

# Investor Presentation

Nine Months ended September 30, 2022

Carebook

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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](http://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.

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A portrait of a woman with long blonde hair, smiling warmly at the camera. She is wearing a dark blazer over a light-colored top. The background is a soft, out-of-focus purple.

## 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

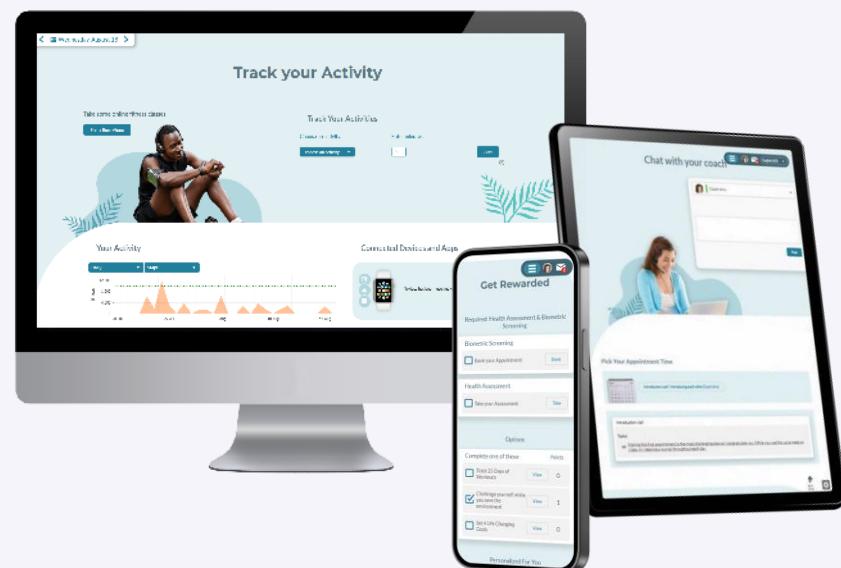


# NEW EMPLOYER SOLUTIONS

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

- ✓ 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

**3.5M**  
Eligible members & growing



## Pharmacy Platform

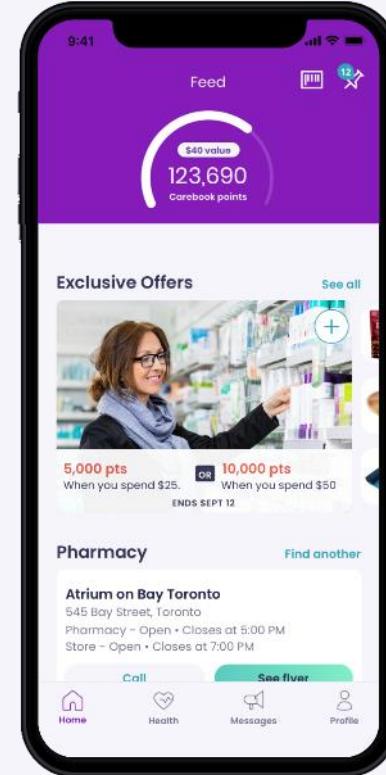
An all-in-one pharmacy platform that brings together medication services (fill/refill), health and wellness, access to health professionals, loyalty rewards, and e-commerce.



AVERAGE  
PHARMACY APP 3.3/5



APPLE NPS 72%



<sup>1</sup> Rexall and Be Well are trademarks of McKesson Canada

<sup>2</sup> As of November 17, 2022

<sup>3</sup> During the third quarter of 2022

**Rexall**<sup>TM</sup>

## Comprehensive Digital Well-being Platform

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

## Employee Understanding

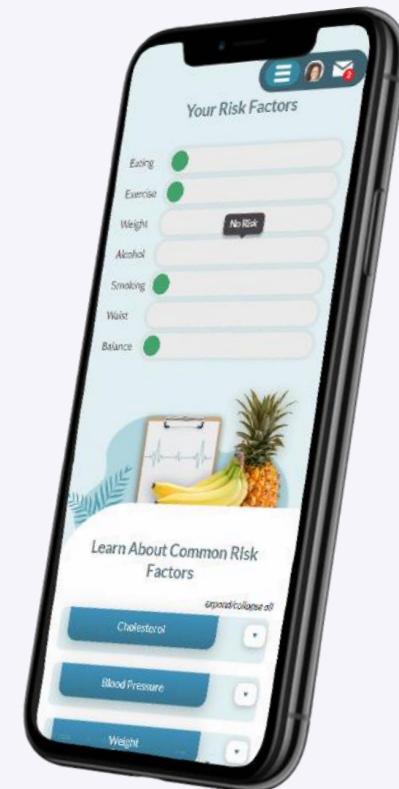
Utilize rich data insights to better understand the needs of employees to support them with tailored programs that drive improvements in their performance.

