



Cura Means Care

B2B SAAS Health-tech

‘To become a leading care systems provider through an advanced, fully integrated platform that enables delivery of outstanding care wherever care is provided’

For Discussion with Professional Investors Only

2Q 2020

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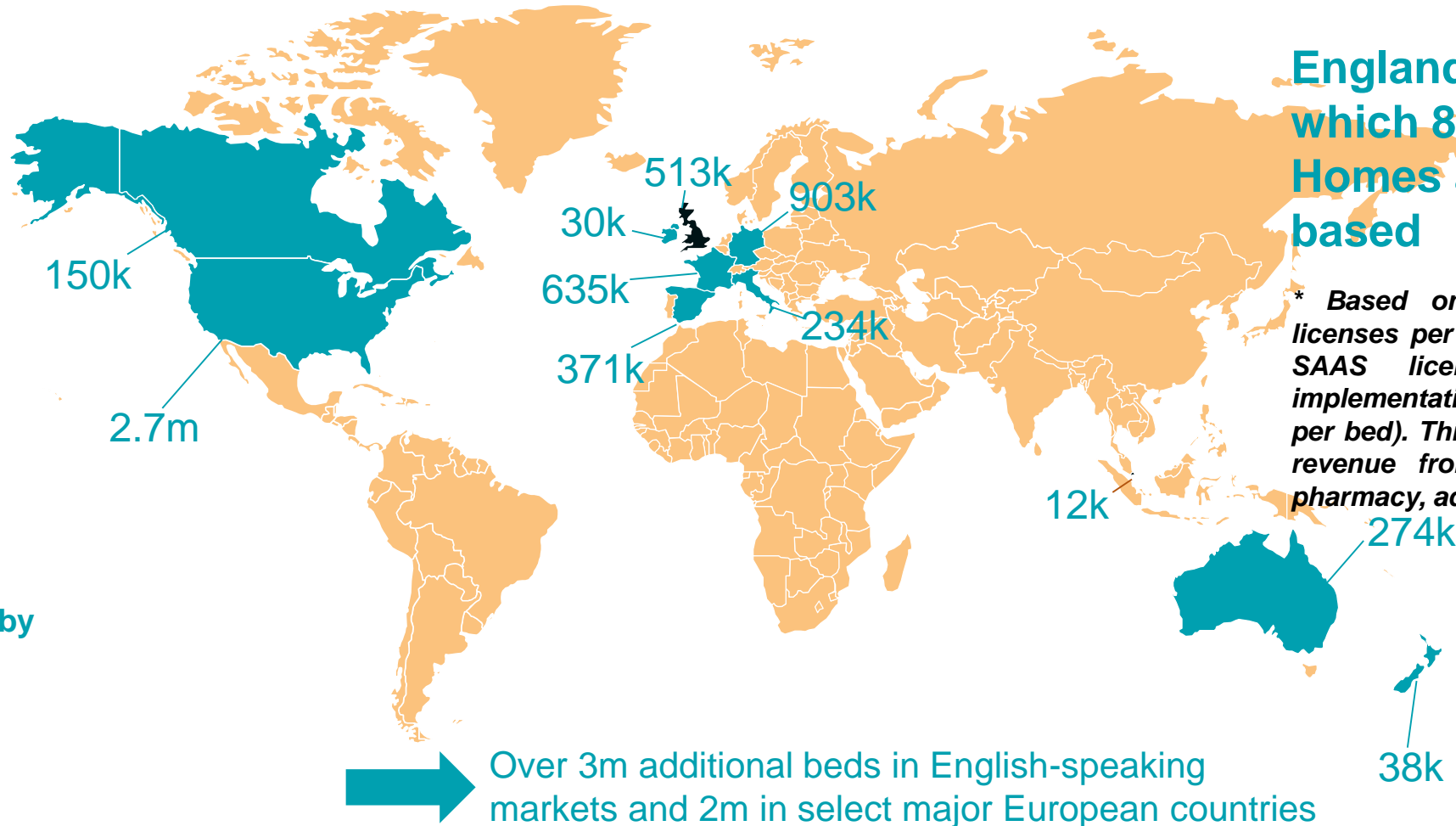
I.I BACKGROUND - GLOBAL

