

Interim Results & Investor Roadshow – September 2022
6 Months Ended 30th June 2022

Penny McCormick, **CEO**
Nick Edwards, **CFO**

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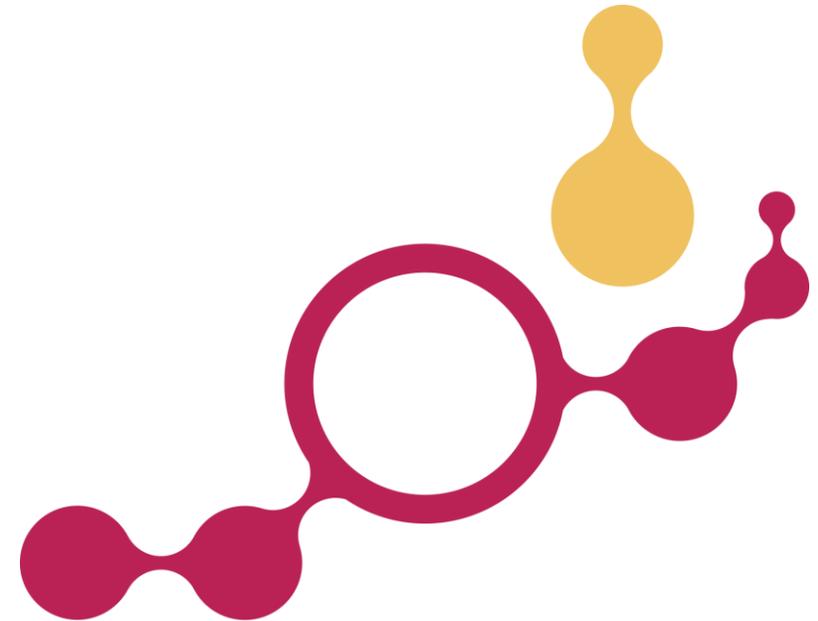
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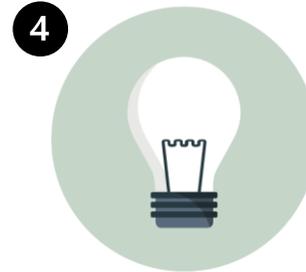
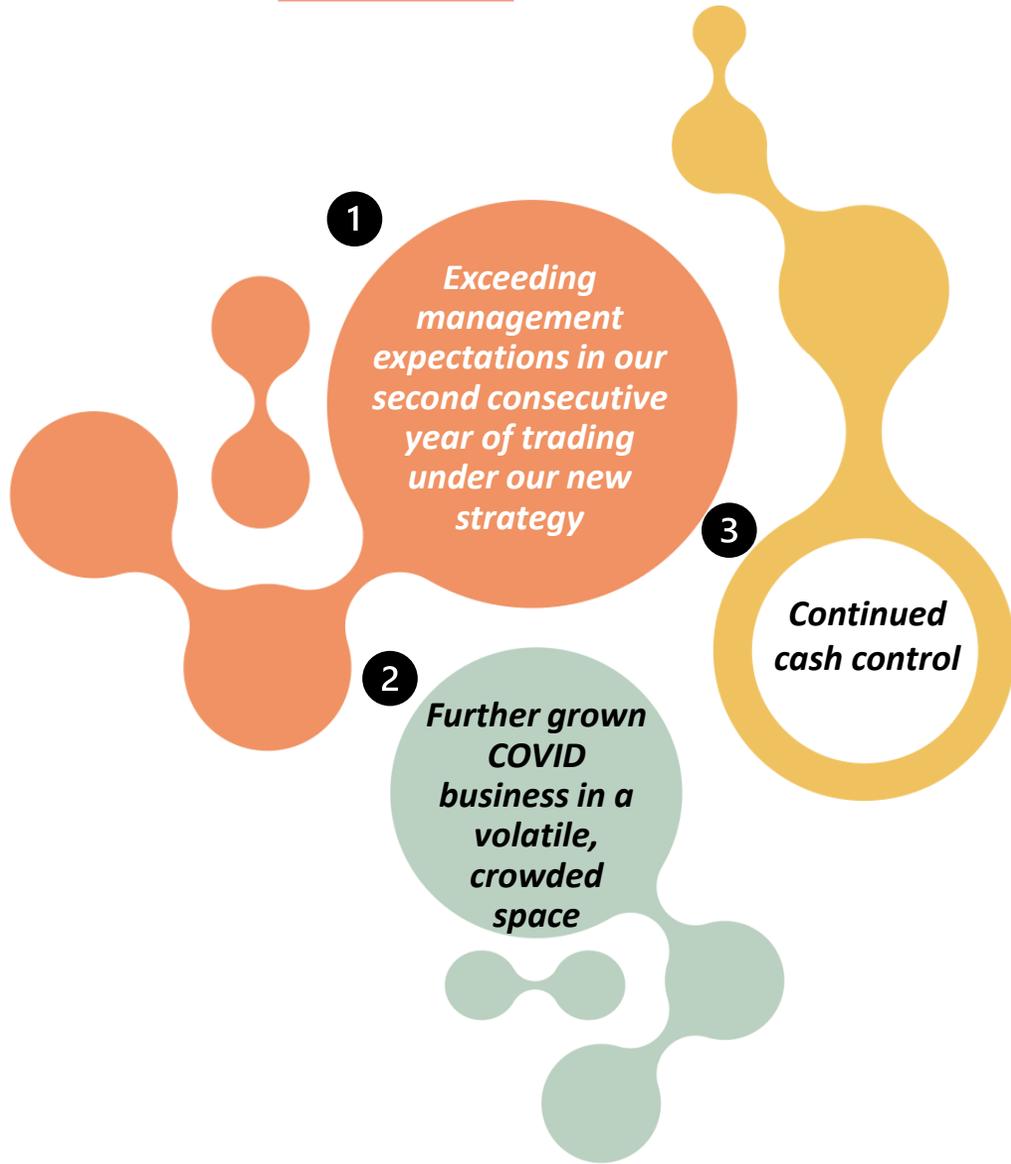
- Performance Overview
- MHC Board
- 2 years step by step
- Financial, Commercial & Operational highlights, and post-period update
- Our business plan
- Meeting customer and market needs
- New product launches
- Future digital platform
- Commercialisation delivery
- Medium term horizon focus
- Current trading and summary

