



TSXV: NEWU  
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# Corporate Overview Presentation

JULY 2022

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

# 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 and 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

# 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



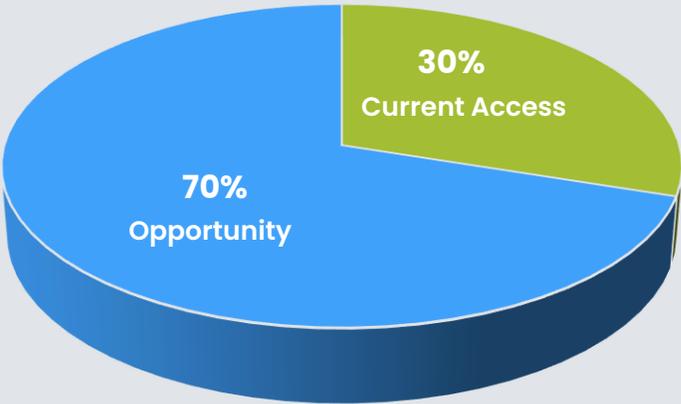
A growing list of partnerships with US Fortune 500 employers & health plans



**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**.

# Marquee Clients – Self Insured Employers

## Population Access amongst Current Client Base



Amongst the client base listed to the right, Newtopia has provided **access to roughly 30% of their population**, providing **significant opportunities for expansion**.



# Huge US Health Plans – 100M Private Insured Lives

## Medicare Advantage

Age 65+ Represents 45% of all Medicare enrollment in 2022

## Commercial – Self-insured

Reseller Opportunity

## Commercial – Fully insured

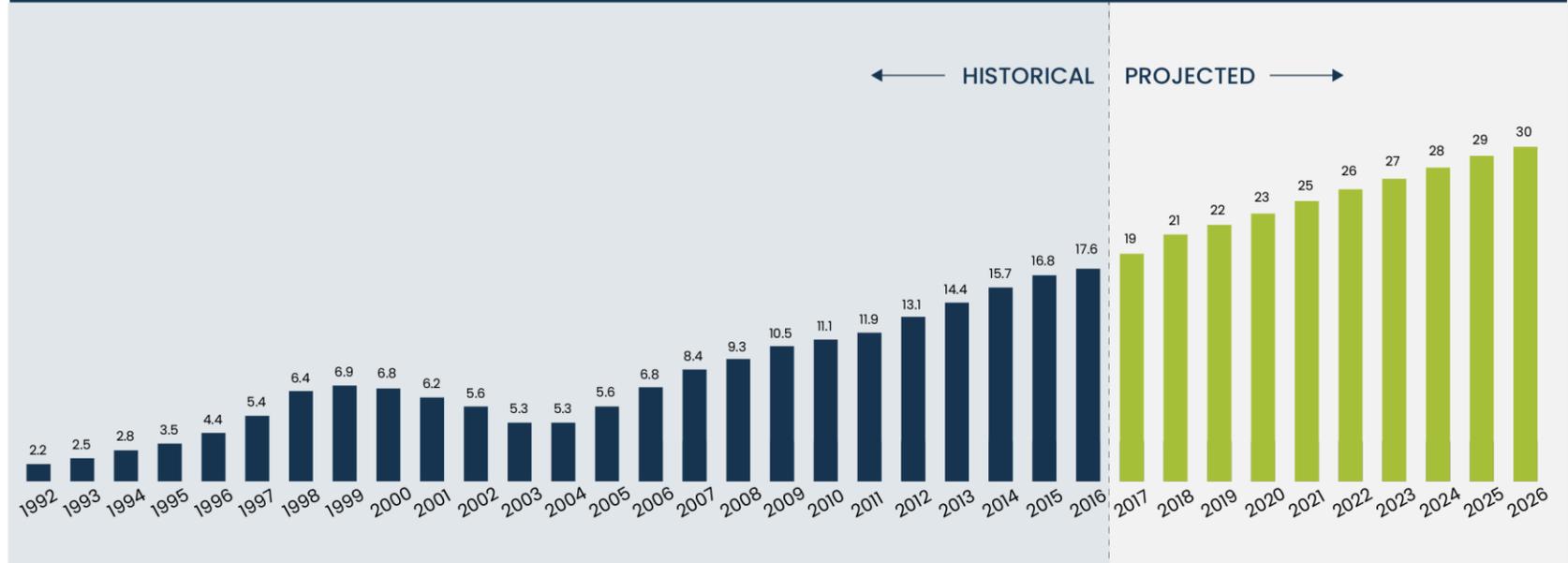
Embedded into health plan

## Other Lines of Business

Medicaid, ACA, ASO, Veterans, etc.

## Total Medicare Private Health Plan Enrollment, 1992–2026

(in millions of people)



NOTE: Includes costs and demonstration plans, and enrollees in Special Needs Plans as well as other Medicare Advantage plans.

SOURCE: Congressional Budget Office’s March 2016 Medicare Baseline, CMS Medicare Advantage enrollment files for 2008–2014, and MPR’s “Tracking Medicare Health and Prescription Drug Plans Monthly Report” for 1992–2007.



