



Your passport to well-being



Bluetens

# What is Bluetens?

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The first connected device for pain management, reinforcement and relaxation



The new way for everyone to take care of oneself – to become stronger, to feel less pain, to get relaxed

# Executive summary

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- Bluetens is a connected healthcare device which can help hundreds of millions of people to relieve everyday pain, to ameliorate training and recovery processes, to feel less stress.
- Within **18 months** we have created the product, raised two rounds of investment, commercially launched the product and started beating our competitors in Europe.
- We have sold **11.000** devices in the first **10 months** after the commercial launch in 2015.
- More than **19.000** devices were sold within **6 months in 2016**.
- **Our market is validated** by sales numbers, acceptance by **all big retailers in France**, significant presence in media reception and professionals' testimonials.
- Second device in the Bluetens universe (connected pelvic floor trainer) will be launched in 2017.
- We invite interested partners to join our **next investment round of EUR 3 mln**:
  - a) Development of the digital platform and new version of application which will drastically increase users' benefits of the product
  - b) Marketing and communication on existing markets
  - c) International expansion





Product

# Which problem do we want to solve?



**2 mln chiropractors' patients**  
in France require means  
to address the pain on a daily  
basis  
**80% of world population**  
suffers from back pain



**4 mln fans of sport**  
in France regularly suffer from  
micro injuries and need recovery  
after the intensive trainings



**20% of modern  
population**  
are stressed and would  
benefit from stress relief  
techniques

In total there are **hundreds of billions hours**  
of muscle pain, cramps and stress which affect  
**hundreds of millions of people in the world**

# Our solution: three important components



## BLUETENS

- Device which performs electrotherapy – recognized and widely used pain management and muscle reinforcement method



## APPLICATION

which

- Controls the device and launches electrostimulation sessions
- Guides user through multiday trainings and recovery schedules
- Advises on exercises, diet and other aspects of well-being
- Provides communication and follow-up with doctor/coach



## WEB-PLATFORM

which allows doctors and coaches to

- Create electrostimulation sessions and multiday training schedules available for all Bluetens users or particular patient including
- Recommend exercises, diet and well-being
- Follow-up patients' progress
- Communicate with patients

# Bluetens: three effects

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## CURE

Physiotherapy programs which relieve pain and allow faster recovery after injuries



## RELAX

Exceptional physical effort, sudden stress, tiring day, relaxation programs help our customers to get better



## TRAIN

Programs to prepare your muscles for exercises, improve your performance and recovery

# Electrotherapy: what is it?

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- Common therapy method widely used in medicine since 50s

- Absolutely natural method of therapy which replicates electric signals sent by our brain

