

# Investor Presentation

Nine Months ended September 30, 2022



Carebook

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## Our Vision

We believe in a world of **connected health** where individuals are **empowered** and **engaged** to improve their **well-being** and **performance**

Care for the future, the future of care.

## Post Pandemic Workplace

- The need for employee retention and engagement in hybrid workplaces has further reinforced the vital role of health and wellness.
- Employers are demanding an ecosystem of centralized, all-in-one digital health solutions that are driven by data insights.

## Increased Value On Nurturing Total Employee Health

- Carebook's solutions leverage a SaaS model that drives employee loyalty and productivity through comprehensive and personalized wellness programs.

Global Corporate Wellbeing Market

**\$66B TAM**

**+7% CAGR**  
over past 4  
years

## What we do

Carebook provides industry leading technology that connects employers, wellness providers and pharmacies to their employees and customers to create solutions that empower healthy living and improve performance.

### Pharmacy Platform

Advanced user engagement platform for pharmacies



### CoreHealth

Total well-being platform for employers & wellness providers



### Wellness Checkpoint

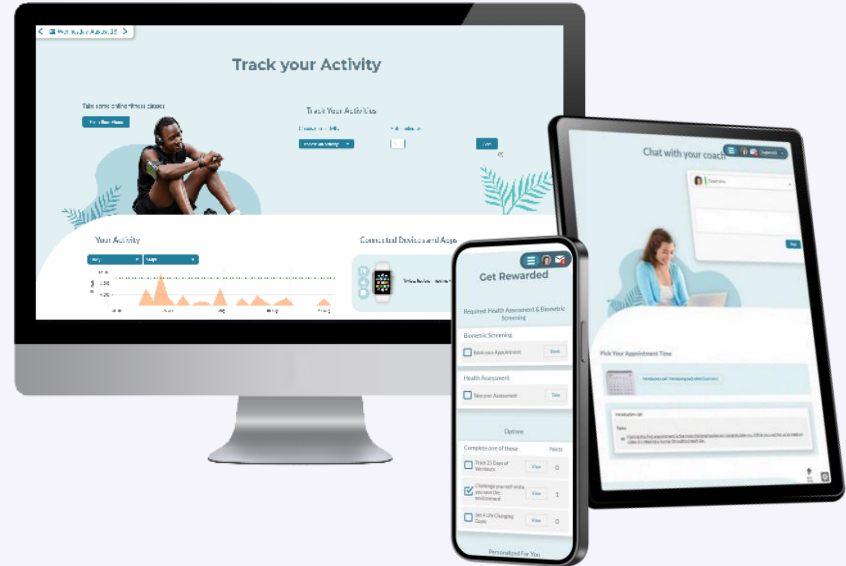
Robust & comprehensive health risk assessment for health & productivity risk management



**CoreHealth by Carebook has developed four optimized digital health solutions designed for employers to support the health journeys of their employees.**

**3.5M**  
Eligible members  
& growing

- ✓ **CoreHealth Checkpoint**  
Modular health risk assessments
- ✓ **CoreHealth Activate**  
Workplace well-being challenges
- ✓ **CoreHealth Impact**  
Managed digital wellness program
- ✓ **CoreHealth Your Way**  
Configurable all-in-one wellness platform



## Pharmacy Platform

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  
**Rexall Be Well<sup>1,2</sup>**

