

Tia

The Modern Medical
Home for Women



Whole
Health
Care

- Primary Care
- Obstetrics & Gynecology
- Women's Health
- Family Library

We're amidst **a watershed moment** in the U.S. healthcare system:

1

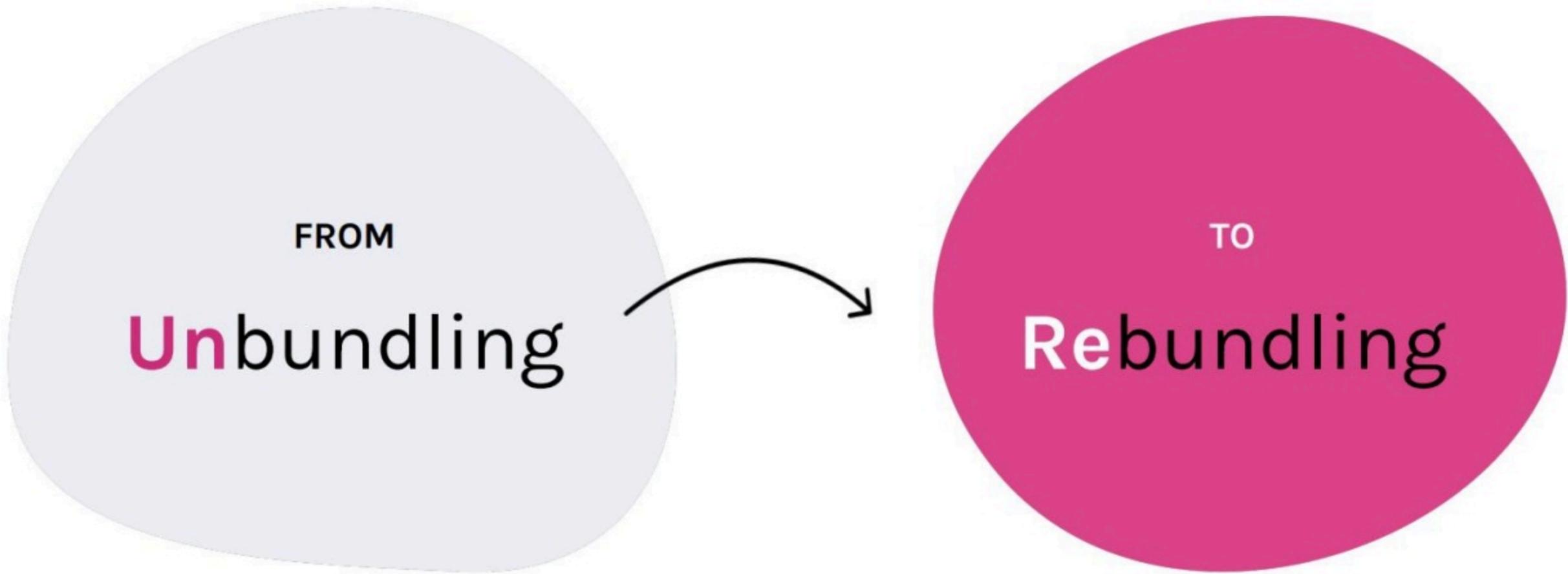
Healthcare has left the hospital

2

Virtual care has become ubiquitous and a commodity

3

Women are no longer “niche” and now recognized as the most powerful *and* underserved customer in healthcare



... Who and what will define the healthcare system of the future?

