

nue.*life*

INVESTOR PRESENTATION

NUE.LIFE

JANUARY 2022

nue.*life* vision

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nue.*life* is a next-generation mental wellness company that leverages emerging digital and medicinal technologies to achieve extraordinary patient outcomes.

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generational opportunity

970 Million people worldwide suffer from a mental health or
substance abuse disorder⁶

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100M^{1,2}

People worldwide suffer
from Treatment Resistant
Depression (TRD)

193.2B³

In lost earnings each year
due to serious mental
illness across the US
economy

1.5T⁴

Value of the overall
wellness market

38x⁵

Increase in telemedicine
appointments from before the
pandemic to now



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- a new paradigm for
mental health

Psychedelics

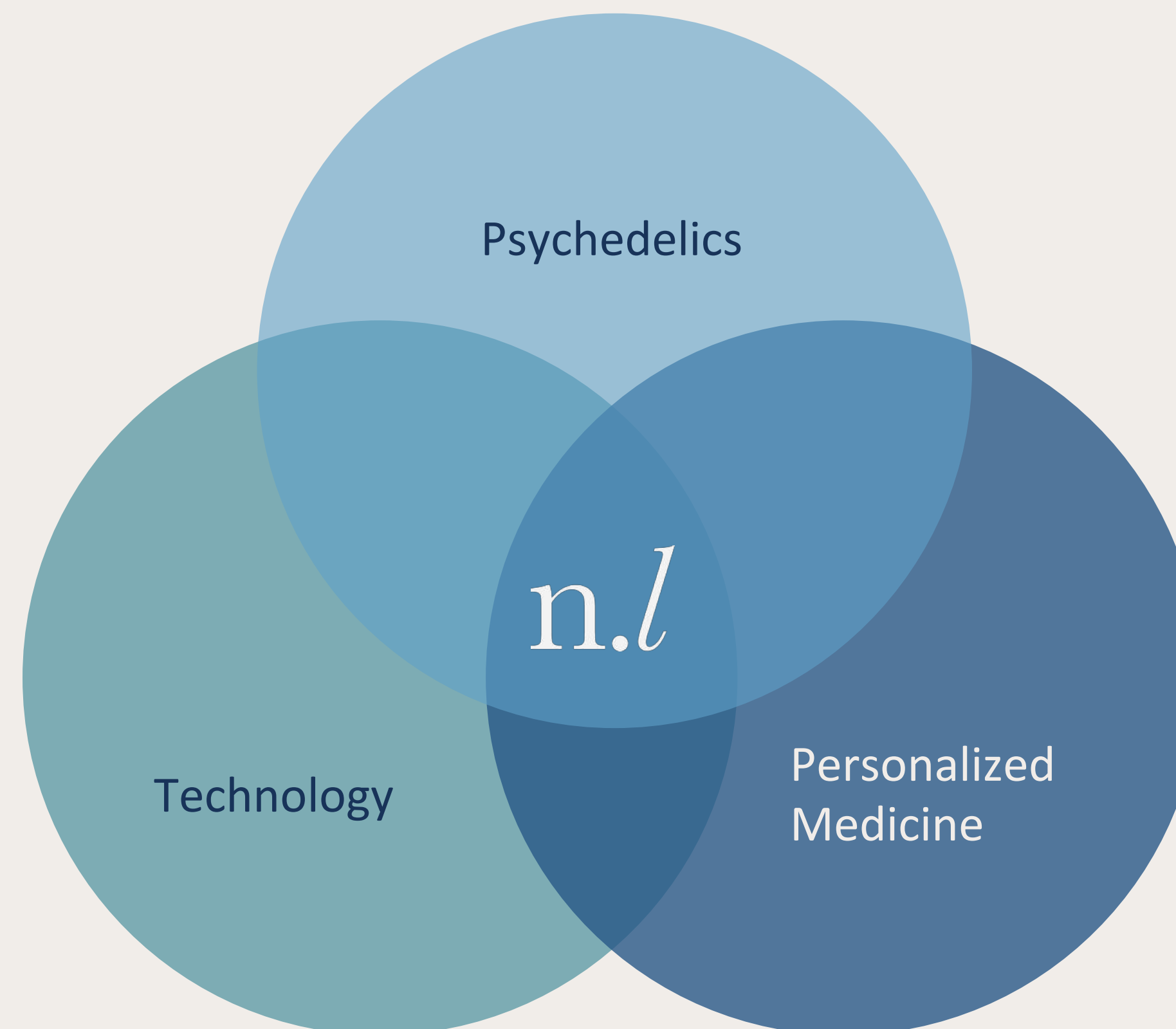
Safe and effective therapies that enable our patients to reset their patterns of thinking.⁷ Our first medicine, ketamine, has proven to be a powerful and timely therapy for neuropsychiatric conditions

Technology

Nue's platform monitors, guides and supports our patient experience. Based on patient engagement and response during therapy and via daily digital interactions, our intelligent platform tailors the experience to deliver maximum therapeutic benefit.

Personalized Medicine

We support patients in their home setting, with personalized evaluation, recommendations, and digital support during their therapeutic journey and throughout their daily lives.



