



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

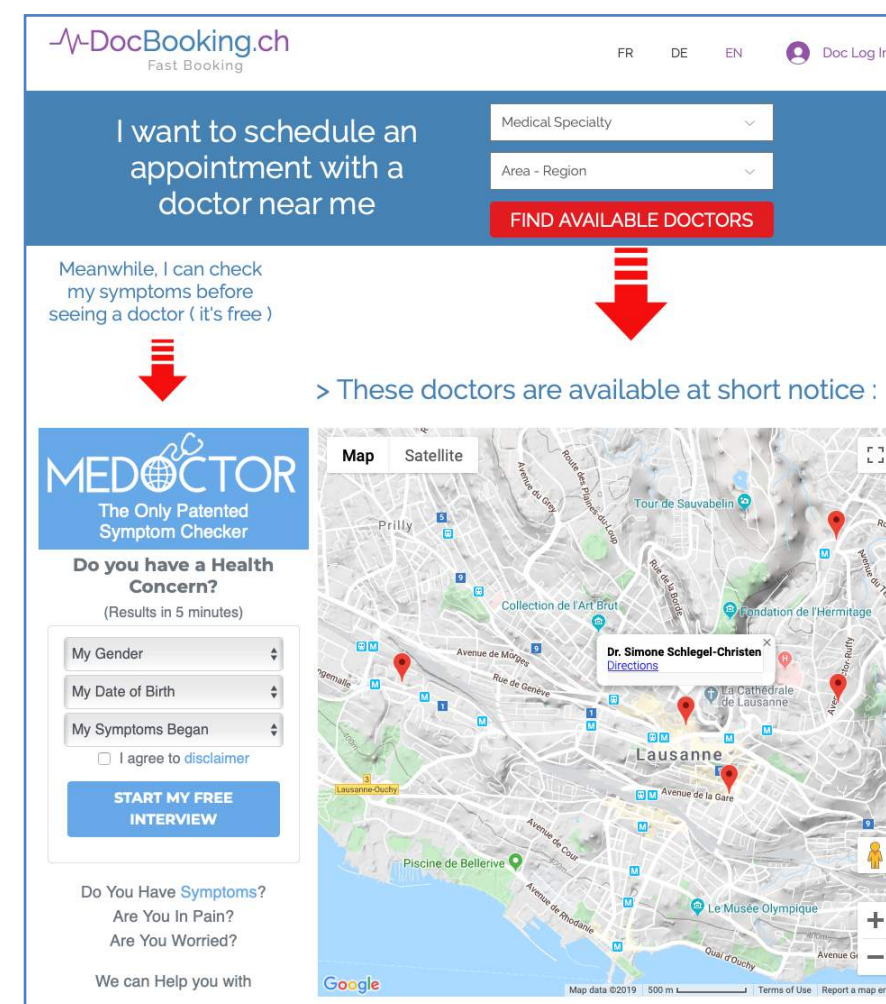
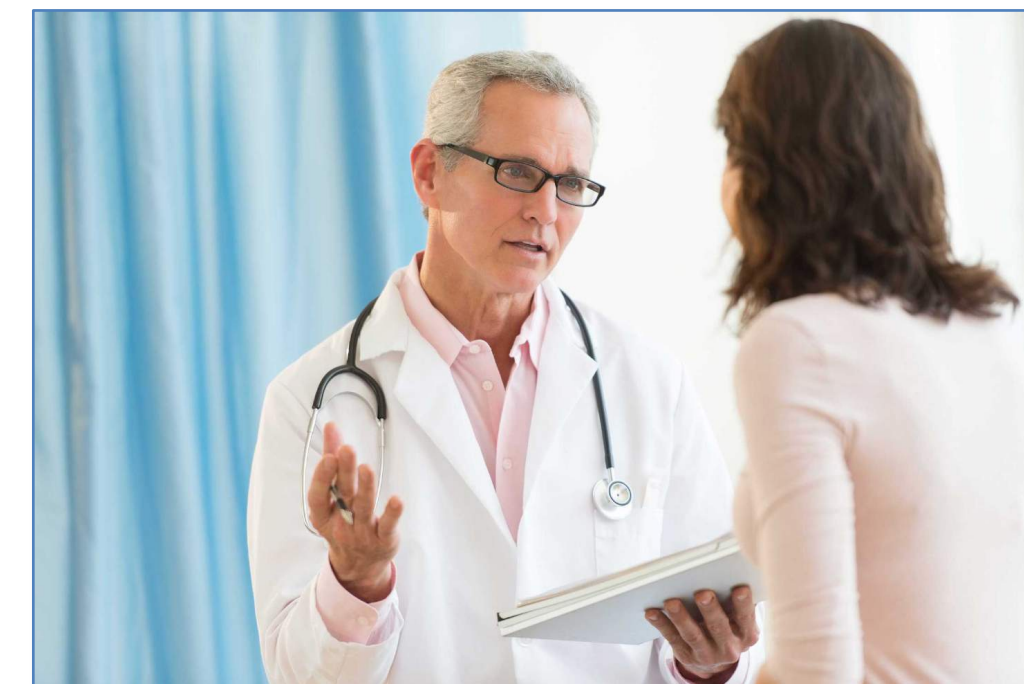
Superior Strategic Positioning

Competitors:

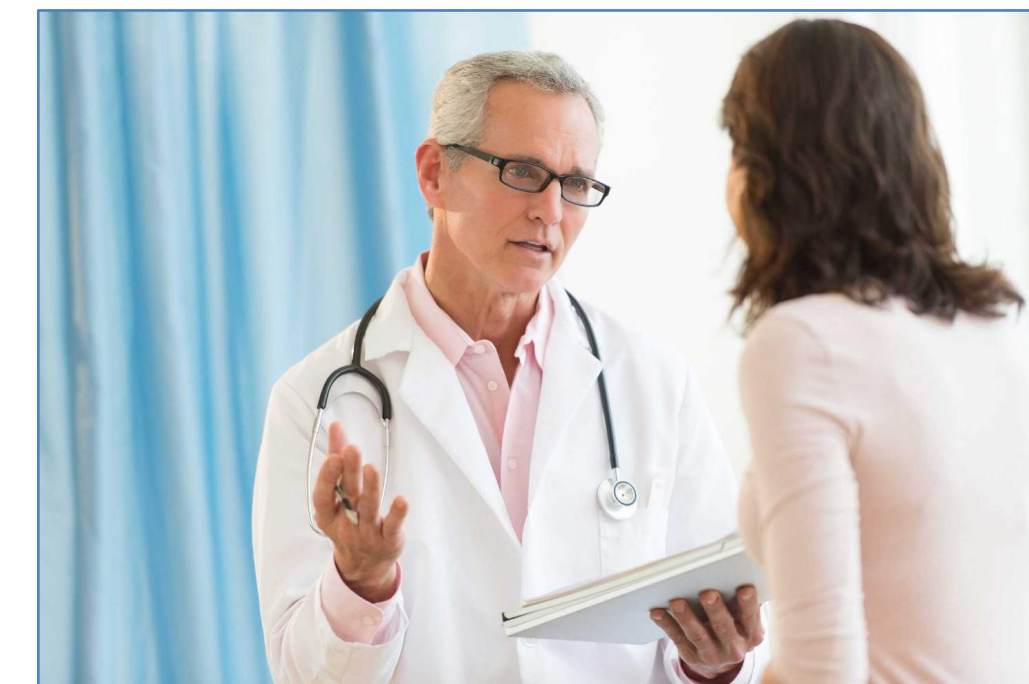
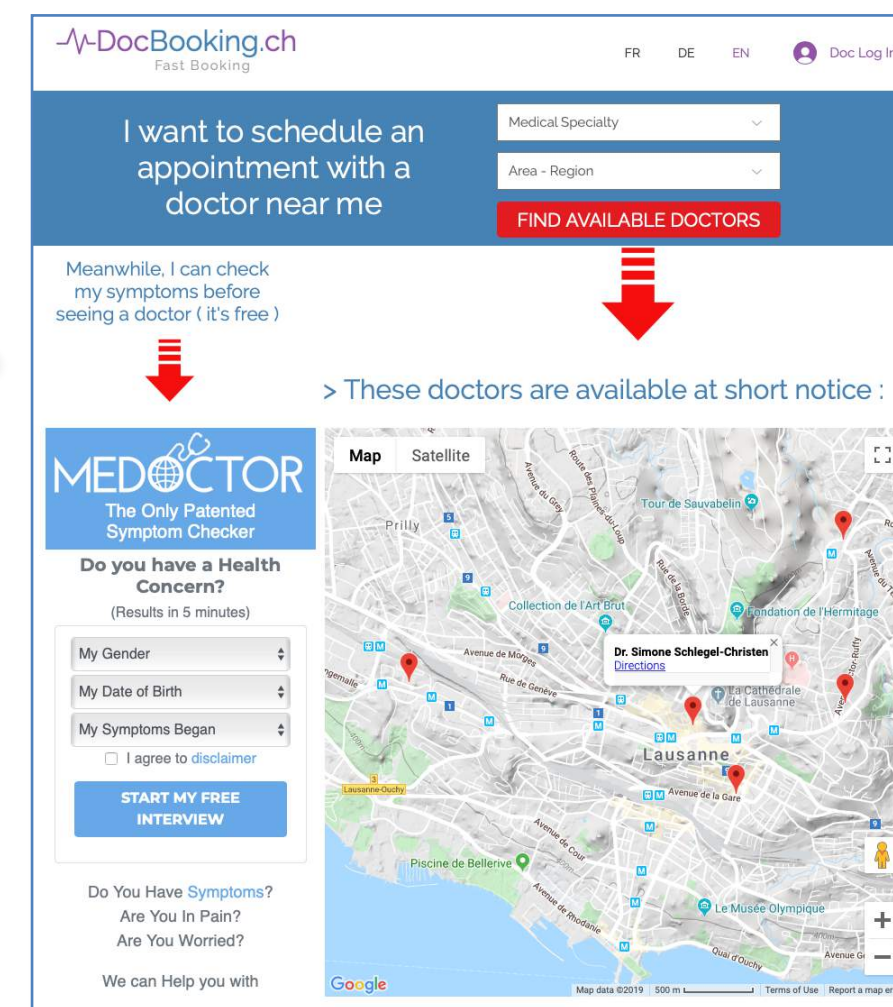
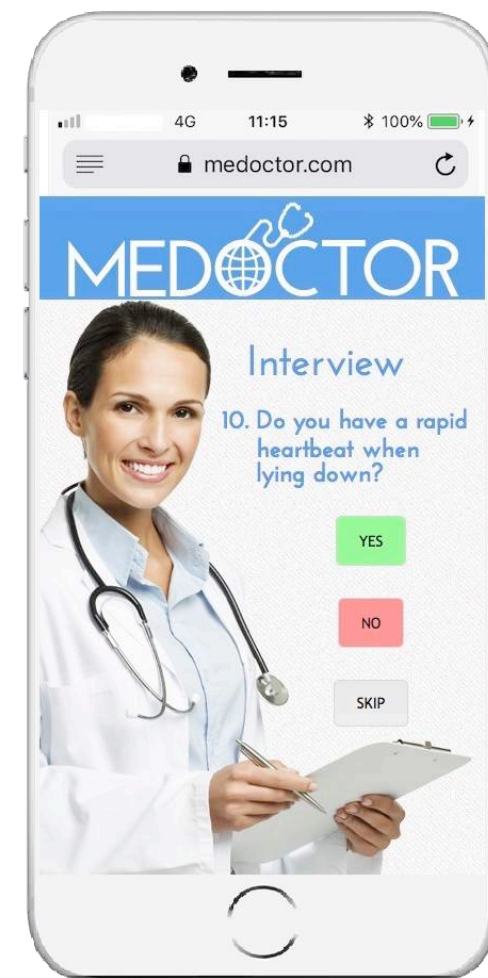
www.zocdoc.com