English Speaking Countries: US\$600mn

England: US\$91mn of which 80% of Care Homes are still paper based

* Based on number of beds x 2 licenses per bed x (average estimated SAAS license fee + one off implementation revenue p.a. of US\$100 per bed). This excludes other potential revenue from analytics, AI, IOT, e-pharmacy, advertisement revenues

Residential beds by country



Over 3m additional beds in English-speaking markets and 2m in select major European countries

I.2 BACKGROUND - UK

- ❖ **Core market - UK,**
England alone has **>450,000 beds in more than 15,000 care homes operated by 7,581 care providers.**
 - **85% Private Care Home providers**
 - **14% Charity Care Home providers**
 - **1% NHS UK**
- ❖ **Majority of providers (estimated 80%) use paper based systems.**
 - **Prone to inefficiencies and possible lapses in ensuring appropriate care for their residents.**
Providing an enormous opportunity and potential for digitisation.
- ❖ **Fragmented market with no fully integrated comprehensive advance care management system.**
- ❖ **Regulated by Care Quality Commission (“CQC”),**
 - **Independent regulator of health and social care, which audits Care Homes to ensure compliance to stringent requirements in terms of the quality of care for residents**

I.3 BACKGROUND - CURA

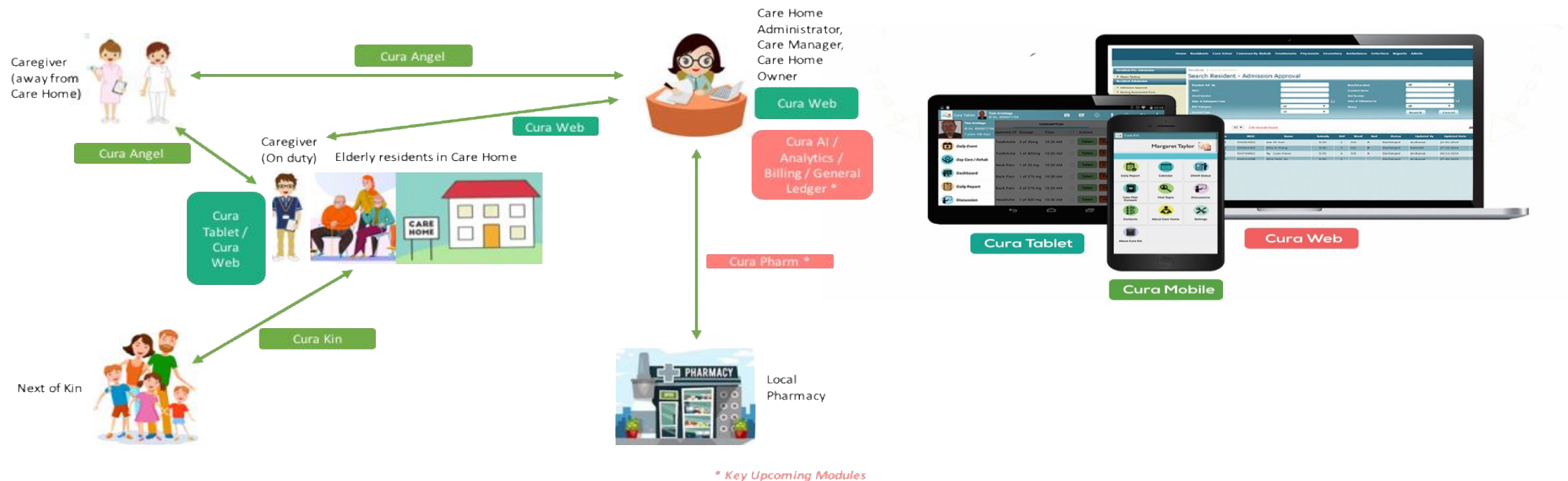
- ❖ **Unique opportunity to participate in a rapidly growing “silver” market leading Business-to-Business (“B2B”) Software-As-A-Service (“SAAS”) Health-tech Group with proven, full functionality, integrated, Care Home management applications that run on Windows as well as standard hand-held (pocket-sized) tablet devices, built specifically for care-givers in Care Homes.**
- ❖ **Cura connects the care recipients and their next of kin, care-givers, care manager, care administrator, Care Home owner and also local pharmacies, all under one platform. The pharmacy module can also be used as a standalone system by Care Homes and pharmacies that are not using Cura.**
- ❖ **Companies are incorporated in UK, with core market in UK and a satellite market in Singapore**
- ❖ **We are growing fast: CAGR in SAAS licenses exceeding 400% in the last 3 financial years ending March 2019**

