



myhealth 
checked™

Document information

IMPORTANT NOTICE

This document, which has been prepared by, and is the sole responsibility of, MyHealthChecked plc (the **"Company"**), has been prepared solely in connection with the proposed placing of new ordinary shares of 0.1 pence each in the capital of the Company (the **"Placing Shares"**) and the proposed admission of the Placing Shares to trading on the AIM market of the London Stock Exchange plc (the **"Placing"**). The Placing does not constitute a public offer of transferable securities in the United Kingdom pursuant to section 85 of the Financial Services and Markets Act 2000 (as amended) (the **"FSMA"**) and, accordingly, no prospectus will be published in connection with the Placing in accordance with the Prospectus Regulation 2017/1129/EU as it forms part of UK domestic law by virtue of the European Union (Withdrawal Act) 2018 (the **"Prospectus Regulation"**).

This document does not constitute or form part of any offer or invitation to sell or issue or any solicitation of any offer to purchase or subscribe for any shares or other securities of the Company nor shall it (or any part of it), or the fact of its distribution, form the basis of, or be relied upon in connection with or act as any inducement to enter into, any contract or commitment whatsoever. This document is not a recommendation regarding the securities of the Company. Recipients should not purchase, subscribe for or otherwise acquire any securities of the Company on the basis of this document or the presentation made in conjunction with this document (the **"Presentation"**).

This document is being distributed only to and is only directed at persons in the United Kingdom who are: (i) "qualified investors" within the meaning of Article 2 of the Prospectus Regulation (**"Qualified Investors"**), and (ii) persons in the United Kingdom: (a) who have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the **"Order"**); (b) who are high net worth persons or entities falling within Article 49(2)(a) to (d) of the Order or (c) to whom it may otherwise be lawfully distributed (all such persons together being referred to as **"Relevant Persons"**). Any person who is not both a Qualified Investor and a Relevant Person should not act or rely on the information contained in this document. If you are in any doubt as to the matters contained in this document (including whether you fall within the definitions of Qualified Investor or Relevant Person), you should consult an authorised person specialising in advising on investments of the kind contained in this document. Any investment or investment activity to which this document relates is available only to Qualified Investors and Relevant Persons.

This document does not constitute or form part of an offer or invitation to issue or sell, or the solicitation of an offer to subscribe or purchase, any securities to any person in any jurisdiction to whom or in which such offer or solicitation is unlawful. This document and its contents are confidential and are being supplied to you for your own information and may not be distributed, transmitted, published, reproduced or otherwise made available to any other person, in whole or in part, directly or indirectly, for any purposes whatsoever. In particular, this document should not be distributed, transmitted, published, reproduced or otherwise made available, directly or indirectly, in, into or from Canada, Australia, Japan, New Zealand, the Republic of South Africa or the United States, its territories or possessions or in any other jurisdiction outside of the United Kingdom where such distribution or availability may lead to a breach of any law or regulatory requirements. The distribution of this document in other jurisdictions may be restricted by law, and persons into whose possession this document come should inform themselves about, and observe, any such restrictions. Any failure to comply with these restrictions may constitute a violation of the laws of the relevant jurisdiction. The securities of the Company have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the **"Securities Act"**), or under the applicable securities law or with any securities regulatory authority of any state or jurisdiction of the United States or under the securities laws of Australia, Canada, Japan, New Zealand, the Republic of South Africa or any state, province or territory thereof or any other jurisdiction outside the United Kingdom and may not be taken up, offered, sold, resold, pledged, transferred, delivered or distributed, directly or indirectly, through CREST or otherwise, within, into or from Canada, Australia, Japan, New Zealand, the Republic of South Africa or the United States, or to, or for the account or benefit of, any person with a registered address in, or who is a resident or ordinary resident in, or a citizen of such jurisdictions or to any person in any country or territory where to do so would or might contravene applicable securities laws or regulations except pursuant to an applicable exemption. Any securities of the Company will only be offered and sold outside of the United States in "offshore transactions" within the meaning of and in reliance on the safe harbour from the registration requirements under the Securities Act provided by Regulation S promulgated thereunder. The securities of the Company have not been approved or disapproved by the US Securities and Exchange Commission, any state securities commission or other regulatory authority in the United States, nor have any of the foregoing authorities passed upon or endorsed the merits of the Placing or the accuracy or adequacy of this document. Any representation to the contrary is a criminal offence in the United States.

