



**Connect. Detect. Prevent.**

Smart Monitoring Solutions for Elderly and Disability Care

May 2021

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# InteliCare

**Harnessing artificial intelligence (AI)  
to provide home monitoring solutions  
- enabling people to age in their own  
home for longer**



## **AI Solution to Independent Living**

End-End Home monitoring solution harnessing Artificial Intelligence.



## **Rapidly Ageing Population**

Population share of over 65's to increase from 15% in 2017 to 23% in 2066<sup>1</sup>.



## **Fully Commercialised Product**

Business to Business (B2B) and Business to Consumer (B2C) SaaS sales established.



## **Successful ASX Listing**

Successful ASX listing following \$5.5 million IPO in May 2020.

1: Aged Care Financing Authority Annual Report on the Funding and Financing of the Aged Care Sector (July 2017)

# Triple winner at prestigious national technology awards



**Triple winner** at prestigious national technology awards

**Won every nominated category**

**Won overall** Victorian Government Inspiration Award and a \$10k prize

# 50

**Technology Fast 50**  
**2020** Australia **Top 50**

**Deloitte.**

“The winning list in 2020 highlights that the COVID-crisis has continued to accelerate the disruption of traditional industries. The rise of businesses that have successfully harnessed technology is clear.”

**Deloitte Partner Josh Tanchel**



# Significantly increased Government spending

The Sydney Morning Herald

Exclusive Politics Federal Aged care

## ‘Very big package’: \$10 billion aged care boost at heart of federal budget



By James Massola

April 18, 2021 — 5:00am

Save

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225

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The Morrison government will promise at least \$10 billion over four years for aged care in the May federal budget, including allowing more people to stay in their own homes for longer.

When the final report of the aged care royal commission report was released last month, Prime Minister Scott Morrison said the government’s response would be at the heart of the budget.

“...including allowing more people to stay in their homes for longer.”



THE WALL STREET JOURNAL.



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POLITICS | HEALTH POLICY

## Biden Infrastructure Plan Would Fund Shift Toward Home Healthcare for Seniors

President’s proposal calls for \$400 billion to give elderly more care at home rather than at institutions and hospitals

“As coronavirus cases surged, families feared for relatives in nursing homes and searched for safe care for vulnerable loved ones at home.”

# Investment Highlights



**Proprietary IOT platform** utilising smart sensors and AI for use in aged care and health industries



**Strong market trends** – ageing population of baby boomers supporting demand for core products



**Increasing Federal Government funding** for residential & disability care supporting demand for core products



**Strong, high margin**, SaaS revenue growth combined with rapidly expanding distribution channels



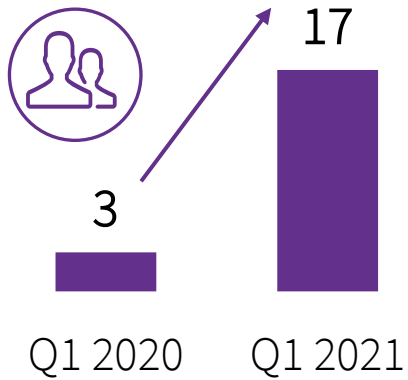
**Industry leading AI powered products** solving shortfalls of competing flawed home monitoring technologies



**Well credentialed, experienced and performance driven management team** with proven track records

# Significant Growth – FY 20/21

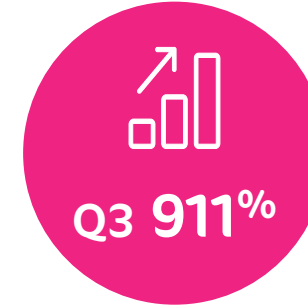
## Distributors



Over  
Q2 Revenue

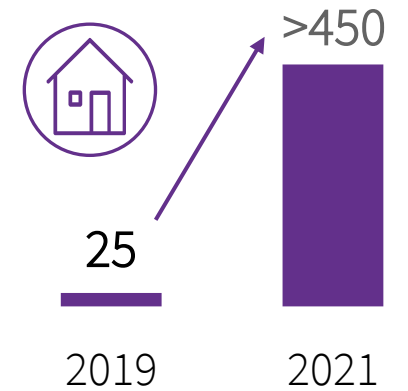


**>65,000 HRS**  
Development



Above Q2  
Cash Receipts

## Field Systems



## As at 31 March 2021

**>18x**

Installed IntelliLiving  
devices



**~123%**

Increase to HY 20/21  
Cash Receipts



**~55%**

Increase to HY 20/21  
Revenues



**Successful  
placement of  
\$2.5mil**



# A Large & Growing Market – Aged Care & Disability Clients

The influx of ageing baby boomers is driving market growth and putting stress on the aged care industry, creating a needs gap.

