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humanpeople®

Feel better, live longer

Dr Geoff Mullan,
CEO & Co-founder

CQC registered for health and
diagnostic screening

EIS advance assurance for £1.5m



Do you want to spend a quarter of your life in poor health?

UK life expectancy is 80.5* years

Healthy life expectancy is 62 years

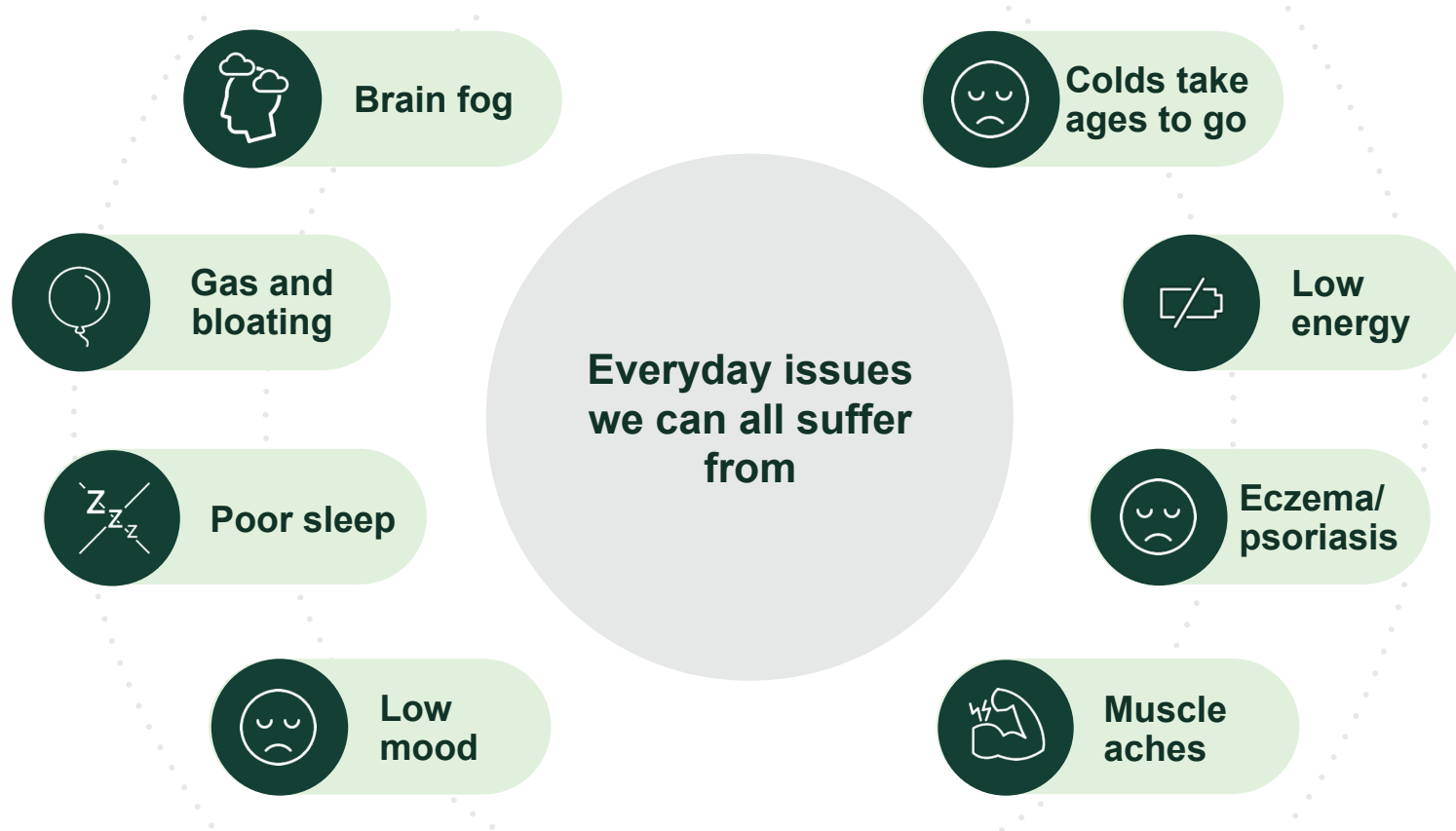
18.5 years of
poor health**



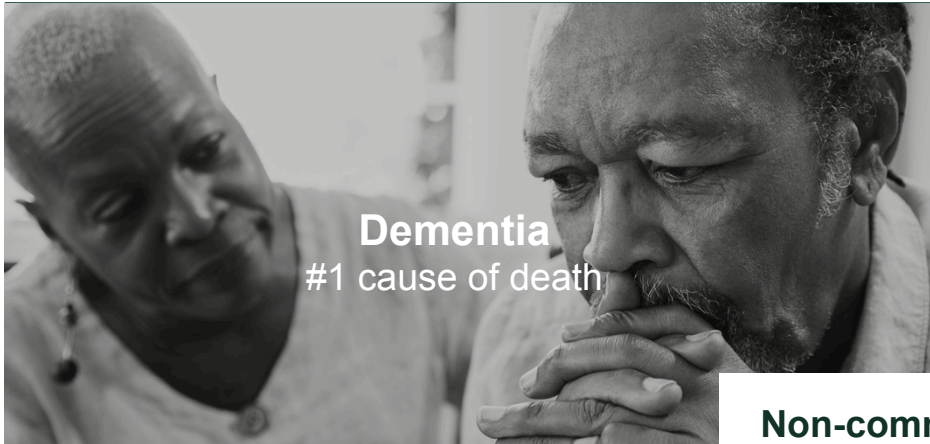
Source: ONS 2017-2019.

*82 years for women; 79 years for men. **23% for women; 21% for men.

Today's problems seem little...