I.3 BACKGROUND – CURA (cont'd)

- ❖ **Recurring B-2-B SAAS business model with 36 months contracts with clients in UK**
- ❖ **Used by more than 87 care homes across UK, total licences exceeding 4,100 and 4 nursing homes in Singapore with total bed-licences exceeding 400**
- ❖ **Key differentiating factors:**
 - ✓ **An All-in-one ADVANCED CARE system for one SAAS based price point**
 - ✓ **Unique Features include:**
 - ✓ **Voice to text input, body maps, food charts, fluid balance, task reminders, a WhatsApp-like discussion module**
 - ✓ **Releasing later part of 2019: Cura Pharm** – connecting Care Homes (regardless of whether they are using Cura) to local pharmacies and facilitating medicine e-procurements
 - ✓ **Version 3: Internet of Things (“IoT”)/RFID, Analytics, Artificial Intelligence (“AI”), Billing, a new much easier and intuitive User Interface, Inventory Management and Accounting**
- ❖ **Multiple revenue streams:**
 - ✓ **SAAS based revenue from Advanced Care based system at present**
 - ✓ **Additional upcoming SAAS revenue from modules such as 1) Accounting (General Ledger/Billing) 2) AI/IOT/Analytics 3) Cura Pharm from Pharmacies & Care Homes 4) Advertising from Big Pharma and Big Med Tech companies**

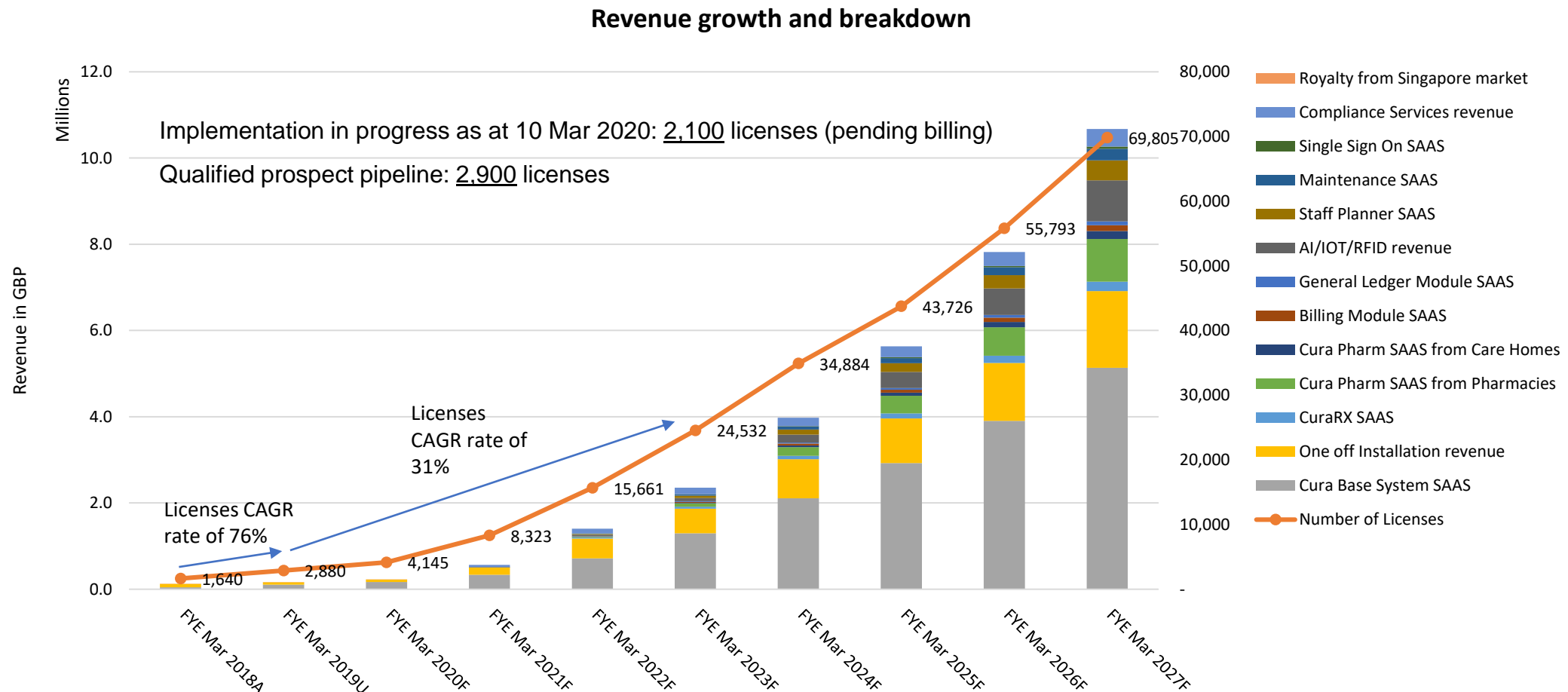
I.3 BACKGROUND - CURA (contd)

