



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, our ability to realize the benefits of recent and future acquisitions, including CareLinx, new revenue opportunities, partnerships or other relationships with third parties or customers, and the statements regarding future financial expectations in the section titled “Differentiated Financial Performance.” 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 Overview

- A **comprehensive digital solution** helping people build longer, better lives
- Operating across **three channels:**

ENTERPRISE

PROVIDER

CONSUMER

INVESTMENT PARTNERS

LIVING ROOM

EXAM ROOM

WORKPLACE

FINANCIAL



HEARST corporation



SUMMIT PARTNERS



WELLINGTON MANAGEMENT®



SHARECARE BY THE NUMBERS

2012

launched Sharecare platform

~64K

employer clients

9M+

eligible lives

6K+

health system clients

127

top life sciences brands

\$1B+

total capital raised

\$414M-415M

2021E revenue

\$28M-30M

2021E adjusted EBITDA



Category of One:
Business Positioned for Growth and Scale

Comprehensive
Platform

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

Diversified
Revenue & Scale

Diversified portfolio with opportunity to
**capture \$1B++ in incremental
revenue from existing customers**

Data &
Innovation

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

Differentiated
Financial
Performance

Positioned for success with
**strong revenue visibility, scale,
and profitability**

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

COMPREHENSIVE PLATFORM

Personalized Digital Platform Enabling Productized Engagement



MESSAGING

MOTIVATION

MANAGEMENT

MEASUREMENT

MOVEMENT



ENTERPRISE



Benefits navigation



Healthcare navigation



Digital therapeutics



Wellness/ well-being



Blue Zones Project



Health security

PROVIDER



Health Information Management



Value-based care



Payment integrity

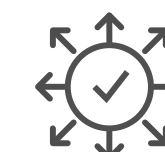


Remote patient monitoring



Digital engagement

CONSUMER



Lead generation



Sponsorships



Audience targeting



Condition-specific marketing



ALL TOGETHER BETTER

Diversified Revenue & Scale

Enterprise: Integrated Solution Lowering Healthcare Costs, Improving Outcomes, and Increasing Satisfaction



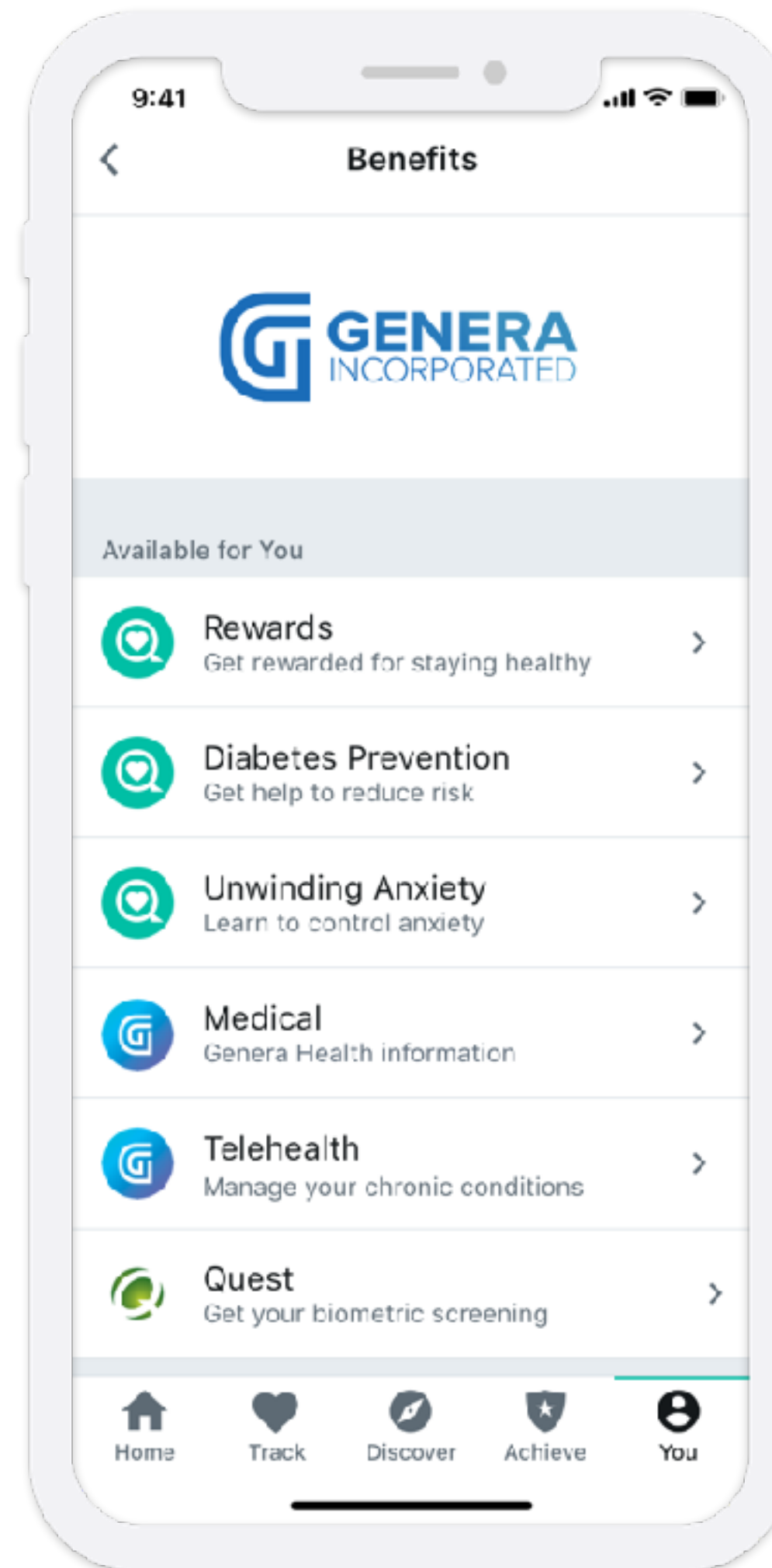
Products include:

- Benefits navigation
- Healthcare navigation
- Digital therapeutics
- Wellness/well-being
- Blue Zones Project
- Health security

Revenue model: Recurring multi-year contracts with upsell opportunities

Pricing structure: PMPM, per enrollee

Client base: 28 direct large employers, 10 health plans providing access to another ~64K employers, 12 public sector clients



KEY HEALTH PLAN CLIENTS:



KEY EMPLOYER CLIENTS:



KEY PUBLIC SECTOR CLIENTS:



Provider: Improving Efficiency and Patient Care



Products include:

- Health Information Management
- Value-based care
- Payment integrity
- Remote patient monitoring
- Digital engagement

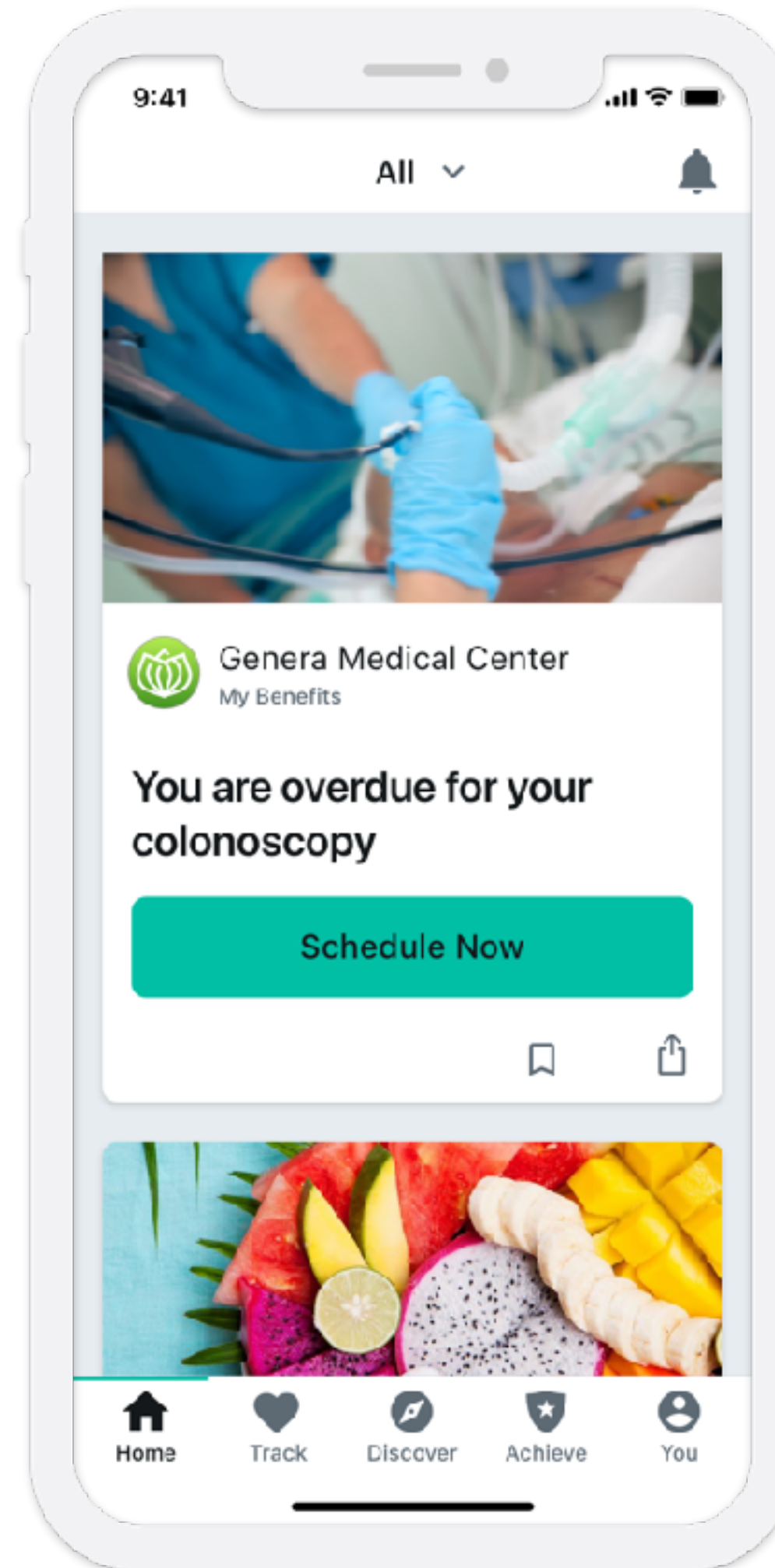
Revenue model: Recurring multi-year contracts with upsell opportunities

Pricing structure differs by product:

Gainshare, SaaS platform fee, per record request

Client base: 6,000 hospitals & physician practices, 95+ health plans and audit clients

Services are in **strategic and financial alignment with providers** offering significant benefits and revenue upside



KEY PROVIDER CLIENTS:



Consumer: Strategic Driver for Consumer Acquisition, Content Creation and Data-Driven Digital Activation



Products include:

- Lead generation
- Audience targeting
- Sponsorships
- Condition-specific marketing

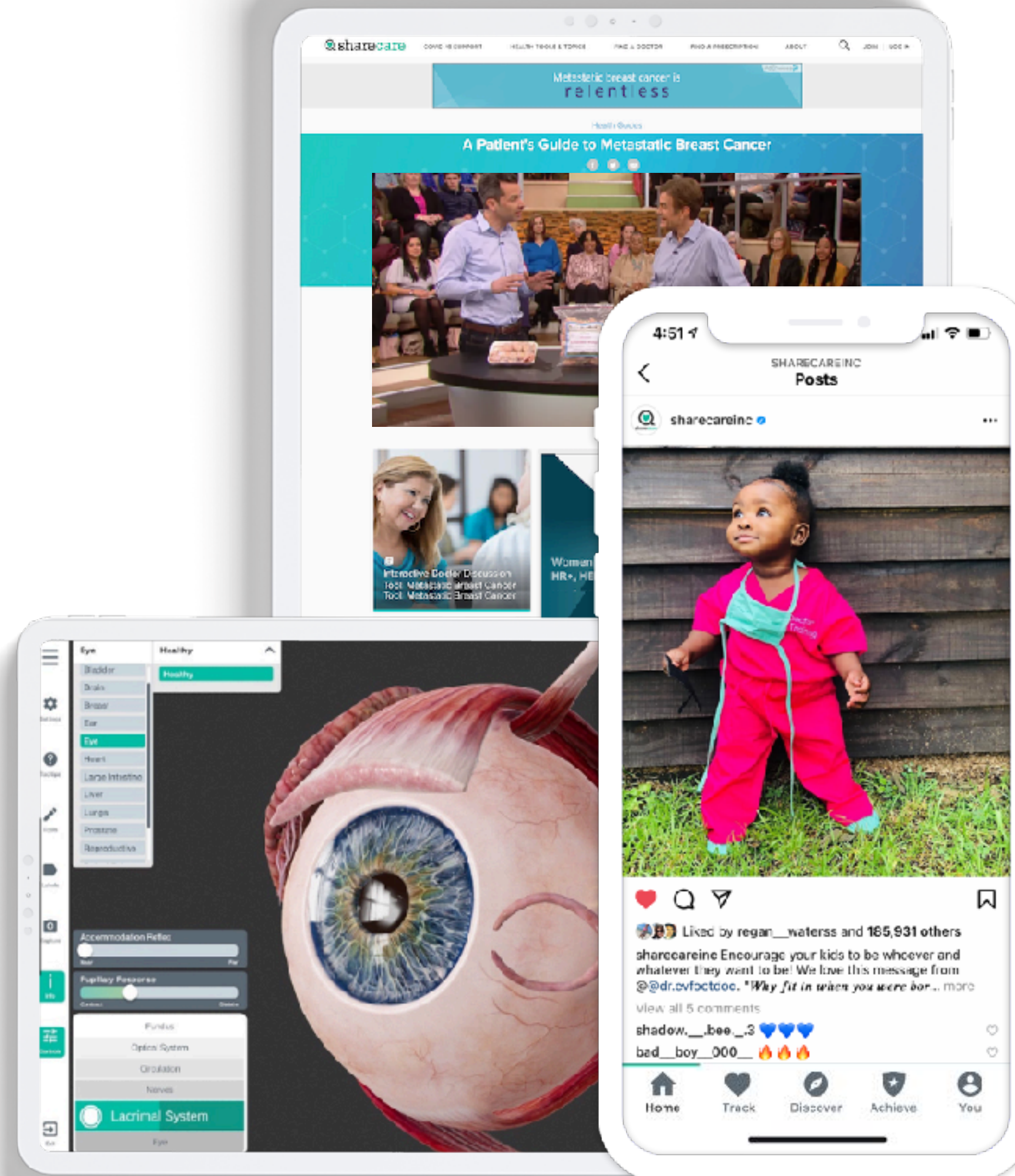
100M first-party user database

Significant content library and video capabilities

Over 2.5M highly-engaged followers across our social platforms, **more than all our competitors combined**

Real-time health profiling engine delivers **400K** new users per month

Strong ROI performance validated by 160 third-party measured campaigns



KEY LIFE SCIENCES CLIENTS:

abbvie

AMGEN

astellas

AstraZeneca

Biogen

Bristol-Myers Squibb

Boehringer Ingelheim

GILEAD

gsk

Lilly

janssen

MERCK

NOVARTIS

novo nordisk

SANOFI

Takeda



ALL TOGETHER BETTER

Innovation & Growth



INNOVATION & GROWTH

Artificial Intelligence



- We leverage **every component of the phone**
- People live on their phones, consume and collect data via pictures, videos, voice
- We have built **neural nets** under the form of **smart selfies, smart videos and smart pictures**
- For a **frictionless** experience that augments **engagement**
- We are adding **new dry bio-markers** for progression and regression of symptoms



