

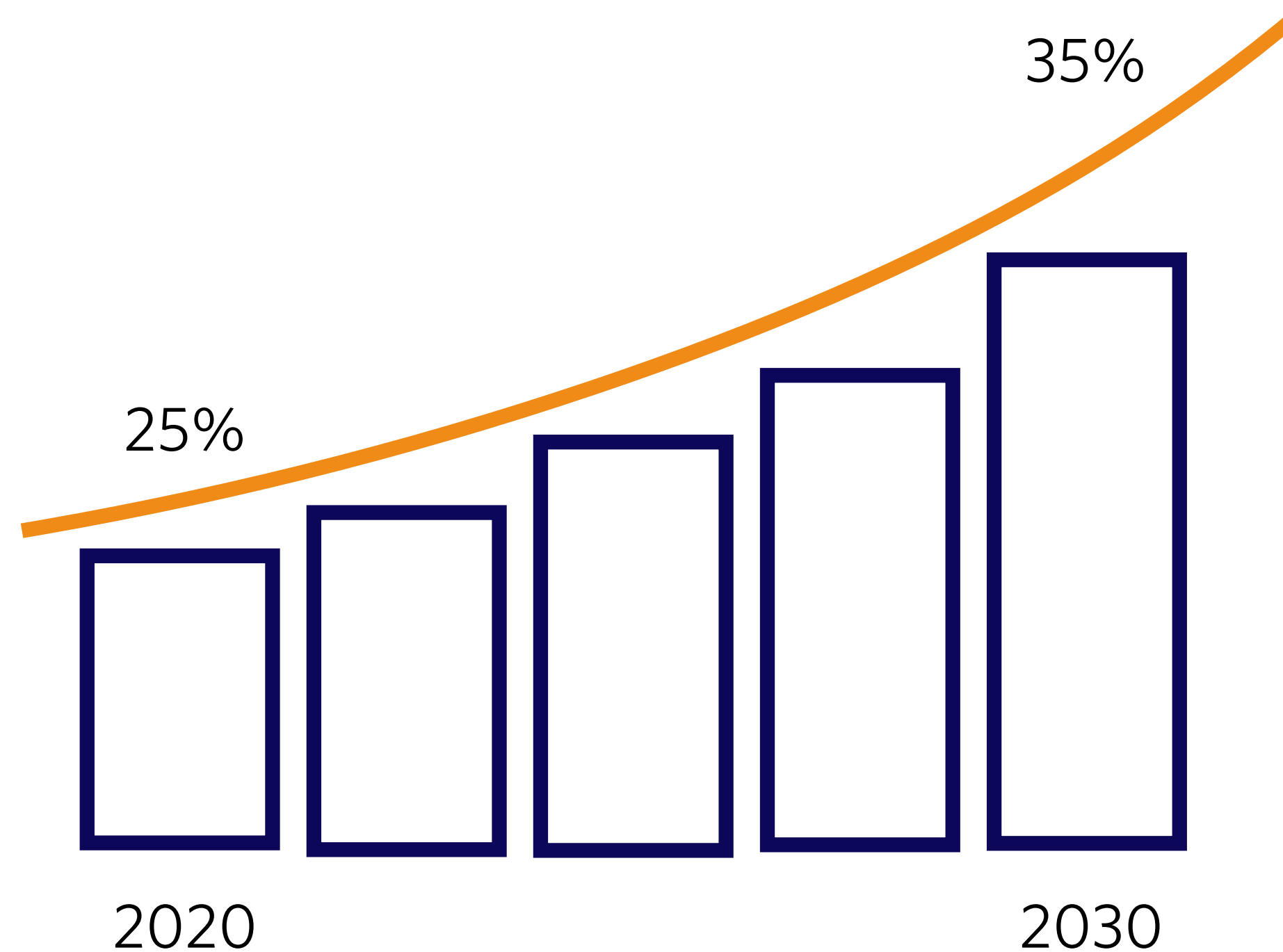


sinque

# Investor Deck

January 2020

# Obesity is a big problem in our society



In the Netherlands, with the growth rate remaining at the estimated level, obesity will jump from 25% today to **35%** in 2030.

In Brazil, 55% of the workforce needs to lose weight.

