

# Health Choices First

Investor Presentation

Feb 2018

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# The problem

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- **Healthcare cost inflation and wait times are a perpetual problem in both Canada and the US**
  - Healthcare costs in the US are \$9,000 per person, 2-3 times more than Europe and Asia
  - The cost burden of insurance plans is shifting towards the consumer; plans with a high deductible have increased from 17% in 2007 to 31% in 2012: With costs shifting towards consumers, people are increasingly at the center of their own health care decisions
- **Digital health offers a viable solution: empowering consumers to take control of their health while lowering their costs**
- **Meanwhile, in other facets of their lives, consumers are experiencing a golden age of personalization, with greater accessibility to services and mobility.**
  - Finding a local business (Yellow Pages → Yelp); finding a place to stay (booking hotel room → Airbnb); and, organized logistics / people moving (Hailing cab → Uber)
- **Healthcare is a slower moving industry due to factors like regulation, incumbency, and politics, but, we are witnessing the early stages of a proliferation of start-ups that will change the business of healthcare and create a market for on-demand care**
- **HCF intends on capitalizing on the trend of “consumerization” of healthcare — a shift towards consumers taking control of their own health care costs and outcomes**
- **Our goal:** *“empower individuals to set their own course in health and in happiness” - We focus on the consumer from the practitioner’s standpoint, providing them with the all of the necessary resources to effectively run their business*
- **Our mission:** *improve global human health by intercepting the right person with the right health information at the right time, and connecting them with the right practitioner*

## Company Profile

# Company Profile

## Company overview

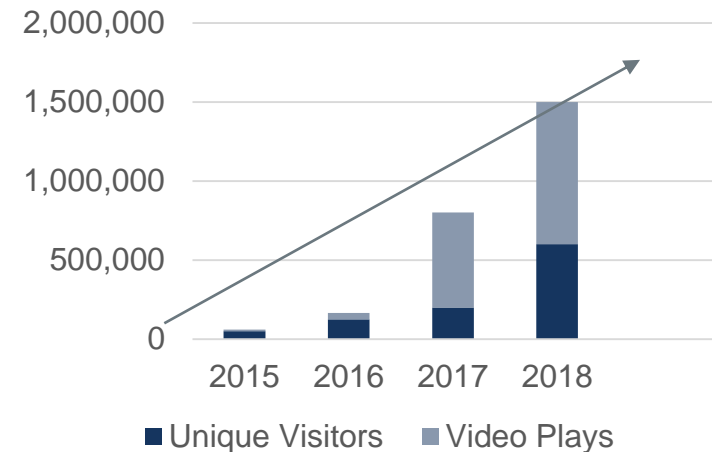
- Health Choices First (the “Company” or “HCF”) is an online platform for people seeking easier access to information on medical solutions
- It provides a geography-based connection between both sets of users: consumers and primary / allied practitioners, through established B2B and B2C channels.
- Revenue is generated through multi functional use of the database consisting of 1,700 high-quality videos created by leading medical and allied practitioners who each have their own pages
- Dynamic advertisements and marketing with substance, in comparison to a basic Google Ad

## Rapidly expanding partner base<sup>1</sup>



1. Denotes select partners only

## Robust traffic growth driven by Company initiatives



## Key milestones achieved thus far

- 200,000 page views per month (January 2018)
- 75,000 video views per month (January 2018)
- Recently launched new website; including new 'Health Talks' feature (Fall 2016)
- Raised \$3.5 M from 60 equity partners, 50 of which are doctors
- Created an inventory of 1700 HD videos in 150 categories in multiple languages
- Multiple deals with Pharmaceutical Companies



# Association Partnerships & Practitioner Pages

- There is an opportunity for partnerships with different professional associations across North America
- HCF offers a unique set of tools and resources to the members of each association
- In return, HCF gains access to the associations membership base, which adds to the practitioner database on the platform



**Mr. Jackson Sayers**  
BSc,  
Kinesiologist  
Vancouver, BC

## Your Profile Statistics

Analytics can really help you define the most advantageous place to have your profile page appear. Contact our sales team for more information about how you can increase your exposure to customers looking at conditions that you treat.

