

MENT

YOUR EVERYDAY ADHD-COACH

Investment presentation - Autumn 2022



Underbara ADHD®

- Started by Georgios "Jojje" Karpathakis Jaenson in 2012. Officially registered trademark with PRV since 2015, ADHD-lådan since 2017.
- Thought leader
- Social media pages among the biggest and most influential within NPF in both Sweden and Europe.
- > 68 000 followers on FB, Twitter and Instagram.
- Lectures, film, debates, theatre, author.
- Ment is part of Psykisk Samhälsa i Norden AB, who also owns the registered trademarks Underbara ADHD and ADHD-lådan.



PROBLEM

**Over 500 000 Swedes live with,
or in relation to, ADHD.
7 out of 10 don't get the
support needed.**

PROBLEM

Why?

No action in time.

- Societal ignorance and attitudes
- Lack of competence and resources in schools and similar authorities
- Unreadiness and lack of understanding among parents

Lack of coordinated efforts and individual support.

- Long waiting time for investigation.
- Huge lack of coordinated efforts and support.
- Lack of holistic perspective based on the needs of both individual and relative.
- Big regional differences in level of support and care

"Vi föräldrar till barn med NPF orkar inte mer"

41 % spend 3-5 hours/week in contact with authorities, school and healthcare system.

24 % know where to turn for support.

57 % say they need support for themselves.

44 % are omg or have been on sick-leave due to exhaustion.



≈ €30 billion/year



Jojjes journey...

0 – 5 years



Cannot sit still.
People react.

6 – 9 years



Clear symptoms and non-desirable behaviour in school.
Teachers crying.
Angry mother.
Headmaster & school psychologist.

10 – 15 years



Drug debut.
Police report
Social services.
Municipal efforts.
Suicide attempts.
Difficulty in school.
Curator, school nurse, headmaster, guidance councillors, teachers.

16 – 20 years



Contact person at Social Services.
Increased drug use.
Criminality
Good grades
First adhd investigation.
- no diagnosis

21 – 25 years



Prison sentence.
Substance abuse.
Depression.
Suicide attempts.
Investigation + diagnosis.
Treatment.

€5 million

But if...

1. Enable screening and filtering based on individually adjusted support – in time.

2. Coordinate all relevant efforts.

€0.5 million

A man with glasses and a young girl are shown in profile, facing each other in a field of trees. The man is on the left, wearing a light-colored jacket, and the girl is on the right, wearing a floral dress. The background is a soft-focus field of trees. The overall tone is warm and supportive.

SOLUTION

We guide, coordinate and enable the right support at the right time through a smart and digital everyday coach.

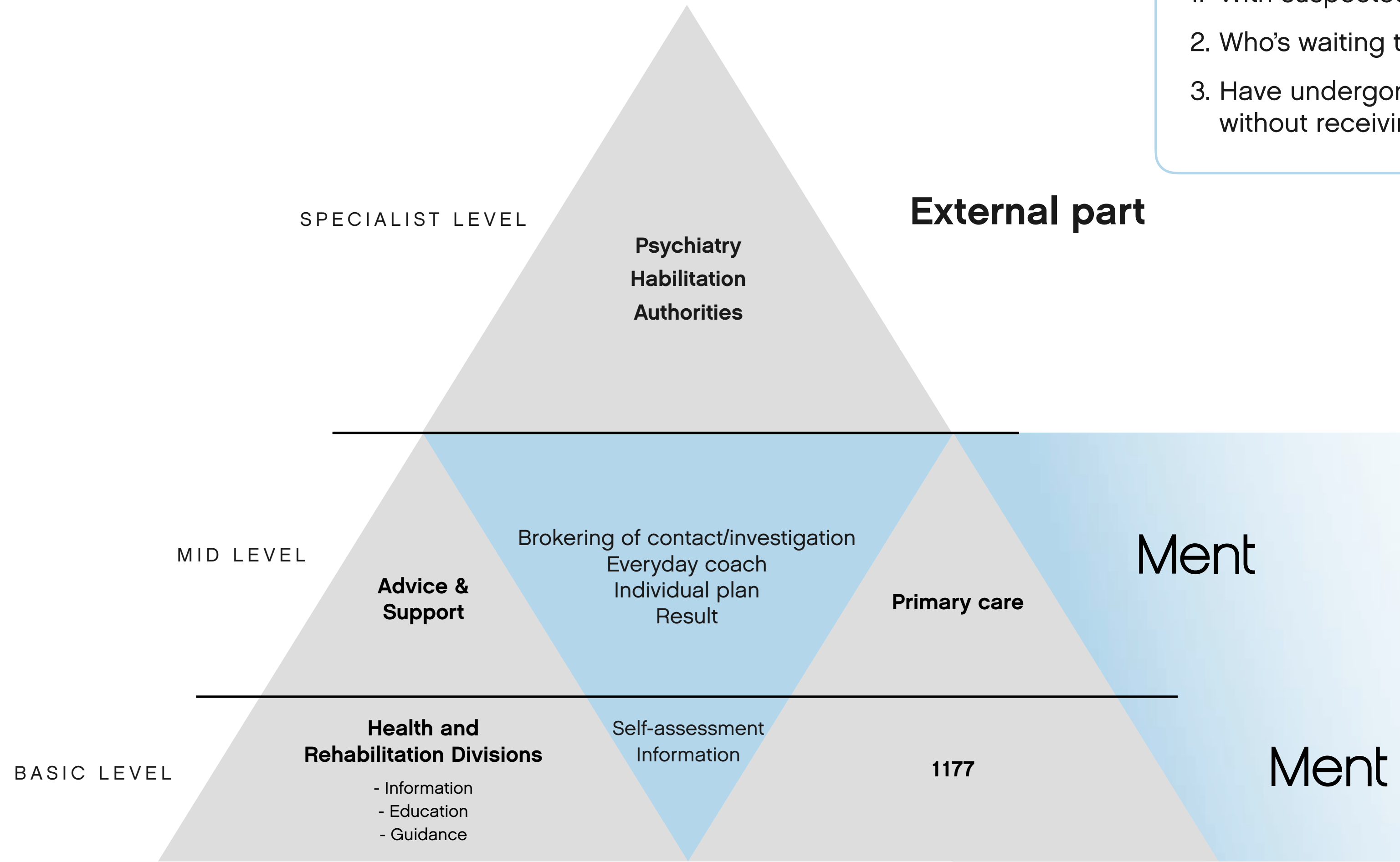
Ment is a digital service offering individual support and guidance towards a functioning everyday life and increased well-being.

SOLUTION

For whom?

Parents/relatives/in close relation to children and young people:

1. With suspected adhd
2. Who's waiting to do an adhd assessment
3. Have undergone an adhd assessment without receiving a diagnosis



Our evidence-based methodology has been developed in collaboration with KIND.

