



PRECURE[®]

*New Global Standard in Corporate Ergonomics
Where Others Stop, We Begin*



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The problem we solve



Meet Helene

Due to chronic tennis elbow and 6 years of pain, Helene had to change job and only work reduced hours. Not to mention the personal consequences. The core to our idea and vision stems from Helene's case.

MSD is the number one work-related health problem in the world

MSD are injuries and disorders that affect the human body's movement or musculoskeletal system. Tennis elbow and lower back problem are examples hereof.



58%

of all workers in the EU report MSD complaints



€ 39 billion

Employer costs in EU is estimated to € 39 billion



PRECURE's **mission** is to reduce work-related Musculoskeletal Disorders (MSD) and to increase well-being and quality of life

Our **vision** is to help people and companies avoid the pain and consequences of MSD.

The impact we create

Our solution helps employees with MSD and restore their quality of life



Click the picture to hear a user story





New service



Zero New incidents



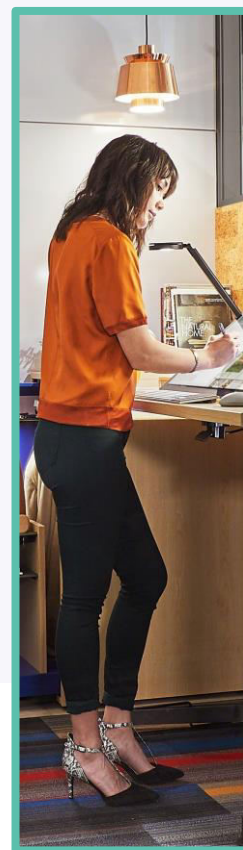
1/3 high-risk eliminated



Strain 77% ↓ ind. users



Strain 85% ↓ with robot



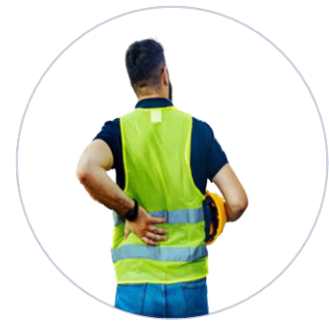
Pain 38% ↓



Our solution helps companies prevent MSD and create a healthier workplace

Harnessing the power of PRECURE's MLI® Solution for effective health services

PRECURE addresses work-related MSD and helps customers prevent the problem, save costs, and create real impact



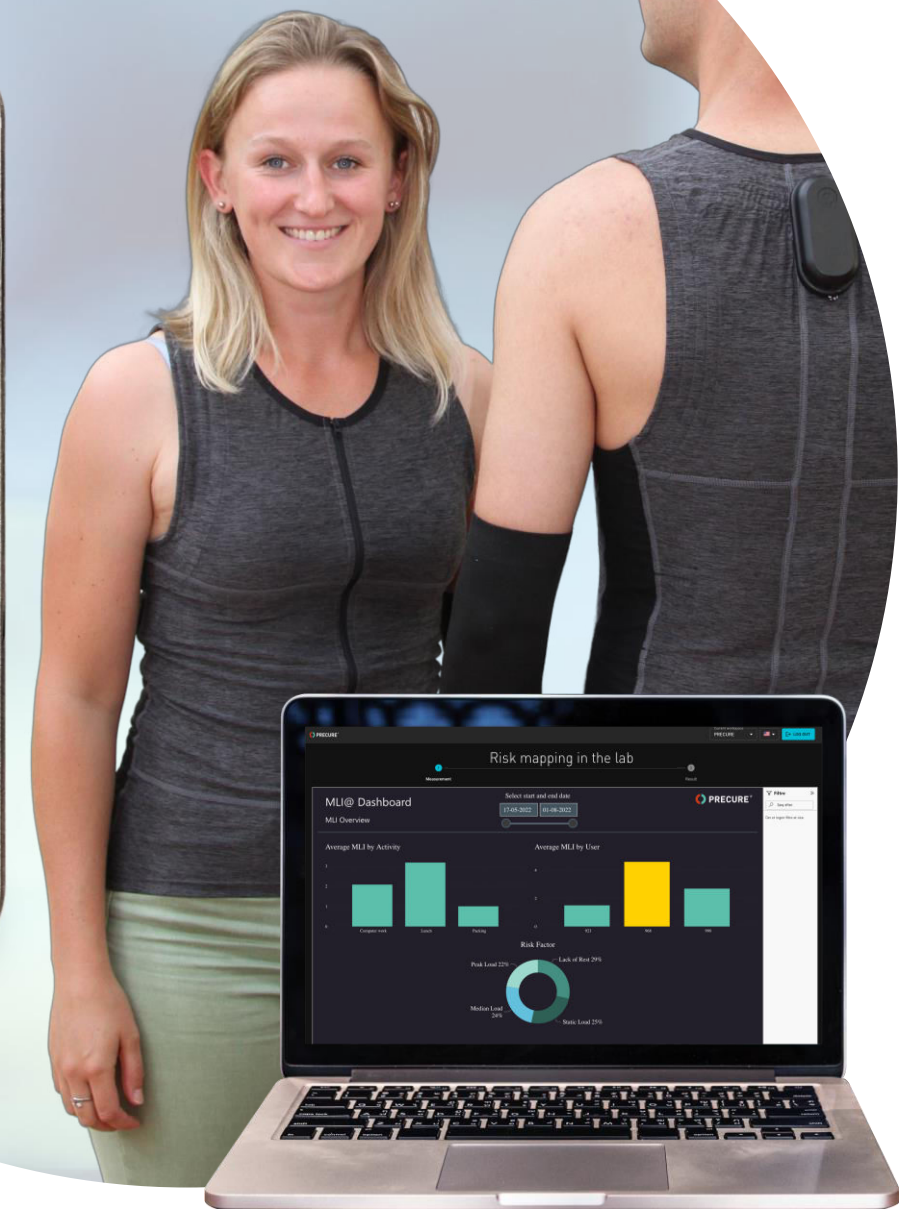
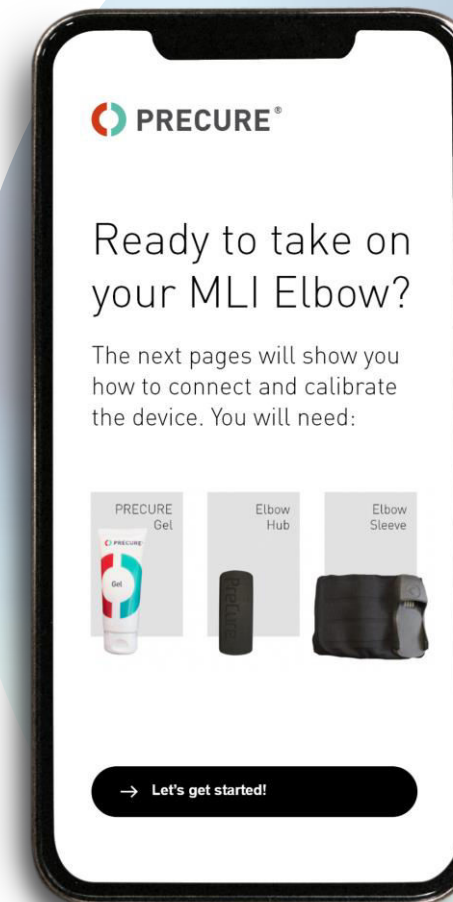
40% reduction in pain after 6 weeks for employee with pain



