



Carenet

Press Release, 2013

Carenet was founded in 2012 in Brazil by two Swiss entrepreneurs.

Pioneering the **consumer market** for wellness self-tracking.

Sophisticated value proposition building a core **monitoring technology**, wrapped in a device – a lovely little piece of design – wrapped in a service.

Product launch: **September 2013.**



what we **believe**

People want to be in total sync with their body & mind



The goal is simple. We all want to have something that says, 'everything is okay'

getting the best health + wellness data from "within you" will provide individuals with exponentially more information about their bodies

Enable people to play a central role in their health management

Provide people with the right data about their actions and behavior in real time, they start making positive adjustments to their lifestyles, setting more realistic health goals, and eventually improving overall quality of life



Sensors are the dominant source of worldwide-generated data



> 200 external health-related sensors

currently in the market that can connect to smartphones, and most are priced between \$20 and \$200.

Our established health system will go through a big shake up



Mobile information + communication technologies

will make traditional wellness and health systems more accessible, efficient and sustainable for everybody

Big data is initially just a lot of **small data**



How we'll manage data will be critical

Soon the volume of available data is going to overwhelm the ability of physicians to be gatekeepers of information. New algorithms will change the traditional diagnostic process.



Consumers are leading the bottom-up health care revolution

New generation of consumers gets into the driver seat controlling their wellness, health + longevity

using available technologies to provide real-time body data through wireless biosensors, mobile phones and body area networks





what we **do**

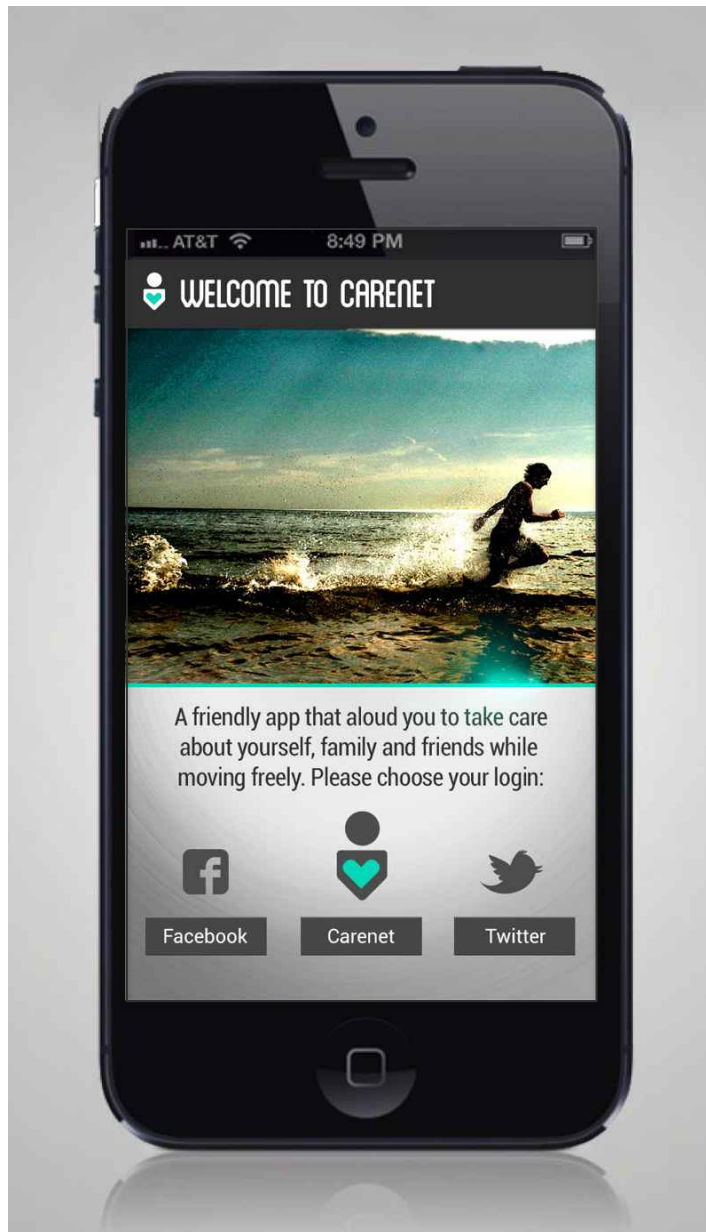
Our ambition is to improve the lives of millions of Brazilians

Healthy living can be fun + easy

We want to show to the world that healthy living does not have to be hard. We make wellness + health data relevant, fun and mobile.