The information contained in this document is provided as at the date of its publication and is subject to updating, completion, revision, amendment and further verification and does not purport to contain all information that may be required to evaluate the Company and/or the Placing. This document contains statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements may involve substantial risks and uncertainties and actual results and developments may differ materially from those expressed or implied by these statements by a variety of factors. Forward-looking statements are sometimes identified by the use of forward-looking terminology such as "believe", "expects", "may", "will", "could", "should", "shall", "risk", "intends", "estimates", "aims", "plans", "predicts", "continues", "assumes", "positioned" or "anticipates" or the negative thereof, other variations thereon or comparable terminology. These forward-looking statements speak only as at the date of this document. In addition, all projections, valuations and statistical analyses provided in this document may be based on subjective assessments and assumptions and may use among alternative methodologies that produce different results and should not be relied upon as an accurate prediction of future performance. The Company's website nor any website accessible by hyperlinks on the Company's website does not form part of this document or the Presentation, has not been subject to review or verification in respect of the Placing and no reliance may be placed by an investor on any information or opinions expressed on that website.

Except as required by applicable law or regulation, none of the Company, SPARK Advisory Partners Limited and Oberon Capital Ltd or any of their respective directors, officers, partners, employees, agents, affiliates, representatives or advisers undertakes or agrees any obligation to update or revise any forward-looking or other statements or information in this document, whether as a result of new information, future developments or otherwise and none of the Company SPARK Advisory Partners Limited and Oberon Capital Ltd or any of their respective directors, officers, partners, employees, agents, affiliates, representatives or advisers or any other party undertakes or agrees or is under any duty to update this document or to correct any inaccuracies in, or omissions from, any such information which may become apparent or to provide you with any additional information. No statement in this document is intended as a profit forecast or profit estimate (unless otherwise stated).

To the fullest extent permitted by applicable law or regulation, no undertaking, representation or warranty or other assurance, express or implied, is made or given by or on behalf of the Company SPARK Advisory Partners Limited and Oberon Capital Ltd or any of their respective parent or subsidiary undertakings or the subsidiary undertakings of any such parent undertakings or any of their respective directors, officers, partners, employees, agents, affiliates, representatives or advisers, or any other person, as to the accuracy, sufficiency, completeness or fairness of the information, opinions or beliefs contained in this document. Save in the case of fraud, no responsibility or liability is accepted by any person for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred, howsoever arising, directly or indirectly, from any use of, as a result of the reliance on, or otherwise in connection with, this document. In addition, no duty of care or otherwise is owed by any such person to recipients of this document or any other person in relation to the Presentation. This document and its contents are confidential and you and your directors, officers, partners, employees, agents and affiliates shall treat and safeguard as strictly private and confidential all information contained in this document and any oral information made available at the Presentation. You shall not use this document or the information contained herein in any manner detrimental to the Company. This document contains inside information. By accepting this document and by attending the Presentation you agree not to use all or any of the information contained herein (except to the extent it has lawfully been made public) to deal, advise or otherwise require or encourage another person to deal in the securities of the Company or engage in any other behaviour which amounts to the criminal offence of insider dealing under the Criminal Justice Act 1993 or the civil offence of insider dealing under the Market Abuse Regulation (2014/596/EU) as it forms part of UK domestic law by virtue of the European Union (Withdrawal Act) 2018 or other applicable laws and/or regulations in other jurisdictions.

SPARK Advisory Partners Limited and Oberon Capital Ltd, each of which is authorised and regulated in the United Kingdom by the Financial Conduct Authority, are acting exclusively for the Company and are not acting on behalf of any recipient or reader of this document and will not be responsible to any such person (whether or not a recipient of this document), other than the Company, for providing the protections afforded to their clients or for advising any such person in connection with the Placing or any other matter referred to in this document. Any such person is recommended to seek their own independent legal and investment advice. Neither the receipt of this document, nor any information contained therein or supplied with this document or subsequently communicated to any person in connection with this document either constitutes, or is to be taken as constituting, the giving of investment advice by SPARK Advisory Partners Limited or Oberon Capital Ltd to any person.

