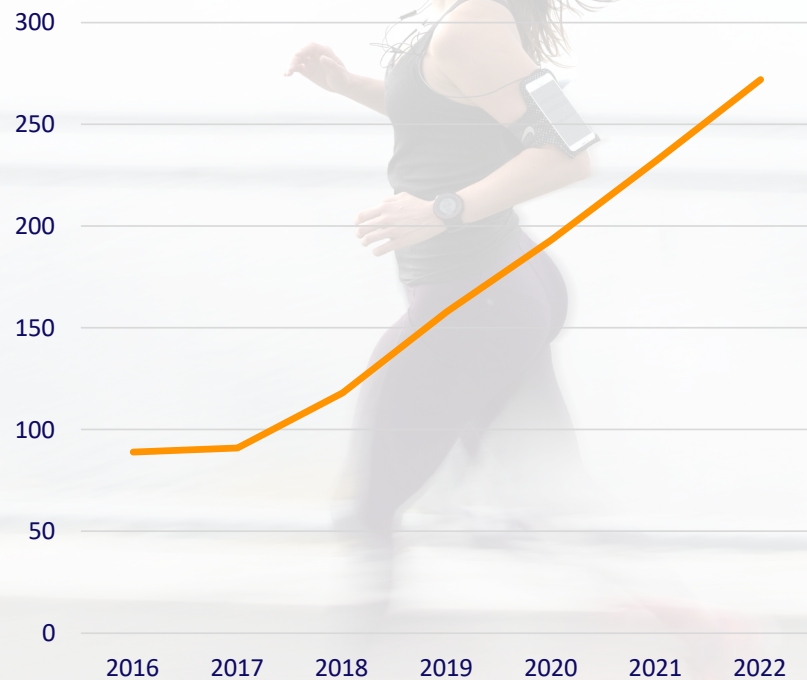


Data-driven health promotion

AI-driven behavior-based predictive analytics with stress-free monitoring to improve health

Worldwide fitness wearable device shipments (in millions)



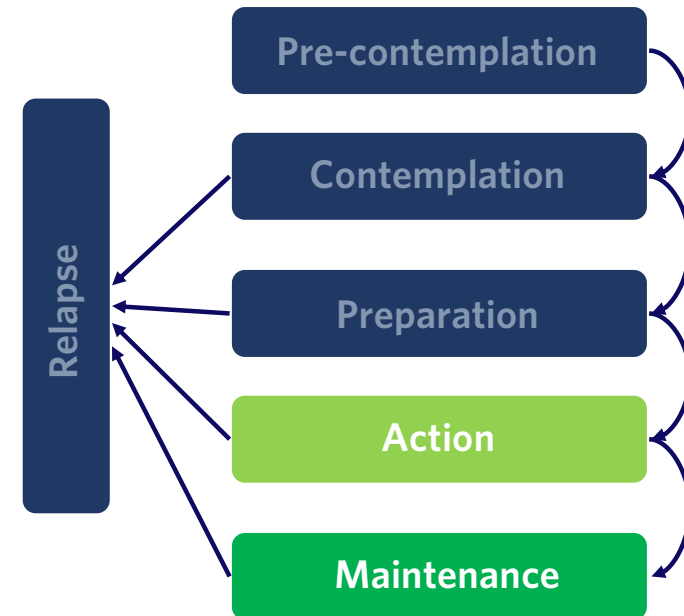
Source: [CCS Insight](https://www.wearable.com/wearable-tech/wearable-tech-in-numbers-8595)

