



CHAMPION
HEALTH

Physitrack[®]
Group

The future of
workplace health.

Forward-looking statement

This presentation contains certain forward-looking statements and opinions. Forward-looking statements are statements that do not relate to historical facts and events and such statements and opinions pertaining to the future that, for example, contain wording such as “believes”, “deems”, “estimates”, “anticipates”, “aims”, “expects”, “assumes”, “forecasts”, “targets”, “intends”, “could”, “will”, “should”, “would”, “according to estimates”, “is of the opinion”, “may”, “plans”, “potential”, “predicts”, “projects”, “to the knowledge of” or similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements and opinions concerning the future financial returns, plans and expectations with respect to the business and management of the Company, future growth and profitability and general economic and regulatory environment and other matters affecting the Company.

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Today's speakers and agenda



Henrik Molin


CEO & CO-FOUNDER,
PHYSITRACK

- +» Introduction
- +» Acquisition rationale
- +» Important next steps and upcoming dates



Harry Bliss

CEO & CO-FOUNDER,
CHAMPION HEALTH

-  About Champion Health



Charlotte Goodwin

CFO,
PHYSITRACK

- +» Deal structure
- +» Financial contribution

A **leading** workplace health platform based in the UK

“THE NETFLIX OF WELLBEING”

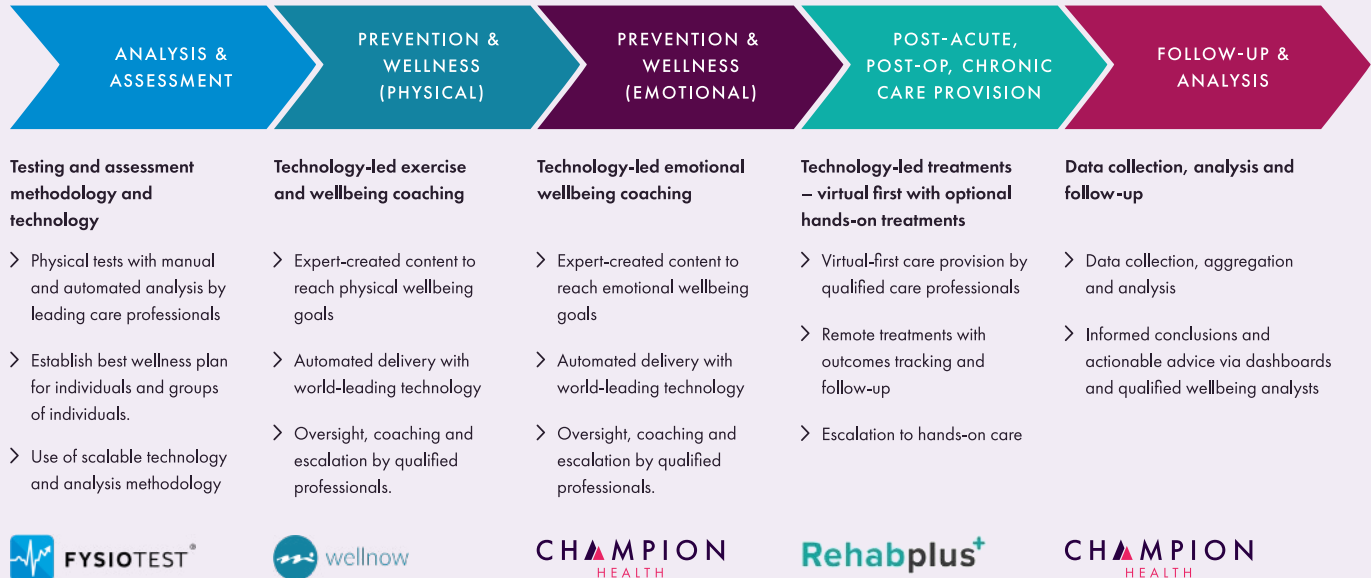
- > B2B SaaS platform with 95%+ recurring revenue streams
- > Founded in 2018 by Harry Bliss
- > Empowering employee holistic wellbeing through data, insight and action
- > Positioned to meet market trends in digital, proactive, and hyper-personalised solutions
- > Cutting edge technology and UX
 - > Employees can access all areas of wellbeing, all within one platform
 - > Leaders can access impact analytics, wellbeing strategies, and more, all within one platform
- > Targeting leaders and all employees at companies with 500+ employees with the potential of expanding into SME + Enterprise + B2C
- > Excellent financial performance with revenues of €410,000 (run rate at end April 2022) and a running EBIDA margin of ca 30% at end April 2022

Concludes **major leap** towards a comprehensive product in holistic health and wellness for corporations

