



myhealth  checked™

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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 to 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 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



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

From here

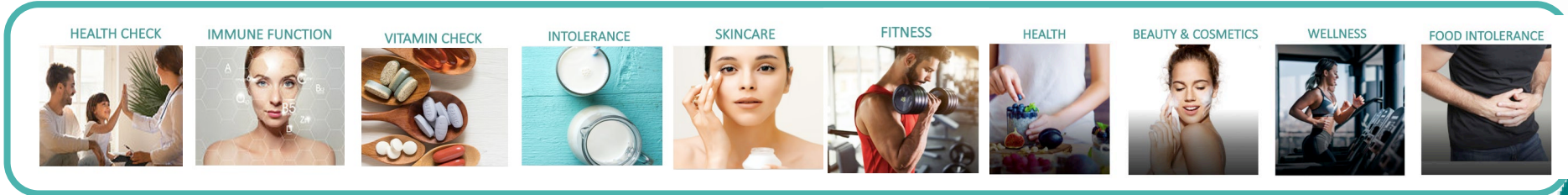
To unlocking a greater opportunity

Fertility

Single Platform

2 Tests

640,000 UK women successful conceptions to birth in 2019



MULTIPLE PLATFORMS  Lateral Flow  DNA + more



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



*Data Bridge Market Research Nov 2020, Global At-Home Testing Kits Market Report <https://www.databridgemarketresearch.com/reports/global-at-home-testing-kits-market>

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

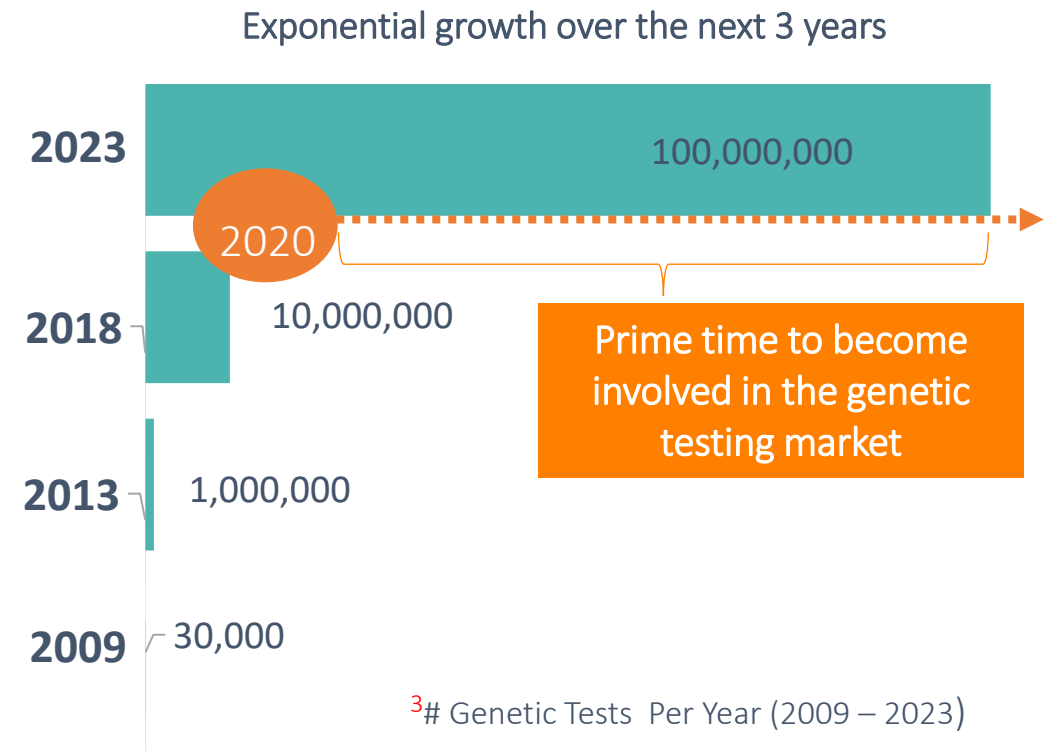
At-home Genetic testing was in its infancy 10 years ago
“We’re no longer forecasting change – we’re watching it happen”.