## 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.



# NINE MONTHS ENDING SEPT 30, 2022 HIGHLIGHTS

Carebook



## 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



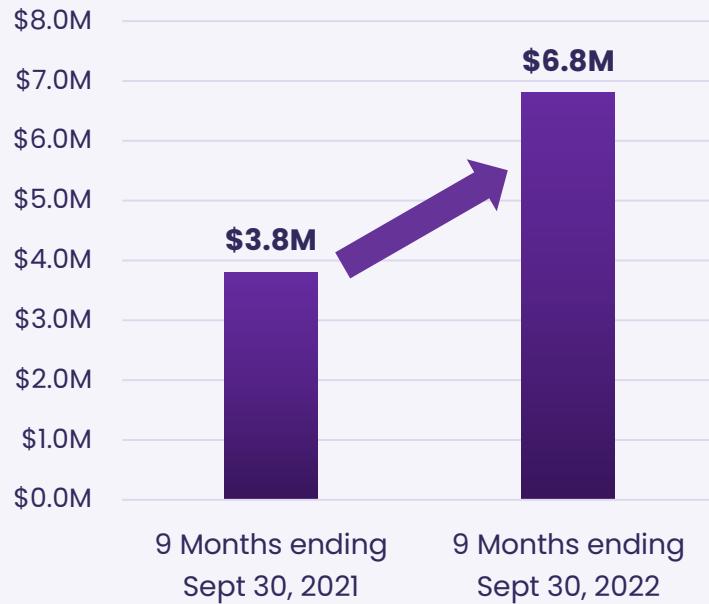
## Strengthened Balance Sheet

- 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

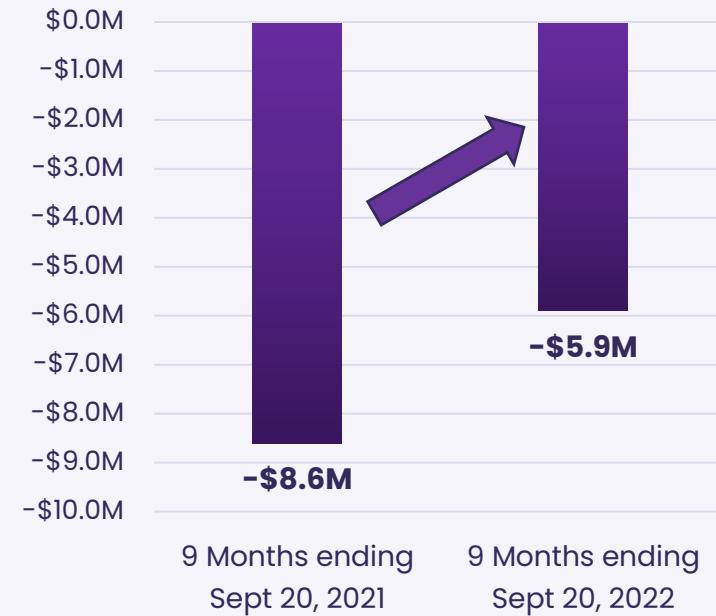
# NINE MONTHS ENDING SEPT 30, 2022 HIGHLIGHTS



## 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.



## 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)



## Mathieu Lampron

### Chief Operating and Chief Product Officer

- Over 15 years of software, start-up, and SaaS experience.
- Previously VP of Product for 1science, a SaaS company within the edtech industry.
- Formerly COO at Woozworld, a metaverse and social network for teens with more than 25 million users.



## 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

# 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
- 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, Universite 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 Allctus Capital Limited, West Hamilton Holdings Limited, and Somers Limited Capital Partners, where he also oversees operations

# INVESTMENT HIGHLIGHTS



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



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



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**



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



Experienced & restructured **leadership** team



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

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

**ir@carebook.com**

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