



# newtopia

TSXV: NEWU

OTC: NEWUF

Corporate Overview Presentation  
Bloom Burton Health Innovation Conference – May 3, 2022



# Forward Looking Information

Certain statements in this presentation are forward-looking information or forward-looking statements. Such information and statements, referred to herein as “forward-looking statements” are made as of the date of this presentation or as of the date of the effective date of information described in this presentation, as applicable. Forward-looking statements relate to future events or future performance and reflect current estimates, predictions, expectations or beliefs regarding future events. Any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (generally, forward-looking statements can be identified by use of words such as “outlook”, “expects”, “intend”, “forecasts”, “anticipates”, “plans”, “projects”, “estimates”, “envisages”, “assumes”, “needs”, “strategy”, “goals”, “objectives”, or variations thereof, or stating that certain actions, events or results “may”, “can”, “could”, “would”, “might”, or “will” be taken, occur or be achieved, or the negative of any of these terms or similar expressions, and other similar terminology) are not statements of historical fact and may be forward-looking statements. Such forward-looking statements are based on a number of assumptions that may prove to be incorrect, including, but not limited to: the ability of Newtopia to execute on its business plan; Newtopia’s business performances; Newtopia’s business prospects and opportunities; and completion of listing on a listing on a stock exchange. Newtopia considers these assumptions to be reasonable in the circumstances, given the time periods for such outlook. However, there can be no assurance that any one or more of the industry, market, operational or financial targets as set out herein will be achieved. Inherent in the forward-looking statements are known and unknown risks, uncertainties and other factors that could cause actual results, performance or achievements, or industry results, to differ materially from any results, performance or achievements expressed or implied by such forward-looking statements including, but not limited to, those risk factors set forth in this presentation. Prospective investors and/or current investors should not place undue reliance on these forward-looking statements as a prediction of actual results, as a number of important factors could cause the actual outcomes to differ materially from the beliefs, plans, objectives, expectations, estimates, assumptions, and intentions expressed in such forward-looking statements. The forward-looking statements reflects Newtopia’s current expectations and beliefs regarding future events and operating performance of Newtopia and is based on information currently available to Newtopia. Actual results may differ materially from the forward-looking statements contained herein. These risks include, but are not limited to, risks relating to the offering of special warrants, risks related to changes in the regulatory framework applicable to Newtopia’s business; risks relating to dependence on key personal; access to capital; the risk of Newtopia’s business; the risk of a change in investment return; the potential for a conflict of interest; and tax related risks. The foregoing list of factors that may affect future results is not exhaustive. When relying on forward looking statements, Investors should carefully consider the foregoing factors and other uncertainties and potential events. The forward-looking statements contained herein is current as of the date of this presentation. Except as required by law Newtopia does not have any obligation to advise any person if it becomes aware of any inaccuracy in or omission from any forward-looking statement, nor does it intend, or assume any obligation, to update or revise these forward-looking statements to reflect new events or circumstances. **Any and all forward-looking statement included in this presentation is expressly qualified by this cautionary statement, and except as otherwise indicated, is made as of the date of this presentation.**

## Future Oriented Financial Information

To the extent any forward-looking information in this presentation constitutes “future-oriented financial information” or “financial outlooks” within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate the anticipated market penetration and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. Future oriented-financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above under the heading “ Forward Looking Statements”. Newtopia’s actual financial position and results of operations may differ materially from management’s current expectations and, as a result, Newtopia’s revenue and expenses may differ materially from the revenue and expenses profiles provided in this presentation. Such information is presented for illustrative purposes only and may not be an indication of the Company’s actual financial position or results of operations.

## Certain Other Matters

By accepting delivery of a copy of this presentation, each such person agrees that he, she or it will not transmit, reproduce or otherwise make this presentation, or any information contained in it, available to any other person, other than those persons, if any, retained by such person to advise such person with respect to an investment in the securities of Newtopia, without the prior written consent of Newtopia. In consideration for the time and effort expended by Newtopia and its representatives to prepare this presentation, these obligations shall survive indefinitely, whether or not a prospective investor and/or current investor acquires any securities of Newtopia.

All dollar figures contained in this presentation are in CAD, unless otherwise stated.

# Meet Newtopia – Transforming Health Care

Tech-enabled habit change provider for disease prevention

Reducing cost of care and optimizing revenues for health insurers



The only tech-enabled habit change provider with CDC accreditation, incorporating genetic data, leveraging HIPAA-compliant technology



A growing list of partnerships with US Fortune 500 employers & health plans



**80%** of the North American population has at least one chronic disease risk factor, meeting eligible criteria for participation. This is the equivalent of **320M people**.

# Investment Highlights

- ▶ **Third-Party Validation:** the only tech-enabled habit change provider with CDC accreditation, incorporating genetic data, leveraging HIPAA-compliant technology
- ▶ **Marquee Insurer Partners:** partnering with a growing list of US Fortune 500 employers and health plans
- ▶ **Proven Clinical & Financial Outcomes:** scalable, virtual coaching, digital tools, connected devices and actionable data science that deliver high engagement and sustainable clinical and financial outcomes
- ▶ **Recurring Revenue Model:** monthly subscription fees provide predictability and visibility while success fees offer additional opportunity for top-line growth
- ▶ **Massive & Growing Addressable Market:** 320M+ people at risk in North America, 80% of population with a least one physical or mental chronic disease risk factor
- ▶ **Collection of Valuable Industry Data:** deep and proprietary anonymized genetic + phenotypic data enabling real-time analytics and research & development
- ▶ **Highly Experienced Management Team:** strong leadership with industry expertise and a passion to scale the platform

# What Problem is Newtopia Solving?

Health systems do not adequately support **primary prevention**, leaving **insurers** intervening too late.

*Chronic disease is prevalent and expensive.*

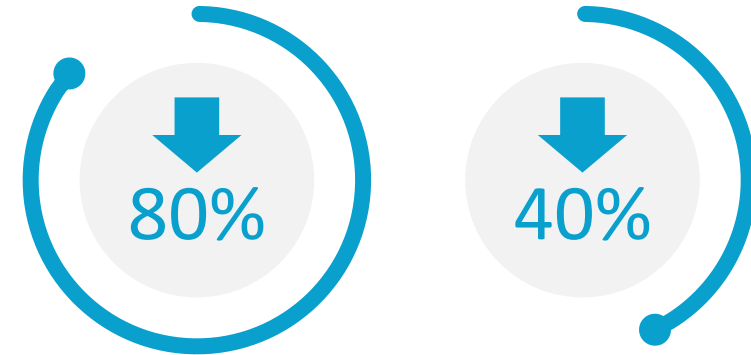


of America's \$4.2T in annual health care costs are for people with chronic and mental health conditions.<sup>1</sup>

Many chronic diseases are caused by:

- Poor nutrition
- Lack of physical activity
- Stress and poor mental health
- Tobacco & excessive alcohol use

*If you prevent these behaviors, you'll see a dramatic decrease in chronic disease.<sup>2</sup>*



heart disease, stroke, type 2 diabetes, MSK, depression, anxiety

cancer

1. "Health and Economic Costs of Chronic Diseases," Centers for Disease Control.  
2. "Widespread Misunderstandings About Chronic Disease and the Reality," World Health Organization.