Your Profile Views as of May 2016 were: 341

### Page Views

**398**

### What people clicked on your page ?

Contact	Address	Bio
12	6	12
Phone	Website	Library
3	5	25

### Likes

**0**

### Referrals

**0**

### Invites Sent

**21**

### Get more views to your page:

[Email Video Library Invite](#)

## Impressions and valuable analytics of your Profile Page

Your profile appears alongside different kinds of related content that customer are looking for local treatment solutions for, here's how customers saw your profile:

### Video Pages ?

[View Analytics](#)

### Health Talks ?

[View Analytics](#)

## Featured Video



Diabetes Tests and Targets

## Featured Company



Your HealthChoicesFirst Online Features



Get featured as an expert in a video



Create a new Health Talk

With Health Choices First private Practitioner's Portal, you have access to:



Industry and disease specific products and information valuable to you as a HCP.



Review and Endorsement of your videos for general site content from our Medical Board.



Build your own library of patient specific videos for patient viewing and communication.

[Tell me more.](#)



Private Portal for Health Care Practitioners

[Secure Non Public Viewing](#)

[Visit Main Site](#) | [Logout](#)

[Statistics](#) • [Educational Libraries](#) • [Edit Profile/Business](#) • [Your Website Videos](#) • [Uploaded Personal Videos](#)



HCF is leading the country in reviewed and approved video for general medical site use.

Do you have great video that HCP could email their patients? For a limited time HCF will review your video for free and if passed, add the video to the general site content where you will receive all the data on viewership and usage by other HCPs.

- Profiles allow practitioners access to analytical information about their pages in the back end portal
- Practitioners can utilize tools on their pages to reach and educate both new and existing clients
- B2B partners of HCF will have the opportunity to place product advertisements to their specific target market of practitioners in this portal

# Ecosystem





# Ecosystem participants

	Examples	Engagement with HCF	Benefits of HealthChoicesFirst
1 <b>Consumers</b>	<ul style="list-style-type: none"> <li>People seeking health information</li> <li>People seeking practitioner contact information</li> </ul>	<ul style="list-style-type: none"> <li>Watching videos through HCF or HCF content through media partners</li> <li>Reading health talks and contributing to health talks</li> <li>Finding practitioners near them</li> </ul>	<ul style="list-style-type: none"> <li>Content is “clean”, not biased or an advertisement, but authentic and highly credible</li> <li>Dynamic and interactive video/discussion based approach offers both a multi-perspective and multi-functional approach to information</li> </ul>
2 <b>Practitioners (Medical)</b>	<ul style="list-style-type: none"> <li>Family doctor</li> <li>Specialists (ie. cardiologist, dermatologist, cosmetic surgeon etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Featured in videos</li> <li>Contribute to health talks</li> <li>Rent videos for personal sites</li> <li>Personal Dashboard</li> <li>Video conferencing</li> </ul>	<ul style="list-style-type: none"> <li>Engage with consumers in an unparalleled way; practitioner can showcase their approach and thought process for dealing with a specific illness</li> <li>Allows doctor to control approach and message (unlike Rate My MD)</li> <li>Credential based platform like LinkedIn not relevant for practitioners</li> </ul>
3 <b>Practitioners (Allied)</b>	<ul style="list-style-type: none"> <li>Massage therapist</li> <li>Physiotherapist</li> <li>Personal trainer</li> <li>Chiropractor</li> <li>Dietician</li> </ul>	<ul style="list-style-type: none"> <li>Featured in videos</li> <li>Contribute to health talks</li> <li>Rent videos for personal sites</li> <li>Premier listings</li> </ul>	<ul style="list-style-type: none"> <li>Same as above</li> <li>Marketing tool for Allied practitioners to increase revenue through engaging with consumers</li> <li>Local penetration of treatment options</li> </ul>
4 <b>Media Companies</b>	<ul style="list-style-type: none"> <li>Newspapers</li> <li>Television networks</li> <li>Online media companies</li> <li>Medically driven content advertisers</li> </ul>	<ul style="list-style-type: none"> <li>Utilize content on their platforms</li> <li>Content on TV screens in waiting rooms</li> <li>Patient centric education</li> </ul>	<ul style="list-style-type: none"> <li>Content can be utilized because of its authenticity, content can also be rented</li> <li>Opportunity to become an ancillary revenue stream</li> </ul>
<b>Approved Advertisers</b>	<ul style="list-style-type: none"> <li>Pharmaceutical companies</li> <li>Pharmacy retailers</li> </ul>	<ul style="list-style-type: none"> <li>Pre-roll ads on videos</li> <li>Banners ads on websites</li> <li>OTC Product advertising</li> </ul>	<ul style="list-style-type: none"> <li>Highly targeted and engaged audience</li> <li>Ability to target audience by function and geography</li> </ul>

