



*SHAPE YOUR FUTURE*

*Your secret to getting and staying in shape*



cloudtag<sup>®</sup>



CloudTag Inc. is a London Stock Exchange AIM listed digital health company bringing accurate personal monitoring to the weight loss, health, wellbeing and fitness markets.

“The Cloudtag Track™ provides constant activity and fitness tracking providing the user with personalised, relevant exercise and nutrition guidance via the mobile app and cloud keeping users on track to achieve their weight loss goals.

CloudTag’s ecosystem integrates a dynamic system which engages with the user on their exercise and nutrition journey whilst being their trusted companion adjusting and personalising to their needs and lifestyle demands.



## Our Vision

Encouraging active healthy sustainable lifestyles through personalisation.

## Our Mission

- To deliver personal medical quality data in a simple and meaningful manner to the consumer market
- To provide relevant data to the user's needs and goals and personalise feedback whilst supporting the specific lifestyle of the user
- To be the trusted company for sensitive personal data
- To support individuals to achieve their health and fitness goals and sustainable lifestyle changes by providing accurate, relevant data and a truly individualised experience

The CloudTag platform seamlessly integrates 3 key technological forces:

- The mobile (connectivity, application and user interface)
- Cloud computing
- Machine learning and artificial intelligence



## Size of Wearable Market

- In 2016 Wearable market to increase by 38% to just over 110 million units and by 2020 to 237 million units<sup>1</sup>
- In 2016 App sales predicted to increase by 24% to \$59 billion in sales and by 2020 to \$101 billion<sup>2</sup>
- UK smartphone penetration grew from 62% to 70% of the population with the older age group (35+) recording the highest growth<sup>3</sup>
- Nearly 75% smartphone penetration in the US, highest penetration among persons aged 25-34 accounting for 36.5% of owners and 35-44 age range accounting for 31% of owners<sup>4</sup>

## CloudTag Short Term Market Opportunity

- More than 1.9bn adults were overweight in 2014 and 13% were obese globally<sup>5</sup>
- In the US 69% of the population is either overweight or obese with associated costs to the national and private health care bodies of around \$147 billion<sup>6</sup> (£101 billion)
- In the UK 60% of the population is either overweight or obese with associated costs to the national and private health care bodies of around £27 billion<sup>7</sup>
- In Germany 54.8% of the population is either overweight or obese with associated costs to the national and private health care bodies of around €4.8 billion<sup>8</sup> (£3.8 billion)

## CloudTag's User

- The largest share of the weight loss market is male and female, aged between 25 and 55 who are overweight or obese
- CloudTag's user typically spends money on weight loss products and apps and is interested in losing weight, getting toned and feeling healthier

1. Source: IDC's Worldwide Quarterly Wearable Device Tracker 2. Source: Survey conducted by NYU Langone Medical Center 3. Source: Deloitte 4. Source: comscore.com Feb 2015 5. Source: World Health Organisation 2015 6. Source: niddk.nih.gov (2209-2010) / (2009) Journal Health Affairs 7. Source: (2014) ons.gov.uk 8. Source: <http://www.uni-konstanz.de>