## Australians over the age of 65<sup>1</sup>

2017	↑	2030 projected
3.8m		5.4m

## Australian Government aged care expenditure<sup>2</sup>

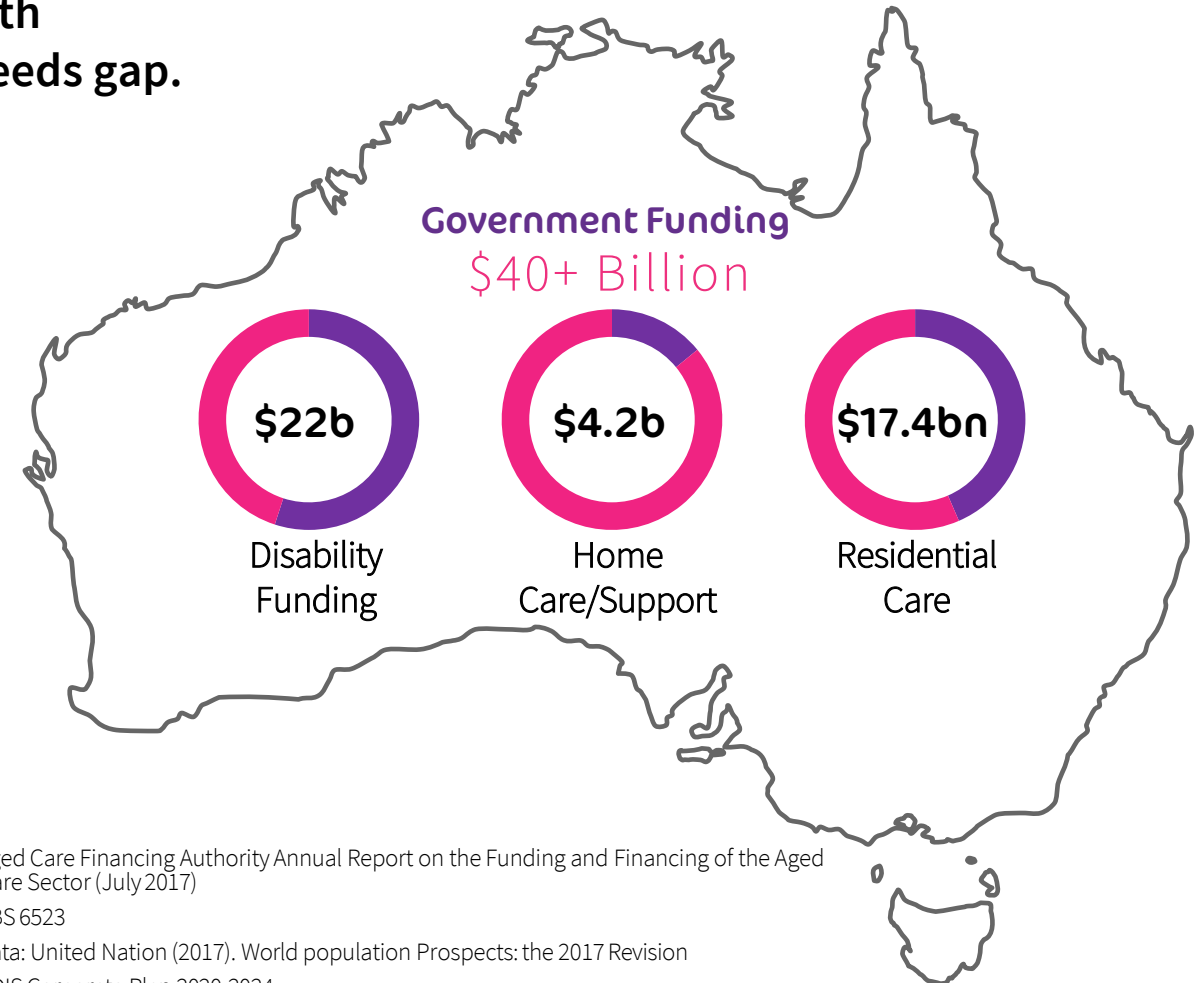
2017-2018	↑	2021-22 projected
\$18.1bn		\$24.0bn

## By 2050, the world's population aged 60+ years<sup>3</sup>

2015 population	↑	2030 population
900m		1.14bn

## Australian Government Disability Funding<sup>4</sup>

2019/20 funding	↑	2022/23 funding
\$17.8bn		\$24.7bn



1: Aged Care Financing Authority Annual Report on the Funding and Financing of the Aged Care Sector (July 2017)

2: ABS 6523

3: Data: United Nation (2017). World population Prospects: the 2017 Revision

4: NDIS Corporate Plan 2020-2024



# The Aged Care Crisis - Why IntelliCare is Needed

**Most seniors choose to avoid aged care and remain living in their own home as long as possible.**

## **In 10 years**

Most economies will have a 20% elderly population, some >33%



Ageing population places a large demand on resources.

## **\$225 Billion**

The increase in the US Home care market by 2024



An overwhelmed system leaving seniors vulnerable and exposed.

## **34 months**

Australian average wait time to receive government support



Affordable solutions are needed now.

## **\$20 Trillion**

Asia Pacific spend on aged between 2015 and 2030



Governments cannot provide aged care services to all seniors.



