



GENEPLANET

GenePlanet Health Intelligence app

Tackle modern health issues in a simple way

PRODUCT PRESENTATION

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GENEPLANET HEALTH INTELLIGENCE APP

Turn biological data and lifestyle information into personalised goals and action plans, and develop long-term positive behavioural change for better health and longevity.



CAN BE PREVENTED

Source: World Health Organization

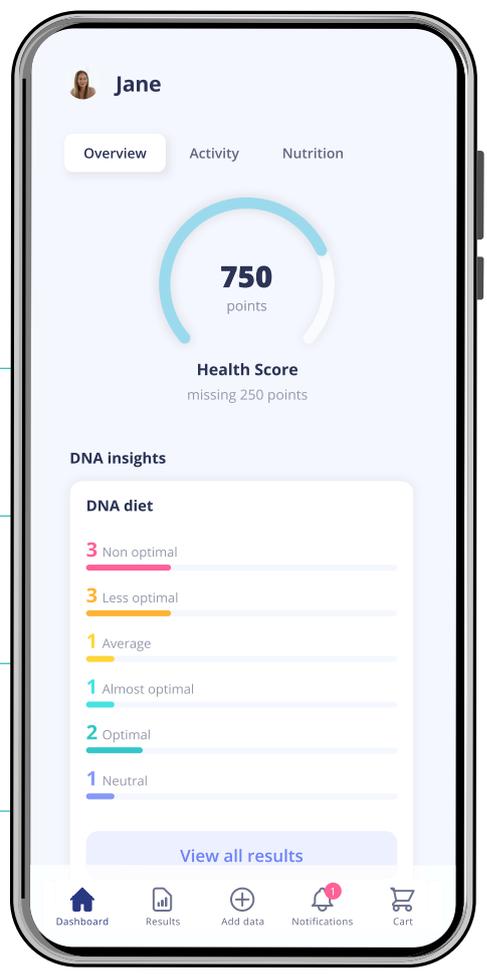
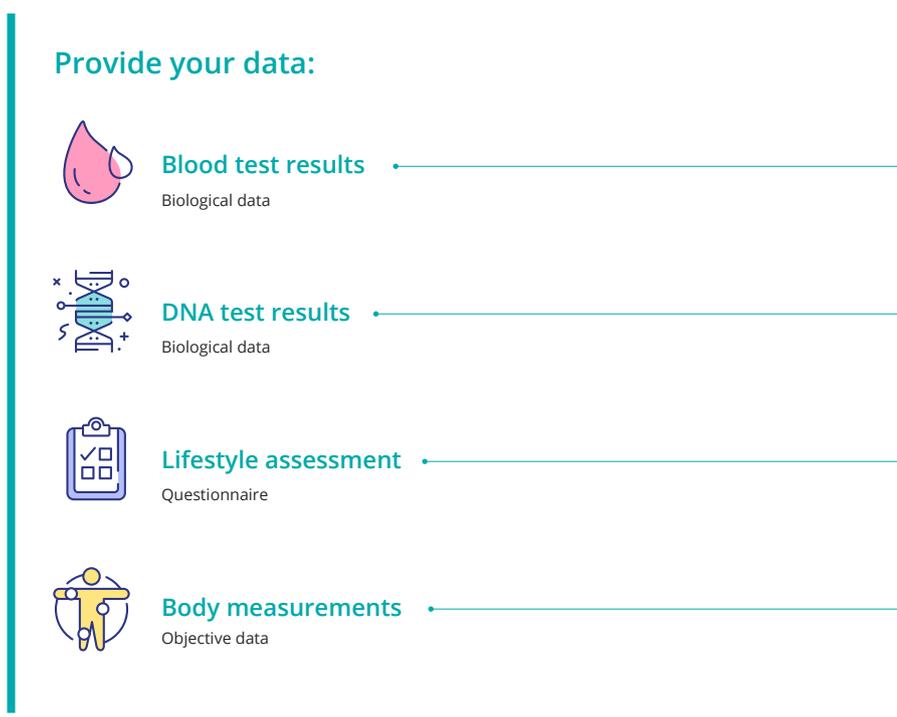
In modern society, the leading causes of death are cardiovascular diseases and cancer. But up to 75% of cardiovascular diseases and 50% of cancer could be avoided with preventive healthcare.

Preventive healthcare is the practice of proactively reducing the risk of negative health outcomes by ensuring that diet, physical activity and lifestyle behaviours are optimal for long-term health & wellbeing.

And because we know that many lack time, knowledge, and motivation to keep up a healthy lifestyle, we have created an intuitive engagement app to help you on this path.

HOW DOES IT WORK?

GenePlanet Health Intelligence app integrates biological data (DNA, blood) with information about your lifestyle and body measurements and provides personalised recommendations.