Smart selfie

AI for medication

AI for mood

AI for food

Wallet for rewards

Environmental health

Chatbot

Telehealth

Genome browser

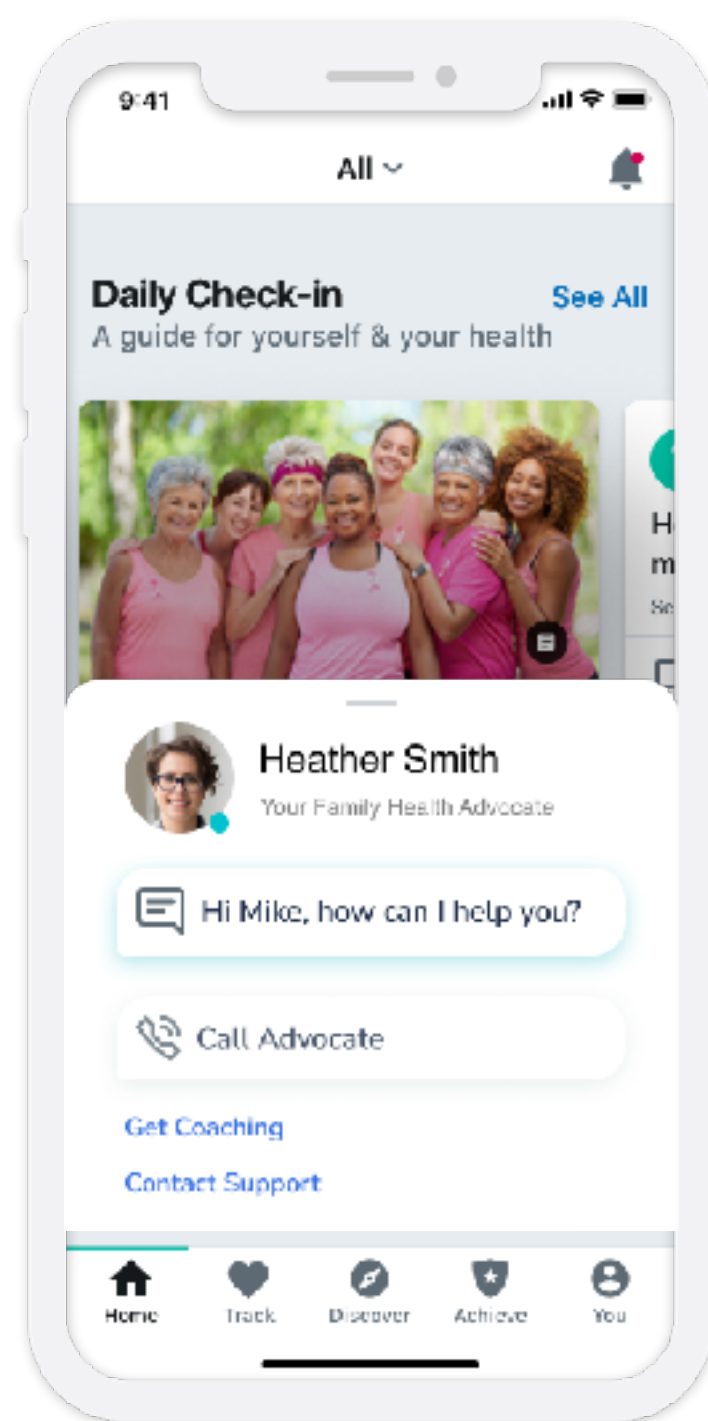
SDOH

Voice

Face



Multi-Payor Advocacy Platform



1

ONE APP, ALL BENEFITS

- Benefits, eligibility, claims
- Find care, telemedicine
- Spending accounts
- Point solutions
- Flexibility to integrate with client plans

2

DIGITAL ADVOCACY

- Daily digital check-in activities
- Digital coaching
- Mini programs for lifestyle risks
- AI-assist for advocate empowerment

3

FAMILY ADVOCATE, ALL BENEFITS

- Single point of contact - one number/one chat
- Trusted, compassionate, responsive, proactive
- “Here when you need us”, barriers remove
- Seamless workflows – no balls dropped
- Member/family 360 view enabled interactions

4

WELLNESS + CARE MANAGEMENT

- Track and positively impact well-being dimensions to improve health
- Multi-disciplinary care management team to address high/emerging risk conditions
- Family nurse care advocate
- Improve performance and reduce healthcare costs

5

PROVIDER ENABLEMENT/ INTEGRATION

- Provider inquiries handled by family advocate
- Nurse advocates collaborate with providers on care plans
- Integration of care gaps within provider EMR workflows for faster gap closure

6

PRECISION OUTREACH

- SmartSensing next best action triggers from multi-plan predictive analytics and AI
- Targeted digital and high-touch outreach
- AI-enabled Interventions/nudges to address unfavorable trends & variances



INNOVATION & GROWTH

CareLinx: Bridge the Last Mile to Penetrate the Compelling Home Healthcare Market



CareLinx is a single-source, nationwide home care platform able to deliver intermittent on-demand personal care services in the homes of patients, while leveraging mobile technology that facilitates rich data capture, population health analytics and the enabling of real-time care coordination with remote clinical teams

