

PITCH DECK



WELL OPIA

The Premium Healthcare and
Life Enhancement Center



- ✓ Fit India Movement launched on Aug-2019/ Welltopia established on Apr-2019
- ✓ Mission of Fit India Movement is to move towards a more active lifestyle
- ✓ To achieve this mission outlined in Fit India Movement Welltopia has launched AI powered platform – FDA APP, which provides :
 - *Obesity Management at Home*
 - *Weight Gain Solutions for Malnourished*
 - *Therapeutic Diets*
 - *Anti-ageing Treatment under its Reverse Ageing Program (RAP)*



“Our purpose to increase the Healthspan of Indian People”

Increasing the Healthspan of Indian People

Building
affordable,
accessible digital
healthcare
platform

Educating
people about
lifestyle diseases
and importance
of fitness

Creating an
institution that
add health to the
life of ageing
people

1. Increasingly ageing population - lack of healthy years beyond 50 (20% people > 50 years by 2030)
2. 33% of Indians over 35 years of age are suffering from one or more lifestyle diseases.

Currently, there is no institution in India, which addresses lifestyle diseases or ageing associated problem at one place or via one point of contact.

WELL OPIA is here to fill this gap.



Digital

The buzz world since 2020



Digitally enabled healthcare at the lowest cost in India relevant esp. in post-covid time.

Therapeutic Diets

That addresses more issues than weight



- Anti-pollution diet
- Skin & Hair care diet
- Immunotopic diet
- Neurotopic diet
- Anti-ageing diet

Lifestyle Medicine



Management of Lifestyle Diseases by attacking the root cause of the problem modifying the lifestyle and diet that goes beyond Calorie restriction

“Reducing Carbon Footprint of our healthcare and reducing the use of paper, thus Saving trees as well.”

FDA App

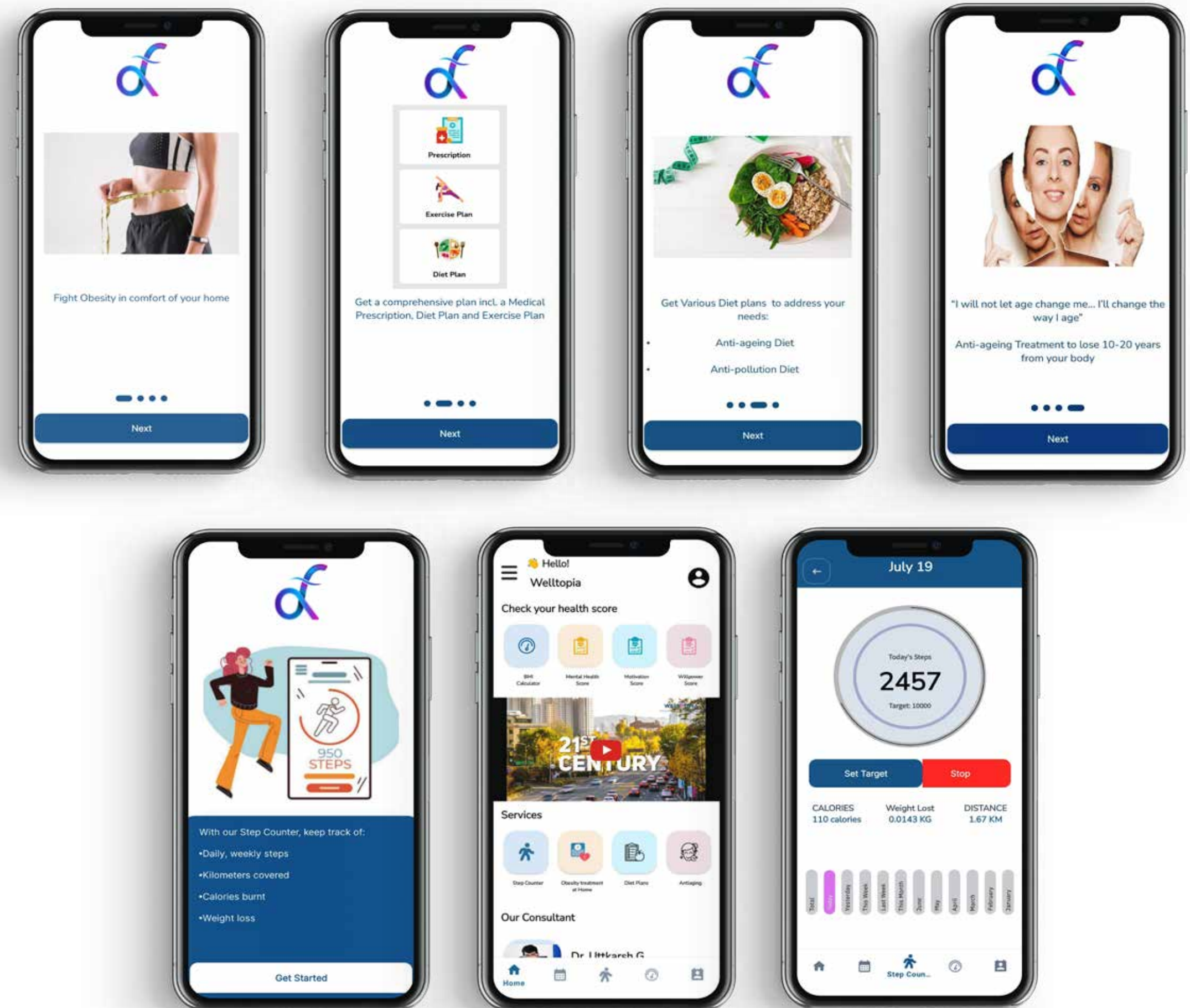
Physical fitness, exercises, Diet & Anti-ageing.

