

clearday

Welcome to a new
generation of care.

August 2022

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Executive Summary

Headquartered in **San Antonio, TX**

Public company, traded under **CLRD**

Leader in Memory Care treatments and pioneer of virtual cognitive care solutions to help Americans **"Age In Place"**

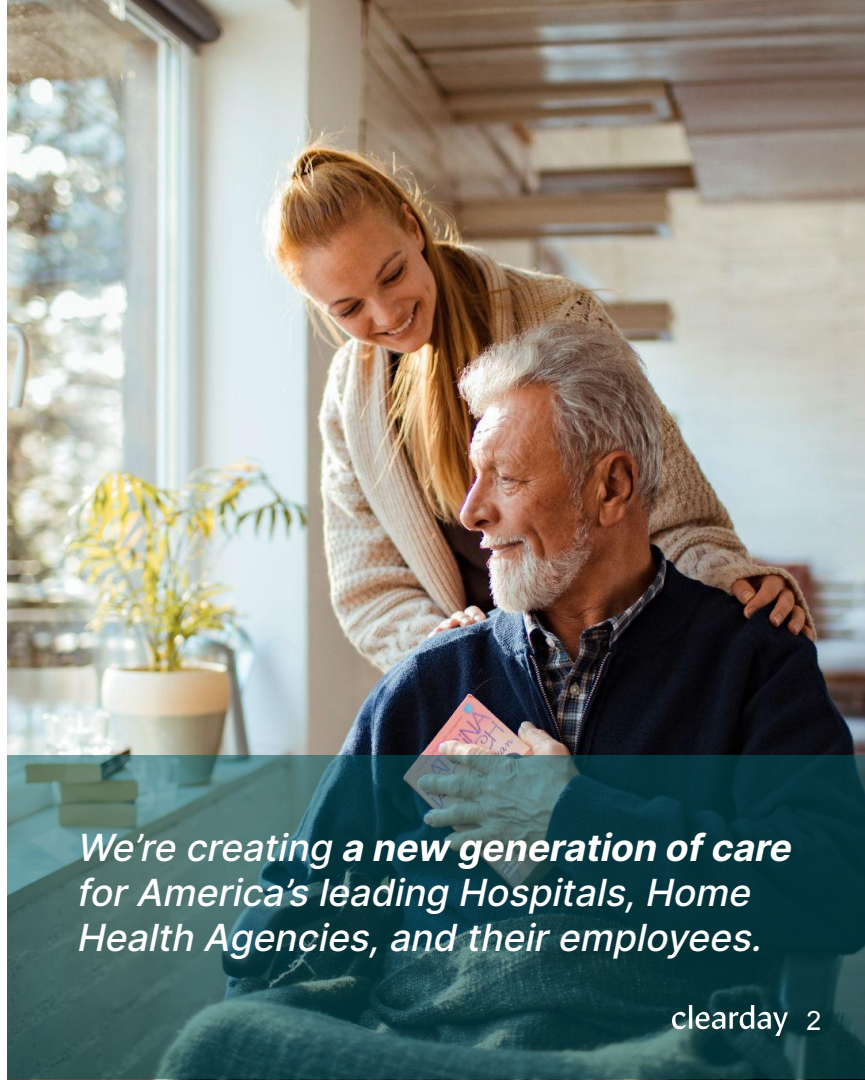
Elite team of industry veterans with over 40 years of senior care management for 24-7 Living Centers and Daily Care clubs

Champion of the professional caregiver through tech-enabled education and support to **lower turnover rates and increase operations efficacy**

SaaS subscription business model

Founder of the **Clearday Labs**, a platform for developing innovations for cognitive decline—ushering in a new generation of care.

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*We're creating a new generation of care
for America's leading Hospitals, Home
Health Agencies, and their employees.*

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Clearday History

2014

Through a private equity fund, Jim Walesa and BJ Parrish invest in **Memory Care America (MCA)**, a company focused on senior living for members with cognitive decline.

