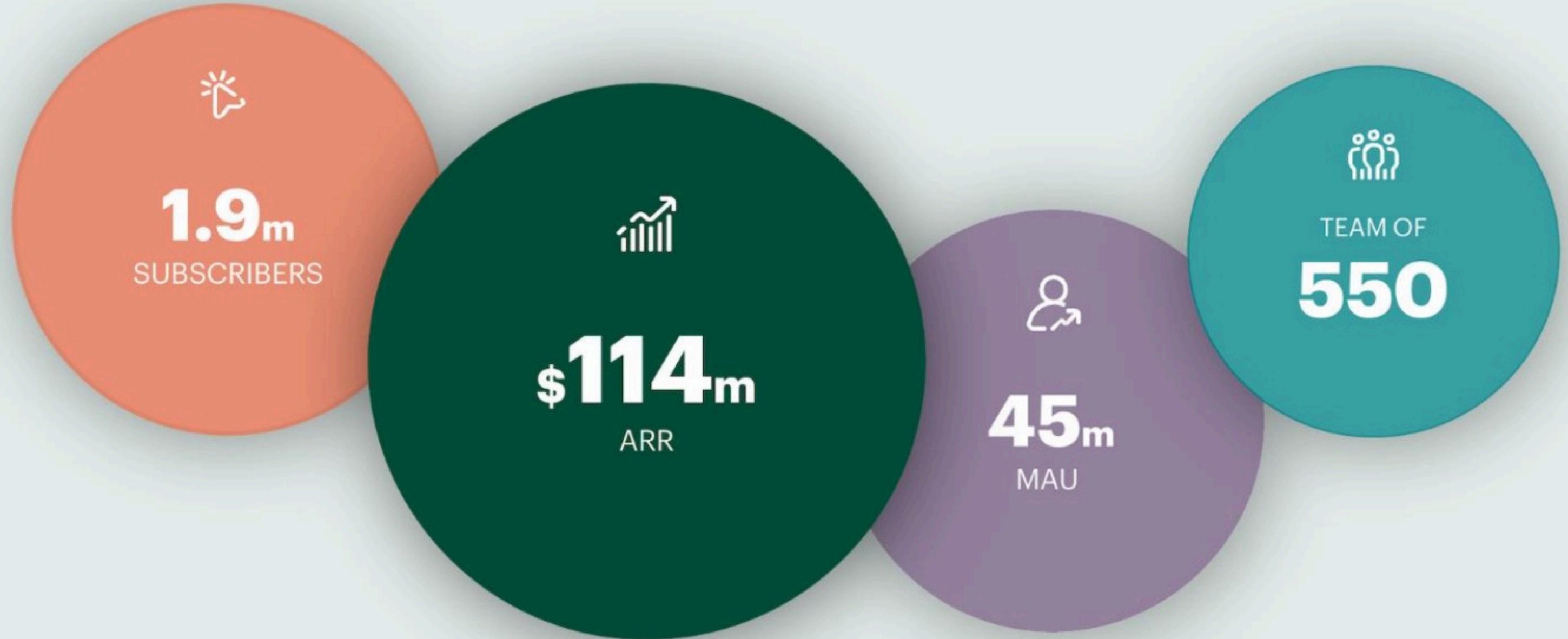


PALTA – LEADING MOBILE HEALTH & WELLBEING PLATFORM



70% of diseases in wealthy
countries are caused
by lifestyle

PALTA IS A NEW GENERATION SERVICE OF AI-BASED HEALTH AND WELLBEING PRODUCTS



ARR – ANNUALIZED RUN RATE REVENUE, MAU - MONTHLY ACTIVE USERS; FIGURES AS OF MARCH 2021; HEREINAFTER, ARR IS BASED ON GROSS REVENUE INCLUDING STORE FEES AND VAT