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>

⁵Science 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/PMC59877210/#:~:text=As%20of%20August%201%2C%202017,tests%20were%20single%2Dgene%20tests,Health%20Aff%20\(Millwood\),2018%20May;37\(5\):710-716.](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC59877210/#:~:text=As%20of%20August%201%2C%202017,tests%20were%20single%2Dgene%20tests,Health%20Aff%20(Millwood),2018%20May;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>

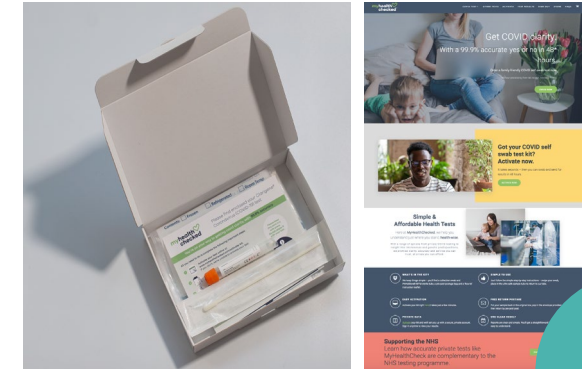
https://www.marketsandmarkets.com/Market-Reports/genomics-market-613.html?clid=CjwKCAIAudD_BRBxEIwAudakX8VQgLO1dfjoHaxoth6419c9A7mY1_lqt_2WIB9KZhdsg3W0H4BqBoCFHgQAvD_BwE

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



MHC
COVID-19
test
launched
Dec 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

VIRUS

COVID Infectivity
COVID Severity
Flu Susceptibility



REPRODUCTIVE



FEMALE HEALTH

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

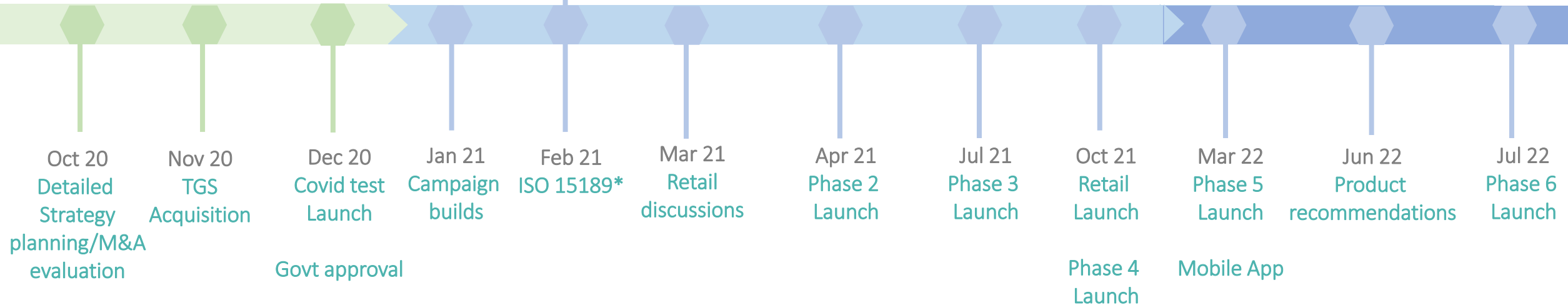
All pipeline tests developed in-house by MHC's experienced team. New tests alongside Yourgene's Clarigene (covid PCR), Abingdon's App Dx (Mylo) and EKF's Primstore MTM technology

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



DNAfit

vitl

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 most of the competition are unable to offer.

How is this different to our competitors?

Some competitors such as 23&me, DNAfit, and Vitl utilise an 'off-the-shelf' microarray technology for their test, which encompasses a **fixed** number of markers** which ultimately limits marker selection.

*uses microarray for DNA health tests only (not genetic intolerance)

**<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)



Available for use in diagnostic laboratory



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

Which are accessible currently on utilized tech?