# Leadership

**Jackson Sayers** has over 25 years of experience as an entrepreneur in health, hospitality and recreation. He has owned and operated several rehabilitation and exercise businesses, most recently 2006, working with the Copeman Health Care Group as Head of Corporate Sales and Development. He attended the University of British Columbia from 1982 to 1992, where he completed a kinesiology degree with a business minor. While attending UBC he ran track and field and raced triathlons professionally for eight years, competing in over 100 Olympic distance races in North America. Jackson helped pioneer exercise rehabilitation in conjunction with physiotherapists, sports medicine physicians and general doctors in the 1980s and 90s. He worked at Burcon Nutra Science (BU) from 2000 to 2003 in corporate finance and investor relations. Burcon is a leader in nutrition, health and wellness in the field of functional and renewable plant proteins and is listed on the Toronto Stock Exchange and the NASDAQ. Prior to his employment in the health and wellness sector, Jackson spent over five years in the hospitality industry working for chains such as Mandarin, Four Seasons and Fairmont. He completed his hotel career with a two-year General Management program at the Churchill Hotel in London, England.

**IT: Carl Schrack** is responsible for Health Choices First .com site. Carl Schrack is a technology professional with over 20 years of experience in software development. Previously to Health Choices First, Carl was Director of Software development at Pivotal Corporation for 8 years, responsible for concurrent management of the core platform products leading multiple development teams in the delivery of the Pivotal CRM suite releases.

**IT :Allen Wales** held the title of Vice President Technology (CIO) at autoTRADER.ca for over 5 yrs, having worked there for a total of 15 yrs growing the business whilst at the same time delivering a world-class transition from traditional print products over to a 100% online business.

His responsibilities included recruiting and managing 130 IT staff mainly consisting of development teams and over \$15m capital investment per year building the autoTRADER.ca consumer websites & mobile apps serving over 15m visitors a year; also building sophisticated B2B back-end systems, technology partner integrations & tools to help Dealers manage their websites, e-commerce, inventory and online marketing spend to sell more cars in less time dramatically improving their profitability.

During his tenure Allen was personally instrumental in double digit Revenue & EBITDA growth, helping sell the company 3 times - raising the company's value to \$1.58bn CAD realized in the sale from APAX to Thoma Bravo Equity Partners in 2016. Prior to moving to Canada, Allen was Director of IT & Information for a number of Hospitals in the UK and IT Strategy Manager for Sunderland Health Authority overseeing the roll-out of Electronic Patient Records in the National Health Service (NHS), after originally starting his career with IBM (UK) as a developer and project manager. Allen has Bachelor of Science (Hons) degree in Information Technology and is a certified PRINCE2 Project Manager.

**Editorial: Erin Stringer** is an editor, writer and SEO consultant who has been working in online media for over 10 years. She worked for Reinvent Inc. from 2005 to 2010 and was involved in writing and content strategy on their sites including the Vancouver.com, GoodNews.com and Black Friday.com, which received over 10 million visits in November 2010. She was the associate editor for the international child safety organization Kid proof Safety.com. Her work has been published in a number of magazines and newspapers.

**Chantal Sayers** comes from an extensive background in Pharmaceutical Sales. With 10 years of experience in the pharmaceutical industry, she has a deep knowledge of a wide range of products in the areas of Asthma, Diabetes, Vaccines and Infectious Disease. Before entering pharmaceutical sales she worked as a personal assistant to both a Cardiothoracic Surgeon and a Cardiologist and has extensive knowledge in cardiovascular health.

As the Pharmaceutical Liaison to Health Choices First she leads our initiative on consumer based content and various forms of social media like online health forums and "Ask the Expert".

**ANIMATION:** Kate Campbell is a professional biomedical communicator in Vancouver, BC. Combining both science and art, biomedical communications is a small and specialized profession with only 5 accredited Master of Science programs in North America. Completing the only program of its kind in Canada at the University of Toronto, Kate graduated with distinction at the top of her class. With experience ranging from textbook illustrations, to science animations and medical websites, Kate creates unique and informed visualizations to help better understand, communicate, and teach medical and science topics.

