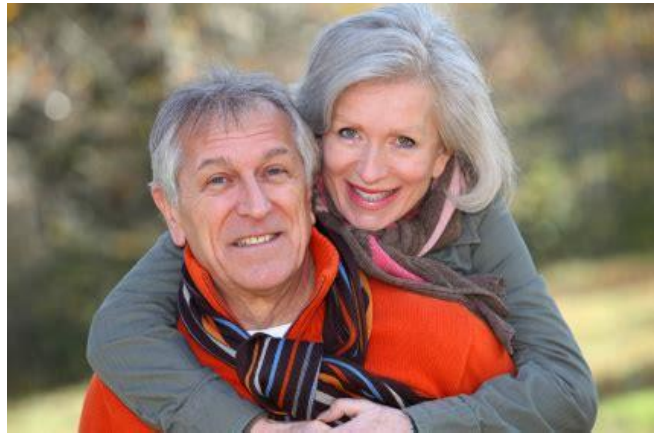
HEALTHIA
TIME: 30:28
PACE: 5:13
DISTANCE: 03:10
Recovery Time
6
Hours
HS
HAPPYSALUS
WELLBEING & LONGEVITY

The Healthcare Issue

Growing aging of population that, on the other hand, want to keep fit and healthy with ever greater awareness

Transformation of Welfare with strong privatization of healthcare and need for cost containment. In Italy only, 15 mio people gave up medical treatments



Prices for private healthcare covers are dramatically high as companies lack detailed and specific customers' profiles

700.000 App Health

Diabetes, cardiovascular diseases and respiratory diseases, are the main causes of death after cancer in the EU.

More and more «self-care» stand alone and incomplete solutions

MEGA-TREND

Making healthcare affordable for everyone

1. Monitoring
2. Algorithm
3. Engagement
4. E-market place

Happysalus is one of the most innovative M-Health system aimed at improving people's quality of life through constant and continuous self-monitoring of some health parameters reducing their key health risks .

The active prevention of health risks and personalized consumer profiling allows people to live better and safer thanks to personalized alerts, tips and health paths.

Market Target B2B2C e B2C

SELF MONITORING

1TO1 BIG DATA ANALYSIS

1TO1 ENGAGMENT- eCOMMERCE

ARTIFICIAL INTELLIGENCE ENGINE

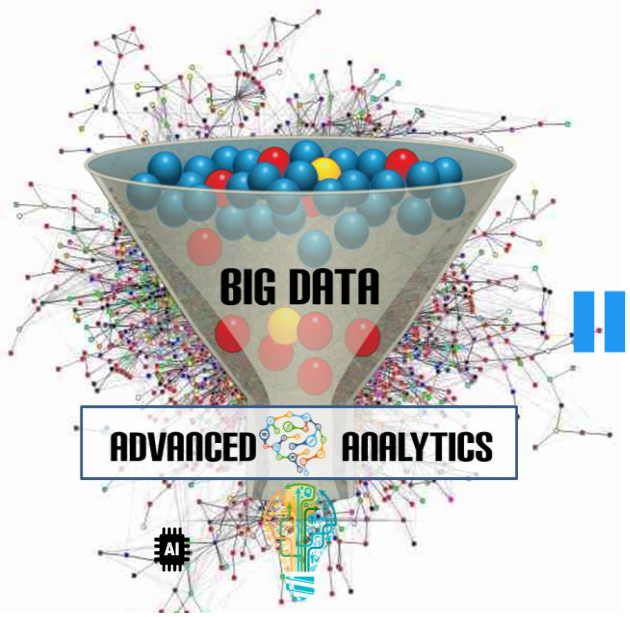
DIAGNOSIS

MEDICAL ANALYSIS

MEDICAL HISTORY

MEDICAL DEVICE

MEDICAL WEARABLE



- Prevention protocols
- Medical modules
- Supplements
- Advanced devices
- Micro-Insurance
- Fitness
- Organic Food
- Home Care