Appendices:

- Financial reports
- Shareholder information
- Test types



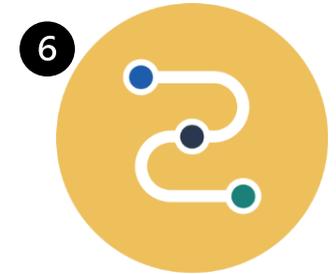
MHC performance overview



4 *New products developed and successfully launched*



5 *Digital platform further strengthened and developed for new test types*



6 *Lean infrastructure complimented by external partners*

“We are seeking to become the UK’s leading B2C POC 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”

Presenting today



Penny McCormick

Chief Executive Officer

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



Nick Edwards

Chief Financial Officer

- Skilled FD and growth-driven Analyst
- 30 years' experience within multiple commercial organisations, cross-sector
- Delivered strong financial models to secure work streams with BAE Systems & Boeing
- Depth of management and transactional experience
- Financial leadership of BBI's divestment from Alere Inc

Backed by a knowledgeable and diverse Non-Exec Board



Adam Reynolds

Chairman

Chairman, investor and NED portfolio including Belluscura, Yourgene Health



Lesley Innes

Non-Exec Director

Public and private company board experience with technical skills gained at a senior level at KPMG



Neil Mesher

Non-Exec Director

Philips Senior Vice President Europe. Chair of the Association of British Healthtech Industries Ltd (ABHI)



Lyn Rees

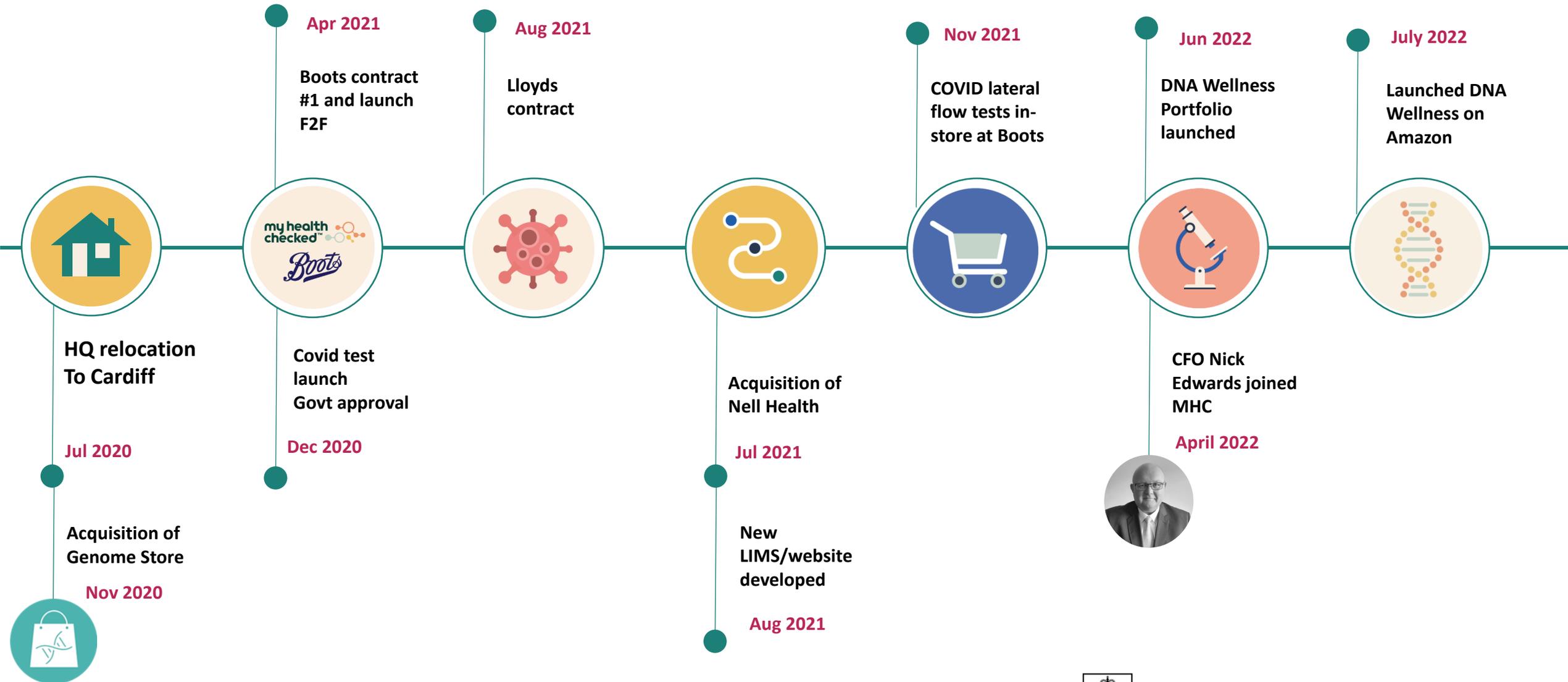
Non-Exec Director

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

→ **Presenting today**



Two successful years adapting to an evolving market



GOVERNMENT LIST PROVIDER



SUPPLIER TO



SUPPLIER TO

LloydsPharmacy

UKAS ACCREDITED



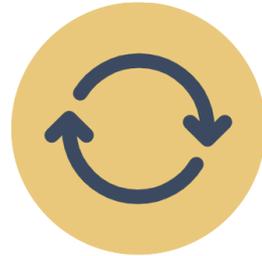
CE MARKED HOME TEST KIT



Financial highlights: building upon 2021 to exceed expectations



Delivered substantial revenue growth: Revenue of **£9.8m** during the period
(H1 2021 **£3.3m**)