MCA acquires its first building in Naples, FL

2015-16

MCA builds 3 new properties, customized for memory care residents, in Little Rock, AR, New Braunfels, TX and Westover Hills, TX.

MCA leases these properties from publicly traded Invesque Inc. (IVQ)

2017-18

Walesa and Parrish acquire operating control of MCA after the Company suffers from a low 30% occupancy rate and significant cash burn.

The Company internalizes management and **hires Linda Carrasco, the current President of MCA and a 35-year industry veteran**, to improve care, while Walesa focuses on the business side of increasing occupancy and unit rates.

Walesa and Parrish conduct a **roll-up merger** of the assets held in the original private equity fund into a new entity, Allied Integral United, Inc.

2019

Allied begins its quest to innovate the senior care industry and **partners with Thinktiv**, a “go-to-market” strategist and technology innovator.

Together, these two create **Clearday Labs** as an incubator for innovation in the memory care space and a launch platform for new technologies (both internal and third party).

Allied also develops a day care concept, **Clearday Clubs**, for middle-market seniors not ready for the residential commitment.

Allied identifies a merger partner, Superconductor Technologies, Inc., with the intent of gaining access to the public markets.

Allied begins to **sell non-core assets** from the private equity fund to focus on healthcare.

2020

COVID devastates the senior living market.

Clearday’s focus on resident care over profits enables the Company to properly care for residents and caregivers **without a single direct COVID-related death throughout the pandemic**.

2021

Allied merges with Superconductor, and the publicly listed Clearday, Inc (CLRD) is formed.

As part of the merger, Clearday gains the rights to the **CryoPure** clean air technology.

Clearday acquires its first day care, **Primrose Lane**, in San Antonio, TX.

Clearday forms a **joint venture with robotics expert Invento** to introduce a robotic solution to the non-acute residential senior care market.

Clearday develops a repeatable, scalable process for developing, testing, improving and **launching new products for the senior care space through Clearday Labs**

2022

Clearday evolves from the pandemic, with a **market-leading 95% occupancy, and room rates 35% higher than 2017** when the team took over operational control.

Clearday Labs **launches the alpha version of its consumer platform for virtual care and a B2B variation** for other residential and home-based care providers.

Robotics are introduced into the Clearday communities.

Clearday retains **DelMorgan & Co.** to support a capital raise for additional property acquisitions and growth of the innovation programs from the Labs incubator beyond the Clearday footprint

Longevity Care Crisis

90% of seniors want to Age In Place.
Today's infrastructure is failing them.

Massive Increase In Demand for Care

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

80M+ people globally will have dementia, Alzheimer's, or cognitive decline by 2030

70% of Americans age 65+ have severe needs for long term care services and support

Massive Gaps For Caregivers

~70% turnover rate for caregivers and health aides—*before* the pandemic

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

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

Massive Strain on Families

47.9M Americans provided informal, unpaid care for an adult loved one in 2020

18.6B hours of unpaid care were provided by **16M** family and friends to people with Alzheimer's and other dementias, at an economic value of **\$244B** in 2019

50% loss in revenue and productivity for every employee juggling work and caregiving due to stress and time constraints

Clearday is dedicated to filling these gaps by offering a **Continuum of Care** that meets people wherever they are in their diagnosis.

The continuum provides much needed care and resources that allow families to form a relationship with the Clearday brand sooner, for longer—and **supports high growth/margin solutions through real estate, technology, and healthcare.**



Growth & Opportunity

Clearday is transforming memory care's legacy model into a sustainable, asset backed, digitally enabled platform for growth.

