

ACC**YOURATE**
AUGMENTED VITAL EXPERIENCE



General Presentation





ACCYOURATE

AUGMENTED VITAL EXPERIENCE



- 1. Our Purpose**
- 2. Our Technology**
- 3. State of The Art**
- 4. Our Plan**
- 5. Company set-up**
- 6. Value proposition & Next steps**

ACCYOURATE
AUGMENTED VITAL EXPERIENCE



OUR PURPOSE



OUR PURPOSE

Increasing **LIFE EXPECTANCY**

Improving **QUALITY OF LIFE**

OUR AMBITION

Creating unseen **MIXED BIO-VITAL KNOWLEDGE**

ECG. Breath. Posture...

and turn it into **HEALTHCARE BREAKTHROUGH**

Continuous. Simple. Imperceptible. Reliable.

ACCYOURATE
AUGMENTED VITAL EXPERIENCE

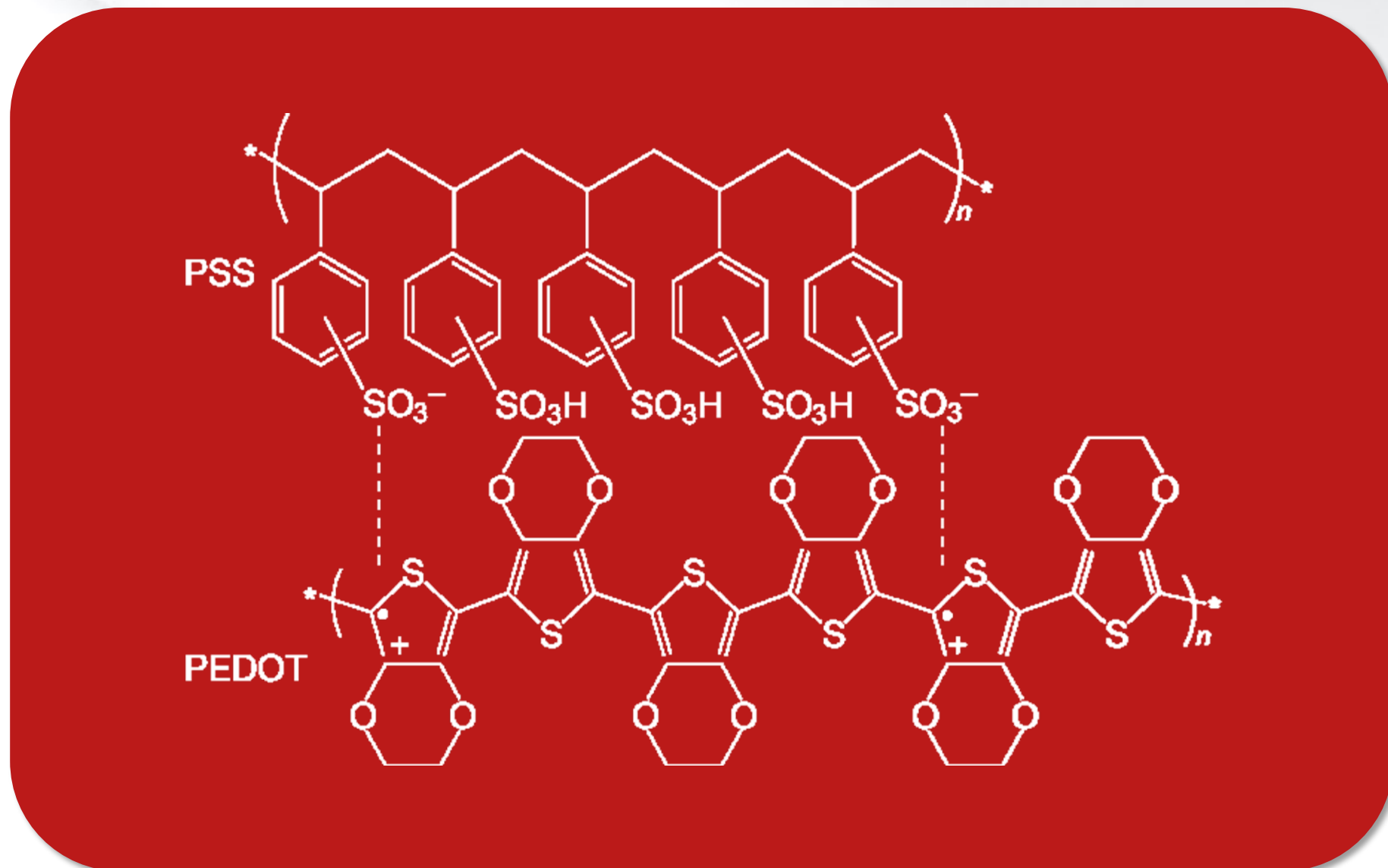


OUR TECHNOLOGY



OUR PATENTED E-TEXTILE TECHNOLOGY ALLOWS THE ACQUISITION OF BIO-VITAL DATA THROUGH POLYMER SENSORS AND CONDUCTIVE TEXTILE CONNECTION

AccYouRate proprietary and patented base polymer scheme



Patented polymeric sensors capable of **collecting bio-vital signals qualified as medical device** (Certified as CE-MD in Europe, and confirmed by John Hopkins University and the Material Research Society in Boston – Award 2019) with a first focus on:

Fundamental's bio-vitals: Bpm, ECG, Breath, Temperature,
soon:

Sweat Analysis, Skin impedance, Electromyography, etc.

due to:

A revolutionary textile technology, capable of transforming commonly used, organic and technical, fabrics into a **wide range of bio-vital sensors connected by conductive textile threads**, completely "immersed" into a new generation of clothing' garment:

For:

the evolution of any type of clothing into **easy-to-use wearable platforms** for the generation and transmission of bio-vital data

IT HAS BEEN DEVELOPED IN COLLABORATION WITH TOP ACADEMIC AND TECHNICAL CENTERS AND IT IS NOW CERTIFIED AS MEDICAL DEVICE (Class II)



University of Bologna

- Faculty of Medicine
- Faculty of industrial Chemistry
- Faculty of Physics
- Faculty of Psychology

University of L'Aquila
Faculty of Telecommunication Engineering



University of Cagliari

- Faculty of Electronical Engineering

University of Chieti
Faculty of Medicine and Sciences for Aging



University of Rome

- Faculty of Sport's Sciences and Physiology

Campus-Biomedico of Rome
Faculty of Bio-medical Engineering
Department of bio-medical measurement and instrumentation



University of Brescia – Tecnopolo of Brescia

- Faculty of material's Engineering

Policlinico Sant'Orsola Malpighi
Department's
• Cardiology
• Occupational Medicine



The Johns Hopkins Hospital:
Cardiology Division



Over 5 years of Scientific, Medical and Usage tests made, with 30 Professors/Scientists involved





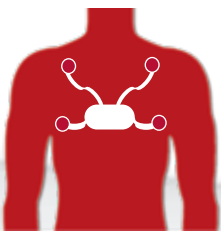


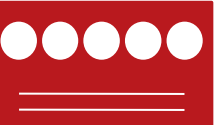








THE POLYMER HAS BEEN APPLIED TO OUR PATENTED T-SHIRT TO DELIVER THE HIGHEST COMFORT WHILE ENSURING A SEAMLESS DATA ACQUISITION DURING AN EXTENSIVE PERIOD OF USAGE



-  FULLY WASHABLE
-  ORGANIC FABRIC
-  USER FRIENDLY AND SUITABLE FOR DAILY USE
-  "COTTON BASED" CONDUCTIVE TEXTILE
-  SENSORS EMBEDDED IN FABRIC
-  MEDICAL DEVICE CERTIFIED BY ICIM APPROVED BY UNIVERSITIES

A RANGE OF OTHER SENSORIZED PRODUCTS HAS BEEN DESIGNED, TO FURTHER ACCELERATE MARKET PENETRATION

ACCYOURATE GROUP INNOVATIVE SENSORIZED PRODUCTS - OVERVIEW

PRODUCTS								
	<i>YOU CARE T-SHIRT</i>	<i>YOU SAFE FACE MASK</i>	<i>YOU USE GLOVE</i>	<i>YOU GO INSOLE</i>	<i>YOU WARD TAPE</i>	<i>YOU RANGE WRIST</i>	<i>YOU THINK HEAD BAND</i>	<i>BIOMARKER</i>
DURABLE / DISPOSABLE	DURABLE	DURABLE AND DISPOSABLE	DURABLE AND DISPOSABLE	DURABLE	DURABLE AND DISPOSABLE	DURABLE AND DISPOSABLE	DURABLE AND DISPOSABLE	DISPOSABLE
LEVEL OF COMPLETION	100%	100%	50%	50%	50%	50%	20%	20%
								