- ❖ Provides comprehensive 360-degree advance care management capability and **connecting residents and next of kin, care-givers, care manager, care administrator, care home owner and also local pharmacies.**



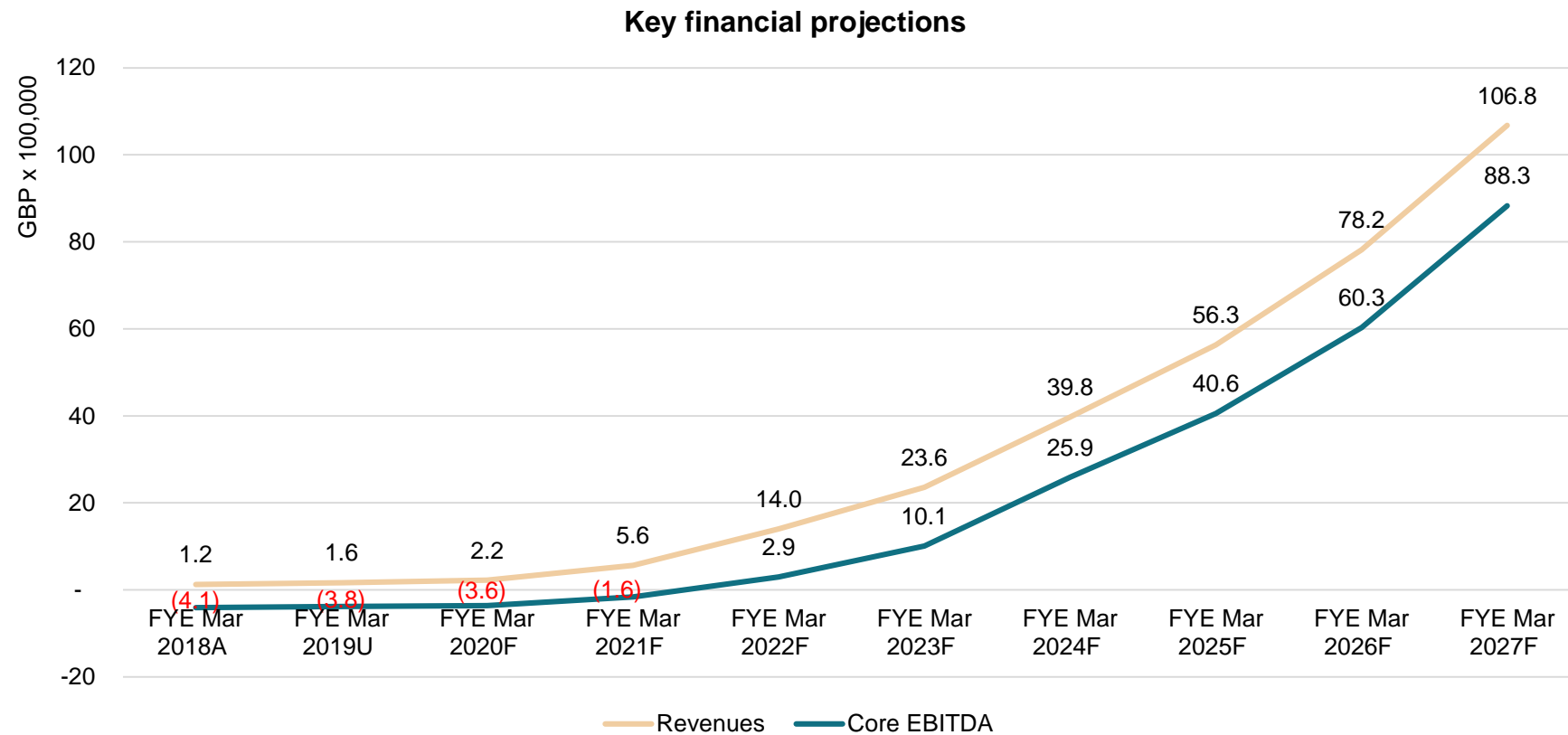
2 GROWTH PROSPECTS

- ❖ Enormous Growth potential through higher sales headcount and R&D as well as inorganic growth through acquisitions of complementary service providers as follows:



2 GROWTH PROSPECTS (cont'd)

On a conservative basis, we are **projecting Revenue and Core EBITDA in excess of GBP10 million and GBP8 million by FY2027** based on GBP1.25 million fund raise