# The Aged Care Crisis – Market Stress

As the population of the elderly increases, the tax base to service them diminishes.

## Residential Aged Care in 2020



2018: 41%

**51%**

**Unprofitable** homes



2013: (\$0.86)

**(\$8.25)**

**Losses** Per Bed Per Day

## Home Care in 2020



2015: \$9,726

**\$7,951**

First 25% **EBITDA per client**

## Home Care Market Growth

**16,000 people died** waiting for a home care package in 2017/18

The current waiting list for homecare packages is well **over 120,000 people**

November 2019, the Morrison government announces **\$537million** across 10,000 packages

# Competing Home Monitoring technologies are flawed

## Technology



Pendants are often uncharged and not used effectively



CCTV privacy invasion is unacceptable for users



Nurse call systems can be out of reach

## Pitfalls



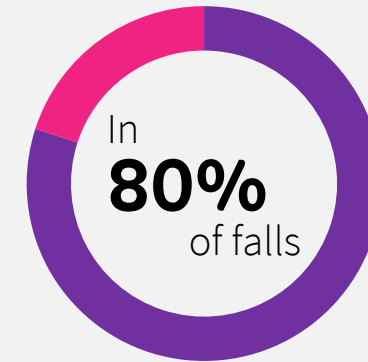
Used post-accident and does not prevent one



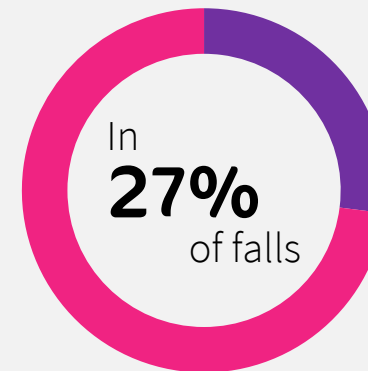
Don't encompass wellness or predictive alerts



No integration with other devices / technology



Users don't use their duress alarms



Users were lying on the floor for >1hr

# Proprietary, Predictive Artificial Intelligence (AI) solution

Intelicare overcomes the pitfalls of post-event driven home monitoring systems.

## Step 1

Smart sensors installed through the home

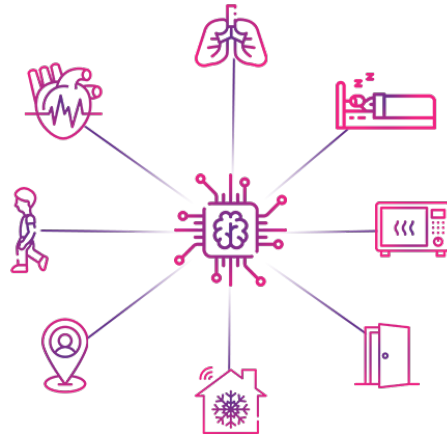


Open architecture easily integrates with emerging or custom sensors such as wearables, or radar



## Step 2

InteliCare learns normal domestic behaviour

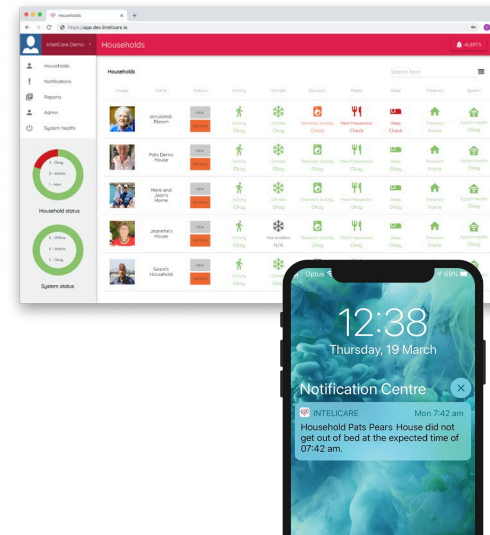


Sleep patterns, bathroom use, meal preparation, climate, social activity and household activity

## Step 3

Receive daily notifications and actionable insights from the Intelicare app or dashboard

“All okay” daily messages and alerts when there is a change in normal behaviour



## Step 4

Increased early incident detection to help reduce liabilities and enable better care