By attending the Presentation and/or by receiving this document (whether in hard copy form or electronically), you irrevocably represent, warrant and undertake to the Company, SPARK Advisory Partners Limited and Oberon Capital Ltd that: (i) you are a Relevant Person and a Qualified Investor; and (ii) you have read and agree to comply with, and be bound by, the contents of this notice.

Leadership with proven experience in technical & commercial growth

Presenting
today



Penny McCormick
CEO

- 15 years in medical devices plus IVD
- Commercial out licensing to £32m deal value
- Delivered strong financial growth
- Healthcare supplier into Boots and grocery majors for 10+ years
- Portfolio development and launch under ISO 13485



Maddy Kennedy
CFO

- Proven CFO for transformational out-licensing, acquisition and IPO
- Life science and tech specialties
- Digital health portfolio, Alliance Pharma



Dr Karen Whiting
CTO

- 20 years immunoassay expertise BTB and OTC
- Multiple product launches
- Programme leadership & delivery
- Medicine Management, software development



Amy Howarth
Marketing Manager

- 20 years consumer & retail brand marketing
- European marketing teams leadership for international retail brands, including Gap, Uniqlo and Boden.
- Proven development of integrated consumer marketing strategies, campaign and brand development and digital marketing



Jane Kelly
Operations Manager

- Over 30 years experience in scientific field
- Co-founder and Operational Director of Ex5 Genomics and The Genome Store
- Operational Management of regulatory compliant Molecular Genetic testing services (ISO 17025 and GCP)



Bhavika Patel
Product Specialist

- Over 11 years in the scientific industry
- Molecular diagnostics, large pharma, CROs actively involved in management, growth and global expansion of SMEs
- Focus on the development and optimisation of consumer genetics testing programs

- A team building in ambition and experience
- With over 75 years of experience in successful commercial and technical biotech programmes



Backed by experienced NEDs and Mercia as major shareholder

Presenting



Adam Reynolds
Chairman

Chairman, investor and NED
portfolio including EKF,
Yourgene



Peter Dines
Non-Exec Director

COO Mercia Asset Management Plc.
Former MD positions in medical
device tech space



Neil Mesher
Non-Exec Director

CEO Phillips UK & Ireland.
Board member of the
Association of British
Healthcare Industries (ABPI)



Lyn Rees
Non-Exec Director

CEO of YourGene Health.
Former CEO and
Directorships including Alere,
The BBI Group

Experts in commercialisation
and investment of IVDs and
consumer technology



MyHealthChecked Plc

✓ Bringing Simple, Reliable, Affordable health tests to market - now

✓ New management team who have built a new strategy in 2020. We have invested to grow in 2021 and beyond

✓ We have added and will further add new tests, and compliment our core offering in female fertility

✓ Lean, focused and addressing new markets with new tests: cost based managed to ensure a capital efficient operation

✓ Exciting partnerships with established UK diagnostic businesses: market launched and under development

✓ Agile set up and able move quickly: market responsive

We are seeking to become the UK's leading B2C testing business addressing the high growth structural shift from consumers to use affordable tests delivered to their home, and with a digitally delivered outcome and actionable advice



Today we're here to invest in and grow our at-home testing business

From here

To unlocking a greater opportunity

Fertility

Single
Platform



2
Tests



640,000 UK women
successful
conceptions to birth
in 2019



MULTIPLE PLATFORMS



Lateral Flow



DNA

+ more

LIMITLESS TESTS



Multi sector approach opening the door to the \$16bn* at home
testing market for MHC

myhealth
checked

We have a simple, affordable value proposition:

“Here at MyHealthChecked, we aim to help you understand just where you stand, health-wise.

With a developing range of options from private COVID testing (launched Dec 2020) to insight into intolerances and genetic predispositions, we promise clarity, accuracy and service you can trust, at prices you can afford”.



