



The AI-Powered SuperApp

for Women's Lifelong Health
& Well-being



Market position



#1 Health & Fitness app

Since founding in 2015, Flo has achieved global status as the go-to online women's health resource.

#1

App in Health&Fitness category iOS WW
by installs*

#4

App in Health&Fitness category iOS WW
by revenue*

*Source App Annie, period - December 2020

**Cash based, VAT exclusive: December 2020

***MAU in total female population, US age 15-45 (source www.statista.com)



>160M

Total installs

66%

Organic installs

11%***

Of women
in the US use Flo

38M

Monthly Active
Users (MAU)

58\$M**

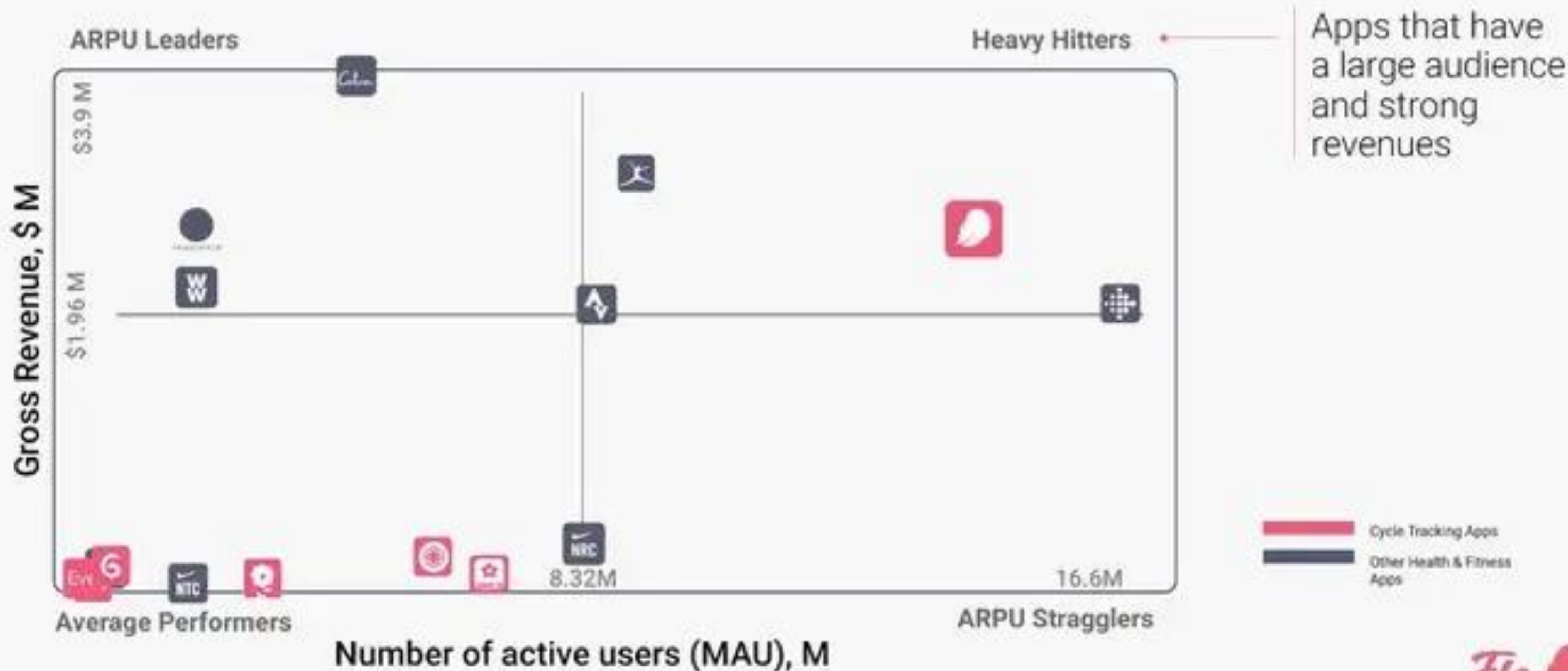
ARR (+120% YoY)

3+M

Ratings with 4.8/5

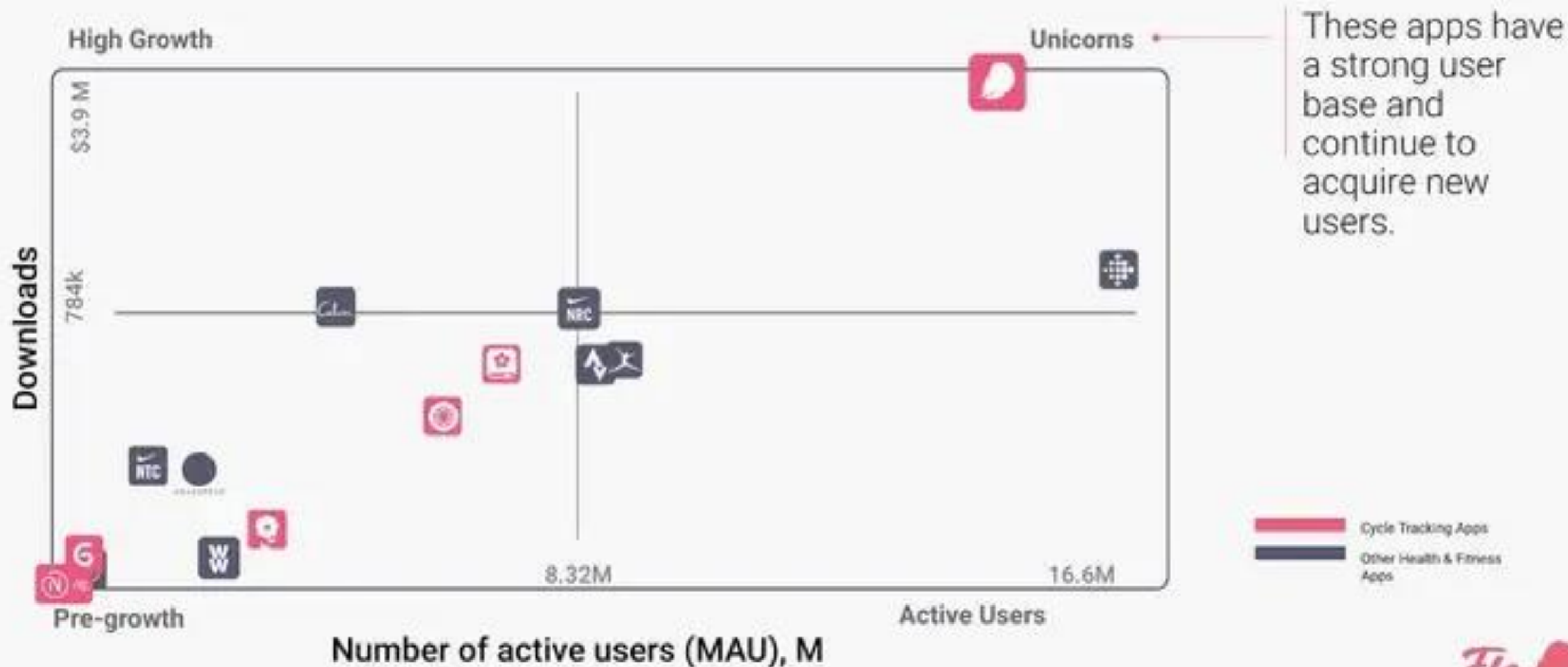
Flo owns a unique monetization spot in the Health & Fitness category

With large and growing active audience as well as a strong monetization potential



