



sharecare

All together better

# Important Notice Regarding Forward-Looking Statements



This presentation contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 that are based on beliefs and assumptions and on information currently available. In some cases, you can identify forward-looking statements by the following words: “outlook,” “target,” “reflect,” “on track,” “foresees,” “future,” “may,” “deliver,” “will,” “shall,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “project,” “potential,” “continue,” “ongoing” or the negative of these terms, other comparable terminology (although not all forward-looking statements contain these words), or by discussions of strategy, plans, or intentions. These statements involve risks, uncertainties and other factors that may cause actual results, levels of activity, performance or achievements to be materially different from the information expressed or implied by these forward-looking statements. Although we believe that we have a reasonable basis for each forward-looking statement contained in this presentation, we caution you that these statements are based on a combination of facts and factors currently known by us and our projections of the future, about which we cannot be certain.

Forward-looking statements in this presentation include, but are not limited to, partnerships or other relationships with third parties or customers and statements regarding future financial expectations. We cannot assure you that the forward-looking statements in the information in this presentation will prove to be accurate. These forward-looking statements are subject to a number of significant risks and uncertainties that could cause actual results to differ materially from expected results. Descriptions of some of the factors that could cause actual results to differ materially from these forward-looking statements are discussed in more detail in our filings with the SEC, including the Risk Factors section of the prospectus for our business combination filed with the SEC on June 3, 2021. Furthermore, if the forward-looking statements prove to be inaccurate, the inaccuracy may be material. In light of the significant uncertainties in these forward-looking statements, you should not regard these statements as a representation or warranty by us or any other person that we will achieve our objectives and plans in any specified time frame, or at all. The forward-looking statements in this presentation represent our views as of the date of this presentation. We anticipate that subsequent events and developments will cause our views to change. However, while we may elect to update these forward-looking statements at some point in the future, we have no current intention of doing so except to the extent required by applicable law. You should, therefore, not rely on these forward-looking statements as representing our views as of any date subsequent to the date of this presentation.

Sharecare is a **health & well-being interoperable platform** that **unifies all the elements** of individual and community health so everyone can live better, longer across the **dynamic continuum of their healthcare needs**. **All Together Better**

## Strategic partners & clients



## Sharecare by the numbers

**~64K**

employer clients

**127**

top life sciences brands

**9M+**

eligible lives

**\$414M-415M**

2021E revenue

**6K+**

health system clients

**\$29M-30M**

2021E adjusted EBITDA



# Business Positioned for Growth and Scale



## Comprehensive Platform

**Innovative digital health platform** based on human-centric design



## Data & Innovation

At the **intersection of technology, healthcare, & media**, creating data-driven solutions



## Diversified Revenue & Scale

Diversified, scalable portfolio with opportunity to **capture \$1B++ in incremental revenue from contracted lives**

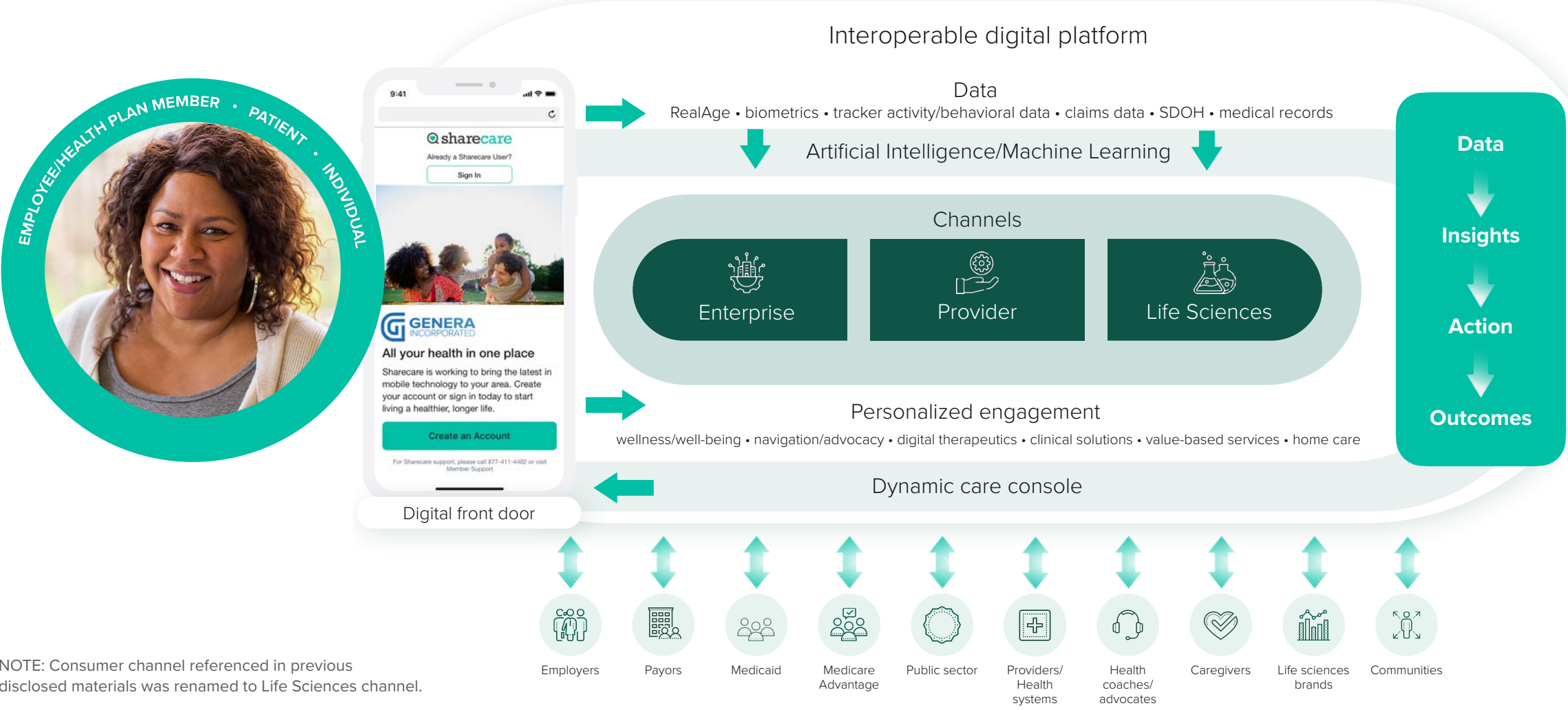


## Differentiated Financial Performance

Positioned for success with **strong revenue visibility, balance sheet, and profitability**

