

clearday

Innovative Services & Products that Deliver the Future of Care

Updated: December 2021 | Confidential



Welcome to a new generation of care.

Clearday is an innovative care company with a vision for making high quality care options more accessible, and affordable.

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We are creating the future of care — for America's leading Hospitals, Home Health Agencies, and their employees. Headquartered in San Antonio, Tx.

Public company, traded under CLRD.

Leader in Eldercare Treatments and pioneer in Virtual Cognitive Care — with over 5,000 families served.

Elite team of industry veterans with over 40 years of senior-care management from 24-7 Living Centers to innovative Daily Caring centers.

Champion of the Professional Caregiver and helping America's Age In Place.

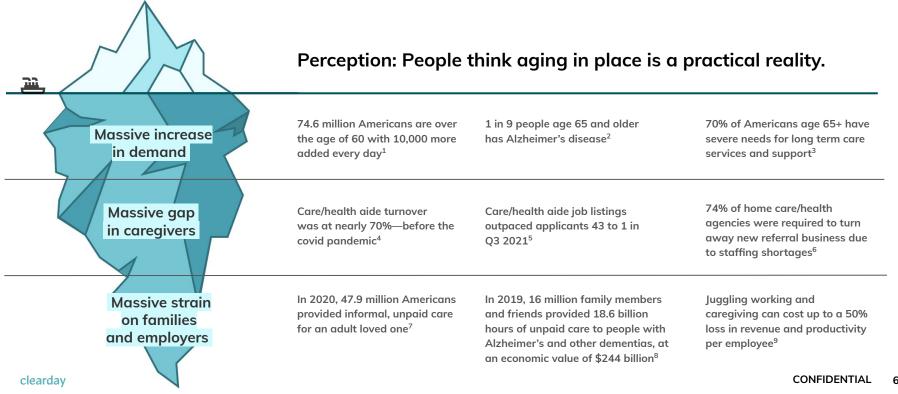
SaaS subscription business model

Founder of the Clearday Labs, a platform for developing innovations for Cognitive Decline.

CHAPTER ONE

The Care Crisis

90% of seniors want to Age In Place—today's care infrastructure is failing them



Rapid aging of America creates **enormous demand** for non-acute care services

74.6M Americans are over the age of 60 with 10,000 more added every day

+M08

people globally will have dementia, Alzheimer's, or experience significant level of cognitive decline by 2030

70%

of Americans age 65+ have severe needs for long term care services and support





Older Americans **overwhelmingly** want to avoid residential care

90%

of seniors want to age at home for the next 10 years

28,650

residential care communities operate in the United States — **no one wants to live in them**

\$100k

annual specialty residential care cost for conditions like Alzheimer's and other dementias There is an increasingly **urgent shortage** of qualified caregivers

22% of nurses indicated, in May 2021, that they may leave their current position within the next year

151k The national caregiver shortage by 2030, expanding to 345,000 by 2040

70%

The care/health aide turnover rate before the COVID pandemic



Families are **overwhelmed** by care burdens

In 2020, **47.9 million Americans** provided informal, unpaid care for an adult loved one

In 2019, **16 million family members and friends provided 18.6 billion hours of unpaid care** to people with Alzheimer's and other dementias, at an economic value of \$244 billion



Families are **overwhelmed** by care burdens

Nearly **75% of Alzheimer's and dementia** caregivers are somewhat or very concerned about maintaining their own health since becoming a caregiver.

Nearly **60% of Alzheimer's and dementia caregivers** rate the emotional stress of caregiving as high or very high.



Care providers are **struggling to find employees and meet demand** for specialized care

Care/health aide **job listings outpaced applicants 43 to 1** in Q3 2021.

74% of home care/health agencies were required to turn away new referral business due to staffing shortages



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Employers suffer **economic destruction** as employees underperform or leave the workforce

10% of unpaid caregivers have had to give up work or retire early to accommodate their caregiving responsibilities

Juggling working and caregiving can cost up to a **50% loss in revenue and productivity per employee**

There is a roughly **2x cost impact** to replace employees seeking more flexibility



Fundamentally new and innovative service models are required to fill this urgent care gap, and to relieve pressure on families, professional care providers, and employers.



