

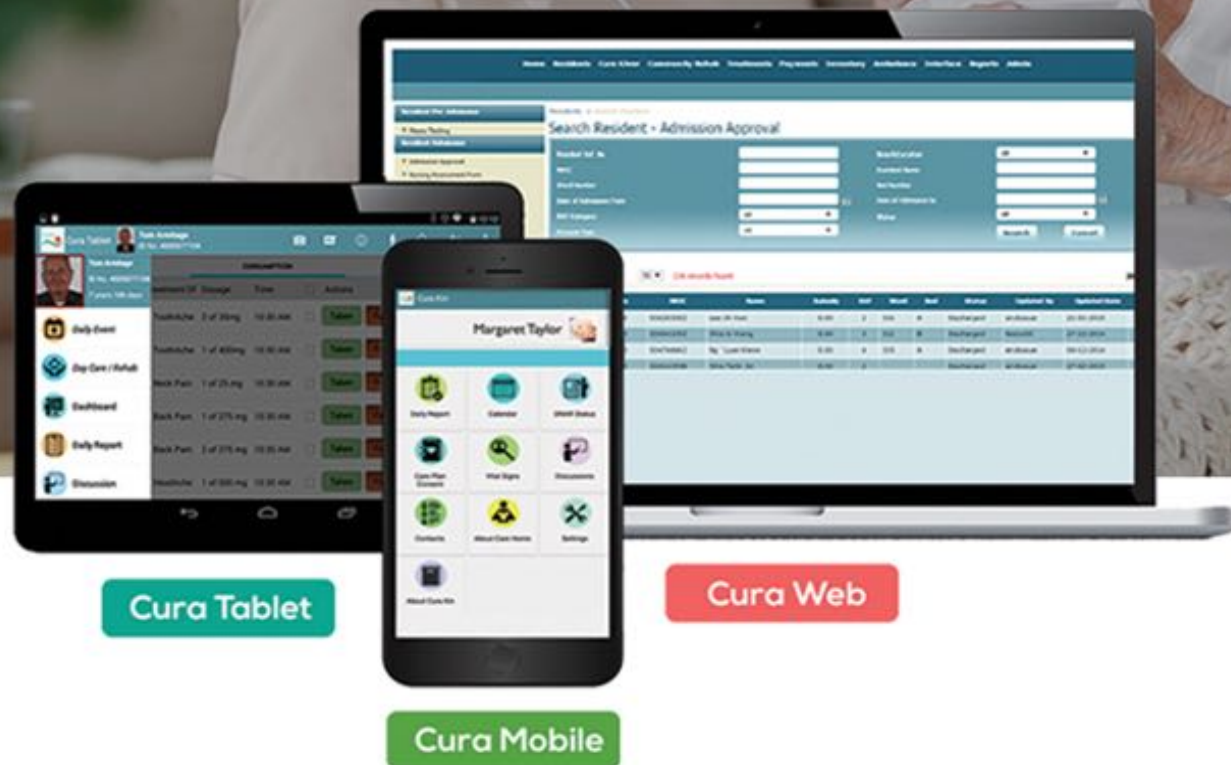
Embrace Technology...

Embrace Cura

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’

- ✓ More time with residents
- ✓ Less paperwork
- ✓ Evidence work done
- ✓ Happier staff



