

## XO Life GmbH

COMPANY PROFILE | CONFIDENTIAL | STATUS: 25 March 2022

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### BUSINESS MODEL

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**Building the next-level platform for long-term Patient Engagement and Insights from the Real World for all medicines, treatments & indications**

### UNIQUE SELLING POINT, TECHNOLOGY AND IP

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- We're building a kind of serious Instagram for healthcare and pharma industry to inform patients paired with a marketplace for digital patient companions. Our platform can become a true alternative to Google for patient information searches and makes it easy and fast for all manufacturers to participate in live market research and digital patient support.
- We are first building a proprietary platform to become one of the leading Real World data provider on Patient Insights
- Our underlying mission is to empower patients to share feedback during their therapy with the industry and receive personalized therapy recommendations by matching them with peers. We want patient feedback to become a standard in healthcare and to be used as information base for further health decisions

### PROFIT MODEL

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Platform business offering white-label digital patient support companions as software-as-a-service and data license of pseudonymised patient insights data across many different indications

### FINANCING REQUIREMENTS

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3mn EUR pre-Series A to invest in automation and scalability of platform to increase onboarding capacities of pharma clients. 80% of funds go into HR, 75% thereof into product and tech development.

### CUSTOMERS AND PARTNERS

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- All pharma or medtech companies ranging from mid-sized to large multinationals, since platform can be used for all medications, medtech devices and therapies
- We launched the platform last year in January, subscribed €72k contracted ARR in December and are already at €165k contracted ARR 3 months later (135% growth). By the end of the year, we predict €1mn ARR (1275% YoY CAGR) by the end of this year
- Customers are family-owned mid-sized pharma companies and large corporates

### CONTACT

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Founded: 2018

### PRODUCT- AND CUSTOMER BENEFIT

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- Real-time data collection of patient insights as SaaS and data license for better decision-making
- Long-term patient engagement in a trusted user-oriented platform solution
- Dynamic up-to-date information provision for the education of patients
- Digital leadership, brand awareness and increased patient loyalty

## POSITION IN YOUR MARKET ENVIRONMENT AND SIGNIFICANT COMPETITORS

- We are the first platform to offer an Instagram-style approach for verified and trusted patient communication as well as a marketplace for product-specific digital patient companies as SaaS
- Competition ranges from community-focused platforms towards digital patient questionnaires or multi-channel patient support

## MARKET (VOLUME) AND FORECAST

- TAM in Europe for post-market monitoring and marketing of pharmaceuticals: \$10 bn & \$40 bn
- Our predicted market share is a least 10% of TAM

## MARKET ENTRY, SALES AND MARKETING

Highly efficient sales support network that consists of top managers from the pharmaceutical industries, such as the former Chairman of Germany's largest pharmaceutical association and managing directors of pharma companies

## STATUS AND ACHIEVEMENTS

- Platform counts > 30.000 patients, goal is to achieve > 500.000 patients by the end of the year
- 1mn ARR EUR by the end of the year, would translate into > 1000% growth from last year
- Invest into automation and scalability of platform to onboard pharma clients faster and expand into different European countries by offering multiple language support

## MANAGEMENT AND TEAM

- Management Board: CEO (female) holds PhD from leading Technical University Munich in Europe in Entrepreneurial Finance and Data Analytics, CPO is former VP in Product & Design of Babble, CTO led Centre for Collective Intelligence at MIT for three years; Head of Medical Affairs worked at large pharma companies, such as Pfizer, Boehringer and Roche
- 18 FTE, mainly in product and tech development

	2021	2022	2023	2024	2025	-
<b>Revenue</b>	<b>72</b>	<b>990</b>	<b>4630</b>	<b>12910</b>	<b>37060</b>	
Other revenue	-	-	-	-	-	-
Material costs *	-	-	-	-	-	-
Personnel costs	1134	2473	5906	9750	13000	-
Other costs	222	398	1083	1557	2783	-
<b>EBIT</b>	<b>-1287</b>	<b>-1881</b>	<b>-2359</b>	<b>1603</b>	<b>21277</b>	<b>-</b>
Personnel	23	56	96	120	160	-
Required capital	-	3000	1500	-	-	-

\* only manufacturing companies | figures in T€