- Part of training routines of professional athletes

- Proven by substantial scientific evidence and practical knowledge

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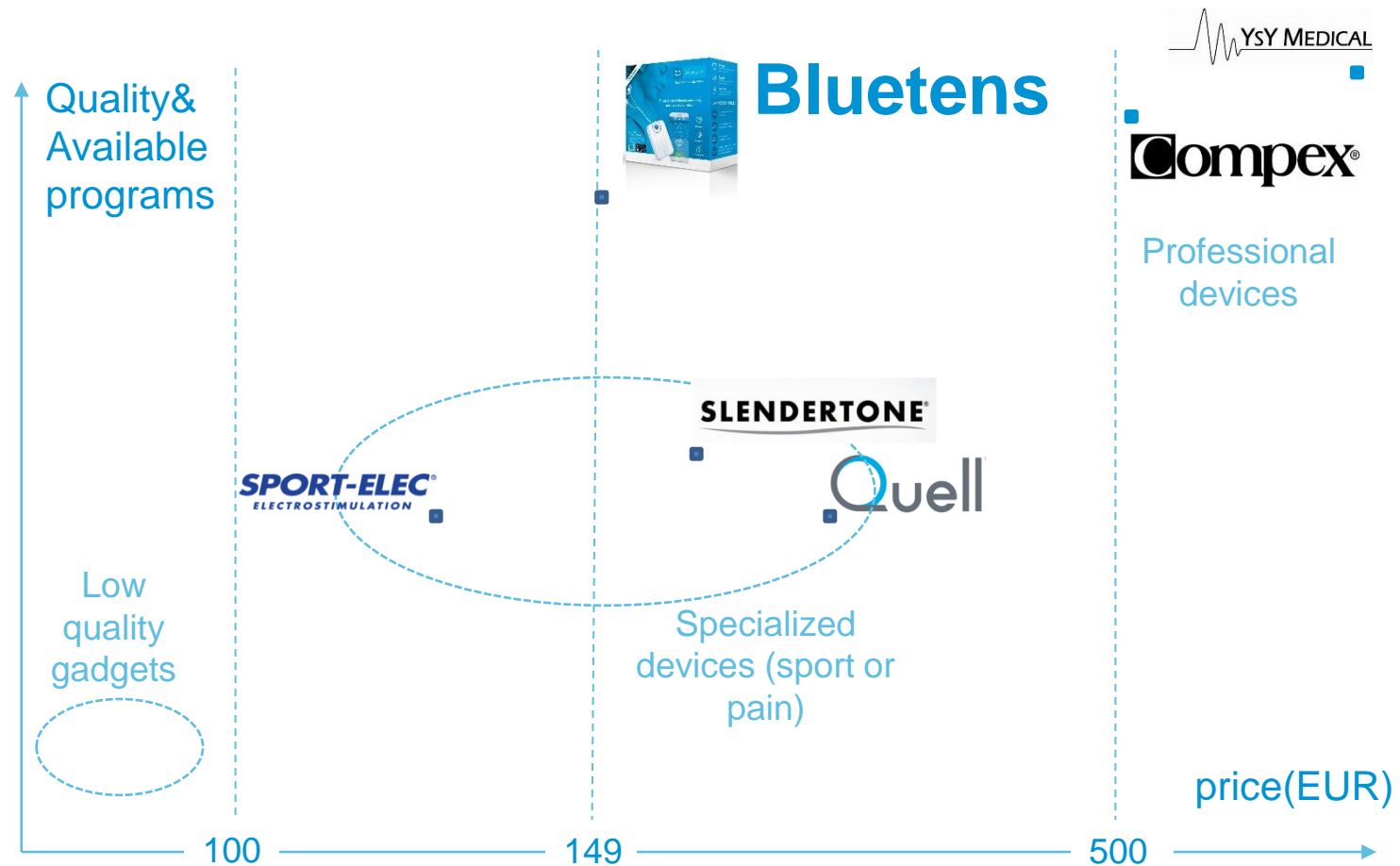
We didn't invent electrotherapy  
We changed the way it is delivered





# Any competitors in the market?

## Yes, of course...



Bluetens provides professional quality for the price of personal devices  
... but it is not the most important difference

# Bluetens: beyond electrostimulation

To achieve long-lasting improvement electrostimulation should be combined **with exercises, stretching, change in diet and other life-style changes**

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One-time session will make you feel better, but **for real results multiple days of work are required**

-

Different schedules should be used to address different issues

**There is no solution on the market** which provides users with:

•

Thorough in-app guidance through pain management, training or relaxation process

•

Combination of the electrotherapy with more complete advice on wellbeing

•

Remote creation and exchange of the programs between professionals and patients

•

Direct contact with therapist through the App (chat, rating of the program, evolution follow up )

# Competitors? No, we sell different products

They sell  
electrostimulation



We sell **well-being**  
and the easiest  
**way to get better**





# Market validation

# Nice to meet you! Bluetens.



- Commercial release: 21 February 2015
- Certified as medical device (CE Medical)
- More than 150 programs for 15 body parts within application
- Three actions: cure, relax, train
- Still limited functionality:
  - No access to web-platform
  - No goal-based in-app recommendations on the schedules
  - No well-being advice



**Bluetens found his premier customers... and a lot of them!**

**14.000 devices sold in the first year**

**Bluetens outperforms its competitors**

Business case:

- Bluetens has been installed in 80 stores Boulanger in December 2015

- And becomes the best selling product in its category within 2 weeks

**They already distribute Bluetens**



# Unanimous verdict of media!

«Bluetens is a revolution of connected health»

«I am completely addicted»

«A device that will relax you; a truly small personal therapist»

**Capital**

**L'EQUIPE**  
I LOVE SPORT

**P.**  
Le Point.fr

and others

**Le Journal du Dimanche**

**20**  
minutes

**Femme  
actuelle**

LES NUMERIQUEES

**Libération**

**E L L E**

**ouest  
france**

**RMC**  
INFO TALK SPORT

**LE FIGARO  
santé**

**01net.**

**RTL**

**EUROSPORT**

**LCI**

# The product is recognized and used by professionals community



“Brilliant idea! You got it all right!”