Video: HCF has multiple contractors that it uses in Vancouver, Toronto and Montreal –

# Board of Directors

**Dr. Mark Schonfeld** is a member of the Justice Institute Foundation Board and a professional member of the Canadian Medical Association, the BC Medical Association, and the Canadian Society of Physician Executives.

Dr. Schonfeld holds a Bachelor of Science with Honours and his Medical Degree from University of British Columbia.

**Allen Wales** was appointed Vice President, Technology in April 2012 and has worked for autoTRADER.ca for over 10 years in a variety of leadership roles within the IT group. His mandate is to manage TRADER's engineering teams, to deliver high-capacity customer-facing websites and dealer solutions, and ensure the right technology is in place to run the business effectively.

**Jonathan Davis** Jonathan Davis is a management consultant and entrepreneur living in Vancouver. He was previously an Associate on the Portfolio Operations team at Providence Equity Partners, a private equity firm with \$50B in assets under management. His investment focus was in the education sector, where he was involved in the due diligence, strategic planning and business development activities for numerous training and education companies in the Providence portfolio. He was involved in building Ascend Learning, an industry leader in training for front-line healthcare workers, prior to its acquisition by Blackstone and Canadian Pension Plan in 2017. Prior to Providence, Jonathan was an Associate at McKinsey & Company in New York City, where he focused on strategic and operational transformations across financial services, consumer packaged goods and private equity clients. Jonathan was recruited to McKinsey from the Richard Ivey School of Business at the University of Western Ontario, where he graduated in 2010. Jonathan has recently launched the Trualta Care Network, a tech-enabled platform for family members caring for aging or ill loved ones.

**Jackson Sayers** is the founder and CEO at HealthChoicesFirst and leads strategic initiatives that address some of the company's most impactful opportunities. He built firstly HealthChoices.ca and now HealthChoicesFirst because he believes that the power of technology can bring about a more efficient healthcare system.

He has extensive experience in product development, database management and site architecture, including having personally built the earliest iterations of Health Choices.ca and directly overseeing its development for all of its founding years.

Prior to HealthChoicesFirst, Jackson worked as the Head of Sales for The Copeman HealthCare Group where he oversaw the design and implementation of the entire sales initiative used by the group in its expansion in Canada. Jackson previous to that raised 3.6 Million for Life Club Vancouver that eventually turned into The Steve Nash Fitness.

He worked at Burcon Nutra Science (BU) from 2000 to 2003 in corporate finance and investor relations. Burcon is a leader in nutrition, health and wellness in the field of functional and renewable plant proteins and is listed on the Toronto Stock Exchange and the NASDAQ.

**Advisor: Mr Olivier Vincent** is a serial-entrepreneur who has spent more than 20 years as a senior executive in the technology and local search industry in several continents. He is an engineer by training with a Master of Business in Entrepreneurship from HEC in Paris, France.

Olivier was the founder, President and Chief Executive Officer of Canpages, which he founded in 2006 and which was sold in 2010 for \$225m.

## Investment thesis

# Executive Summary / Investment thesis

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HCF's sustainable structural advantage is enabled by its industry leading practitioner partners, allowing HCF to produce best-in-class content at attractive economics, while providing a foothold to capitalize on new market opportunities.

