

Carebook

Investor Presentation

FY2023

+15pt

Daily fiber intake

50%

Personal Goal Complete

Heart disease



Low risk



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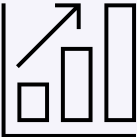
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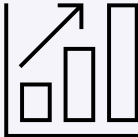
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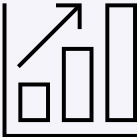
FY2023 AT A GLANCE



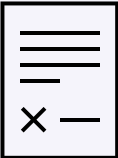
\$12.3 million
in revenue,
a 32% increase



\$3.0 million
Improvement in
Adjusted EBITDA



\$14.5 million
Improvement in Net
Loss



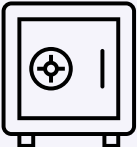
\$3.6 million
secured in New
Contract Value by
CoreHealth



\$1.6 million
Additional order
received under
McKesson agreement



\$12.1 million ARR
Increase of 42% from
FY2022



\$4.5 million
completed in debt &
equity financings



\$3.0 million
Bank Loans Repaid



4.6M Users
on combined
platforms

OUR BUSINESS

A photograph of two women sitting at a wooden table in a bright, modern office setting. The woman on the right, with dark curly hair and wearing a white button-down shirt, is smiling and looking towards the woman on the left. She is holding a silver laptop. The woman on the left, with brown hair in a ponytail and wearing a black top, is looking back at her. On the table are a white coffee cup and some papers. A large window in the background shows a cityscape. A teal curved line graphic is overlaid on the image, starting from the top right and curving down towards the bottom left.

Organizations need **comprehensive and bespoke solutions to assess, manage and improve** the health of their employees and customers.

Carebook does not believe in a **one size fits all** approach to well-being, rather, we care deeply about creating **unique, exceptional experiences** for our customers.

OUR BUSINESS

We empower wellness providers, employers and direct-to-consumer enterprises to promote healthy living for the individuals they care about through our comprehensive, industry-leading digital well-being platform

Pharmacy Platform

Advanced user engagement platform for pharmacies



CoreHealth Platform

Total well-being platform for employers & wellness providers



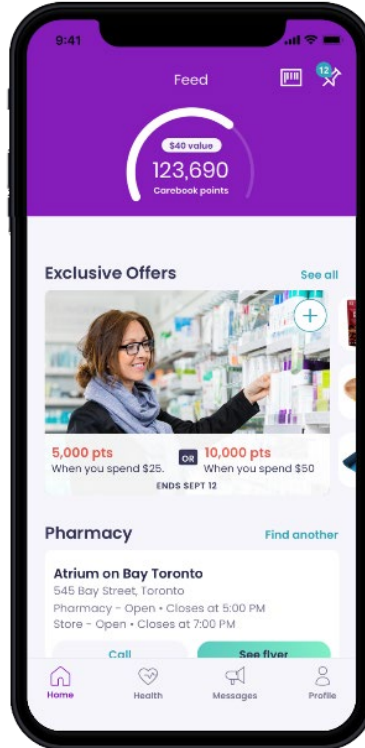
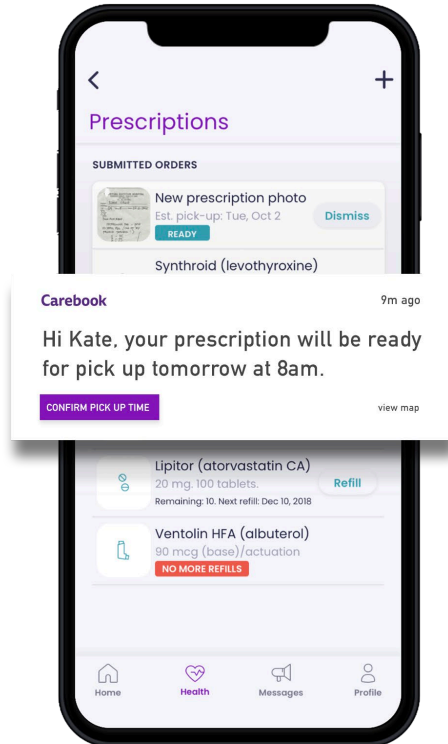
Wellness Checkpoint

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



OUR COMPREHENSIVE PHARMACY SOLUTION

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.



OUR TOTAL WELL-BEING TECHNOLOGY

Carebook integrates health data inputs, health assessments and tailored well-being programs to create a unique experience for end-users.

