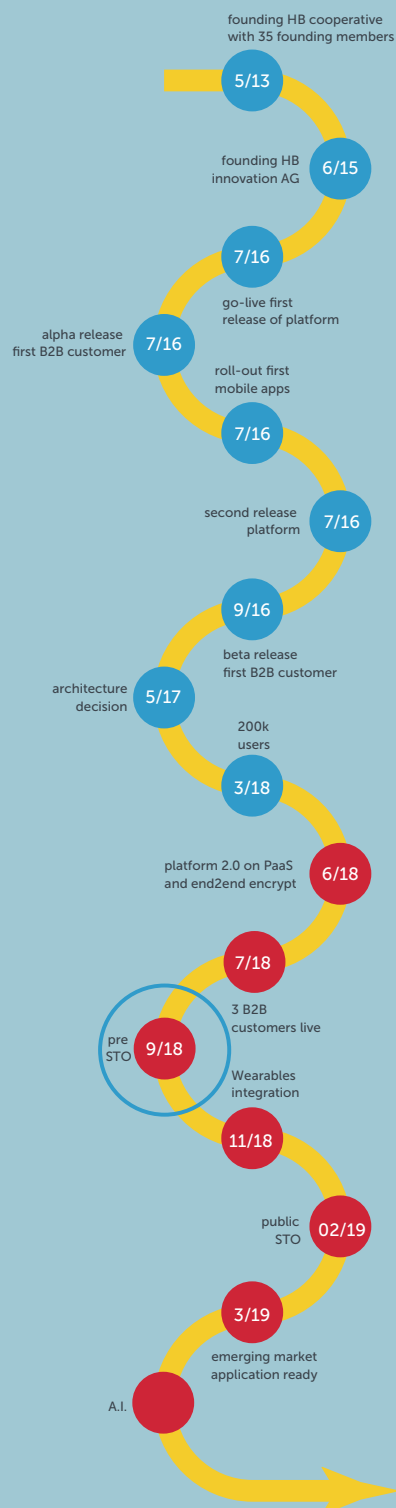


## HEALTHBANK DEVELOPMENT ROADMAP

After years of development, healthbank is built on tested technology, solid governance and an experienced team that will lead an ambitious growth plan focused on user acquisition, partnership development and monetisation solutions for the healthbank ecosystem.



# AN STO YOU CAN BANK ON

## PRIVACY REGULATION

The new European privacy regulation (GDPR) as per May 25th, changes the market completely; No personal data must ever be stored without explicit and informed consent, of each respective user. healthbank is GDPR compliant.

## VISIBILITY/AWARDS



- Health Hub Vienna 2018 participant



- TEDx Basel Talk 2017



- pwc/seif BOOST Program 2016



- Digital Health Global 100 ('14, '15, '17) Award winner

healthbank is revolutionising how personal healthcare data is exchanged, stored and monetised. Healthcare data today is complex – it often is stored in closed ecosystems, sits dormant, is nearly never seen by the end user – the patient. Exchanging personal healthcare data is difficult – patients and care providers rarely have a complete record of an individual.

Health consumerism is driving how care is delivered and accessed. Patients increasingly have more data and choices at their fingertips and healthbank's ecosystem enables users to securely store and exchange data with a range of healthcare, pharmaceutical and wellness & lifestyle service providers.

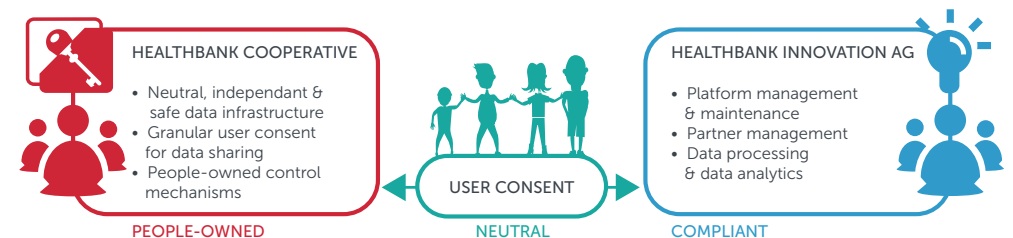
By operating a health data exchange platform, we connect different stakeholders in the health ecosystem – at the user's request. healthbank provides an independent and neutral solution, that only the user has access to. We also process and exchange data, but that is also the user's choice.