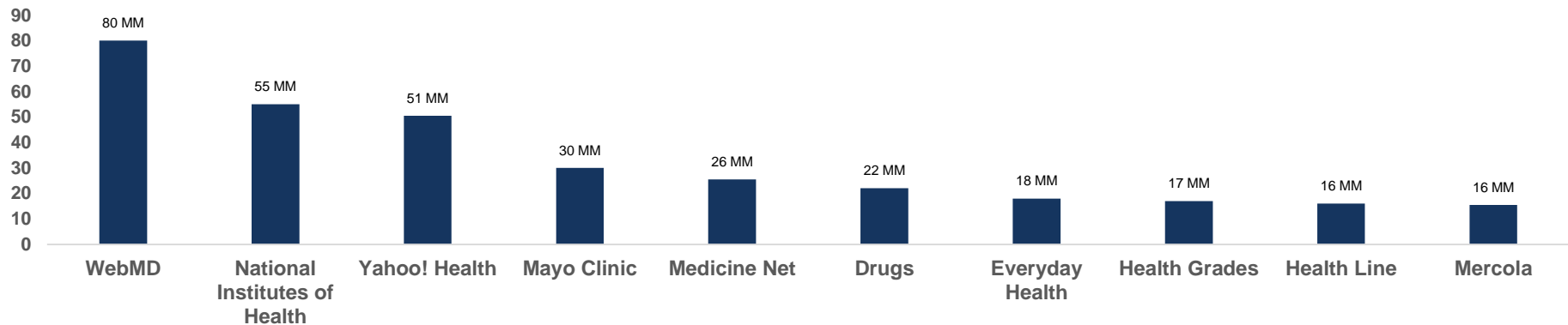
At its core, HCF has created a robust engine that connects businesses, practitioners and consumers by organically producing quality content, high quality websites and by giving practitioners an opportunity to showcase their actual approach and process to current and prospective patients, and by creating an ecosystem that is unrivalled by any others in the market place.

- 1 **Attractive market opportunity:** HCF is well-positioned for growth, fueled by consumer trends and prominent issues in both the Canadian and American health care industry
- 2 **Fragmented market:** Market share remains fragmented in the online health space; lack of clear market leader suggests a salient opportunity exists for HCF to emerge as a leading player
- 3 **Competitive landscape:** Targeted the largest sector of the growing health market in individual websites
- 4 **Market advantage:** Allied and medical penetration combined
- 5 **Visible revenue streams:** Multiple streams
- 6 **User growth strategy:** Practitioner websites and connectivity to HCF main site

# 1 Market size: 160 MM – 269 MM Potential Users in North America

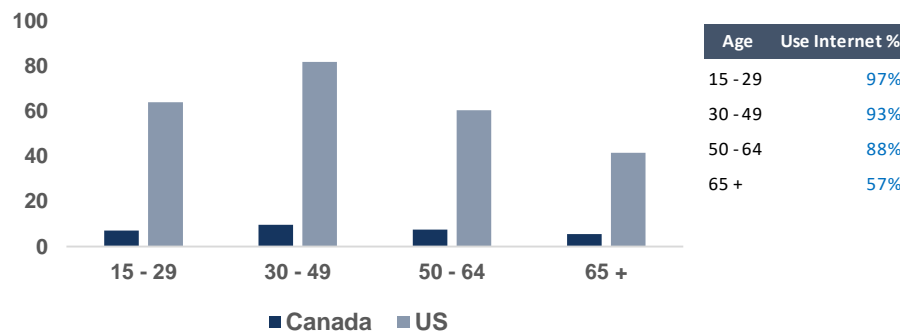
## Bottom-Up: People who are seeking health care solutions online now – 160 MM<sup>2</sup>