# How Does Newtopia Work?

## ONBOARDING



## PROGRAM



*Timing varies based on Individual needs and client requirements.*

\*Eligibility risk is identified through biometrics, lab data, insurance medical & pharmaceutical claims or alternate risk screener information.

6 \*\*SDOH stands for Social Determinants of Health.

# How Does Newtopia Recognize Revenue?

## PARTICIPANT WELCOME KIT

Initial Onboarding



C\$230/kit  
**One-time Fee,  
Lower Margins**



## SUBSCRIPTION FEE

Monthly Revenue Per Participant

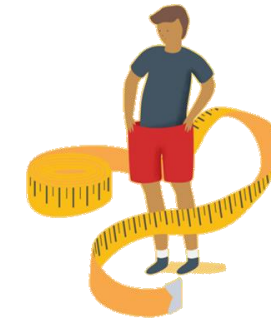


C\$65/month<sup>[1]</sup>  
**Recurring Revenue  
Higher Margins**



## OUTCOME MILESTONE

Target: 5% Body Weight Reduction<sup>[3]</sup>



C\$200/success  
**Success Fee,  
100% Margin**

Average Recurring Revenue per Participant (3+ years) = C\$1,600<sup>[2]</sup>  
with Potential for Growth Over Time

1. (\$230/kit) + (\$7 average monthly fees for Wholesale/Direct over three year estimated participant lifetime.

2. 7 year 1 price x 70% engagement x 12 months + \$59 year 2,3 price x 45% engagement x 24 months) + (\$200 x 50% achievement of success fee) = \$1,600.

3. Certain customer contracts contain clauses that trigger success fees or outcome guarantees paid upon completion of target metrics and billed on a monthly basis.