SOLUTION

ONBOARDING

SELF-ASSESSMENT

RESULT

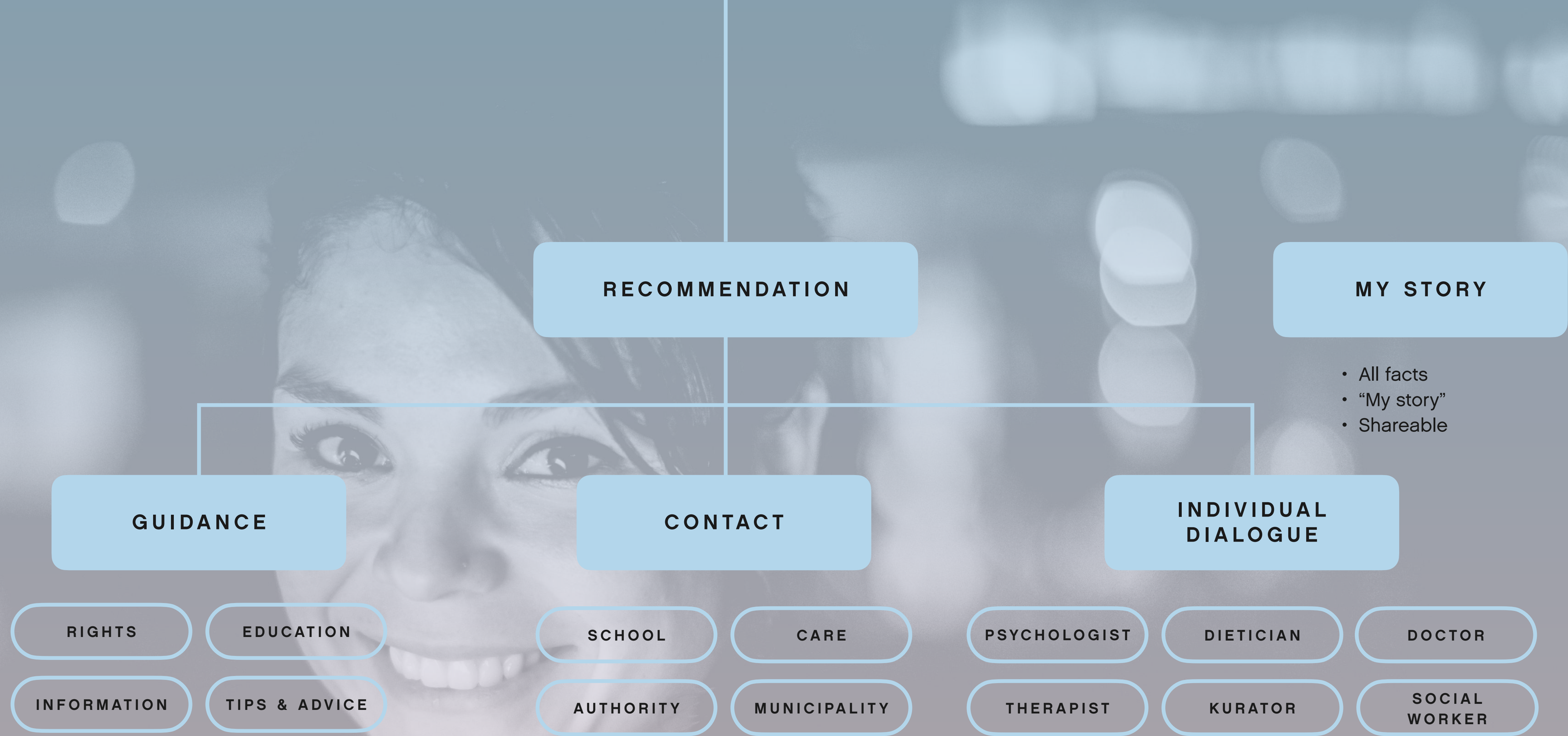
RECOMMENDATION



Great likelihood

Sub-clinical

Everyday support



RECOMMENDATION

MY STORY

- All facts
- "My story"
- Shareable

GUIDANCE

CONTACT

**INDIVIDUAL
DIALOGUE**

RIGHTS

EDUCATION

SCHOOL

CARE

PSYCHOLOGIST

DIETICIAN

DOCTOR

INFORMATION

TIPS & ADVICE

AUTHORITY

MUNICIPALITY

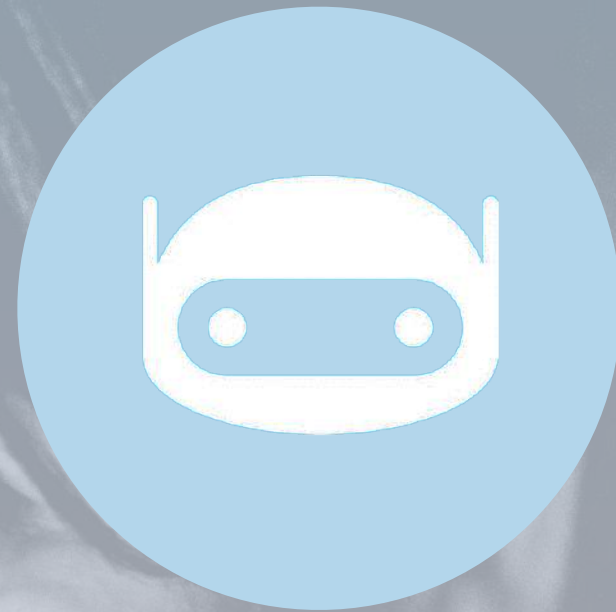
THERAPIST

KURATOR

**SOCIAL
WORKER**

All content evidence-based and produced by KIND.

All partners certified by Ment, booking via our service.



DATA

We collect relevant and anonymized individual data

- Sociodemographic
- Self-assessment
- Family history
- Personal experience

We compare that data with thousands of data points

- Optimize actions over time
- Evidence based data
- Individual data

We use ML-models to match the right support for each individual

- Individual action plan
- Methodology
- Knowledge and information



24/7 country wide access.

Individual tools and support.

Access for everyone.

Evidence-based for everyone.

Gather knowledge and qualified info.

Health care system guidance from self-assessment.

Coordination creation.

Offers an all situation catch.

The information source.

Source: Sven Bölte, Center of Neurodevelopmental Disorders at KTH, Karolinska Institutet

MARKET

970M People suffer from mental ill-health

60% Have no access to care or are undiagnosed

22% In need of care in Sweden (+18 years)

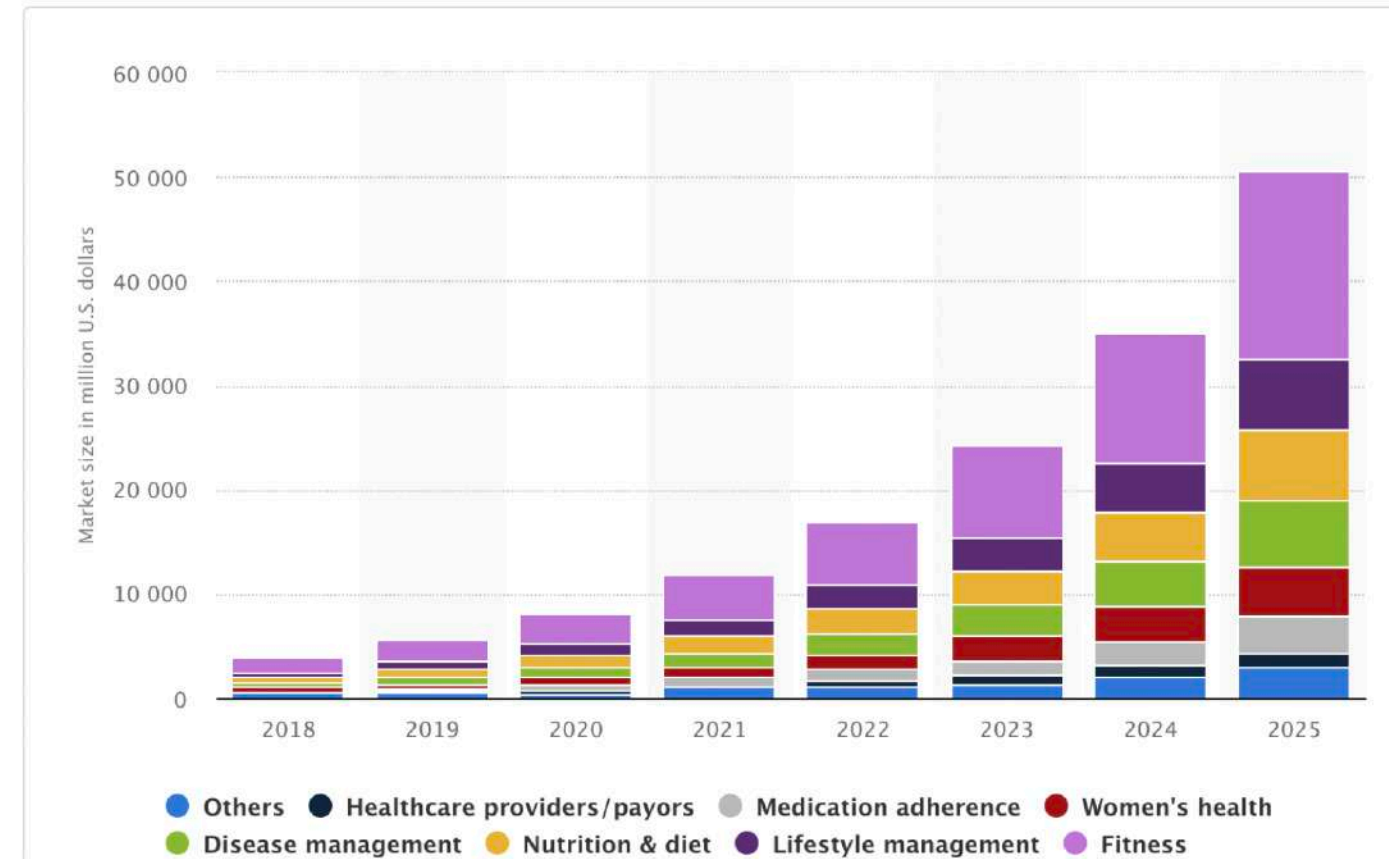
65% Of the above have no access

- Cost of mental ill-health 2030 ca 160 trillion sek/year.
- Return x \$ 4 for the economy.
- Covid catalyst for digital health care:
 - Digitala visits + 78 % (2020-2021)
 - Net doctors 90 % of increase

- Prevalence of adhd globally & nationally, an average of around 5 %

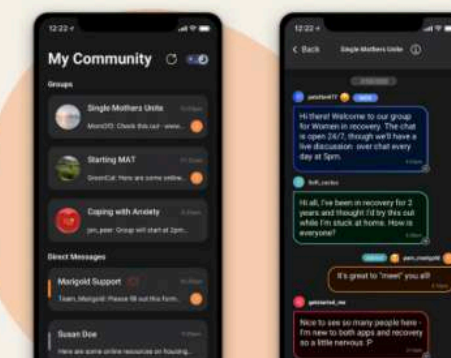


- Up to 3 years waiting for adhd investigation.
- Preventative actions/ first line is priority
- SKR states necessary focus on accessibility
 - Implement step by step care
 - Extend primary health care
 - Increased productivity and digitalization

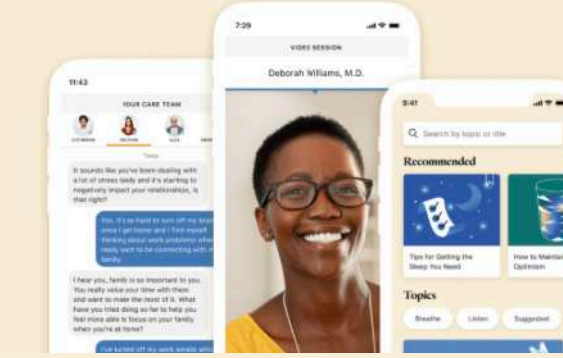


- Personal coaching via mobile app explosive growth
Training, Learning, Life, Food, Body
- Mental health next great growth area