- Physitrack's most important acquisition to date - perfect fit for our offering and organisation
- Adding the final piece to Access – our holistic prevention and wellness offering
- Enables growth in new customer segments
Platform is well equipped to address the end consumer directly, enabling growth in the B2C segment
- New growth avenues with substantial synergy potential
- Direct standalone SaaS revenue stream from the booming wellbeing tech market
- Fast tracks revenue growth in Care and wellbeing with an integration into amazing front-end
- Fast tracks transformation of Care revenue streams to SaaS
- Accelerates expansion in UK, Nordic, Germany and US markets

Physitrack's Wellness Ecosystem

The market's most comprehensive **holistic offering**



The market is moving rapidly, from:

MANUAL PROCESS > DIGITAL PROCESS

REACTIVE > PROACTIVE

GENERIC > HYPER-PERSONALISED

There **was** no solution that brought
all areas of wellbeing together...



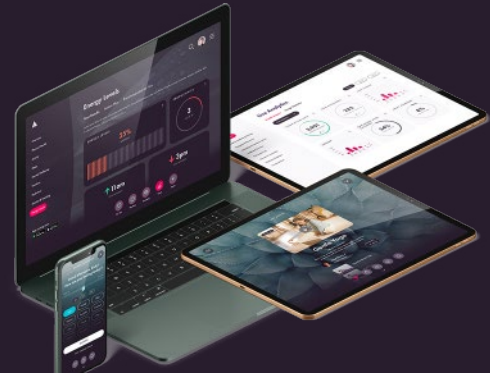


Leveraging Champion Health's **workplace health platform** within Physitrack's **holistic virtual care** offering Access

Global SaaS care provider
in the holistic wellness and
rehabilitation sector



A personalised, proactive
platform to support all areas
of every employee's wellbeing.





“

This is for
you, James.

Wellbeing is changing, **rapidly.**

THE GENERAL MARKET

Reactive

Focus on one area of wellbeing

Clunky to navigate

Low usage (av. 2-4%)

Lack data for leadership

CHAMPION HEALTH

Proactive

Focus on all areas of wellbeing

Seamless to use

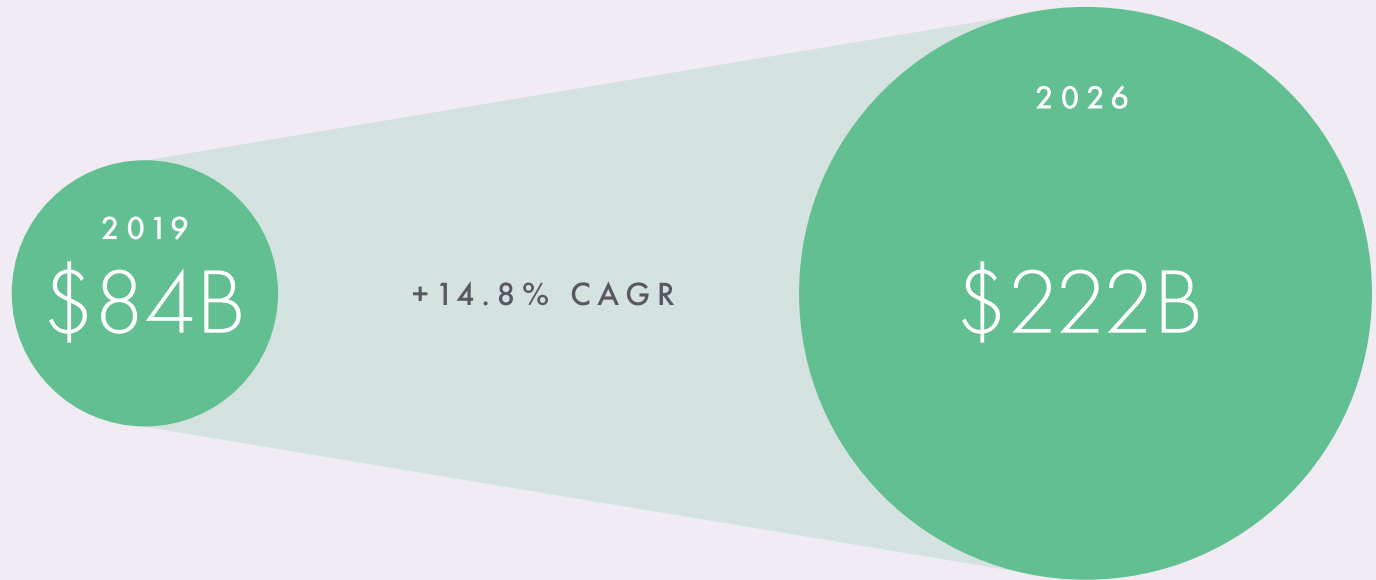
High usage (av. 50%)

Data-driven from the outset

VS

Wellbeing technology is booming, it's showing no signs of slowing down.