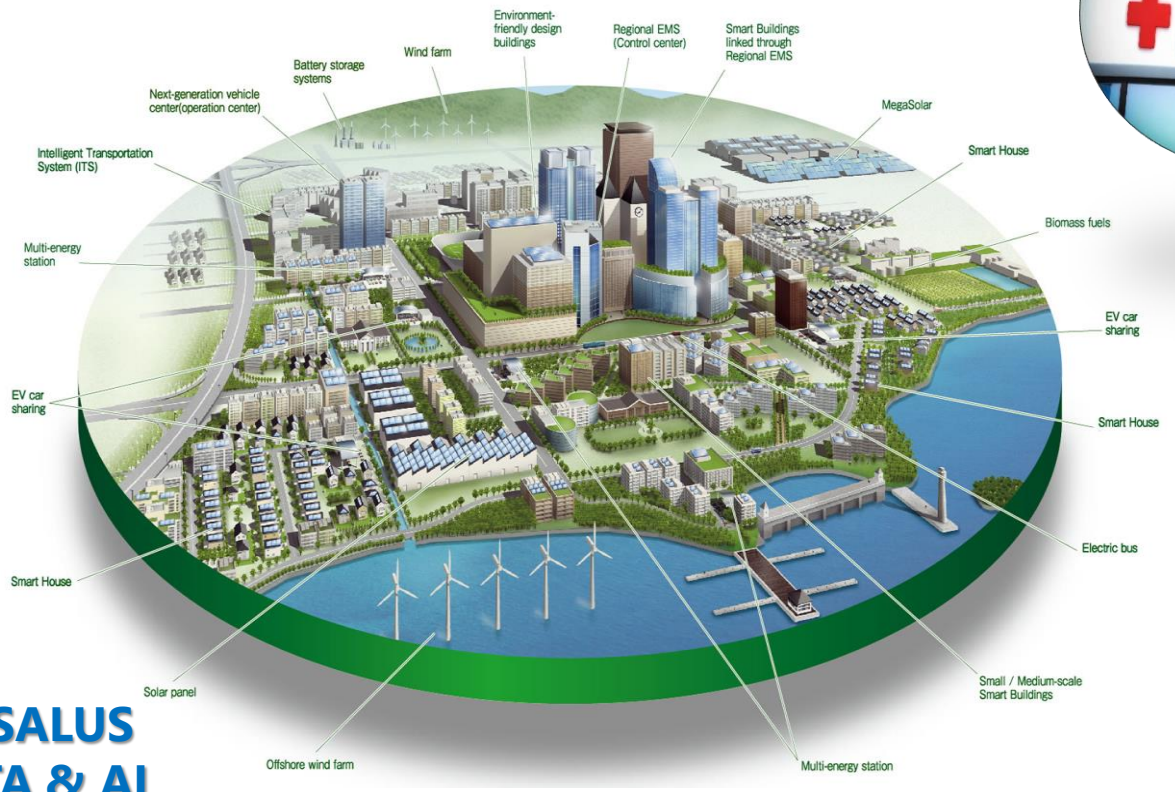
MEDICAL DATA AND ALERT

BIG DATA INTERPRETATION

CUSTOMIZED WELL-BEING

Happysalus: the Healthcare SmartCities:

HAPPYSALUS BIG DATA & AI



SELF MONITORING

The tools, both wearable and home, are EEC certified and equipped with wireless data transmission technology. They are generally provided in the form of differentiated kits for pathological propensity or for those who want to improve their lifestyle and well-b

Wearable

a) Fitness
b) Heart Rate
c) Sleep Analysis
d) Pressure Measurement
e) Blood oxygenation
f) Breath frequency
g) Steps and counts calories
h) Functions integrated with smartphone
i) Fitness functions