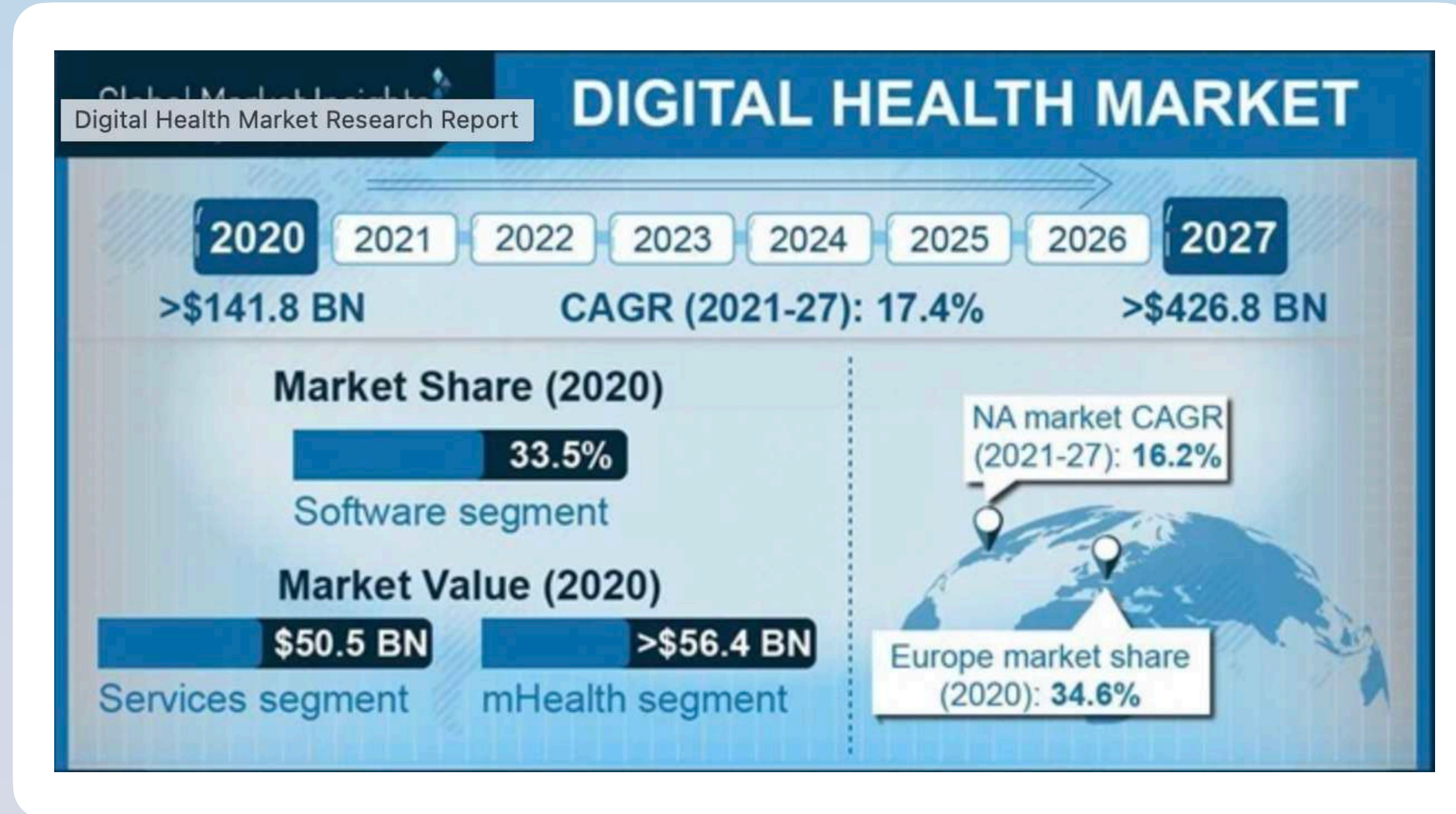
Marigold HEALTH virtual treatment program where those with mental health disorders support each other under the guidance of HCPs.



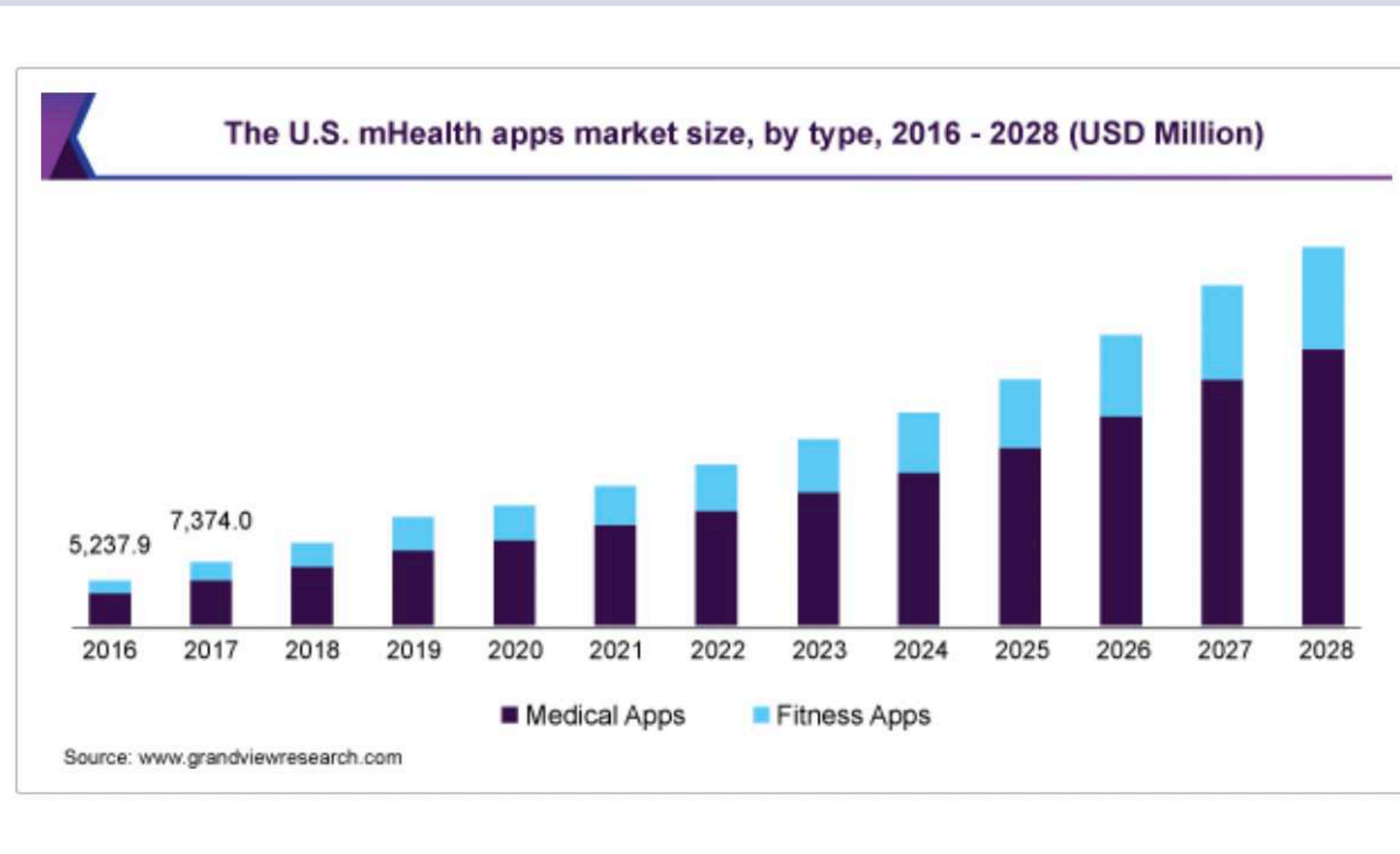
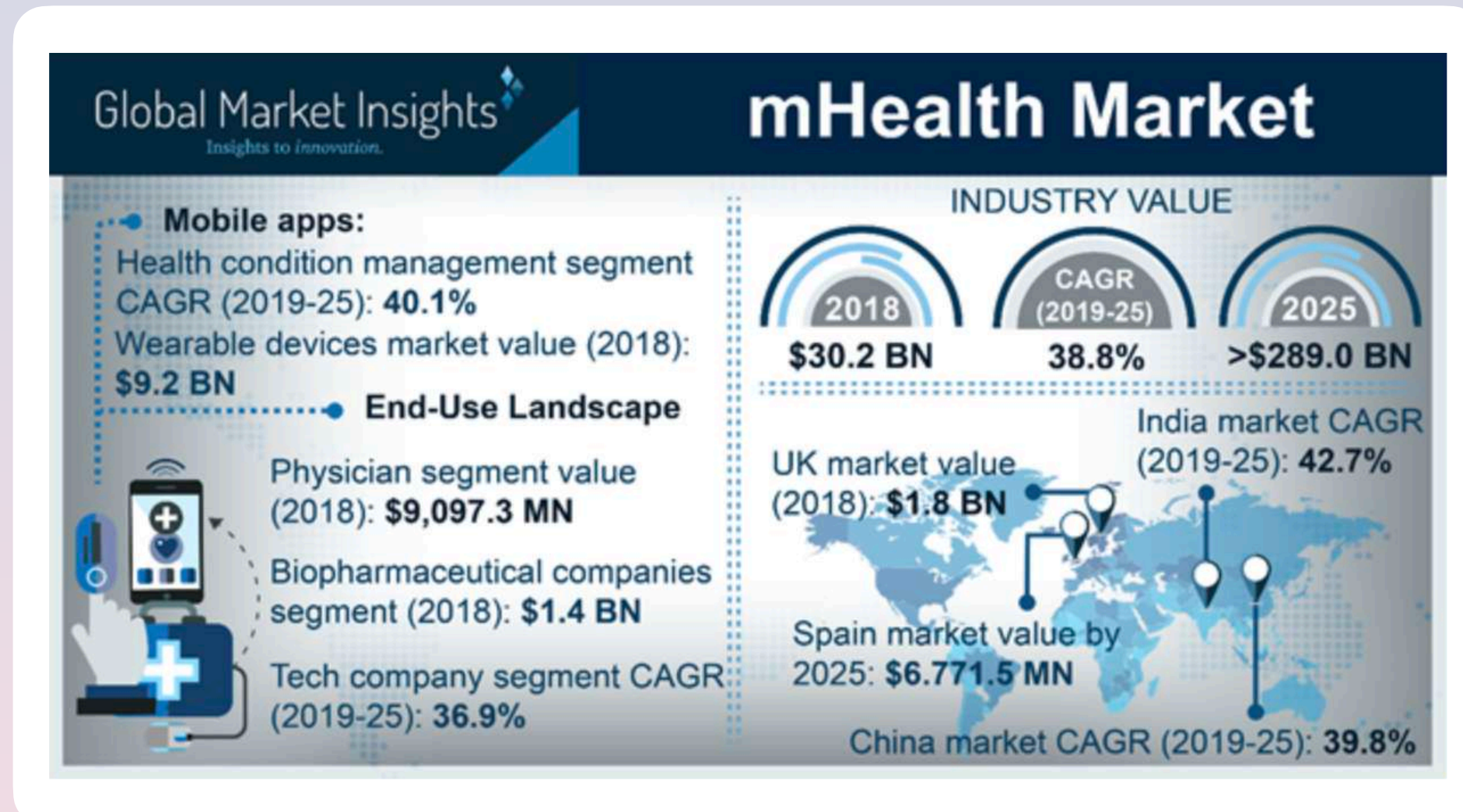
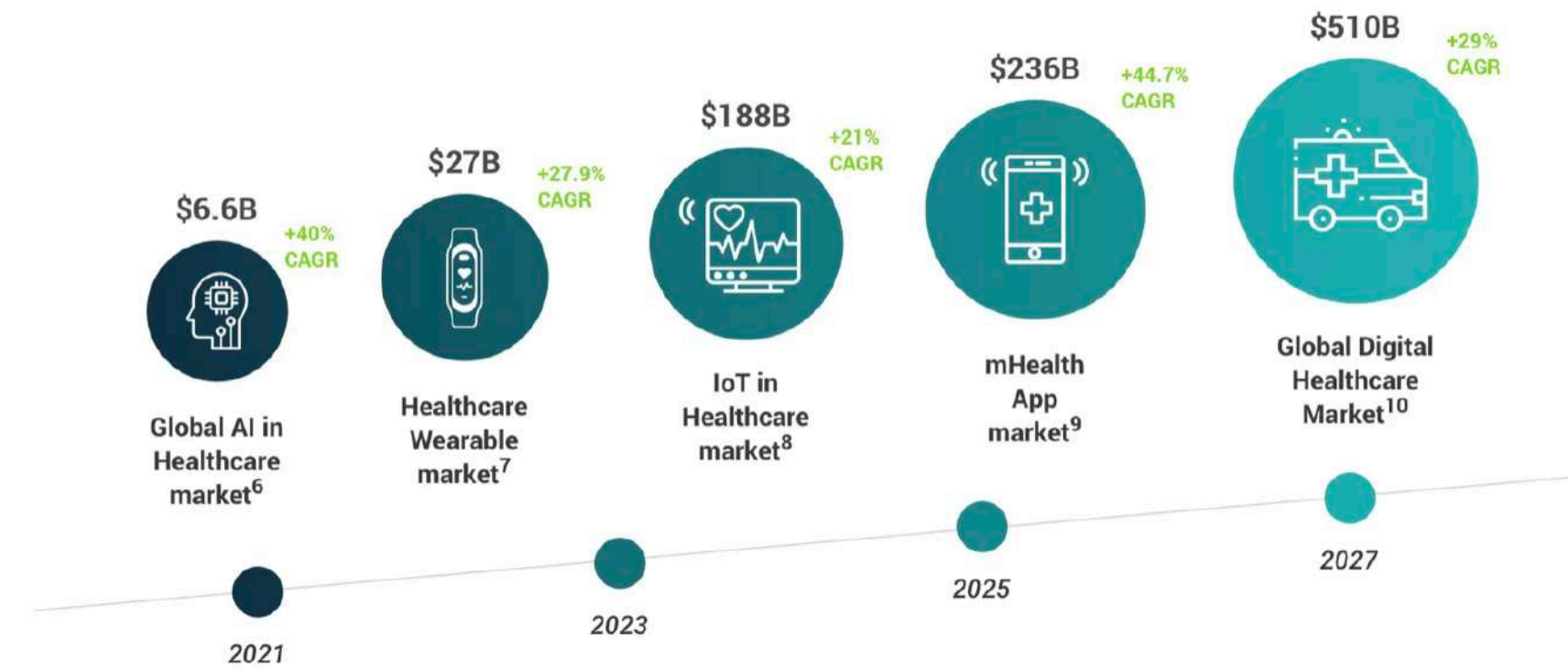
ginger on-demand mental healthcare booking platform for coaching, therapy, and psychiatry from the privacy of your smartphone.



