



December 2021

”

The Health & Wellness market was valued at £23bn in the UK in 2020¹

This was an increase from €20.5bn in 2015.

In 2020, the total spending on healthcare, wellness and fitness reached £209bn²

Disclaimer

Confidentiality and Disclosures

This presentation contains proprietary and confidential information of Pure Medical Group Limited ("Pure Medical") in connection with their proposed business combination. This presentation is for informational purposes only and is being provided to you solely in your capacity as a potential investor in considering an investment in Pure Medical and may not be reproduced or redistributed, in whole or in part, without the prior written consent of Pure Medical. Pure Medical makes no representation or warranty as to the accuracy or completeness of the information contained in this presentation. The information in this presentation and any oral statements made in connection with this presentation are subject to change and are not intended to be all-inclusive or to contain all the information that a person may desire in considering an investment in Pure Medical and are not intended to form the basis of any investment decision in Pure Medical. This presentation does not constitute either advice or a recommendation regarding any securities. You should consult your own legal, regulatory, tax, business, financial and accounting advisors to the extent you deem necessary, and must make your own investment decision and perform your own independent investigation and analysis of an investment in Pure Medical and the transactions contemplated in this presentation.

This presentation and any oral statements made in connection with this presentation shall neither constitute an offer to sell nor the solicitation of an offer to buy any securities, or the solicitation of any proxy, vote, consent or approval in any jurisdiction in connection with the proposed business combination, nor shall there be any sale of securities in any jurisdiction in which the offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdictions. This communication is restricted by law, it is not intended for distribution to, or use by any person in, any jurisdiction where such distribution or use would be contrary to local law or regulation.

NEITHER THE SECURITIES AND EXCHANGE COMMISSION ("SEC") NOR ANY STATE OR TERRITORIAL SECURITIES COMMISSION HAS APPROVED OR DISAPPROVED OF THE SECURITIES OR DETERMINED IF THIS PRESENTATION IS TRUTHFUL OR COMPLETE.

Forward Looking Statements. Forward-looking statements include, but are not limited to, statements regarding Pure Medical's expectations, hopes, beliefs, intentions, or strategies regarding the future. In addition, any statements that refer to projections, forecasts or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "possible," "potential," "predict," "project," "should," "strive," "would" and similar expressions may identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. You should carefully consider the risks and uncertainties described in the "Risk Factor" section of Pure Medical's registration statement, the proxy statement/prospectus relating to the business combination, which is expected to be filed by Pure Medical with the SEC and other documents filed by Pure Medical from time to time with the SEC. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Pure Medical assume no obligation and do not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Pure Medical gives no assurance that Pure Medical will achieve its expectations.

Industry and Market Data. The data contained herein is derived from various internal and external sources. No representation is made as to the reasonableness of the assumptions made within or the accuracy or completeness of any projections or modeling or any other information contained herein. Any data on past performance or modeling contained herein is not an indication as to future performance. Pure Medical assume no obligation to update the information in this presentation. Further, these financials were prepared by Pure Medical in accordance with private company AICPA standards. Pure Medical is currently in the process of uplifting its financials to comply with public company and SEC requirements.

Use of Projections. The financial projections, estimates and targets in this presentation are forward-looking statements that are based on assumptions that are inherently subject to significant uncertainties and contingencies, many of which are beyond Pure Medical's control. While all financial projections, estimates and targets are necessarily speculative, Pure Medical believe that the preparation of prospective financial information involves increasingly higher levels of uncertainty the further out the projection, estimate or target extends from the date of preparation. The assumptions and estimates underlying the projected, expected or target results are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the financial projections, estimates and targets, including risks and uncertainties related to the combined business's ability to execute on its business strategy, attract customers, obtain regulatory approvals, scale its produce to compete effectively commercially, manage growth and costs, and the duration and global impact of COVID-19. The inclusion of financial projections, estimates and targets in this presentation should not be regarded as an indication that Pure Medical, or their representatives, considered or consider the financial projections, estimates and targets to be a reliable prediction of future events.

IFRS Financial Statements. Pure Medical prepares its financial statements in accordance with international financial reporting standards ("IFRS") and not in accordance with accounting principles general acceptable in the United States. In addition, this presentation contains certain non-IFRS financial measures and key metrics relating to Pure Medical's historical and projected future performance. A reconciliation of these non-IFRS financial measures to the corresponding IFRS measures is presented where available, although the reconciliations are not presented on a forward-looking basis because the various reconciling items are difficult to predict and subject to constant change.

Use of Non-IFRS Financial Measures. This presentation includes certain financial measures to evaluate Pure Medical's projected financial and operating performance, and measures calculated based on these measures, including adjusted EBITDA, that are not prepared in accordance with IFRS and that may be different from non-IFRS financial measures used by other companies. These non-IFRS measures, and other measures that are calculated using these non-IFRS measures, are an addition, and not a substitute for or superior to measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to operating income, net income or any other performance measures derived in accordance with IFRS. Pure Medical believes that these non-IFRS measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about Pure Medical. Additionally, to the extent that forward-looking non-IFRS financial measures are provided, they are presented on a non-IFRS basis without reconciliations of such forward-looking non-IFRS measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations.

Additional Information; Participants in the Solicitation. If the contemplated business combination is pursued, Pure Medical will be required to file a preliminary and definitive proxy statement, which may include a registration statement, and other relevant documents with the SEC. Stockholders and other interested persons are urged to read the proxy statement and any other relevant documents filed with the SEC when they become available because they will contain important information about Pure Medical and the contemplated business combination. Shareholders will be able to obtain a free copy of the proxy statement (when filed), as well as other filings containing information about Pure Medical and the contemplated business combination, without charge, at the SEC's website located at www.sec.gov. Pure Medical and its directors and executive officers may be deemed to be participants in the solicitation of proxies from Pure Medical's shareholders in connection with the proposed transaction. A list of the names of such directors and executive officers and information regarding their interests in the business combination will be contained in the proxy statement/prospectus when available. You may obtain free copies of these documents as described in the preceding paragraph. This Presentation does not contain all the information that should be considered in the contemplated business combination. It is not intended to form any basis of any investment decision or any decision in respect to the contemplated business combination. The definitive proxy statement will be mailed to shareholder as of a record date to be established for voting on the contemplated business combination when it becomes available.

Trademarks. Pure Medical have rights to various trademarks, service marks and trade names that they use in connection with the operation of their respective businesses. This presentation may also contain trademarks, service marks, trade names and copyrights of third parties, which are the property of their respective owners. The use or display of third parties' trademarks, service marks, trade names or products in this presentation is not intended to, and does not imply, a relationship with Pure Medical, or an endorsement or sponsorship by or of Pure Medical. Solely for convenience, the trademarks, service marks trade names and copyrights referred to in this presentation may appear with the TM, SM ® or © symbols, but such references are not intended to indicate, in any way, that Pure Medical will not assert, to the fullest extent under applicable law, their rights or the right of the applicable licensor to these trademarks, service marks, trade names and copyrights.





Pain And Aging Are Universal Problems

Utilising the Latest in Healthcare Treatment Technologies and Proactive Wellness Services
Pure Restore Health - helping people to feel their best

PURE

Understanding Pure Medical in 5 Questions



1

What Problem Are We Solving?

Thirty one million adults in the UK live with chronic pain¹. Patients have awakened to the vulnerability of disruption and expect convenient, efficient, and intuitive wellness experiences.

Pure Medical will be the UK's market leader in **Proactive Wellness Services** (PWS) – one of the fastest-growing segments of healthcare.

Our services address Chronic Pain, Injury Recovery, Athletic Performance, Enhanced Immunity and Healthspan Longevity.

2

How Do We Do It?

We are relentless in our search for healthcare innovation and alternatives that facilitate patient wellbeing without negatively affecting our planet and with the certainty that we are generating a positive economic, social and environmental impact. We are taking actionable steps to deliver next-generation patient experiences and outcomes, venturing outside of the conventional healthcare industry and utilising the latest technology to gain valuable insights and ideas to improve our patient's journey.

3

What Have We Accomplished?

Pure Medical recently secured an LOI for a Patient Clinical Pathway Contract with Milton Keynes NHS trust, to supply our innovative treatments & therapies to NHS patients which will commence in July 2022, encompassing a population catchment of 6.1 million public sector patients. Ongoing negotiations are continuing with neighbouring NHS trusts. In total there are 223 NHS trusts across the UK.

Private sector patients are able to access Pure Medical's Proactive Wellness Services on a Fee for Service basis (FFS) on a direct or indirect basis.

4

How Do We Monetize It?

Through providing Proactive Wellness Services to public sector and private patients.

Compelling financial model with 60%+ margins in clinical services².

5

How Will We Grow?

Expanding our existing service with our current customers into their wider operations and converting more of them to PWS (currently less than 1% penetration).

Replicating existing model to new customers with the same needs in current markets & selective acquisitions.

What Problem Are We Solving?



