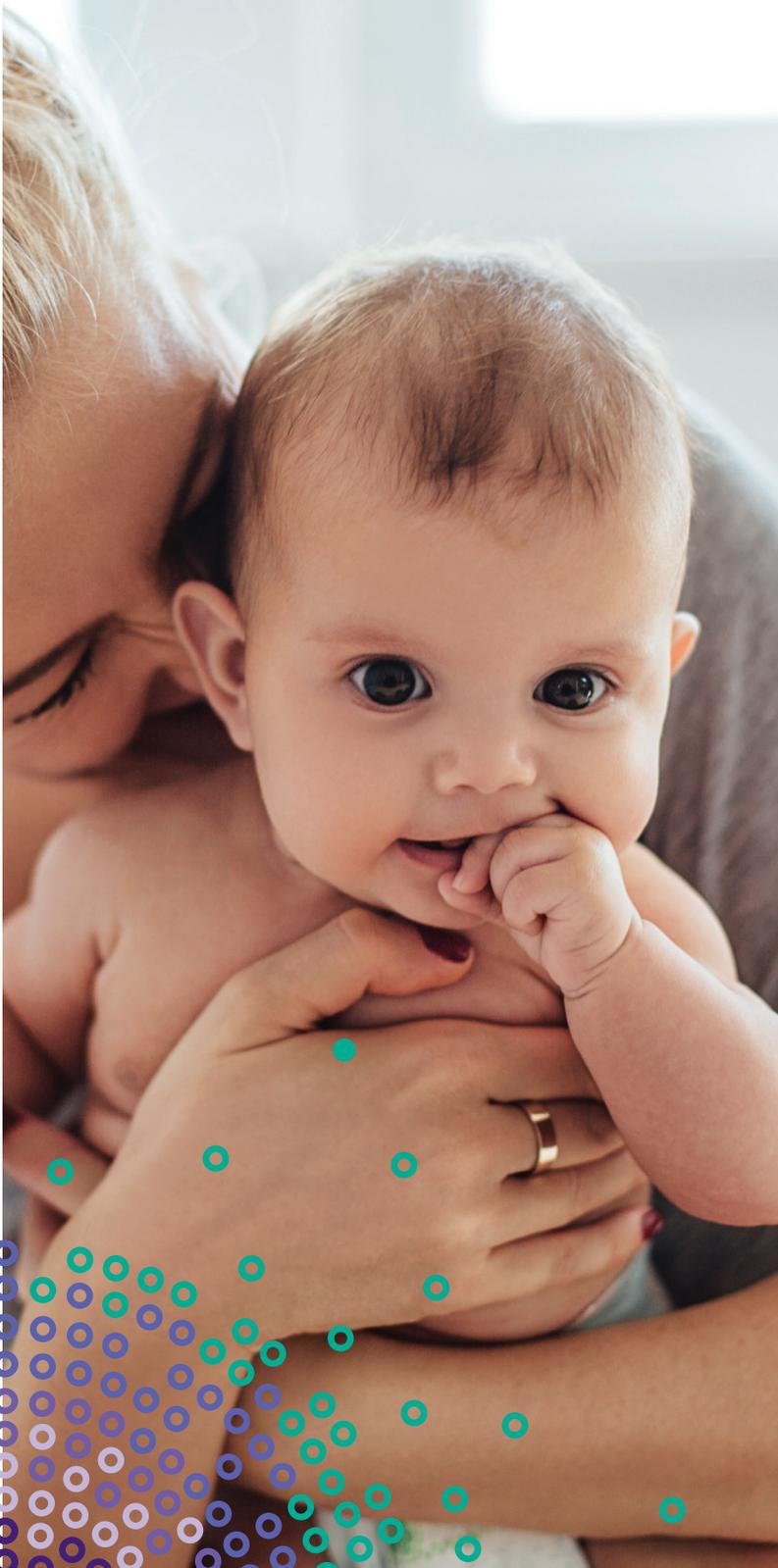




by CooperSurgical®

The incredible power of newborn stem cells





A potentially life-changing opportunity awaits

Newborn stem cells are a valuable resource that have a **long history of saving lives**. What's even more exciting is their potential to help your family today and in the future.

At CBR®, we're dedicated to helping you preserve these powerful cells so **you can take advantage of this once-in-a-lifetime opportunity**.