OUR THESIS

The healthcare system of the future will be defined by personalized care delivery platforms that are:



Virtual-first



For whole people



Relationship-based



NOT virtual-only



NOT specific conditions



NOT transaction-based

OUR THESIS

The healthcare system of the future will be defined by personalized care delivery platforms that are:



Virtual-first



For whole people



Relationship-based



NOT virtual-only

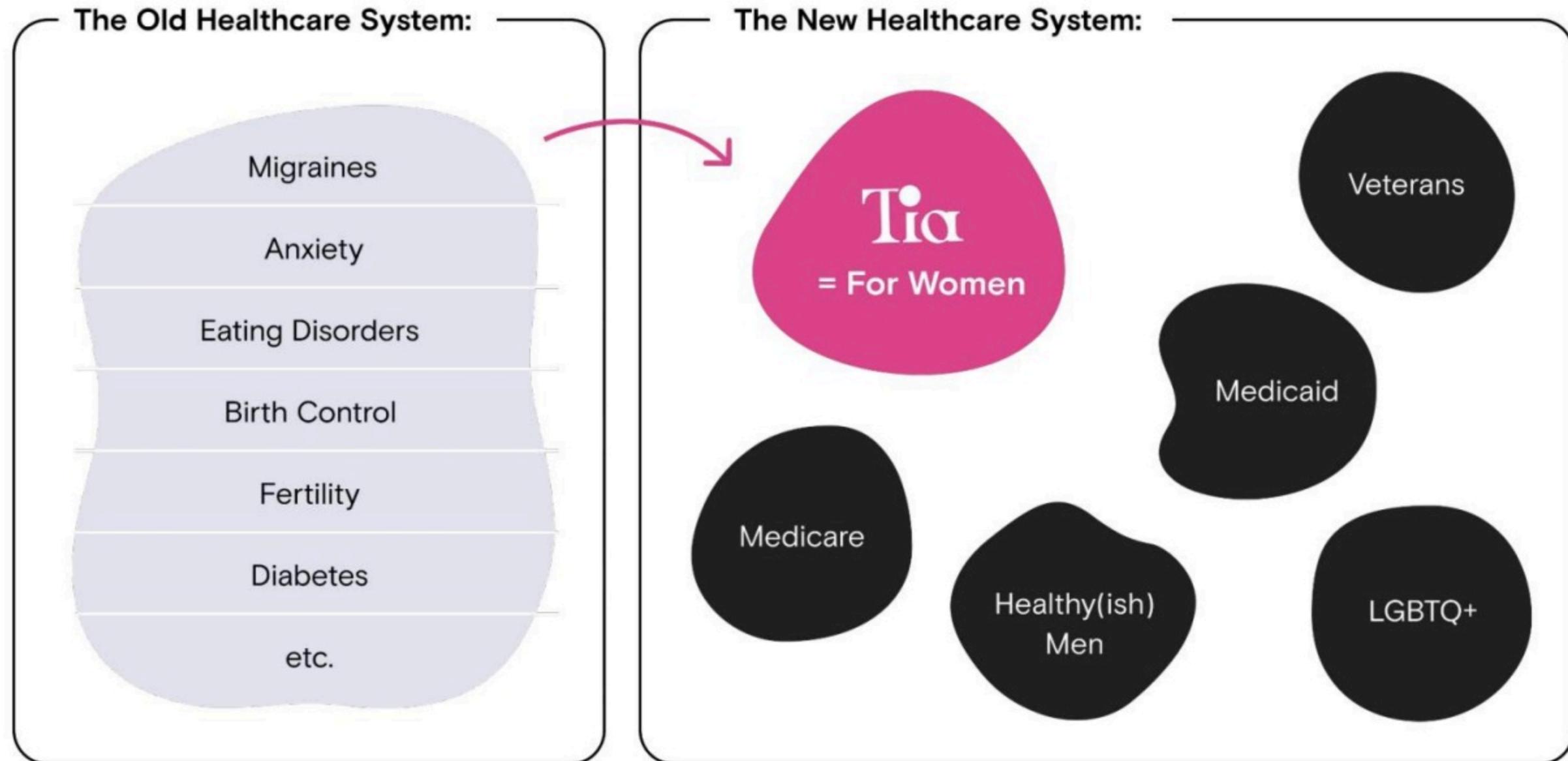


NOT specific conditions



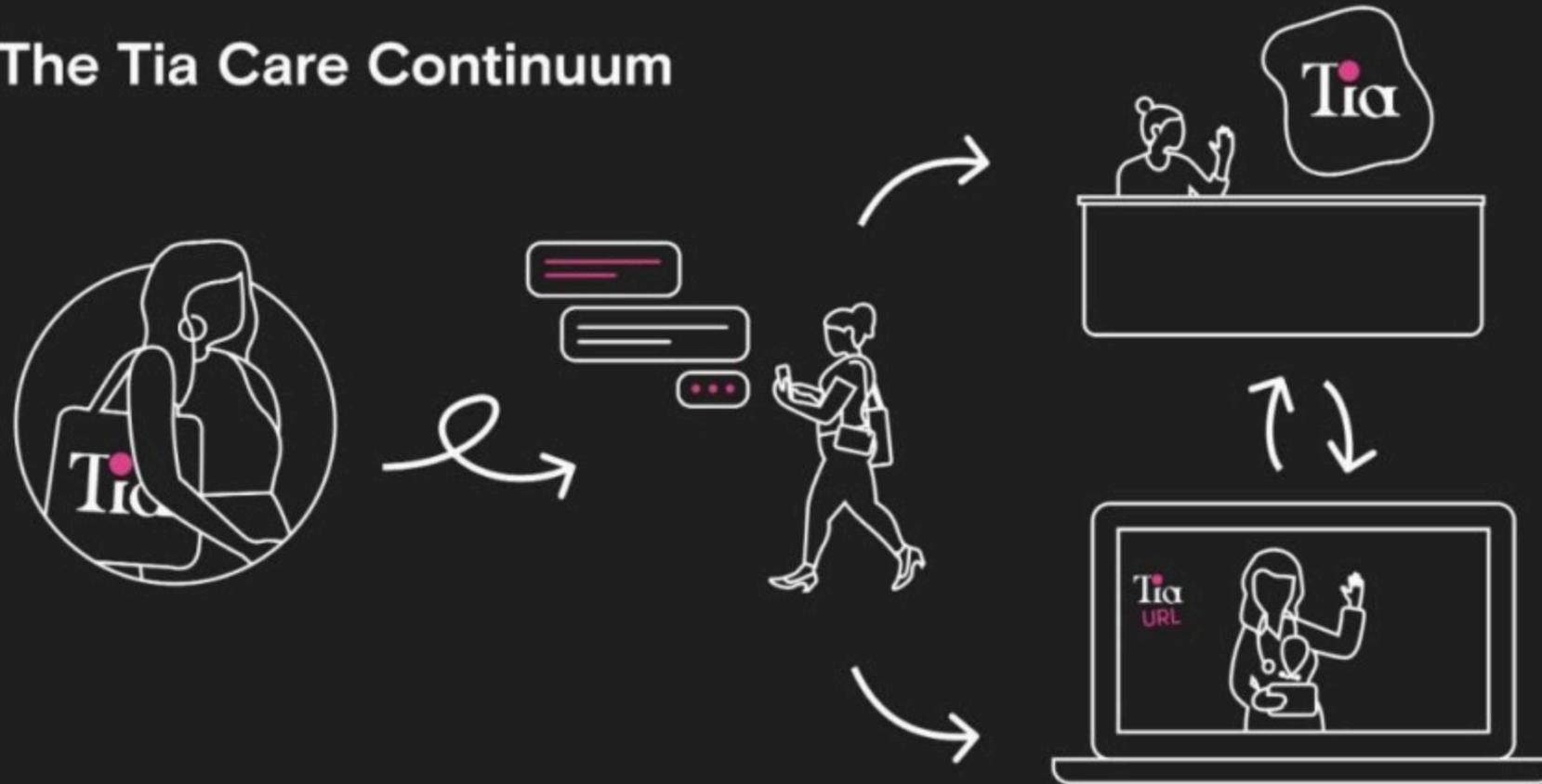
NOT transaction-based

Tia has the most *trusted brand* and the *widest mandate* in women's health – positioning us to be the **category-defining care delivery platform** for the most powerful customer in healthcare: **women**.