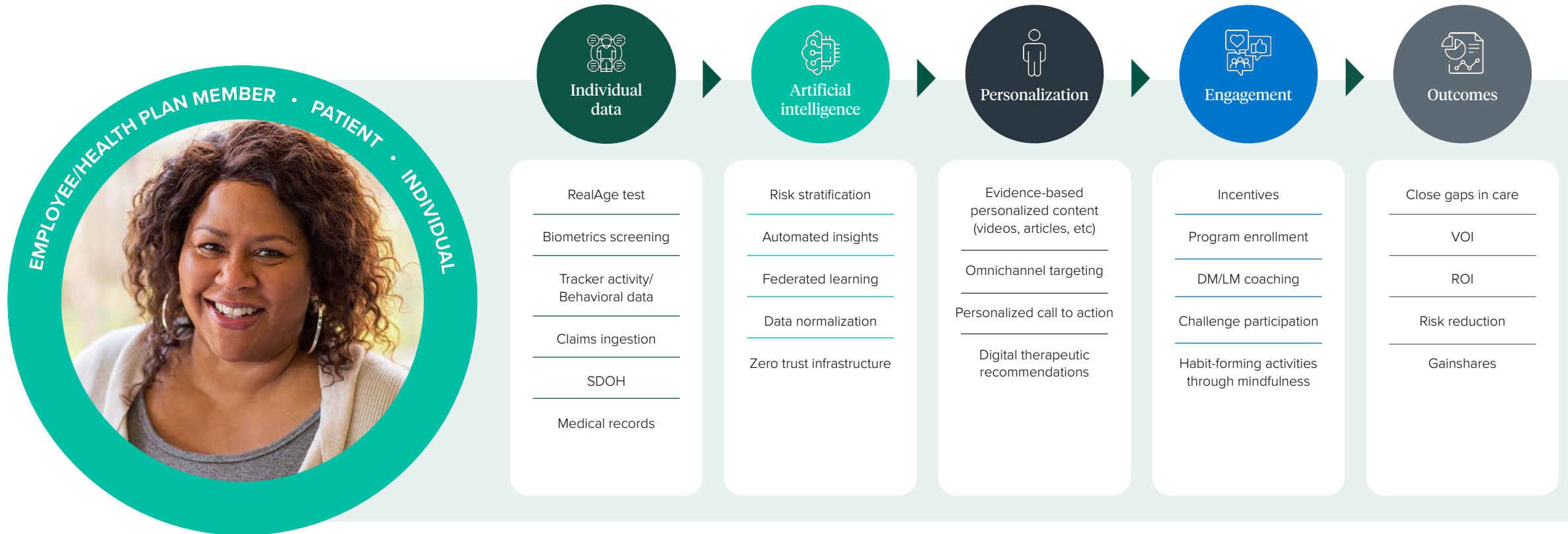
High-growth, recurring revenue **driving 20% sustainable YoY growth**

# Comprehensive Digital-First Ecosystem Centered around the Person



NOTE: Consumer channel referenced in previous disclosed materials was renamed to Life Sciences channel.

# Unique Data-Driven, Personalized Engagement Driving Outcomes







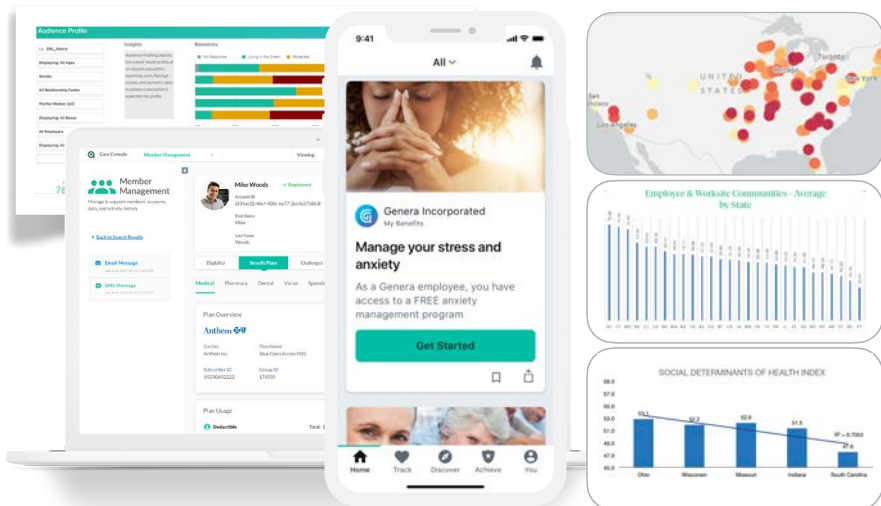
CHANNEL OVERVIEW

ENTERPRISE



# Integrated Solution Lowering Healthcare Costs, Improving Outcomes, and Increasing Satisfaction

## Core digital platform



PMPM

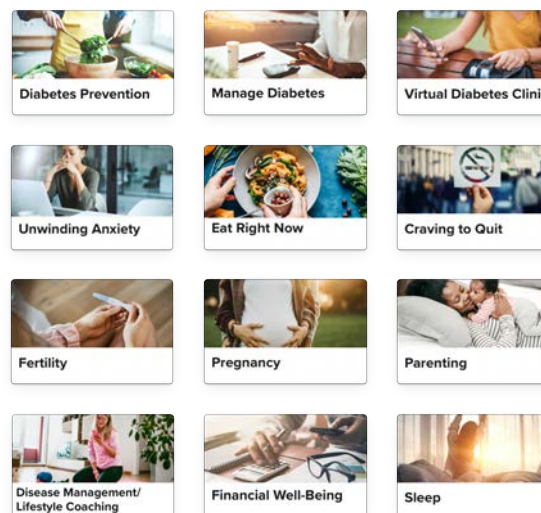
Claims ingestion

Population risk stratification

Member engagement

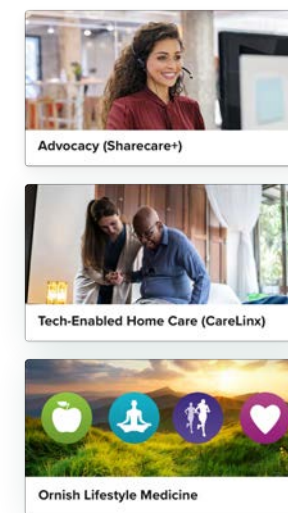
Incentives management

## Marketplace of targeted digital therapeutics



PMPM and/or incremental fee per enrollee

## High-touch care





# Case Study: Payor Client Product Expansion

	2019	2020	2021E	CAGR
\$ Revenue	\$2.5M	\$6.6M	\$8.8M	88%
Number of marketplace products	1	3	6	145%

**2019: \$2.5M**

**Services:**

- Digital platform
- Lifestyle Management coaching

**2020: \$6.6M**

**Services:**

- Digital platform
- Lifestyle Management coaching
- ❖ **24-hour nurse line**
- ❖ **Onsite health promotion**

**2021E: \$8.8M**

**Services:**

- Digital platform
- Lifestyle Management coaching
- 24-hour nurse line
- Onsite health promotion
- ❖ **MSK/MSD**
- ❖ **Maternity**
- ❖ **Incentives card**

**Additional opportunities:**

**Services:**

- Advocacy
- Tech-enabled home care
- Behavioral health
- Digital biometric screenings





CHANNEL OVERVIEW

PROVIDER



# Comprehensive Solutions Addressing Providers' Needs While Improving Efficiency and Patient Care

## Core service

### HEALTH INFORMATION MANAGEMENT



- Release of information (ROI)
- Medical record requests & retrieval
- Medical record audits & reviews
- Dynamic insights (AI)
- Forms management