1

Health Data Inputs

- Assessments
- Questionnaires
- Wearables
- Biometrics
- Medication

2

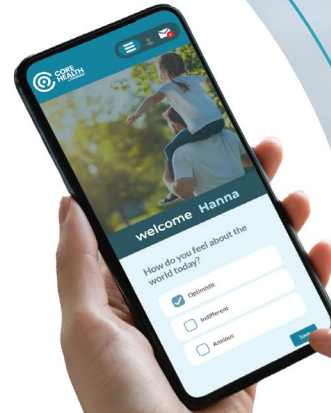
Data Analysis

- Risk Engine

3

Tailored Programs

- Health Program Aggregator
- Wide Library of Content
- Challenges
- Partner Network



MARKETS SERVED

Detailed data insights combined with loyalty solutions and customer relationship management capabilities create a complete wellness solution for **any** audience.

Health & Wellness Service Providers

- Consolidate all program components into one centralized hub for a unified seamless experience

Medium & Large Enterprise Employers

- Increase engagement, drive productivity improvements and reduce health-related costs

Direct-to-Consumer Organizations

- Increase consumer loyalty and capture consumer health and lifestyle behavior data

4.6M
Eligible Members
& Growing



THE CAREBOOK DIFFERENCE



Comprehensive Digital Well-Being Platform

Create meaningful engagement with solutions that consider the holistic health and well-being of your population.



Employee Understanding

Gain population insight data to power impactful and targeted programming to address current health concerns and mitigate future risks.



Flexible, Scalable Solutions

From simple to sophisticated, our suite of digital solutions scale to fit the current and growing health and well-being needs of your population.



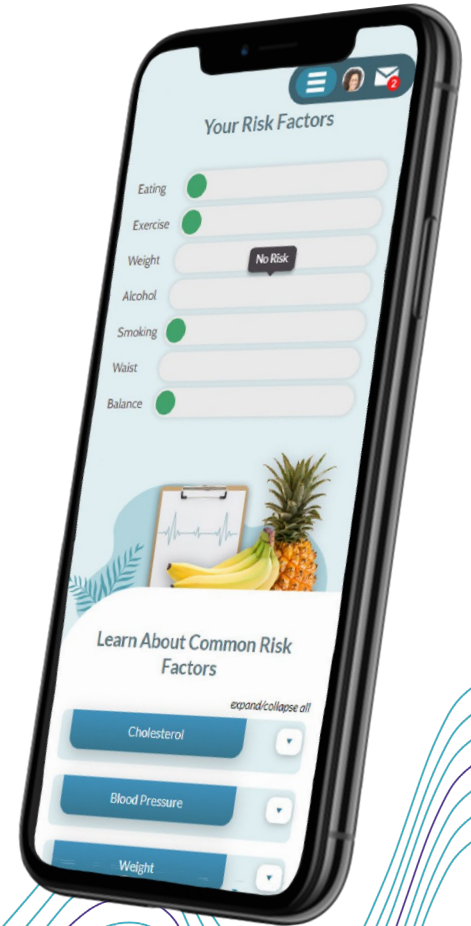
Best-in-Class User Experience

Data-driven and personalized user experiences deliver meaningful engagement through incentivization, rewards and loyalty.



Solution Delivery

Expertly integrated and implemented customized solutions with a timely and professional approach.



PARTNER ECOSYSTEM

Expand well-being programs with a curated network of integrated partners for a seamless user experience.

Financial Well-being



Devices



Health Content



Fitness



Emotional Well-Being



Incentives



Sleep



Health Coaching



Nutrition



Addiction Support



Technology



Telehealth



Smoking Cessation



US CORPORATE WELL-BEING MARKET

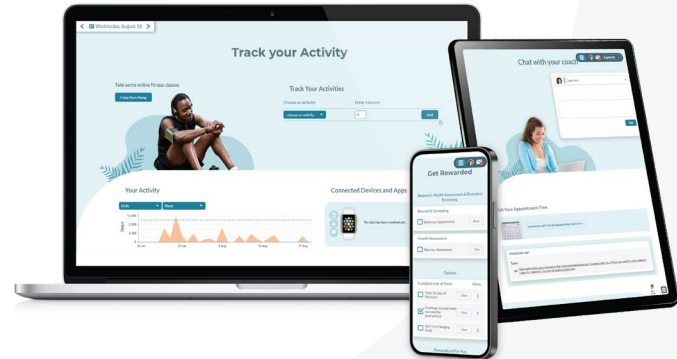
Traditional employer benefit programs focus on dental, health, disability & life, offered under group insurance programs.