Significantly reduced losses: Adjusted EBITDA* profit of **£0.37m**
(H1 2021 loss **£0.2m**)

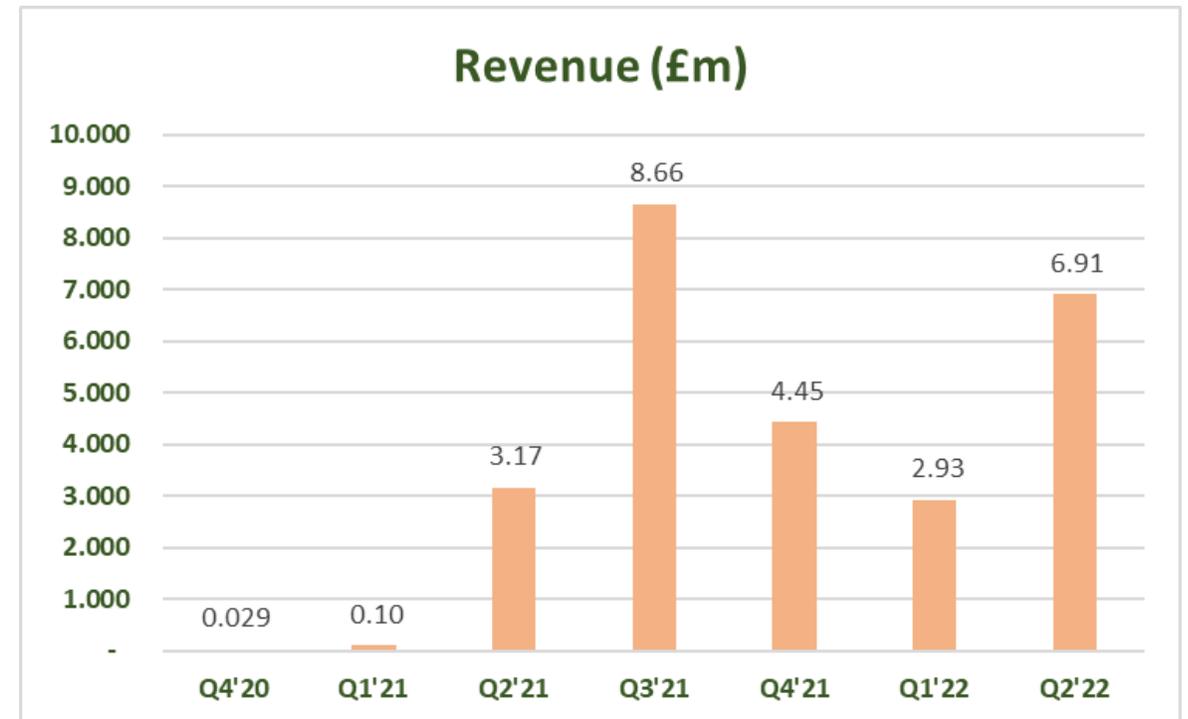
X3 Revenue increase to £9.8m from SPLY



Increase in Gross Profit: Gross Profit of **£1.5m** during the period
(H1 2021 **£1.1m**)



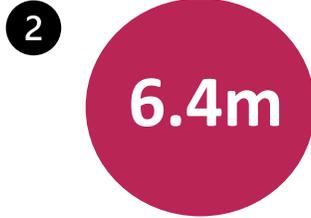
Cash balance at the period end was **£7.0m**
(H1 2021 **£2.2m**)



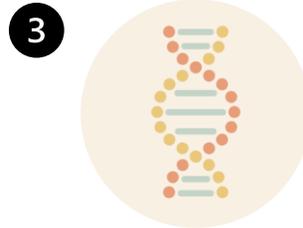
Commercial & Operational highlights



1 Distribution of FlowFlex™ lateral flow kits into top pharmacy retailers



2 Over 6m tests delivered into the market H1 2022



3 Launch of new portfolio of DNA tests



4 Launch onto Amazon



5 Technology builds for new blood testing portfolio



6 Retailer engagement for new test launches

“We have delivered robustly alongside product and technical development and launches, significantly alongside our new DNA tests”



Building on agreements with:

Boots

LloydsPharmacy

2300 stores
10m Advantage
Card holders

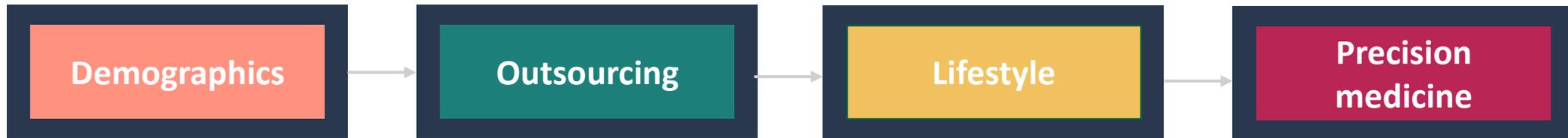
1400 stores

Post period highlights



MHC well placed to deliver responsively to market trends

Hardman & Co* flag well-reported trends that they believe will continue to drive growth in the clinical laboratory service industry over the medium and long term:



Trends include an aging population, increased frequency of soft diseases (allergies, food tolerance) and long-term disease (diabetes, cancer), which result in increased testing

Greater use of sub-contractors and outsourcing by public hospitals, particularly the NHS to achieve productivity gains

Personal wellbeing and greater focus on preventive healthcare. This would also include the trend towards DTC activities

Clinical laboratories will play a key role in the development of personalised drugs which rely on the regular testing of biomarkers

Strategy is prioritising the opportunities of (1) 'soft' diseases and (3) DTC and preventative care.

