-5%
"Juvederm"	>17,000	271%	+65%
Lip filler	>3,000	+5%	+19%
Lip injection	>6,000	+10%	+19%
"Kybella"	<800	+101%	+43%
"botox"	>112,000	+26%	+30%
Got + "botox"	>3,000	0%	+14%
Get + "botox"	>12,000	+2%	1%
Want + "botox"	>2,000	-7%	-1%
Need + "botox"	>4,000	-12%	-6%
Injection + "botox"	>12,000	+5%	-12%
"Lo Loestrin"	>3,000	+39%	+2%
"Linzess"	>1,000	+17%	+16%
	Approximate Twitter Mentions [report period]	YoY Change in Twitter Mention Frequency	PoP Change in Twitter Mention Frequency
Lip filler	>8,000	+19%	-4%
Lip injection	>10,000	-16%	-26%
Get + "lips done"	>4,000	+252%	+8%
"Botox"	>43,000	+2%	+24%
Got + "botox"	>1,400	-30%	-3%
Get + "botox"	>4,000	+16%	+12%
Want + "botox"	>1,000	-4%	+12%
Need + "botox"	>3,000	+3%	+18%
Injection + "botox"	>2,000	+64%	+25%

Source: TickerTags

As a minimum barometer of reliability, the volume of estimated quarterly Tag mentions on Twitter (different from normalized Tag frequency) should be no less than 1000. Tags with quarterly mention volume less than 1000 should be viewed with caution. Estimated Twitter mention volume is deduced by applying a 10x multiplier on the Tag's volume of mentions originating from Twitter's decahose. Twitter's Decahose comprises approximately 50 million tweets daily and represents a 10% randomized sample of Twitter's firehose.

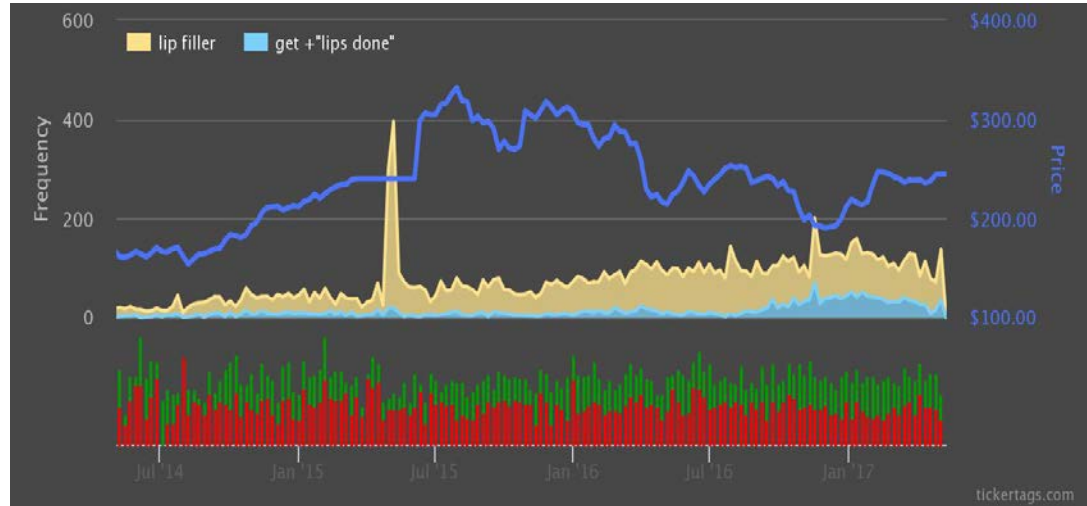
Note: All quarters in this report refer to the company's fiscal quarters.

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REPORT CONTENTSTREAM

- Twitter Mention Frequency (a normalized measure of tag mentions compared to the total number of messages across Twitter)

Twitter Mention Frequency of [lip filler] and [get + "lips done"]



Source: TickerTags

References

1. https://www.sec.gov/Archives/edgar/data/1578845/000156459017002433/agn-10k_20161231.htm
2. <http://www.prnewswire.com/news-releases/allergan-successfully-completes-zeltiq-aesthetics-acquisition-300447962.html>

On May 31, 2018, Ticker Tags, Inc. was acquired by M Science LLC. Prior to this date, reports were prepared and distributed by Ticker Tags, Inc.