Healthcare uniquely
tailored to **you**

Pure Medical is Positioned to Unify and Empower the Two Critical Trends in Healthcare

The global wellness industry was valued at more than \$4 trillion in 2018¹



Proactive Wellness

- ✓ Shift the emphasis from reactive to proactive
- ✓ Enhancing one's personal wellbeing
- ✓ Preventive and personalised healthcare
- ✗ Not traditionally scalable
- ✗ Challenge addressing many diseases & disorders

Fee For Services

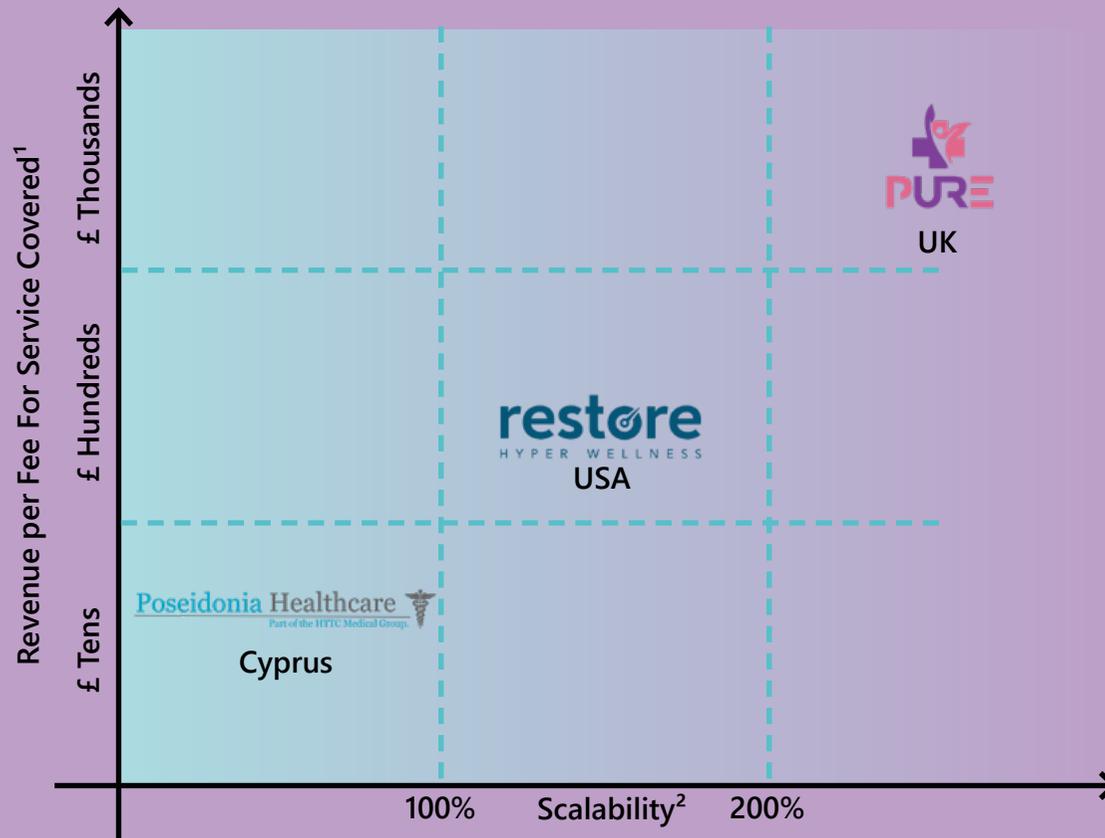
- ✓ Leverages technology-driven treatment efficiencies
- ✓ Aligns system around proactive care
- ✓ Scaled to address holistic care
- ✗ Not traditionally scalable
- ✗ Challenge addressing many patient types



Pure Medical is
Scalable,
Proactive Wellness-First,
Fee For Service

Creating an Alternative Using Scalable Wellness-First Care

Pure Medical will Create the First Proactive Wellness Facility in the UK.



Proactive Wellness Providers

- Capture significant share of health spend
- Physical first, brick and mortar models limit scalability
- Limited by technological capabilities

Fee For Service Providers

- Capture significant share of health spend
- \$52B+ Pain Industry³
- Shifts In Consumer Mindset
- Physical first, brick and mortar models limit scalability

Notes: Axes are not to scale and based on management estimates.

1) Based on projected primary revenue contribution. Sourced from public filings unless otherwise stated. Restore and HTTC Healthcare reflect FY20 revenue divided by the average of the service covered. Pure Medical reflects estimated revenue per service based on forthcoming NHS FFS contracts.

2) Scalability defined as 2020A-2022E Revenue CAGR plus 2022E Gross margin. 2022E peer data sourced from Factsset and CapIQ consensus estimates as of November 1, 2021. Pure Medical financials based on management estimates.

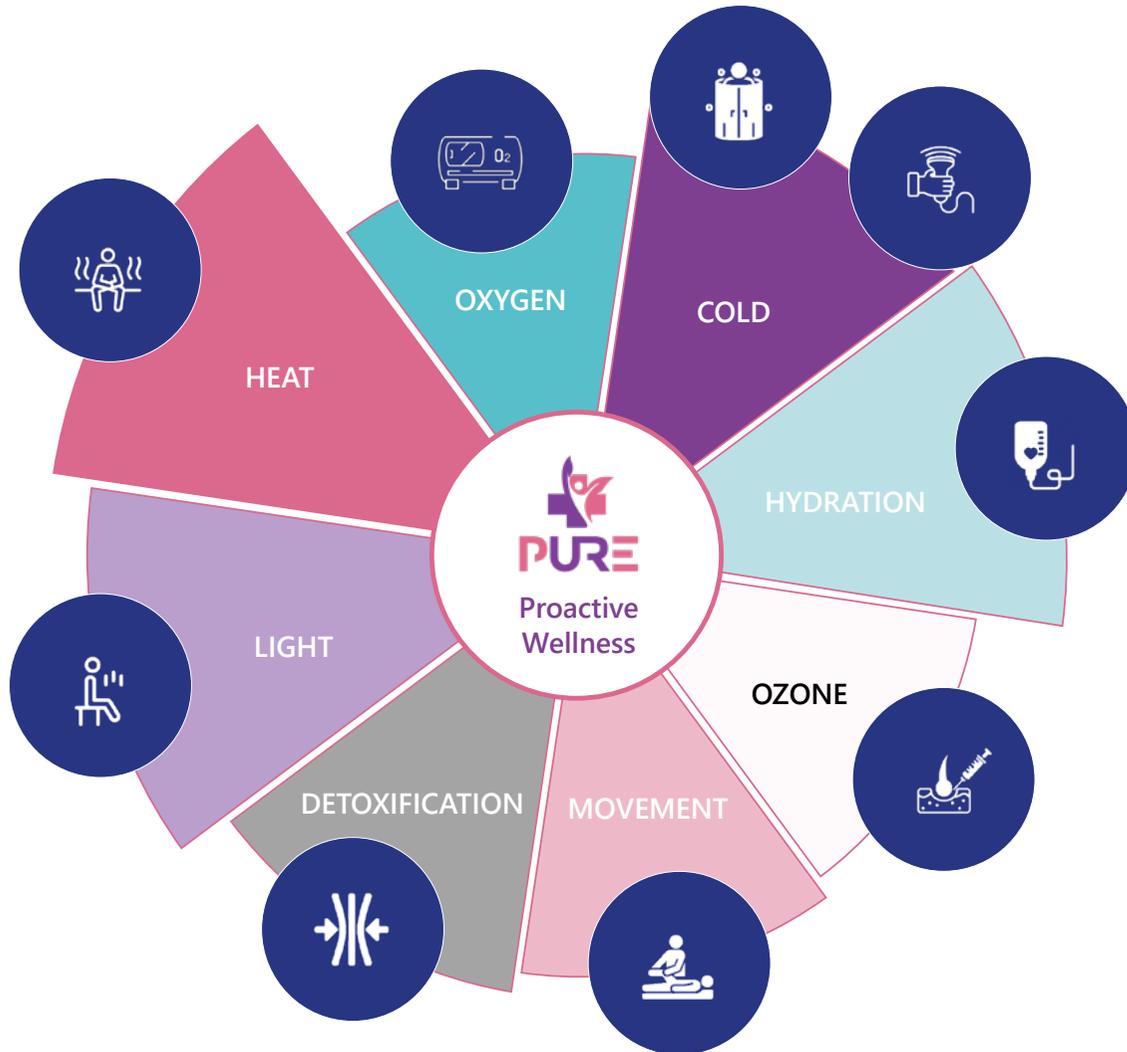
3) BCC Research The global market for pain management will grow from \$36.1 billion in 2017 to \$52.0 billion by 2022.

How Do We
Do It?



The Building Blocks of Proactive Wellness

Pure Medical Offer a Broad Spectrum of Science-backed Innovative Treatments



Treatment Overview

- ✓ Chronic Pain Management
- ✓ Injury Recovery
- ✓ Athletic Performance
- ✓ Enhanced Immunity
- ✓ Healthspan Longevity
- ✓ Cognitive Function



Hyperbaric Oxygen Therapy (HBOT)

HBOT involves breathing 100% pure oxygen whilst sitting in a specialist chamber. The air in the chamber is pressurized above atmospheric levels, which increases oxygen levels in the body 10-15 times higher than normal.

The brain is the command center of your body and it craves oxygen. While it makes up only 2% of the body's mass, the brain uses over 20% of the oxygen we breathe in.

Pure Medical's HBOT protocols are unique in that firstly we increase oxygen levels you breathe through a mask in the HBOT chamber. As you breathe in, your bloodstream sends oxygen to tissue in your body that has been oxygen-deprived. Oxygen-saturated blood can bypass blood vessels that have become clogged or narrowed with age. This gives the brain the energy required to begin the healing process.

Secondly, we fluctuate the level of oxygen you breathe during the treatment. This variation in oxygen supply triggers your body's own regenerative mechanisms.

HBOT encourages the formation of new collagen (connective tissue) and new skin cells. It does this by generating new blood vessel formation. It also stimulates cells to produce certain substances, like vascular endothelial growth factors. These attract and stimulate endothelial cells which are necessary for healing.

OVER 150 CONDITIONS ARE TREATED WITH HBOT

Cryotherapy

Whole body cryotherapy (WBC) is the therapeutic application of extremely cold dry air of between -110°C and -185°C .

Cooling the entire body's skin surface triggers defence reflexes and a reaction that includes increased blood circulation and immune and central nervous system stimulation.

Cold receptors on the skin stimulate the sympathetic nervous system, causing severe vasoconstriction (narrowing of blood vessels) followed by rapid vasodilation (widening of blood vessels). To protect essential organs and preserve core temperature, flow of blood to the skin's surface and extremities is redirected. When the body is exposed to extreme cold, it triggers a series of powerful adaptive (survival) mechanisms involving the body's most important systems.