# What Problem is Newtopia Solving?

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

**CHRONIC DISEASE IS PREVALENT AND EXPENSIVE.**



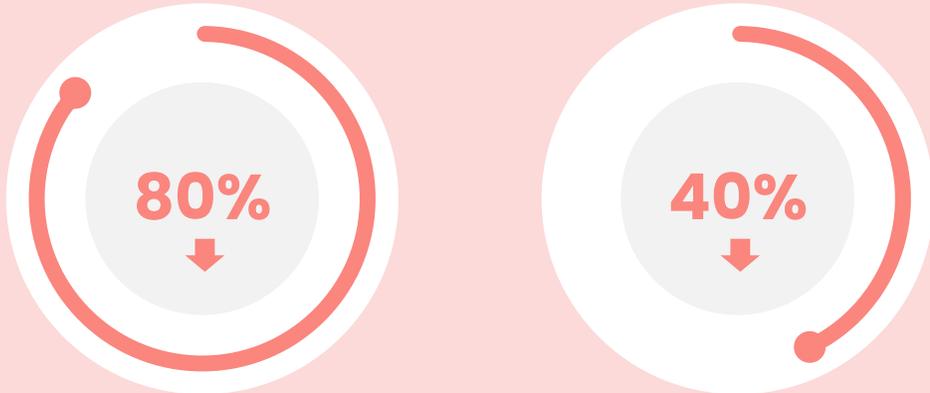
90%

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>**



80%

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

40%

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

# How Does Newtopia Recognize Revenue?



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

# Habit Change Translated to Meaningful Metrics

## Slow Progression of Chronic Disease and Improve Mental Health

↓14.5%	Metabolic Severity Risk Score <sup>1</sup>
36%	Lost over 5% body weight by 12 <sup>th</sup> month
77%	Of population lost weight
75%	Dropped full A1c level, by 6 <sup>th</sup> month (severe type 2 cohort)

## Cost Reduction and ROI

↓\$1,464

In-Year<sup>2</sup>

## Newtopia Enriching Mental Health and Well-Being

~31%

Participants improved their mental health status.

PROMIS® Recurring mental health survey measuring anxiety, mood, sleep, resilience, energy

## Average Newtopia Engagement

76% Year 1 engagement (88% with behavior economics)

56% Continue into Year 2

## Health Equity

0 – 2%

Minimal Disparity in weight loss between races

Participants in rural locations doing equivalent to metro area participants

## Humans Helping Humans

94% Coaching Stickiness

9/10 Experience Score (Participant Satisfaction and Inspirator Rating)

1. Metabolic Severity Risk Score – includes data from BMI, Blood Pressure, HDL, A1c and Triglycerides. Newtopia has evidenced significant improvement across all biometrics, resulting in an improved scoring  
2. Steinberg, Gregory MB, BCh; Scott, Adam MBA; Honcz, Joseph MBA; Spettell, Claire PhD; Pradhan, Susil MS Reducing Metabolic Syndrome Risk Using a Personalized Wellness Program, Journal of Occupational and Environmental Medicine: December 2015 - Volume 57 - Issue 12 - p 1269-1274 doi: 10.1097/JOM.0000000000000582  
3. Newtopia 2021 Book of Business

# 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



Source: Aetna Innovation Lab.

# Large & Growing Addressable Market

\$4.1 trillion in US healthcare costs in 2020 estimated to grow at a CAGR of 5.3% and reach \$6.2 trillion by 2028, outpacing the GDP and representing....



A massive opportunity to prevent, slow and reverse chronic disease ahead of rising healthcare costs.

# 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

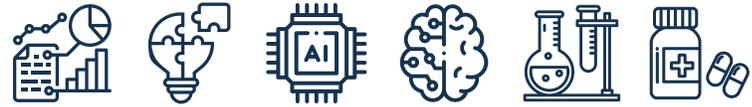
Aggregated & Anonymized Genetic, Phenotypic, Mental Health & Social Determinants of Health Data Provides Strategic & Commercial Advantages

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

LONGITUDINAL DATABASE (>3 YEARS)