CareLinx
by  sharecare

Nationwide Provider Network

National coverage with
>450,000 caregivers

98% geographic
coverage for top health
plans

98% access to urban
areas/97% access to
rural areas

Gig work model delivers
flexibility

Tech-Enabled



Online + mobile
experience digital care
plans

Real-time in-home data
collection & monitoring

GPS time tracking +
digital task validation

Highly efficient
proprietary CRM

Full-feature population
health portal for payors,
providers and agencies

Trusted Source

*Caregivers vetted
and background
checked*

Deeper labor pool,
access and choice for
families to find a good
match



Secured AARP's
exclusive endorsement

Net Promoter Score >10x
industry standards

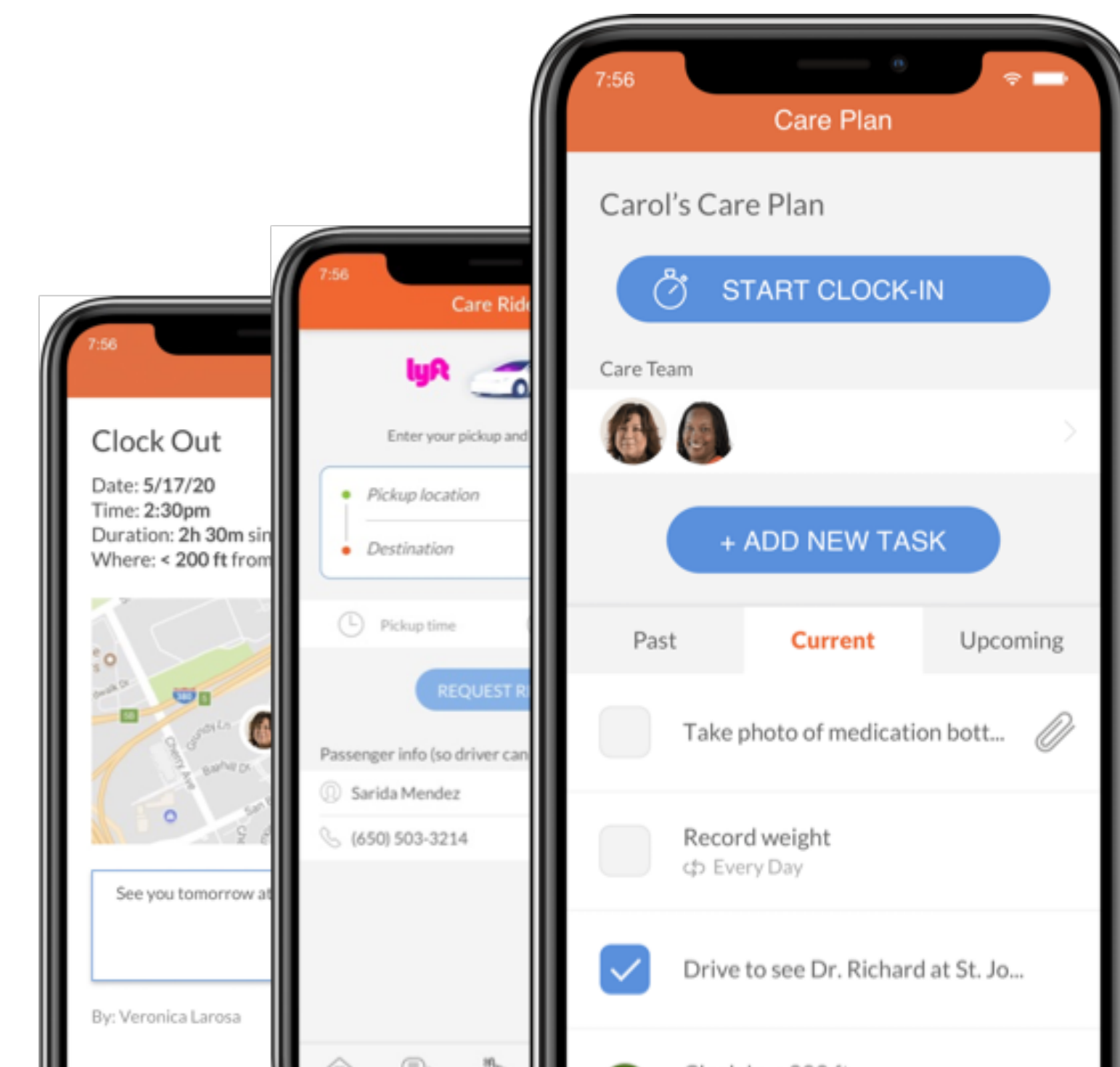
Multiple Customer Channels



Proven scalability for
large healthcare clients
and for consumers

Top payors/providers as
clients

IP on effective benefit
plan development





INNOVATION & GROWTH

Community Well-Being Index