Estimated Unique Monthly Visitors (MM)<sup>1</sup>

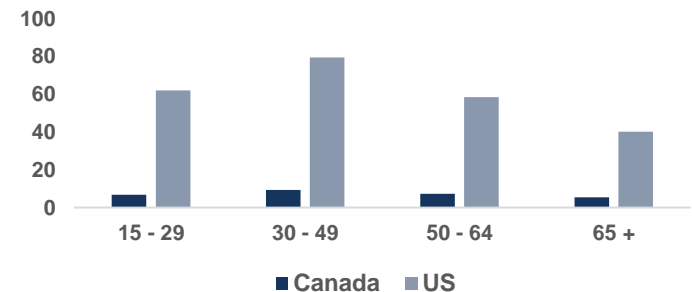


## Top-Down: People who could be interested in seeking health care solutions online – 269 MM

Population by Age Group (MM)<sup>3</sup>



No. of Internet Users by Age Group (MM)<sup>3</sup>



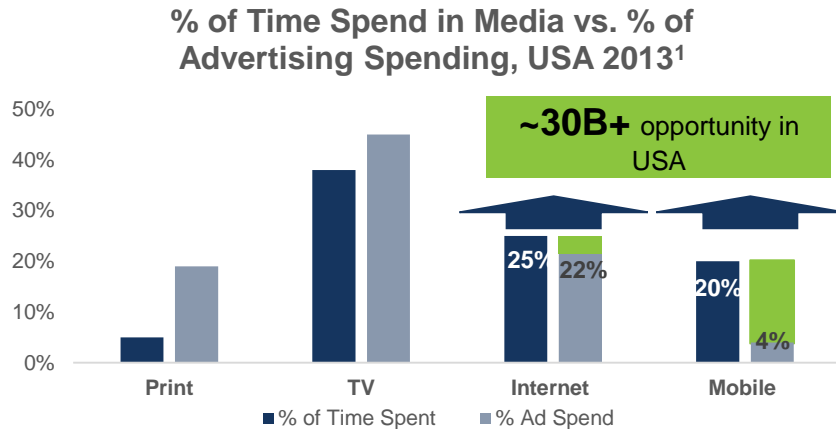
1. Used EUMV as a proxy for No. of users
2. Total of EUMV for all NA health sites – Assumed 50% overlapping rate
3. Statistics of Canada, US Census, Google Our Planet

1

# Attractive market opportunity

*HCF is well-positioned for growth, fueled by mobile technology and issues in Canadian health care industry*

## Internet/mobile ad spend remains under-indexed






## Canadians still waiting too long for health care

- Despite good intentions and efforts, Canadians are still waiting too long to access health care. In many regions, medical specialties and practices, no substantial or sustained progress in reducing waits has been achieved in recent years<sup>2</sup>
- In particular, there is a sense that the current system is unsustainable, and that the most pressing issues include doctor shortages and wait times<sup>3</sup>
- Timely access to both doctor and specialist care is rated poorly<sup>3</sup>

## “Consumerization” of Healthcare – On-Demand Care, The Key to Success is the Access To Health Care Providers

*Companies are turning primary care upside down by giving consumers direct access to doctors through their PCs & smartphones:*

Company	Description	Year founded	Capital raised
 <b>Pager</b>	• a mobile app that offers doctor house calls in Manhattan and Brooklyn	May, 2014	• \$14.9 MM raised in 2 rounds
 <b>One medical Group</b>	• Use mobile app to allow customers to book appointment, receive treatment, etc.	Jan, 2007	• \$116.5 MM raised in 6 rounds
 <b>Doctor on Demand</b>	• Virtual Medical Practice, allowing patients to connect via Video Visit to board-certified MDs via mobile or web	Oct, 2012	• \$24 MM raised in 2 rounds

1. Source: Kleiner, Perkins, Caufield, Byers: Internet Trends 2014, Mary Meeker, May 28th 2014

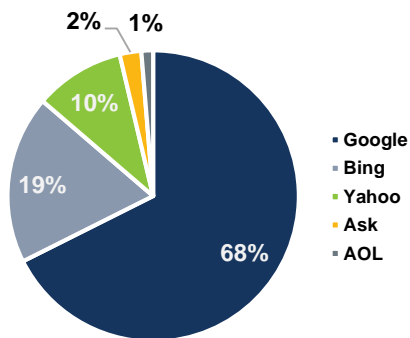
2. WAIT TIME ALLIANCE 2013

3. “Public Perceptions and Media Coverage of the Canadian HEALTHCARE SYSTEM: A SYNTHESIS” - Canadian Health Services Research Foundation

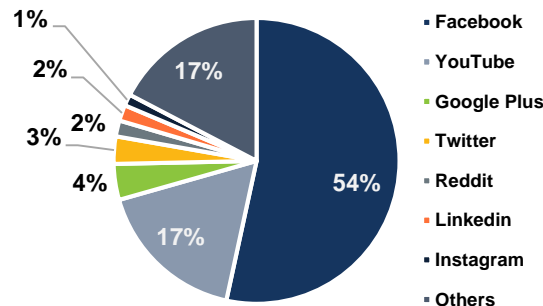
## 2 Fragmented market

*Compared with more developed areas of the Internet, no winner has emerged in the online health care space*

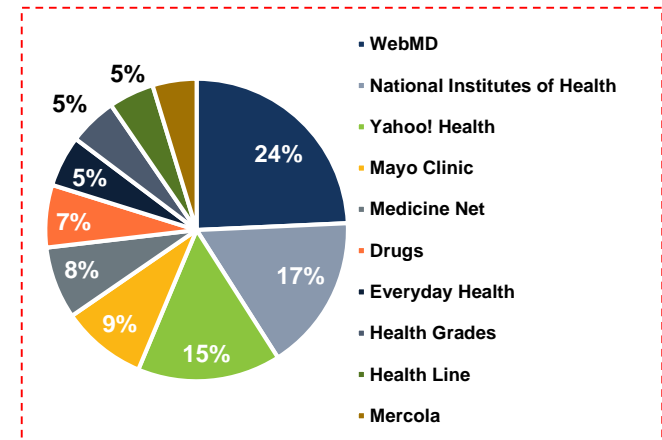
**Internet search engine market share<sup>1</sup>**