www.doctolib.fr

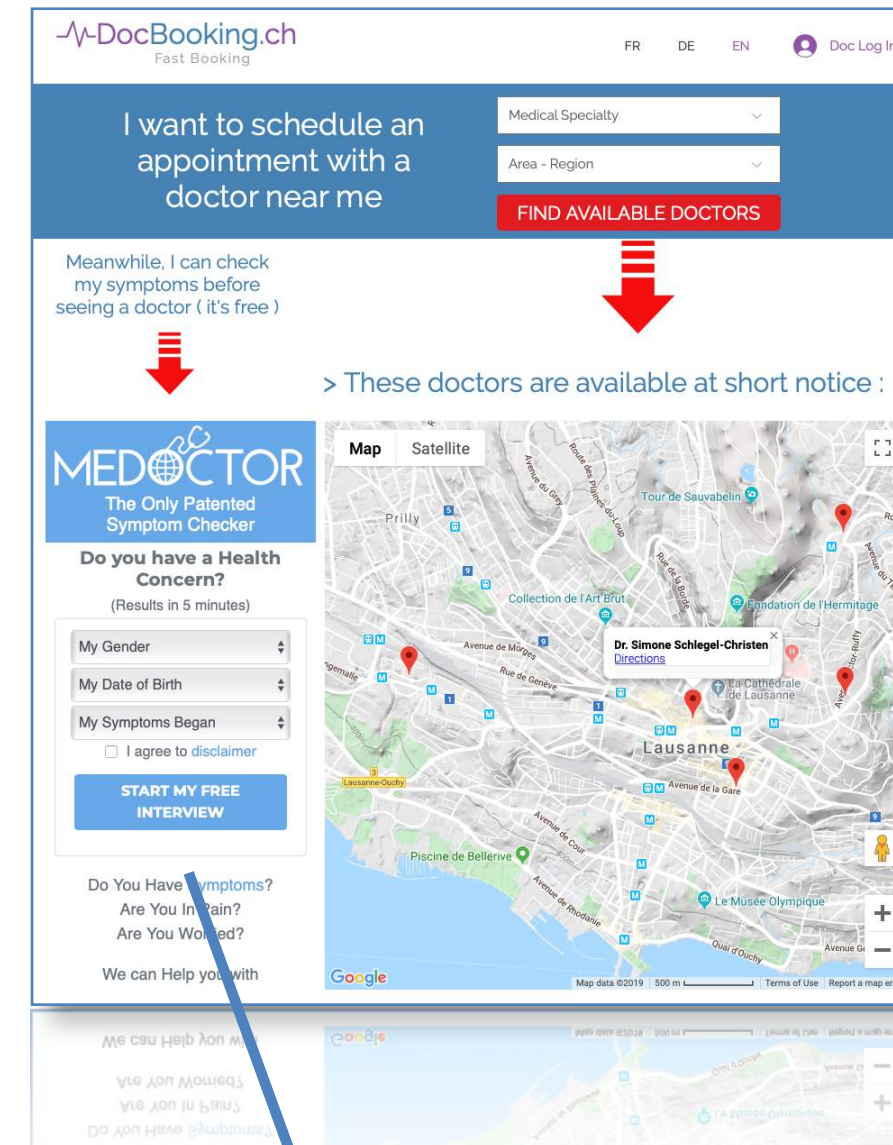
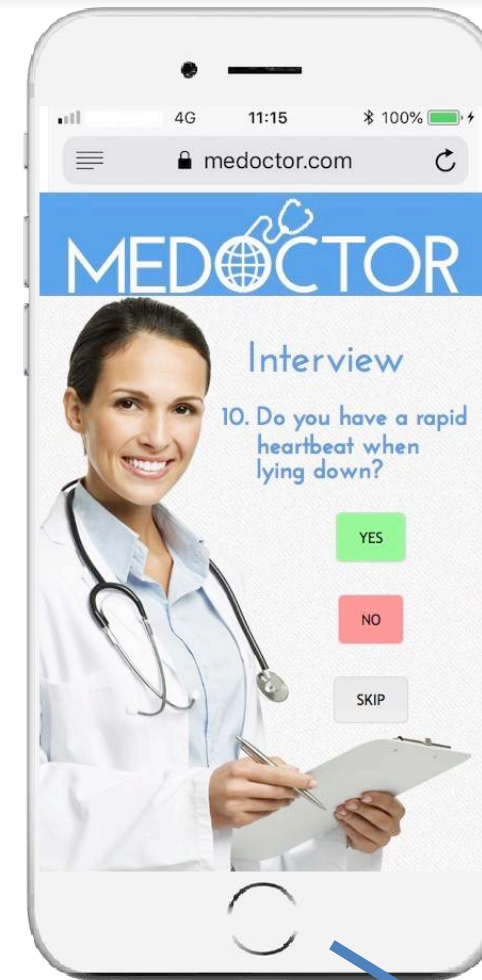
www.pushdoctor.co.uk