# Risk Factors that Contribute to Chronic Conditions



1 Waist circumference or BMI

2 Elevated blood glucose / A1C

3 Elevated blood pressure

4 Elevated triglycerides

5 Low HDL cholesterol

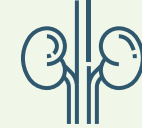
5x as likely to develop type 2 diabetes

2x as likely to develop heart disease

3x as likely to have a stroke



Untimely death



Kidney disease



Vision disability



Liver damage



Heart problems



Weakness or paralysis



Coma



Deteriorating mental health



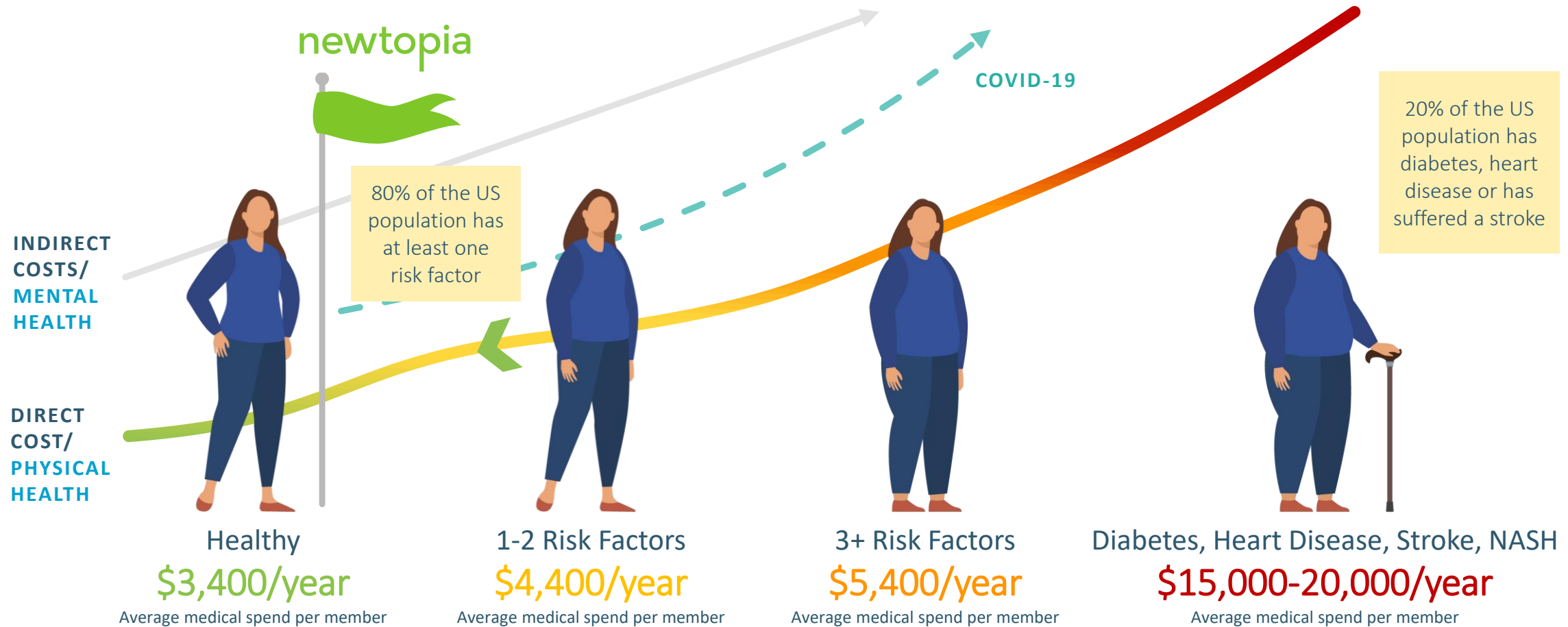
Decreased productivity



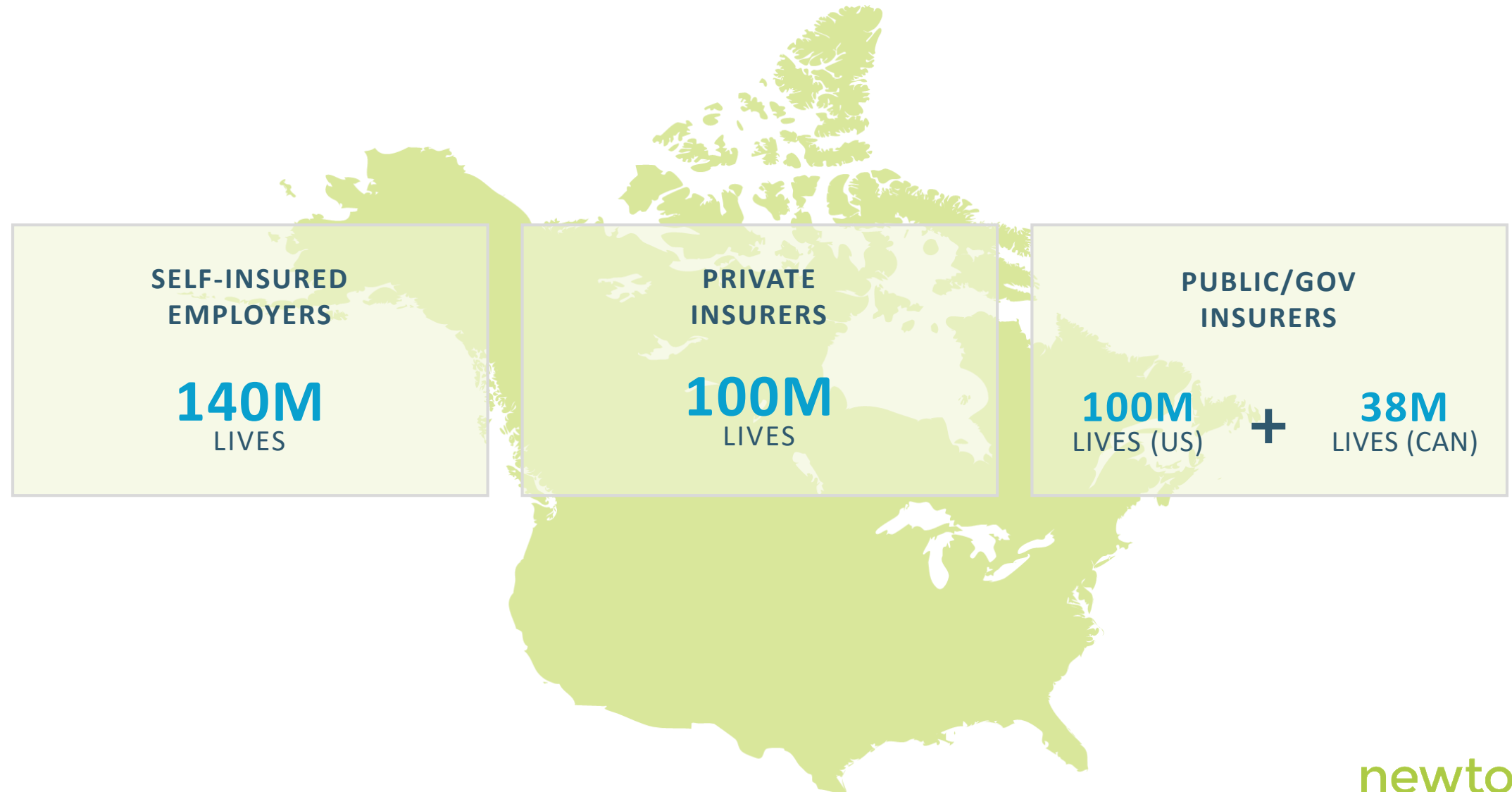
Increased societal and household challenges



# Costs of Chronic Disease Risk to Health Insurers



# Large & Growing Addressable Market



# Marquee Clients and Growth Strategy

## CLIENT GROWTH STRATEGY

1. Entrance into new distribution
  - Health Plans/Systems
  - Medicare & Medicare Advantage
  - Other (TPAs, PBMs, etc.)
2. New employer client wins
  - New markets
  - Expanded risk use cases
3. Simplify member experience to amplify utilization of other available benefits in their ecosystem through human & digital curation





# Third Party Validations: Clinically Significant Outcomes

Evidence Based & Grounded in Science



Full **CDC** recognition:  
alternative diabetes  
prevention program



**U.S. Patent** 9,554,754 weight,  
lifestyle and/or disease  
management integrating tailored  
nutrition, exercise and behavioral  
management



Aetna **sponsored Randomized Control  
Trial Published** in the **Journal of  
Occupational and Environmental  
Medicine** (2X ROI) and validated in  
**Society of Actuary Magazine**



**Case Study:** Strategic Incentive &  
Medical Plan Pilot Fortune 100  
Institution



Santa Barbara Actuaries Research  
Report: Newtopia **Over-65 Population**  
**Savings Estimate \$1,700 PMPY**



**Abstract Presentation: Weight Loss**  
During the **COVID-19 Pandemic** with a  
Virtual Habit Change Provider in an  
Employer Population



**Abstract Presentation:** The Metabolic  
Risk Impact from Personalized Lifestyle  
and Habit Change Coaching



**Abstract Presentation:** The Effect of  
**Genetic Testing** as part of Personalized  
Lifestyle and Habit Change Coaching

More details on third-party validations can be found on slide 21

# Valuable Industry Data: Genetic & Phenotypic Data

Aggregated & Anonymized Genetic, Phenotypic, Mental Health & Social Determinants of Health Data Provides Strategic & Commercial Advantages

## Collecting both Genetic and Phenotypic data is novel to Newtopia

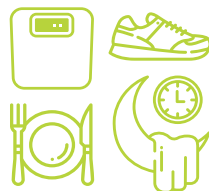
### GENETICS



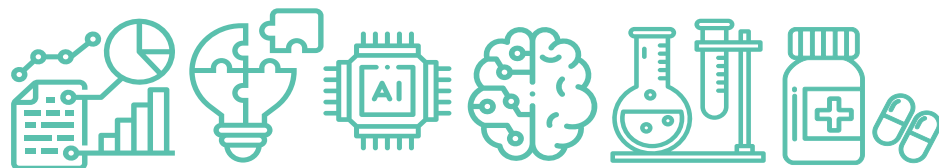
### LIFESTYLE DATA



### BEHAVIORAL, MENTAL HEALTH & SDOH



LONGITUDINAL DATABASE (>3 YEARS)



### PRODUCT ENHANCEMENT AND R&D

Many genetic focused competitors do not collect lifestyle & behavioral data. Behavioral and Chronic Disease Management competitors do not have access to genetic information.

Newtopia has a complete data set that includes mental health & SDOH.