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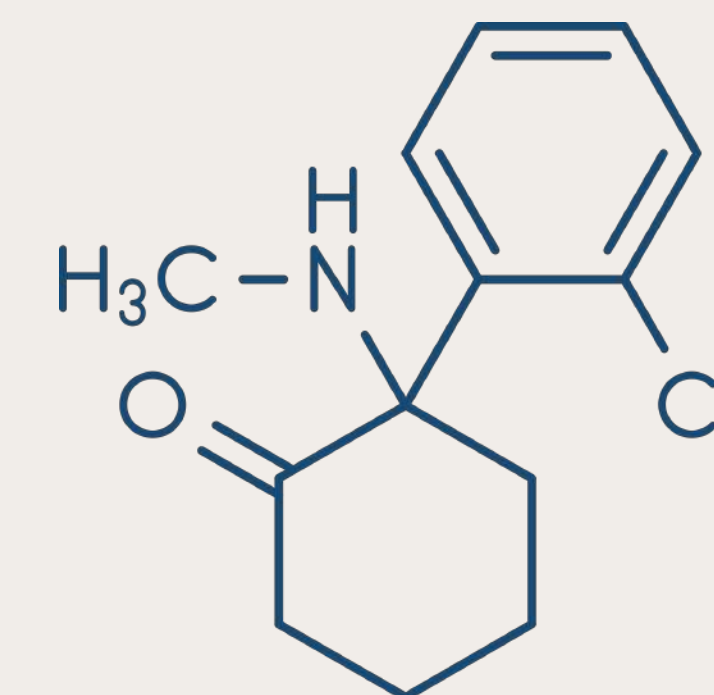
the game changer, *ketamine*.

What is Ketamine

- ✓ FDA approved compound that produces dissociative effects on the brain.
- ✓ The most commonly used anesthetic in the world
- ✓ Ketamine blocks the NMDA receptor releasing glutamate which in turn releases growth factors like BDNF that help enhance neuroplasticity

Why Ketamine

- ✓ Works quickly
- ✓ 50%+ efficacy in Treatment Resistant Patients⁸
- ✓ Well documented safety profile in both hospital and outpatient settings



We're Experts

- ✓ Licensed in FL, CA, TX, CO, WA
- ✓ Expanding to 13 states by Q1 2022
- ✓ Safely facilitated 22,000+ at-home ketamine experiences across 2,000+ patients

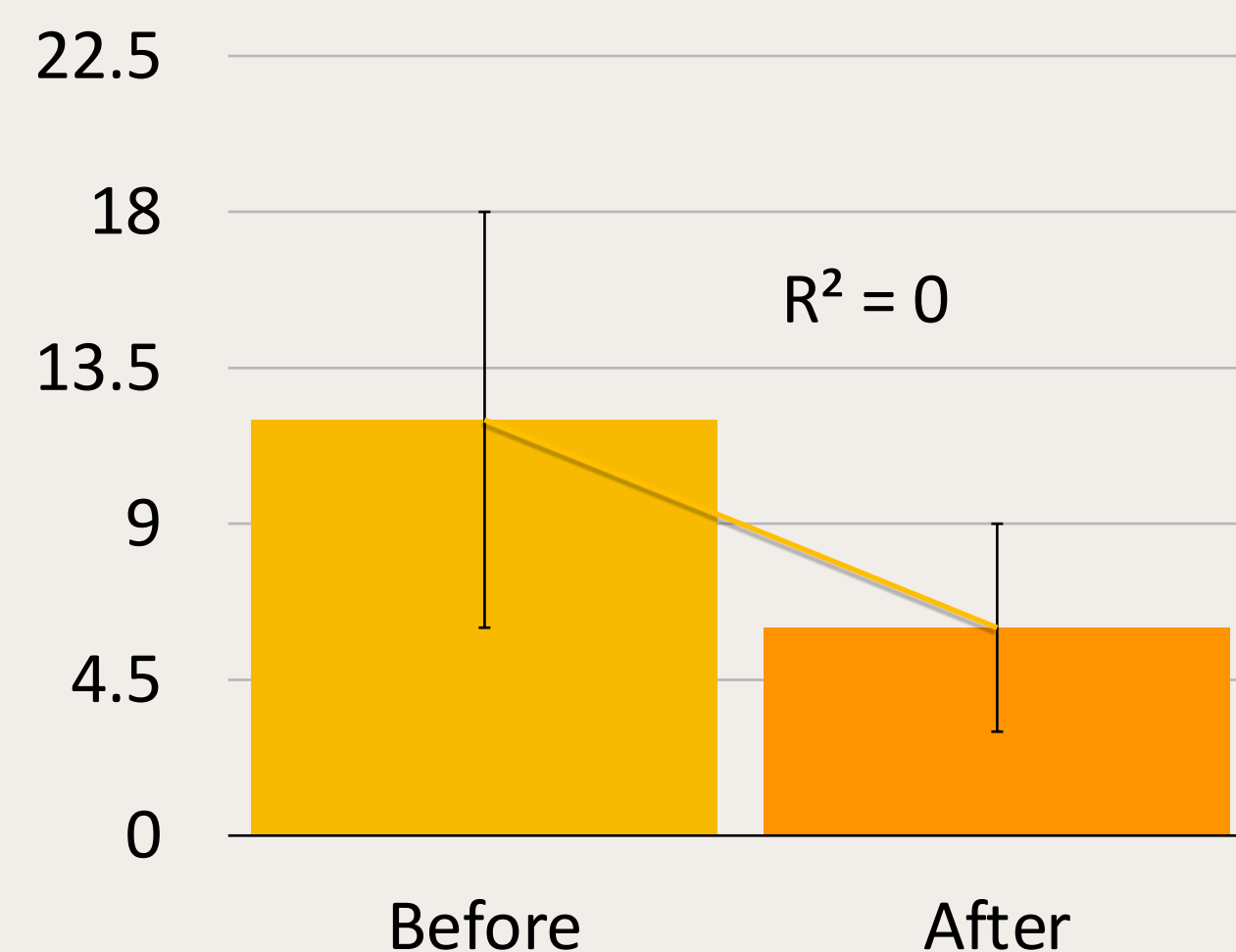
Leading Researchers Agree Ketamine is Effective in Treating Depression