PALTA AT GLANCE

WELLBEING 360 – LEADERS AND RISING STARS

SOCIAL

ALMS
Social Impact
Network



PRISMA LABS
Photo Editor



HEALTH

PALTA WEATHER
Weather & Health



VOIR
Digital Skincare



FLO HEALTH
Female Service



BODY

SIMPLE
Mindful Nutrition



MIND

ZING
Fitness AI
Advisor



TIME TILER
Productivity
AI Advisor

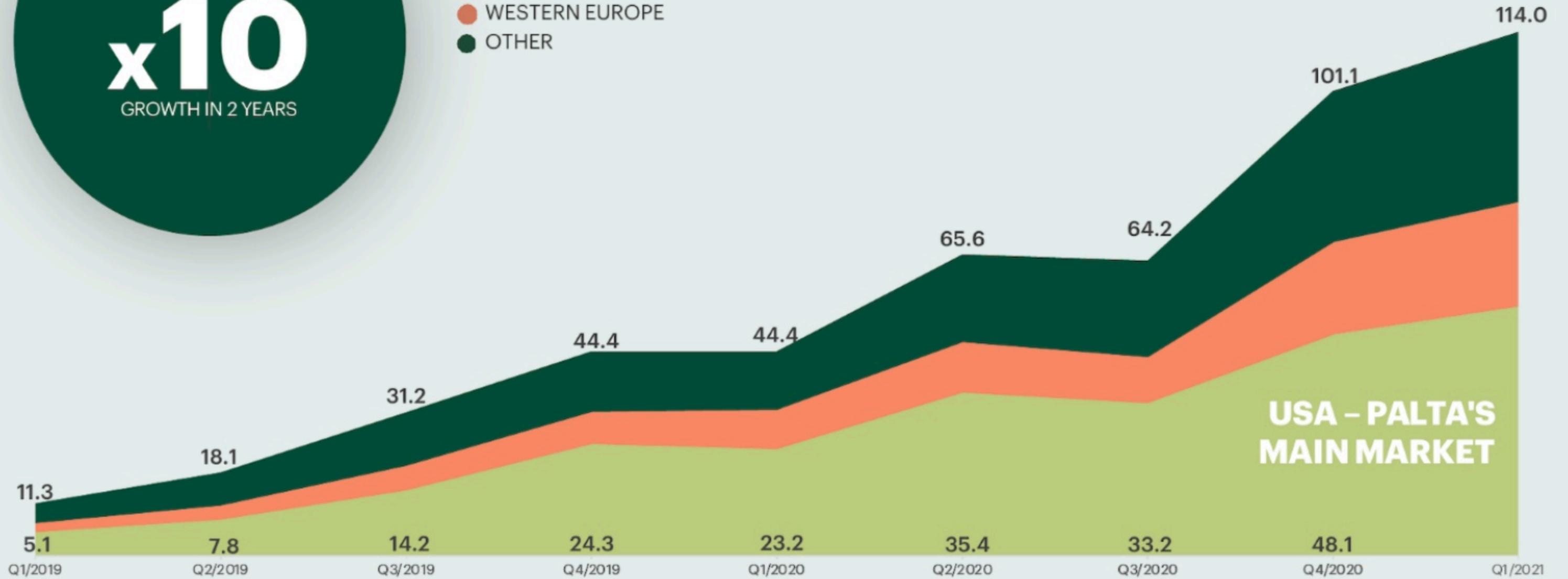


