Meet Ada Health

May 2021

To improve human health by transforming knowledge into better outcomes

ada

Ada Health
The leading personal health companion globally

Ada at a glance

Most popular symptom assessment app, 10 languages

+10M users, +20M assessments

Thousands of diseases and symptoms tested to a gold standard

+9 years of R&D

230 employees ~50 medical experts

Proven and trusted by customers and professionals

Holistic value proposition

✓ 24/7 access to a gold standard symptom assessment

✓ Personalised support and care navigation

✓ Real-time data insights at population level
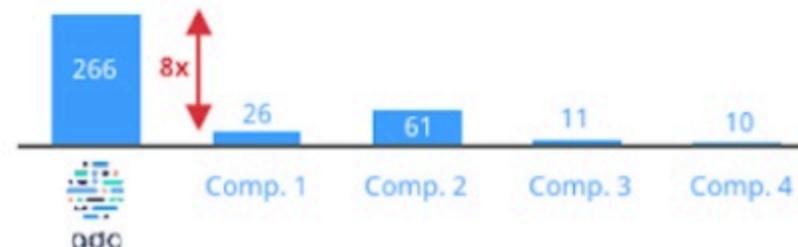
A trusted partner for clinical AI

Sutter Health   SANTÉCLAIR

Pfizer   Takeda   Labor Berlin

SAMSUNG   fondation BOTNAR

Why Ada?
Highest diagnostic accuracy[1]

82% — GP
71% — ada
38% — Competitor average

Advice safety on par with GPs[1]

97% — GP
97% — ada
90% — Competitor average

Highest user satisfaction ('000s)[2]

Number of 5-star reviews

266 — ada
26 — Comp. 1
61 — Comp. 2
11 — Comp. 3
10 — Comp. 4

8x

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Ada – your best-in-class health companion

Seamless integration for highly personalised healthcare
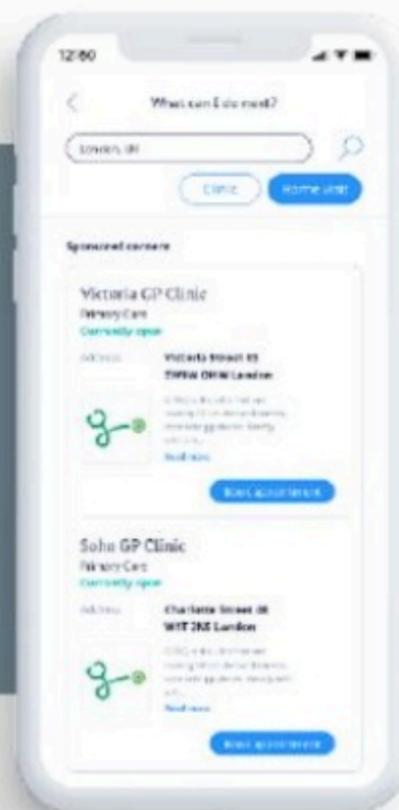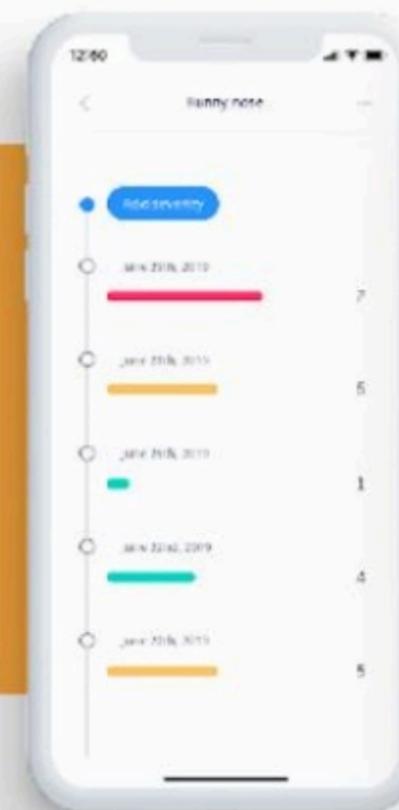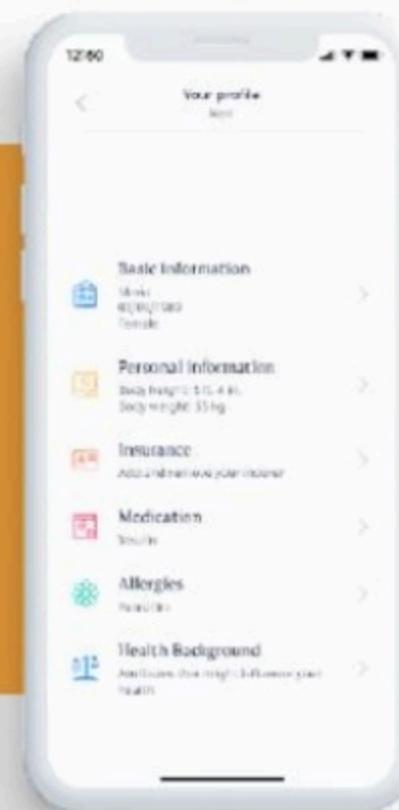
Ada thrives by combining clinical and tech excellence

