

Date & Time	Details	Objectives
25 August 17:00 CEST (30 mins)	Webinar: Welcome to the Sigrid Consumer Pre-Launch Program (Swedish)	<ul style="list-style-type: none"> <li>• Welcome &amp; Inspirational speech by Sigrid CEO, CTO &amp; CSO</li> <li>• Introduction to the CPL program</li> <li>• Q&amp;A session</li> </ul>
22 -26 August	1 <sup>st</sup> Questionnaire to your email	<ul style="list-style-type: none"> <li>• A set of questionnaires will be emailed to you by NovaCommerce, please fill out within a week</li> <li>• Filling out the questionnaires is essential as this will help us understand your health performance</li> </ul>
25 – 31 August	We will ship the product to your home via Bring	<ul style="list-style-type: none"> <li>• Physical product will be shipped to your given address</li> <li>• We will include a leaflet with instructions &amp; tips on how to use the product</li> </ul>
1 September – 13 October	6 weeks of the Sigrid Consumer Pre-Launch Program	<ul style="list-style-type: none"> <li>• You should take the product according to the instructions on the labels. If you have any questions, please contact us at <a href="mailto:info@sigridthx.com">info@sigridthx.com</a></li> </ul>
14 -October	2 <sup>nd</sup> Questionnaire to your email	<ul style="list-style-type: none"> <li>• A set of questionnaires will be emailed to you by NovaCommerce, please fill out within a week</li> <li>• Filling out the questionnaires is essential as this will help us understand your health performance</li> </ul>
21 October	Webinar: Thank you and conclusion	<ul style="list-style-type: none"> <li>• Closing speech by Sigrid team</li> <li>• Q&amp;A session</li> </ul>