**Social media sites market share<sup>2</sup>**



**US health site market share<sup>3</sup>**



## Conclusions









1. Fragmented market signals that no company has got it right in online healthcare; or
2. Structural dynamics of online healthcare industry creates room for multiple players

**Significant opportunity to gain market share in fragmented online health space**

1. comShare 2014 US Search Engine Rankings, No. of queries  
 2. The Statistical Portal, based on market share of visits  
 3. Monthly Unique Visitors – Alexa.com



## 3 Competitive Landscape

Company	Users (MM) <sup>1</sup>	Headquartered	Description
	80.0	New York City, US	<ul style="list-style-type: none"> <li>A provider of health information services to consumers, physicians, healthcare professionals, employers and health plans through our public and private online portals and health-focused publications</li> <li>Market Cap: \$1.73 BLN Sold for 2.6 Billion 2017</li> </ul>
	50.5	Sunnyvale, US	<ul style="list-style-type: none"> <li>A digital magazine that launched by Yahoo focused on sharing health care tips</li> </ul>
	25.5	San Clemente, US	<ul style="list-style-type: none"> <li>Owned and Operated by WebMD and part of the WebMD Network</li> <li>An online, healthcare media publishing company. It Provides authoritative medical information for consumers via its website</li> <li>Acquired by WebMD in 2004</li> </ul>
	22.0	North Shore City, New Zealand	<ul style="list-style-type: none"> <li>Provides free, peer-reviewed, independent data on more than 24,000 prescription drugs, over-the-counter medicines &amp; natural products</li> <li>The Drugs.com Web site is published by the Drugsite Trust, a privately held trust operated by a dedicated team of pharmacists and medical writers</li> </ul>
	18.0	New York City, US	<ul style="list-style-type: none"> <li>A provider of digital health and wellness solutions through websites &amp; applications</li> <li>Market Cap: \$ 470 MM</li> </ul>
	17.0	Denver, US	<ul style="list-style-type: none"> <li>Serves as an information portal about physicians, hospitals and health care providers</li> <li>Owned by Vestar Capital Partners, a \$40 BLN+ PE</li> </ul>
	16.0	San Francisco, US	<ul style="list-style-type: none"> <li>a privately owned provider of health information and technology solutions for publishers, advertisers, employers, healthcare providers, and health plans</li> </ul>
	0.20	Vancouver, Canada	

1. Estimated Unique Monthly Visitors:— Alexa.com

## 4 Market advantage

	Description	Advantages
Strategic Capital	<ul style="list-style-type: none"> <li>HCF has [50] practitioners that have invested capital</li> <li>Investment size of \$25,000 thousand to \$100,000</li> <li>Target practitioners of different types across different geographies</li> <li>Target key opinion leaders</li> </ul>	<ul style="list-style-type: none"> <li><b>Incentivize content creation:</b> creating video-content and contributing to health talks, at no cost</li> <li><b>Facilitates growth of practitioners:</b> Strong foundation already in place, expect peers will start signing up organically</li> <li><b>Instant scale on new opportunities:</b> willing &amp; ready group of participants to pilot additional functionality and give it instant scale</li> <li><b>Domain expertise:</b> advisory team with deep market understanding across all practitioner types (each with varying market dynamics and trends)</li> </ul>
Authenticity, cleanliness and scope	<ul style="list-style-type: none"> <li>High-quality content from leading practitioners</li> <li>Content not-biased or prescriptive</li> <li>Covers the spectrum of relevant health topics</li> </ul>	<ul style="list-style-type: none"> <li><b>Consumer benefits:</b> leading solution for consumers, differentiated from other competitors</li> <li><b>Increases revenue streams:</b> un-biased content enables it to be used for a number of different functions, incremental revenue streams</li> <li><b>Strategic moat:</b> nature of content creates barriers to entry, would take significant resources to replicate</li> <li><b>High investment liquidity:</b> nature of content makes HCF an attractive acquisition target for strategic buyers across a number of industries</li> </ul>
Symbiotic ecosystem	<ul style="list-style-type: none"> <li>HCF at the nexus of ecosystem that is highly beneficial to all key participants – consumers (B2C), practitioners (B2B), media and advertisers (B2B)</li> </ul>	<ul style="list-style-type: none"> <li><b>Quality content creation:</b> practitioners are incentivized to create quality content to help build their business and brand, which results in the highest quality of content being created for consumers</li> <li><b>Directory approach:</b> the practitioner profile page provides an unparalleled way for practitioners to advertise their process and approach with patients, while at the same time providing consumers with a robust tool to find local practitioners and driving traffic</li> <li><b>Marketing advantages:</b> practitioners and other advertisers can directly target their market in an unobtrusive way, to consumers that are researching the services being advertised</li> <li><b>Media:</b> Can utilize the content because of its cleanliness, which in turn, is another channel to drive traffic to HCF</li> </ul>

