



newtopia

Corporate Overview Presentation
June 2021

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

Meet Newtopia – Transforming Healthcare

And Disrupting the Broken US Sick Care System.

Who We Are

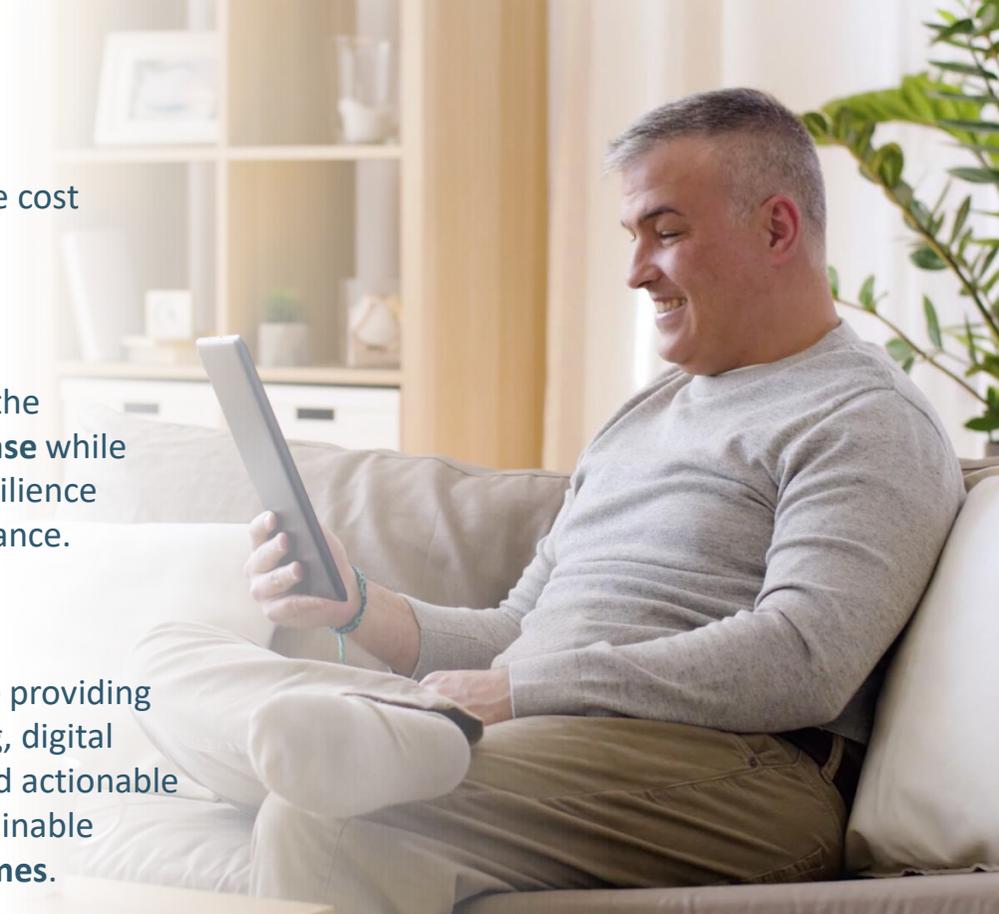
Tech-enabled habit change provider focused on disease **prevention** and reducing the cost of care for health insurers.

What We Do

Prevent, reverse, and slow the progression of **chronic disease** while enriching mental health, resilience and overall human performance.

How We Do It

Focus on **whole person care** providing virtual **one-on-one** coaching, digital tools, connected devices and actionable data science to deliver sustainable **clinical** and **financial outcomes**.



CDC Accredited Diabetes Prevention Program

Randomized Control Trial Published in JOEM

Fortune 500 Customers

Patented Experience

Strong Topline Growth & Balance Sheet

TSXV Listed: NEWU: May 4, 2020

Our Broken Sick Care System

Health systems don't adequately support **primary prevention**, leaving **insurers** to fill this void.

Chronic disease is prevalent and expensive.



of America's \$3.8T in annual health care costs are for people with chronic and mental health conditions.¹



Many chronic diseases are caused by:

- Poor nutrition
- Lack of physical activity
- Tobacco use
- Excessive alcohol use

If you prevent these behaviors, you'll see a dramatic decrease in chronic disease.²



heart disease, stroke, and type 2 diabetes



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.