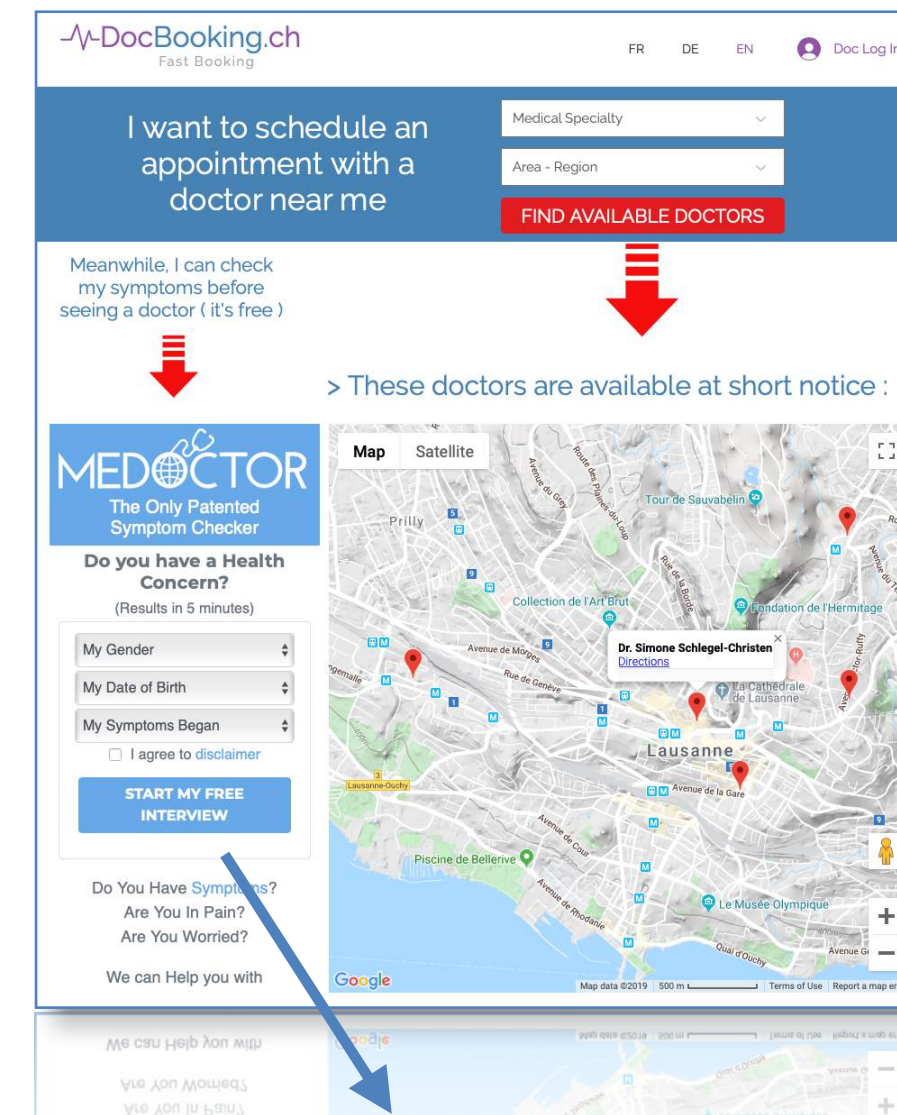
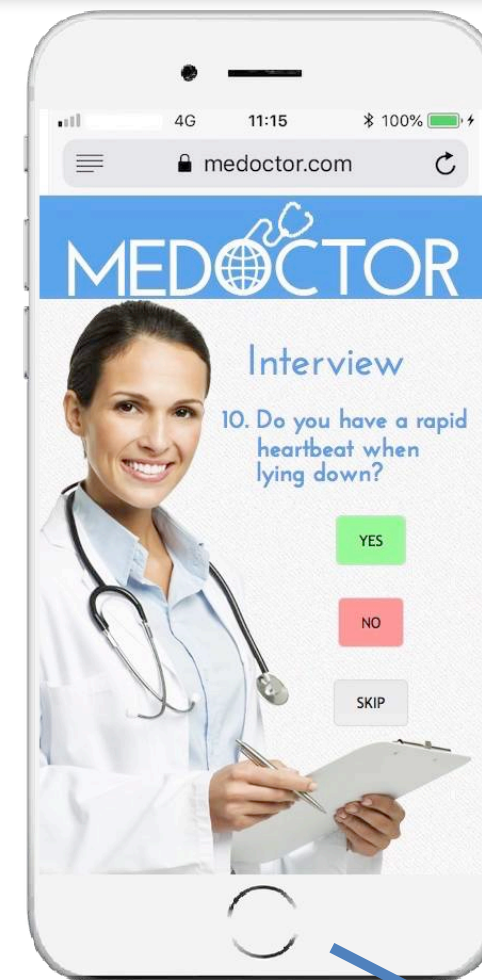
Superior Strategic Positioning