Our differentiation is defined by the highest standard of quality

Clinical leadership*

External validation studies and independent reviews show Ada's clinical leadership in the symptom assessment market

Trusted by users

Every three seconds one of Ada's over 10 million users turns to us for health guidance

Hi. I'm Ada.
I can help you if you're feeling unwell.

Okay

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Adaptable and scalable

Ada is a purely digital platform that is provider agnostic and can be adapted to our partners' needs

Rich data insights
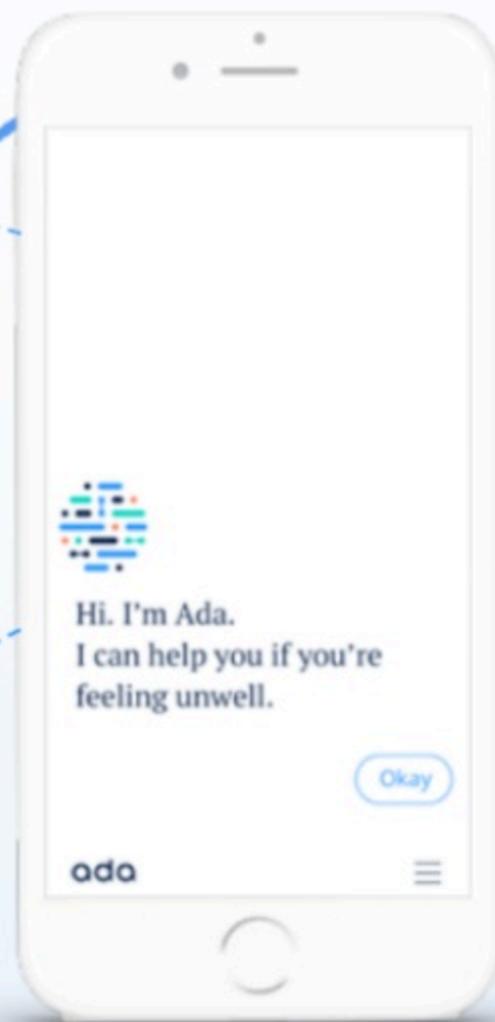
With over 20 million assessments completed, we have developed a rich and nuanced understanding of users' behavior

* External validation studies available upon request

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NHS experiments shows potential for redirection of care

In a large NHS GP clinic, with over 500 patients and 20 doctors participating. Patients were asked to complete an Ada assessment while they waited to see a GP, with:

- **97%** of patients found Ada easy to use

- **86%** would use Ada again

- **15%** wouldn't have attended the clinic if they had used Ada beforehand - would have self-cared at home or visited the pharmacy instead.

Care navigation 2.0 | Reduce ER use

>> 20%
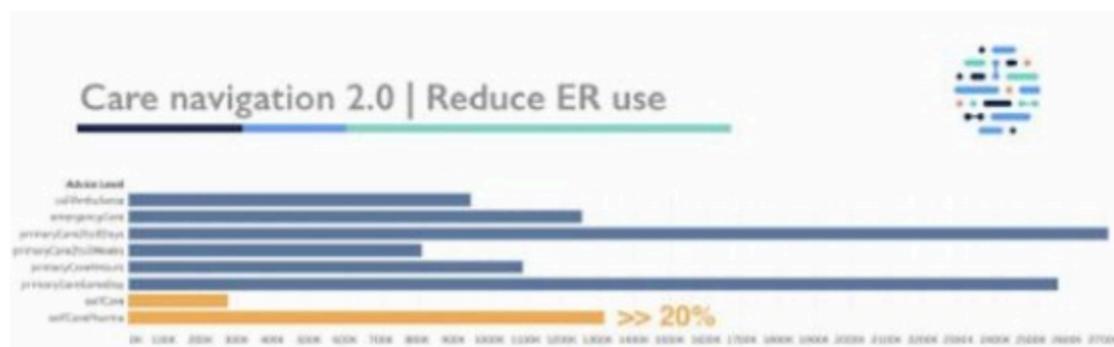
May 2021 | Public and proprietary

