

May 2022

Lili

Lili for life

www.liliforlife.com

DYSLEXIA, A WIDESPREAD DISABILITY WITH FAR-REACHING CONSEQUENCES



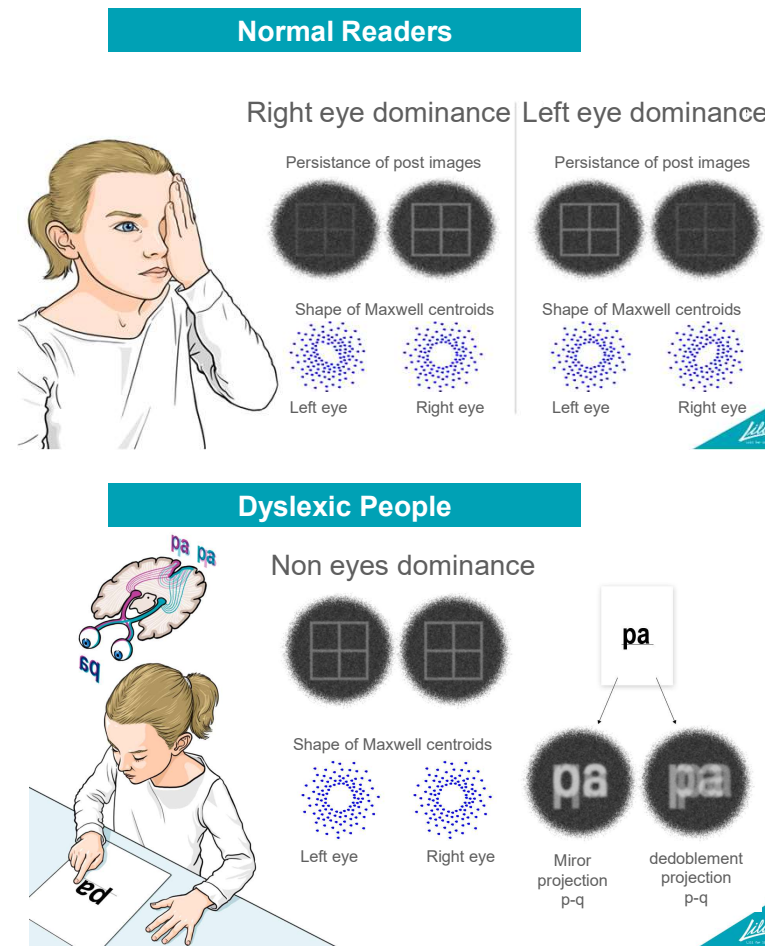
- Dyslexia affects 8 to 10% of the world's population (1 girl for 3 boys)
- It causes serious difficulties in reading and understanding a text, and is often accompanied by dysorthography. It is not cured, never disappears completely but, through speech therapy sessions, the dyslexic person acquires compensation techniques, with more or less success depending on the individual.
- Dyslexia is experienced by the child as a great injustice and generates strong suffering. The dyslexic child is still too often stigmatized in the school setting; he is exhausted by the concentration efforts required of him; his support is time-consuming on a daily basis.
- In adulthood, reading is generally more fluid but requires a strong concentration that comes at the expense of understanding the text.



A MAJOR DISCOVERY ON THE CAUSES OF DYSLEXIA

In 2017, Albert Le Floch and Guy Ropars, researchers at the University in France, discovered by chance a new cause of dyslexia:

- unlike non-dyslexic people (normo-readers), dyslexic people have two dominant eyes, which creates mirror images and disrupts reading.
- With this discovery, the researchers designed and patented a device allowing, by a stroboscopic effect of light, to artificially recreate a shift between the moment of perception of the image by each of the two eyes so that these images go back to the brain sequentially, and not concomitantly, thus allowing a fluid reading.
- **Since July 23, 2020, Lili light for Life has held exclusive licenses on these patents relating to the "lighting device facilitating reading".**



A MAJOR DISCOVERY ON THE CAUSES OF DYSLEXIA



- The announcement of their discovery creates a shock wave within the "dyslexia ecosystem": very parallel to the "classic" hypotheses of the causes of dyslexia, it opens the field of possibilities as to compensatory tools and raises many hopes and expectations among dyslexic children and their families.
- This revolutionary discovery was rewarded on December 15, 2020 with the Raymonde Destreicher prize awarded by the National Academy of Medicine, rewarding work related to the medicine of the eye.



LILI LIGHT FOR LIFE, AT THE SERVICE OF DYSLEXIC PEOPLE



- **Our vision :**

Dyslexia is not just a disability; it is the consequence of a different functioning of the brain which is now better known. The reading of people with dyslexia can therefore be greatly improved.

- **Our mission :**

Propose innovative technological tools to allow people affected by dyslexia to read more easily and efficiently, and thus contribute to the expression of their full potential.



THE TEAM



Frédéric Granotier: entrepreneur, founder or co-founder of several companies including POWEO (1st independent energy operator), VIVOLTA (TV channel), YOUNITED CREDIT (1st platform of credits between individuals), and LUCIBEL (expert company in LED technology). President of the economic development and attractiveness agency Rouen Normandy Invest (RNI).



