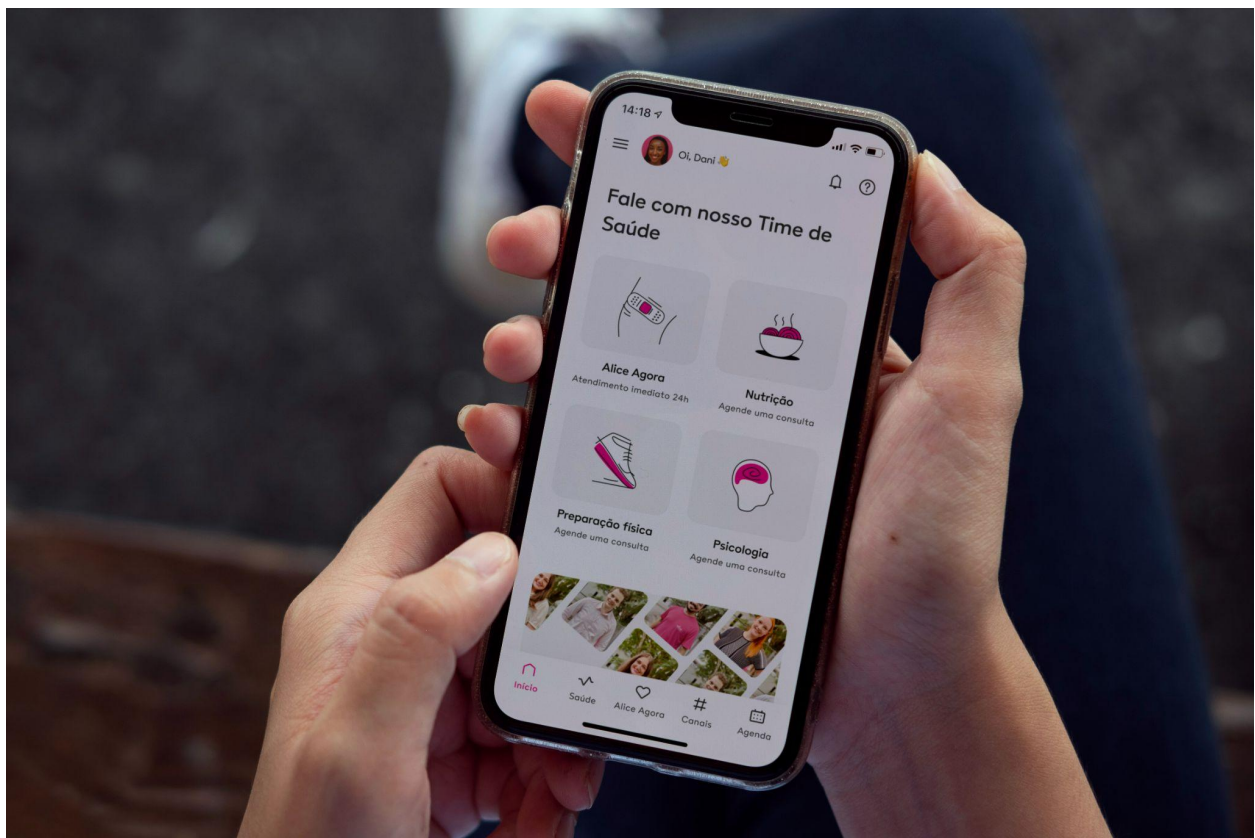




BRAZILIAN HEALTHTECH ALICE LAUNCHES THE COUNTRY'S FIRST HEALTH MANAGEMENT 'SUPER APP'

Nine months after announcing a \$33.3 million Series B round, the company expands its operation by offering free tools and on-demand services to all Brazilians



Alice's Super App

SÃO PAULO, Nov. 4, 2021 — Brazilian healthtech Alice, the country's first health management platform which received in February Brazil's largest Series B round for a health company, is now expanding its vision of primary care, care coordination and health promotion across the country with the launch of its 'Super App'.

Alice started operating in June 2020 with an innovative tech-enabled health plan, built on the foundation of virtual-first, team-based primary care. Besides providing each of its members a Time de Saúde ('Health Team') -- composed of a family doctor, a nurse, a nutritionist, and a physical trainer --, the company also serves as a Private Health Insurance with access to top-notch hospitals, labs, and a network of medical specialists. The majority of hospitals are contracted under value-based healthcare (VBHC) model.