In the United States, the aggregate costs of obesity-related problems between 2005 and 2010 increased by **48.7%**

# Sinque in a nutshell



**Sinque is a proven and stress-free way for measuring weight, leading to sustainable weight loss results.**

# The problems that Sinque is solving



## 80%

of people starting a weight loss program will fail

\*The Netherlands, Brazil, USA and UK



## 3 months

70% obese and overweight people dropout of their fitness /wellness programs within three months



## \$73.1 billion

The value of lost job productivity as a result of health problems related to obesity

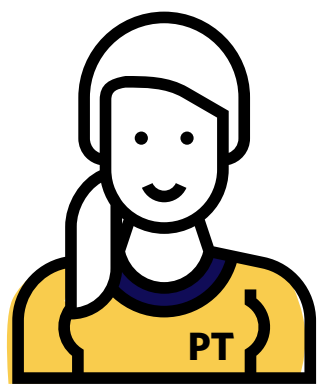
Eric A. Finkelstein, PhD, Marco daCosta DiBonaventura, PhD, Somali M. Burgess, PhD, and Brent C. Hale, RPh. Journal of Occupational and Environmental Medicine (JOEM), Volume 52, Number 9: "The Costs of Obesity in the Workplace,"

# A multisided platform



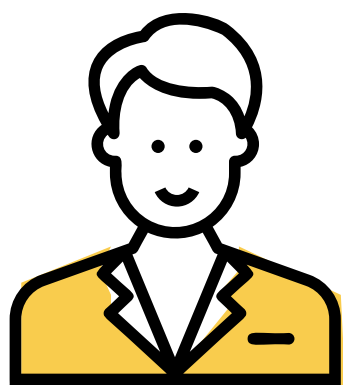
**End-user**

Overweight and obese people motivated to continue their weight loss journey.



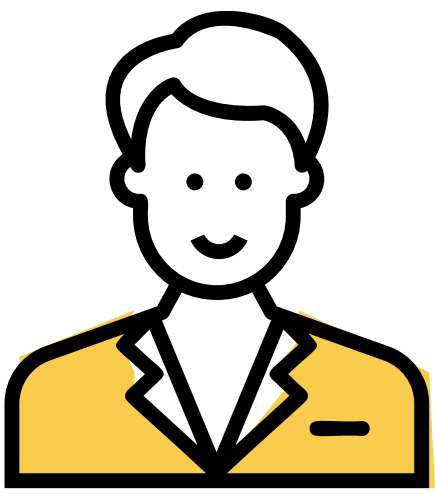
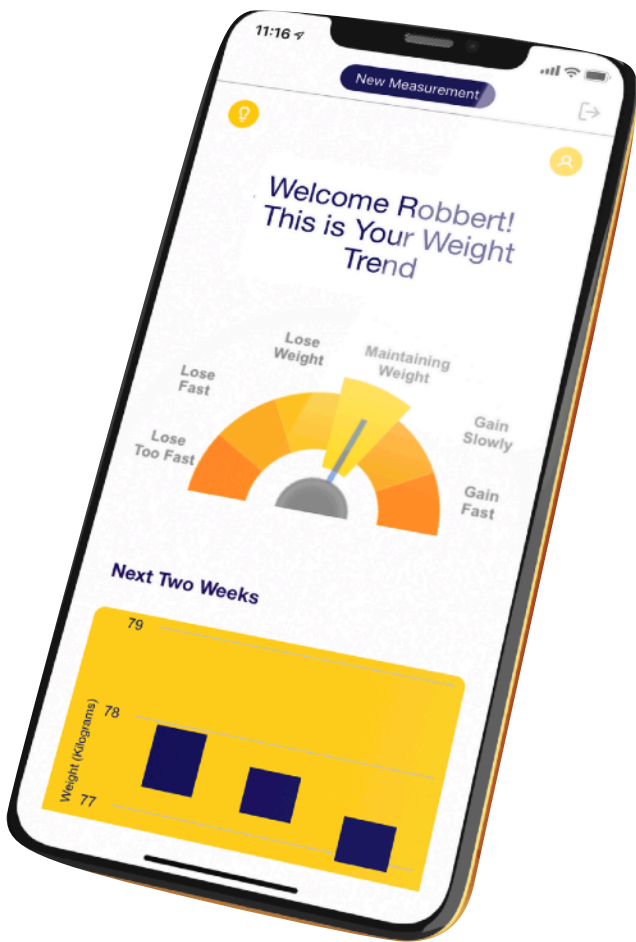
**Fitness/Wellness Providers**

Personal trainer, nutritionists, dietitian, fitness studios, gyms, wellness coaches.