Per record request

### VALUE-BASED CARE



- High risk patient stratification
- High cost claimant/care gap analysis
- Clinical measures & reporting
- Practice provider and network performance

Gainshare or per provider per month

### PAYMENT INTEGRITY



- Fraud, waste, and abuse
- Audit/denial mgmt services
- Clinical validation
- Pre-submission claim review insights (AI)
- Coding & pricing audits

Gainshare or per claim processed

### REMOTE PATIENT MONITORING

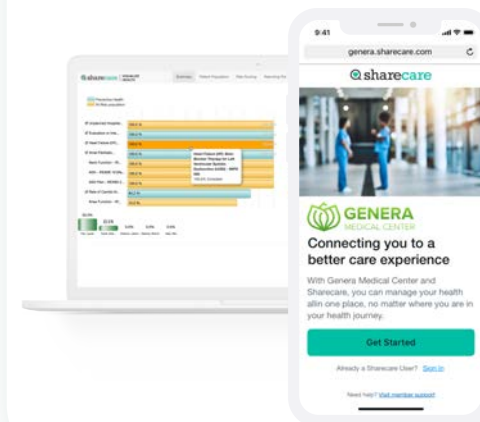


- Diabetes prevention and management
- Heart disease (Ornish Lifestyle Medicine)
- Obesity & nutrition support

PMPM, reimbursement, or fee for service

## Digital platform

### 24/7 PATIENT ENGAGEMENT



PMPM



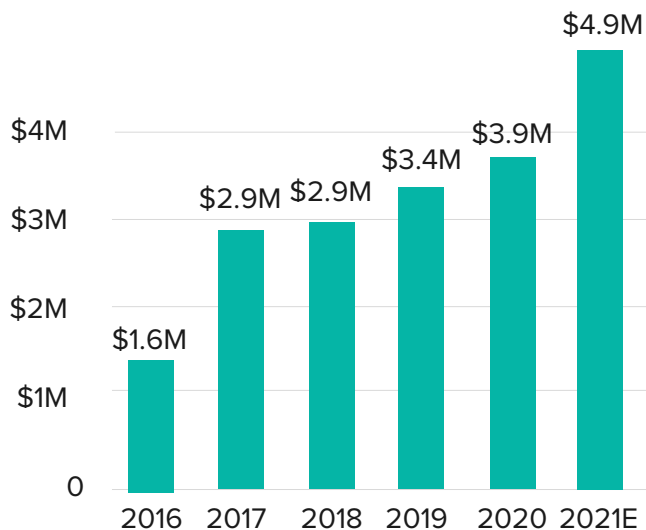
CHANNEL OVERVIEW

PROVIDER



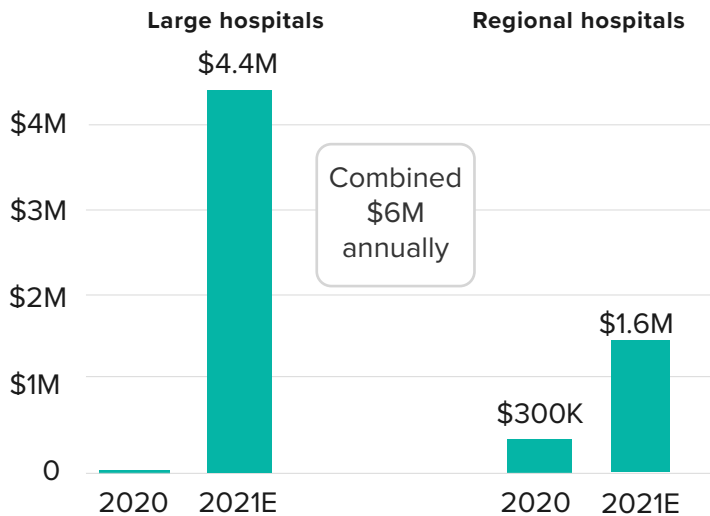
# Case Study: Sales Growth Through “Land and Expand” Strategy

## Contracted Integrated Hospital Network



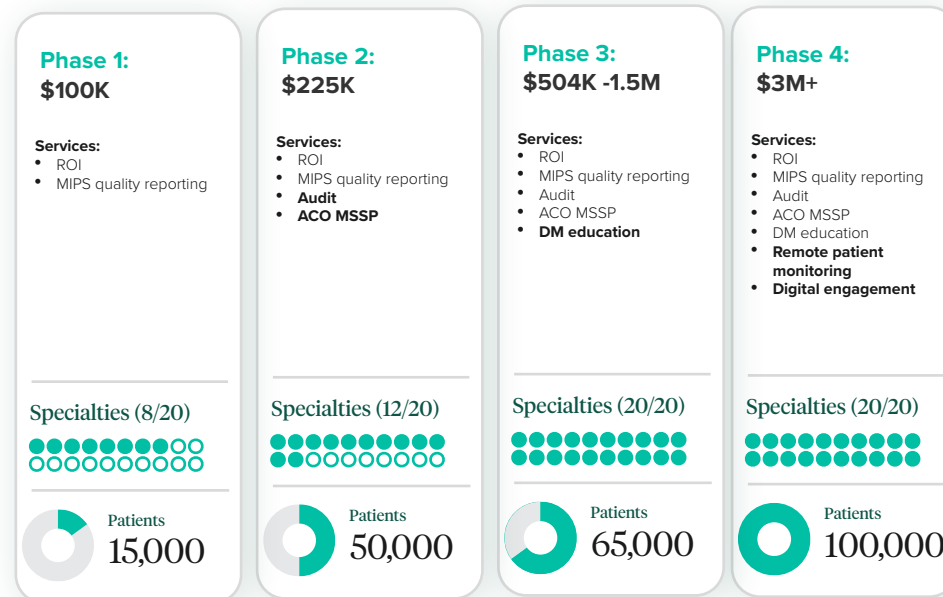
Proven ability to “land and expand” with large health systems provides steady sustained growth  
Solutions: ROI and Audit

## Revenue cycle enterprise agreement (channel partnership)



System-wide implementations accelerate growth to achieve revenue levels in months vs. years

## Land and expand with physician ACO account





CHANNEL OVERVIEW

LIFE SCIENCES



# Key Strategic Driver for Consumer Acquisition, Content Creation, Brand Awareness, and Data-Driven Digital Activation

Core service: Data-driven conversion and patient engagement



Condition education centers

1st party targeted messaging

Lead generation

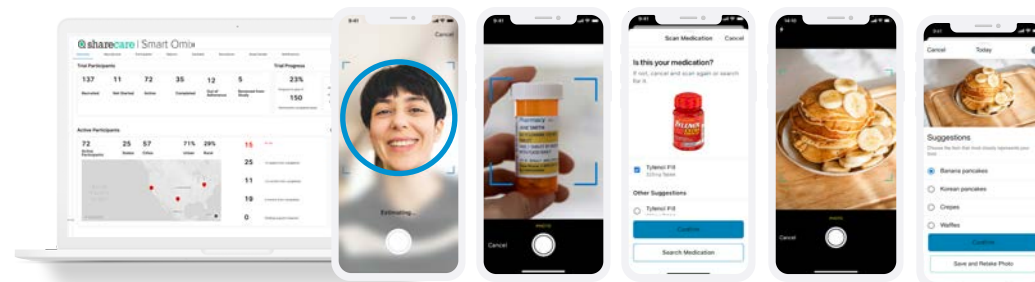
- 73M targetable patients
- Relevant, personalized content assets that drive action



