

Carebook

Care for the future, the future of care

November, 2020

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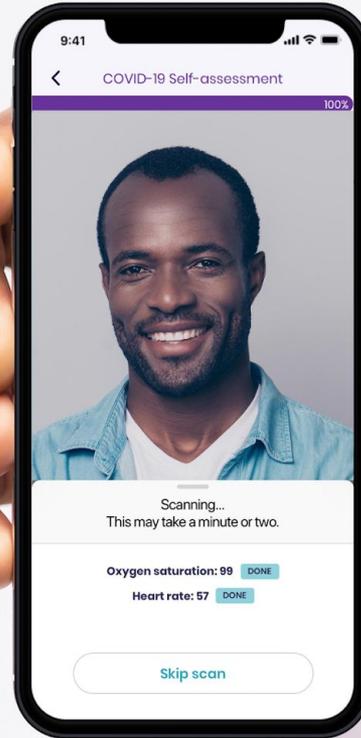
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CAREBOOK

**Built on a powerful health platform,
Carebook creates highly engaging,
customer-centric digital products
for pharmacies, insurance providers,
governments, employers, 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



Successfully closed RTO and private placement financing

- Private financing raised \$21 million on October 1, 2020
- Started trading on the TSX Venture Exchange on October 6, 2020 under the symbol “CRBK”
- Recently released Q3 results Revenue of \$880k, with a YTD Revenue of \$2.72M



Addressing a Growing, Transforming Digital Health Market

- Global digital health market estimated to reach US\$500B by 2025¹
- 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
- Pursuing a disciplined M&A strategy in parallel with organic growth
- 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 customer facing expertise to drive healthcare engagement
- Expanded leadership team with key hires for the US and International markets

CAREBOOK DIFFERENTIATORS

Customer-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**



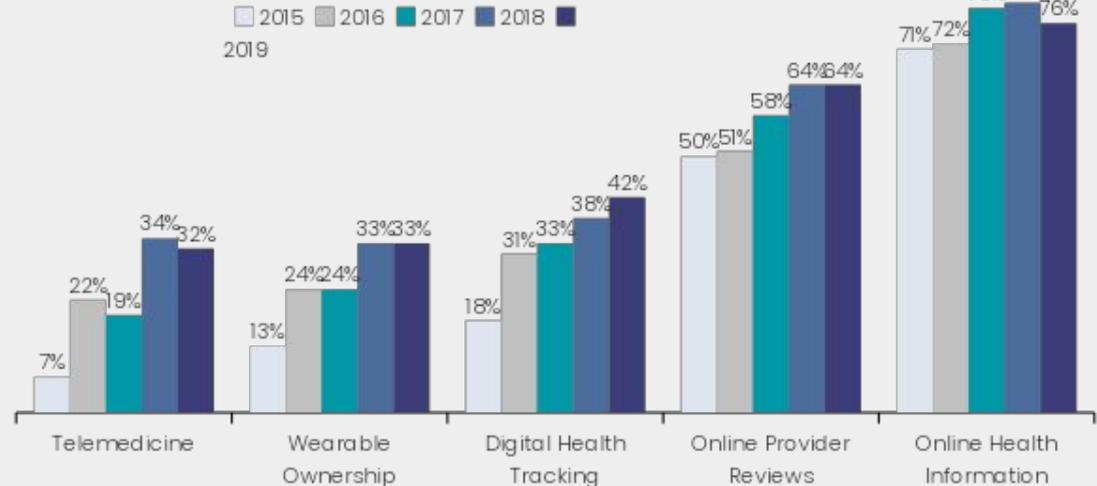
EVEN BEFORE COVID, THE FUTURE OF HEALTHCARE WAS DIGITAL

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 FOUR ATTRACTIVE VERTICALS

Pharmacy

Carebook Pharmacy
For Chains

Carebook Pharmacy
For Independents
(SaaS)

Employer

My Vitals | For Work

Government

My Vitals | For COVID-19

Insurance

& other verticals

Health & Wellness

Health Profile & Information
Health Information Capture
Assessments & Recommendations
Educational Content
Medication Adherence

Carebook Core

Virtual Care

Remote Vital Scan
Remote Patient Monitoring
Two-way Communication

Integration

Pharmacy
Retail
Loyalty
Marketing & Communication
White label
System Integration

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 2nd largest pharmacy chain) is an anchor client
- \$15M contract over 5 years