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

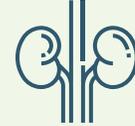
5x as likely to develop type 2 diabetes

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

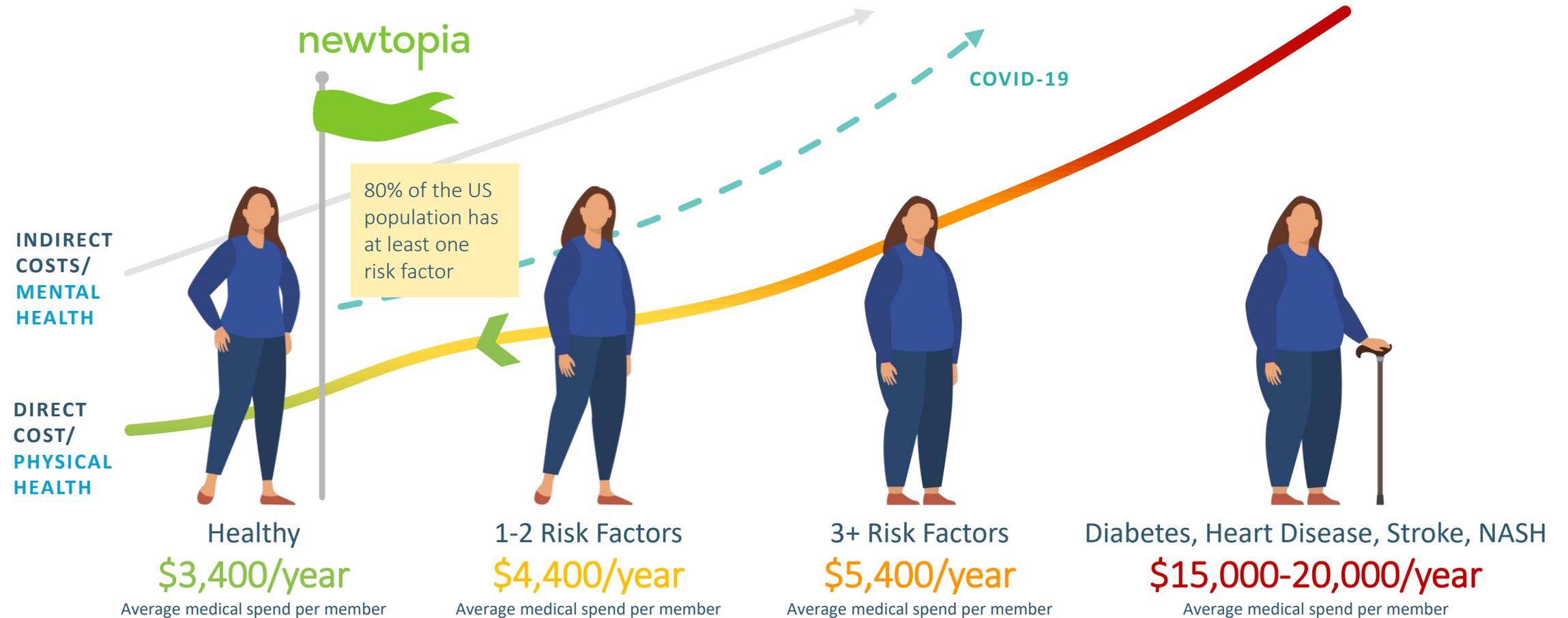


Decreased productivity



Increased societal and household challenges

Costs of Chronic Disease Risk to Health Insurers



Source: Aetna Innovation Lab.

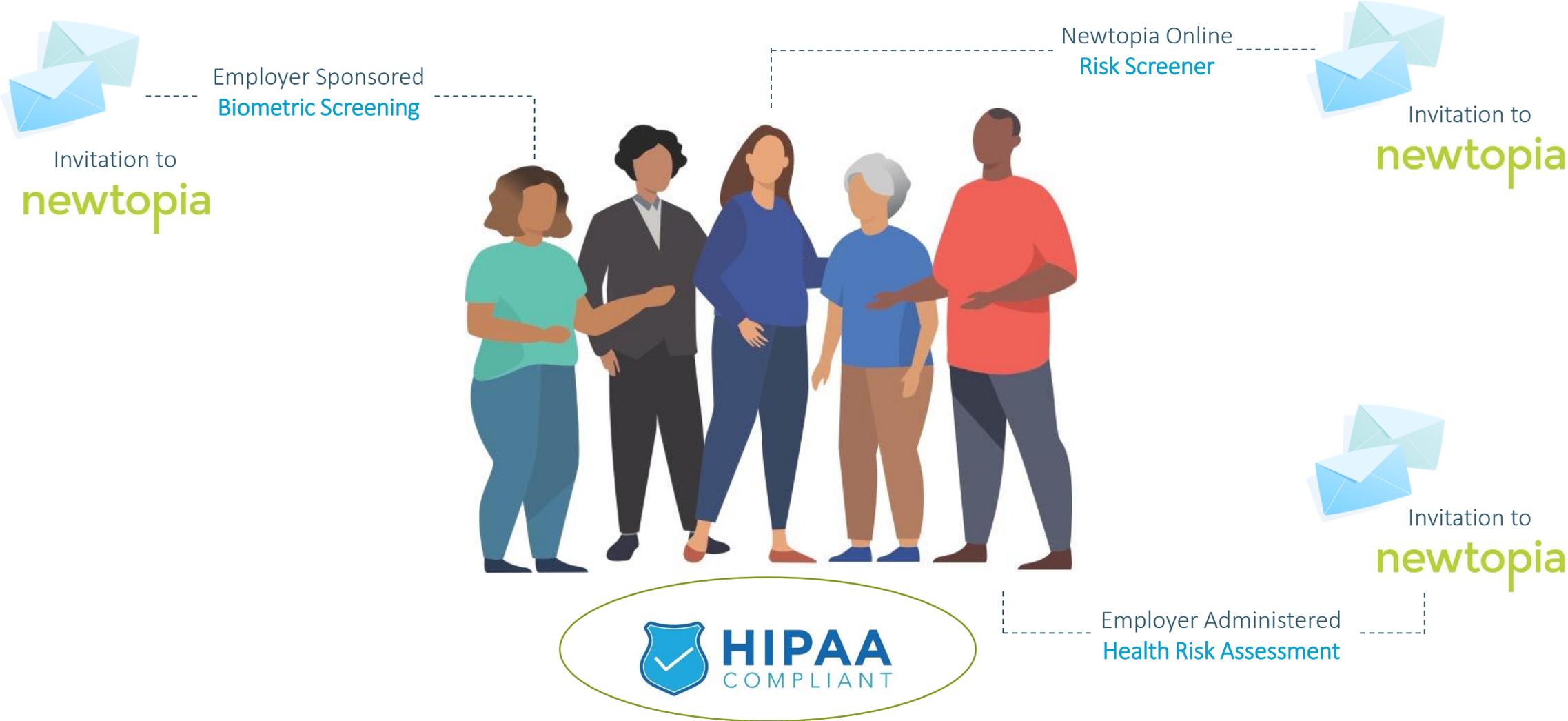
Massive & Growing Addressable Market

80% of the North American population has at least 1 risk factor = 320M people

320M X \$1600 per person over 3 years =

\$512B+ Opportunity

At Risk Identification



How Does Newtopia Work?



Our Inspirators

Habit change designers, behavior change agents.



“

Brianne

Bachelor of Social Sciences

“My **passion** is truly helping people find their version of **optimal health**. I enjoy working with participants and providing them with the support to make tiny habit changes that make difference, **build their confidence**, and continue to **improve multiple aspects** of their lives.”