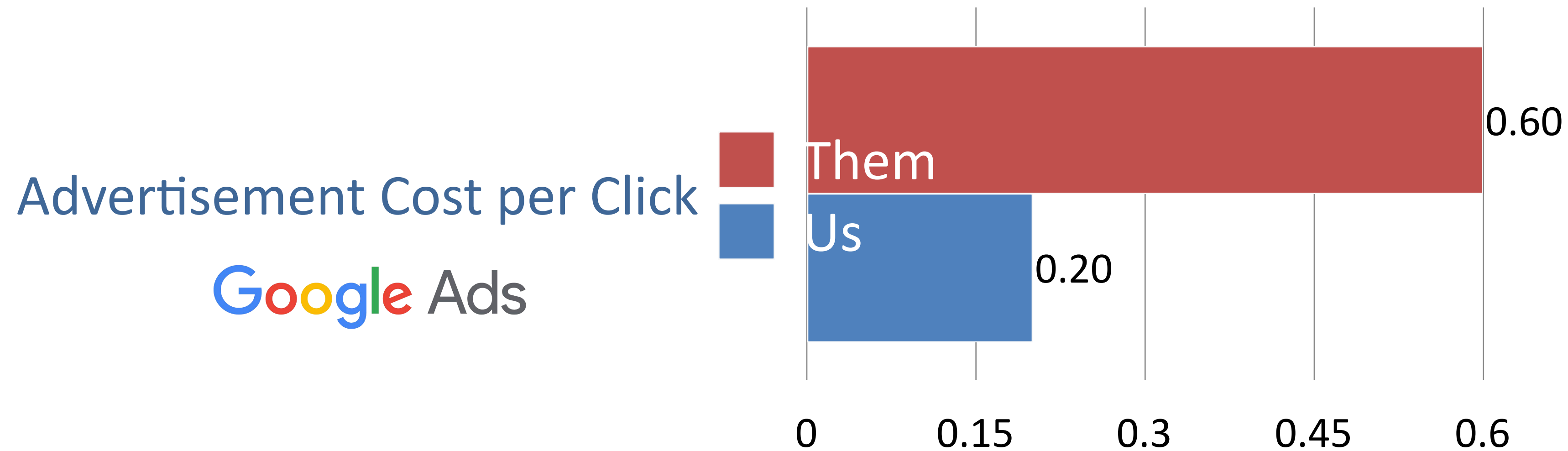
Superior Strategic Positioning



Superior Strategic Positioning

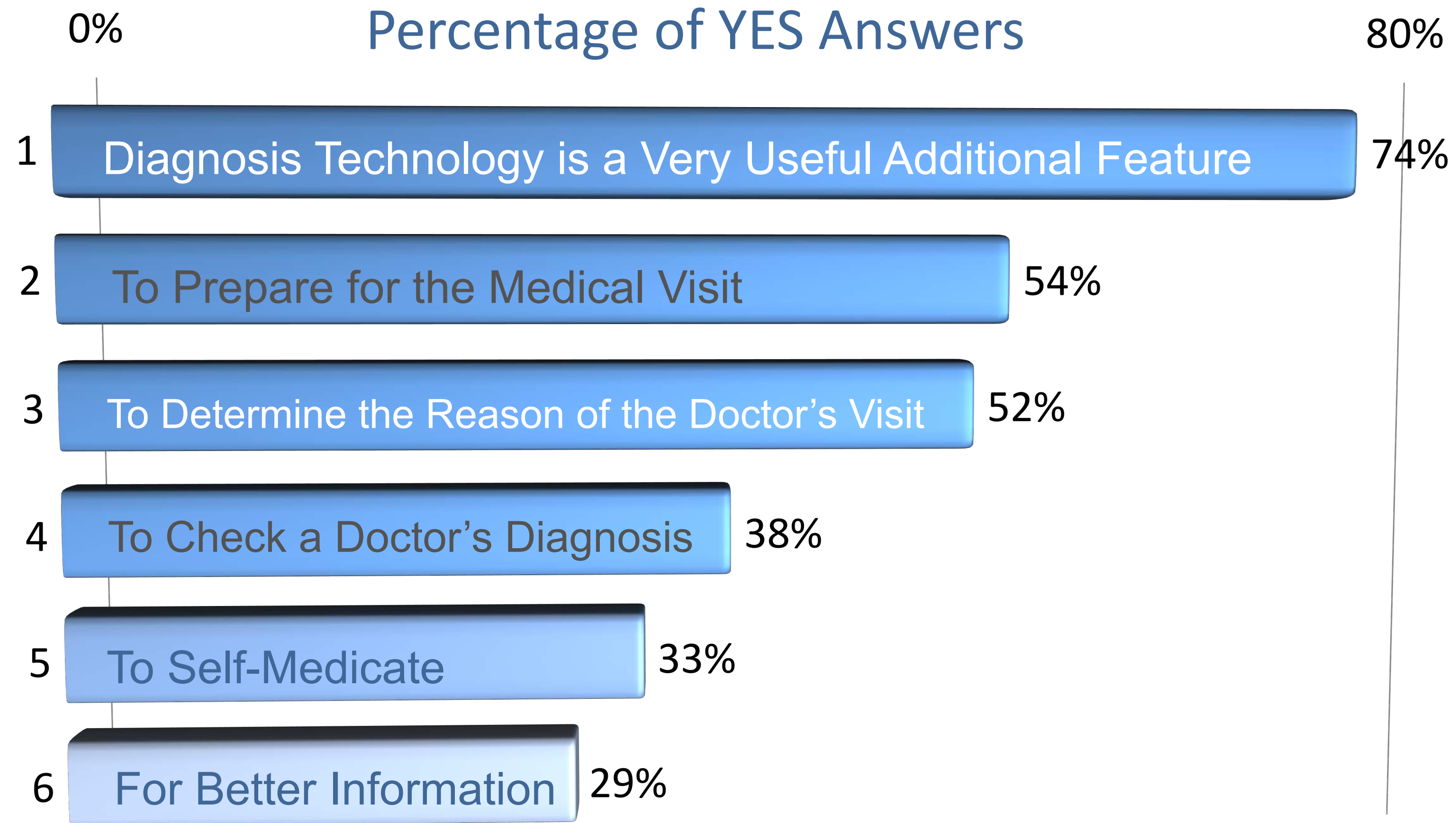


Marketing is 3x Cheaper



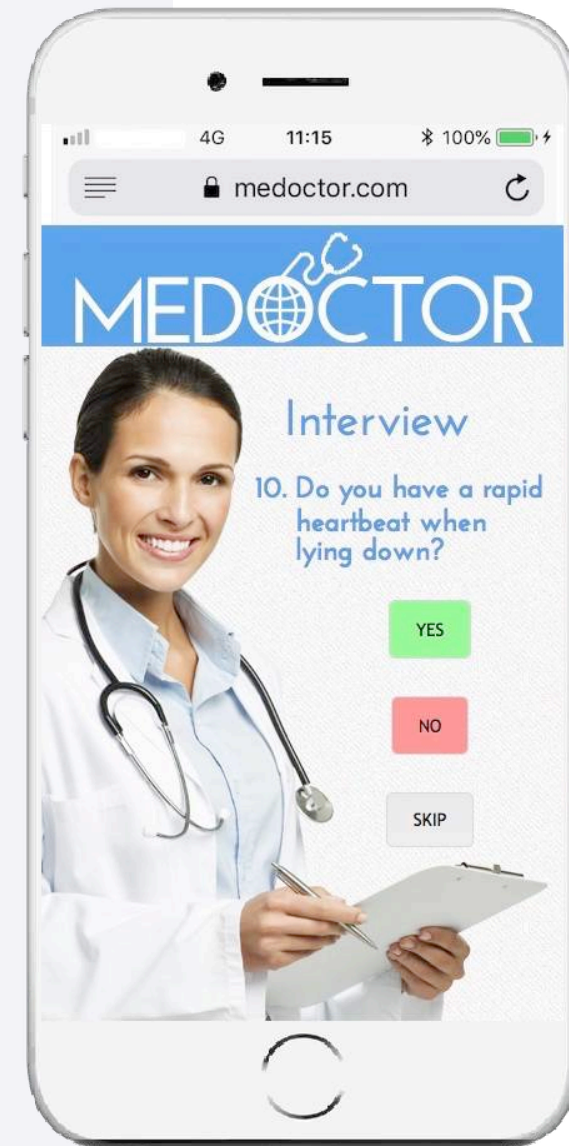
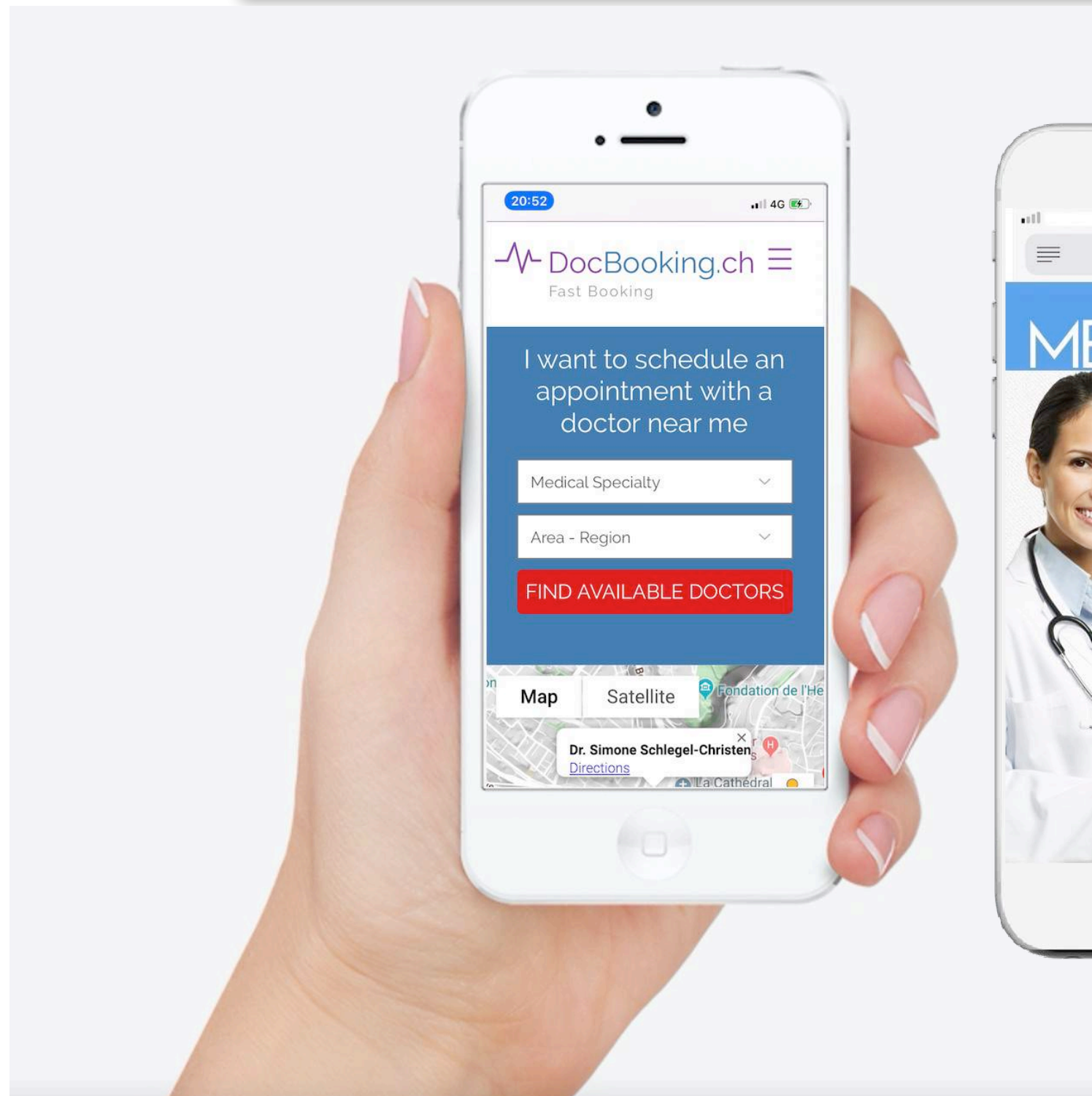
	Other Booking Websites	DocBooking
Advertisement Cost per Click	0.40 - 0.90 US\$	0.15 - 0.30 US\$
Purely “Booking” Keywords	0.40 - 0.90 US\$	
Purely one of 1’000 “Disease” Keywords		0.09 - 0.25 US\$

Marketing is 3x Cheaper



Preference & Repeat Usage for DocBooking over competitors

100X Cheaper to Capture Data



MEDOCTOR www.MEDoctor.com

INTERVIEW REPORT

DATE: 5/14/2014 MY AGE: 49 MY GENDER: FEMALE

HEALTH ASSESSMENT

1. Hay fever	ICD-9	477.9
2. Seasonal allergy	ICD-9	477
3. Common cold	ICD-9	460

THIS HEALTH ASSESSMENT IS BASED ON THE LOGIC OF THE MEDOCTOR SYSTEM AND THE ANSWERS PROVIDED, LISTED BELOW.

YOU ANSWERED YES TO THE FOLLOWING QUESTIONS:

Have you had this problem more than 72 hours?
Have you been sneezing?
Do you have a stuffy nose?
Do you have a feeling of discomfort?
Do you itch?
Does your nose itch?
Do you have a cough?
Do you have a dry cough?
Are you wheezing?
Are your eyes red?
Do you have difficulty breathing?
Are you short of breath?
Are you irritated?
Do you have an itchy skin irritation?
Do you have trouble getting a good night's sleep?
Do your eyes itch?
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Do you have skin irritation?
Does your ear itch?
Does your throat itch?
Do you have a decrease in smell?
Do you have a scratchy throat?
Do you have a tendency to breathe through your mouth?
Do you have a dry throat?
Do you have a tickle on the roof of your mouth?
Do you have difficulty breathing through your nose?
Do you have a burning sensation in your throat?
Have you had a change in your voice?

