

# Carebook

Care for the future, the future of care

October 1, 2020

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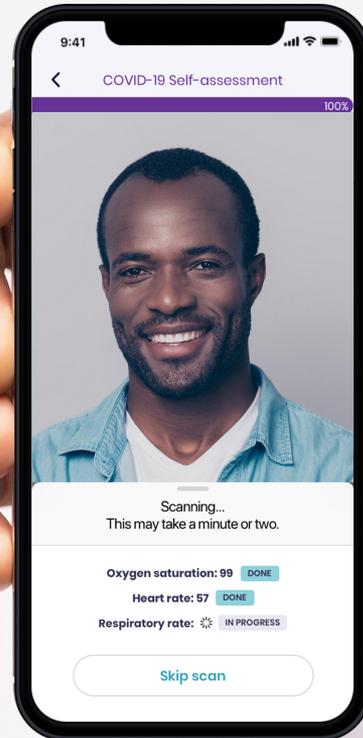
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# CAREBOOK

Built on a powerful health platform, Carebook creates highly engaging, customer-centric digital products for pharmacies, insurance providers, governments, businesses, and more.



# CAREBOOK'S VISION



**We believe in a world where everyone is empowered to be actively engaged and fully supported in managing and improving their overall health**

**Care for the future, the future of care**

# CAREBOOK HIGHLIGHTS



## Addressing a Growing, Transforming Digital Health Market

- Global digital health market estimated to reach US\$500B by 2025<sup>1</sup>
- COVID-19 has accelerated shift to digital health permanently



## Innovative and Disruptive Product Offering

- Selected as the digital health partner for consumer engagement & loyalty
- Leveraging disruptive AI technology for vital signs and COVID-19 screening



## Poised for Growth

- Scalable platform to leverage success in Canada and internationally
- Clear path to profitability with strong margin profile



## Experienced Management Team and Board

- Board and Management with 100+ years of health /digital experience
- Leadership brings significant user facing expertise to drive healthcare engagement

# CAREBOOK DIFFERENTIATORS

## Patient-centric, integrated digital health platform

**RETAIL, LOYALTY &  
SERVICES  
INTEGRATION**



**REMOTE VITAL  
SIGNS TRACKING**



**INDUSTRY LEADING  
MEDICATION ADHERENCE**



**INNOVATIVE  
HEALTH PROGRAMS**



**ENGAGEMENT &  
GAMIFICATION  
EXPERTISE**



**COMMITTED TO  
PRIVACY & SECURITY**



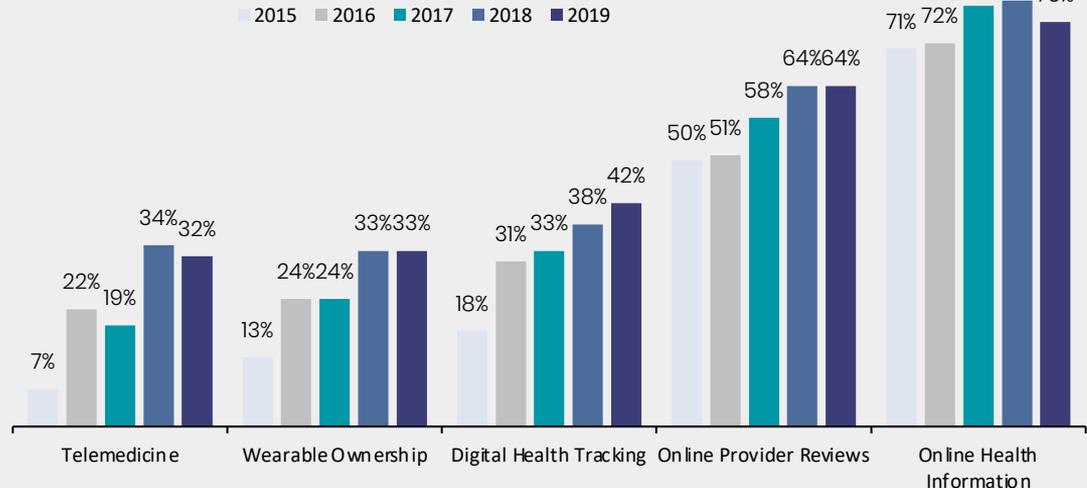
# EVEN BEFORE COVID, THE FUTURE OF HEALTHCARE WAS DIGITAL

## Consumer & government uptake continues to grow, and digital health adoption is following suit

- More than **75%** of patients expect to use digital health in the future
- Digital health use is expected to increase across all age groups
- Awareness and process execution are the core drivers of digital health adoption for patients
- US, Canada, UK, France & Germany have passed new regulations to expand digital health reimbursement and speed up regulatory reviews

