

Assumptions Used in Financial Modelling

Three areas form the core for financial modelling of the Sistapedia® business case, namely:

1. Qualified Entities drawn from:

- Health Care Professionals / Para professionals
- Authors
- Service Providers
- Product Suppliers

2. Market segments drawn from the following:

- Femtech
- Menopause
- Surrogacy / Adoption
- Parenthood
- Fertility and IVF
- Newborn
- Pregnancy / Maternity

3. Supplements consisting of own brands across the reproductive life cycle.

Consider each of the Qualified Entities as follows:

- Health Care Professionals (HCP's): Of the population of 452,250, a sample of 40,500 was taken over 4 years: resulting in year one: nil, year 2: 13,000, year 3: 15,500, year 4: 12,000, of this 50% were converted to give a total of 20,250 HCP's.
Overall, this represents 4.5% of the HCP population.

Note: The modelling has focussed on using professionally qualified people, recognising that the professionals will be supported and assisted by the para professionals. The exception here is Registered nurses who are professional, degree qualified people; they also are assumed to support the medical practitioners. It is therefore assumed the Registered Nurse would not become a Qualified Entity but would work under the supervision of a Qualified Entity.

- Authors: Of the population of 7,000 in the areas of medical: 3000, wellness: 2000 and lifestyle: 2000. A sample of 1250 was taken over 4 years: resulting in year one: nil, year 2: 500, year 3: 510 and year 4: 240; of this 50% were converted to give a total of 625 authors.

Overall, this represents 8.9% of the author population.

Note: This is considered a smaller population of authors than expected due to the narrowness of the speciality areas involved.

- Service providers: Of the population of 360,092, a sample of 39,600 was taken over 4 years; resulting in year 1: nil, year 2: 6600, year 3: 13200, year 4: 19800; of this 30% were converted to give a total of 13,200 Service Providers.

Overall, this represents 3.7% of the service provider population.

- Product Suppliers: Of the overall population of 2650, a sample of 960 was taken over 4 years; resulting in year 1: nil, year 2: 420, year 3: 300, year 4: 240; of this 30% were converted to give a total of 320 Product Suppliers.

Overall, this represents 12% of the product supplier population.

Note: Initially this may appear to be a small number of product suppliers; however, most product suppliers have many products. For example, a single IVF supplier has around 1000 products.

Table 1, gives a summary of the data used for Qualified Entities, together with data source information.



Table 1 - Qualified Entities

Item	Category	Sample Population	Samples Taken	Samples Converted / Rate	Percentage of Base	Source of Data
1	Health Care Professionals	452,250	40,500	20,250 / 50%	4.5%	US Bureau of Labor Statistics
2	Authors	7000	1250	625 / 50%	8.9%	American Medical Writers - Wikipedia
3	Product Suppliers	2650	960	320 / 30%	12%	https://analytics.dkv.global/FemTech/FemTech-Industry-2021-Report.pdf
4	Service Providers	360,092	39,600	13,200 / 30%	3.7%	McKinsey & Company

Revenue generated from Qualified Entities: Year 1 by design is a zero-revenue year. The subscription fee for Qualified Entities is \$499 in year 2 and \$999 for the remaining years out to Year 6. In each year it is assumed that 80% of the previous years subscriptions are maintained, providing a compounding of revenue from these subscriptions. The 80% renewal rate is also considered realistic given not all subscriptions are expected to be maintained, irrespective of the market involved.

Table 1A indicates the revenue generated by the Qualified Entities including that revenue derived from compounding.

Qualified Entities	Year 1	Year 2	Year 3		Year 4	
	Revenue	Revenue	Compounding	Revenue	Compounding	Revenue
Health Care Professional	0	\$3,243,500	\$5,194,800	\$7,742,250	\$10,349,640	\$5,994,000
Authors	0	\$124,750	\$199,800	\$254,745	\$363,636	\$119,880
Service Providers	0	\$988,020	\$1,758,240	\$3,956,040	\$4,923,072	\$5,934,060
Product Suppliers	0	\$62,874	\$111,888	\$89,910	\$169,430	\$71,928
Sub Total	0	\$4,419,144	\$7,264,728	\$12,042,945	\$15,805,778	\$12,119,868
Total	0	\$4,419,144	\$19,307,673		\$27,925,646	

Table 1A

Note: This is only shown for 4 years.