PRODUCT ENHANCEMENT AND R&D



### 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

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

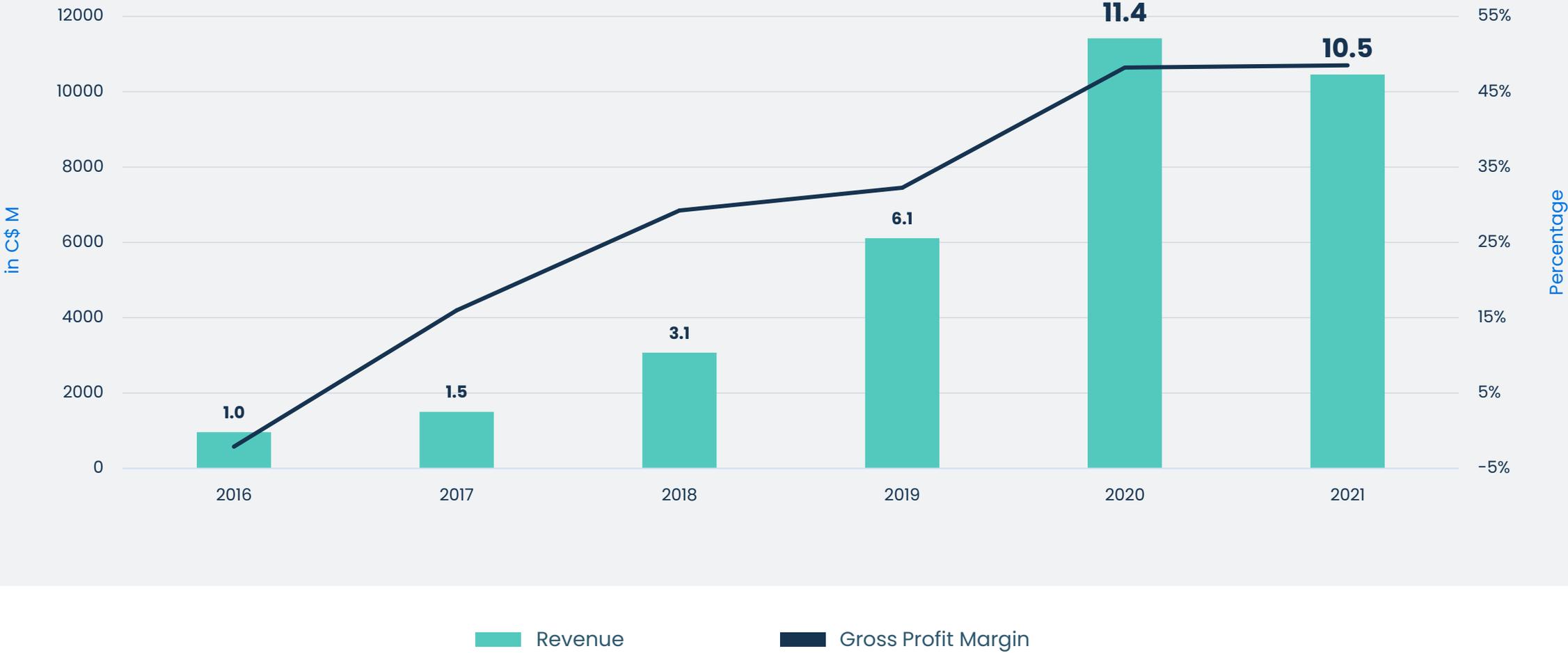
**Newtopia has a complete data set that includes mental health & SDOH.**

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

# Q1 2022 Highlights

- **Revenue** of \$2.9 million, **up ~10% year-over-year**
- Record-breaking quarterly participant engagement: **38,000** driven by reduced churn and increased platform usage rates
- **Outstanding 24-month outcomes of Behavioral Economic Medical Trial** with Fortune 50 Financial Services Client
- **Continued R&D developments**, ahead of the launch of updated technology platform in the second-half of 2022
- Post quarter, strengthened balance sheet **with successful completion of \$3.5M private placement**
- **Positioned for year-over year revenue growth** for the full year 2022