Sharecare Community
Well-Being Index

WELL-BEING INDEX



PHYSICAL



COMMUNITY



PURPOSE



SOCIAL



FINANCIAL

SDOHi



HEALTHCARE ACCESS



FOOD ACCESS



RESOURCE ACCESS

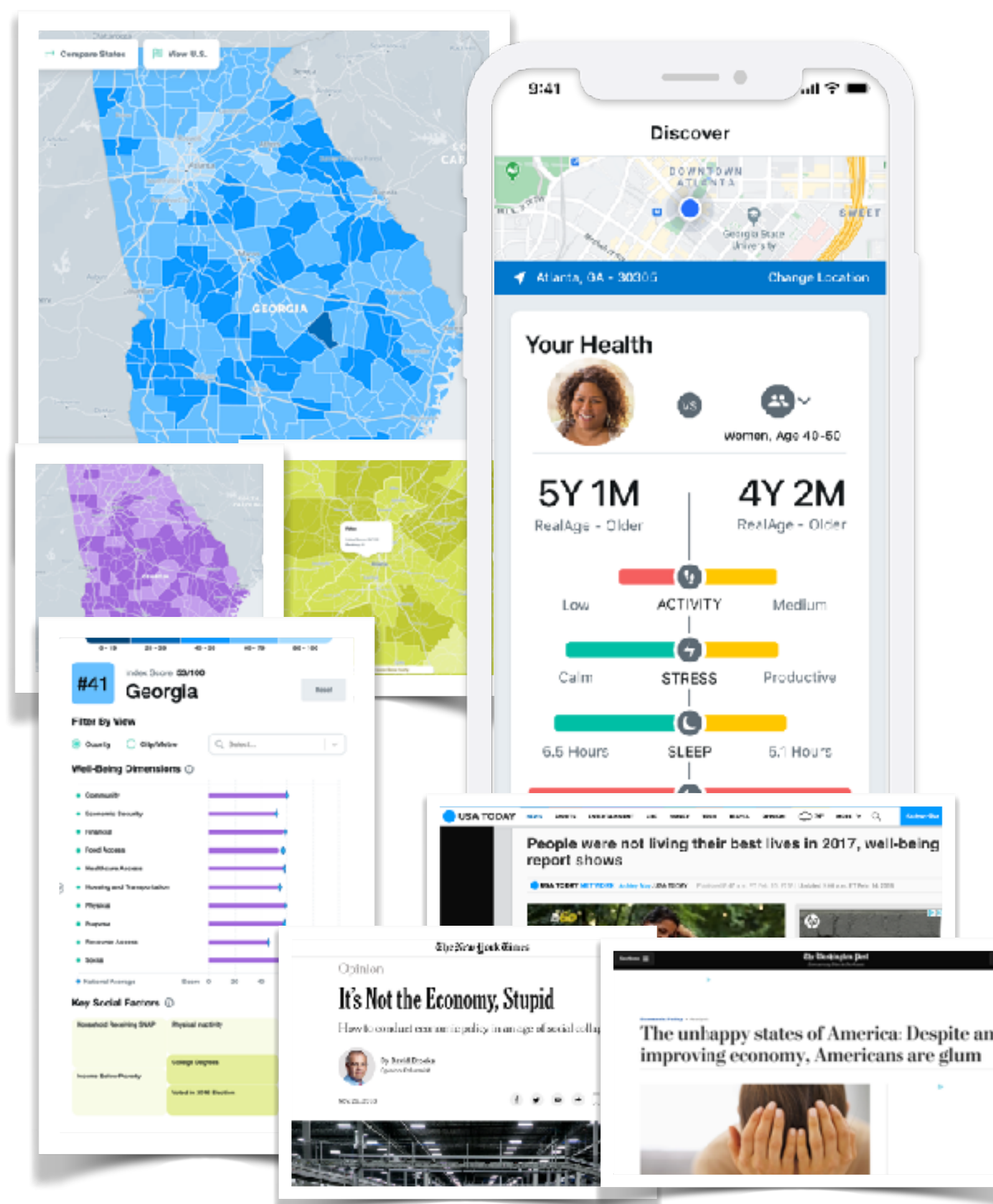


ECONOMIC SECURITY



HOUSING & TRANSPORTATION

STATE/CITY/COMMUNITY RANKINGS



PROVEN OUTCOMES

- Longevity
- Medical & Rx Spend
- Emergency Room Visits
- Hospitalizations
- Bed Days
- Absenteeism
- Presenteeism
- Short-term Disability
- Job Performance
- Intention to Stay
- Voluntary Turnover
- Involuntary Turnover
- PMPM Cost
- S&P 500
- Unemployment
- Consumer Price Index

COMMUNITY TRANSFORMATION



BLUE ZONES PROJECT
by sharecare

Transforming
health and well-
being one person,
one community at
a time through
**people, place,
and policy
change.**



INNOVATION & GROWTH

New Revenue Opportunities and Strong Brand Awareness with Health Security



Facility & employee readiness to ensure a safe and secure location for employees, guests, and customers