**Health Prevention Programs**

Health insurances, workplace wellness programs, clinics, weight loss programs.



# Value proposition



**Health Prevention Programs** has: (1) a more efficient network of fitness/wellness professionals to offer to their population, (2) a direct cost reduction in their programs and a (3) tool to monitor, in real-time, the impact of their programs.






**Fitness/wellness providers** have: (1) a short-term validation tool enabling them to anticipate and individualize their programs, (2) access to more significant market offering services to health prevention programs population and (3) sales commission of our products.



**End-users** enjoy Sinque's stress-free weight monitoring system and the support of fitness and wellness professionals to ensure they follow the right path to better health.



# Growth strategy

- 1** **We signed LOIs** with large health prevention programs. They offer access to their 900.000 members to Sinque health providers network and have access to real-time aggregate reports.  

- 2** We invited fitness & wellness providers **to use our tool** with their clients and **to promote** their services to health prevention programs.  

- 3** We will start to implement Sinque in February allowing the employees of these companies to have options and support to start to improve their health  




# Assumptions

Based on our pilots, trials, scientific statistics

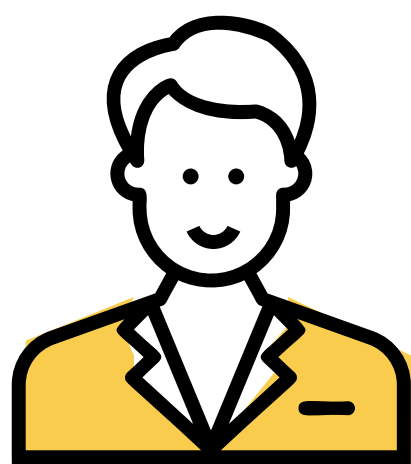


## People that

Need to lose weight

Will use Sinque APP (weight trend)

Will buy our home monitors

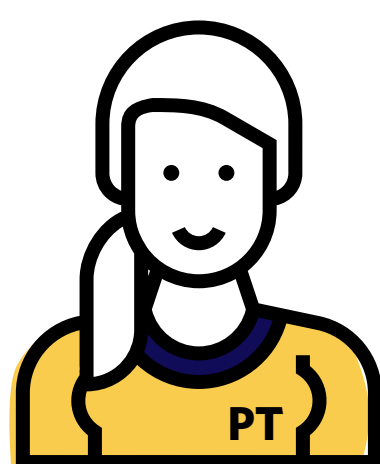


## In a company

55%

20%

3% - 8%



## In a fitness/wellness provider

45% - 70%\*

20% - 50%\*

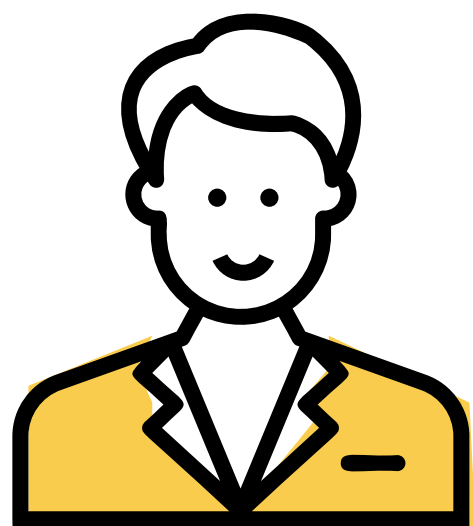
15% - 35%\*

\*Personal trainers client shows higher chance to use Sinque an buy home monitors

# The market opportunity with our LOIs

WORKPLACE WELLNESS PROGRAMS CLIENTS				POPULATION		
COMPANIES CLIENTS	SIZE COMPANY (EMPLOYEES)	AVERAGE POPULATION	TOTAL	NEEDS TO LOSE WEIGHT	SINQUE USERS	HOME MONITORS BUYERS
1200	10 - 100	75	90,000	49,500	18,000	4,500
900	101 - 250	200	180,000	99,000	36,000	9,000
700	251 - 500	350	245,000	134,750	49,000	12,250
400	501 - 750	650	260,000	143,000	52,000	13,000
300	750 - 1000	850	255,000	140,250	51,000	12,750
2,300			940,000	517,000	188,000	47,000