### Clinicians & Carers

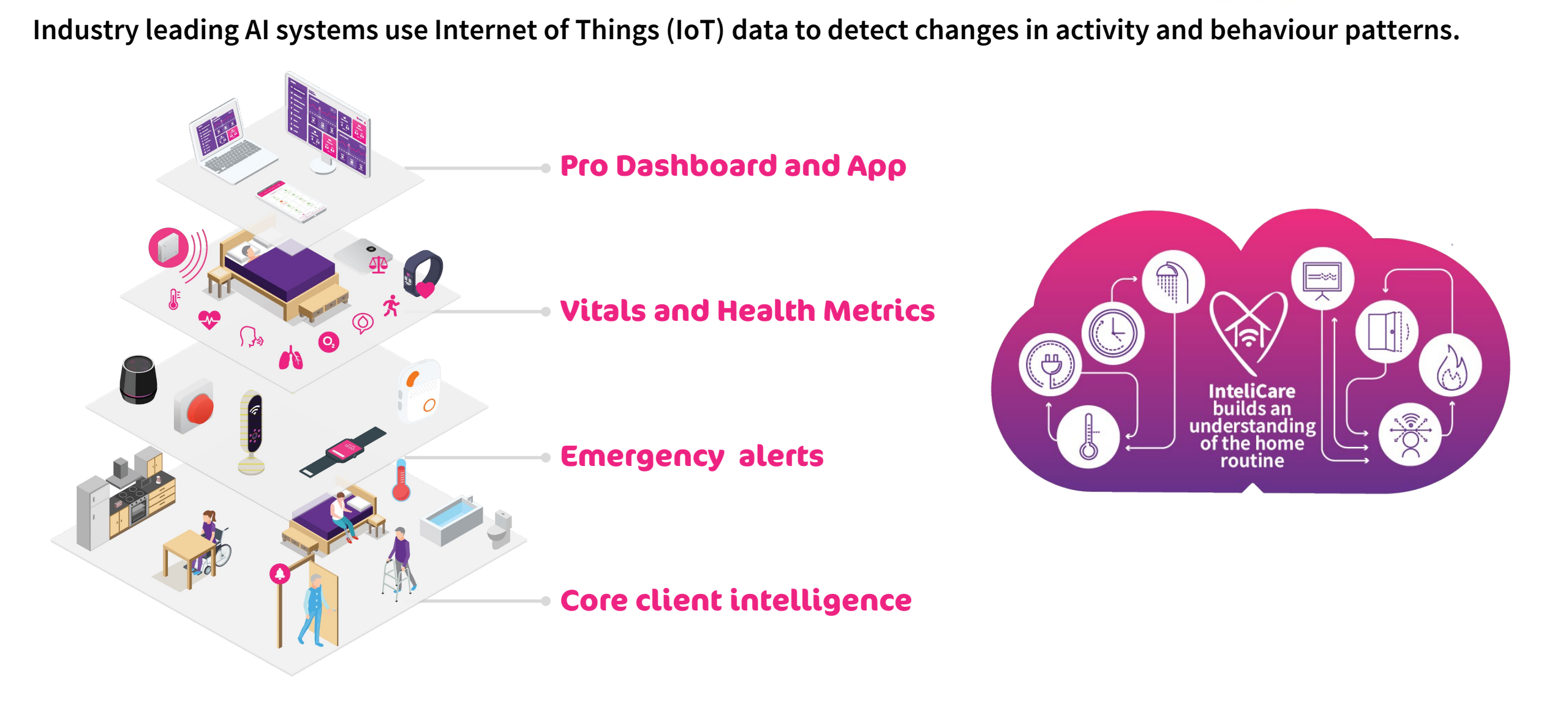
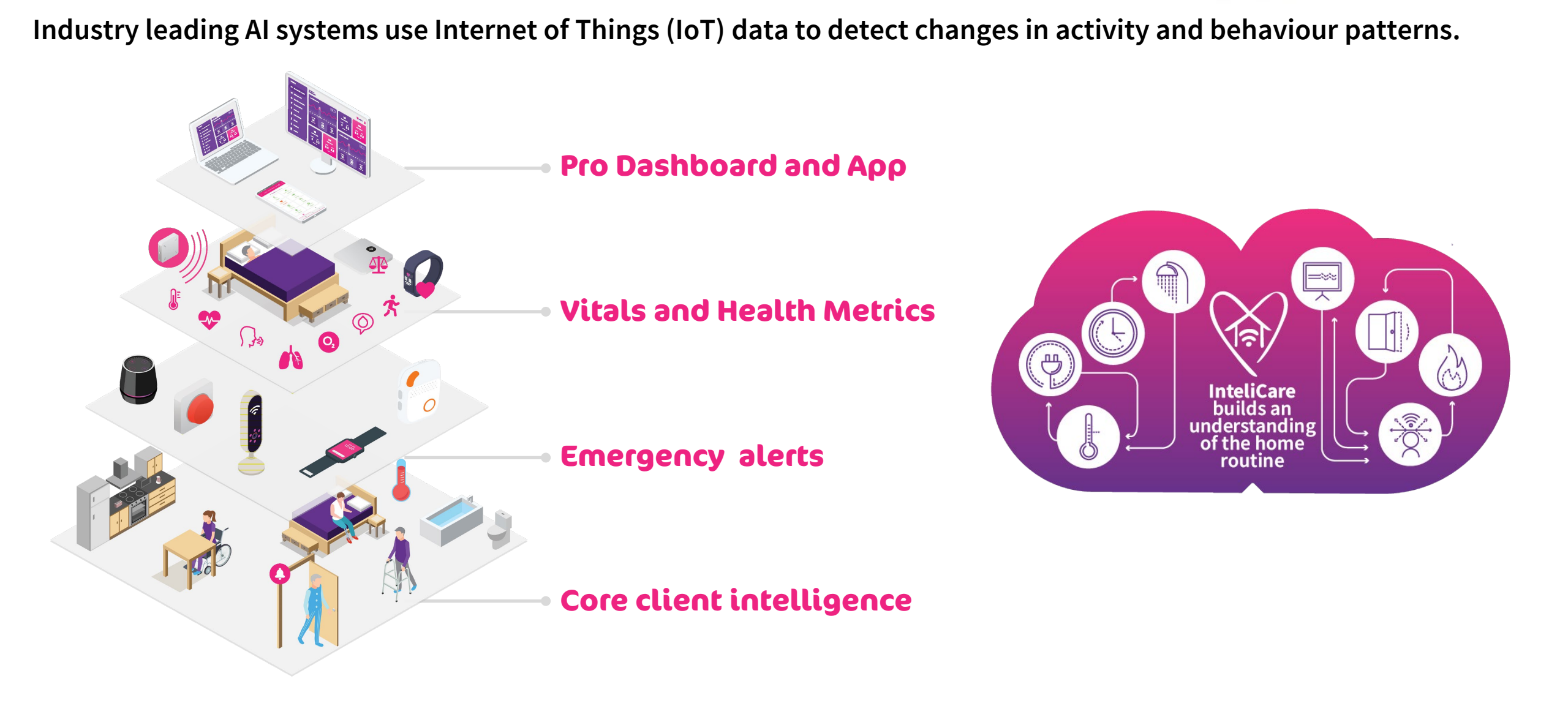
Remotely monitor deterioration and triage multiple patients





