

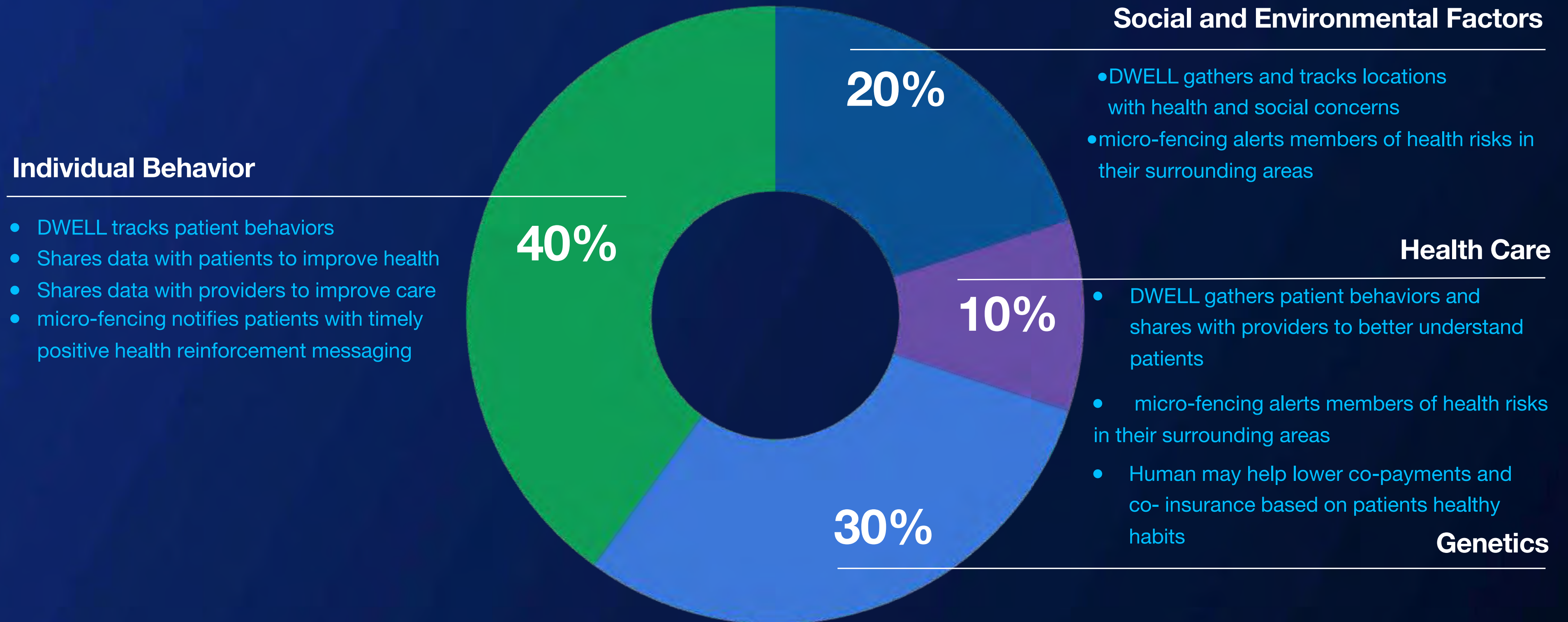
Media Kit



Human

Make their life a part of yours.

What determines health and where Human™ can improve healthier outcomes.





What is Human?



Human

Human gathers and leverages deep insights from complex patient journeys. We help healthcare stakeholders collect actionable information that leads to increased engagement, positive behavioral changes, with a focus on wellness and preventative healthcare. This ability improves the quality of health care, decreases medical costs, and lowers out of pocket expenses for patients.



**HumanTM will transform
healthcare.**

We become the provider's conduit to their patients, helping them better understand their patients' life, surroundings, and lifestyles.

HumanTM benefits patients, providers and payers.

presentTM - data from DWELL goes to payer, clinician, and care team.

Payer now has additional data points to assess who is at high risk and who is low risk. Co-payments and co-insurance may be adjusted according to individual habits and lifestyles.



3

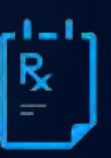
2

micro[†]fencingTM takes learning from patient behavior data and allows clinicians, care teams, and payers to share relevant content with patients at the right place and time.



