

APPTLY HEALTH TECHNOLOGIES

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# Priority access *to the specialist* you actually need.

A public-market healthcare platform reconnecting patients, physicians, employers, and partners — with transparent pricing and AI-powered matching that bypasses the 90-day wait.

**INVESTOR PRESENTATION**

Confidential — for informational purposes only

THE PROBLEM

# U.S. healthcare has failed both patients *and physicians.*

The marketplace for primary and specialty care is illiquid and inefficient. Patients can't get the care they need, while physicians are weighed down by administrative cost.

90+

Days average wait to see a specialist in major metros

33%

Of a physician's time spent on administrative work

2×

U.S. per-capita health cost vs. peer G7 economies

## THE SOLUTION

# Jump the line. See a specialist *this week.*

Apptly removes referrals, opacity, and friction. Patients book directly with a board-certified specialist. Physicians get a high-intent, direct-pay channel and back-office augmentation.

### FOR PATIENTS

## No referral. No surprises.

- Immediate access to specialists — no referral required
- Transparent, up-front pricing per visit
- AI-powered matching to the right physician, instantly
- Book in minutes, not months

### FOR PHYSICIANS

## A direct-pay channel that runs itself.

- Predictable flow of high-intent, direct-pay patients
- Automated marketing and patient acquisition engine
- Practice augmentation from billing and operations data
- Lower administrative load, more time on care

MARKET OPPORTUNITY

# \$3.7T U.S. healthcare *services market.*

Specialty care, primary care, and direct-to-employer health services represent one of the largest, most fragmented markets in the U.S. economy.

**\$3.7T**

Total U.S. healthcare services market

**5,000+**

Board-certified specialists in network

**55**

Medical specialties covered

**4**

Go-to-market channels

## FOUR GO-TO-MARKET CHANNELS

### Direct-to-Consumer

\$200–\$300 per visit, paid directly by patients.

### Channel Partnerships

Flat \$150–\$600 per visit; Apptly nets 20–50%.

### Employers

Direct staffing for self-insured employer plans.

### Federal & State

Intermediary contracts for government volume.

REVENUE PROJECTIONS

# Pathway from launch to *\$100M+ in annual revenue.*

Forward-looking management projections across four monetization channels. See forward-looking statement disclaimer at end of deck.

Channel	Next 12 mo.	2026	2027	2028	2029	2030
Direct-to-Consumer	\$106,440	\$568,980	\$2,044,877	\$4,605,455	\$10,372,367	\$23,360,559
Channel Partnerships	\$908,010	\$2,951,775	\$12,166,650	\$22,534,650	\$32,902,650	\$43,270,650
Employers	\$143,590	\$294,034	\$922,804	\$2,896,155	\$9,089,376	\$28,526,356
Subscription	\$10,975	\$52,622	\$405,525	\$1,745,460	\$4,464,406	\$7,316,909
<b>Total Gross Revenue</b>	<b>\$1,169,015</b>	<b>\$3,867,411</b>	<b>\$15,539,856</b>	<b>\$31,781,720</b>	<b>\$56,828,800</b>	<b>\$102,474,473</b>

# Exit and expansion *opportunities.*

## Practice Management & EHR Acquirers

Strategic acquirers in EHR, RCM, and practice management software seeking patient-acquisition layers.

## Marketplace & Platform Acquirers

Adjacent two-sided platforms (e.g., Upwork, Lyft, Amazon Health) extending into specialty healthcare.

## Geographic Expansion

Other Western healthcare economies facing access and price-transparency challenges.

## Vertical Expansion

Practice management software, billing, and credentialing — including adjacent verticals like dental.

# Pro-forma cap table *summary.*

EXISTING SHAREHOLDERS

~80%

NEW INVESTORS (RTO)

~13%

WARRANTS (RTO)

~7%

SYMBOL

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Illustrative summary only. Refer to official corporate filings on SEDAR+ for definitive capital-structure information.

# Operators who have done *this before.*

## Sean Kearney

CEO & Director

Digital health investor-operator. Prior exits: Lemonaid Health (23andMe), Invitae (NYSE: NVTA), RespondWell (Zimmer Biomet).

## Colleen McMillen

CMO

20+ years brand strategy across tech and healthcare. Global positioning for Livefyre (Adobe).

## Katie Muto

VP of Product

Product at HqO and HOVER; early background in health research and public-health strategy.

## Gaby Pineda

VP of Finance

15+ years scaling VC/PE-backed SaaS. FP&A, fundraising, IR leadership across international markets.

## Paula Muto, M.D.

Founder & Chief Medical Advisor

Physician and health-tech innovator. Co-founder of consumer & digital health initiatives.

## Jeff Hogan

Director

30+ years in value-based care and employer health. MD Fiduciary Services, Homa Health.

## Craig Zevin

Director

Veteran growth operator across digital health, SaaS, consumer tech. COO at Spaceport.xyz.

## Max Whiffin

Director, VP Capital Markets

Corporate development & venture finance leader at NorthBay Capital.

# Apptly Health Technologies

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### CONTACT

[ir@apptlyhealth.com](mailto:ir@apptlyhealth.com)

+1 (236) 707-APPT · +1 (236) 707-2778

[apptlyhealthtech.com](http://apptlyhealthtech.com)

### OFFICIAL FILINGS

SEDAR+ — search 'Apptly Health Technologies'

### FORWARD-LOOKING STATEMENTS

Certain statements in this presentation constitute forward-looking statements within the meaning of applicable Canadian securities legislation, including statements relating to the Company's plans, revenue projections, market opportunity, partnerships, and expected performance. Such statements are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those implied. An investment in the Company is speculative and involves substantial risk. The Company assumes no obligation to update forward-looking statements except as required by law. For definitive corporate disclosures, refer to the Company's filings on SEDAR+.