Save Time & Cost

Customized to individual lifestyle.

Reduce Carbon Footprint with Digital Solution

Treatment @10% prevailing costs, delivered in less than 100s



UNIQUE SELLING POINT

6

Youth Back™

Way to Flawless Skin

- Enhances collagen production – improves elasticity
- Reduces sebum production – fights acne
- Anti bacterial action – fights acne
- Increases cell turnover – smooth exfoliation

Anti-ageing

Deeper than skin

The Anti-ageing treatment that goes deeper than Skin, it just doesn't make you look young, it really **reverses the ageing physiologically** *knock off at least 10 years off of your physiological age*

Easy access

One point of delivery of all the healthcare solutions

Lowest cost

Just 10-20% of the prevailing cost

Consumer's comfort

Can be done from home

Environment friendly

Reducing carbon footprint

Lifestyle Diseases & Anti-ageing

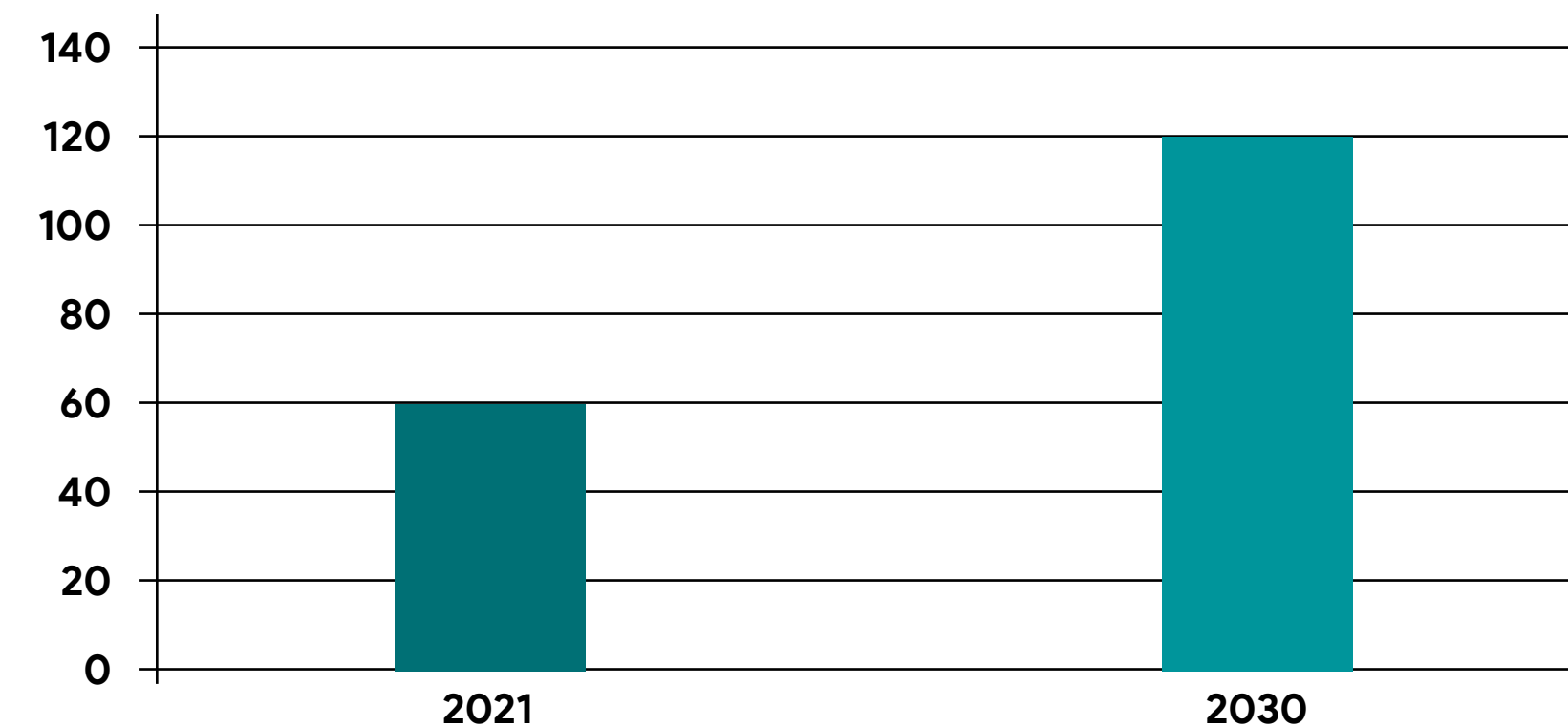