OUR TECHNOLOGY HAS BEEN RECOGNIZED AS BREAKTHROUGH BY A NUMBER OF EXTERNAL INSTITUTIONS

- 1. Awarded as “Leading e-textile innovation” by 4 different scientific boards, including the MIT’s Material Research Society in 2019**
- 2. Awarded with 1st prize for “Technology of the year” during Barcelona’s Mobile World Congress 2021;**
- 3. Among the 20 Winning Innovative Projects (out of 240 candidates) by the Italian Minister of Economic Development (MISE) in 2020;**
- 4. Premio Qualità from Confindustria AISEM (Italian Association for Sensors and Microsystems) in 2019;**
- 5. Validation of quality of signals by UniRoma Foro Italico and John Hopkins University;**
- 6. Endorsed by giant leader in telecommunications ZTE;**

OUR T-SHIRT COVERS THE KEY AREA OF OPPORTUNITY TO WIN IN THE CURRENT MARKET, OPENING A NEW SEGMENT WITH RELEVANT GROWTH POTENTIAL



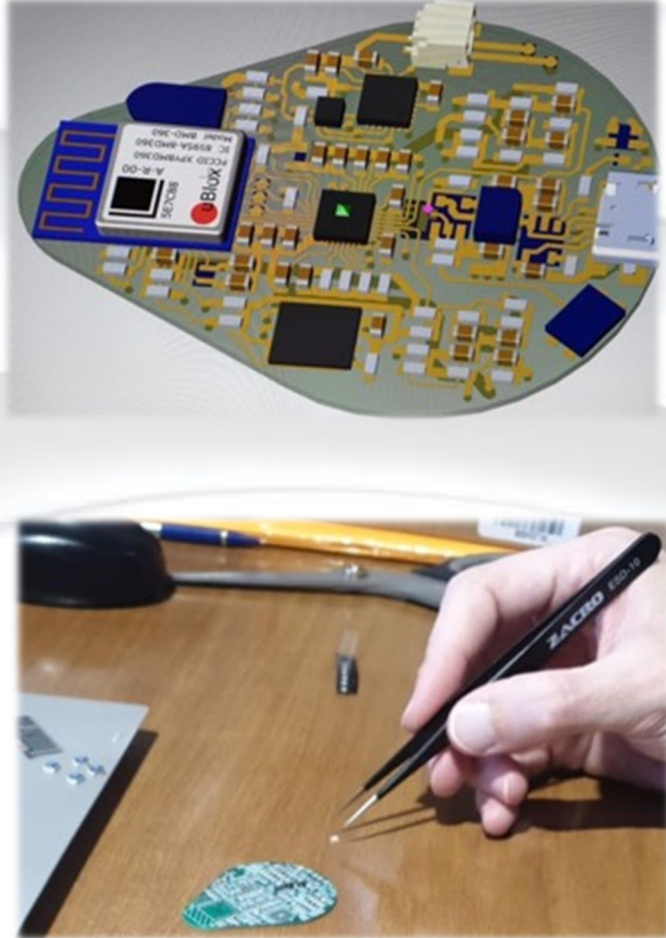
THE T-SHIRT IS CONNECTED TO A PROPRIETARY AI-DRIVEN CLOUD CREATING A SYSTEM ABLE TO COLLECT, STORE AND ELABORATE A MASSIVE AMOUNT OF DATA



T-shirt
Highly comfortable, **cost efficient**
and medically-certified



E-Textile
Acquisition through Bio-vital polymer
sensors and conductive textile thread



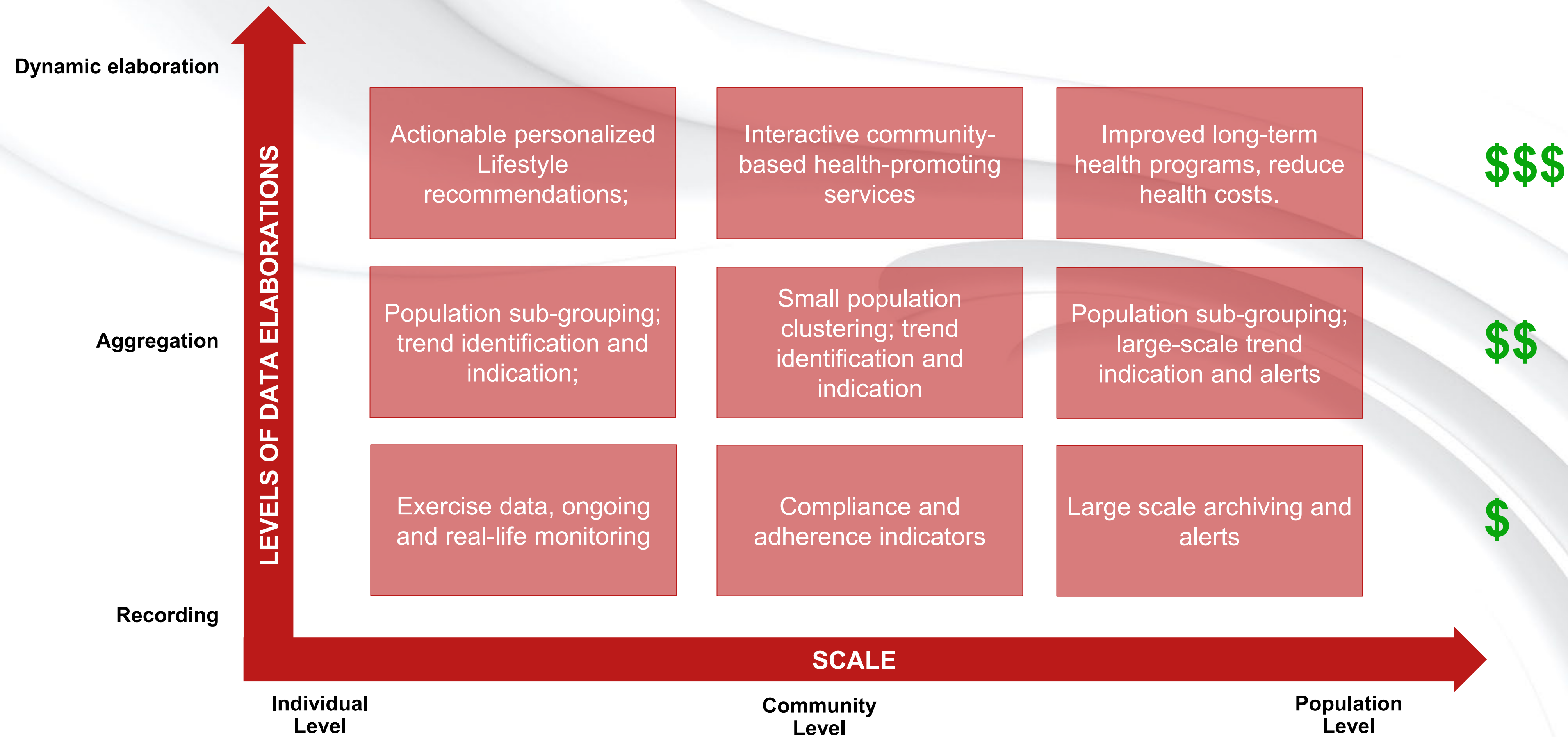
Smart Tag
World unique Cotton-2-
Electronics'connection, Seamless
recording and transmission of ECG
reading



Reliable Database
AI-enabled elaboration of longitudinal
individual to mass ECG-readings



ENABLING A NEVER-SEEN LEVEL OF ELABORATION IN TERMS OF SCALE AND COMPLEXITY, DELIVERING HIGH-VALUE SERVICES TO MULTIPLE STAKEHOLDERS, FROM PUBLIC HEALTH SYSTEMS TO PRIVATE HEALTH-RELATED INSTITUTIONS