Consider the market segments of;

- Femtech
- Menopause
- Surrogacy / Adoption
- Parenthood
- Fertility and IVF
- Newborn
- Pregnancy / Maternity

Each of these market segments is growing rapidly and the modelling has used data from around 2021 / 2022. In some cases, only global data has been available, however, where global and US data has been available, the US generally approximates 30% of the global market; in these cases, a value of 10% has been assumed for the size of the US market. Notwithstanding that predicted data for 2030 is available, this data is considered very conservative given the real time growth observed in these respective market segments.

Consider Supplements;

This area is treated separately, as it is the intention to provide our own brand supplements. Here we will be able to exploit the integration provided by the Sistapedia® platform and address the full reproductive life cycle.

For the above market segments + supplements we are looking at sales as a revenue source.

Three scenarios have been used for the modelling of sales in the US market, as follows:

Note: Time phasing is different for supplements and Services / Products due to development activities and is indicated in each of the Best / Average/ Worst cases below. Additionally, in all cases revenue from year 1 is nil by intention to incentivise the market.

Best Case: where:

- 5% of the US market has been captured; Supplements year 2; Services / Products Year 4;
- 10% of the US market has been captured; Supplements year 3; Services / Products Year 5;
- 15% of the US market has been captured; Supplements Year 4; Services / Products Year 6.

The revenue generated is based on a 3% commission of the above market captured over the periods indicated.

Note: The use of a 3% commission is a business decision to both attract and not discourage potential users. This level of commission is considered low to moderate, given that, for example, the US Supplement market has profits of around 38% (see Appendix B). A key point to note is that the current US / Global market sizes are based on actual not forecast data.

Average or Target Case: where:

- 3% of the US market has been captured; Supplements Year 2; Services / Products Year 4;
- 5% of the US market has been captured; Supplements Year 3; Services / Products Year 5;
- 10% of the US market has been captured; Supplements Year 4; Services / Products Year 6.

Worst Case: where:

- 1.25% of the US market has been captured; Supplements Year 2; Services / Products Year 4;
- 2.5% of the US market has been captured; Supplements Year 3; Services / Products Year 5;
- 3% of the US market has been captured; Supplements Year 4; Services / Products Year 6.

The relative size of the above 7 market segments + supplements.

Table 2 below summarises the sizes of the respective markets, as well as the source data used to determine these market sizes.

Table 2 – Current and Future Markets

Category	Current Global (2021 / 2022) Mkt (\$B)	Current US (2021 / 2022) Mkt (\$B)	2030 Global Mkt (\$B)	Market Data Sources
FEMTECH	55.1B	21.2B	103B	Precedence Research
Menopause	16.1B	5.13B	24.4B	\$600B Forbes / Grandview Research
Parenthood	46B	4.5B	68.95B	Forbes / Grandview Research
Newborn	38B	3.8B	58B	Allied Market Research
Pregnancy / Maternity	21.6B	3B	41.3B	Future Market Insights / Research and Markets
Fertility / IVF	23.6B	7.08B	37.4B	MEDTECH Pulse / Allied Market Research
Surrogacy / Adoption	14.0B	1.4B	100.6B	Global Market Insights / Expert Market research
Supplements	55.4B	16.8B	84B	Grandview Research
Total	\$269.8B	\$62.9B	> \$517.65B	`Note: the \$600B is treated as an outlier

Note: The US market is currently 23% of the global market; in 2030 the US market is projected to be > \$US115B; this is calculated from actual data, using the respective CAGR's, (See Appendix B).

