



apricity

Apricity means
'the warmth of the
sun in winter'



apricity

the world's first
virtual fertility clinic



Apricity **fertility advisors** are available 7/7 to answer questions, coordinate the journey and liaise with clinics

44. Sharing our values for support and transparency. Apricity are changing the way fertility care is accessed.

Putting patients first and offering extended support, medical excellence and tailored plans, Apricity ensure patients feel truly cared for throughout their whole fertility journey. 77

Elair McPhee
CEO, Fertility Network

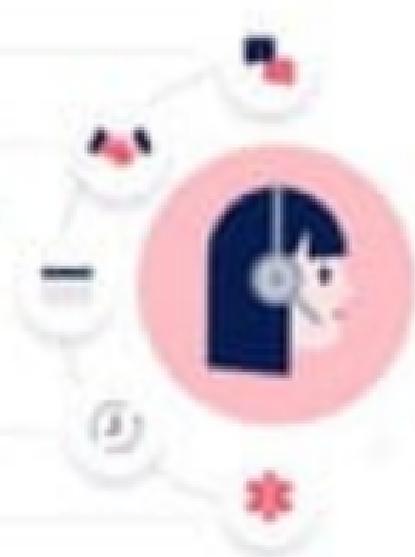
Expanding options

Working with care teams

Arranging appointments around patient's schedule

Here before, during & after treatment

Offering guidance & emotional support



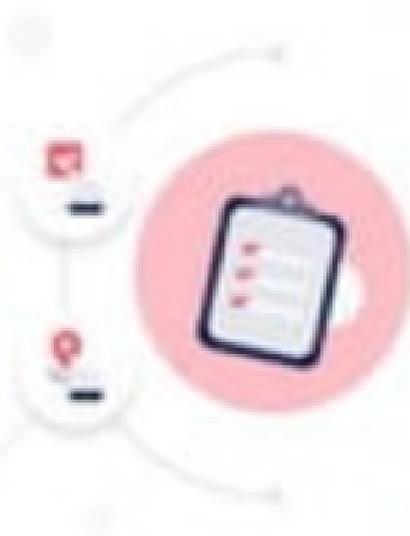
Apricity creates a **bespoke journey** adapted to patients' preferences and constraints

Journey customisation

Women & couples customise several aspects of journey most relevant to them

Reduced number of visits

They can reduce number of visits to the clinic whilst ensuring access to best medical care. Just 2 visits to the clinic - allowing couples who live or work far from treatment centres to have access to the best clinics



“ It's a lifesaver for me not to have to go to London every day! ”

Best test location

- At home with self kit
- At the fertility clinic
- At home by a nurse
- At partner clinic