...but can turn into tomorrow's chronic diseases



Dementia
#1 cause of death



Cardiovascular disease

**Non-communicable
diseases**



Diabetes



Autoimmune diseases

Supplements: one of several possible interventions



But marketing has overtaken the science



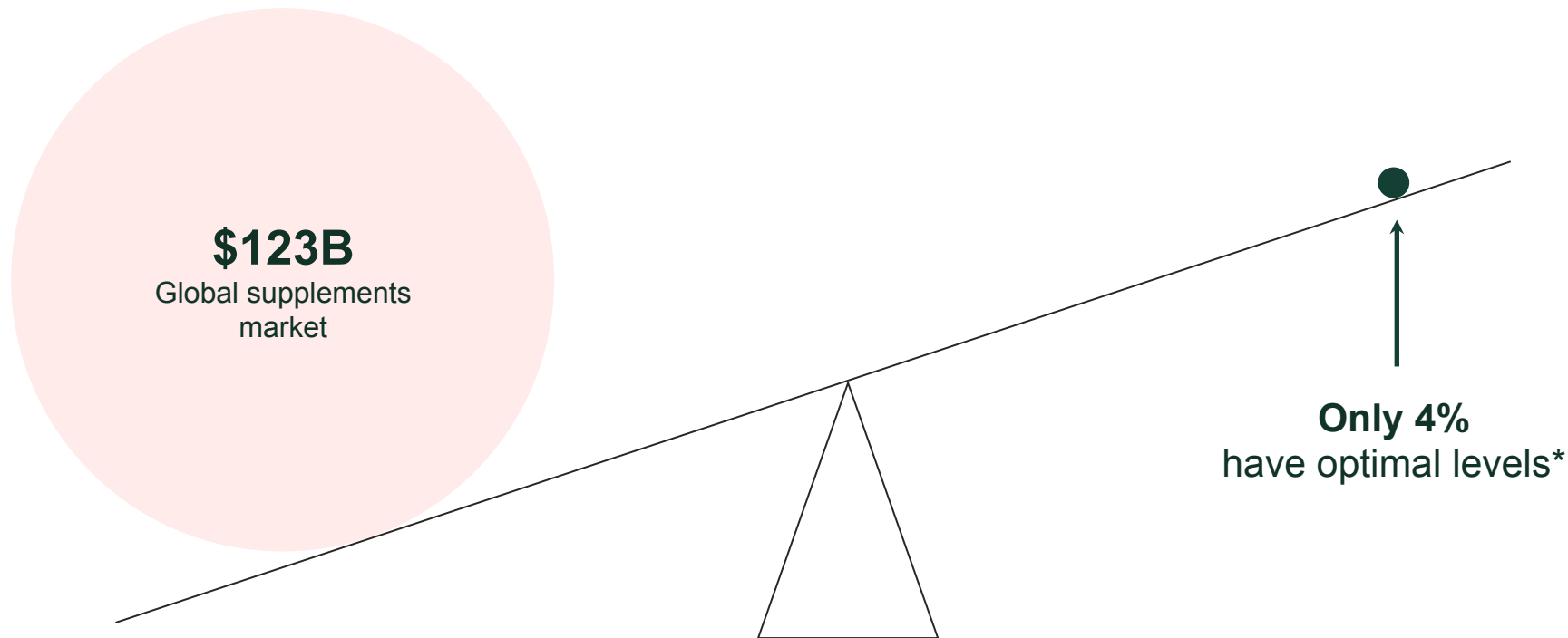
**Which
supplements?**

**What
combination?**

What dose?


Quality?

Which is why millions waste billions on supplements



Source: Grand View Research Feb 2020; humanpeople pilot.

* Blood nutrient levels vary by blood marker.



What if I told you that many of today's
problems AND tomorrow's diseases are

preventable

Previously successful founder has developed solution



MEDICE+ICS

— SKIN CLINIC —

Award-winning* medical
aesthetics clinics

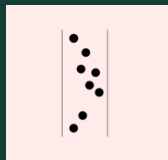
7,500 clients

Dr Geoff Mullan, BSc MBBS

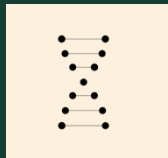
Co-founder, Medicetics
Functional Medicine Practitioner



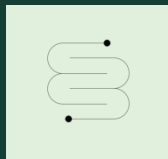
WE CARRIED OUT TESTS:



**Blood
nutrients**



DNA



**Gut
microbiome**

WHAT DID WE FIND?



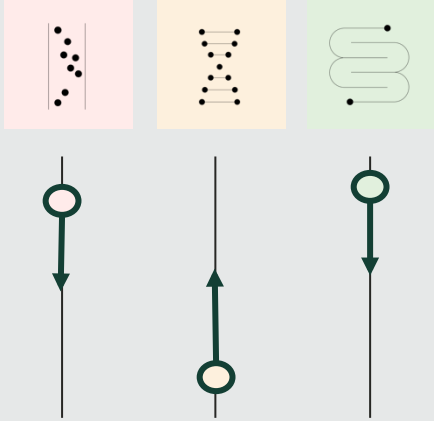
**Inflammation
causes skin
issues + leads to
chronic disease**

*Tatler Best Cosmetic Clinic, 2016; Aesthetics Awards 2016,
Highly Commended

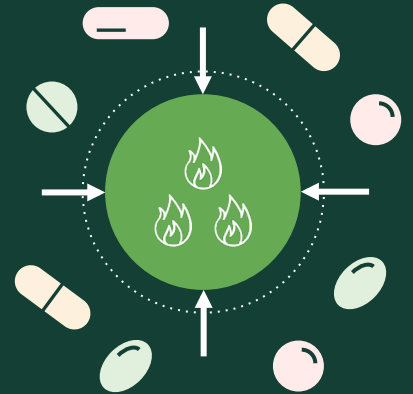
Support to reduce inflammation and fix problems

PRECISION NUTRACEUTICALS (based on test results)