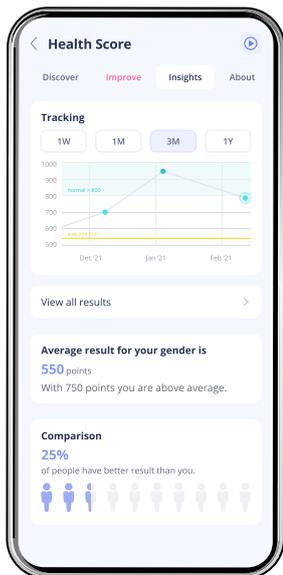


WHAT DOES IT SHOW YOU?



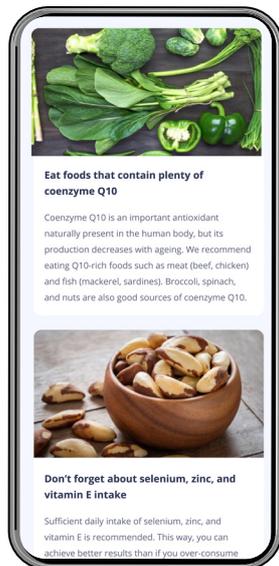
Health Score

GenePlanet Health Intelligence app reveals your current state of health and well-being as a Health Score. The calculation is based on the personal inputs provided. You can compare your score to others, discover the interactive pie chart showing the impact of each factor on your health, and check the most critical habits you need to improve.



Tracking the progress

It monitors progress and helps you stay motivated with notifications, daily encouragements, and comparison with others of the same age and gender.



Personalised recommendations

Based on the inputs, it creates personalised recommendations regarding nutrition, physical exercise, and stress management. They help you adapt your lifestyle to your body's needs and improve long-term health and well-being.



The app for desktop and mobile is available in Slovene and English language.

HOW DOES IT HELP?

- Provides a clear picture of your current health.
- Highlights areas where improvements can be made.
- Guides you to improved health & well-being.
- Improves long-term vitality.

BUILDING BLOCKS

GenePlanet Health Intelligence app has several building blocks. The more modules you complete, the better equipped the app is at helping you.



HOME DNA TESTS

Genetic predispositions play a significant role in our lives. They determine various traits which can have a big impact on our lives. Favourable predispositions can be used to promote and maintain good health while unfavourable predispositions provide opportunities to reduce potential health risks and maintain an optimal state.

Are you interested in lifestyle traits but would rather not dive into predispositions for diseases? With us, you get to choose what you learn. Pick a product that fits your interests, or get the most comprehensive insights into your genes with a Premium DNA test.

MyLifestyle DNA test

Diet and Nutrition

Includes **38** DNA analyses

- Weight loss regain
- Vitamin D
- Lactose intolerance
- ...

Sport

Includes **11** DNA analyses

- Endurance predisposition
- Muscle volume
- Post-exercise recovery
- ...

Body and Mind

Includes **28** DNA analyses

- Biological ageing
- Stress sensitivity
- Sleep quality
- ...

MyHealth DNA test

Disease Risk (PRS) - Cancer Risk (PRS)

Includes DNA risk assessment for **10** types of cancer

- Basal cell skin cancer
- Breast cancer
- Colorectal cancer
- Lung cancer
- Malignant melanoma
- Oesophageal cancer
- Prostate cancer
- Squamous cell skin cancer
- Testicular cancer
- Thyroid cancer

Immune system

Includes **5** DNA analyses

- ABO blood type
- COVID-19 severity
- COVID-19 susceptibility
- Norovirus resistance
- Malaria (*P. vivax/knowlesi*) resistance

MyAncestry DNA test

Ancestry

Includes **5** DNA analyses

- Ethnicity estimate
- Maternal lineage
- Chromosome mapping
- Neanderthal DNA
- Neanderthal variants

Traits

Includes **5** DNA analyses

- Red hair
- Resilience to cold
- Hair thickness
- Sensitivity to pain
- Earwax type



DNA sample collection

A home DNA test requires your saliva sample. You collect it into the collection tube you receive with your test kit.

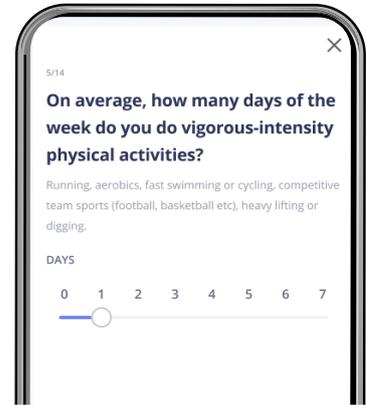
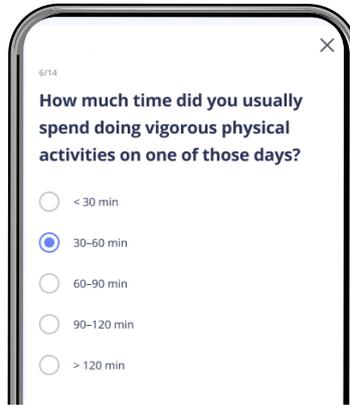


LIFESTYLE ASSESSMENT

A Lifestyle assessment consists of questions regarding different aspects of your daily life. They were selected based on scientific studies and WHO guidelines to cover the areas with the **biggest impact** on health and well-being.

