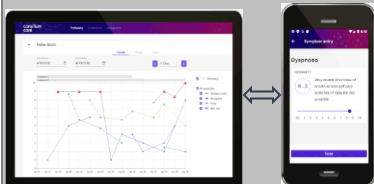


www.mobilehealth.global

Product: The Platform & App



Management Team

CEO & Founder:

Prof Dr. med. Andreas Trojan, oncologist with more than 25 years experience & entrepreneur.

CTO: Frank Gulitz, former head of AI for Infosys with more than 30 years experience in IT.

CFO & CO-Founder: Mathis Brauchbar, health care strategy consultant, more than 25 years experience & entrepreneur.

COO: Dr. Birgit Hennecke-Janzer, medical research specialist, more than 15 years experience in CRO and biotech

HMD: Martin Rufenacht 20 years in Marketing of medical devices and drugs

Global cancer market

size of **USD 113 bn** (2016). The overall cancer related **ePRO market** size is estimated **USD 2.05 bn** in 2025.



Financial Information

Company stage: Product ready
 Previous Capital: CHF 2.95m
 Monthly Net-Burn: CHF 240k

CHF 3M round (Privat Investors)

Execution Plan / Go To Market Plan:

10/20 Mobile Health goes live in Switzerland", target >200 user

Timeline – Projection of Patient

Doctors will prescribe the Consilium Care™ App in order to generate high quality Outcome Data, for Center certification, Industry Research, and Transfer of Benefits.



Vision & Mission

In Cancer treatment and drug development measures of quality of care and outcome are crucial. Mobile Health has developed Consilium Care™, an electronic Patient Reported Outcomes (ePRO) SaaS system which includes the CE-marked MDD Class I medical device, Pro Care. This provides standardized symptom monitoring for cancer patients, and high-quality outcome data through shared collaborative doctor-patient review of data.

Opportunity

Investment into a unique company evolving in a rapidly evolving digital health market which provides an excellent platform/App for oncologists and patients. With its international roll-out plans and strong medical & IT team Mobile Health is perfectly positioned as a Health Ecosystem Enhancer.

The Consilium Care Solution

Cancer treatment is progressively complex and costly. Measures of quality of care and outcome are therefore crucial for improvements in care and cost containment. In addition, reliable and early detection of critical symptoms and support in clinical decision making need to be implemented. Digital platforms that use a common terminology and standards in assessing and analyzing **electronically collected patient reported outcome measures (ePROs)** are required for efficiency of care, research and drug development as well as regulatory conformities.

Mobile Health provides the clinically tested and **CE-marked CONSILIUM CARE™** platform and App for reliable and early symptom reporting that triggers **alerts in case of critical symptoms**. CONSILIUM CARE™ is the only **ePRO solution** with continuous review of acquired data through shared monitoring. In a collaborative patient-doctor efforts this patient centered approach improves quality and efficacy of care and reduces costs through timely management of unexpected adverse events and avoids of unnecessary hospitalizations (**~2 Bn.in Target Market**)

CONSILIUM CARE™ has multiple benefits for diverse user groups:

- The platform enables **patients** in an easy and efficient way to better communicate with their care givers, to adhere to their treatment scheme and to improve treatment outcomes.
- The platform adds considerably to the efforts of **physicians** and **care givers** to optimize quality of care and to supervise their patients during and after treatment.
- CONSILIUM CARE™ integrates into pre-existing Clinical Information Systems of **Comprehensive Cancer Centers (CCCs)** and **Cancer Hospitals** and allows for optimized medical processes, care coordination, reimbursement schemes and patient relations
- The platform enables CCCs and Cancer Hospitals to meet **regulatory requirements**

Business Plan

The fast-growing amount of high-quality real-world evidence data of Mobile Health AG will be applied for **pay-for-performance models** to Clinics and physicians for the revenue stream of Quality of Care benchmarking, medical outcome and **drug market research** as well as for **predictive analytics**. The companies **benefit** from recently implemented **regulatory change in D, A and CH** that allows CONSILIUM CARE™ Users to **reimburse the usage cost through discount contracts with pharma (Swiss Model)** or cost coverage **by health insurance (German-, Austria Model)**. Driven by the inevitable transformation in the health care industry towards digital solutions, Mobile Health aspires to become a **globally leading provider of ePRO solutions**. The company **penetrates the market** through its **existing access to CCCs, research organizations, patient advocacy, pharma industry, Medtech** as well as **insurance companies**. In addition, each doctor and patient will participate in collaborative research approach through data savings in a digital center of excellence.