Cryotherapy can help the body's natural ability to remove toxins by boosting blood circulation and guaranteeing appropriate supply of oxygen and nutrients to body tissues.

Cryotherapy is also a treatment for some cancers. It can target small areas of abnormal cells in your body and destroy them. This is usually a minimally invasive procedure that doesn't require surgery.

**OVER 50 CONDITIONS ARE
TREATED WITH CRYOTHERAPY**





Infrared Sauna Therapy

An infrared sauna is a type of sauna that uses light to create heat to warm the body. When you sit in a traditional sauna, you are in a hot room with temperatures ranging from 80°C to 105°C. Some people have trouble breathing in this highly hot environment.

Saunas with far infrared technology work by heating the body directly rather than the air within the chamber. Only around 20% of the heat in our Infrared Sauna is used to heat the air, while the remaining 80% is used to heat your body directly this results in a deeper tissue penetration.

Sweat glands are activated by infrared rays that reach our body. They're one of the body's few ways of eliminating toxins, and as the skin is the largest organ in the body, it is particularly effective mode of removal. 70% of our body is made up of water molecules, they begin to vibrate when infrared rays are delivered to them. The ion bonds are reduced by the vibration, and the water molecules eventually break down, releasing encapsulated gases and other toxic materials.

The shortest wavelength, near-infrared, is absorbed just below the skin's surface, causing a sweat that promotes healing and revitalisation.

Mid-infrared is a longer wavelength that penetrates deeper into the body's soft tissues, this increases circulation, releasing oxygen to reach injured areas.

The longest wavelength, far infrared, penetrates fat cells, inducing vasodilation, in which fat cells vibrate to remove toxins, resulting in the highest levels of detoxification and stimulating your metabolism to aid in weight loss.

**OVER 30 CONDITIONS TREATED
WITH INFRARED SAUNA**

Red Light Therapy

Red light therapy (RLT) is a wellness therapeutic technique that uses red low-level wavelengths of light to treat skin issues, such as wrinkles, scars, and persistent wounds, among other conditions.

In the early 1990s, RLT was used by scientists to help grow plants in space. The scientists found that the intense light from red light-emitting diodes (LEDs) helped promote growth and photosynthesis of plant cells.

Red light was then studied for its potential application in medicine, more specifically to find out if RLT could increase energy inside human cells.

Researchers proved that RLT is an effective way to treat muscle atrophy, slow wound healing, and bone density issues caused by weightlessness during space travel.

Red light therapy is used to treat more serious conditions, like psoriasis, slow-healing wounds, and even the side effects of chemotherapy.

RLT works by producing a biochemical effect in cells that strengthens the mitochondria. The mitochondria are the powerhouse of the cell, it's where the cell's energy is created. The energy-carrying molecule found in the cells of all living things is called ATP (adenosine triphosphate).

By increasing the function of the mitochondria using RLT, a cell can make more ATP. With more energy, cells can function more efficiently, rejuvenate themselves, and repair damage.

**OVER 100 CONDITIONS ARE TREATED
WITH RED LIGHT THERAPY**





Compression Therapy

Compression therapy also known as lymphatic drainage, is a procedure that is said to help with lymphatic drainage, thereby potentially slimming the look of the arms and legs (because they carry less fluid), easing aches and pains, and detoxifying the body.

Compression therapy improves performance, reduces soreness and muscle fatigue after exercise, and reduces the risk of blood clots.

It can enhance the quality of life for persons suffering from a variety of ailments. It's frequently prescribed by doctors to keep venous insufficiency from worsening.

Blood travels from your heart to the rest of your body through your arteries. Blood flows back to the heart through your veins, and valves in the veins prevent blood from going backward.

Venous insufficiency occurs when your veins have problems returning blood from your extremities to your heart. Blood does not flow back to the heart adequately in this disease, causing blood to pool in the veins of your legs.

Compression Therapy uses controlled pressure to increase blood flow in your legs and improve blood flow to the heart. At the same time, it supports your veins and decreases swelling.

OVER 30 CONDITIONS TREATED WITH COMPRESSION THERAPY

Physio+

Physio+ will be made up of a variety of instructors from a variety of backgrounds, from strength and conditioning coaches, personal trainers, athletic trainers, aspiring occupational and physical therapists, and yoga instructors.

They will educating customers so they can make informed decisions, and create an environment where people can improve and restore their body. While we have a number of cutting-edge services that will attract customers, it is our people who drive business and keep them coming back.

At Physio+, we'll do more than just assist with stretching. We assist customers in better understanding their bodies, allowing them to disconnect from their hectic days and quiet their minds. We recognise that stretching has a significant psychological component. This relates to Physio+ concept of creating an environment where individuals feel renewed.

Pure Medicals Physio Plus therapy can be life-changing. Our skilled therapist can get you back on track with your daily activities after surgery, an injury, accident, or illness.

That's because our specialist team diagnose and treat conditions that affect any part of your musculoskeletal system.

Our therapists will work to integrate all bodily systems, especially neurological, cardiovascular and musculoskeletal system treating your injury or condition appropriately.

**OVER 40 CONDITIONS ARE TREATED
WITH PHYSIO+ THERAPY**





Intravenous Ozone Therapy

IV ozone therapy refers to the process of administering ozone gas into the bloodstream to stimulate the immune system and help treat a disease or wound. As opposed to the two molecules of Oxygen we breathe (O_2), Ozone is a clear gas made up of three molecules of medical grade Oxygen (O_3).

Pure Medical will be one of only a handful of clinics offering medical Intravenous Ozone Therapy (also known as Major Autohemotherapy) in the UK.

Several Intravenous Ozone Therapy clinical trials are in progress for conditions from heart disease to arthritis.

According to a 2018 research study, Intravenous ozone therapy may aid with knee osteoarthritis by enhancing range of motion and slowing the progression of the disease.

According to the study, those with rheumatoid arthritis or back pain caused by herniated discs may benefit from blood ozone therapy.

The most important nutrient that we use in our bodies is oxygen. The benefits of oxygen aren't just about how much we can take in; they're also about how that oxygen is used. As we get older, our ability to use oxygen efficiently decreases both locally and systemically, resulting in diminished cellular performance throughout the body. Furthermore, when we don't get enough oxygen, our bodies produce too many free radicals, which causes degenerative diseases and premature ageing.

**OVER 30 CONDITIONS TREATED
WITH INTRAVENOUS THERAPY**

Intravenous Drip Therapy

As part of the proactive wellness experience, we want to hydrate and educate. An estimated 75% of the population are in a state of chronic dehydration¹.

Many people drink far less water than their body needs, preferring fizzy drinks and other beverages which can actually contribute to dehydration.

Proper hydration is essential for digestion, detoxification of the liver and kidneys, and waste removal. Without it, people face medical complications such as fatigue, headaches, joint pain, ulcers, weight gain, high blood pressure, and kidney issues.

We also offer a comprehensive micronutrient test, that gives us insight into what your body is deficient in. After we gather the test results, our medical team formulates custom drips based upon your deficiencies, leading to a healthier you.

When you become dehydrated you lose fluids from your body. These fluids contain water and dissolved salts, called electrolytes. To treat mild cases of dehydration, we would encourage you to drink water and fluids that contain electrolytes, such as sports drinks or over-the-counter rehydration solutions. To treat moderate to severe cases of dehydration, oral rehydration may not be enough. Your doctor or emergency medical staff may recommend IV rehydration.

**IV INFUSIONS MIXED WITH ESSENTIAL FLUIDS,
ELECTROLYTES, VITAMINS & ANTIOXIDANTS**

1) National Center for Biotechnology Information.





Cryolipolysis Therapy

Cryolipolysis Therapy is a non-invasive slimming, cellulite reduction, and toning technology that cools the skin just enough to eliminate fat cells while also enhancing skin quality. There is no suction and no surgery. It works by widening blood arteries and improving blood flow. Collagen production is boosted, wrinkles and pores are reduced, and skin elasticity is improved as a result of the increased oxygen supply. A non-invasive, natural technique to appear younger and more radiant.

Cryolipolysis Therapy has many benefits over traditional liposuction. It's a nonsurgical cosmetic procedure, it's non-invasive, It requires no sedation and requires no recovery time. It's effective in reducing fat cells in a given treatment area by up to 20 to 25 percent¹.

Our doctor or specialist nurse uses localised cryotherapy equipment to chill certain regions of your body to freezing temperatures during the Cryolipolysis process. Fat cells in the area of your body being treated are frozen and destroyed throughout the treatment. These dead fat cells are normally broken down and drained out of your body through your liver after a few weeks of treatment.

Cold temperatures are used to penetrate deep into the skin and kill fat cells through the Apoptosis, a natural process of programmed cell death, which allows the body to balance old and new cells while removing any undesired cells. For example, the body will try to destroy any pre-cancerous cells through the process of Apoptosis. When fat cells are subjected to the Cryolipolysis process, they undergo apoptosis.