CHAPTER TWO

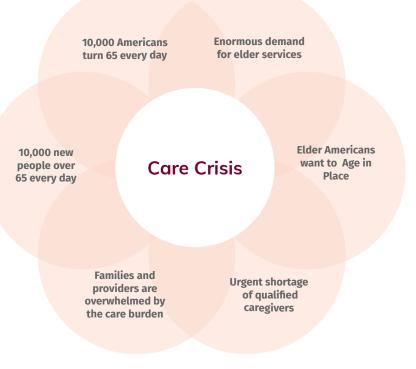
The Disruptive Solution

Colliding trends have created an enormous gap in care

Massive Increase in Demand: More Americans are turning 65 every day, and they're living longer than ever before.

Qualified caregivers can't meet today's demand: And demand is rapidly accelerating.

Older Americans overwhelmingly want to avoid residential care: They want to Age in Place, at home, on their terms.

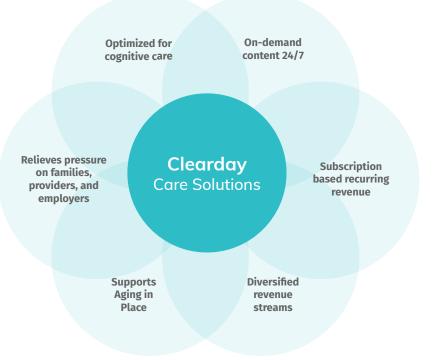


Clearday fills the enormous gap in the longevity care ecosystem

Clearday Labs: Incubate and Accelerate new Products, Partners, and Channels

Virtual Care Platform: Clearday at Home, Clearday Network, Clearday Corporate

Best in Class Brick and Mortar Facilities: Clearday Living Centers, Clearday Clubs, Branded Partner Facilities



A stable core business and a world class team **puts Clearday on a path to meet the demand.**

Stabilization

We Invested in People

- COVID Hit
- We invested in staff to save lives and operate with world class safety protocols
- Leveraged decades of experience in non-acute care to incubate new products and services in our Clearday Living Centers
- Partnered with Thinktiv to accelerate the development of these products and services

Optimization We Invested in Technology

- We're getting paid back for our investment in staff: PPP; \$4M+ in tax credits
- Merged With Superconductor Technologies to bring Cryotech to market – clean air in, bad air out
- Partnered with Sterling Select to bring Cryocooler tech to market
- Clearday Labs brought to market "Clearday at Home" our Virtual Platform that enables Aging In Place
- Clearday Network created to accelerate into the B2B space

Growth

We're Investing in Scale

- Our Clearday Living Centers become profitable labs for new products and services
- Service offerings increase to our existing customers increasing revenue
- Flagship Club opens
- Clearday Virtual Centers Launch
- Labs continues to incubate and launch new technologies and services into our networks

2019 clearday

2021

we're here

CHAPTER THREE

Transforming the Ecosystem

Clearday has been methodically building care solutions to meet the increasing demands of older Americans

The industry is currently focused on buildings and 1:1 Care. Aging in Place requires a New Model.

Old Model New Crisis

- Buildings
- Legacy Care Model

Undesirable residences

Unsustainable as the demand for care and lack of caregivers collide

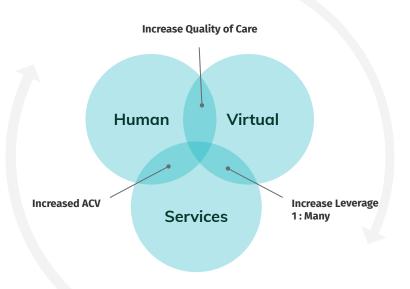
New Model Enables Aging In Place

- Age In Place
- Technology Enabled Care
 Model

Increases quality of life/care

Increase scale of caregiver's access to patients

Increase customer LTV



Clearday Solutions



Clearday Labs

Robotics, Oxygenator, Next Gen Tech. Clearday and its affiliates are developing innovative technologies to allow for safely aging in place.

Clearday Virtual

Clearday At Home

A virtual care offering built both in response to COVID and the growing desire to age in place, CDH is both a B2C and B2B offering with extensive partnership opportunities.











Clearday Clubs

Daytime Care

A modern recreation of an old idea that was ahead of its time, this offering serves a huge demand from Americans who want to age in place and provides temporary relief from the burden of care for families and unpaid caregivers.







