DocBooking
Fast Booking

Doctor Booking with Added Value

Presented by

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Disclaimer

Certain information set forth in this DocBooking presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the

(i) projected financial performance of the Company;

(ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder;

(iii) the expected development of the Company’s business, projects and joint ventures;

(iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth;

(v) sources and availability of third-party financing for the Company’s projects;

(vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration;

(vi) renewal of the Company’s current customer, supplier and other material agreements; and

(vii) future liquidity, working capital, and capital requirements.

Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements.

The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

3 Reasons to Invest

3x Cheaper Marketing Costs than Competitors

100x Cheaper to Capture Medical Big Data

2x Lower Risk to Success

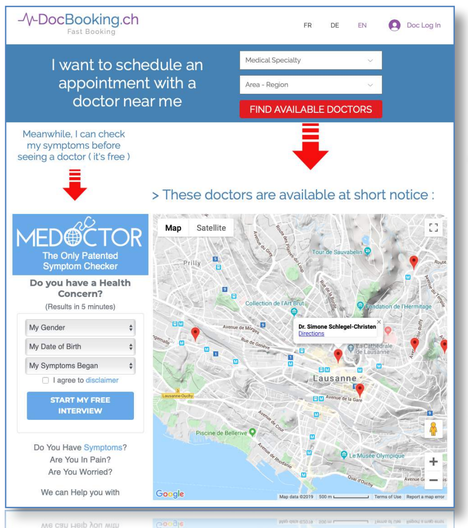
Superior Strategic Positioning

Competitors:

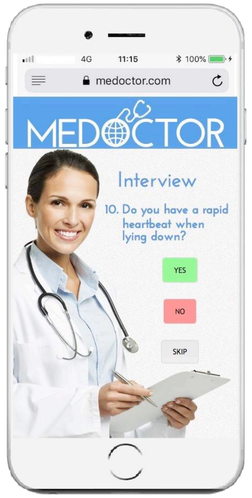
www.zocdoc.com

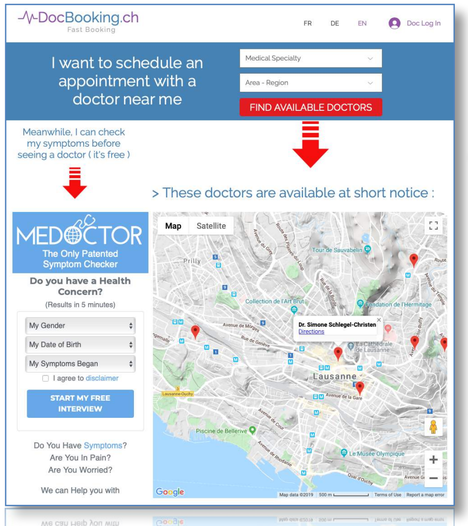
www.doctolib.fr

www.pushdoctor.co.uk

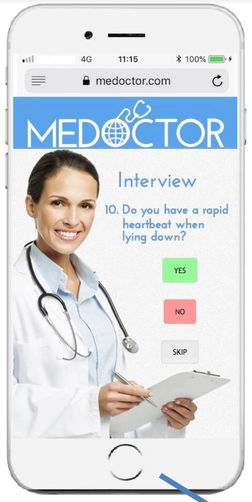


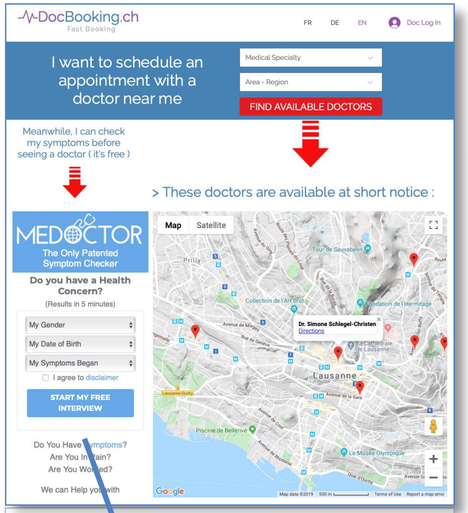
Superior Strategic Positioning



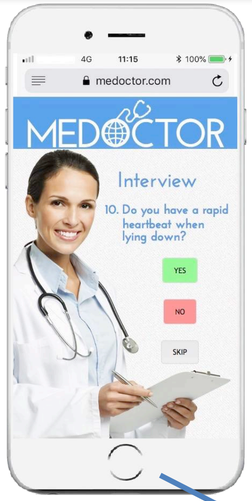


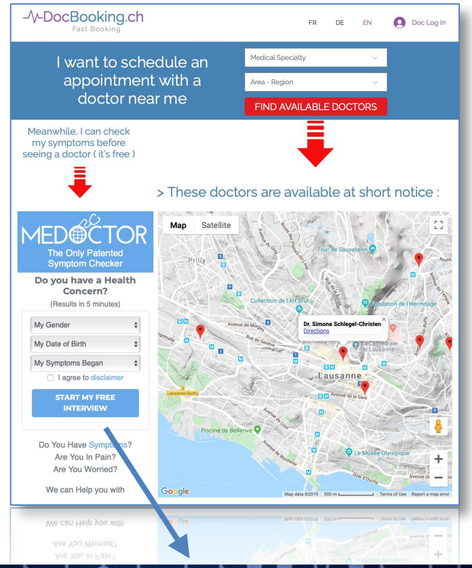
Superior Strategic Positioning





Superior Strategic Positioning

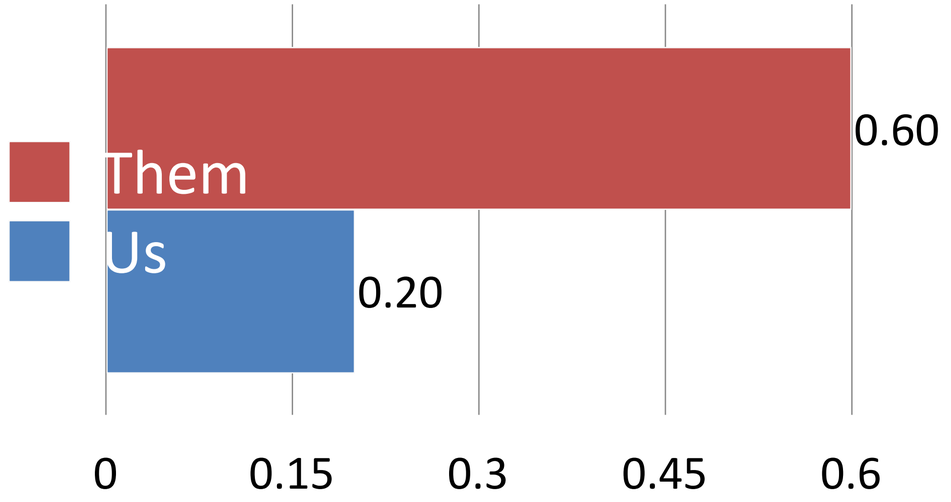




Marketing is 3x Cheaper

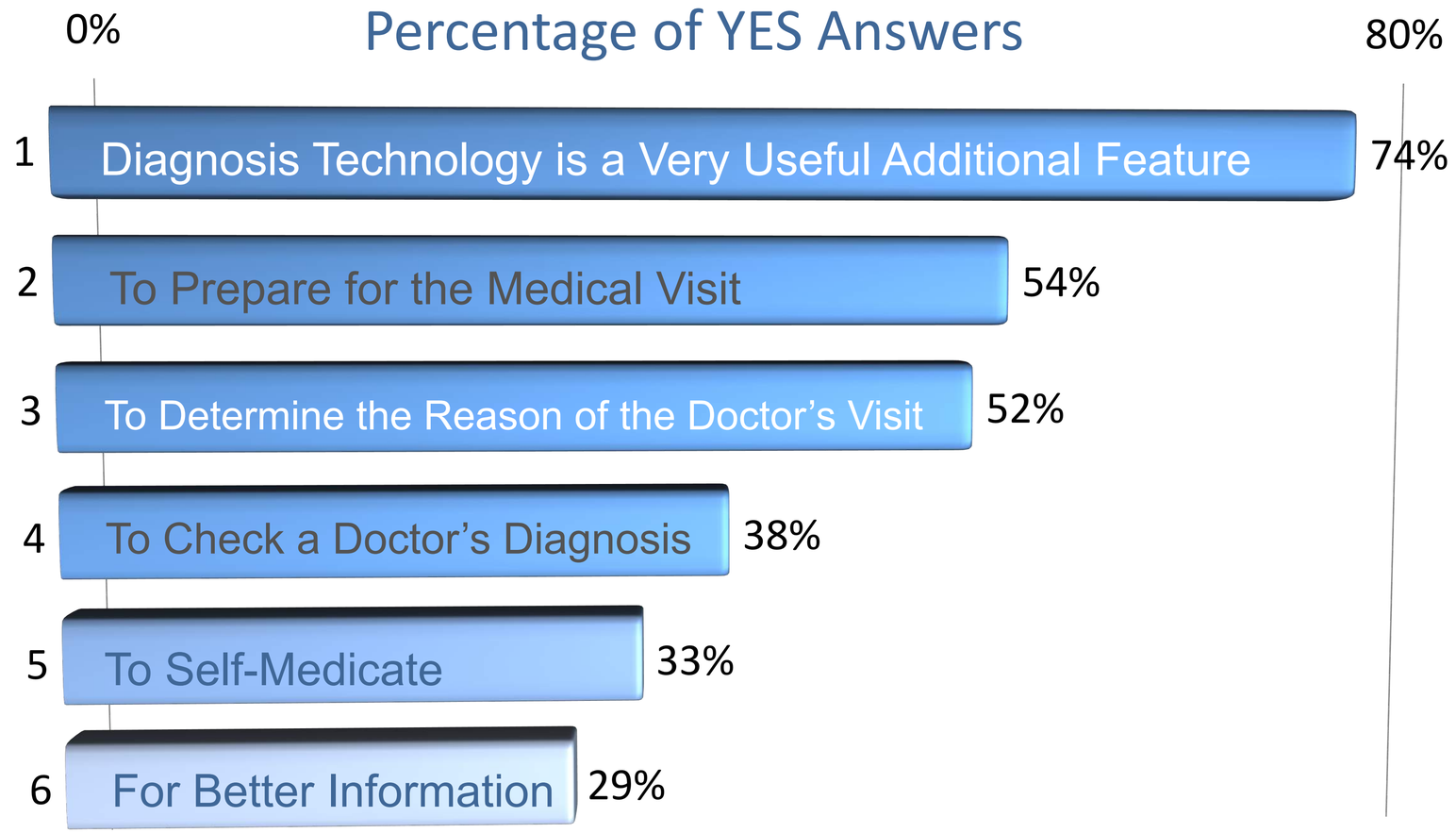
Advertisement Cost per Click

Google Ads



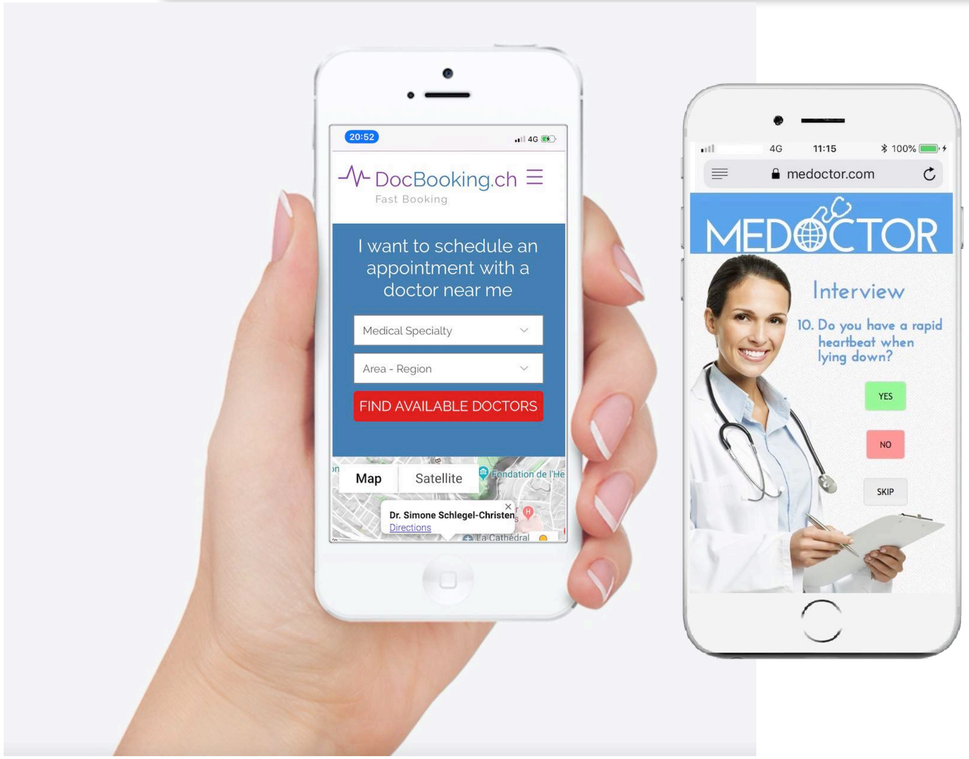
	Other Booking Websites	DocBooking
Advertisement Cost per Click	0.40 - 0.90 US$	0.15 - 0.30 US$
Purely “Booking” Keywords	0.40 - 0.90 US$	
Purely one of 1’000 “Disease” Keywords		0.09 - 0.25 US$

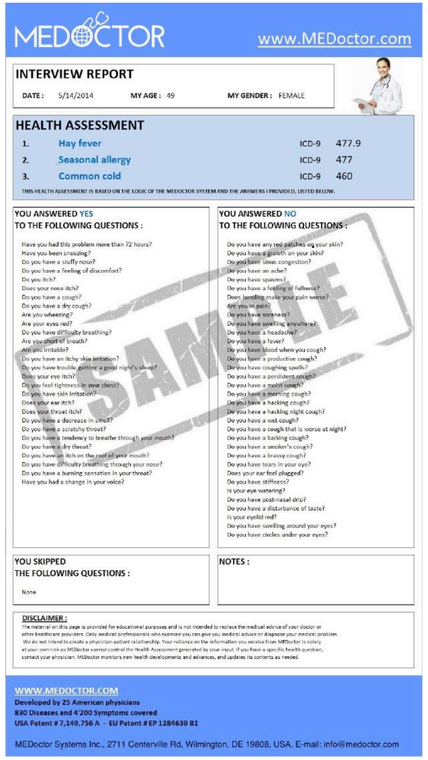
Marketing is 3x Cheaper



Preference & Repeat Usage for DocBooking over competitors

100X Cheaper to Capture Data





Fully automated patient-driven data capture process costing approx. 1 US$…

…against 100 US$ or more to manually fill a Medical Record

Risk is 2x Lower

2 Sources of Revenue

	Booking Business	Data Business
Revenue	100 - 150 US$ per Doctor per Month	Data Sets and Reports for Variable Prices