OUR CURRENT MARKET

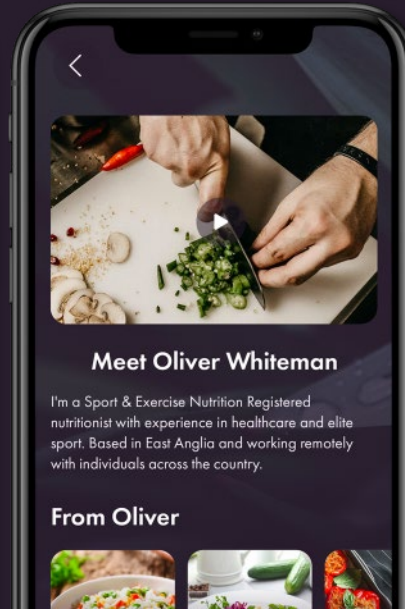
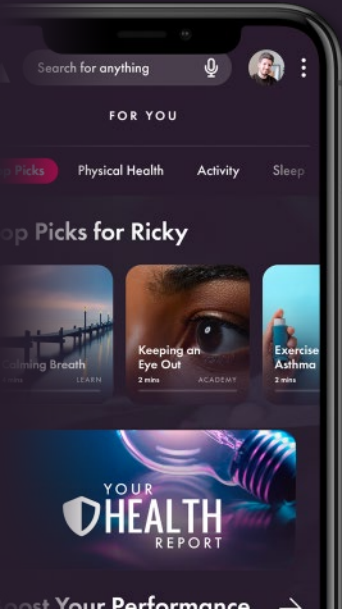


SOURCE: F&F RESEARCH

INTRODUCING

“The Netflix of Wellbeing”

One platform, all areas of wellbeing



"The Netflix of Wellbeing"



OUR VISION

To be the global leading solution for digital workplace health.



TARGET MARKET

Sector ambivalent, we work with employers that care, specifically targeting companies with 500+ employees



OUR POSITION

A leading workplace health platform based in the UK



MARKET OUTLOOK

Projected \$222B market by 2026,
14.8% CAGR

 **Marshall**

Rabobank


Derbyshire Healthcare
NHS Foundation Trust



CLYDE&CO

INTRODUCING
THE PLATFORM

Giving people the power of choice.

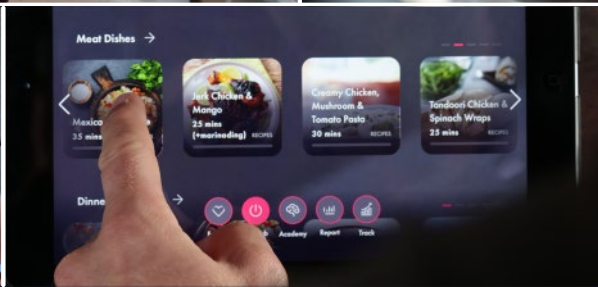
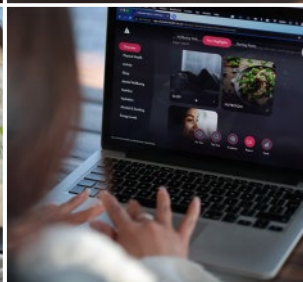
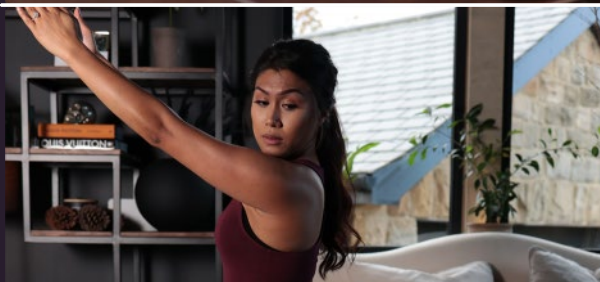
Inspired by research from:



Inspired by tech companies inc:

NETFLIX





FOR EMPLOYEES

"The Netflix of Wellbeing"