**Intelicare - Powered by AI**

\_\_\_\_\_





# Foundational Layer: Data driven customer intelligence

## Patterns of behaviour tracked 24/7 - non-wearable tech



# Emergency Detection Layer: Immediate help & assistance

## Get immediate help with instant alert detection.

- Wearable and non-wearable options.
- Full audit trail for compliance reporting.

**1 Falls-wearable: Watch & Pendant**

**2 Instant Fall Detector (room-based)**

**3 Alexa Voice**

**4 Wall Button**

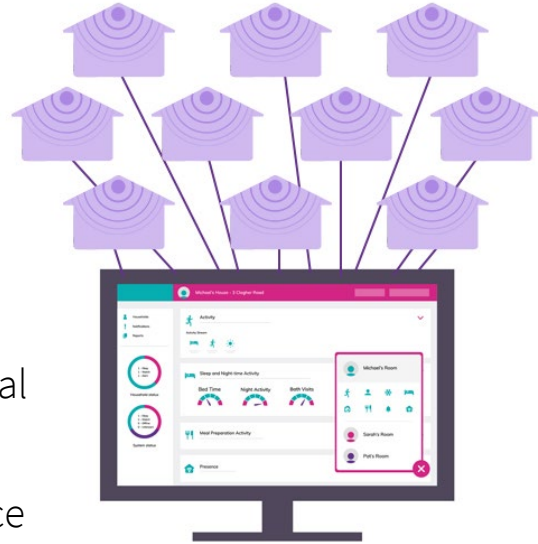




# Key Products - IntelliCare Pro & IntelliLiving

## IntelliCare Pro (B2B) Multi Client Interface

- Business-to-Business for residential care
- Monitors multiple locations at once
- Triage dashboard allows priority care
- Staff receive unparalleled wellness and activity insights
- Scalable and customisable
- Advanced reporting and audit trails for accountability



## IntelliLiving (B2C) Family-Friendly Interface

- Business-to-Consumer hardware and software
- Supports Do-It-Yourself (DIY) independent living
- Low-cost technology solution to aged care
- Off-the-shelf, easy to purchase and install
- Includes subscription to the IntelliCare app
- Available through care providers government support programs



# Value Proposition - Quality Care Outcomes

InteliCare delivers significant industry wide cost savings and efficiencies with additional revenue streams.



## Independent Living

- 1 Low cost advanced technology solution
- 2 Defers the burdensome high costs of aged care
- 3 Affords users to age in their own homes



## Governments

- 1 Protect vulnerable in COVID-19 isolation
- 2 Reduce transmission pathways
- 3 Reduce Aged Care tax burden



## Elderly/Disability Care

- 1 Better care whilst limiting client loss
- 2 Increase productivity
- 3 De-risk operations and improved compliance
- 4 Additional revenue



## Hospitals

- 1 Decrease hospital admission and re-admissions
- 2 Reduce days spent in hospitals
- 3 Enable in-home hospitals