1

DWELLTM tracks patient behaviors, so individuals can develop healthier lifestyles. Doctor visits, getting prescriptions, going for walks -- with DWELL healthy members can see their co-payment and co-insurance go down based on their healthy lifestyles. Data from DWELL helps decrease time doctors spend gathering behavioral information while providing a better understanding of a patient's lifestyle.



micro  **fencing**TM



Geofence

micro  fencing™

micro  **fencing**™

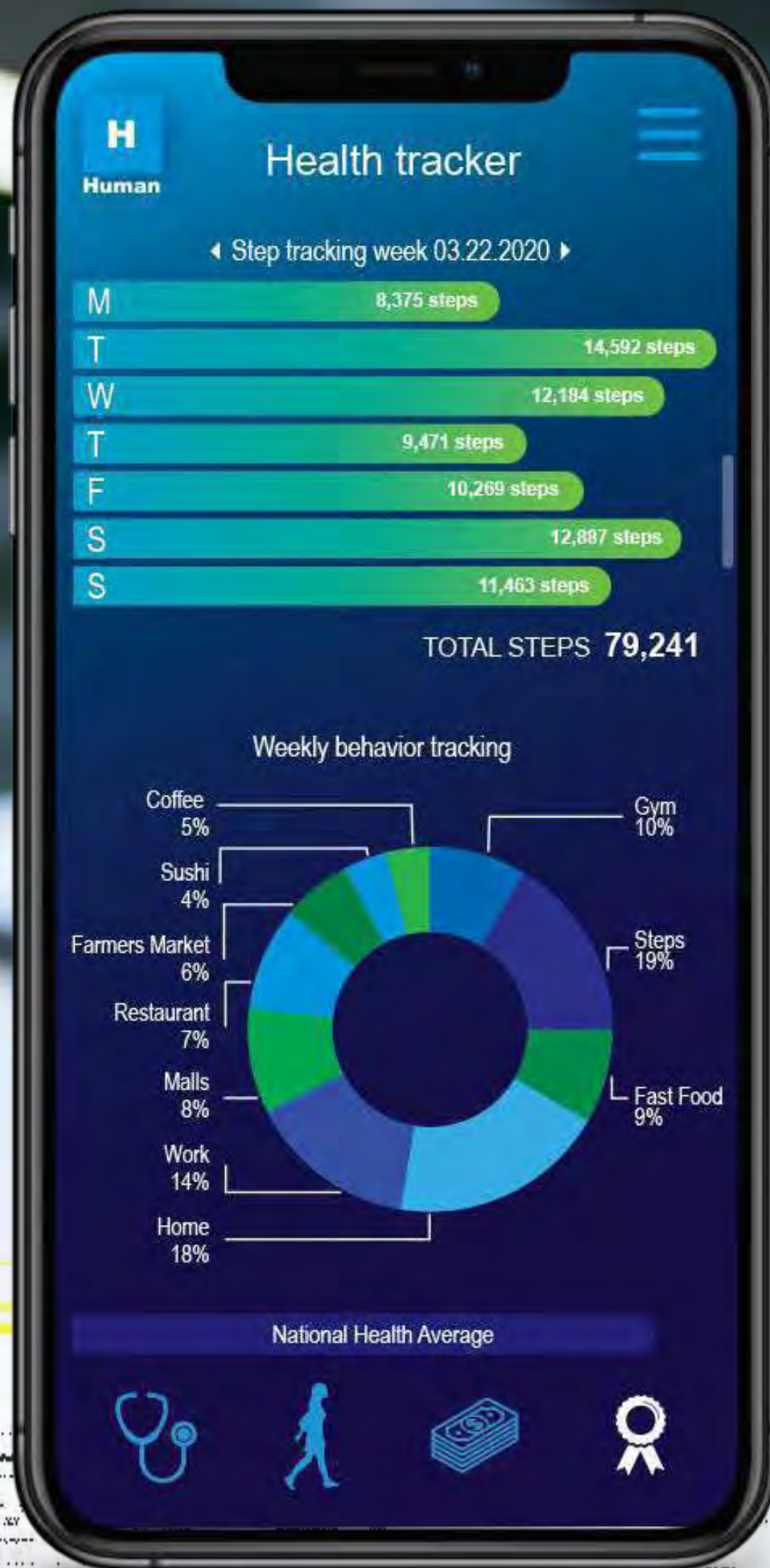
Precisely placed micro-fences can give timely and vital messages to members during a time of health emergencies or reward them for engaging in healthy behaviors. We can fence something as small as the front door of a health club, around a hospital or entire cities.