Consultations

- Face to face
- Telephone
- Online if possible

Ultrasound location

- At fertility clinic
- At partner clinic

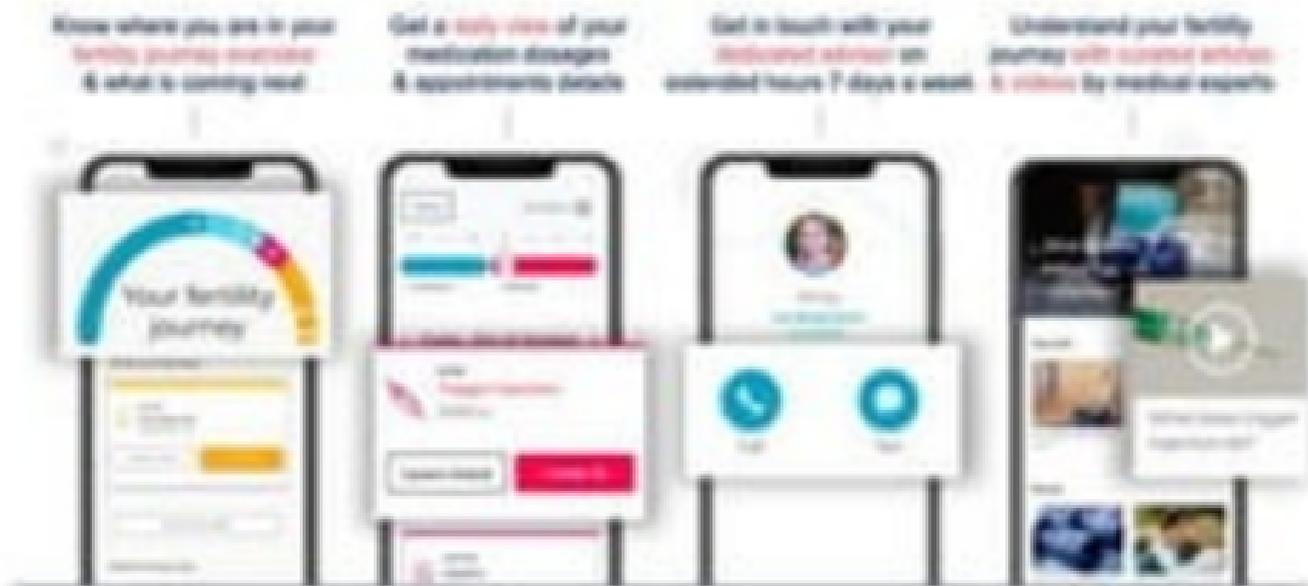
Drug delivery location

- Work, home, other
- Location of your choice

More time

- for counselling

Apricity **mobile app** lowers risk of errors, helps to reduce stress, offers reminders, assistance and guidance



Apricity's ambition is to **disrupt fertility** care worldwide

In UK alone, in 2022, Apricity will:



Treat

4000
cycles
a year



Capture

5%
market
share



With

10
partner
clinics

Geography

Starting in UK but
fast ramping up
internationally (Spain,
France, Germany...)

Values

Ultimately, we want to
improve success
rates with the AI
project





Disrupting the fertility
experience

07.04.20





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Apricity

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What makes
Apricity different ?



01

Why ?

Infertility is a major concern for employees

1/6 

couples
have difficulty
conceiving
3.5M people in UK

16,8 

billion dollars
Fertility market*

+9,3% 

CAGR
Expected to reach
\$31Bn by 2023

1,5M 

IVF cycles
performed WW
every year, 55%
of which in Europe

27% 

AVG success
rate in UK**
Vary considerably
within country and
between countries

03 

cycles
per patient
on average
before pregnancy

£6K 

Cost per
cycle in UK

80% 

of patients
do not currently
receive IVF funding
from NHS

Fertility treatments affect patients' professional life

70%

of people

had to take days off because of treatment*

5%

of large US employers

offer fertility benefits (incl. fertility preservation)

75%

of people

say infertility is more stressful than divorce*

71%

of people

considered stopping the treatment (mostly because of emotional toll)*

17%

of 25-44 aged employees

experience fertility issues

88%

of people trying to conceive

report being stressed during treatment*



Productivity



Absenteeism



Retention



Caring
Through innovation

Fertility treatments are organized around clinic constraints when it should be truly **patient-centric**