## Insurers

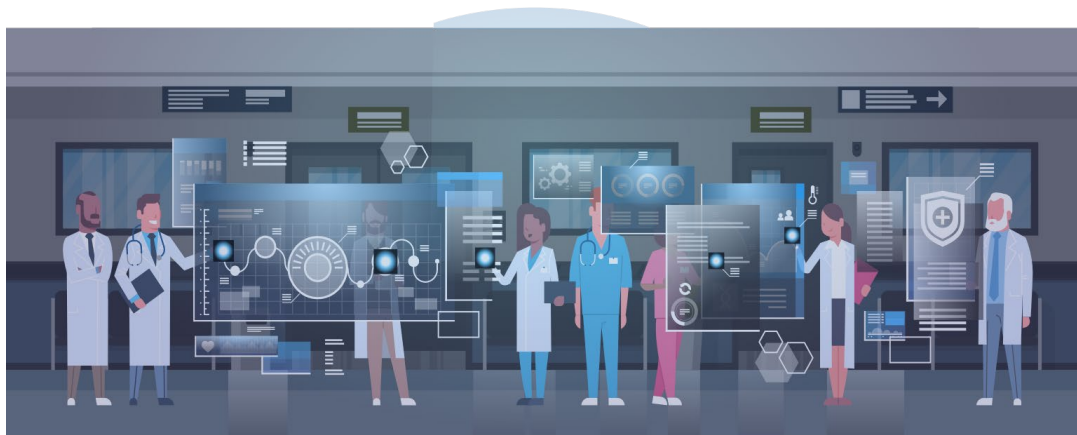
- 1 Reduce underwriting risk for private health
- 2 Reduced premiums for abled elderly to attract market share



# InteliCare & COVID-19

## Critical element in a Telehealth digital pathway pandemic response

Relieves stress on the health system and mitigates risk of imposed-isolation when hospitals reach capacity.



### Step 1:

#### Remote Diagnoses and Treatment

Telemedicine based screening for first consult

Teleconsult with GPs and other clinicians

Digital ePrescription from GPs to pharmacies & home delivery

Connect 24/7 patients/GP/carers



Higher Temp



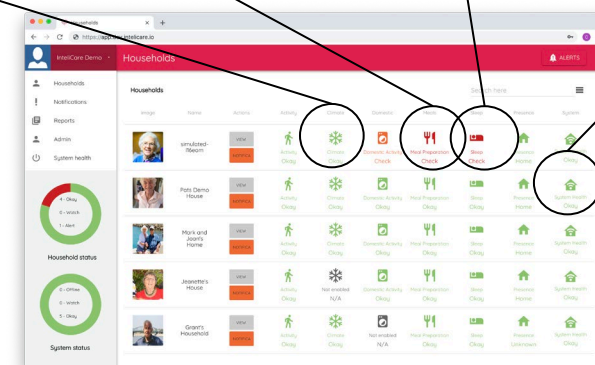
Decreased Meals



Failure to Arise



Lower Activity



### Step 2:

#### Remote Care Triaging

Data driven response based on clear trends

Carers respond to those most in need

Reduces infection pathways from carers doing welfare checks

Removes risk of undiscovered death in quarantine

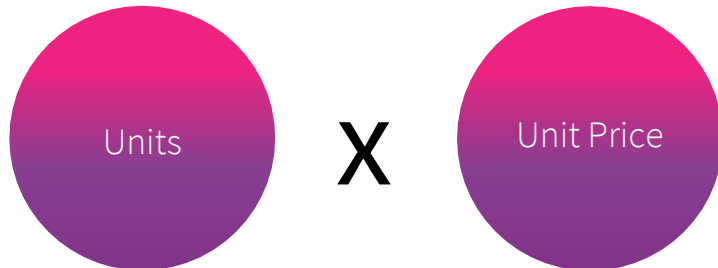
# Revenue Model – Product Sales & SaaS

## Competitive product pricing and attractive subscription revenue model

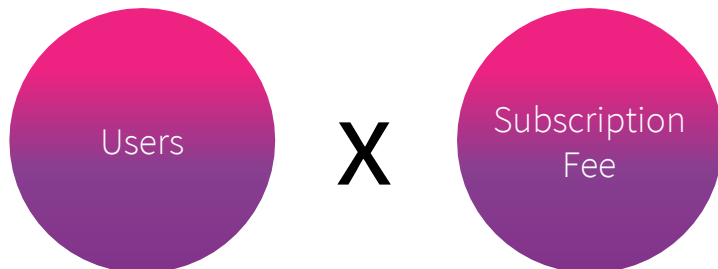
Upfront revenue through direct hardware sales with SaaS recurring revenues through an application supporting growth in following years.

### Primary revenue streams

#### Upfront Revenue – Hardware Sales



#### SaaS Revenue – Subscription Model



- Fully commercialised with aged care B2B contracts and B2C sales providing lucrative SaaS recurring revenues.
- Very high SaaS margins at scale
- Attractive B2C subscription model combines upfront hardware costs & subscription costs into one competitive monthly rate.
- Consumers can purchase through IntelICare's new e-Commerce platform – available through IntelICare's website.