The need: Executing a successful business model



Providing a health testing infrastructure that is accessible to all and makes life easier

By being....

Responsive and providing valued customer service for partners and customers

Progressive in our thinking and innovative in our approach

Built on core principles...

Connecting our technical platform, industry knowledge and community to accelerate better health

Pioneering a positive mindset shift for sustainable and healthier futures

Best in class through our innovation in platform, products and service

Changing Customer Behaviour

NHS under strain

Living in an instant world – expectation for waiting times is changing

Familiarity with self testing post Covid – 84-88% were comfortable taking a variety of self-tests

SOURCE: MyHealthChecked, Internal research of 2000 participants, February 2022

Appetite for individuals to have more control and visibility over their health

SOURCE: NHS, Long Term Plan, 2019

Growing demand for self-serving healthcare – £16bn home testing market by 2027

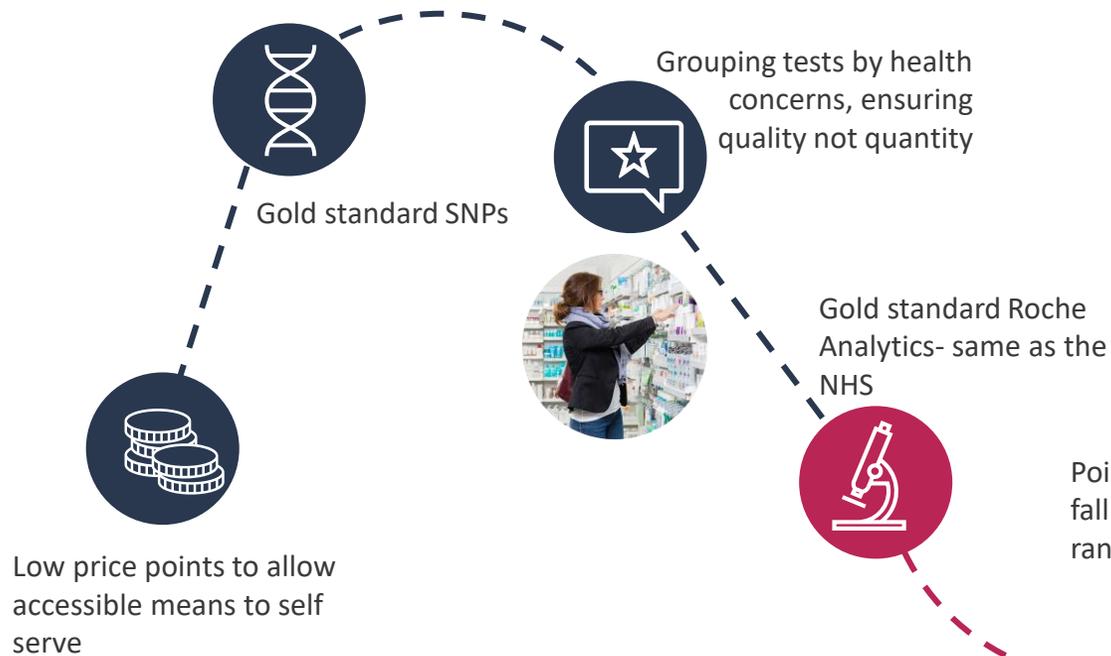
SOURCE: Data Bridge Market Research, 2021

Opportunity to support HCPs with their workload NHS spends £1.8bn on testing in primary care per year

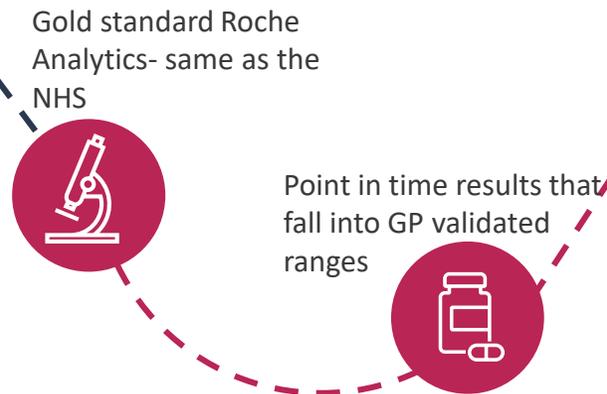
SOURCE: Elwenspoek et al, BMC Family Practice, 2020

We aim to drive engagement at all points in the customer testing journey

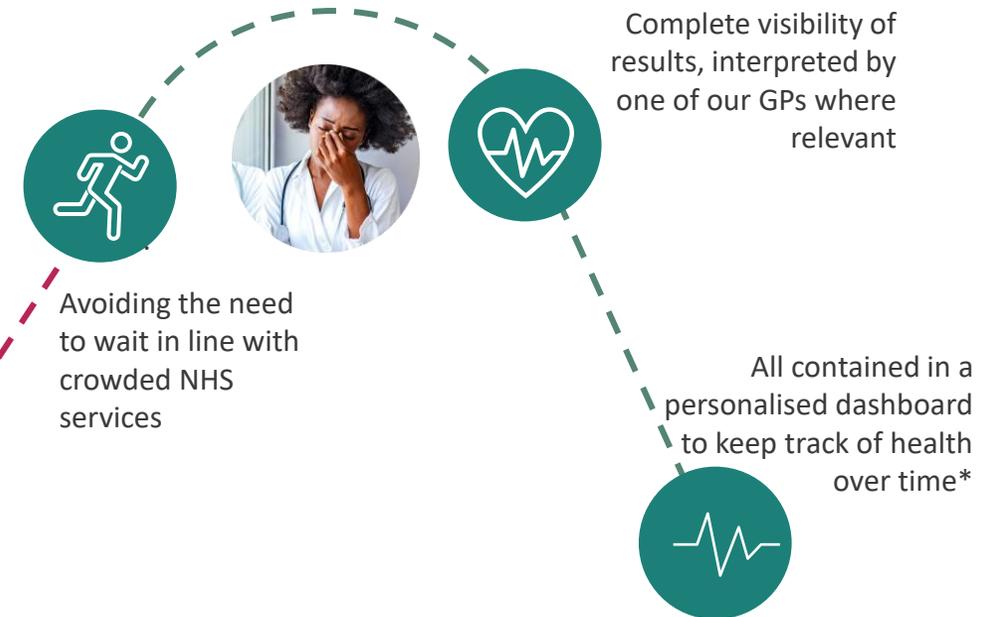
1. DNA TESTS: LONG TERM HEALTH & WELLNESS OUTLOOK