DNAfit

EasyDNA



		23andMe	DNAfit	EasyDNA	£499 WES	myhealth checked
COVID-19 Infectivity	OAS3	✓	✓	✓	✓	✓
	IFNAR2	X	X	X	✓	✓
COVID-19 Severity	SLC6A20	X	X	X	✓	✓
	LZTFL1	X	X	X	✓	✓
	DPP9	✓	✓	✓	✓	✓



amazon

Superdrug ☆



TESCO



Ability to create superior products

Coeliac Disease



HLA-DQ2.5	Most common	✓	✓	✓	✓
HLA-DQ8	Less common	✓	✓	✓	✓
HLA-DQ2.2	Least common	X	X	✓	✓

Intolerance Range

Tests with 99% accuracy are brought to market by trusted, accredited, approved provider

Polycystic Ovarian Syndrome (PCOS)



TNF- α	Common PCOS features such as hyperandrogenism, increased insulin resistance and obesity	✓	✓
IL-6	Inflammation	✓	✓
DENND1A	Metabolic Dysfunction affecting 33% of women with PCOS	X	✓
THADA	Androgens and Gonadotrophins dysregulation	X	✓

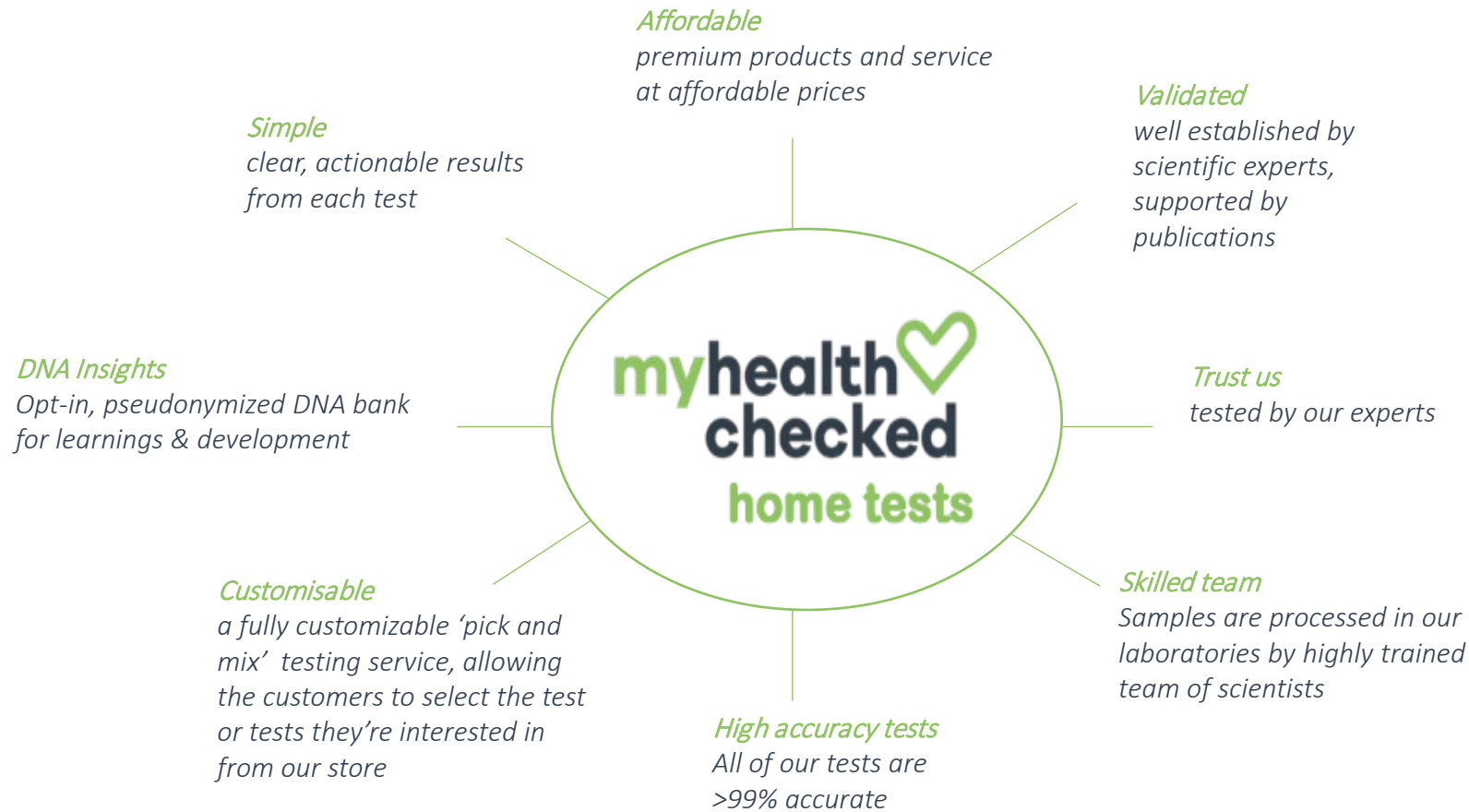
Female Reproductive Health

Note: Supreme fertility assess other related markers as part of their PCOS assessment likely due fixed markers