YOU ANSWERED NO TO THE FOLLOWING QUESTIONS:

Do you have any red patches on your skin?
Do you have a rash on your skin?
Do you have sinus congestion?
Do you have an ache?
Do you have a sore throat?
Does bending make your pain worse?
Are you in pain?
Do you have a sore throat?
Do you have something anywhere?
Do you have a headache?
Do you have a fever?
Do you have blood when you cough?
Do you have a productive cough?
Do you have coughing spells?
Do you have a persistent cough?
Do you have a moist cough?
Do you have a morning cough?
Do you have a hacking cough?
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Do you have a bark-like cough?
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Do you have tears in your eyes?
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Do you have post-nasal drip?
Do you have a disturbance of taste?
Is your eyelid red?
Do you have swelling around your eyes?
Do you have circles under your eyes?

YOU SKIPPED THE FOLLOWING QUESTIONS:

None

NOTES:

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WWW.MEDOCTOR.COM
Developed by 25 American physicians
830 Diseases and 4200 Symptoms covered
USA Patent # 7,149,756 A - EU Patent # EP 1284639 B1
MEDoctor Systems Inc., 2711 Centerville Rd, Wilmington, DE 19808, USA, E-mail: info@medoctor.com

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

It has been done before.

In France, [DoctoLib.fr](https://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