IMPRESSIVE **REVENUE GROWTH**

x10
GROWTH IN 2 YEARS

PALTA CONSOLIDATED ARR, \$m

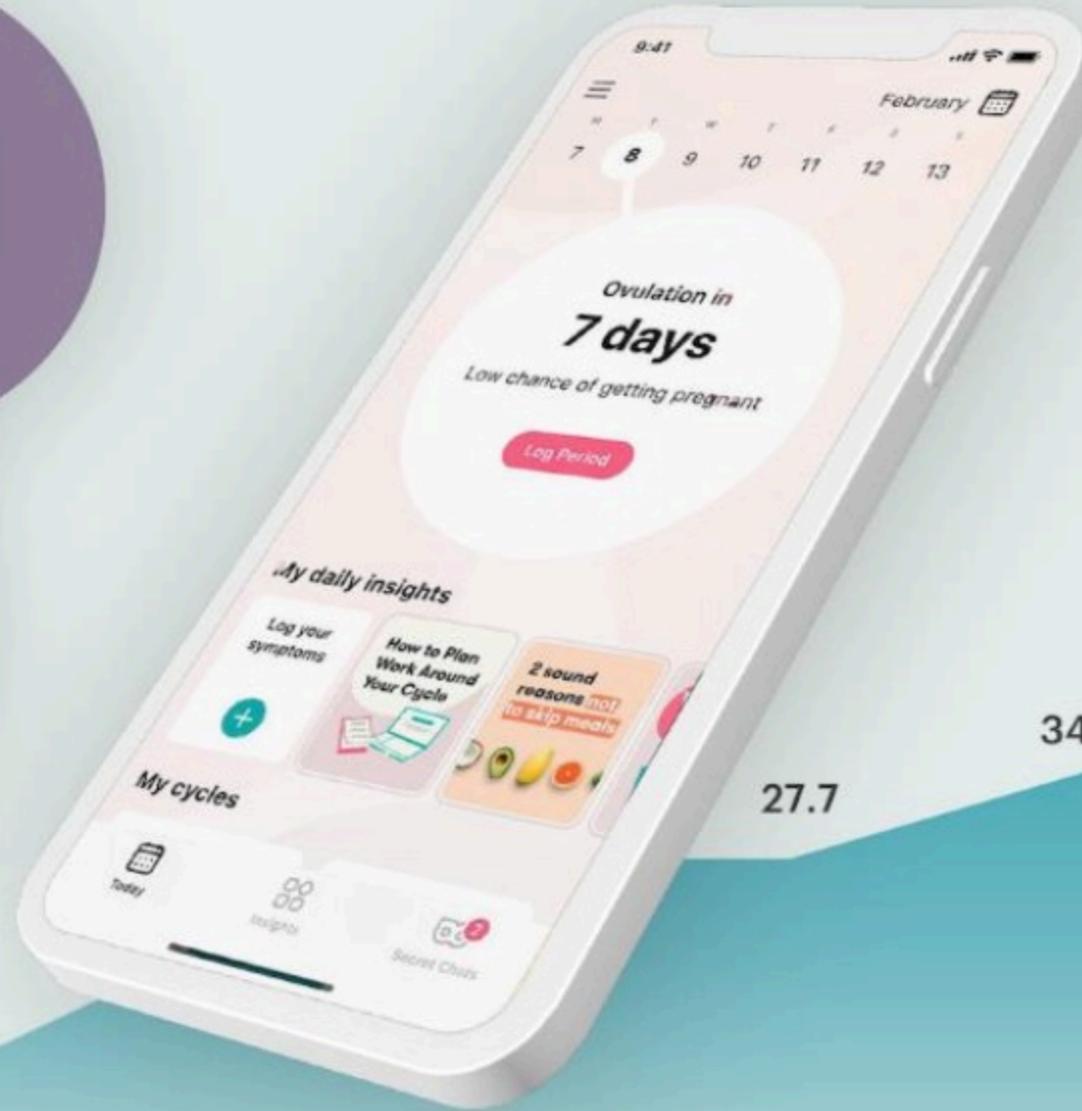
- USA
- WESTERN EUROPE
- OTHER



USA – PALTA'S MAIN MARKET

FLO – MARKET LEADER

- #1** MOST DOWNLOADED HEALTH & FITNESS APP GLOBALLY IN APPLE'S APP STORE IN 2019 AND 2020
- 1m** SUBSCRIBERS
- 40m** MAU
- 11%** OF US WOMEN USE FLO TO TRACK THEIR CYCLE*