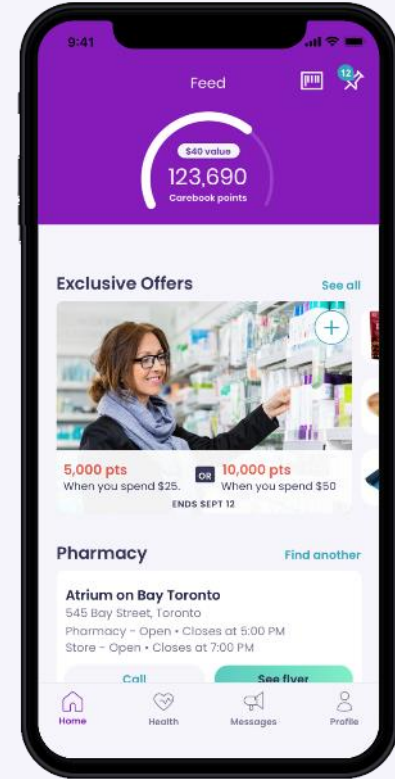
**4.5/5**

AVERAGE  
PHARMACY APP 3.3/5

NET PROMOTER  
SCORE  
**Rexall Be Well<sup>1,3</sup>**

**74%**

APPLE NPS 72%



**Rexall**<sup>MC</sup>

1 Rexall and Be Well are trademarks of McKesson Canada

2 As of November 17, 2022

3 During the third quarter of 2022

## Comprehensive Digital Well-being Platform

Industry leading platform-as-a-service technology that powers the delivery of centralized employee well-being programs.

## Employee Understanding

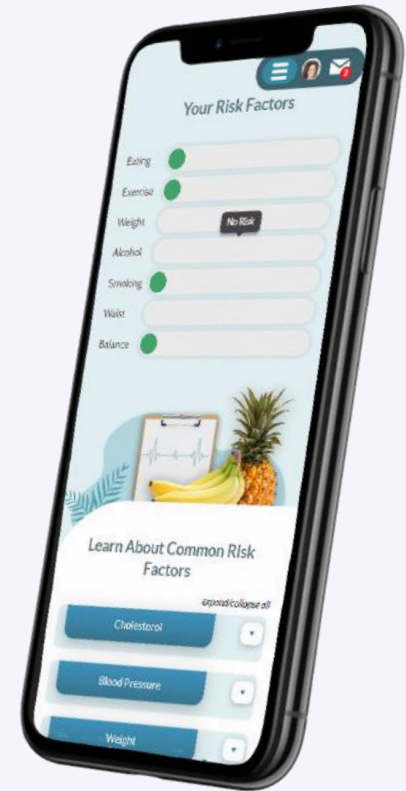
Utilize rich data insights to better understand the needs of employees to support them with tailored programs that drive improvements in their performance.

## Highly Configurable

Flexible system architecture allows for integrations with a host of solutions to create offerings that are turn-key or customized for specific needs.

## Best-in-Class User Experience

Optimized and data-driven personalized user journey's deliver meaningful engagement through incentivization, rewards and loyalty.







## Successful Expansion Strategy

- Successful integration of acquisitions made in 2021
- Shift to employer market has received immediate validation with over \$9.4M in new contracts over the last twelve months



## Increased Revenue Growth

- Revenue increased 79% from \$3.8M in nine months ended Sept 30, 2021, to \$6.8M in nine months ended Sept 30, 2022
- Expanding and diversifying customer base with number of clients growing from 65 in Q3 2021 to 88 in Q3 2022



## Improved Operating Margins

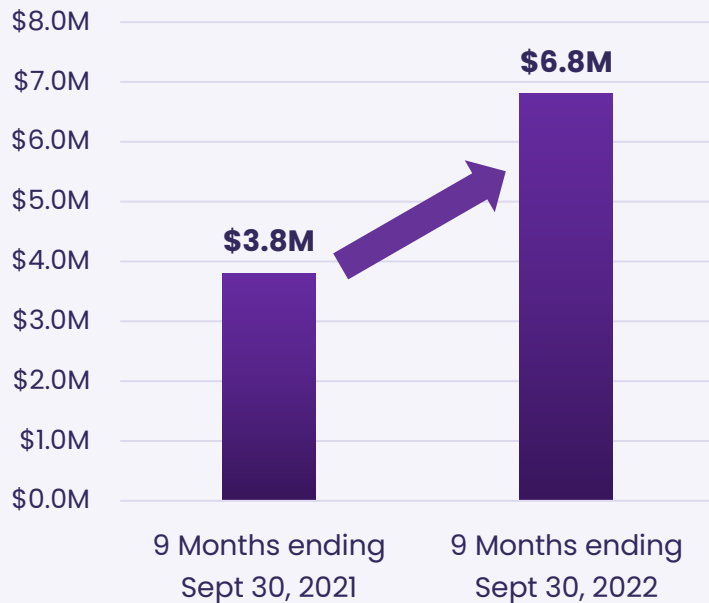
- Increased operating expenses offset by incremental revenue and implemented cost reductions
- Restructuring measures resulted in reduction of annualized expenses of approximately \$5M



