

Investor Presentation

DECEMBER 2021



Carebook

Care for the future, the future of care.

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Carebook brings together **advanced technology**, the **science of prevention**, and the **art of engagement** to deliver **life-enhancing digital health experiences** for large employers and pharmacy chains.

Care for the future, the future of care.

Uniting Trusted Leaders in Digital Health

- Recent acquisitions of CoreHealth and InfoTech, well-established digital health offerings
- Integration to reach completion by conclusion of 2021, creating significant efficiencies

Innovative Product Offering

- Combination of products creates an end-to-end digital health platform that aligns best-in-class assessment tools and then facilitates appropriate, targeted solutions

Significant Market Opportunity

- Platform represents the ideal solution for the \$37 billion employer vertical¹

Ideally Positioned Within A Changing Healthcare Climate

- The COVID-19 pandemic accelerated digital healthcare adoption while creating challenges for traditional healthcare models

Experienced Leadership

- Board and management team possess over 100 combined years of industry experience



3.5M
Members

A 2021 McKinsey study highlights how consumers' attitudes towards digital healthcare have changed since the onset of the pandemic.



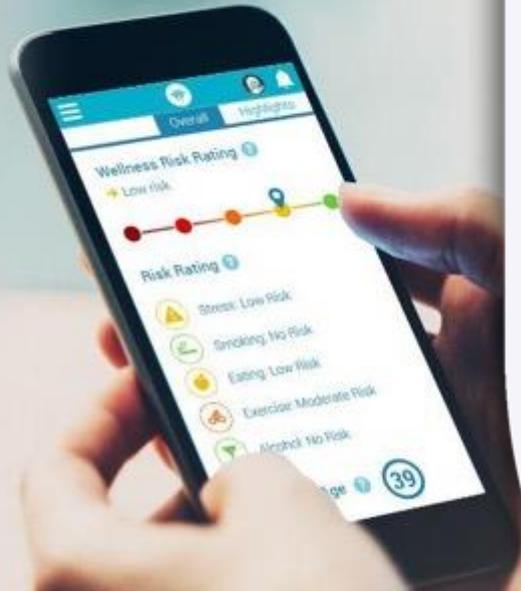
of healthcare consumers say they prefer digital tools overall.



of respondents prefer using digital tools to connect with a pharmacy, select a health plan provider, and more – up from 50% in 2016.



of respondents had interest in using digital tools to track health information and share with doctors.



InfoTech's Wellness Checkpoint® software provides a suite of assessment tools that allow employers to manage risk and enhance the health, well-being, and productivity of their employees

Majority of clients have been engaged for five years or more



The CoreHealth platform combines corporate health and wellness programming into one place. CoreHealth is a single sign-in, highly flexible platform that allows wellness providers and employers to create customized wellness solutions.

Named a 2021 Market Leader in Corporate Wellness Software¹



Carebook's combination of these powerful products creates an end-to-end digital health platform that provides an ideal solution for employers' needs.

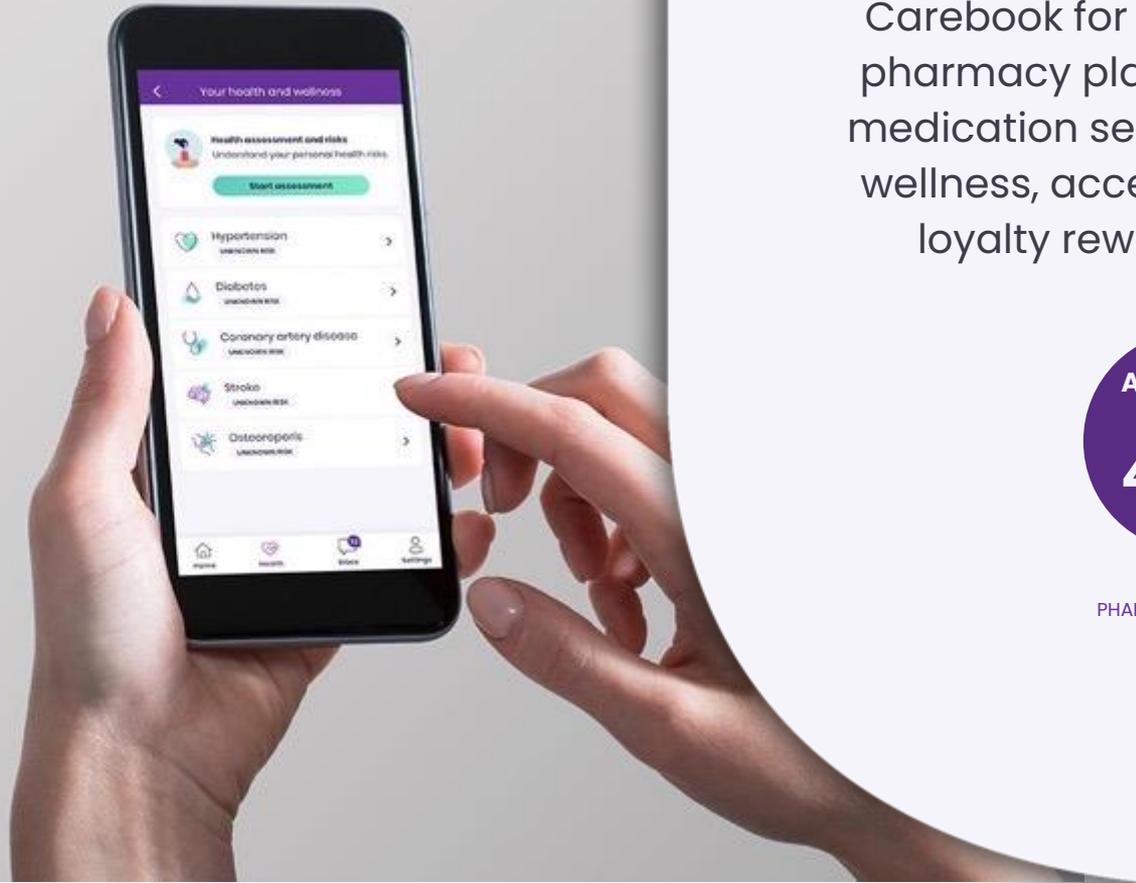


Software provides an assessment tool, generating descriptive reporting that identifies health and wellness challenges.