Evolution into the significant opportunity of DNA testing

- DNA testing is being used increasingly as an indicator of your biology by the industry at large
- CAGR for at-home testing kit market is 6.8%, from \$8.87bn in 2019 to \$16bn by 2027*
- Direct-to-Consumer Genetic Testing Market to hit \$2.5 Bn by 2024 (Global Market Insights, Inc)
- Addressable market: Market experts Deloitte found that 40% of study participants are comfortable using at-home diagnostics**



Based on Deloitte's findings, the addressable market of 3 high prevalence health conditions alone with a receptive customer base represents significant margin potential

*Data Bridge Market Research Nov 2020, **Global At-Home Testing Kits Market Report**

**Deloitte Center for Health Solutions 2020 Survey of Health Care Consumers, May 2020

***Average price of £30.00.

Genomics & genetic testing: a new mainstream for the 21st century

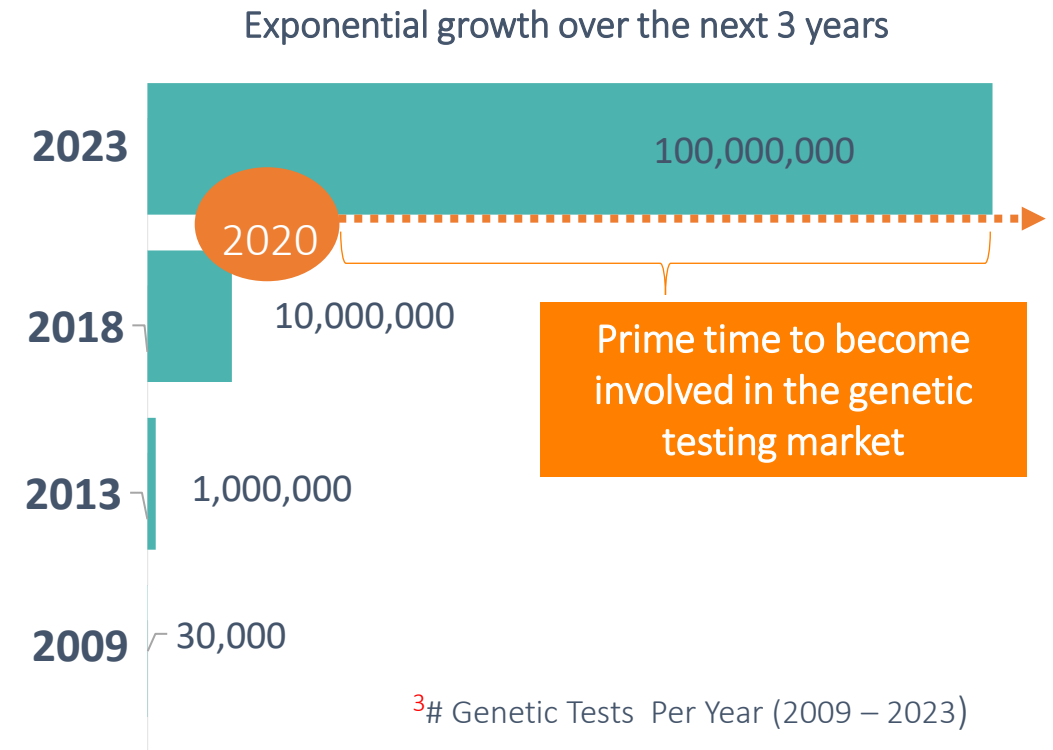
At-home Genetic testing was in its infancy 10 years ago
“We’re no longer forecasting change – we’re watching it happen”.

¹Thomas Barlow, *GIMR*, 2018

It’s an early and exciting time to be moving into this dynamic space

In the last decade >£1 Billion has been invested in human genomics companies which has coincided with:

- a greater consumer understanding
- a relaxation of the regulations to allow testing and reporting
- technological advancements which have allowed lower costs



<https://www.sciencedaily.com/releases/2018/05/180504103811.htm>

¹Science Daily: Genomics is disrupting the healthcare sector

A landmark report unveils wide-ranging clinical and commercial impacts of low-cost DNA sequencing and analysis (May 2018)

<https://www.technologyreview.com/2019/02/11/103446/more-than-26-million-people-have-taken-an-at-home-ancestry-test/>

³MIT Technology Review: More than 26 million People have taken an at home ancestry test. (Feb 2019)

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5987210/#:~:text=As%20of%20August%201%2C%202017,tests%20were%20single%2Dgene%20tests.>

Health Aff (Millwood). 2018 May; 37(5): 710–716.