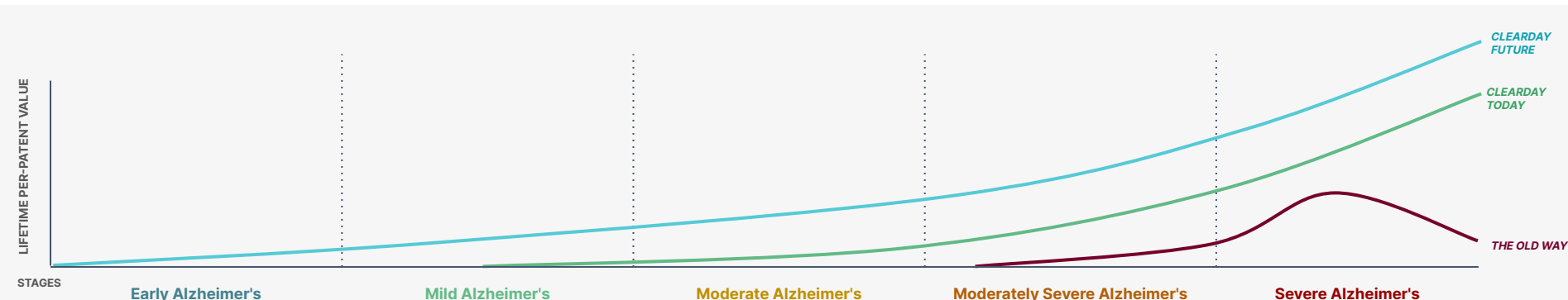
The Old Way primarily focuses on real estate, that no one wants to live in, so the customer relationship only starts when someone with advanced cognitive decline reaches a point where they *must* seek for full time care.

The Clearday Way provides a continuum of care that meets people wherever they are in their diagnosis by offering supportive technology, specialized memory care, and residences that people actually want to call home.

	clearday	Industry Avg.
Occupancy Rate	94-96%	68-72%
Avg. Room Rate	\$5,250 - \$7,250	\$3,900 - \$5,100
Staff Retention (after probationary period)	50%	35%
Avg. Covid-Related Deaths per Facility	0	13

Growth & Opportunity

Clearday is transforming memory care's legacy model into a sustainable, asset backed, digitally enabled platform for growth.



Old Way

Location, Price, Short Customer Cycles

- Sales are defined by the location of the building and its proximity to a customer's home
- Competing on price—racing to the bottom
- The customer relationship historically only starts when someone moves in, at a Moderate/Severe stage of cognitive decline

Clearday Today

A Continuum of Care to Age In Place

- Decision changes from location preferences to care preferences, and the relationship with families start sooner
- Clearday offers a Continuum of Care that offers more than just residential care, providing families with innovative therapies, products and services designed by care experts
- Technology-enabled solutions also increase the efficacy of operations, onboarding, and enhanced training which leads to lower turnover, lower cost, and improved lifetime value/average customer cost