<https://www.wearable.com/wearable-tech/wearable-tech-in-numbers-8595>

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The cycle of change

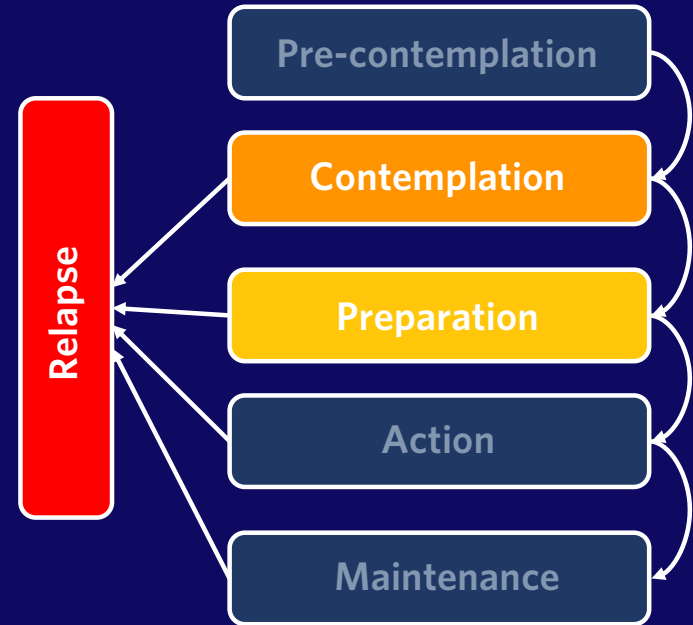
Prochaska & DiClemente





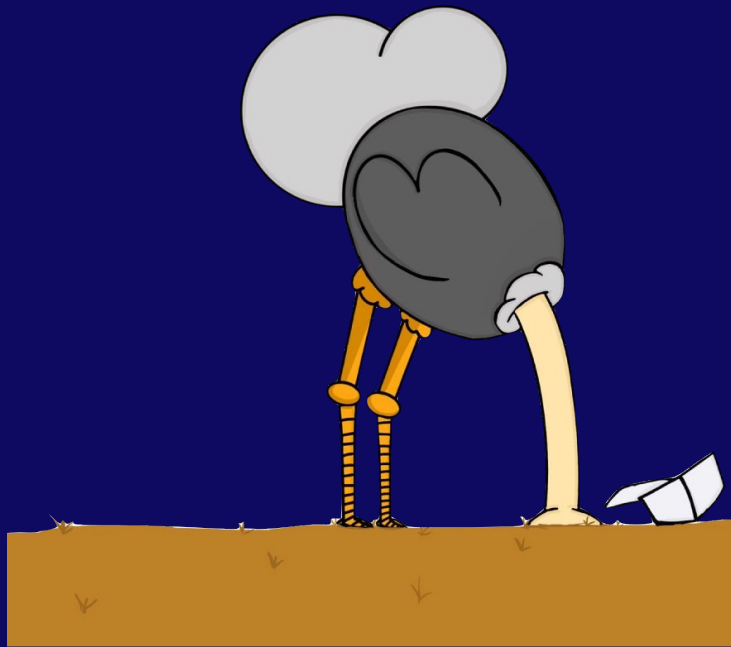
The cycle of change

Prochaska & DiClemente



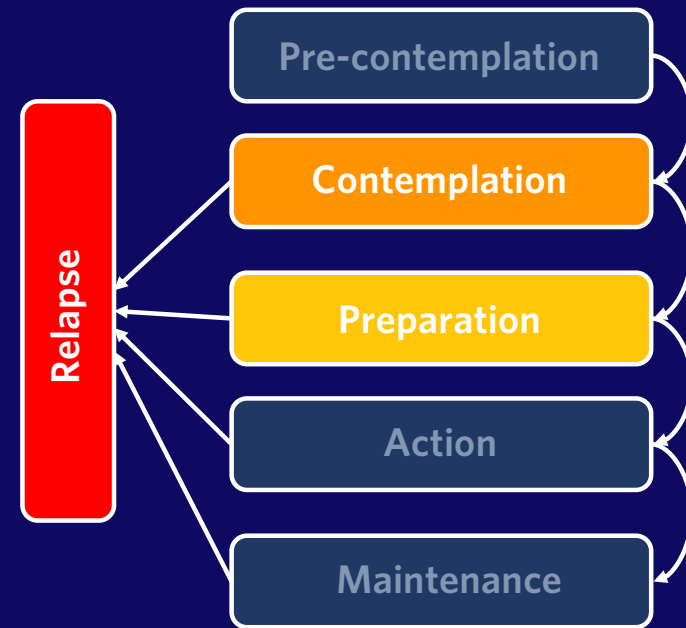
The ostrich problem

Chang, Webb & Benn



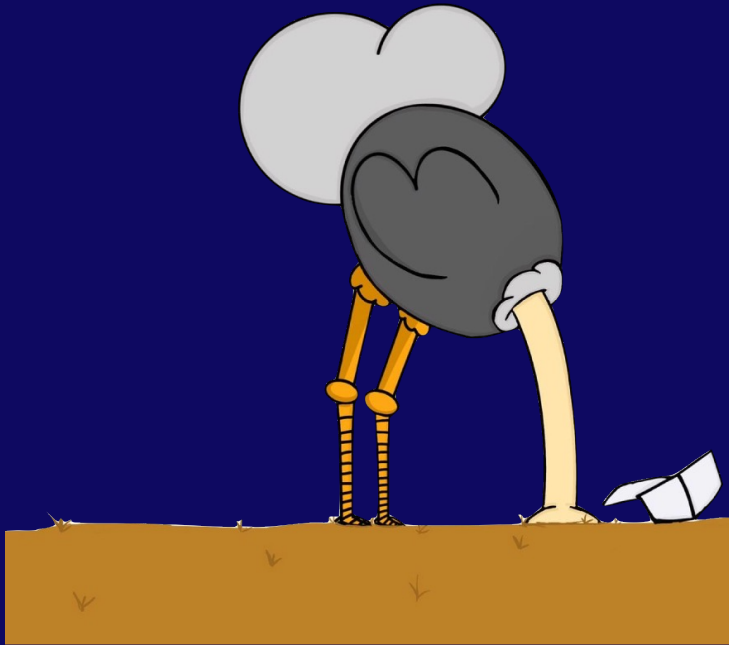
The cycle of change

Prochaska & DiClemente



The ostrich problem

Chang, Webb & Benn



“People seem to avoid to track their goal progress when they feel that the information about their progress is not accurate or useful.”