Carenet is a first generation cybernetic personal health coach



Carenet is pioneering the longevity market with a unique lifestyle platform that will change the way people in Brazil monitor, understand and share their personal health & wellness data, and ultimately allows them to live a healthier and longer life through small actions and behavioral changes.

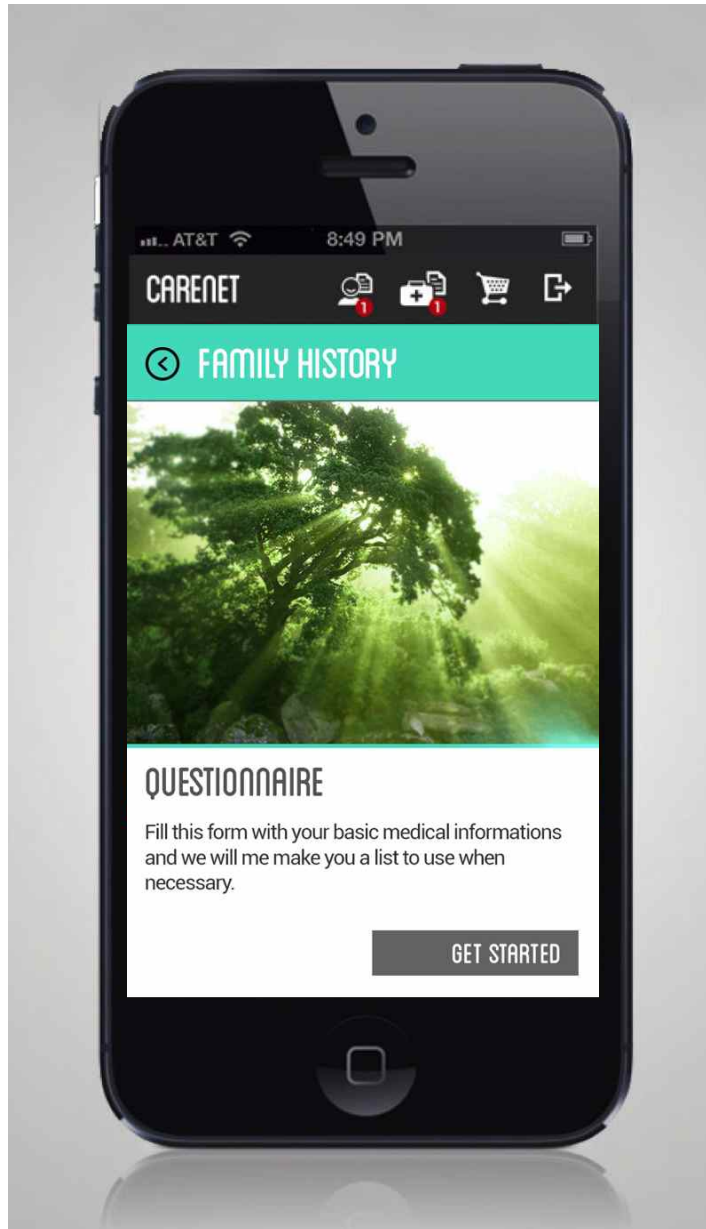
Self-tracking is self-knowledge through numbers + graphs



1. Recognizing that people are walking event recorders and that we just need biosensors to capture the data, and algorithms to process it, sets up the ability to track virtually any metric.

Tracking data gets displayed in intuitive graphs, for selective time periods, in comparison to base and target values.

TrueAge® helps to understand how old people are ... really



2. The Carenet TrueAge® score is a unique calculation of people's body's health age, powered by the latest medical research & Brazilian statistics. Contrary to the chronological age, the TrueAge® algorithm is designed to allow the correction of previous health mistakes and abuse of your body.