These are:

- Nutrition
- Exercise and sitting time
- Sleep
- Stress
- Habits (smoking, alcohol)



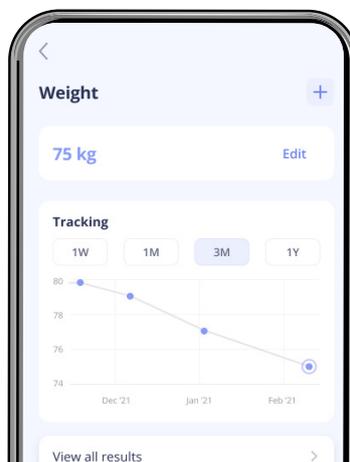
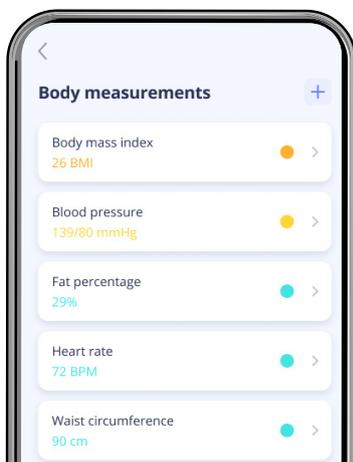
Lifestyle assessment identifies trouble spots related to nutrition, physical activity, and lifestyle.



BODY MEASUREMENTS

Blood pressure and heart rate are important indicators of cardiovascular health and fitness. Height and weight are used to generate body mass index (BMI), which can help identify weight problems. Waist circumference is a good indicator of abdominal fat, while neck circumference can assess body fat when a person doesn't have a measure of their body fat percentage.

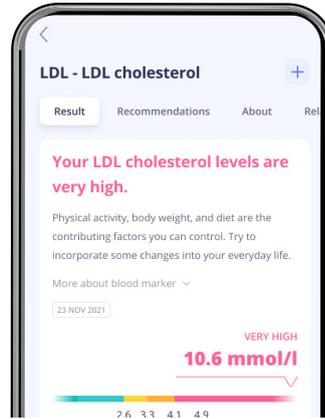
Together, those measurements provide an accurate glimpse into your current health and vitality.





BLOOD TESTS

Blood tests offer the quickest and simplest look into the functioning of our body. By revealing the current state of our well-being, they are invaluable assets for adopting and keeping track of lifestyle changes to ensure better health. Prevention starts by knowing your current health status and making positive behavioural changes.



Option 1: Take a blood sample at home

You can take a blood sample for the test with a simple and safe home blood collection kit.

Blood sample collection

You collect a blood sample with a simple blood collector. As opposed to venipuncture or a finger prick, the collector ensures virtually painless sampling requiring no special skill. The device uses microneedles to puncture your skin and collect capillary blood.

Product currently available with home blood collection kit:

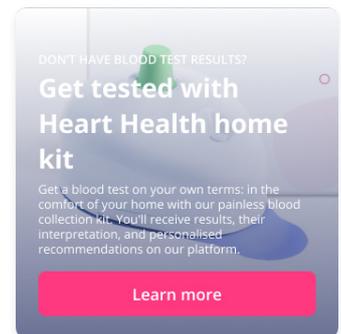


HEART HEALTH BLOOD TEST

The heart, having such a vital role, never pauses to rest. Care for its health should be equally consistent, and a simple blood test is the surest way to have confidence that your lifestyle is not increasing your risk of cardiovascular disease.

The Heart Health blood test analyses 7 blood markers with the strongest influence on heart health, inflammation, and the onset of diabetes. The blood test reveals the levels of:

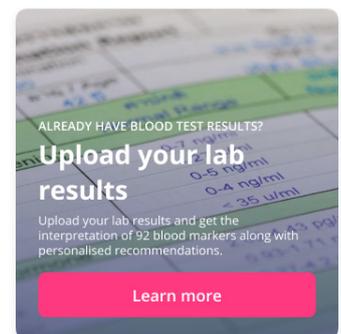
Total cholesterol	HDL (good) cholesterol	LDL (bad) cholesterol	Triglycerides	Triglycerides/HDL ratio	HbA1c	hs-C-reactive protein (hs-CRP)
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Option 2: Upload results for interpretation

If you have recently done a blood test, you can also input your data to GenePlanet Health Intelligence app, and it provides you with a clear interpretation of your results.

Continuous blood testing is an effective way to track changes and monitor your improvements.