Type of Client	Doctors and Healthcare Groups	Hospital Groups, Pharma and Biotech,

Risk is 2x Lower

Booking companies fail when:

Too Many Doctors receiving Too Little Bookings

Lack of Marketing Skills to generate Sufficient Patients

Easy or No Barrier to Competition's Entry
(but DocBooking's cost of replication is 25 million US$)

Risk is 2x Lower

DocBooking
Fast Booking

It has been done before.
In France, DoctoLib.fr controls 3% of all Patient Flows.
They also have 25% of all Doctors as clients.

Date	% of Doctors (out of 226'000 Doctors in France)	Patients per Month Booked	Sales (at 109 € per Doctor per Month)	Financing	Valuation
Dec 2013	0.022% (50)			1 M €	
Fev 2015	0.44% (1'000)	0.15 M	1'300'000 €	4 M €	
Oct 2015	2.21% (5'000)	0.28 M	6'500'000 €		
Jan 2017	7.8% (17'500)	0.65 M	22'500'000 €	26 M €	
Nov 2017	13.3% (30'000)	1.2 M	39'000'000 €	35 M €	
Mar 2019	24.3% (55'000)	2.2 M	71'000'000 € (= 55'000 x 109 x 12)	150 M €	1'000 M € (13x Sales)

Risk is 2x Lower

Date	% of Doctors (out of 226'000 Doctors in France)	Patients per Month Booked	Sales (at 109 € per Doctor per Month)	Financing	Valuation
Mar 2019	24.3% (55'000)	2.2 M	71'000'000 € (= 55'000 x 109 x 12)	150 M €	1'000 M € (13x Sales)