### Real-Time Analytics

AI and machine learning are used to enhance participant stickiness, retention and improve health outcomes

### Research & Development

Enhance current offerings and innovate for new services with low effort

- New Distribution across alternate Health Verticals\*
- Precision analytics, triangulating SDOH and mental health with genetic data
- Leverage rich data set to improve goal adherence around habit change
- Apply insights to other behavior change modelling & predictive outcome analytics

### Long-Term Commercial Usage of Data

Supporting pharma and drug discovery firms in the next generation of preventative medications combined with habit change

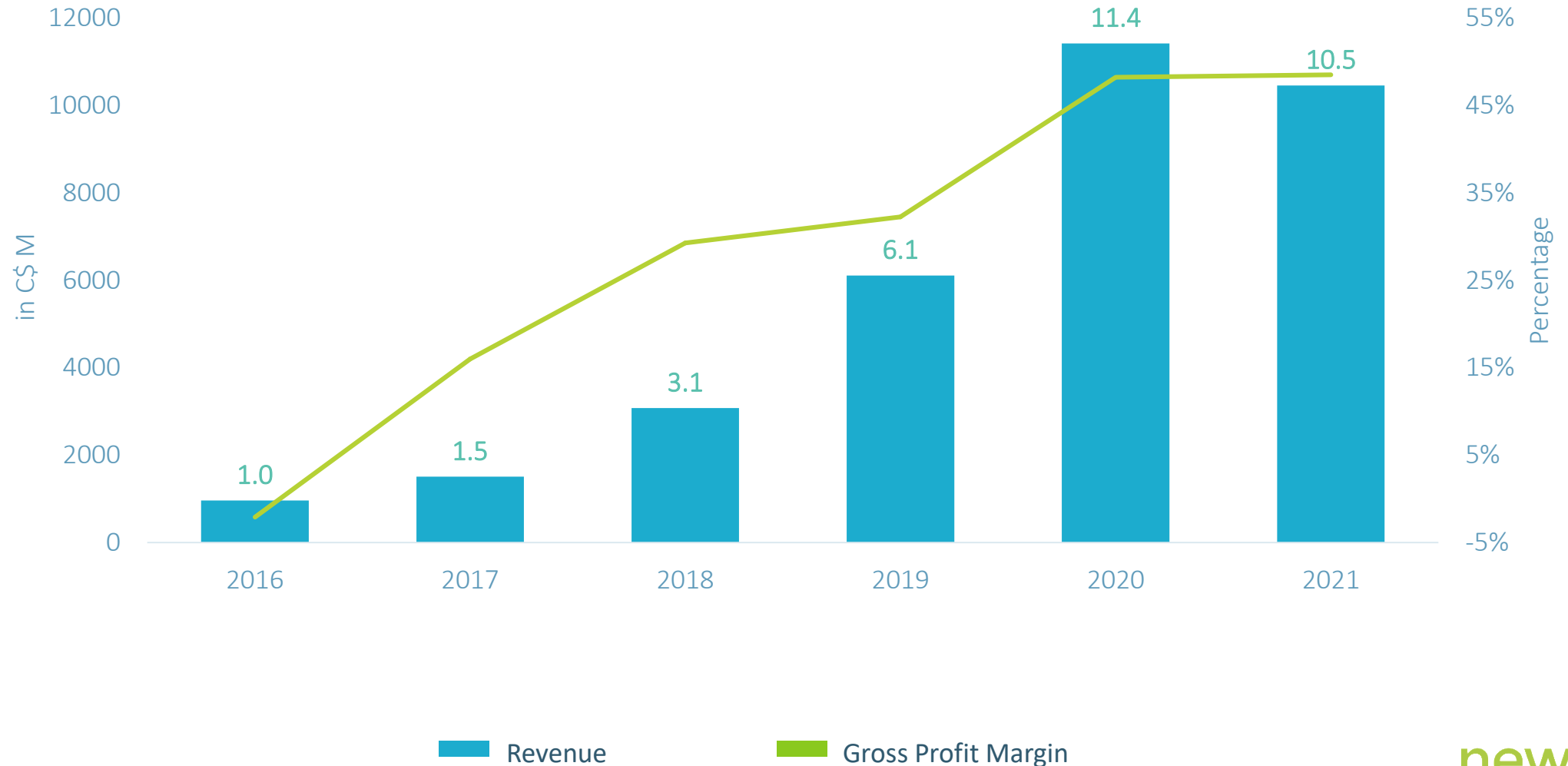
\* Examples include; Payers, Health Systems, Alternate Care Organizations, Retail/Pharma

# FY 2021 Highlights

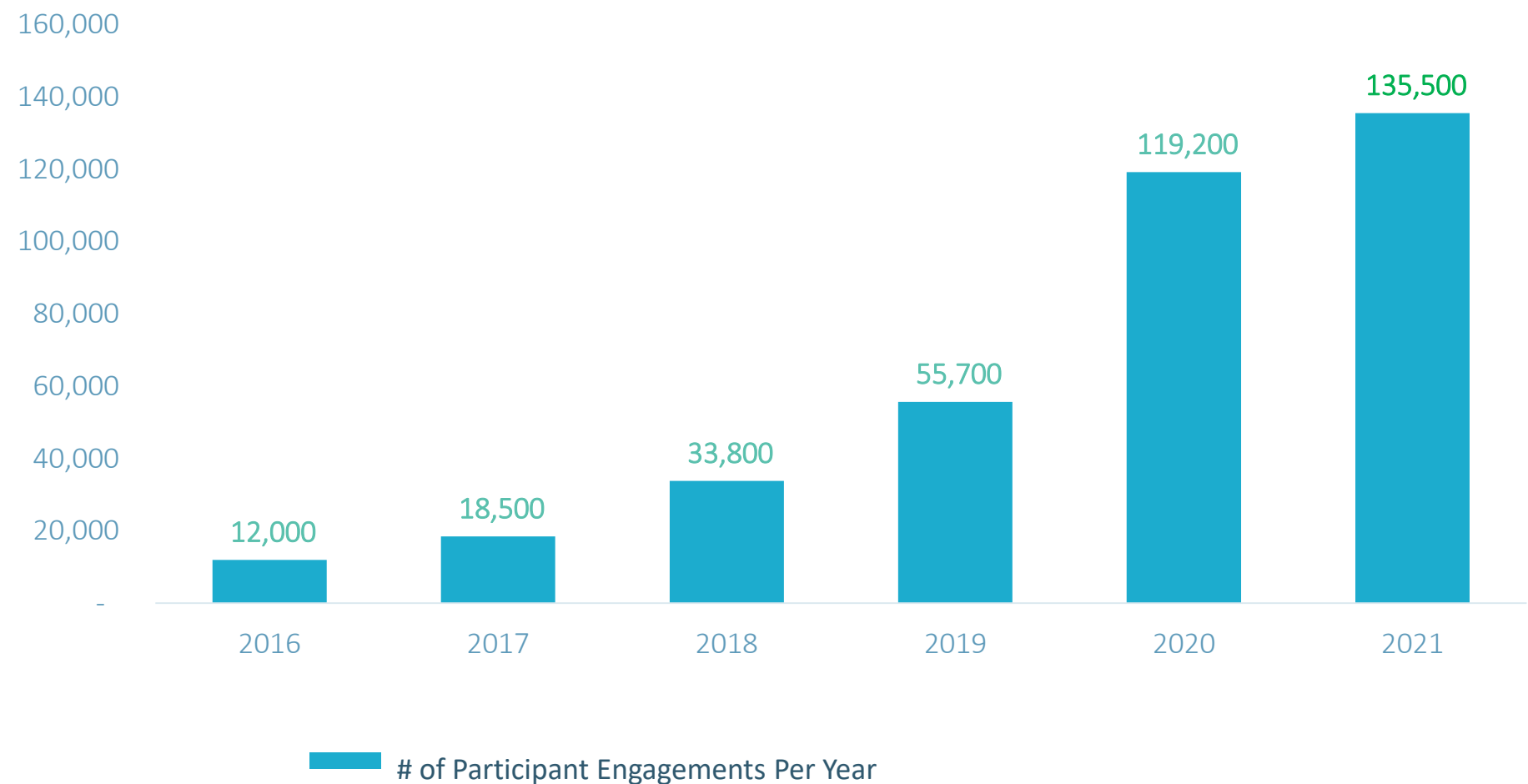
- ▶ Record-breaking participant engagement: **135,500 engagements**, up 14% year-over-year, driven by reduced churn and increased platform usage rates
- ▶ **Evolved business development strategy** to include private health plans and large risk-bearing entities, significantly expanding total addressable market
- ▶ **Mid-year expansion with Fortune 50 health services client**, representing solid organic growth opportunity
- ▶ **Continued R&D developments**, ahead of the launch of updated technology platform in the second-half of 2022
- ▶ **Positioned for sequential and year-over year revenue growth** in Q1 2022 and for the full year 2022