# Market Overview

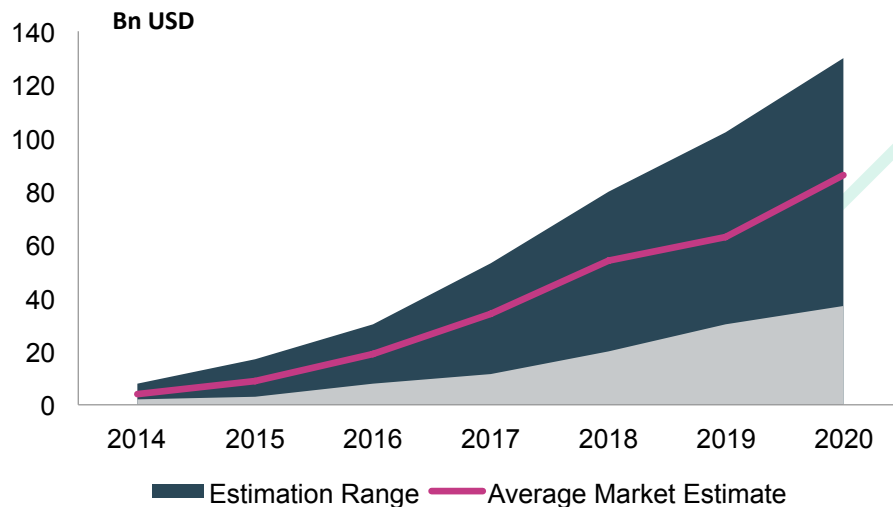
## Key Markets

- Connected Fitness and Wellbeing - tracking physical activity and collecting data manifested as mobile apps and wearable devices
- mHealth – the support of public health using mobile devices and wearable technology

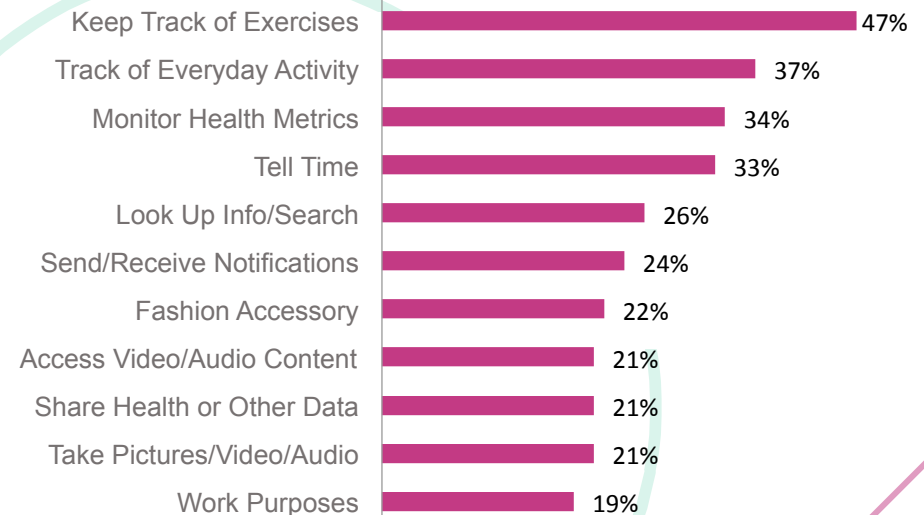
## Current Wearables Market

- 2014 saw sales of 25.3 million wearable devices, while in 2015 these increased to 72.5 million<sup>1</sup>
- For 2016, worldwide shipments are expected to increase 38.2% from the prior year, to 110 million<sup>2</sup>
- For each year until 2020, the sector should see double-digit growth, culminating in shipments of 237.1 million wearable devices in 2020<sup>2</sup>
- As of today, fitness trackers still have the lion's share of the wearables market, accounting for 51 million of 2015's device sales<sup>1</sup>
- 71 percent of US adults said they would use a health tracking device if it was clinically accurate, according to a survey of 1,011 US adults between December 10 and 13th last year<sup>2</sup>
- A 118% rise in sales of wearable tech (3 million devices in UK) during 2015 was sparked by the arrival of Fitbit, Apple Watch and other health trackers

## GLOBAL POTENTIAL WEARABLE MARKET



## TOP WEARABLE USE CASES MENTIONED



1. Source: Research and Markets Ltd. - Global Wearable Electronics Market Analysis - Forecast (2014-2020) 2. Source: Mobile Health News – Survey (2nd February 2016)

# ACTIVITY TRACKER & CLINICAL ECG MONITOR



Wearable device attached to sports clothing during exercise

- **Unique advanced algorithms** proprietary to CloudTag – providing accurate data which determines body location and activity automatically
- **Personalisation of device algorithms** calculating the user's cardiorespiratory fitness level and adjusting the derived calculations (e.g. energy expenditure) accordingly
- **Clinical grade heart rate and HR variability** measurement using custom electronic components (ASIC)
- **Accurate energy expenditure (calories)** calculation comparable to the industry gold standard