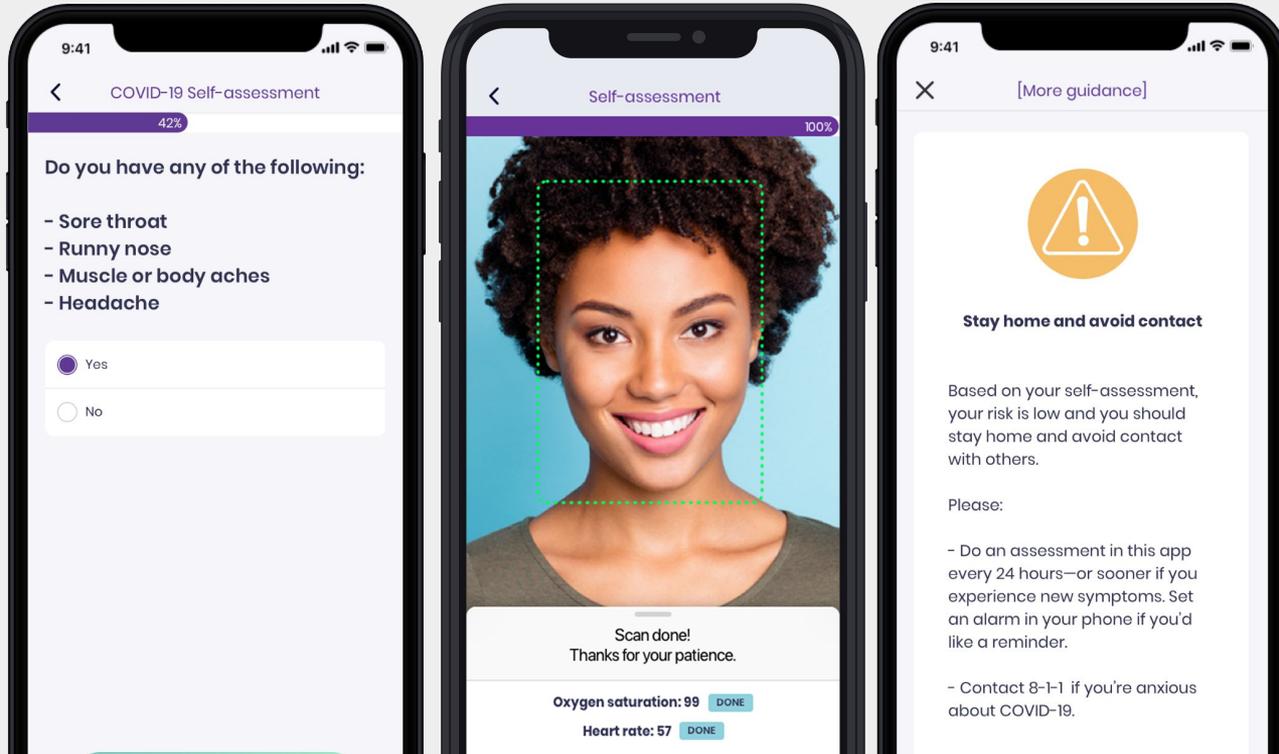
Rexall
Your pharmacy, your way.