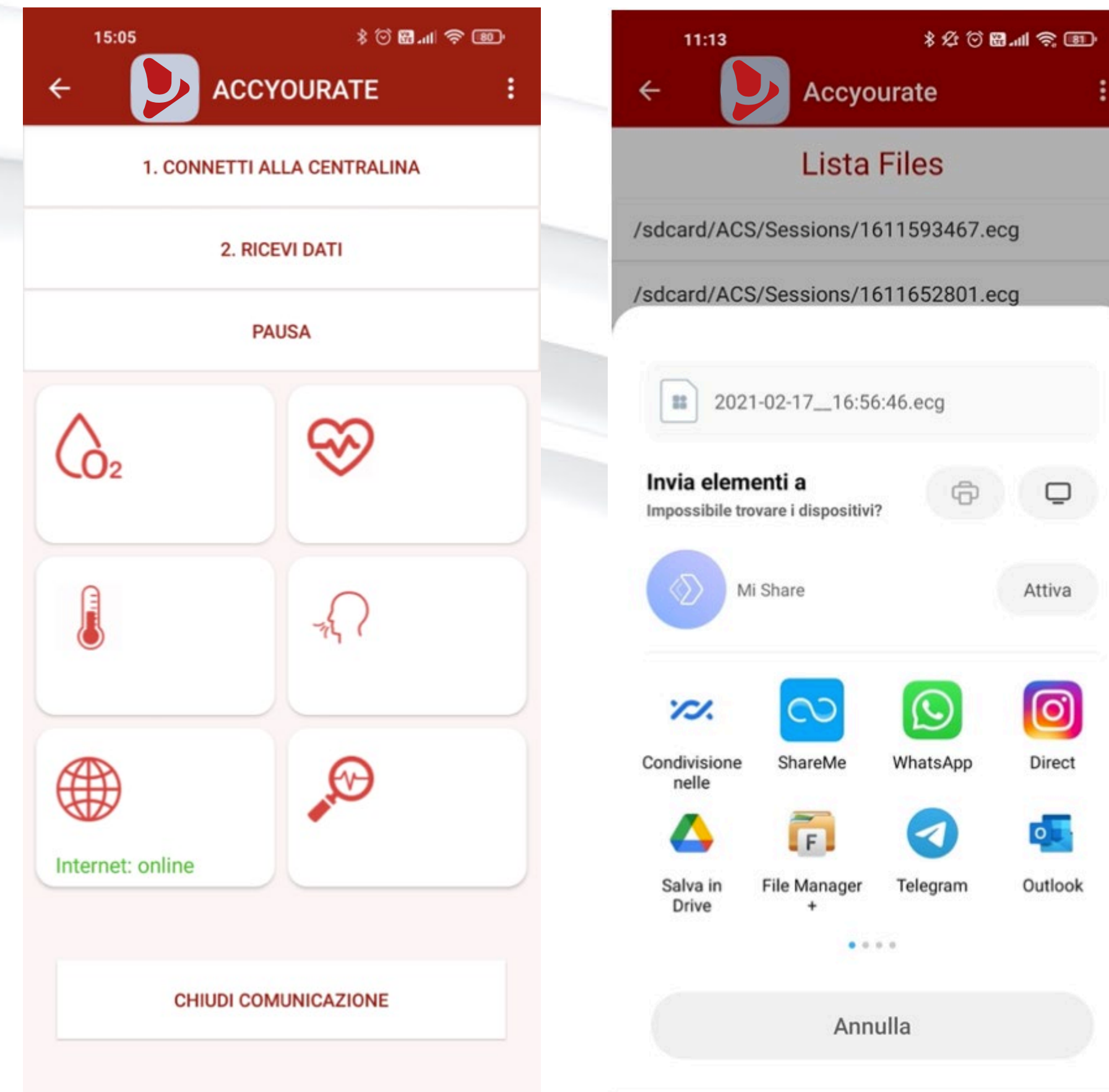
THE KNOWLEDGE COMING FROM DATA ELABORATION WILL BE MADE AVAILABLE TO END USERS WITH OUR SIMPLE AND USER-FRIENDLY APP

From raw data



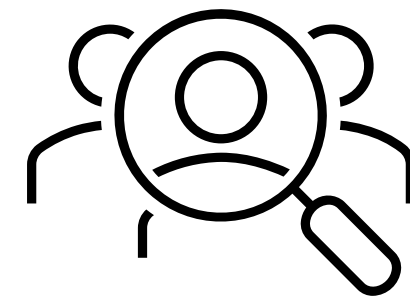
Including automatic alert systems to doctors and hospitals, in case of emergencies

to user-friendly and sharable knowledge



ULTIMATELY DELIVERING A TRUE WIN-WIN-WIN SYSTEM

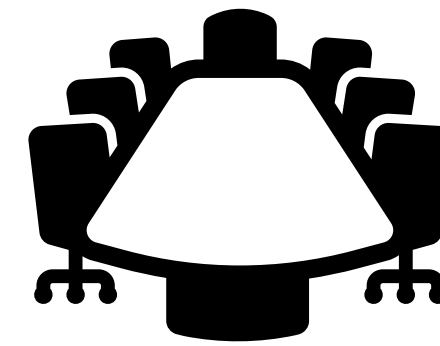
Main target



Individual Users

1. Early prevention of real life-threatening risk
2. Improvement of Life Quality and Well-being
3. Convenience of usage
4. Affordability

Key Benefits



Public and Private Stakeholders

1. Unique knowledge to drive relevant innovation
2. Savings/Cost Reduction
3. Personalization of services



AccYouRate

Delivering on Company's Purpose :