We interpret 92 markers, grouped into the following panels:

- Electrolytes** – 10 markers
- Vitamins** – 11 markers
- Inflammation** – 3 markers
- Blood glucose** – 5 markers

- Pancreas** – 2 markers
- Kidney** – 4 markers
- Iron** – 7 markers
- Thyroid** – 7 markers

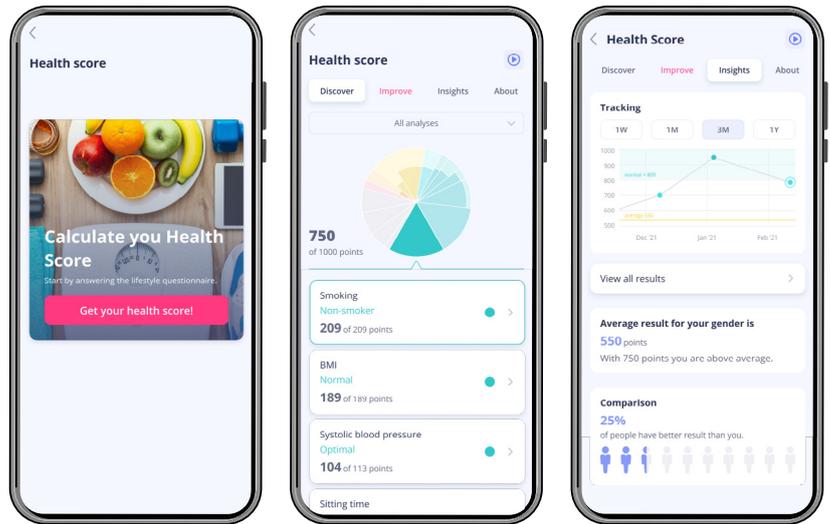
- Liver** – 10 markers
- Hormones** – 8 markers
- Lipids** – 5 markers
- Complete blood count** – 20 markers



HEALTH SCORE

Health Score is a numerical representation of your current well-being. It is calculated based on objective input criteria:

-  answers to a lifestyle assessment,
-  body measurements,
-  and blood test results.



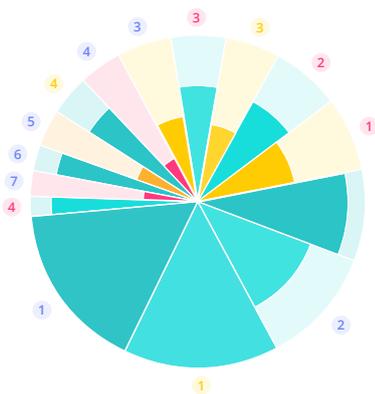
The value isn't fixed and can improve when you follow your personalised recommendations.

Health Score helps you visualise your current state of well-being in an easily-understandable and concrete way. The score is organised into distinct, visually appealing ranges with encouraging messages to help motivate you to progress to the next level by improving your Health Score.

The Health Score calculation is based on carefully selected scientific studies and WHO statistic data that enable us to evaluate how each parameter contributes to individual's health status and most frequent health risks. Factors that are included in the calculation have the biggest impact on your health and well-being.

Based on how big of an impact specific measurements, markers, or habits have on life expectancy, they are assigned a corresponding score that they contribute to the Health Score. Body mass index and smoking have the most weight, followed by physical activity and blood pressure. Those are the factors proven to have the biggest influence on long-term health and vitality.

The share of each factor contributing to Health Score is represented in the following chart:



LIFESTYLE FACTORS

1. Smoking | 2. Physical activity | 3. Diet | 4. Alcohol | 5. Sitting time | 6. Stress | 7. Sleeping

BLOOD MARKERS

1. LDL | 2. hs-CRP | 3. HbA1c | 4. Triglycerides/HDL

BODY MEASUREMENTS

1. Body mass index | 2. Blood pressure | 3. Heart rate | 4. Waist circumference

We can calculate Health Score based on the questionnaire alone, but the more information you provide, the better our understanding of your state and the recommendations will better reflect your actual needs and bring faster improvements.

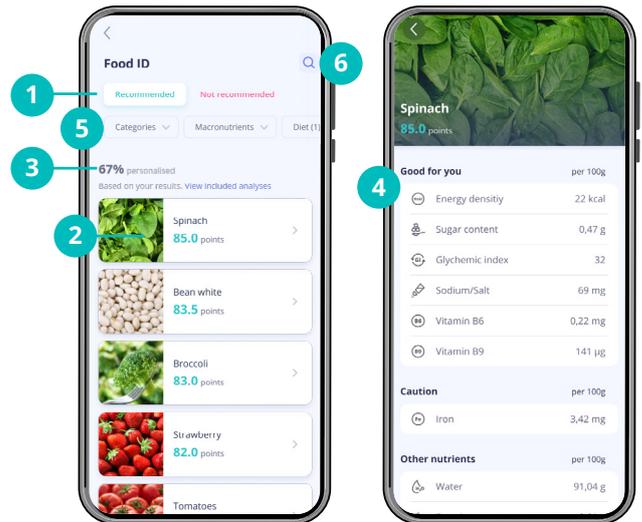
FOOD ID

Food ID is our intelligent food ranking system. You get a list of foods recommended for you based on your body's unique needs (body measurements, DNA and blood test results), personal preferences, and allergies.

With Food ID, you can start preparing meals packed with the nutrients essential for your long-term health.

What will you find out?