Due to the time sequencing of activities, based on launching and developing different areas of the Sistapedia® business, revenue will commence at different times based on the activity. Table 3 sets out when sales will commence and revenue start to be generated from commissions, for the respective activity; this is also reflected in Table 4.

Table 3: Revenue Source – Time Phasing

Activity	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Comments
Qualified Entities	✗	✓	✓	✓	✓	✓	Revenue from HCP's, Authors, Service Providers, Product Suppliers
Service Directory	✗	✓	✓	✓	✓	✓	Facilitates above revenue from Service Providers and Product Suppliers
Services	✗	✗	✗	✓	✓	✓	Commissions from Service Providers
Product Sales	✗	✗	✗	✓	✓	✓	Commissions from Product Suppliers
Supplement Sales	✗	✓	✓	✓	✓	✓	Commissions from supplement sales.

Table 4 indicates the revenue over a 6-year period from all sources as follows:

- Qualified Entities;
- Product / Service sales;
- Supplement sales.

The modelling for the first 4 years is comprehensive. Years 5 and 6 represent projections with the following caveats:

- In the case of Qualified Entities, it is assumed the revenue remains constant from years 4 – 6;
- In the case of Supplement sales, it is assumed the revenue remains constant from years 4 - 6.

Table 4

Model	Description	Year 1 (\$)	Year 2 (\$)	Year 3 (\$)	Year 4 (\$)	Year 5 (\$)	Year 6 (\$)
Best Case 5/10/15	Product / Services	0	0	0	5%	10%	15%
	Supplements	0	5%	10%	15%	15%	15%
Total	Net Profit	-3,489,743	24,928,358	63,844,192	163,778,085	231,058,335	304,572,885
Average Case 3/5/10	Product / Services	0	0	0	3%	5%	10%
	Supplements	0	3%	5%	10%	10%	10%
Total	Net Profit	-3,489,743	14,848,358	38,644,192	112,912,845	138,578,085	205,858,335
Worst Case 1.25/2.5/3.0	Product / Services	0	0	0	1.25%	2.5%	3.0%
	Supplements	0	1.25%	2.5%	3.0%	3.0%	3.0%
Total	Net Profit	-3,489,743	6,028,358	26,044,192	53,357,423	70,697,010	77,632,845

The above assumptions ensure the Net Profits shown in Table 4, reflect no further growth and are therefore less than would be expected.

Appendices

The Appendices provide more detail on data sources used in the financial modelling. Notwithstanding the reference sources used in Appendices A and B, there are also other sources available, however what has been used was the most

consistent and credible in our view. Appendix A is based on actual data and Appendix B provides actual data over the period 2021 – 2023, and then forecast data for later years, such as 2030. 2030 represents a key year for the industry and is also the ideal time for an IPO of Sistapedia®. By 2030 other revenue sources will be online, such as, Brand Licensing and Advertising; these have not been considered as part of the financial modelling and will provide an upside to the value of the business.

In cases where global data was available and not US data the US market was assessed as 10% of the global market. This is considered conservative; however, the sheer size of the numbers dictates no other choice in order to seem credible. Overall, the reproductive life cycle market is extremely large, requiring only small gains to be a very profitable enterprise.

Appendix A: Qualified Entities, Source Data is more comprehensive than Table 1 and also provides links to the reference sources.

Appendix B: Size data of Market Segments + Supplements is more comprehensive than Table 2 and also provides links to the reference sources.

Appendix A: Qualified Entities, Source Data

There are around 1,000,000 Health Care Professionals in the US; we have utilised a 452,250 population of these for financial modelling. Para-professionals are shown but not utilised in the modelling. All data is actual data and not forecast.