Increasing **LIFE**

EXPECTANCY

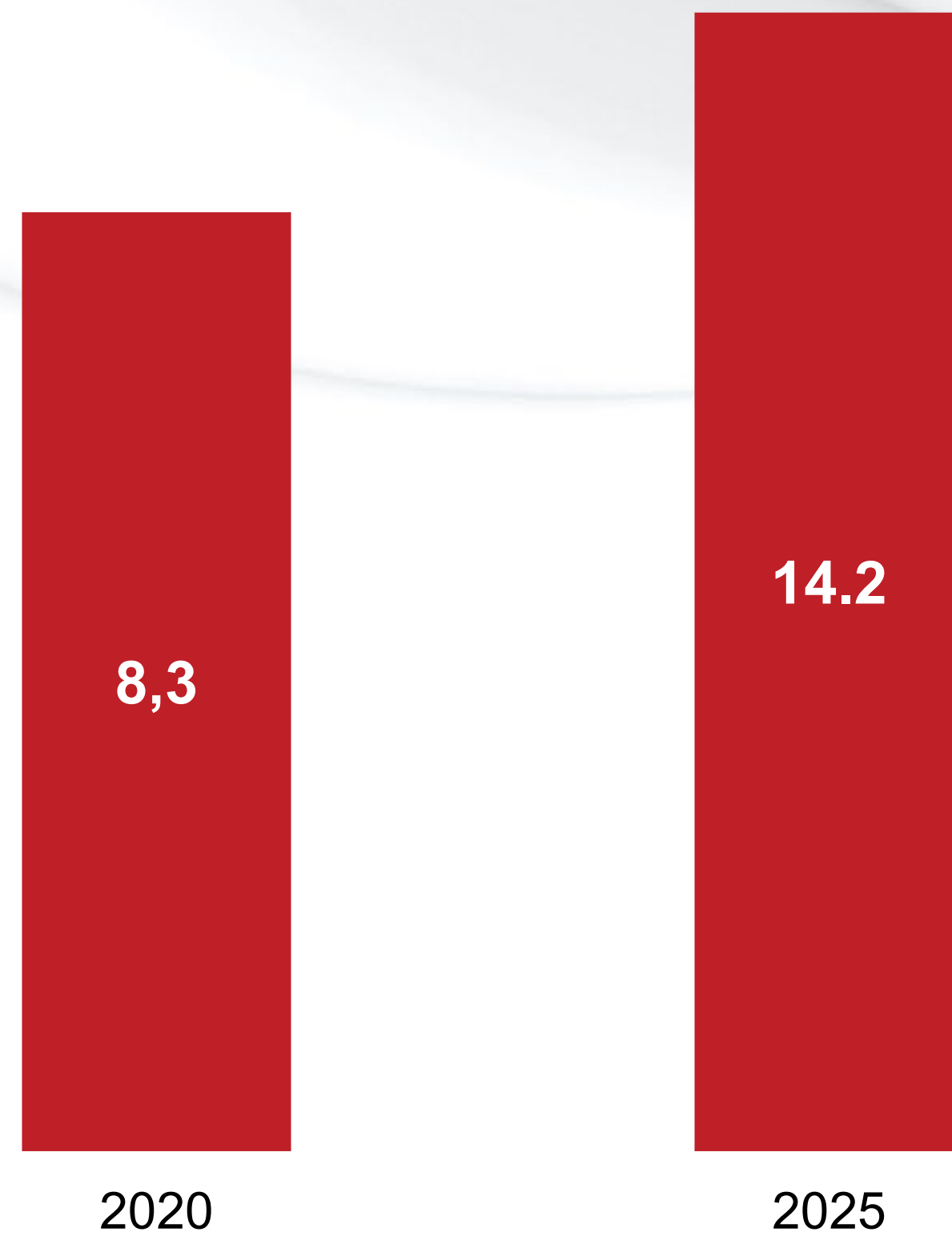
Improving **QUALITY OF LIFE**



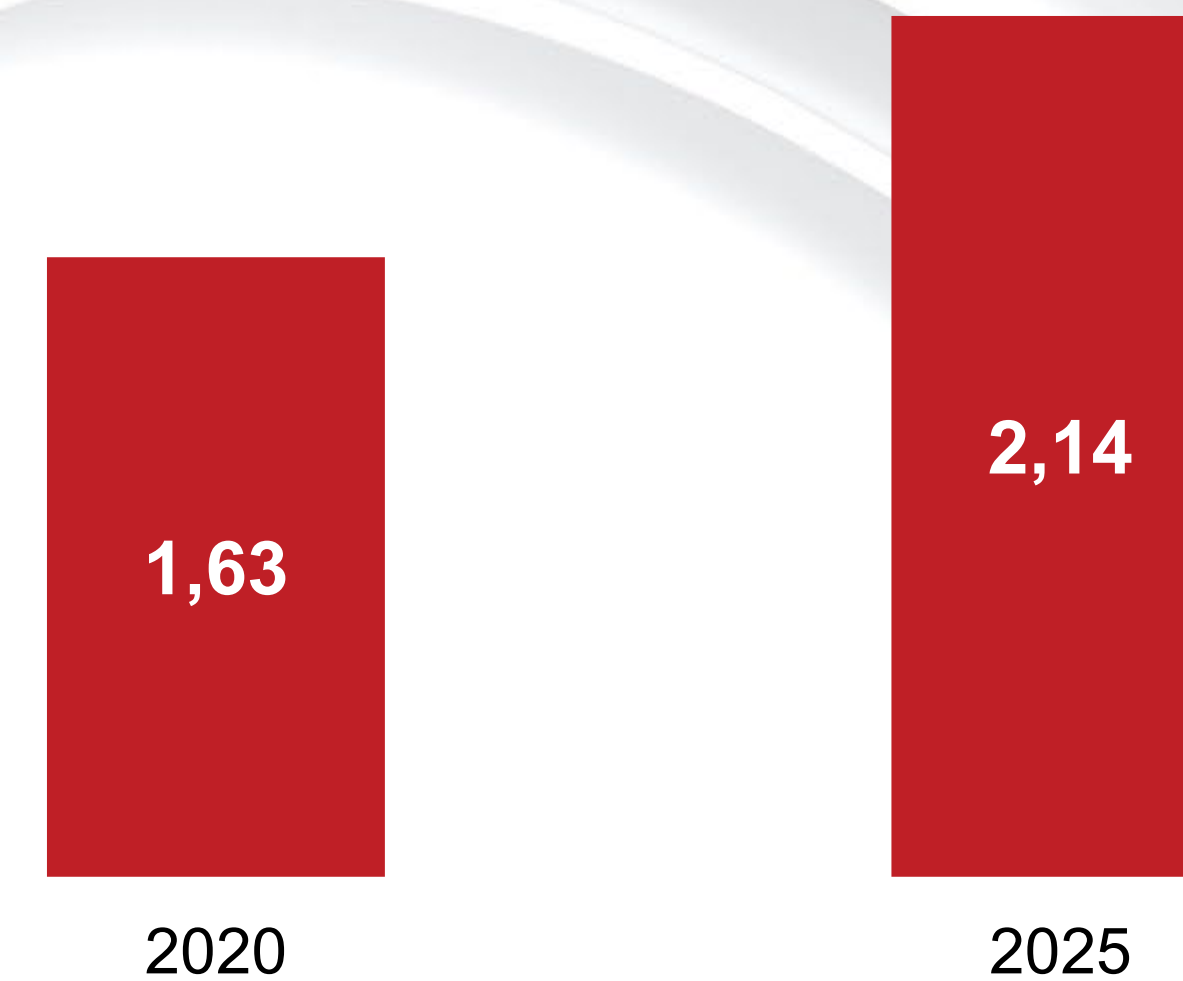
STATE OF THE ART

MARKET IS READY AND SIZABLE, WITH WEARABLES REPRESENTING A STRONG GROWTH OPPORTUNITY, WITHIN THE ECG-MONITORING SEGMENT (others are equally important, e.g. sleep apneas, nearly 1 billion adults aged 30–69 years worldwide)

ECG Monitoring Market (\$B)



Wearable ECG Monitor Market (\$B)



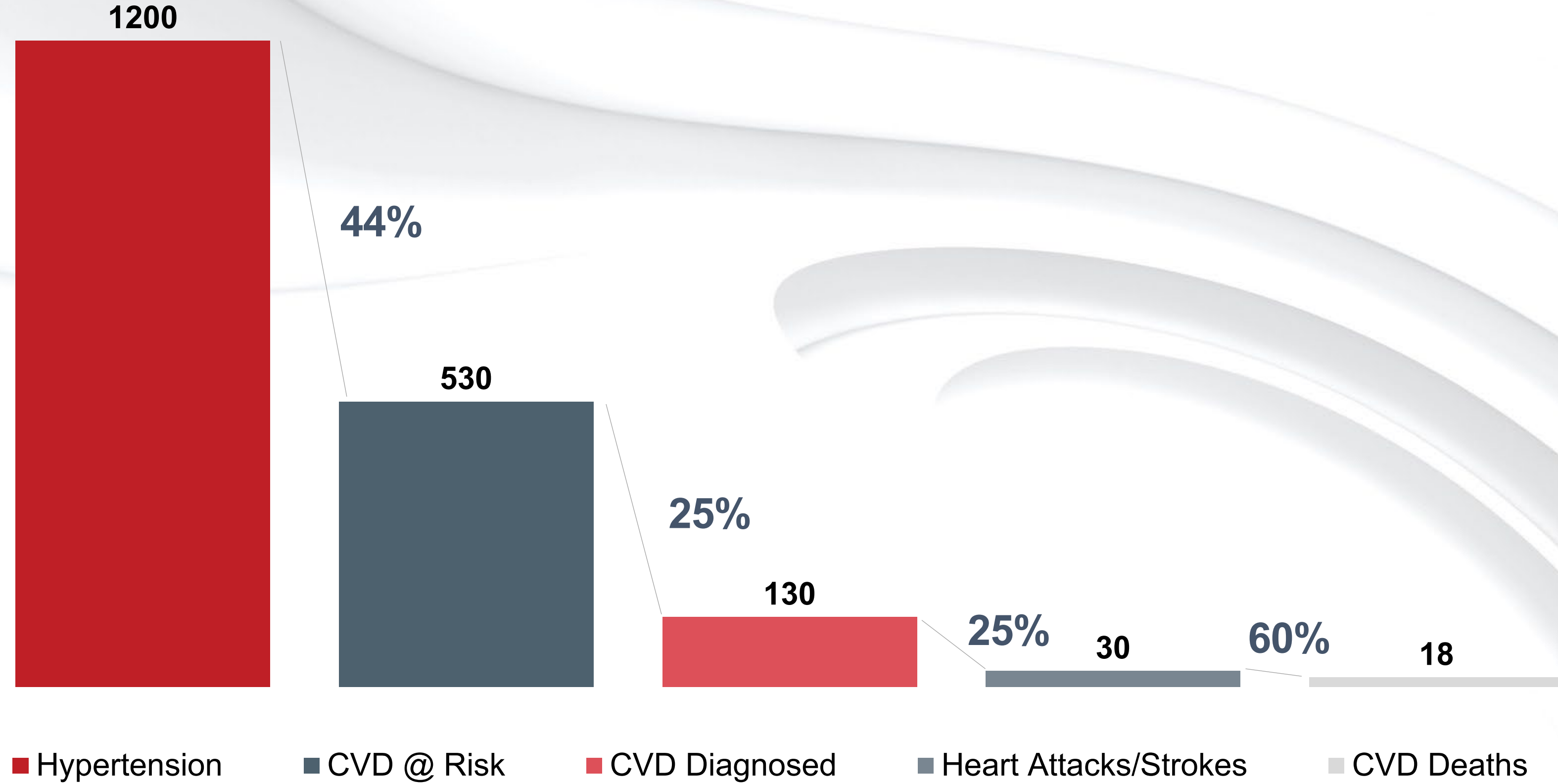
GLOBAL

Source: Markets&Markets, Globe Newswire, alliedmarketresearch.