CPUV, CPM, CPC, CPL

Decentralized real-world observational studies

Smart Omix  
by sharecare



Per study fee

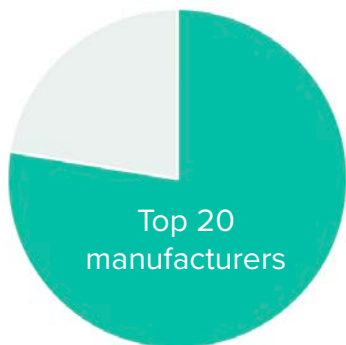


# 2021 Life Sciences Growth

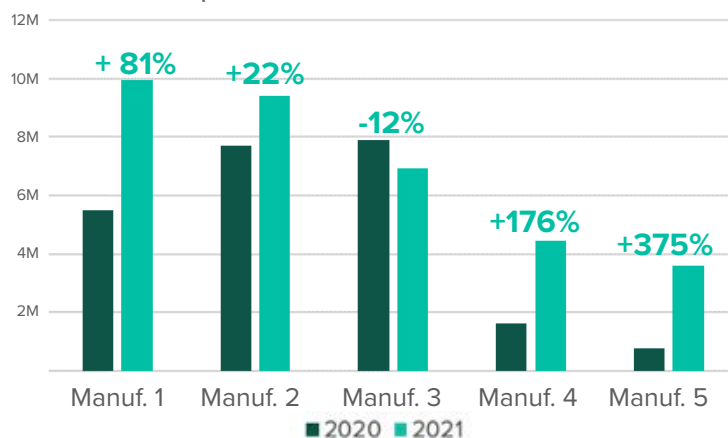
## Top 20 manufacturers

- Top 20 manufacturers driving 78% total projected revenue
- Revenue for top 20 manufacturers increased **~52% YOY**

2021 projected life sciences revenue



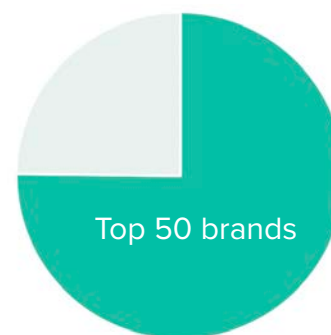
2021 top manufacturer revenue vs. 2020



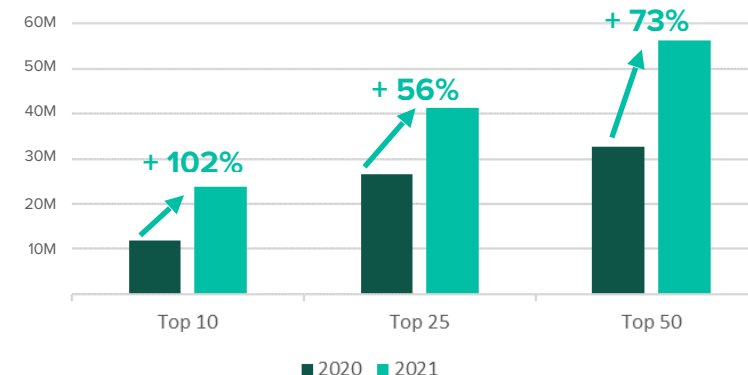
## Top 50 brands

- Top 50 brands driving 75% total projected revenue
- Revenue for top 50 brands increased **~73% YOY**

2021 projected life sciences revenue



2021 top brand revenue vs. 2020



# Sharecare's Unique Competitive Advantage







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## AI-driven hyper-engagement

### Creating a digital twin

- HRAs, cost of care calculators, and personalized content to create the optimal experience for each member shifting engagement from the episodic to the everyday to achieve desired outcomes
- Digital twin built on edge-native backbone provides baseline for each member and generates personalized recommendations and predicts future outcomes

RealAge®  doc.ai







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Clinically-validated digital therapeutics



## Tailored care management based on mindfulness

- Offering award winning, evidence-based digital therapeutics ranging from asthma to women's health that combines neuroscience and mindfulness tools to help members identify their triggers and learn new coping techniques
- Data-driven insights keep members on track with their programs by providing outreach based on their habits and motivations to increase likelihood of program graduation

**67%**

reduction in GAD-7 scores (anxiety)

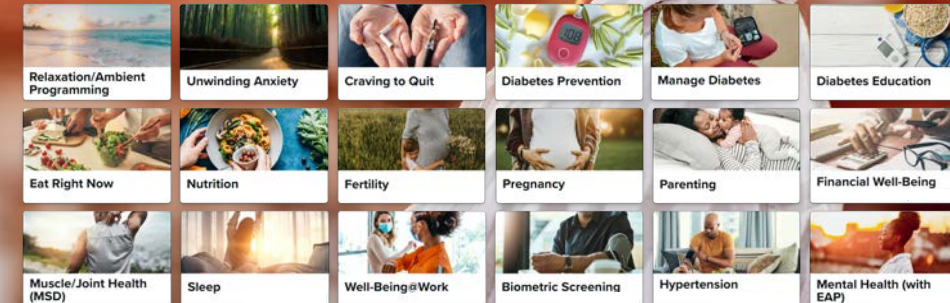
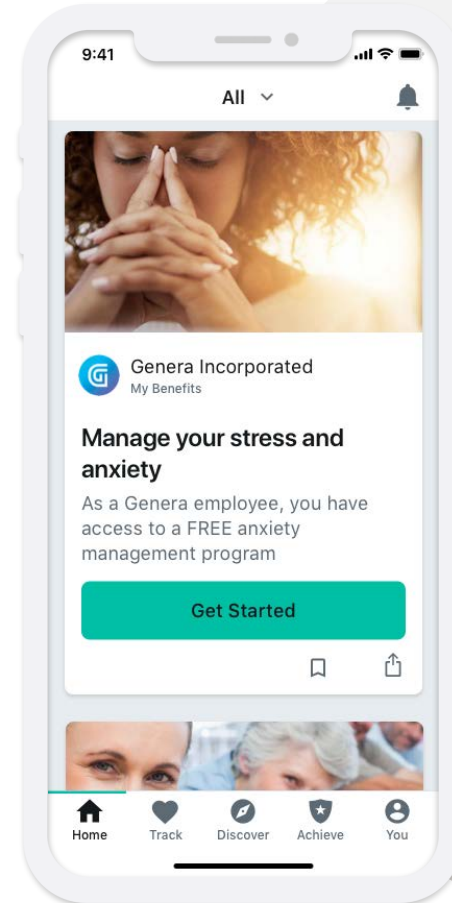
**40%**