Explosive growth!

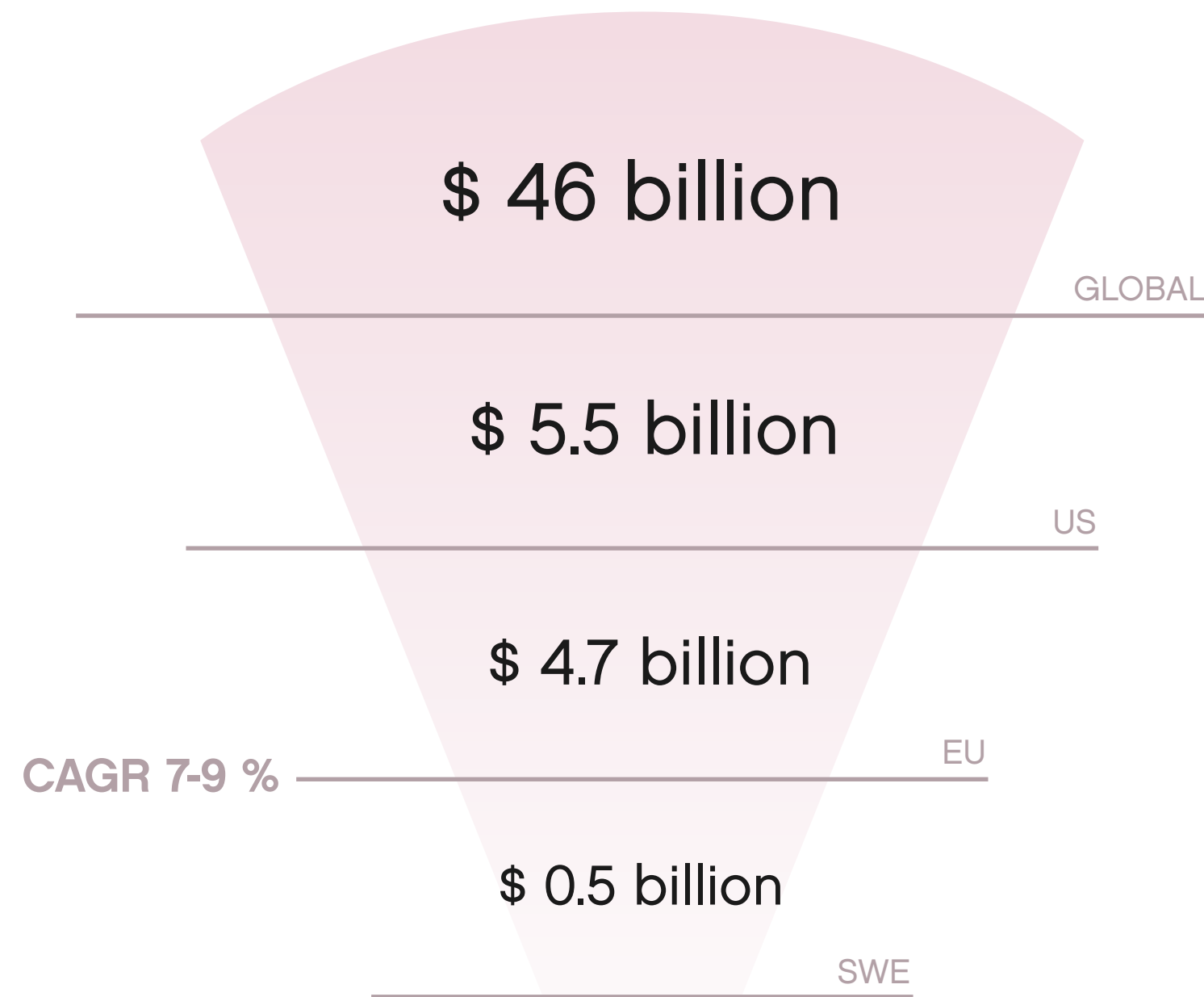


The digital healthcare market 2020 and beyond



ADHD market 2026

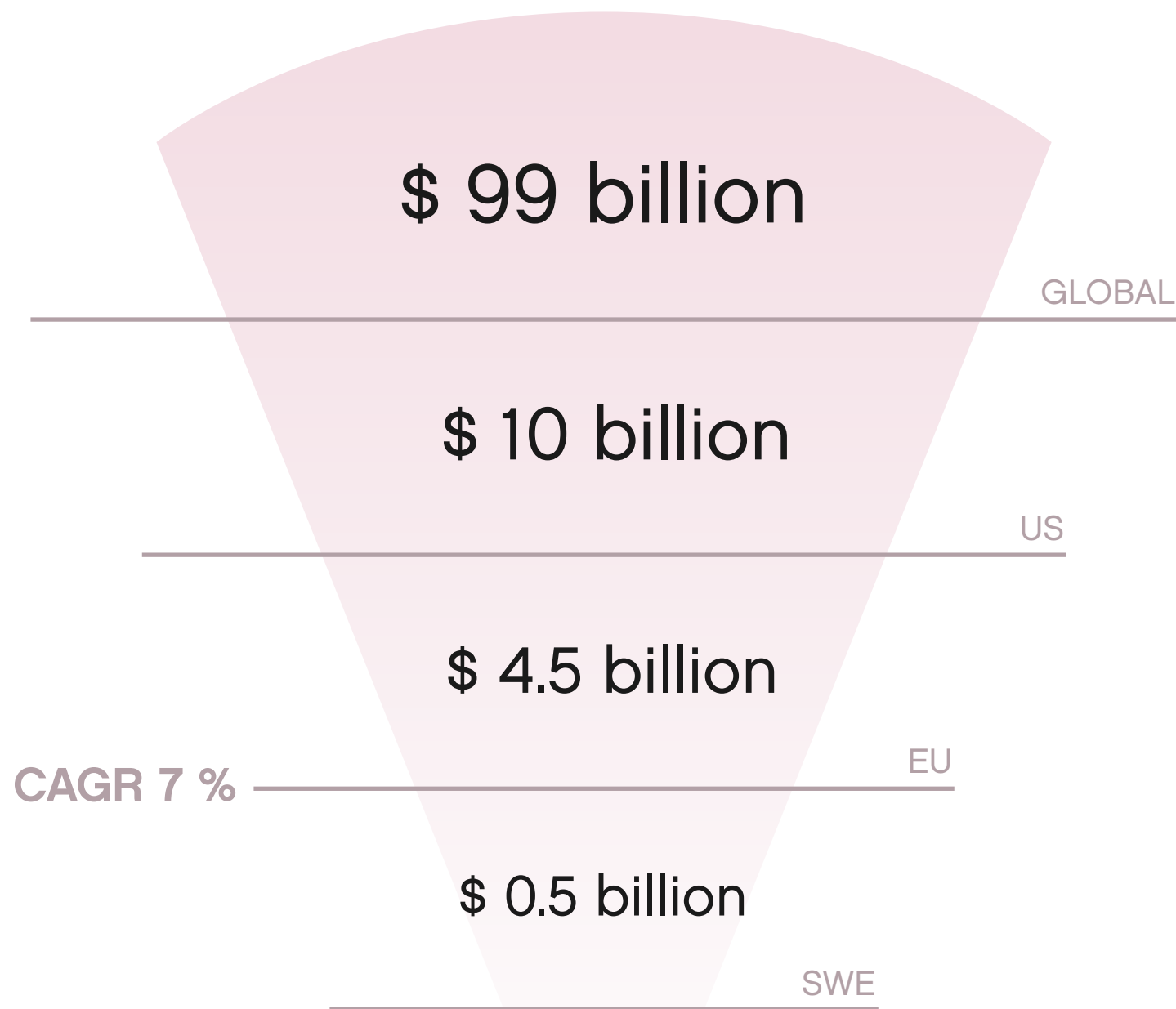
Medicine, other treatment, hab*



1 % of countries total budget for health towards mental health

Corporate health care 2026

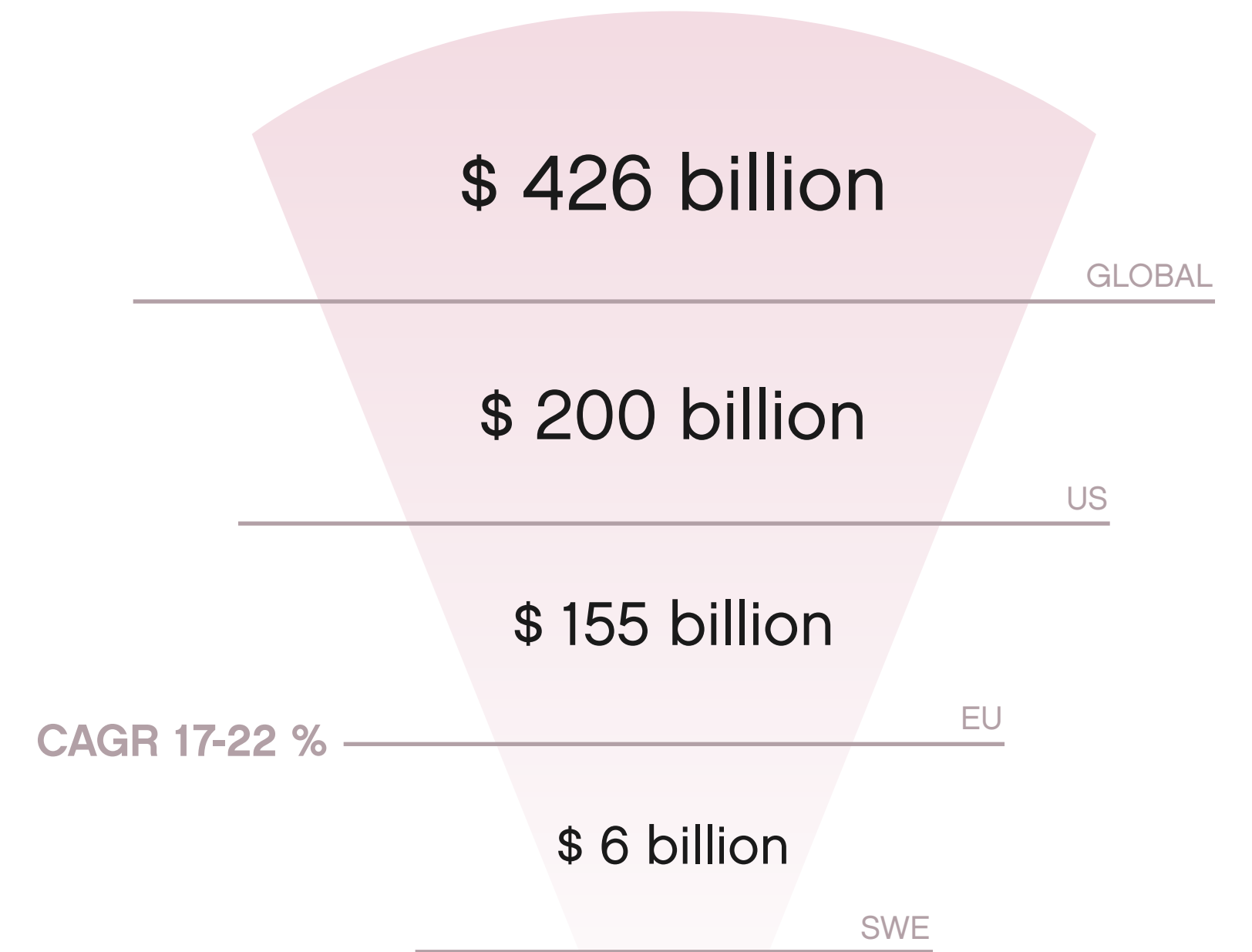
Private caregivers, health plan & insurance**



2025 estimated digital health ca10 % of the entire health care market****

Digital mental health 2026

Telecom health, mhealth, analysis, system***



* [marketdataforecast.com](https://www.marketdataforecast.com)

** [precedenceresearch.com](https://www.precedenceresearch.com)

*** [gminsights.com](https://www.gminsights.com)

**** [intelligencejournal.com/europe](https://www.intelligencejournal.com/europe)

REVENUE MODEL

- SaaS based freemium
- Scalable pricing
- Cross-sell
- Third party leads

PRIVATE PERSONS

Self-assessment, result + recommendation €0