Also, in March 2019, Doctolib was worth 1 Billion €

So, since Dec 2013, they have created a Value of

13x Current Sales
16.5x Historical Sales

45.70 € per Booking
18'100 € per Doctor

DocBooking can do the Same

Key Financials

Date	Year 1	Year 2	Year 3 (*5)	Year 4	Year 5
Market Penetration (1*)	0.4%	2.2%	7.8%	13.3%	24%
Doctors on Platform	1'000	5'000	17'500	30'000	55'000
Marketing Expenditure	0.4	2.9	10.8	22.5	40.4
Patients Bookings	0.2 M	1.5 M	5.6 M	11.6 M	22.6 M
Revenues - Bookings (2*)	0.8	5.7	21.2	44	79.1
Revenues - Data Sales (3*)		1.5	4.5	12	22
Valuation (4*)		57	205	450	864

Data in M US$
1* = % of total doctors, based on Doctolib
2* = at 150 US$ per month per doctor
3* = at 25% of bookings sales
4* = at 8 times sales
5* = break-even in year 3 with 4 M bookings

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Valuation and Use of Proceeds

Date	Previous	Year 1 (Series A)	Year 2	Year 3	Year 4	Year 5
Valuation (pre-money) (1*)	18	?				
Financing (2*)	3.3	5.0		20		50
R&D (3*)	3.2	0.4	1.0	3.0	5.0	9.0
Other Fixed Costs		0.1	0.4	2.0	4.0	7.0
Marketing (4*)	0.1	0.4	2.9	10.8	22.5	40.4
Revenues - Booking		0.8	5.7	21.2	44	79.1
Cash-Flow (5*)		-2.2	-1.5	2.0	5.5	12.0

1* = 18 M is the cost of replication, today's valuation is a negotiation with the investors
2* = financing of 5.0 M US$, to be spent essentially on marketing
3* = R&D is almost always at 15% of sales
4* = marketing is almost always at 50% of sales
5* = cash-flow positive as of 4 M bookings, near mid-3rd year

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Marketing & Much More

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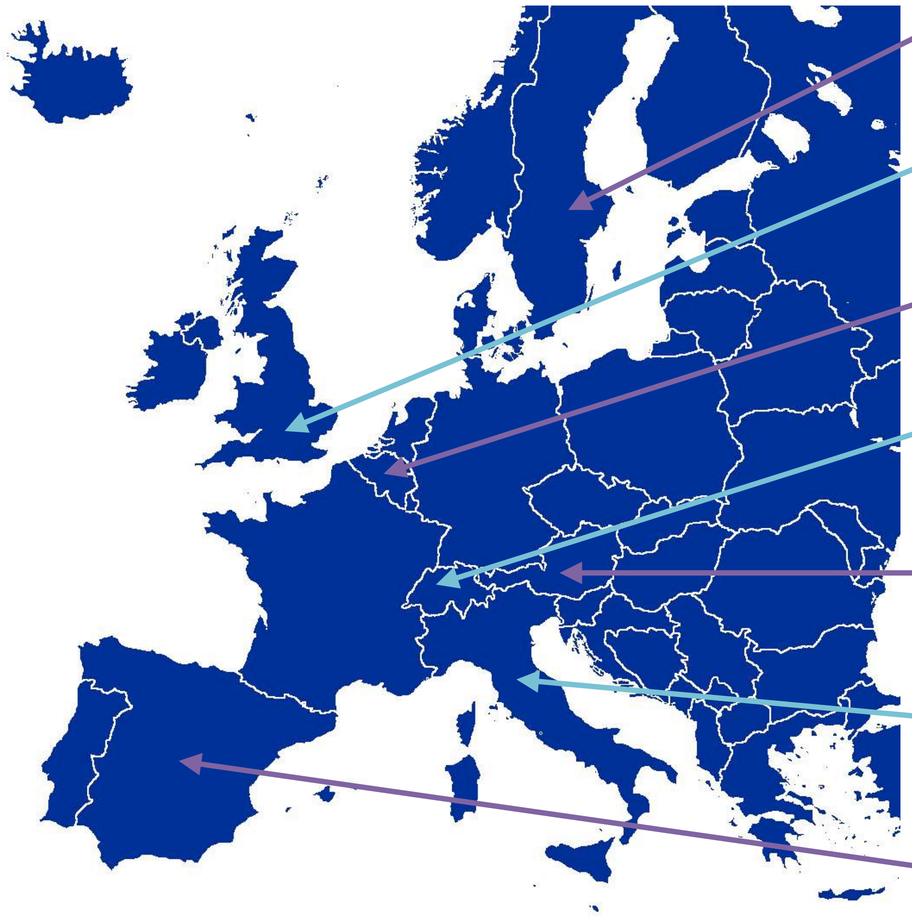
Where We Want to Be in 5 Years

7 European Countries



DocBooking.se

DocBooking.uk

DocBooking.be

DocBooking.ch

DocBooking.at

DocBooking.it

DocBooking.es

Where We Want to Be in 5 Years

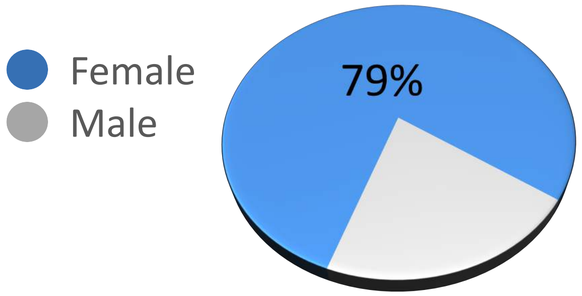
3 North American Regions

DocBooking.ca
Toronto, CA

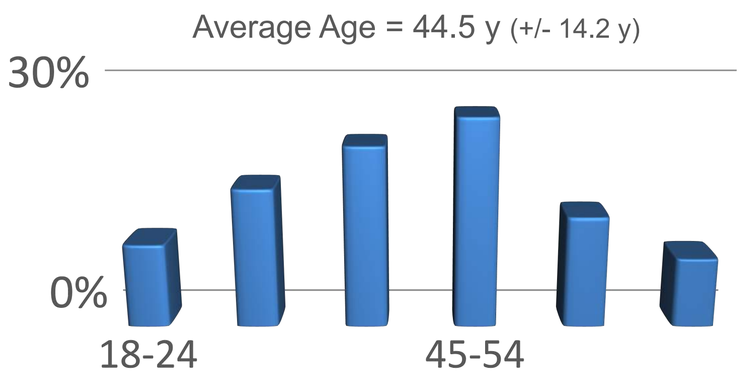
DocBooking.net
San Francisco & Miami

Who are the Patients ?

