

VITURA

STRATEGY RESET

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INDEPENDENT NON-EXECUTIVE CHAIR

22 MAY 2024



CATALYST FOR CHANGE

Vitura's operational and financial performance is currently below the expectations of the Board and Shareholders. As a result, the Board has worked with the management team to identify the factors that have influenced this under-performance and develop a plan that remediates these factors.

Our commitment is to:

Deliver a highly focused business strategy that enables the sustainable growth of Vitura and improves financial performance through diversification and execution excellence.

COMMITMENT TO CREATING SHAREHOLDER VALUE

- Deliver on our vision of offering a centralised healthcare platform that connects patients and physicians at every stage of the healthcare journey from consultation (Doctors on Demand and CDA Clinics) to prescribing and dispensing (Canview) through a growing network of pharmacy partners.
- Increased customer retention & acquisition through expansion of our privileged doctor and clinic networks.
- Extension of offerings through new patient care verticals and B2B partnerships
- Optimise patient experience to grow lifetime value through increasing the number/volume of services and products purchased and driving retention of patients over their lifetime, as well as enhancing the quality-of-service levels to patients
- Enhancing technology infrastructure for Doctors On Demand and Canview platforms to provide a best-in-class digital health experience for patients and partners
- Grow revenue and EBITDA through focused growth drivers, steady margin improvement, and tighter control of our cost base.



CDA CLINICS



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Vitura's future is focussed on innovating the delivery of healthcare by building a centralised healthcare experience that connects and enhances each stage of the patient experience and journey throughout their lifetime.