60% efficiency improvement when leveraging data-driven job, task, and ergonomic tool evaluation



25% decrease in risk behaviors resulting in improved ergonomic compliance and effective training



MLI® Solution

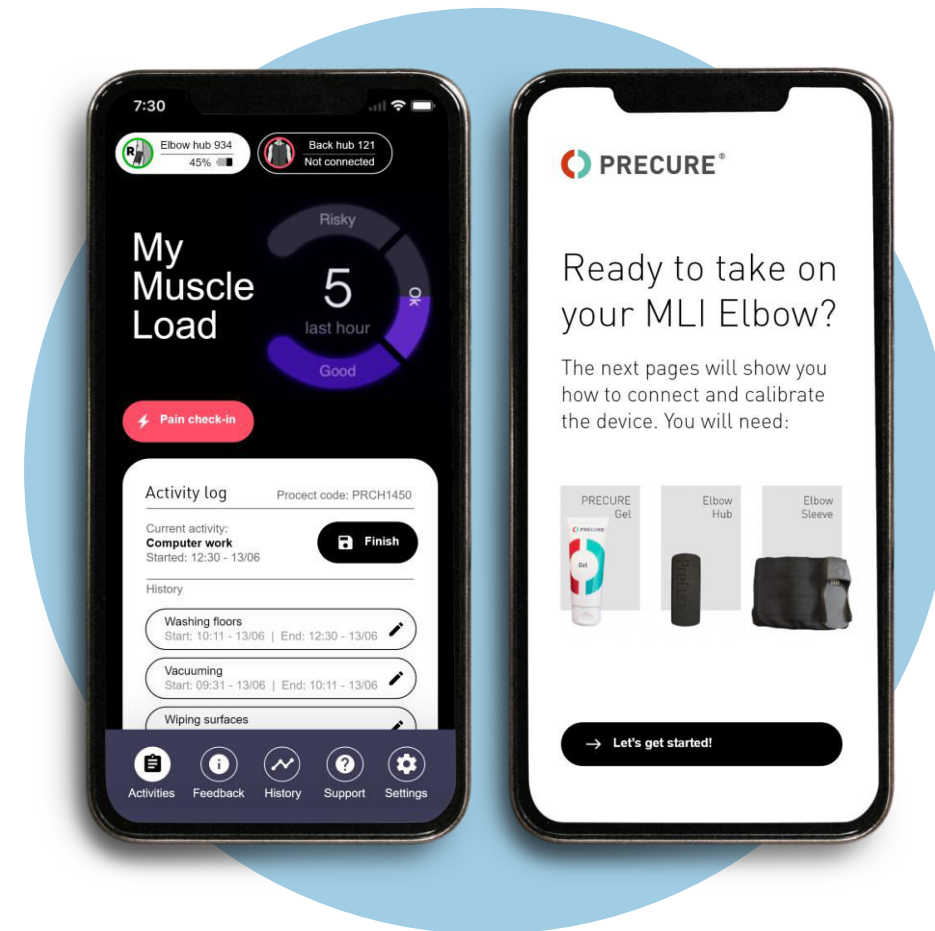
PRECURE's proprietary MLI® Solution helps the individual employee and the employer address MSD