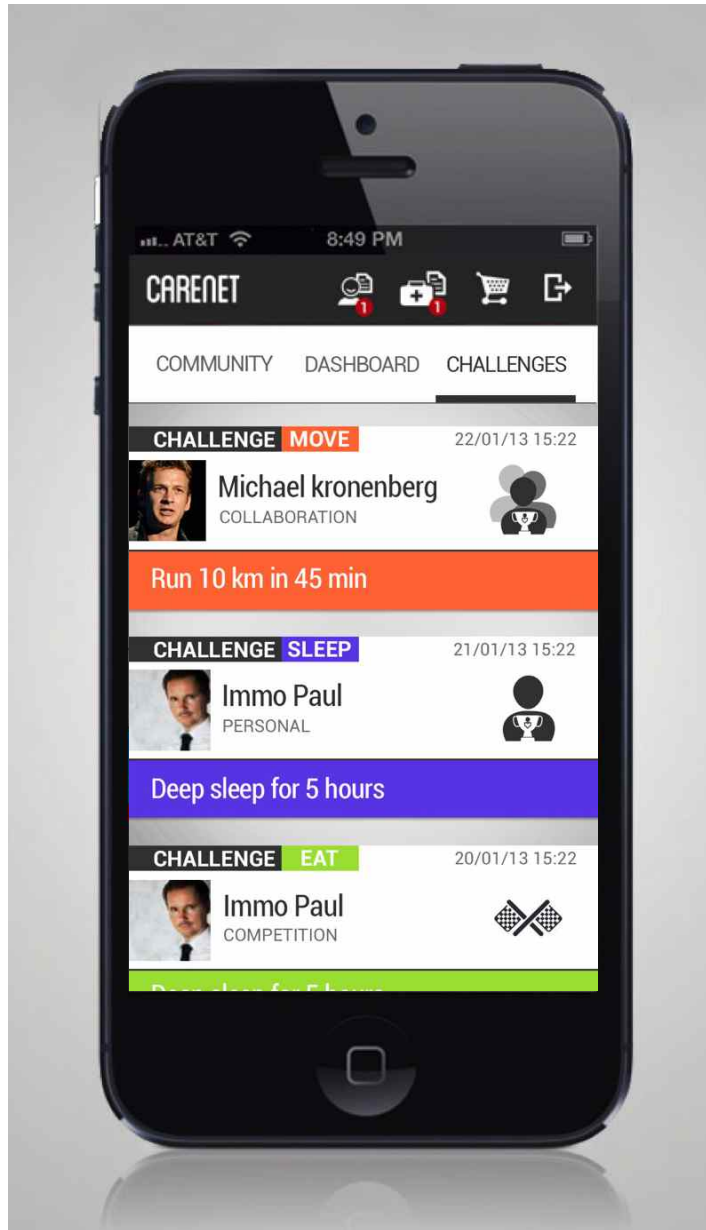
Immediate **Feedback** is critical to promote **smarter choices**



3. The Carenet dashboard functions like a **feedback loop + regulatory system** providing people with information about their actions in real time, then giving them a chance to change those actions, pushing them toward **better and healthier behaviors**

Carenet manages 4 wellness areas: **Move, Eat, Sleep, Body & Mind.**

The **Community** shares, compares & motivates **better results**



4. Carenet promotes the of forming a community of care, engaging your friends & family, independent of distance and time zone. Use the ecosystem to **check remotely** on your kids, elderly parents, **on your whole family**, even if they live on the other side of the world.

New Gamification approaches increase the overall fun factor



5. Our gamification module uses game-thinking & mechanics in order to engage users and solve problems, leveraging natural desires for competition, achievement, status, self-expression, altruism, and closure.