Kit Lifestyle

<u>Impedance scale (Fat body scale)</u>

A. Body weight
B. Lean mass
C. Fat mass
D. Body water
E. % skeleton
F. BMI

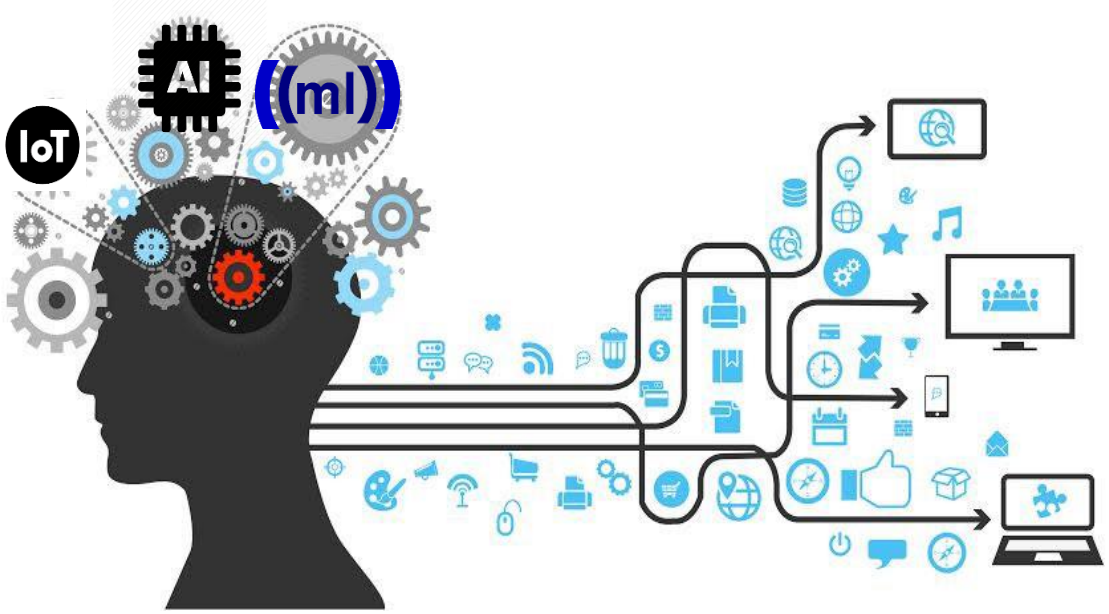
Medical kits for pathologies

Composed of 2 or 3 elements of which a wearable and at least a specific device for diseases:

- ❑ Cardiovascular
- ❑ Respiratory
- ❑ Diabetic

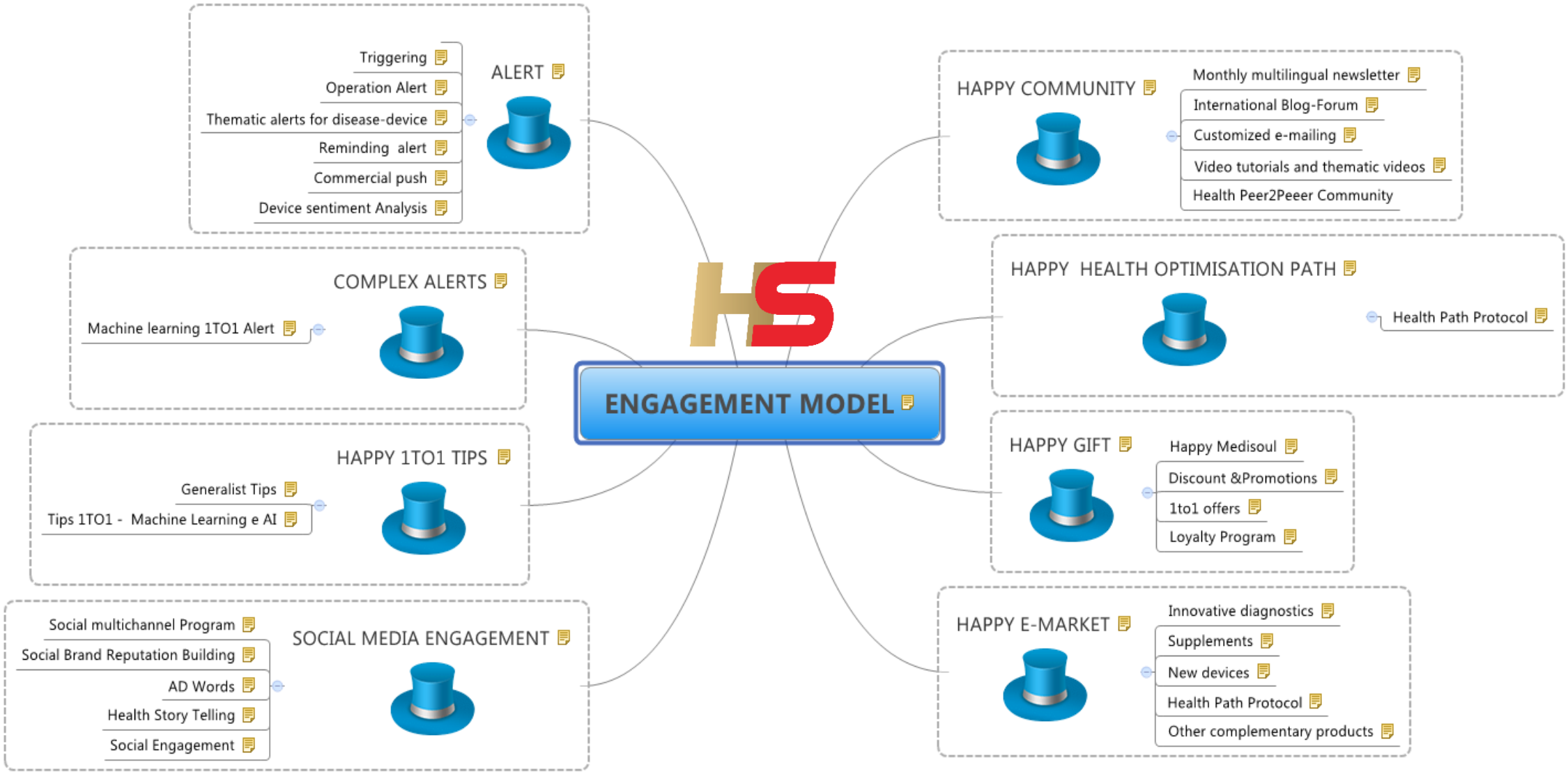
A.I. & DATA ANALISYS

- Monitoring from devices,
- Lifestyles, e-commerce and social
- Anamnestic questionnaires, clinical data, surveys and medical reports



- Health Path and self-awareness for customers
- AI, Big Data and profiling behavior clients...
- Reporting B2B
- Engagement system

THE ENGAGEMENT'S MODEL



E-Commerce

E-commerce represents the natural evolution of the customer data analysis; in fact, following the Big Data Interpretation processes, it is possible to offer to the customers customized commercial offers based on their actual health needs.

In a first phase (at least 12-18 months) the Happysalus e-commerce platform will sell to customers :

a) Innovative and prevention-oriented medical visits and analyzes: redoxomics, genomics, lipodomics, telomeric

b) Health paths (protocol) of well being and longevity

c) Medical devices in replacement and / or integration

d) Supplements

e) Customized Insurance

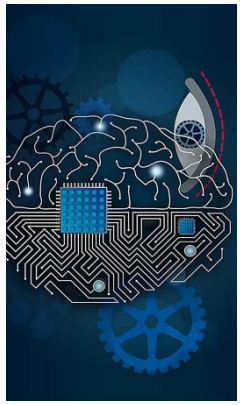
Subsequently, based on specific surveys, **the commercial offer will be extended to the whole health world:** fitness, micro-insurance, medical visits, organic food, home, etc.

