

# Pharmaceutical Industry



© 2023 ALETHEA | CONFIDENTIAL

PHARMACEUTICAL INDUSTRY

# Narrative Summary

**COVID-19 is a hoax made up by pharmaceutical companies to profit and control Americans**

Alethea observed thousands of posts alleging that pharmaceutical companies **made up COVID-19 as a way to generate profit and exert control over the American public.** These narratives promoted disinformation about vaccines, as well as general conspiracy theories about the source of COVID-19 and the government’s role in the pandemic.



# Narrative Assessment

**Assess:** Alethea assesses that the company faces multiple risks within the narrative.

■ Alethea's **moderate reputational risk assessment** is based on the sustained volume of content criticizing the company for allegedly fabricating COVID-19. We expect this risk to be sustained given the controversial nature of vaccines and high volume of conspiracy theories related to the pharmaceutical industry.

■ Alethea's **moderate financial risk assessment** is based on the low volume and low engagement of content calling for boycotts of the company's drugs and vaccines. Given the highly engaged narrative more broadly, this is a risk to keep an eye on.

**Alethea identified the following mitigation options for the company's consideration:**

- **Conduct continuous monitoring** of narratives criticizing the company that could inspire boycotts and cause damage to reputation and brand; monitor for the use of tactics that violates laws or social media terms of service.
- Avoid engaging with politically polarizing narratives and **develop a proactive approach to engaging with these issues publicly.**
- Consider developing a communications strategy that **highlights the company's mission, core values, and commitment to its customers.**


## PHARMACEUTICAL INDUSTRY


# Narrative Summary

### UK-based activist groups promote a protest at company headquarters

Alethea identified a post on Gab encouraging UK-based users to gather at the headquarters of a pharmaceutical company to **organize a protest** against the alleged mass murder of millions and the use of a vaccine as a bioweapon.





 **Joe Blog** @Luskintyre  
Apr 4th 2023 · 🌐

🛑 STOP ██████ UK EVENT 🇬🇧  
BRITISH FREEDOM FIGHTERS ASSEMBLE

████████ WANT YOU TO FORGET ABOUT THE MASS MURDER 🇬🇧👤 AND THE DEATH OF MILLIONS THEY HAVE CAUSED

IF YOU LIKE THE TRUTH BEING SHOUTED OUT IN PUBLIC OR EXPOSING ██████ COMPLICIT IN GENOCIDE THEN GET TO THIS EVENT - WE WILL STAND TOGETHER! 🇬🇧👏  
🇬🇧 ENOUGH IS ENOUGH!

THE MANUFACTURING/INJECTING OF OR THE DEPLOYMENT OF THE C19 BIO WEAPON 🇬🇧 "VACCINE"!?! 🇬🇧 IS A CRIME AGAINST HUMANITY - ITS OUR DUTY AS BRITISH CITIZENS TO HOLD ██████ ACCOUNTABLE FOR THEIR CRIMES AGAINST HUMANITY AND THE BRITISH PUBLIC - BRING YOUR BOARDS FLYERS LOUDHAILERS LIGHT NEWSPAPERS PA SYSTEM STICKERS AND VOICES


MAY 25th 2023  
Start time 10am  
Walton Oaks, Surrey  
████████ UK commercial headquarters address  
🇬🇧🇬🇧🇬🇧  
Walton Oaks, Dorking Rd, Tadworth Surrey KT20 7NS, United Kingdom.

MEET AT THE FRONT ENTRANCE "MAKE SURE YOU TAKE THE DAY OFF WORK" IF I CAN DO IT SO CAN YOU 🇬🇧👏

NO POINT DOING A DEMO ON A SATURDAY WHEN THE EMPLOYEES ARE AT HOME ██████ WILL PAY FOR WHAT THEY HAVE DONE TO THE CHILDREN AND ALL THE FAMILIES THEY HAVE DESTROYED

PRINT OFF THE BOARDS ON THIS CHANNEL OR MAKE YOUR OWN

WE WILL NOT COMPLY WITH THE CORRUPT LOCAL POLICE FORCE  
WE WILL STAND OUR GROUND  
NO ONE WILL SILENCE US  
BRITISH FREEDOM FIGHTERS ASSEMBLE  
SHARE THIS POST FAR AND WIDE



# Narrative Assessment

**Assess:** Alethea assesses that the company faces a moderate physical security risk.

■ Alethea's **moderate physical security risk assessment** is based on a combination of low post engagement, evidence of cross-platform amplification, and the inclusion of the company's physical address in the post.

**Alethea identified the following mitigation options for the company's consideration:**

- **Heighten security preparedness** around facilities most likely to be targeted by protests and **push out information on best safety practices to company employees** in anticipation of possible further protest activity.
- **Continuous monitoring** of protest-related narratives to help identify if calls to action begin to target specific company facilities, employees, or executives.

## PHARMACEUTICAL INDUSTRY

# Network Detection

### Prominent Chinese network connected to billionaire Guo Wengui

Alethea discovered a highly sophisticated Chinese network that was using a **combination of paid trolls organized through Discord servers and Google Docs**, as well as traditional media manipulation tactics to spread disinformation and conspiracy theories about the pharmaceutical company.



# Network Assessment

**Assess:** Alethea's assessment is that this network poses a moderate reputational risk, and exists within a high risk narrative.

■ Alethea's **moderate reputational risk assessment** is based on the campaign's association with the Guo Wengui network, a politically and ideologically driven network that often amplifies false or misleading narratives in an attempt to increase anti-CCP sentiment in the United States.

**Alethea identified the following mitigation options for the company's consideration:**

- **Expose network via the press.** Analyze additional content appearing on websites and pitch a reporter as an example of networks targeting brands and using disinformation for profit to add more context to the narrative.
- **Double Down on Core Messaging.** Continue to target key audiences who support or are persuadable about the company's core mission and values.
- **Monitor known Chinese networks** and set alerts for employees that may be accessing GTV or other Guo Wengui propaganda outlets from company systems.