Lifestyle Diseases

33% of Indians over 35 years of age are suffering from one or more lifestyle diseases.

Out of current 1.4B Indian population 16% suffer from Hypertension, 9.4% people from high cholesterol, 13.7% from diabetes and 6.7% from thyroid.

By 2040 Prevalence of Diabetes to double from 8.5mn to 17mn and prevalence of obesity to triple

Anti-ageing Mkt Size In US\$bn



Anti-ageing Treatment

Anti-ageing market stands @ \$60B currently, which would double by 2030. India have 83Cr people in 30+ year age group, which is both a hub & potential market for anti-ageing solutions.

Our Edge over them



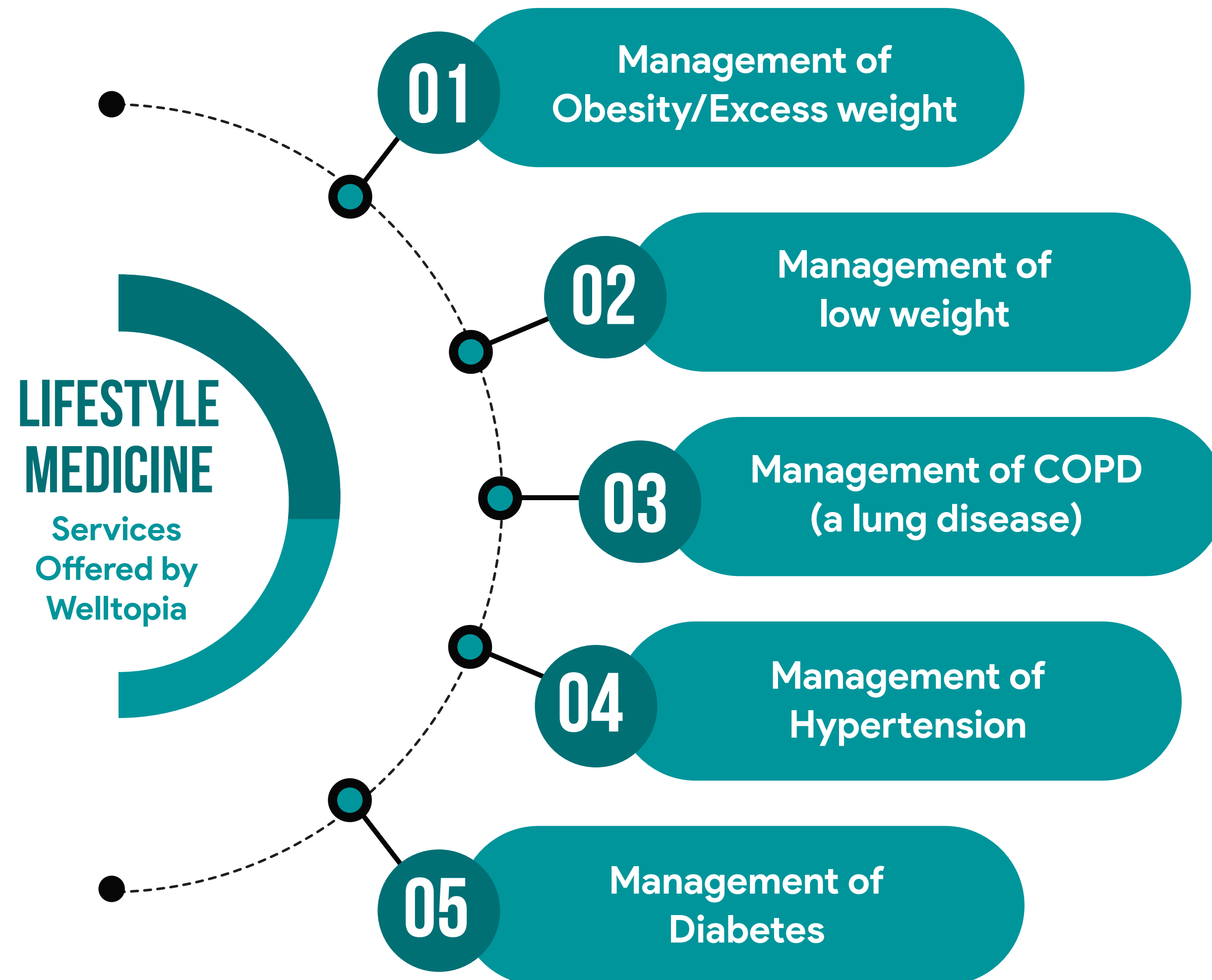
- Lower cost (barely 10% of VLCC's)
- We provide a comprehensive solution
- VLCC doesn't treat comorbidities
- Additionally a root cause of diagnosis (checking hormonal imbalance) isn't made at VLCC
- Welltopia fills all three of these gaps in VLCC's services