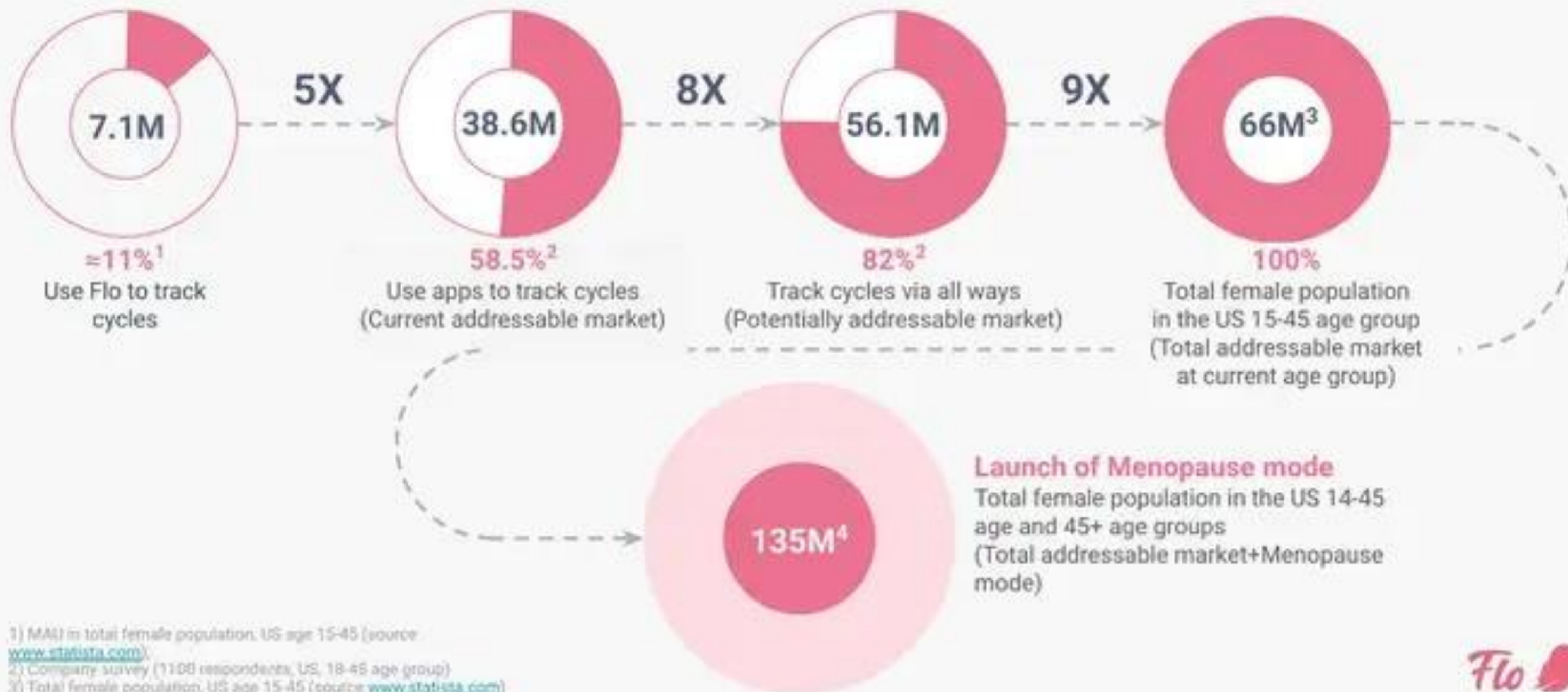
Flo is best set for further growth across the Health & Fitness category

With high volumes of new downloads, high retention rates and flattening retention curve



Flo leads at a promising market: 100M+ prospective users in the US alone

Despite an already strong position in the US, additional growth potential with more than 100M prospective users remains.



1) MAU in total female population, US age 15-45 (source www.statista.com)

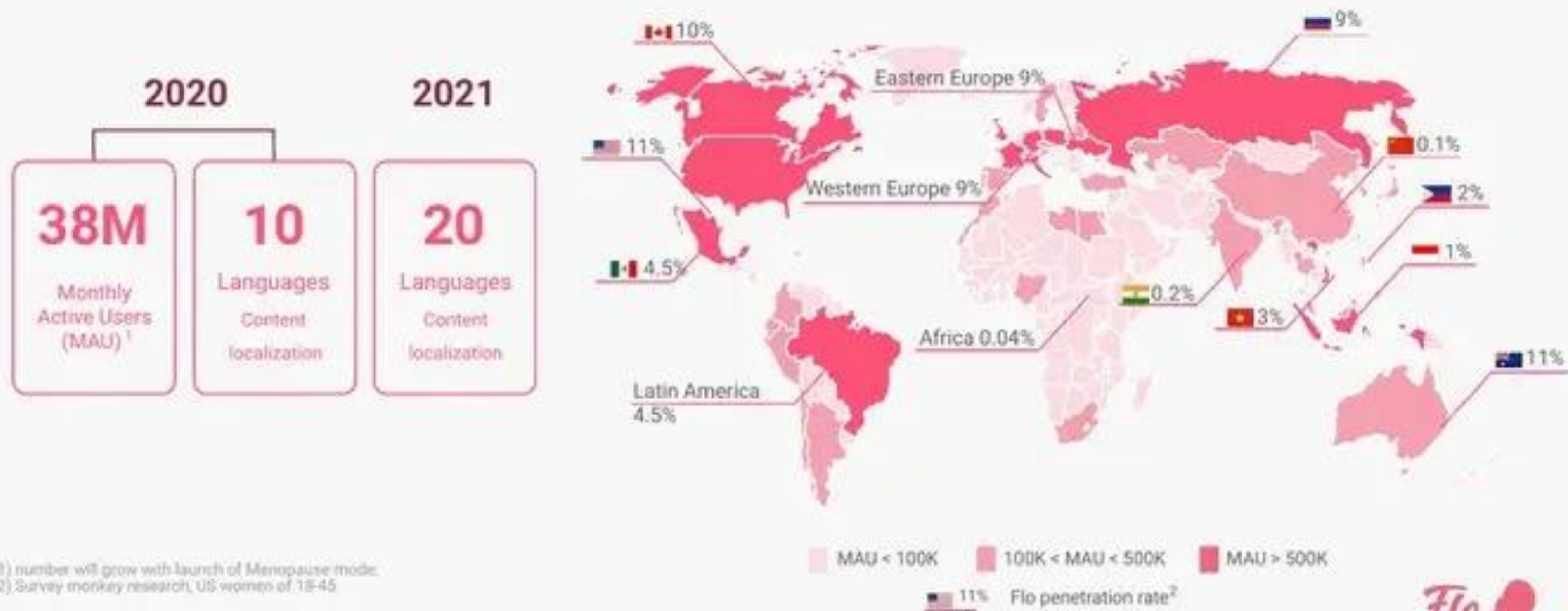
2) Company survey (1100 respondents, US, 18-45 age group)

3) Total female population, US age 15-45 (source www.statista.com)

4) Total female population in US 14+ age group, source World Bank

And 1.7B prospective users around the world

The penetration of FLO reached 11% in the US; other countries are following the same path. With localization planned into 10 additional locales over the next 3 years, FLO will consolidate its global footprint.



1) number will grow with launch of Menopause mode.

2) Survey monkey research, US women of 18-45

Source: World Bank, company data

Product highlights and strategy



Flo is by a woman's side for more than 40 years of her life

Flo includes different modes tailored to women's needs depending on her life stage. Women can switch modes at any time.



Flo unlocks the power of personalization

Supported by the power of AI this data helps FLO create personal Health profile for each user

Endless Data Points

Symptoms, Fitness, Social, Search, Content Interests, Surveys, Health Assistants, Age, Behaviour, Weight, Pregnancies, Contraception, Events, Wearables

FLO AI

Health profile

- Reasons of cycle abnormalities
- Aims and goals
- Contraception Detection
- Willingness to Pay
- Cycle Prediction
- Content Interests
- Hormones Predictions
- Symptom Predictions
- Disease Signals



Flo SuperApp Satellite products add even greater value beyond cycle tracking

Multiple tools within Flo allow communication in various forms, adapted to the type of content and user need.

With content-based tools, Flo provides information beyond cycle tracking, that helps users to understand their bodies better and manage their health and wellbeing. This creates value users are willing to pay for.