Why do people act like the proverbial Ostrich? - Chang, Webb & Benn - Frontiers in Psychology, 08 Feb. 2017

80% of people in weight loss programs will fail



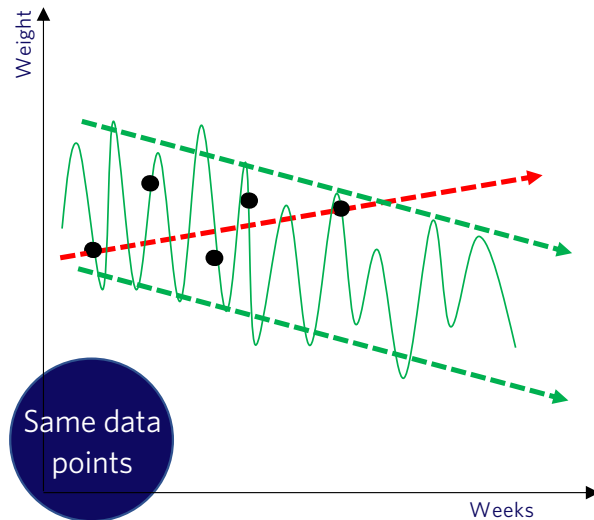
TAM 400 million
overweight/obese

200 million want
to lose weight

140 million
Ostrich
Problem

(US, Brazil, UK, Saudi Arabia, Netherlands, UAE, Qatar)

Sinque™ A.I. learns changes in an individual's behavior by monitoring natural weight fluctuation



Non-useful information

Weight fluctuates 3kg a week, impossible to know real weight trend using scales.