CORRECT COMPENSATE REBALANCE



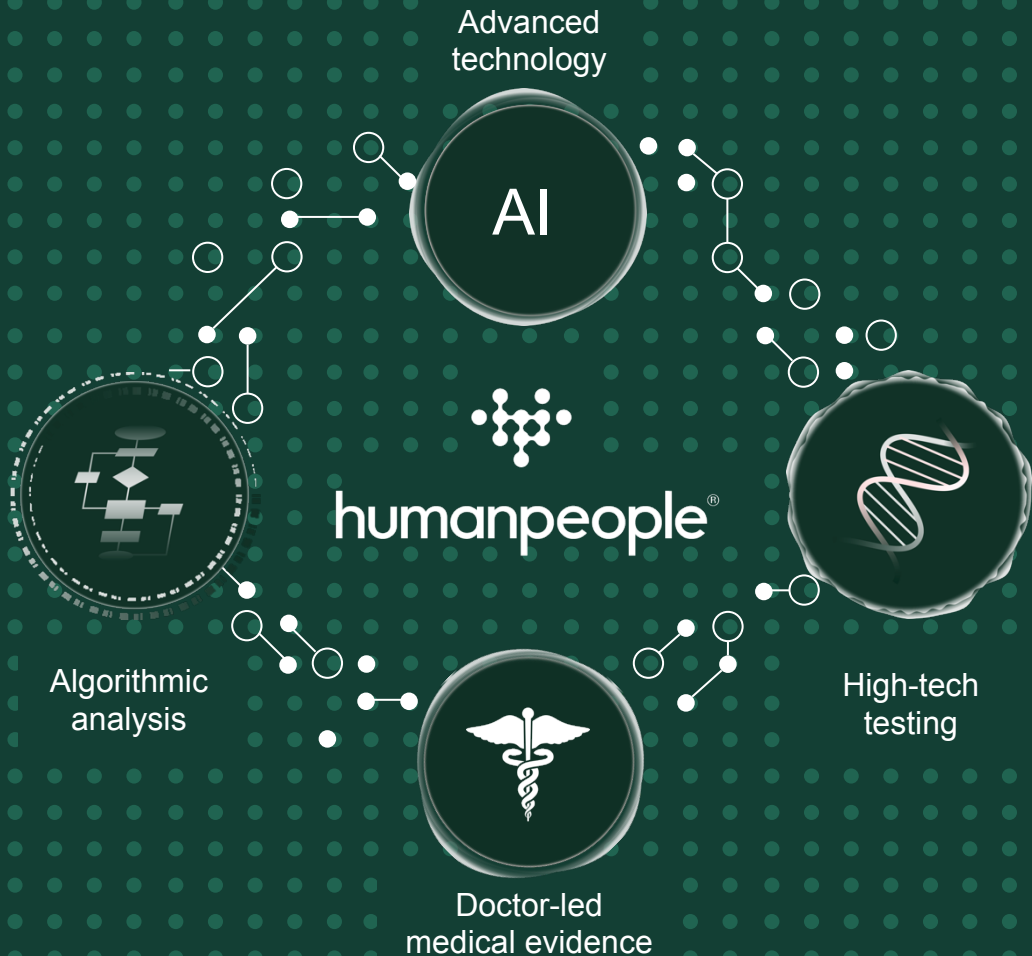
REDUCE INFLAMMATION



humanpeople is a preventative health ecosystem

- ✓ Data-driven
- ✓ Scalable
- ✓ Results-oriented
- ✓ Less expensive than clinics
- ✓ CQC regulated