reduction in craving-related eating


**5x**

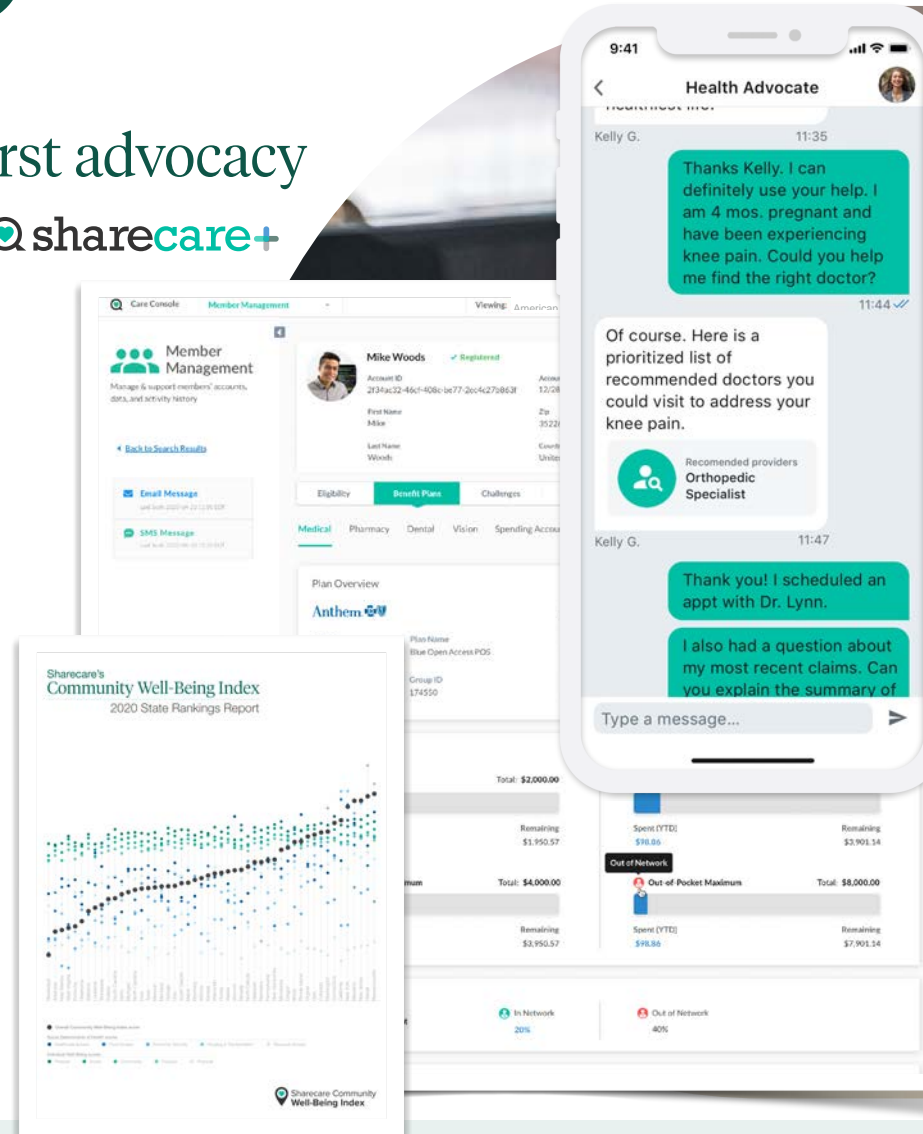
tobacco cessation quit-rate compared to gold standard

**Yale**



## Sharecare+: Revolutionizing digital-first advocacy

- Partnering with Anthem to deliver Sharecare+, a  transformational digital front door delivering a new and simplified advocacy experience for employees
- Proactively supporting wellness, clinical, emotional, financial and logistical needs through:
  - High-touch care:** connecting with relevant and trusted care and community resources
  - Proactive/personalized guidance:** navigating acute and chronic conditions through caregiver and care management support
  - Digital assistance:** engaging members with personalized coaching and content and incentive programs
  - Comprehensive care console admin:** driving seamless advocate workflow to provide one-of-a-kind care





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## Tech-enabled home care



## Extending advocacy to the home with caregivers

- Caregivers become in-home advocates extending the advocacy model to provider companionship, personal care, and clinical support
- Capture over 170 social, health, environmental and clinical data points, including SDoH and health risk assessments
- Real-time actionable data assists members in closing gaps in care and supports chronic condition management and care coordination
- Enables members and loved ones to receive secure, convenient, and quality care at home