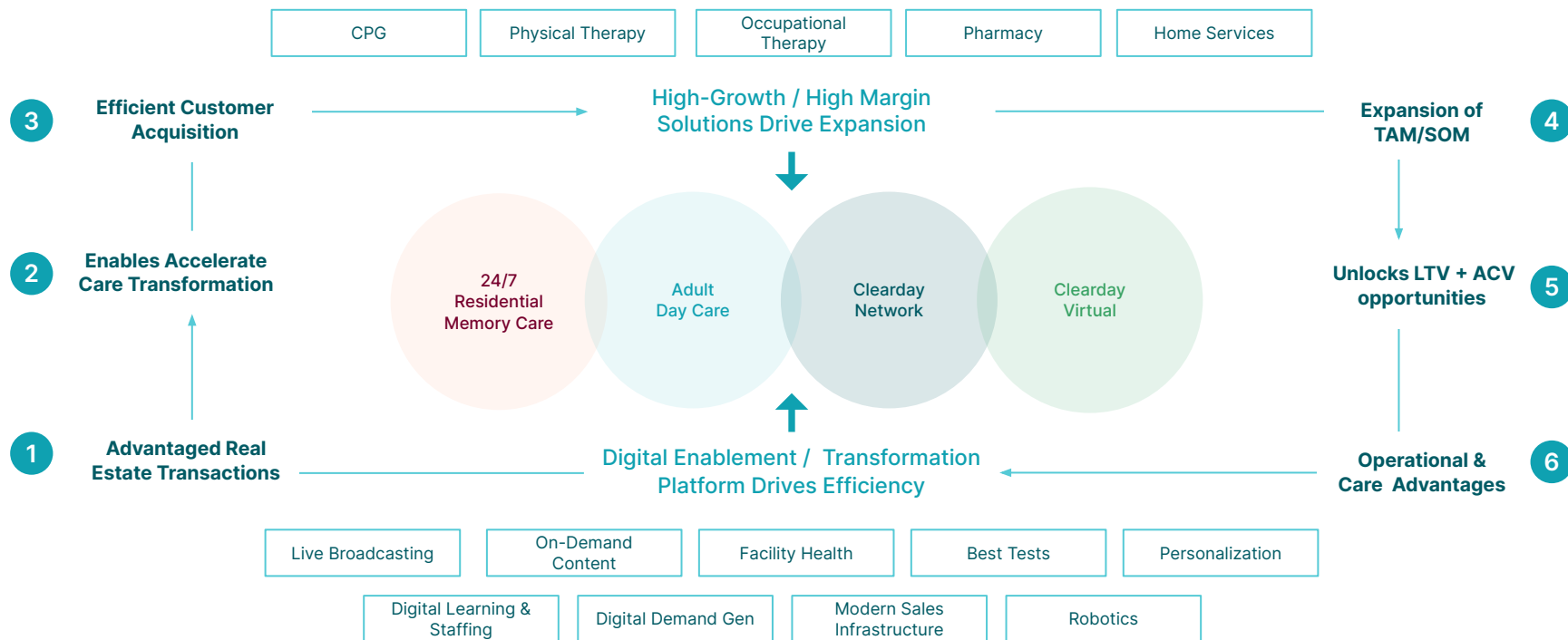
Clearday Future

An Enhanced Continuum with more services, higher margins, earlier adoption, and a longer lifetime

- Clearday's products and services available for every stage of a patient's journey—increasing loyalty, care and value
- Increasing length of customer lifecycle increases LTV (lifetime value)
- By continuing to innovate and support R&D, Clearday and its partners can continue to innovate to provide the best care now and in the future
- Integration with Skilled Nursing Facilities to expand Care Continuum and Network

Solution Ecosystem

A network of solutions and opportunities to meet the increasing demands of memory care today—and tomorrow.



People-centric. Tech-powered.

Clearday's Continuum uses tech-enabled products to deliver modernized care through virtual and residential touchpoints—all designed and managed by memory care experts.

The result is a dynamic house of brands that offer superior cognitive care in a hybrid environment with high-growth/margin product opportunities.

PEOPLE

Memory Care Experts

Clearday is result of a network of industry veterans and Care Experts who intrinsically understand the challenges and needs of those diagnosed with Alzheimer's or dementia—and how to bring those solutions into the market at an enterprise level through:

- Innovative therapies, content, and curriculum that better support patients and increase their lifetime value
- Behavior Engagement Stimulation Temperament (BEST) Test to determine levels of care
- Enhanced facility and operational efficacy superior to that of industry averages

PRODUCTS

Tech-Enabled Solutions

Our flagship product, **Clearday at Home**, is a virtual care management system loaded with customized and educational content for both patients and caregivers.

Clearday Labs works with select affiliates to identify and develop the future of care through robotics, cryo-cooling technology, software innovation, and more.

These solutions are a core aspect of Clearday's model of care, and are primed for adoption by hospital systems, skilled care facilities, and strategic healthcare partners as part of the **Clearday Network**.

PLACES

Destinations For Care

In addition to virtual products and innovative solutions, Clearday also manages a variety of daily and full time care destinations.

Clearday Clubs offer monthly memberships to daily care communities as an affordable alternative to residential care.

Memory Care America, the foundation of Clearday, offers full-time residential memory care that feels modern and desirable. MCA communities leverage CD's tech-enabled solutions and innovative therapies, designed by our memory care experts, to create a modern, desirable experience.