x35+
IN 2 YEARS

ARR, \$m

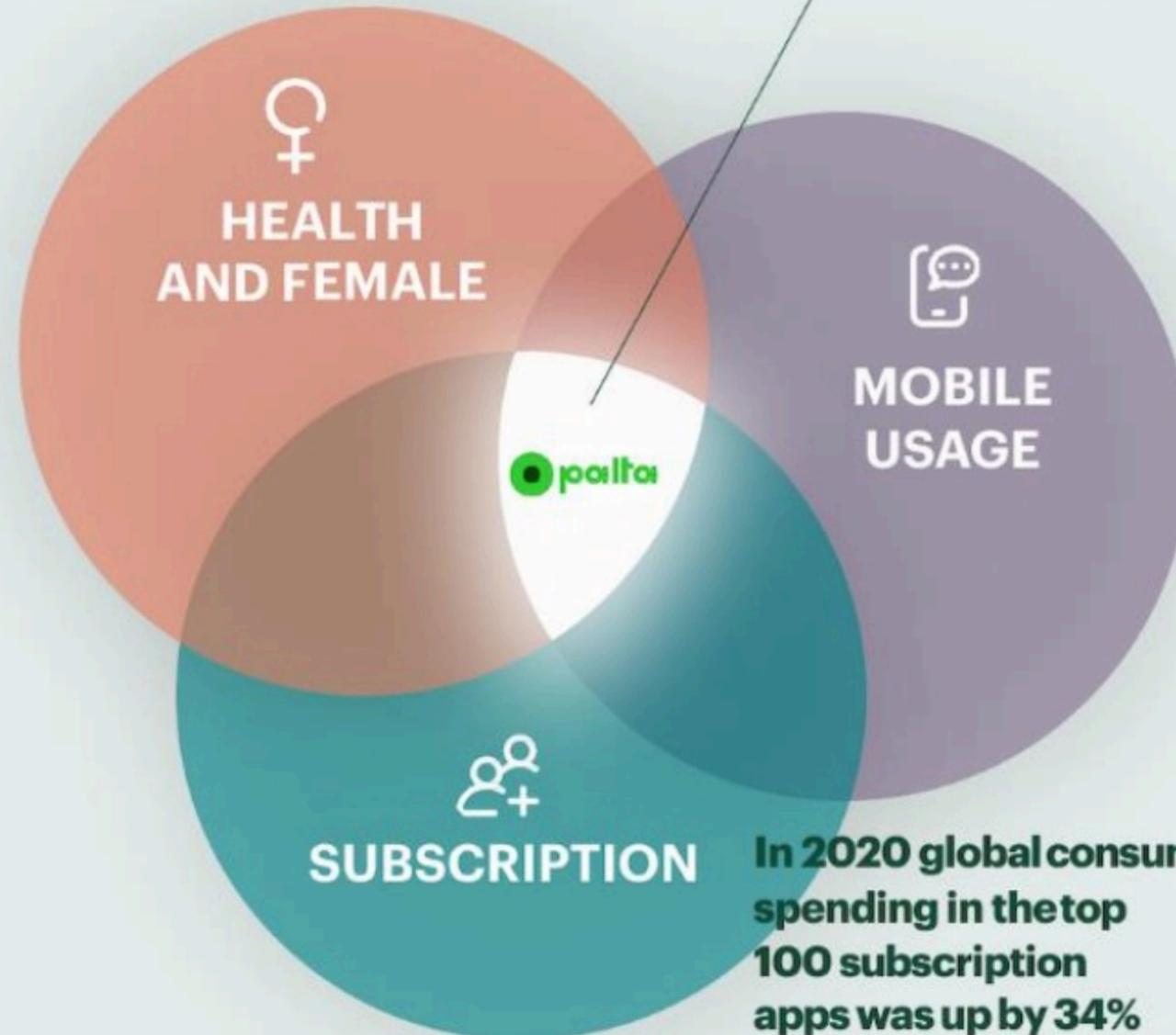


*AS OF NOVEMBER 2020, 15-39 AGE GROUP; OTHER DATA AS OF MARCH 2021

MARKET OVERVIEW

Palta products on intersection of three big trends \$500b combined

GLOBAL SPENDING IN APPS ON APPLE'S APP STORE



In 2020 global consumer spending in the top 100 subscription apps was up by 34%

WOMEN'S HEALTH



FEM TECH MARKET



Sources: Allied Market Research, Markets And Markets, Precedence Research, Market Research Future, Reports and Data, 360iResearch, Grand View Research