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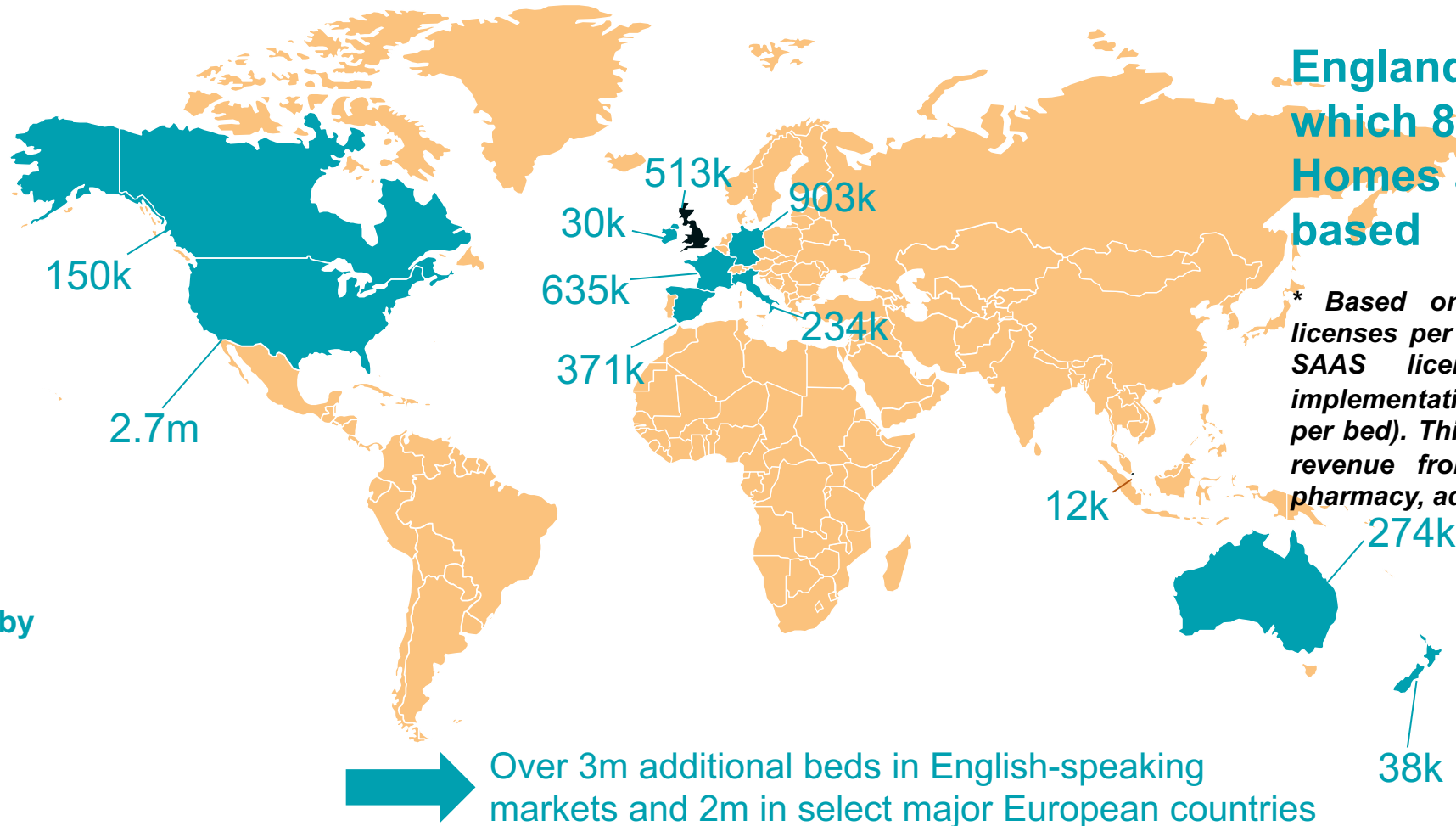
I.I BACKGROUND - GLOBAL

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



Note: The US market is regulated state by state, requiring significant product updates to capture the entire market. However, Florida alone has over 83k beds
Source: CQC, Scottish Care Home Census, Care and Social Service inspectorate Wales, Knight Frank, Eurostat, Statistics Canada, Australian Institute of Health and Welfare, NCHS

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

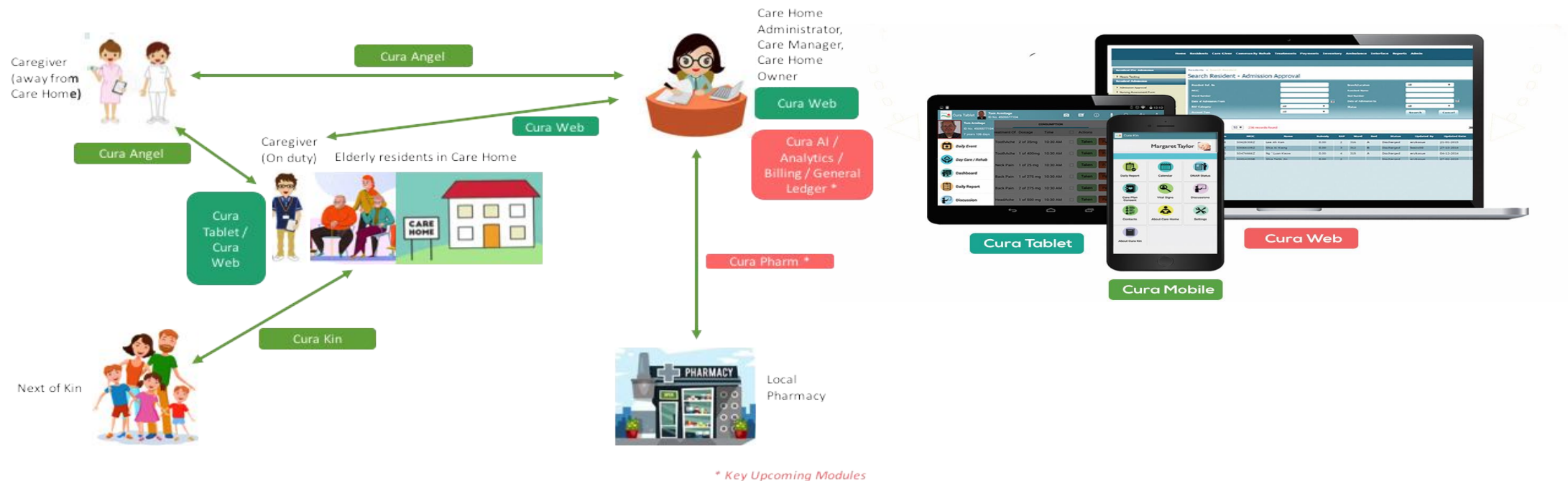
- ❖ **Unique opportunity to participate in a rapidly growing “silver” market leading Business-to-Business (“B2B”) Software-As-A-Service (“SAAS”) Health-tech Group with proven, full functionality, integrated, Care Home management applications that run on Windows as well as standard hand-held (pocket-sized) 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 3 nursing homes in Singapore with total bed-licences exceeding 1,300**
- ❖ **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**