3 FINANCIAL SUMMARY

	FYE Mar 2019A		FYE Mar 2020F		FYE Mar 2021F		FYE Mar 2022F		FYE Mar 2023F		FYE Mar 2024F	
Key Metrics												
Beds in Industry - Number	456,078		456,078		456,078		456,078		456,078		456,078	
Client Beds - Number	1,440		2,400		4,250		7,500		11,500		16,250	
Market Share by Beds	0.3%		0.5%		0.9%		1.6%		2.5%		3.6%	
Care Homes Providers - Number	72		96		170		300		460		650	
Growth rate in Care Homes	76%		33%		77%		76%		53%		41%	
CAGR in Care Homes	76%								59%			
Client Licenses - Number	2,880		4,145		8,323		15,661		24,532		34,884	
Growth rate in Licenses	76%		44%		101%		88%		57%		42%	
CAGR in Licenses	76%								71%			
Revenue												
Cura Base System SAAS	103,233	62.8%	167,868	75.3%	337,374	60.1%	714,037	50.9%	1,296,745	55.1%	2,108,228	53.0%
One off Installation revenue	57,915	35.2%	52,160	23.4%	167,409	29.8%	460,880	32.9%	571,331	24.3%	904,447	22.7%
CuraRX SAAS	0		0		4,536	0.8%	18,902	1.3%	44,315	1.9%	81,820	2.1%
Cura Pharm SAAS from Pharmacies	0		0		0		18,900	1.3%	76,140	3.2%	201,660	5.1%
Cura Pharm SAAS from Care Homes	0		0		0		4,050	0.3%	15,120	0.6%	38,655	1.0%
Billing Module SAAS	0		0		2,483	0.4%	9,866	0.7%	22,494	1.0%	41,476	1.0%
General Ledger Module SAAS	0		0		0		4,106	0.3%	12,428	0.5%	25,178	0.6%
AI/IOT/RFID revenue	0		0		0		32,400	2.3%	75,600	3.2%	185,400	4.7%
Staff Planner SAAS	0		0		2,592	0.5%	16,018	1.1%	54,282	2.3%	114,055	2.9%
Maintenance SAAS	0		0		512	0.1%	8,809	0.6%	31,143	1.3%	66,905	1.7%
Single Sign On SAAS	0		0		0		1,369	0.1%	4,547	0.2%	13,409	0.3%
Compliance Services revenue	0		0		46,500	8.3%	112,200	8.0%	151,200	6.4%	194,400	4.9%
Royalty from Singapore market	3,157	1.9%	3,000	1.3%	0		0		0		0	
Revenue - Total	164,305	100%	223,028	100%	561,406	100%	1,401,537	100%	2,355,345	100%	3,975,633	100%
Revenue Growth (y-o-y)	33%		36%		152%		150%		68%		69%	
Expenses - Total	544,296	331%	583,170	261%	759,128	135%	1,196,963	85%	1,467,489	62%	1,387,501	35%
Core EBITDA	(379,991.18)	-231%	(360,141.74)	-161%	(197,722.24)	-35%	204,574	15%	887,856	38%	2,588,132	65%
One-Off Acquisition Cost Deducted			0		37,200		89,760		120,960			
EBITDA	(379,991.18)	-231%	(360,141.74)	-161%	(234,922.24)	-42%	114,814	8%	766,896	33%	2,588,132	65%