Everyday coach €9/month

Education/courses €9-49/purchase

COMPANIES

License fee S/M/L €39-199/month

Fee per user €9-39/month

PARTNERS

Call, assessments. 5-15% aqus split

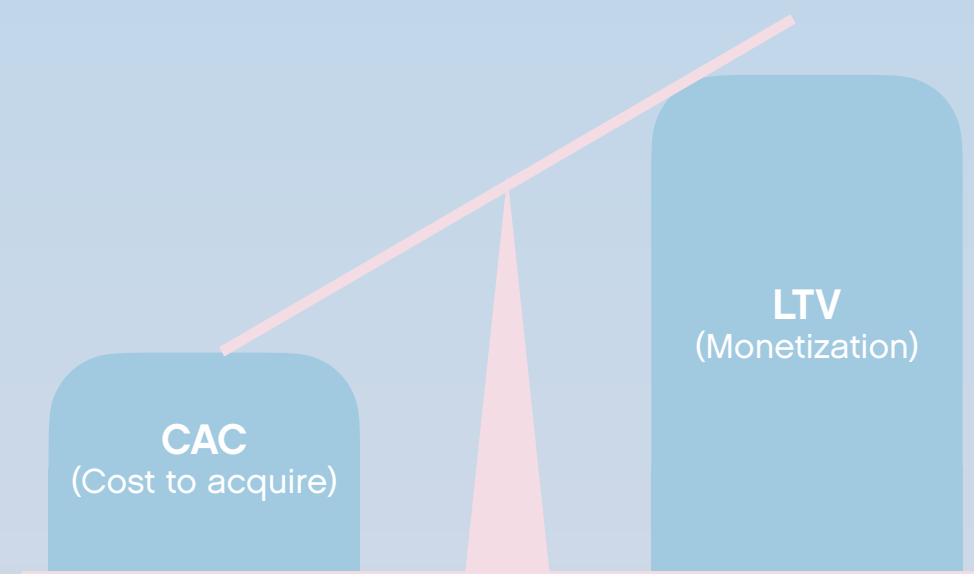
PHARMA/RESEARCH

Packaged data = surveys, research, index, insights

INSURANCE COMPANIES

Fee per user

KPI potential



LTV: Over 24 and 36 mon
CAC: €70/user – €1000/company

Med/Health average €15-75*
 Mobile app user registered €3-4*

Users

€9/month x 12 = €120 (coach)
 + average €50/year upsales
 (education)
 + €20/year split/year (third
 party)

€190/year x 2 år = €380

LTV of €380

CAC a €70/customer

5.4 x CAC.

Company

€69/month x 12 = €838 (license/access) x 3 years =
 €2 500/company
 + €19-/mon/user (coach + time x 30 users/company x
 3 years = €21 500

LTV = €24 000

CAC a €1000/customer

24 x CAC

Willingness to pay



No/little help before diagnosis.
 High priority need**
 Current supply over-priced and
 inaccessible.



