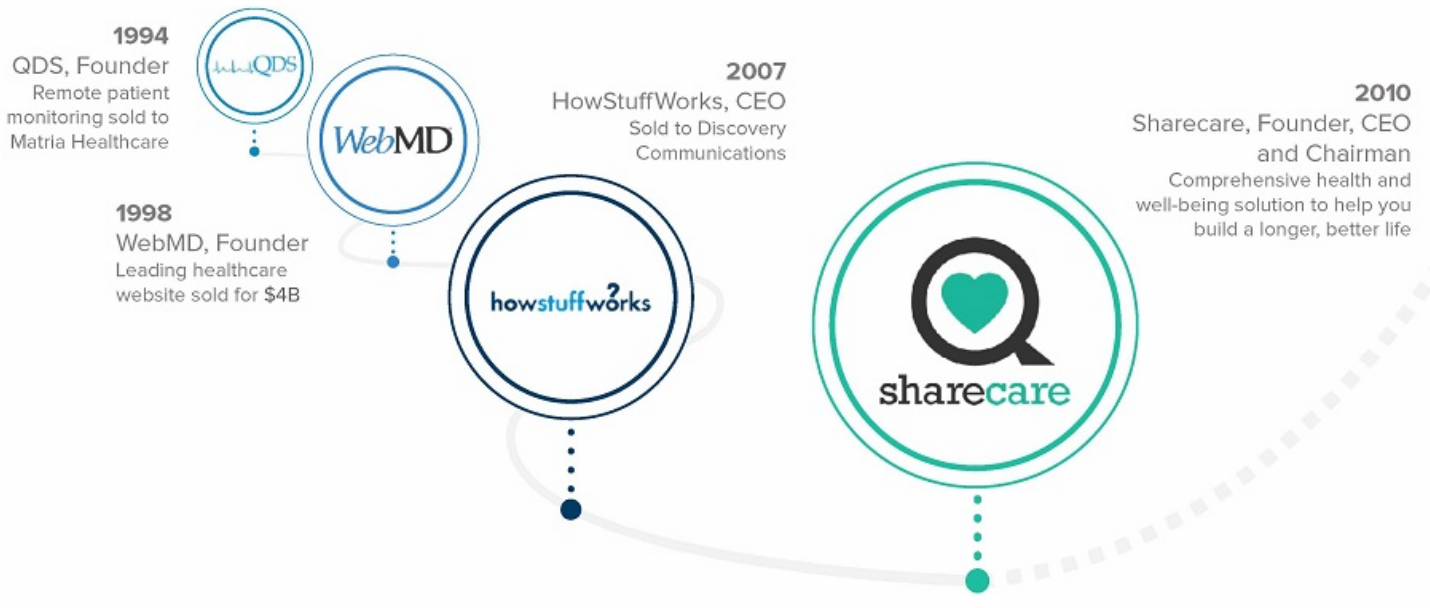




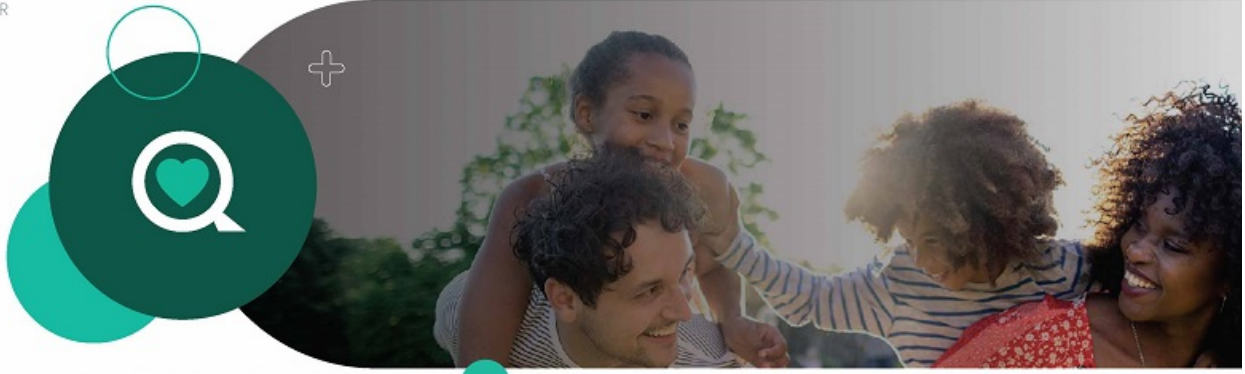
All together
better



Proven Track Record



Vision



Sharecare is a **health & well-being digital hub** that **unifies all the elements** of individual and community health so everyone can **live better, longer**.

We provide an **interoperable platform** integrating fragmented point solutions and disparate stakeholders to foster a frictionless user-friendly experience that engages people across the **dynamic continuum of their healthcare needs**.

We're all together better when:

- **we unify the entire ecosystem – health plans, employers, providers, life sciences – into one connected system**
- **we turn point solutions into an integrated platform in the palm of a person's hand**
- **we turn individual progress into community transformation**