# Annual Revenue and Gross Profit Margin



# Participant Engagement: Steady Growth



# Key Growth Drivers

## Expand Client Base

Increase Penetration by Continuing to Win New Clients

SELF-INSURED EMPLOYERS

**140M**

LIVES

PRIVATE INSURERS

**100M**

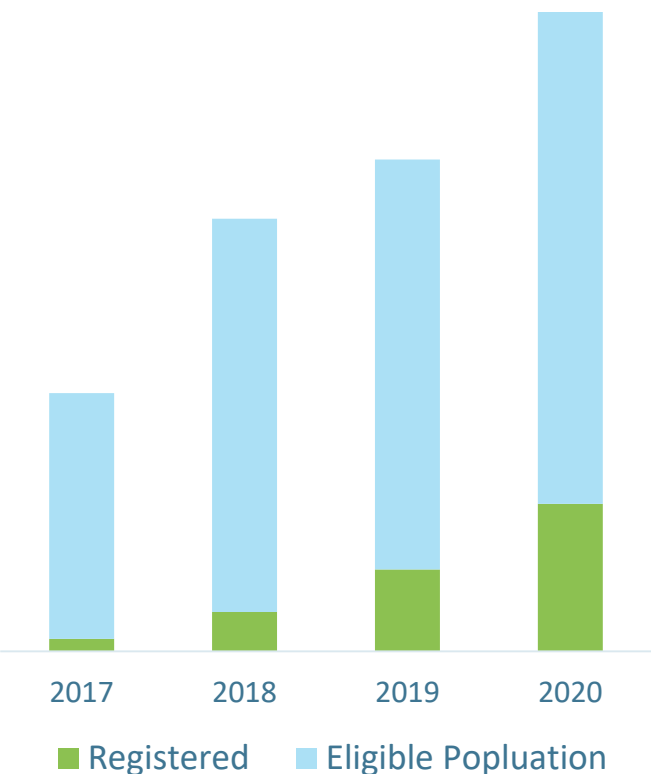
LIVES

PUBLIC/GOV INSURERS

**100M** + **38M**  
LIVES (US) LIVES (CAN)

## Increase Enrollment

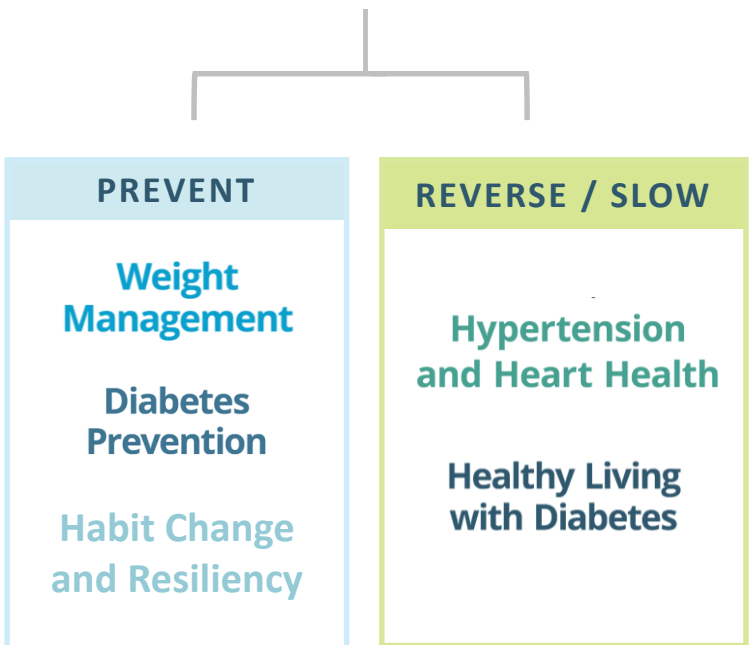
Increase Member Enrollment Rate with Existing Clients



## Improve Product Density

Penetrate New Markets and Cross-sell Solutions to Existing Clients

### Disease Prevention





# Summary

The only tech-enabled habit change provider with **CDC accreditation**, incorporating **genetic data**, leveraging **HIPAA-compliant technology**

A growing list of partnerships with **US Fortune 500 employers & health plans**

**80%** of the North American population has at least one physical or mental chronic disease risk factor, meeting the eligibility criteria for participation. This is the equivalent of **320M people**.

Expectation for **year-over-year and sequential revenue growth** in Q1 2022 and full year 2022

Broadened business development to **new channels of customers**, including private health plans and large risk-bearing entities that **significantly expand total addressable market**

**Doubled available growth capital to \$10 million**; provides funding to continue to invest in key growth initiatives

# Appendix

# Highly Experienced, Driven Management Team



**Jeff Ruby**

**Founder & Chief Executive Officer**

Co-founded Cleveland Clinic Canada, Life Screening Centres, and Genetic Diagnostics Inc.



**Lara Dodo**

**Chief Growth & Operations Officer**

CEO of TimePlay and Co-Founder of Bedrock Affect



**Bill Van Wyck**

**Chief Technology Officer & Head of Product**

Founder, CEO and CIO Zillion, President Redroller, Inc.