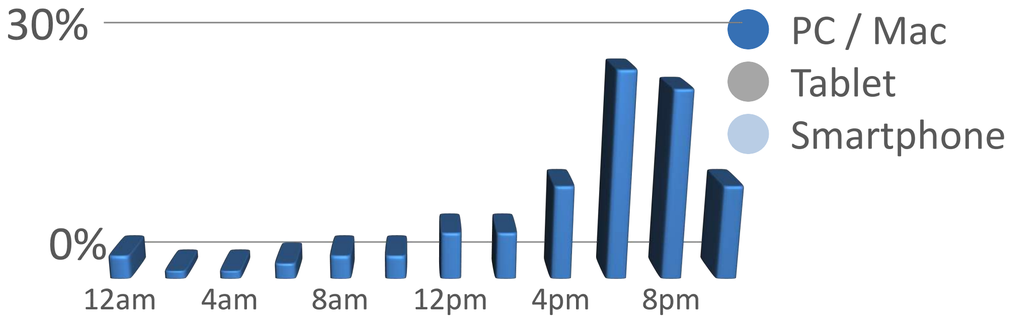
By Gender



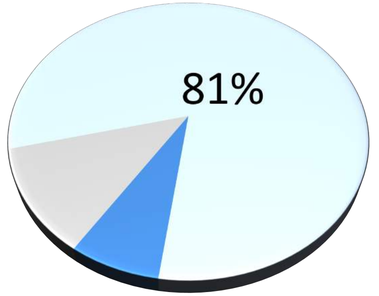
By Age



By Time of the Day



By Type of Device Used



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Why do Patients like Online Bookings ?

Many Advantages for the Patient

	Online	Phone
Availability of Booking	24 / 7	Office Hours Only
Easiness of Booking	Screen	Voice Only
Duration of Booking	10 Minutes	30 Minutes
Waiting Time to See the Doctor	1 -2 Days	9 – 17 Days

The Advantages for the Doctors

For the Doctors and the Medical Networks :

1. More Bookings of Patients to Fill the Gaps
2. Increased Convenience with the Patients Symptoms and Likely Diseases before his Visit
3. A Shorter Patient Visit for more Patients
4. An Increased Legal Protection, as most Symptoms are already known to the Doctor

Advantage 1.

More Booking of Patients to Fill the Gaps

- Find New Patients for the 1-2 Patients which Cancel Every Day
- 75% of Cancelled Visits are Saved
- Create Easy New Patient Time Slots
  (example: Saturdays or Sundays)
- Result per Doctor: Estimate of 5.5 Additional Patients per Week

Advantage 2.

Increased Convenience with the Patients Symptoms and Likely Diseases before his Visit

- Increased Convenience as the Patients Symptoms and a few likely Diseases are already known
- The Doctor only needs to Read the Symptoms and likely Disease on the Report
- The Doctor probably gets Faster to the Accurate Diagnosis

Advantage 3.

A Shorter Patient Visit for more Patients

- This allows for a Reduction in Un-Billable Minutes
- A Visit can be Completed in Less Time, For More Billed Patients during the Day
- Reduction in Admin Time of Close to 30%

Advantage 4.

An Increased Legal Protection, as most Symptoms are already known to the Doctor

- The Patient is Responsible to answer his Symptom Questions
- No Information is Lost
- The Doctor can ask Additional Questions

