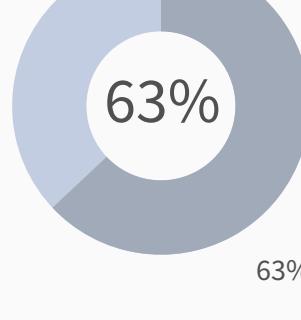


WIZE WIZARD

Tackling Uncertainty With Magic

MORE AND MORE PEOPLE OVER AGE 50 ARE UNCOMFORTABLE WITH THE USE OF A.I. ASSISTANTS.



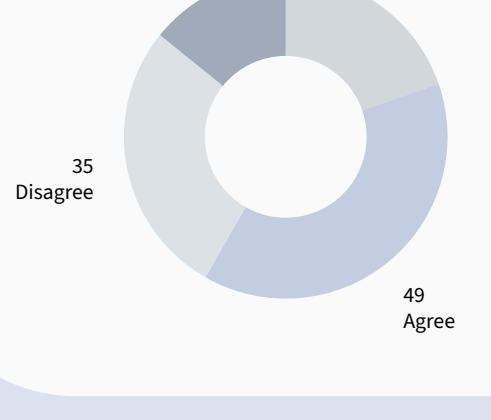
63% are Uncomfortable

Phone Users ← → Not phone Users

61%

AS OF 2021, 61% OF PEOPLE OVER AGE 50 OWN AND USE SMARTPHONES.

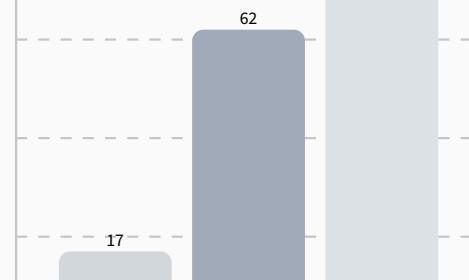
OF ELDERLY NON-PHONE USERS, THERE ARE MIXED FEELINGS ON WHETHER THEY ARE MISSING OUT ON CRUCIAL BENEFITS.



TWO IN FIVE SENIOR CITIZENS HAVE PHYSICAL OR HEALTH CONDITIONS THAT MAKE READING LARGE TEXTS DIFFICULT.



73 PERCENT OF USERS OVER THE AGE OF 65 NEED HELP SETTING UP AND USING THE TECHNOLOGY AND THE INTERNET.



■ Ages 18-29 ■ Ages 50-64 ■ Ages 65+



NEED A HAND? WIZE WIZARD CAN HELP.