THE POTENTIAL MARKET IS HUGE, AS CARDIOVASCULAR DISEASE AFFECT 130M PEOPLE GLOBALLY, BUT A FAR LARGER NUMBER ARE AT RISK

Million Individuals 2020

GLOBAL

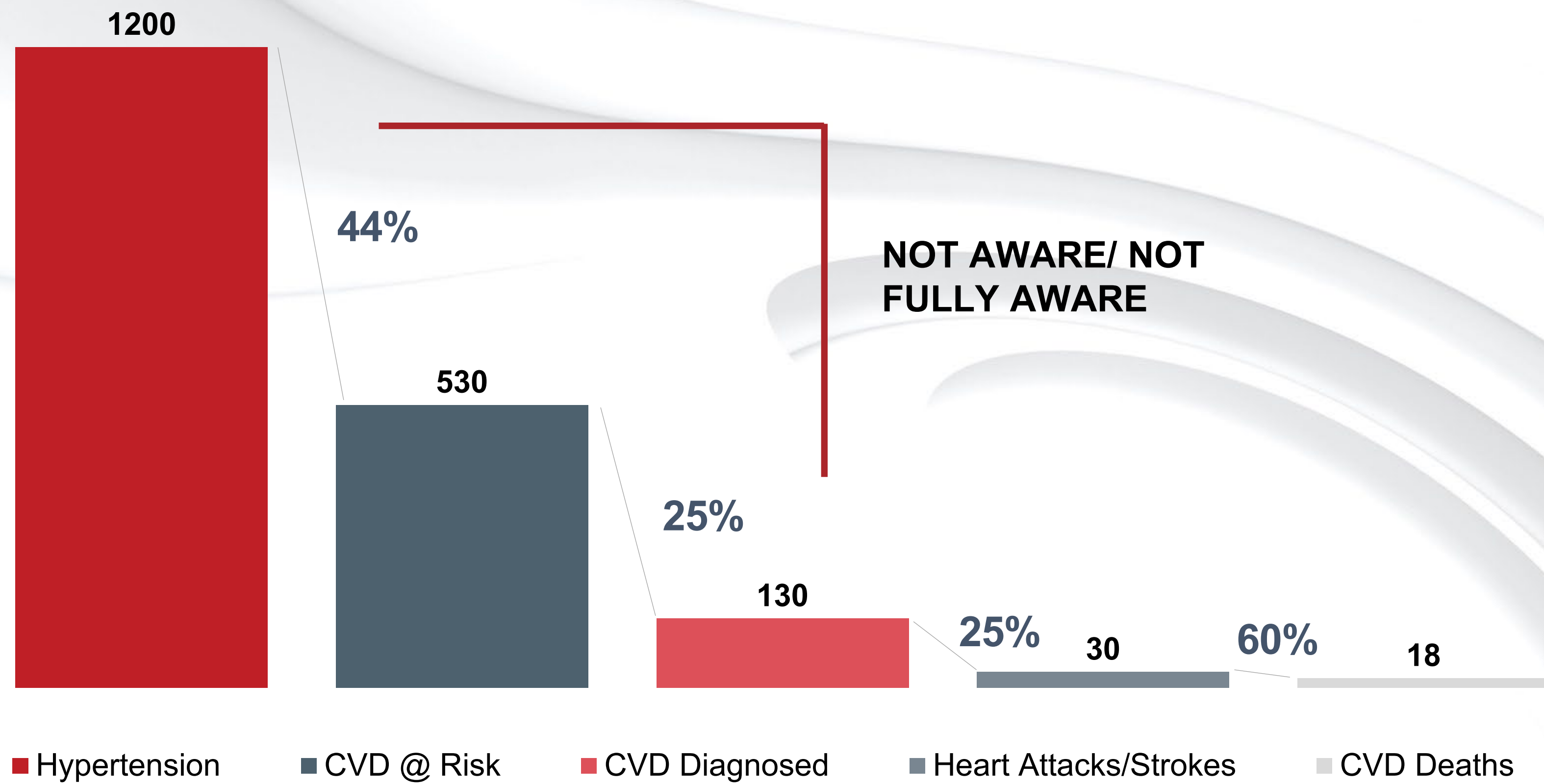


Source: World Health Organization, The Lancet, Markets&Markets, ncbi,; healthdata.com

AMONG THOSE AT RISK, THERE IS AN OPPORTUNITY TO INCREASE THEIR AWARENESS OF THE RISK

Million Individuals 2020

GLOBAL

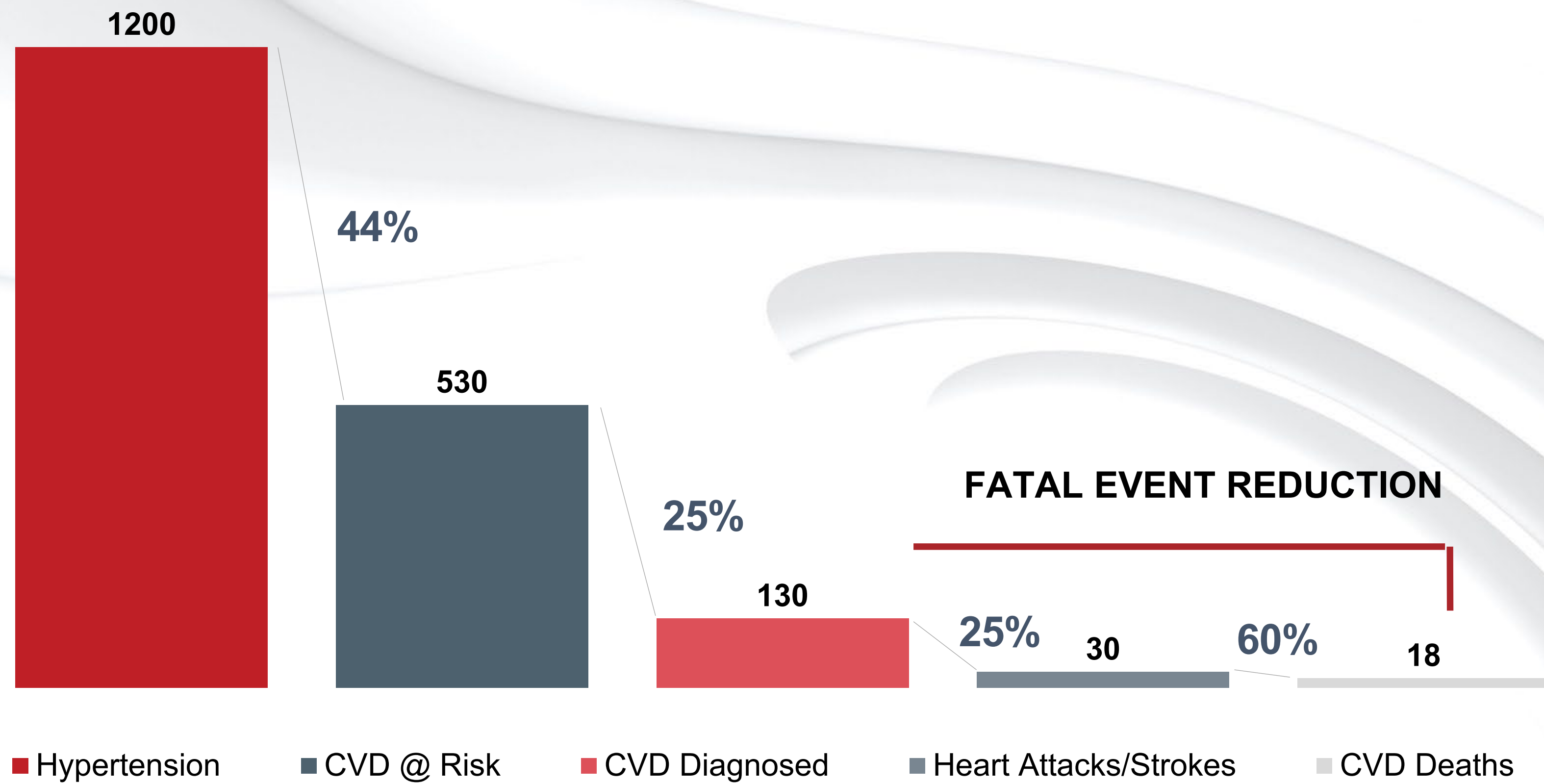


Source: World Health Organization, The Lancet, markets&Markets, ncbi,; healthdata.com