# Annual Revenue and Gross Profit Margin



# Key Growth Drivers

## Expand Client Base

Increase Penetration by Continuing to Win New Clients

**SELF-INSURED EMPLOYERS**

**150M**  
LIVES

**PRIVATE INSURERS**

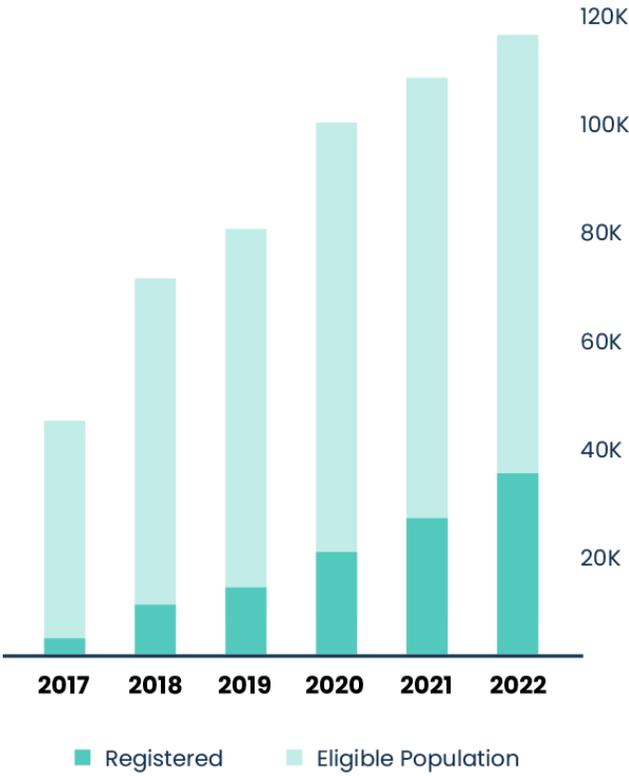
**100M**  
LIVES

**PUBLIC/GOV INSURERS**

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

## Increase Enrollment

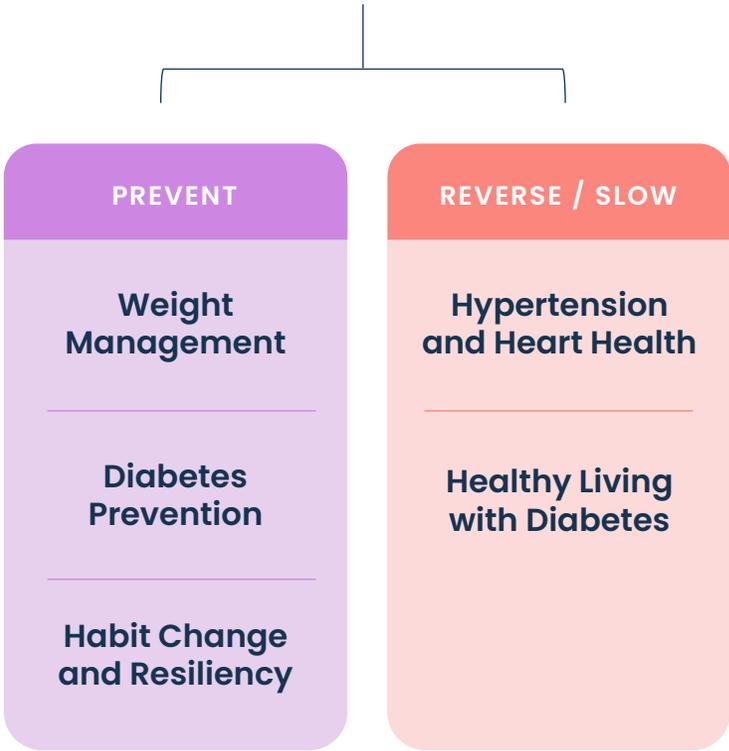
Increase Member Enrollment Rate with Existing Clients



## Improve Product Density

Penetrate New Markets and Cross-sell Solutions to Existing Clients

### Disease Prevention



# New Front Door for Health Care

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 revenue growth** for full year 2022

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

Recently strengthened balance sheet with **\$3.5 million private placement**; access to **\$3.8 million of \$7.5 million revolving credit** facility

# 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)**

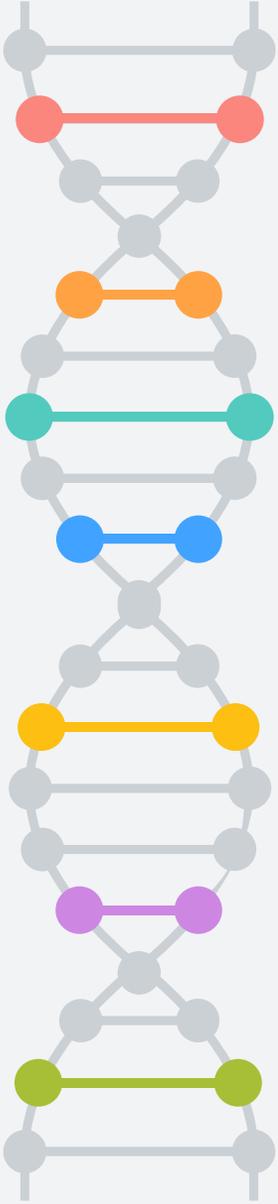
Cineplex and Employee #1 at Newtopia

# Participant Experience

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?