- ✓ WELLBEING ACTION PLANS
- ✓ WORKOUTS
- ✓ RECIPES
- ✓ MINDFULNESS
- ✓ MASTERCLASSES
- ✓ DAILY TRACKING
- ✓ + MORE

FOR LEADERS

Data-Driven Decisions

- ✓ IMPACT ANALYTICS
- ✓ TREND DATA
- ✓ WELLBEING STRATEGY
- ✓ CAMPAIGNS & COMMS
- ✓ ENGAGEMENT MATERIALS
- ✓ + MORE



How We Compare

CHOICE FOR EVERY INDIVIDUAL & BUSINESS

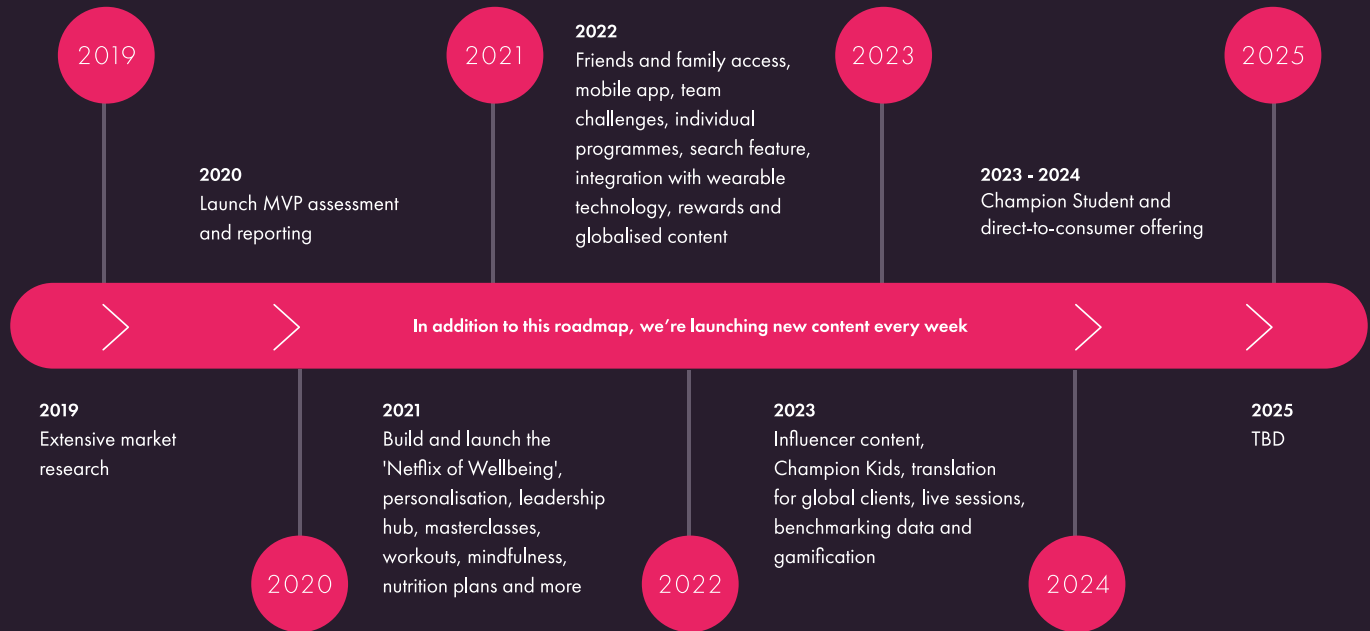
 Featured

 Q4 2022 Launch

SOLUTIONS				
Mindfulness & Sleep Stories				
Workouts				
Masterclasses & Learning				
Wellbeing Assessments & Reports				
Friends & Family Access				
Nutrition Plans				
All Areas of Wellbeing				
Personalised Experience				
Inclusive and accessible to individuals with disabilities				
Data-driven Insights for Leadership				
Leadership & Management Training				
Daily Tracking (Wearable Integrations)				

And there's **much more** to come...

INNOVATION NEVER STOPS



Champion Health **in numbers**

APRIL 2022
REVENUE RUN RATE

€410K

EBITDA MARGIN

30%

SUBSCRIPTION
AVERAGE VALUE

€12,400

APRIL 2022 MRR

€34,000

CONTRACT TERMS

1-3 Years

% SUBSCRIPTION

+95%

Deal Structure and Financial Contribution

- £2.5m cash consideration up front
- Further potential earn-out consideration of up to £7.9m based on stretching revenue targets with a profit underpin
- £0.25m of acquisition and integration costs are expected to be incurred in the next six months
- In well advanced talks with lending providers for £5m credit facility for future growth opportunities
- Total amount of facility will fall under internally set Debt to Adjusted EBITDA targets

Important **next steps** and upcoming dates



MAY 6, 2022

Deal closing, start of integration + localisation work



MAY 9, 2022

English Enterprise launches with multinationals in Nordic, Germany



Q 3, 2022

Enterprise version launch in US market



Q 4, 2022

SME version launch in UK, US



Q 1, 2023

German SME + Enterprise version launches



Q 1, 2023

Integrated care version launches



Q 2-Q 3, 2023

B2C version launches



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Q & A