THE SYSTEM

HAPPYSALUS WELLBEING & LONGEVITY

HAPPYSALUS WELLBEING & LONGEVITY

INUIT Università di Roma Tor Vergata



CINECA Consorzio Interuniversitario

SUPERCOMPUTER MARCONI

HAPPYSALUS WELLBEING & LONGEVITY

HAPPYSALUS WELLBEING & LONGEVITY

BIG DATA

Wearable and medical “open” device monitoring

ALERT & TIPS

Artificial Intelligence

Algorithmic Engine

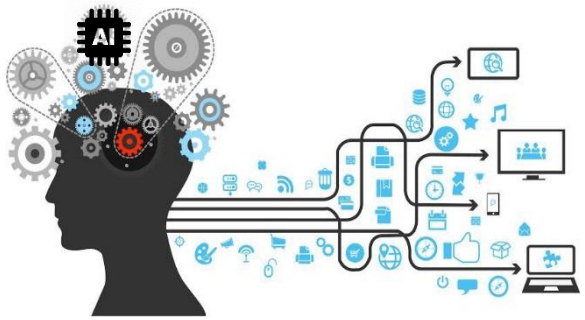
Profiled E-commerce

Advanced Analytics

Phase 1 Phase 2 Phase 3

Integrate Analyze Visualize

THE A.I. ENGINE



The Human Artificial Intelligence Engine that Healthia Srl will deliver on the Happysalus platform was developed with the support of the Inuit University Research Foundation and the MIT - Massachusetts Institute of Technology

It has already been extensively tested in clinical and hospital settings with great success.

Developed with a proprietary Lisp, it is able to distinguish more than 100.000 pathological sub-populations.

The experiments have been carried out on cardiovascular, diabetic and oncological fields even if, being a deep learning system, it is self-learning and educable for multiple medical purposes.

The motor can be fed with anamnestic data, biophysical data coming from our devices, the medical records and genetic polyformisms identified through a basic genetic examination.

Scientific Committee

Prof. Gianni Spera
Chairman of the Ethics Committee. Responsible for algorithms and development of predictive medical modules

Prof. Giovanni Scapagnini
Responsible for development of supplements and predictive medical modules

Prof. Craig Wilcoxx
Responsible for longevity development and supplements development

Prof.ssa Leila Baghernajad Salehi
Alert and algorithmic development. Biomedical research

Prof. Eugenio Luigi Iorio
Responsible for innovative diagnostic : oxidative stress ossidativo and free radicals

Set up by professors and internationally renowned researchers, it has as main goals to:

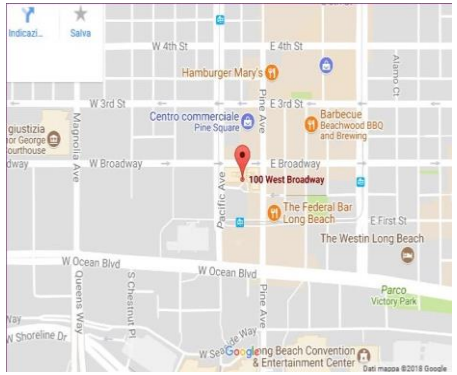
- Define and develop Happysalus' Alarm Algorithms,
- Develop self-monitoring Big Data algorithms to allow for disease prevention and promote well-being.
- Generate personalized healthcare protocols that can be purchased by end users.
- Support and promote Happysalus' engagement system.
- Identify and / or develop the most innovative medical devices.
- Develop tailor made supplements.
- Research for new markers for the major monitored disease groups, as well as, shortly, for oncological diseases.

Happysalus is the first service of the digital services line for people, service line called Happyline which also includes HappyPet, Vet and Home (Services dedicated to the home, currently development project) .

HAPPYPET

A new service for pets, dogs and cats, based on intelligent localization devices, which analyze the state of health of the animal up to the modulation of its diet.
A true ecosystem for pet care developed by the Happysalus team in collaboration with veterinarians, suppliers and top telecommunications players.
Happypet will be launched on the market with Happysalus at the same time.

- Virtual fence
- Intelligent tracking
- Calories consumed
- Sound feedback
- Alarm
- Waterproof
- Daily goals
- Dosing food through connected dispenser



Investments by type

IT DEVELOPMENT:

- International platform implementation (Salus-Pet),
- Development of e-commerce platform,
- Data center development,
- Development of an evolved algorithmic interface and A.I.,
- Security, privacy and data protection.

R&D:

- Advanced algorithmic development,
- Development of prevention paths-modules (wellness, longevity)
- Identification and development / acquisition of supplements.