## Clock Gene

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

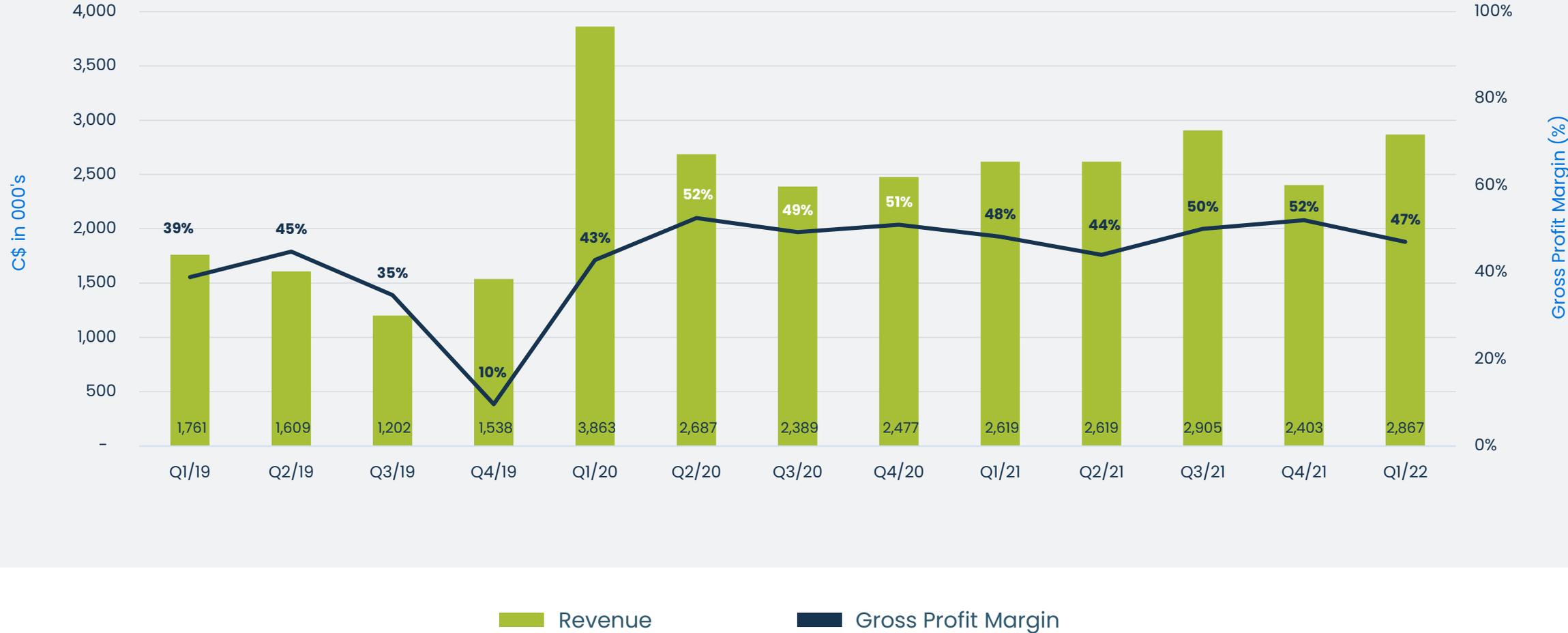


Accredited by the Centers of Disease Control (CDC) and US Patent for "Hyper Personalized Disease Prevention Platform"

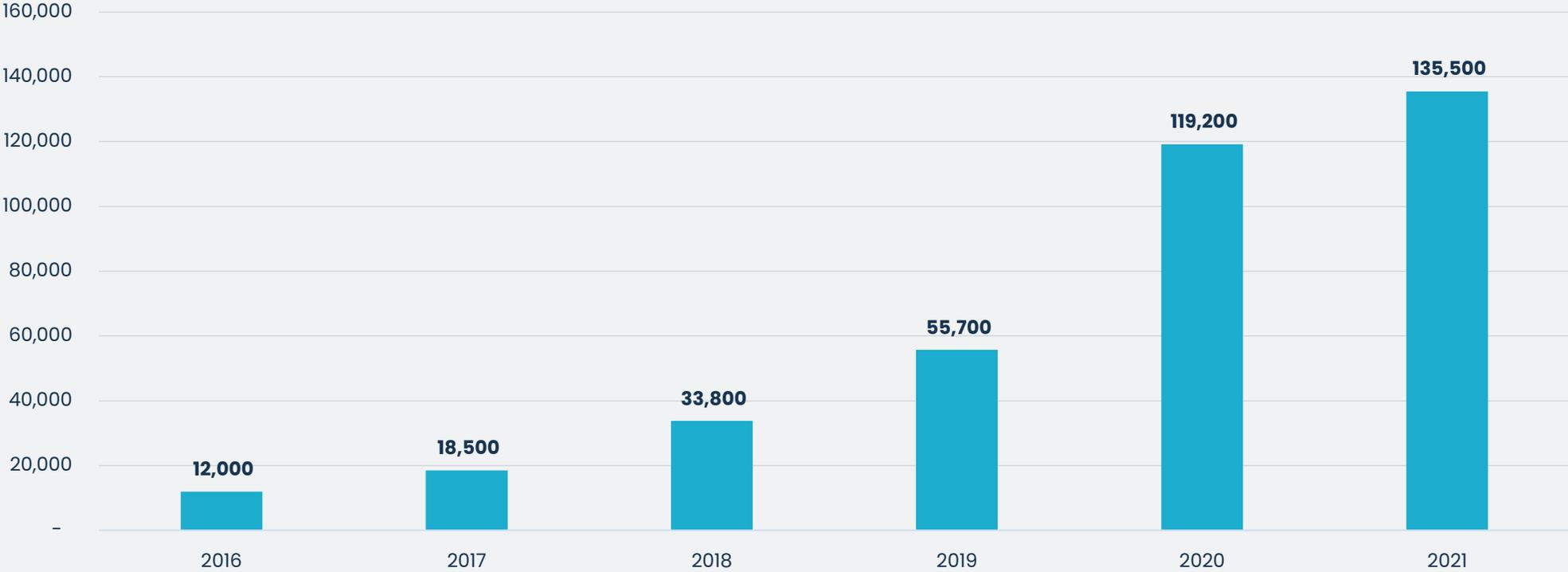
<p><b>1</b></p> <p><b>Aetna Randomized Control Trial Published in the Journal of Occupational and Environmental Medicine</b></p> <ul style="list-style-type: none"> <li>• 25% Adopted</li> <li>• 70% Engaged year 1</li> <li>• 50% remained engaged after 12 months</li> <li>• \$1,464 in-year</li> <li>• Cost of care reduction per member (2X ROI)</li> <li>• 76% lost more than 10 lbs.</li> </ul>	<p><b>2</b></p> <p><b>Abstract: Weight Loss During the Covid-19 Pandemic with a Virtual Habit Change Provider in an Employer Population</b></p> <ul style="list-style-type: none"> <li>• 77% lost weight</li> <li>• 44% of participants had a weight loss of <math>\geq 4.3\%</math></li> <li>• 22% of obese participants dropped a BMI category</li> </ul>	<p><b>3</b></p> <p><b>Strategic Incentive &amp; Medical Plan Pilot Fortune 100 Institution</b></p> <ul style="list-style-type: none"> <li>• 71% Adopted (7,753)</li> <li>• 84% Engaged year 1</li> <li>• 94% Engaged with 1:1 Inspirator coaching</li> <li>• 33% lost <math>\geq 5\%</math></li> <li>• 12% lost <math>\geq 10\%</math></li> <li>• 21.4% dropped a