Regulated by



At the heart of four large and fast-growing global markets



Digital health

29% CAGR to 2026

\$106B

\$1.5T

Personalised medicine

10.6% CAGR to 2025

Preventative healthcare tech & services

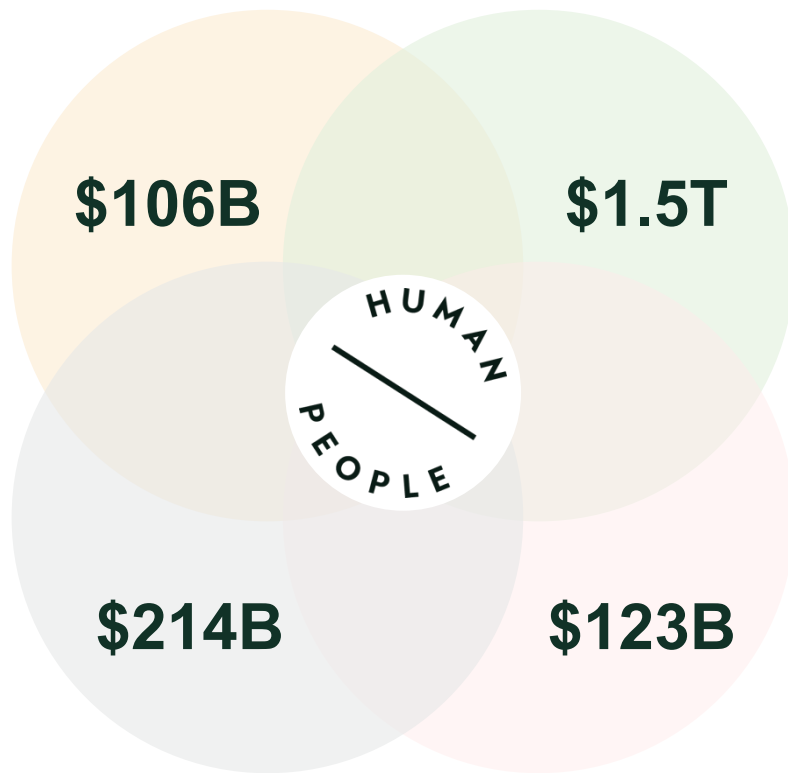
11% CAGR to 2027

\$214B

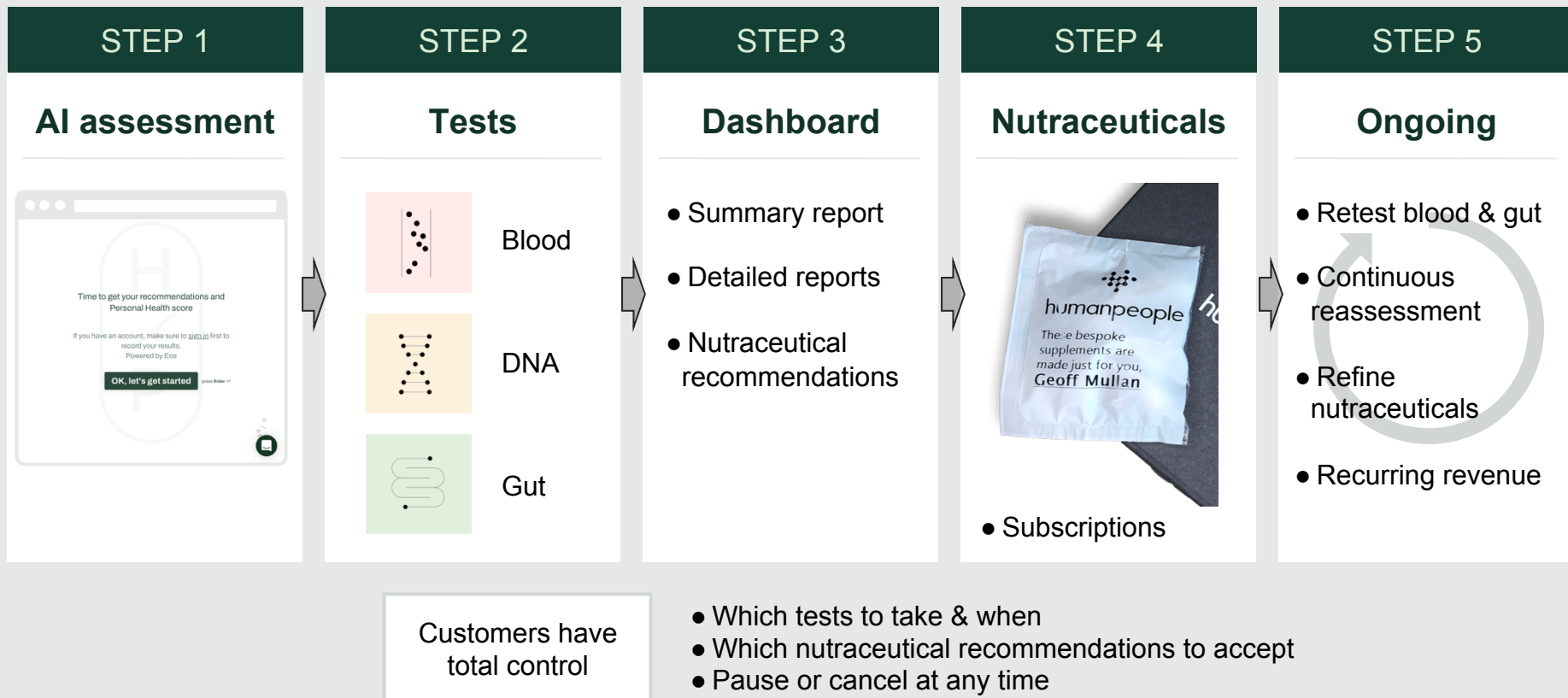
\$123B

Supplements

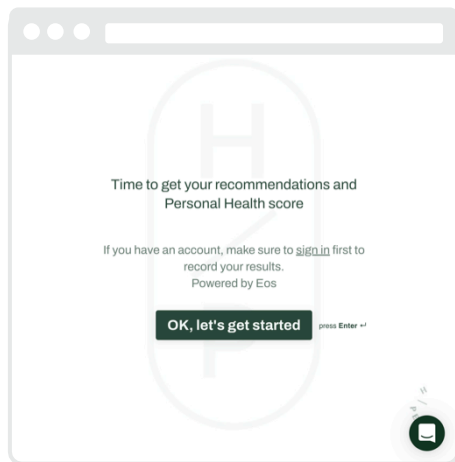
8% CAGR to 2027



5 step process: we've made complex science easy to use



AI health assessment



Screening and analysis of
symptoms

- AI questionnaire
 - Based on principles of identifying root causes
 - Complex health-scoring algorithm
- You tell us:
 - Health goals
 - Subtle signs and symptoms
- We give you:
 - Health scores - general and by health goal
- Cross-checks with current medications

STEP 2

Choice of home tests: test, don't guess.

Blood nutrients



New blood collection device*

Device advantage

- Painless collection device
- Non-exclusive, but 1st to market in UK
- Fully validated trial completed

DNA



Saliva

Scalability

- Software compatible with Illumina DNA platform (23andMe; Ancestry etc)

Gut microbiome



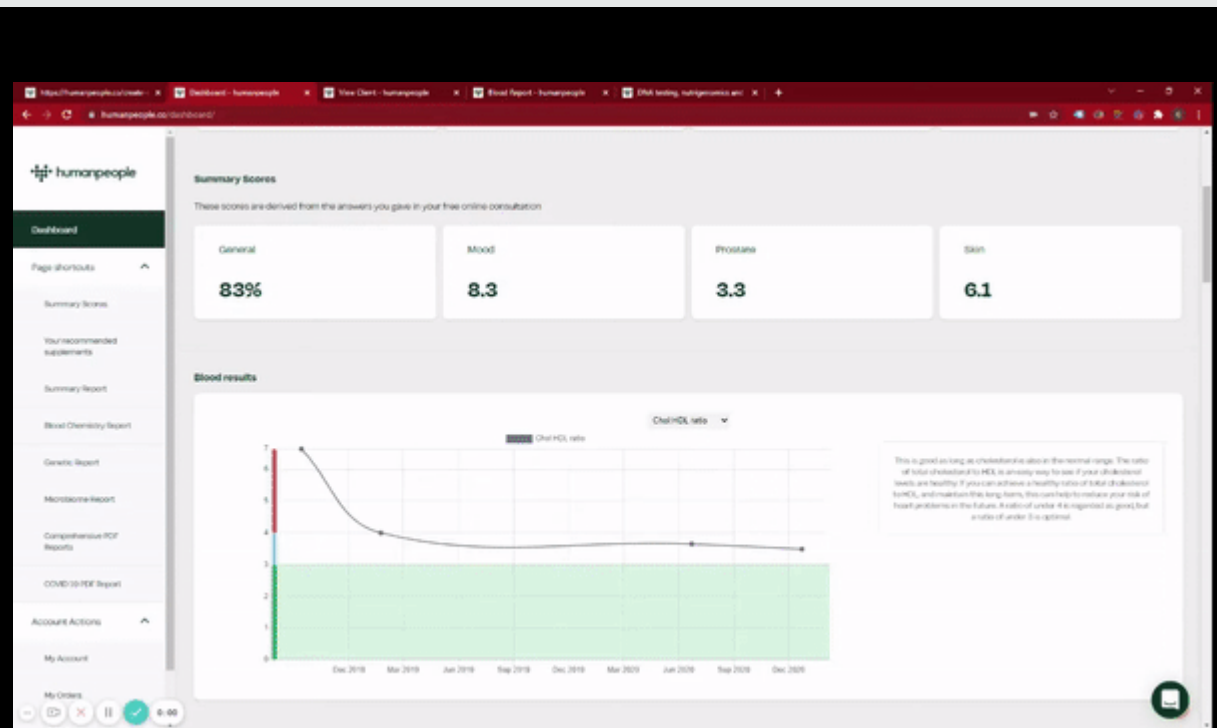
Stool

Integration

- Integration with health assessment and other tests
- Recently added breath test for SIBO

STEP 3

Dashboard = actionable recommendations + customer in control



Summary scorings and recommendations based on health assessment and tests

Access to simple and complex breakdown of test results

Gene-specific information and insights

STEP 4

Your unique nutraceutical combination delivered to your door...