MLI® Wearables



Wearables collect motion and muscle data to analyze strain

MLI® App



Employee gets data-based and Individual feedback to help reduce the risk of MSD

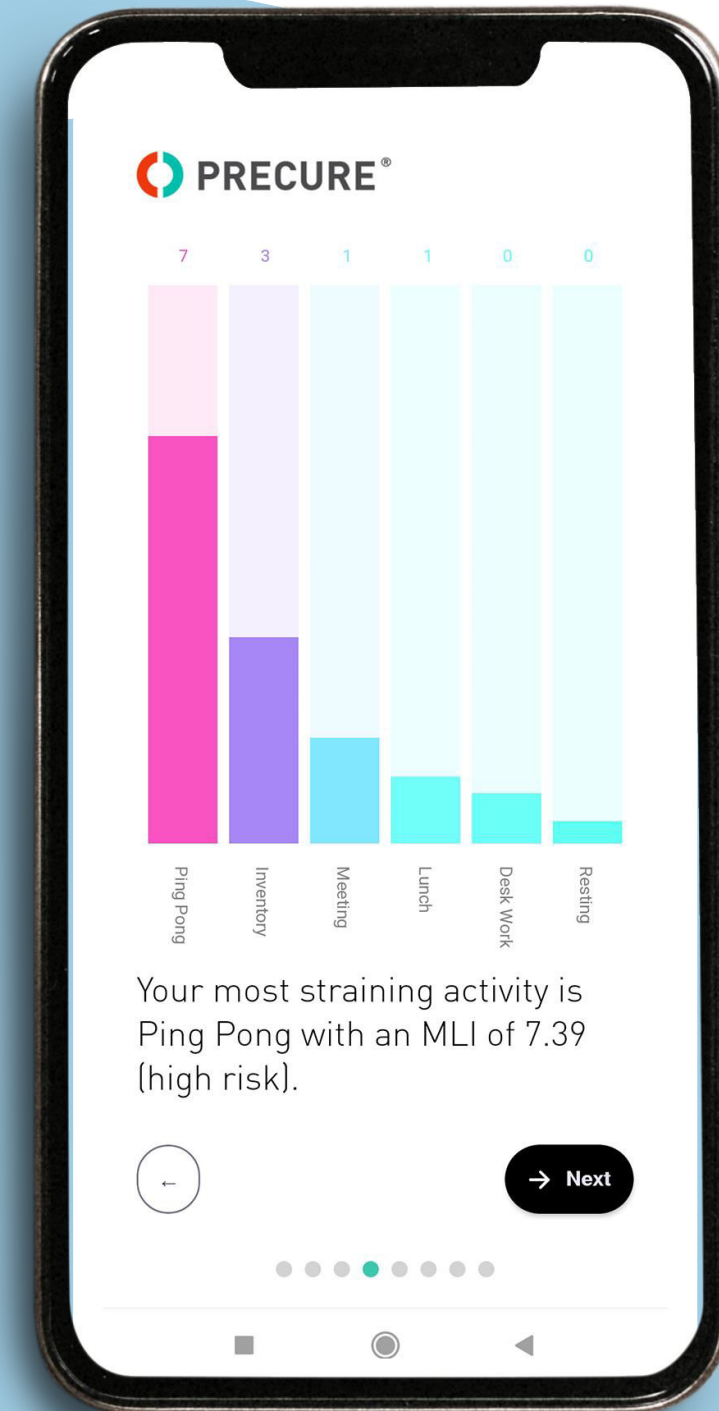
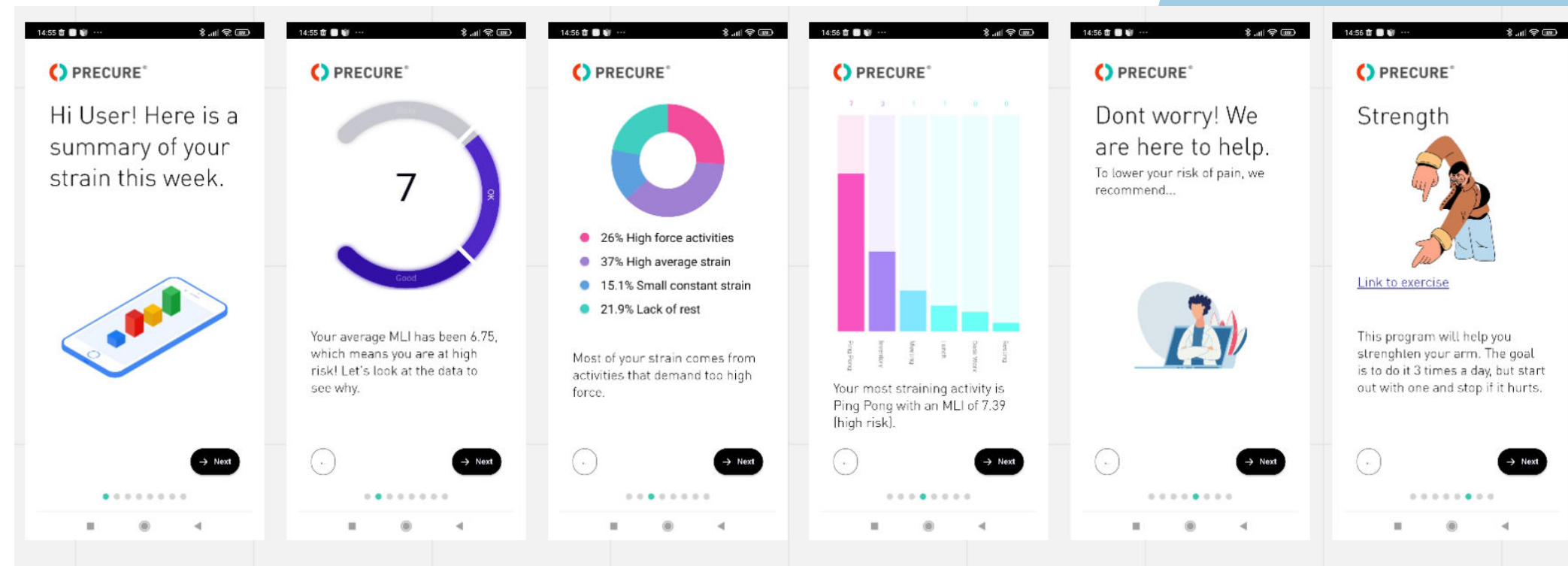
MLI® Interface



Employer gets data-based recommendations and measure your impact.