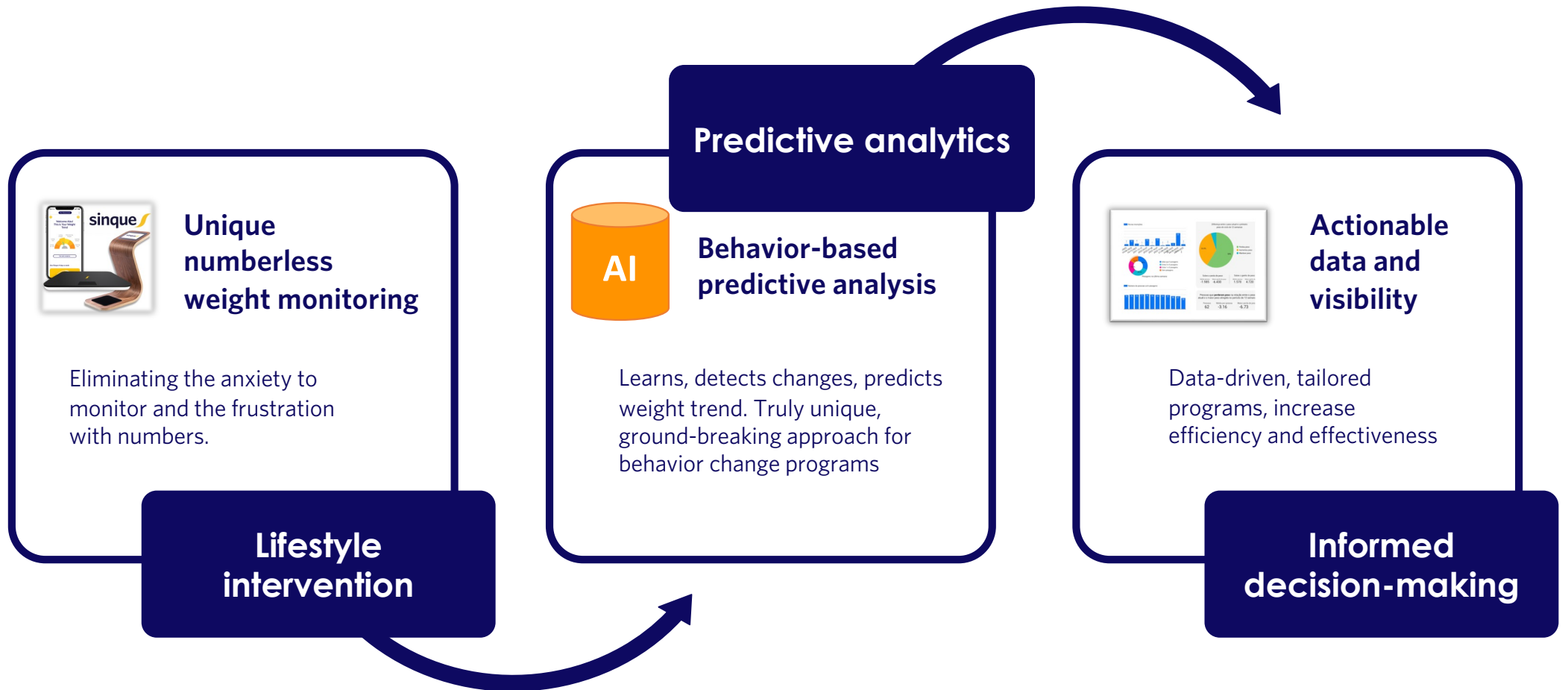
Useful information

Sinque users monitor their weight and can see their forecasted trend. They have time to change!

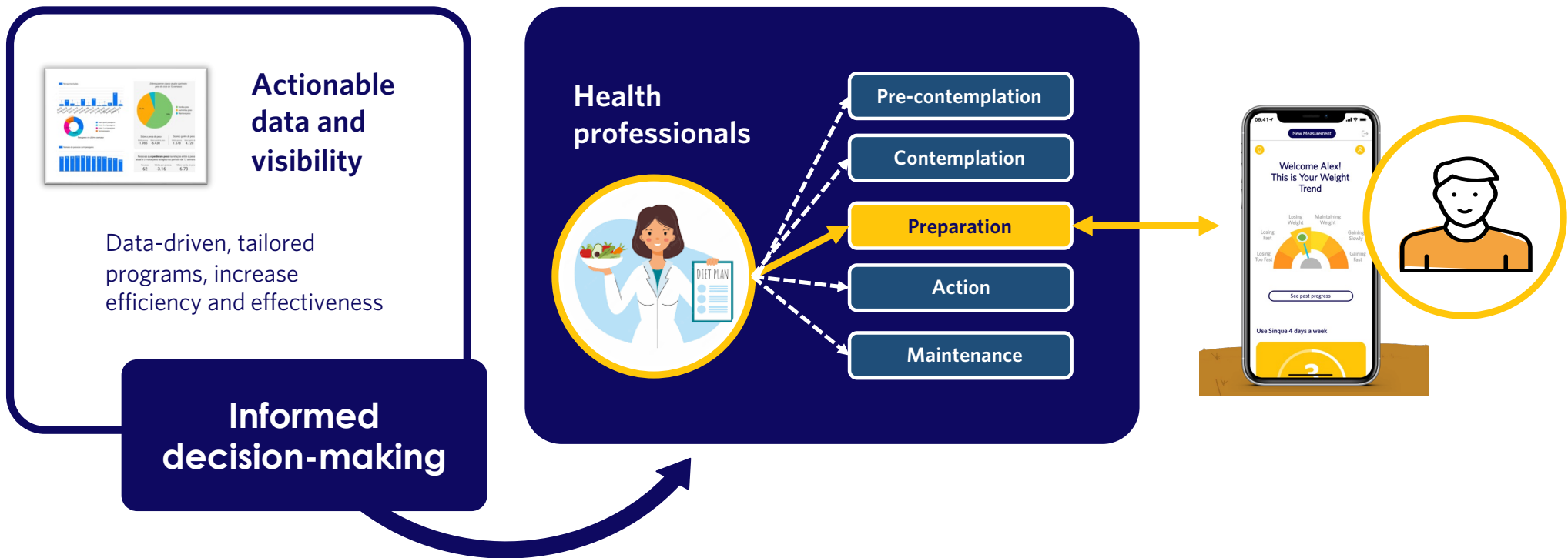


It's the end of the frustration with ups and downs of a scale. Say goodbye to the anxiety of weighing!