“

Martin

BA Kinesiology Honors Specialization

“Focusing on my health and nutrition has been **life changing**. This **personal experience** is what drives me to inspire my participants to achieve not only a **healthier body** but a **healthy mind**. Working with participants of all ages and from different walks of life inspires me.”



“

Ashley

Certified Nutritional Consultant

“Health and fitness has always given my life clarity and direction. I help others find their own strengths, achieve their goals, and know they have the **ability to manage their health**. It’s **inspiring** to see how participants are enjoying their lives with more **strength, health, and energy**.”

Our Patented, Scalable Virtual Care Platform

Transformative Habit Change Platform

TECHNOLOGY AND
USER EXPERIENCE
DESIGN

BEHAVIORAL
ECONOMICS AND
PSYCHOLOGY

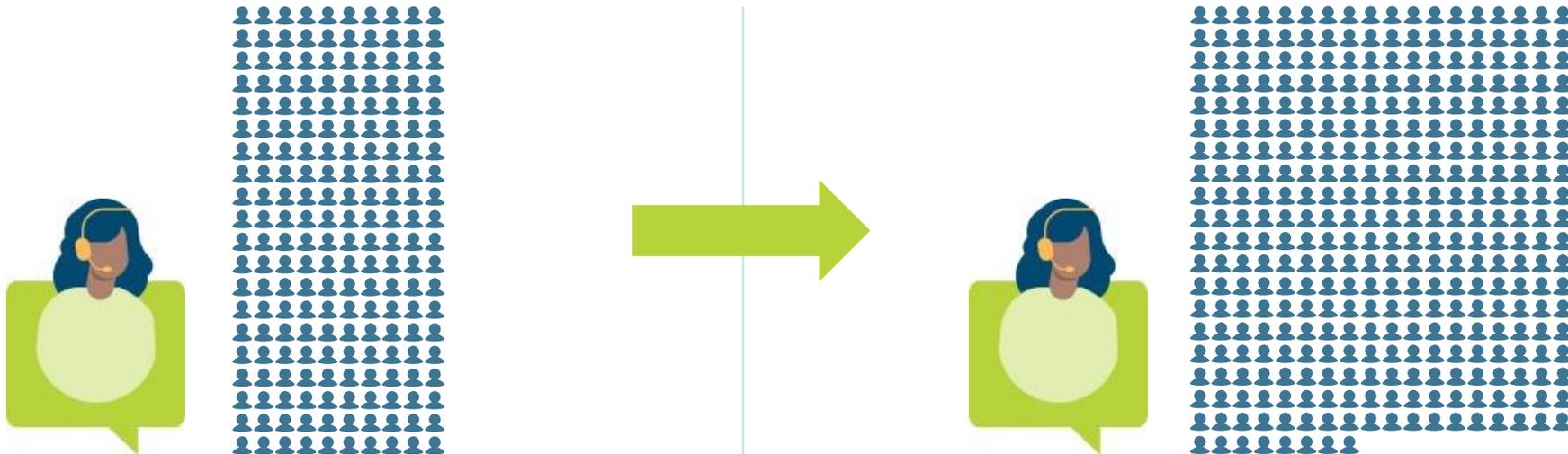
DATA ANALYTICS

AI
DEEP LEARNING

SMART
AUTOMATION

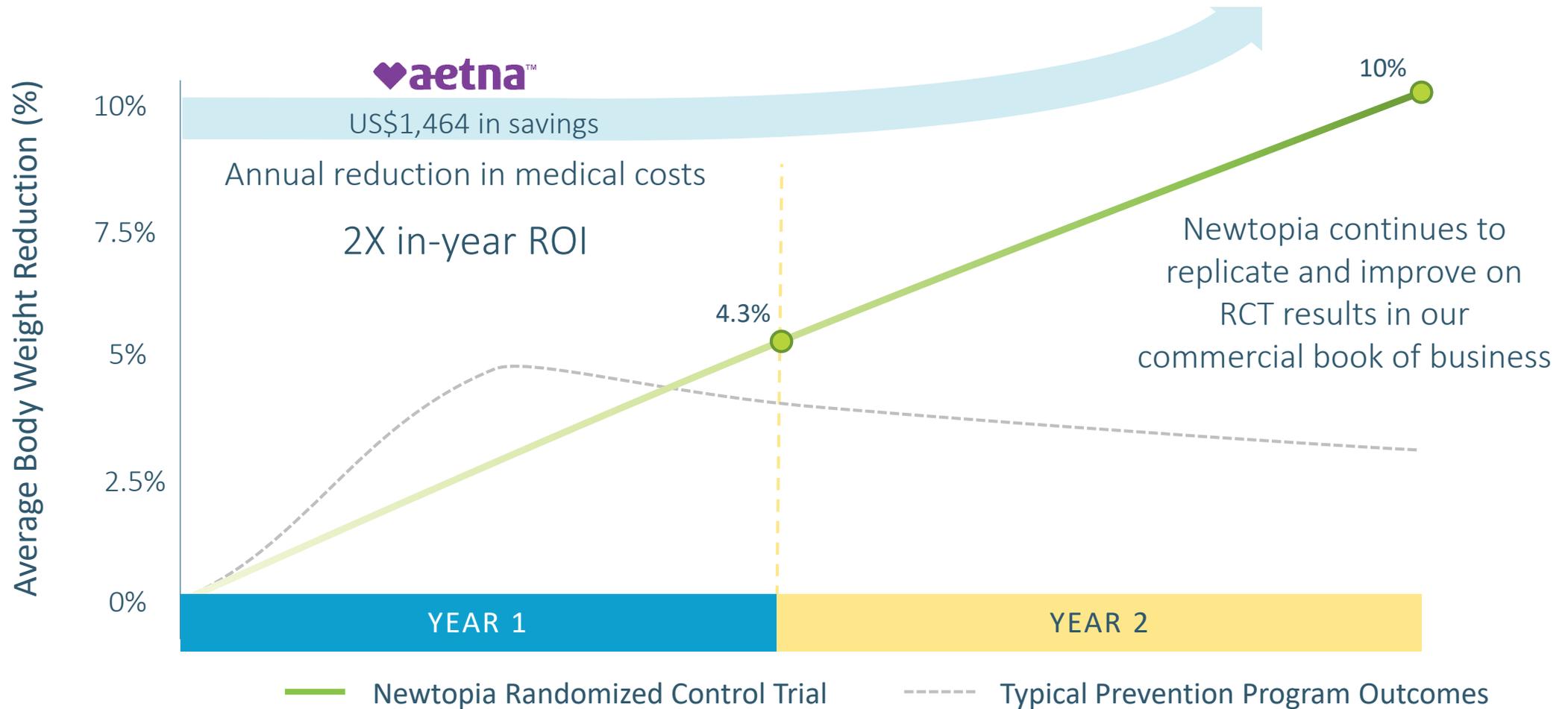
CURRENT: 1 Inspirator for every 200 participants

FUTURE: 1 Inspirator for every 350+ participants



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.

