

MARKET INFORMATION

Facts and figures of Link-Ages in the marketplace

In which countries is Link-ages already available? It is available (although not actively marketed) across all countries that can access Apple AppStore and/or Android Play Store. It is currently marketed in the United Kingdom.

Do you intend to enter new national markets in the next few months? If yes, in which countries? Yes - we hope to begin marketing across Europe and North America.

In which market segment do you operate? Digital technology for healthy ageing.

How can you describe your typical customer? Older people who are digitally excluded and their families.

Who are your main competitors? Grandpad, Oscar Senior, Breezie.

How has Covid-19 affected your target market? The uptake of video calling amongst older people shows that when the benefits outweigh the risks older people will engage enthusiastically with technology.

What problem is Link-ages addressing? Digital exclusion, isolation and loneliness.

Why is Link-ages better than what is already available? We offer a comprehensive package of options for communication and sharing, that is considerably more affordable than other options. It also maintains higher levels of safety and privacy compared to existing communication options. Our product works across both iOS and Android, and the lower

cost means that it is accessible to a larger number of users.

Is there a growing market for Link-ages?

Yes - not only is the issue of digital exclusion becoming more recognised, but there is an increasingly ageing population who would benefit from tailored solutions for communication, that allow full service in an accessible, affordable way.

Do you mainly sell B2B or B2C? We are shortly rolling out a new B2C service following extensive development. Prior to

Covid-19 we were developing a B2B service, that we will continue to build on.

What are your main distribution channels? B2C on Apple App Store and Google Play Stores.

What is the business model for Link-ages? eg. monthly fee, one-off payment, etc. Monthly subscription

Do you offer different versions of Link-ages? eg. basic, premium, etc.? Yes, we offer a free version with a range of core features, and premium for £3.99 per month for a group.

How many users are already using Link-ages? We launched a full version at the end of June.

How does this compare with the overall potential of the market? There is considerable market potential, as yet untapped.