Sinque™, is our behavior-based predictive analysis patented solution to address the “Ostrich Problem”



Our data analysis model assesses the motivation stage, supporting decision-making



Why do health professionals and health promotion programs want to use our solution?

Workplace wellness program with weight loss focus, Brazilian oil company



	Target group adherence	User retention	Target group weight loss
Programs w/ sinque	70 to 90%	80%	60 to 70%
Programs w/o Sinque	10 to 25%	20%	5 to 10%



Health professionals & clinics

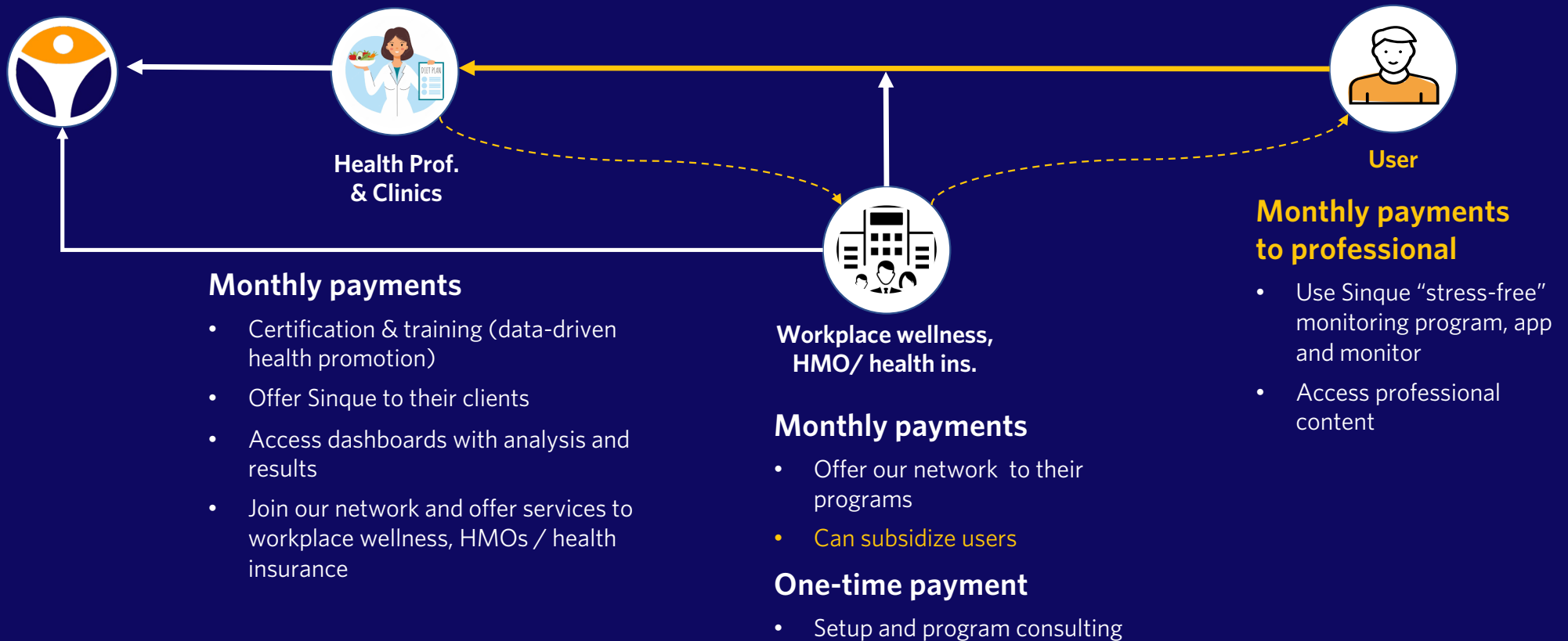
1. Attract new customers with new tech "stress-free" program
2. Reduce management time per client, reduce dropout rates
3. New recurring revenue for remote monitoring



Workplace wellness & health promotion programs

1. Reduce health promotion program costs
2. Improve program results (ROI)
3. Reduce use of medical services

Our B2B2C model connects a network of health professionals with health promotion programs: more clients, lower churn



