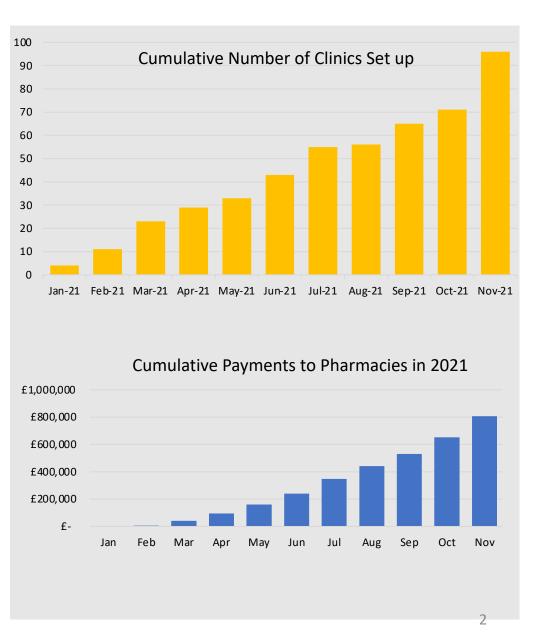


Introduction to Goodbody Health



Goodbody Health – "What you do not know – might be harming you!"

- ✓ offers a community-based solution to help those looking for private blood tests and others screening services. Throughout the pandemic, Goodbody Clinics grew an established network of over 140+ clinics.
- ✓ is a distributor and retailer of diagnostic and wellness products and services.
- ✓ established infrastructure; (i) head office housing the operational team, (ii) a
 specialist ISO accredited UK laboratory (iii) an in-house manufacturing,
 warehouse, and fulfilment facility, (iv) a polish CBD manufacturing and testing
 facility and (v) retail units in Bristol and Bath.
- ✓ in 2021 to date, conducted 100K Covid tests generating nearly £14 million revenue by the end of November.
- ✓ strong liquidity and robust balance sheet.
- ✓ launched the Virtual GP referral pathway.
- ✓ achieving 4.8 Star average Google ratings.
- ✓ blueprint established with rapidly expanding network of products and services.
- ✓ close relationships within the local community clinics, drives footfall and subsequently much needed revenue for independent pharmacies.
- ✓ Supporting the NHS to operate first-touch screening services via Community Diagnostics Hubs, (CDH's) to take the pressure off GP's and hospitals.
- established management team with proven track record.
- ✓ a number of technology led testing devices and key technology partners.



The world is faced with growing health epidemics and challenges, which puts traditional health services under unprecedented stress.



Problem

Figures from the Department of Health for England show over 230 million biochemistry and 47 million haematology investigations were requested in 2014-15, at an estimated cost of £3bn for the NHS.

Even with a robust vaccination program, living with COVID-19 will require significantly more comprehensive disease surveillance of the UK population, Combined with flu and other viral mutations.

Significant diagnostic delays in the NHS.

The national testing infrastructure that provides a quantitative picture of individual and collective immunity is urgently required.

Improving connectivity and digitisation across all aspects of diagnostics prioritised to drive efficiency, deliver seamless care across traditional boundaries and facilitate remote reporting.



Goodbody Health is **disrupting the 'old model' of courier to laboratory style testing.**

Goodbody Health has distribution which, when combined with our marketing expertise, digitisation skills and commercialisation with cutting edge technology is a **powerful combination**.

Improving connectivity and digitisation across all aspects of diagnostics prioritised to drive efficiency, deliver seamless care across traditional boundaries and facilitate remote reporting.

Current Pharmacies

Pharmacies are professionals with strong medical knowledge and experience.

Independent pharmacies are considered the community medical team trusted by patients for advice and help. Independent Pharmacies have lost funding and many are struggling to cover costs reducing the opportunity to invest in the latest technology.

Individual pharmacies have limited resources to apply through traditional commissioning routes to expand their services.