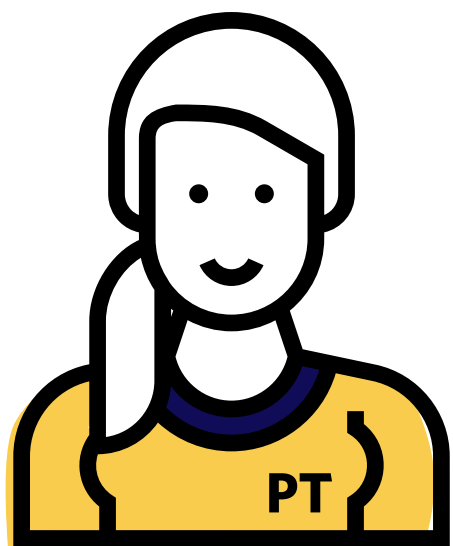
# Milestones in our conservative scenario



**Health Prevention Programs**  
Sinque reduces costs and improve results of their programs

	Q1	Q2	Q3	Q4	YEAR	% OF THE MARKET
Companies clients	2	6	8	8	22	1%
Population exposed to Sinque	1200	3500	3700	1700	8900	1%
Sinque APP user	179	522	551	251	1324	1%
Home monitors sold	36	201	217.5	129	547.5	1%

# Milestones in our conservative scenario



## Fitness and wellness providers

Sinque improve their results and increase their client base

	Q 1	Q 2	Q 3	Q 4
Providers	6	45	38	47
Population exposed to Sinque	1130	2120	2150	1990
Using Sinque APP	253	628	610	542
Buy home monitors	97.5	494.5	478.5	401

In our pilots and trials, we invite fitness and wellness professional to offer their services to our companies’ client. With cold calls, we had 60% return, and we send our home monitor for testing. They realize that Sinque is a **complementary tool** that improves their results with obese and overweight people. A conclusion that facilitates their decision to use Sinque with their actual clients, what generate more home monitor sales.

# Sinque elements



SCALLY



## Sinque Pro

Dashboard to automate and simplify Sinque implementation.

A dashboard for companies and providers:

- Manage their group of users.
- Upload content and messages.
- **Unique real-time report about population BMI weight trend.**

\*The individual data is NOT revealed or commercialized to third parties

## Sinque monitors

The numberless way to monitor weight trend.

- Does not show numbers.
- Allows users to measure their weight anytime, even when wearing clothes.
- At home (Sinque Home Monitor), or at large traffic areas (Sally).
- They automatically connect to the **Sinque APP**.

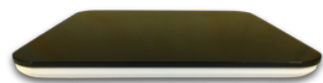
## Sinque mobile app

To support users on their behaviours change journey.

- It eliminates the frustration with the natural weight fluctuation.
- Instead of numbers, users track their **weight range** two weeks in the future.
- Users receive **personalized content** from providers.

*To forecast their weight range, our **A.I. learns** people's diet and exercise habits by analyzing the user's natural weight fluctuation.*

# Revenue stream



SCALLY



Buy Home monitor  
**€ 69,00**

“Freemium”  
In-App purchases



12 months contract  
**Monthly Fee €50 - €1,500**

Home monitor  
**20%** sales commission



12 months contract  
**Monthly Fee €250 - €3,500**

Lease Scally  
**Monthly Fee € 130**

# User economics

## Long Term Value

Two years run

## Consumer Acquisition Cost

Year two (2021)



End-user (employees)  
Overweight and obese

€ 69

€ 5



Fitness & Wellness  
Centers

€ 2,800

€ 220

Personal trainers,  
dietitians...

€ 900

€ 30




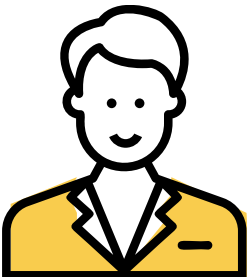


Companies  
With +150 employees

€ 5,600

€ 300

# Market Size (bottom-up)

	TAM	SAM	SOM
	100% of overweight and obese in 100% of companies and providers	40% of overweight and obese in 50% of companies and providers	20% of overweight and obese in 15% of companies and providers
 End-user (employees) Overweight and obese	133 million	52 million	27 million
 Fitness & Wellness Centers	70,000	35,000	10,000
 Personal trainers, dietitians...	720,000	360,000	110,000
 Companies With +150 employees	262,000	131,000	40,000
Netherlands 2.3%, Brazil 30.1%, USA 67.6%	€ 9 billion	€ 2 billion	€ 300 million