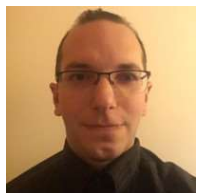
Bertrand Descours: Business leader, 25 years of experience in specialized BtoC / BtoB distribution and consumer goods. Operations Department – Marketing – Purchasing/Supply Chain. Management of product and service development projects - creation of international structure.



Haris Hussain: specialized in the commercial development of technical products in France and internationally, notably within Lyca Mobile, Hitech Innovations Group and Lucibel. Several years spent in the sale of LED lighting, passionate about the innovations enabled by LED technology.



Géraldine Ventre: liberal speech therapist for 20 years, specialized in Neuropsychopathology and severe language disorders. Trainer in rehabilitative techniques. HR Director of a private company for 3 years.



Thibault Gros-Daillon: electronics technician by training, 15 years of experience in the electronics industry. Several years spent at Lucibel as LED product development manager.

OUR FIRST TOOL TO HELP PEOPLE WITH DYSLEXIA: THE LILI CONNECTED LAMP



- Customizing settings via the Lili for life mobile app for maximum efficiency
- Connection between the lamp and the smartphone via Bluetooth
- Small footprint: 16 x 7 cm
- Foldable, for use at school or in professional life
- Battery-standalone (up to 6 hours)
- Adjustable light intensity
- Solid and protected by its case
- Public price: 349 €, to make this innovation accessible to as many people as possible

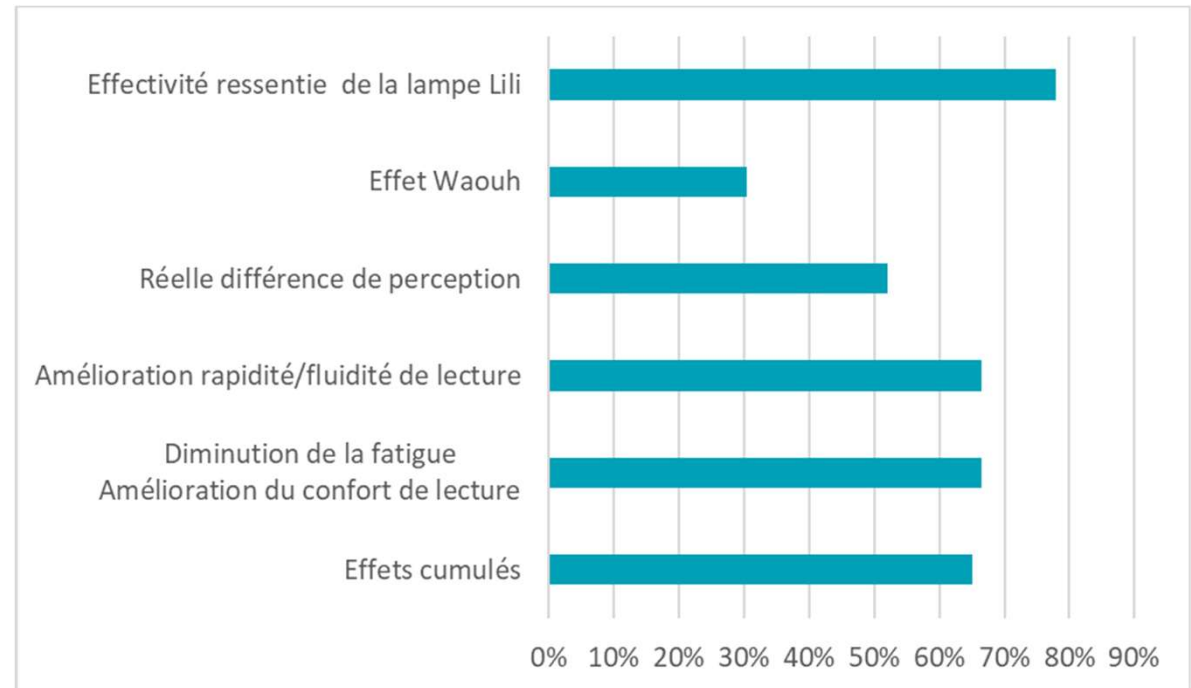


LAS VEGAS CES 2022
EDITORS' CHOICE AWARD⁷

BÊTA-TEST RESULTS

Lili light for Life held a beta test with 30 people with dyslexia over a period of 4 months, starting in May 2021. The results, collected and analyzed by a speech-language pathologist, are as follows:

- 30.5% of beta testers felt a "Wow" effect, that is, an immediate and strong efficiency of the lamp. They evoke in particular the fact that with the lamp, "the letters dance less";
- the rate of "real difference in visual perception" reaches 52%;
- 66.5% of beta testers confirm an improvement in the speed and/or fluidity of their reading.
- 78% of beta testers felt a real effectiveness of the Lili lamp.





PERSPECTIVES

LILI LIGHT FOR LIFE is :

- The declination of a disruptive and nobelizable French discovery;
- A team mobilized around a human project to facilitate the life of people with dyslexia, especially children.
- An international ambition to address a universal cognitive disability.