Cycle Tracker



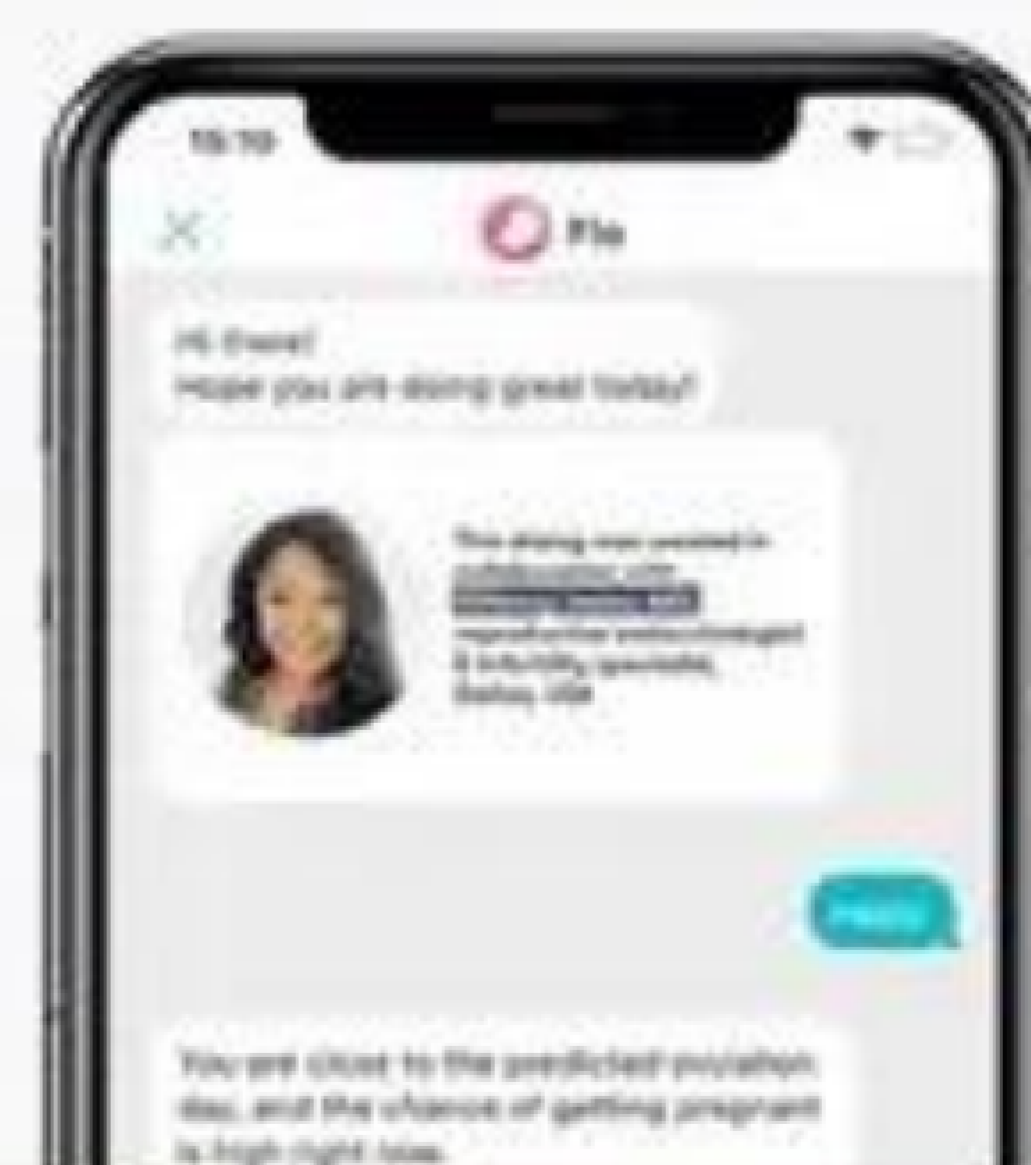
Content Library



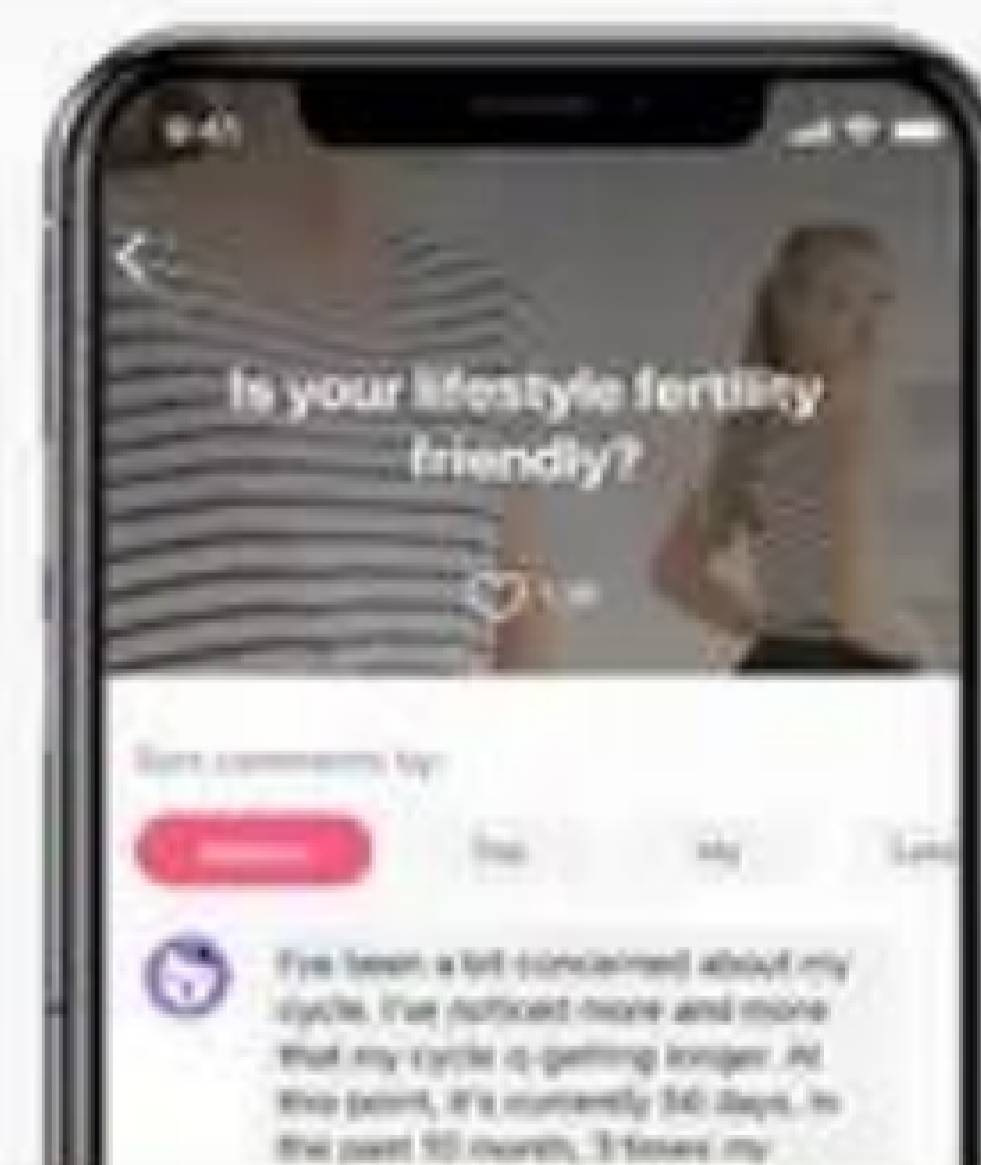
Courses on Health & Wellbeing



Secret Chats



Health Assistant



| Flo is medically credible

All content is reviewed by the world's top health experts from leading European and North American medical schools.

To elevate women's health, FLO collaborates with leading universities worldwide and jointly conducts academic researches.