- Welltopia provides a low cost solution to the problem of Diabetes maintaining same effectiveness and accuracy.
- We can do so by outsourcing the lab tests to cost effective operators and having an inhouse dietician



- HealthifyMe is focused mostly on Weight Loss (doesn't speak much about Weight Gain – In India Low weight people are in fair numbers)
- HealthifyMe is about 5 times costlier (their monthly plan is 400 -500 per month)
- HealthifyMe doesn't give specialized diets as the FDA App (by Welltopia)



ADDRESSING LIFESTYLE RELATED PROBLEMS

Differentiating Features

To manage weight we evaluate the overall health including the blood profile and hormone assays before prescribing any drug.

**In case of any hormonal abnormality that too is addressed*

ANTI-AGEING TREATMENT

The difference we make to Anti-ageing Treatment : we focus on health of vital organs such as Heart, Lung, Kidney and Brain and that begins with impeccable blood health.

The services provided under this segment are outlined as follows

Reduction/
lightening of
wrinkles – this
where current
anti-aging
treatments stop

Antioxidant
Therapy

Building Bone
Density

Building Lung
Capacity

Building
Adequate
Muscle
Strength

Building
Adequate
Cardiovascular
Stamina

NEW AGE ANTI-AGEING TREATMENT BY WELLTOPIA

HYBRID BUSINESS MODEL

A SYNERGISTIC APPROACH

Online - SAAS

Welltopia has developed an App for the Patients :

A FDA App

The app works on in-built algorithm and provide solution in less than 100 seconds.

Provide your details

You will need to fill the necessary information in the form given below to get the assessment of your weight for height, age and gender and to get your BMI.

This is your first step in the management of Obesity/excess weight at home.