Strategy

- ☐ Support NHS long term plan
- ☐ Provide 'frontline' healthcare services in the local community partnering independent pharmacies
- ☐ Implement advanced technology to disrupt the existing inefficient model
- ☐ Partnering with independent pharmacies.
- ☐ Enable customers to manage their health care digitally
- ☐ Provide local and remote solutions to the three distinct groups 'wellness inquisitors', 'diagnostic concerns' and 'existing conditions'.
- ☐ Networked together via the Cloud, Goodbody Health combined with advanced technology and app-based care pathways will provide many more healthcare professionals and patients with newly accessible ways to diagnose and manage their health.



By placing the customer at the heart of everything we do, we offer the pharmacy team bespoke training to give them skills to help the local community. Future proofing through patents and the ability to adapt for tests based on community led needs.



Positively caring -with genuine interest in the wellbeing of our customers to provide relevant products.



Serious about quality -ensuring compliance and regulation with undertaking CQC accreditation.



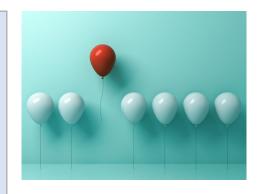


Goodbody Health Strategy combined with Technology Pipeline fully supports NHS Long Term Plan



NHS Long Term Plan The need for radical investment and reform of diagnostic services was recognised at the time the NHS Long Term Plan was published in 2019. The Covid-19 pandemic has further amplified the need for radical change in the provision of diagnostic services

- In the NHS Long Term Plan it lays out what they believe should happen to make the NHS fit for the future. The three main deliverables of the plan are: Making sure everyone gets the best start in life, delivering world class care for major health problems and supporting people to age well
- Our Clinic proposition supports all three ambitions but in particular testing for diagnosis symptoms and to manage chronic conditions will help to deliver world class care for major health problems and with an inquisitive check up based on age and other characteristics will support people to age well
- The plan sets out that there is a need to give people more control over their own health through community services by partnering with providers like Goodbody Clinics
- Funding to achieve these ambitions will be increased for community care by £4.5bn
- Community phlebotomy services should be improved, so that all patients can have blood samples taken close to their homes, at least six days a week, without needing to come to hospitals or GPs
- The NHS is looking carefully at which services can be easily undertaken by
 pharmacies rather than GP surgeries. The most immediate has been vaccinations,
 with the rapid uptake of the 2021 flu programme being achieved by a big
 increase in involved pharmacies. This will be followed by minor injuries clinics.
 The key to this will be the development of the Community Pharmacy
 Consultation Service, which will allow the NHS to commission an increasing range
 of services from pharmacy in support of the new Integrated Services model in the
 NHS





Roll out

Scale up the proven success model using the existing blue print.

Distribution Network of Over 2,000 Community Diagnostic Hubs by 2024 to create a national footprint.

Transfer of key services from the local GP practices into local diagnostic hubs.

Disrupt the current courier to lab model with local modern technology.

Routes to market including local clinics, mobile, online, business to business and public organisations such as schools.

Operational model driving people into diagnostic hubs to use assessment tools and provide targeted testing **with immediate results delivery.**

Develop the in-house phlebotomy school to provide training for clinic staff.

Exclusive contracts with Pharmacy / Clinics.