Employee well-being programs are **focused on prevention** and designed to address employee well-being and promote healthy behaviour at work. Such programs have grown in importance as a result of:

- Increasing focus on mental health and stress management
- Rising adoption of wearable technologies
- Increasing chronic diseases among employees
- Employee's shifting expectations regarding the scope of employee benefit programs

Well-being programs are proven to increase retention and productivity, decrease absenteeism and reduce overall healthcare costs

US Corporate Well-Being Market
US\$10B TAM⁽¹⁾



(1) Source: Market Research Future

COMPETITIVE LANDSCAPE



A fixed point solution with a single platform addressing physical, mental and financial health.

LIFESPEAK



SaaS-based mental health & total well-being platform with proprietary content and well-being tools

limeade

A point solution with a core offering of a well-being platform with add-on options for an engagement platform and diversity & inclusion.



An aggregator & engagement platform leveraging help from their integrated partners and recent acquisitions.

Aggregator

LIFESPEAK



Virgin pulse



Point Solutions



limeade

SME

Enterprise

INVESTMENT HIGHLIGHTS



Increased Revenue Growth

- **Revenue increased 32%**
 - from \$9.2M in FY2022, to \$12.3M in FY2023
- **Annual recurring revenue of \$12.1M** as at December 31, 2023
 - a 42% increase from FY2022



Improved Operating Margins

- **Loss from operations improved by \$3.7M**
 - from \$(6.2)M in FY2022 to \$(2.5)M in FY2023
- **Adjusted EBITDA improved \$3.0M**
 - from \$(4.1)M in FY2022 to \$(1.1)M in FY2023
- On **path towards durable profitability**



Strengthened Balance Sheet

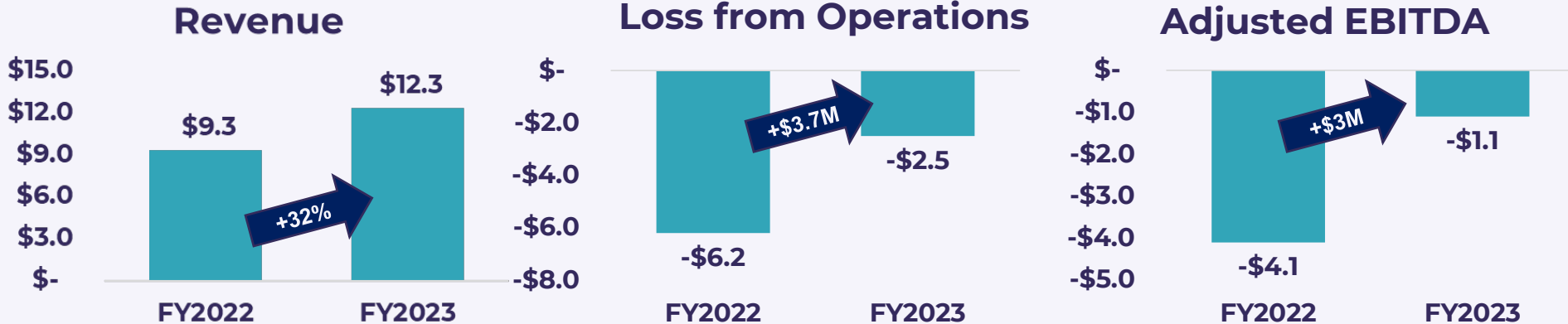
- **Completed \$4.5M in debt and equity financing** during FY2023
- **Strong support from major shareholders, UIL and SAYKL**



Future M&A Opportunities

- Successfully completed the acquisitions of Infotech and CoreHealth
- Fragmented wellness market, prone for consolidation

FINANCIAL PERFORMANCE (CAD \$ million)



“Adjusted EBITDA” is a non IFRS financial measure without a standardized meaning under IFRS and which may not be comparable to similar measures or ratios used by other issuers. “Adjusted EBITDA” is defined as EBITDA adjusted for non-recurring M&A and other transaction costs, certain non-recurring costs (or savings), share-based compensation, foreign exchange loss (gain), intangible asset and goodwill impairment, changes in fair value of warrants or changes in fair value of contingent consideration. Adjusted EBITDA provides management with a useful supplemental measure in evaluating the performance of our operations and provides better transparency into our results of operations. Adjusted EBITDA indicates our ability to generate profit from our operations prior to considering our financing decisions and costs of consuming intangible and capital assets.

LED BY HEALTHCARE AND SOFTWARE VETERANS



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.
- LLB, University of Toronto



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



Andrea Hunt

Chief Commercial Officer

- Over two decades of experience leading digital marketing and sales teams for some of the largest corporations in the world
- Previously held executive roles across North America and Europe showcasing remarkable ability to elevate iconic brands and generate significant value for shareholders

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



Domenic Pilla
Director

- Former Chief Executive Officer, McKesson Canada
- Former President and Chief Executive Officer of Shoppers Drug mart



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

For More Information

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