MLI® App leverages individual data for behavioral improvement

Empowering employees through visibility of individual results: a key driver for motivation and positive change



MLI® Interface provides unique data-based insight

Address MSD risk factors at the organizational level



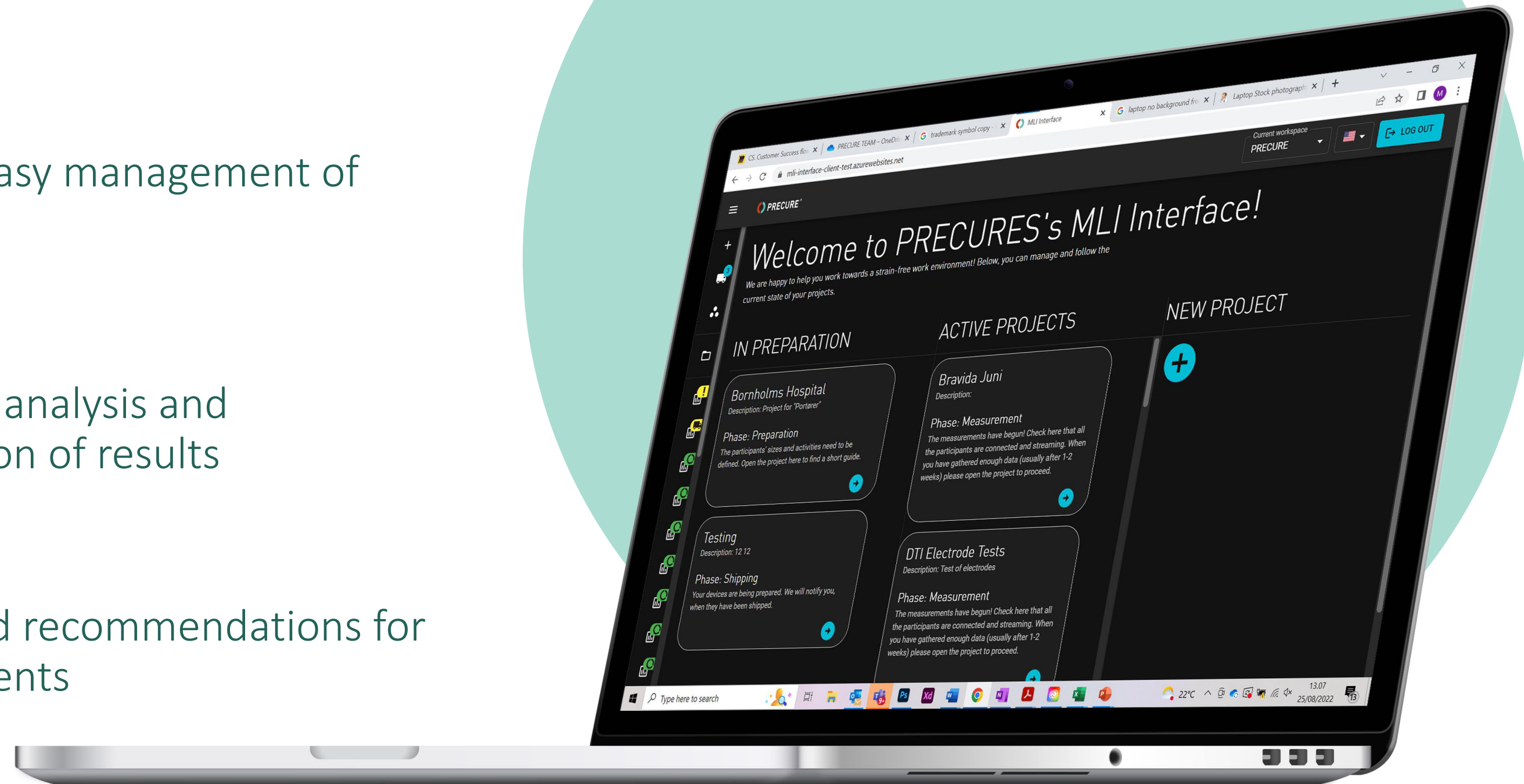
Safe and easy management of projects



Automatic analysis and presentation of results



Data-based recommendations for improvements



MLI® Solution is GDPR compliant

- Irrevocably anonymous
- Stored on European servers
- User can at any time have profile and related data deleted
- The company will not have access to personalized data - only aggregated
- We can comply with other country-specific data privacy legislation



See why and how it works!



Why PRECURE and what is the MLI® solution?



How the MLI® Solution works



How MLI® wearables help your employees



Help your employees avoid pain from MSD








Susanne got rid of the pain and returned to work!