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



Marketing & Much More

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MEDoctor TeleHealth

London, United Kingdom

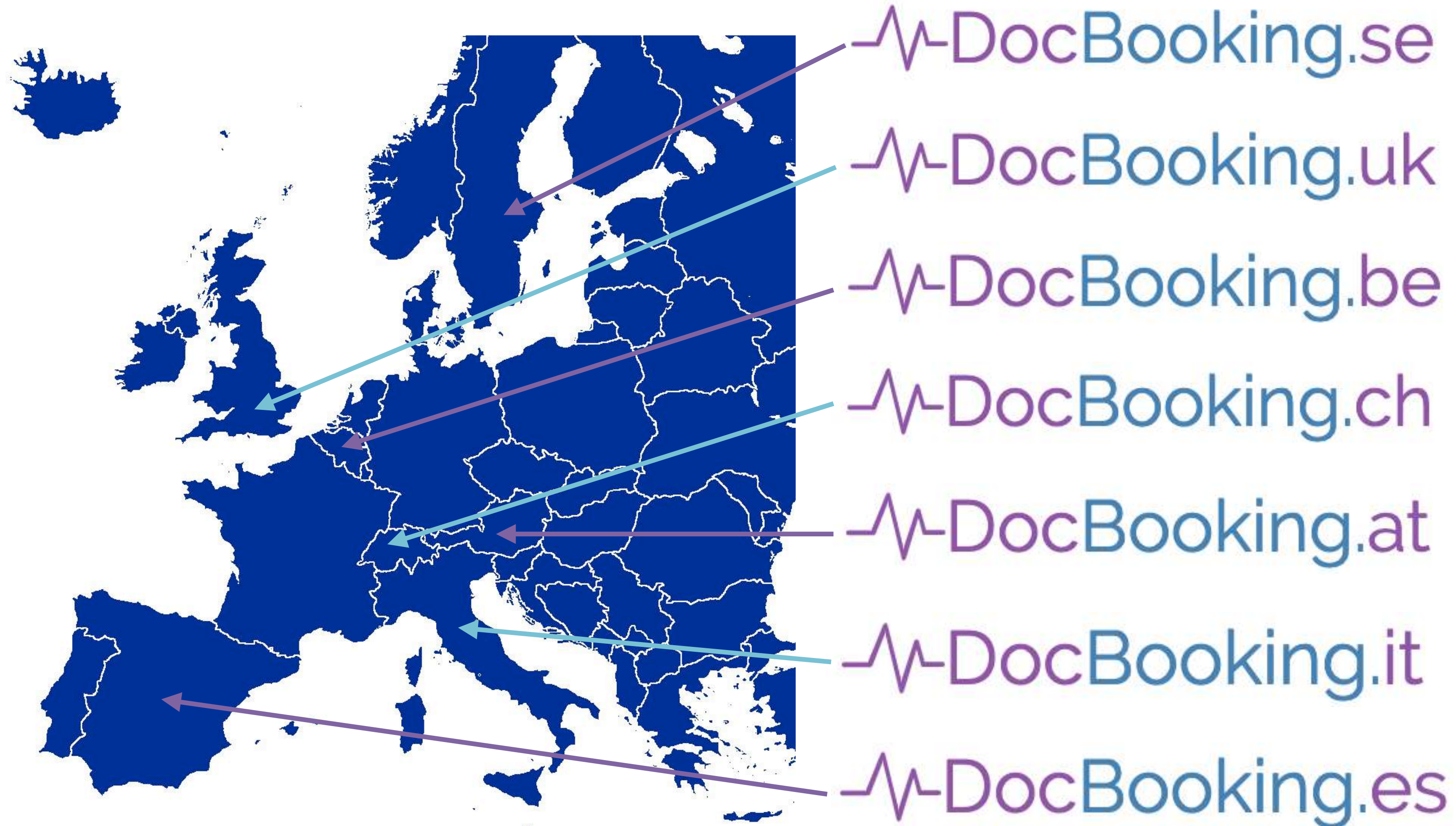
Delaware, USA

Lausanne, Switzerland



Where We Want to Be in 5 Years

7 European Countries



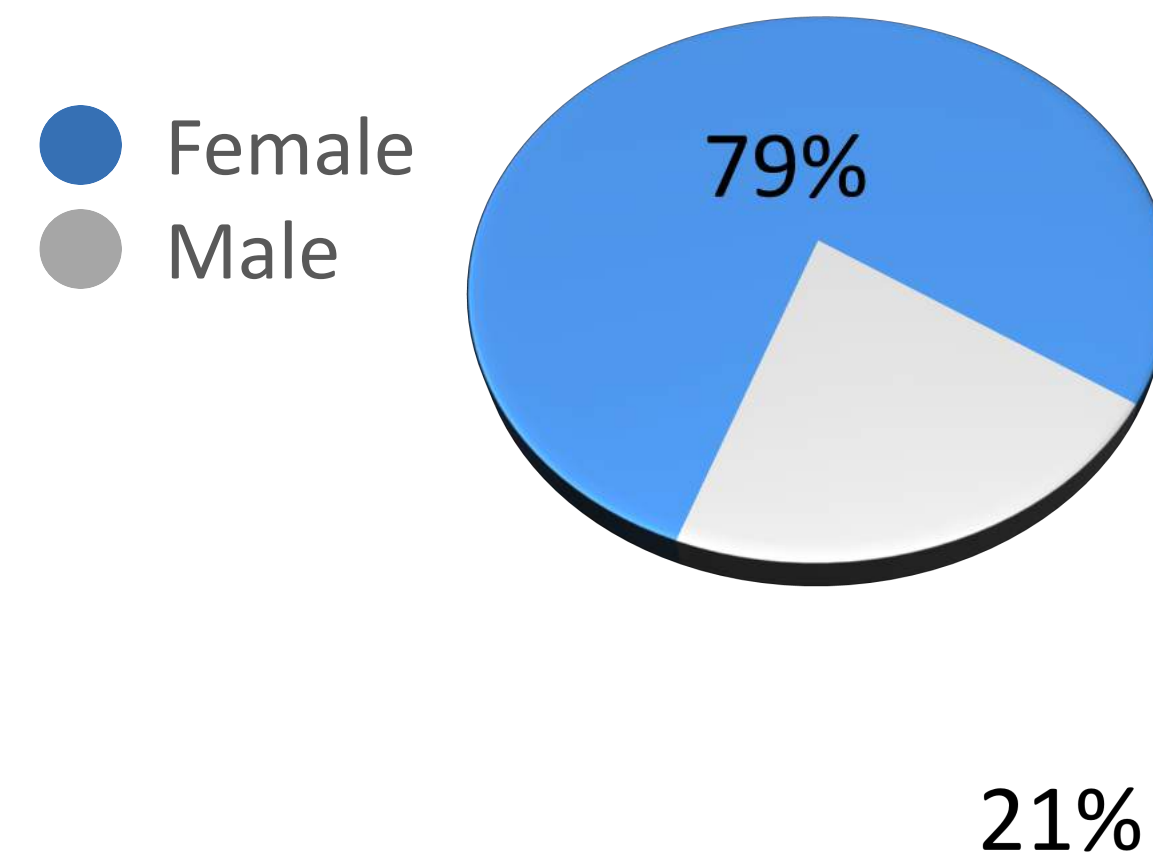
Where We Want to Be in 5 Years

3 North American Regions

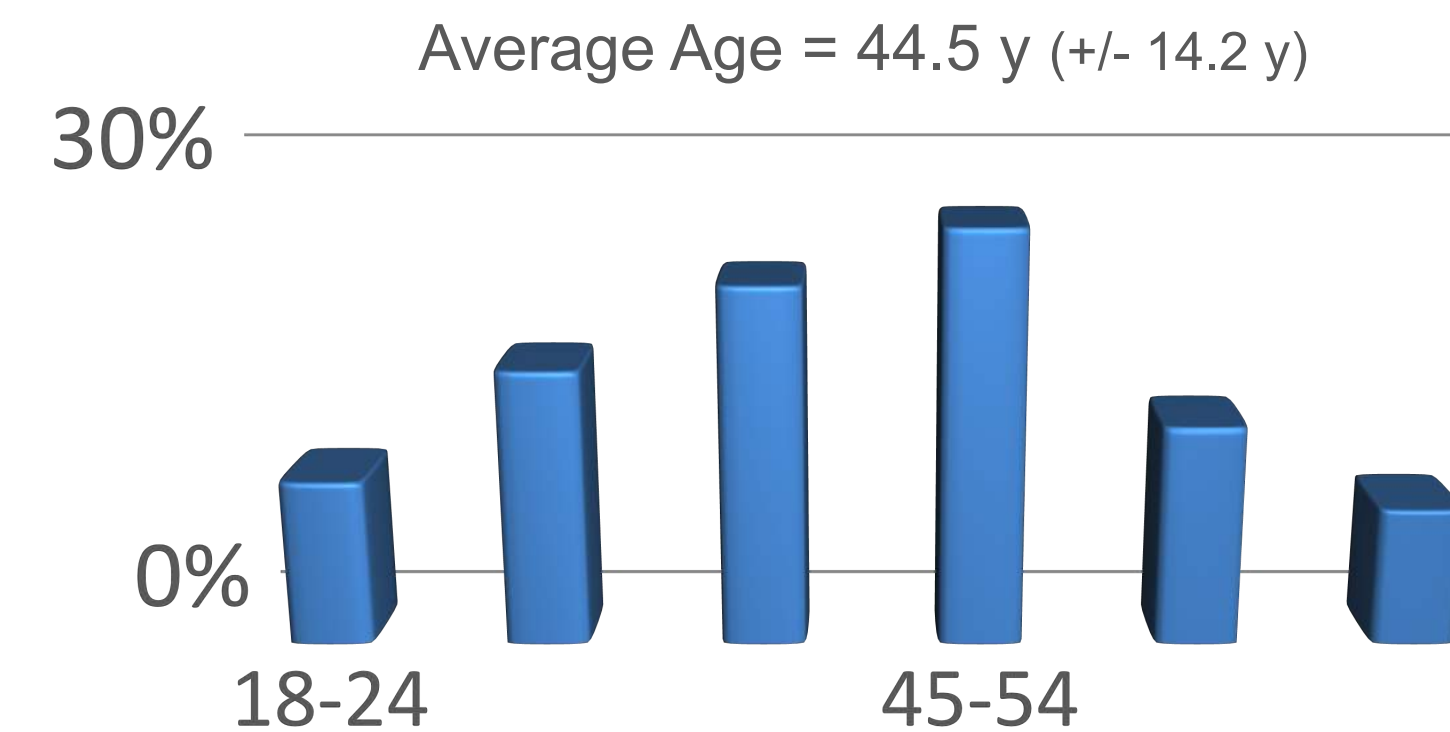


Who are the Patients ?

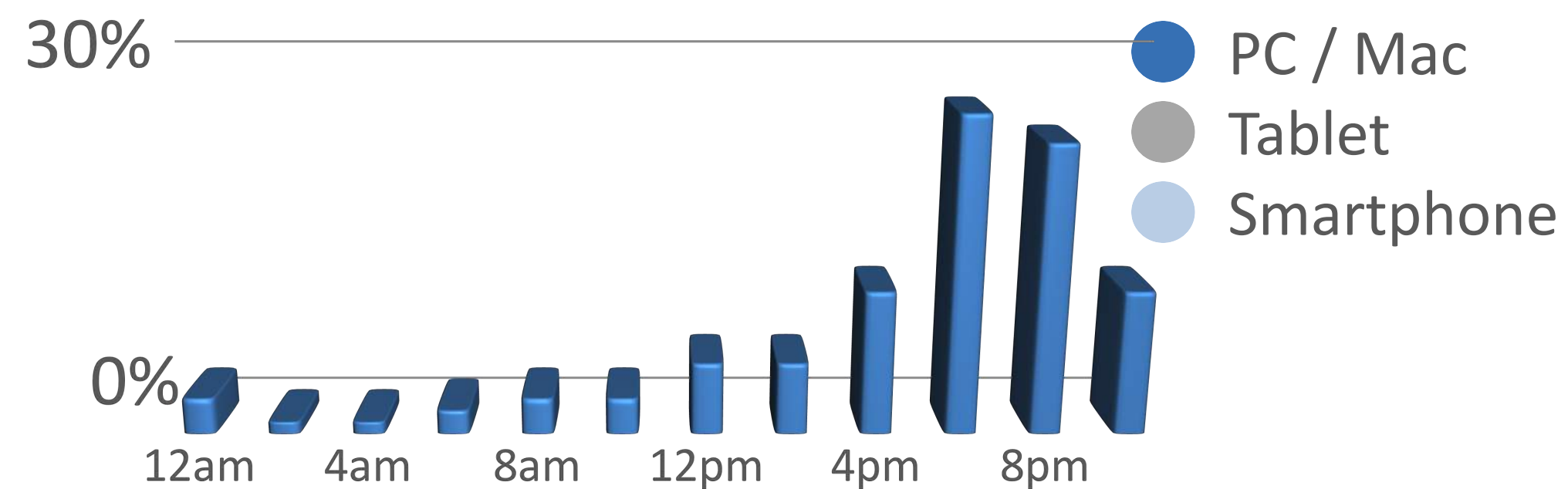
By Gender



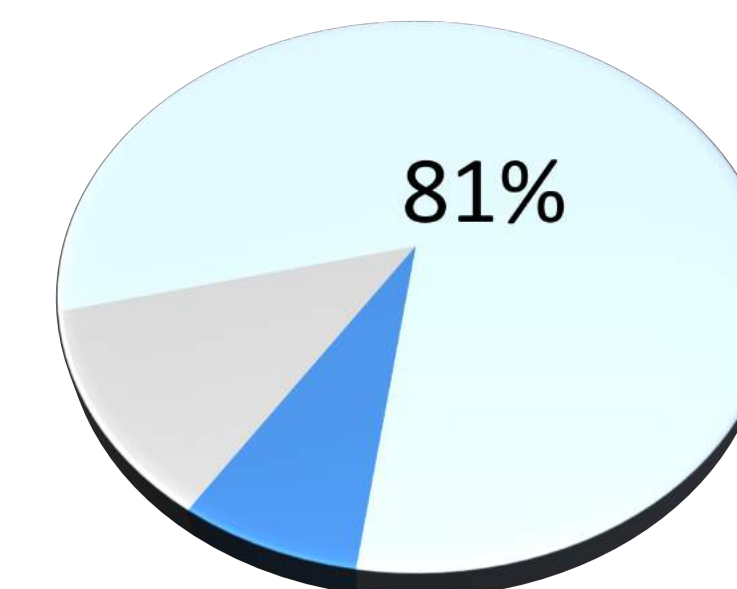
By Age



By Time of the Day



By Type of Device Used



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

The Patient's Journey

Presented by
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Skype: sean.kelly.65

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What is DocBooking's Patient Journey ?