BMI category</li> <li>• 35,853 lbs. lost</li> <li>• 9/10 Inspirator approval rating</li> <li>• Strong mental health and resilience ratings</li> </ul>	<p><b>4</b></p> <p><b>Santa Barbara Actuaries Research Report: Newtopia Over-65 Population Savings Estimate</b></p> <ul style="list-style-type: none"> <li>• Anticipated 5.5% average body weight reduction</li> <li>• \$1,700 cost savings per MA member</li> <li>• \$10.8 million estimated one-year savings for plan with 100,000 members</li> </ul>	<p><b>5</b></p> <p><b>Abstract: The Metabolic Risk Impact from Personalized Lifestyle and Habit Change Coaching</b></p> <ul style="list-style-type: none"> <li>• A1C, HDL, Triglycerides, Systolic blood pressure and waist circumference all significantly improved</li> <li>• Metabolic Severity Risk Score decreased by 14.5%</li> </ul>	<p><b>6</b></p> <p><b>Abstract: The Effect of Genetic Testing as Part of Personalized Lifestyle and Habit Change Coaching</b></p> <ul style="list-style-type: none"> <li>• Weight loss was significantly higher for participants who took a genetic test compared to those who did not (4% vs 3.2%)</li> <li>• The likelihood of achieving 5% WL12 had 1.3 times higher odds for participants who took the genetic test vs. those who did not.</li> </ul>
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# Quarterly Revenue & Gross Profit Margin