## GOVERNANCE FOR THE PEOPLE, BY THE PEOPLE

### PRIVACY YOU CAN BANK ON

Today healthbank consists of two symbiotic organisations:

- healthbank cooperative is the core solution which stores patient data on a fully secure digital platform – governed by patients (members)
- healthbank innovation AG as the platform manager – responsible for the development of services, apps, integration of partners, and data processing on behalf of the user.



### YOUR OPPORTUNITY- INVEST IN A MARKET-PROVEN BUSINESS

- We raise funds for a proven business model as Series A venture round
- We offer a well-regulated Security Token with underlying equity in healthbank cooperative with dividend rights
- FINMA approved STO regulatory compliance
- We are a team of experienced healthcare practitioners, technologists and regulatory experts with a track record of scaling new digital health solution
- We operate a market-proven, operational, live healthcare ecosystem with user traction
- Early, rapid growth in Europe with over 250,000 live users, expecting >5'000'000 users in 2020 with U.S. entity "via Palo Alto office" for the Americas
- Next phase of expansion roadmap after US: Middle East and South East Asia

### SOME OF OUR PARTNERS



## PROFITABILITY OUTLOOK

We aim to break even after 3 years.

## KEY ACHIEVEMENTS

- users: > 250'000
- previous funding: > CHF 3.2 M
- B2B projects: 5

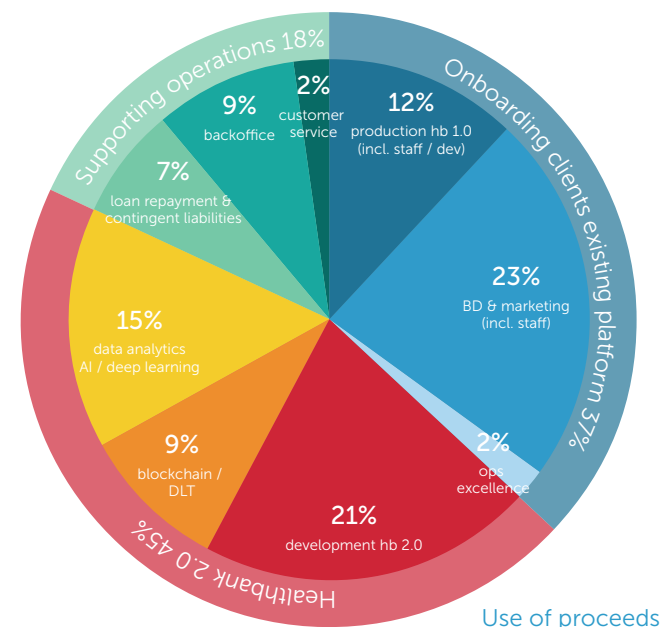
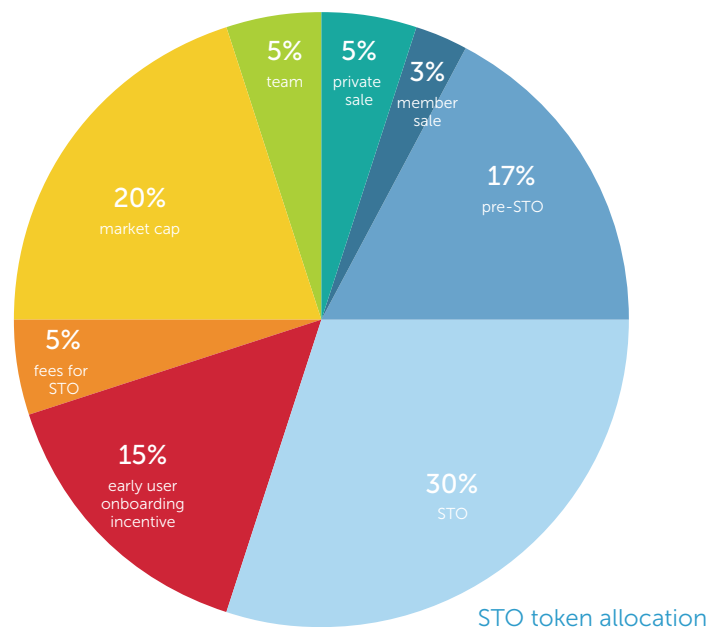
## STO TIMELINE