### ADOPTION OF DIGITAL HEALTH

*% of all respondents*



# CAREBOOK SOLUTIONS TARGET THREE ATTRACTIVE VERTICALS

## Pharmacy

Pharmacy Services  
Medication Adherence  
Retail & Loyalty  
Health & Wellness  
Marketing & Communication

## Virtual Care

COVID-19 Screening  
Vital Signs Monitoring  
Health Assessment  
Engagement, Education  
& Communication

## Insurance

Health Assessment  
Underwriting  
Claims integration  
Health, life, travel  
Marketing & Communication

## Carebook Core

Engagement

Consumer Health Platform

Remote Vitals Scan

# CAREBOOK'S PHARMACY SOLUTION & STRATEGIC PARTNERSHIP

## All-in-one loyalty, pharmacy & health platform

- Selected by a global leader in Health Supply Chain and Pharmacy, McKesson Canada, as its partner for a digital pharmacy and loyalty solution
- McKesson and their pharmacy chain **Rexall** (Canada's 2<sup>nd</sup> largest pharmacy chain) is an anchor client

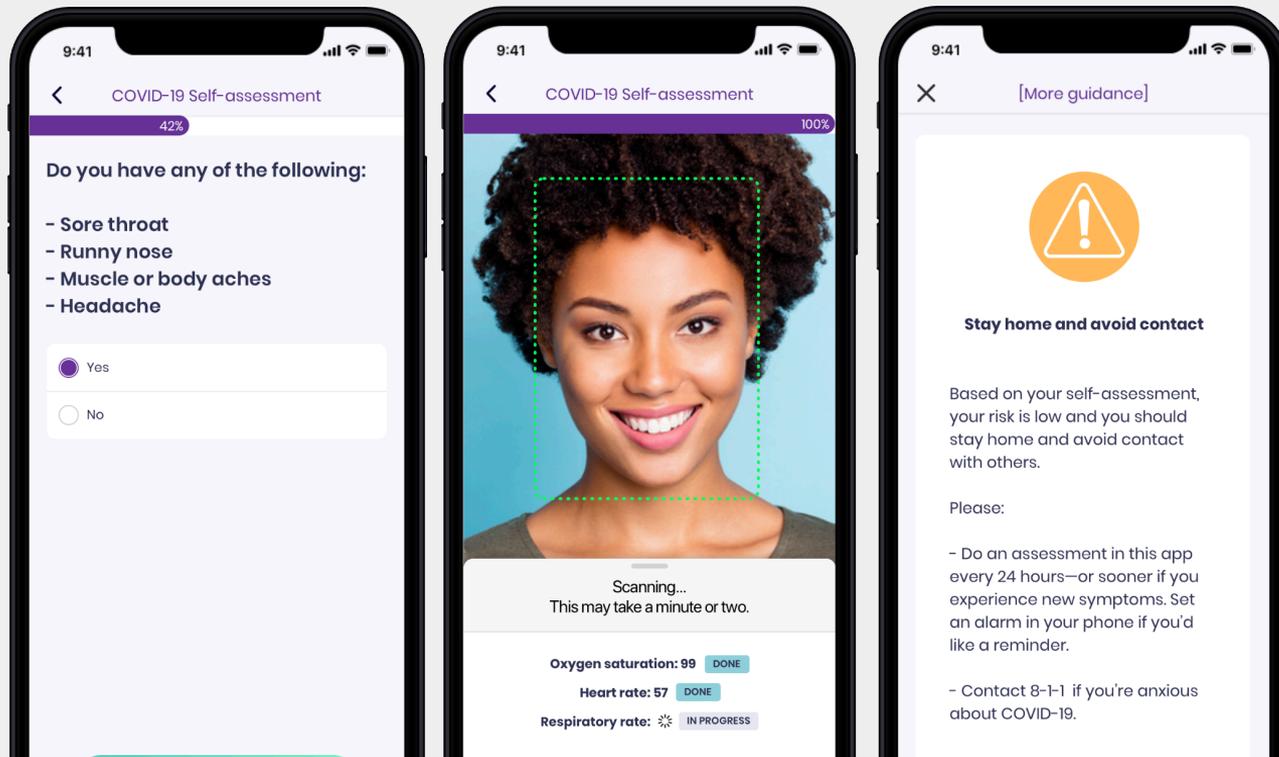
**Rexall**<sup>™</sup>  
Your pharmacy, your way.