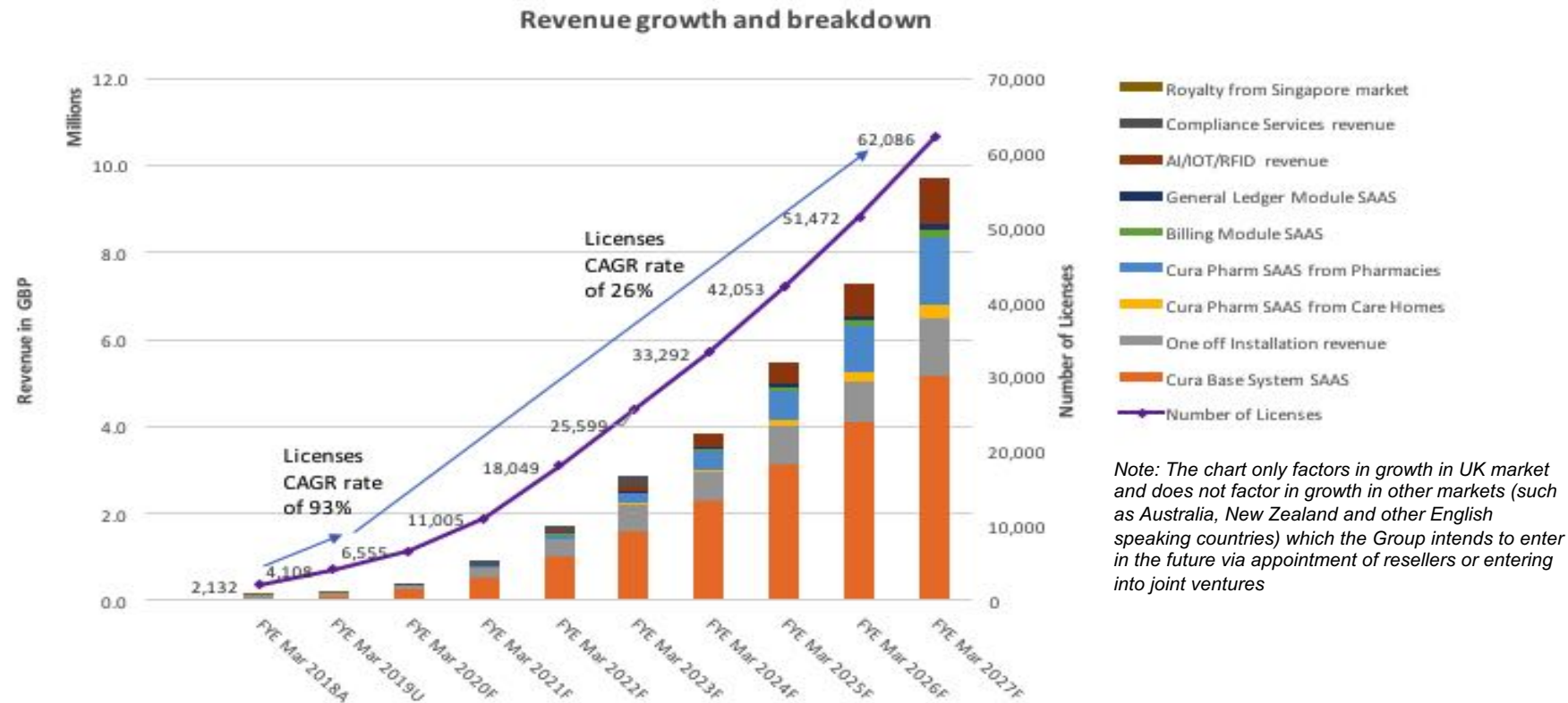
I.3 BACKGROUND - CURA (contd)