1200+

Verified hotels and restaurants

80+

Countries

3B+

Brand impressions

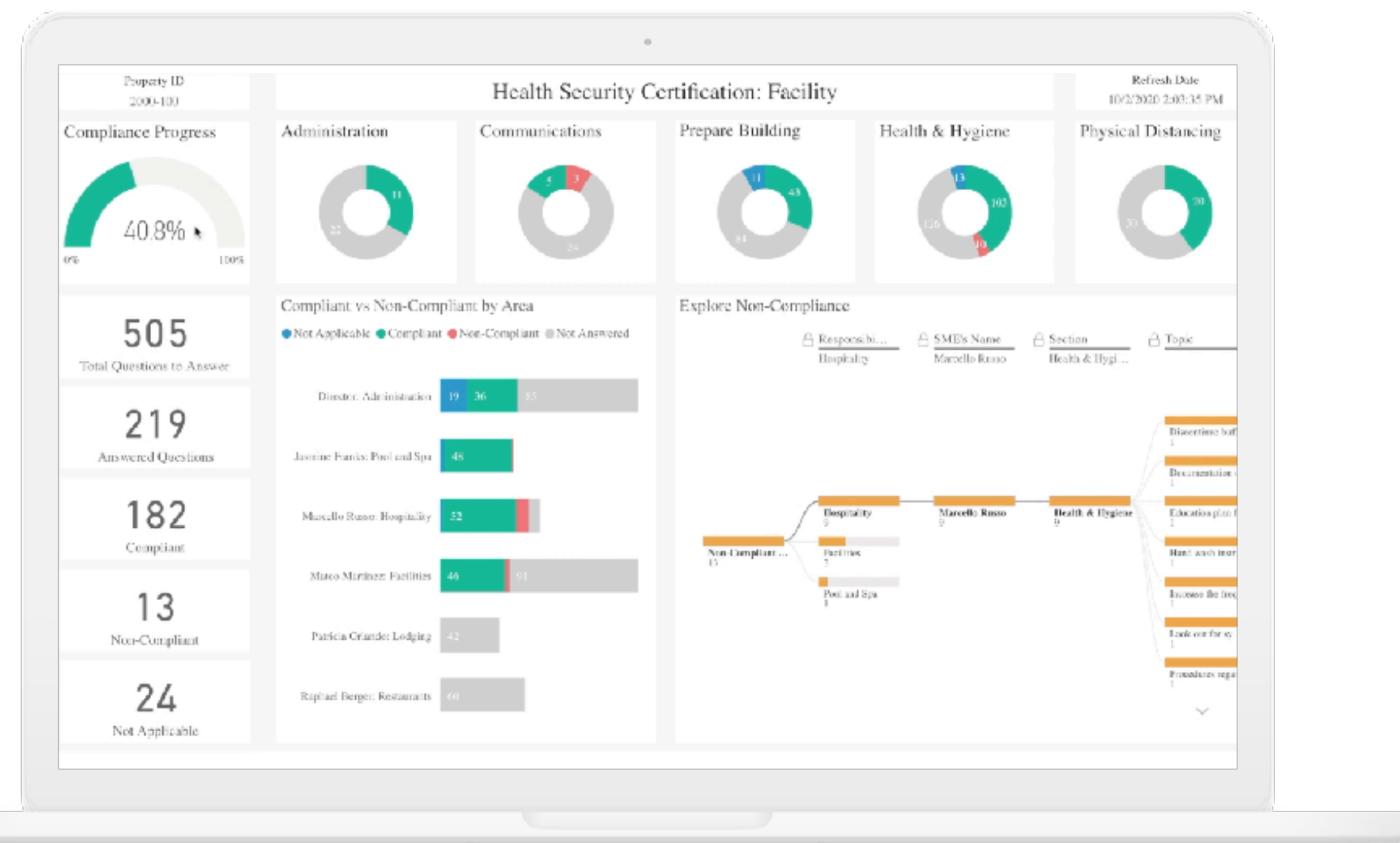
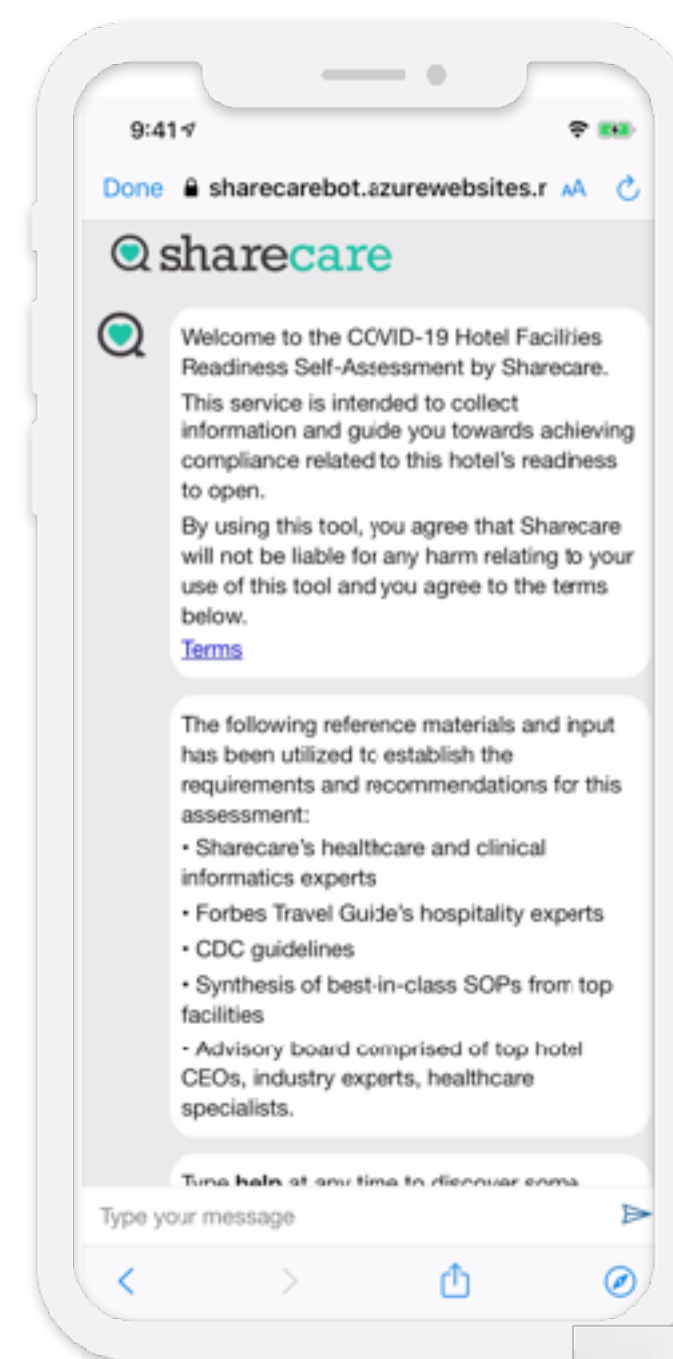
Target sectors:

Hospitality

Arenas

Schools

Workplace





CATEGORY OF ONE

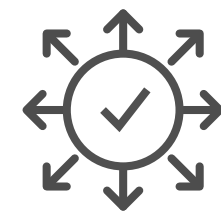
Differentiated Financial Performance

Key Financial Highlights



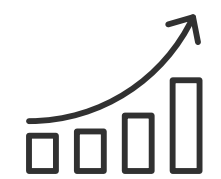
Revenue visibility

- **Recurring revenue** driven by multi-year contracts



Scale

- **Diversified customer base** drives opportunity to upsell to existing clients and cross-sell across our channels
- Expanded customer base with major enterprise client wins – **Centene, Humana, Delta** – with significant pipeline of potential clients



Growth

- Platform positioned to capture significant digital health opportunity
- Launched new digital therapeutics product line with **\$1B opportunity from existing clients**
- Introduced **health security** and **vaccine adherence** solutions



Profitability

- **Adjusted EBITDA positive with continued operating leverage**

2021 Q2 Income Statement – Management (Non-GAAP)



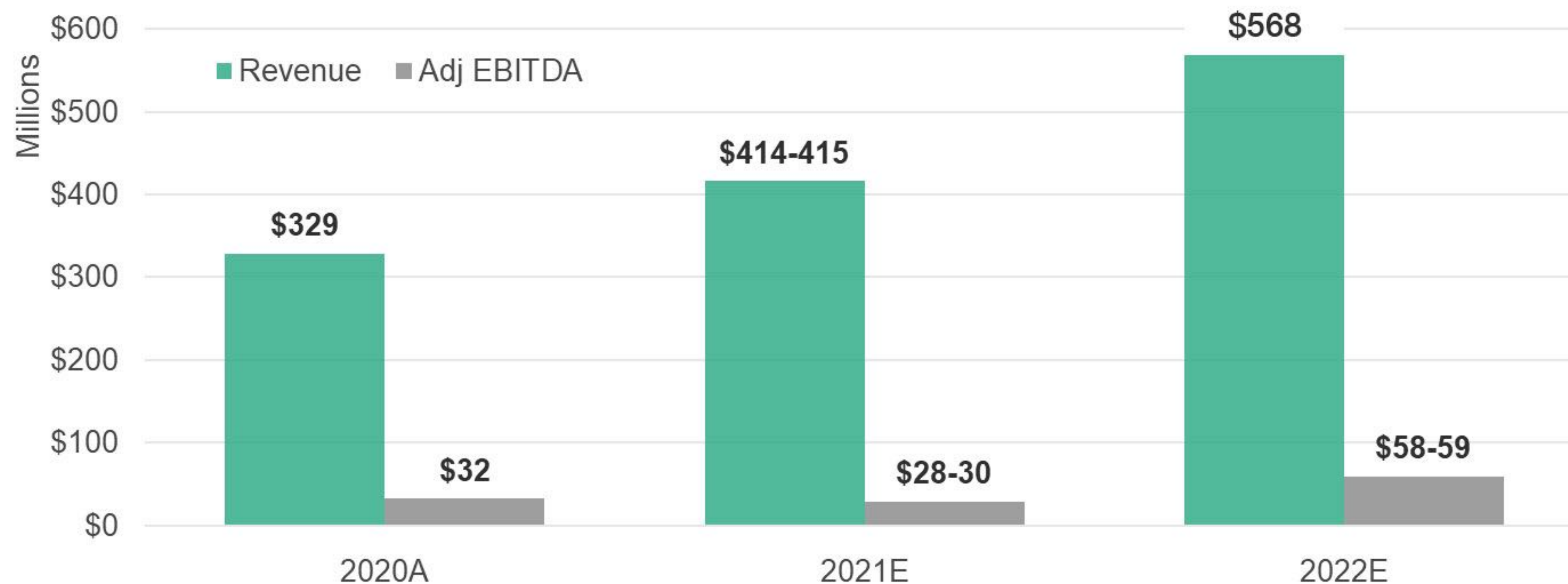
Sharecare Consolidated (\$m)	Q2 Act	Q2 Guidance	PY Q2 Act	PY \$ Diff	% Diff
Revenues	\$ 98.5	\$96.5-\$98.5	\$ 78.2	\$ 20.3	26%
Adj EBITDA	\$ 6.6	\$ 6.5	\$ 7.7	\$ (1.1)	

- Closed \$50M investment from second largest health plan in U.S. to co-develop next generation multi-payor advocacy solution as an extension to the Sharecare digital platform
- Added new employer, government, provider, and life sciences customers
- Launched several new government-sponsored health plans including Centene's Peach State Health Plan Medicaid line of business and Humana's CarePlus and their Medicare Advantage population
- Won Health Net's Medicare line of business for both California and Oregon, which we believe represents an opportunity to add an estimated 800,000 new members



Consolidated Pro Forma Financial Profile

Sharecare Consolidated Revenue / Adj EBITDA



Thank you.



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 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.

Reconciliation to Historical Adjusted EBITDA

(\$, in millions)



	2021 Q2	2020 Q2	2020
Net Loss	(\$20.2)	(\$13.7)	(\$60.5)
Depreciation and amortization	7.20	6.50	24.68
Interest income	(0.02)	(0.02)	(0.07)
Interest expense	7.10	7.60	31.04
Other expense	8.80	0.30	9.71
Loss from equity method investments	-	-	3.90
Income tax (benefit) expense	(0.10)	0.36	(1.56)
Share-based compensation	2.40	5.17	19.16
Severance	0.20	1.58	2.55
Warrants issued with revenue contracts	-	0.13	1.19
Transaction and closing costs	1.30	0.10	2.19
Adjusted EBITDA	\$6.6	\$7.9	\$32.3



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