Genetic Test Availability And Spending: Where Are We Now? Where Are We Going?

Genomics market

<https://www.fortunebusinessinsights.com/industry-reports/genomics-market-100941>

https://www.marketsandmarkets.com/Market-Reports/genomics-market-613.html?gclid=CjwKCAIAudD_BRBxEiwAudakX8VQgLOj1dfioHaxoth64l9c9A7mY1_lqt_2WlB9KZhdsg3W0H4BqBoCFHgQAvD_BwE

Now: Home testing is a growing market with significant white space due to

1. Change in mindset
COVID-19 making home testing more desirable and expected
2. Behaviour changing
avoidance of physical attendance for many interactions – remote communication the new normal
3. Familiarity
with online purchasing of tests – now moved beyond fertility and diabetes
4. Understanding
that overall general health can impact susceptibility
5. Preventative mindset
thinking ahead and proactively avoiding/preparing
6. Affordability
realistic pricing will drive adoption, no need to 'go private'

*<https://coronavirus.data.gov.uk/details/testing> 14.1.21

**McKinsey & Company, *COVID-19 and in vitro diagnostics: New market forces at play* – Dec 11, 2020



“The COVID-19 pandemic has turned the healthcare system upside down and challenged consumers' sense of well-being, according to the report. In other words, consumers are taking charge of their health more than ever before” – Deloitte ‘Are consumers already living the future of health?’ – May 2020

2021 and 2022 product discovery targets



INTOLERANCE

Lactose
Coeliac
Alcohol
Caffeine
Sugar



VIRUS



REPRODUCTIVE



FEMALE HEALTH

COVID Infectivity
COVID Severity
Flu Susceptibility

FEMALE REPRODUCTIVE HEALTH

Pre-Pregnancy & Pregnancy
Folate
Homocysteine
Vitamin B6
Vitamin B12
Iron
Vitamin D

FEMALE HEALTH

Osteoporosis
Osteoarthritis



NUTRITION



INTIMATE HEALTH



SKIN & BEAUTY



ADDICTION

NUTRITION

(DEFICIENCY RISK)
Vitamin A
Vitamin B
Vitamin B12
Vitamin C
Vitamin D
Folate
Vegan

INTIMATE HEALTH

Bacterial
Vaginosis

SKIN & BEAUTY

Collagen
Wrinkles (premature aging)
Acne
Glycation
Stretch Marks
Skin Bruising
Hyperpigmentation
Sunburn

ADDICTION

Smoking
Alcohol
Food
Opioid

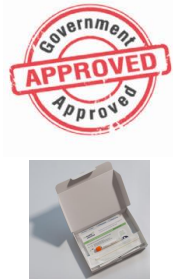


Pipeline to be timed to accommodate immediate covid- growth opportunities, and assessed using our internal scorecard and Gateway process

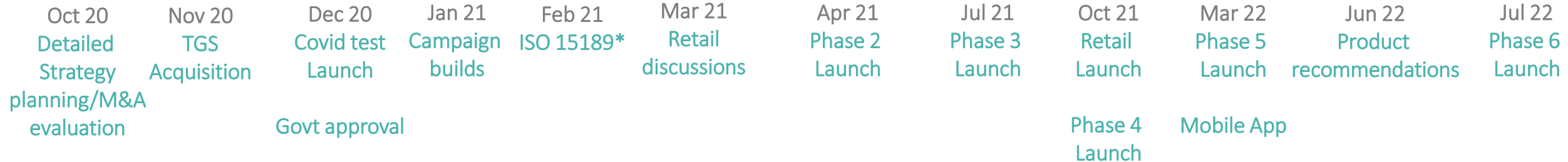
All pipeline tests developed in-house by MHC's experienced team. New tests alongside Yourgene's Clarigene (covid PCR), Abingdon's App Dx (Mylo) and EKF's Primestore MTM technology