Technology Deployed

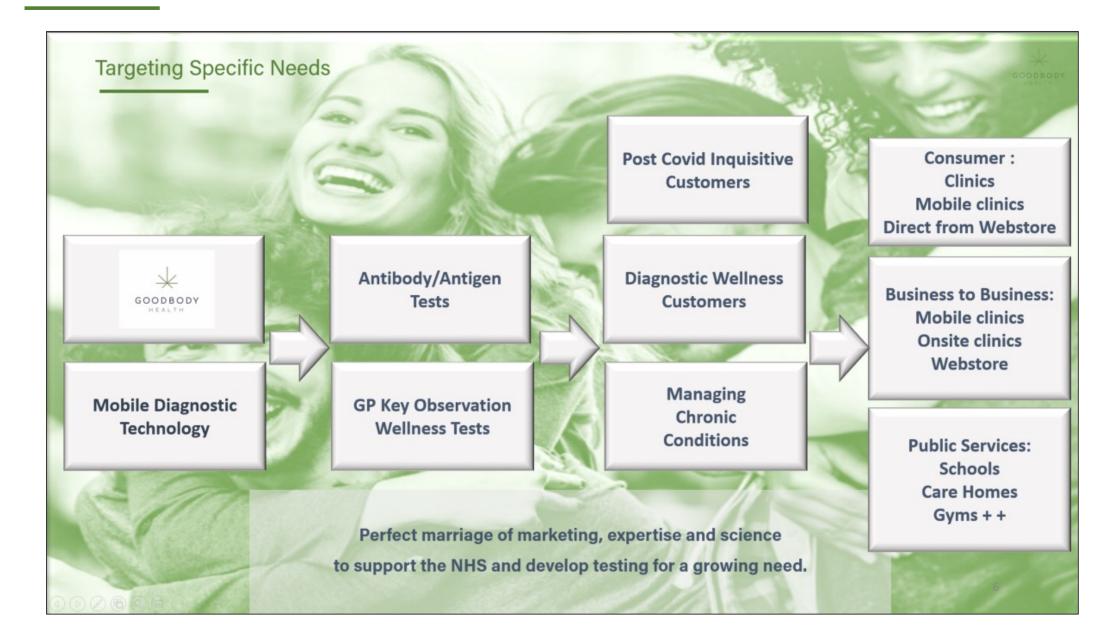
The R&D pipeline is very flexible reflecting the platform nature of the technology. Its advantage is that it can do multiple tests simultaneously

A research contract with a specific customer could be performed in the laboratory immediately and then transferred to the device.

e.g. Abbott and Duplex: Retailer/distributor of technology and diagnostics.

Targeting Specific Needs





Welcome to Goodbody Health and It's Pharmacy Model



Pharmacies with Goodbody Health in their locations say there are many advantages to the system:

- Goodbody takes the financial risks there is no capital outlay by the pharmacy.
- Goodbody instigates marketing activity around the pharmacy, provides marketing expertise and collateral, driving an increase in Customers.
- Goodbody provides diagnostic equipment to facilitate rapid on-site testing and results delivered in minutes for some tests.
- Goodbody pays the Pharmacy commissions that materially contributing to revenues.
- Goodbody provides phlebotomy training (free of charge) for a Pharmacy employee.
- A range of constantly developing products and services.
- Goodbody Customer Support team to back up services provided.
- Quiz based symptom checker and diagnostic app promotes blood testing.
- Courier collections and external laboratories and PPE managed and funded by Goodbody Health.
- Become part of a team without losing your independence.
- Goodbody works closely with the Pharmacy creating 4.8* Google reviews.
- A wealth of expertise at Goodbody providing knowledge and support.

Goodbody
Health
complete
wellness
solutions can
be delivered
on a scalable
basis.

Planned 2,000 clinics by 2024. Year 1 targeting customers within an 8 mile radius to the clinic.



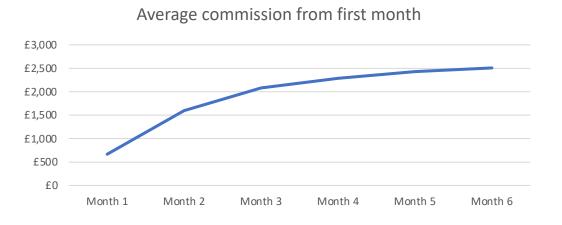
The result is higher revenue and customer traffic for the Pharmacy.