AMONG THOSE DIAGNOSED WITH CVD, THERE IS AN OPPORTUNITY TO REDUCE THE CHANCES OF A FATAL EVENT

Million Individuals 2020

GLOBAL

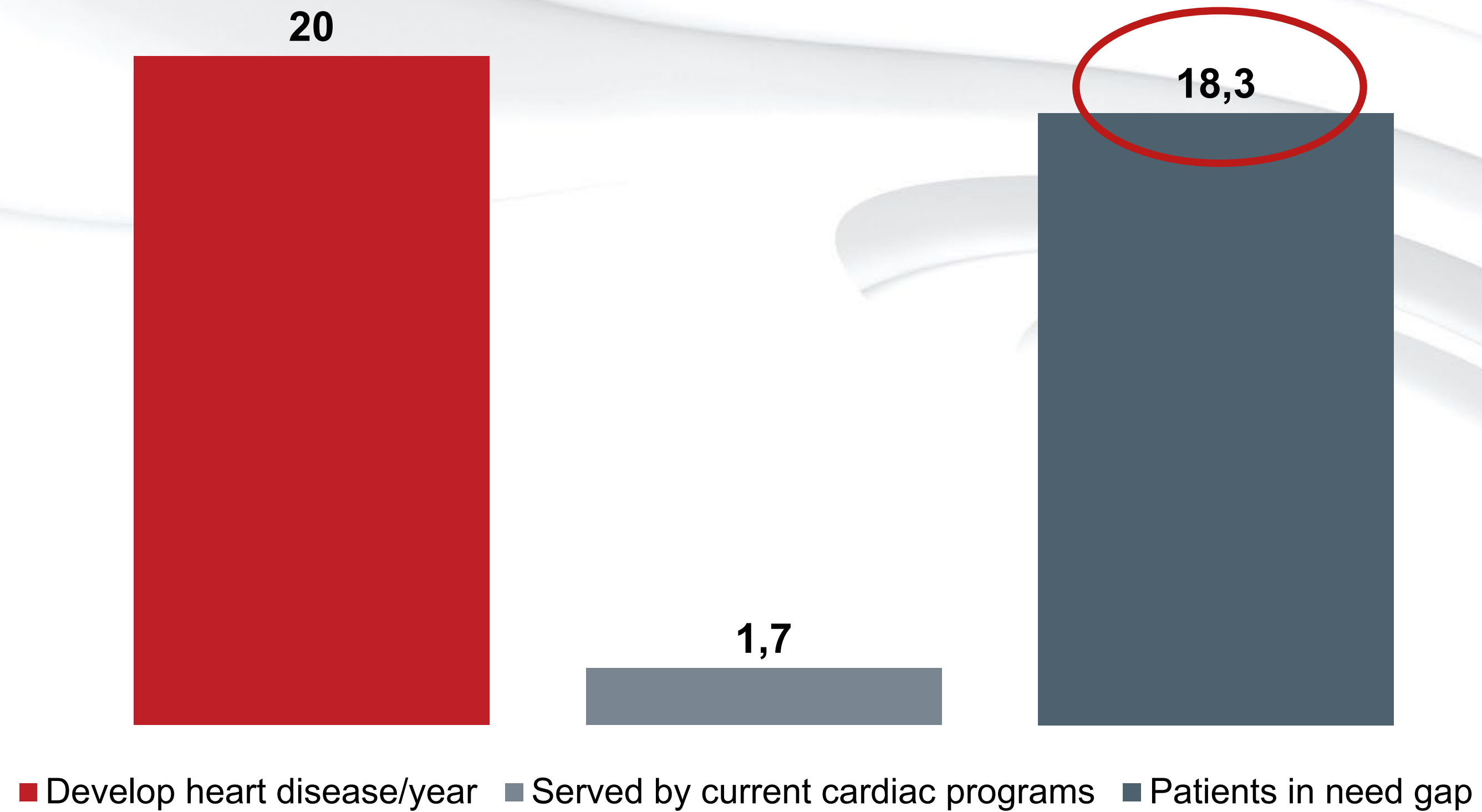


Source: World Health Organization, The Lancet, markets&Markets, ncbi,; healthdata.com

BY INCREASING THE AVAILABILITY OF CARDIAC PROGRAMS

Heart Disease Conditions and Programs 2018
(M individuals)

GLOBAL



Source: Science Daily

SEVERAL INDUSTRIES ARE STRIVING FOR THIS KIND OF INNOVATION

INSURANCES



- Opportunity to upgrade the current **pricing model**, to make it more dynamic and based on reliable data;
- The **predicting capabilities** of wearables can extend life for high-risk CVD individuals by up to **7/8 years**;
- **High-risk profile companies** are asking for it
- **22% of wearables** penetration in 2016

BIG PHARMA



- BigPharma invest 20% of their revenues in **R&D, equal to \$120+B**;
- Clinical Trials Services represent **\$60B market, with +4,600 trials/year**;
- **85% of trials fail** to retain enough patients, mainly due to difficult logistics.

PUBLIC HEALTH SYSTEMS



- Global Healthcare Spending is close to **\$10 Trillion and growing 9% per Year**;
- The **cost of hospitalization is equal to 43%** of the overall cost;
- Major shift in Health Care spending from cure to prevention.



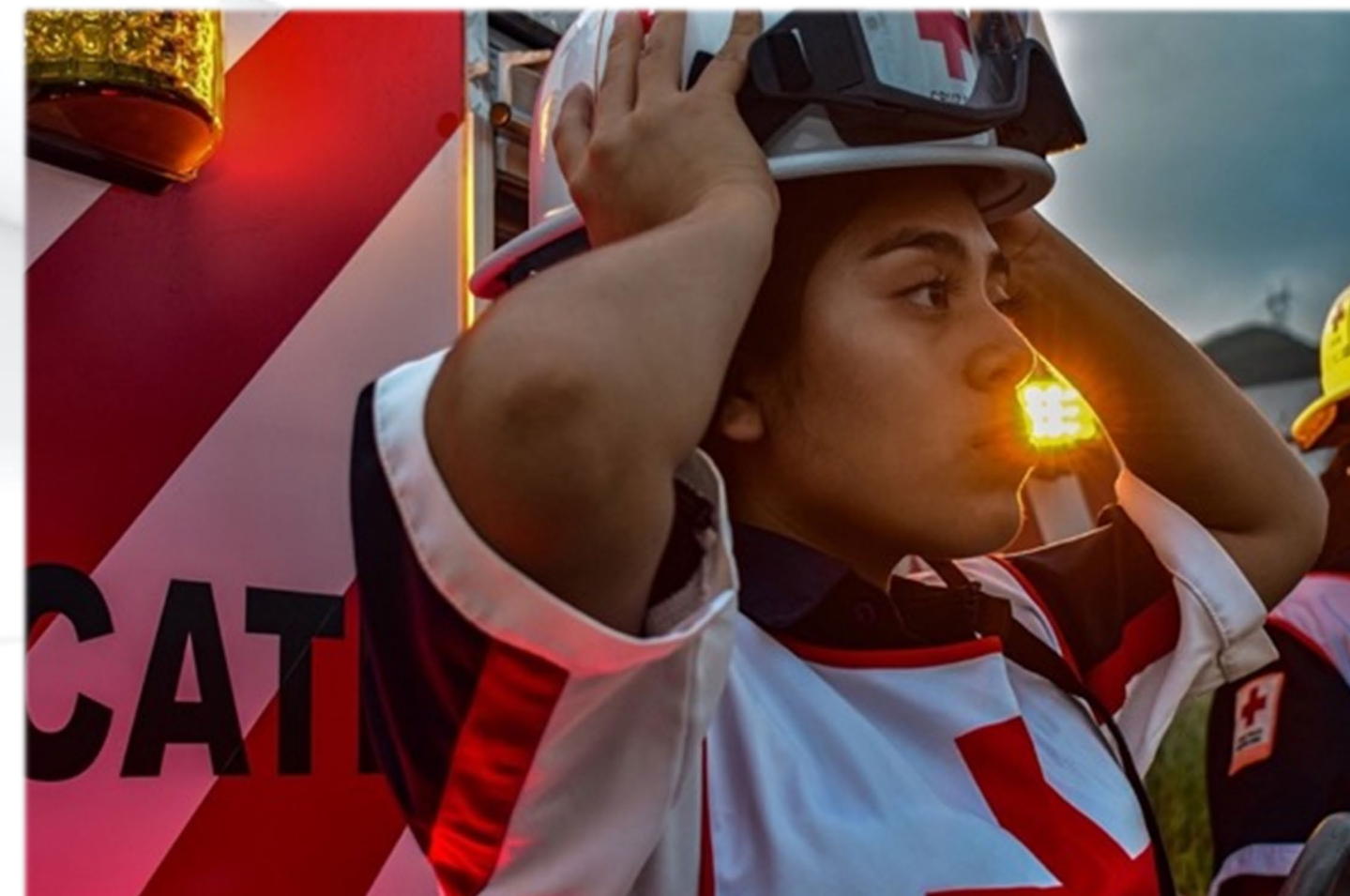
SEVERAL INDUSTRIES ARE STRIVING FOR THIS KIND OF INNOVATION

TELEMEDICINE



- **Investments in TLM almost double** in the last 2 years, from 8.3B to 14.6B;
- COVID has strongly accelerated the adoption of TLM:
 - **Revenues grew +83%** vs 2019
 - **Consumers' acceptance grew 7x** now reaching 76% vs 2019
 - **Services boomed (+80 vs 2019).**