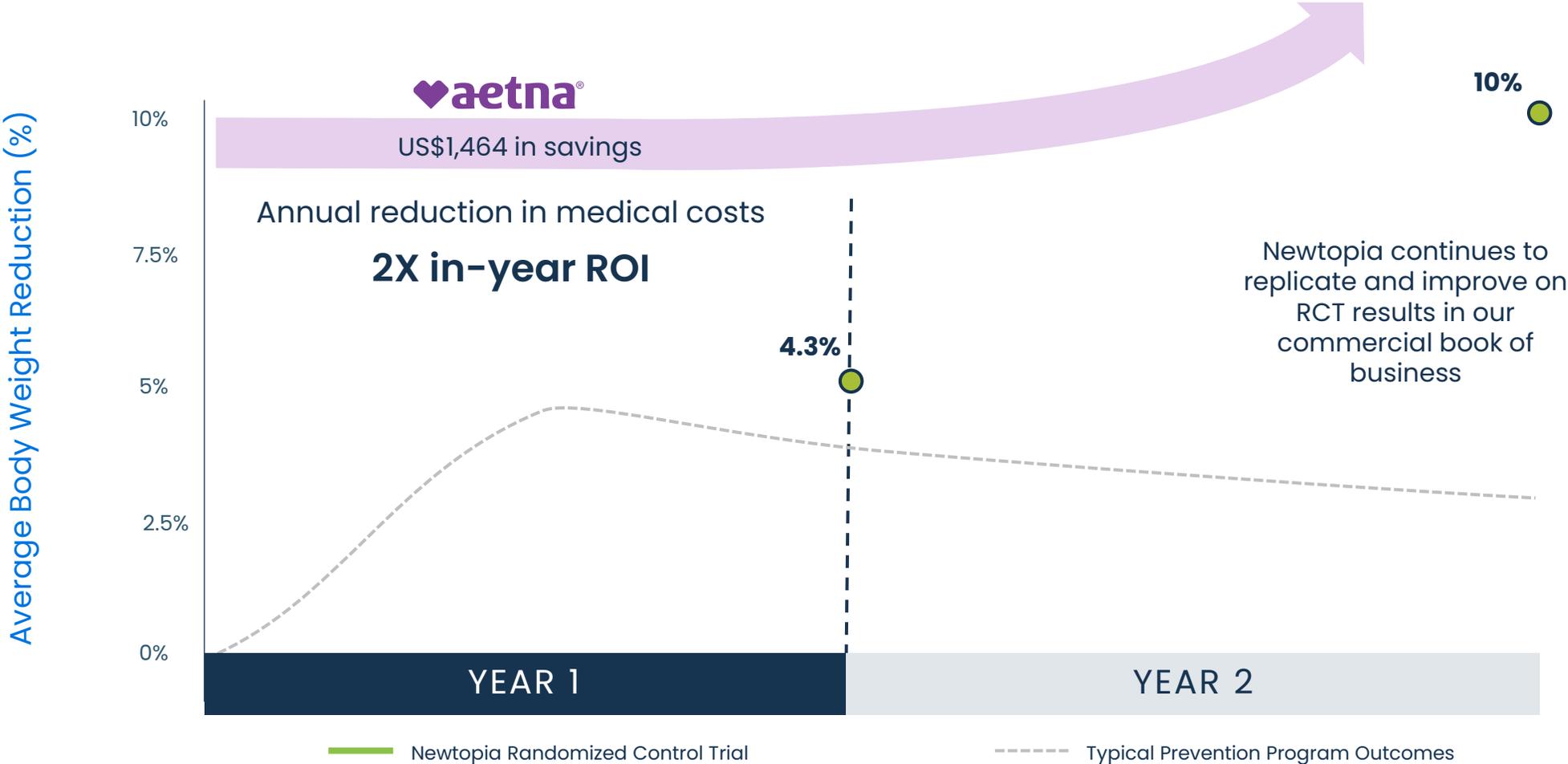
# Participant Engagement: Steady Growth



■ # of Participant Engagements Per Year

# Aetna Randomized Controlled Trial

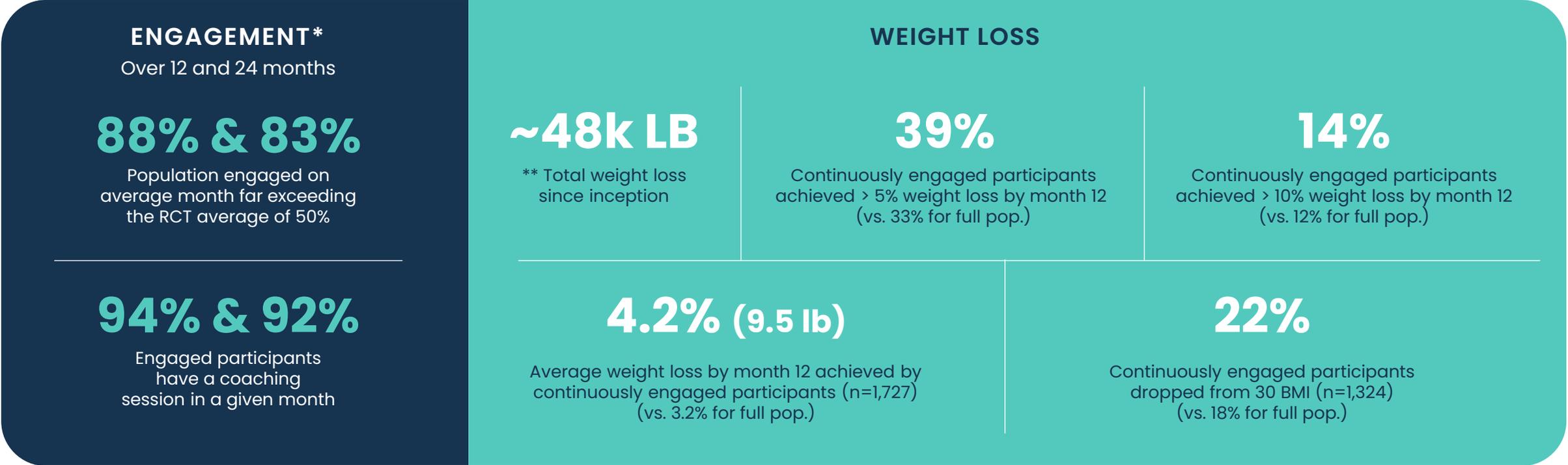
Randomized Controlled Study (RCT) shows material savings for clients.



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 clients and industry peers.

# Behavioral Economic Trial - 24 Month Insights and Outcomes



Benefit Eligible Population: **Total ~26,500**

All-time Enrolled Population: **Total 9,719\*\*\* (57%)**

\* Completion of 1 activity per month = Engagement. Activity choices: coaching, 12 instances of nutrition tracking, 8 weigh ins, 12 mobile app log ins, 1 Newtopia Challenge

\*\* Total weight loss includes all incentivized participants

\*\*\* Total enrollment are all participants who enrolled since launch, including terminations

# 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



**\$10.8M**

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

Source: "Newtopia Over-65 Population Savings Estimate," Santa Barbara Actuaries, November 2020.