Vincent de Single, Ex-commercial  
Director Compex France

“Your product is sensational”

Docteur Patrick Bacquaert,  
Medical director  
l' IRBMS

and we don't pay for it :)



# Some of professional sport teams and medical organizations who trust Bluetens



Norwich City FC



Angers SCO



PSG Handball club



Racing 92 rugby club



National institute of sport and  
Physical education  
(France)



Leading distributor of the pain  
management devices in  
(Netherlands)



**The market  
confirmed.  
What do we do next?**

# Development plans 2016



## Accelerating sales

- Plan 2016 in France – 40.000 devices

- Europe – 16.000 devices

## Web-platform and app:

from electrotherapy to wellness guide



## Developing Bluetens Universe

- New countries

- New accessories

- New products

# Development plans 2016: sales targets France

**800 retail  
points of sales  
in France**

- We are in 600 shops already

- Before the end of the year Bluetens will be presented in Decathlon (signed), Carrefour (signed), Fitness Boutique (signed) and many other shops

**1000  
pharmacies  
in France**

- Pharmavie (1.900 pharmacies) already signed

- In the negotiation: Giphar (1.300 pharmacies) Lafayette Pharmacies (150 pharmacies)

- To be addressed other 10 groups of more 10K pharmacies

**4  
devices/store/  
month**

- Full coverage with in-store marketing

- E-training of sales force

- PR & Communication

# Development plans 2016: sales targets International

## Germany Austria Switzerland

- Sales started end-September 2015
- Plan 2016: coverage of all sport and electronics retail stores
- Beginning of penetration of medical field

## UK Ireland Spain Netherlands

- Commercial launch of the product – the 1<sup>st</sup> half 2016
- In Netherlands we are finalizing a contract which will secure 40% of the market of TENs Device reimbursable by social security

## Brazil

- The certification is in process
- The commercial launch is scheduled for 3rd quarter 2016

# Launching web-platform and application v2

- Thorough in-app guidance through pain management, training or relaxation process
- Combination of the electrotherapy with more complete advice on wellbeing, including sport exercises
- User friendly interface for creation of the new programs and schedules for the full customisation to the needs of patients
- Prescription of the programs to the clients and feedback collection
- Communication tools between practitioners and the clients/patients
- Goal-based schedules for the self-care (ex. prepare for marathon, recover from particular injuries etc)
- API for new devices

**From the best personal electrotherapy device to the personal wellbeing guide!**

# Launching web-platform: credentials and upsides

# 80%

of professional practitioners (physio, chiropractors, coaches)  
who tested the device reveal willingness to use the platform for  
working with their patients

## Premium subscription

Paid access to the  
multiday training  
and recovery  
schedules and goal-  
based schedules

## Usage tracking

API for insurance companies  
will grant them access to the  
usage of the reimbursed device