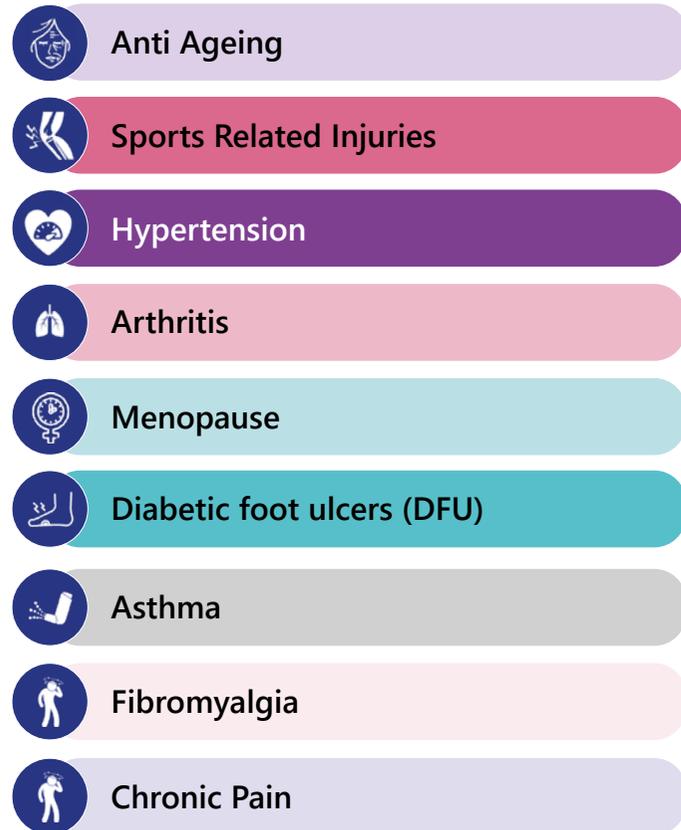
OVER 30 CONDITIONS ARE TREATED WITH CRYOLIPOLYSIS

Significant Market Opportunities

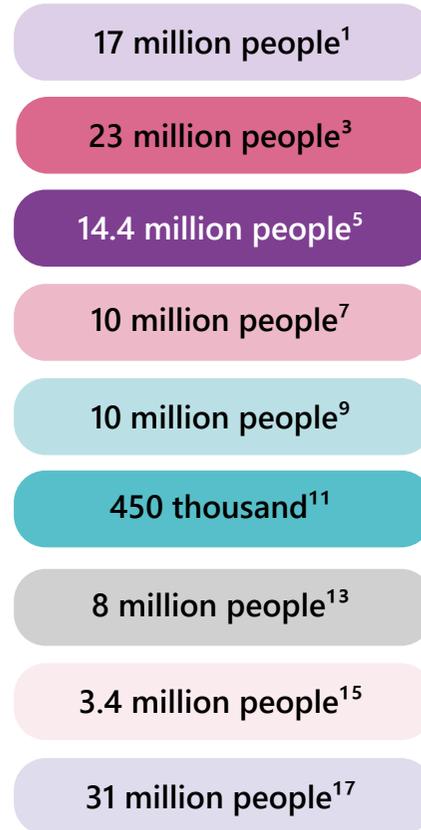
Pure Medical is targeting attractive market opportunities across a range of target indications



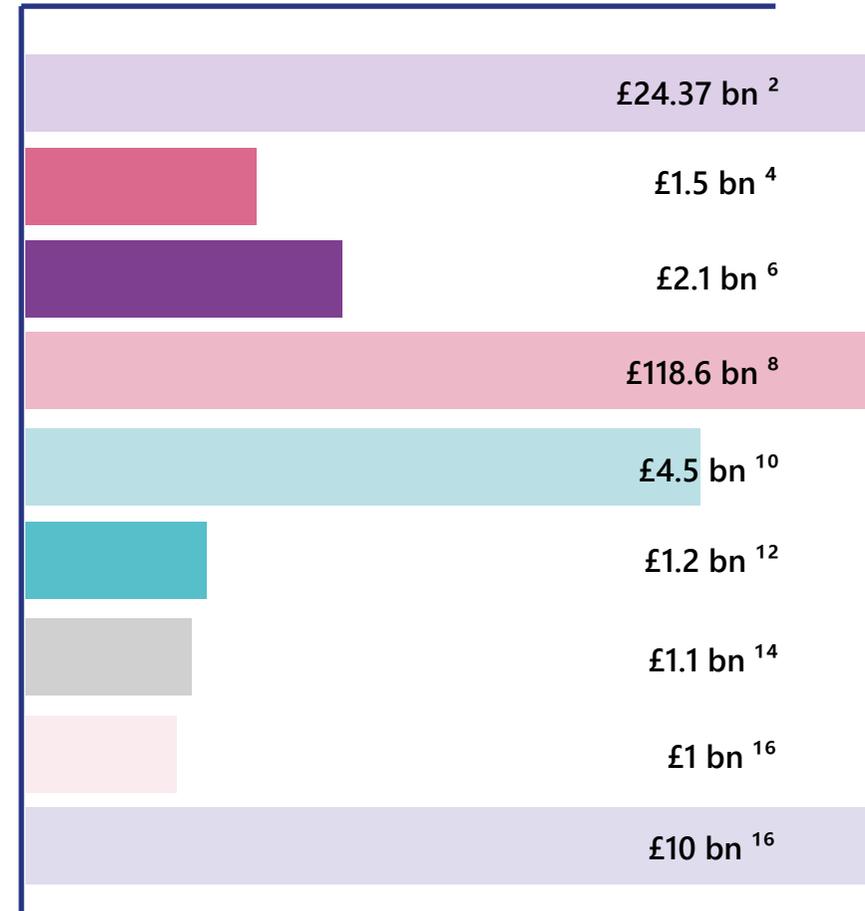
Target Area



UK Market Size



UK Market Opportunity



Notes: Target areas show are a small broad cross section of forecast markets. Axes are not to scale.

1) Market data forecast, % of Ageing Population as of 2017. 2) Mordor Intelligence. 3) National Health Statistic Report. 4) Journal of Public Health. 5) British Heart Foundation. 6) UK Health Security Agency. 7) NHS England. 8) NHS England. 9) Menopause Support. 10) Grand View Research. 11) NHS England. 12) Diabetes Times. 13) British Lung Foundation. 14) Asthma UK. 15) NHS. 16) NHS Health Research Authority. 17) Versus Arthritis. 18) British Pain Society.

Pure Medical Blue Ocean Opportunity

No facility in the UK has the spectrum of treatment modalities of Pure Medical.



Notes: 1) Hyperbaric oxygen therapy. 2) Photobiomodulation therapy. 3) Tailored medical plan. 4) Cryotherapy. 5) Far infrared sauna therapy. 6) Ozone therapy. 7) Cryolipolysis therapy. 8) IV drip therapy. 9) Pysio+ therapy. 10) Compression therapy.