PALTA'S **3 YEARS GOAL**



PALTA AIMS TO REACH
\$500m ARR

x5

REVENUE
GROWTH



PALTA'S PRODUCTS TO REACH
THE LEADING POSITION IN

5

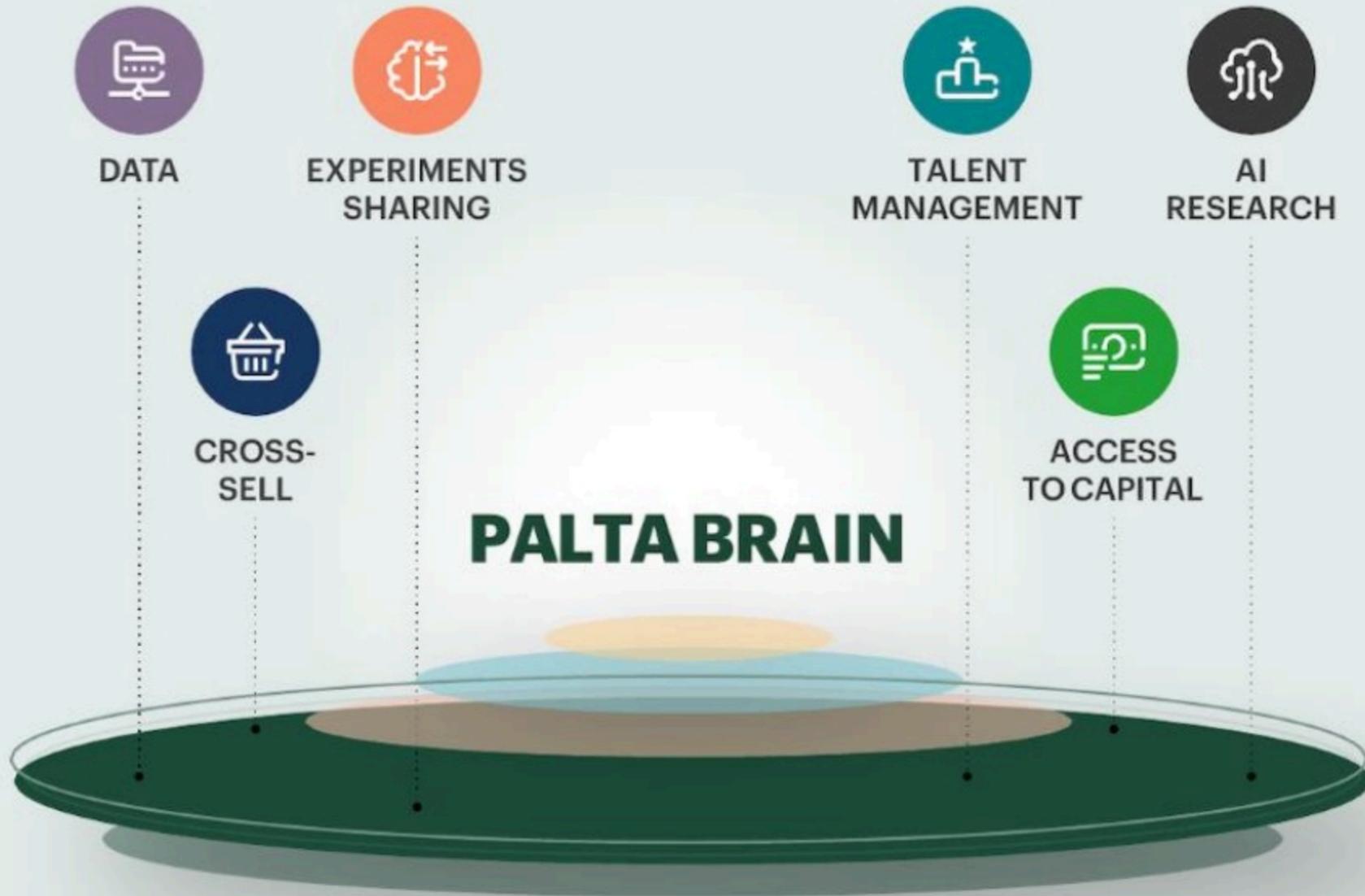
SEGMENTS OF THE HEALTH AND
WELLBEING MARKET



