

clear day

Innovative Services & Products that
Deliver the Future of Longevity Care

JUNE 2021



Clearday business overview

Clearday is an innovative longevity health care services company that has begun to disrupt the historic view of non-acute longevity care with modern services to make high quality care options more accessible, affordable, and empowering for older Americans and those who love them. Clearday has the decade long experience in non-acute longevity care. Through Clearday at Home – our digital service, Clearday has repositioned itself to be at the intersection of telehealth, SaS and content.

Clearday has arranged to go public by acquiring Superconductor Technologies Inc., a public company, including its cryogenic products and patent portfolio which Clearday has begun to use to support innovative air quality systems. The closing is expected July 30, 2021.

Our Memory Care America (MCA) operations enabled us to develop Clearday at Home™ and Clearday Clubs™ to bring the same standard of excellence found in our MCA residential facilities to in-home digital care and daytime-only care models that are dramatically less expensive than residential care options.

[Learn more about Clearday](#)



COURTYARD
NURSING CARE CENTER

DARLINGFORD
UPPER GOULBURN
NURSING HOME

BRIGHTONIAN
Nursing and Rehabilitation
Weather Care Community

Wynwood House
204

La Hacienda
Clinic & Nursing Home

Winkler Place
Senior Living

RETIREMENT
ESTATES
OF BIG FLATS

Golden Pond
3415 Mayhew Road

AVENS COURT
NURSING HOME
Care without Compromise
Tel. 01932 346237

Betz
Nursing Home
AMERICAN SENIOR COMMUNITIES

Whitinsville
Retirement Home
10 Chestnut Street

University
Nursing Center
AMERICAN SENIOR COMMUNITIES

The Village
Waterford Place

Maplebrook

Regent
Retirement Community
25-37 Cedar Road

THE MANORS
ELMCROFT
A MANOR

PINECREST
NURSING HOME

PARKVIEW
NURSING HOME
Hakea Grove Aged Care Pty. Ltd.

Allisonville
Meadows
AMERICAN SENIOR COMMUNITIES

TRADITIONS
AT NORTH WILLOW

ASHBROOKE
SENIOR LIVING
ENTRANCE
2400 WILLOWDALE

Maple Tree Terrace
Assisted Living by Americare

HERITAGE SQUARE
PARTNERS IN CARE

Bridge
Cherry Hill
ENTRANCE

Lincoln Community
Nursing Home

Caressant Care
Nursing and Retirement Home

Teresian House
CENTER FOR THE ELDERLY

LA PALOMA
HEALTHCARE CENTER

SYMPHONY
Senior Living

House Of The
Good Shepherd
A Retirement Community

HEATHERWOOD
RETIREMENT
COMMUNITY
5277

Fairmont
Assisted Living Community
10001

WALTON
Retirement Home

Country Estates
RETIREMENT HOME

ORCHARD VIEW
MANOR

Bethany Pointe
THE VILAS

LA PALOMA
HEALTHCARE CENTER

SYMPHONY
Senior Living

Brethren Retirement
Community

FAIRMONT
Assisted Living Community
10001

Fairmont
Assisted Living Community
10001

Lynwood
PRINCIPAL CARE REHABILITATION
CENTRE

Autumn Oaks
Nursing Home

THE HEIGHTS

THE HEIGHTS

Avon
NURSING FACILITY
THANK YOU

The Homestead
at Anoka
A Retirement Community

Summit
HEALTH & LIVING
ALL GENERAL SENIOR SERVICES

Life Care Center
OF KIRKLAND

Life Care Center
OF KIRKLAND

There are **28,650**
residential care
communities in the
United States.

**No one wants to
live in them.**



The **old** continuum of longevity care.



Living at Home

Leaving the home for
residential communities

65+



Independent
Living

Various stages of residential care
through end of life



Assisted
Living



Skilled Care

High costs and/or poor quality
of experience



Specialty
Memory Care

The new mandate: “I Want to Age in Place.”



Living at Home

65+



Assistive Products



Home Support
Services



Part Time
Daily Care



Specialty
Memory Care

90%

of U.S. Seniors plan to stay in
their own home for the next 5-10
years

Strong desire to age in place until it's
no longer possible to live safely at home

2020 has intensified
the desire to **avoid**
or delay residential
care decisions.



There are currently **72 million Americans** over age 65.

10,000 more will turn 65 **every day** for the next decade.

If **90%** will be “**aging in place**” rather than opting for residential facilities...

Who will provide them with care?
How? Where? For how much?

Right now? The burden is on family caregivers

~42M

US adults provide unpaid care to a loved one over 50

26%

of unpaid caregivers are supporting a loved one who has Alzheimer's or other dementia

>60%

Of all US unpaid caregivers are women

23.7

Average hours per week spent providing unpaid care



It's time for a **new** generation of longevity care solutions.

As millions choose to age at home, a new generation of longevity care solutions must emerge to support not just those who require care, but also those who provide it.

These transformative, new care models must be more affordable, accessible, and convenient, but without sacrificing a high standard of care.





clear day

Innovative services and products
that deliver **the future of longevity care**

We have a modern, hopeful vision for making high-quality longevity care
more accessible, affordable, and empowering for older Americans
and those who love them.

Continuum of Care service offerings designed to support aging in place

clear day



clear day at Home

An integrated set of online and at-home services that makes your loved one's day more healthy, social, and uplifting.



clear day Clubs

An inspiring, membership-based daytime destination for those with dementia, Alzheimer's, or other lifestyle-limiting chronic health conditions.