MCKESSON
Canada



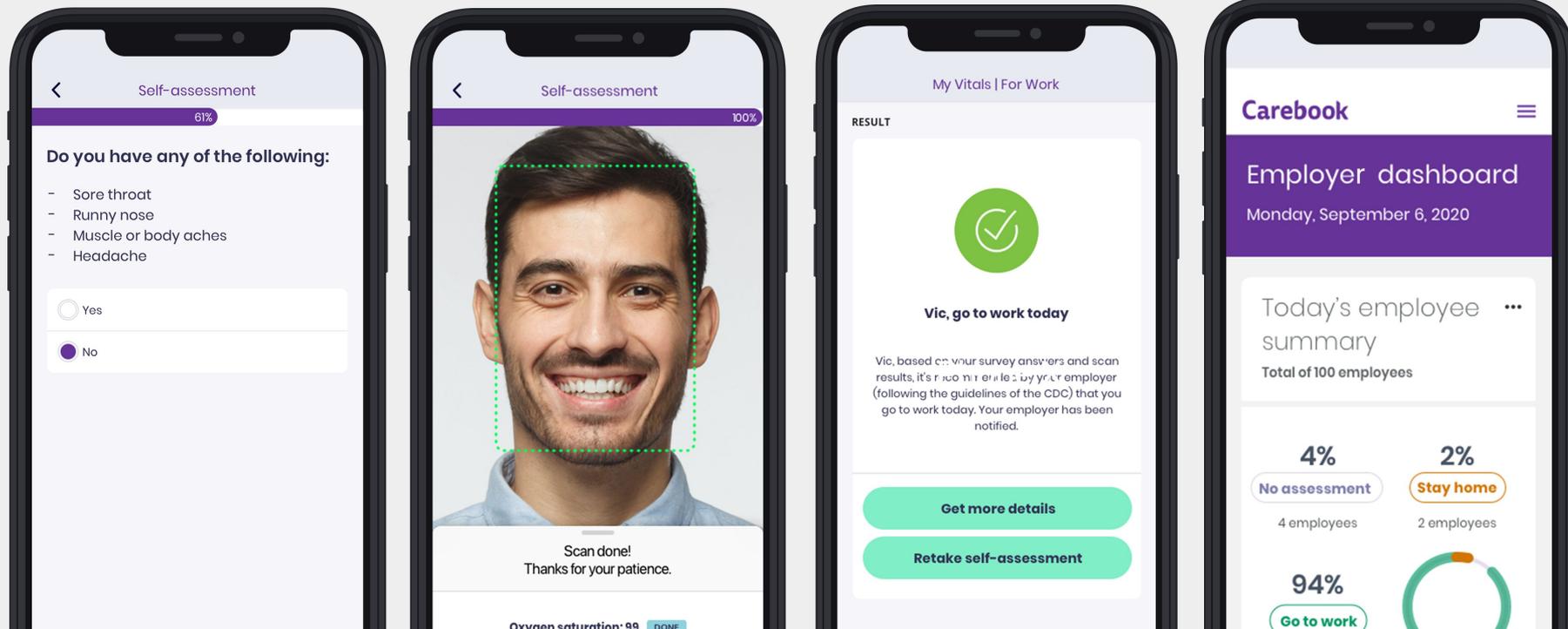
GOVERNMENT SOLUTION WITH LEADING AI TECHNOLOGY

Survey › Vitals Scan › Risk Assessment & Guidance



EMPLOYER SOLUTION WITH LEADING AI TECHNOLOGY

Survey > Vitals Scan > Risk Assessment & Guidance > Management



VITAL SIGNS SOLUTION APPLICABLE TO MULTIPLE VERTICALS

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

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

ORGANIC GROWTH STRATEGY

PHARMACY

Targeting growth through global (geographic & client) expansion



- Over 200,000 pharmacies across OECD countries with over 4,000 consumers each¹
- **Leveraging a SaaS model**

EMPLOYER

Targeting employers globally with an easy to implement solution self serve platform



- Targeting global frontline industry sectors such as retail, manufacturing, hospitality, corporate and health
- **Leveraging a SaaS model**

GOVERNMENT

Targeting country population through government partnership and distribution



- Carebook Agents in Europe and US already working with local government on deals and implementation for Carebook My Vitals | COVID-19
- **Leveraging a SaaS model**

M&A GROWTH STRATEGY

**Pursuing a disciplined M&A strategy to open new verticals,
that are immediately accretive to Carebook**



EMPLOYER

Signed LOI for the acquisition of a leading B2B Enterprise SaaS Software Company – expands global footprint and marks entry into \$37B Employer vertical



INSURANCE

Signed LOI for the acquisition of Novus Health, a leading Canadian provider of global health technology products to the insurance industry accelerating Carebook's entry into the \$8B insurance technology market

GROWTH STRATEGY – GLOBAL EXPANSION

Expanded leadership team with key hires for the US and International markets



Limor Elbaz
General Manager USA

- 20 years of experience and demonstrated success in healthcare and technology
- Expertise in building US operations for foreign companies including strategy, sales, partnerships & team building



Howard Fried
VP, Sales

- 15 years of experience in healthcare with medical device and pharmaceutical companies
- Expertise in business development, sales, global partnerships, strategic relationships with leading medical device and pharmaceutical companies

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



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



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)



Stuart M. Elman
Director

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



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, Universite de Sherbrooke

THANK YOU

Carebook

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