

# EXHIBIT G

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# GENETICS • DIGEST

HOME LATEST MOST POPULAR NEWS REVIEWS OUR TEAM Q

## Welcome to Genetics Digest.

Our goal is to provide credible, accurate information about the latest advancements in DNA analysis and genome technology. We have news alerts for scientists and DNA enthusiasts and unbiased product reviews for consumers looking to purchase anything related to the field of genetics, so that scientists and consumers can make educated decisions when studying DNA.

We are a team of writers and scientists who are passionate about all things DNA—from double helixes to chromosomes to mitochondrions, we love it all.

With new trends emerging every day (like DNA ancestry tests) as genetic information becomes more accessible to common consumers, we feel it's necessary that the complex science involved becomes more accessible to common consumers as well.

We've found that many magazines about Genetics are a little TOO sciencey, so that the consumers unfamiliar with the field have no idea what they're reading. On the other hand, the non-science magazines are written by non-scientists, and they often butcher their information a little bit...

Genetics Digest bridges the gap, where scientists and common consumers can come together to get the same information and understand it. So, while we provide useful information to scientists, we make sure to keep our lingo as readable to the common man as possible without sacrificing any accuracy in the information.

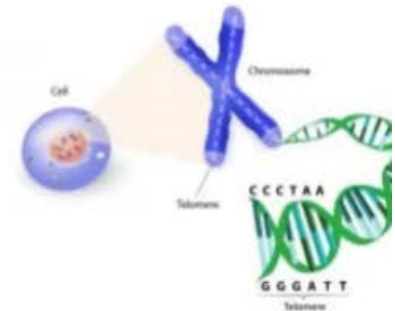
### Article



New strategy to contain COVID-19 d



Diet rich in DNA methylation and he



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European person, whose entire family have always lived in one place, within a range of 100 miles. However, most people's DNA originates from a variety of countries, making locating their ancestry more complicated (7).

## Which company should I go for?

The success of 23andMe has recently motivated the growth of several other genetic-testing companies. We have all been witness to the aggressive marketing strategies of various companies, specifically on online platforms, promoting their own personalized DNA testing kit with varying offers. The prices of these home-based kits vary from as low as \$59 (HomeDNA) to as high as \$695 (FullGenomes).



Each company provides different discounts on their tests, depending on their ability to check for health risks, pharmacogenetics diversity or ancestral origin, as well as their coverage of the human genome, if they test for variants of specific chromosomes, and the depth of analysis provided to the customer. Such a wide range of offers makes customer decision-making extremely difficult, leading us to conduct a survey of online literature and customer reviews. Hereby, we provide the names of the most rapidly evolving companies in recent years, to provide comparisons and to help the customer make informed decisions.



## Our Top 4 companies are:





Sandeep Grover

*Being a geneticist with a statistical background, I have been actively involved in studying influence of genetics on drug response.*

*I have now gone from specific to the general, and my interest in the field is deep, abiding and long term. I hope to be counted in my field with a strong background in epidemiology, statistics and clinical research.*

*My current interest include use of Mendelian Randomization to unearth causal association of biomarkers.*

### So where are you really from?

One solution is DNA testing. Its popularity has **exploded** in recent years, with the number of consumers signing up for testing kits more than **doubling** in 2019. This **DNA boom** has made genetic testing one of the hottest conversation starters at dinner tables and water coolers across the world.

It's no surprise that DNA tests are in high demand. The things you learn from them are irresistible:

**Family History**—Many ancestry tests allow you to trace your family back **much farther** than traditional genealogy records. A select few even give you **deeper detail** about your family.

**Ancestry**—You can also use your DNA figure out **where you and your family came from**. With more advanced tests, you can even find out **WHEN** your family arrived in certain locations.

**Personal Identity**—On top of these first two benefits, digging into your family history and ancestry enables you to find out more about **who you are** personally.

**Health Info**—While the main draw is ancestry, you can also use DNA testing to uncover **important health information**. The best DNA tests will enable you to lose weight, optimize your vitamin routine, and even learn about what traits you inherited from your parents.

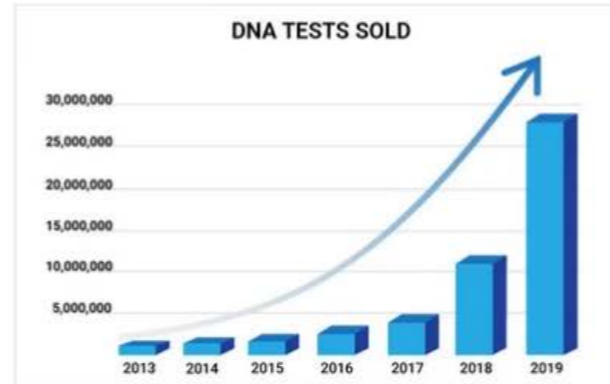
**Community**—Finally, the **communities you can build** with ancestry testing are incredible. You may discover relatives you didn't know you had, countries you didn't know you were a part of, even royal dynasties you're descended from. **The possibilities are endless.**

With so many people clamoring to get their hands on the benefits listed above, more and more DNA test companies have been rising to meet them. Unfortunately, they're not all created equal.

