

INVESTOR PRESENTATION

NUE.LIFE

JANUAR Y 202 2

vision INVESTOR PRESENTATION

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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100M1,2

People worldwide suffer from Treatment Resistant Depression (TRD)

1.5T4

Value of the overall wellness market



193.2B3 

In lost earnings each year

due to serious mental

illness across the US

economy

38x5

Increase in telemedicine

appointments from before the

pandemic to now

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- a new paradigm for *mental health*

Psychedelics

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Psychedelics



Personalized

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.



Medicine Technology

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.

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

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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

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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

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Clinical evidence supports Nue program effectiveness

Anxiety Score Depression Score

27.5

22.5

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What does this mean?

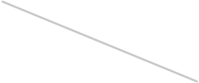
18

13.5 9

4.5

0

R² = 0

Before After

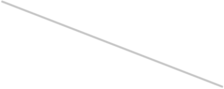
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R² = 0

Before After

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.

The study: 664 Patients with Treatment Resistant Depression

The results: 60%+ improvement in anxiety and depression

Download our clinical study here: Nue Life Draft Study

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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



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Personalized Care Powered By Patient Graph and AI 



Step 1:

Unified Patient Graph

Health Product Purchases 

Music Experience



Health Data

Customer Location Content Consumption 

Patient Demographics



Drug Treatment



Digital Metrics

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?”)

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healthy & *scalable*

*unit economics*

CAC = $400-500 

Gross Margin = ~65%

ROAS = 4-5X

Pharmacy Fees



Nue Life Patient Pays

Cost of 6 sessions (1 Month) $1,250 

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Professional Medical Services

Medication Fee $165 

= Medical Fees $250



Keeps $845

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We are the *newest* entrant in the space

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but growing much *faster* than competition



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Based on last quarterly report Based on annual report Unofficial

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$140m $10m $100m+ Private Rounds & IPOPrivate Rounds & IPOUnofficial

2021

$12m

Base on Jan. Estimates $6m

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$135m $17m $300m+

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As of 01/22 As of 01/22 Unofficial

Seed Round Q3 2021 $30m

Seed Round Q3 2021

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revenue *growth* is accelerating patient *growth* is accelerating Monthly Growth = 24%

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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



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





MedSpa

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Physician’s

Office



Nue Life Patient

Ketamine 

Clinics

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.

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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

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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

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our *leadership*

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.

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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.

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our *leadership*

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

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Christina Getty Co-Founder

Expertise: Investments, Product and influencer marketing.

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.



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

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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

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mental wellness just got a *whole* lot better.

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get in *touch*

visit us online at nue.life



@nue.life.health, @nuelifehealth

Investor questions?

Reach out to hello@nue.life

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