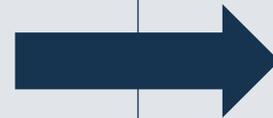
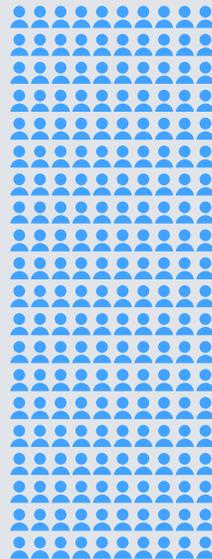
# Our Patented, Scalable Virtual Care Platform

## Transformative Habit Change Platform



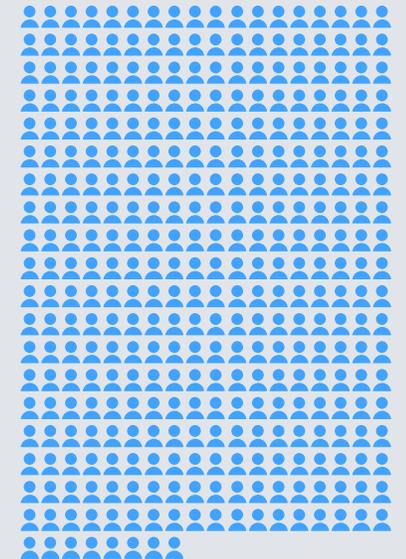
### CURRENT

1 Inspirator for every 200 participants

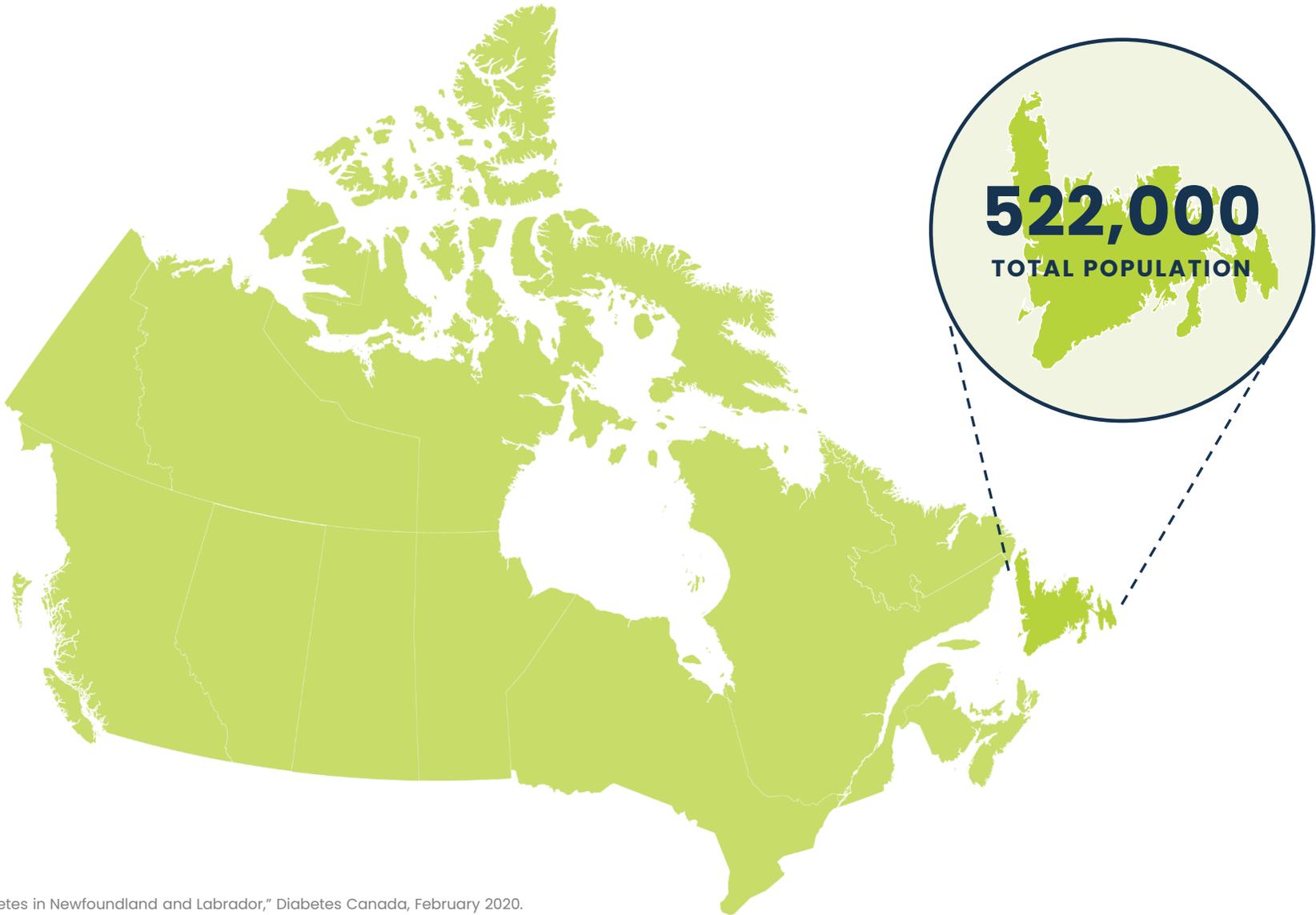


### FUTURE

1 Inspirator for every 350+ participants



# Debut Canadian Public Health Insurer



Eastern  
Health

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

1. "Diabetes in Newfoundland and Labrador," Diabetes Canada, February 2020.