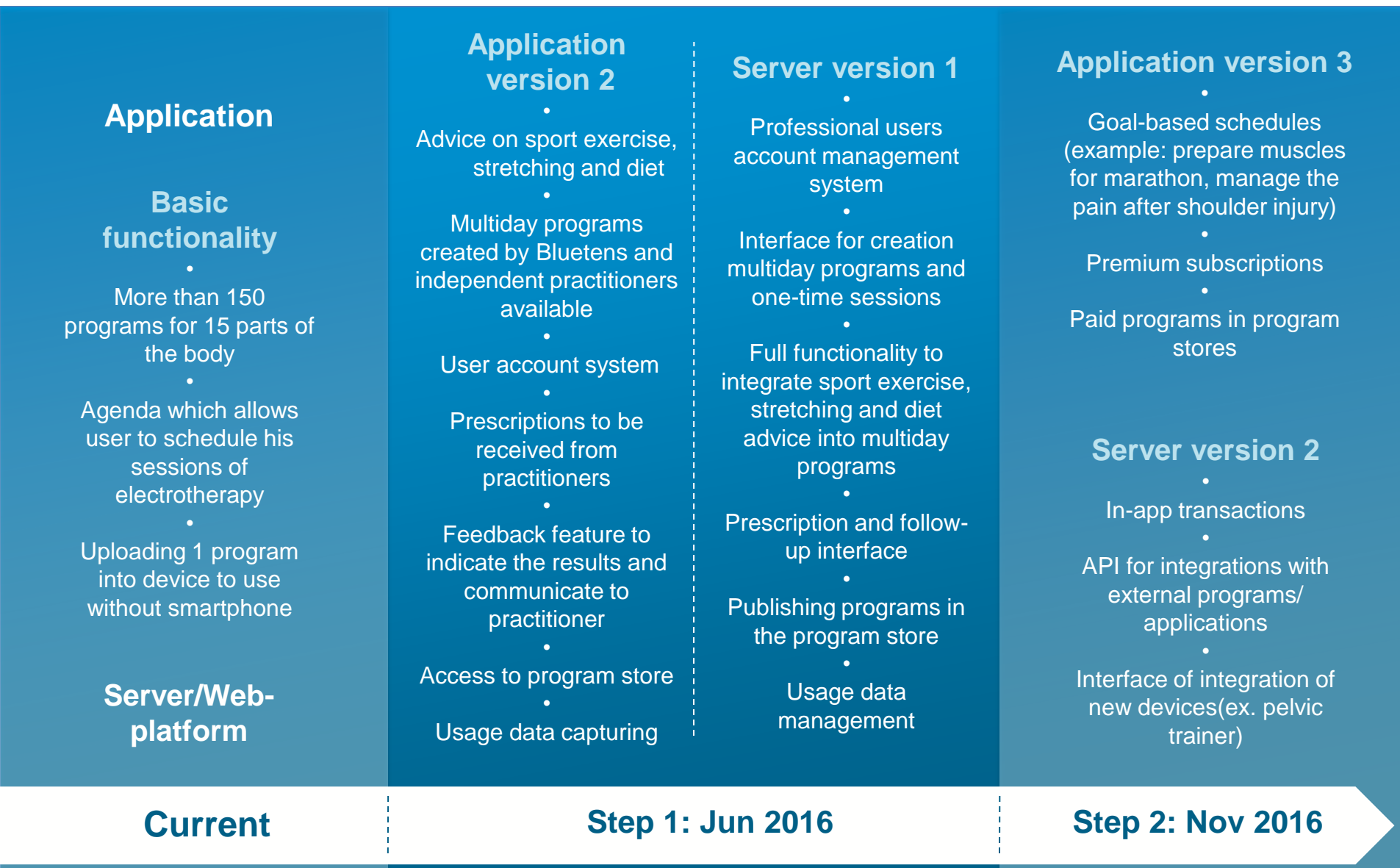
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They will be able refuse  
reimbursement of devices  
which have not been used.  
**Alliance Healthcare, Eurocept  
and others** have confirmed  
their interest for this feature

## Interface for expansion

Easy integration of  
new devices and  
application into Bluetens  
universe through web-  
platform API

# Development of web-platform and extending application functionality





# Further development 2016

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- **Application for FDA approval**
  - **Validation on the Chinese market**
  - **Launch of the second device in the Bluetens universe - connected pelvic floor trainer**
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# Bluetens as Investment

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# Bluetens on the market environment