Driving a dynamic roadmap ahead

Delivering multiple product launches in 2021 and beyond to update the stock market with progress and key milestones



Feb 21
Investment
Up to £3m



* Anticipated audit date UCAS to confirm

How our tests are different

At MyHealthChecked our tests:

1. Deliver results fast – days not weeks
2. Are priced attractively - £20 - £30 for core single range (aside from Covid tests)
3. Use scientifically validated, highly significant genetic markers
4. Are based on published evidence in the most up-to-date literature
5. Can use markers that account for global populations (i.e. gender, ethnicity)
6. Digitally deliver simple, manageable outcomes and advice

How do we do this?

Our choice of technology (PCR and fragment analysis) alongside our proprietary, optimised laboratory workflows allows for **flexibility** and **test adaptability** that some competitors are unable to offer

How is this different to our competitors?

Some competitors utilise an 'off-the-shelf' microarray technology for their test, which encompasses a **fixed** number of markers** which ultimately limits marker selection.

**<1% of the markers identified in the human genome by 1000 Genomes Project in 2015

Agile, flexible, and able to react

Our fully flexible testing model allow us to be market reactive, whilst cost effective

For Example:

COVID-19 Severity

A genome wide association study involving 1980 patients with COVID-19 and severe disease (defined as respiratory failure) has been conducted at seven hospitals in the Italian and Spanish epicenters of the SARS-CoV-2 pandemic in Europe. LaCAR have launched a CE-marked diagnostic laboratory test that uses the same SNPs

The New England Journal of Medicine (Oct 2020)

COVID-19 Infectivity (Susceptibility)

Host-mediated lung inflammation is present, and drives mortality, in critical illness caused by COVID-19. The results of the Genetics Of Mortality In Critical Care genome-wide association study in 2244 critically ill COVID-19 patients from 208 UK intensive care units (ICUs). Results identify robust genetic signals relating to key host antiviral defence mechanisms, and mediators of inflammatory organ damage in COVID-19.

Nature (Dec 2020)

	Target Markers	myhealthchecked
COVID-19 Infectivity	OAS3	✓
	IFNAR2	✓
COVID-19 Severity	SLC6A20	✓
	LZTFL1	✓
	DPP9	✓



Available for use in diagnostic laboratory



- Launching H1 2021
- Highly relevant to vaccination market and BAME communities
- Targetting DTC and retail
- Ahead of the curve