**MCKESSON**  
Canada



# COVID-19 SCREENING SOLUTION WITH LEADING AI TECHNOLOGY

## Assessment > Vitals Scan > Triage > Management



# VITAL SIGNS SOLUTION APPLICABLE TO MULTIPLE SEGMENTS

	Current	Longer term Potential
Vital Signs Monitored via Telemedicine:	<ul style="list-style-type: none"> <li>• Heart rate</li> <li>• Respiration rate</li> <li>• O2 saturation</li> </ul>	Additional features: <ul style="list-style-type: none"> <li>• Blood pressure</li> <li>• Alcohol level</li> <li>• Glucose (sugar)</li> <li>• Temperature</li> <li>• Mental stress</li> </ul>
Principal Conditions / Diseases Addressed:	<ul style="list-style-type: none"> <li>• COVID-19</li> </ul>	<ul style="list-style-type: none"> <li>• Diabetes</li> <li>• Hypertension</li> <li>• Cardiac</li> </ul>
Target Customers:	<ul style="list-style-type: none"> <li>• Governments</li> <li>• Large Employers</li> <li>• Insurers</li> <li>• Retailers</li> <li>• Aviation</li> </ul>	<ul style="list-style-type: none"> <li>• Law Enforcement</li> <li>• Clinical Research</li> <li>• Defense</li> </ul>

Multiple Attractive Segments and Customers;  
Significant Additional Near-Term Roadmap Opportunities

# CAREBOOK'S INSURANCE SOLUTION & STRATEGIC PARTNERSHIP

## Innovative health platform to empower and support individuals on their insurance journey

- Chosen as potential partner for digital innovation by a leading Canadian insurance provider
- Key capabilities include remote underwriting, long-distance virtual care, and personalized health insurance
- Similar to pharmacy vertical, the insurance industry represents a huge new sector to build on



# GROWTH STRATEGY

## PHARMACY

Targeting growth through global (geographic & client) expansion



- Over **200,000 pharmacies** across OECD countries with over **4,000 consumers each**<sup>1</sup>
- Leveraging a SaaS model to bring world-class capabilities

## VIRTUAL CARE

Targeting government, employer & aviation / travel clients globally



- Integrated solutions including **remote vital signs** monitoring

## INSURANCE

Targeting growth through travel, life and group insurers globally



- Developing industry leading solution via an anchor client
- Leveraging a SaaS model

# EXPERIENCED MANAGEMENT TEAM



**Pascale Audette, CEO**

- Co-founder, CEO, COO and SVP product and operations
- Gamification & engagement SME
- Head of global operations for key growth vertical for Disney



**Jeffrey Kadanoff, Interim CFO**

- CFO of Knight Therapeutics (TSX: GUD)
- CFO of Synergy CHC Corp (OTCB: SNYR)
- Principal, Bain & Company



**Josee Thibodeau, P. Dt., VP Client & Consumer Health**

- Managed two health portals for the Canadian Medical Association
- Co-founder of a professional nutrition business
- Authored several books on nutrition



**Mathieu Lampron, VP Product**

- VP product with over 14 years of software design and management experience
- Over 25 million served customers



**Charles Martin, VP Technology**

- Held various technical leadership roles at Autodesk
- Previously Chief Technology Officer of Téo Taxi



One of Montreal's Top Employers (2020)



One of Canada's Top Small & Medium Employers (2020)

Global Expertise in Healthcare, Startup Scaling and Gamification

# BOARD OF DIRECTORS WITH SIGNIFICANT DOMAIN EXPERTISE



**Dr. Sheldon Elman**  
**Executive Chairman**

- Practicing Physician
- Founder of Medisys Health Group
- Co-Founder of Persistence Capital Partners & Esplanade Ventures



**Josh Blair**  
**Vice-Chair**

- Chairman of TELUS International
- Venture Partner, Esplanade Ventures
- Past, CCO and Group President at TELUS (Health, International, Business, Agriculture), TELUS Ventures
- Past, President at Botting Systems (acquired by Verisign)



**Dr. Phillip Couillard**  
**Director**

- Senior Advisor, Dentons
- Prior experience:
- Premier of Quebec
  - Minister of Health & Social Services
  - Co-Founder of Dhahran Dept. of Neurosurgery in Saudi Arabia
  - Partner, Persistence Capital Partners
  - Chief Surgeon & Chairman, Université de Sherbrooke



**Anne-Marie Boucher**  
**Director**

- Founding Partner of BCF, a Montreal-based law firm
- Founding investor of BCF Ventures
- Director, Weizmann Institute of science
- Past, Director of the Quebec Association of Tax and Financial Planning
- Past, Chair of St. Mary's Hospital Foundation



**Stuart M. Elman**  
**Director**

- Co-Founder of Persistence Capital Partners
- Past, President & CFO of Medisys Health Group

**THANK YOU**

**Carebook**

[carebook.com](https://carebook.com)