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.

Recurring Revenue Model: Subscription Based

Participant Welcome Kit

One-time fee



C\$230/kit



Monthly Subscription

Per engaged participant



C\$65/month^[1]



Outcome Milestone

Target: 5% body weight reduction



C\$200/success

Average Recurring Revenue per Participant (3 yrs.+) = C\$1,600^[2]
with potential for growth over time

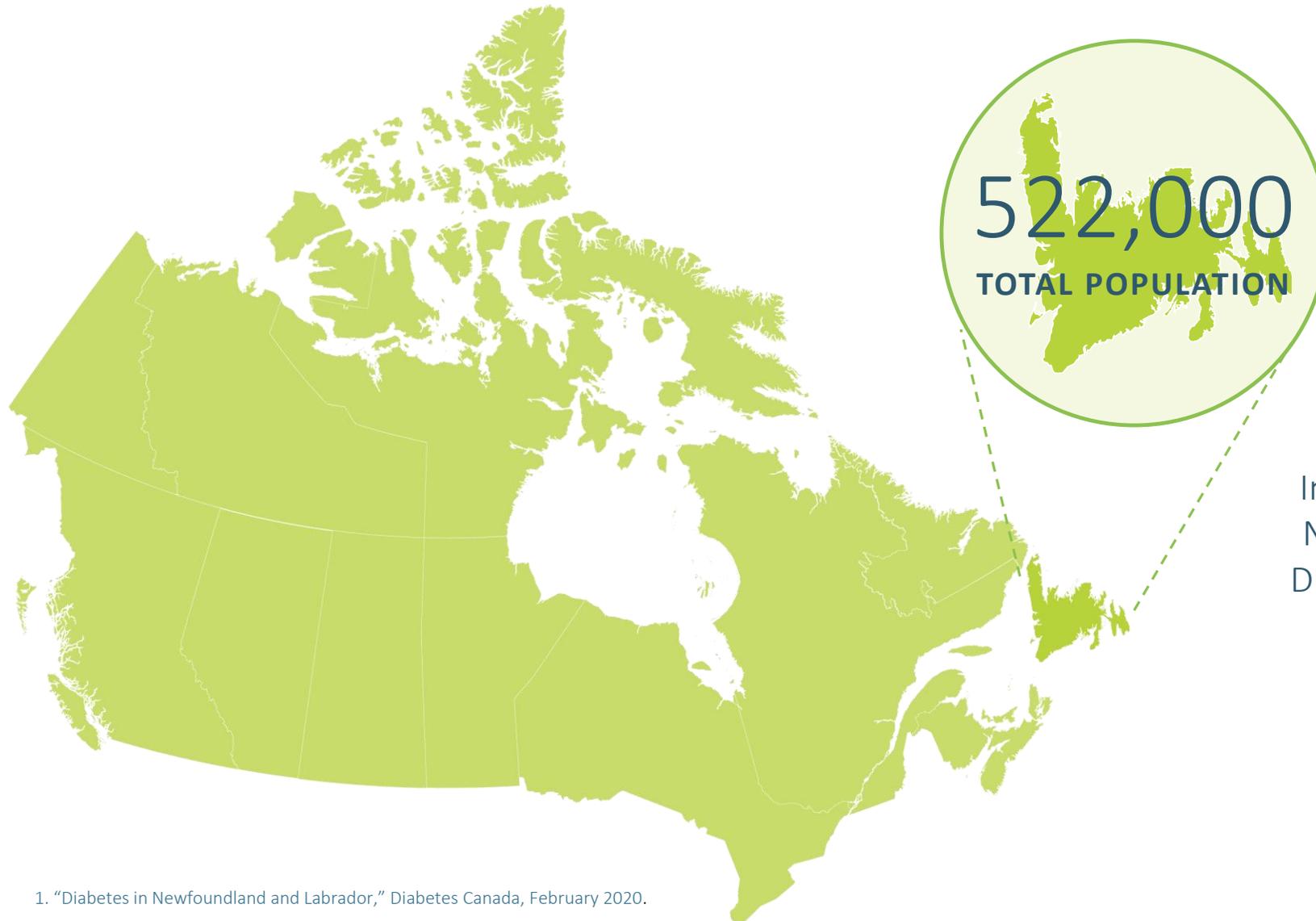
1. (\$230/kit) + (\$7Average monthly fees for Wholesale/Direct over 3 year estimated participant lifetime.

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.

Marquee US Employer Partners



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.