Wearable device when worn on the wrist

- **Small, discreet and lightweight** with multiple ways to attach the device
- **Clinical grade low power wireless ECG signal** when placed on the upper left torso for optimal signal when exercising
- **Advanced activity tracker** when moved to second location for advanced activity tracking
- **Live transmission of data** via Bluetooth® Low Energy





## // CUSTOMER BENEFITS



- Personalised adaptable programming and support focused on goal date whilst dynamically adjusting according to user's progress
- True 24/7 wearability
- Easy to follow Nutrition advice
- High quality proprietary workout videos and expert designed instruction in a home environment
- Multiple options to wear the device – discreet or on show
- Connectability – health care providers, insurers and social media



# TO PROVIDE A “COMPLETE TRACKING” SYSTEM

Goal driven training programs :: to achieve prolonged success :: heart rate and activity tracking :: hyper personalised user experience :: providing accurate and reliable data :

## APP

- Programming developed by elite trainers and coaches globally
- Premium programs available for goal driven health, sport or activity specific training
- Storage of user data in the cloud for communities, sharing, competition and data analytics
- Celebrity endorsed programs and workouts
- Bespoke user based ecosystem between device, app and cloud



## Hyper Personalisation

- Responsive personalised cardiorespiratory fitness level to allow for increased accuracy of energy expenditure
- Real-time tracking of exercise intensity allowing instant dynamic feedback to the individual
- Personalised training and recovery periods adjusted to the user's targets
- Machine learning using unique algorithms to provide a truly personalised experience for the user

## Wearable Technology

- The next generation of wearables
- Small, discreet and light clinical grade low-power wireless ECG device

# // THE MOBILE APP

Personalised health and fitness app to support weight loss and weight management

**Hyper Personalisation** to optimises the program sessions and recovery periods - as the individual and their goals change, so do the recommendations and targets; adjusting for a fitter, leaner physique

**Integrated with Adience's Similarity** impressions and engagement through dynamic and real time interactions

**Currently over 350 exercises** allowing the creation of multiple workouts and programs to support weight loss, health and fitness

**Accessible Anywhere** anywhere and compatible with IOS and Android

**Building Communities** and competition via social networks



**Integrated with Adience's Insights** technology building deep understanding of the app user base to detect clusters of high LTV and engaged users for product improvements and targeted upselling

**Multiple opportunities for customer impressions** and engagement through dynamic and real time interactions

**Cloud data storage** analytics and visualisations with trusted security of personal data

**Positive Feedback** tips and guidance to maintain prolonged user engagement

**Referrals based on gamification reward techniques** helping to grow and maintain the user base and communities

## MESSAGING THE CONSUMER / END USER

Whether you are starting a training program for the first time, looking to lose weight, tone up or simply get healthy, having clear goals that are personal to you is key to getting and staying on track.

With the Cloudtag Track™, you can set your goal and we will help you achieve them through personalised exercise programs and nutrition plans, adjusting our recommendations and targets as you progress or your goals change.