90
nutraceuticals



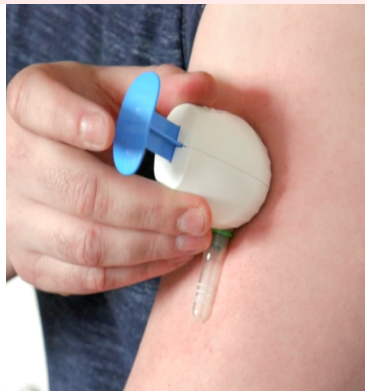
Packaging robot

7 trillion
combinations

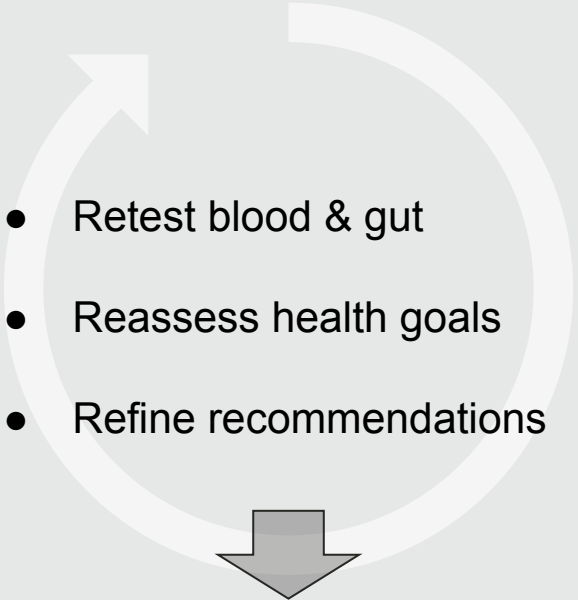


Daily nutraceutical packs delivered
to your door every 4 weeks

Blood nutrients



Retest 4-6 months

- 
- Retest blood & gut
 - Reassess health goals
 - Refine recommendations

Gut microbiome



Retest 6-12 months


Behaviour change
High retention rates & customer lifetime value

We're doing it... and it works

- B2B: Optimised clinician review time - down from 30 to 3 mins
 - D2C: potential to be fully automated + scalable
- Major health improvements reported
 - 58% improved energy; 89% optimal vitamin D; 77% improved omega 6:3
- Some customers avoid medication or de-medicate
 - Statins / steroids / antibiotics / painkillers / antidepressants
- £6k MRR: 73 subscribers + high retention rate (>90%)



Some of our google reviews



Dr. Sepi Shahidi

3 reviews

★★★★★ 5 months ago

“I’ve seen a **massive improvement in my bloodworks**, especially with my cholesterol, **my sleep has improved and so has my mood!** Can't recommend them enough!”



Diya S-G

2 reviews

★★★★★ 3 months ago

“**humanpeople’s personalised supplements are like magic!** I have definitely noticed a positive difference in **my energy levels, skin and mood.**”



Arianna Picicelli

3 reviews

★★★★★ a month ago

“After a month on humanpeople’s supplements **my energy levels increased and I slept much better**.... In Oct 2020 is discovered I had a medical condition: humanpeople ... allowed me to **avoid a nasty drug. What’s not to like?**”



k kiddo

1 review

★★★★★ 6 months ago

“I've done the tests - **easy**. Am now 3 months into my supplements and feel 100pc better than I ever thought possible. **No more hayfever! No more cold sores! And I sleep better too.**”



Nick Waring

1 review

★★★★★ 3 months ago

“I definitely feel more **alert, energetic and healthy** than I did before”

Precision nutraceuticals: sometimes super-high doses, varied weekly



Sandra

Vitamin D
24iu*
Deficiency



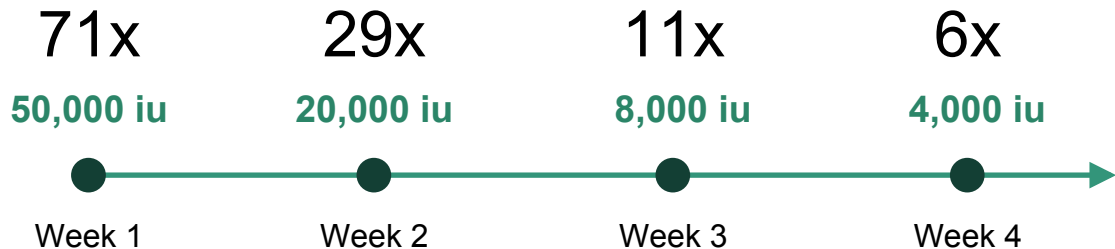
Problem
Vit D levels



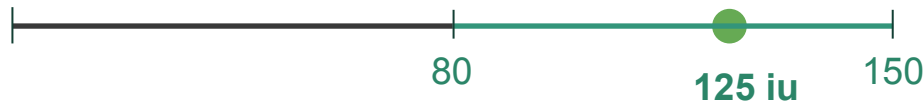
Recommended Daily Allowance (RDA) = 600-800 iu



High dose solution



Results
Vit D levels



Real life example. Does it work?