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The Patient's Journey

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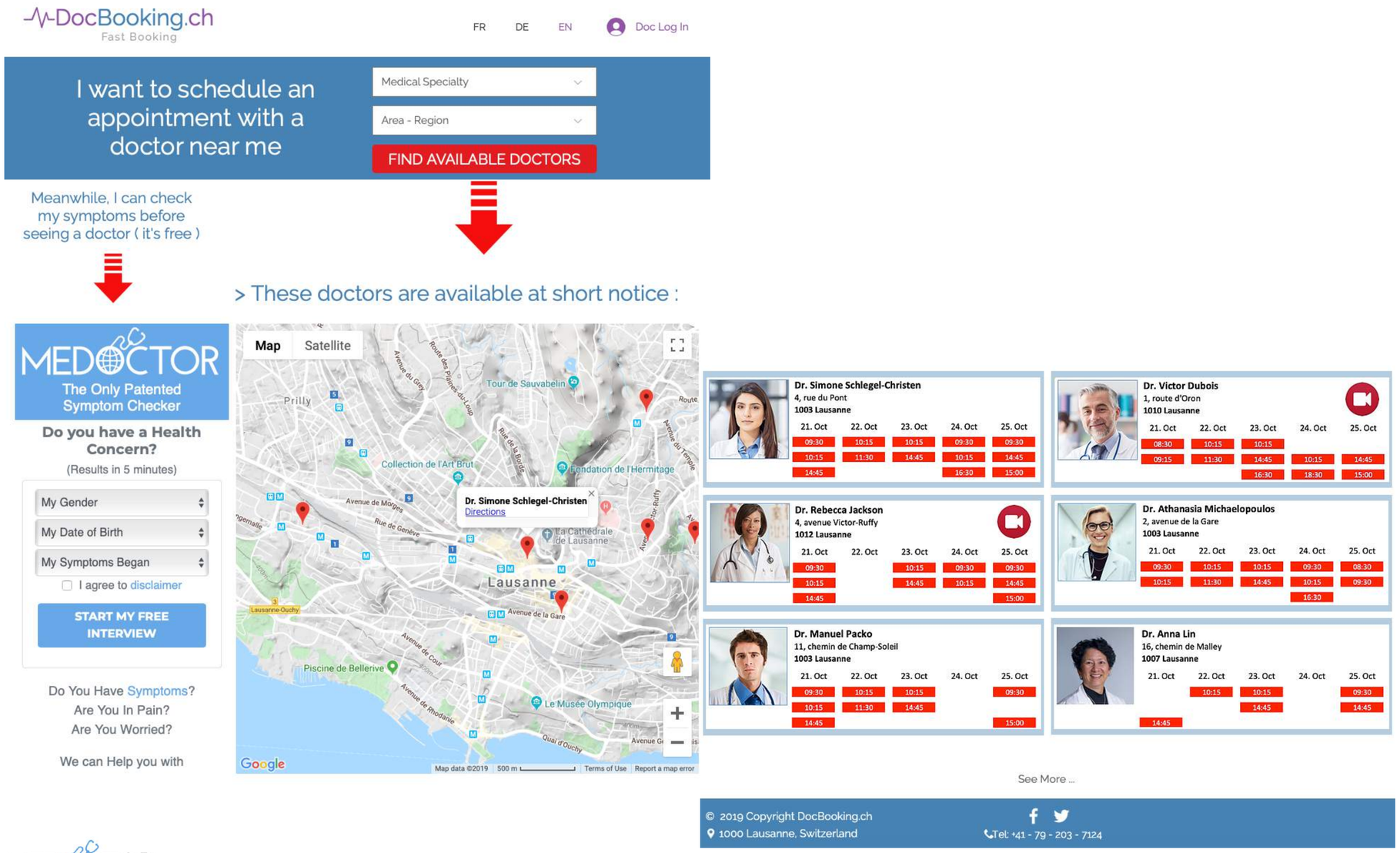
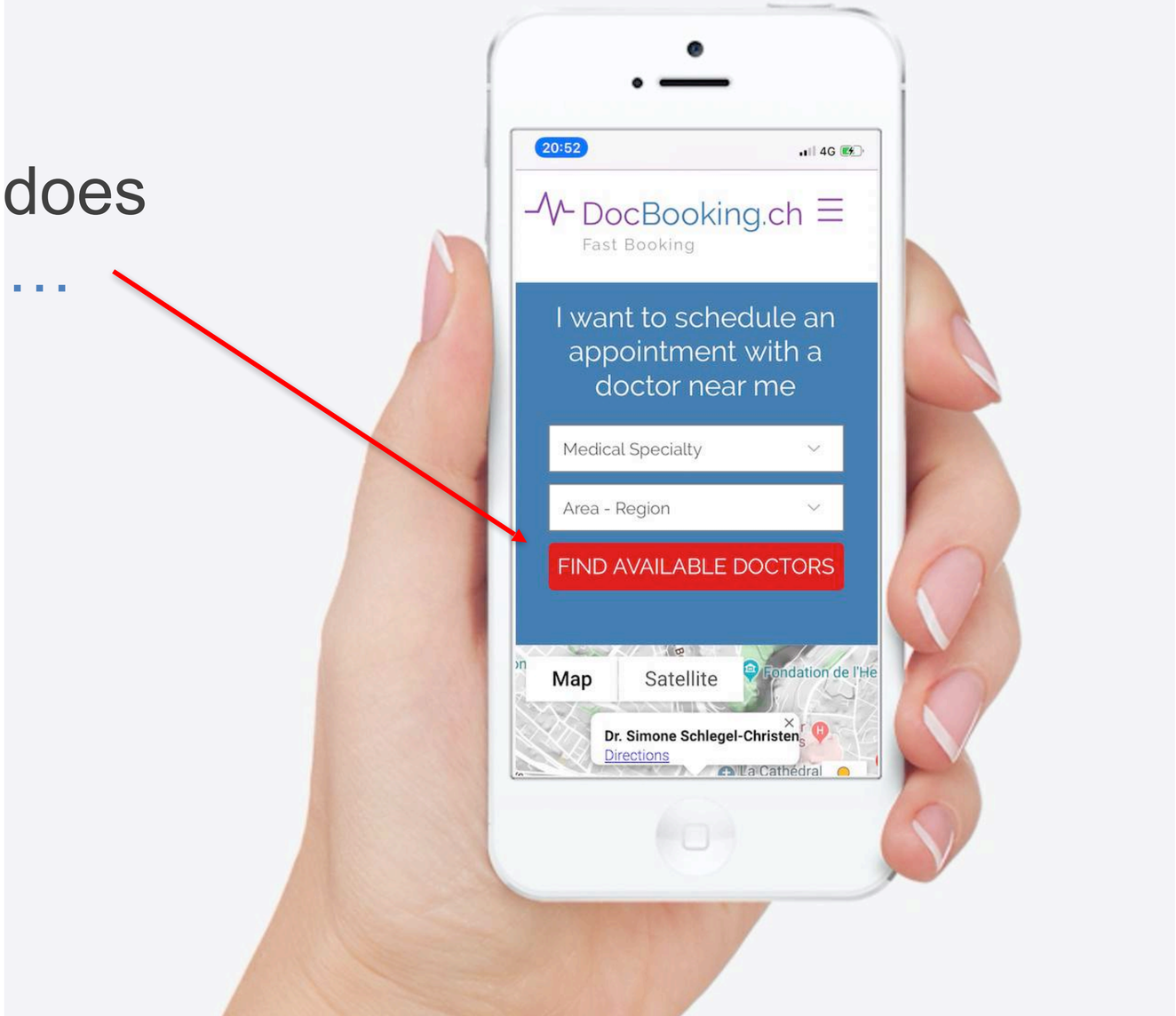
What is DocBooking's Patient Journey ?



