

HEART HEALTH OFFERING FOR 2018



HEALTHCHOICESFIRST LLP



2.4 Million Canadians that suffer from Heart Disease

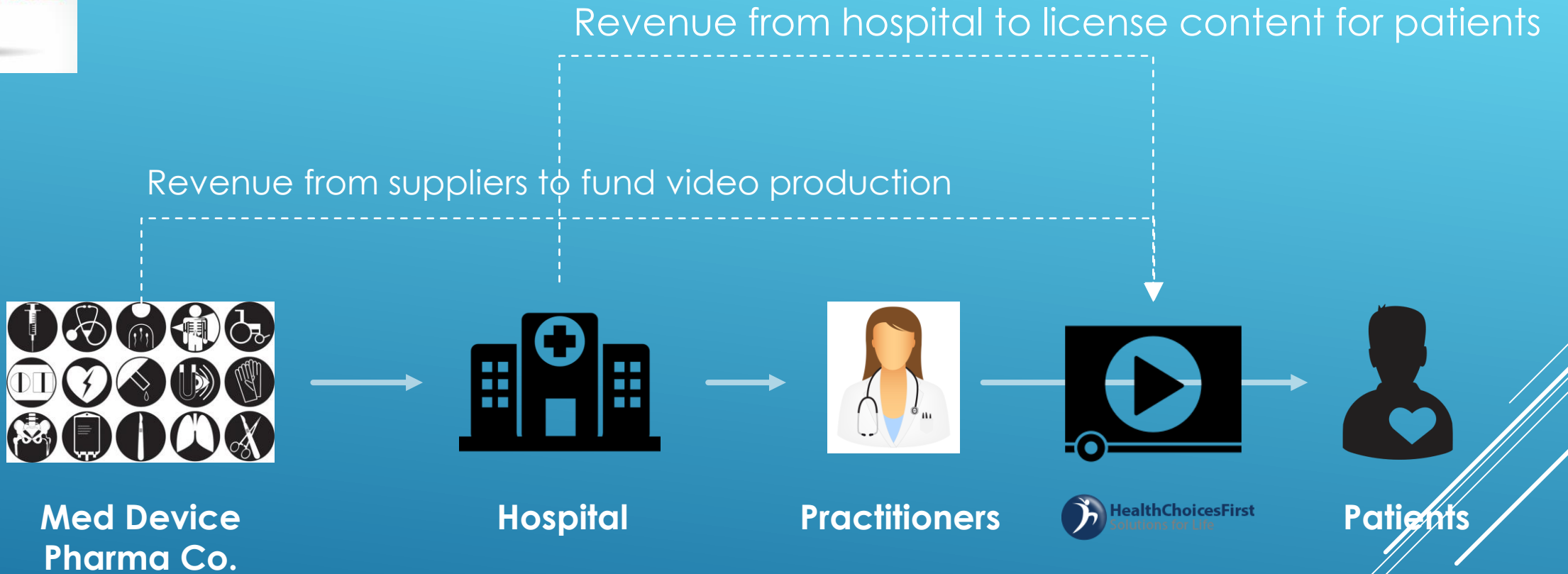
- ▶ Heart Failure patients have long and frequent hospital stays
- ▶ There is a lack of patient education - solutions to help with the disease.
- ▶ 50,000 new heart patients diagnosed and treated every year
- ▶ Total cost of healthcare in Canada is 242 billion or \$6604 per person
- ▶ Hospitals 28% - \$1,876 PP
- ▶ Physician 15% - \$1,014 PP
- ▶ Drugs 16.4% - \$1,086 PP

Heart Disease 2.8 billion a year

THERE IS NO CURE FOR HEART FAILURE

HCF is partnering with Three Major hospitals in 2018 to build video based communication channels for patients.

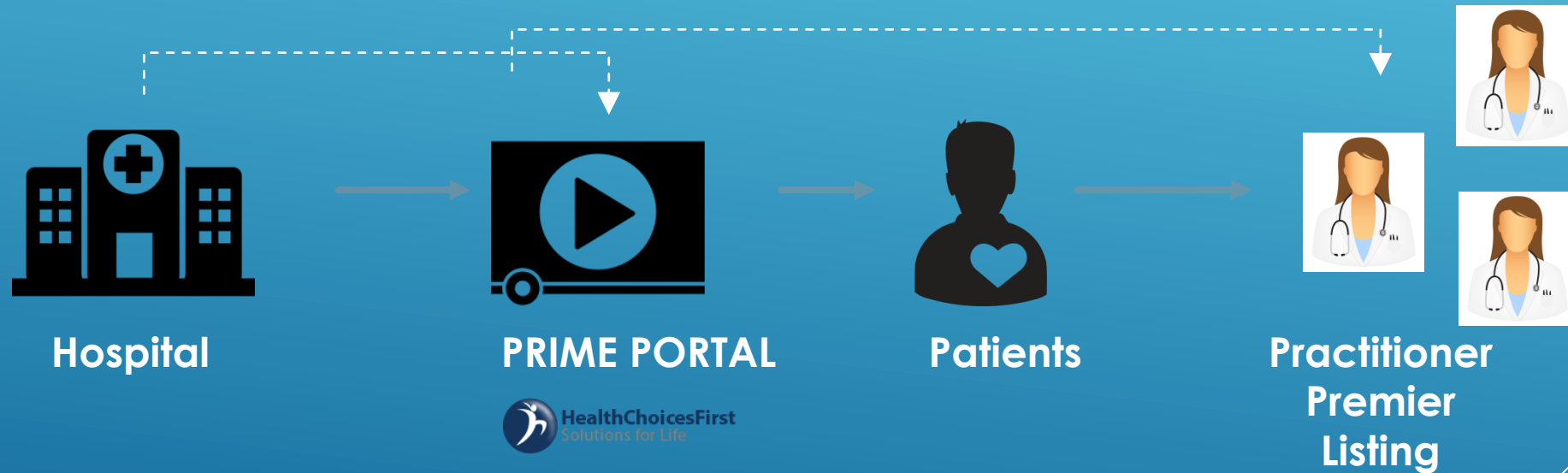
- ▶ There are 1500 hospitals in Canada with 200 major hospitals in 22 Cities
- ▶ There are over 5000 cardiologists in both Hospitals and independent clinics
- ▶ There is no value based referral system to allied healthcare practitioners
- ▶ There is no central web based platform for pharmaceutical companies that want to communicate with Cardiologists and promote their products or devices.
- ▶ **AI** driven **multi language** video drive interaction with allied practitioners.