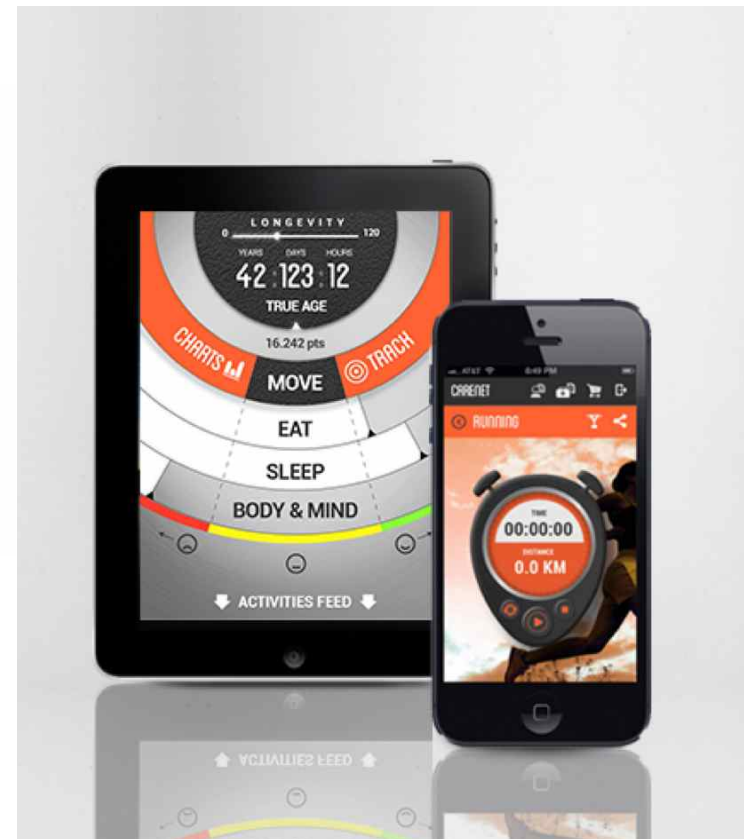
Get pep talks from 'goal-oriented' people you share data with online.

Real **Mobility** means data has to **flow freely to be effective**

Wireless & mobile body
and activity sensors



Mobile app for iPhone,
iPad and Android



Carenet is able to monitor and process over 30 indicators

SLEEP

sleep quality
deep sleep
light sleep
(S)

fell asleep
times awake
(T)

Hours slept
time in bed
(B)

goal
(D)

active time
longest time
level
(T)

activity type
steps taken
distance
goal
(A)

calories burned
(C)

stairs taken
(S)

GPS
(G)

MOVE

caloric intake
(C)

nutritional info
(N)

type of meal
description
(M)

EAT

mood
(M)

weight
body mass
body fat
(W)

body temperature
(N)

blood pressure
pulse
(H)

cholesterol
(B)

BODY & MIND



Get a quick summary of the Carenet value proposition

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- The background of the slide features a dark blue field with various light blue geometric shapes, including a stylized running figure in the center. There are also several small bar charts and line graphs scattered throughout, along with numerical values like '15632', '280', and '16,8'.
- + Proprietary software for iPhone, iPad, Android
 - + Seamless synchronization of different body sensors
 - + Exclusive health score methodology
 - + Gamification-based challenges
 - + Community of friends and family
 - + Integration with doctors
 - + Virtual store offering a portfolio of tracking devices and other solutions
 - + Highest privacy and security standards
 - + Possibility for customization for Sponsors and Partners
- English and Portuguese



who is **involved**



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Immo Oliver Paul

Swiss citizen, 44 years old, multilingual, with a Bachelor Degree in Economics, Law and Business Administration and a Master Degree in International Management from the University of St.Gallen HSG, Switzerland

Tech enthusiast and longevity researcher, Immo is deeply passionate about the value and utility of new forms of mobile health technology, and its ensuing consumer applications and benefits.

Immo worked in strategy consulting for American and European management consulting companies. In 2008 he accepted the invitation to become a serial entrepreneur in Brazil and (co-) founded several companies driving the development, distribution + sales of wellness and health consumer products.

Healthy insight → "If you can't track it, did you really do it?"



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Dr. Michael Kronenberg

Swiss citizen, 34 years old, multilingual, with a Doctorate (Ph.D.) in Law (Corporate Governance, M&A) from the University of St.Gallen HSG, Switzerland. The dissertation has been awarded the highest distinction ("summa cum laude") and has won the renowned Walther Hug-Preis (2005).

Michael brings along broad international experience in the funding, foundation, operative execution and growth management of promising new start-ups, especially in emerging markets. Over the last 6 years, he has initiated and managed three start-ups in the high-tech industry.

Before becoming a serial entrepreneur, Michael has been Vice President of Global Strategies and New Business Development for a global logistics company. Michael thereby was responsible for several corporate strategy, M&A and development projects in mainland China, the US and Brazil.

Healthy insight → "My recipe for great health? Killer sneakers, a park, and great friends."