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clearday
at Home

clearday
Labs

clearday
Clubs

Memory Care
America

clearday
Skilled Care

clearday
Network

Memory Care Experts

Clearday's foundational business, Memory Care America, is able to claim industry-leading numbers thanks to our team of Care Experts. Their invaluable knowledge about how to best provide Alzheimer's and dementia care means that we're able to achieve better results—from occupancy and room rates, to staff retention, to overall quality of care.



Linda Carrasco
LSW, CALA, CDP, HMP

30+ years of experience



Deserie Drew
CISM, CDP, MEPAP

15+ years of experience



Christin Hemmens
PT, CDP, CALM

27+ years of experience

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Tech-Enabled Solutions

Clearday Virtual

Clearday Virtual applies the same best-in-class practices we rely on in our Memory Care America communities, where we've developed cutting edge training, programming, and therapies that improve the lives of those with cognitive deficits—packaged as a B2B/D2C solution for those taking care of a loved one, or anyone who desires to Age in Place.



Cognitive Assessment

The BEST Test establishes a baseline for cognitive health mobility, & preferences.



Customized Care Plan

Our licensed experts carefully design your Care Plan using BEST Test results.



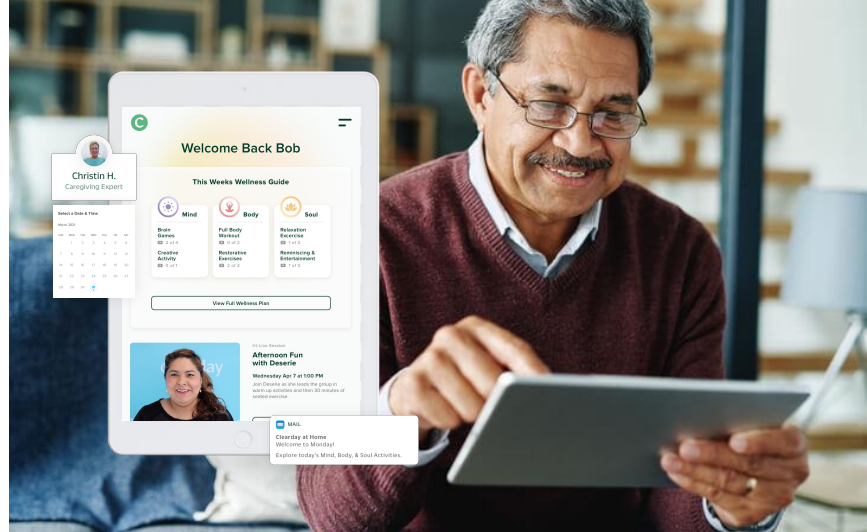
Activities For Mind, Body, & Soul

Personalized Daily Activities in your Care Plan promote healthy engagement.



Caregiving Coaches & Support Groups

Care Experts provide support, monthly BEST Tests, and Care Plan updates.



BEST Test Results and Care Plan

Cognitive Health

Overview

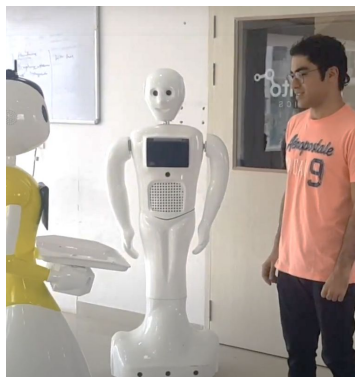
To support Janet's cognitive health, we recommend weekly activities that stimulate long-term memory.



Tech-Enabled Solutions

Clearday Labs

Clearday Labs works with select affiliates to identify and develop innovative products and services to support a modern approach to memory care through increased engagement, safety, and delight. Together, we're designing the future of care through **robotics**, **cryo-cooling technology**, **software innovation**, and **more**.



Clearday partners with [Invento Robotics](#) to bring robotic technology to the senior care world. This fusion of robotics, personal care, and convenience aims to revolutionize the senior care ecosystem not only for patients, but their caregivers as well.