Depreciation & Amortisation Deduc	269,401		347,645		373,600		327,423		298,850		280,431	
Less Interest Expense	0		0		0		0		0		0	
Profit Before Tax	(649,391.90)	-395%	(707,787.04)	-317%	(608,522.13)	-108%	(212,609.91)	-15%	468,046	20%	2,307,700	58%
Less Tax	0		0		0		0		0		24,165	
Profit After Tax	(649,391.90)	-395%	(707,787.04)	-317%	(608,522.13)	-108%	(212,609.91)	-15%	468,046	20%	2,283,535	57%
Capex	340,455		343,500		368,275		347,035		384,510		269,825	
Changes in Working Capital:												
(Increase)/Decrease in Trade Receiv	(5,614.70)		12,904		(27,811.90)		(69,051.82)		(78,395.18)		(133,174.39)	
Free Cash Flow to Equity (FCFE)			(690,738)		(593,809)		(211,513)		424,951		2,160,967	
Cumulative FCFE (GBP)			(690,738)		(1,284,547)		(1,496,061)		(1,071,110)		1,089,857	

4 FUNDING REQUIREMENTS

❖ **GBP 600,000 to execute the organic and inorganic growth strategies, for**

- Increasing sales & management staff,
- Step up marketing effort
- Increasing R&D development into complimentary products and features such as AI and IoT and acquisition of complementary service providers in the Care Home sector
- Breakdown of how funds will be used

Purpose	Cost
Recruitment of Country Manager in FY2022	£120,000
Increase Marketing Activities	£120,000
Additional Sales Executive	£50,000
R&D activities on add on modules and enhancement for strategic accounts	£200,000
Acquisition of Compliance Policy System	£70,000
Additional Implementation Consultant	£40,000
<u>Total Funding Needed</u>	<u>£600,000</u>

4 **FUNDING REQUIREMENTS (C'TD)**

❖ **Post-money valuation of £2.4M.**

- Based on FY2023 PBT x 5 (less: initial investment amount)
- £600K Investment acquires 25% equity

❖ **Exit Strategy: Sell-out at end of FY2023 or FY2024**

- Estimated valuation FY2023 PBT x 8 = £4.7M ...Investor ROI 100%
- Estimated valuation FY2024 PBT x 8 = £18.46M ... Investor ROI 670%

❖ This business plan does not include expansion into UK Home Care market and other international care home markets (such as Australia, New Zealand and other English speaking countries) which the Group intends to enter in the future via appointment of resellers or entering into joint ventures.

❖ Additional funding raising rounds may be required for new markets.