Category / Market Segment	Year	US Population	Verification Badge (\$)				Data in Model / Percent	Links
			Year 1 0	Year 2 199	Year 3 499	Year 4 999		
Health Care Professionals		1,000,000						
Gynecologist / Obstetrician	2021	22,658						https://www.bls.gov/oes/current/oes291217.htm
Paediatrician	2021	33,620						https://www.bls.gov/oes/current/oes291217.htm
Family Medical Physician	2021	102,000						https://www.bls.gov/oes/current/oes291217.htm
-Endocrinologist	2022	8524						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
Psychiatrist	2022	56,492						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
Pathologists	2021	11,010						https://www.bls.gov/oes/current/oes291217.htm
Radiologist	2022	49,070						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
Neurologist	2021	7,120						https://www.bls.gov/oes/current/oes291217.htm
Oncology	2022	22,007						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
Cardiology	2022	33,701						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
Anesthesiologist	2022	51,448						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
Surgery	2022	54,600						https://www.statista.com/statistics/209424/us-number-of-active-physicians-by-specialty-area/
TOTAL		452,250					20250 / 4.5	Note: Not all professionals have been included.
Health Care Para Professionals								
Registered Nurses	2021	3,130,600						https://www.bls.gov/ooh/healthcare/registered-nurses.htm
Nurses Assistant / Orderlies	2021	1,389,900						https://www.bls.gov/ooh/healthcare/nursing-assistants.htm
Authors			0	199	499	999		
Medical	2022	3000						https://en.wikipedia.org/wiki/Category:American_medical_writers
Wellness		2000						
Lifestyle		2000						
TOTAL		7000					625 / 8.9	
Product Suppliers			0	199	499	999		
FEMTECH	2021	1550						https://analytics.dkv.global/FemTech/FemTech-Industry-2021-Report.pdf
MENOPAUSE	2022	600						handmarkets.com/reports/5415519/global-menopause-market-size-share-and-trends?utm_source=Cf&utm_medium=PressRelease&utm_code=qd7hp6&utm_campaign=1750542+-+Glo
PARENTHOOD								
FERTILITY AND IVF	2022	500						https://us.lvfstore.com
NEWBORN								
PREGNANCY / MATERNITY								
TOTAL		2650					320 / 12.0%	
Service Providers			0	199	499	999		
FEMTECH	2022	763						https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/the-dawn-of-the-femtech-revolution
MENOPAUSE								
NAMS	2022							https://www.menopause.org
NCMP / Clinics	2022	2000						https://www.menopause.org
- NCMP Pharmacist								https://www.menopause.org
Diagnostic Medical Centres	2022	24,802						https://www.ibisworld.com/industry-statistics/number-of-businesses/diagnostic-medical-laboratories-united-states/
SURROGACY / ADOPTION								
PARENTHOOD								
FERTILITY AND IVF								
- Clinics	2022	497						https://www.ibisworld.com/united-states/market-research-reports/fertility-clinics-industry/
NEWBORN								
PREGNANCY / MATERNITY								
Wellness Coaches	2021	32,240						https://www.zipppia.com/wellness-coach-jobs/demographics/
Dieticians / Nutritionist	2021	66,690						https://www.bls.gov/oes/current/oes291217.htm
Physiotherapist	2021	225,350						https://www.bls.gov/oes/current/oes291217.htm
Midwives	2021	7750						https://www.bls.gov/oes/current/oes291217.htm
TOTAL		360092					13,200 / 3.7%	
Supplements							TBD	https://www.grandviewresearch.com/industry-analysis/women-health-beauty-supplements-market
-								This will involve White Labelling to give own brand supplements
Service Directory			0	499	999	999		
Same as above							13,200 / 3.7%	
Advertising							TBD	
Year 4/5								
Brand Licensing							TBD	

Appendix B: Size data of Market Segments + Supplements

Data with dates before and including 2023 represent actual data; only data after 2023 is a forecast.