Tia is a full-stack care delivery platform – **the first place** women turn to for care they trust – online, in person, and all of those moments in between.

The Tia Care Continuum



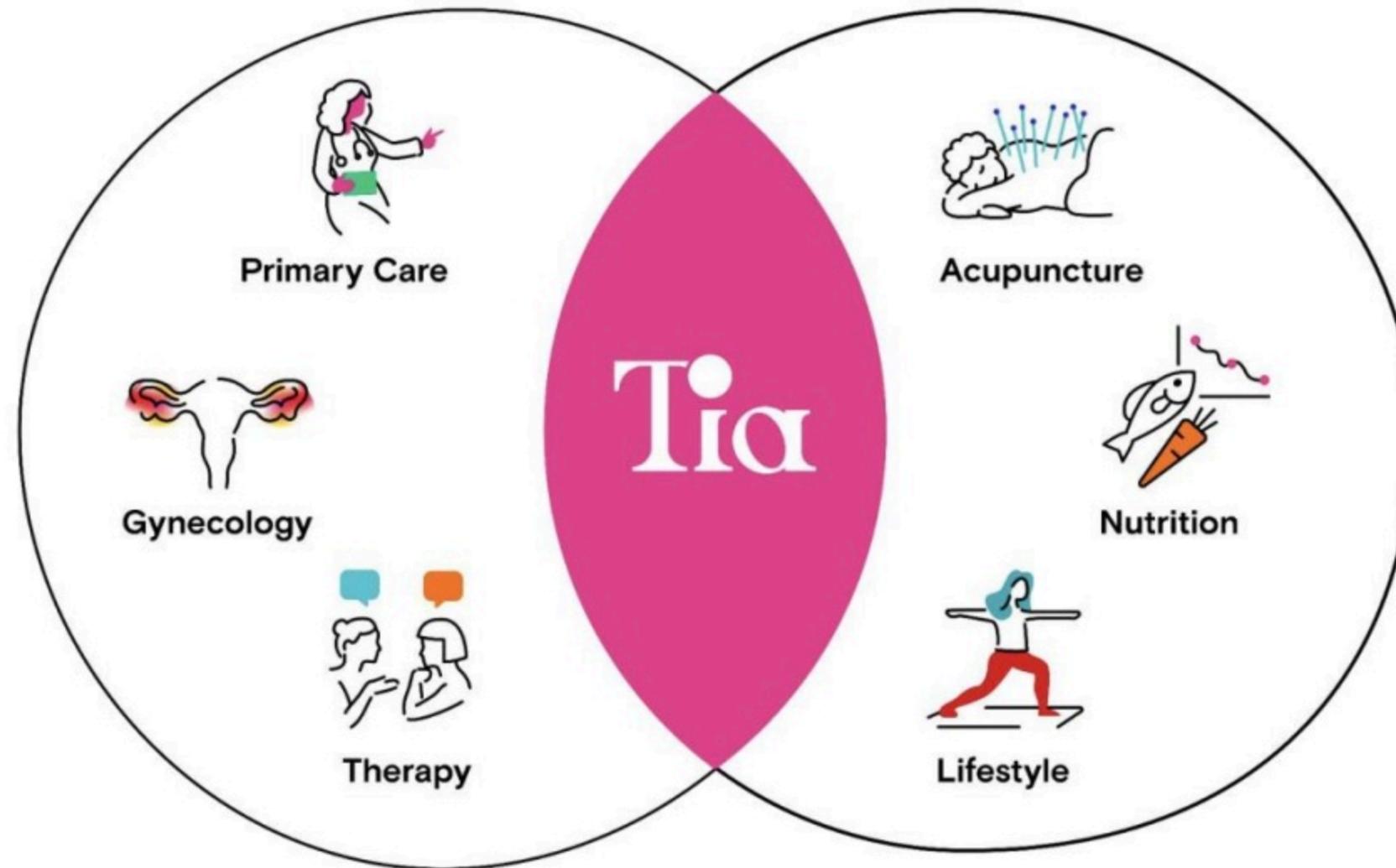
We practice

**Healthcare
for women**

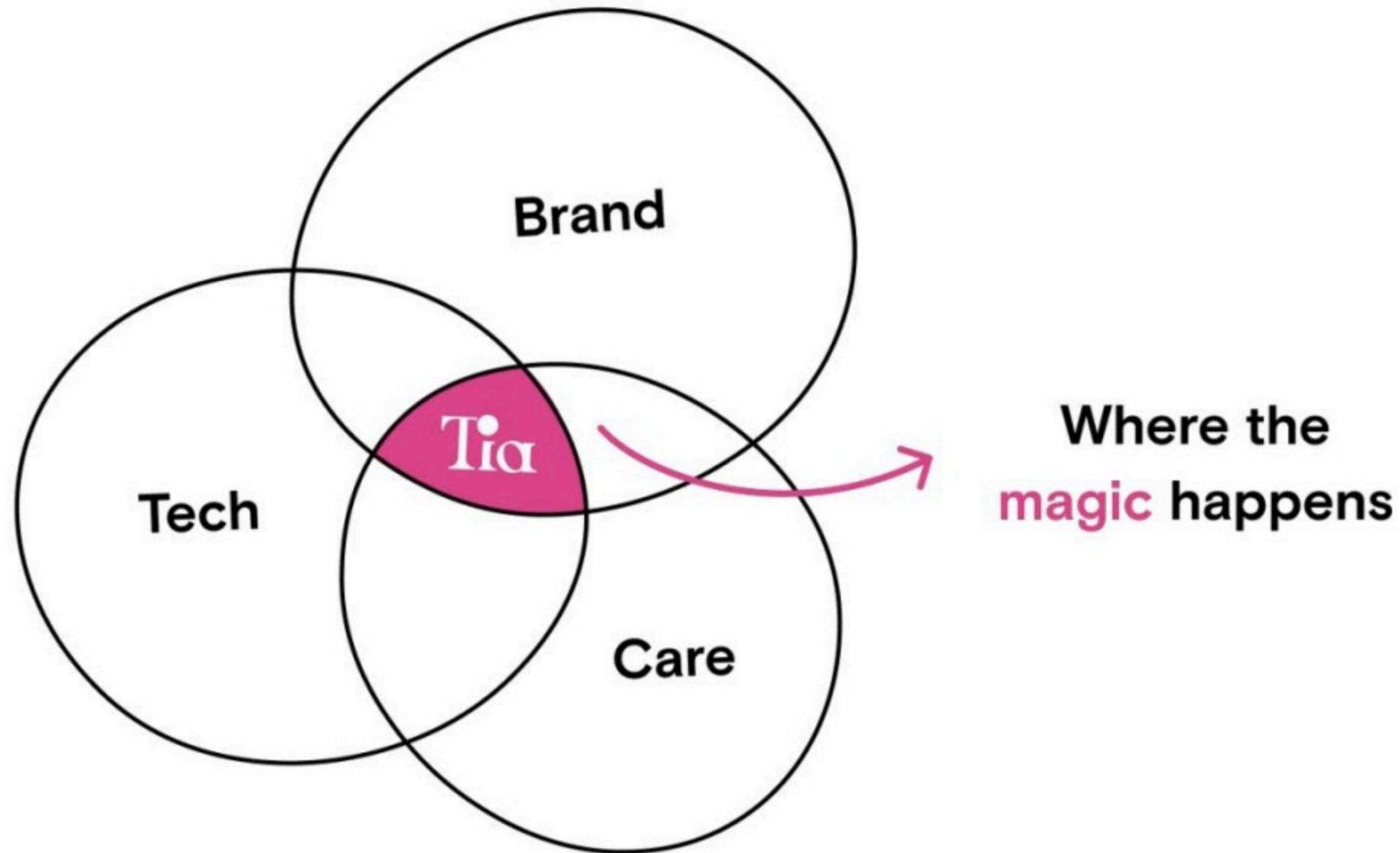
≠

**“Women’s
health”**

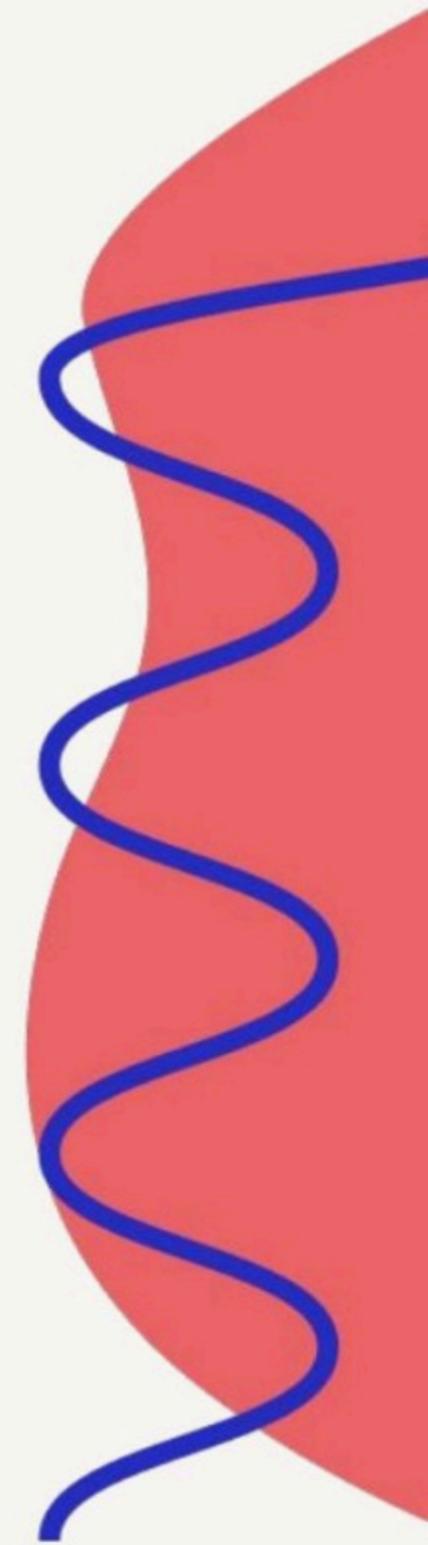
“Healthcare for women” means comprehensive care for your physical, mental & emotional health – a one-stop-shop that helps women get and stay *truly well*.