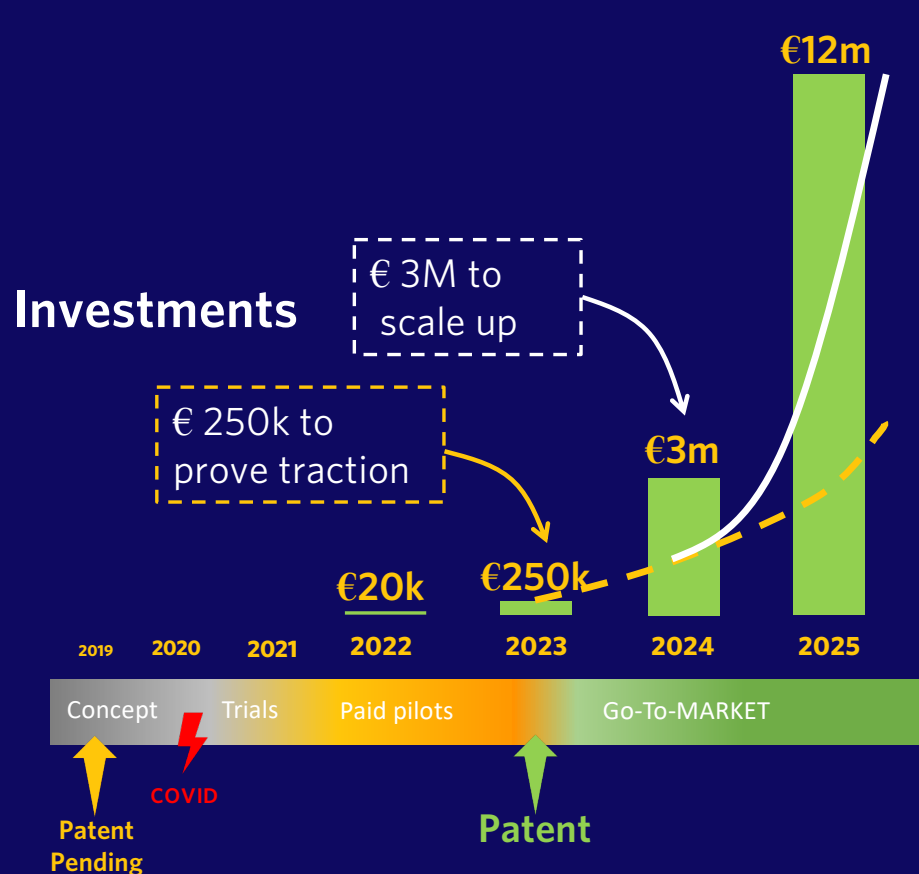
Sinque™ is the future of behavior change monitoring solutions

Old way to monitor health (weight)

New way to monitor health (weight)



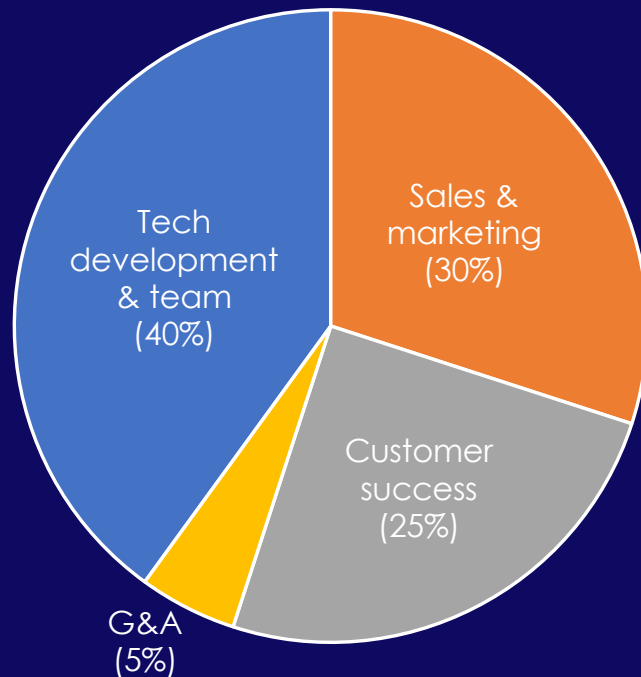
Why miss the opportunity to invest in an early stage but mature startup?



- Proven concept: our solution removes the “Ostrich Problem”
- Approved patent
- Health professionals are motivated to monitor behavior change, not just numbers
- A global market asking for data-driven health promotion
- Scalable, borderless technology

We have market fit! Help us grow.