Our skilled team identifies the most accurate, proven up-to-date evidence base which enables us to bring the most relevant markers into our portfolio

This allows us to offer a clinically evidenced, meaningful panel, and support it with references to provide an accurate picture of the customer's genetic make-up

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

- 50% margin
- 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

Placing, use of proceeds and timetable

We are raising up to £3m investment to

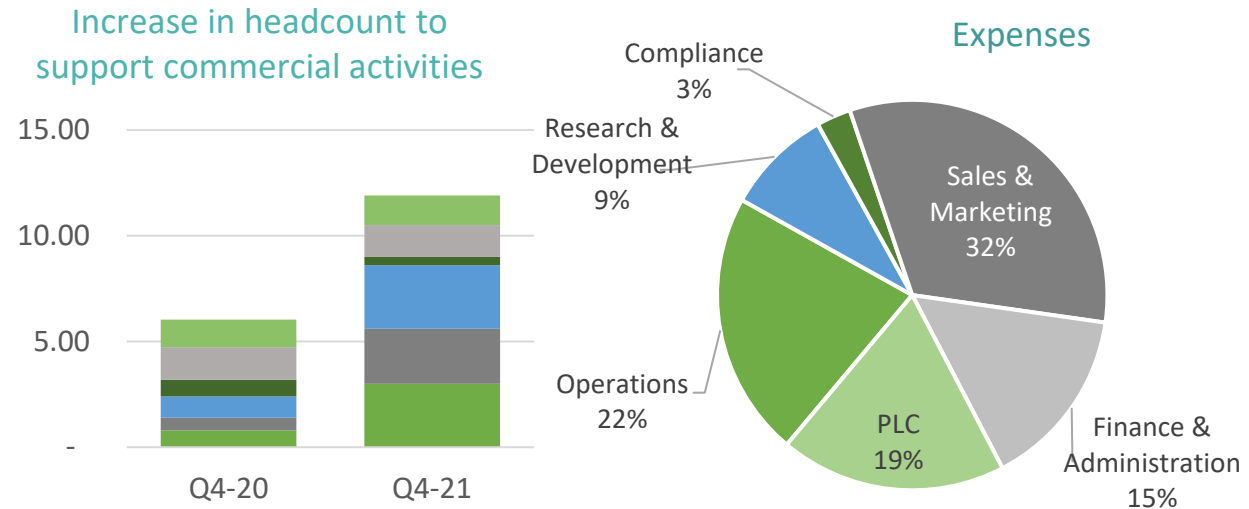
- Launch into retail
- Build awareness
- Develop a pipeline of new products
- Develop a Smartphone App and data capture
- Broaden our testing capabilities

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

Process

- We are applying for Advance Assurance from HMRC that the new shares qualify for EIS and VCT relief (Philip Hare Associates)
- We will need to seek authority from shareholders in GM to issue shares
- Mercia re-investment, subject to Investment Committee approval
- Directors have undertaken to participate in the placing



Timetable

Roadshow (wall crossed)	Monday 25 th – Thursday 28 th January
Announcement of ABB	16.30 Thursday 28 th January
Close of ABB	12.00 Friday 29 th January
EGM	16 th February
Admission of placing shares	17 th February

Contact Oberon Capital: Mike Seabrook on 0203 179 5344 and Theo McDonnell on 0203 179 5302

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

myhealth 
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Appendix 1: Competitive Products