**Collin Swenson**

**Chief Financial Officer**

Valeo, SelectHealth, GE Capital and GE Healthcare



**Peter Seider**

**Chief Information, Privacy, & Security Officer**

Aviva Canada and Aviva North America, and Information Security Executive at Nedbank



**Mark Jackson**

**SVP, Commercial**

Nanthealth, Teladoc, Cigna and Aetna



**Robert Halpern**

**SVP Marketing**

The Clinic (JV: Cleveland Clinic and AmWell), Consumer Medical and Best Doctors



**Rikki Bennie**

**SVP**

(on maternity leave)

Cineplex and Employee #1 at Newtopia

# How Does Newtopia Work?

Watch: [Overview Video](#)





# Genetic Insights. Actionable Recommendations.

## Body Fat Gene (FTO)

*Determines how body breaks down fat*

How easily do you gain weight?

## Eating Behavior Gene (DRD2)

*Regulates dopamine*

Do you eat when you're stressed?

## Appetite Gene (MC4R)

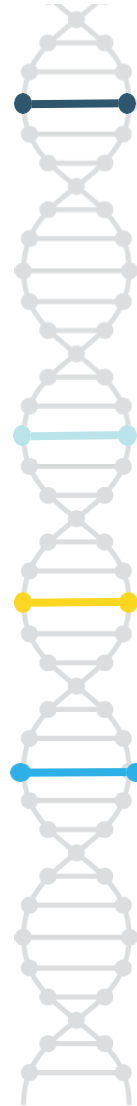
*Regulates how quickly someone feels full when eating*

Do you eat until you're too full?

## Resilience to Stress Gene (BDNF)

*Suppresses appetite and promotes energy expenditure*

Does exercise help you manage your stress?



## Caffeine Gene (CYP1A2)

*Determines how quickly we metabolize caffeine*

Is caffeine impacting your sleep, stress or anxiety levels?

## Sleep Gene (CLOCK)

*Regulates circadian rhythm*

Are you sleeping enough?

## Exercise Gene (CADM2)

*Speaks to your motivation to exercise*

What keeps you engaged in regular exercise?

# Clinically Significant Outcomes: Detailed Version

Accredited by the Centers of Disease Control (CDC) and US Patent for “Hyper Personalized Disease Prevention Platform”

## Aetna Randomized Control Trial Published in the Journal of Occupational and Environmental Medicine (2X ROI)

- 25% Adopted
- 70% Engaged year 1
- 50% remained engaged after 12 months
- \$1,464 in-year cost of care reduction per member (2X ROI)
- 76% lost more than 10 lbs.

## Abstract: Weight Loss During the Covid-19 Pandemic with a Virtual Habit Change Provider in an Employer Population

- 77% lost weight
- 44% of participants had a weight loss of  $\geq 4.3\%$
- 22% of obese participants dropped a BMI category

## Strategic Incentive & Medical Plan Pilot Fortune 100 Institution

- 71% Adopted (7,753)
- 84% Engaged year 1
- 94% Engaged with 1:1 Inspirator coaching
- 33% lost  $\geq 5\%$
- 12% lost  $\geq 10\%$
- 21.4% dropped a BMI category
- 35,853 lbs. lost
- 9/10 Inspirator approval rating
- Strong mental health and resilience ratings

## Santa Barbara Actuaries Research Report: Newtopia Over-65 Population Savings Estimate

- Anticipated 5.5% average body weight reduction
- \$1,700 cost savings per MA member
- \$10.8 million estimated one-year savings for plan with 100,000 members

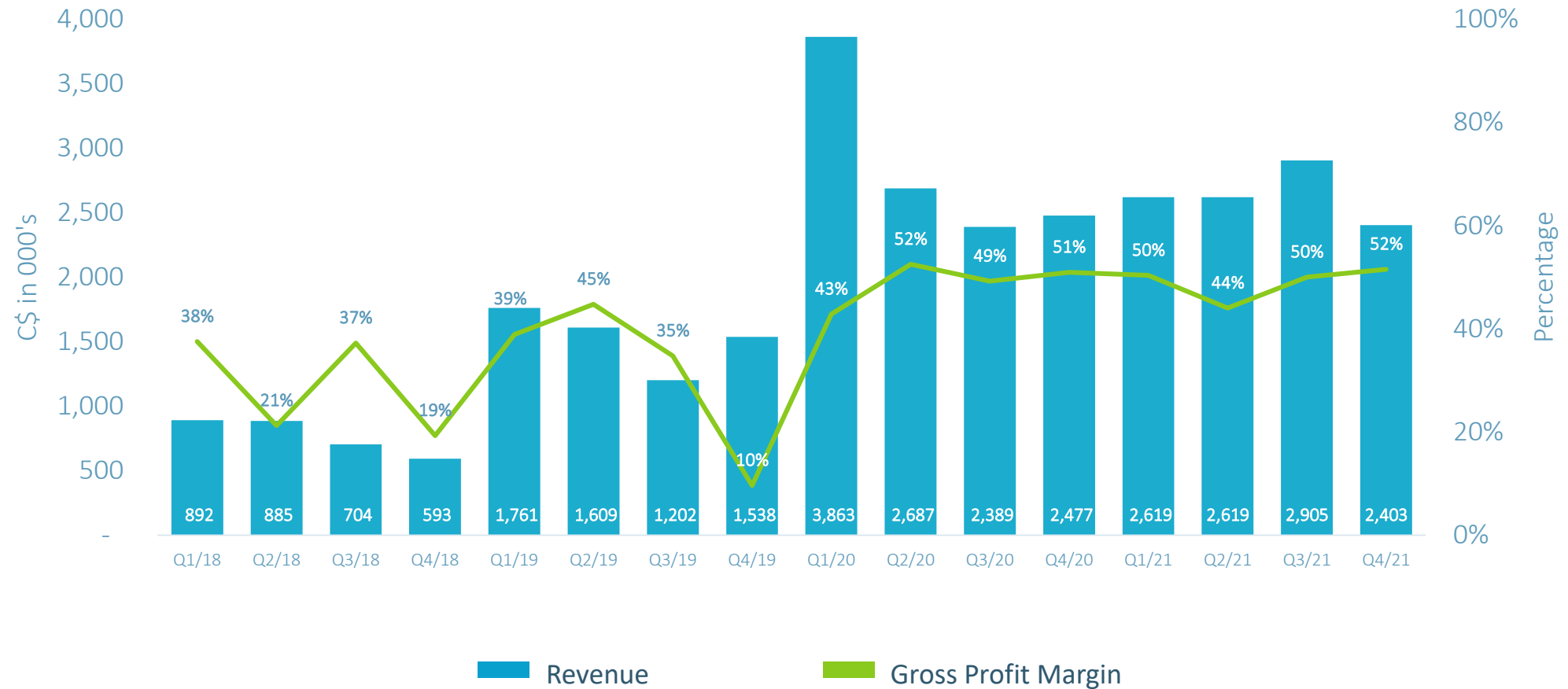
## Abstract: The Metabolic Risk Impact from Personalized Lifestyle and Habit Change Coaching

- A1C, HDL, Triglycerides, Systolic blood pressure and waist circumference all significantly improved
- Metabolic Severity Risk Score decreased by 14.5%

## Abstract: The Effect of Genetic Testing as Part of Personalized Lifestyle and Habit Change Coaching

- Weight loss was significantly higher for participants who took a genetic test compared to those who did not (4% vs 3.2%)
- The likelihood of achieving 5% WL12 had 1.3 times higher odds for participants who took the genetic test vs. those who did not.