80+ Medical Experts

Flo has evolved into being more than a mere app.

It's a global community of empowered women, and is deeply appreciated and loved

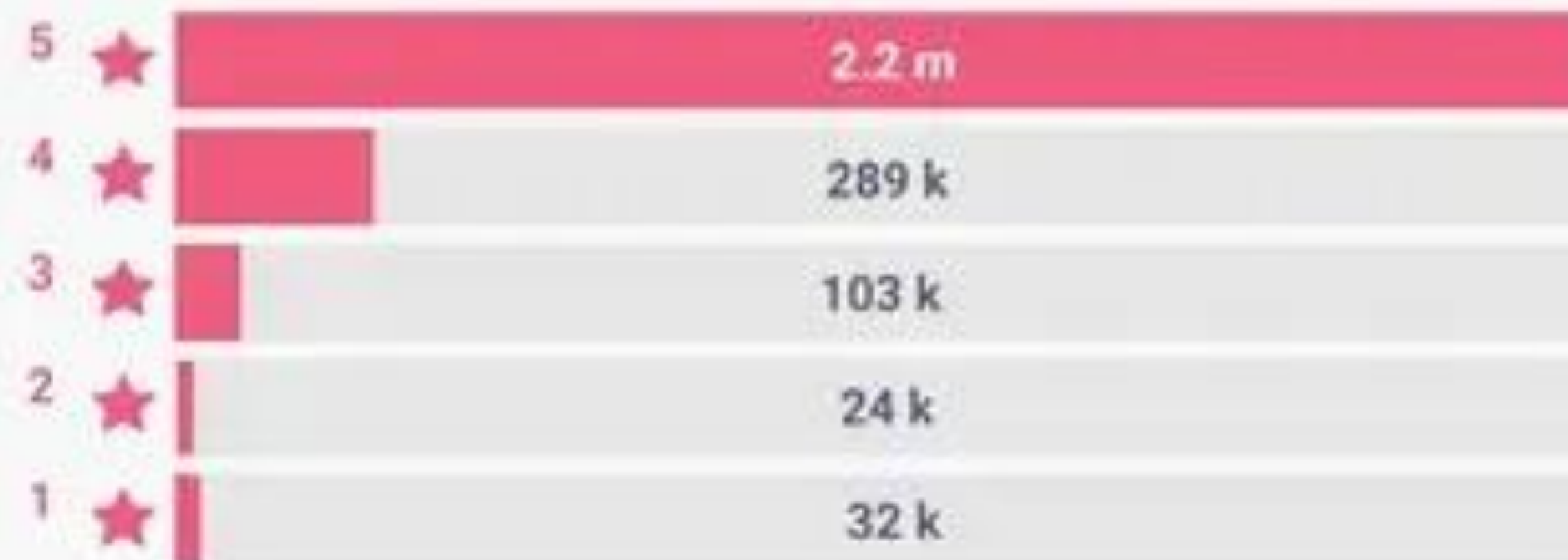
4+ million ratings, with an average 4.8/5 ★★★★★

AppStore Worldwide

Ratings & Reviews



★ Flo Period & Ovulation Tracker Fertility,
Pregnancy Calendar
★★★★★ (2,684,958)

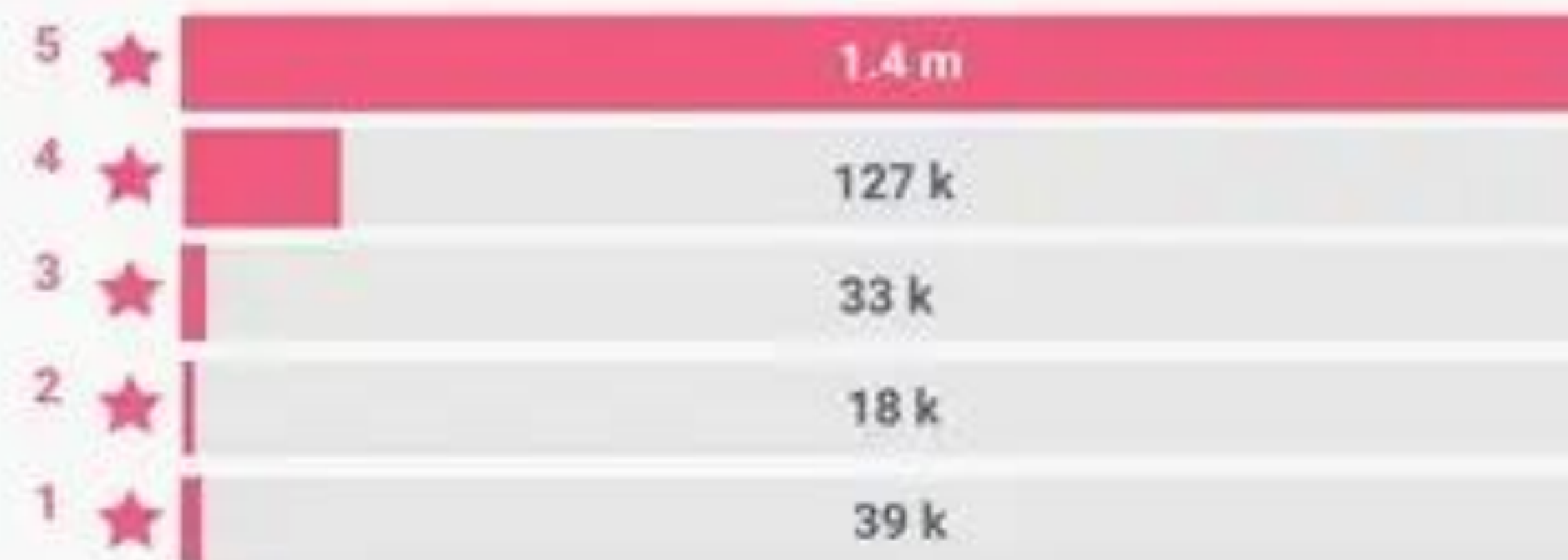


GooglePlay Worldwide

Ratings & Reviews



★ Flo Period & Ovulation Tracker,
Flo Health, Inc.
★★★★★ (1 659 042)



| Flo's highest priority is protecting our users' data

We take every step to ensure that individual user data and privacy rights are protected, and are transparent about our data practices while adhering to all applicable regulations



Regular penetration and vulnerability tests of Flo security measures by external auditors and an active bug bounty program. Regular policies and procedures reviews



Flo has dedicated Privacy and security offices, headed by DPO (Data Privacy Officer) and CISO (Chief Information Security Officer) in the UK. In process of ISO 27001 and 27701 preparation



Flo maintains a robust privacy program to ensure best privacy practices are embedded, monitored and audited through all business operations

2021 Roadmap at a glance



| 2021 Product Spotlight

Education

Personalized daily journey,
Stories based on data and
highly personalized, Dynamic
Personalized Library,
Community 1-1 with experts.