Premier Revenue Listings

Internal Patient referred by PRIME is a Premier Advertisement



Existing relationships

Astra Zeneca
Pfizer
Amgen
Sanofi
Servier
Bayer
Novo Nordisk



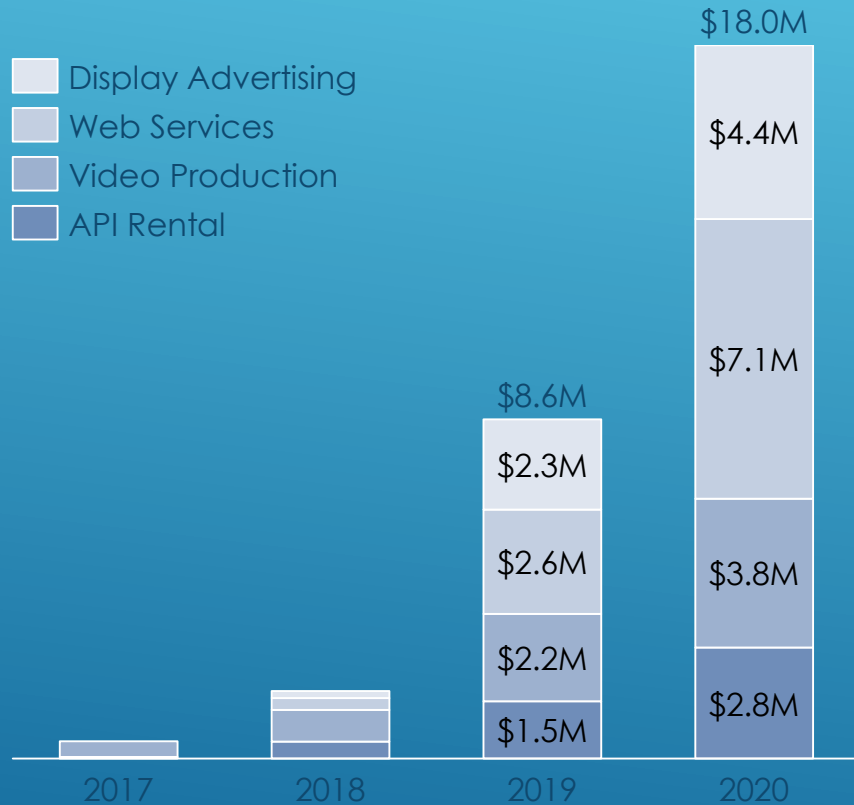
No Existing relationships

St. Jude Medical
Cordis
Medtronic
Boehringer Ingelheim
Valeant
Mylan
Merck
LivaNova
Novartis

HEART ASSOCIATED COMPANIES - DRUGS AND TREATMENTS

FINANCIAL OVERVIEW

Revenue Estimates \$M



Description

- **Display Advertising** includes practitioner advertisements next to relevant videos...
- **Web Services** include...
- **Video Production** includes...
- **API Rental** includes...

Assumptions

- 500 practitioners in 2018, growing to 12,500 in 2020; total market size of 350,000 in US and Canada, implying 4% penetration in 2020; \$350 per practitioner; \$50 cost of acquisition
- 1,000 practitioner websites in 2018, growing to 16,000 in 2020 across the US and Canada. \$300 per site. Assume 40% cost of sale
- 4 large clients in 2017 (avg. size \$100k), growing to 30 in 2020 (avg. size \$125k); assume 40% cost of sale
- \$40K licensing revenue in 2017 growing to \$800K in 2020; 500 PULSE advertising clients in 2020 (\$1,000 each) and 60 hospitals licensing the API (\$25K each). Assume 20% cost of sale

We estimate that this business can have a gross margin of 66% by 2020

Option 1 Capital Requirements To Accelerate Sales

- ▶ Looking to raise \$1,000,000 for Heart Health in Canada firstly that will give us sales and IT strength to capture the Hospital Market– Health Authorities and smaller Cardiology groups with **video based multi language patient education business** with direct referral to local allied and support businesses.
- ▶ We are currently working with five major hospitals in Canada with two in Ontario and BC and one in Quebec starting in 2018
- ▶ With funding support from procurement companies dealing with the hospitals we will be building comprehensive video libraries featuring their Cardiovascular staff.
- ▶ Goal is to capture 100,000 + patients suffering from a heart disease registered in PRIME -HCF Patient Portal in 2018.