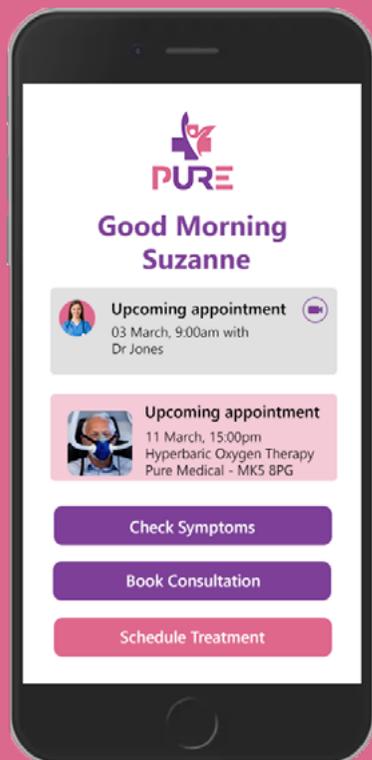
Pure Medical Digital Offering

We offer a broad spectrum of services



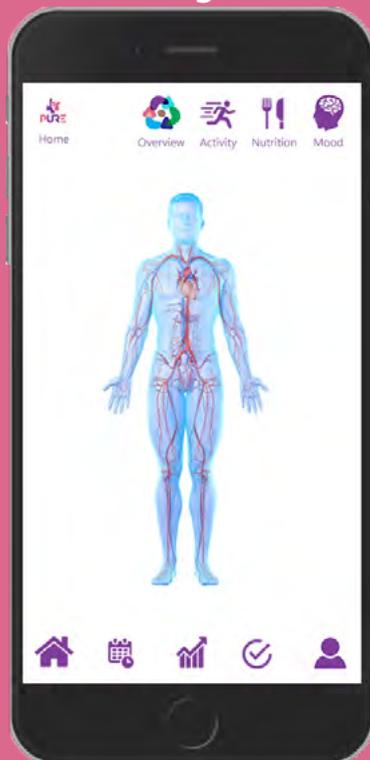
Digital Health Services

Data



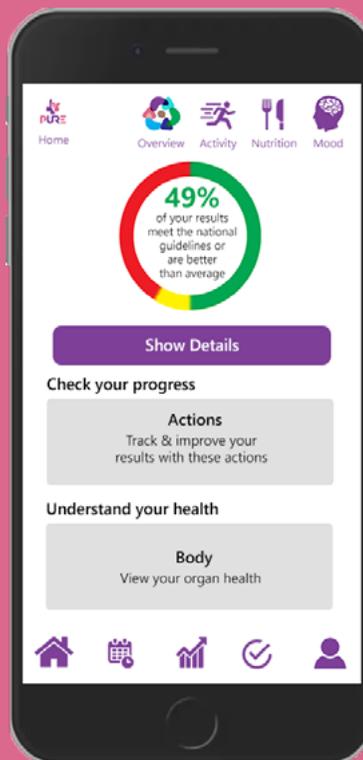
Digital Triage

Insight



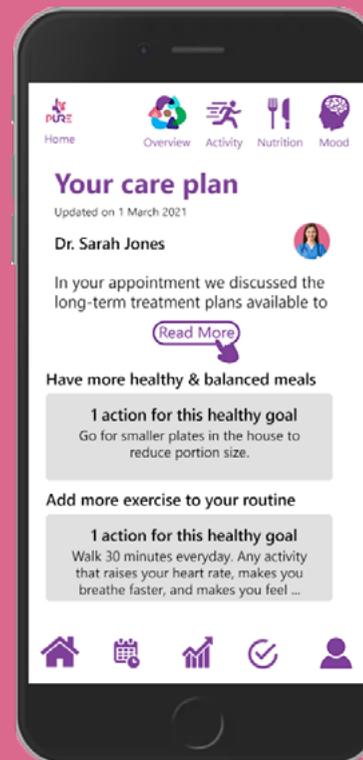
Healthcheck

Goals



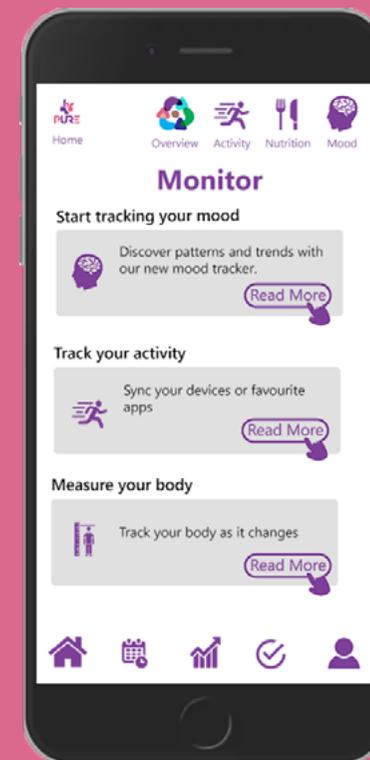
Health Assessment

Plans



Digital Care Plans

Monitor



Care Monitor

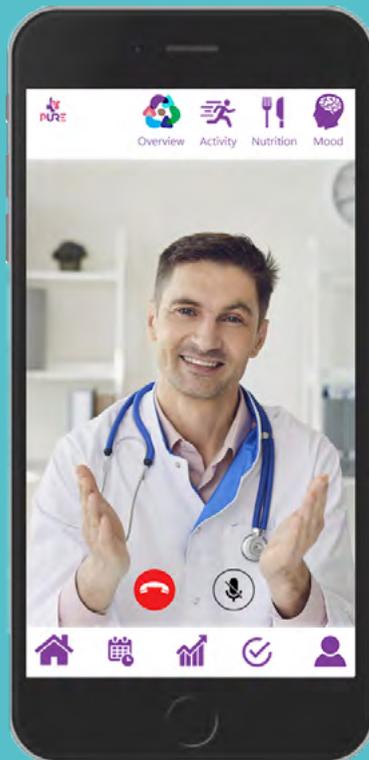
Pure Medical Digital Offering

We offer a broad spectrum of services



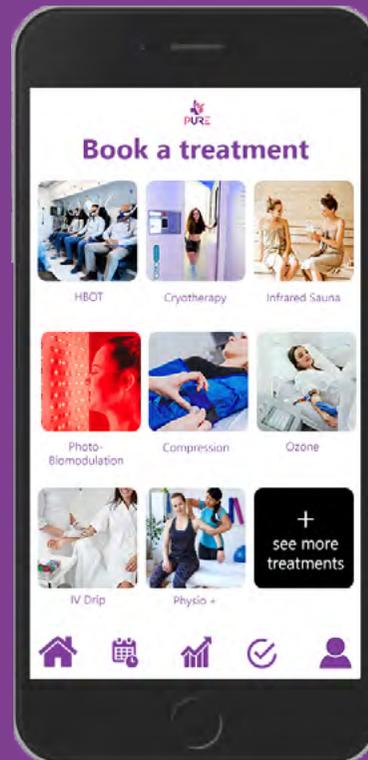
Virtual Care

Virtual Consultations



Fee For Service

Secondary Care



Rehabilitation
& Health Plan

Illustrative Market Milton Keynes

Lives Covered

Population of Milton Keynes in 2020 is 558,000¹, with in excess of 30 million people living within a two-hour drive.

Overview

The complete healthcare solution through our Pure Medical Fee For Service we manage the totality of patients' healthcare.

Through our virtual care and digital health suite services, we provide:

Pure Medical's full suite of AI and monitoring products

Care navigation and non clinical support by live chat, phone or video

Virtual consultations with a clinical professional, for both urgent and chronic conditions