Explanation

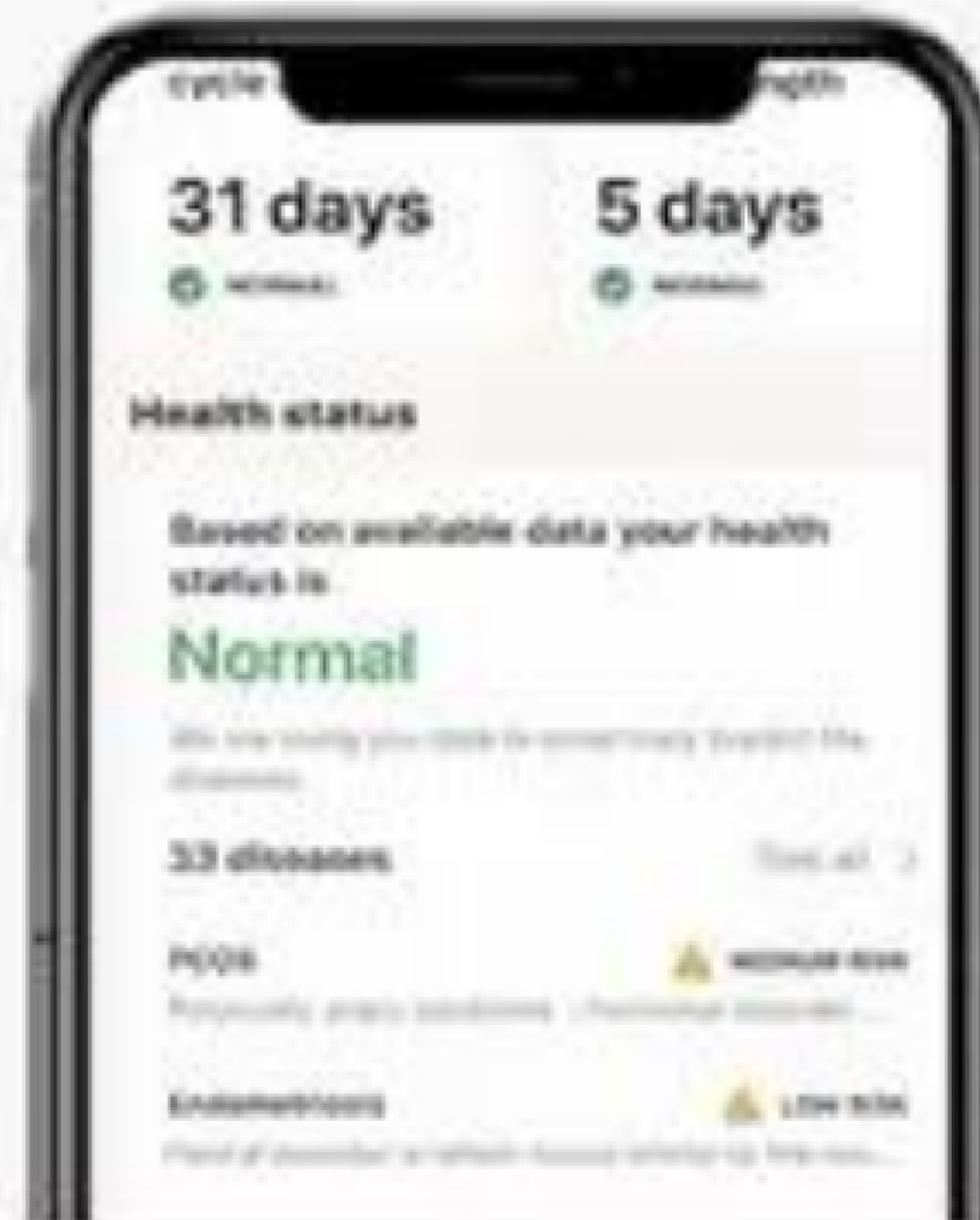
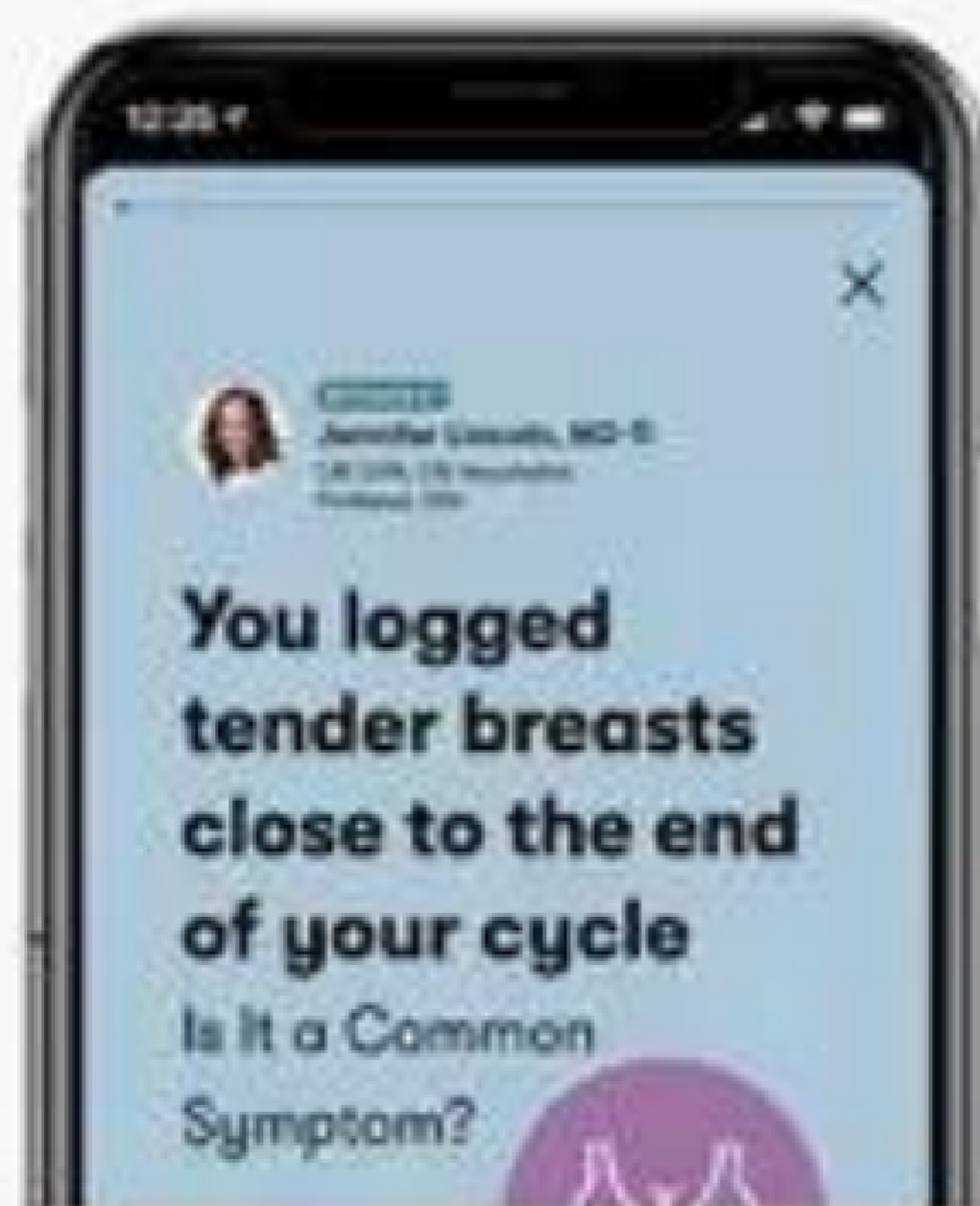
Personalized doctor
reports, chatbots and
library recommendations
based on symptoms logs
and user data.

Proactive Health

Flo provides personalized
cycle analytics that helps
women to understand
their current trends.