Platform as a service then connects employees to an extensive network of providers and resellers capable of delivering appropriate, targeted solutions.





Carebook for Pharmacy is an all-in-one pharmacy platform that brings together medication services (fill/refill), health and wellness, access to health professionals, loyalty rewards, and e-commerce.

APP STORE
RATING

4.4/5

AVERAGE
PHARMACY APP 3.3/5

NET
PROMOTER
SCORE

68%

APPLE NPS 72%

Rexall
Your pharmacy, your way.

End-to-End Digital Health Platform

Offer employers the most comprehensive set of tools, programs, and content in one integrated solution.

Client Understanding

Rich data supports users through every step of their health journey.

Powerful Algorithms

Recommendation engine automates delivery of personalized content.

Best-in-Class User Experience

Optimized user flows deliver meaningful engagement.

Highly Configurable

Flexible platform can be turn-key or customized for specific needs.



Carebook

Employer Platform

Health Assessments

Measure physical, emotional, mental, financial, and organizational wellbeing

Actionable Reporting

Comprehensive data to support decision making

Wellness Challenges

Existing challenges or the ability to create custom content

Digital Coaching

Self-directed and pre-existing programs in addition to access to coaching partners

Microlearning

Existing tools and bespoke questionnaires for customized data capture

Content Management

Content editing tools allow you to control updates

Partner Network

Connect employees to health professionals

Incentives Engine

Flexibility for the sponsor to dictate form of incentive

Scheduling

Book appointments with health partners

Increased Foothold

Sales team is expanding the sales of the end-to-end solution to enable more outgoing prospecting and expansion of sales, targeting large employers.

Show Traction for Targeted Offerings

Exploring partnerships where Wellness Checkpoint can serve partners who offer point solutions such as mental health or chronic disease management by providing a baseline assessment and showing the effectiveness of such solutions over time.

Product Standardization

Reviewing offerings to increase our ability to provide employers with uniform product suites, accelerating their decision-making and our sales cycles.

Improve User Experience and Drive Sales

Enhancing global user experience and design consistency in order to increase users' engagement, the conversion rate from prospects to clients, and the retention rate of our existing client base.

Our solutions leverage a SaaS model—**targeting employers directly or via resellers & co-selling partners**

Direct to Employers

Target medium and large employers directly

Wellness Providers

Wellness providers work with employers directly or through health and wellness platforms

Insurance Carriers

Insurance carriers interact with employers by offering employee coverage



Health Systems

Health systems are offering health and wellness platforms directly to employers

Employee Assistance Programs (EAP)

Work directly with employers to offer add-on services not covered by health insurance

Benefits Brokers

Sell health insurance and H&W packages to employers

Employer Vertical
\$37B TAM¹



Michael Peters

Chief Executive Officer

- Over a decade of healthcare experience, most recently as Senior Vice President and Chief Business Officer at SE Health, one of Canada's largest diversified home health organizations.
- Previously served as both VP Commercial Development and Associate General Counsel for Cardinal Health Canada.
- MBA, Richard Ivey School of Business.



Jeffrey Kadanoff

Interim Chief Financial Officer

- 15 years experience in consulting, including serving as a Principal at Bain and Company.
- Previously served as CFO of Knight Therapeutics.
- Named Ernst & Young Life Sciences Entrepreneur of the Year.
- MBA, INSEAD.



Mathieu Lampron

Chief Operating and Chief Product Officer

- Approximately 15 years of software, start-up, and SaaS experience.
- Previously VP of Product for Iscience, a SaaS company within the edtech industry.
- Formerly COO at Woozworld, a metaverse and social network for teens with more than 25 million users.



Limor Elbaz

Chief Revenue Officer

- Two decades of healthcare and technology experience.
- 3x exited founder with proven expertise in product development, go-to-market strategy, and partnerships.
- Most recently worked to expand the US and international operations for a major healthtech leader.



Montreal's Top Employers
2020 & 2021



Canada's Top Small & Medium Employers
2020 & 2021



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
- Former CCO and Group President at TELUS (Health, International, Business, Agriculture), TELUS Ventures



Dr. Philippe Couillard
Director

- Former Premier of Quebec
- Former Minister of Health & Social Services
- Co-Founder of Dhahran Dept. of Neurosurgery in Saudi Arabia
- Former Chief Surgeon & Chairman, Université de Sherbrooke



Anne-Marie Boucher
Director

- Founding Partner of BCF, a Montreal-based law firm
- Director, Weizmann Institute of Science in Israel



Stuart M. Elman
Director

- Managing Partner/Co-Founder of Persistence Capital Partners
- Chairman, Neighbourly Pharmacy
- Former President & CFO of Medisys Health Group



Alasdair Younie
Director

- Director for Allectus Capital Limited, West Hamilton Holdings Limited, and Somers Limited Capital Partners, where he also oversees operations

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