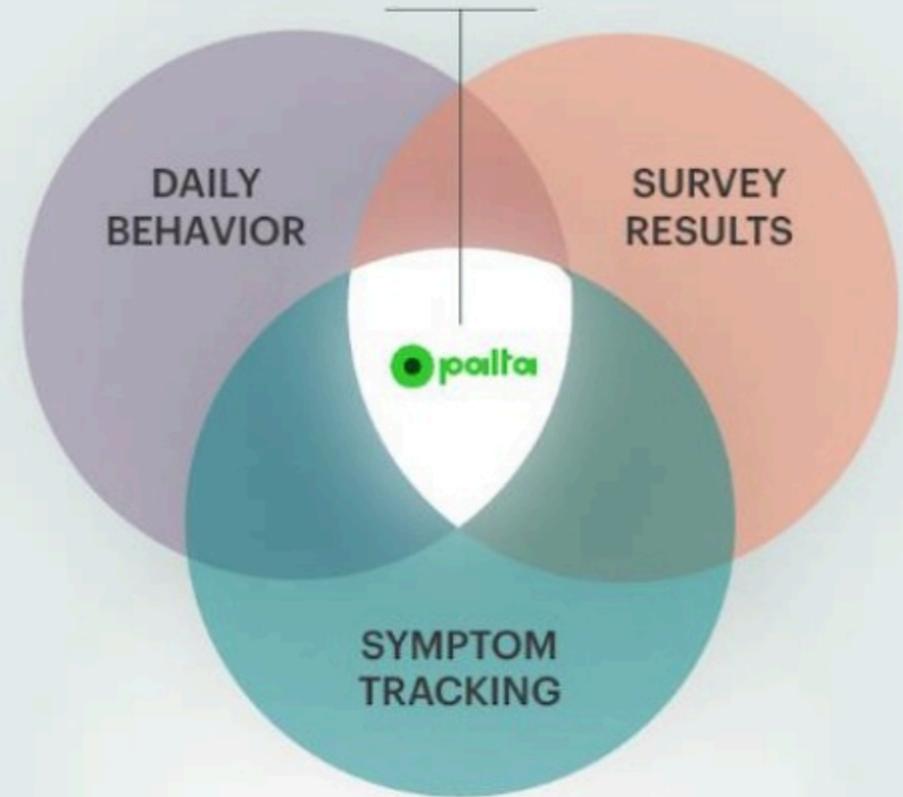
500m

OF PEOPLE POSITIVELY
INFLUENCED

PALTA ECOSYSTEM COMPETITIVE ADVANTAGE



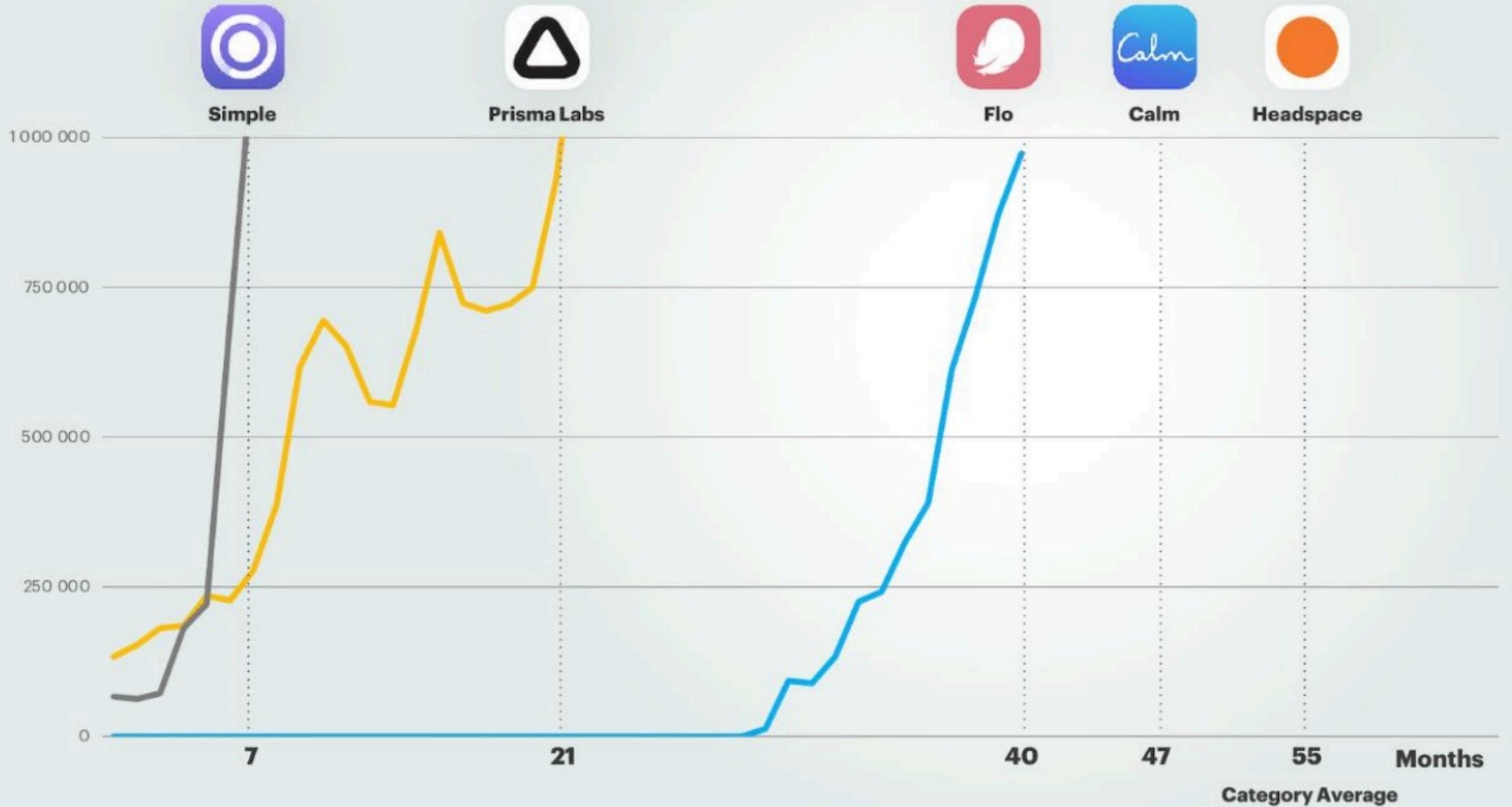
THE DATA PALTA COLLECTS ALLOWS IT TO IMPROVE EXISTING PRODUCTS AND CREATE NEW ONES