New personalized

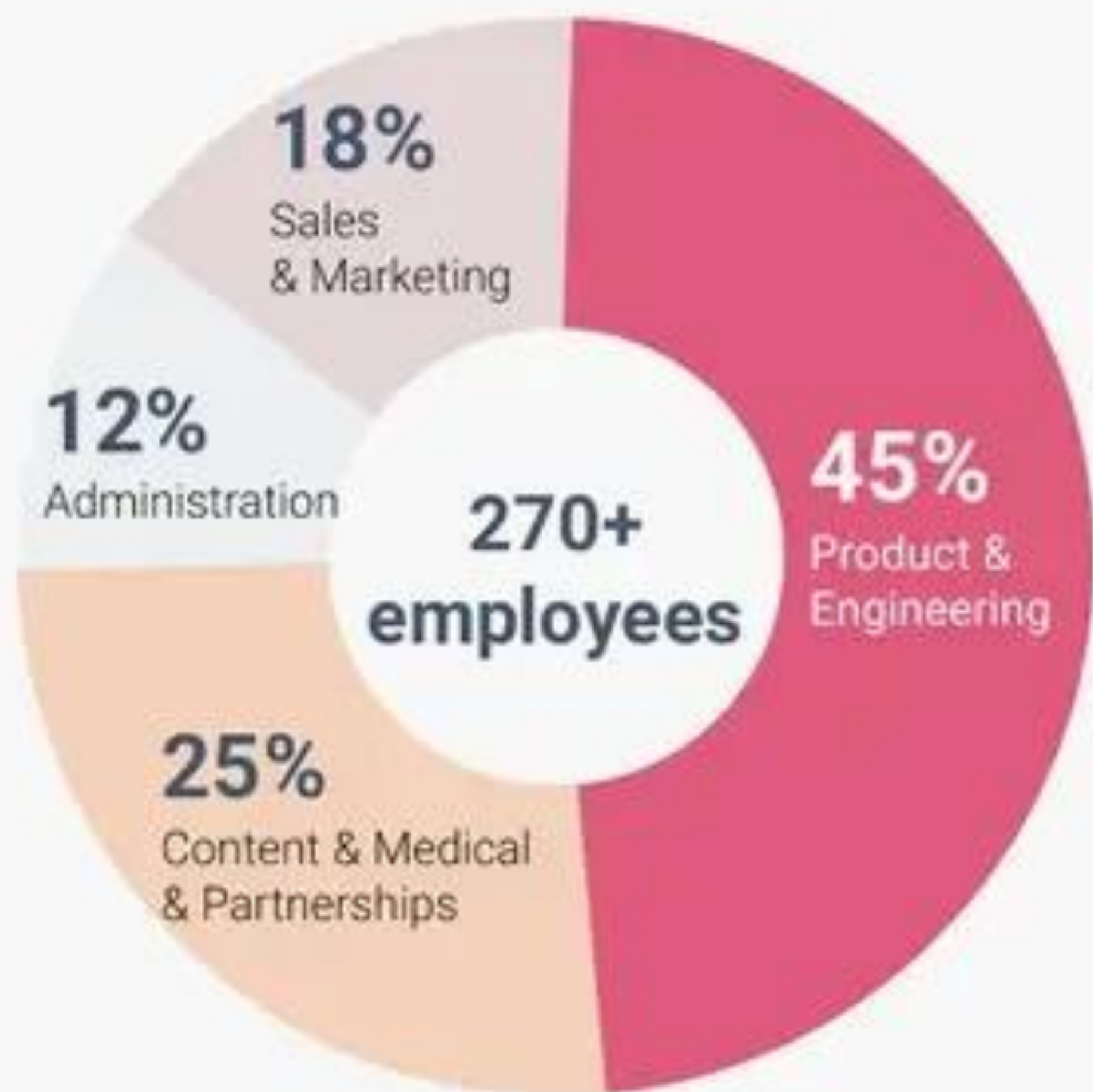
Period and Ovulation
Predictions model.



FLO Team



| FLO is a fast-growing and cost-effective international team



International team is spread across geography with the european management headquartered in the UK