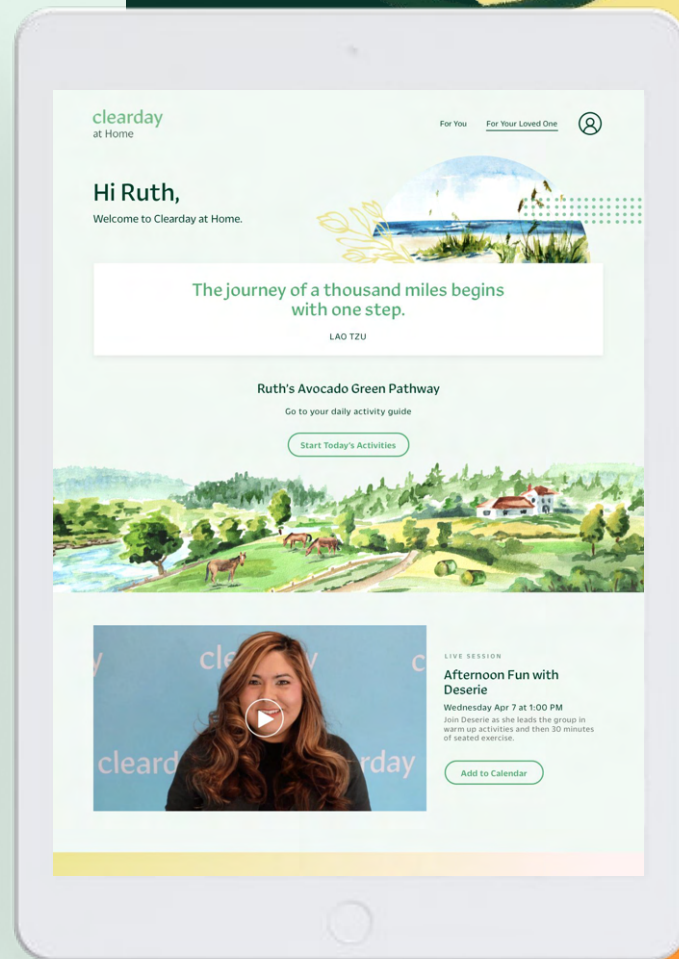
Memory Care America

Exceptional residential living centers, providing personalized care for those who are no longer able to live safely at home.

Clearday at Home

An in-home, digital Care offering

clearday



Clearday at Home

For your loved one

FEATURED ACTIVITIES



MIND

Word Matching with Deserie



BODY

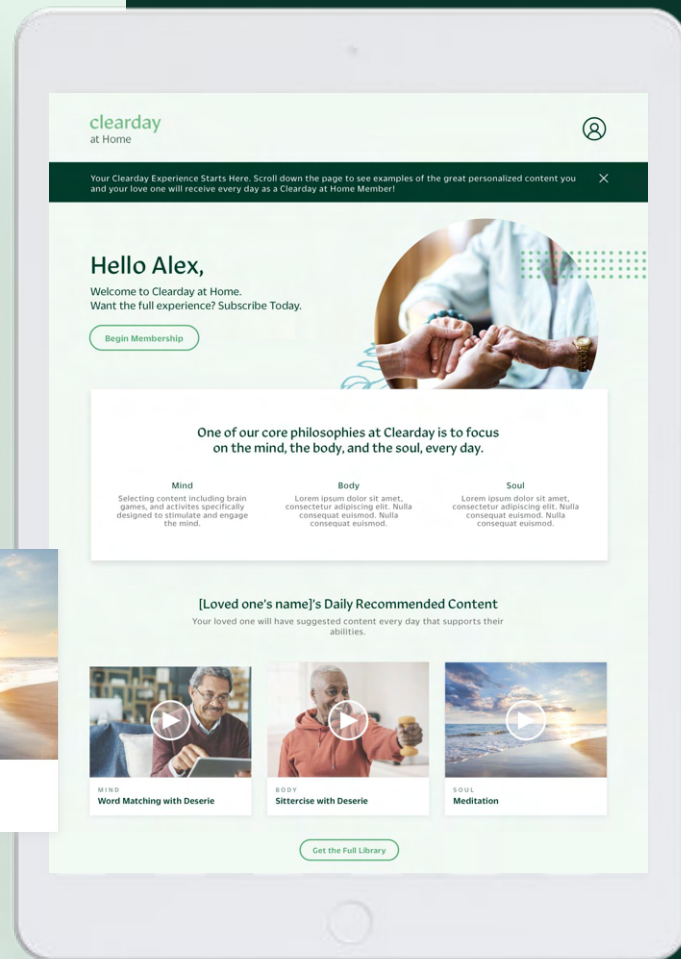
Sittercise with Deserie



SOUL

Meditation

clearday



Clearday at Home

For you, the caregiver



An always-available resource that brings positive, structured engagement to your loved one's day



Reduces stress of supporting key daily needs like healthy eating and taking medication



Video calls with professional counselors, who can help you navigate your loved one's care journey



Virtual support groups with other caregivers who understand your situation



Useful training content that helps you feel more confident in supporting your loved one's daily needs