Join the millions of families who are making the most of this moment by preserving their baby's newborn stem cells. **CBR provides high quality care and support** every step of the way so you can focus on being the best parent you can be.

Cord blood

A valuable family resource

When your baby is born, the blood left inside the umbilical cord is very special. It contains powerful **hematopoietic stem cells (HSCs)**. By preserving this blood at birth, you can lock in its extraordinary abilities.

The impact of transplant medicine

For over 30 years, cord blood has been used as part of a stem cell transplant to rebuild healthy blood and immune systems.¹ Stem cell transplants can be used in the treatment of more than 80 conditions,² including:



Blood disorders

- Beta Thalassemia Major •
- Fanconi Anemia •
- Sickle Cell Disease •



Cancers

- Leukemias •
- Lymphomas •



Immune disorders

- Congenital Neutropenia •
- DiGeorge Syndrome •
- Severe Combined Immunodeficiency Diseases (SCID) •



Metabolic disorders

- Hurler Syndrome •
- Krabbe Disease •
- Sanfilippo Syndrome •
- Tay Sachs •

Cord tissue

More healing potential for the future

Your baby's umbilical cord is made of tissue. It contains several cell types, including **mesenchymal stem cells (MSCs)**, which have potential in regenerative medicine.^{3,4}

While this science is still being researched today, preserving cord tissue stem cells means you could have additional treatment options for your family in the years ahead.

Cord blood and cord tissue

Regenerative medicine

Regenerative medicine is an area of medicine that aims to replace or regenerate cells, tissues, or organs to help restore function to the body.⁵ Over 500 clinical trials have been initiated to study the use of **cord blood** and **cord tissue** in experimental regenerative medicine applications for various indications.^{6,7,8} Some areas of research include:



Neurological

- Amyotrophic Lateral Sclerosis (ALS) •
- Alzheimer's Disease •
- Cerebral Palsy ••
- Parkinson's Disease ••
- Stroke ••



Cardiovascular

- Heart Disease ••
- Hypoplastic Left Heart Syndrome •
- Vascular Damage ••



Autoimmune

- Lupus •
- Multiple Sclerosis (MS) ••
- Crohn's Disease •
- Type 1 Diabetes ••



Tissue and organ damage

- Bronchopulmonary Dysplasia ••
- Burns and Wound Healing •
- Liver Disease ••
- Lung Disease •



Orthopedic

- Cartilage and Bone Repair ••
- Osteoarthritis ••
- Spinal Cord Injury ••

- Cord blood
- Cord tissue

i Did you know?

CBR developed the ActivCord® test to assess the quality of cord tissue samples. Cord tissue samples are stored in whole segments in order to preserve access to a variety of cell types with potential future clinical applications.⁴ The CBR research and development team has also developed a method to isolate and expand MSCs from thawed cord tissue and has shown that these cells are equivalent to those from fresh tissue.⁹



Frequently asked questions

How are newborn stem cells that are released being used?

Over 84% of the cord blood samples released for CBR families were intended for use in investigational regenerative applications, such as clinical trials studying conditions like cerebral palsy and acquired hearing loss.¹⁰

Who can use baby's newborn stem cells?

A baby is always a 100% match to their own cells and each full sibling has a 75% chance to be at least a partial match. Biological parents are always a partial match to baby's cord blood so the cells can potentially be used by siblings and parents, too. We do recommend banking for each child to increase the possibility of matching between siblings.

Can I bank newborn stem cells if I want to delay cord clamping?

You can do both. Some parents delay clamping for a certain amount of time to allow the cord blood to flow to the baby. A 30-60 second delay in cord clamping does not significantly impact cord blood collection.¹¹ Cord tissue collection is unaffected by delayed clamping.