Fund Use Categories



- Sales & marketing to expand in Brazil, Netherlands and start in UAE, US, UK
- Continue improvements with real customer experience
- Expand algorithm connections to other devices and databases
- Start a responsible “behavior-based” consumer marketplace (food, fitness, clothes, insurance)

Experienced management team



Renato Romani
Founder & CTO

- MD, MBA, Sports Medicine, Medical Informatics, Wellness Program Leader
- Experienced Entrepreneur with two successful exits
- Strong passion to positively impact public health numbers and decrease medical costs



J'Amy Stewart
Co-Founder & CEO

- Silicon Valley Entrepreneur
- Grew tech market intelligence firm from 2-person garage to internationally renowned firm, 50+ employees in US, Europe, Asia + successful exit
- Lifelong interest in health and fitness, former fitness instructor

Advisors

Saskia Korink



Co-founder & advisor EW2Health
Global CEO, ex-BCG principal

Ary Silveira Bueno



Partner Director of ASPR Auditoria
Member "Impact Executives"



Thanks!

EW2  Health

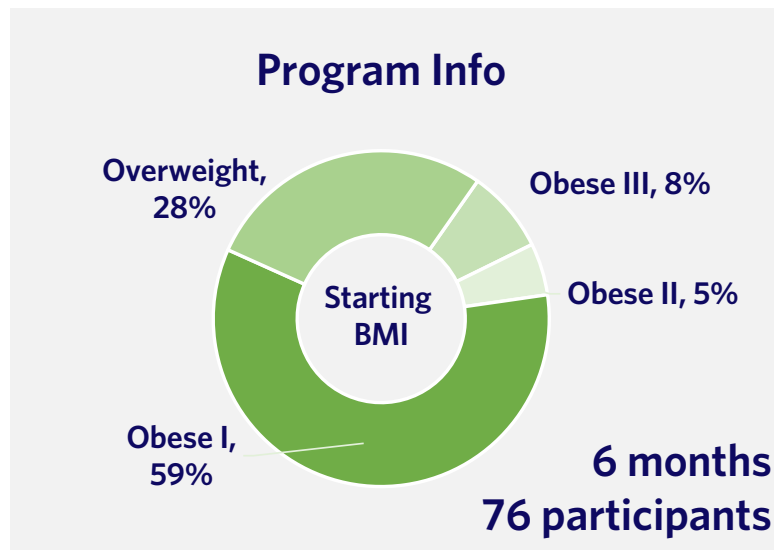
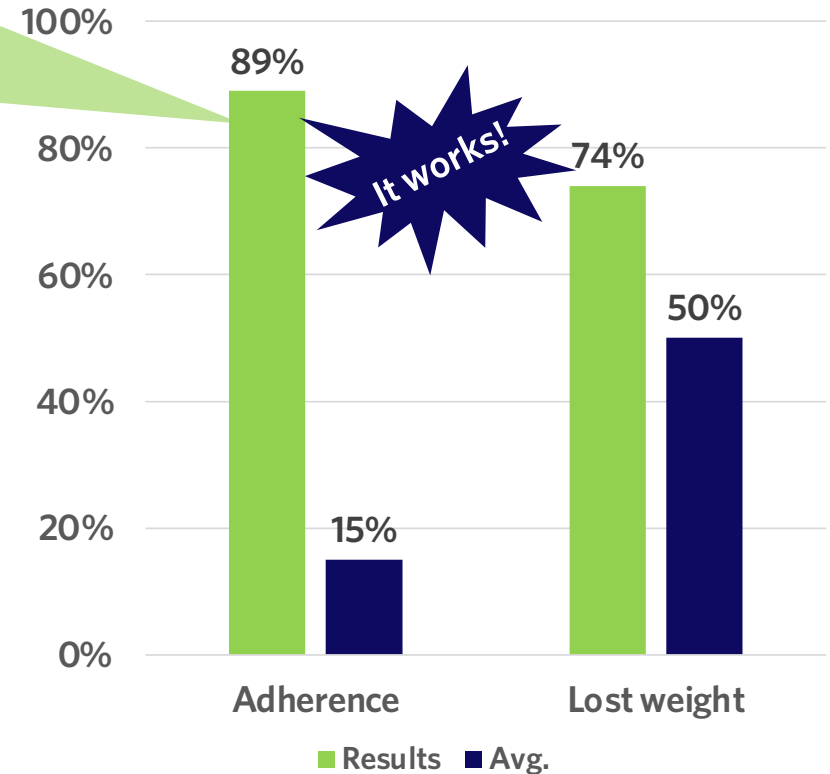
Paid pilot results: oil company workplace wellness program

25% reduced BMI
28% lost $\geq 3\%$
10% lost $\geq 5\%$

Participants stepped on the monitor

3.2x per week!

**Adherence group*



What users are saying...

"The monitor helps with a more assertive follow-up, since we have the projection and can act in advance."