Christin H.
Caregiving Expert



Linda C.
Caregiving Expert

Director of Education
Clearday At Home

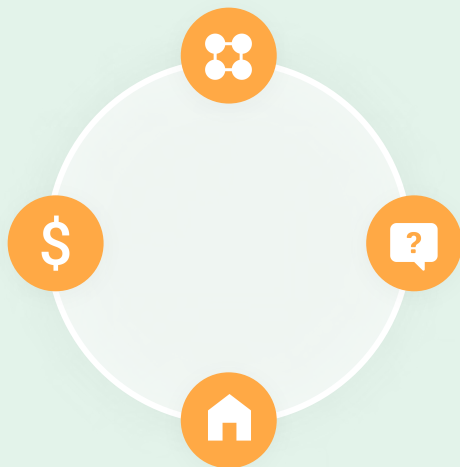
+ Physical Therapist of 25yrs
+ Certified Dementia Trainer

President
Memory Care America

+ 20 year healthcare veteran
+ Accomplished facility director

Clearday at Home

A new model



Affordable monthly or annual subscriptions



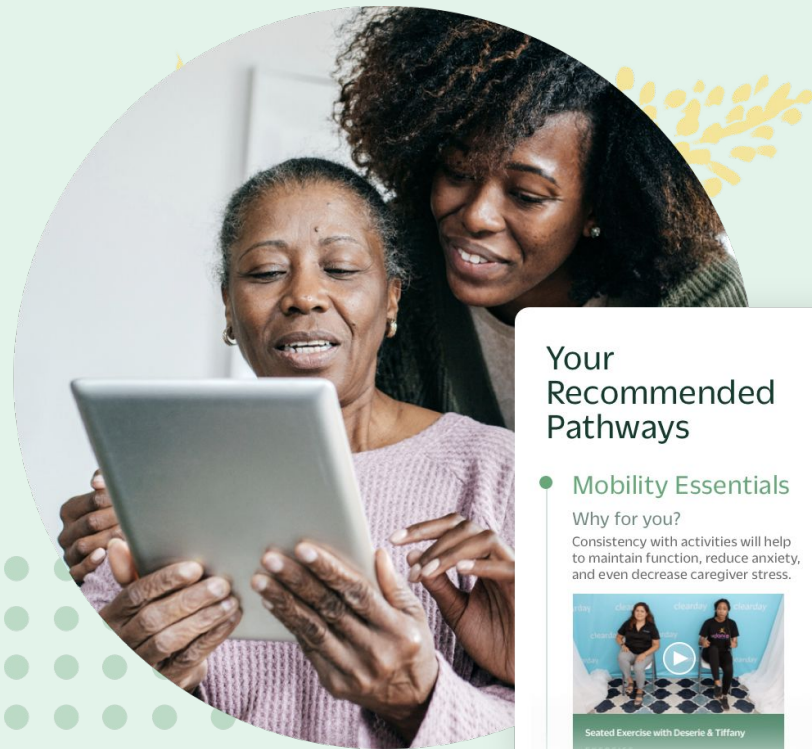
The support you need, when you need it



Engagement & human connection, safely at home



Accessible from in-home & mobile devices

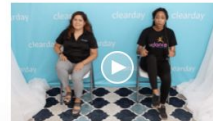


Your Recommended Pathways

● Mobility Essentials

Why for you?

Consistency with activities will help to maintain function, reduce anxiety, and even decrease caregiver stress.



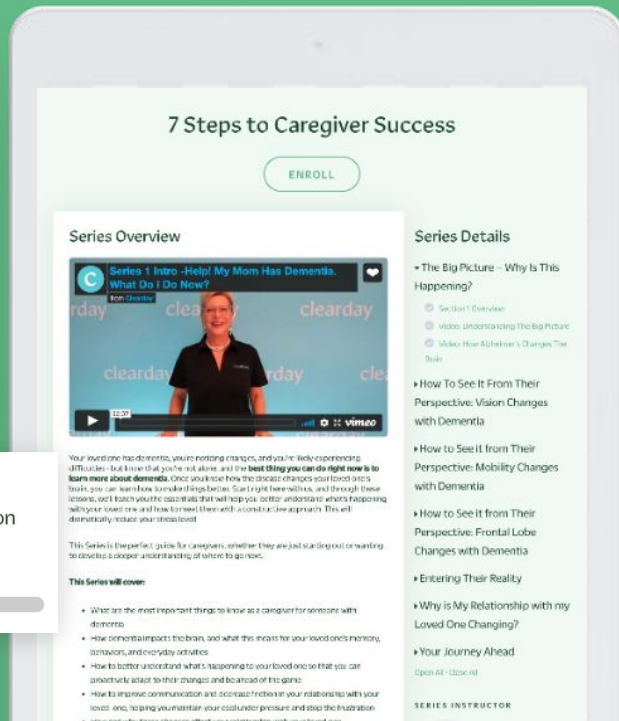
Seated Exercise with Deserie & Tiffany

Clearday at Home

A structured daily experience



You Completed a Lesson
Congratulations! You finished Video: Vision
Changes with Dementia



Clearday provides coaching sessions every week.