Human



micro **fencing**[™] Alerts members of health risks in their surroundings and as they change



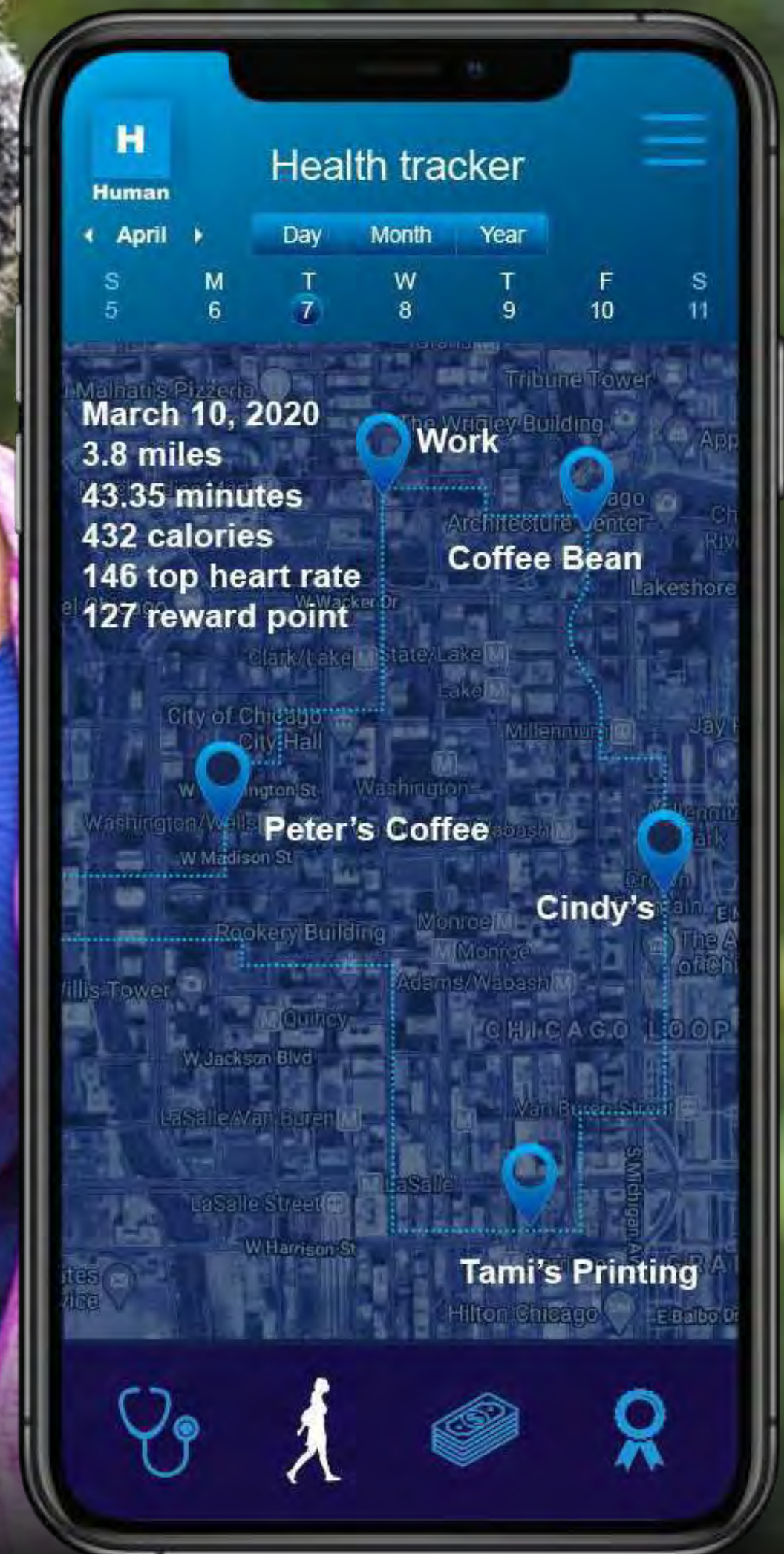
You're awesome! Fourth time at the gym this week. Keep up the great work. Click to see your reward points.