Pure Medical Providing Proactive & Restorative Healthcare

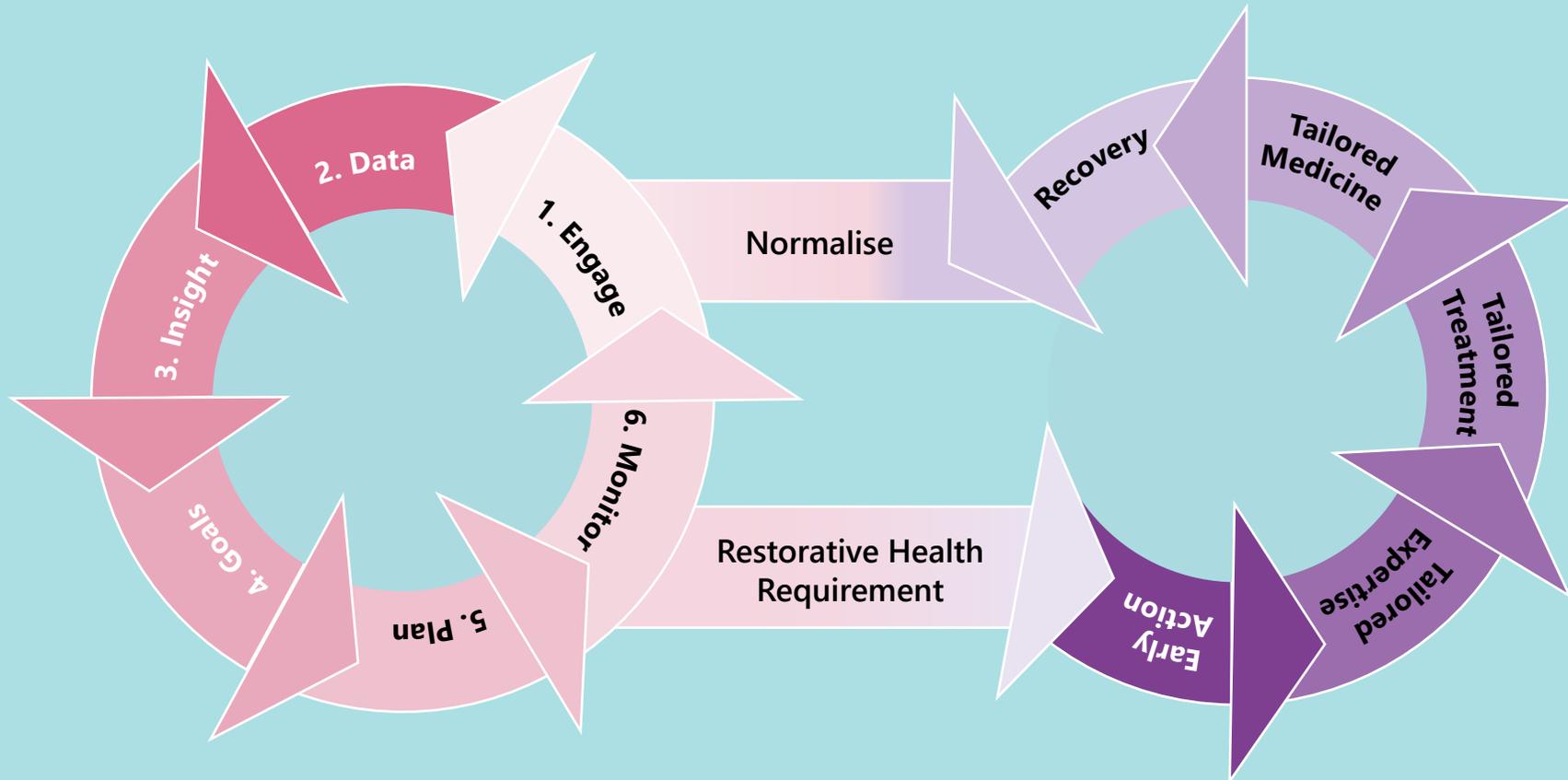


Proactive

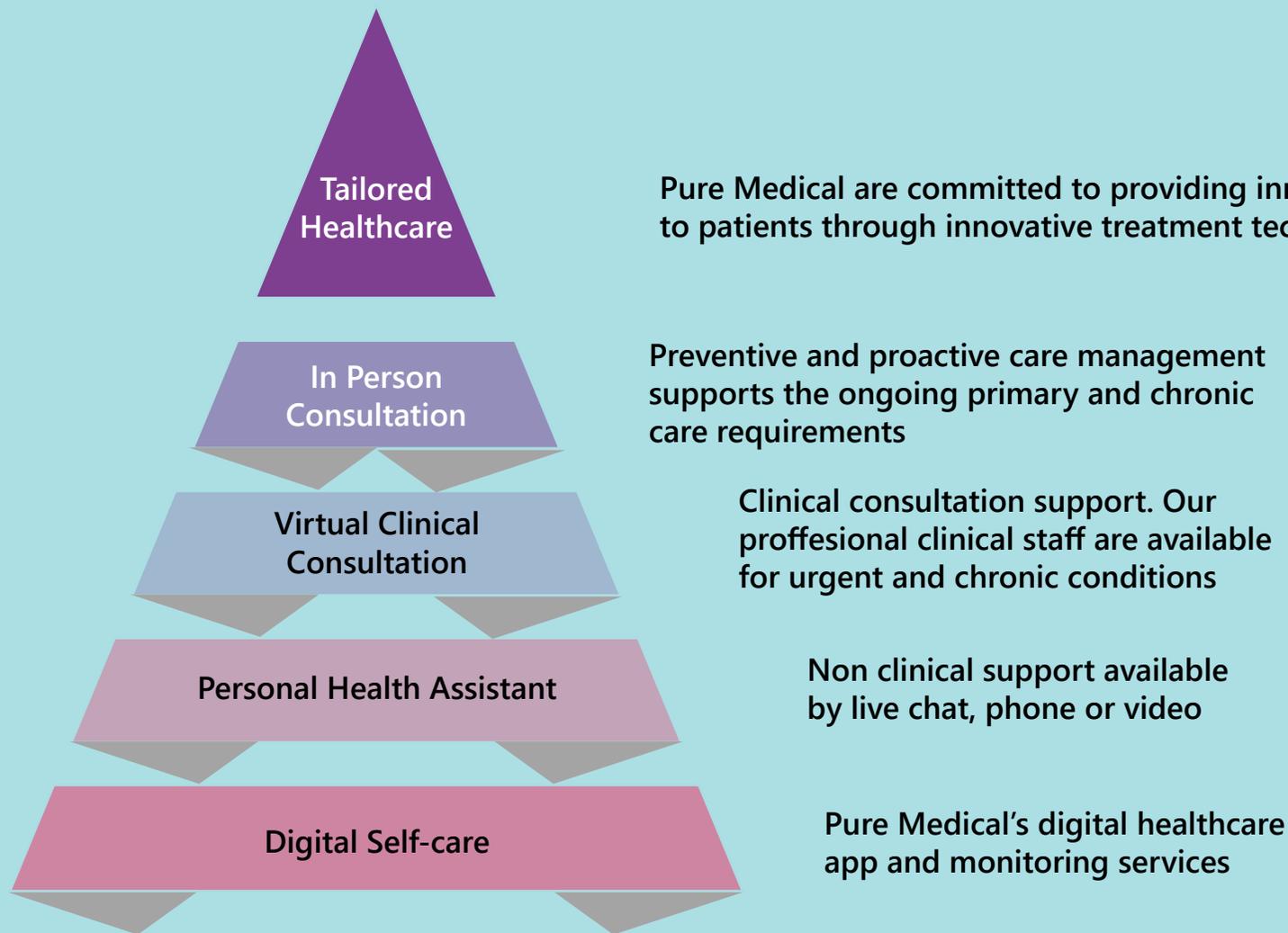
- Insights and information about wellbeing
- Health goals and actions helping achieve the goals
- Health monitoring
- Digital first patient interactions keep the patient healthy

Restorative

- Access to the clinician team
- Tailored care, tailored medication, and tailored treatment as soon as needed
- Clear Clinical Care plan for treatment and recovery
- Health monitoring



Pure Medical Provides Every Patient with a Well-Structured “Care Pyramid”, Aligning Resources with their Requirements



What Have We
Accomplished?



Pure Medical Partnerships



Healthcare Providers

Our mobile app allows healthcare providers to serve their customers in a unique way and helps their workforce to deliver services more effectively. Patients can access digital services 24/7 and doctors can manage their time more efficiently, which leads to higher patient satisfaction and decreased doctor burnout.



National Health Systems

Our services help improve national health outcomes and the cost of delivery for payers. We work with governments, health systems and philanthropic foundations to deliver both affordable and accessible preventative primary care to everyone.



Employers

We give businesses invaluable insights on the health of their team so they can make informed decisions when it comes to benefits planning and wellbeing strategies. We work with businesses of all sizes, across all industries, to keep their employees present, productive and engaged.



Pharmaceutical companies

We help pharmaceutical companies get closer to patients by using digital engagement and innovative treatment solutions to improve outcomes, making sure their patients have access to the very best treatment. We work with pharmaceutical partners across acute and chronic conditions to move "beyond medication".



Insurers

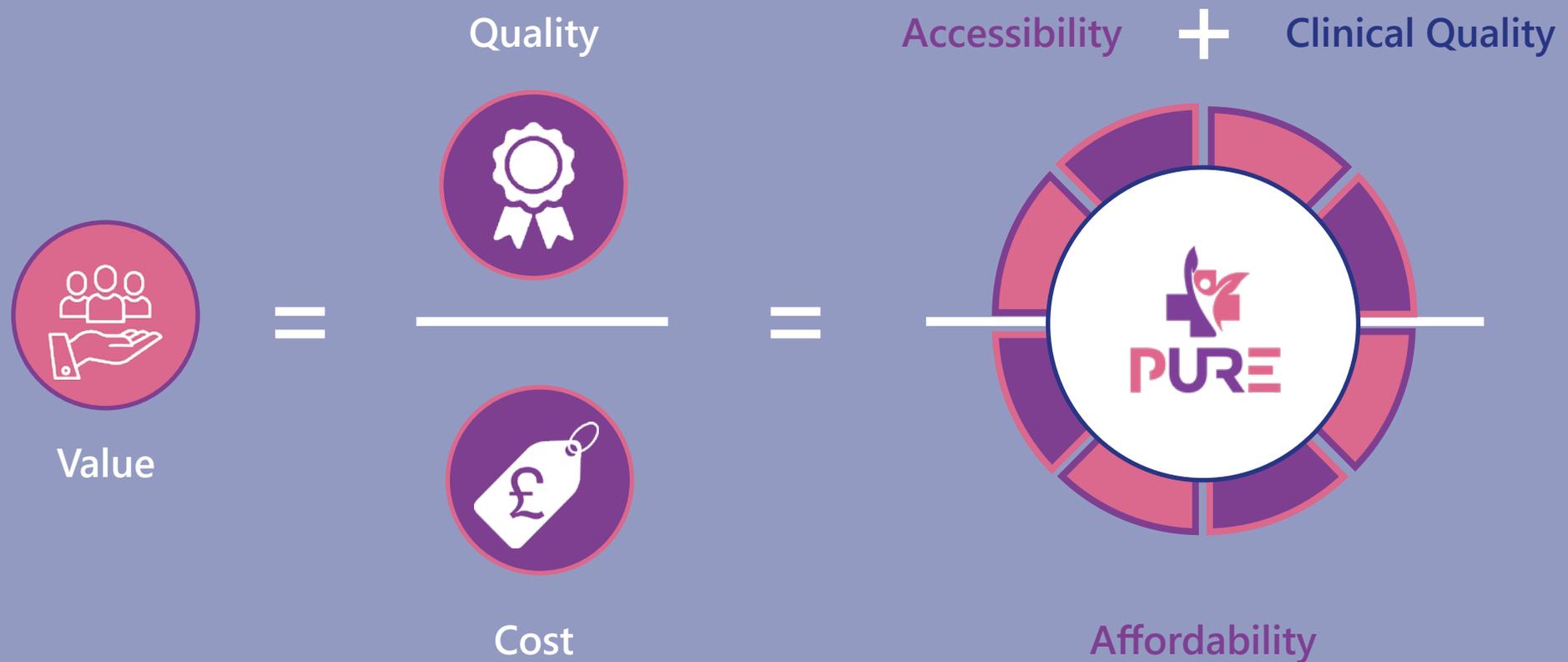
Our services add value to insurers - from attracting and engaging customers through to improving clinical pathways, lowering claims costs and capturing invaluable insights. We work across Private Medical Insurance, Life Protection, Income Protection and Travel Insurance.



Digital and Mobile

Our digital and mobile app can be embedded into your consumer offering, delivering health innovation and value to your customers. We are working with some of the world's biggest platforms and providers to put Pure Medical in the hands of their patients.

We Believe the £269b¹ UK Healthcare Sector has Been Unable to Balance the Needs of Accessibility, Quality and Affordability



How Do We
Monetize It?



Attractive Illustrative Economics of Pure Medical's Service Offerings

	Description	Revenue Model	Illustrative Revenue per healthcare treatment ^{1 2}	Illustrative Gross Margin by Cohort ²
--	-------------	---------------	--	--

Projection Based on Management Forecasts ³

Software Licensing

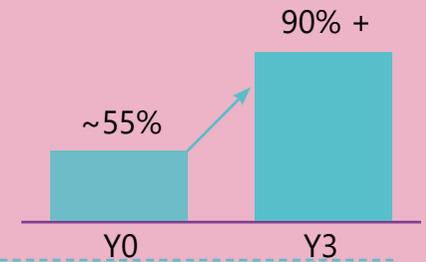


Digital Health

Digital suite of health monitoring products
Care navigation and non-clinical support available by live chat

Annual licensing fees

Pounds



Clinical Services

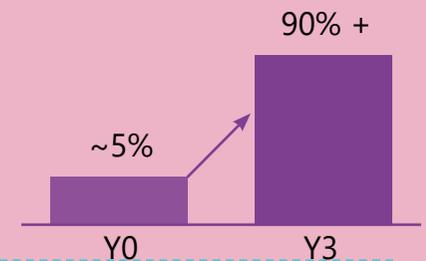


Pure Medical's Treatments

Combines Pure Medical's digital health suite and virtual care platform to manage the totality of a patient's healthcare
Takes full responsibility for both primary, secondary and tertiary care.
Fee for Service with pay per month or pay per service options.