# Pro-Forma financials

\*Not considering new products/features markets

	2020 (Year 1)												Year 1	Year 2	Year 3
	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	2020	2021	2022
<b>Paid subscribers</b>															
companies (units)	-	-	2	7	8	10	11	13	15	20	27	34	34	247	479
providers (units)	-	1	5	13	21	35	60	99	146	202	272	342	342	2,092	4,121
<b>Home Monitors sold</b>	-	74	98	124	171	128	200	345	427	566	861	1,040	4,032	26,208	51,630
<b>Revenues*</b>	-	6	9	15	19	18	25	37	46	63	92	112	441	3,291	6,253
<b>Cost of Goods*</b>	-	(3)	(5)	(8)	(6)	(5)	(7)	(13)	(14)	(21)	(34)	(38)	(156)	(1,025)	(1,692)
<b>Gross Profit*</b>	-	3	4	6	13	13	18	24	32	41	57	74	286	2,266	4,561
<b>Expenses*</b>	(26)	(26)	(37)	(30)	(44)	(46)	(57)	(60)	(70)	(70)	(80)	(94)	(640)	(1,568)	(2,479)
<b>Ebitda*</b>	(26)	(23)	(32)	(24)	(31)	(33)	(39)	(36)	(38)	(29)	(22)	(20)	(354)	698	2,082
<b>Headcount</b>	7	8	8	9	9	9	9	12	12	12	12	14	14	35	45
<b>Cash (end of period)*</b>	(35)	(21)	(27)	(61)	(22)	(17)	(54)	(49)	(11)	(31)	(9)	34	(358)	1,737	3,196

\* in € 000s

# Why now?

Weight loss needs a new technology

“Wearable devices do not offer an advantage over standard behavioral weight loss approaches.”

Jakicic JM, Davis KK, Rogers RJ, et al. Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial. **JAMA**. 2016;316(11):1161-1171. doi:<https://doi.org/10.1001/jama.2016.12858>

Workplace wellness needs a new approach

“Workplace wellness plans can affect health behaviors, but had no overall effect on health outcomes.”

“Effect of a Workplace Wellness Program on Employee Health and Economic Outcomes,” Zirui Song and Katherine Baicker, **JAMA**, April 16, 2019. doi: [10.1001/jama.2019.33](https://doi.org/10.1001/jama.2019.33)

# Why now?

Companies are looking for more broad and flexible programs to offer to their employees.

Example:

**Gympass** (Sao Paulo, BR) a “fitness discovery platform connecting the world's network of fitness facilities to companies and its employees”.

Raised in the **US \$300 million** in 2019 in NY (series D)

**Our LOIs' clients preferred Sinque over Gympass because of our aggregated reports and the savings that Sinque generates in their operations**

# Our road map

	YEAR 1 (2020)	YEAR 2	YEAR 3
Households with Sinque	4,000	26,000	52,000
Developments	<ul style="list-style-type: none"><li>LOI's Implementation</li><li>Grow Team</li><li>Logistics</li></ul>	<ul style="list-style-type: none"><li>Sales team expansion</li><li>USA and UK markets</li><li>New algorithms Pregnancy, kids, senior</li><li>New features games and challenges</li></ul>	<ul style="list-style-type: none"><li><b>New friendly and non-confrontative devices for families</b> ("health for service") Numberless blood pressure monitor Sleep listening device Smart Thermometer</li><li>Communication/publicity</li></ul>

# Our achievements

- 2017

Patent pending (PCT)  
Minimum Viable Product (My Easy Weight App)  
12 Pilots in Brazil, USA and The Netherlands
- 2018

3,000 unique users during the pilot phase  
Rockstart Accelerator program
- 2019

Investments in services from strategic partners
  - Hike One (brand and interactive design)
  - PilotFish (Flat box commercial monitor - Scally)
  - Efutures (software development)€ 130,000.00 in cash from Angel Investors  
Sinque APP (Apple and Android stores)  
**3 LOIs in Brazil (900.000 employees)**  
Scally production
- 2020

**Ready to scale up**



# Testimonials



"I used to panic when seeing a kilo more or less, and that it can fluctuate so much. When I see my trend at the end of the week, I know I'm doing well."