UK



USA



Holland



Cyprus

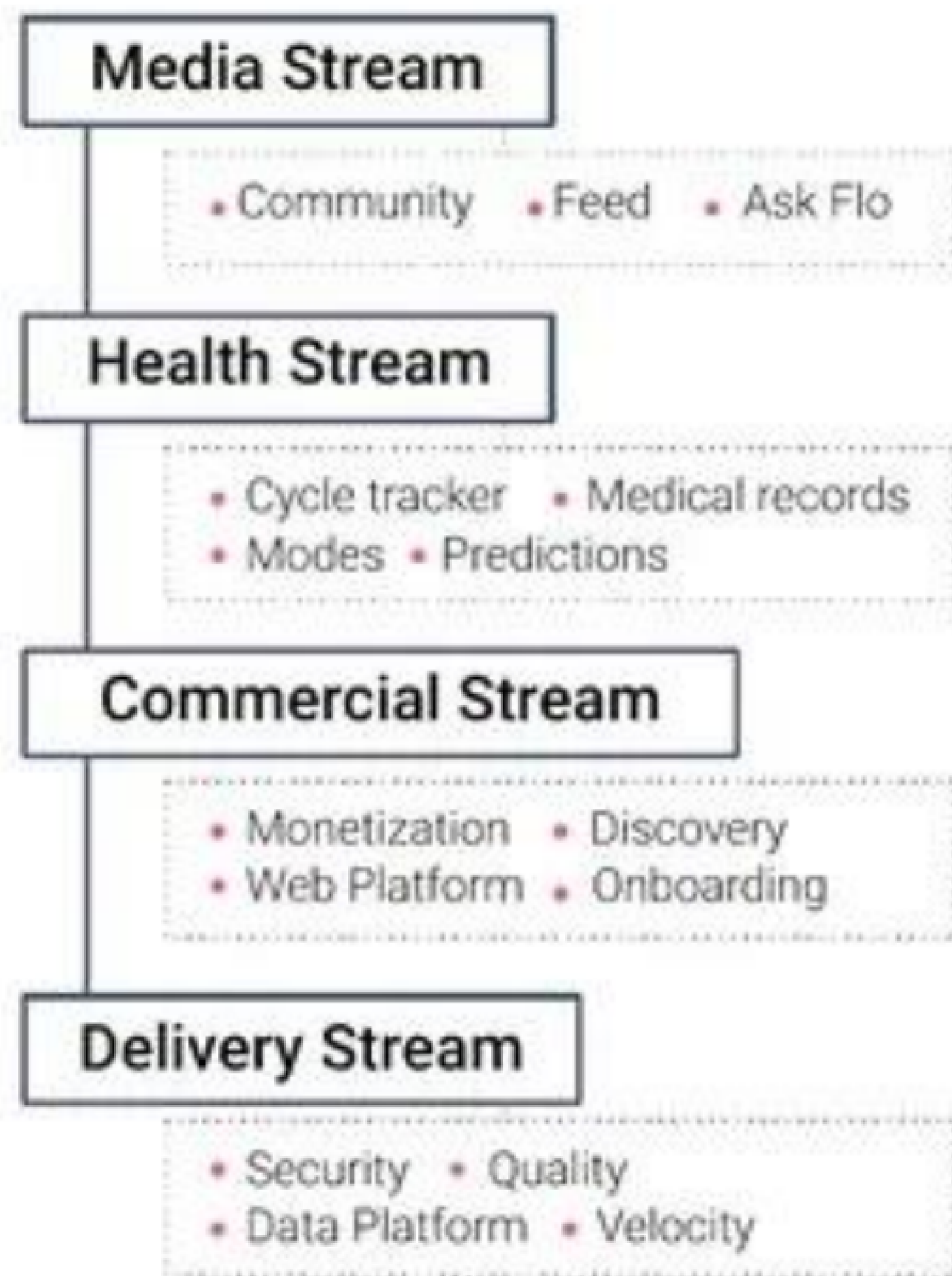


Belarus



Lithuania

| The Technical Department and Tech Stack



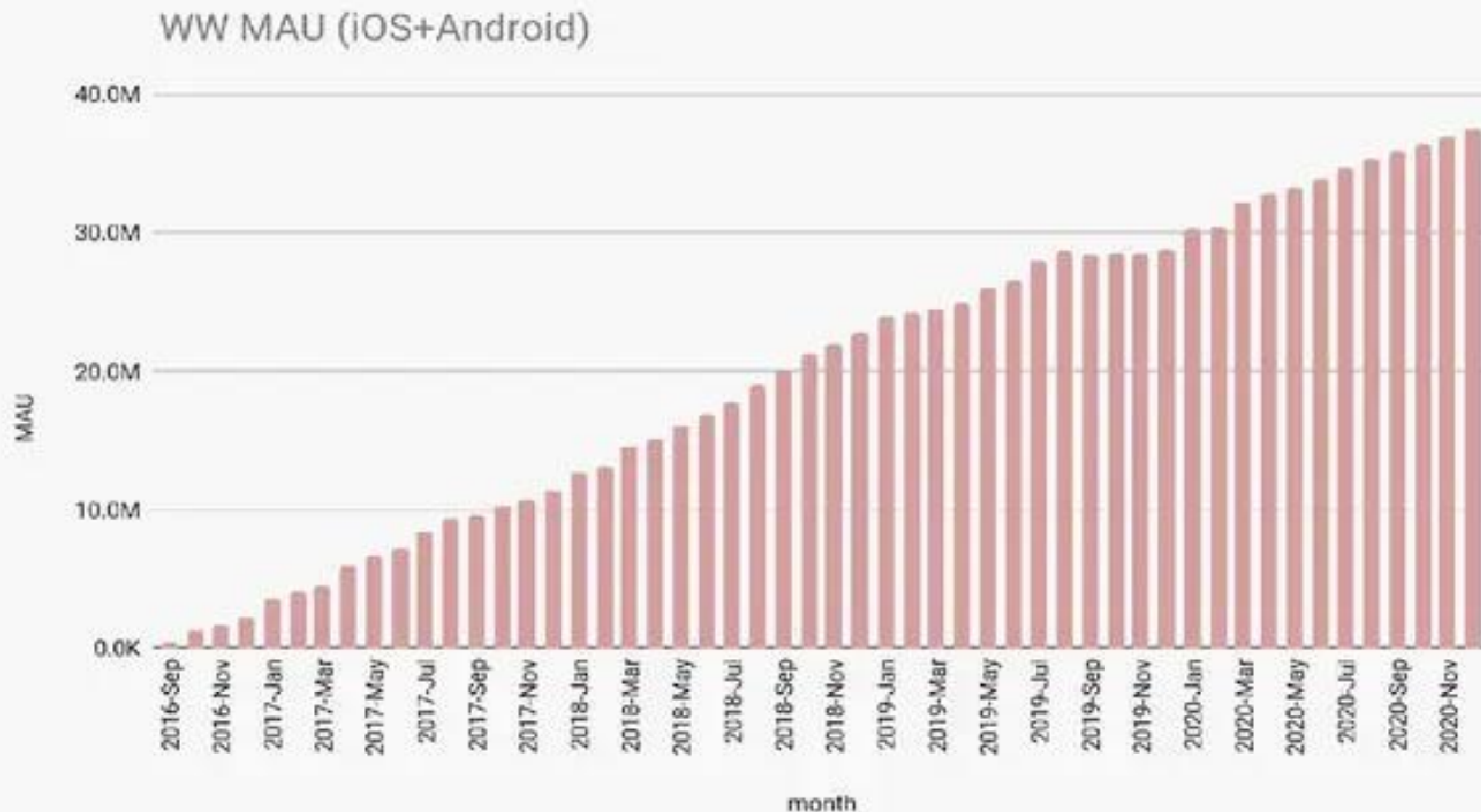
Product and Engineering make up **over 50%** of our workforce. This team has an average of **10 years** previous experience working for some of the leaders in their fields.



Main metrics
trends



**FLO has reached 38M of monthly active audience in 4 years,
and the size of active audience grows MoM**



as of December 2020

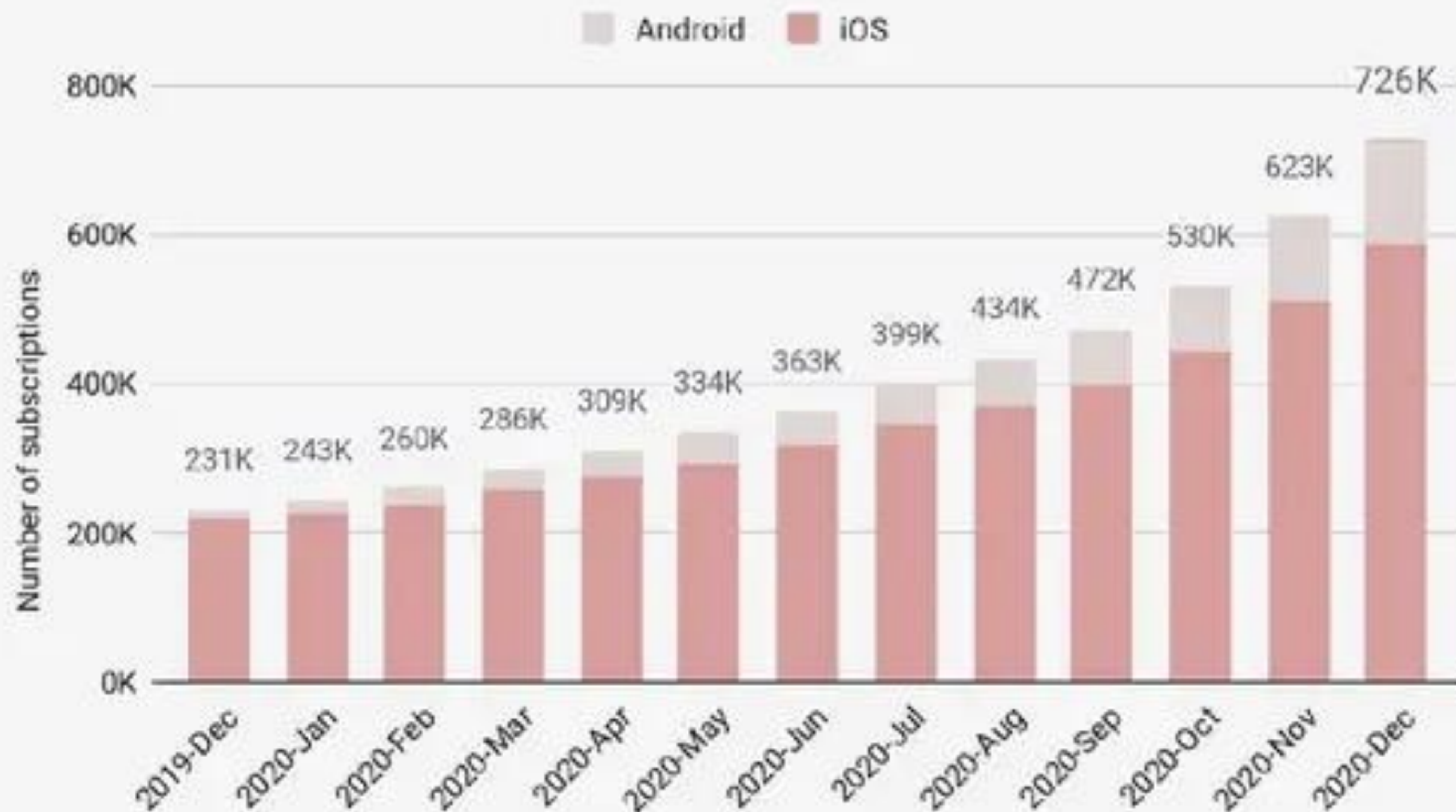
| Branded organic traffic is the main driver for overall FLO traffic growth



- FLO is the #1 brand recalled when asked about **period trackers**, with a total of 16% of US women that think about Flo when asked about a period tracker.
- **56% of period app users are aware of FLO.** 22% of period app users use Flo.
- Most find out about which app to use **by searching on the App Store (39%)** followed by friend/relative suggestion (21%).
- **FLO's organic search traffic on the App Store is 66%**, including 42% of organic branded traffic (users that search for "FLO" to download an app).

| Constant growth of subscriptions, expecting to reach 1M milestone this Q.