Watch videos on why and how MLI® Solution works

MLI® Solution is the only solution on the market provided data-based, AI-based, and individual recommendations promoting behavioral change

Key differentiators:

-  Focus on Health and Safety
-  Individual and organizational impact
-  Impact through behavioral change
-  Complete solution
-  Data precision through multiple sensors

Parameter	PRECURE (DK)	Primary competitors with similar business model and/or value proposition				Secondary competitors with similar technologies									
		Kinetic (US)	Myontec (FIN)	DorsaVi (AUS)	Soter Analytics (UK)	modjoul (US)	WearHealth (G)	elitac (ES)	Virtue Health (UK)	Athos (US)	Upright (ISR)	Somaxis (US)	Tesla Suit (UK)	Maku Safe (US)	MitsuFuji (JP)
Focus on prevention	+	+	+	+	+	+	+	-	-	-					
Organizational and individual effect	+			-		-			-		+		-		
Whole-person and integrated solution	+			+								-	+		+

Legend:
 + significant capability
 Blank limited capability
 - no capability

Commercial strategy

We focus on enterprises and insurers

MLI® Solution help the customer to save costs and create a healthier workplace

Customer characteristic



Knows the problem



Motivated to act



Specialized workforce



Large company



First mover / early adapter

Main verticals



Manufacturing

Automotive, aircraft, medtech, and similar



Pharma & biotech

Laboratories, pharma R&D., pharma production



Industrial services

Airport, facility management, and similar

Insurance



Get insights

- Customer care
- Risk assessment
- Improved pricing



Help individuals in pain

- Customer Care
- Claims reduction

MLI® Solution is offered in pilots or as a subscription

Goal is to upsell from pilots to subscription



Pilot Insight

Use the MLI® Solution to measure:

- 15-20 employees
- 1-2 departments
- Get maximum value with minimum time spend
- Fast and easy way to understand the potential
- Full support in the process

€ 7000



Pilot Individual

Use the MLI® Solution to help employees in pain:

- 10 employees
- Anywhere in your company
- 6 weeks of individual use
- No intervention necessary from Health and Safety
- Full support in the process.

€ 6000

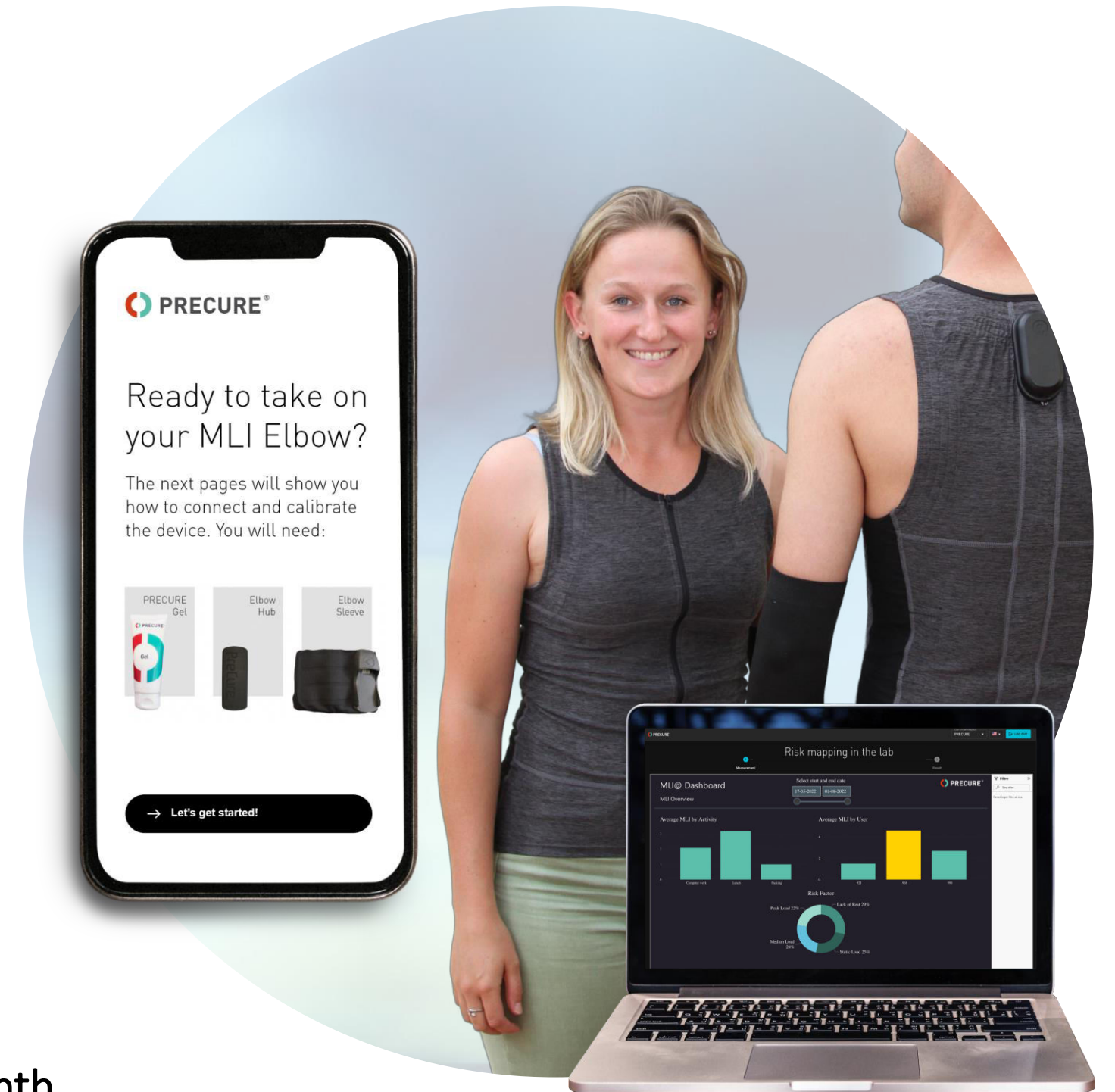


Subscription

Get the full potential of the MLI® Solution by:

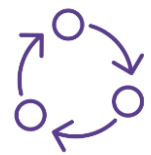
- 10+ devices
- Unlimited measurements
- Unlimited access to MLI® App and Interface
- Online training and onboarding
- Full support
- Extra consultancy from PRECURE experts

€ 200 per device per month



Unique Selling Points

What makes us unique



Targets both user and organization

With a unique approach the MLI® Solution helps both the user and the organization.

