

MARKET INFORMATION

Facts and figures of 2PCS in the marketplace

In which countries is 2PCS already available?

Austria, Germany, Switzerland, Italy, The Netherlands

Do you intend to enter new national markets in the next few months? Which countries?

France

In which market segment do you operate?

Home care and inpatient care; especially elderly homes and assisted living facilities

Describe your typical customer?

The 2PCS system is an alerting and locating system for older adults living at home, assisted living facilities, nursing homes, rehabilitation clinics, and hospitals.

Who are your main competitors?

Classical nurse call systems and basic GPS-based outdoor solutions; 2PCS can integrate with and substitute both

How has Covid-19 affected your market?

Care givers and care organisations are asking for solutions that are easy to install without installers having to be present on site. The whole 2PCS system can be installed, even in large organisations, without our system integrators having to enter the site and still be fully integrated in the care process. This is a major benefit of 2PCS when so many system integrators are not able to enter care facilities.

What problem is 2PCS addressing? 2PCS is addressing the safety and independence needs of people in care as well as reducing the stress on healthcare personnel and informal care givers. Fall detection, alerting functionalities

and location-based services can be provided at home and outside, which all support safe mobility inside and out.

Why is 2PCS better than what is already available? It is easy to set up and integrate into the existing infrastructure. With the specific 2PCS COVID-19 solution it is even possible to work fully autonomously from the IT-infrastructure on site.

Is there a growing market for 2PCS? Based on the demographic change our target market is generally growing, especially for those with dementia and their care givers.

Do you mainly sell B2B or B2C?

B2B

What are your main distribution channels?

System integrators in each country and in areas not covered by them, 2PCS does direct business (B2B)

What is the business model for 2PCS? eg. monthly fee, one-off payment, etc.

Both, monthly fee (eg. for the COVID ad hoc solutions) and one-off payments

Do you offer different versions of 2PCS? eg. basic, premium, etc.?

No

How many users are already using 2PCS? 2000 (PE)

How does this compare with the overall potential of the market? It is less than 0,01% of the potential market.