Clearday at Home

A structured daily experience

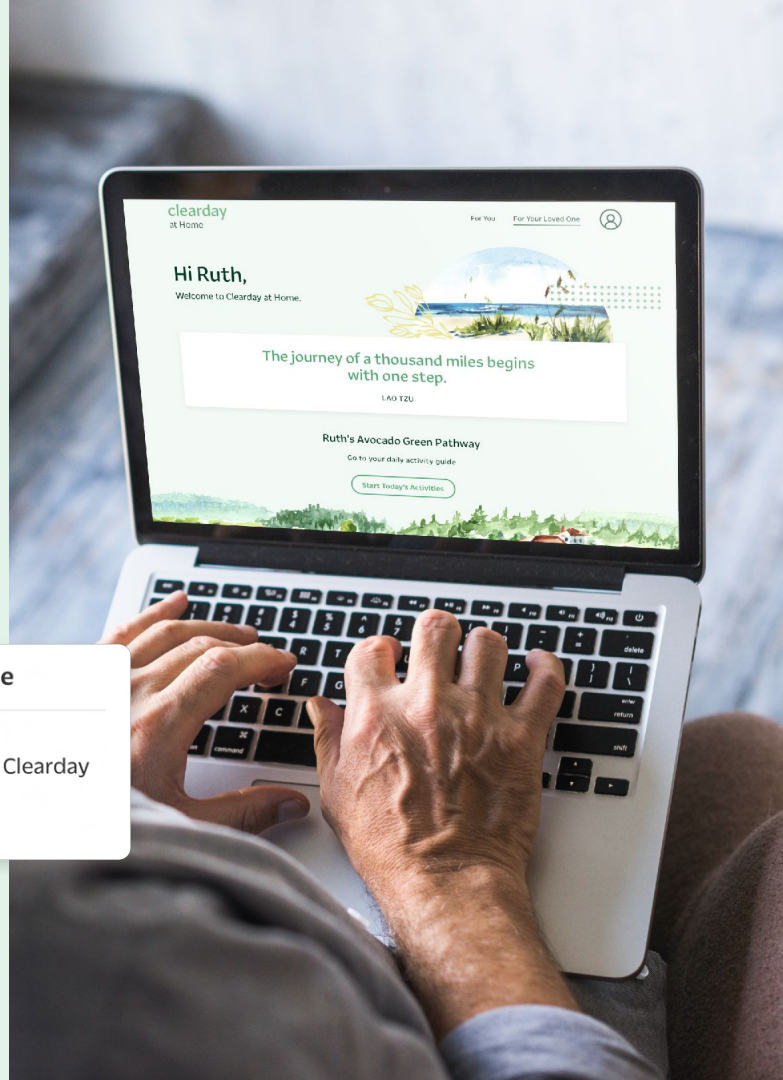


Clearday at Home

LIVE SESSION REMINDER

30 min until our 2:00 pm Clearday
Meals live session starts!

[Join us!](#)



Clearday at Home

Pilot testimonials



“Overall, this has been a big plus. She loved the sing-alongs. I’ve looked for music for her for years. With the first song in the sing-along, she was singing right away!”

Clearday Member, Philadelphia, PA

“Thank you. This is really helping my family. Please don’t think this is little. This is huge. You’re encouraging someone to believe in their own abilities again. Please keep doing what you’re doing.”

Clearday Member, Atlanta, GA

“Clearday at Home has been a great help...Anyone can be the right caregiver because of it.”

Clearday Member, Seattle, WA

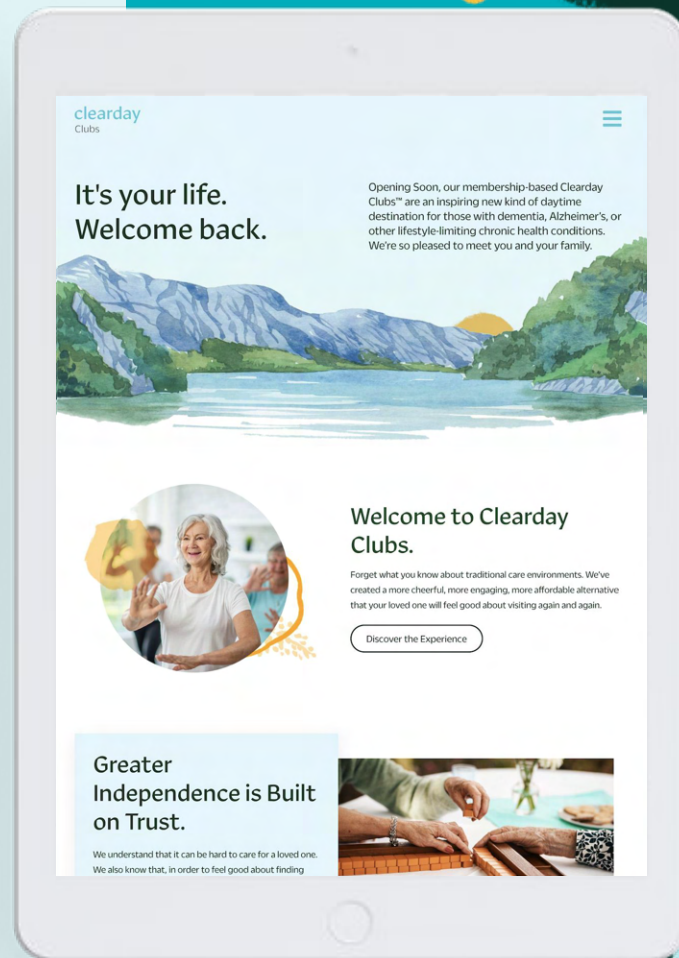
“It’s had a really positive impact. My dad started to have a purpose for the week, so he focused less on not feeling well. Having this routine really helped.”