1. Which of the 500+ foods and food products to include in your diet and which to avoid based on their Food ID score.
2. Your score (from 0 to 100) for each food based on their nutrient composition and your objective data (body measurements, DNA and blood test results).
3. How much is your food list personalised (the more objective data you provide, the more personalised it is).
4. Why is certain food good or bad for you based on its nutrient composition (pine nuts are generally healthy, but maybe not for you, and you'll learn why).
5. You can filter foods based on your preferences (diets, macronutrients, etc.) and allergies.
6. Use the search option to quickly check the foods you're interested in.



How do we calculate your Food ID?

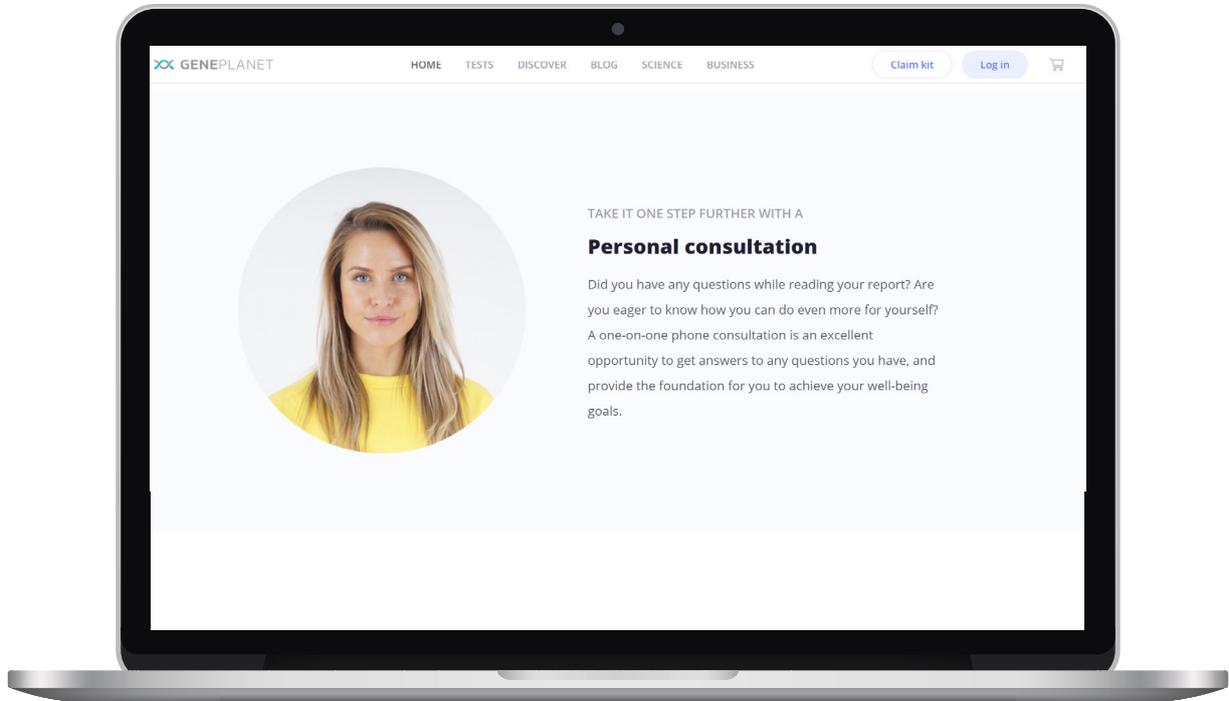
The Food ID calculation takes into account:

- 29 different food characteristics or nutrient composition, such as energy value (kcal), the content of sugar, salt, different fats, etc.
- Your objective data obtained from 36 analyses: Body measurements, DNA test results, and blood tests results. They contribute 50% to each food item's final score.

The calculation is based on carefully selected scientific studies, WHO and European commission's nutrition and health guidelines, and recommendations for daily intake of vitamins and minerals.

PERSONAL CONSULTATIONS

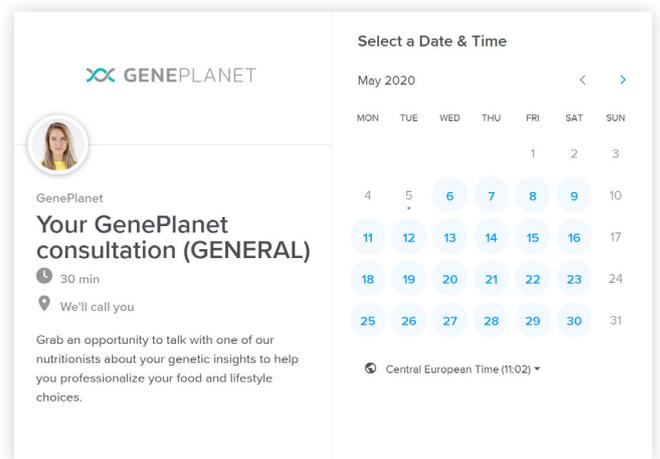
You are able to book a 30-minute personal consultation with our specialist after purchasing our DNA tests. It will allow you to ask any additional questions regarding your results and achieve your well-being goals even more effectively.



When you book your consultation, you pick the preferred date and time of the call, enter your name and email, and answer some basic questions about your lifestyle to help our specialist prepare for the call.