Our Goodbody Pharmacist's



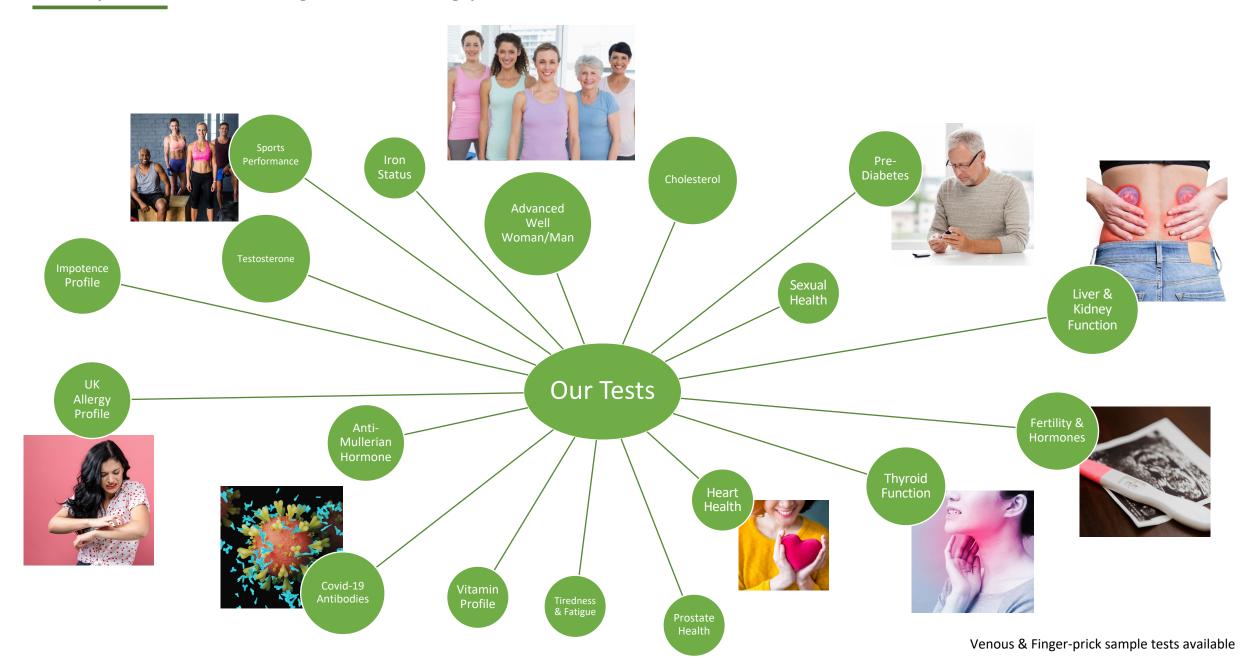


- Experienced, knowledgeable and trusted by their customers.
- By contrast, NHS doctors do not have the time to provide additional services and value pharmacists providing this service in the community.
- UK pharmacists themselves are under intense commercial pressure, with the reduction in Government subsidy, low margin on each prescription and competition from digital repeat prescription businesses.
- Pharmacy funding for 2021/22 remains unchanged at £2.59bn, a cut in real terms.
- Seeking ways to enhance their income through the provision of additional paid-for services.
- Looking to optimise modern healthcare services that utilises their expertise, client relationships, convenient locations using TECHNOLOGY.
- They see an expanded role for their profession to play as part of a total healthcare team.
- With Goodbody they can expand their role and income.



True averages based on all our existing pharmacy partners.

What you don't know might be harming you! *Know More – Live Better*



Best in Class Wellness Solutions



Bristol Retail Store

Providing a complete wellness solution.

Testing and research of Attomarker technologies working alongside Exeter University.

Working with our in-house phlebotomists and staff to help tailor our services and training to help our local community.

Offering customers virtual medical consultations for the results of their wellness blood tests.



Exeter Pharmacy

Working in partnership to offer a complete wellness solution at a local community level.

Provide a bespoke training package for the pharmacy staff to include phlebotomy and training for vulnerable customers within the local area.

"Since working with Goodbody we have seen a significant increase in footfall into the pharmacy. It's rewarding to see how we are fulfilling a real need in the local community".

George Wickham, Luxtons Pharmacy, Exeter.







Very good experience. Very fast. Friendly attendants. Clean space. Results turned up in email about 3am the next day. Also excellent price. Was stressed before my flight back to Spain but this process was very user friendly. Would recommend to anybody in the Bristol area searching this service.

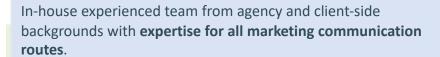


Mobile solutions also offered in locations, equipped with a trained phlebotomist

Other Key Considerations







Creating a birth to death life stage marketing programme and products using CRM, data and technologies.