150_b
UNIQUE DATA POINTS

ECOSYSTEM **ENABLES FASTER GROWTH**

Months from launch to \$1m/month revenue



Flo Testimonials



700k ratings, with average 4.8/5

Great app!



This app is soooo interesting and informative, kind of revolutionary actually!

19 Jun

julia_jj

The app literally saved my life!



I've been using Flo to track my cycle for a few years now, and it's honestly the best app for this purpose.

12 May

Vitaliia K.

Love it! ❤️



Game changing to be more aware of what's happening in my body

23 Oct

olena_gg

The Best App Ever!



I just freaking love this app!!! So much useful information and lots of advice on different topics and it's easy to use!

17 Sep

jojovanka

Great app! ¹⁰⁰



I totally recommend this app! Told three of my friends about it and they totally love it! Really accurate as long as you fill in the proper data.

03 Jan

dashatrofimova

Flo is my favourite women diary!



The best application for women I've ever used! Everything is clear, you getting all what you need to control your body system!

25 Nov

Mar1nA1407

Simple **Testimonials**



61k ratings, with average 4.8/5

I love Simple so much!



06 Oct

ailuj

I've been using this app for 12 days now and it has just CHANGED my LIFE. I love Simple so much!

Love , Love, Love this app !!! ❤️



20 Jan

nadin_g

Easy to use and so easy to keep track of EVERYTHING. The creators of this app are amazing. Thank you guys !!!!!

Best program ever 🔥🍌



3 Jun

Olya Ko

I've lost a total of 34 pounds, fasted a 100 times totaling 2015 hours of life changing fasts! Simple app has been with me the entire time.

Very useful high quality app



8 Jan

savlukkate

This app is super easy to use & also very helpful. I definitely recommended this app even if you are trying fasting for the first time.

Great app!



02 Jan

maleera

Way above the others including Life IF, Zero. No comparison! SIMPLE is already helping me lose weight. Plus great support!

Simply The Best



20 Dec

ladeeduh

This app is super easy to use and also very helpful. I definitely recommended this app even if you are trying fasting for the first time.

Competitive landscape

Flo firmly holds #1 spot among all apps in Health&Fitness category worldwide.

All other market verticals being developed by Palta are not present, which opens up vast growth opportunities.



AppAnnie, Top-10 apps by installs (iOS, worldwide) in health&fitness category



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