The process is then automated:

1. You get the confirmation email as soon as you book a consultation.
2. Our specialist is informed about the new booking in the inbox.
3. You receive an email reminder 24 hours before the call.
4. You receive the follow-up email 1 hour after the consultation.



Consultations are available in Slovene and English language.

BASIC ENGAGEMENT ELEMENTS

A great way to boost your engagement and motivate you to stick to your goals.

Health Score comparison

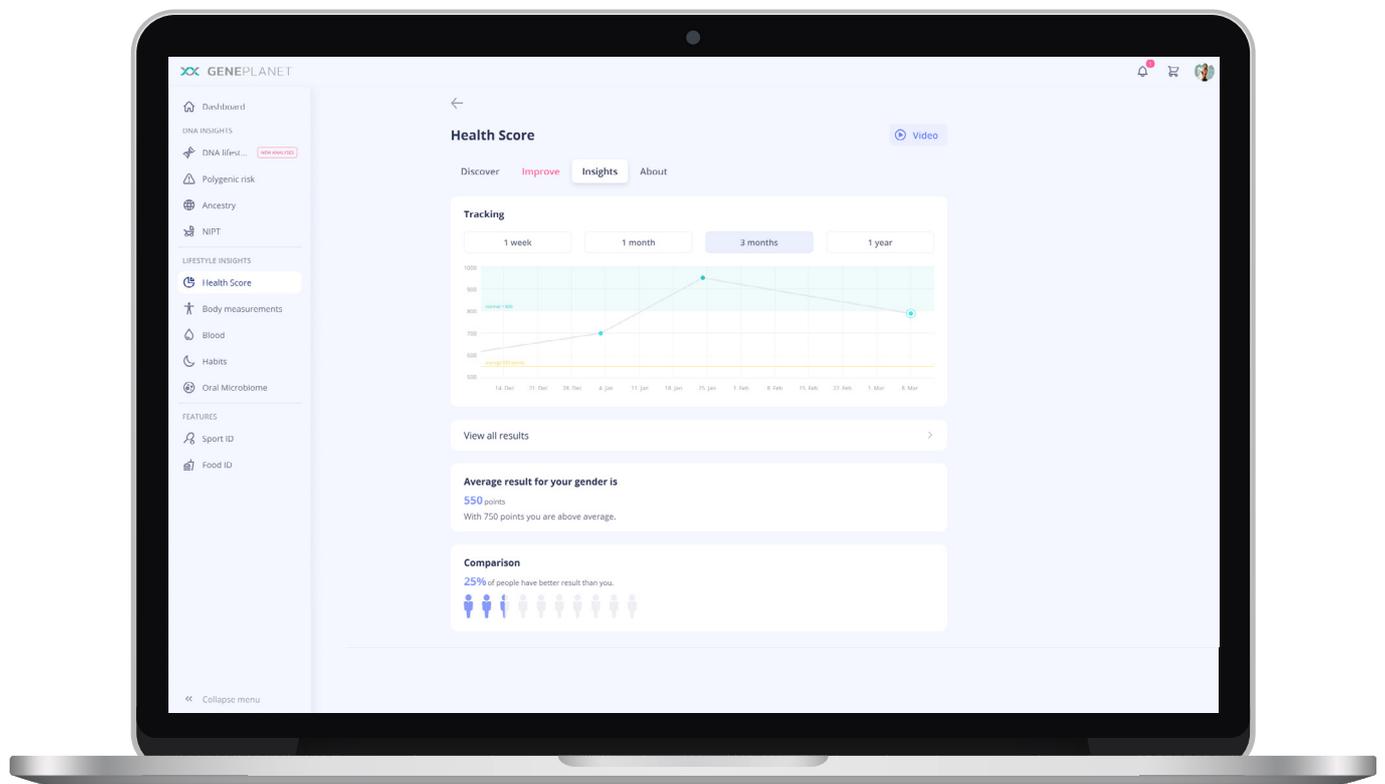
You can compare your Health Score to others your age. It can give the idea of how healthy you are compared to the population. It is also a great motivator for improvements.

History tracking

Each step in the right direction brings improvements. That is why our GenePlanet Health Intelligence app offers each user that does a blood test and enters his body measurements the ability to monitor their progress over time. The best way to monitor progress is to take regular blood tests and regularly enter updated body measurements, and if needed, adjust nutrition and lifestyle to improve faster.

Blood biomarker comparison

If you do the blood test, you can compare your results of blood biomarkers with others of the same age and gender. It serves as a motivational tool and a reminder of the importance of taking care of your health.

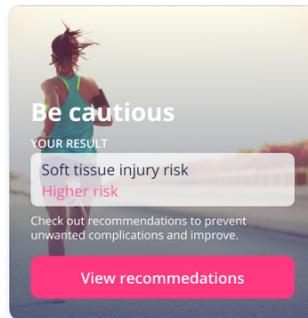
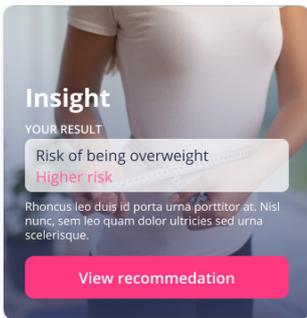


Onboarding emails

Onboarding emails serve as a 4-step introduction to a healthy lifestyle and preventive healthcare with GenePlanet Health Intelligence app. With four onboarding emails, we want to make your journey and experience smooth and informed.