Clearday Living Centers

Memory Care America

Clearday has a strong foundation in memory care that allows us to change the conversation and develop a new model of care that addresses ever-growing demands.



Clearday Living

- This is our **foundational business**—we're a care company first and foremost.
- We are 100% focused on Alzheimer's, dementia, and undiagnosed cognitive challenges, and bring deep expertise and empathy to our delivery of care.
- Holistic programs and services support independence, dignity, and a high quality of life.
- Our safety protocols and procedures help ensure the welfare of our residents and caregivers.

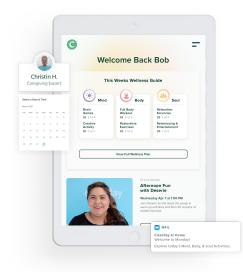




When a loved one with Alzheimer's or dementia can no longer live safely at home, Clearday's living centers offer exceptional residential care that will help them make the most of every day.

Clearday Virtual

- Virtual assessments provide families with personalized care plans so they can provide the best level of care as conditions change.
- Families have 24/7 access to video content and programming as well as self-care and training for family caregivers.
- As users engage, the smart content is personalized and refined for their needs until the next assessment.





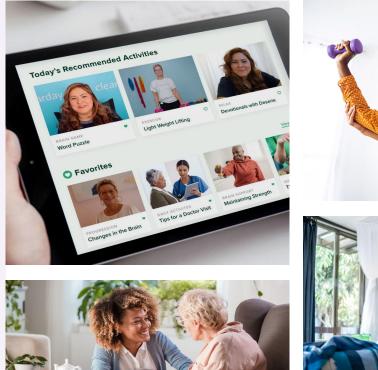


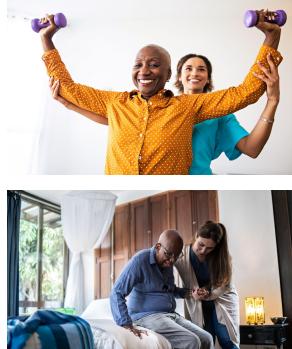


Virtual, cognitive care services, resources, and training that improve quality of life and ease the burden of caregiving — at your fingertips.

Clearday Home Care

- Dedicated emissaries offer in-person and virtual care to best support **aging in place**.
- Emissaries combine the skills and training of a traditional Home Care Aide and a Care Manager by leveraging the Clearday Virtual platform
- Coaching, support groups, and wellness guides are available to help navigate care, and the challenges around cognitive decline—for everyone involved.





Clearday Home Care provides a hybrid approach to care, combining traditional in-person care with Telehealth and on-demand content to deliver a personalized care plan that's low-cost and highly effective.

Clearday Clubs

- A superior **membership-based daytime care option** for those with lifestyle-limiting chronic health conditions.
- Modern spaces designed to be peaceful and relaxing, so each member can find their own best routine.
- Clubs offer a community filled with friends & scheduled programming overseen by caring, passionate staff
- Staffed with highly-trained, multi-lingual professionals who are experienced delivering loving care to those with cognitive deficit conditions.



We understand that in order for family caregivers to feel good about finding time for themselves, they need to be sure that their loved one is safe, happy, and getting the loving attention they deserve. That's what we're here for.

Clearday Labs

- Allows us to incubate and accelerate new products, partners, and channels
- Joint venture with Invento Robotics to develop user-friendly robots that enhance engagement and capture crucial data.
- **Cryotechnology** research around atmospheric changing capabilities and its impact on cognitive care treatments



Clearday Labs is revolutionizing the future of care by developing innovative technologies to enhance longevity care.



Clearday is a healthcare company that makes aging in place a reality – for everyone involved.

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Sources

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- 2 <u>Alzheimers Facts & Figures</u>
- 3 Lifetime Risk of Needing and Receiving Long-Term Services and Support
- 4 <u>Caregiver Turnover Rates</u>
- 5 <u>The Healthcare Worker Squeeze</u>
- 6 <u>2021 HHCN "Impact of Staffing Challenges"</u>
- 7 <u>AARP; Caregiving in the US (2020)</u>
- 8 Economic Burden of Alzheimer's
- 9 <u>Managing the Future of Work</u>