Clearday Member, Raleigh, NC

Clearday Clubs

A superior, membership-based daytime care option

clearday

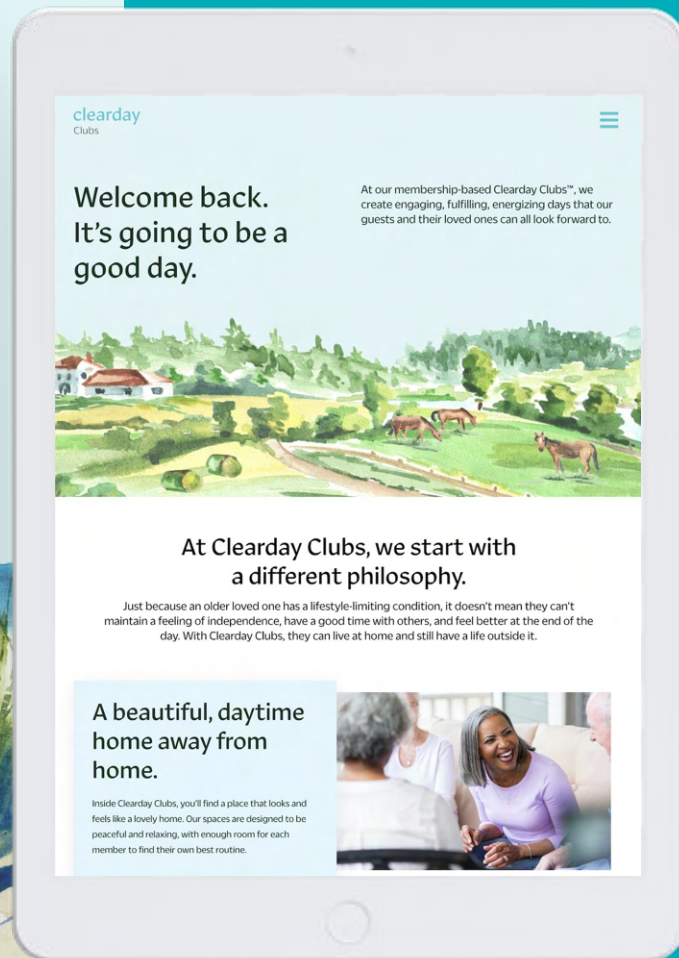


Clearday Clubs

Welcome back.
It's going to be
a good day.



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Clearday Clubs

A home away from home

Inside Clearday Clubs, you'll find a place that looks and feels like a lovely home. Our spaces are designed to be peaceful and relaxing, with enough room for each member to find their own best routine.



At Clearday Clubs, we start with a different philosophy.

Just because an older loved one has a lifestyle-limiting condition, it doesn't mean they can't maintain a feeling of independence, have a good time with others, and feel better at the end of the day. With Clearday Clubs, they can live at home and still have a life outside it.

A beautiful, daytime home away from home.

Inside Clearday Clubs, you'll find a place that looks and feels like a lovely home. Our spaces are designed to be peaceful and relaxing, with enough room for each member to find their own best routine.



An engaging social community filled with friends and activities.

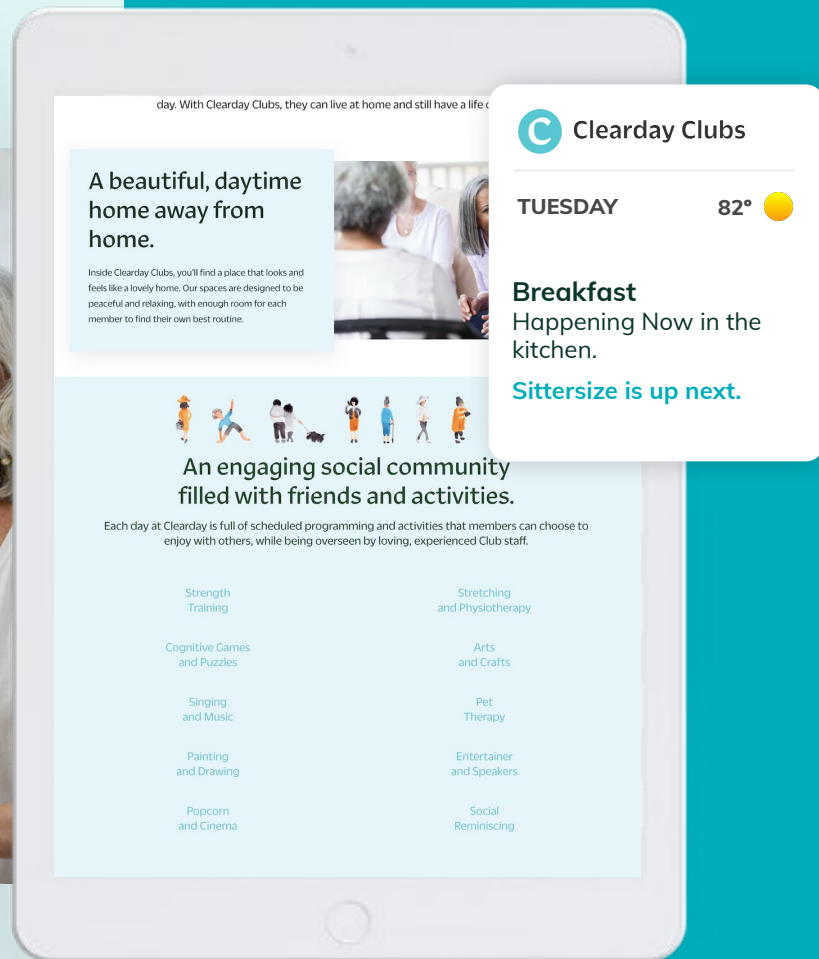
Each day at Clearday is full of scheduled programming and activities that members can choose to



Clearday Clubs

A social community filled with friends and activities

Each day at Clearday is full of scheduled programming and activities that members can choose to enjoy with others, while being overseen by loving, experienced Club staff.