**450K+**

care providers  
delivering national  
coverage

**3M+**

hours of  
home care  
provided

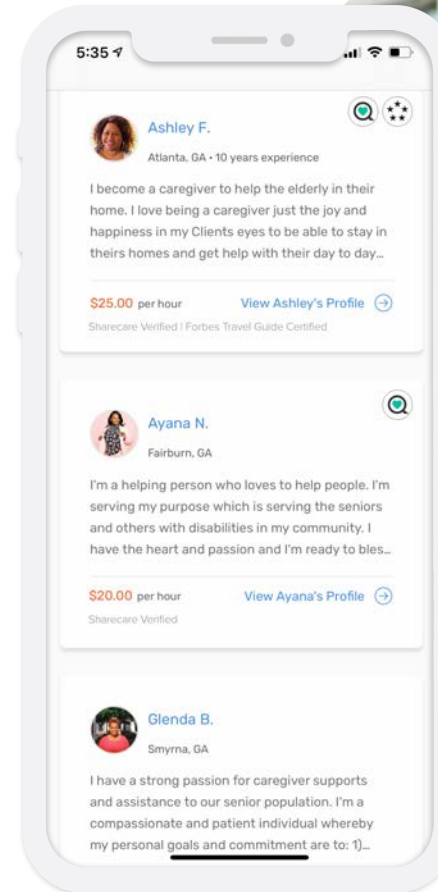
**1.5M+**

Medicare  
Advantage  
members

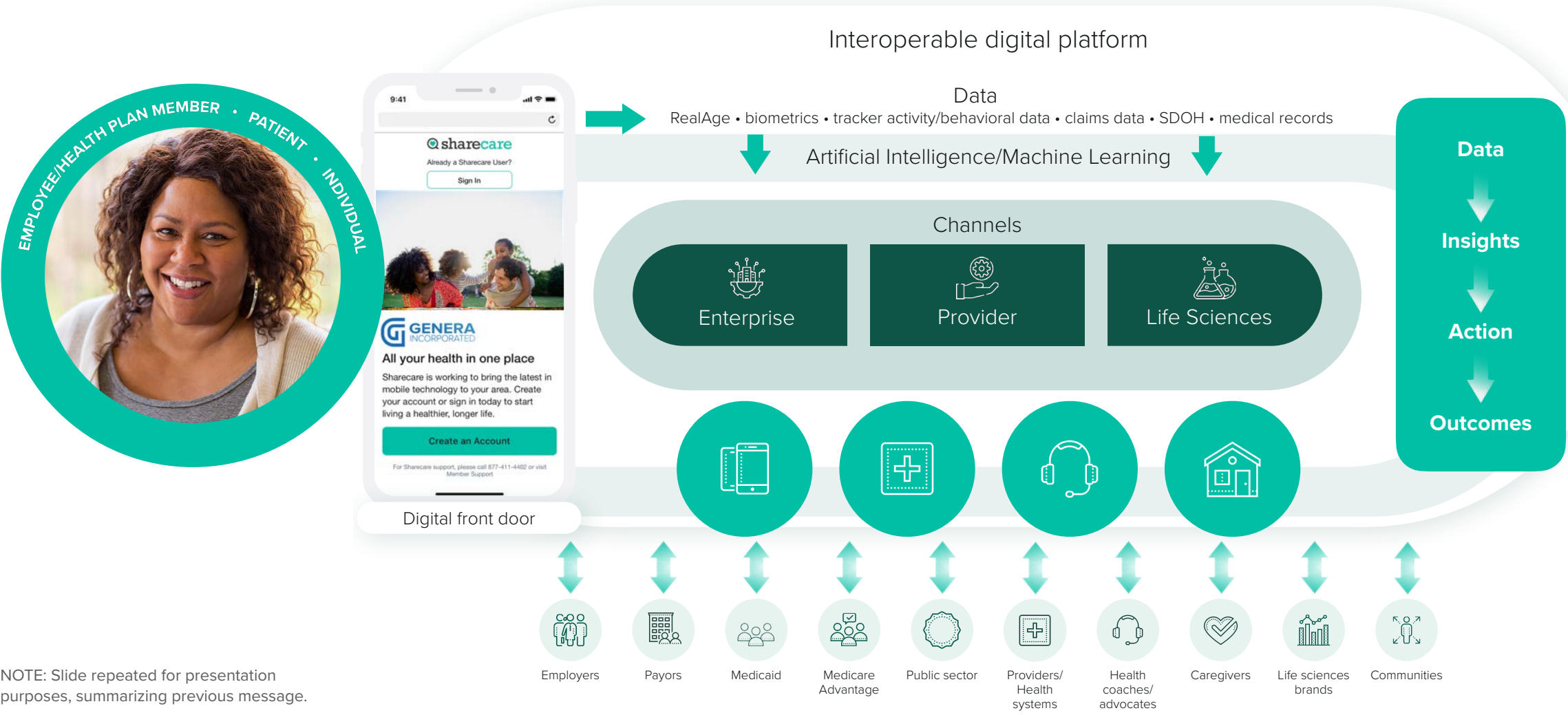
**400+**

Medicare  
Advantage  
plans

CareLinx by  sharecare



# Comprehensive Digital-First Ecosystem Centered around the Person



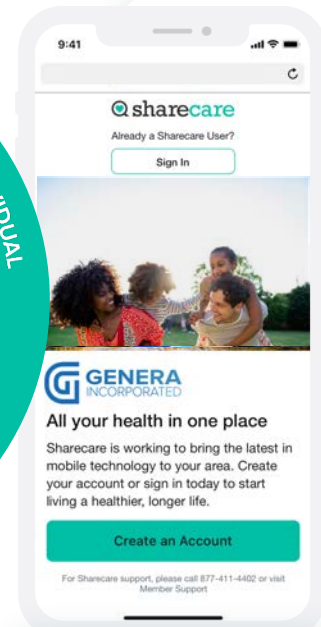
NOTE: Slide repeated for presentation purposes, summarizing previous message.

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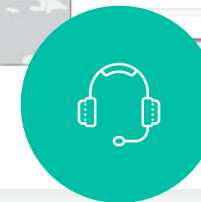
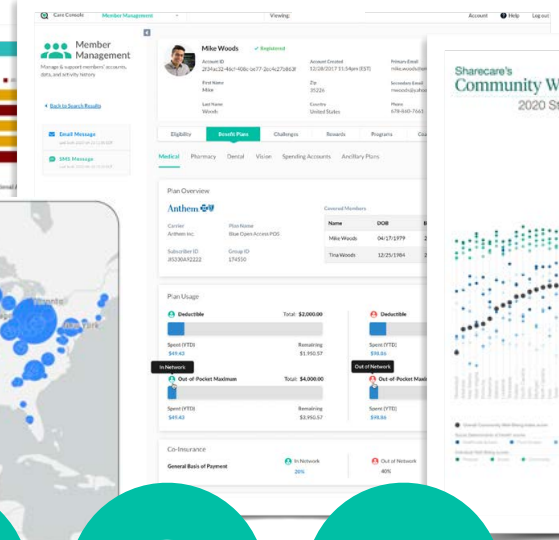
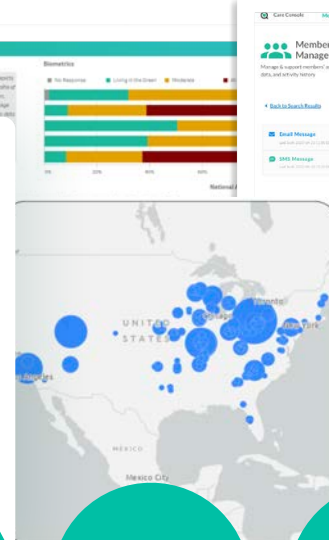
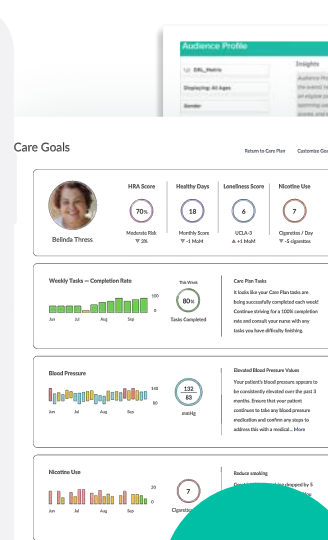
# Impressive Scale and Reach Across the Ecosystem



Interoperable digital platform



Digital front door



**1.82**

petabytes  
of data

**1.2B+**

claims processed  
in 2021

**100+**

EMR  
Integrations

**~5M**

medical records  
processed in 2021

**450K+**

care  
providers

**600+**

elements of  
SDOH in CWBI

**95%**

of U.S.  
population  
represented in CWBI

**70**

Blue Zones  
sites

**115M+**

total email  
database

**~2.8M**

social followers  
reaching **306M** in  
2021

**73**

Sharecare NPS  
score (**95** NPS on  
CareLinx payor  
programs)

