

MARKET INFORMATION

Facts and figures of DomoCare in the marketplace

In which countries is DomoCare already available?

Switzerland and France

Do you intend to enter new national markets in the next few months? If yes, in which countries?

Yes, UK and Germany

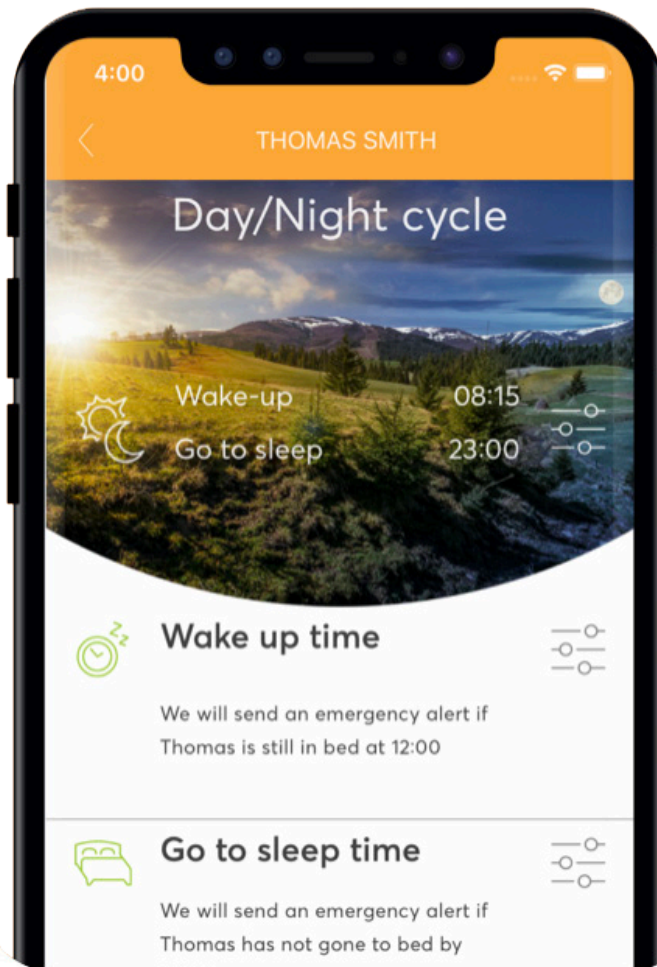
In which market segment do you operate? Telecare, telehealth (home care organisations, assisted-living apartments)

Describe your typical customer? Home care organisations willing to offer new safety and health services

Who are your main competitors? Senior Adom, Easier Life, Tunstall, Doro, Legrand, Sensara, Neat, Essence Group

How has Covid-19 affected your target market? We have needed to postpone some real estate projects and assisted living apartments

What problem is DomoCare addressing? With the increase in the older population and seniors living at home for longer, there is a need for better home care resource allocation and for better safety to prevent and detect falling or other health issues.



Why is your DomoCare better than what is already available? A clinically-validated preventive care approach and risk assessment can be use by healthcare professionals.

Is there a growing market for DomoCare? Yes, and it will double in the next 10 years.

Do you mainly sell B2B or B2C? Both

What are your main distribution channels? Home care organisations, real estate developers, pharma companies

What is the business model for DomoCare? eg. monthly fee, one-off payment, etc. Monthly fee, licence fee

Do you offer different versions of DomoCare? eg. basic, premium, etc.? Yes, Start, Night, 360, Health (Premium)

How many users are already using DomoCare? More than 2000

How does this compare with the overall potential of the market? It is 1% of the Swiss market and we are growing