James, 44 y/o male: in good health, but listed niggling issues in his online consultation





Real life example: our tests found a range of problems

Blood



Unbalanced nutrients

↑ High cholesterol

↑ High omega 6:3 ratio

↓ Low vitamin B12
and vitamin D3

DNA



Problem genes for

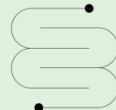


Detoxification
(COMT/ GPX1)

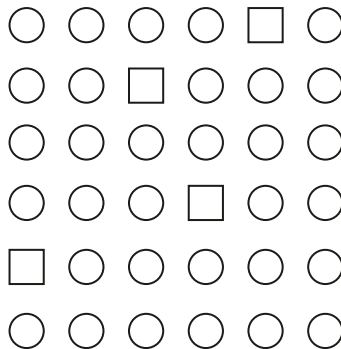


Inflammation (IL6)

Gut



Poor diversity of bacteria





Real life example: we gave high dose bespoke nutraceuticals



Correct

blood nutrients

Omega 3, vitamins
D3 & K2



Support

problem genes

NAC, Alpha lipoic acid, DIM,
astaxanthin



Rebalance

microbiome

Multi strain probiotics



Real life example: Great results. Avoided medication.

James

Brain fog ... GONE ...



Regular chest infections ... GONE ...



Eczema and Dermatitis ... GONE ...



Energy ... UP ...



Soreness after exercise ... GONE ...



Blood results



Nutrient	After	% improvement
Cholesterol	5.3	↓ 21%
Vitamin B12	380	↑ 51%
Vitamin D	120	↑ 173%
Omega 6:3	4.4	↓ 64%

Our data says lots of people, probably including YOU, have...



Low blood nutrients



>96%

Problem genes



>52%

Poor gut health



>38%

We know because we TEST = data advantage

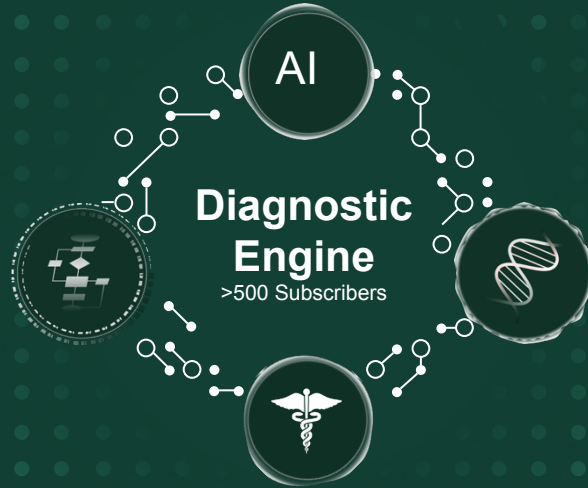
You'll only know this if you TEST

Evolution from general health to include specific conditions

Phase 1 - today

- Proof of concept for general health

Phase 2 - 2022



- Automated + scalable
- Insights reduce need for initial tests

Phase 3 - beyond

- Beyond general wellness to specific medical conditions
- Early intervention for diseases of ageing e.g.
 - Osteoporosis
 - Macular degeneration
 - Prostate issues
- Condition-specific
 - Health assessment
 - Tests
 - Interventions

Huge potential in the UK alone



630K people

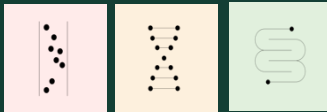


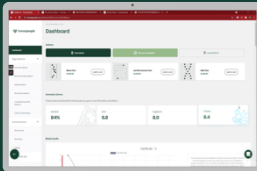
on >£100k
take supplements

1%

6,300 subscribers

£4.3m ARR

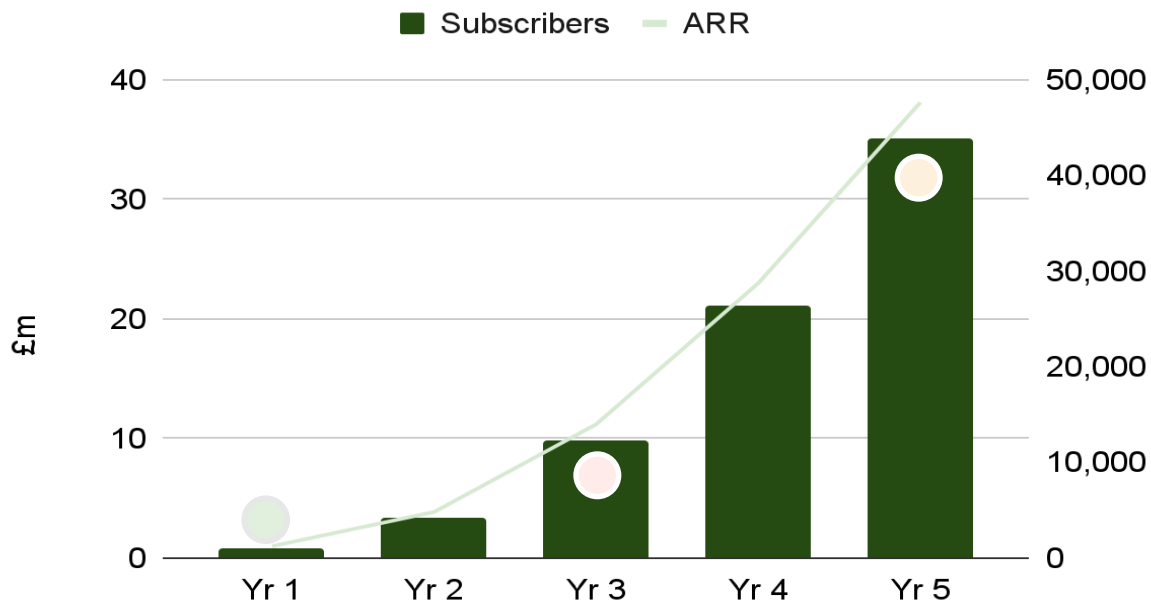
Revenue streams: pricing and gross margins

Revenue streams	<div></div> <div>Tests</div> <div><table><tr><td>Blood</td><td>£159</td></tr><tr><td>DNA</td><td>£149</td></tr><tr><td>Gut</td><td>£149</td></tr></table></div>	Blood	£159	DNA	£149	Gut	£149	<div></div> <div>Subscription nutraceuticals (every 4 weeks)</div> <div>Start at £35 Average £70</div>	<div></div> <div>Specialist nutraceutical packs (programmes & one-off)</div> <div>Start at £55 Average £85</div>	<div></div> <div>Humanpeople healthhub nutrition (every 4 weeks)</div> <div>£8 (currently free)</div>
	Blood	£159								
DNA	£149									
Gut	£149									
Pricing										
Yr3 gross margin	30%	69%	72%	N/a						