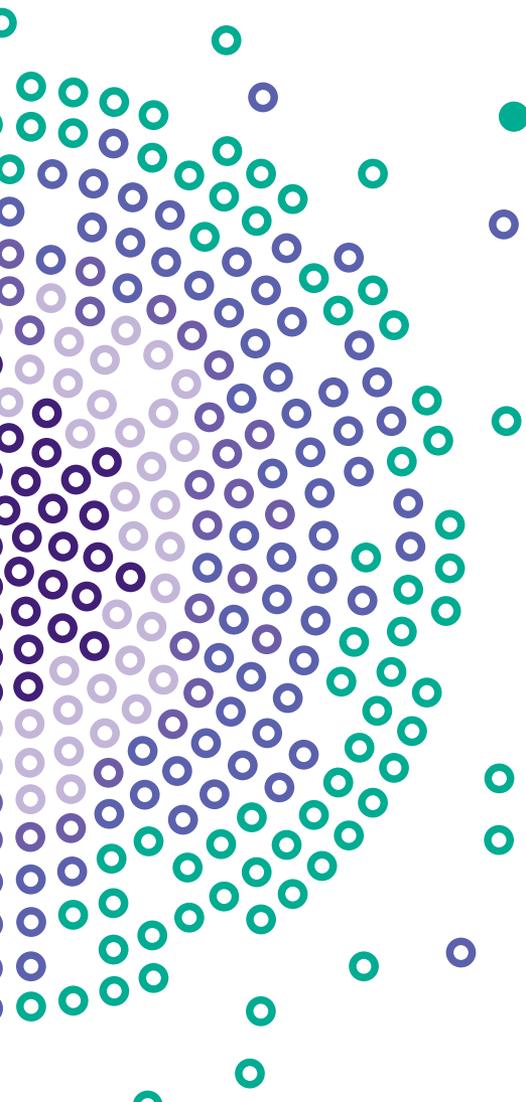
How long can stem cells be stored?

Given all of the information available today, it is believed that newborn stem cells in proper cryostorage should be able to be preserved indefinitely.¹²

i Did you know?

Today, more than 45,000 transplants using cord blood have been performed worldwide to rebuild healthy blood and immune systems.¹³

Our families inspire everything we do



Family stories*

Grace's first gift

Condition: Acquired hearing loss



Grace was born with a non-genetic form of sensorineural hearing loss. Because Grace's parents preserved her cord blood, she was able to join a CBR-supported clinical trial that researched how cord blood stem cells could help with her hearing loss.

Science moves fast. So who knows how many conditions these cells might help treat by the time my children are older?

Sarah Huber, Grace's mom and CBR ambassador

Levi's living his best life

Condition: Autism



When Levi was diagnosed with autism, his father began doing some research. He discovered that newborn stem cells were being investigated as a potential treatment. So we connected them with a CBR-supported clinical trial studying cord blood and autism.

You don't expect that health issues can hit you later. But investing in newborn cells is definitely one of those [things] that gives you peace of mind.

Serge Motsnyy, Levi's dad and CBR ambassador

Watch their video stories at
cordblood.com/family-stories

Empowering parents to prepare for their baby's future



Family stories^{*}

Sasoun's remarkable recovery



Condition: Severe Combined Immunodeficiency Disease (SCID)

Soon after birth, Sasoun was diagnosed with Severe Combined Immunodeficiency Disease (SCID). With the help of his older brother's newborn stem cells that were saved at birth, Sasoun was able to make a remarkable recovery and is thriving today.

Newborn stem cell preservation with CBR gave our son a future.

Armené K., Sasoun's mom and CBR ambassador

Carol's brother to the rescue



Condition: Sickle cell disease

Carol was diagnosed with sickle cell disease after she was born. When her mother was expecting for a second time, she preserved her new baby's cord blood through the CBR Newborn Possibilities Program[®]. With the help of a stem cell treatment from her sibling, Carol's immune system was rebuilt. And today, she's free of sickle cell.

You helped me live the life I never thought I'd get to live. I got a new lease on life, thanks to you (CBR).

Carol Mulumba

Watch their video stories at
cordblood.com/family-stories

*These examples are not necessarily representative of other's experiences and cannot predict outcomes for others. CBR cannot and does not guarantee specific results. Your physician or other healthcare providers should be consulted about your particular situation.

Helping families like yours for decades

About CBR®

Founded in 1992, Cord Blood Registry® (CBR) sees every life as a chance for great potential. Expectant parents have entrusted us with preserving 1 million+ newborn stem cell samples, making us the **world's largest private newborn stem cell preservation company.**⁷



The CBR® difference

Expertise

Our dedicated team of Newborn Stem Cell Educators will answer all of your family's questions about newborn stem cells, your family health history, and clinical trials.