Very often a HSE solution is either focused on an individual OR an organizational approach, missing the integration between the two.

MLI® Solution is a strong partner in understanding issues and integrating solutions



Change the culture

Many companies experience issues with culture. This is very difficult to change and can have consequences for health and safety.

The MLI® Solution has proven to be a strong conversation opener.

“Why is your risk different from mine”

Doing this will change the mindset and the interpersonal conversation



Change employee behavior

One of the biggest issues in health and safety is the lack of employee compliance.

The MLI® Solution helps the customer as the individual approach not only tells where the user has a problem but also nudges to lasting behavior change.



Help the ones with pain

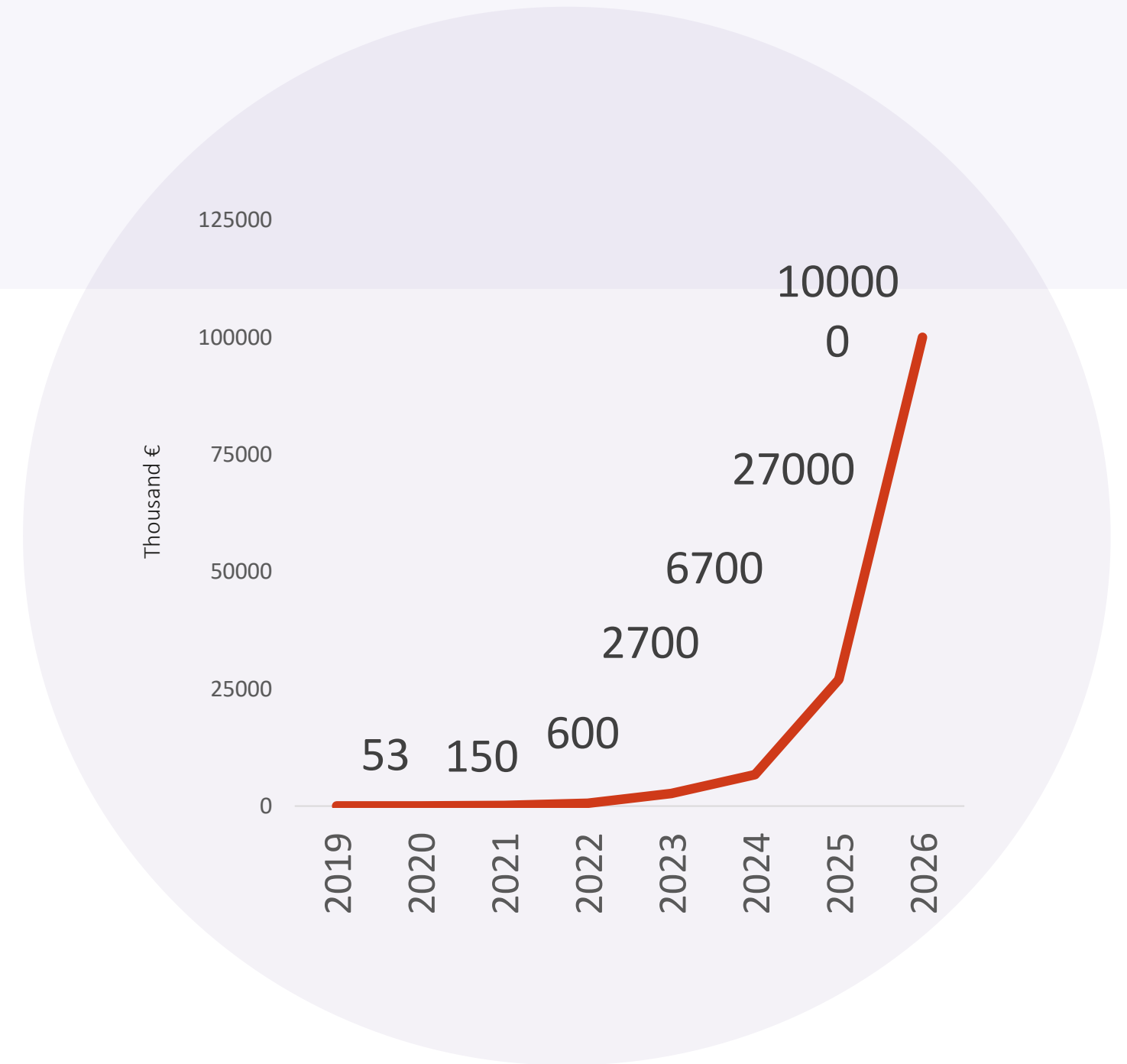
Employee retention is a very important issue for many companies today. If employees experience pain and discomfort when working, they are more likely to leave.