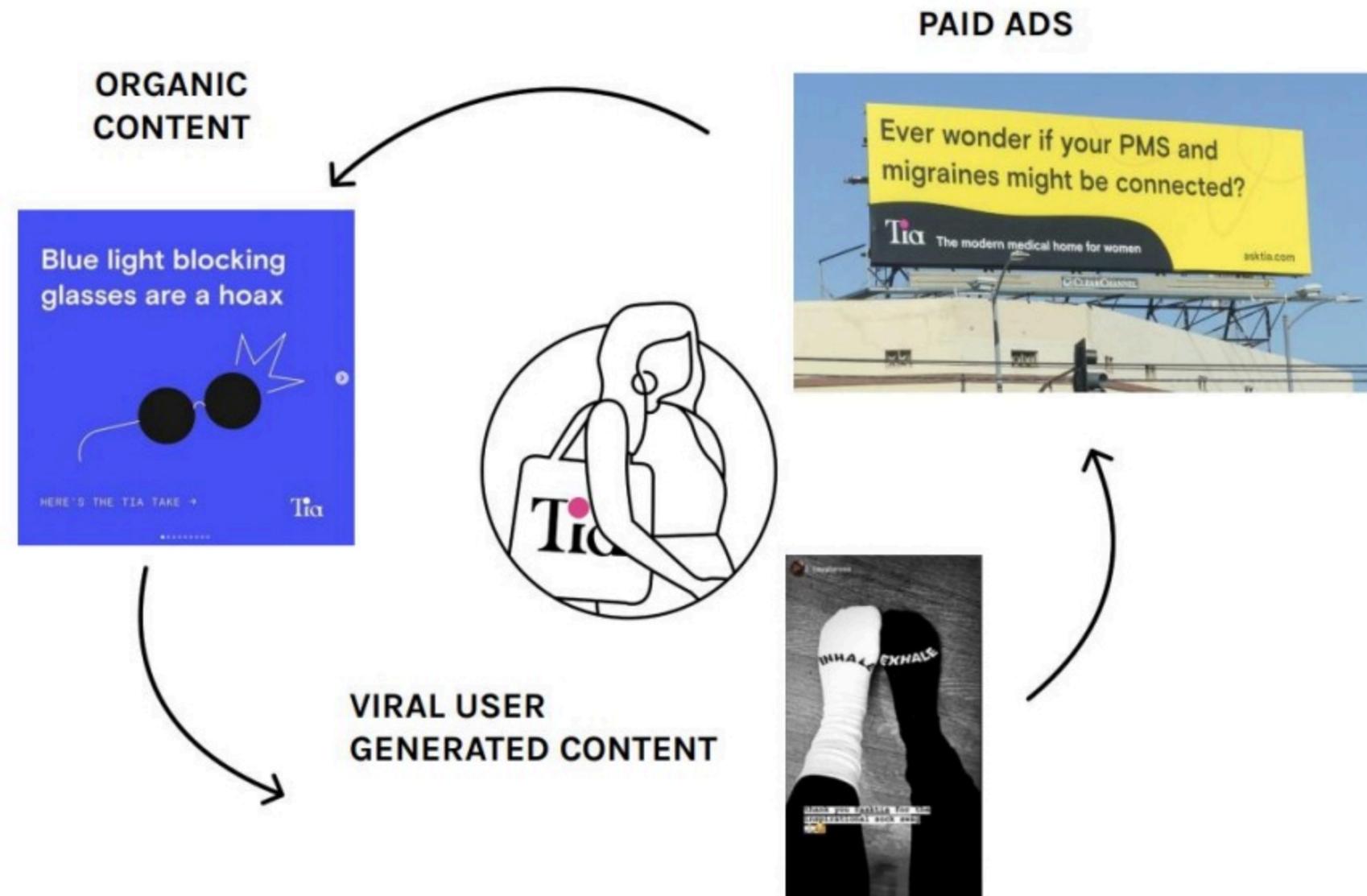
It's not just *what* we do that differentiates Tia from every other women's healthcare player, but *how*: our "secret sauce" is our distinct **fusion of brand, care, and tech** – a winning playbook we've proven is both **scalable** & **defensible**.



Brand Experience



Tia is a **brand-first company that sells itself**. We acquire women faster and cheaper than anyone else in the industry, with a marketing flywheel that builds “fangirl-dom” & drives appointment bookings – *even before we open our doors*.



Tia's members are our best advertisers – constantly sharing “you-can’t-script-this” love letters to Tia across their networks. This viral UGC cultivates mindshare with women, fueling both our acquisition and engagement flywheels.



Vasthy Mompont This place is incredible. I cried for the rest of the day because they listened to me. That's rare. I hope Tia spreads across this country women need this

Care · Reply · Message · 6d



Had a great experience @Ask_Tia Silverlake clinic. I love that they asked me whether I wanted to be weighed or not as part of my physical. I appreciated that they considered that some people have complicated relationships with weight.

11:23 AM · 5/17/21 · Twitter for iPhone



A “Whole Woman Whole Life” Care Model



Whereas most women's healthcare companies sell point solutions treating a specific body part or ailment, **Tia treats the whole person** – from anxiety to endometriosis & from hypothyroidism to postpartum depression.