## User growth strategy (i)

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Initiatives description and timeline:

- I. Expansion to US (**estimated time:** Fall of 2019)
  - US directory expansion will drive ~10x impression growth
- ii. Mobile application (2019)
- iii. Pharma partnerships on going
- iv. Google Ads in campaigns (See appendix)
- V. Media partnerships on going.
- Vi. Mobile online booking, Video Conferencing, google ads on third party sites, data collection

## Financial profile

# Financials

	2017	2018	2019	2020
	(actual)	(est.)	(est.)	(est.)
<b>Revenue:</b>				
Display Advertising	\$20,000	\$104,000	\$1,322,000	\$2,182,000
Web Services	\$150,000	\$171,000	\$2,570,000	\$5,566,000
Video Production	\$330,000	\$700,000	\$1,320,000	\$2,875,000
API Rental	\$80,000	\$207,000	\$594,000	\$1,410,000
<b>Total Revenue:</b>	<u>\$580,000</u>	<u>\$1,182,000</u>	<u>\$5,806,000</u>	<u>\$12,033,000</u>
<b>Products costs:</b>	\$468,000	\$418,000	\$1,609,000	\$3,030,000
Gross margin \$	<u>\$112,000</u>	<u>\$764,000</u>	<u>\$4,219,000</u>	<u>\$9,003,000</u>
Gross margin %	19%	65%	78%	83%
<b>Corporate costs:</b>	\$324,000	\$373,000	\$1,412,000	\$2,450,000
Net margin \$		<u>\$391,000</u>	<u>\$2,785,000</u>	<u>\$7,553,000</u>
Net margin %		33%	64%	75%

Full Pro-Forma available upon request.

# Company to date:

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- 50 Limited Partners all in the GP
- Lawyers Lawson Lundell - Dave Allard
- Accountants KPMG-Non Audit Financial Statements
- 3.5 million capital raised 5200 units from \$389-\$3000 over 7 years
- 648 unit options to Medical and Corporate Governance Board & Key Employees and Management
- Revenue \$1.5 M tested over 5 years on 6 different revenue streams with three more streams being installed in Q3 2018
- Key Business Partners: Frank Palmer, Gary Segal, Robert Macdonald, Peter Armstrong, Andrew Harries
- Key Medical Partners: Dr John Wade, Dr Richard Bebb, Dr Daniel Ngui, Dr Vivien Brown, Dr Larry Goldenberg, Dr David Maberley, Dr Bas Masri, Dr Jordan Leith, Dr Sabrina Gill, Dr Michael Kapustra, Dr Ron Goldenberg, Dr Loren Grossman, Dr Amish Parikh, Dr Stacy Elliott

# Conclusion

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HCF and its medical and business partners are looking for the right new partners to leverage knowledge and assets to take HCF to firstly the American market then additional countries base upon language.

Jackson Sayers CEO

## Appendix



# "Google Ads 3.0"

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- There is more of a relevance putting the practitioner next to the advertised content.
- Consumers and internet users in general are becoming more and more savvy
- They see the value in relevant, quality advertising as opposed to generic google advertising
- HCF provides businesses and practitioners with the opportunity to differentiate themselves from other competitors using Google Ads by providing a more cost effective alternative that places their face next to the product/service that they offer