“Several randomized controlled trials demonstrate that ketamine has made a significant improvement in depressive symptoms and suicidality over the course of the first 2 weeks.”⁹

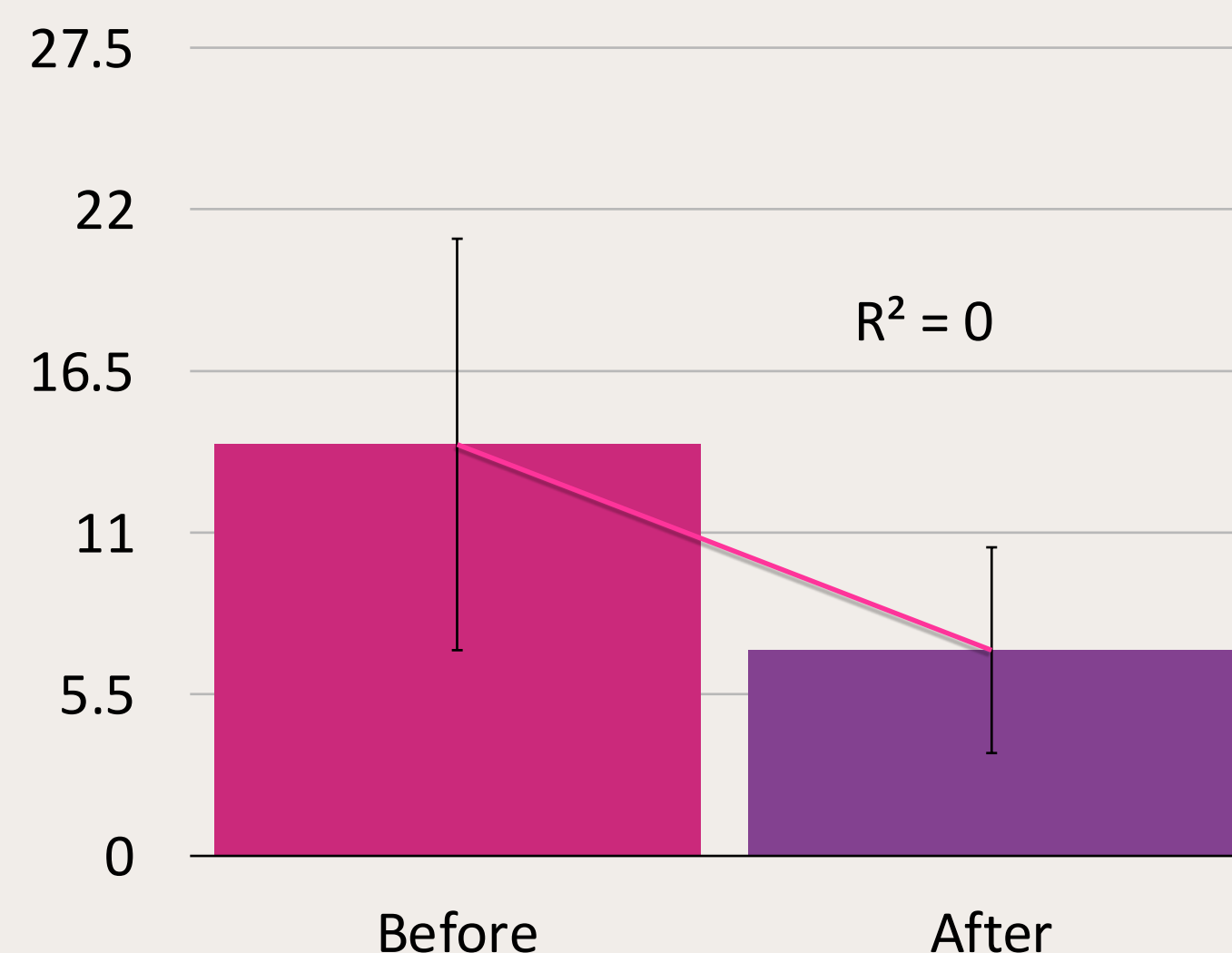
Columbia University

Clinical evidence supports Nue program effectiveness

Anxiety Score



Depression Score



The study: 664 Patients with
Treatment Resistant Depression

The results: 60%+ improvement in
anxiety and depression

What does this mean?

Oral ketamine is effective in treating
TRD and comorbid anxiety.