NGO'S



- **NGO'S doubled their H.C. budgets in the past 14 months**
- Most of the Public H.C. remote services have been **delegated to NGO's**:
 - **Dedicated Personnel and services +120%** vs 2019
 - **New Services are mostly based on telemedicine systems**

DEFENSE/ MILITARY



- **Nato's white book** promote the use of wearables as part of the new Command and Control platform
- The troops dislocation' efficiency have been **boosted by new technologies, linked to wearables**
- **Clothing and Equipment are the key innovation focus** in the next 5 years

INCLUDING HEALTH 2.0 RELATED SERVICES, AS REPORTED BY LATEST INVESTMENT'S BOOMING TREND, FOLLOWING A BOOST OF NEW SERVICES APPROVED BY REGULATORS

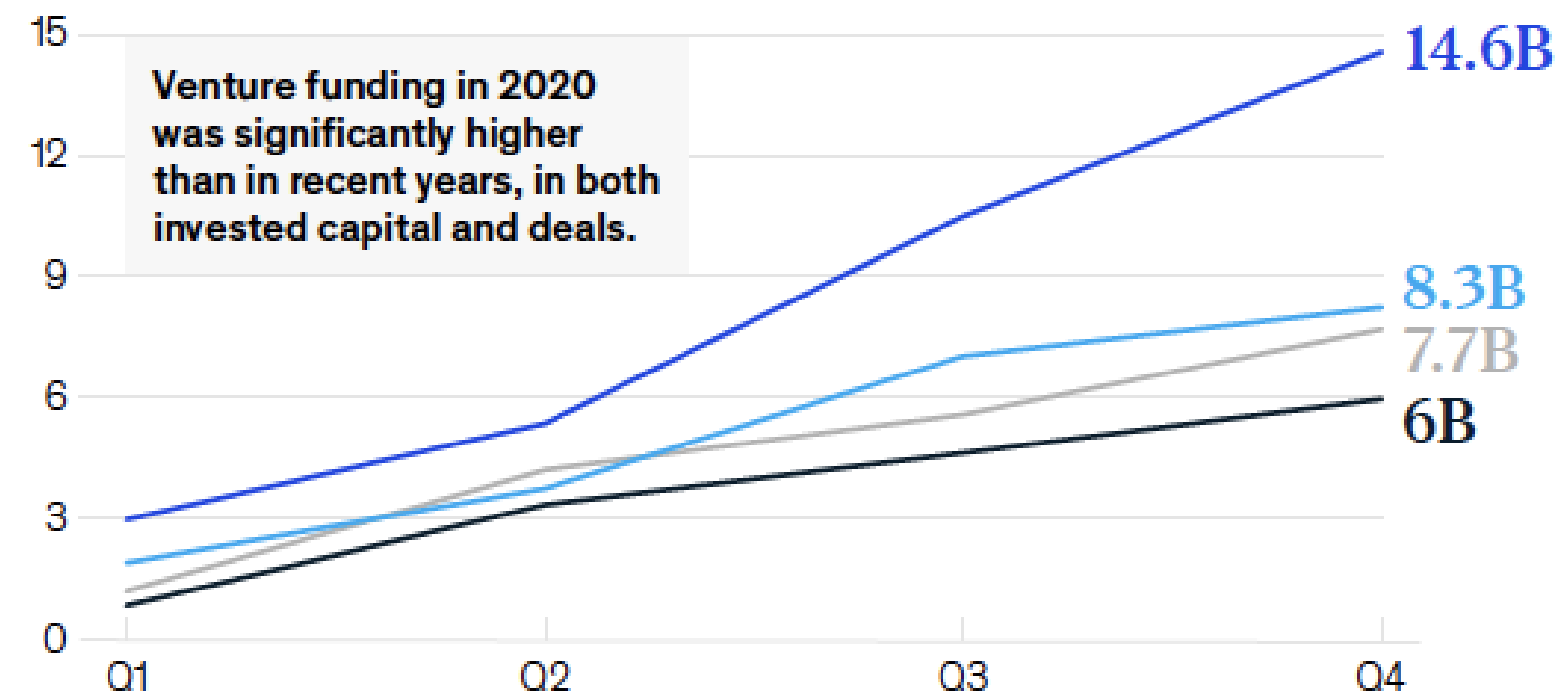
Exhibit 4

Investment in digital health and the revenues of telehealth players almost doubled compared to 2019.

Total venture funding for digital health companies, by year

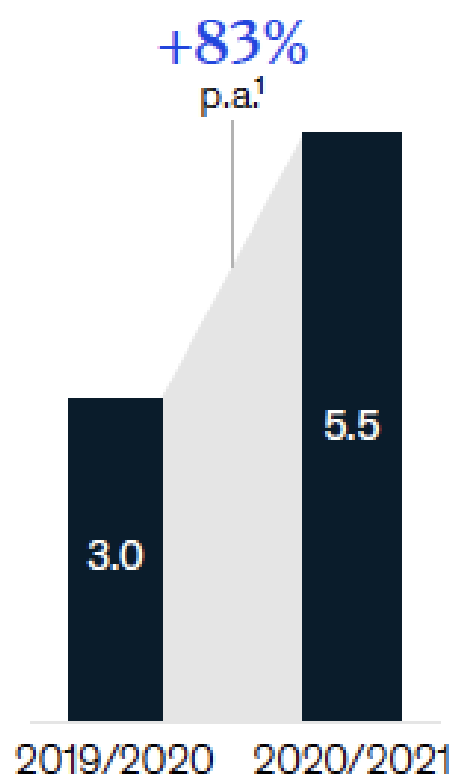
\$ billion

— 2017 — 2018 — 2019 — 2020



Total annual revenues

\$ billion

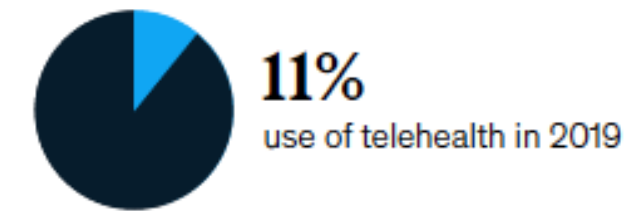


¹ p.a., per annum.
Source: Adriana Krasniansky et al., "H1 2021 Digital Health Funding: Another Blockbuster Year...In Six Months," Rock Health, July 2021, rockhealth.com; McKinsey virtual health vendor database

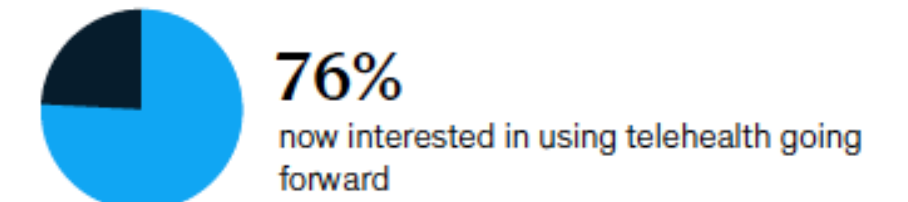
How has COVID-19 changed the outlook for telehealth?