 **DocBooking.ch**
Fast Booking

FR DE EN  Doc Log In

I want to schedule an appointment with a doctor near me

Medical Specialty

Area - Region

FIND AVAILABLE DOCTORS

Meanwhile, I can check my symptoms before seeing a doctor (it's free)



> These doctors are available at short notice :

MEDOCTOR
The Only Patented Symptom Checker

Do you have a Health Concern?
(Results in 5 minutes)

My Gender

My Date of Birth

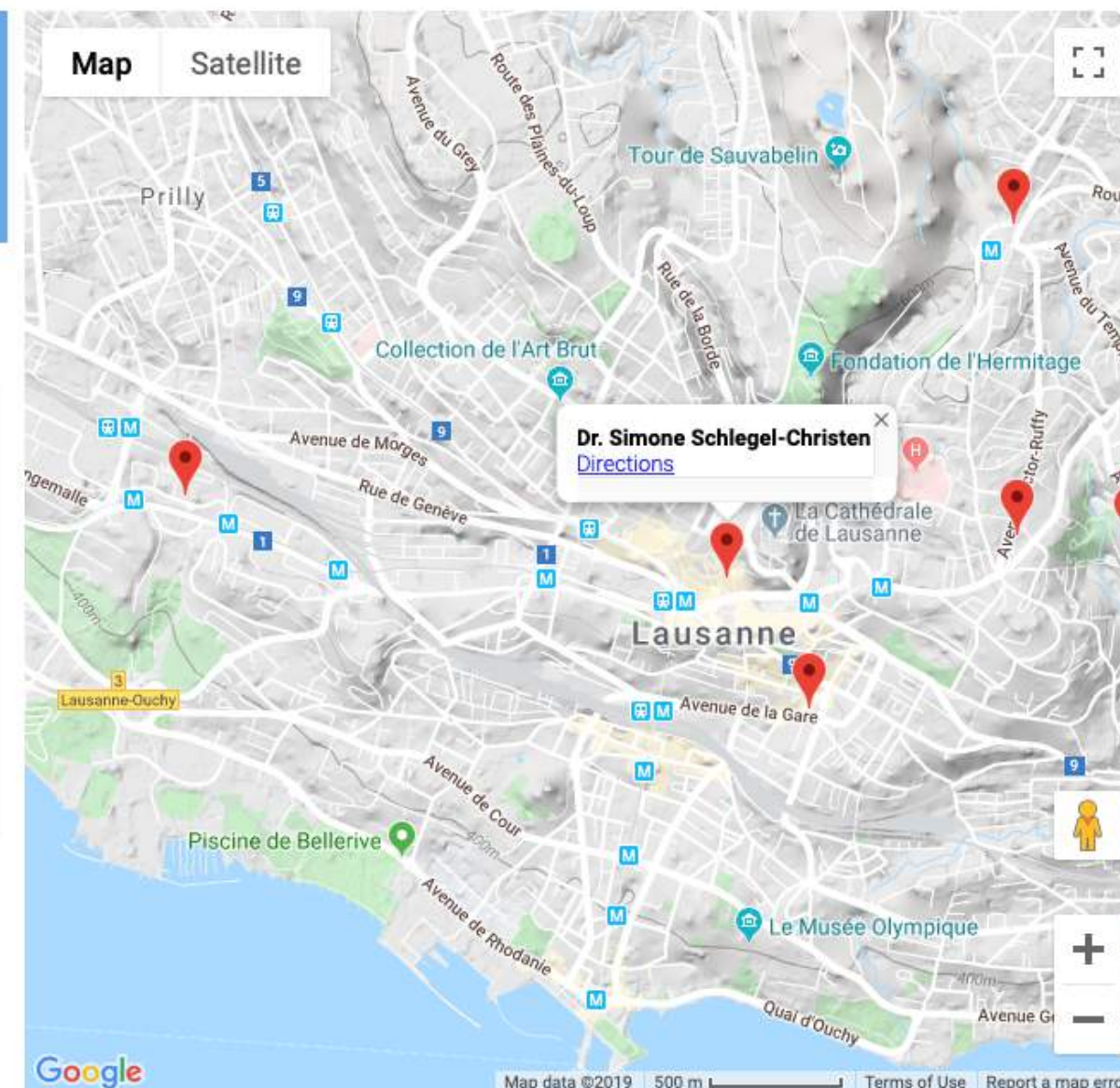
My Symptoms Began

☐ I agree to disclaimer

START MY FREE INTERVIEW

Do You Have Symptoms?
Are You In Pain?
Are You Worried?

We can Help you with



Dr. Simone Schlegel-Christen
4, rue du Pont
1003 Lausanne

21. Oct	22. Oct	23. Oct	24. Oct	25. Oct
09:30	10:15	10:15	09:30	09:30
10:15	11:30	14:45	10:15	14:45
14:45			16:30	15:00

Dr. Victor Dubois
1, route d'Oron
1010 Lausanne

21. Oct	22. Oct	23. Oct	24. Oct	25. Oct
08:30	10:15	10:15		
09:15	11:30	14:45	10:15	14:45
		16:30	18:30	15:00

Dr. Rebecca Jackson
4, avenue Victor-Ruffy
1012 Lausanne

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Dr. Athanasia Michaelopoulos
2, avenue de la Gare
1003 Lausanne

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			16:30	

Dr. Manuel Packo
11, chemin de Champ-Soleil
1003 Lausanne

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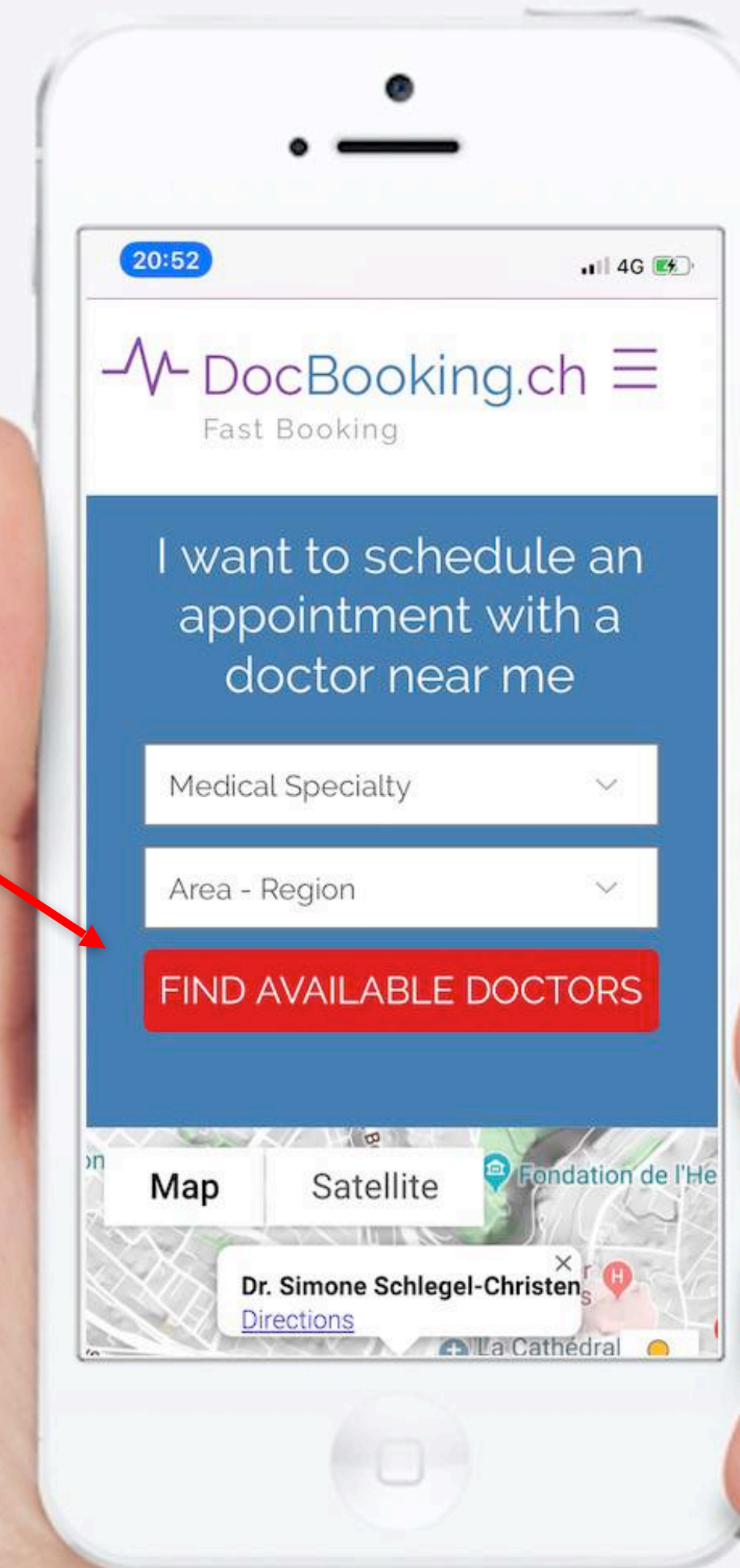
Dr. Anna Lin
16, chemin de Malley
1007 Lausanne

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See More ...