Subscriptions, iOS and Android



as of December 2020

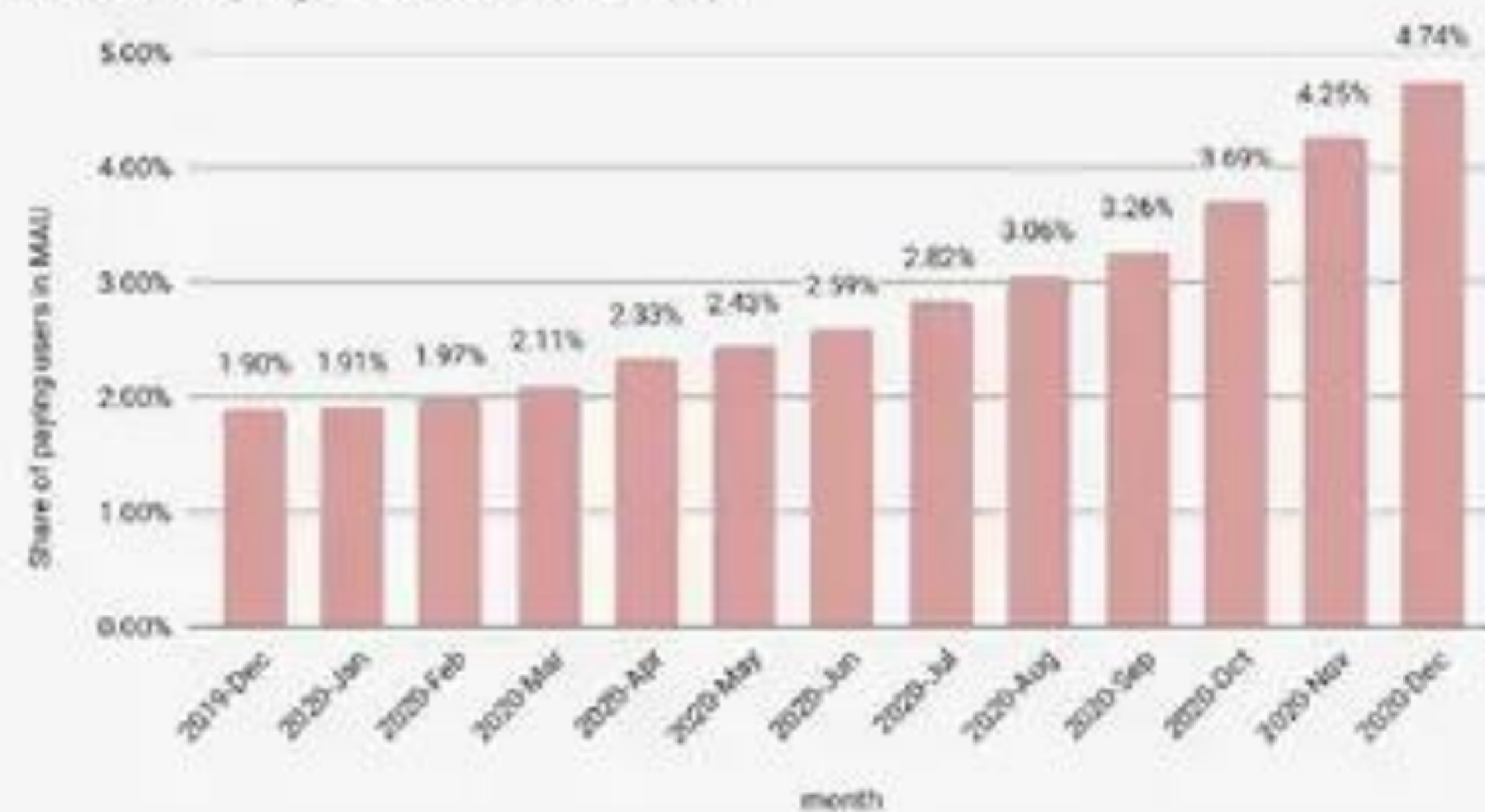
| Paying subscribers in MAU grew over 2x within a year worldwide.

US share is highest and outlines the trend

iOS WW Paying subscribers in MAU



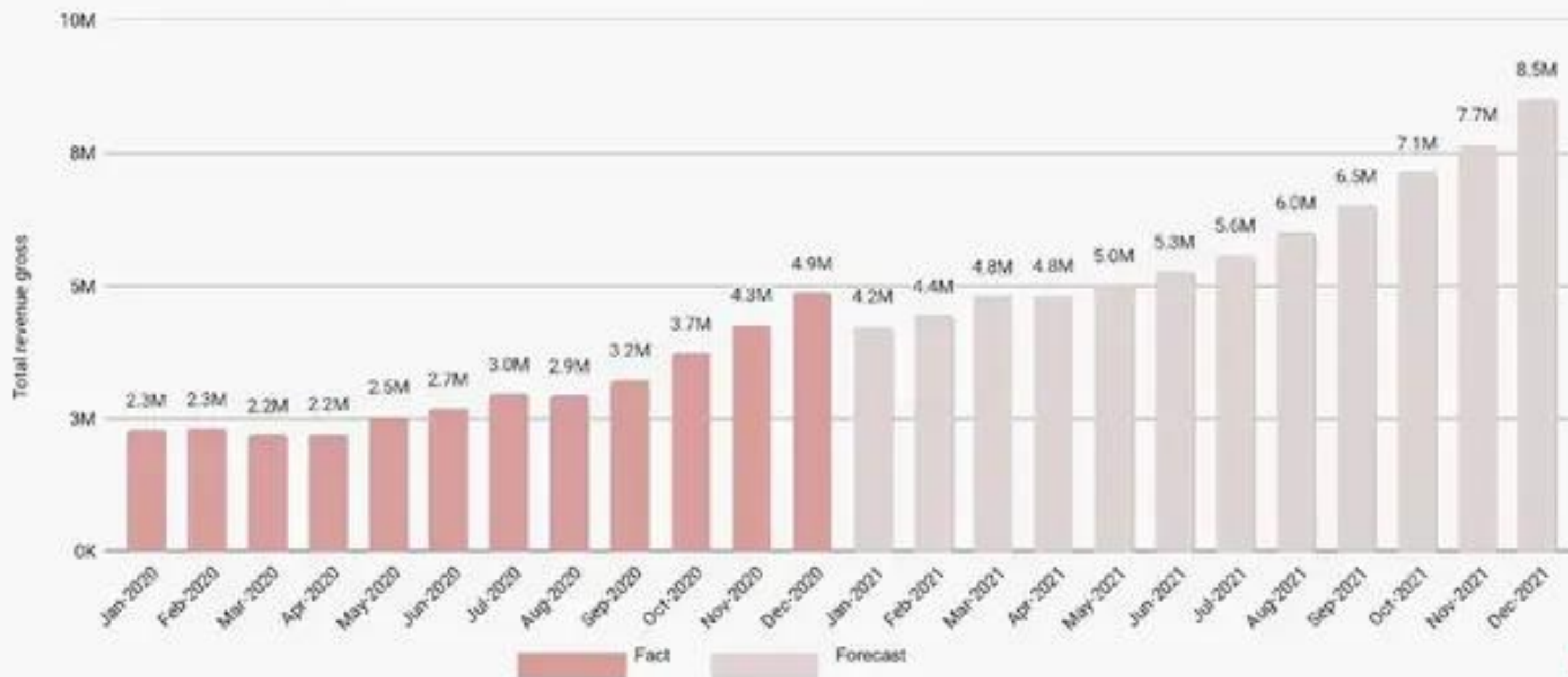
iOS US Paying subscribers in MAU



as of December 2020

Flo managed to ensure confident growth in subscriptions revenue

Total Subscription Revenue Gross: Actuals + Forecast



| 2021-2023 growth targets

Where we aim to be by YE 2021

| | December 2020 | December 2021 |
|--------------------|--------------------|--------------------|
| ARR | 58 \$ M | > 103 \$ M |
| Valuation | 0.5 \$ B valuation | > 1 \$ B valuation |
| Active Subscribers | 0.7 M | > 1.4 M |
| MAU WW | 38 M | > 52 M |
| MAU US | 7 M | > 10 M |

Where we aim to be by YE 2023

| | December 2020 | December 2023 |
|-----|---------------|------------------------|
| ARR | 58 \$M | > 400 \$M (profitable) |



Thank you