micro **fencing**™

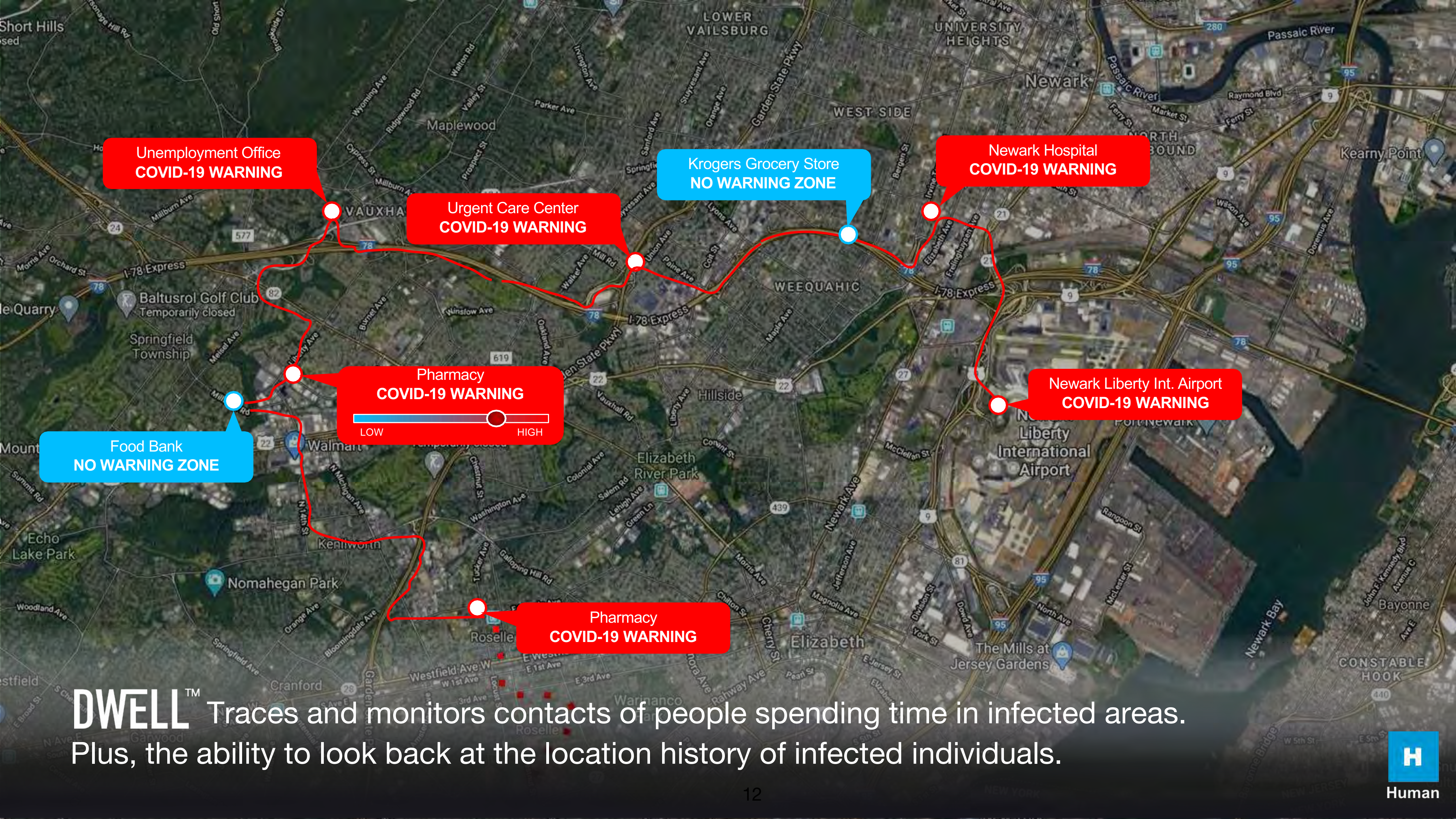
Right place, right time health notifications, helps members stay on track with reward points, fitness tracking messages, and healthier eating suggestions.