The MLI® Solution has proven a strong effect on employees with pain and therefore provides a significant USP compared to other solutions



We are generating revenue and target 1.4% of the market in 3 years

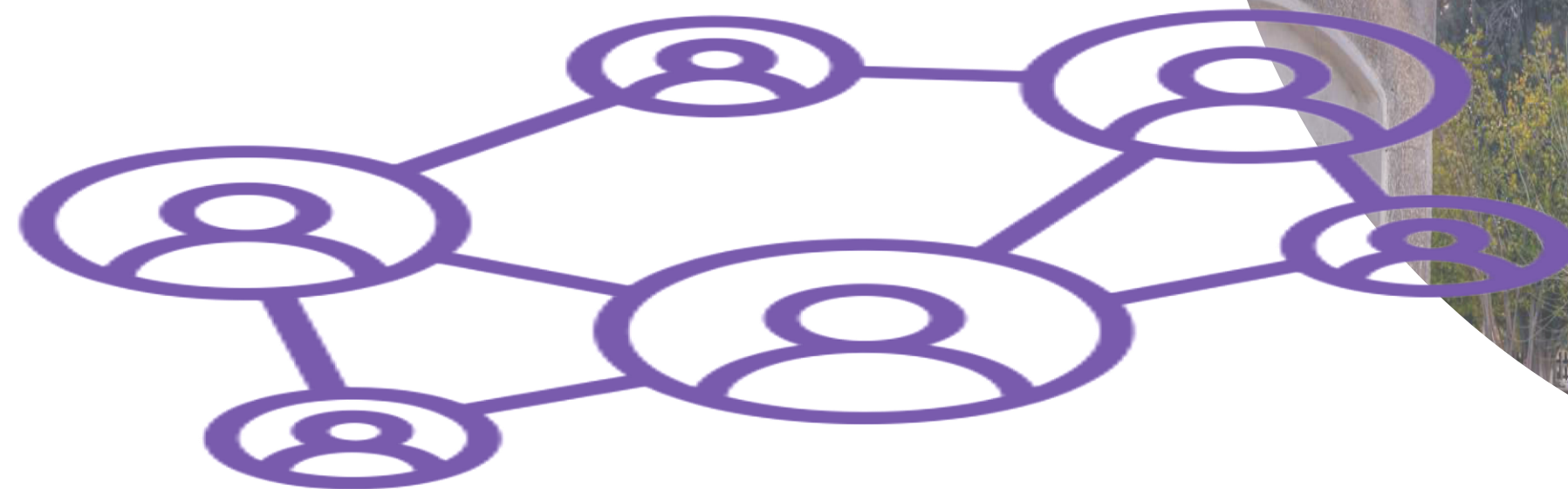
Market size
€7 billion



We apply a “Trojan house” expansion approach

Instead of a country-based expansion, we benefit from the enterprise and insurer’s global footprint

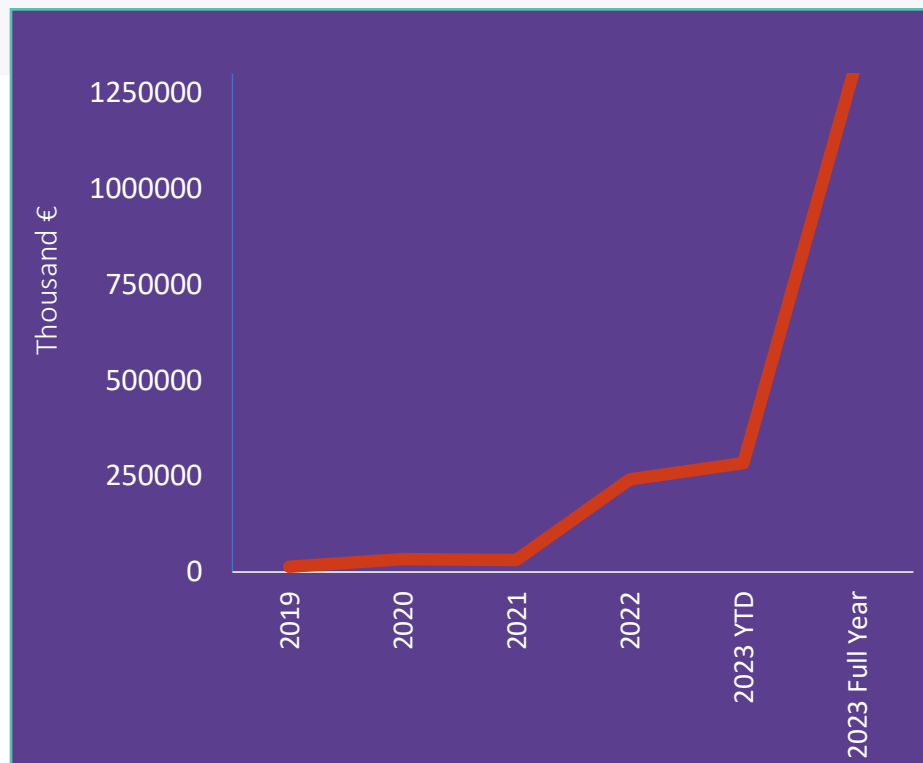
Once on the inside of the enterprise and insurer organization, the entry barriers will work to our advantage. The positive case from one subsidiary will spill over to the next – adding country by country. This way, we will be able to generate an increasing revenue in the same enterprise. Having overcome the entry barriers, we will have a stronger position compared to competition.



Company

Business performance

Revenue development

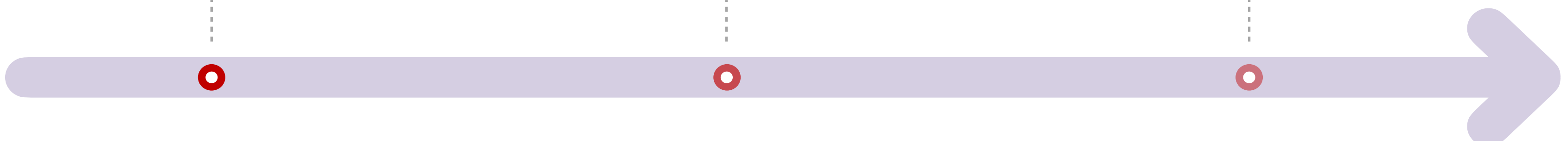


Customer references



Financially

- Total of € 3.5M raised
- Closed seed round in May 2022 of € 1M
- € 0.24 M in revenue in 2022
- € 0.95 M in revenue 2023 YTD
- € 1.33 M expected revenue 2023 full year
- € 1M weighted value of current pipeline
- 12 months of runway with a burn rate of app. € 60 K monthly, however we will never run out of cash