Telemedicine use of sublingual
ketamine offers a robust and effective
alternative to mental health
treatment.

Download our clinical study here: [Nue Life Draft Study](#)

the nue life *mobile* app

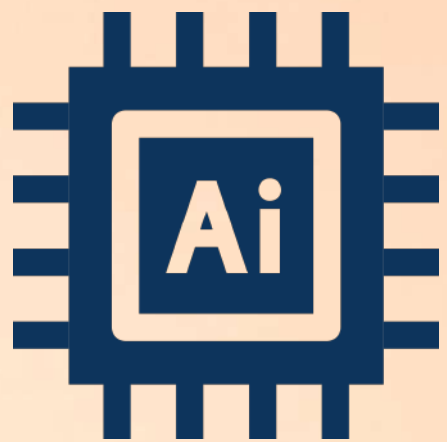
- ✓ End-to-end Patient Journey Support
- ✓ Powerful Experience Coach & Companion
- ✓ Integration Assistance via Voice Transcription
- ✓ Daily Health Tracking via Wearables
- ✓ Curated Music w/Biofeedback



Personalized Care Powered By Patient Graph and AI

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Step 1: Unified Patient Graph

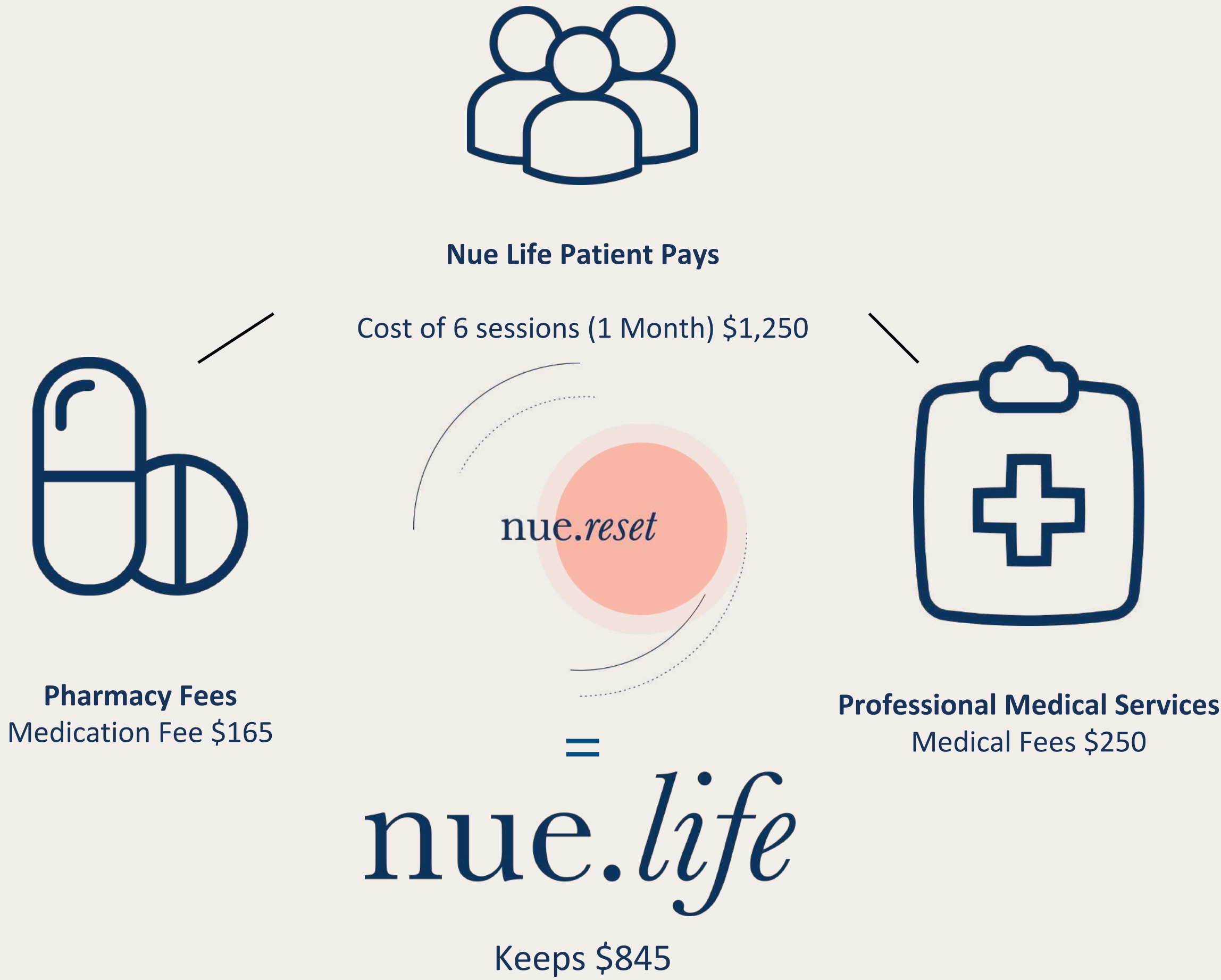


Step 2: AI-Powered Decisions & Recommendations

- Analyzing Patient Journeys
("How to best care for this patient?")
- Identifying Granular Patients Segments
("Who are similar patients?")
- Calibrating Timing
("When is follow-up treatment optimal?")
- Personalizing Content & Treatment
("What music to recommend for improved clinical outcome?")