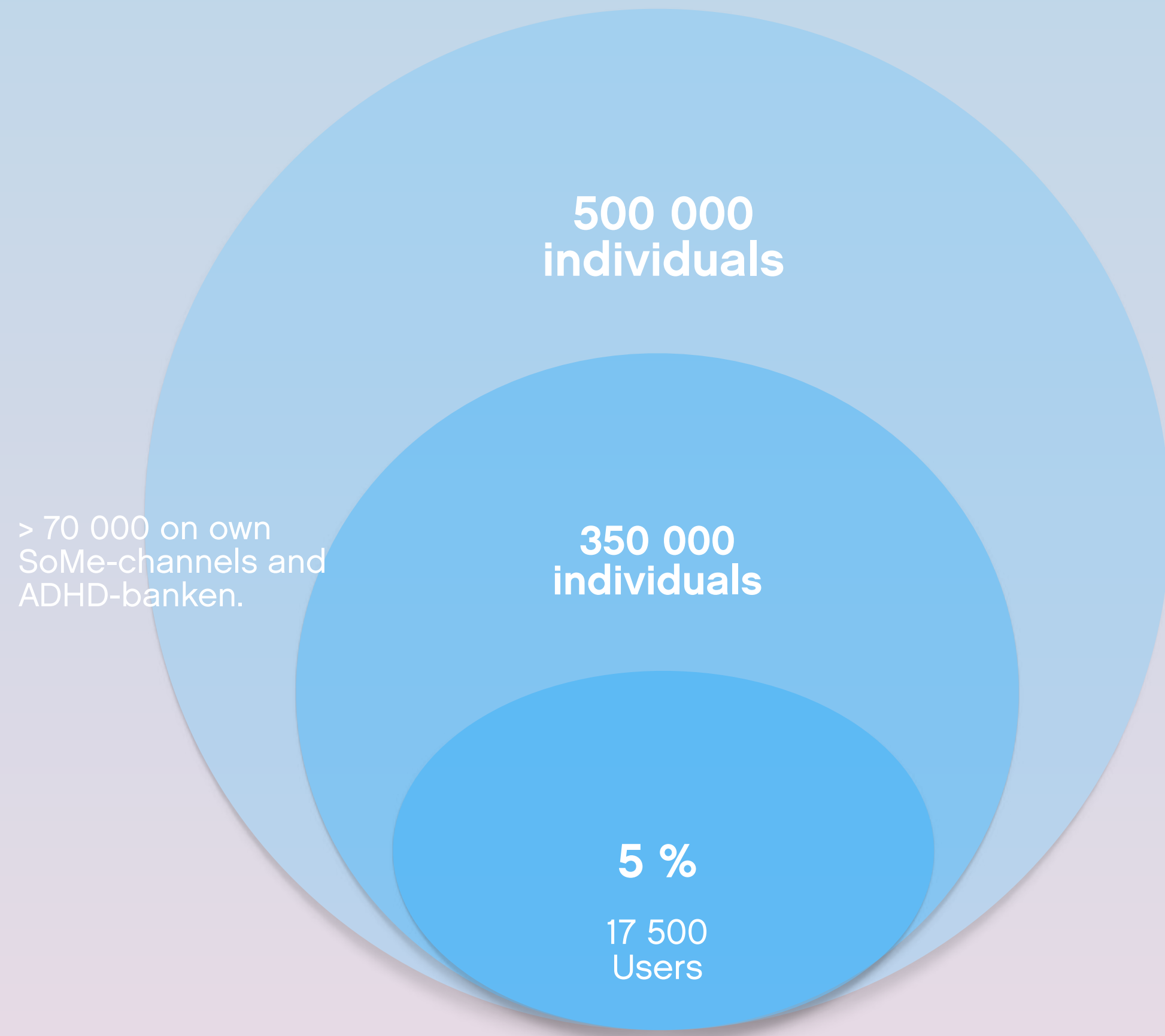
Mental ill-health 41 % of sick leaves, 3
 bn EUR** in costs

€130/employee. 1.6 billion without
 access.

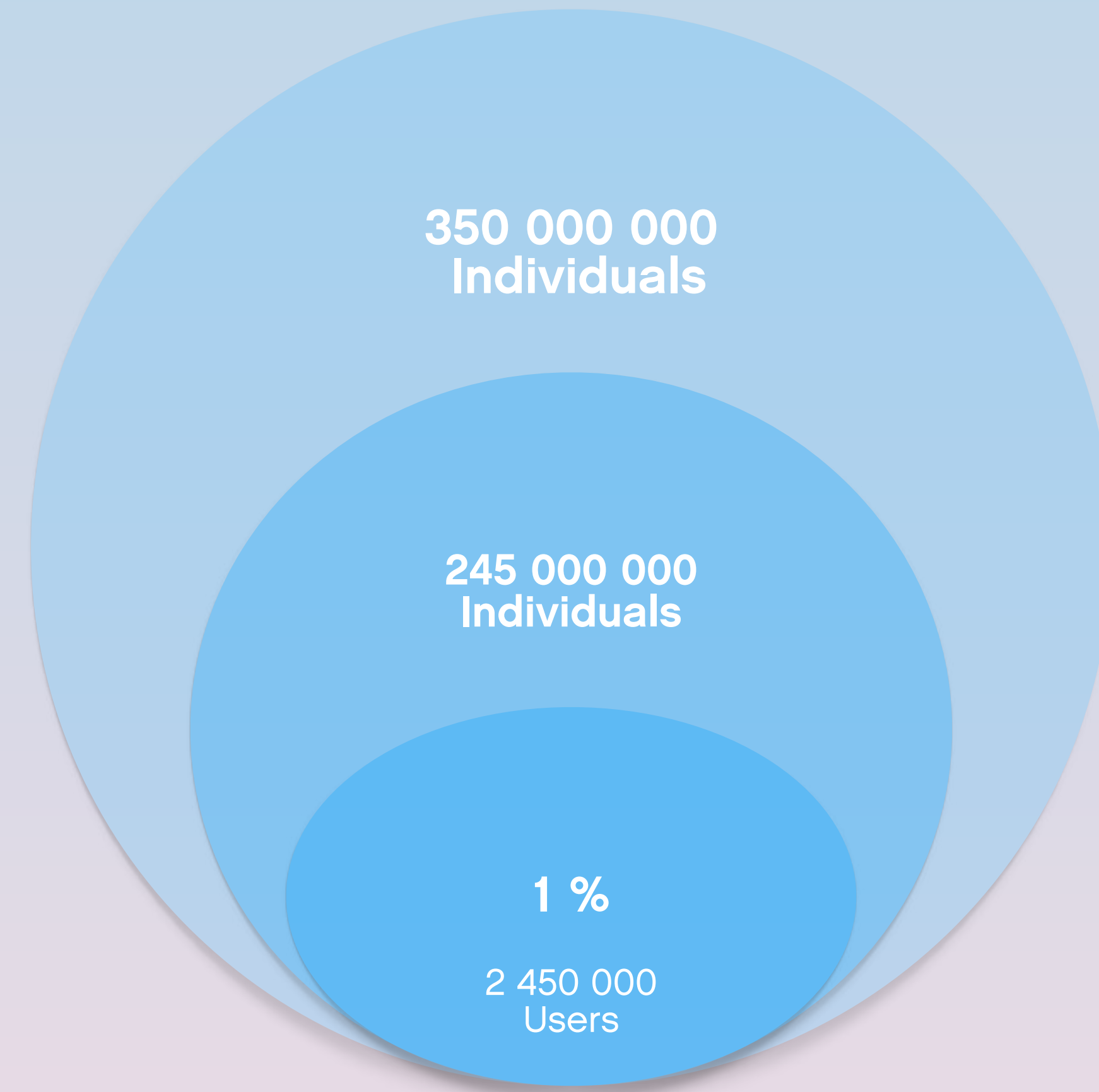
Focus on preventative actions in
 company healthcare.

Benify, Feelgood, Telia and others
 confirm great need.