2. BLOOD TESTS: A MOMENT IN TIME



3. LATERAL FLOW TESTS: SCREENERS



Our DNA tests can offer a **'glimpse' into the future**, helping identify potential issues that may arise later on in life. Improving lifestyle choices to avoid common ailments

Our blood tests can offer **'moment in time' results**, contextualising an individual's symptoms and offering speedy health checks

Our lateral flow tests help customers **self-serve** to get an answer to their health concerns, fast.

*'Screeners' not recorded on platform at first-phase launch

Our new Blood and lateral flow tests complement our DNA range



A range of new tests with viability at retail with clear 'family' signposting for both test format and type

Our easy to use MyHealthChecked platform enables end to end customer care...

1



Create and register tests and order kits for customers

2



Track test kits and send customer notifications reporting via Portal

3



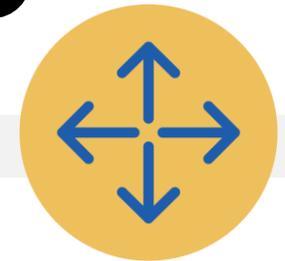
Review lab results and add notes and tailored recommendations to customers

4



Can answer customer follow-up questions or provide advice

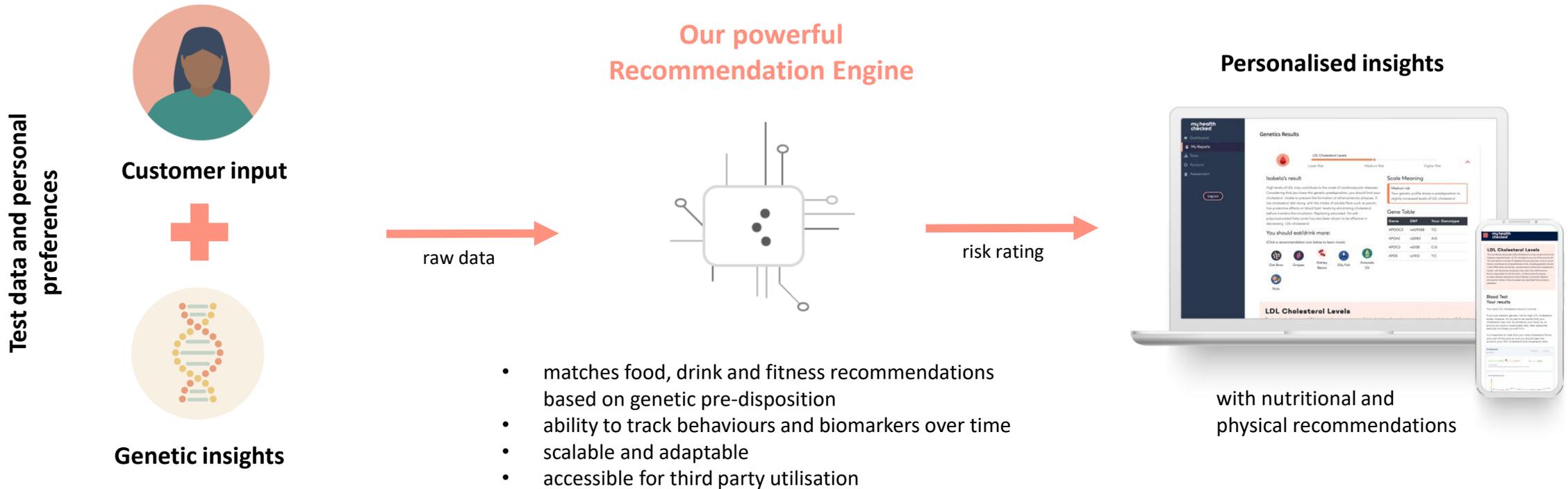
5



Automate reporting to regulatory bodies

We've re-imagined our platform

We are building data-driven solutions, smarter experiences, and stronger performance.



We have developed the digital platform to include a simple yet powerful reporting format for our new DNA tests and are further expanding this to accommodate our upcoming product launches, whilst ensuring risk, customer safety, GDPR, data, security, regulations and governance are always at the core of tech evolution.

We're investing in our "growth" stack, not a "tech" stack

Our business capabilities are growing through our digital application and infrastructure landscape

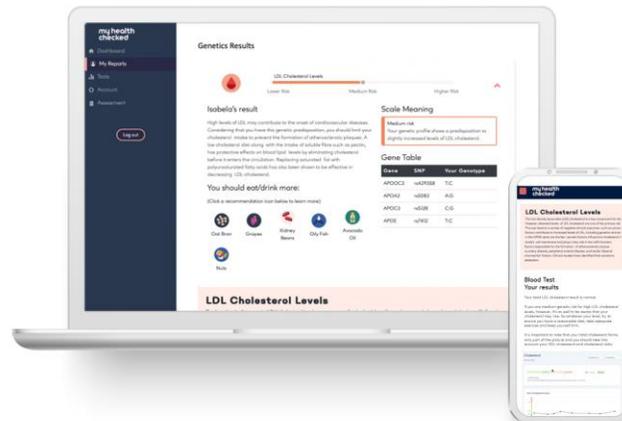
Our platform is being developed to be highly scalable and versatile – meeting identified customer needs