Marketing and Sales:

- Development of the international sales network,
- Digital and social marketing campaigns, PR, press and events
- Development of the loyalty and engagement program
- Customer support service.
- B2C market and launch new services.

I SOCI

ENRICO MALLONE

Objective: start a multi-year relationship with the international insurance world and build models and products for the market business.
Born in Rome, since 1989 in the insurance world. In Assicurazioni Generali where he specializes in the personal line since 1992. Then he spent 15 years at AXA Assicurazioni with the aim of structuring products and distribution in Italy. 7 years at AXA Assistance complete his experience. Specialized in services for people; since 2004 I have been experimenting with telemedicine projects with international partners for the remotization of patients. He founded a start-up for technological services for Italian companies in Russia, in Moldova.
Speak French.

MASSIMO CANOVI

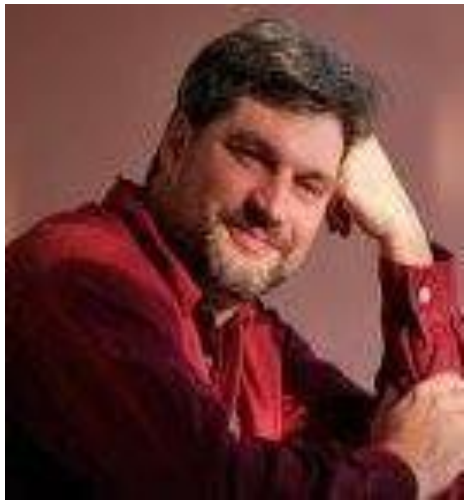
Objective: to make the organizational skills of multinational companies; develop multi-country activity.
A highly successful operations manager with proven track record in achieving high quality results. For the last 11 years he has worked in MoneyGram International as head of Southern Europe, managing 19 countries, 6 offices (Lisbon, Madrid, Rome, Athens, Bucharest and Istanbul) and 210 employees.
Before MoneyGram Massimo founded the first mobile marketing start-up company in Italy and after several experiences in a number of companies such as Touche Ross, Bain & Co., Banca Fideuram, Korn Ferry. He holds a master's degree in Business Administration from INSEAD.
He speaks English, French and Spanish.

ROBERTO MERONE

Objective: analyze international and national business models, work on Big Data to capture all business opportunities in the market and in the social sphere. Building communication plans, relational and digital marketing; grow and internationalize the brand.
Marketing expert with almost 30 years of experience. He began his professional experience in marketing research and then in strategic consulting for many important international brands. He was commercial director, marketing director and general manager of several Italian companies.
For over a decade he founded Newcom's digital marketing and marketing company based in Italy and Brazil. He has a strong experience in the realization of projects of innovation and high complexity. **He speaks French, English and Portuguese.**

SABRINA DI MAIO

Objective: Responsibility for financial management, management control and risk management. She is responsible for managing and optimizing the company's profitability.
She began her professional experience in audit with Arthur Andersen and then joined leading insurance groups - Axa, Mondial Assistance - where she held the position of CFO and roles in the International Finance Department.
Subsequently Risk Manager of multinational companies in the automotive sector.
Furthermore she is a consultant in Finance, Control, Risk and Compliance, managing complex projects, which represent her main skills.
She speaks French and English.



BERNIE PUCCETTI

Goal: Develop and manage IT platforms and conduct the 4ALLDNA in its furious technological needs.
IT Manager of Softlab SpA with the role of manager for 17 years.
Java, J2EE, .NET (VB: NET, C #, C ++), Perl, PHH, PL / SQL, Unix and Microsoft experts; he has managed complex and large projects in many, from military to fashion.
He is also an expert in international calls for tenders and facilitated finance.
For over 7 years he has been in charge of R & D:
His experience is completed one year at the European Space Agency in Toulouse and 5 years as head of the UFIS project (Universal Flight Information System) at the airport with orders in Italy, Germany and Poland.
He speaks French and English.

HAPPYSALUS
WELLBEING & LONGEVITY

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