Market share



Sweden

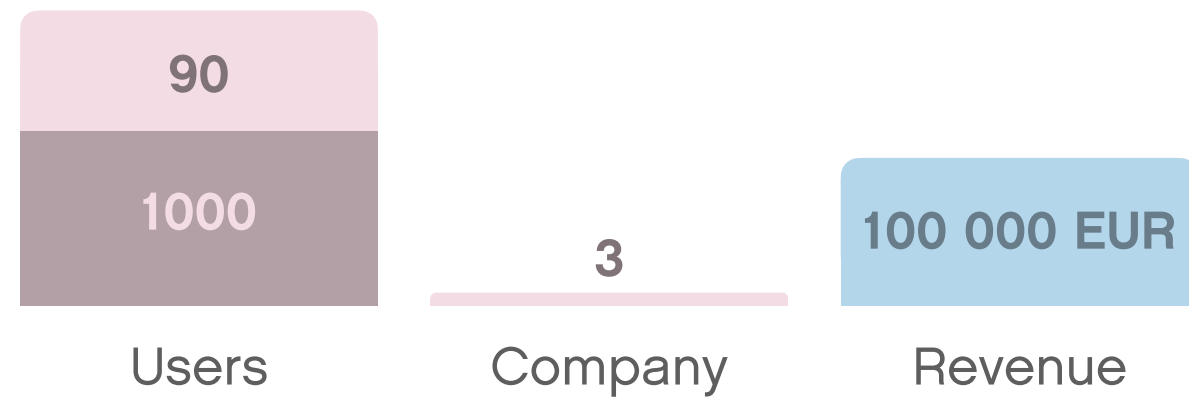


Global

- Total market
- Target market
7 out of 10
- Market share

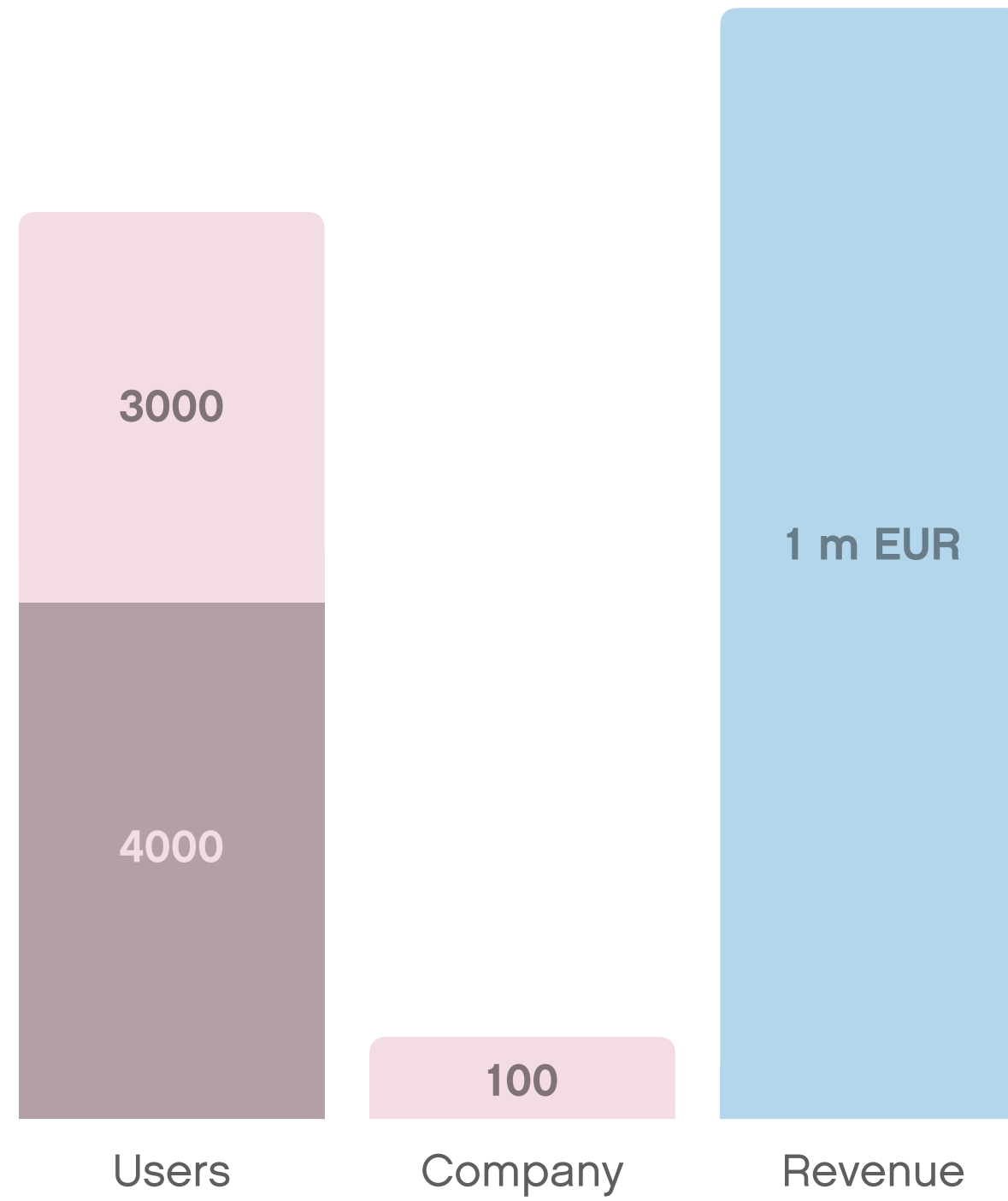
FORECAST

2022



REVENUE 100 000 EUR
COST 700 000 EUR
RESULT -600 000 EUR

2023



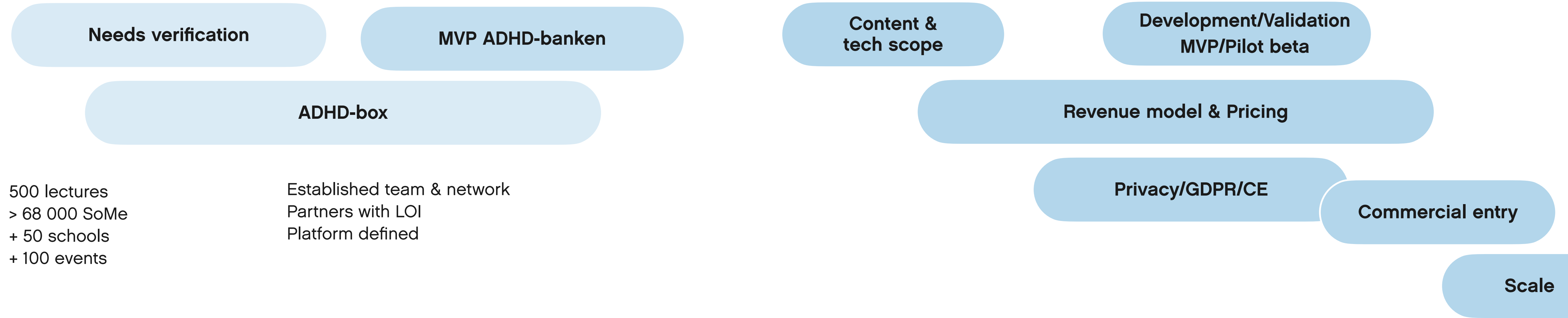
REVENUE 1 M EUR
COST 1.4 M EUR
RESULT -4 M EUR

2026

- + 30 m EUR
 - 300 000 screenings
 - + 100 000 users
 - 5 countries
- ?!

MILESTONES

2015 ————— 2020 ————— 2021 ————— 2022 ————— 2023 →



500 lectures
> 68 000 SoMe
+ 50 schools
+ 100 events

Established team & network
Partners with LOI
Platform defined

CORE TEAM




Georgios Karpathakis Jaenson
CEO, Founder & Evangelist



Johan Larsson
Business Manager




Simon Broström
CTO




Sven Bölte
Advisor, Head of Clinical Expertise


ADVISORY BOARD




Lotta Borg Skoglund
Associate Professor,
Specialist in Psychiatry



Lars Axelsson
Brand &
Experience Expert



David Edfelt
Psychologist, author



Tatja Hirvikoski
Associate Professor,
Neuropsychologist, Head of R&D

INVESTORS




Creative Thinking AB
Dynaventures AB
Bricegroup Holding AB
Susanna Francke Rodau

Jonas Grandér
Daniel Kaplan
Jonas Berg

PARTNERS



CAPITAL NEED

YTD

- Clear problem and verified need.
- No local or global players.
- Defined service and partnership.
- Willingness to pay and revenue model.
- Karolinska Institute committed partner.
- ICA Insurance committed partner.
- Team with unique knowledge and legacy.
- + € 400 000 EUR own investment
- Takeda 100 000 EUR sponsoring.
- Q2 2021 with Almi, Jonas Grandér and Annika Sten Pärson/Per-Jörgen Pärson a 100 000 EUR.
- Q2 2022 - 350 000 EUR injection.

Capital need

- Year 1: 600 000 EUR
- Year 2: 400 000 EUR

Potential

Global market leader position

Offer

25 % for 650 000 EUR

Division

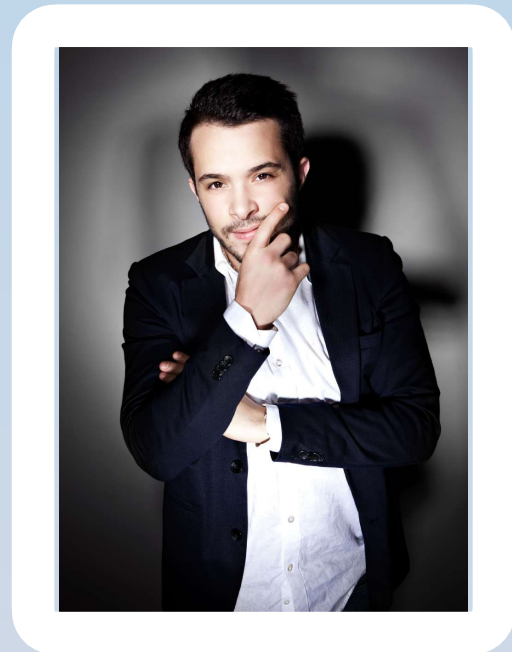
- Development of MVP & beta € 250 000
- Adjusted organization € 180 000
- Customer acquisition € 60 000
- GDPR/data protection CE-class € 50 000
- Content & clinical expertise € 30 000
- Concept development € 30 000

Ment

THE ROAD TO MENTAL CO-HEALTH™ STARTS HERE

Tack!

Unique bank of knowledge and experience



Georgios Karpathakis
Jaenson

Project examples

Djurgårdens IF football
 Co-moderator with Swedish television profile Kattis Ahlström for Leadership Day at Stockholms city council,
 SPOT 2018 (Statped),
 Arbetsterapiforum 2019 (biggest conference for therapist konferens för arbetsterapeuter),
 Lecturer in the Swedish Government council twice
 Psychiatry week in Falköping 2 years in a row
 Sollentuna Municipality (school staff competence development 4 year sin a row.
 Nutricia
 Samsung
 Psychiatry conference in Warszawa (EPA/EPC) & Madrid
 Nordea
 Meeting of Minds XII (with Takeda)
 Digital competence development in the Kronoberg twice in a year
 Lidingö city council x 2 (digital lecture with over 1800 participants)

Project examples The ADHD Box Experience (ADHD-lådan)

ADHD-lådan (The ADHD Box Experience) was launched during the week of politics in Almedalen, Visby, in the summer 2017. Since then, it has been used and rented by municipalities, schools, corporations as well as on on conferences and events like:

The Swedish Book Exhibition
 Webbdagarna (Web days)
 ESSENCE conference 2018
 ADHD-week
 Psychiatry week in Falköping 2 years in a row
 Karlstad municipality
 Humana
 SIME conference
 Anders Wall lecture
 Slush (FIN)
 Digital Competence Day for the Kronoberg region
 Djurgårdens IF football

And got many thousands of visitors to the ADHD-box experience:
 Satya Nadella, CEO Microsoft
 H.K.H. The Royal Prince of Sweden
 H.K.H. The Royal Prince of the Netherlands
 H.M. The Swedish Queen
 Sweden's former education minister, Gustav Fridolin
 Christopher Gillberg, prominent youth psychiatry professor

Examples of merits & awards

CEO, Psykisk Samhälsa i Norden AB

Founder of Underbara ADHD and co-founder of Ment

Author of bestselling book "Underbara ADHD - the difficult super power"

Initiator of The ADHD box. Launched 2017 in collaboration with Samsung and Epicenter Stockholm.