Clearday Clubs

Greater independence is built on trust

A foundation of experienced care
and supportive services.



Health Monitoring
& Medication Management



Healthy, Nutritious
Meals & Snacks



Personal Care
& Grooming Assistance



Continence Care &
Laundry Service



Bathing
(Added Fee)

Greater Independence is Built on Trust.

We understand that it can be hard to care for a loved one. We also know that, in order to feel good about finding time for yourself, you need to be sure that your loved one is safe, happy, and getting the loving attention they deserve. That's what we're here for.

[Learn Why Clearday is Different](#)



Clearday Clubs Locations

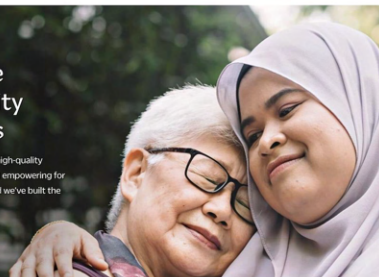
Our flagship Clearday Club will open soon in Northeast San Antonio, with additional Central Texas locations to follow. Learn more about our flagship Club and our plans for new locations near you and your family.

[Explore Our Locations](#)

We're Building the Future of Longevity Care and Wellness

We have a modern, hopeful vision for making high-quality longevity care more accessible, affordable, and empowering for older Americans and those who love them. And we've built the team to make it happen.

[Learn More About Us](#)



Clearday Clubs

We understand

A fantastic day for them. And for you.

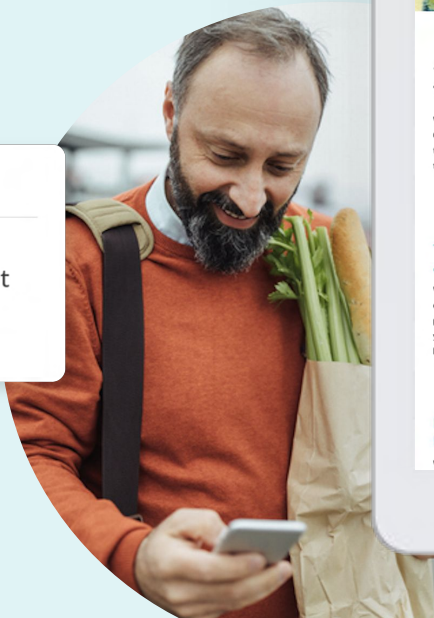


Clearday Clubs

DAILY CHECK-IN

Janet enjoyed activities and craft time today at Clearday!

[view photos](#)



clearday
Clubs



We Understand.

We know it's an honor and privilege to care for a loved one. We also know that caring for a loved one can be challenging and stressful, both for you and for them. With Clearday Clubs™, we've created an empowering new care option. A daytime destination outside the home, where your loved one can still feel at home.



A fantastic day for them. And for you.

We designed the membership-based, daytime-only Clearday Club model to enrich and uplift the lives of our members, so that those who love them can feel good about taking some time for themselves.

Making New Routines Possible & Positive

We know that changing your loved one's care routine can be intimidating for everyone involved. By creating a beautiful, engaging, and restorative Club environment they'll look forward to visiting, Clearday enables incremental transitions that make a world of difference.

Trusted Care & Expertise

We designed the Clearday Club experience based on our deep experience in residential memory care. Our people, our processes, and our Clubs themselves are all geared to ensure your loved one is safe and lovingly supported with their daily living needs.

Personalized Member Experience & Attention

We take the time to learn and document a rich personal profile for each Clearday member. Whether creating a personalized memory book, playing a favorite song, or recognizing a special talent, we make your loved one's life and memories part of their daily Clearday Club experience.

Loving Support of Daily Living Needs

Whenever members visit the Club, we're there to help them

Specialized Cognitive Therapy

Based on popular and successful programs in our residential

Clearday Clubs

Flagship location

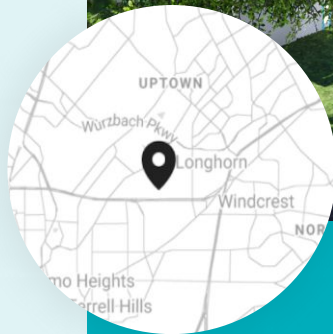
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San Antonio | Northeast

Opening Soon

This newly constructed, 4,600 square ft Clearday Club is conveniently located along Loop 410, directly across from San Antonio's NE Baptist Hospital campus, just North of Alamo Heights.

Reservations for membership packages at 8800 Village Drive are now being accepted. Availability is limited – Request your initial consultation today!



8800 Village Dr, San Antonio, TX

Memory Care America

A foundation of care expertise

Clearday operates 5 highly-rated residential memory care living centers in 4 U.S. states:

- + San Antonio, Texas -- 64 Beds
- + New Braunfels, Texas -- 64 Beds
- + Naples, Florida -- 54 Beds
- + Simpsonville, South Carolina - 64 Beds
- + Little Rock, Arkansas -- 75 Beds

Rich, proven, engaging daily programming that can be leveraged in new service models