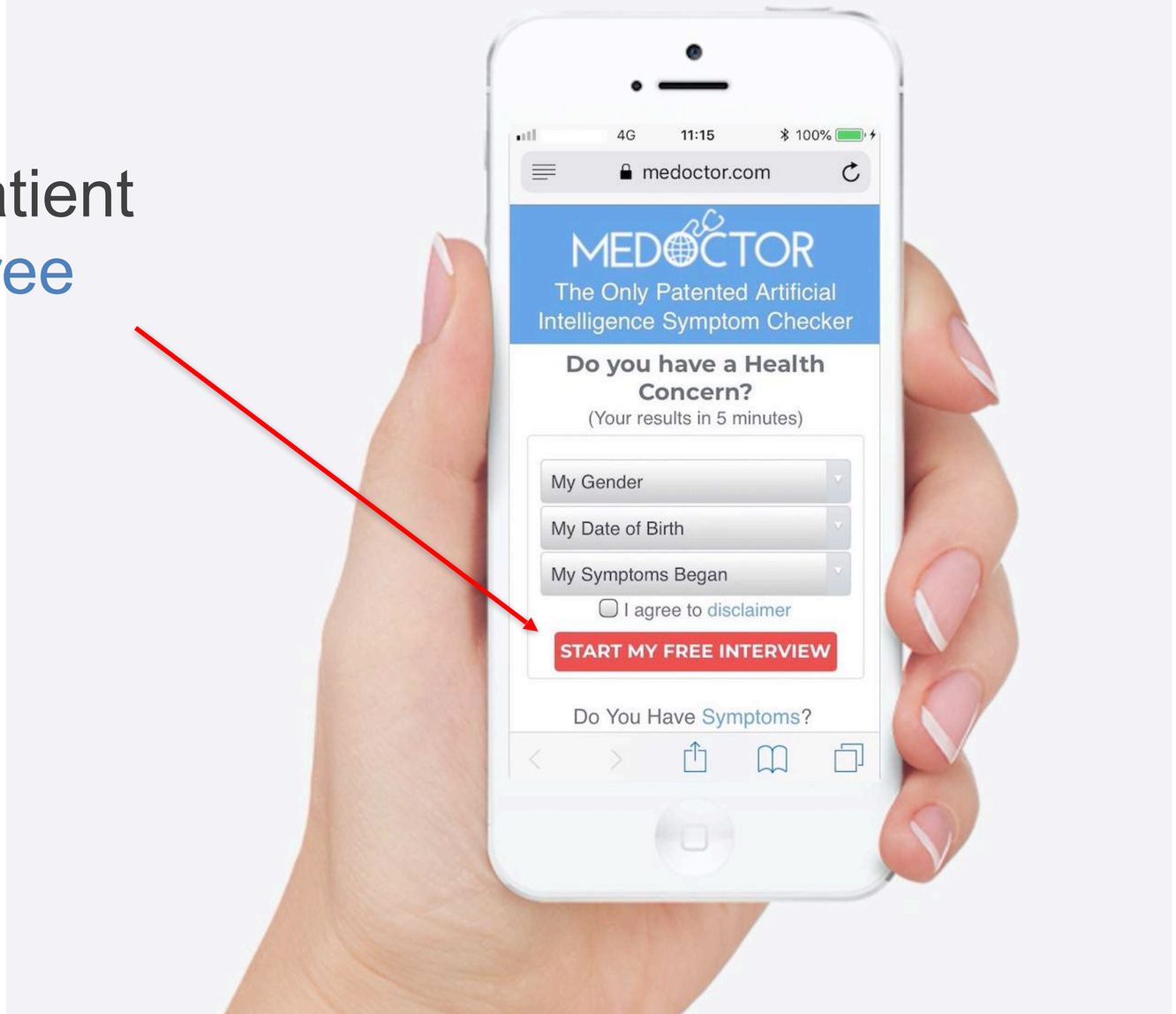
What is DocBooking's Patient Journey ?

The Patient does his Booking …



What is DocBooking's Patient Journey ?

Then the Patient starts the Free Interview …



What is DocBooking's Patient Journey ?

… and answer 30 to 60 symptom questions …

What is DocBooking's Patient Journey ?

