

## **Bearn Provides US Market Update on AHI Integrated Application, Marketplace Launch and \$20m Series A Investment Round**

**Advanced Human Imaging Limited (ASX: AHI) (the Company)** would like to provide shareholders with the US media release issued by Bearn LLC (**Bearn**), regarding the company's AHI integration, marketplace statistics and \$20m Series A Funding round.

### **Highlights**

- Bearn has completed the build out and integration of the Bearn Marketplace platform in readiness for AHI integrated Application Launch.
- The Marketplace has launched and received: \$12.5m in travel + hotel redemptions; \$5m a month in product redemptions; from a combined 9,000,000 monthly active users engaged in the marketplace.
- Bearn will continue to engage the Marketplace customers to enhance application rewards and downloads leading into the launch to maximize uptake.
- Completion of the last product roadmap that enhanced the Bearn platform and offerings which includes expanded rewardable activities, contests, competitions, leader boards and more.
- Bearn has engaged full integration and soft launch + cross platform testing with AHI and partners and many others under contract currently.
- This will allow Bearn to successfully release with initial partners mid – **October** – including participation and attendance with strategic partners at IRHSA Dallas 13-16 October 2021.
- The Initial launch to 12.5m users across partners looking to pay for the AHI scans will represent a minimum 1,100,000 potential monthly users.
- Bearn app Full launch targeted for November 15th, currently under soft launch.
- Bearn is currently closing a Series A investment round of \$20M that includes both strategic and institutional capital partners.

### **Vlado Bosanac, Chairman and Chief Executive Officer of AHI, said:**

“The new application not only looks and operates far more effectively than the previous version, now coupled with the launch of the Marketplace and the extensive uptake and revenue it is already generating, I am looking forward to working further with Aaron and the Bearn team in servicing the extensive potential user base of 56,000,000 across Bearn's current partnerships. Bearn have taken activity and reward to a new level and the 4,500 vendors and 21,000 rewards available to the users is clearly an attraction when looking at the revenue and penetration reported in the Bearn release. The Bearn application is a perfect example of my B2B strategy, as a SaaS company. We provide our advance imaging technology to companies with large pre-existing users bases, this not only overcomes the cost and time usually taken to build user market trust but more importantly AHI benefits substantially with only 3-5% penetration into these large organisations. I look forward to keeping shareholders informed of further progress with Bearn leading into the up-and-coming launch”.

For more information please visit: [www.advancedhumanimaging.com](http://www.advancedhumanimaging.com) or email:

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\*This announcement has been approved by the board of Advanced Human Imaging Limited.

# Bearn Builds on Scan Tech deal with Advanced Human Imaging Extending Reach to Over 9,000,000 New Users with Marketplace Initiative

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**Bearn** →

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SAN DIEGO, Aug. 14, 2021 /PRNewswire/ -- Bearn, a California-based wellness technology company, has signed an agreement to expand its marketplace capabilities and reach over 9M new, potential users. Bearn's unique wellness app rewards users for health and wellness activities including fitness, nutrition, weight management, sleep, stress management and more. Users of the Bearn app earn reward dollars for healthy behaviors. The new marketplace integration extends capabilities to include more than 4,500 retailers, offering unique rewards that users can purchase through their participation in health and wellness activities. With the Bearn app, the more focus individuals and families place on their health, the more they earn. This helps gamify wellness in new and powerful ways to help users become proactive about their health. As of July 21, 2021, marketplace users have redeemed \$12.5M in travel and hotel redemptions, \$5M in products and services, and have access to 21,000 reward offers across 4,500 retail brand partners across the US.

## Bearn Rewards & Marketplace

Over 9,000,000 New Users



### Bearn Rewards & Marketplace

The Bearn app framework gives users access to in-app scan technology to assess body dimensions and composition changes over time. The app features an innovative FaceScan technology that can measure a multitude of health and wellness attributes using the power of transdermal optimal imaging (TOI) analysis and advanced AI. The scanning technology is provided via a strategic alliance agreement forged with Australian-based Advanced Human Imaging (AHI). Aaron Drew, Bearn's CEO, and Vlado Bosanac, CEO of AHI, have partnered to integrate the cutting-edge, wellness tech available through the app users' mobile devices to democratize wellness and deliver this unique health assessment and reward platform to consumers directly on their personal devices. "Now all you need is a cell phone to get immediate feedback about your health," says Bearn's CEO Aaron Drew.