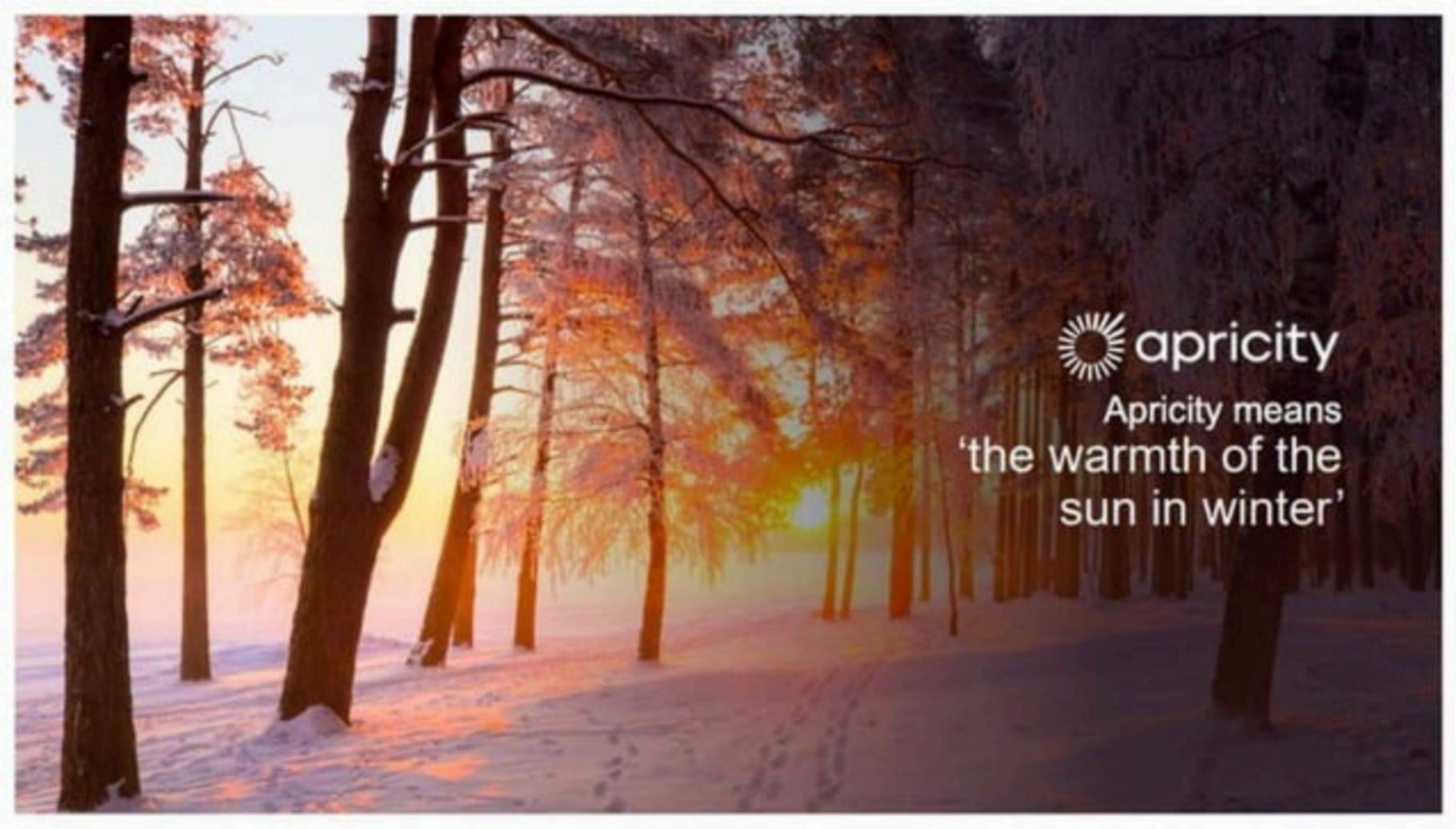
In reality, the only times when women (or couples) need to go to the clinic are for these 3 steps.

The rest of the process can be organised around them.



02

Apricity



 apricity

Apricity means
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Apricity,
the world's first
virtual fertility clinic



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Apricity brings together the best in medical excellence, human care and advanced technology

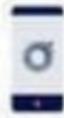
We tailor fertility journeys to match patients' **specific needs, preferences and location**, so that they can access care in the way that works best for them.



Bespoke
Journey



Fertility
advisor



Mobile
App



Best
medical team



Artificial
Intelligence

A woman with dark hair, wearing a grey tank top and dark pants, is sitting on a grey yoga mat on a wooden floor. She is looking down at a laptop computer that is open on her lap. To her left, on the floor, is a bright pink water bottle. The background is a dark blue wall.

03

What makes
Apricity different

Apricity **fertility advisors** are available 7/7 to answer questions, coordinate the journey and liaise with clinics

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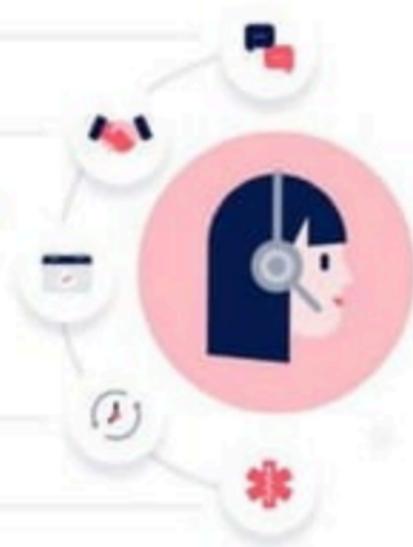
Explaining options