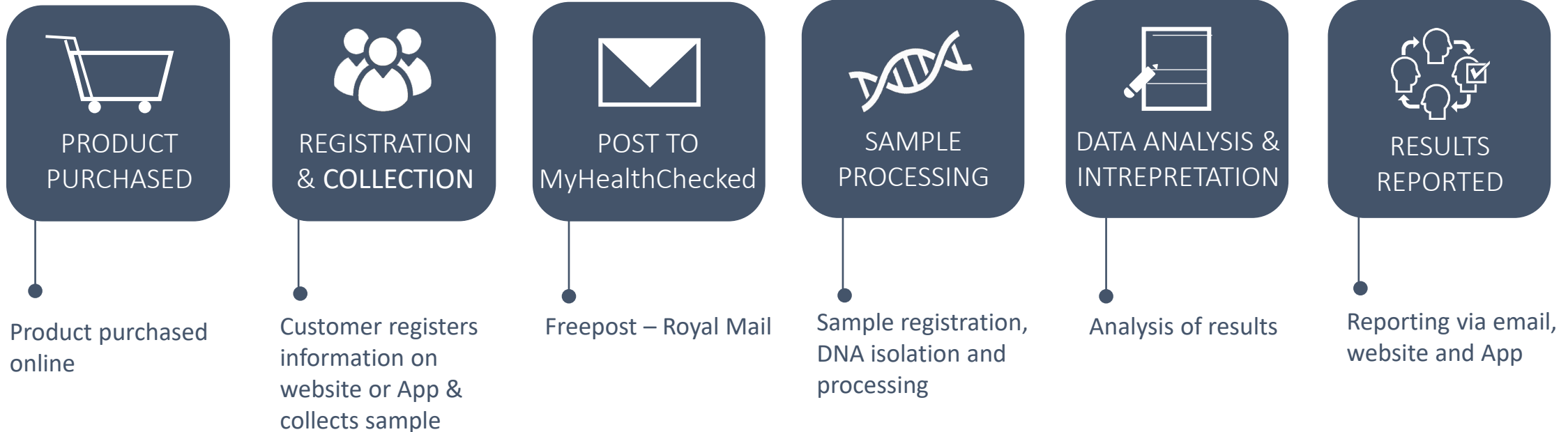
	Price	Non Invasive	DNA Based Test	Single Test	Tested in-house	Available on High St	App Access to Data	Concise Reporting	UK Product
 myhealth checked	£	✓	✓	✓	✓	✓	✓	✓	✓
 vitl	£££	✓	✓	x	N/A	✓	✓	✓	✓
 thriva	££	x	x	x	N/A	✓	✓	✓	✓
 23andMe	££££	✓	✓	x	N/A	✓	✓	x	x
DNAfit	££££	✓	✓	x	N/A	✓	✓	✓	x
 dnanudge	££££	✓	✓	x	✓	✓	✓	✓	✓
 EasyDNA	££££	✓	✓	✓	N/A	x	x	x	✓

Appendix 2: Population, Prevalence and Perception



Appendix 3: Customer Journey - How It Works

Simple Process, <2 weeks to Results



Appendix 5: Customer Results

Publication References

[Scientific Reports volume 8, Article number: 5649 \(2018\). Differences in DNA Methylation and Functional Expression in Lactase Persistent and Non-persistent Individuals](#)

[J Pediatr Gastroenterol Nutr. 2015 Feb;60\(2\):182-91. Functional significance of single nucleotide polymorphisms in the lactase gene in diverse US patients and evidence for a novel lactase persistence allele at -13909 in those of European ancestry.](#)

[Am J Hum Genet. 2004 Jun;74\(6\):1111-20. Epub 2004 Apr 26. Genetic signatures of strong recent positive selection at the lactase gene.](#)

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The Science

The breakdown of lactose by lactase

The LCT gene instructs the production of lactase, the enzyme involved in the breakdown of lactose. When lactose enters the small intestine, lactase (produced by cells that line the walls of the small intestine) breaks down lactose into the simpler digestible sugars; glucose and galactose, allowing for appropriate absorption and comfortable digestion.

Reduced lactase production

If you encompass the variants that reduce lactase production, lactose moves further down the gut and is broken down by bacteria resulting in acid and gases that cause those nasty intolerance symptoms such as flatulence, stomach pain and bloating.



Lactose Intolerance

User name: Joe Bloggs

Date of birth: 28-Oct-1987

Reference SNP cluster ID: rs4988235

Chromosome: 2

Gene: MCM6 regulator of LCT

What do your genes say?

rs4988235

AA

Unlikely to be lactose intolerant



Click for detailed report

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More Information

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What do my results mean?



LIKELY TO BE LACTOSE INTOLERANT

You have a significantly reduced ability to produce the lactase enzyme and therefore may have considerable symptoms after consuming lactose.



