

Investor Presentation

DECEMBER 2021



Carebook

Care for the future, the future of care.


This presentation has been prepared by Carebook Technologies Inc. (“Carebook”, or the “Company”) solely for informational purposes and is not, and under no circumstances is to be construed as, a prospectus, or advertisement or a public offering of securities, and does not constitute an offer to sell or a solicitation of an offer to buy any securities.

This presentation may include estimates, projections, and other forward-looking statements, within the meaning of applicable Canadian Securities Laws or the U.S. Private Securities Litigation Reform Act of 1995. Statements that are not historical facts or that describe our plans, beliefs, goals, intentions, objectives, projections, expectations, assumptions, strategies, or future events are forward-looking statements, including, but not limited to, the following statements: (i) the expected growth of the digital health market and health care spending and the expected adoption of digital health tools, and Carebook’s position to leverage such growth and adoption; (ii) our growth strategy and plans for expansion, and roadmap for future technology solutions; (iii) Carebook’s expected path to future financial growth and performance; (iv) the expected outcome of our partnerships with our key customers; (v) our integration of the CoreHealth and InfoTech acquisitions.

Forward-looking statements are necessarily based upon a number of estimates, assumptions, expectations and projections that, while considered reasonable by management, are inherently subject to significant uncertainties. Such assumptions include, among others, Carebook’s ability to raise capital in debt and/or equity markets and the Company’s ability to successfully integrate the CoreHealth and InfoTech acquisitions and realize the synergies expected from such acquisitions. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual financial results, performance or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by those forward-looking statements and the forward-looking statements are not guarantees of future performance. Before considering an investment in the Company, prospective investors should carefully consider the risk factors described under the heading “Risk Factors” in the Listing Application of the Company dated September 28, 2020, a copy of which is available under the Company’s profile on SEDAR at www.sedar.com. Although the Company has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors and risks that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in forward-looking statements.

The forward-looking statements speak only as of the date on which they are made, and, except as required by law, Carebook disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, events or otherwise. All subsequent oral or written forward-looking statements attributable to the Company or any of its directors, officers or employees or any persons acting on their behalf are expressly qualified in their entirety by the cautionary statements above. Readers are cautioned not to put undue reliance on these forward-looking statements. Historical statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. In particular, historical results should not be taken as a representation that such trends will be replicated in the future.

This presentation includes market and industry data which was obtained from various publicly available sources and other sources believed by the Company to be true. Although the Company believes it to be reliable, the Company has not independently verified any of the data from third-party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. The Company does not make any representation as to the accuracy of such information.



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

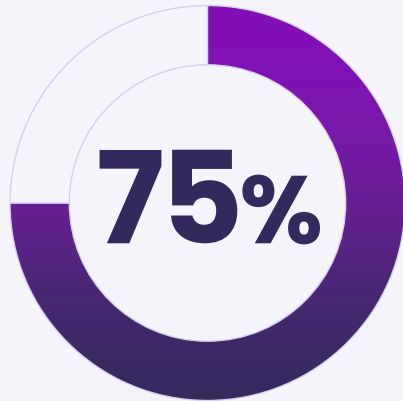
Experienced Leadership

- 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.

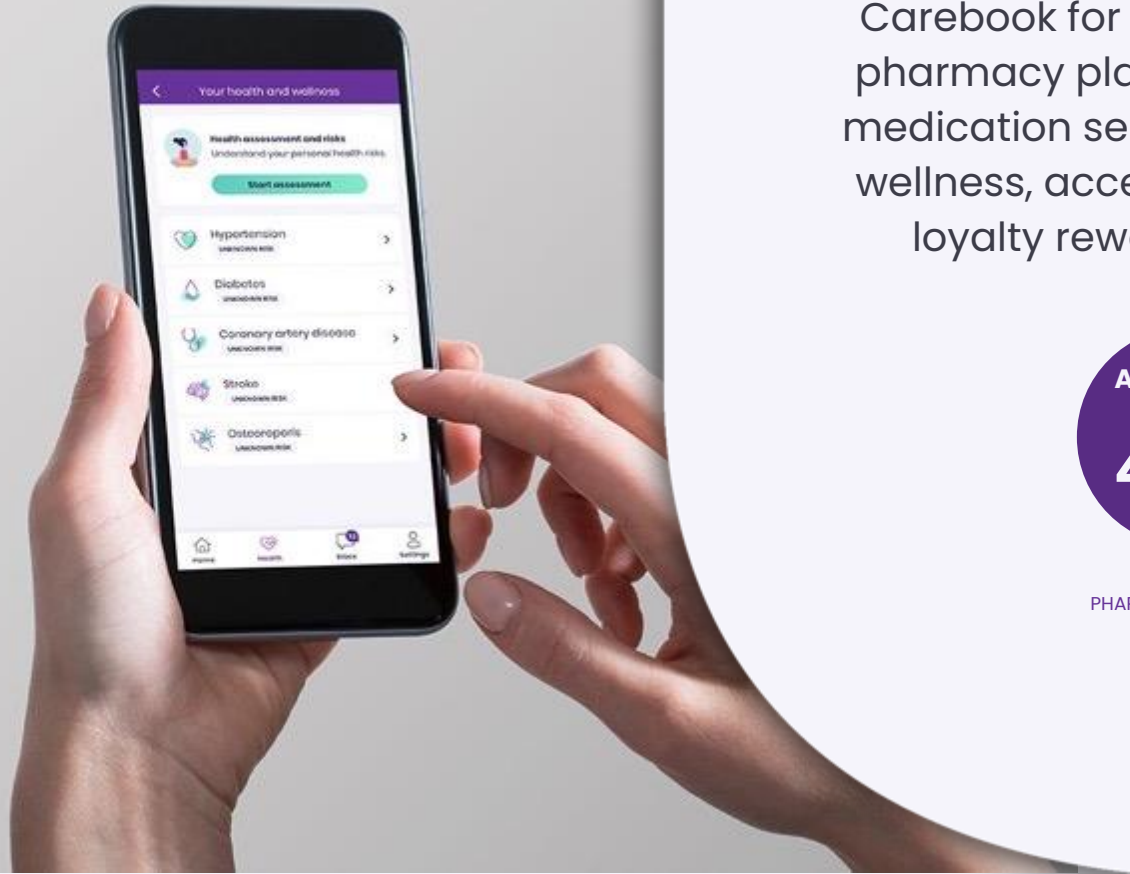


Software provides an assessment tool, generating descriptive reporting that identifies health and wellness challenges.



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

(1) Grand View Research: Corporate Wellness and Market Size, 2021-2028; Research and Markets, Global Corporate Wellness Market Analysis 2018-2019 & Outlook to 2023



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

ir@carebook.com

www.carebook.com