Customised in-app banners

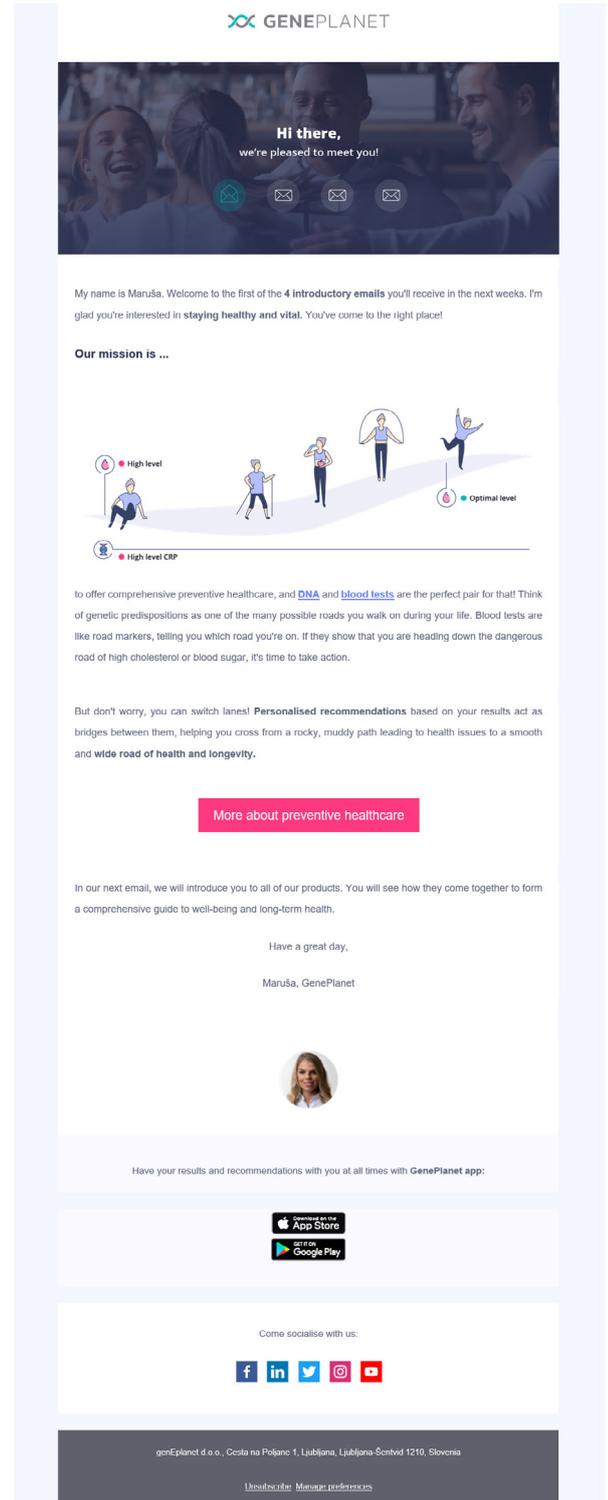
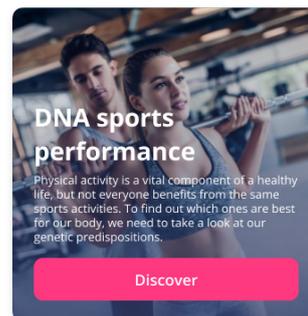
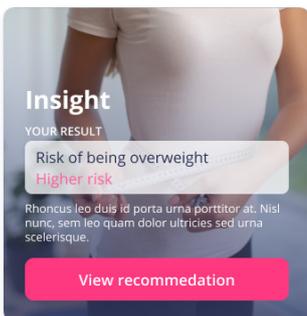
Customised in-app banners engage you to check your unfavourable results and follow personalised recommendations; they engage you to add missing results or check other products that can help you maintain long-term health.



Nutrition and activity focused sections

The Nutrition tab is where you can find out more about your current eating habits. Optimise your menu with a personalised list of recommended foods. Calculate your optimal daily intake of calories.

The Activity tab is where you can explore your physical activity detail. See how different types of physical activity meet your preferences. Improve your sports performance with DNA-based recommendations.