Providing an extensible backend that enables rapid velocity in build time

It comes with a simple self-documented and self-serviceable API

Highly maintainable and testable microservices architecture

Moving to flexible and customisable UI frontend for smoother experience



Connected care – chat, and video consultation with healthcare professionals



Custom advice and tailored testing panels unique to individual



Integrations with labs, clinics, retailers and patients all in one place



Kit directory, build, inventory and ordering capability



Import and export data to compatible apps and devices



Custom alerts and notifications based on individual preferences

How we will build on 2022: investment in commercialisation



Solidifying our brand, tone of voice and communication strategy to customers, PR strength

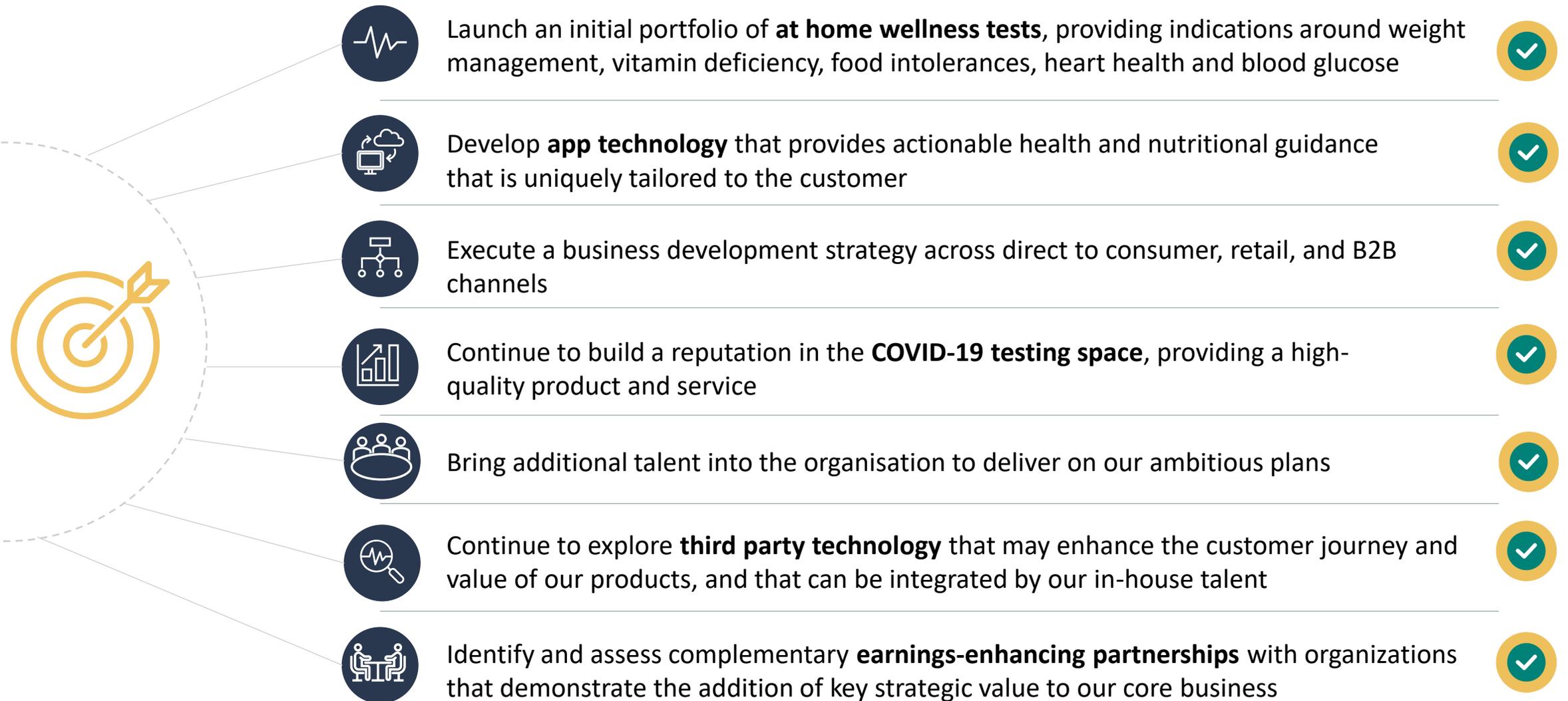
Amplified with alignment to increased UK distribution, growth in commercial heads, with strategy to grow retail and B2B channels

Growing our digital exposure & adopting referral and influential marketing channels to reach untapped audiences

Best in class MD reviewed content & advice that translates science into digestible advice. Easy to find, easy to read, growth in referral and search traffic

Digital investment: Focus on CRM
Convert>retain>upsell

Short to medium term horizon: a recap



Current trading & outlook

“We are filled with optimism and energy for the remainder of the year, where we will see our commercial, digital and product teams continue to strengthen, and deliver the builds and rollout plans that will underpin further growth”



Our half year and post-period performance has further demonstrated the establishment of a strong, credible, commercially focused operation that is committed to growth and delivery



We are well placed to support customer needs and add value for our B2B customers and end users through our new products and digital platform



Our growth plan is anchored within at-home testing and contains a growing portfolio of over 20 tests across 3 test formats



MHC is well funded, well-positioned and agile enough to continue navigating this accelerated space

MyHealthChecked key take-aways



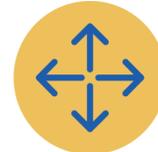
Revenue x3 of same period last year



Post-period: achieved a record month in July: £6.8m



Building onwards from retail's Covid success story, and leveraging opportunities through strong service delivery



New product portfolios gearing up for launch 2022



Fundamentals in place to deliver a growth business



Proven team and robust infrastructure in place to execute growth plans



Range lends itself well for further diversification and growth both in the UK and overseas