amazon

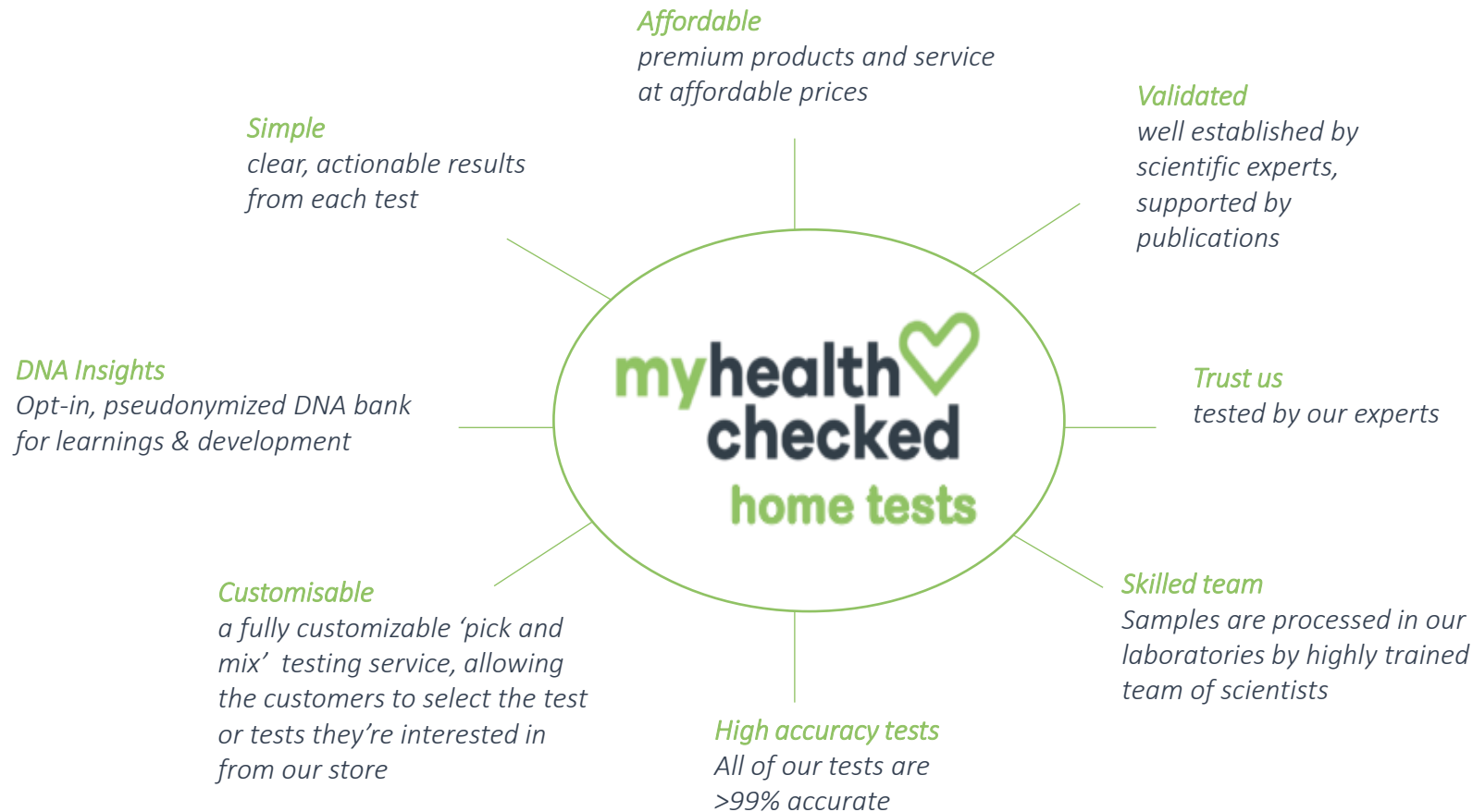
Superdrug ☆



TESCO

myhealthchecked

Why customers will choose MyHealthChecked



Driven in-house with cherry-picked specialists to target and engage users via:

- Paid search
- Content (organic traffic key)
- Influencers connected to target user groups
- PR/backlinking to relevant sites








- ❖ Broadening reach
- ❖ Clear messaging and retargeting
- ❖ Targeting non-adopters

We have created and commenced delivery of these market opportunities

Milestones delivered:

- ✓ New management team
- ✓ DTC revenue generation
- ✓ Cash preservation
- ✓ Investment in M&A
- ✓ Relationships
- ✓ Endorsement of brand
- ✓ Reach

Growth outcomes:

-  Full regreening of team under new leadership
-  Launch of business and commercialisation
-  Refocused the business through adjustment to a partnership model
-  Acquisition of The Genome Store to open channels. Securing of global App Dx license – development underway
-  Established relationships & partnerships with high calibre UK diagnostics businesses: EKF, Abingdon Health, YourGene
-  Achieved Government approval for official Test to Release Programme
-  Over 1m people in the UK Dec 2020 via leaflet drop and regional radio



Trustpilot as critical. 38 reviews achieved over 6 weeks. Engagement and follow-up drive to nurture engaged customers. KPI to secure >10 reviews a week from Feb 1st 2021

Initial potential for pipeline development: UK

Test	Prevalence*	Units	Addressable market	0.5% share	1% share	5% share
Lactose	15%	9.9m	£297m	£1.5m	£3m	£15m
Gluten	13%	8.6m	£258m	£1.3m	£2.6m	£13m
Caffeine	10%	6.6m	£198m	£1m	£2m	£10m
Alcohol	7%	4.6m	£138m	£0.7m	£1.4m	£6.9m
Osteoarthritis	10%	6.6m	£198m	£1m	£2m	£10m
Pre-pregnancy	Births + TTC (1 in 6)	0.8m	£23m	£0.12m	£0.23m	£1.1m
			£1.11bn	£5.6m	£11.23m	£56m