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

Valuable Industry Data

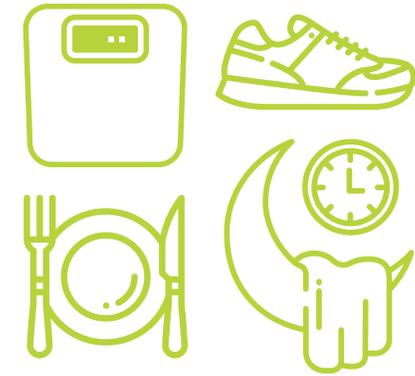
GENETIC DATA



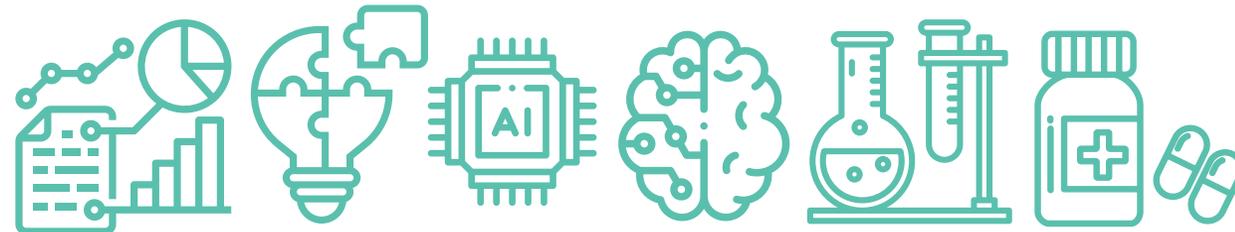
LIFESTYLE DATA



BEHAVIORAL DATA



PRODUCT ENHANCEMENT AND R&D



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.



Edmond Lem

Chief Financial Officer (Interim)

Controller Spectra7 Microsystems, Inc. (TSX: SEV.V)*



Peter Seider

Chief Information, Privacy, & Security Officer

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



Michele Dodds

SVP Client & Experience

Nanthealth, Preventure, Human Care Systems, ComPsych and CVS Caremark



Mark Jackson

SVP Commercial

Previously with Nanthealth, Teladoc, Cigna and Aetna



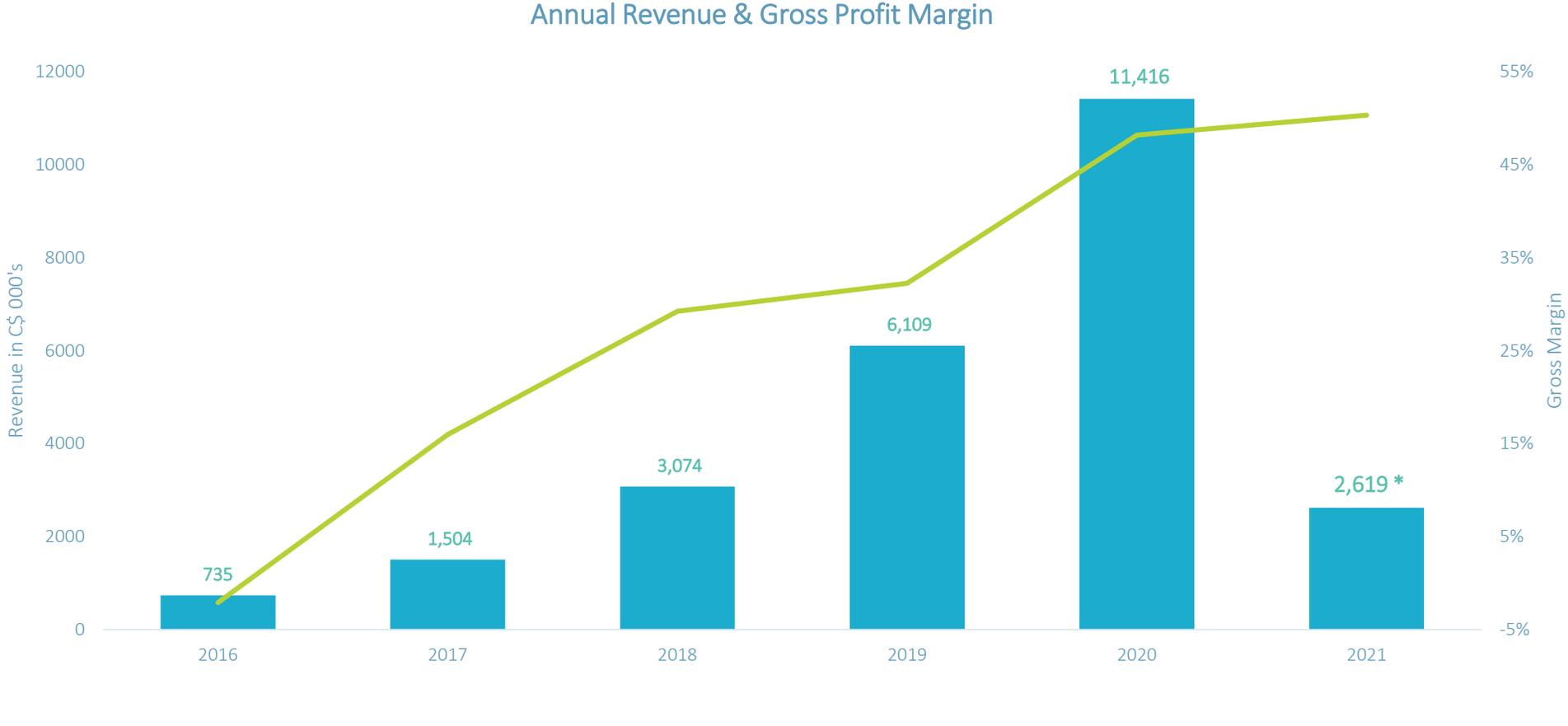
Rikki Bennie

SVP Marketing

Cineplex and Employee #1 at Newtopia

*Assumed Interim CFO Role on June 25, 2021.