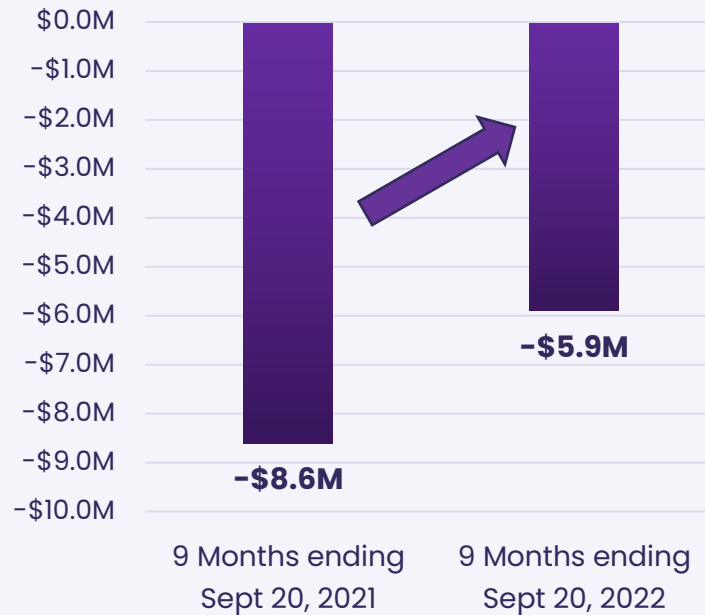
## Strengthened Balance Sheet

- Completed \$4.5M Rights Offering on May 17, 2022
- Completed \$1.0M Convertible Debt offering on September 28, 2022
- Strong support from major shareholders, UIL and SAYKL
- Repaid >\$1.25M in debt

## Revenue Growth (+79%)



## Loss from Operations (-31%)





## 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.



## Mathieu Lampron

Chief Operating and Chief Product Officer

- Over 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.



## Olivier Giner

Chief Financial Officer

- Over 20 years of venture capital, operations and finance experience.
- Previously served as CEO of a digital health company and VP & COO at leading healthcare venture capital fund.
- MBA, INSEAD & LLB, (Laval University)



## Charles Martin

Chief Technology Officer

- Two decades of healthcare and technology experience.
- Previously CTO for Téo Taxi, an innovative taxi service leveraging a large fleet of electric vehicles
- Formerly Director of Engineering and Operations for Autodesk, a global leader in design, engineering & entertainment software



Montreal's Top Employers  
2021 & 2022



Canada's Top Small & Medium Employers  
2021 & 2022



**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



Established leader in digital health following successful **integration of strategic acquisitions** InfoTech & CoreHealth



**Revenue up 79%** to record \$6.8M in 9 Months ending Sept 30, 2022



Innovative product offering with new focus on **employer market**



Experienced & restructured **leadership** team



Early validation of strategic refocus with **\$9.4M<sup>1</sup>** in new contracts including **Air Canada, LifeLabs** and US based global leader in **employee benefits**



Backed by committed **major shareholders UIL & SAYKL**

<sup>1</sup> During the 12-month period ended Sept 30, 2022

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[www.carebook.com](http://www.carebook.com)