Nominated for the Lead the way-scholarship in the category "Driving force of the year", 2016, 2017, 2018, 2019, 2020 from Samhall

Nominated for the Diversity index award 2017

Radio host, Swedish radio Radio P1 2015

Swedish Game Changer of the year 2014

Awarded "Empowerment of the year 2014", from Sveriges Kommuner och Landsting (SKL – Sweden's Municipalities and Regions)

Accepted to the Reach for Change inkubator programme 2014

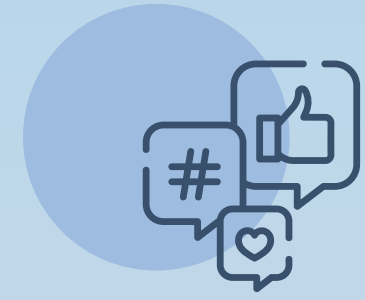
Bubblare till listan över Näringslivets 150 superkommunikatörer 2013 och 2014

Veckans Affärers och Novares mentorskapsprogram 2013

Finalist in the "Star of the year" category for the Innovation Talent Awards 2015, hosted by the Swedish Innovation Authority Vinnova and the business magazine "Veckans Affärer"

Produced and played the leading role in the stage play "Ljuvliga Jävla Georgios"

SOME



STATISTIK & RÄCKVIDD PÅ SOME - NÅGRA EX

1/1 - 9/6 2022

Reach Facebook pages	660 500
Reach Instagram pages	68 600
Visits Facebook page	5 200
Profile visits Instagram	4 100
New likes on Facebook	556
New Instagram followers	968
Likes on Facebook in total	55 681
Followers on Instagram & Twitter in total	12 605

PROGNOS

2022

Revenue	
Monthly subscription (B2C)	141 000
Upsales (B2C)	159 000
Other sales	650 000
Total	950 000
Costs	
Personnel	2 470 000
Customer acquisition	700 000
Licenses/GDPR/CE-certifications	600 000
Content production	450 000
Other costs	700 000
Development	3 000 000
Total	7 920 000
Capital need	7 000 000

Users: 1000 a 39:-/mon

Upsales (education/groupsetc): 1000 á 159:-/each

2023

Revenue	
Monthly subscription (B2C)	2 376 000
Upsales (B2C)	2 000 000
Revenue share (B2C)	800 000
Connection/license fee(B2B)	525 000
Monthly subscription. (B2B)	4 470 000
Other sales	1 000 000
Total	10 177 750
Costs	
Personnel	4 800 000
Content production	1 500 000
Customer acquisition	4 500 000
Licenses/GDPR/CE-certifications	500 000
Other costs	890 000
Development	3 000 000
Total	15 190 000
Capital need	4 000 000

Users: 1000 Q1, 2000 Q2, 3000 Q3, 4000 Q4 a 79 kr/mon

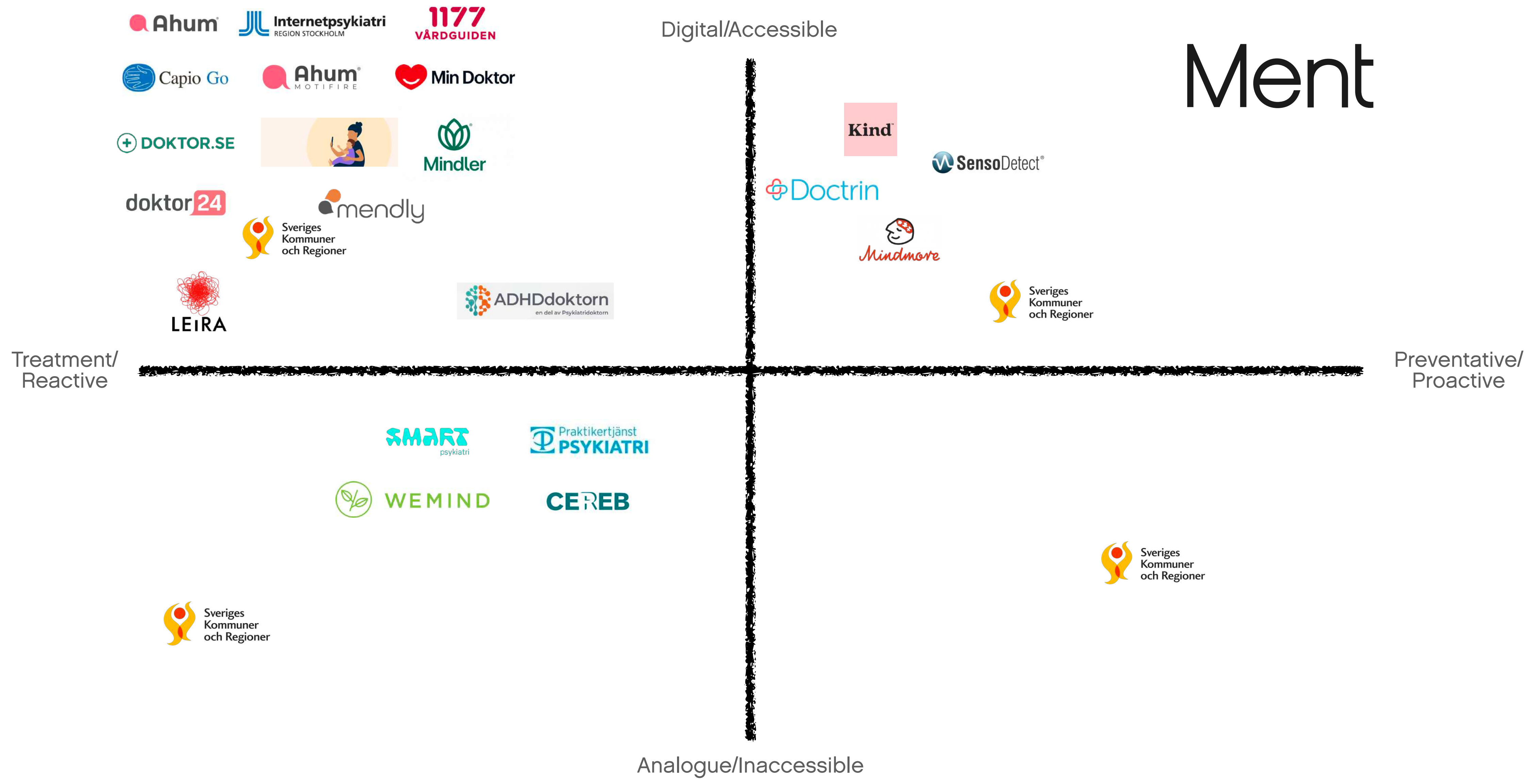
Upsales (education/groupsetc): 500:-/user/year

Revenue share: 200:-/user/year

Companies: 25 Q1, 50 Q2, 75 Q3, 100 Q4 + 30 users/company a 199:-/mon

POSITION

Ment



POSITION

Collaboration

kry

Mindler

1177
VÄRDGUIDEN

Ahum

Go

Mindmore

Min Dok

Sens

ECT

Doct

Collaboration

men

24

EIRA

ADHDdoktor
en del av Psykiatriok

Collaboration

Praktikertjänst
PSYKIATRI

WEMIND

CEREB

SMART
psikiatri

Internetpsykiatri
REGION STOCKHOLM

Sveriges
Kommuner
och Regioner

Ahum
MOTIFIRE

Collaboration

Moment

GROWTH POTENTIAL

	Revenue	Result	Emission	Valuation	Other
WEMIND	2010: 14 Msek 2016: 50 Msek 2020: 430 Msek.	+ / 0 + 26 Msek		+ 2 billion sek.	
MINDLER	2018: 4 Msek 2019: 30 Msek 2020: 84 Msek 2021: ?	- 6 Msek. - 30 Msek - 48 Msek	4+13 Msek 30 Msek 85 Msek 150 Msek	2.8 billion sek	Not one year with positive cash flow. 4 years with estimated + 100 Msek losses. 280 Msek in capital
DOCTRIN	2016. 0 Msek 2018. 16 Msek 2019. 23 Msek 2020 25 Msek 2021. 35 Msek ?	- 40 Msek - 61 Msek - 39 Msek - 30 Msek	40 Msek 100 Msek 83 Msek 130 Msek.	360 Msek 1 billion sek	Not one year with positive cash flow. 6 years with estimated + 150 Msek losses. 3600 Msek in capital
BLODTRYCKS DOKTORN	2018. 7 Msek. 2019 10 Msek 2020	- 7.5 Msek. - 14 Msek	8 Msek. 33 Msek	19 Msek 69 Msek	3000 users dec 2018, 13 000 I feb 2020
KOG TEAMET	2016: 22 Msek 2018: 36 Msek 2020: 80 Msek	+ 4 Msek + 10 Msek + 17 Msek			
CEREB	2010: 20 Msek 2014: 30 Msek 2016 45 Msek 2018: 75 Msek 2020: 100 Msek	- + 2 Msek + 8 Msek +13 Msek + 16 Msek			Mainly physical meetings, low level of digitalization No/insignificant capital raised.
SMART PSYKIATRI	2018: 6 Msek. 2019: 20 Msek	+1 Msek +1 Msek			
LEIRA	2020: 0.3 msek ??				
PLATFORM 24	2019: 1 Msek 2020: 38 Msek	-26 Msek. -70 Msek			Owned by Investor and Apoteket AB. Doktor 24 part of the same group.

In other words; Mindler and Doctrin are highly interesting benchmarks. Not earned one cent YTD, both have spent over a quarter billion SEK over 4-5 years. Mindler's solution is in no way unique, only a question of timing. Many others with similar offering. Still, a 2.8 billion sek valuation. Convinced to sell MENT based on potential and team. Totally unique solution in great demand. The question is exactly how great the demand is.