1 Consumer

Shift from:



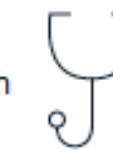
To:



While the surge in telehealth has been driven by the immediate goal to avoid exposure to COVID-19, with more than 70 percent of in-person visits cancelled,¹ 76 percent of survey respondents indicated they were highly or moderately likely to use telehealth going forward,² and 74 percent of telehealth users reported high satisfaction.³

2 Provider

Health systems, independent practices, behavioral health providers, and others rapidly scaled telehealth offerings to fill the gap between need and cancelled in-person care, and are reporting



In addition, 57%

of providers view telehealth more favorably than they did before COVID-19 and

64%

are more comfortable using it.⁵

50–175x

the number of telehealth visits pre-COVID.⁴

3 Regulatory

Types of services available for telehealth have greatly expanded, with the Centers for Medicare & Medicaid Services (CMS) temporarily approving more than

80 new services

and lifting restrictions on originating site, allowing Medicare Advantage plans to conduct risk assessments via telehealth, and adding other regulatory flexibilities to increase access to virtual care.⁶

¹ McKinsey COVID-19 Consumer Survey, April 27, 2020.

² McKinsey COVID-19 Consumer Survey, May 20, 2020.

³ McKinsey COVID-19 Consumer Survey, April 13, 2020.

⁴ Ibid

⁵ McKinsey COVID-19 Physician Survey, May 2020.

⁶ Medicare telemedicine health care provider fact sheet, March 17, 2020, cms.gov.

ACCYOURATE SYSTEM ALREADY PROVED SUCCESSFUL IN RECENT TESTS

Test with Italian Red Cross, Abruzzo' Covid Commissioner and the Covid Hospital of Pescara : Jan-Jul 2021



Objectives

- Reduce hospitalization of COVID patients thanks to reliable and constant remote monitoring
- Verify seamless alert systems and reliability of data recording

Results

- 70% reduction of hospitalization duration!
- 97% reliability of device functionalities
- 100% ability for medical personnel to identify patients @ risks, that were previously not aware
- 76% of smooth alert systems (issues mainly related to wrong wearing)

Next steps

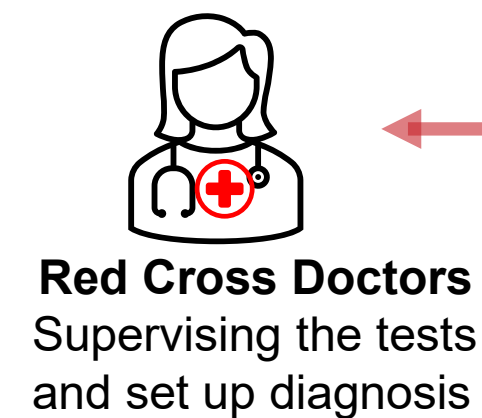
Work to introduce AccYouRate T-shirt into elderly residences and local hospital upcoming remote monitoring program for intensive and sub-intensive care units, as permanent medical protocol.

PAVING THE WAY FOR THE IMPLEMENTATION OF PLAN SIGNED WITH THE ITALIAN REDCROSS, REACHING 100K USERS BY END 2023, SUFFICIENT TO ALREADY CREATE THE BIGGEST DATABASE IN THE WORLD!

The REDCROSS agreement allows AccYouRate to build the first, **biggest and most qualified cardio-vital data base ever made** (#100 000 users), using various combined signals. Volunteers are supervised by Doctors.

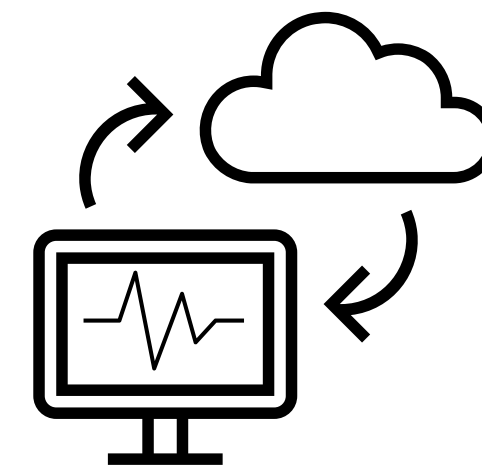
Practically, the bio-vital parameters are detected by the printed and invisible polymeric sensors in the fabric, sent to a miniaturized wearable control unit (Smart Tag) that records the data (converts it into digital format) :

- ECG (+ Heart rate)
- Breathing Frequency and Depth
- Temperature
- Accelerometer
- Body position



Red Cross Doctors
Supervising the tests
and set up diagnosis

Data Collection example – REDCROSS Partnership



Reliable Database
Bio-vital parameters



E-Textile
Acquisition through
bio-vital polymer
sensors and
conductive textile
thread



Volunteers

OUR PLAN

WE HAVE LAUNCHED WITH A 'B2B' MODEL, AND WE PLAN TO MOVE INTO THE COMPLEMENTARY 'B2C' MODEL IN THE NEXT 12-18 MONTHS

PHASE #1 → B2B



PHASE #2 → B2C



5 TYPES OF INTERMEDIARIES HAVE BEEN IDENTIFIED TO ENSURE THE FASTEST MARKET PENETRATION, BYPASSING THE FRAGMENTATION OF HEALTH SYSTEMS

INSURANCES



HEALTH-RELATED NGOS



DEFENSE/ MILITARY



TELEMEDICINE



BIG PHARMA



COMPANY SET UP

CURRENT TEAM

Scientific Team

Prof. Violante - Chief Medical Officer Leading Occupational Medicine Scientist, President of several medicine and scientific board and committee. Incoming Director of the Research Institute of Alma Mater University, Bologna,

Prof. Amir Beker - Chief Data Scientist

Leading Health Care Data & Algorithm Scientist; PHD & Professor at Tel Aviv University.

12 Leading scientists in our Scientific Boards (from 7 universities in Italy and John Hopkins in US)

Management team

Mr. Arnaldo Usai - *Founder and CEO*, former President of Uniform Italia, a leading company in technical-wear/ textile, Former RolandBerger, Arthur D. Little Telco&Ict Director.

Dr. Amir Toren - Managing Director and Board Member at AccYouRate Uk, Ltd. - PHD at Tel Aviv University

Mr. Stefano Benedikter - Chief Strategy Officer, Former Merryl Linch, Arthur D. Little.

Mr. Angelo Geminiani - Chief Technology Officer, Leading Wearable Software Scientist

Ing. Franco Perone - HealthCare Solutions Director, Former Chief of KPMG advisory in Italy, Leading Partner for Health care solutions/services

Mr. Alessandro Sabattini - Chief Sales Officer, Former Chief Sales & Marketing *Il Sole 24 Ore*.

Investors and Advisors

Mr. Claudio Fabbri - Hedge Fund Founder and Investment Banker

Mr. Fabio Vaccarone - Former VP of Google EU and CEO of Google Italia

Mr. Matteo Molteni - Former P&G executive with extensive experience in Brand and Business management across markets

Mr. Andrea Lazzarini Viti - Former VP of Duracell/ Berkshire Hathaway with nearly 20 years of FMCG experience in marketing and general management

ACCYOURATE
AUGMENTED VITAL EXPERIENCE



**VALUE PROPOSITION AND NEXT
STEPS**



ACCYOURATE PLANS FOR AN AMBITIOUS GROWTH

TODAY

TRULY WEARABLE TECHNOLOGY THAT DELIVERS MEDICAL GRADE BIOVITAL DATA

- ▶ Patented and award-winning technology developed
- ▶ Medical device certifications obtained
- ▶ Algorithm deployed and growing on newly acquired dataset
- ▶ Agreement signed with Red Cross to start data collection on 100k people

12-18 MONTHS

BUILD THE LARGEST BIO-VITAL DATABASE IN HISTORY

- ▶ Execute plan with the Italian Red Cross and expand internationally to other local Red Cross organizations
- ▶ Extend medical certifications and patents across the key markets (US, UK and EU)
- ▶ Accelerate t-shirt adoption leveraging on insurance and telemedicine companies (B2B2C)
- ▶ Further development of textile and algorithm with leading industry player
- ▶ Marketing to fully develop B2B and kick-start consumer market

BY 2027-2028

HEALTHCARE BREAKTHROUGH

- ▶ Heavy tech R&D investments to retain leadership on data analytics and consumer market
- ▶ Strong consumer marketing and blockchain reward-based mechanism - reach level of Nike / Adidas / Peloton valuation per user
- ▶ Develop B2B market globally through partnership and a royalty-based model
- ▶ Develop partnerships with other medical data providers to offer a 'digital safe' solution for personal health information

Ready to open a new era in the health-related wearable segment

Become the reference eco-system in health care 2.0



THANK YOU

FOR FUTHER INFO PLEASE CONTACT:

E-mail: info@accyourate.com

www.accyourate.com