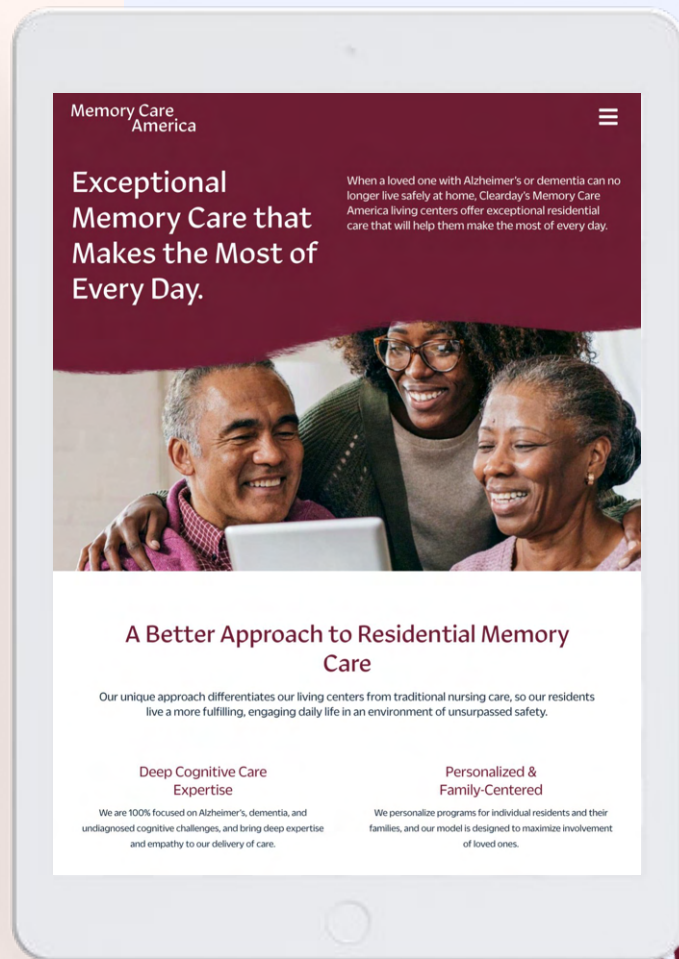
Deeply established training protocols for best-in-class memory care staff development

Unique understanding of family caregiver needs, worries, and preferences



Memory Care America

Differentiated residential memory care



Memory Care America

A better approach to residential memory care



A Better Approach to Residential Memory Care

Our unique approach differentiates our living centers from traditional nursing care, so our residents live a more fulfilling, engaging daily life in an environment of unsurpassed safety.

Deep Cognitive Care Expertise

We are 100% focused on Alzheimer's, dementia, and undiagnosed cognitive challenges, and bring deep expertise and empathy to our delivery of care.

Personalized & Family-Centered

We personalize programs for individual residents and their families, and our model is designed to maximize involvement of loved ones.

Holistic Focus on Quality of Life

Our integrated programs and services are designed to help our residents maximize their independence, reinforce their dignity, and maintain a high quality of life.

Comfortable & Inviting, By Design

Our living centers are intentionally designed to be the most comfortable, safe, and inviting environment for residents with cognitive challenges.

Investing in Our Caregivers

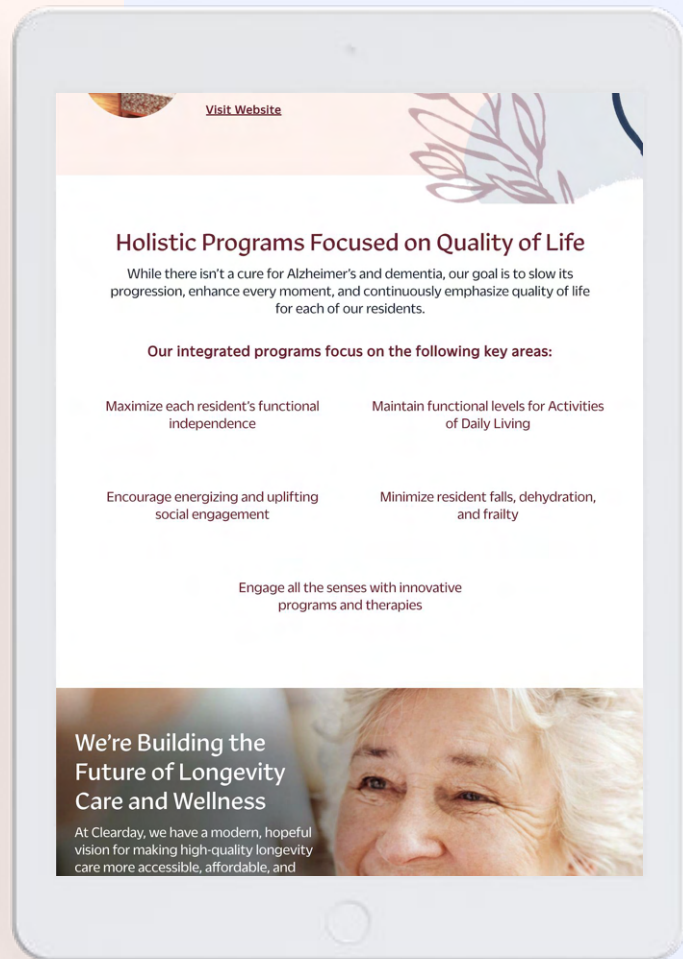
We are dedicated to continuous education and training for our team members, which ensures the best possible care for your loved one, while reducing staff turnover.

Unmatched Safety

Our unmatched safety protocols ensure the safety and welfare of our residents, including with respect to medication management.

Memory Care America

Holistic programs to improve quality of life



Memory Care America

Fueling our innovation



We utilize our Memory Care America communities as engines of research and innovation.