PMPM
Pay per service

Ten of Pounds



Virtual Care

On screen consultations with a clinical professional
Preventable and proactive care management

PMPM
Pay per service

Thousands of Pounds

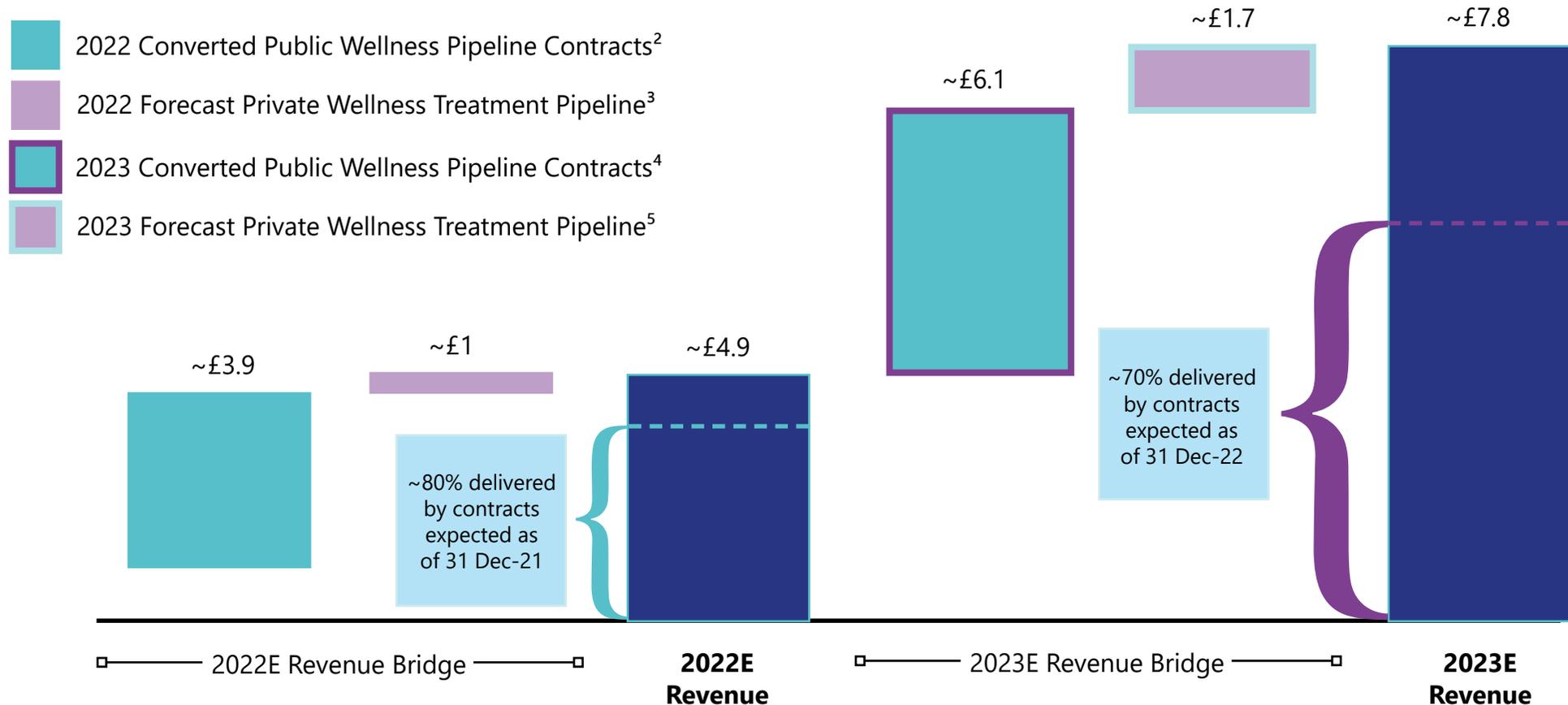


Notes: 1) Management estimates based on agreed contracts. 2) Indicative proportions shown, as details are partner specific. 3) Based on analysis vs FFS competitors. Margin from active contracts.

Path to 2022E and 2023E Projected Revenue Based on Achievable and Visible Contract Pipeline of ~£120M¹ with Upside Potential



Projected Revenue (£M)



Source: Management estimates. Management reporting. Notes:

1) Based on management estimates and a pipeline of contracts under discussion as of November 1, 2021.

2) Reflects revenue impact of new business from converted pipeline contracts in 2022. Cohorts based on an illustrative set of contracts signed at varying points in time in 2021 with impact of annualization recognized in 2022.

3) Reflects revenue impact of new business from converted pipeline contracts in 2022. Cohorts based on an illustrative set of contracts signed at varying points in time in 2021 with impact of annualization recognized in 2022.

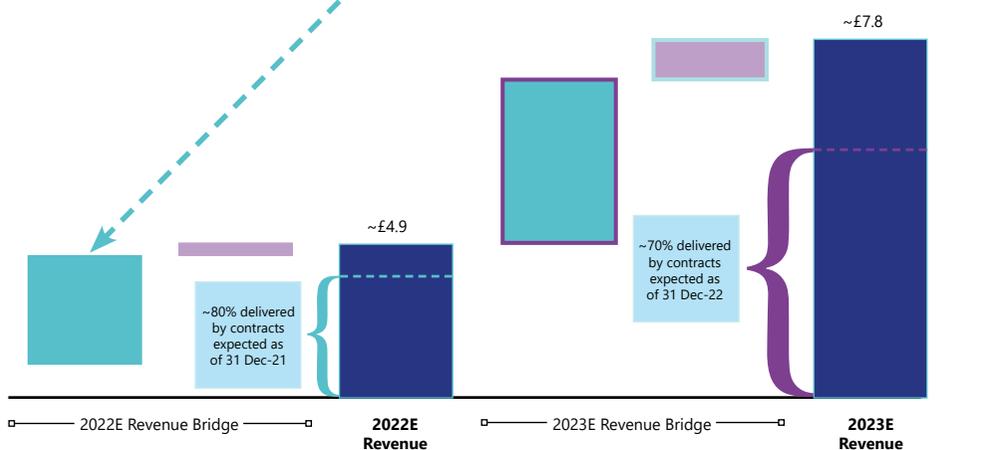
4) Reflects revenue impact of new business from converted pipeline contracts in 2023. Cohorts based on an illustrative set of contracts signed at varying points in time in 2022.

5) Reflects revenue impact of new business from converted pipeline contracts in 2023. Cohorts based on an illustrative set of contracts signed at varying points in time in 2022.

Understanding Pure Medical's Pipeline

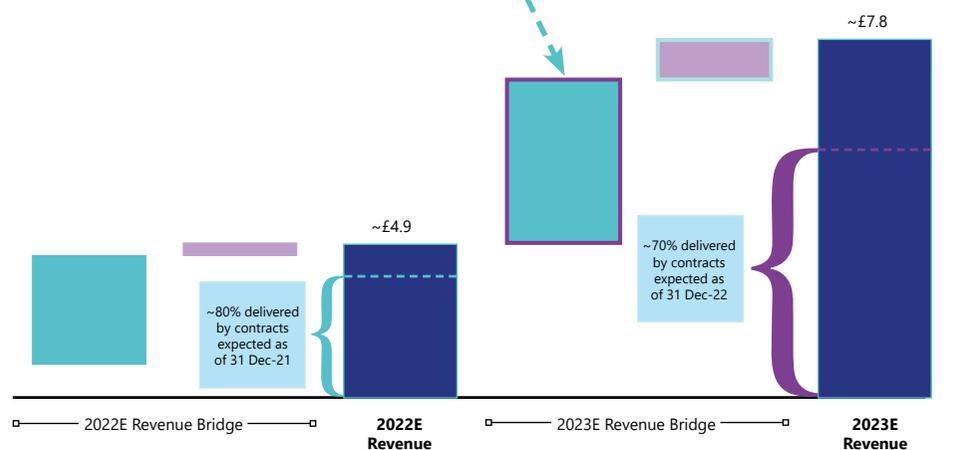
Need to sign ~1 of 50 Patient Pathway contracts in 2022 to achieve 2022E Revenue¹

Projected Revenue (£M)



Need to sign ~2 of 50 Patient Pathway contracts in 2022 to achieve 2022E Revenue²

Projected Revenue (£M)



2022 Converted Public Wellness Pipeline Contracts³ 2022 Forecast Private Wellness Treatment Pipeline⁴

2023 Converted Public Wellness Pipeline Contracts⁵ 2023 Forecast Private Wellness Treatment Pipeline⁶

Total Pipeline

£120M ARR

~50 Contracts

~ £4M Avg. ARR of Patient Contracts⁷

Source: Management estimates and a pipeline of contracts under discussion as of November 1, 2021. Management reporting. Notes:

1) Assumes i) contracts begin recognizing revenue in Q4 2022, and ii) deliver ARR of ~£8M based on the average Licensing contract in the pipeline.

2) Assumes i) contracts begin recognizing revenue in Q2 2023, and ii) deliver ARR of ~£8M based on the average Licensing contract in the pipeline.

3) Reflects revenue impact of new business from converted pipeline contracts in 2022. Cohorts based on an illustrative set of contracts signed at varying points in time in 2021 with impact of annualization recognized in 2022.

4) Reflects revenue impact of new business from converted pipeline contracts in 2023. Cohorts based on an illustrative set of contracts signed at varying points in time in 2022.

5) Reflects revenue impact of new business from converted pipeline contracts in 2022. Cohorts based on an illustrative set of contracts signed at varying points in time in 2021 with impact of annualization recognized in 2022.

6) Reflects revenue impact of new business from converted pipeline contracts in 2023. Cohorts based on an illustrative set of contracts signed at varying points in time in 2022.

7) ARR (Annual Run Rate Revenue) at the end of a given month is calculated at a point in time by multiplying that month's expected revenue by 12.