#### Now it's harder than ever to find a good DNA test...

Luckily, you're in the right place. Our team of scientists, researchers, and writers at Genetics Digest know the field better than most. We've examined nearly every DNA test in the booming market. We'll help you sort out the great ones from the "cheap knockoffs."

With that said, let's get started on **Common Mistakes People Make When Shopping for a DNA Test...**



The DNA market doubled in 2019—for the third year in a row.

### NIKKI COLLINS

Nikki Collins is a scientist and writer, who has worked for prestigious institutions such as the IU School of Medicine and the Centers for Disease Control and Prevention (CDC).

#### About

At Genetic Digest, we're consumers too and we want the best deals on the highest quality goods at the most reasonable prices as much as anyone else. When all of our senses are constantly bombarded with advertising at every moment of every day, it's hard to tell which deals really are the best and which products really are high quality.

#### Genetics Digest Top Choice



4.9/5

Overall Rating: **Excellent**

[See Details](#)

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[See Details](#)

**Mistake #1: Don't buy a brand by how "popular" it appears to be.**

Some brands have a great marketing team with a massive advertising budget. You might see/hear their ads everywhere. That's because they're spending millions to make sure you've heard of them.

Despite the great marketing, some of those companies have subpar services at best. They're more worried about making a sale than they are with actually delivering a quality product. In short, these companies focus on business rather than science, and frequently aren't backed by leading geneticists.

To make matters worse, some of the biggest ancestry companies are owned in part by pharmaceutical giants or data companies—meaning your personal DNA information may be handed over to corporations to turn a profit.

The best genetics companies have **top-notch data security**, and are **100% privately owned**, meaning they don't answer to investors. Instead, **they answer to you**, the customer. Look for a company renowned for their data security and professional pedigree.

**Mistake #2: Don't Miss Out on Deeper Detail.**

One of the most common complaints we see from ancestry customers is that their results "fall flat"—you get a basic pie chart breakdown of where your ancestors are from, but a disappointing amount of information about how or why you got those results. And we all know that ancestry is more than just a bunch of boring percentages.

The best DNA tests feature an **Ancestry Timeline** that tells you not only **where** your ancestors are from, but exactly how and when they got there, enabling you to form a clearer, fuller picture of your family history. These top-quality tests give you the best of both worlds of broad genetic results and deeper ancestry detail.

**Mistake #3: Don't Forget to Ask the Experts**

On a similar note to our #1 mistake, you don't want to go for the loudest, flashiest DNA brand—instead, look for **true experts in the field of genetics**. After all, you want highly qualified scientists and researchers handling your DNA, not a bunch of college kids at a startup. Fortunately, the best DNA companies are headed by genetic experts, who have literally decades of experience in the genetics field.

Experts are not only more knowledgeable about your DNA—they **also tend to be far more responsible** than companies who are just looking to make a quick buck. These genetic investigators have dedicated their lives to helping you find out the meaning behind your DNA and family history, and they won't rest until their customers' curiosity is satisfied. If you want your burning questions about your DNA and family history answered, make sure you **find a company with a professional scientist in charge**.

https://geneticsdigest.com/best\_ancestry\_genealogy\_dna\_test/index\_nov2\_ctr.html?utm\_expid=.v5mBPxJYT7uKEwhu3IDr0w.2&utm\_referrer=https%3A%2F%2Fwww.geneticsdigest.com%2Fpage%



Now that we've shown you what to look out for, we want to share with you some of the best Ancestry DNA tests we've seen for discovering your heritage.

**We ranked the services by these 10 factors:**

- 1) Company Reputation
- 2) Services Offered
- 3) Testing Method
- 4) Software Grade
- 5) Research & Scientific Evidence
- 6) CLIA Compliance
- 7) Customer Reviews
- 8) Price
- 9) Customer Service
- 10) Return Policy

**Our Top Choice**



### #1 Top DNA Test: CRI Genetics



4.9/5

Overall Rating:  
Excellent

[See Details](#)

#### Pros:

- Privately Owned
- Patented DNA Analysis Technology
- Autosomal, mtDNA, and Y-DNA Tests Offered
- Headed by Legitimate Professional Geneticist
- "Efficiency Guarantee" Return Policy

#### Cons:

- Frequently Backordered
- mtDNA and Y-DNA Tests not always available

#### Overview:

CRI Genetics stands out as the best DNA Test for Ancestry for a few specific reasons. First, they're headed by renowned genetic scientist with a reputation for leading exceptional studies in genetic science. While most genetic testing services rely on other people's past research to produce their ancestry reports, CRI Genetics relies on someone who is currently doing Genome research.

#### Company Reputation:

CRI Genetics is led by Alexei Fedorov, Ph.D., who was mentored by Nobel Prize winning scientists at Harvard University and has gone on to spearhead many genetic studies of his own. As a company, CRI Genetics has established themselves as one of the top players in quality of service. They are the only DNA testing company we have come across that has any sort of money-back guarantee.

If you want a company that is top-of-the line in data security and encryption, look no further than CRI Genetics. Even better, CRI is 100% privately owned, which means they do NOT answer to investors, and do not share data with pharma companies OR the government. In a crowded market, this is the one leading company that ancestry enthusiasts can trust.