This foundation has enabled us to develop, test, and commercialize numerous offerings and assets that create barriers to competition in our broader markets. These include:

- + Virtual care model - **Clearday at Home**
- + Daily care model - **Clearday Clubs**
- + Proprietary, Multi-sensory Cognitive Therapy - **Clearday Restore**
- + Foundational relationship with Veterans Administration
- + Advanced Air Purification System/Pathogen Neutralization - **OxyDefender** (in R&D)
- + Leading Nano-Technology Liquid Sanitizer - **MicroSure** (distribution relationship)
- + Proprietary, scalable caregiver training - **Technician of Care**
- + Best-in-class, repeatable safety processes and protocols
- + Lead generation methods and processes

Our **Residential Care Foundation** enables new operating models for longevity care services

clearday
at Home

clearday
Clubs

**Memory Care
America**

Virtual/Digital Care Offering

- Supporting high-quality caregiving at home
- Combination of on-demand and live/interactive programming
- Accessible via in-home devices
- Monthly or annual subscriptions for consumers: \$35-\$45/mo + premium options
- “Pro” offering for paid in-home care aides
- **Target 50%+ operating margins**

Daily Care Offering

- “75% of the care for 25% of the cost”
- Membership-based daytime care communities
- 3- 5- & 10-year commercial leases, converted to Clearday standards
- Monthly membership rates variable: \$1,200 - \$1,700/month
- Strong affiliate options (e.g. VA)
- **Target 30-35% operating margins**

Specialized Residential Care

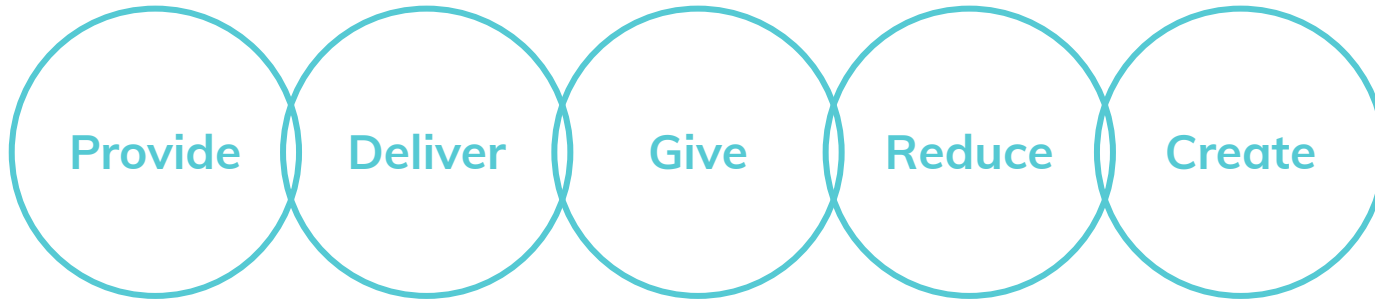
- Exceptional, residential memory care communities, when living at home is no longer an option
- 5 highly rated communities in 5 U.S. states
- Traditional 15-year commercial leases
- Monthly residential rates: \$5,250 - \$6,250 per month
- **Target 16% - 20% operating margins**

Clearday Care Services have multiple paths
for **revenue growth and expansion** beyond initial channels

clearday at Home	clearday Clubs	Memory Care America
Direct to Consumer	Clearday-Funded Clubs	Differentiated Residential Care Model
Business to Business Strategies	Business to Business Strategies	
Residential Care Channel	Franchise Club Model	
Employer Benefits Channel		

We've captured **our vision** for Clearday Services in a set of key principles.

We call it **The Clearday Way™**, and it guides everything we do.



Provide our members with safe, positive, community-based environments that increase their independence, social engagement, and overall well-being.

Deliver personalized programming and therapies that prolong our members' ability to live at home, rather than transitioning to full-time residential care.

Give our members' families the comfort of knowing their loved ones are enjoying their days with us, whether at home, in a daily care Club, or in one of our living centers.

Reduce economic anxiety for our members and their families by offering fantastic new care options at a fraction of the price of residential care.

Create innovative work environments, empowering development programs, and a purpose-driven culture that attracts and retains the highest quality caregiving staff.

Superconductor Merger Synergies

Oxynator - Using Superconductor's Sapphire Cryocooler Advanced Air Purification System

- Via joint venture with Superconductor, an advanced air purification system intended for commercial buildings
- Specifically focused on healthcare environments, to destroy airborne pathogens like bacteria and viruses
- Initial markets include:
 - Residential Care Communities
 - Medical Office Building
 - Hospitals
 - Surgery Centers

Special companies emerge that
fundamentally change the way we live our lives...

NETFLIX

facebook



Google

amazon

Uber

Comparable Set of Companies

Innovative Health Care Services Company

Clearday has positioned itself at the intersection of telehealth, Software as a Service and content and considers the following as comparable companies:

- 1Life Healthcare
- American Well Corp
- Chegg
- Chewy+
- Etsy
- Oak Street Health
- Ontrak
- Peloton Interactive
- Pluralsight
- Teladoc Health.

Historic Business – Residential Care

Comparable companies for traditional residential care business include the following:

- Addus HomeCare Corporation
- Amedisys, Inc.
- Brookdale Senior Living Inc.
- Capital Senior Living Corporation
- Encompass Health Corporation
- The Ensign Group, Inc.
- Genesis Healthcare, Inc.
- National HealthCare Corporation
- The Pennant Group, Inc.

It's time to fundamentally change the way care is received and delivered in the **longevity market**.

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