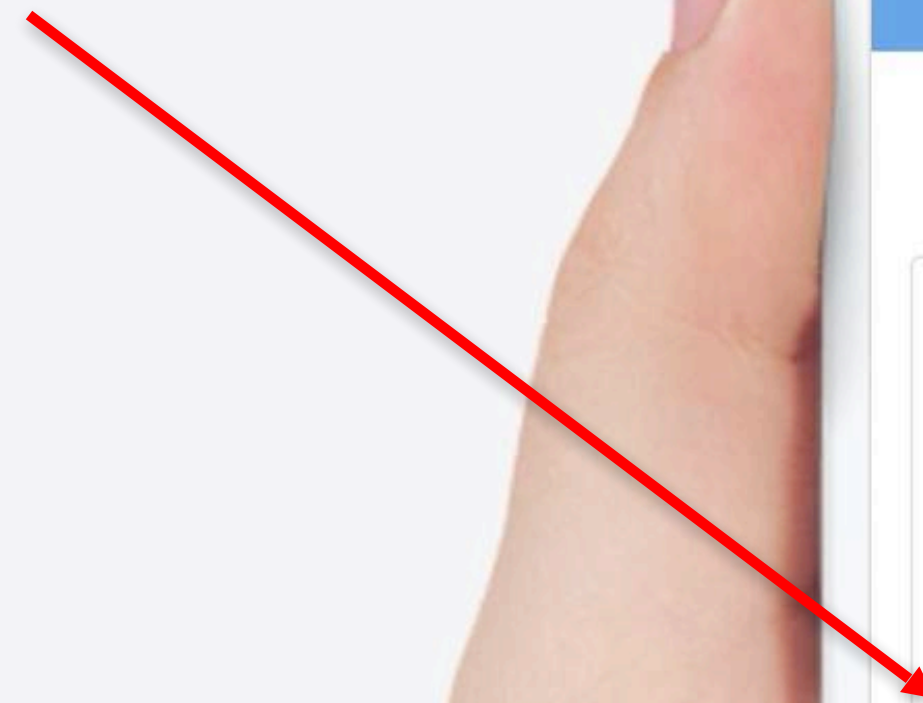
What is DocBooking's Patient Journey ?

The Patient does
his **Booking** ...



What is DocBooking's Patient Journey ?

Then the Patient
starts the **Free
Interview ...**



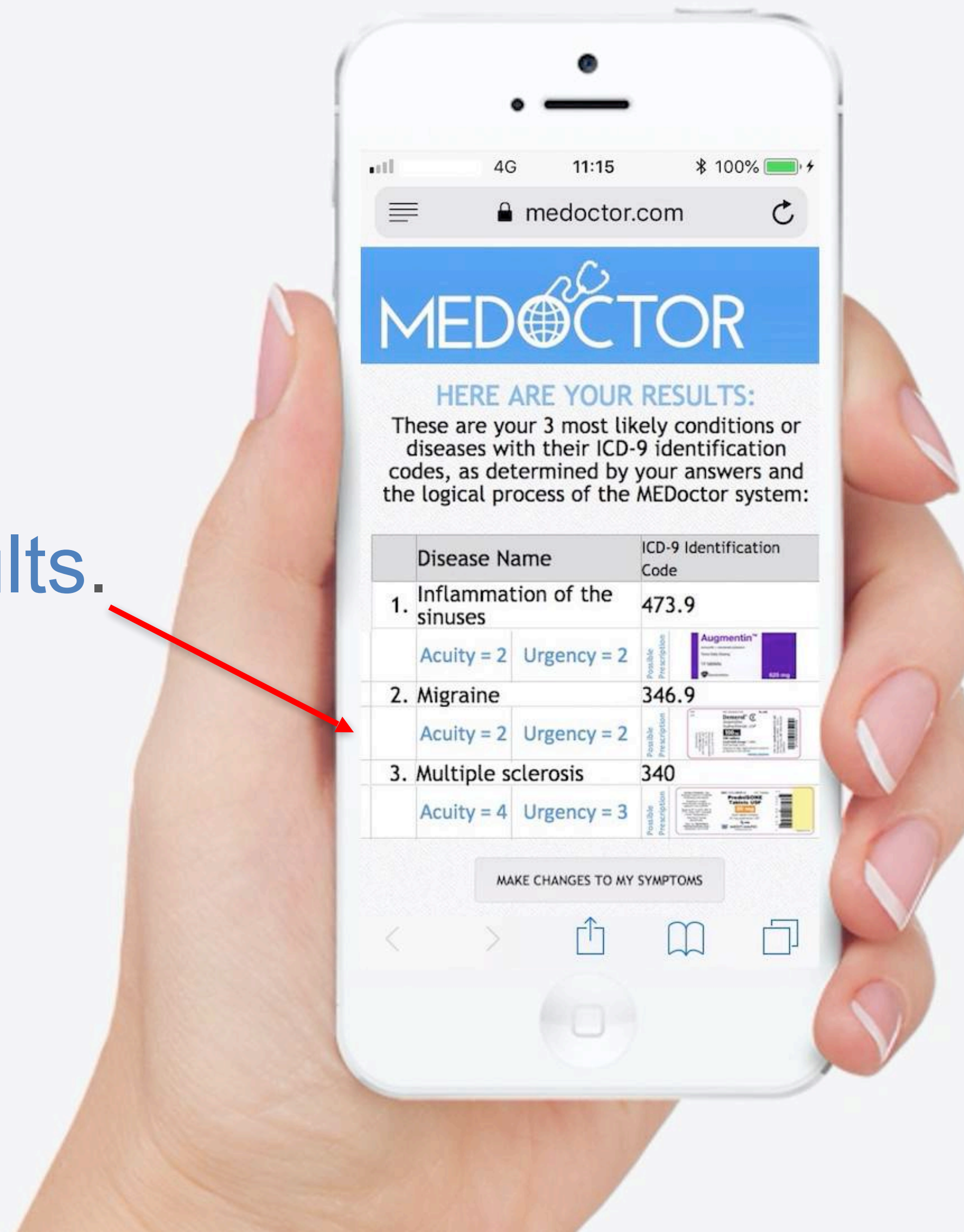
What is DocBooking's Patient Journey ?

... 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 known to the Doctor

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



MEDDOCTOR www.MEDdoctor.com

INTERVIEW REPORT

DATE: 5/14/2014 MY AGE: 49 MY GENDER: FEMALE

HEALTH ASSESSMENT

1. Hay fever	ICD-9	477.9
2. Seasonal allergy	ICD-9	477
3. Common cold	ICD-9	460

THIS HEALTH ASSESSMENT IS BASED ON THE LOGIC OF THE MEDDOCTOR SYSTEM AND THE ANSWERS PROVIDED, LISTED BELOW.

YOU ANSWERED YES TO THE FOLLOWING QUESTIONS :

- Have you had this problem more than 72 hours?
- Have you been sneezing?
- Do you have a stuffy nose?
- Do you have a feeling of discomfort?
- Do you itch?
- Does your nose itch?
- Do you have a cough?
- Do you have a dry cough?
- Are you wheezing?
- Are your eyes red?
- Do you have difficulty breathing?
- Are you short of breath?
- Are you irritable?
- Do you have an itchy skin irritation?
- Do you have trouble getting a good night's sleep?
- Does your eye itch?
- Do you feel tightness in your chest?
- Do you have skin irritation?
- Does your ear itch?
- Does your throat itch?
- Do you have a decrease in smell?
- Do you have a scratchy throat?
- Do you have a tendency to breathe through your mouth?
- Do you have dry throat?
- Do you have a tickle on the roof of your mouth?
- Do you have difficulty breathing through your nose?
- Do you have a burning sensation in your throat?
- Have you had a change in your voice?

YOU ANSWERED NO TO THE FOLLOWING QUESTIONS :

- Do you have any red patches on your skin?
- Do you have a growth on your skin?
- Do you have sinus congestion?
- Do you have an ache?
- Do you have spasms?
- Do you have a feeling of fullness?
- Does swelling make your pain worse?
- Are you in pain?
- Do you have soreness?
- Do you have swelling anywhere?
- Do you have a headache?
- Do you have a fever?
- Do you have blood when you cough?
- Do you have a productive cough?
- Do you have coughing spells?
- Do you have a persistent cough?
- Do you have a night cough?
- Do you have a morning cough?
- Do you have a hacking cough?
- Do you have a hacking night cough?
- Do you have a red cough?
- Do you have a cough that is worse at night?
- Do you have a barking cough?
- Do you have a whooping cough?
- Do you have a brassy cough?
- Do you have tears in your eye?
- Does your ear feel plugged?
- Do you have stiffness?
- Is your eye watering?
- Do you have post-nasal drip?
- Do you have a disturbance of taste?
- Is your eyelid red?
- Do you have swelling around your eyes?
- Do you have circles under your eyes?

YOU SKIPPED THE FOLLOWING QUESTIONS :

None

NOTES :

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Developed by 25 American physicians
830 Diseases and 4,200 Symptoms covered
USA Patent # 7,149,756 A - EU Patent # EP 1284639 B1
MEDDOCTOR Systems Inc., 2711 Centerville Rd, Wilmington, DE 19808, USA. E-mail: info@meddoctor.com

A male doctor with grey hair and glasses, wearing a white lab coat over a pink shirt, is gesturing with his right hand while holding a clipboard in his left. He is looking at a female patient with long brown hair, who is seen from the back. A green arrow points down to the patient's head area.

40%

The Patient's Journey