Market Area	Size(\$)	Year	US Market Share (%)	US Market Size (\$B)	CAGR	Revenue (\$) Based on 3% Commission	Sistapedia (1.25% Share (\$))	Sistapedia (2.5% Share (\$))	Sistapedia (3% Share (\$))	Sistapedia (5% Share (\$)) (Year 1, last 6 mths)	Sistapedia (10% Share (\$)) (Year 2)	Sistapedia (15% Share (\$)) (Year 3)	Comment	Source Reference	Link
FEMTECH	103B	2030											Forecast	Precedence Research	https://www.globenewswire.com/en/news-release/2022/08/19/25
FEMTECH	55.14B	2022	38.50%	21.2289	8.12%	636,867,000	7,960,838	15,921,675	19,106,010	31,843,350	63,686,700	95,530,050	Actual	Precedence Research	https://www.globenewswire.com/en/news-release/2022/08/19/25
MENOPAUSE	600B	2030	Speculative										Forecast	Forbes	https://www.forbes.com/sites/manjabutkovic/2021/11/01/meet-8-4
MENOPAUSE	16.1B	2022	32%	5.13	4.70%	153,900,000	1,923,750	3,847,500	4,617,000	7,695,000	15,390,000	23,085,000	Actual	Grandview Research	https://www.grandviewresearch.com/industry-analysis/menopause
MENOPAUSE	24.4B	2030											Forecast	Global Market Insights	https://www.gminsights.com/industry-analysis/surrogacy-market/ar
SURROGACY / ADOPTION	33.5B	2027			24.50%								Actual	EMR	https://www.expertmarketresearch.com/reports/surrogacy-market
SURROGACY / ADOPTION	14.0B	2022	10%	1.4		42,000,000	525,000	1,050,000	1,260,000	21,900	43,800	6,300,000	(Estimate of US)	Only global data available	
PARENTHOOD	129B	2032													
PARENTHOOD	46B	2019	10%	4.6	4.30%	138,000,000	1,725,000	3,450,000	4,140,000	6,900,000	13,800,000	20,700,000	Actual Global	Forbes	https://www.forbes.com/sites/tanyaklich/2019/05/10/the-new-mor
													(Estimate of US)	Only global data available	
FERTILITY AND IVF	37.4B	2030											Forecast	MEDTECH PULSE	https://www.medtechpulse.com/article/infographic/venture-capital
FERTILITY AND IVF	23.6B	2020	30%	7.08	6.80%	212,400,000	2,655,000	5,310,000	6,372,000	10,620,000	21,240,000	31,860,000	Actual	Allied Market Research	https://www.alliedmarketresearch.com/US-IVF-services-market
NEWBORN	58.8B	2030											Forecast	Allied Market Research	https://www.orenewswire.com/news-releases/baby-care-products-tr
NEWBORN	38B	2021	10%	3.8	4.50%	114,000,000	1,425,000	2,850,000	3,420,000	5,700,000	11,400,000	17,100,000	Actual Global	Allied Market Research	https://www.orenewswire.com/news-releases/baby-care-products-tr
													(Estimate of US)	Only global data available	
PREGNANCY / MATERNITY	41.3B	2031											Forecast	Future Market Insights	https://www.pnewsire.com/news-releases/maternity-apparel-mar
PREGNANCY / MATERNITY	21.6B	2021											Actual	Future Market Insights	https://www.pnewsire.com/news-releases/maternity-apparel-mar
PREGNANCY / MATERNITY	3B	2023	100	3	6.70%	90,000,000	1,125,000	2,250,000	2,700,000	4,500,000	9,000,000	13,500,000	Actual	Research and Markets	https://www.pnewsire.com/news-releases/maternity-apparel-mar
Total				46.2389		1,387,167,000	17,339,588	34,679,175	41,615,010	67,280,250	134,560,500	208,075,050	Total		
Monthly							1444965.625	2889931.25	3467917.5	5606687.5	11213375	17339587.5			
SUPPLEMENTS	55.4B	2021	30%											Grandview Research	https://www.grandviewresearch.com/industry-analysis/women-hea
	16.8B	2021		16.8	4.40%	504,000,000	6,300,000	12,600,000	15,120,000	25,200,000	50,400,000	75,600,000		38% Profit	https://www.zipia.com/advice/supplements-industry-statistics/
	84B	2030												38% Profit	https://www.profitableventure.com/income-supplement-companies
Monthly							525000	1050000	1260000	2100000	4200000	6300000			