# Go-to-Market Strategy - Multiple Channels

## Business-to-Business (B2B)



Aged / Disability Carers



End Users

Australian estimated total addressable market  
**1.1 million**

## Business-to-Consumer (B2C)



E-Commerce Platform



End Users

Australian estimated total addressable market  
**3-4 million**

## Business-to-Business-to-Consumer (B2B2C)



Distributors / Agents



Business

Retail

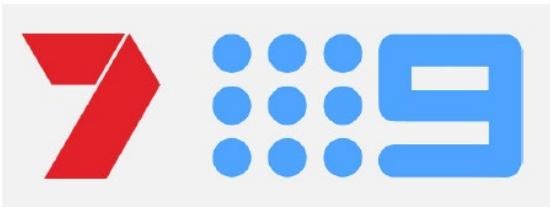


End Users

To achieve budget break-even IntelliCare needs  
**<3.2% of the WA total end users<sup>1</sup>**

1: The figure is a target only, there is no certainty that the Company will be able to achieve the stated market penetration.

# Major marketing campaign launched



# Microsoft Partnership – Co-sell ready and active

InteliCare was selected for Microsoft's ScaleUp program, a global initiative designed to fast-track sales scale



Direct channels opened to Fortune 500 & ASX 200 Companies



Microsoft®



InteliCare to receive USD\$250,000 in Azure Credits



Microsoft provides a dedicated sales team with global reach



Opportunity pipeline developed and active



Access to Microsoft tools, resources, connections and big data capabilities.

## InteliCare + Microsoft Azure

- Inbuilt level of reliability and security.
- Flexible, secure, enterprise class functions to support integration.
- Ability to integrate a huge range of sensors and devices.

## InteliCare + Microsoft Power BI

- Leverage existing investment in Microsoft technology to derive additional value, including integrated reports.

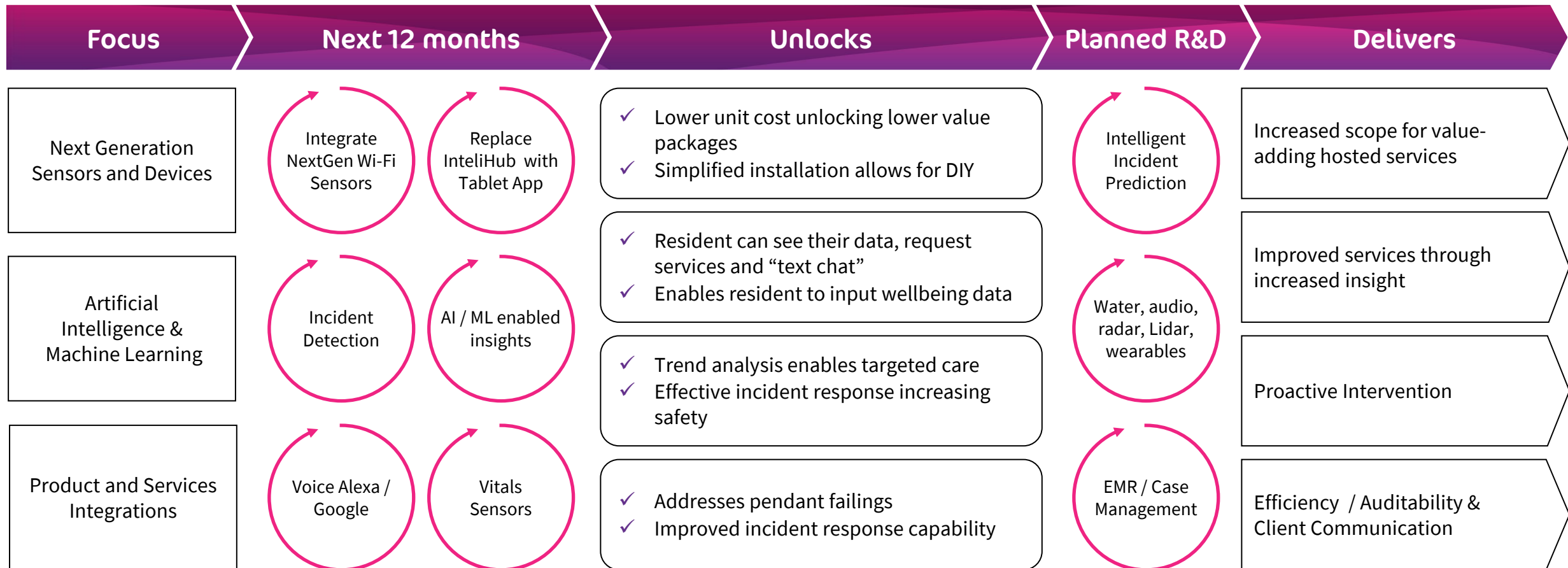
## InteliCare + Microsoft Integration

- Integration into existing Microsoft systems.
- Enterprise Agreements with Microsoft for larger clients who wish to own their data .



# Roadmap Future Development and Outcomes

## Improving Connection, Detection and Prediction



# Proven, Experienced Board and Management Team



**Greg Leach**

Chairman & Co-Founder

Co-Founder and CTO of Empired Ltd (EPD: ASX) for 16 years leading to \$140m+ market cap company on ASX.