## Digital & mobile healthcare

54% annual growth  
is predicted\*\*



## Health and fitness become mobile

25% of US customers  
use smartphone health and fitness  
app\*



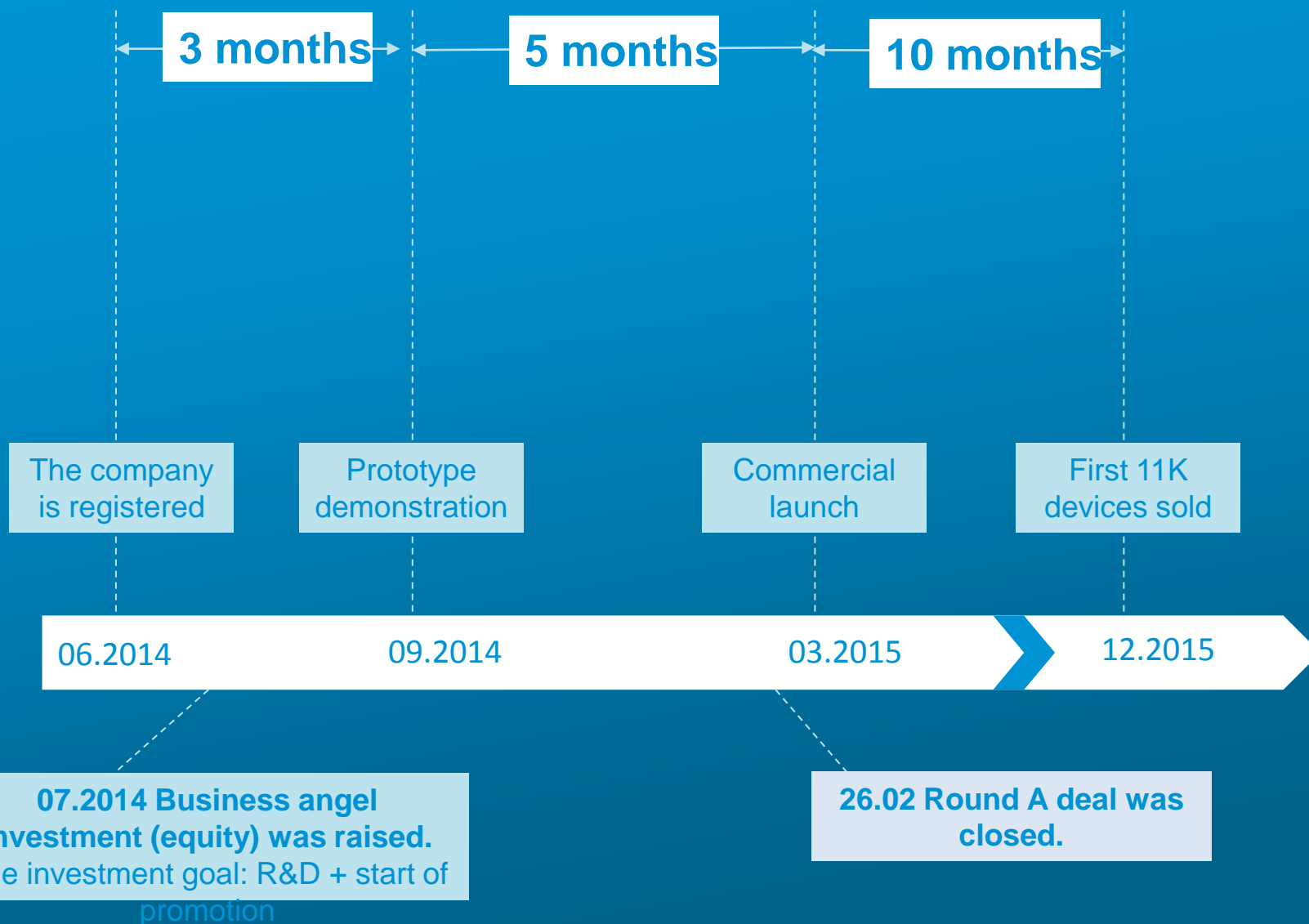
## Digital & mobile healthcare

Fitness & Consumer health product and services

**200 billion market** with the **8% annual growth** rate in the developed world\*

Bluetens is a new concept on the rapidly growing digital health market –  
**It is the first connected health product which doesn't measure anything but cures the body**

# Our speed



# Compare us against the best examples in the industry

	FitBit IPO 2015 at USD4B	Misfit Bought out in 2015 for USD 260MM	Bluetens
Time to market (months)	24	18	8
Average monthly sales during the year of launch (K, devices)	1.2	N/A	1.1
Total amount of investment raised before the launch (M, USD)	2	8.1	1
Monthly sales at launch per raised investment (devices per thousand EUR)	0.6		1.1

**We are faster than the leaders and are having as great a start as they did**

# Our team



**BORIS  
DORIN**

CEO, co-founder

-

14 years of experience  
in startup management  
and technology  
commercialization.