Annual Revenue and Gross Margin



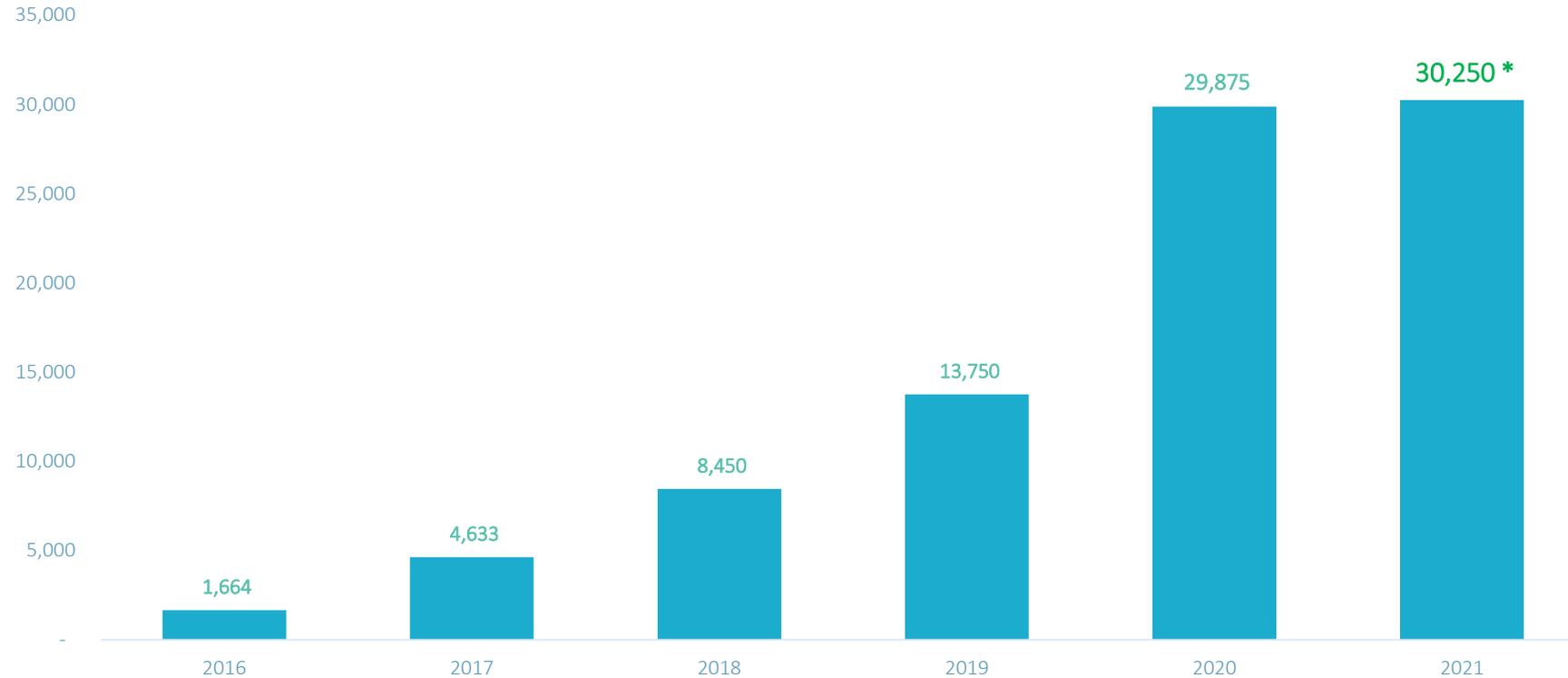
*2021 – Q1 Only

Revenue in C\$1,000's Gross Profit Margin (%)



Participant Engagement: Steady Growth

Average Quarterly Engagement



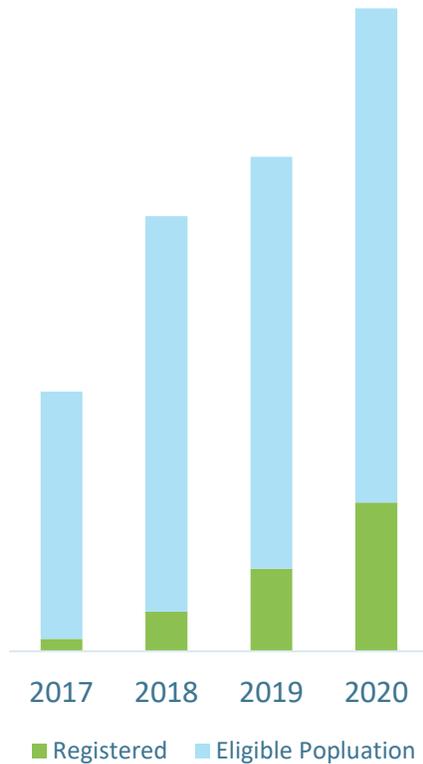
*2021 – Q1 Only

■ Average # Engaged Participants Per Quarter (rounded to nearest 100)