We remain proactive in our evaluation of attractive earnings enhancing M&A targets that will accelerate our growth plans



Appendix

Consolidated statement of comprehensive income For the 6 months ended 30 June 2022

Operating profit/(loss)

Profit/(loss) before income tax

Profit/(loss) for the period

Attributable to owners of the parent

	Notes	Unaudited 6 months ended 30 June 2022 £'000	Unaudited 6 months ended 30 June 2021 £'000	Audited Year ended 31 December 2021 £'000
Revenue	3	9,832	3,274	16,376
Cost of sales		(8,321)	(2,174)	(11,251)
Gross profit		1,511	1,100	5,125
Other administrative expenses		(1,395)	(1,360)	(2,553)
Impairment of intangible assets		-	-	(414)
Share-based payments		(104)	(7)	(112)
Administrative expenses		(1,499)	(1,367)	(3,079)
Operating profit/(loss)		12	(267)	2,046
Finance expenses		(3)	(2)	(2)
Additional consideration payable on the acquisition of The Genome Store Limited		-	-	(40)
Contingent consideration on the acquisition of Nell Health Limited no longer payable		1,000	-	-
Profit/(loss) before income tax		1,009	(269)	2,004
Tax credit		-	-	-
Profit/(loss) for the period	3	1,009	(269)	2,004
Attributable to owners of the parent:		1,009	(269)	2,004
Earnings/(loss) per ordinary share - basic	4	0.13p	(0.04p)	0.28p
Fully diluted earnings per ordinary share	4	0.13p	-	0.27p

Appendix

Consolidated statement of financial position

As at 30 June 2022

Total non-current assets

Total current assets

Total assets

Total current liabilities

Total non-current liabilities

Total liabilities

Net Assets

	Notes	Unaudited 30 June 2022 £'000	Unaudited 30 June 2021 £'000	Audited 31 December 2021 £'000
Non-current assets				
Property, plant and equipment		88	152	163
Right-of-use assets		88	-	-
Intangible assets		2,520	590	2,289
Total non-current assets		2,696	742	2,452
Current assets				
Inventories		711	783	497
Trade and other receivables		3,224	3,114	2,332
Cash and cash equivalents		6,995	2,214	6,387
Total current assets		10,930	6,111	9,216
Total assets		13,626	6,853	11,668
Current liabilities				
Trade and other payables		5,094	2,994	3,315
Lease liabilities		26	-	-
Deferred taxation		-	87	-
Deferred consideration and other provisions		-	226	1,240
Total current liabilities		5,120	3,307	4,555
Non-Current liabilities				
Lease liabilities		40	-	-
Total non-current liabilities		40	-	-
Total liabilities		5,160	3,307	4,555
Net assets		8,466	3,546	7,113
Share capital	5	780	725	756
Deferred shares		6,359	6,359	6,359
Share premium account		16,887	15,513	16,671
Capital redemption reserve		1,815	1,815	1,815
Reverse acquisition reserve		(6,044)	(6,044)	(6,044)
Retained earnings		(11,331)	(15,745)	(12,444)
Share-based payment reserve		-	923	-
Total equity		8,466	3,546	7,113

Total equity

Appendix

Consolidated statement of cash flows For the 6 months ended 30 June 2022

Adjusted operating profit/(loss)
before changes in working capital

Cash generated/(used) in
operations

Net cash flows used in
investing activities

Net change in cash and cash
equivalents

	Unaudited 6 months ended 30 June 2022 £'000	Unaudited 6 months ended 30 June 2021 £'000	Audited Year ended 31 December 2021 £'000
Cash flows from operating activities			
Profit/(loss) before taxation	1,009	(269)	2,004
Adjustments for:			
Deferred consideration adjustment	(1,000)	-	40
Decrease in provisions	-	-	(26)
Depreciation and amortization	169	61	157
Impairment of intangible assets	-	-	414
Finance expenses	3	2	2
Share-based payments	104	7	112
Adjusted operating profit/(loss) before changes in working capital	285	(199)	2,703
Changes in working capital			
Increase in inventory	(214)	(781)	(494)
Increase in trade and other receivables	(892)	(2,918)	(2,124)
Increase in trade and other payables	1,779	2,610	2,931
Cash generated/(used) in operations	958	(1,288)	3,016
Other interest paid	(3)	(2)	(2)
Net cash inflow/(outflow) from operating activities	955	(1,290)	3,014
Investing activities			
Purchase of property, plant and equipment	(117)	(128)	(147)
Purchase of intangible assets	(296)	(3)	(102)
Acquisition of Nell Health Limited	-	-	(50)
Net cash flows used in investing activities	(413)	(131)	(299)
Financing activities			
Issue of ordinary shares (net of issue expenses)	-	3,174	3,211
New lease finance	100	-	-
Repayment of lease liability	(34)	(5)	(5)
Net cash inflows from financing activities	66	3,169	3,206
Net change in cash and cash equivalents	608	1,748	5,921
Cash and cash equivalents at the beginning of the period	6,387	466	466
Cash and cash equivalents at the end of the period	6,995	2,214	6,387