- Emergency & Fall Detection
- Health Monitoring
- Telehealth Support
- Companionship
- Gamification
- Round Assistance



Destinations for Care

Clearday Clubs

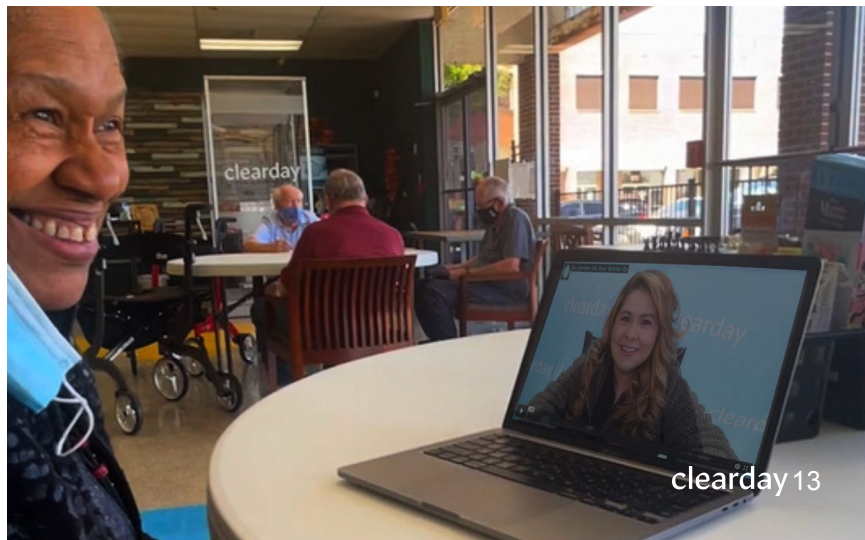
Our membership-based Clearday Clubs are an inspiring new kind of daytime destination for those with dementia, Alzheimer's, or other lifestyle-limiting chronic health conditions. Clearday Clubs offer a place that looks and feels like home—designed to be peaceful and relaxing, with enough room for each member to find their own best routine and socialize with others while being overseen by Clearday-Certified staff.



DAILY CHECK-IN
Janet enjoyed activities and craft time today at Clearday!
[view photos](#)

Clearday Clubs provide a trusted resource to unpaid caregivers and family members helping their loved ones Age in Place as a more affordable alternative to full-time residential care.

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Destinations for Care

Memory Care America

When a person with Alzheimer's or dementia can no longer live safely at home, Clearday's MCA living centers provide exceptional residential care supported by our innovative, tech-enabled therapies to create a modern, desirable place to call home.

The foundation for Clearday's portfolio is property.

Clearday currently owns/leases 4 residential communities, 1 day care and 1 corporate office building.

Residential Communities

- **Naples, Florida** owned and operated residence
- **New Braunfels, Texas** leased and operated residence
- **Westover Hills, Texas** leased and operated residence
- **Little Rock, Arkansas** leased and operated residence

Day Care Community

- **San Antonio, Texas** owned and operated day care

Corporate Office Building

- **San Antonio, Texas** owned corporate building—home to Clearday TV Studio; *future home to flagship Clearday Club and Clearday Pharmacy*



94%
Occupancy Rate

**\$5,250-
\$7,250**
Avg. Room Rate

0
Avg. Covid-Related
Deaths Per Facility



The Future of Clearday



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REAL ESTATE

Increase the Real Estate Footprint – Clearday plans to purchase, enhance, and refinance more Living Center and Club facilities to keep up with the growing demand

Real Estate Pipeline – Market pressures have created a buying opportunity that Clearday can capitalize on

TECHNOLOGY

Continue to Innovate Inside Clearday Labs – Increase presence of Mitra robots in CD facilities, continue to research and develop tech-enabled products with internal use and outside distribution sources

Distribute CryoPure – The clean air technology Clearday acquired in the reverse merger, to all of the Clearday facilities

CARE

Increase the Services Offered Inside the Communities – increasing the lifetime value of each resident through additional CPG products, CD Labs technology, and more care-centered offerings

Develop New Markets – By selling and licensing Clearday's products and care services as 3rd party sales outside of existing facilities

Clearday is positioned to become the next billion-dollar category leader in memory care.

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Thank you.

For more information:

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