Key Growth Drivers

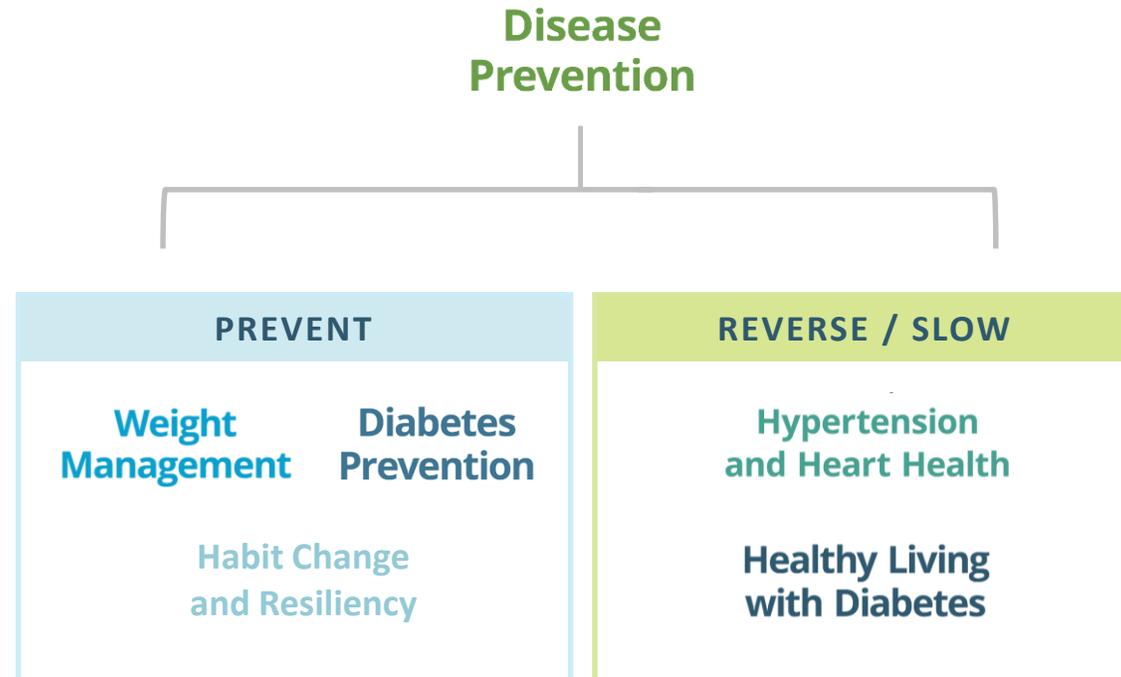
Increase Enrollment

Increase Member Enrollment Rate with Existing Clients



Improve Product Density

Penetrate New Markets and Cross Sell Solutions to Existing Clients



Expand Client Base

Increase Penetration by Continuing to Win New Clients

SELF-INSURED EMPLOYERS

140M

LIVES

PRIVATE INSURERS

100M

LIVES

PUBLIC/GOV INSURERS

100M X **38M**

LIVES (US) LIVES (CAN)

The Future of Health Care is Prevention

Massive and Growing Addressable

Easily Scalable Virtual Care Platform

Proven Financial and Clinical Outcomes

Marquee Insurer Partners

Collection of Valuable Industry Data

Highly Experienced Management Team

Recurring Revenue Model that Provides Predictability



“

It's all about **accountability**, and for me that works! My annual wellness exam and bloodwork are exponentially better, and I have so much more energy! These things combined have **improved my quality** of life to the point that my **attitude is more positive, my stress levels have come down** (personally and professionally) and I enjoy being more active with my family.