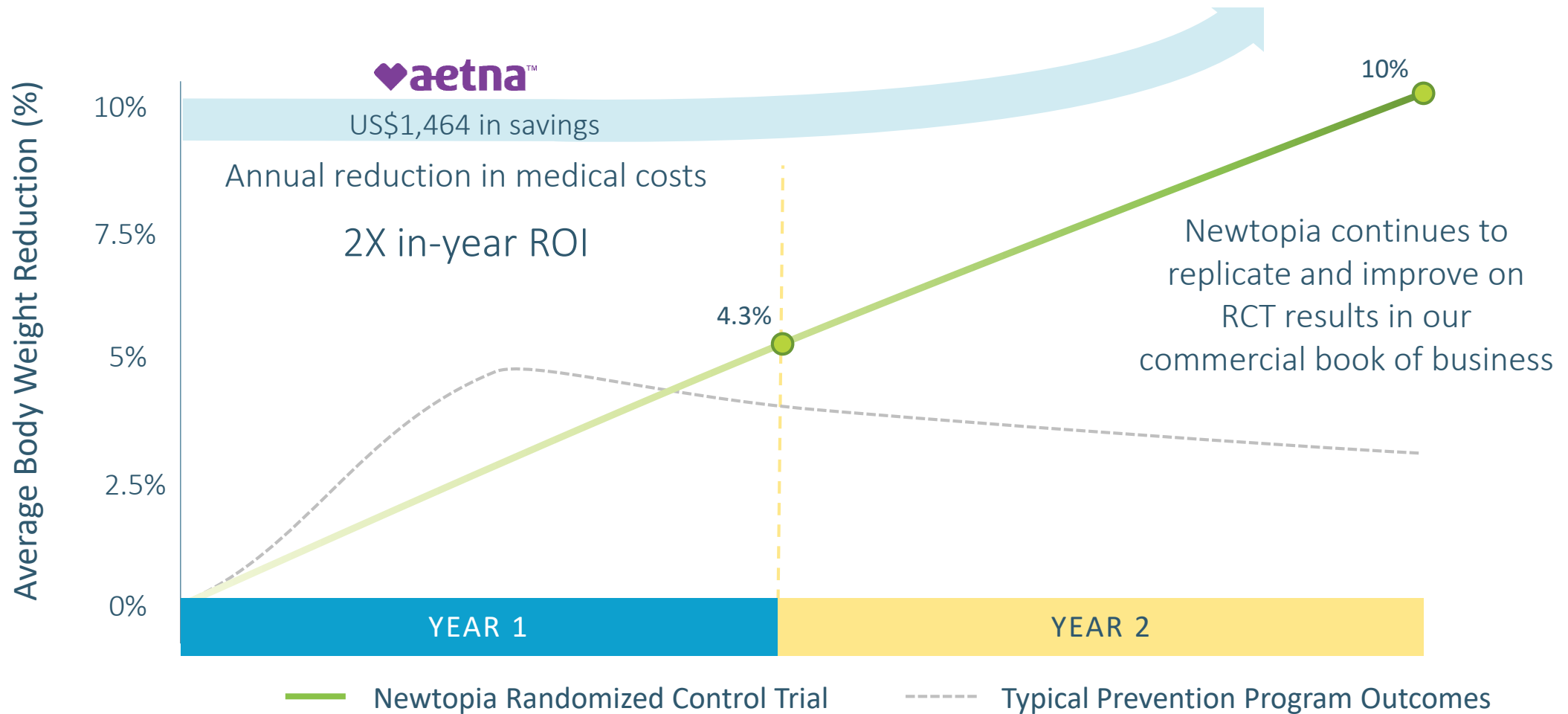
# Quarterly Revenue & Gross Profit Margin



\*Decline in Q2 2021 gross margin reflects the increase in Welcome Kits sold during the quarter as enrollments increase.

# Aetna Randomized Controlled Trial

Randomized Controlled Study (RCT) shows material savings for customers.



Source Year 1: "Reducing Metabolic Syndrome Risk Using a Personalized Wellness Program." Journal of Occupational and Environmental Medicine, December 2015.  
Source Year 2: Newtopia and Aetna Inc.; Typical Prevention Program Outcomes – based on anecdotal feedback from customers and industry peers.

# Medicare Advantage Study

Santa Barbara Actuaries Research Report: Newtopia Over-65 Population Savings Estimate.

## Report Highlights:



5.5%

Anticipated average  
body weight reduction



\$1,700

Cost savings per  
MA member



\$10.8 million

Estimated one-year savings for  
plan with 100,000 members



# 2020 Behavioral Economics Trial, Impact & Outcomes

Newtopia's habit change platform was **offered in two markets of employees leveraging unique behavioral economics** and provides insight into how Newtopia can reduce risk exposure to chronic disease.

Of the eligible population, **71% enrolled**.  
This is **significantly higher** than the **25% enrolled** in Newtopia's RCT and current book of business.\*

7,753 people\*\* total enrolled in the trial.  
This is **>1.8X our goal** of 4,200 participants.  
Participants lost a total of **35,833 pounds** in 12 months.

## Engagement

84%

of population engaged at 12 months  
(engagement target from RCT was 50%)

## Participant Satisfaction

8.3/10

Overall satisfaction score  
(avg. score is 8.2 across book of business)

## Weight Loss \*\*\*

33%

Achieved >5% weight loss  
(24% achieved >4.3% weight loss in RCT)

Importantly, not only do these results **meet or exceed** our RCT and book of business, the 12-month period **occurred during the COVID-19 pandemic** when so many struggled to develop and maintain healthy habits.

\* Published results from the Randomized Control Trial in the Journal of Occupational and Environmental Medicine (2015).

\*\* Includes employees, spouses and domestic partners.

\*\*\* Among continuously engaged for each of the 12 months. 4% weight loss on average across all participants.