- ❖ 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.**

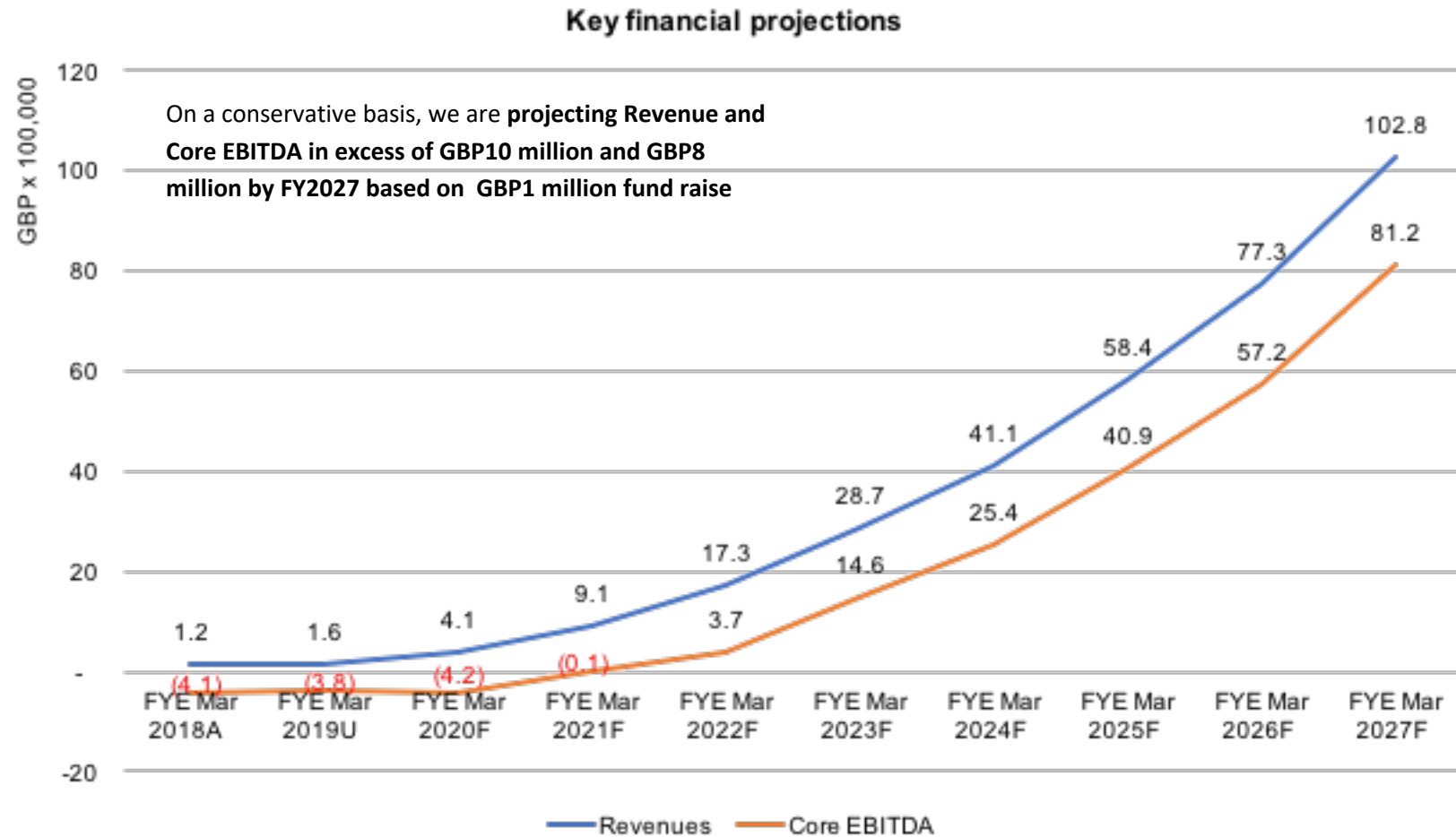


2 GROWTH PROSPECTS

- ❖ 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)