5 COMPETITION



Cura is a custom made system for use by care givers (unlike an extension of administrator system) on the higher end of feature/technology-richness at a cheaper all-in one price point vs peers who do not offer all-in-one systems pricing (they charge additional fees for add-on modules which in Cura comes as part of base system).

Upon launch of CuraPharm (later this year) along with Analytics, AI and IOT will set Cura systems further apart from the rest.

6 SWOT

Strengths

- Comprehensive and complex integrated Care Management system across web, tablet and mobile platforms covering the entire care home ecosystem
- R&D focused and proprietary technology, with modules and features not available in competitors product
- Low development cost and strong business and technical knowledge in Care Home IT software
- Strong management team

Weaknesses

- Financial resources needed to rapidly grow the business organically and inorganically
- Lack of additional sales person(s) to further increase the business

=> *Cura Group shall address this weakness by raising sufficient funding and hiring of additional sales person(s)*

6 SWOT (cont'd)

Opportunities

- UK and other developed market have stringent Care Home management regulation necessitating the demand for evidencing care provided – CQC's highest rating will only be given to Care Homes which use computerised systems
- Circa 80% of Care Homes are still using paper based management system
- Ability to address larger B-2-C Home Care market in certain countries by adapting the existing system to suit local needs

Threats

- Competitive landscape
- Consolidation among smaller players inevitable

=> *Cura has differentiated itself in terms of being able to offer a low cost Tablet system designed for use by care givers at the point-of-care delivery, unlike peers who offer derivations of their administrator system. Additional premium products and features to be added to extract premium SAAS revenue on certain modules (e.g. Cura Pharm, IOT and AI modules) as well as having identified targets to acquire to grow inorganically to give Cura an edge over the peers.*

7 MANAGEMENT TEAM

Charmaine Chong,
Managing Director



- Various senior management positions over the past 16 years
- A successful track record in opening up businesses in London, Singapore and Malaysia

Abu Omar
Founder & Director



- CFO of publicly traded Co .
- Xerox Far East Financial Controller
- Memorex Telex Far East General Manager / Director
- Chartered Accountant (ICAEW)

John Rowley, Senior
Sales Manager



- 30 years of sales in UK care sector
- Practical work experience with multiple competitor products
- Former companies: LNT Software, Advanced Computer Software and Rowsoft Systems

7 MANAGEMENT TEAM (cont'd)

Sharon Pang
Director of Research



- > 15 years in software consultancy and team management in various sectors
- > 10 years in web based application development
- Intensive market research on long term care sector in various countries including Hong Kong, New Zealand, USA and UK

Susuana Ocansey,
National Service Delivery Manager



- Head of Service Delivery (Pre- and Post-sale)
- Experience in implementation of major ERP software
- Successful track record of customer retention and recovery

Sila Nur Isik,
Creative & Marketing Consultant



- > 10 years of agency experience
- Expert in creative development and marketing strategies
- Worked with more than 90 startups and accelerators globally in 12 different sectors

8 CUSTOMER FEEDBACK



Our residents are receiving a better quality of care

"Everything is in one place - you just tap and enter data. Cura is helping Nightingales reduce time in recording care plans, daily notes, and reports."
Joanna Nykiel, Director



"Cura makes our day to day caring so much easier. It didn't take us long to pick up Cura at all. It's easy to use and learn"
Courtney Richardson,
Healthcare Assistant



"We weren't using an electronic-based before and everything was handwritten and paper-based. I personally preferred Cura because it's so adaptable and I could tailor it to meet our needs."
Kim Hunt, Director



Milltrust International Group

Milltrust International LLP
6 Stratton Street
London W1J 8LD
United Kingdom
+44 20 8123 8316
info@milltrust.com



Milltrust International (Singapore) Pte Ltd
77B Tras Street
Singapore 079016
+65 6225 3052
info@milltrust.com

Milltrust Agricultural Investments Ltd
6 Stratton Street
London W1J 8LD
United Kingdom
+44 20 8123 8316
info@milltrust.com



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