Liaising with care team

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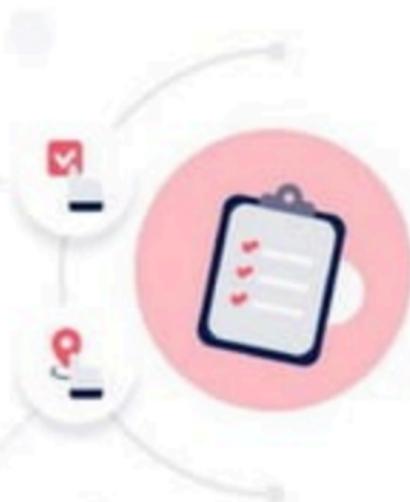
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Blood test location

- At home with self kit Included
- At the fertility clinic Included
- At home by a nurse +£180 for all tests
- At partner clinic +£300 for all tests

Consultations

- Face-to-face Included
- Telephone Included
- Online (if possible) Included

Ultrasound location

- At fertility clinic Included
- At partner clinic Included

Drug delivery location

- Work, home, other Included
- Location of your choice Included

More time for counselling

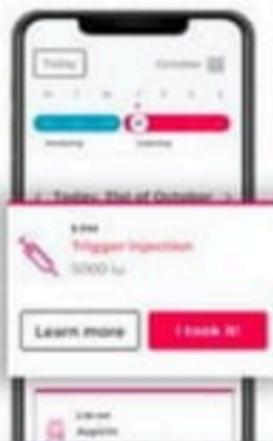
- +£100 per session

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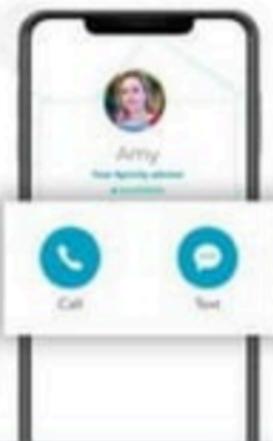
Know where you are in your **fertility journey overview** & what is coming next



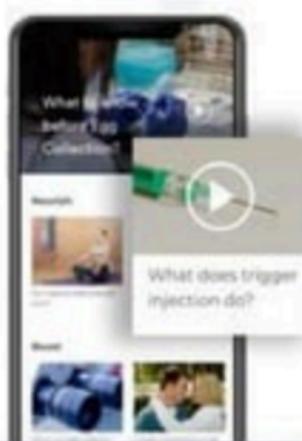
Get a **daily view** of your medication dosages & appointments details



Get in touch with your **dedicated advisor** on extended hours 7 days a week



Understand your fertility journey with **curated articles & videos** by medical experts



Apricity offers transparency in pricing



Contract with Apricity

The patient contracts with Apricity and pays the cost of treatment to Apricity.



Similar price

Apricity price is similar to the clinic price.



All inclusive

Apricity price is all inclusive: it includes treatment (IVF, FET...), medication, consultations, blood tests, scans, counselling and all bespoke journey parameters.



Visibility and transparency

The general principle is to charge for everything in advance

Apricity has designed in partnership with AXA PPP Healthcare a fertility benefit for employers



Offer composed of a **Benefit plan**, **Concierge service** (personalized support and guidance) and **Technology** powered by Apricity

Bundled coverage
cover everything, from the initial consultation through the completion of treatment, with no pre-certification requirements.

Diagnosis and lifestyle coaching
to reduce systematic treatment

Patient fast-tracked to treatment
(no waiting) if diagnosed

Simplification
no payment upfront, no claim

For all employees,
inclusive offer

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With
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Starting in UK but then ramping up internationally (Spain, France, Germany...)

Values

Ultimately, we want to improve success rates with the AI project



Apricity team

Apricity is a start-up of Kamet,
AXA insurtech start-up studio



**Caroline
Noublanche**
CEO



**Mara
Kotrotsou**
CMO



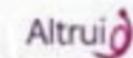
**Ghislaine
Colella**
Chief growth
officer



**Andrew
Berkley**
COO



**Julio
Louzada**
CTO / CDO



Altrui
*We acquired the UK
leader in egg donation
service in 2018*
Getting egg donation right
for the donor, the recipient
and for the future child.

Supported by
a great team of

30 
talented
people

divided in

2 
Sites
London & Paris

Thank you!



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www.apricity.life