- 30 years technology industry experience
- Responsible for multiple value accretive software technology acquisition
- Empired Ltd (EPD:ASX): Co Founder & CTO
- Frontline Services Ltd: Co Founder & Director
- Blockhead Technologies: CEO



**Jason Waller**

CEO & Managing Director

Former CEO Spookfish (SFI:ASX), acquisition by US company EagleView Technologies for

- \$136 million in 2018.
- Extensive experience in defence, aviation and technology
- Spookfish (SFI:ASX): CEO
- Climb Performance: Director
- Royal Australian Air Force: Commanding Officer



**Mike Tappenden**

CTO & Co-Founder

Managed programs of work valued up to A\$200 million, project teams of up to 50 people and worked with board-level stakeholders of tier-1 corporates.

- 25 years' technology industry experience
- Empired Ltd (EPD:ASX): BDM & Lead
- Consultant
- Frontline Services Ltd: Director
- Woodside Energy: Technology Architect

## **Scott Taylor** Non-Executive Director

Scott is the founding Partner of Taylor David Lawyers with over 15 years' experience in reconstruction and insolvency law. Scott is a Board Member of the Children's Hospital Foundation Queensland.

## **Neil Hackett** Non-Executive Director

Neil Hackett. Neil has over 20 years of ASX director, company secretary and senior executive experience in mining, industrials and funds management industries and a further 10 years corporate experience with the ASIC.

## **Branden Dekenah** Non-Executive Director

Branden has in excess of 30 years' experience in technology & innovation, as a business founder, consultant and senior executive. Most recently, Branden was co founder and managing director at Conducive, which was sold to Empired Limited in 2012.

# Corporate Snapshot

## Capital Structure

ASX Ticker	ICR
Shares on Issue (post tranche 2)	83,019,943
Options on issue (post tranche 2)	20,710,577
Cash Balance as at 5/05/21	\$3.717m
Current share price (5/05/21)	\$0.26
<b>Market-capitalisation (@ \$0.26)</b>	<b>\$21.6m</b>

## Major Shareholders

Board and Management	28%
(Incl. Frontline Services Pty Ltd)	(27%)
Trusted Sound Management Pty Ltd	2.26%
Top 20	48.81%

## ICR Price Performance May '20 IPO - Present





### **Our Ai Opportunity**

Industry-leading suite of aged-care products built on our AI platform provides significant competitive advantage.

### **Scaling Up**

Roll-out of comprehensive B2C products and marketing.

### **Existing Partnerships**

B2B opportunity driven by industry demand for efficiencies and better care outcomes.

### **Post Revenue**

Existing revenue underpinned by government funding and age-in-home government policy.

# Appendix 1 - Case Study 1: ECHO Community Services

## Background

ECHO Community Services provides services to seniors living independently in their own home. ECHO prides itself on providing quality in-home care based on a “MY MUM” approach. In short, if it’s not good enough for my mum (or dad), then it’s not good enough for yours.

To retain clients and provide a higher level of care, ECHO needed a way to better monitor the wellbeing of their clients, give families peace of mind, and reduce the risk of health incidents.

## Use of IntelliLiving

ECHO uses IntelliLiving to help people remain independent and reduce the risk of a fall or accident.

Sensors are installed in the person’s home, and the smart system learns their routine and can identify potential risks.

- Failure to get out of bed
- Household climate
- Reduced domestic activities like preparing meals or doing washing
- Social isolation

IntelliLiving runs 24/7 in the background, without the client needing to activate it.

Family members and caregivers can easily access information and ongoing notifications about the person’s wellbeing, activity, and home environment via the IntelliCare app.

## The Result

**“For people that are isolated, this is a lifeline, this is really important”**

- Jonathan Smith, CEO of ECHO Community Services

**“Our elderly mother lives at home alone as she prefers the independence this situation provides her. IntelliCare provides me and my family with an insight into Mum’s activities and gives us comfort that she is safe at home.”**

- Nick

**“I feel protected, I know that my children know that I am ok.”**

- Tina



# Appendix 2 - Case Study 2: Government Disability Centre



**InteliCare Pro Web App  
Dashboard**

## Background

A government disability centre provides housing for a up to 10 people who live in a home-like setting. Residents are people with disability who have been accused, but not convicted, of a crime. To ensure the appropriate support was given to vulnerable residents, the facility needed a monitoring system to provide multi-dimensional data.

## Use of IntelliCare Pro

The customer installed IntelliCare Pro throughout the entire facility to monitor residents from a distance. Their safety and security requirements meant that IntelliCare needed to integrate with a range of sensors and use AI-powered analysis to provide insights to staff from a safe distance.

The open architecture means IntelliCare can source a new specialist sensor, test it, then add it into the visual dashboard and app. Clients can access emerging technology quickly.

## The Result

**“These new sensors coupled with the IntelliCare Pro dashboard materially increases the safety of our residents, who are some of the most vulnerable in our community, and our staff.”**

- Customer Lead