*- Glaucia,
Nutritionist*

"I used to panic when seeing a kilo more or less, and that it can fluctuate so much. When you measure yourself, you don't need to panic. When I see my trend at the end of the week, I know I am doing well."

*- Irene,
Sinque User*

"[placeholder]."
*- Marcos M.,
GM Occupational Health*

"I don't like scales, but Sinque is different. I love the dial and that I can change in time."

*- Marcos P,
Sinque User*

"[placeholder]."
- Dr. Gustavo, MD

"An insight for participants is that it is normal for body weight to fluctuate. We dietitians keep saying this, but diet culture makes weight fluctuations not ok or even that they don't exist, which makes losing weight difficult. People can be black & white and get stressed if their weight increases slightly."

*- Laura v.D.,
Dietitian*



Pre-contemplation

Contemplation

Preparation

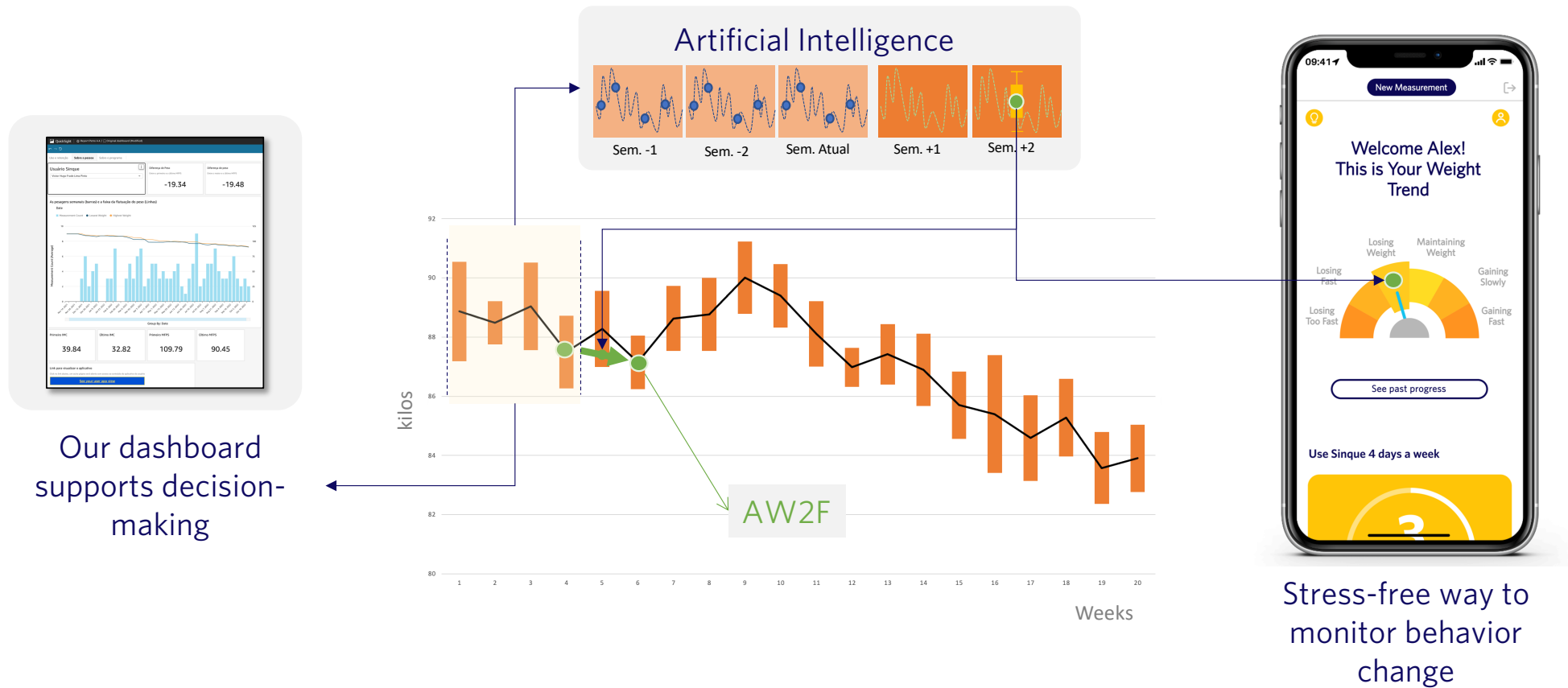


EW2Health

Action

Maintenance

Sinque™ A.I. learns changes in an individual's behavior by monitoring natural weight fluctuation



Strategic Technology Roadmap