Average ARR per customer = **£917**

Modest subscriber numbers to generate significant ARR

Years 1–5 ARR and subscriber growth



YEAR 1

952 subscribers
£1m ARR

YEAR 3

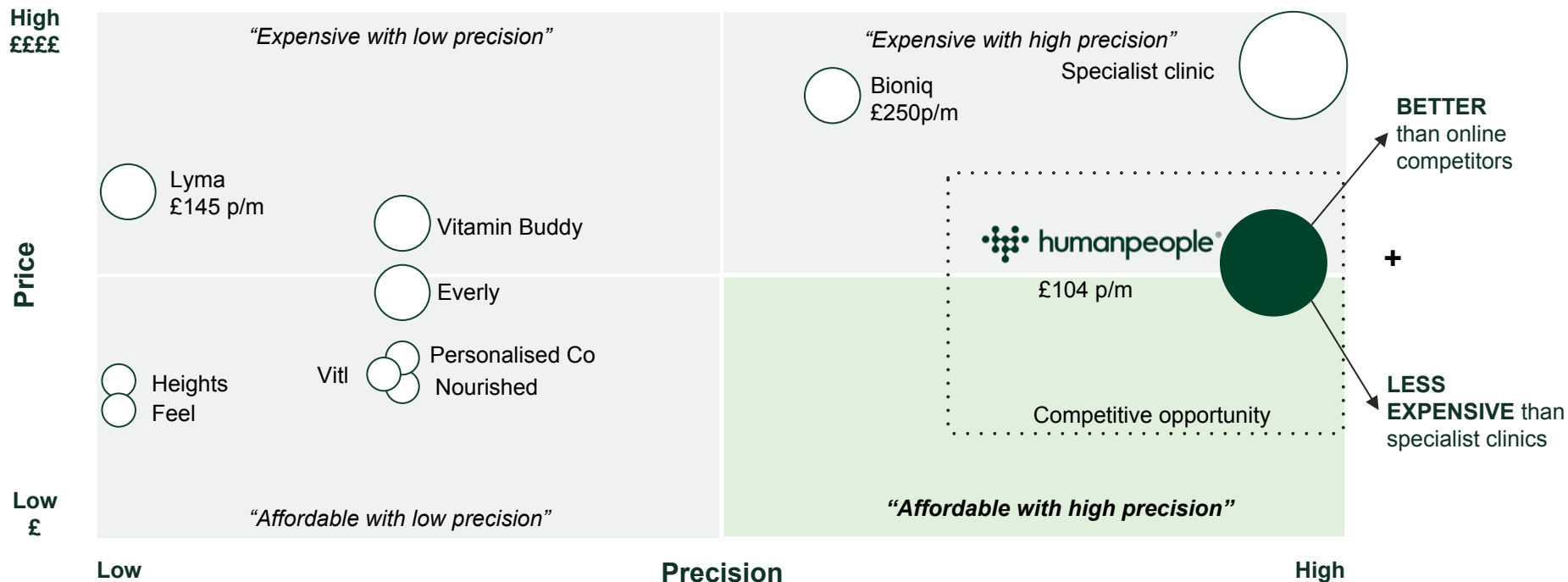
12k subscribers
£11m ARR

YEAR 5

44k subscribers
£38m ARR

*ARR includes revenue from subscriptions and repeat blood and microbiome tests.

Similar precision to specialist clinics, but competitively priced to reach wider market



Notes: monthly costs include supplements and tests. Humanpeople costs includes 2 blood tests, 1 gut test, 44 weeks' supplements at £71 per 4 weeks

Bubble size = dose level



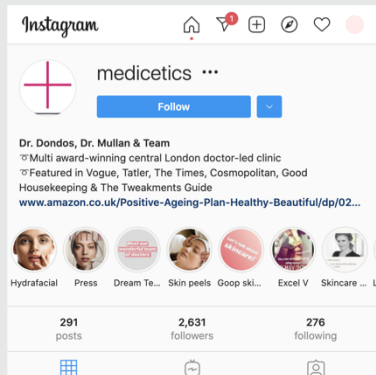
Route to market : Medicetics + B2B2C + D2C



1. Medicetics

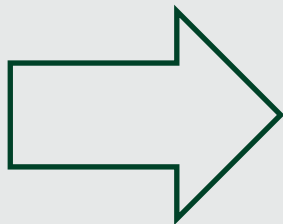
7,500 client base
affluent, health-conscious

MEDICE+ICS
— SKIN CLINIC —



2. B2B2C

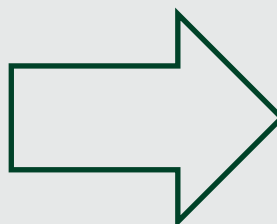
Corporate
Corporate wellbeing



3. Strategic

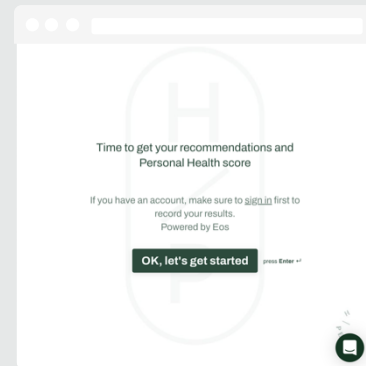
High-end gyms & PT
Luxury spas

DNA customers
Test suppliers



4. D2C

AI questionnaire
Paid social
Influencers
Viral, PR, events



Commercial expertise in medicine, nutrition, tech, and brand



Dr Geoff Mullan
Co-founder & CEO
[LinkedIn](#)

Co-founder Medicetics
skin clinics

Qualified Doctor

Functional Medicine
Doctor



Henry Fyson
Co-founder & COO
[LinkedIn](#)

Ex Bain



Ex early-stage VC

Business owner in
construction



Christine Bailey
Head of Nutrition
[LinkedIn](#)

Leading UK functional
nutritionist

Author

Broadcaster



Karen Kidd
Head of Marketing
[LinkedIn](#)