### Take Control

Choose your goal and our system will work with you to achieve it

### Lose Weight

We can help you achieve your weight loss goal with fun

### Shape Up

For those who want to change shape



### Achieve Balance

Achieve balance in your life around exercise and nutrition

### Have Fun

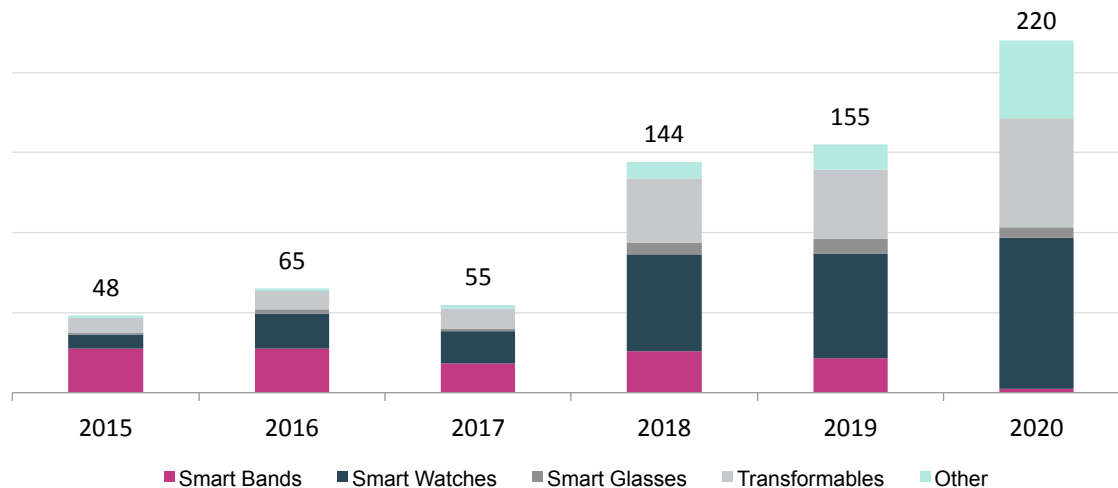
Exercise with fun and progressive workouts to keep you on track

### Feel Good

Share your progress with friends and build your reward points

- **The wearables market** is predicted to increase 7.7 times to \$23bn by 2020.
- **Consumers are now** more than ever more willing to wear health and fitness trackers and even more so “if” encouraged to do so by their employers, physicians or insurers
- **mHealth technologies** include patient monitoring devices, mobile telemedicine, mobile applications
- **Transformables** (embedded technologies) forecast to have significant growth by 2020

## 2015 – 2020 Global Smart Wearable Predicted Unit Sales by Device Category (\$ million)



**75%** of people want a wearable to collect and track data/medical info<sup>1</sup>

**77%** of people want a wearable to exercise smarter<sup>1</sup>

**67%** of people want a wearable to help them eat better<sup>1</sup>

1. Source: PWC, 2014

## Corporate Wellness

Integration of Cloudtag Track and app into existing or new corporate wellness initiatives

### Key outcomes

- Increased employee productivity
- Improving employee health status – leading to improved health, decreased risk of sickness
- Improved employee retention and acquisition
- Reduced staff absenteeism
- Reduction in corporate health insurance premiums
- Enhances employees sense of collectiveness
- Improves employers' social care

## Health Insurance

Provision of Cloudtag Track and app to existing and new policy holders

### Key Outcomes

- Customer retention
- Increased accuracy of policy premiums, reduced premiums through generation of accurate user activity data
- Value add to existing policy holders
- Driving new customer acquisition through differentiation of the insurance product/service
- Reduced GP costs and hospital night stays

## Mobile Telecommunications

Integration of Cloudtag Track and app to new and existing contracts

### Key Outcomes

- Customer retention – value add to existing contracts and early upgrade opportunities
- New revenue stream – product sale and in app purchase revenue shares
- New customer acquisition through product/service differentiation
- Increased brand engagement
- Proprietary content

An exclusive, world-wide, perpetual and irrevocable licence to use:

- CloudTag's algorithms developed specifically for CloudTag and its use case by imec International a shareholder of CloudTag
- imec's IP and proprietary clinical algorithms, developed over 11 years, including, but not limited to, the following:
  - ECG, Heart Rate and Heart Rate Variability
  - Energy Expenditure algorithm
  - ECG Derived Respiration
  - Atrial Fibrillation
  - Physical Activity Detection
  - Personalisation of Physical Activity and Energy Expenditure to the individual

The following UK design and patent applications under PCT

- Patent application number GB1522875.2 and GB1600136.4; incorporating:
  - Unique sensors and signal processing algorithm for both the hardware and software
  - Innovative sensors design and mechanical body attachment
- Patent application numbers GB5000970 and GB5000971 under PCT
- In-house development of electronics and software
- Hyper personalisation algorithms providing the closed loop system to the user
- Source code for the CloudTag platform and Cloudtag Track mobile app
- UK registered trade mark for CloudTag®, Cloudtag Track™ and beatSMART™ technology

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