healthy & *scalable*
unit economics

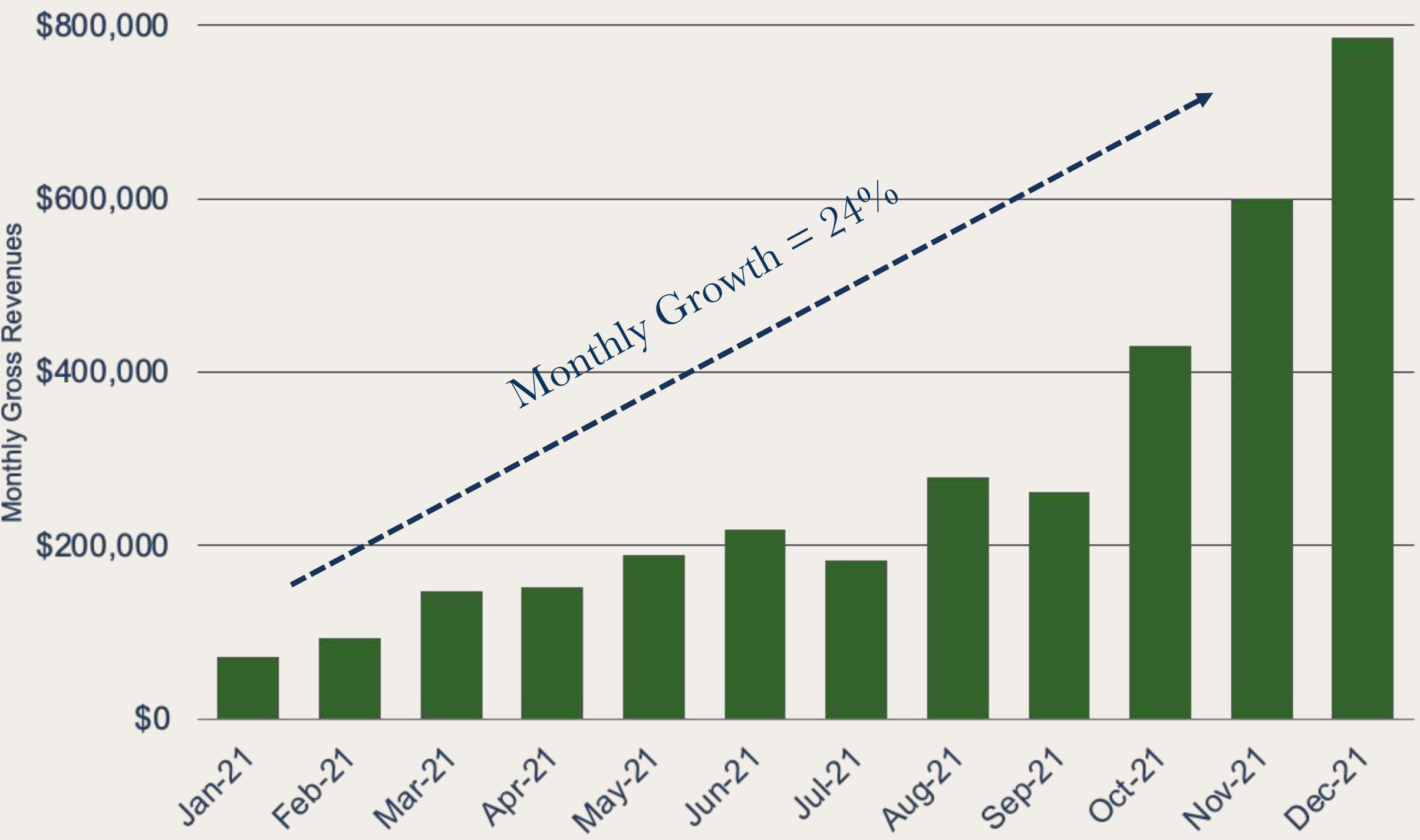
CAC = \$400-500
Gross Margin = ~65%
ROAS = 4-5X