# Our Patented, Scalable Virtual Care Platform

## Transformative Habit Change Platform

TECHNOLOGY AND  
USER EXPERIENCE  
DESIGN

BEHAVIORAL  
ECONOMICS AND  
PSYCHOLOGY

DATA ANALYTICS

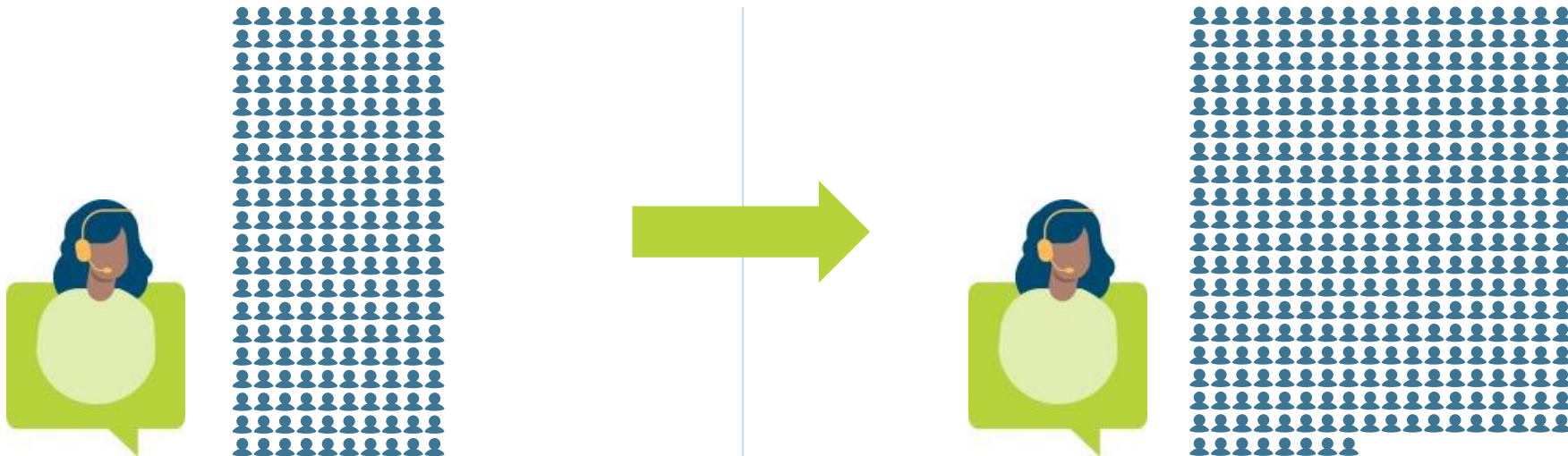
AI  
DEEP LEARNING

SMART  
AUTOMATION

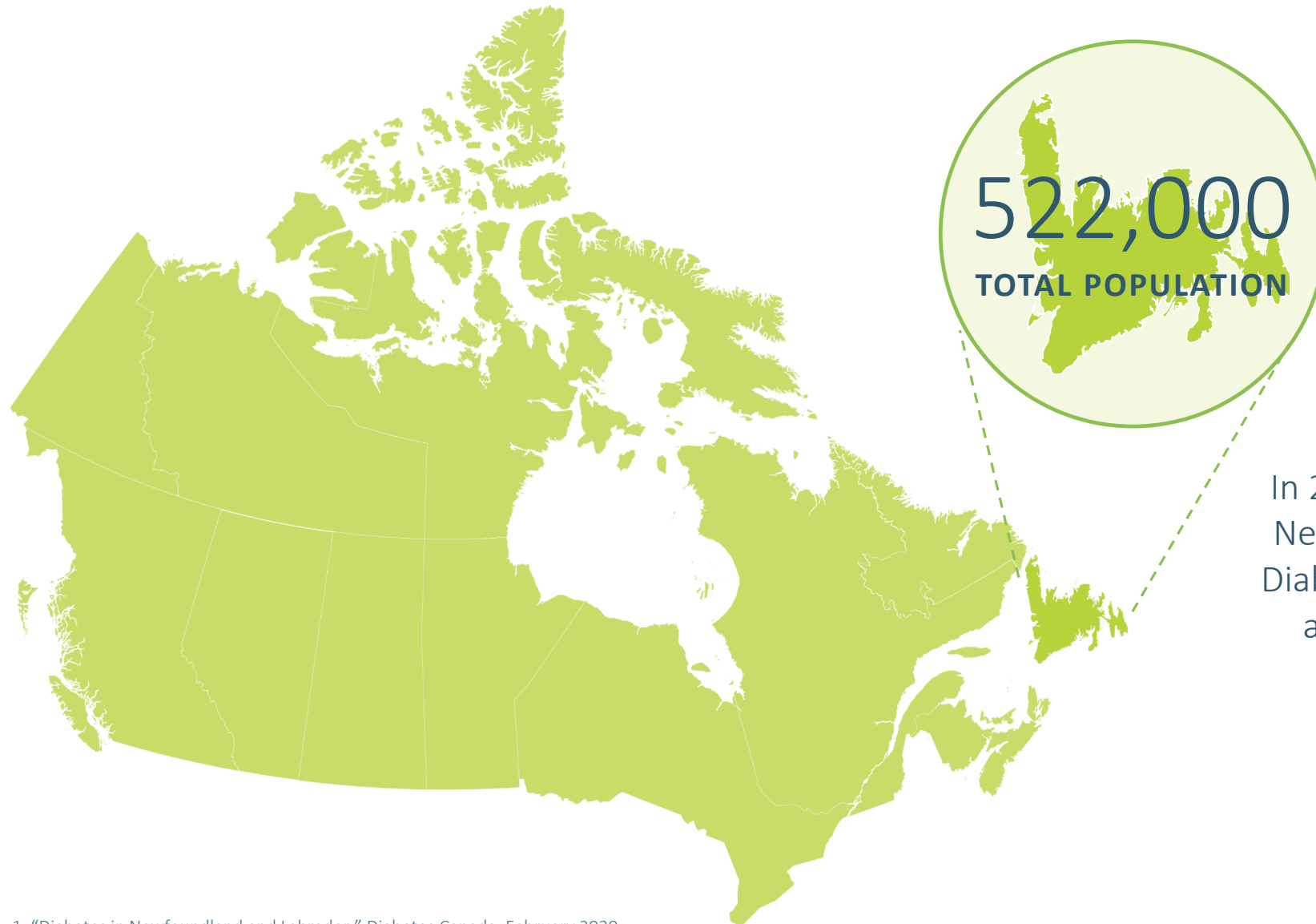
INSPIRATORS

**CURRENT:** 1 Inspirator for every 200 participants

**FUTURE:** 1 Inspirator for every 350+ participants



# Debut Canadian Public Health Insurer



In 2020, 34% of the population in Newfoundland and Labrador had Diabetes (type 1, type 2 diagnosed and type 2 undiagnosed) and prediabetes combined