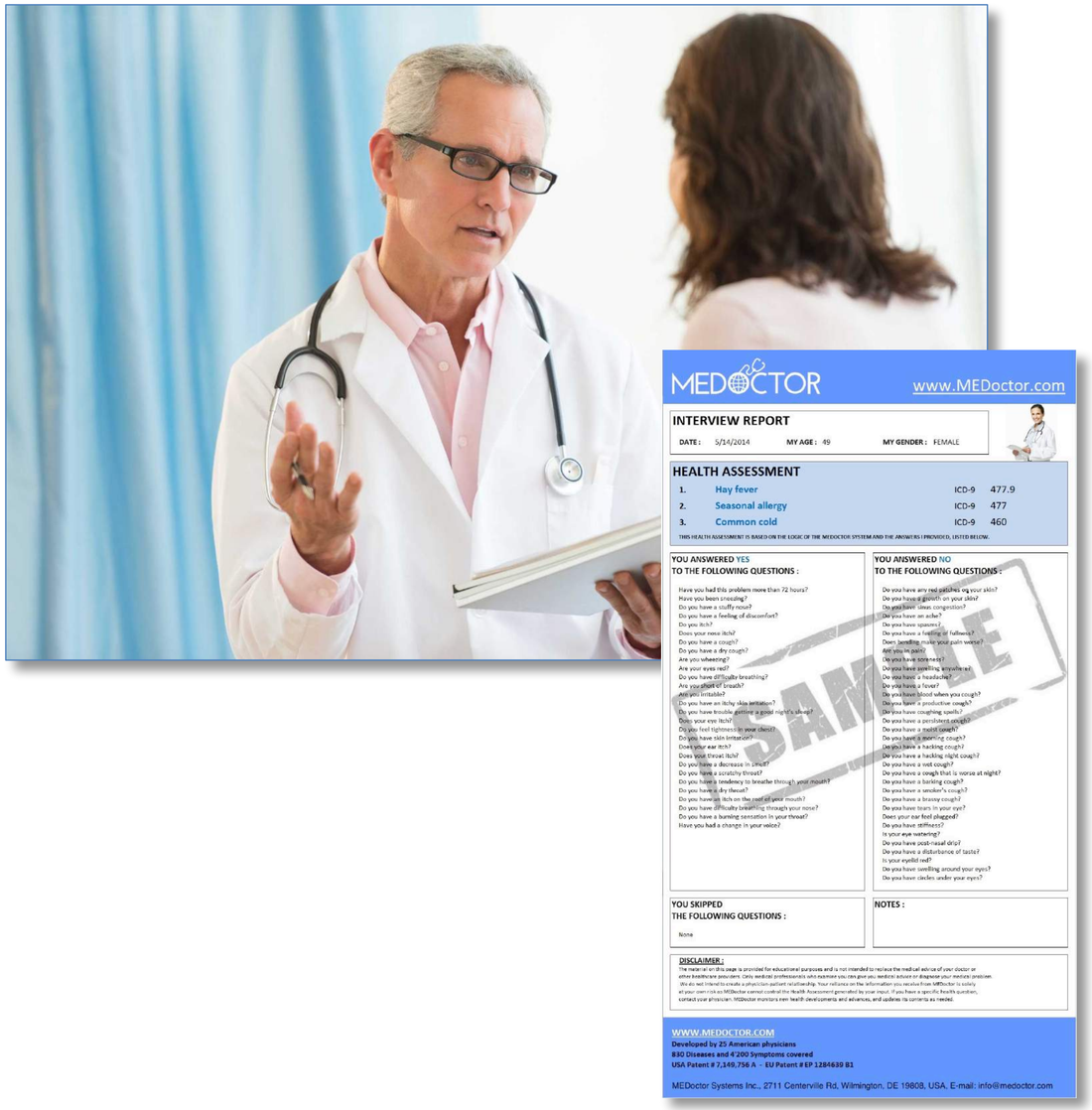
The MEDoctor algorithm then generates and presents the Results.

What is DocBooking's Patient Journey ?

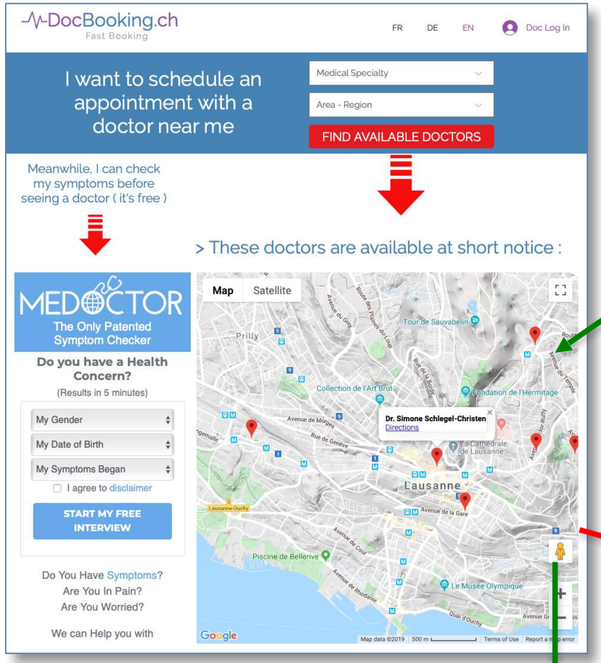
The Patient then visits the Doctor

His Symptoms and Likely Diseases are already knows to the Doctor

Also, the Data enters the Patient's BlockChain Personal Health Record (BPHR)



Doctor Bookings with Added Value

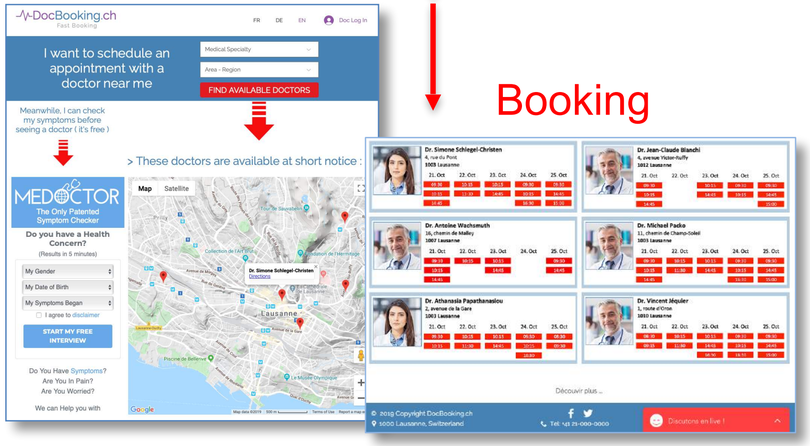


Google Ads

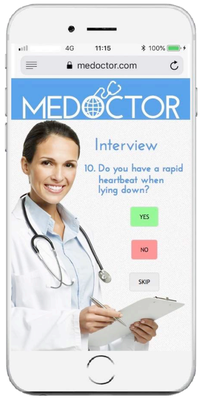
40%

The Patient's Journey

DocBooking
Fast Booking



Booking



AI –
Artificial Intelligence

Clinic / Hospital

Doctor Practice

Video Visit (with AI)

MEDOCTOR