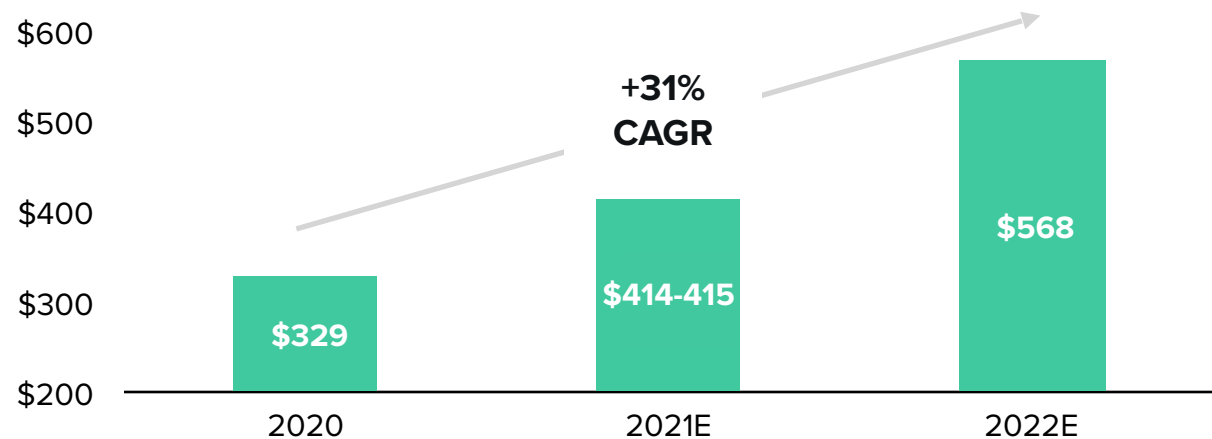
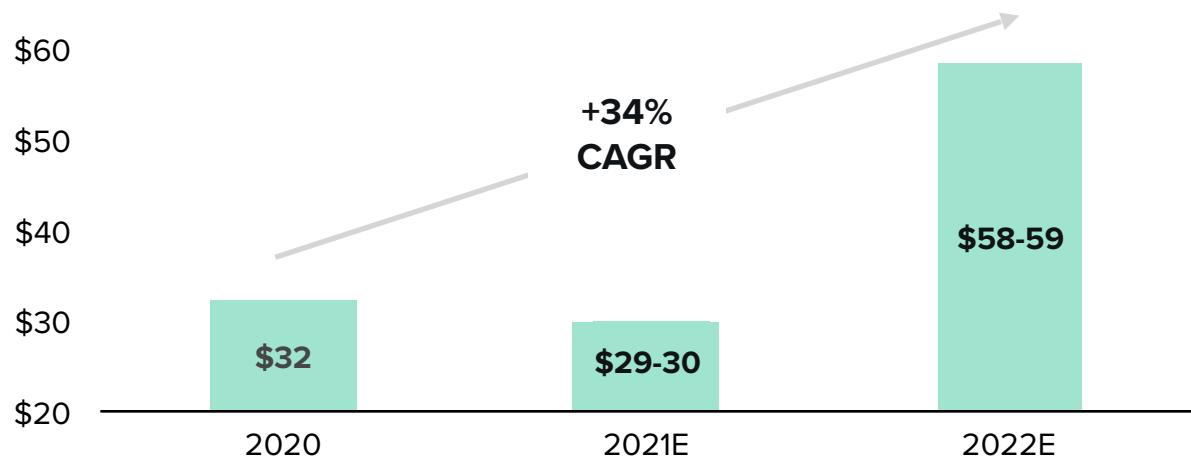




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**Financial Update**



# Business Growth Trajectory

**Total Revenue (\$M)****Adjusted EBITDA (\$M)**

## Revenue

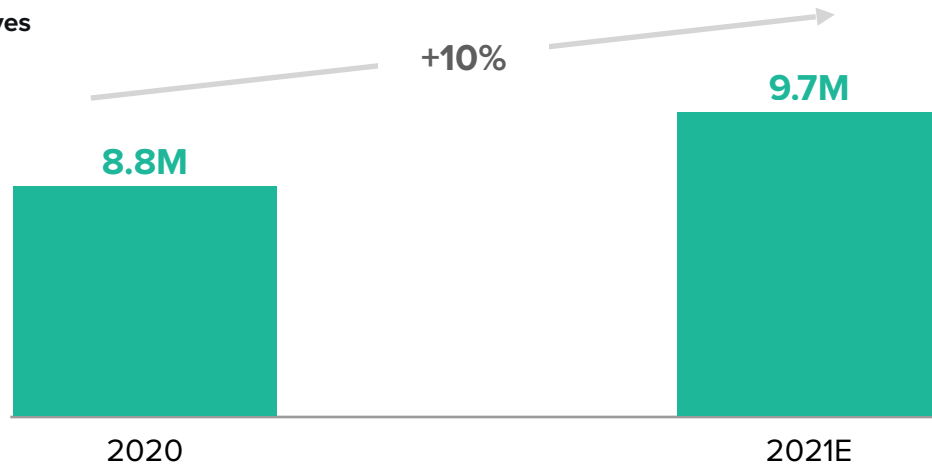
- 2022 growth will be driven by:
  - Increased client penetration across channels
    - Additional lives on platform
    - Continued double digit growth in record retrievals
  - Sales of higher PMPM offerings
- Growth in home health, and new digital therapeutics
- Expanded sales team to drive new client wins

## Adjusted EBITDA

- FY21 impacted by reversal of temporary COVID-related cost initiatives and incremental public company expenses
- FY22 margin expansion driven by:
  - Positive impact from revenue mix
  - Operating leverage while continuing to make growth investments across the platform

# KPI Performance

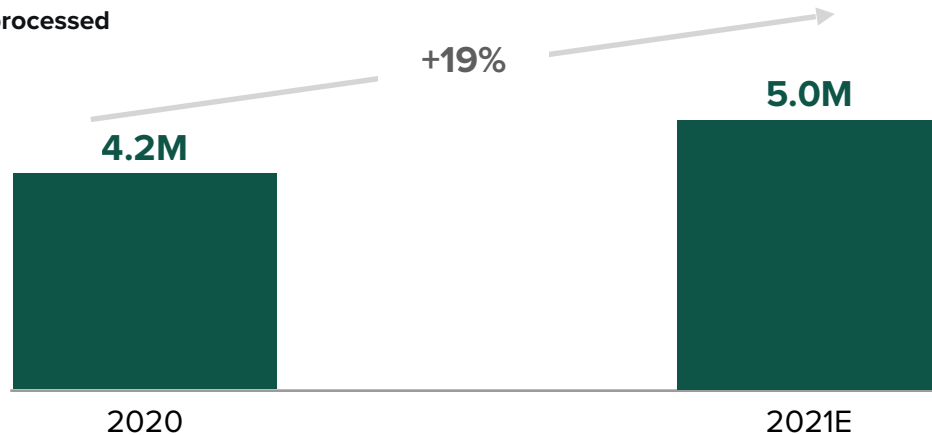
## Eligible lives



## Enterprise: Eligible lives

- Enterprise eligible lives driven by new client expansion, as well as further penetration of existing clients
- Current eligible lives represents only a small fraction of total serviceable lives with key clients