We have the potential to own an increasing % of the addressable market by competing with the competition on quality and price, and capturing new adopters

- GROWING MARKET: 2020 - 2027: 6.8% CAGR

* Based on a UK population of 66m

Our 3-year horizon

2021	2022	2023
<p>Intolerance, Women's Health, Fertility</p> <p>Web App development</p> <p>DTC, Amazon, Retail</p> <p>UK</p>	<p>+ Healthcare, Beauty (eg: premature aging)</p> <p>Expanding capabilities</p> <p>Mobile App</p> <p>Complimentary product recommendations</p> <p>European Entry (regulations TBC)</p>	<p>+ Portfolio</p> <p>B2B Business development: Brands, insurance providers</p>
£1.1bn addressable UK market	£4bn+ addressable market*	£++

* Based on a EU population of 257m

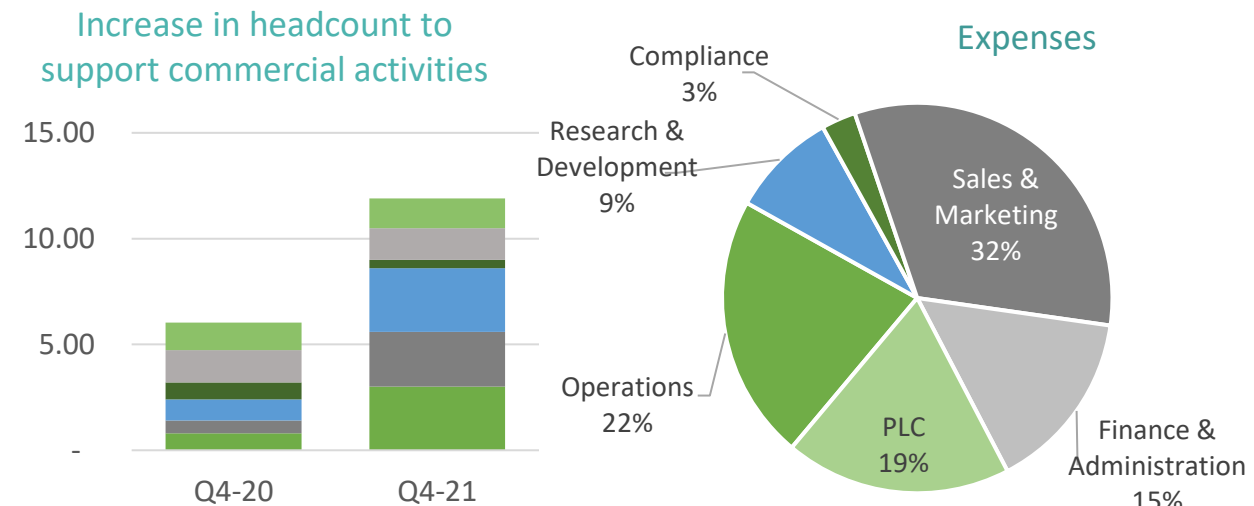
Use of Investment Proceeds

We have raised £3.4m investment to

- Launch into retail
- Build awareness
- Develop a pipeline of new products
- Develop a Smartphone App and data capture
- Broaden our testing capabilities

The investment will fund

- An increased headcount from 10 in Jan 2021 to 21 in Dec 2022
- The marketing investment required to accelerate growth
- The ongoing cost base of MHC through this growth phase



To conclude

- ✓ MHC has the right cost base, the right team, the right partners and the right strategy to capture a significant growth market from consumers
- ✓ We are generating revenue with more covid opportunities ahead, whilst developing new products to launch in 2021 and beyond
- ✓ We have clear strategy for growth and will add products and selectively, acquisitions if they meet our criteria for enhancing stakeholder value
- ✓ We will update the market regularly with developments as momentum builds
- ✓ We are raising money to fast track and develop

Thank you

myhealthchecked 