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

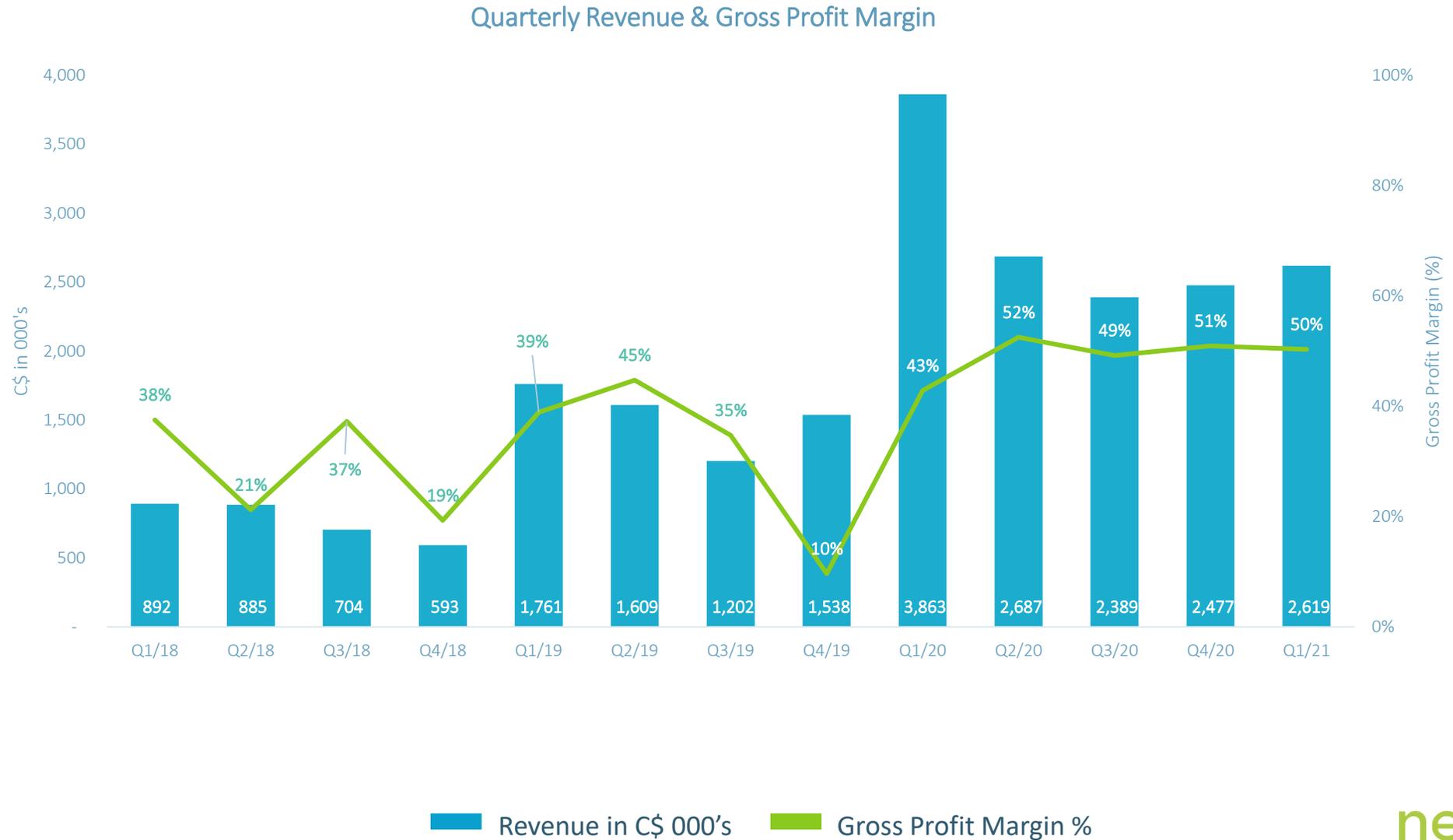
Cost savings per
MA member



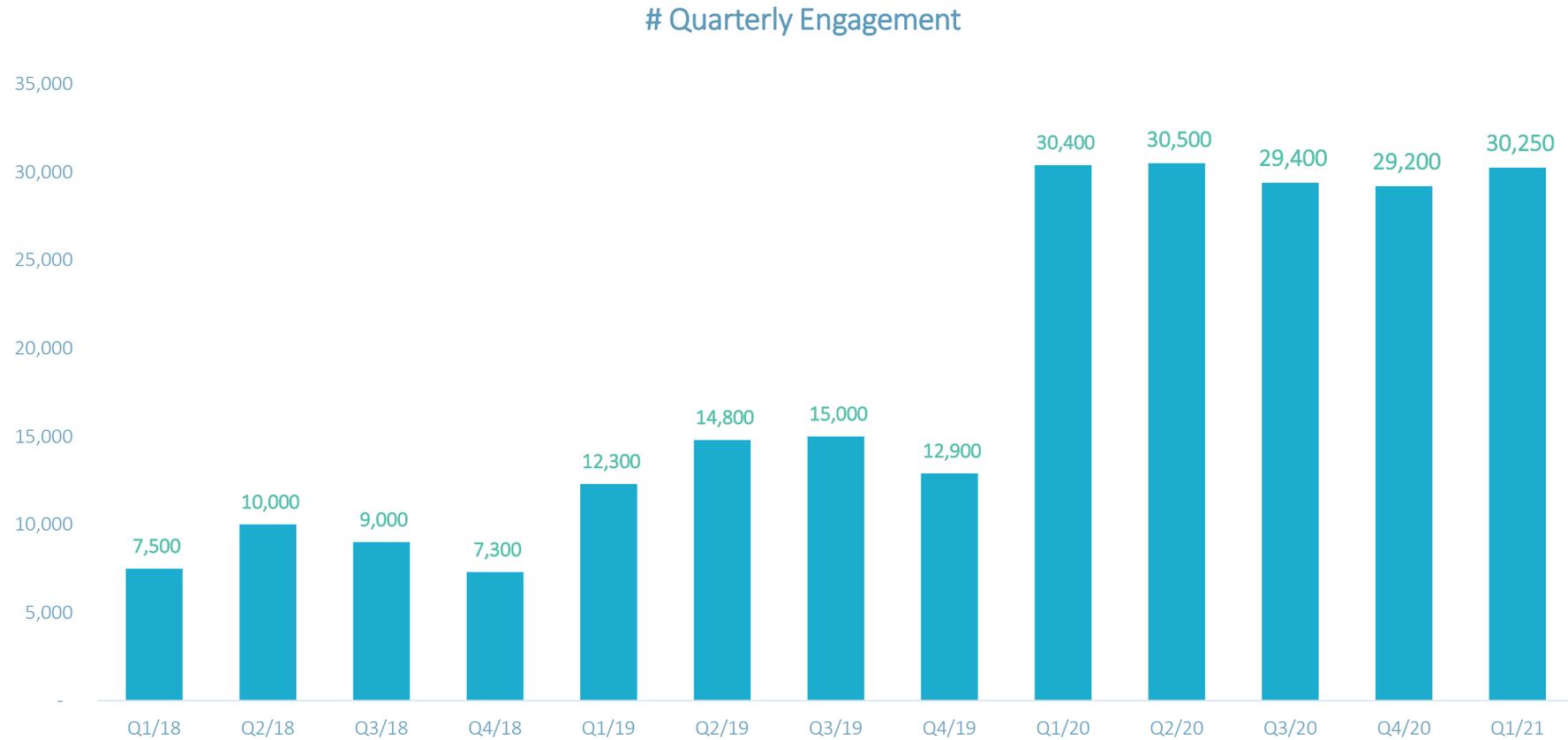
\$10.8 million

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

Quarterly Revenue & Gross Margin



Monthly Engagements Per Quarter

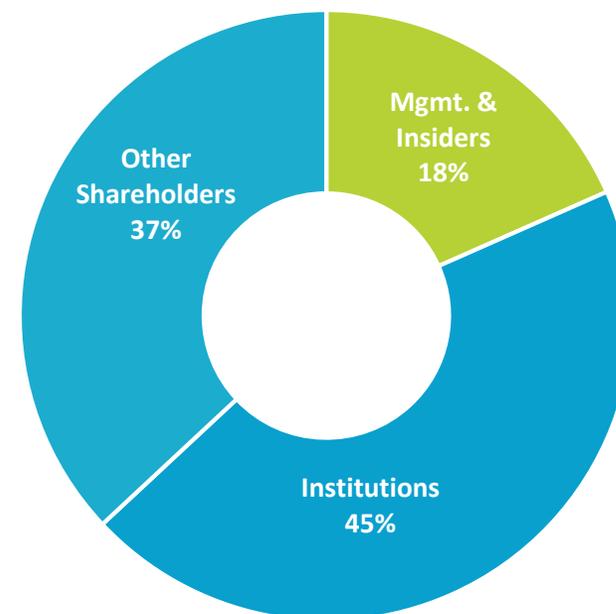


■ Monthly Engagements per quarter (rounded to nearest 100)

Capitalization Table (as of 3/31/21)

Current Cap Table	# O/S (MM)	W.A. Strike (C\$ per share)
Common Shares		
<i>Subject to Escrow:</i>		
Management & Insiders	18.1	
Institutions	38.8	
Other Shareholders	33.8	
	90.7	\$0.70
October 2020 Offering		
Institutions	5.3	0.95
Other Shareholders	2.6	0.95
Total Basic Shares	98.6	\$0.72
Dilutive Securities		
Employee Options	10.0	\$0.48
2020 Grants	4.9	\$0.85
2021 Grants	1.6	\$0.49
Warrants	13.6	\$0.72
Broker Warrants	1.6	\$0.69
October 2020 Offering	2.6	\$1.30
October 2020 Offering - Broker Warrants	0.6	\$0.95
Total Dilutive Securities	36.5	\$0.70
Fully Diluted Shares	135.1	
Equity Valuation - basic shares	(C\$MM)	\$71.0
Cash Balance		\$2.6
Debt		None

Ownership



- W.A. = weighted average
- Ownership % is based on basic common share count at listing after conversion of all debentures and preferred shares
- 75.6M of total basic common shares are subject to staged-release escrow agreements