Up until now, the healthtech -- that has about 5,000 members and grows at a 30% rate per month -- had only covered the city of São Paulo. From now on, anyone who downloads Alice's app will have access to all the company's health management tools at no cost. In addition, on-demand digital appointments with nutritionists, psychologists and physical trainers are also available, starting at approximately \$15 (R\$79.90) per visit.

For people who need immediate medical assistance, Alice Agora ('Alice Now') -- an in-app, text-based virtual primary care that also supports audio and video -- offers 24/7 digital appointments by nurses and physicians. Currently, 88% of Alice's members' health demands are resolved through this channel, without them leaving their houses.

"The health sector in Brazil is — surprisingly — sick. That's why we decided to start from scratch and rebuild the way Brazilians take care of their health. We already have a few thousand members in the city of São Paulo, but the time has come to take the first step in offering millions of Brazilians a better, simpler health journey", says André Florence, CEO and founder of Alice.

Building a new health scenario

In a survey on the priorities of Brazilians for 2021 conducted by Google, taking care of their health appears first, followed by losing weight and exercising. While it is evident that people are more focused on improving their well-being and developing healthier habits, the country's lack of access to services is still a challenge.

According to the 2020 Medical Demography yearbook, produced by Brazil's Federal Council of Medicine and the Medical College of the University of São Paulo (USP), around 60% of physicians are concentrated in just 39 cities, among the 5,570 that make up the country. In addition, while the rate of doctors per thousand inhabitants in capitals is 5.65, this number drops to 1.49 in other regions.

With the first version of its 'Super App', Alice aims to solve part of the problem by expanding its digital management and health appointment services across the country. "This is just the beginning. Our mission is to make the world healthier. We want to be much more than a 'Super App' to schedule appointments and monitor your health progress. Our vision for the future is to be able to actually promote more health and help more people on their journeys by offering everything in one place – a very different experience from what we have today in Brazil", says Florence.

In the upcoming months, the company intends to expand the offer of services available on the platform. Not only will users be able to access test results from partner labs directly in the Alice app, for example, but it will also be possible to purchase medication and receive rewards for healthy habits.

Born to make the world healthier

Launched as Brazil's first human-centered health management platform, Alice brings an innovative model to Latin America that combines a tech-enabled health plan built on the foundation of virtual-first, team-based primary care, value-based healthcare and a comprehensive proprietary tech-stack.

The Time de Saúde (Primary Care team) is responsible for supporting members from day one and can be accessed both through in-person visits or the app, whenever needed. Their role is to assist the member in defining an action plan aimed at healthier decisions, in addition to helping them navigate the healthtech's network of providers.

Members also get Private Health Insurance, customized by them according to their hospital, accommodation type, lab, and doctor network preferences. Currently, Alice's healthcare community has nine hospitals, more than 200 clinical and imaging laboratories, and a network of well-known specialists. Altogether, there are 30 options of modular health plans.

Studies conducted by the healthtech, based on the EUROQOL-5D methodology, show that 90-day support of the 'Health Team' was enough for 76% of members to improve their quality of life index. In the same period, 91% of those diagnosed with depression and 84% of those diagnosed with anxiety showed improvement in their condition, while almost 80% lost weight after three months.

About Alice

Alice is currently considered one of the most promising Brazilian healthtech. First primary care-driven health insurance in the country, its mission is to make the world healthier.

In February 2021, the startup received 33.3 million dollars during its Series B funding -- the largest in the history of healthtechs in this stage in Brazil.

Founded in 2019 by André Florence, Guilherme Azevedo and Matheus Moraes, Alice has already received 47.8 million dollars in investment since its founding, from the funds ThornTree Capital Partners, Kaszek Ventures, Canary, Maya Capital and Endeavor Catalyst.

Alice's members are provided an individual Health Team – made up of doctors, nurses, nutritionists and physical trainers – which has the role of supporting them throughout their lives, defining an action plan aimed at healthier decisions, and helping them navigate the healthtech Health Community (medical specialists, hospitals and labs).

Currently, this community has nine hospitals, more than 200 units of diagnostic centers and excellent medical specialists. Alice offers 30 modular plan options, which can be defined according to each member's preference.

Members also have access to Casa Alice ('Alice House'), the company's clinic designed to be a welcoming space, with no resemblance to a traditional medical center.

More information at: www.alice.com.br