Expect Pure Medical's Margins to Expand as it Gains Operational Leverage



By Providing Wellness-First End to End Care

Pure Medical's highly accessible, wellness-first service will allow it to:

- Move patients beyond medication
- Avoid expensive downstream costs of chronic conditions by solving healthcare issues earlier

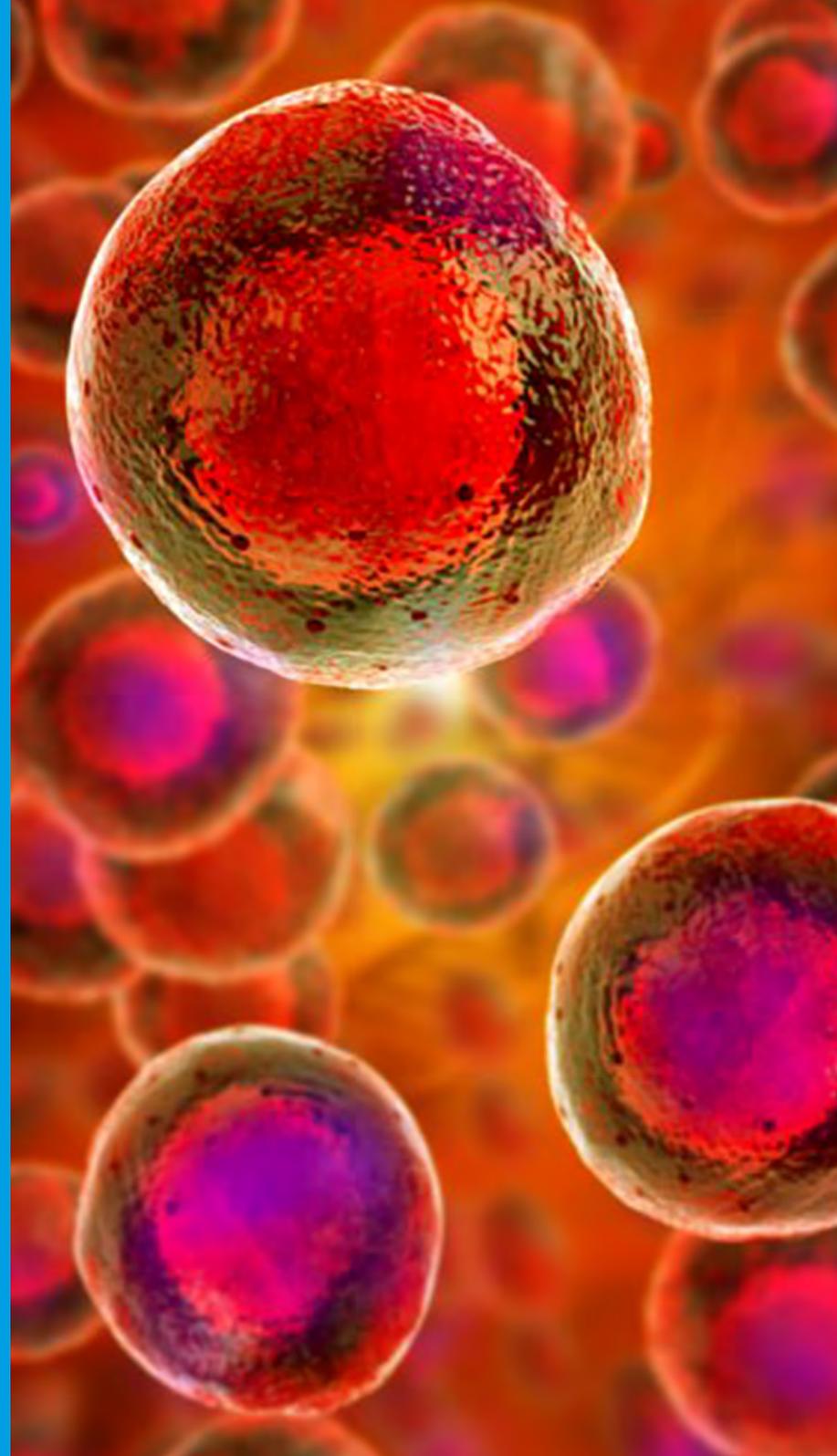
Reduce Expensive Delivery Costs

Leverage technology and automation to significantly reduce the cost of primary care:

- Increase in efficiency by automating admin and other lower value tasks
- Use digital triage to increase the proportion of interactions served by lower cost healthcare professionals
- Reduce costs associated with physical services by solving issues via digital consultations

We Expect Pure Medical will Grow Rapidly

How Will We Grow?



Pure Medical has Multiple Value-Accretive Growth Levers



Note: M&A not included in base business financial forecasts

Potential Addressable Market for Target Indications ¹

Potential to expand covered population by expanding target indication

Expanding Pure Medical's Geographic Coverage with Existing Customers ²

Strong Contract Pipeline

Strong track record of winning new contracts

Over £120M of additional aggregated ARR possible in the pipeline through existing customers and new business

Targeted Acquisitions & Strategic Investments

Opportunity to consolidate brick & mortar, integrated care providers in the UK
Acquiring new partners to augment Pure Medical's end-to-end proposition

Source: Based on management estimates and a pipeline of contracts under discussion as of November 1, 2021. Notes:

1) Reflects potential addressable market based on existing clients including contracts not currently in the pipeline. Market size based on annualized monthly revenue of potential new contracts with existing customers.

2) Addressable market for Pure Medical Fee For Service based on lives covered by Pure Medical's existing clients. Calculated using an illustrative Pure Medical's Fee For Service PMPY pricing assumption based on management's current discussions and market knowledge; number of lives based on managements best estimates.



Capital Raising Details

Capital raising overview



Pure Medical is aiming to raise £2.5M via a Placement and Entitlement Offer ¹

Offer Structure

- Placement to raise ~ £2.5M through the issue of 99,404 New B Shares (**Placement**)
- The Placement and Entitlement Offer are not underwritten

Offer Pricing

- Placement offer price of £25.15 per New Share, with a minimum subscription of two shares.
- Entitlement Offer at the same offer price as the Placement

Entitlement Offer

- Record date of November 1 2021
- Placement shares are not eligible to participate in the Entitlement Offer
- Eligible shareholders may apply for New Shares in excess of their entitlement under a shortfall facility

Ranking

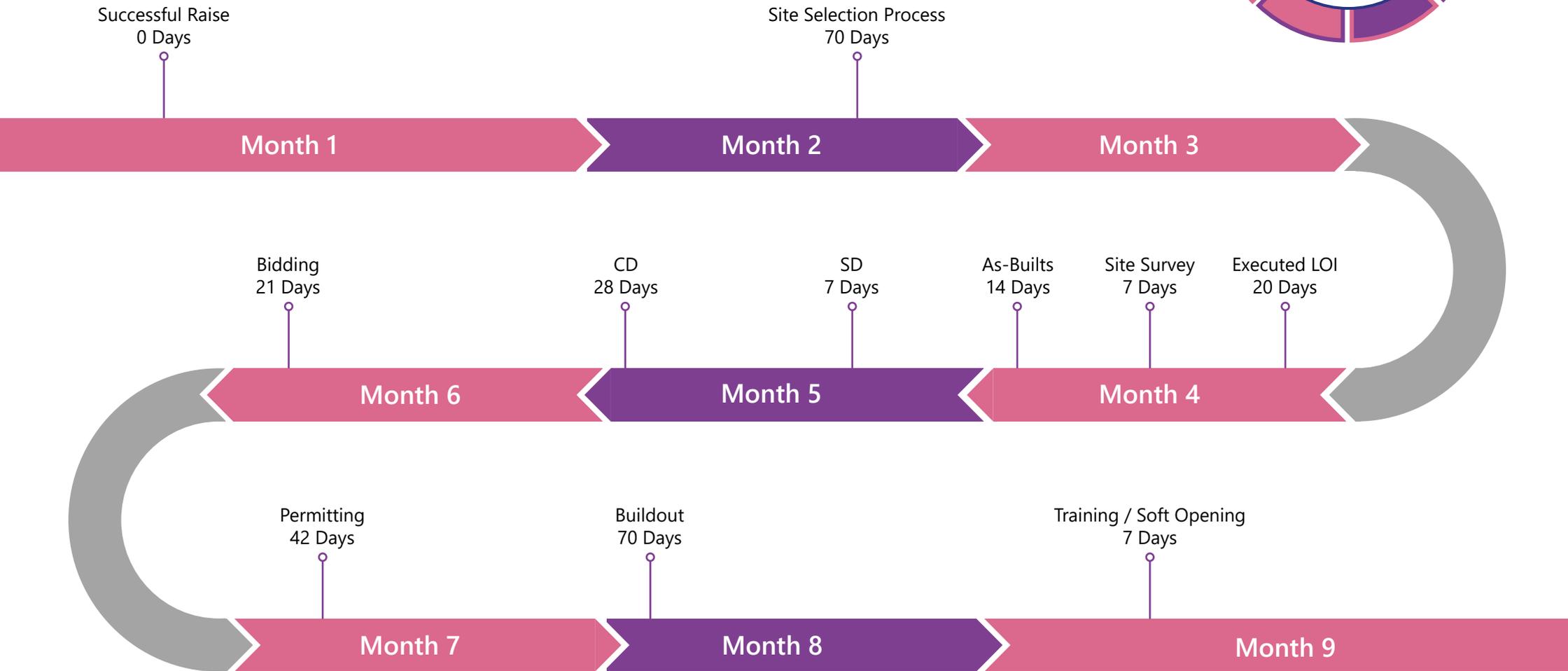
- New B Shares under the Placement and Entitlement Offer will rank pari passu with existing B shares

Use of funds

- Acquisition of medical machinery
- Development of clinical site
- Other: Additional headcount, general working capital, corporate costs etc.

1) The above information constitutes a financial promotion relating to a public offer for subscription (the "Offer") of up to 1,988,071 B ordinary shares of £0.001 each in the capital of Pure Medical Group Ltd ("Pure Medical") and is issued by Pure Medical and approved for the purposes of section 21 of the Financial Services and Markets Act 2000. The Offer is constituted in a prospectus published by Pure Medical on 1st November 2021 (the "Prospectus") which can be found at pure-medical.co.uk/equity-for-health/prospectus. Please note that applications to subscribe for shares in Pure Medical may only be made, and will only be accepted, subject to the terms and conditions of the Prospectus. This video is not a prospectus. Investors should not subscribe for shares in Pure Medical as referred to herein except on the basis of the information contained in the Prospectus.

Clinic Development Timeline



*Note This is a baseline schedule. Pure Medical anticipate a large reduction in this timeline by expediting the lease process, design comments, and construction decisions.



Thank You

If you have any questions or require any further information, please email our founder Gary McCauley
investors@pure-medical.co.uk

Pure Restore Health