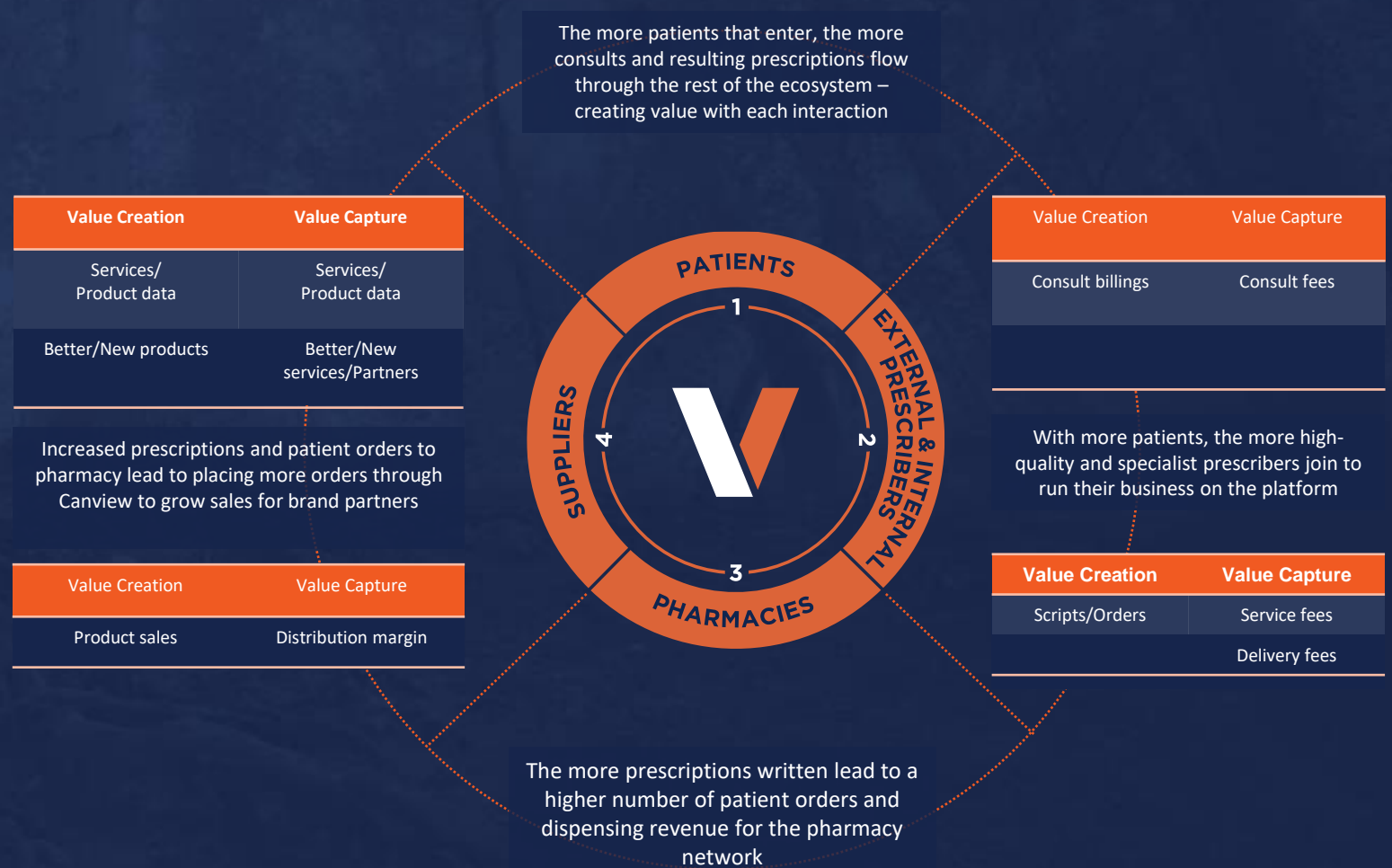
THE VITURA ECOSYSTEM

The Vitura ecosystem enables its participants to interact with each other at distinct points of the patient journey as well as facilitating a smooth overall patient experience from consultation to medication dispensing.

This allows Vitura to capture value at multiple points along the way and support sustainable business growth.

As more users flow through this ecosystem, the more valuable it becomes for each of our participants, resulting in the strengthening of Vitura's position as an essential enabler.

The growth of the ecosystem will be a catalyst for leveraging our cost base for improved EBITDA margin.



DELIVERING AN INTEGRATED HEALTHCARE EXPERIENCE

Our status today



PATIENT CONSULTATION

General practice telehealth.
Medicinal cannabis.
Payer partnerships – Allianz
Partners and others.



154,400

ACTIVE PATIENTS LTM

55%

PATIENT RETURN RATE



TECHNOLOGY ENABLER

Canview connects & provides exposure
to script flow from prescribers and
patients to our nationwide pharmacy
network, as well as an integrated
solution for the ordering of wholesale
goods.
Technology partner review required.



1,500+

PRESCRIBERS

140+

ACTIVE PRESCRIBERS



DISTRIBUTION

Full scope distribution, logistics, and
route to market services for supply
partners.
Wholesale supply of Medicinal
Cannabis, Nicotine Vaping Products,
MDMA, Psilocybin, and other
devices/accessories.



80%

PHARMACY
NETWORK

845K

YTD FY24 UNITS SHIPPED TO
PHARMACY PARTNERS



FINANCIAL PERFORMANCE

Margin erosion.
Cost base disproportionate to revenue
and margin realisation.
Disproportionate balance between
revenue ambitions and EBITDA.
FY25 H2 EBITDA will be lower than H1.

6.8 % points

REDUCTION IN GROSS MARGIN FROM
FY23 TO FY24

~5%

YTD FY24 EBITDA
MARGIN

DELIVERING AN INTEGRATED HEALTHCARE EXPERIENCE

Snapshot of where we want to be by end FY25



PATIENT CONSULTATION

New verticals: Smoking cessation, Medicated weight loss, Men's & Woman's health Quickscripts

Higher consumer awareness driving new patient traffic.

Increased active patients

50,000+

NEW CLINIC PATIENTS

60%

PATIENT RETURN RATE



TECHNOLOGY ENABLER

Exceptional customer journey experience from consultation to prescription dispensing.

Enable new services and products across our platforms for customers and consumers.

200,000+

USERS ACROSS OUR PLATFORMS SINCE INCEPTION



DISTRIBUTION

Further increase in service levels and offerings to customers and partners.

Addition of new distribution partnerships with a focus on companies with aligned values, high quality products, and sustainable supply chains.

>1M

UNITS SHIPPED TO PHARMACY PARTNERS



FINANCIAL PERFORMANCE

Substantially stronger financial base and return to EBITDA growth profile.

10%

ORGANIC REVENUE GROWTH

>3%

ORGANIC EBITDA MARGIN IMPROVEMENT ON FY24

VITURA'S STRATEGY RESET

Return to growth



STRATEGY RESET

Board Commitment to Creating Shareholder Value



STRENGTHEN MARKET POSITION

- Maintain our foundational strengths in Medicinal Cannabis and Nicotine Vaping Products.
- Expand this position to support diversification to deliver what patients want now.
- Differentiate Vitura from competitors in digital health.
- Use the power of combining our individual services and products to provide Australia's leading patient-centric platforms.



EXPAND CUSTOMER AND MARKET BASE

- Increase customer retention & acquisition through expansion of doctor and clinic networks.
- Extend offerings through new verticals and B2B partnerships.



TECHNOLOGY ENHANCEMENT

- Enhanced Doctors On Demand and Canview platforms to provide a best-in-class digital health experience for patients and partners.



FINANCIAL IMPROVEMENT

- Be disciplined in our approach to costs and a commitment to growing multiple revenue streams, each designed to support margin enhancement and improved top and bottom-line performance.