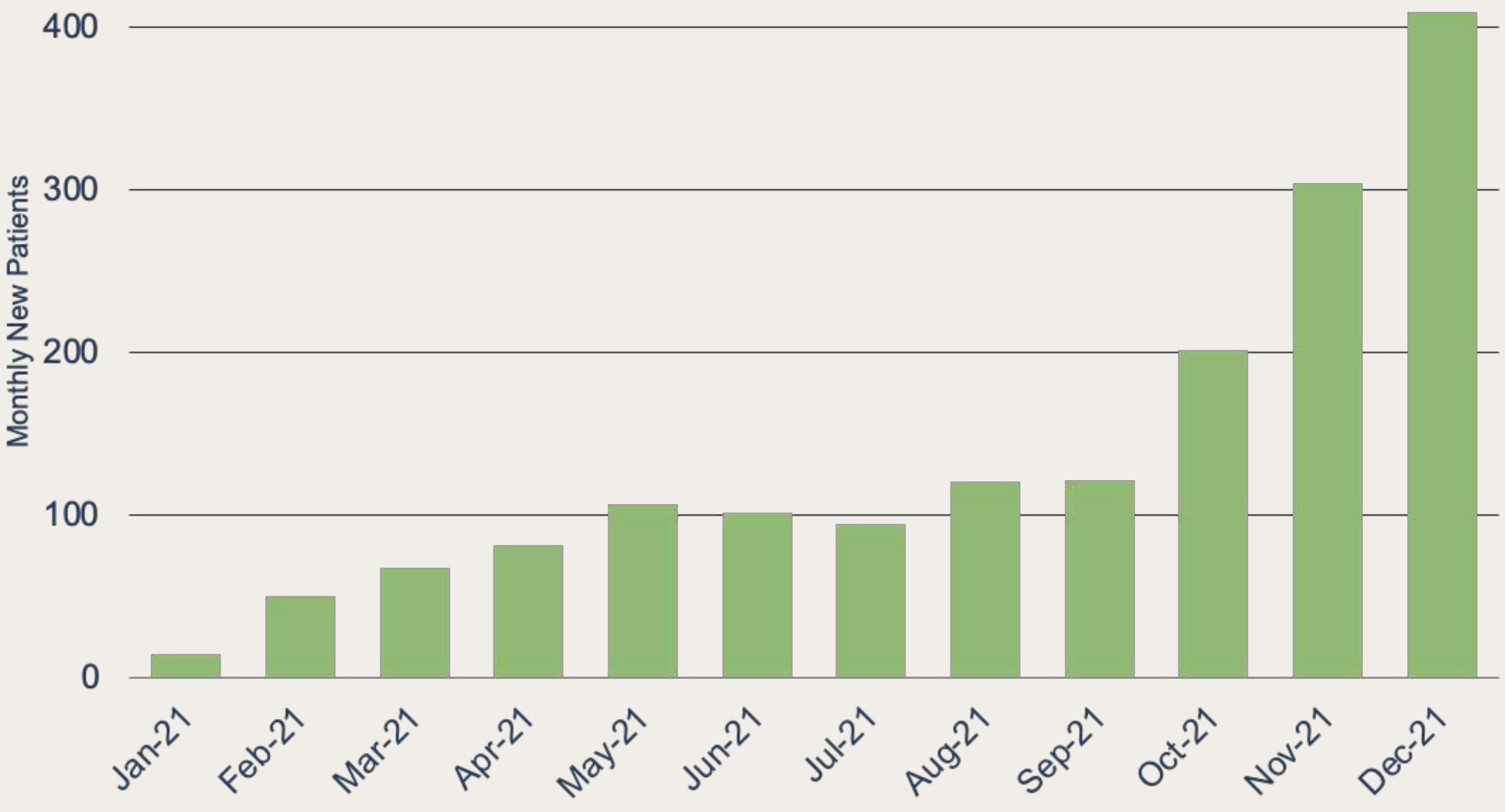
We are the *newest* entrant in the space
but growing much *faster* than competition

				
Year Founded	2019	2020	2020	2021
Annualized Revenues	<div>\$2.9m</div> <div>Based on last quarterly report</div>	<div>\$4.7m</div> <div>Based on annual report</div>	<div>\$18m</div> <div>Unofficial</div>	<div>\$12m</div> <div>Base on Jan. Estimates</div>
Funding / Valuation	<div>\$140m</div> <div>Private Rounds & IPO</div> <div>\$135m</div> <div>As of 01/22</div>	<div>\$10m</div> <div>Private Rounds & IPO</div> <div>\$17m</div> <div>As of 01/22</div>	<div>\$100m+</div> <div>Unofficial</div> <div>\$300m+</div> <div>Unofficial</div>	<div>\$6m</div> <div>Seed Round Q3 2021</div> <div>\$30m</div> <div>Seed Round Q3 2021</div>