## Records processed

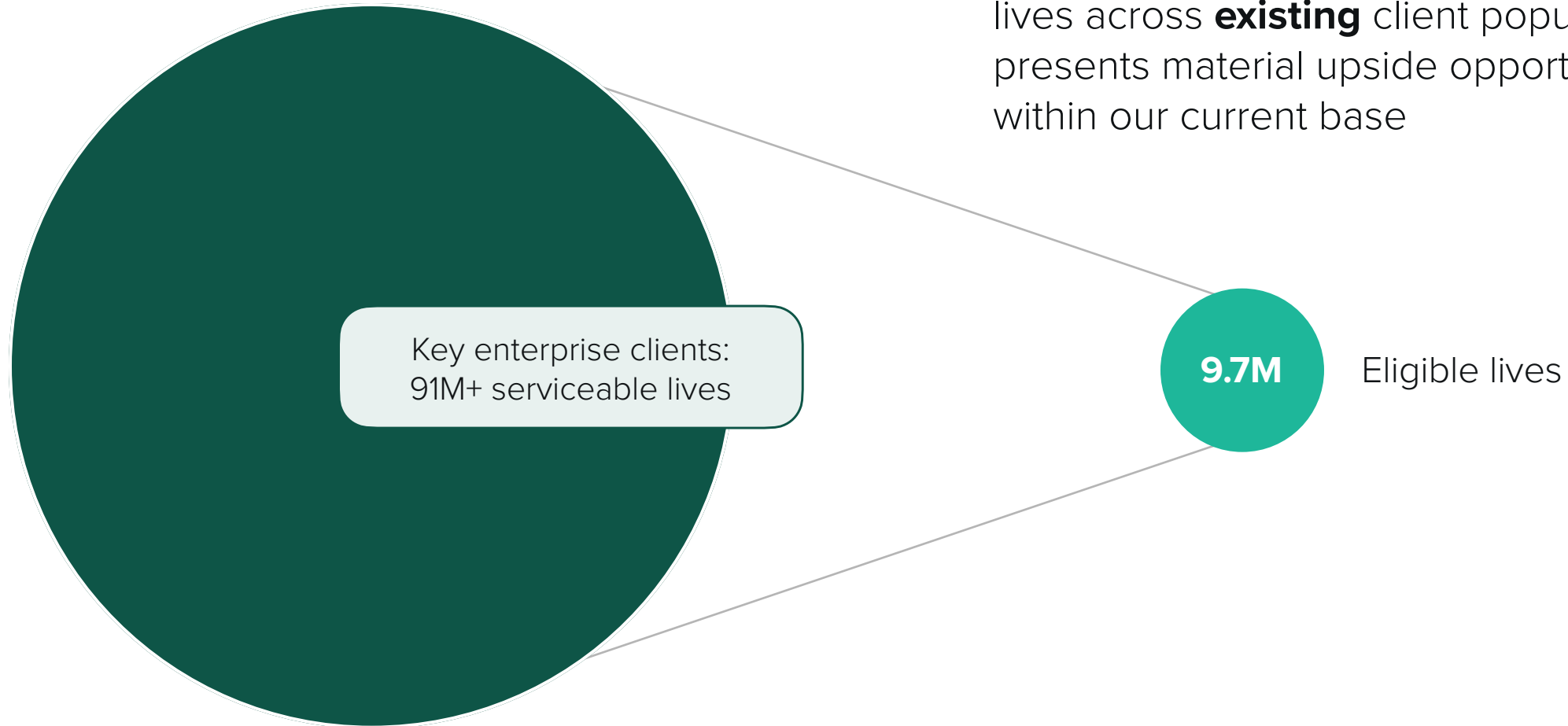


## Provider: Records processed

- Continued growth in client site coverage
  - 4,000 additional sites within contracted provider customer base
- Process automation and interoperability programs will enable medical record processing at record levels

# Enterprise Serviceable Lives

Sharecare has onboarded ~9.7M eligible enterprise lives, or 10.6% of 91M+ serviceable lives across **existing** client populations – this presents material upside opportunity to grow within our current base



# Built for Scale and Accelerated Revenue Growth



## Expand with existing clients

- Cross-sell opportunities across our businesses
- Drive enrollment, record retrieval, and digital activation programs



## Establish new partnerships

- Create partnerships to bring new complementary and value-added capabilities to the platform



## Launch new products/services

- Expand digital therapeutic offerings
- Launch Sharecare+ digital-first advocacy solution
- Expand tech-enabled home care offering
- Drive Smart Omix decentralized real-world observational study market entry



## Drive more inorganic growth (M&A)

- Focused on strengthening and expanding our market opportunity:
  - Data/analytics
  - Digital therapeutics/interventions
  - Tech-enabled home health



## New clients

- Identified pipeline of potential new customers, including health plans, employers, providers

# Business Positioned for Growth and Scale



## Comprehensive Platform

**Innovative digital health platform** based on human-centric design



## Data & Innovation

At the **intersection of technology, healthcare, & media**, creating data-driven solutions



## Diversified Revenue & Scale

Diversified, scalable portfolio with opportunity to **capture \$1B++ in incremental revenue from contracted lives**



## Differentiated Financial Performance

Positioned for success with **strong revenue visibility, balance sheet, and profitability**

High-growth, recurring revenue **driving 20% sustainable YoY growth**

Thank you.







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# Appendix



# Non-GAAP Financial Measures

In addition to our financial results determined in accordance with U.S. GAAP, we believe Adjusted EBITDA, a non-GAAP measure, is useful in evaluating our operating performance. We use Adjusted EBITDA to evaluate our ongoing operations and for internal planning and forecasting purposes. We believe that this non-GAAP financial measure, when taken together with the corresponding GAAP financial measure, provides meaningful supplemental information regarding our performance by excluding certain items that may not be indicative of our business, results of operations, or outlook. In particular, we believe that the use of Adjusted EBITDA is helpful to our investors as it is a metric used by management in assessing the health of our business and our operating performance. However, non-GAAP financial information is presented for supplemental informational purposes only, has limitations as an analytical tool, and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP. In addition, other companies, including companies in our industry, may calculate similarly-titled non-GAAP measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measure as a tool for comparison.

The calculation and reconciliation of historic Adjusted EBITDA to net income (loss), the most directly comparable financial measures stated in accordance with GAAP, is provided below and in the accompanying financial tables. Investors are encouraged to review the reconciliation and not to rely on any single financial measure to evaluate our business.

We have not reconciled forward-looking Adjusted EBITDA guidance to net income (loss) because we do not provide guidance for net income (loss) or for items that we do not consider indicative of our on-going performance, including, but not limited to, the impact of significant non-recurring items, as certain of these items are out of our control and/or cannot be reasonably predicted. Accordingly, a reconciliation of the Adjusted EBITDA guidance to the corresponding U.S. GAAP measure is not available without unreasonable effort. We have not provided a reconciliation of full-year 2021 Adjusted EBITDA estimates to an estimated net income (loss) outlook because certain items such as transaction and closing costs, share-based compensation, and the change in fair value of warrant liability and contingent consideration that are a component of net income (loss) cannot be reasonably estimated due to the significant impact of the variability associated with those items and other factors related to Sharecare's year-end financial closing process. These components of net income (loss) could significantly impact Sharecare's actual net income (loss).

# Reconciliation to Historical Adjusted EBITDA

(\$, in millions)

	2020
<b>Net Loss</b>	<b>(\$60.5)</b>
<b>Depreciation and amortization</b>	24.68
<b>Interest income</b>	(0.07)
<b>Interest expense</b>	31.04
<b>Other expense</b>	9.71
<b>Loss from equity method investments</b>	3.90
<b>Income tax (benefit) expense</b>	(1.56)
<b>Share-based compensation</b>	19.16
<b>Severance</b>	2.55
<b>Warrants issued with revenue contracts</b>	1.19
<b>Transaction and closing costs</b>	2.19
<b>Adjusted EBITDA</b>	<b>\$32.3</b>