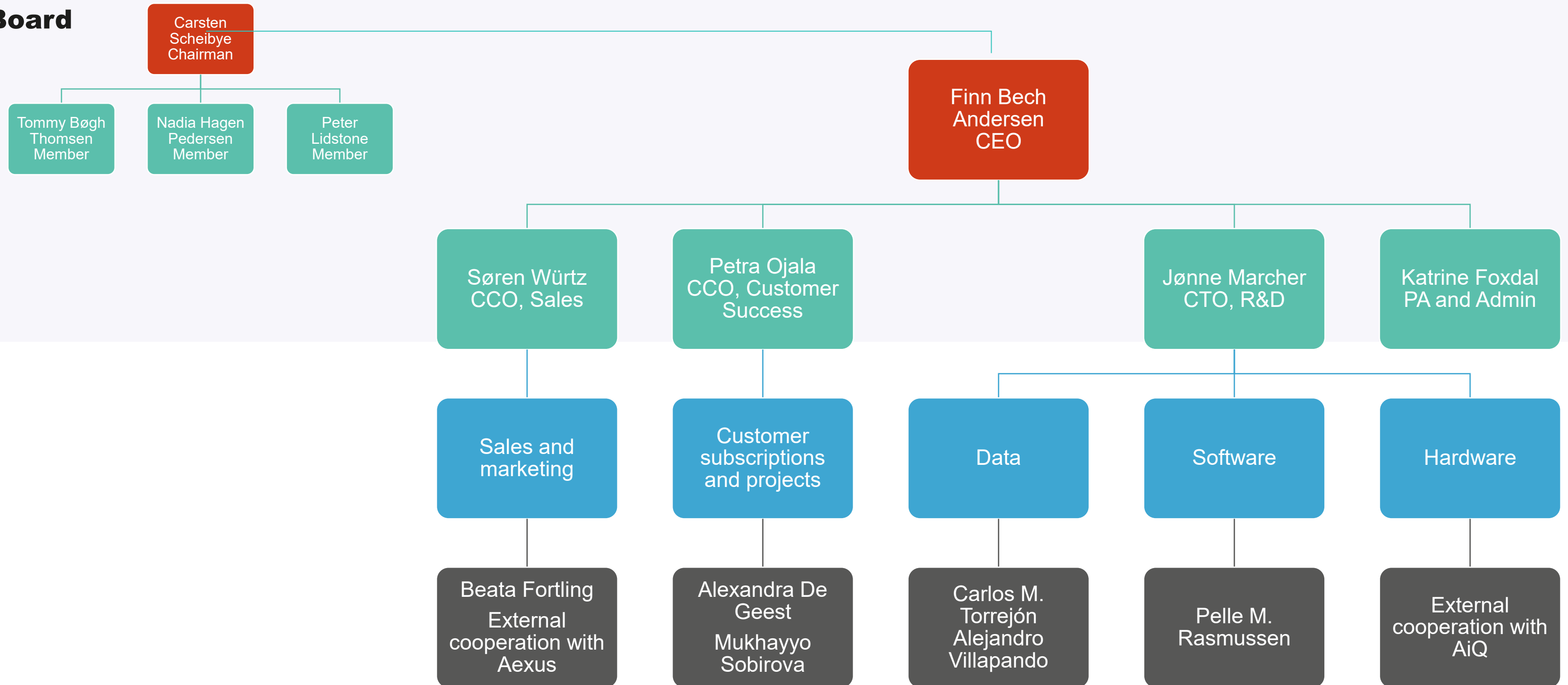
We have the team in place, and it is amazing!

	<p>CEO Strategy and founder</p>	<p>CCO HSE and founder</p>	<p>Sales Making a difference</p>	<p>CTO Engineer and founder</p>	<p>Data Pushing the envelope</p>				
<p>Chairman Economic and founder</p>		<p>Board member Customer</p>		<p>Head of Admin Web app User experience</p>		<p>Artificial Intelligence Data</p>			
	<p>Board member Marketing</p>		<p>Board member Finance</p>		<p>COO Innovation</p>		<p>Customer Success Manager Customer Experience</p>		<p>Logistic Assistant Organizing</p>



Organisation

Board



Future development

Short-term is on our current focus

Mid- and long-term offer additional opportunities for new markets

We focus our development on the current market, customers, and product. But future opportunities present themselves. The demand to use the solution for individuals is expected to increase significantly. This opens the possibility to expand to the B2C market. However, it requires new development and a completely new sales approach (business model branching). It is also an obvious opportunity to expand into the healthcare market offering the solution for treatment, but we expect this requires a medical device approval (clinical trials are expensive and time-consuming).

	Short-term (0-2 years)	Mid-term (2-4 years)	Long-term (5+ years)
Market	Health and safety Estimated to € 7 B	Off-the shelf consumable Estimated to € 40 B	Healthcare Estimated to €300 B
Customer	B2B – Enterprises and insurance	B2C – consumers in pain	B2B – clinics and healthcare institutions
Product	MLI® Solution but with increasing focus on individual use.	MLI® Elbow, Back and more as individual products	MLI® Solution turned into MLI® Health
Development focus	Individual feedback/recommendation and MLI® Shoulder	eCommerce, cost of production and distribution	Medical device classification



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