3 FINANCIAL SUMMARY

	Note	FYE Mar 2018A		FYE Mar 2019U		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		456,078	
Client Beds - Number		1,066		2,054		3,380		5,720		9,360		13,260		17,420	
Market Share		0.2%		0.5%		0.7%		1.3%		2.1%		2.9%		3.8%	
Care Homes Providers - Number		41		79		130		220		360		510		670	
Growth rate in Care Homes				93%		65%		69%		64%		42%		31%	
CAGR in Care Homes				93%								59%		51%	
Client Licenses - Number		2,132		4,108		6,555		11,005		18,049		25,599		33,292	
Growth rate in Licenses				93%		60%		68%		64%		42%		30%	
CAGR in Licenses				93%								58%			
Revenue															
Base System SAAS		41,130	33%	103,233	63%	260,726	64%	524,848	58%	990,672	57%	1,603,980	56%	2,307,619	56%
One off Charges		79,571	65%	57,915	35%	101,489	25%	223,020	24%	400,229	23%	580,089	20%	630,281	15%
Cura Pharm SAAS from Care Homes		0		0		608		7,394	1%	21,107	1%	46,145	2%	82,532	2%
Cura Pharm SAAS from Pharmacies		0		0		2,434	1%	29,578	3%	91,634	5%	220,366	8%	414,430	10%
Billing Module SAAS		0		0		1,135		7,959	1%	19,386	1%	37,701	1%	61,695	1%
General Ledger Module SAAS		0		0		0		3,072	0%	9,588	1%	22,342	1%	37,794	1%
AI/IOT/RFID		0		0		0		12,355	1%	48,672	3%	151,632	5%	296,010	7%
Compliance Services		0		0		42,000	10%	102,300	11%	147,600	9%	208,800	7%	284,400	7%
Royalty from Singapore market		2,544	2%	3,157	2%	0		0		0		0		0	
Revenue - Total		123,245	100%	164,305	100%	408,391	100%	910,526	100%	1,728,889	100%	2,871,054	100%	4,114,761	100%
Revenue Growth (y-o-y)				33%		149%		123%		90%		66%		43%	
Expenses - Total		528,579	429%	544,296	331%	824,725	202%	923,712	101%	1,356,718	78%	1,409,675	49%	1,573,398	38%
Core EBITDA		(405,333)	-329%	(379,991)	-231%	(416,333)	-102%	(13,186)	-1%	372,171	22%	1,461,380	51%	2,541,363	62%
Acquisition Cost Deducted						33,600		81,840		59,040					
EBITDA		(405,333)	-329%	(379,991)	-231%	(449,933)	-110%	(95,026)	-10%	313,131	18%	1,461,380	51%	2,541,363	62%
Depreciation & Amortisation Deducted		223,423		269,401		573,047		661,480		653,843		681,760		725,270	
Interest Expense		0		0		0		0		0		0		0	
Profit Before Tax		(628,757)	-510%	(649,392)	-395%	(1,022,980)	-250%	(756,506)	-83%	(340,712)	-20%	779,620	27%	1,816,093	44%
Less Tax		0		0		0		0		0		0		70,021	
Profit After Tax		(628,757)	-510%	(649,392)	-395%	(1,022,980)	-250%	(756,506)	-83%	(340,712)	-20%	779,620	27%	1,746,071	42%
Capex		298,993		340,455		409,100		405,740		287,615		271,950		305,300	
Changes in Working Capital:	Days														
(Increase)/Decrease in Trade Receivabl	30			(5,615)		(2,332)		(41,271)		(67,263)		(93,877)		(102,222)	
Free Cash Flow to Equity (FCFE)						(827,765)		(460,198)		17,294		1,095,553		2,063,819	
Cumulative FCFE (GBP)						(827,765)		(1,287,962)		(1,270,669)		(175,115)		1,888,704	

4 FUNDING REQUIREMENTS

- ❖ **GBP 1 million to execute the organic and inorganic growth strategies, for**
 - Increasing sales staff and other miscellaneous expenses
 - Increasing R&D development into features such as AI and IoT and acquiring of complementary service providers in the Care Home sector
- ❖ **Post-money valuation of GBP 3 million.**
- ❖ **Equivalent to post-money P/Sales FYE Mar 20 of 7.3x with payback period of approx. 5 years plus based on reasonably conservative financial projections.**

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)

Keerthi Jeganathan,
Chief Systems Architect / CTO



- > 12 years of experience in software development
- Former senior software engineer and team lead in Hexaware and Infosys

Rachel Emma Percival,
Implementation and Support Manager



- > 17 years of IT implementation and support
- Former companies: The Access Group, Selfridges, Rolls-Royce

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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