1. STRENGTHEN MARKET POSITION



Data driven expansion of Vitura’s core services and product offerings through patient-centric technology

GOAL	1. Expand revenues through new vertical consultations	2. Increase distribution offerings, service levels to customers while reducing our cost to serve
RATIONALE	<ul style="list-style-type: none">Investment in incremental direct to consumer consults that support product sales, while maintaining general consult revenues at a stable base.This ensures that consults are our route to market to generating referral for product revenue and improved profitability.	<ul style="list-style-type: none">The demand and expectations for accurate and fast delivery is constantly increasing and will be a key factor in the ability to attract and maintain customers and supply partners.
EXECUTION	<ul style="list-style-type: none">Target new and existing B2C patients, with tailored conditions-based clinical services and medication access, leveraging Canview Pharmacy network.	<ul style="list-style-type: none">Further increase in service levels and offerings to customers and partners.Addition of new distribution partnerships with a focus on companies with aligned values, high quality products, and sustainable supply chains

2. EXPAND CUSTOMER AND MARKET BASE



Increased customer retention & acquisition through expansion of doctor and clinic networks. Extension of offerings through new verticals and B2B partnerships

GOAL	1. New patients scripted through Canview from clinic acquisition and strategic partnerships	2. New patients scripted through Canview from CDA Clinics	3. Grow DoD B2B partners with new patient cohorts and new customers	4. Leverage existing patient base to provide an extended healthcare offering and a higher number of interactions
RATIONALE	<ul style="list-style-type: none"> Ability to acquire patients quickly and can easily be converted. Gives direct value to pharmacy network and supplier partners. 	<ul style="list-style-type: none"> Increase products sales for VIT patients. Direct and measurable value to suppliers / cross promotion. 	<ul style="list-style-type: none"> Continue to diversify the commercial client base to acquire new patients at a lower cost of acquisition. 	<ul style="list-style-type: none"> Provide additional virtual care services to the active patient base to rebook for mental health, smoking cessation, weight Loss and QuickScript services, increasing lifetime value and retention
EXECUTION	<ul style="list-style-type: none"> Targeted approach from dedicated project team to known clinics that each have ~5000 active patients. Prescribe through Canview to gain ownership and access data. 	<ul style="list-style-type: none"> Launch CDA online telehealth clinic with integrated patient management system. Digital marketing campaigns for acquisition and retention. 	<ul style="list-style-type: none"> Dedicated business development activities to win new insurance, employer and affiliate partner relationships. 	<ul style="list-style-type: none"> Delivery of new verticals and targeted wellness campaigns. Proactive outreach for repeat medications and follow up consultations for quarterly reviews and annual health checks.

3. TECHNOLOGY ENHANCEMENT



Enhanced Doctors On Demand and Canview platforms to provide a best-in-class digital health experience for patients and partners

GOAL	1. Enhanced DoD platform	2. Management of C4C technology and supplier relationship
RATIONALE	<ul style="list-style-type: none">Improve speed, security and performance of the telehealth application and faster feature development. The upgraded platform environment will deliver new doctor and administration portals for greater efficiency and customer experience.	<ul style="list-style-type: none">CanView C4C services agreement expires in August 2024 with a “workout period” running from August 2024 until November 2025 (at the latest). The services agreement is subject to legal proceedings. Solutions will be explored as part of the transition and implemented within the parameters of the services agreement (where applicable), including active management with C4C as appropriate.
EXECUTION	<ul style="list-style-type: none">Upgrade Microsoft Software Development Framework and retire webform portals. Development partner will be appointed to augment the internal DoD Development team.	<ul style="list-style-type: none">Consider alternatives (within the parameters of the services agreement where applicable) to improve efficiency, experience and performance of the technology platform.

4. FINANCIAL IMPROVEMENT



Disciplined approach to costs, and a commitment to growing multiple revenue streams, each designed to support margin enhancement

FY25 Broad Performance Metrics:

- Targeting EBITDA margin improvement of at least 3 percentage points in FY25.
- Disciplined decision making focused on profitable levers within the business with corrective action when required.
- Targeting YoY revenue growth of 10% focused on margin accretive products and services.
- Targeting a reduction in operating costs of >10% YoY.



SUCCESS DRIVERS

Investment Thesis

- Proven delivery of initiatives and execution excellence in market.
- Quality clinical care setting the benchmark for telehealth service delivery (we are not just issuing scripts).
- Expanded clinics and doctors network representing our privileged route to market.
- New verticals launched enhancing the healthcare experience and offerings to existing and prospective patients.
- Utilising our market leading ecosystem to generate product revenue across our customer base.
- Improved financial performance with growth in revenue and EBITDA through focused growth drivers, steady margin improvement, and delivered control of our cost base.
- Increased transparency and communication with stakeholders, shareholders and investment community against the metrics and activities declared in this Strategy Reset.



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Your questions please

Thank you.



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