Experience

We've preserved more newborn stem cell samples than any other private bank.¹⁰ Plus, we're **#1 recommended by OB/GYNs.**¹⁴

Peace of mind

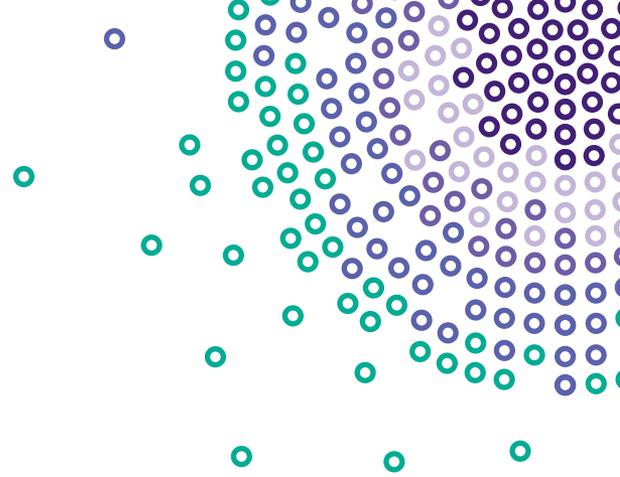
You can rest assured that your baby's newborn stem cells are safe in our lab and storage facility in Tucson, Arizona — which is at low risk of earthquakes, tornadoes, and other natural disasters.

Quality

As part of our Quality Standard, we test every cord blood and cord tissue sample for certain quality metrics and will alert you if the results fall below our parameters.

Education

Scan QR code to view our Newborn Stem Cell Preservation 101 Video to learn more.



Preservation made easy

How it works



Enroll

Sign up online or call **1.888.CORD BLOOD (1.888.267.3256)** and your CBR collection kit will be sent to you.



Collect

At birth, the umbilical cord blood (and tissue if selected) is collected and will be placed into your CBR collection kit.



Preserve

Your CBR collection kit will be transported securely to our facility for safe storage.

Our team is available to guide you through this process. Contact us at **1.888.CORD BLOOD (1.888.267.3256)** if you have any questions.

A healthier tomorrow starts today

With so much progress in science, I'm excited to see what the future holds for newborn stem cells. Not only can these cells be used for FDA-approved stem cell transplants today, there are hundreds of clinical trials in regenerative medicine exploring potential treatments for conditions that currently have no cure. We've only scratched the surface.

Janelle Cooper, MD FACOG
Board-certified OB/GYN**



A physician's perspective

Stem cells play an important role throughout our lives. They can be recruited to help repair damaged tissue and are vital to the natural turnover of various tissues in our body, like blood. When you take them out and reintroduce them into the body, they can stimulate the body to heal itself in multiple ways. For this reason, I like to compare saving newborn stem cells to investing in a child's future health.



Lance Holemon, MD
Grandfather who banked for all nine grandchildren
Board-certified OB/GYN**

The counseling I got when I decided to go with CBR was excellent. They pretty much held my hand through everything and answered all of my questions, and I'm a medical professional! CBR was able to explain all the steps that I needed to do and what can potentially be done with babies' newborn stem cells.



Shannon Clark, MD FACOG
Mom and OB/GYN Maternal-Fetal
Medicine Specialist**

Making peace of mind affordable



Find the right option for your family

1 Cord blood processing payment options:

One-time payment* **\$1,700**
Single payment

Or financing plan options:

6-month financing[†] **\$293/mo**
Total paid: \$1,760

or

12-month financing[‡] **\$157/mo**
Total paid: \$1,880

or

48-month financing^{†§} **\$52/mo**
with CareCredit Total paid: \$2,479

No payment due until after birth.

2 Storage plan options for cord blood:

- Annual (currently only \$200 per year, per sample)**
- 18-year prepay (save 17%)
- Lifetime prepay (save 68%)



Considering cord tissue?

Save when you bundle cord blood and cord tissue together.

Learn more about special promos:

Visit cordblood.com or speak with a Newborn Stem Cell Educator at **1.888.CORD BLOOD (1.888.267.3256)** to learn about our current offers.

*One-time payment and financing options include processing, first year's storage, and courier transport. The annual storage fee will be charged each year following your baby's first birthday.
**Storage is currently \$200 per year but is subject to change.