Head of Brand
Caffe Nero



Ex Head of
Marketing, Nuffield
Health



Alex Sparrow
CTO
[LinkedIn](#)

Full stack engineer

Senior roles at Oaknorth
Bank; Improbable;
Quartic



Digital health and wellbeing

verily

\$2b

hims

\$1.6b

Calm

\$2b



humanpeople®

\$XXX

Personalised nutraceuticals

care/of

\$225m acquisition
by Bayer



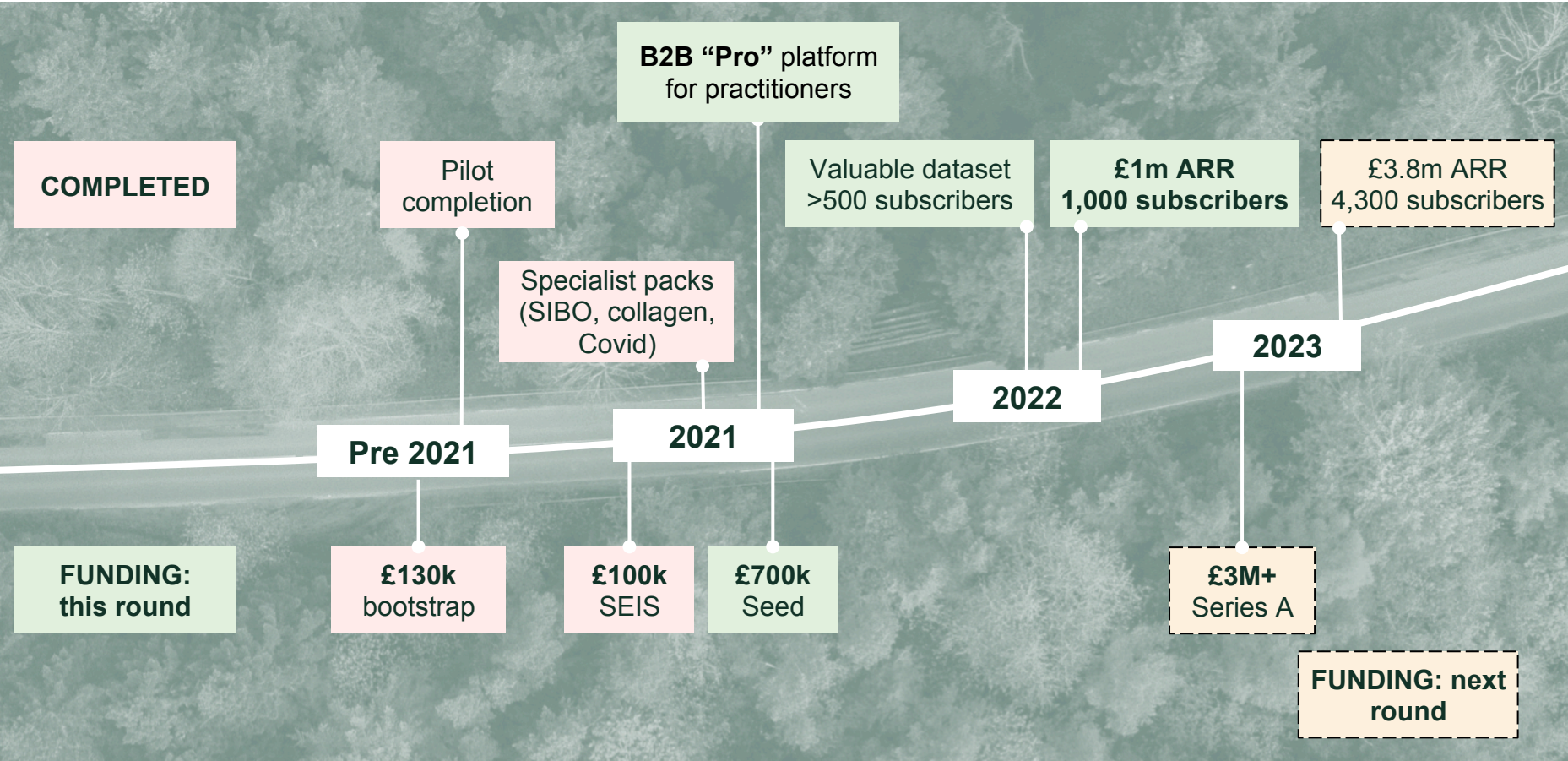
persona
A Nestlé Health Science Company

\$undisclosed
acquisition by Nestle

Baze

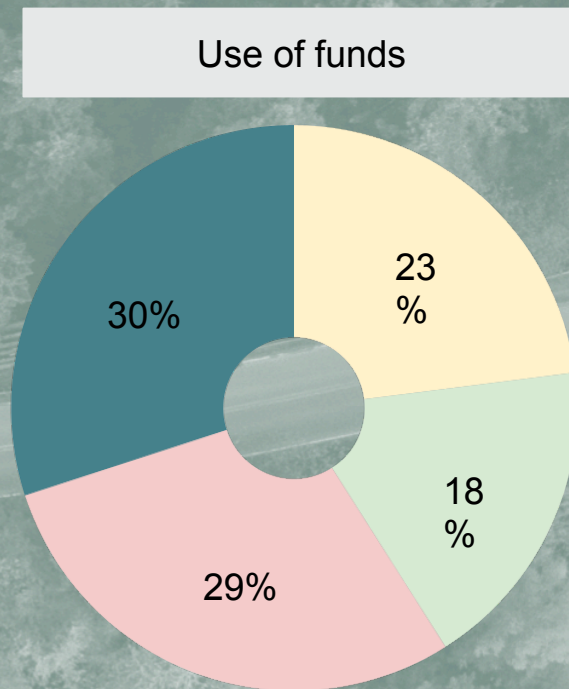
\$undisclosed acquisition by
Nature's Way

Roadmap to scale and success



Seeking £700k pre-seed equity investment

Ask	£700k
Pre-money valuation	£3.3m
Equity for sale	£17.5%
Share class	Ordinary
SEIS/EIS	EIS advance assurance £50k SEIS available



● Tech & product ● Operations ● Commercial & key hires ● Sales/marketing



humanpeople®

Take control of your
health at
humanpeople.co



Dr Geoffrey Mullan