MAY HAVE MODERATE LACTOSE INTOLERANCE

You have a slightly reduced ability to produce the lactase enzyme and therefore may have mild symptoms after consuming lactose.

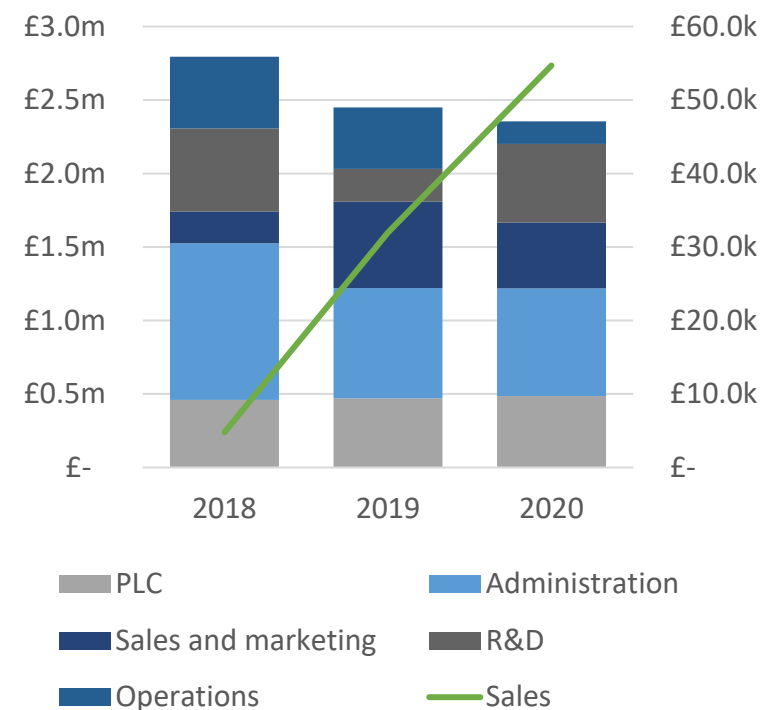


UNLIKELY TO BE LACTOSE INTOLERANT

You have the ability to produce the lactase enzyme and effectively breakdown lactose.

Appendix 6: Financial History

£'000	2018	2019	2020*
Sales	4.8	32.0	54.7
Cost of sales	-75.3	-77.1	-246.5
Gross Margin	-70.4	-45.1	-191.8
Operations	487.9	418.0	152.9
Gross Profit	-558.3	-463.1	-344.7
R&D	564.8	223.0	535.0
Sales and marketing	216.9	588.2	448.1
Administration	1,065.7	749.6	733.2
	1,847.5	1,560.8	1,716.2
Operating Profit	-2,405.8	-2,023.9	-2,060.9
PLC	460.0	471.0	485.4
Net profit	-2,865.8	-2,494.9	-2,546.3
Depreciation	338.1	236.0	157.2
EBITDA	-2,527.7	-2,258.9	-2,389.1
	2018	2019	2020*
Cash balance	£740	£616	£461
Funds raised (net proceeds)	£1.9m	£2.2m	£1.7m