Based on data and technologies drive seasonal products and marketing programmes.

In-house digital expertise and the ability to use data to drive and refine activities.

Good foundation of understanding the pharmacies, their needs and the needs of their customers. Maximising our in-house analysts to data mine and refine programmes according to findings.

The team develop **customer pathways** to ensure that the experience works for the Community Hub and consumer. A plan of testing and refining is implemented to develop maximum **returns on investment and reducing the cost per acquisition.**



In-house dedicated quality and compliance team. Specialist experts in the required fields.

CQC accreditation underway.

ISO17025 testing laboratory certified.

ISO22000 food manufacturing certified.

HACCP accredited production and distribution areas.

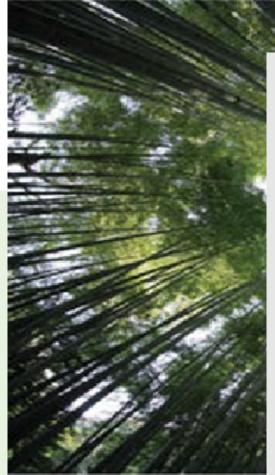
Quality control - Where possible, operations and training are held and managed in-house for consistency of quality.

We apply effective problem identification and problemsolving techniques., strengthen customer service through a focus on continuous improvement. From the research conducted among doctors, pharmacists and consumers, the clear primary route to market in the UK are the independent pharmacies.



Environmental, Social, Governance (ESG)





We deliver products and services to our stakeholders that support, impact and underpin socially responsible themes.

The group ESG Strategy has six priority areas:

- Climate action: Becoming a net zero business within a low carbon economy.
- **Diversity and inclusion**: Accelerating progress to improve representation and diverse talent pipelines.
- Empowering colleagues and our communities: Sustaining a skilled workforce today and for the future, continuing to prioritise colleague health and wellbeing, and taking action to help and collaborate with communities in need.
- **Supporting and connecting with our clients**: Being clear and transparent about how we can help clients to improve their sustainability performance through an ESG-centric approach.
- Acting with integrity in everything that we do: Taking ownership and holding ourselves accountable for the way we do business.
- Building trust and increasing transparency: Enhancing the credibility of our own ESG disclosure, consistent with our purpose of delivering positive outcomes with our colleagues, clients and communities.

Goodbody Health Exec Team Bios





Geremy Thomas, Founder & Chairman of Goodbody Health

Geremy is an entrepreneur with a successful track record in the telecommunication, e-learning and consumer finance industries. After being involved at senior level in The Carphone Group Plc before it was sold, Geremy went on to create and list PNC Telecom Plc. In 2001 Geremy co-founded TMTI Ltd. TMTI Ltd is a profitable technical support business which works with major brands in enhancing the customer experience. Geremy founded George Banco ltd in 2013, a consumer finance business, which was later sold to Non-Standard Finance Plc. Geremy's other business interests include Carbon Managers Ltd, an environmental services consultancy company. More recently, Geremy founded the Sativa Group in 2018 and was its first CEO. After a period as a non-executive and then taking a break from the company, Geremy has returned as the Executive Chairman to lead the board.



Marc Howells, Chief Executive Officer, Goodbody Health

Marc has a 36-year track record of high performing results and achievements across the financial services industry. His extensive career includes senior roles in Citibank and Barclaycard before heading up a number of SME financial services companies as CEO or Managing Director. He has significant experience in developing and operating industry leading management teams with best-in-class employee retention and value. His extensive financial services industry experience includes in depth experience on; integrations, mergers, joint ventures, acquisitions, restructuring and startups. He has built up geographical and cultural expertise across China, Europe, U.S.A. and South Africa.



Anne Tew, Chief Financial Office and Company Secretary of Goodbody Health

Anne is an experienced Accountant, Corporate Secretary and professional business strategist and mentor with over 30 years' experience across a range of industries including the NHS, testing laboratories, manufacturing and farming. She has successfully led projects to achieve business turnaround, restructuring, growth and development. Anne has worked as an Executive and Non-Executive Director, including in the NHS, as well as advising board members in financial and governance matters as the Corporate Secretary or as an external consultant.