DWELL™



DWELL™ Tracks member behaviors, helping payers and providers assist patients in reaching healthier lifestyle outcomes.



Unemployment Office
COVID-19 WARNING

Urgent Care Center
COVID-19 WARNING

Krogers Grocery Store
NO WARNING ZONE

Newark Hospital
COVID-19 WARNING

Newark Liberty Int. Airport
COVID-19 WARNING

Food Bank
NO WARNING ZONE

Pharmacy
COVID-19 WARNING
LOW HIGH

Pharmacy
COVID-19 WARNING

DWELL™ Traces and monitors contacts of people spending time in infected areas.
Plus, the ability to look back at the location history of infected individuals.

presentTM



Gathers real-time analytic data from patient journeys. This ability gives providers an objective understanding of a patient's day-to-day, year-to-year behaviors.



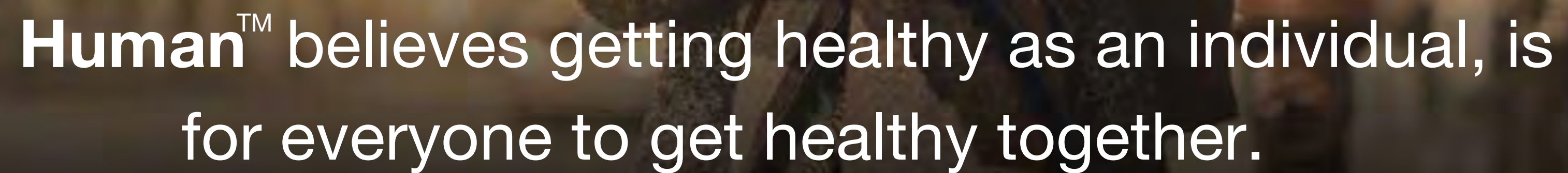
the Benefits

Brand Benefits

- Seamlessly integrates with a brand's existing mobile app
- Delivers a brand conversation when and where it is most relevant
- Amplify your brand through social media channels
- Collects real-time data that is accessible during a marketing campaign
- Drives lower CPA and ROI

Consumer Benefits

- No additional app download
- Does not drain the battery
- Runs in the background
- Opens your app only when relevant
- Delivers the content you want
- Sends valuable notifications that are relevant to you



the Team



Lawrence Griffith
CEO

Lawrence is a serial technologist with 15 years in digital innovation. Lawrence has led initiatives for companies like Procter & Gamble, Hasbro, inc. and Nokia. His work in mobile technology has been recognized by The Wall Street Journal, The New York Times and Bloomberg Businessweek.



Adrian Delancy
CTO

Adrian has developed and managed all facets of technology from optics to wireless communications and from energy sustainability to information technology. A master of the software development life cycle, he completed scientific research and development on major projects for institutions such as Purdue, Harvard, Princeton and Accenture.



Carl Debrule
EVP of Corporate Partnerships

Carl is a seasoned health care operations and health care technology professional with over 25 years of experience working at Medco (Express Scripts) and at Johnson & Johnson in technology as well as operations leadership roles. Carl specializes in delivering measurable process excellence and operations efficiency.



Alan Tsao
VP of Revenue Forecasting

Alan is a seasoned financial executive who has led small to large finance and accounting teams for billion dollar divisions at such companies as Nielsen, Kraft, Tenneco Automotive, and Pentair. Alan specializes in business analytics, revenue optimization, corporate due diligence and process excellence.



Vikas Wadhwa
CIO

Vikas has over a decade of experience in information technology consulting and management. He also possesses deep creativity and a love of innovation—Vikas is the founder of several film and video production companies where he's worked on projects for such companies as Allstate, Accenture and Slalom Consulting.



Brief

Blue Cross Blue Shield wanted to lead the health care industry by providing state-of-the-art health care coverage with the most innovative product.

Why Human

We created a system where BCBS members could see all of their health records on their mobile device anytime, anywhere, with military-grade security. All records were instantly available to the patients and their authorized providers. Doctors within the network could be searched; appointments could be made, healthy behaviors could be rewarded.

Through our DWELL data-gathering, patients could opt-in to have their actions monitored. This feature increased well-being and decreased patient costs and BCBS's.



HUMAN

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Digital Factory, Inc.)