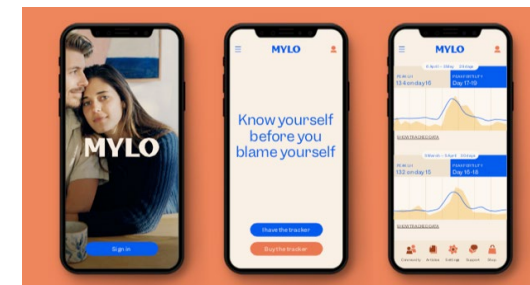


Appendix 7: Our legacy fertility portfolio

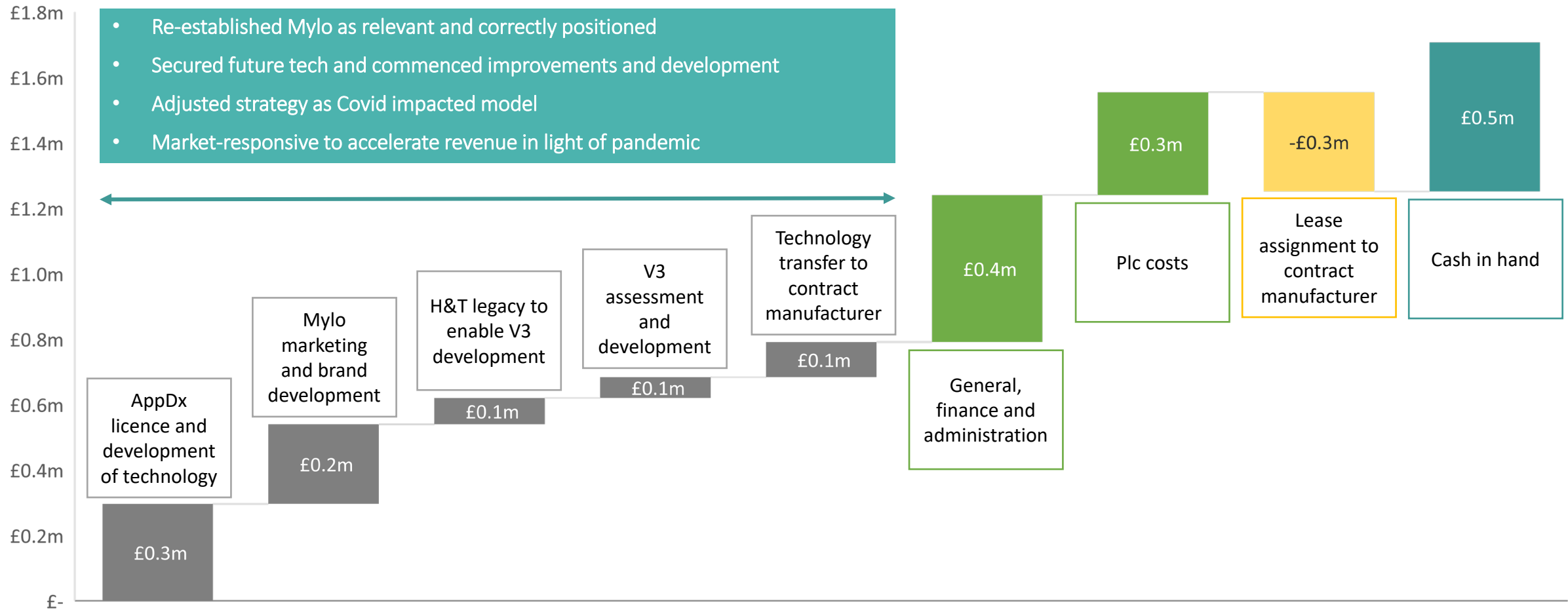
- Quantitative lateral flow technology for key fertility hormones, under development with PdG test capability and Smartphone reader
- Market presence upon which to add highly relevant testing platforms (PCOS, pre-fertility)
- Adjusted strategy as Covid impacted model – consumer uncertainty; HFEA guidance; priorities elsewhere for pharmacy retail
- Redirecting funds into immediate revenue streams
- Substantial progress made in 2020: transition to stronger UX and connectivity

Further development to be supported by grant or JV, enabling us to invest fully in immediate revenue generation - The application to be made according to the defined project

MYLO



Appendix 8: Corporate use of funds



Appendix 9: Corporate Information

Shareholder	Ordinary Shares	Issued Share Capital (%)
Share Nominees LTD (Mercia EIS Fund)*	62,500,000	12.1
Mercia Investment Plan LP*	59,336,428	11.5
Hargreaves Lansdown (Nominees) Limited	39,126,507	7.6
W B Nominees Limited	37,882,420	7.3
Barnard Nominees LTD	36,705,704	7.1
JIM Nominees Limited	36,152,484	7.0
CGWL Nominees Limited	24,787,298	4.8
Aurora Nominees Limited	19,260,910	3.7
Interactive Investor Services Nominees Limited	18,341,182	3.5
Lawshare Nominees Limited	16,647,853	3.2
Vidacos Nominees Limited	13,656,496	2.6
Finance Yorkshire Limited*	12,699,967	2.5
Mercia (General Partner) Limited*	12,375,000	2.4

*The total holding for Mercia Asset Management includes

- Share Nominees Limited (Mercia EIS Fund)
 - Mercia Investment Plan LP
 - Finance Yorkshire Limited
 - Mercia (General Partner) Limited
- } 28.4%

- Issued share capital = 517,821,675 ordinary shares
- Market cap = £10.6m @2.05p