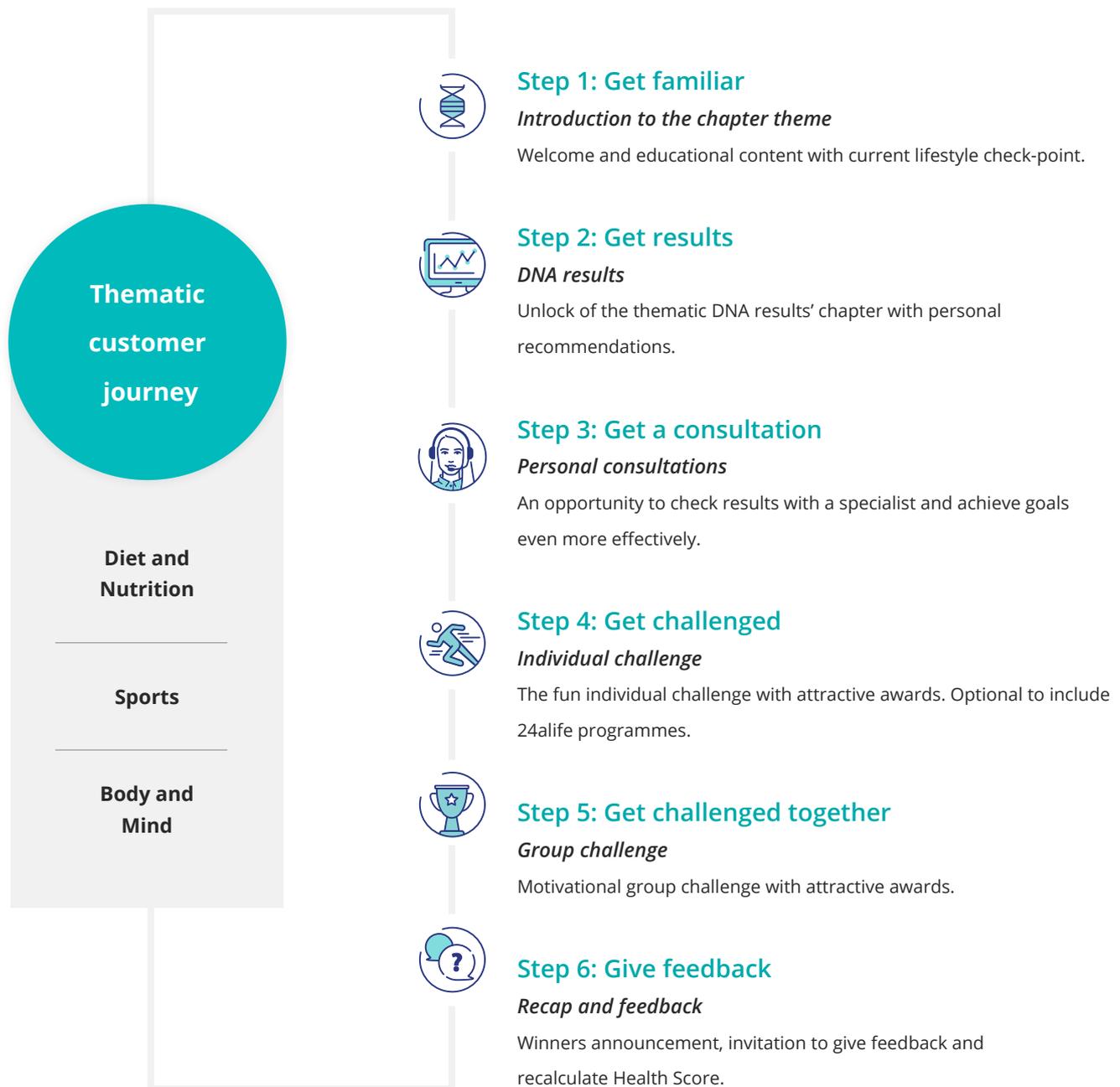
PREMIUM ENGAGEMENT PROGRAMME

We offer an engaging, personalised programme for our insurance and Employee benefits partners. It is the challenging thematic well-being journey powered by participants' genes.

Set-up phase: Welcome

Programme set-up

Presentation, saliva collection, app registration and initial Health Score calculation.



ABOUT GENEPLANET

GenePlanet is the leading European provider of **innovative healthcare and lifestyle solutions** based on preventive genetic testing.

We specialise in **preventive genetic tests** that are intended for the end user, but we also offer **clinical genetic tests** which help doctors with their therapeutic procedures, and **blood tests** for monitoring individuals' current state.

Our tests adhere to the **highest standards of quality** and are based on the **latest scientific discoveries**.

We provide people with information which can help them **adjust their lifestyle** and take measures that will provide **additional protection from health risks** due to genetic predispositions.

OUR VISION

Our vision is to help people protect themselves from preventable health risks and to implement lifelong lifestyle changes for a better and healthier life. Novel genetic-based information and personalised preventive guidelines enable people to live a more fulfilling and healthy life.

OUR GOAL

Our goal is to utilise a preventive, targeted approach to help people make the right decisions related to daily lifestyle choices.

In contrast to the one-size-fits-all approach, we use state-of-the-art technology to offer personalised recommendations tailored to the needs of each individual. Despite being highly scientific and professional, we make our solutions user-friendly. The information provided has lifelong value and can be easily implemented by making small daily changes with significant results.



Discover. Improve. Live better.

Discover. Improve.
Live better.



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