revenue *growth* is accelerating



patient *growth* is accelerating

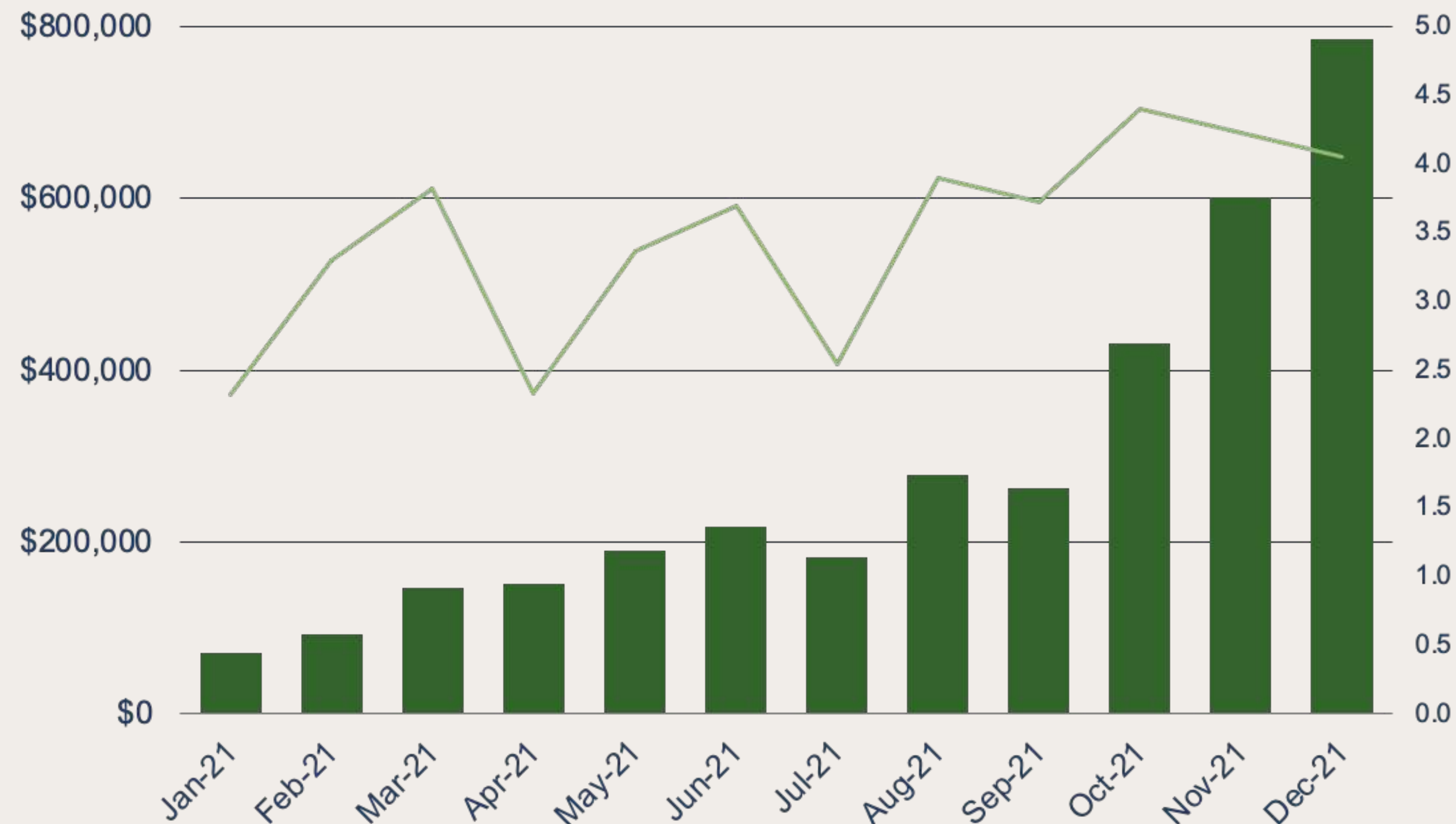


Growth is fueled by strong ROAS

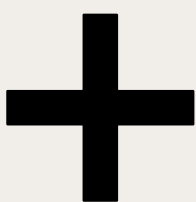
A key area of focus for the Nue Life team has been optimizing our performance marketing.

Through a combination of better targeting, patient funnel management technology and improved visual messaging and copy, our Return on Ad Spend has consistently been within the 4-5x range.