George Thomas, Director of Goodbody Health and Managing Director of Goodbody Wellness

George is a successful entrepreneur who has established an eclectic mix of businesses across an array of industries including Tech, Finance, Environmental and Wellness. George was a founding director and board member of George Banco Ltd, a consumer finance business, which was later sold to Non-Standard Finance Plc. George is the Managing Director of Goodbody Botanicals Ltd, the main operating subsidiary of the Sativa Wellness Group through which he has successfully introduced a range of wellness products and services.



Clive Standish, Non-Executive Director, Goodbody Health

Clive Standish's professional career began with N M Rothschild & Sons Ltd in London. In 1979 he was appointed a partner with Dominguez & Barry in Australia and became a member of the Melbourne Stock Exchange in 1980. He was the founding Executive Director at Dominguez Barry Samuel Montagu Limited and subsequently Head of Capital Markets and Managing Director until 1991 and then CEO of SBC and Warburg Dillon Read Australia.

In 1998, Clive Standish was appointed Chairman and CEO for Asia Pacific UBS AG and member of the Managing Board and subsequently member of the Group Executive Board. In 2003 he moved to Zurich as Group Chief Financial Officer UBS AG until 2007 when he retired from the Board of UBS AG.



Mark Blower, Non-Executive Director, Goodbody Health

Mark Blower is an experienced finance professional, having spent the last 20 years actively overseeing the financial performance of over 70 UK SME's, with a particular focus on raising debt and private equity. He began his career in 1996 at the Investment Banking division of a large UK bank, before joining NM Rothschild in 2000. He then ran a highly successful leveraged debt team for another UK lending institution for five years before starting his Private Equity career in 2010. During his career to-date he has held a number of board positions, across a variety of sectors.



Professor Clive Page, Scientific Advisory Committee Chair OBE, BSc, PhD

Clive Page is Professor of Pharmacology, King's College London and Director of the Sackler Institute of Pulmonary Pharmacology, King's College London, and he has published over 300 scientific papers and book chapters.

Clive was the co-founder and previous Chairman of the Board of Verona Pharma plc, a NASDAQ listed Company developing new drugs for the treatment of Respiratory Diseases. He is a Non-Executive Director of PreP Biopharma and the Non-Executive Chairman of the Board of EpiEndo, as well as being a Trustee of the Fraunhofer Institute of Toxicology and Experimental Medicine in Hannover. He is a Fellow of the Royal Society of Biology and an Honorary Fellow of the British Pharmacological Society. Clive was awarded an OBE for "Services to Pharmacology" in 2017.



lan Strachan, Scientific Advisory
Committee member and Chair the
Pharmacy Focus Group

I started out working as a Forensic scientist at the home office forensic science laboratories Aldermaston Reading Berks. I worked in the chemistry division which focused on crimes against the person with the police liaison teams. I was sponsored by the Home Office to do pharmacy in 1992-1985. After graduating in pharmacy, I became a manager of Boots small stores and worked for many independents between 1986 and most of my professional lifetime.

I represented the interests of community pharmacy since 2000 as a member of the board of management to the National pharmacy association since 2000 becoming its longest serving chairman in 2014-2018. During this period, it is widely acknowledged that my leadership and the board I led improved the outcomes for thousands of pharmacy owners and their teams.

Goodbody Health Exec Team Bios





Dr Jamie Brosch MA MBBChir DRCOG RCGP (91) Scientific Advisory Committee Member



Nick Clarkson, Chief Scientific Officer, Phytovista Laboratories



Lily Paduraru, Group Quality Manager, Goodbody Health (PHD)



Emily Critchley. Group Head of HR, Goodbody Health

A former GP Principal and founding Medical Director of Medvivo, a successful provider of Out of Hours and Urgent Care Services and the Digital Health Service, Doctorlink

As a GP, I had a wide range of clinical interests, including Urgent and Emergency Care, Musculoskeletal Medicine and Mental Health and Addiction.

I only continue with a small clinical portfolio but I maintain a keen interest in the full range of health and medical care.