Net cash inflow/(outflow)
from operating activities

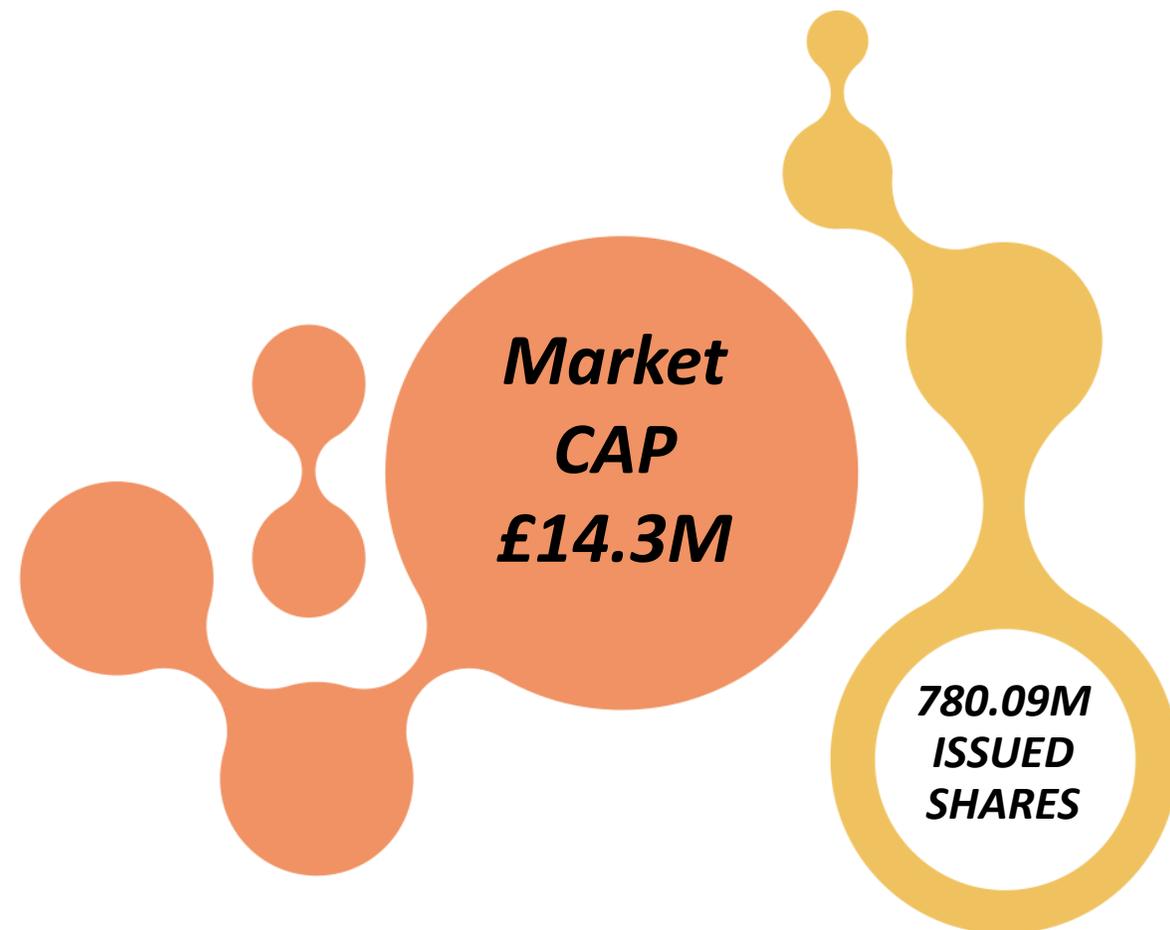
Net cash inflows from
financing activities

Cash and cash equivalents at
the end of the period

Appendix

Shareholder information

<i>Mercia Asset Management PLC*</i>	26.38%	205.787M
<i>UBS Switzerland AG Client Acc</i>	3.36%	26.172M
<i>Directors share holding</i>	1.88%	14.654M
<i>Remaining Shares</i>	68.38%	533.477M



**Together with Mercia (General Partner) Limited and Finance Yorkshire Limited the total holding for direct investment or via funds under management*

Appendix

1. MyHealthChecked at-home genetic panel: DNA tests



We offer easy, accurate and reliable **DNA home test kits** for heart health, intolerances, vitamins and minerals, weight management and glucose management



Our DNA tests can offer a '**glimpse**' into the future, helping identify potential issues that may arise later on in life, and that could be averted by making positive changes to nutrition or lifestyle habits today



Our main goal is to provide recommendations based on the most validated evidence to optimise health by analysing an individual's genetic makeup. We only include genetic variants in our report once they have passed our validation process



By grouping the tests by health concerns, we're able to offer a **lower price** than many of our competitors, ensuring we're accessible to our target market



Appendix

2. We offer essential blood tests providing a health insights, conveniently: Blood kits



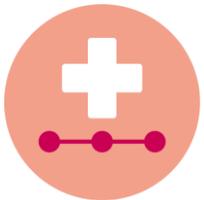
We are bringing to market a range of capillary blood sampling that **covers everything** from heart, liver, kidney, and glucose through to thyroid health



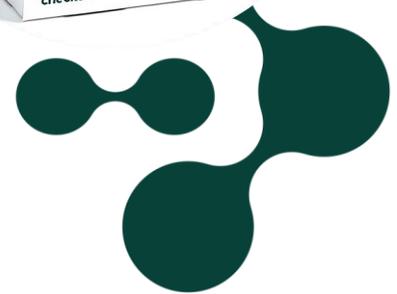
Our lab partner provides bespoke service that draws upon innovative processes and use Roche's automated analysers, the **NHS gold standard methodology**, to improve outcomes for patients.



Our blood tests provide insights that give a 'snapshot' of internal levels of biomarkers that allows health professionals to prescribe **accurate treatment** to either improve or maintain your optimal balance within the body



Our customer interface has been developed with our GPs to ensure the right information is available to patients, **and** their doctors should they wish to share



Appendix

3. We provide lateral flow tests as part of wellness or what we call 'surveillance'



The Wellness lateral flow test is a quick self-test that provides qualitative indications of your health status with **results in minutes**



It determines whether or not the amount of certain biomarker in the sample, i.e. Vitamin D, **exceeds a threshold** value by detecting or not the labelled antibody in the test band



Lateral flow tests are particularly effective in identifying if infection is present or giving an indication of the status of a specific biomarker. **These results can then inform the next stage – further testing or treatment**