Competitive Advantage / USP

- **Real time** available reviewed **high-quality data** for physicians and CCCs
- Patient-centered approach **improving collaboration** with care givers
- **High-level of adherence** and data entries throughout all patients' groups
- **Long-term incentive** for physicians / CCCs through continuous data savings
- International Platform; **strong IT Provider** supported by global players
- Academic level "trial inside" tool **design for research c/o** user friendly customer product
- Highly **experienced** and connected **Medical and IT Leadership** team

Achievements



Awards & Publications

- Lohfert Prize (D) 2018
- Innovation Qualität FMH (CH) 2020
- JMIR; doi: 10.2196/jmir.6414
- CRO; doi: 10.1159/000507345
- Oncology 2020 (in press)



Research Grants (total 750k)

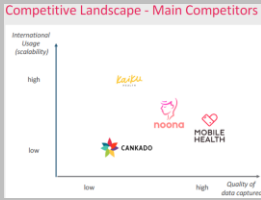
- Swiss Tumor Institute
- Hirslanden Research Fund
- Benecare Foundation
- C. v. Schelling
- Horizon 21



D/A/CH proof of concept



Competitor landscape



Advisors

- **Dr. med. Marco Egbring**
IT Strategy, specialist in drug safety, Founder of Medtech startup in Pharmacology
- **Prof. Dr. med. Christian Jackisch**
Medical Strategy, Spokesman of the German Cancer Society
- **M.D. Stephen J. Schuster**
Medical Strategy, Professor at Penn University, holds Patents in Immunotherapy, Member of several Scientific Advisory Boards

Execution Plan / Go To Market Plan

The company established use and gained acknowledgement and market penetration through conduct of international clinical trials with CONSILIUM CARE™ (NCT02004496, NCT03578731). Mobile Health is developing a globally scalable version of the platform in collaboration with strong IT software services. Currently we are building marketing capacities as we are entering other European Markets in Q4/2020. Discussions are taking place with strategic partners in Canada, North America and Asia. However, it is expected to enter in those markets earliest Q4/2021.

For markets outside the DACH region the company currently applies for a royalty contracts in order to perform focused, and well managed risk for operational costs and efficient recruitment of distributing partners.

Concept-work is being finalized for engagement of associated industries and development of novel market segments that would also boost technological alliances.

Traction

CONSILIUM CARE™ is currently run in 15 oncology clinics in Switzerland, Germany and Austria. The company has successfully finalized one clinical study supporting its underlying business assumptions of improved and empowered patient health management. A second clinical study is still ongoing and will complete in Q2 2021. Further clinical trials are projected and will be initiated in Q4 2020. After rigorous evaluations CONSILIUM CARE™ was selected by the Swiss Group for Clinical Cancer Research (SAKK) as standard tool for ePROs.

As the software is currently developed as a globally scalable platform CONSILIUM CARE has reached CE marking in Q2 2020 as a Medical Device Grade 1.

The company has agreed with two global IT Providers partnerships for the development, operation and consulting for the CONSILIUM CARE™ platform. These partnerships will enable MOBILE HEALTH AG to speed up the IT developments and any sophisticated adjustments required in a short period of time.

Competitors

- **NOONA:** Finnish company, acquired by Varian in 2018, focus on US market. Cloud-based, mobile service designed to periodically capture cancer PROs.
- **CANKADO:** German based company. The Cankado Ecosystem is a technology platform to build individual Patient Support Programs (PSP) to provide Patient Journey Support (PJS) for chronic diseases and healthcare professionals.
- **KAIKU Health:** Finnish company, acquired by ELEKTA in 2020, aiming to improve quality of life through data science.

Financials

It is expected that the company will be break even on monthly basis within 2021 onwards, which is as soon as 60 average Oncologist would prescribe/ use the Consilium Care App

| in TCHF | 9-12 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------|-----------|--------|--------|--------|--------|---------|
| Net Revenues | 0 | 5,629 | 14,874 | 24,456 | 31,803 | 41,152 |
| Expenses | -1,063 | -4,777 | -6,265 | -7,318 | -8,383 | -10,035 |
| EBITDA | -1,063 | 852 | 8,609 | 17,138 | 23,420 | 31,117 |