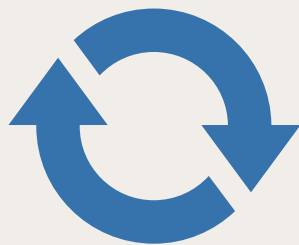
GROSS Revenue vs ROAS



new growth model to be piloted in Q1 powering clinics with “at-home” service



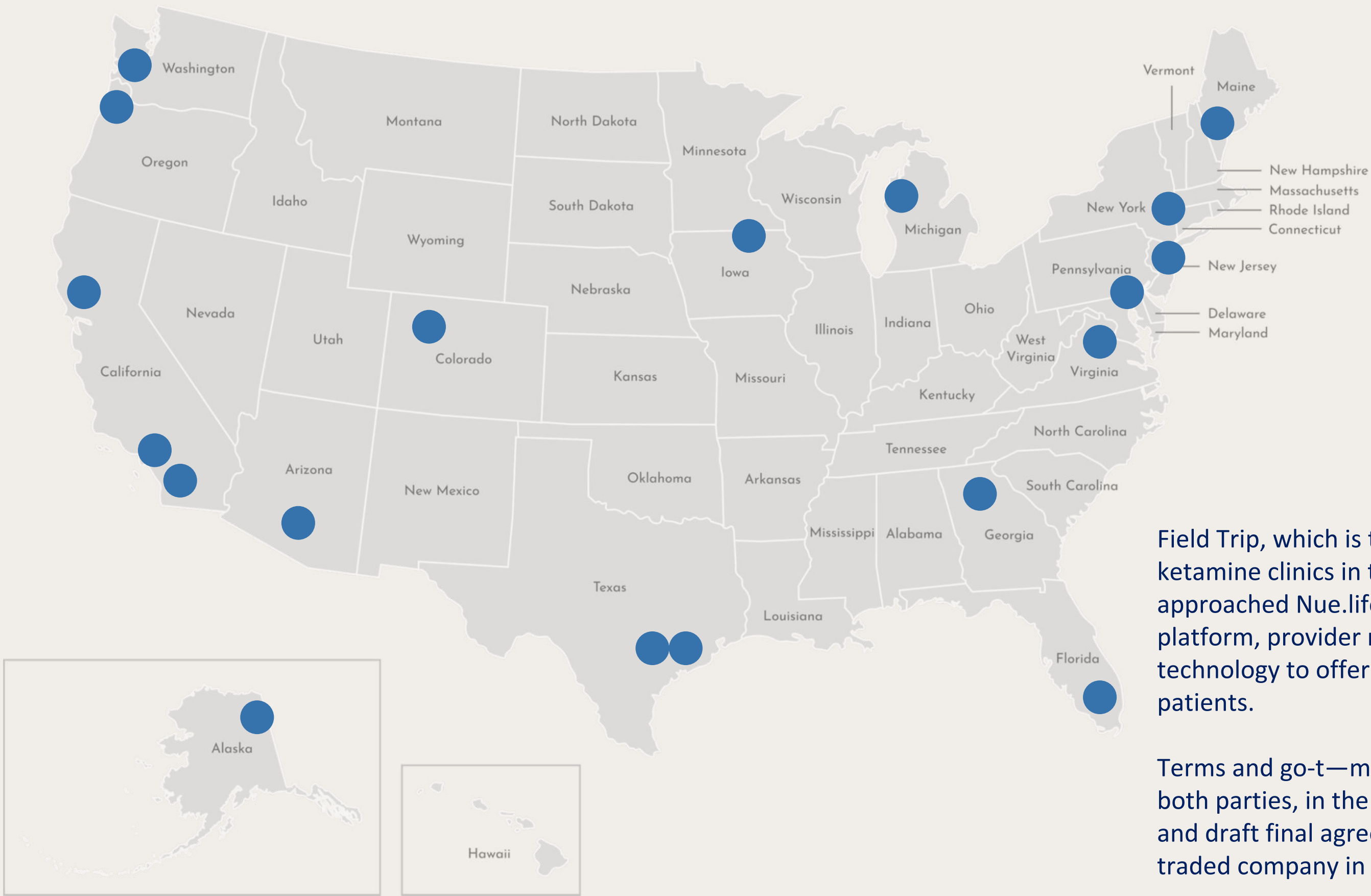
MedSpa
Physician's
Office



Ketamine
Clinics



Nue Life Patient



Field Trip, which is the leading operator of jigh-end ketamine clinics in the US and Canada, has approached Nue.life to leverage our telemedicine platform, provider network and proprietary technology to offer “at home” services to its patients.

Terms and go-t—market model have been agreed by both parties, in the process of finalizing legal review and draft final agreements. Field Trip is a publicly traded company in Canada and US.

a *nue* future



Monthly Recurring Revenue

After participating in existing Nue.reset and Nue.you wellness programs, customers will continue to be supported via monthly subscription of \$149-199/month.

Monthly subscription services are expected to be launched in Q3 '22

State Expansion

Currently Licensed In:
FL, CA, TX, WA, CO

Licensed by Q1 2022: NY, MA, IL, MO, CT,
AZ, NJ, TN, MD, NV, and GA

Nue Life will serve over 60% of the
United States population by end of Q2

Physician Outreach

Nue Life will look to add 10+ physicians a month, especially targeting Primary Care Providers who prescribe 79% of antidepressants

Potential of adding 2,000+
customers a month

our *leadership*

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Juan Pablo Cappello

Co-Founder and CEO



Juan Pablo utilizes his diverse background as a company builder, active tech investor, and lawyer to lead nue life's team building and regulatory efforts. Juan Pablo co-founded The LAB Miami, Miami Angels, and PAG Law PLLC, and as an attorney, he practiced corporate law, focusing on derivatives and futures and mergers and acquisitions.

Demian Bellumio

Co-Founder and Chief Technology Officer



Demian is an expert in enterprise AI, high-scalability computing and venture financing. He has built and managed many large tech teams and startups focused on AI and knowledge computing, and has previously worked at NEORIS, Accenture, and Terremark, among other leading global technology firms.

our *leadership*

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Kazi “Zayn” Hassan, M.D.

Co-Founder and Chief Medical Officer



Dr. Kazi (Zayn) Hassan’s goal is to translate clinical research and apply an analytical framework to help providers drive better patient outcomes through technology and data science. He specializes in Physical Medicine and Rehabilitation, and trained at Jackson Health Systems, University of Miami, and Miami VA and graduated from Tufts University School of Medicine.

Christina Getty

Co-Founder



Expertise: Investments, Product and influencer marketing.

Experience: Passionate about mental health and wellness. Focused on branding, product launch and nflencer marketing

our advisors

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Jack Abraham
Founder Hims/Hers
Atomic Ventures



Shervin Pishevar
Formerly of Sherpa Ventures and Uber



Dr. Sarah Haynes Ph.D.
Clinical Psychologist
Co-Founder, Dr Haynes Collective
& Bolt Mobility



Oscar Celma
Engineering Lead,
Listener Experience, Spotify



Andy Kleinman
Entrepreneur & Executive
Wonder, Scopely, Zynga, Disney



Chris Boos
CEO of Arago
World-renowned AI expert



Joakim Noah
NBA Basketball Player,
Chicago Bulls



Andrey Ostrovsky, MD, FAAP
Former Chief Medical Officer of
US Medicaid Program



Arjun Desai, MD
Profusa, Qool Therapeutics &
Incline Therapeutics



Sonam Kline
Director
Nue Life Health

mental wellness just
got a *whole* lot better.

get in *touch*

visit us online at **nue.life**



@nue.life.health, @nuelifehealth

Investor questions?

Reach out to **hello@nue.life**

References

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