I'm at my happiest, outdoors, cycling, walking, fishing or working my dogs.

I'm a passionate advocate for active lifestyles, for maintaining good physical and mental health and well-being.

Nick started his career with a scholarship at Zeneca Agrochemicals working as a soil scientist, before moving to a position in food testing, specifically looking at adulteration in foods and drinks. After gaining his degree in applied chemistry, he went on to work in medicines development at AstraZeneca. After this he moved into a commercial role with a scientific instrument manufacturer, then at the beginning of 2018 established PhytoVista laboratories. In April 2021 the laboratory was granted accreditation to ISO17025:2017 by the. United Kingdom Accreditation Service.

Lily is an experienced Food Scientist in Research and Development in both academic and industry settings. She has been involved in Quality Control and Quality Assurance of food and cosmetic products as well as implementing and maintaining the Quality Management System in analytical laboratories. She has implemented and maintained the Quality Management System at Goodbody Health in accordance with ISO 17025 and ISO 9001 standards and helped to devised and establish related company procedures, standards and specifications. Lily has a Doctor of Philosophy (PhD) in Food Science and Environmental Chemistry

Emily is a highly experienced, strategic and operationally focused Human Resources leader. With a successful career across a broad range of businesses, Emily brings a passion around Human Resources and the transformative impact that the right People combined with the right strategy can have on the success of an organisation. Her professional experiences include executive level management, strategic program management, training/employee development, resource and budget forecasting, organisational development and employee relations. Emily also brings significant operational and management experience across a range of industries from building teams in start-ups to managing multi-site commercial enterprises.



Julia Edwards. Group Head of Marketing, Goodbody Health

Julia has a 30-year track record working in 'through the line' marketing. She has experience within marketing agencies and inhouse client side, to manage brands including Whitbread, Aptamil Healthcare, Red Bull, Pernod Richard and the Gala Group. Julia's career took her to become a Board Member of WWAV Rapp Collins and managing marketing budgets of over £10 million. Her experience led to working in small and large establishments and managing in-house marketing teams and agencies alike. Her experience heavily focused on business to consumer using above and below the line communications to acquire and retain customers.



Piotr Bawic, QA and Laboratory
Manager -Poland

Piotr achieved a MSC in Pharmacy from the Medical University of Lublin, Poland in 2008 where he began his doctorate in 2011. Working 5 years in local pharmacies and finally became the owner / co-owner of 3 pharmacies in Kielce, Poland for over 10 years. From 2014 to 2018 Piotr was Vice President at NetPharma, a company that brings together local pharmacists and acts as an intermediary in the trade of drugs and medicinal products. During this time, he created a common brand for 30 pharmacies, purchasing strategies and creating a proper sales structure with marketing to patients. Piotr also has extensive knowledge in the field of clinical drug testing, and he holds a certificate of completion of CRA SQL IQVIA in 2017.



Mateusz Manager – Production Manager - Poland

Mateusz is the Production Manager for the Extraction plant in Poland. He has been a part of Olimax since the beginning of the company, as he is the son of one of co-founders of the enterprise. His knowledge of hemp industry in Poland is very extensive. He has many contacts in the industry and has many years of experience in farming and cultivating hemp. Mateusz set up the extraction facility and is currently managing the Polish production process to include the production of new CBD end products. His personal interests in both the vehicles

industry and hemp industry encourage him to develop

innovative improvements into farming equipment.



Krzysztof Wojtanowski-Head of Regulatory Affairs Poland

Krzysztof holds a Master Diploma and a PhD in Pharmacy and Pharmaceutical Science from the Medical University in Lublin, Department of Pharmacognosy. After completion of his PhD degree, he started work at the Department of Pharmacognosy with the Medicinal Plant Unit as a scientific specialist. He started his professional carrier as a pharmacist in 2008, working in several pharmacies in Poland and is now Head of the Hospital Pharmacy Department at the Ophthalmology Clinic "Okulistyka" in Bychawa, Poland responsible for drug management in clinics. Krzysztof has been working for Goodbody Health since 2019 and is also responsible for HACCP and THC license compliance.

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