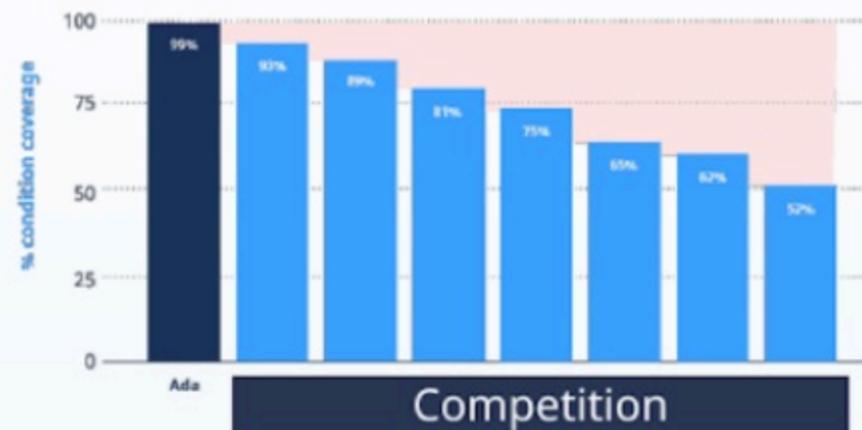"The real benefit of Ada is in empowering patients and keeping them away from the clinic in the first place"
–NHS GP

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Ada's clinical leadership stands out from competitors

Ada's leading coverage, accuracy, and advice safety as a differentiator

99% condition coverage, highest among competitors

71% accuracy similar to GPs, twice as high as competitor avg

97% advice safety, on par with doctors

1st choice for Medical & Digital Health Champions

A selection of our partners

Sutter Health · Takeda · fondation BOTNAR · Pfizer · Labor Berlin Kompetenz von Charité und Vivantes

SAMSUNG · Obeikan Digital Solutions · SANTÉCLAIR mon repère santé

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Patients love us and experts respect us

We are the most popular symptom assessment app

Consumers' endorsement

> It took my doctor 12 years to diagnose my *rare disease*. Ada figured it out *within minutes*

> Described my symptoms which took doctors a year to diagnose... **This app** gave the same **diagnosis in 5 minutes**

> This app *diagnosed me properly* on the *first round* of questioning. A diagnosis that took me 5 years, 40 doctors / specialists, 23 painful / invasive tests, and thousands of dollars to get

> *Saved my life*... I was struck with *a deadly issue* and *Ada helped me identify it* and go to the hospital *as soon as possible*. I'm now writing this from the hospital bed after my surgery to *thank the makers* and properly show my admiration and appreciation for what you've done. Well deserved *N°1* spot in medical apps, everyone should have it installed

★★★★⯪ **4.7** / 5.0
270,000+ in-app ratings

Medical experts' endorsement

> "Babylon have some bells & whistles that make it look pretty impressive and cool. Most of that stuff you can do pretty easily. *But I worry a little bit about the clinical team behind them...*
>
> I haven't seen them invest that heavily on that side of it, *whereas Ada has invested way more heavily on that side*"
>
> "*I'm very impressed with what Ada have done*. I think that within their company, *they're very, very heavy on the clinical side*"
>
> They have a lot of clinical resources and individuals providing guidance into the science & technology behind the scenes that are *accurately assessing these symptoms, asking the right questions, etc*"

– Clinical team from US telemedicine company

> "The real benefit of Ada is in *empowering patients* and *keeping them away from the clinic in the first place*"
>
> "*I generally agree* with Ada's diagnoses and triage advice"
>
> "Patients are nearly all enjoying using Ada and *find it useful*"

– GP Feedback

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We have an exceptional founder-led management team

Passion and experience to deliver on the Ada vision

Co-founder & Chief Executive Officer
Daniel Nathrath

+20 years experience

BCG viagogo LYCOS

Co-founder & Chief Science Officer
Dr. Martin Hirsch, PhD

+25 years experience

ias semgine

Co-founder & Chief Medical Officer
Dr. Claire Novorol, MD, PhD

+15 years experience

NHS W DOCTORpreneurs

Chief Technology Officer
Urban Liebel, PhD

+25 years experience

KIT

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Thank you.

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