-

10 years CEO position

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Main computer science  
& economics, Trium  
MBA



**CYRILLE  
DELAHODDE**

Production lead

-

10 years of entrepre-  
neurial experience

-

8 years of managing  
sourcing and logistic  
projects in China

-

Multiple Projects for DHL,  
GROUPON and other  
international companies



**CEDRIC  
BALLANGER**

Sales

-

25 years of experience  
in sales of electronics  
products

-

Worked for biggest  
European distributors  
and producers (Hama,  
Avenir, Telecom)



**JEROME JURADO**

Marketing &  
Communication

-

20 Years of  
experience in B2C  
marketing and  
communication

-

De Dietrich, Legrand,  
Coq Sportif, Arte  
and others

# Our board members and advisors



**Dr Remo Schneider**

Entrepreneur and investor in healthcare and medical industry with more than 20 year of experience

- Ex-CEO of SeneCure Holding – international nursery houses chain



**Noel Daly**

Top level executive of healthcare and pharma industries with the huge international experience including:

- CEO position of Irish healthcare body
- Director and board member in different private healthcare companies
- VP of international development of HBOC



**Prof. Dr Juergen Osterbrink**

Leading European expert in pain management.

- Dean of Nursing science and practice Institute PMU, Salzburg
- Professor of University of North Florida
- Member of board of ICN
- Scientific director of German pain standards
- His PMU institute is WHO collaborating center for pain management

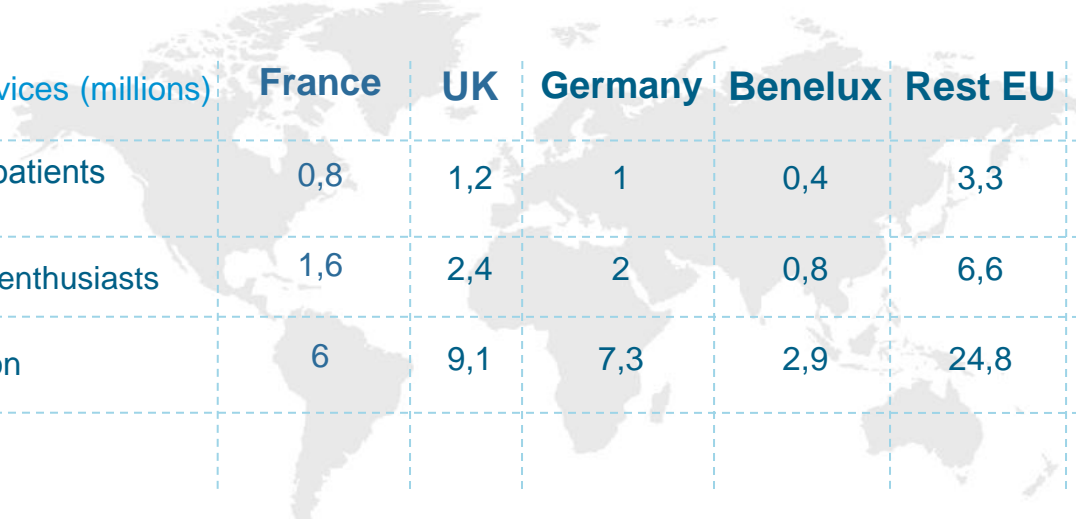


**Frederic BRIDEL**

Professional sport doctor and physiotherapist with more than 20 years of professional experience

- Physiotherapist of Stade Rennais FC
- Director of cryo-medical center of Vivalto hospitals group

# Our market in numbers



Number of devices (millions)	France	UK	Germany	Benelux	Rest EU	N. America
Physio's patients	0,8	1,2	1	0,4	3,3	6
Sport & Fitness enthusiasts	1,6	2,4	2	0,8	6,6	12.1
Relaxation	6	9,1	7,3	2,9	24,8	45,4

•  
 Physio's patients: the patients of the physiotherapists. Doesn't include those who have muscle/back problems and don't address them

•  
 Sport/fitness enthusiasts: subscribers of sport clubs/associations. Doesn't include other sport fans.

•  
 Relaxation: includes only those who needed advice of specialists to address the stress.

•  
 All the figures are corrected for smartphone penetration

**Even the conservative estimates give the huge market to address with the still big expansion potential**



# Financials

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	2015	2016	2017	2018	2019
<b>SALES (EUR m)</b>	0.600	1.8	8	17	25
<b>EBITDA (EUR m)</b>	-0.4	0.2	3.1	6.3	9.3
<b>Devices sold ('000)</b>	11	48	121	254	382

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# Next investment round

**3M  
Euros**

- For the development of the web-platform

- Marketing and promotion

- International expansion

**Current  
investors  
lead**

- Commitment from the current investors to lead the round

- Venture funds with the expertise in health care and wearable devices are invited to join

**3rd-4th quarter  
2016**

- Expected closing timing October-December 2016

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# Thank you!

Contact

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