Pediatric genetic testing

Options to fit your needs

In addition to newborn stem cell preservation, CBR now offers Picture[®] genetic testing through our partner Fulgent Genetics. All three test options are designed to complement and go beyond the standard, state-mandated newborn screening to identify conditions that could impact your child's quality of life.¹⁵

Picture genetic tests detect up to 1,500+ genes to give you visibility into your child's genetics so you and your child's healthcare provider can make informed decisions about their future health. Our at-home tests are safe, easy, and noninvasive—all it takes is a cheek swab.



CBR Snapshot™ Test **\$395[#]**

Analyzes 250+ genes associated with genetic conditions where early detection and treatment can make a positive difference.¹⁰



CBR Portrait™ Test **\$695[#]**

Analyzes 600+ genes and provides a deeper look at genetic conditions allowing even more genetic causes to be detected.¹⁰



CBR Landscape™ Test **\$995[#]**

Analyzes 1,500+ genes and is one of the most comprehensive pediatric health screenings available.¹⁰ Also includes pharmacogenetic (PGx) testing, which helps determine how your child's genetic make-up influences their body's response to 100+ medications.¹⁰

Remember, it's never too early to start looking ahead to a healthier future.

Visit cordblood.com/genetic-testing for more information.

One-time payment.



by CooperSurgical®

We're here to help.

To learn more, call us at **1.888.CORD BLOOD** (**1.888.267.3256**) or visit cordblood.com

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†Payment Plan Disclosures for in-house CBR 6-Month Plan (interest-free) – No credit check required. The 6-month plan requires a \$10/month administrative fee. The plans may be prepaid in full at any time.

†Payment Plan Disclosures for in-house CBR 12-Month Plan (interest-free) – No credit check required. The 12-month plan requires a \$15/month administrative fee. The plans may be prepaid in full at any time.

†\$Payment Plan Disclosures for CareCredit 48-Month Plan – Availability subject to credit approval. \$1,700 or as low as \$52 per month. If you pay only the minimum amount it will take you 48 months to pay off the balance and \$2,479 total. A 19.90% Extended Payment Plan for 48 Months on purchases of \$1,000 or more with your CareCredit card. Fixed minimum monthly payments required. Penalty APR may apply if you make a late payment. On promo purchase, fixed monthly payments equal to 4.9876% of initial purchase balance for 24 months; 3.6605% of initial purchase balance for 36 months; 3.0377% of initial purchase balance for 48 months required, and interest charges will be applied to promo balance at a reduced 19.90% APR if (1) promo purchases paid in full in promotion duration as indicated, and (2) all minimum monthly payments on account paid when due. Purchase APR of up to 29.99% applies to expired promotions and optional charges.

Payment Estimator Additional Disclosure: Estimated first minimum monthly payment. Future minimum payments will vary based on amount and timing of payments, interest rate, and other charges added to account. You may always pay more. The more you pay each month, the quicker your balance will be repaid and the lower your total finance charges will be. For more information about CareCredit's healthcare payment plans, please visit carecredit.com. If minimum monthly payments are 60 days past due, the promotions may be terminated and a Penalty APR may apply. Standard terms (including Purchase APR or Penalty APR up to 29.99%) apply to expired and terminated promotions, and optional charges. Subject to credit approval by Synchrony Bank. Other terms and conditions may apply. Please see <https://www.carecredit.com/howcarecreditworks/prospective/> for more details.

The use of cord blood is determined by the treating physician and is influenced by many factors, including the patient's medical condition, the characteristics of the sample, and whether the cord blood should come from the patient or an appropriately matched donor. Cord blood has established uses in transplant medicine; however, its use in regenerative medicine is still being researched. There is no guarantee that potential medical applications being studied in the laboratory or clinical trials will become available.

Cord tissue use is still in early research stages, and there is no guarantee that treatments using cord tissue will be available in the future. Cord tissue is stored whole. Additional processing prior to use will be required to extract and prepare any of the multiple cell types from cryopreserved cord tissue. Cbr Systems, Inc.'s activities for New York State residents are limited to collection of umbilical cord tissue and long-term storage of umbilical cord-derived stem cells. Cbr Systems, Inc.'s possession of a New York State license for such collection and long-term storage does not indicate approval or endorsement of possible future uses or future suitability of these cells.