The first step in managing health is to establish a baseline and have a consistent and repeatable process to measure change. Previously, this has come at an extensive cost and time requirement to the individual. With the AHI scanning technology in place, users can assess their heart rate, metabolic risk, blood pressure and respiratory rate, along with dimension, composition and more, to provide solid biometrics to then use to monitor their health and risk. The app provides coaching and guidance to help users take the necessary steps to improve their health, while rewarding the right behaviors. It's a revolutionary approach to chronic disease prevention and health management that far exceeds simplistic approaches focused on heart rate and steps.

With the marketplace integration, Bearn extends its reach while furthering abilities to reward users for being proactive about their health. Bearn will offer individual scans, as well as subscription packages, to the complete scan and risk assessment package for redemption in the Bearn Marketplace. This will be offered in which Bearn users and marketplace users can redeem earnings towards these products, as well as through the employer and payer funded model to leverage scan assessment and data - essentially paying employees and the insured to

actively improve and measure their health and wellness. "We're excited to integrate the Bearn marketplace with functional digital health and wellness technology that can be used to improve population health. We have several additional partnerships in the works," says Drew.

With the marketplace integration complete, we'll be able to bundle Bearn software and scan services like: FaceScans, BodyScan, and the CompleteScan combination in subscription packages to reach a larger audience. Bearn customers can apply their earnings and employer-sponsored incentive dollars to purchase these innovative upgrades to get even more value out of their Bearn subscription and even more insight into their health.

The newly integrated application will be made available to all Bearn partners which currently represents a potential pre-registered pool of users totaling 56,000,000 million.

Bearn will launch with Accuro, who represents brand such as 9Round and Anytime Fitness. In addition to Accuro, we will also be launching with Perk Plans, Pinnacle Health, OnCore Golf Technology that will represent an initial release to 12,500,000 users. A number of these partners will be paying for their users to take the scans provided by AHI as part of their onboarding and initial data capture to set their rewards starting point. These partners will pay for the users to utilize the scans which will represent a minimum of 1,100,000 million potential monthly users.

#### **CEO and Founder of Bearn Aaron Drew said.**

"The assistance we have received from AHI both in early financial support and the technology integration, has played a big role in advancing the technology and attractive both partners and the immense number of users we have pre-registered. I believe Bearn will become the leader in wellness reward and health outcomes. No other platform offers the rewards we do or the ability to capture real-time data for goals and engagement. Bearn is currently closing a Series A investment round of \$20M that includes both strategic and institutional capital partners. Our full launch in November will be an exciting move for our company and our new partners and investors."

#### **About Bearn**



Bearn is an exciting and new multi-sided health platform that has a unique experience for consumers, advertisers, and corporations. It allows users to earn cash for exercising while interfacing with health and fitness brands, all while building a health profile.

Bearn is a SaaS technology company that has developed a patent pending platform that engages employers, healthcare payers, and other health and wellness stakeholders.

The Bearn platform offers a highly unique, customizable, and scalable business solution leveraging the internet of medical things & wearables (IoMT). The platform is tailored as a B2B solution for organizations that wish to drive engagement and retention in healthcare-related programs, such as activities that promote health, wellness, fitness lifestyles, and chronic disease management.

The Bearn solution combines technology, validated data, science, and people to improve the probability that targeted behavioral changes occur in terms of overall health and wellness. Bearn is one of the first to move away from a "one size fits all" approach to wrap around the individual member. We provide this value and capability under the umbrella of a unique business model that allows you to earn for your efforts and further gamifies the experience with exciting technologies such as 3D body scanning abilities, contests, and challenges.

In addition to consumers being able to earn cash for active calories burned, Bearn is creating the first ever health credit score for consumers. This is a unique, proprietary Health Credit Score, similar to a financial FICO score, that will aggregate multiple sources of verified health information in one place, enabling users to assess their "individual" health status and identify areas to focus on for their own unique specific improvements.

Lastly, Bearn is currently developing a food analytics benefit tied to grocery store purchases to help consumers combine healthy nutrition with exercise to reach their fitness goals. With consumer permission, supermarkets will report each user's qualifying purchases and Bearn will reward users with additional cash.

For more information please go to: <https://bearn.co/>

Related Links

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