- Q2 '18 Private Sale
- Q2 '18 FINMA approval
- Q3 '18 Pre-STO
- Q1 '19 STO

## HEALTHBANK TOKENOMICS

Blockchain	Ethereum
Token Standard	ERC20
Token Symbol	HBE
Token Decimals	Zero
Accepted currencies	ETH / CHF / EURO
Role of the token	HBE is an equity token which represents a share of healthbank cooperative
Maximum supply	4'000'000'000
For sale	2'200'000'000
Token Price	1 HBE = CHF 0.0143 (0.10/7)
Soft Cap	none
Hard Cap	CHF 27.6M
Unsold Tokens	hold for future membership
Return on Invest	dividend rights & long-term token value increase

**Investor Exclusions:** Afghanistan, Angola, Aruba, Australia, Bangladesh, Belarus, Benin, Bhutan, Bolivia, Botswana, Brunei Darussalam, Burkina Faso, Bosnia, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Central Africa republic, Chad, China, Comoros, Congo, Congo Democratic republic, Cuba, Cote d'Ivoire, Djibouti, Dominica, Ecuador, El Salvador, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guatemala, Guyana, Guinea, Guinea Bissau, Haiti, Honduras, Iran, Iraq, Japan, Jordan, Kenya, Kyrgyz Republic, Laos People's Republic, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Micronesia, Moldova, Mongolia, Mozambique, Myanmar, Nauru, Nepal, New Caledonia, Nicaragua, Niger, Nigeria, Niue, North Korea, Oman, Pakistan, Palestinian Areas, Papua New Guinea, Republic of Korea, Reunion, Rwanda, Samoa, Sao Tome and Principe, Senegal, Sierra Leone, Somalia, South Georgia, Sudan, Sri Lanka, Suriname, Syria, Swaziland, Tajikistan, Tanzania, Timor, Togo, Tonga, Tunisia, Turkmenistan, Uganda, United States, Uzbekistan, Venezuela, Western Sahara, Yemen, Zambia,



## THE HEALTHBANK SECURITY TOKEN OFFERING

healthbank will launch an STO in Q1/2019 to finance development of the healthbank ecosystem. Healthbank will issue the HBE Token, which will hold equity rights of healthbank cooperative and include dividends. HBE Token investors have the ability to exchange HBE Tokens to HBC Tokens (see below) for healthcare services and to exchange HBE tokens in the public market.

**1. BLOCKCHAIN:** The HBE Token is implemented as a standard ERC20 token running on the Ethereum blockchain. The tokens are issued through a crowdsale (STO) smart contract to Crypto and Fiat investors, who are compliant to KYC/AML rules defined by FINMA.

**2. HBC TOKEN:** The HBC Token is an internal token and can only be used within the healthbank platform to **a)** redeem for health services **b)** receive for services or health data exchanged by individual users or **c)** exchanged 1 to 1 for HBE Tokens. HBC Token is meant to incentive ecosystem stakeholders to exchange healthcare data and develop services on the healthbank platform.

### MEMBERS SALE & TEAM

Existing healthbank cooperative members and founding team in the healthbank cooperative, hold the existing shares of CHF 87'500.00 (CHF 22'200.00 are membership shares). During the member sale, before the pre-STO, existing members will be given the opportunity to buy HBE Tokens at a 30% discount. The healthbank team and advisors will be incentivised by an issuance of 5% total HBE Tokens upon a successful STO.

### PRE-STO & STO

Investors at the public pre-STO stage will receive a 25% discount of HBE Tokens, which will take place from September 2018 until February 27<sup>th</sup> 2019. The public STO crowd sale will launch on February 28<sup>th</sup> 2018 and stay open for 12 weeks, or until the hard cap of CHF 27'600'000 is reached. 15% of HBE Tokens will be reserved for user incentives and onboarding – to grow the ecosystem. 30% of the tokens are held for a future growth plans and incentives.



**health  
bank**

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