*Irene, Westvliet Sports & Healthclub, Voorburg*



"In our pilot, using numbers, we had 23 of the 32 participants losing weight, using weight range, we learned that just six people really lost weight. Sinque is a must-have tool to offer an effective solution to our clients."

*SESI, workplace wellness provider, Brazil*

# Founders & Team



**Renato Romani MD MBA,  
CEO**

Serial entrepreneur two exits, 20+ years experience in the healthcare industry, MD, sports medicine & medical informatics, MBA from Carlson MN.



**Saskia Korink MSc MBA,  
Board of Advisers**

25+ years of business/consulting experience. Previously principal at BCG, vice president at Cargill, COO of UK biotech company. MS in Physics, MBA from Columbia, NY.

More than 20 people, including two PhDs, three MBAs, two MD, in four different countries, believe in our purpose and our future. Years of experience that combined make our team unique.

# Actual Capitalization Table

			SEED ROUND			
			FOUNDERS ORDINARY SHARES	ORDINARY SHARES	TOTAL SHARES	SHARE HOLDER PERCENTAGE
<b>Investors</b>						
Angels	Rockstart			800	800	8.0%
	ASPR			500	500	5.0%
	Efuture			300	300	3.0%
<b>Founders</b>						
	Korani BV (Founder #1)		7,636		7,636	76.4%
	Martins Tech (Founder		200		200	2.0%
<b>Employee Stock Option Plan (ESOP)</b>						
	Available (Unallocated) Option Shares		564		564	5.6%
<b>Total</b>			8,400		10,000	100.0%

# Fundraising target € 350,000.00

## Seed Investment Round

Crowdfunding of € 350,000.00

Type of issuance: Convertible loan agreement with EW2Health B.V.

Minimal investment: € 5,000.00

Conversion Cap: € 5,000,000.00

Conversion Floor: € 1,000,000.00

Conversion discount: 15%

Use of funds: Working capital

	SEED ROUND	ROUND A	ROUND B
Dates	Q1 2020	Q1 2022	Q1 2024
Company	€1,190,000	€10,000,000	€30,000,000
<b>Investments</b>			
Equity	€95,000	€1,500,000	€3,000,000
Converted Equity		€350,000	€0
<b>After investments</b>			
Total shares	10,000	12,667	13,933
Share price	€119	€1,000	€2,368
Company value	€1,190,000	€12,666,667	€32,999,211
<b>Convertible Note Valorization</b>			
Value	€350,000	€1,166,667	€3,552,538

\* 15x EBITDA valuation for healthcare IT companies  
<https://www.realwire.com/releases/Healthtech-Sees-Highest-Valuations-in-Over-Five-Years-Reveals-Report>  
\*\* Total crowdfunding in the seed investment round

# Use of Funds

## Technology

First semester - We had documented our necessities and projected investments to make our app and our Scally ready to scale up.

Second semester - We will start to learn with our users the improvements needed in our interface as well as with the stability of our solution.

Improvements needed

- Scally firmware (working in progress - to be implemented in January)
- Scally interface (working in progress - to be implemented in January)
- New features related to our aggregated reports (implemented)
- Providers prospects asked for improvements on the user visualization (sprints in progress - to be fully implemented in March)

## Sales team

First semester - In Brazil, we already have a team in place. Here, in NL, we will bring a junior sales person. Sacha will not work with Sinque in 2020. This new team will defined our KPIs and our sales materials.

Second semester - We will increase our sales force in The Netherlands and in Brazil. In Brazil with focus on the companies that are clients of our channels and on the providers to offer services to these companies. Here in NL, we will focus on health insurances long cycle sales) and workplace wellness programs to sign LOIs allowing us to offer our solution to fitness/wellness provides as a connection with that population of employees.

## Staff

First semester - Support on our fundraising process, our patent and trade marks will need to be update, our legal team will review our entities in Brazil and in the USA.

Second semester - Increase our sales team as described above and investments in our IT team. To develop our new app with new features we will need to test the interfaces with a team here in NL supporting our team in Sri Lanka.



Sinque is a Ew2health B.V. brand

Visit our website

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

Renato Romani MD MBA

CEO | Founder

[renatoromani@ew2health.com](mailto:renatoromani@ew2health.com)

+31 06 1248 3753

Our purpose is to stimulate people's proactiveness towards better health **through** our medical science and predictive algorithms **by developing** personalized, beautiful and less confrontative consumer health solutions.