Name

Email

Age

Phone number

--Select Gender--

Weight (in KG)

Height (in CM)

Waist (in CM)

--Medical Condition--

SUBMIT

Offline - Clinics & OPD

- An established OPD at Sec 52 NOIDA
- Plans to set up five more

The Synergy

- 5L+downloads by 2025 & at least 10k-15k active users per month.
- Online revenue and increase in offline patients inflow as well



Ms. Kusum Gupta
(Director/80% shareholder)



DR. Uttkarsh G.
(CEO/Director/
20% shareholder)



Dr. Namita Nadar, PhD
(Dietician)



Dr Pradeep Ambadi
Senior Consultant
MBBS, MD



Dr. Mitsuvi Malik, PhD
(Psychologist)

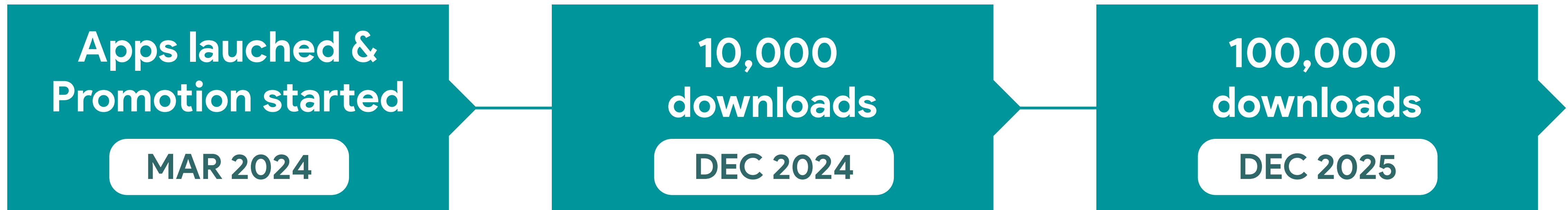


DR. Sanjeev Lavania
(Exe. Director)
MBBS, MD, MRCP



Mr. Ashish Mukherjee
(CTO)
Bachelor of IT

Welltopia Apps



Welltopia OPDs



| | FY2022 | FY2023 | FY2024 | Growth Yoy |
|----------------------|-----------|-----------|-----------|-----------------|
| Total Revenue | 49,32,863 | 53,95,259 | 58,24,553 | 8.0% |
| Total Direct Cost | 27,40,000 | 32,06,000 | 39,71,464 | 23.9% |
| Gross Profit | 21,92,863 | 21,89,259 | 18,53,089 | -15.4% |
| EBITDA | 1,54,579 | 36,967 | -51,444 | Negative Growth |
| Net Profit after Tax | 9,438 | 20,612 | -74,469 | Negative Growth |

Profit & Loss of Past 3 Years

Amount in INR

Following will be the route to employ the funds raised (INR 30,000,000) :

| | | |
|-----------------|--|--|
| <p>1</p> | <p>INR 10mn (one Crore) will be used to promote the App – we aim to take our installation and users base to one lakh. Average cost of acquisition would be INR100/- per user</p> | <p>Out of these one lakh users we expect to have 5,000 active users, which will generate revenue of one crore per year</p> |
| <p>2</p> | <p>INR10mn will be utilized to conduct longitudinal study** on our Reverse Ageing Programme; this would enable us to get validation from relevant authority and market the service to large customer base.</p> <p>Ageing is considered a disease within the WHO International Classification of Diseases (ICD-11); at Welltopia we aim to treat this disease. About 20% of Indian people are above 50 years of age, all of which will be the target population of our Reverse Ageing Programme.</p> | <p>Potential market for this Programme is about 280mn people; if we penetrate just 0.1% of this, we'll have 280,000 consumers. Expected revenue from this Programme can potentially be in billions</p> |
| <p>3</p> | <p>INR3mn will be used to set up two more OPDs and rest 7mn will be used to promote the entire gamut of services</p> | <p>This will increase our revenue at least three folds, while costs will not grow at same rate, hence profitability will take a leap</p> |

** We have already employed the methods and products of our Reverse Ageing Programme internally on our team and results have been encouraging
 ##Our DCF valuation is INR 29 Crores; please inform us if we need to share the financial model with you.

REDUCTION IN CARBON FOOTPRINT BY WELLTOPIA APPS

- A car in India emits 100-120 grams of CO₂ per KM of travel.
- On an average a patient has to travel 15-20 KM (round trip) to visit a doctor's OPD
- So, our App saves ~2kg of CO₂ emission per patient served
- Assuming 10,000 patients utilize our app instead of going to a doctor's OPD,
- Our Apps save 20,000 KG of CO₂ emission
- It's equivalent to planting about 1,000 Trees (a tree absorbs 10 to 40 kg of CO₂ per year, on an average 20 KG of CO₂ per year)

Important Links : Information on Intellectual Properties of Welltopia is available at <https://www.welltopia.pro/intellectual-properties>



THANK YOU



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