All Together Better

Diverse Team of Innovators, Operators, and Unifiers



Jeff Arnold
Founder, Chairman, CEO

Justin Ferrero
President, CFO



Dawn Whaley
President, Chief
Marketing Officer

Pam Shipley
COO, GM
Enterprise

Laura Klein
EVP/GM, Consumer
Solutions

Natalie Schneider
EVP/GM, Provider
Solutions

Naveen Saxena
Chief Technology
Officer

Jud Brewer, MD, PhD
Medical Director,
Behavioral Health

Nirav Shah, MD, MPH
Chief Medical
Officer



ALL TOGETHER BETTER

Sharecare Overview

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

ENTERPRISE

PROVIDER

CONSUMER

INVESTMENT PARTNERS

LIVING ROOM



EXAM ROOM



WORKPLACE



FINANCIAL



SHARECARE BY THE NUMBERS

2012
launched Sharecare platform

~64K
employer clients

9M+
eligible lives

6K+
health system clients

127
top life sciences brands

\$500M
total capital raised

\$408M
2021E revenue

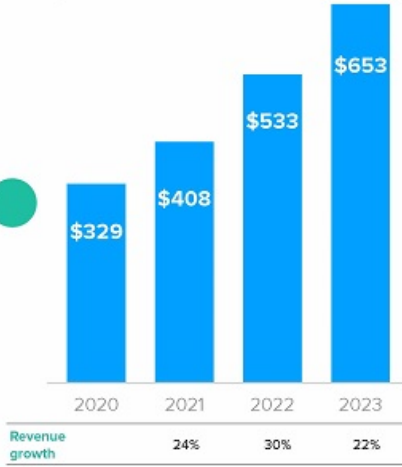
\$31M
2021E adjusted EBITDA

Delivering Accelerated Growth with Significant Operating Leverage



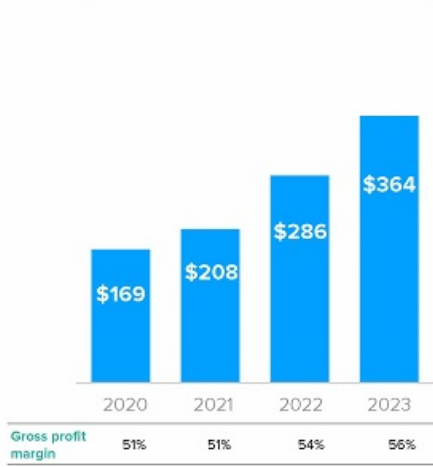
REVENUE

'20 – '23 CAGR: 26%



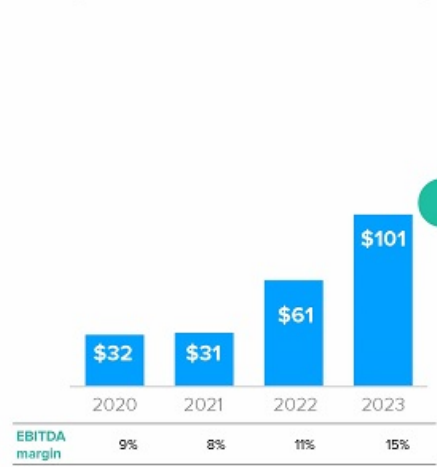
GROSS PROFIT

'20 – '23 CAGR: 29%



ADJUSTED EBITDA

'20 – '23 CAGR: 46%



\$, in millions

Note: Includes doxal acquisition; adjusted EBITDA reflects removal of non-cash operating expenses (stock option compensation expense), severance and acquisition-related costs; 2021 forecast includes \$3.9M of IPO-related operating expenses



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

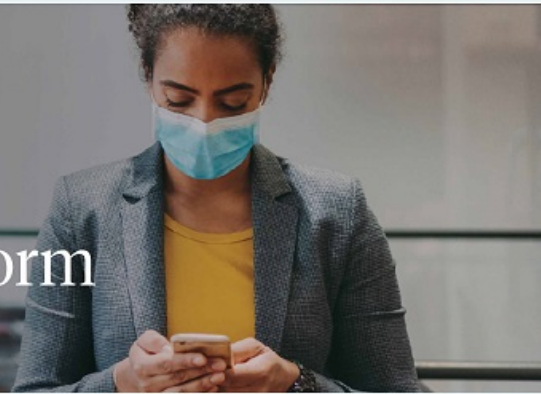
Positioned for success with **strong revenue visibility, scale, and profitability**

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



ALL TOGETHER BETTER

Comprehensive Platform





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



COMPREHENSIVE PLATFORM

Personalized Digital Platform Enabling Productized Engagement



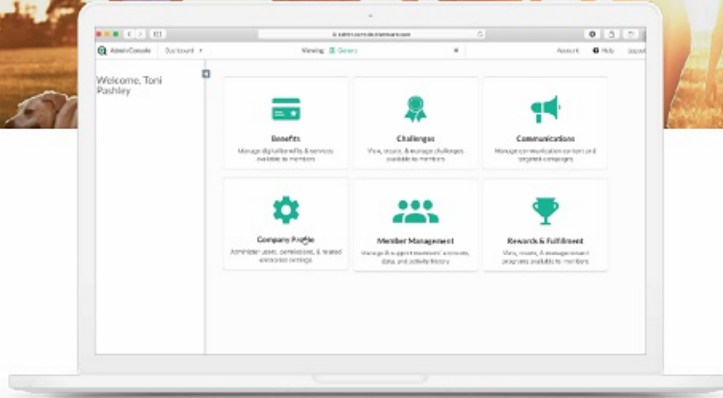
MESSAGING

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



DIVERSIFIED REVENUE & SCALE

Enterprise Solutions



Opportunity: Fragmented Offerings Driving **Cost & Vendor Fatigue**



- Lifestyle mgmt
- Communications
- Medication adherence
- Care coordination
- Biometric screening
- Telehealth
- Pharmacy
- Second opinion
- Medical devices
- Condition management
- Pregnancy/family
- Weight/nutrition
- Transparency
- Behavioral health
- Financial well-being
- Physical activity/wellness
- Sleep
- Smoking cessation
- Provider networks
- Onsite/near-site
- Incentives
- Food logging
- Advocacy
- MSK





ENTERPRISE SOLUTIONS

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



\$188M 2020 revenue **\$239M*** 2021 revenue **58%*** of 2021 revenue

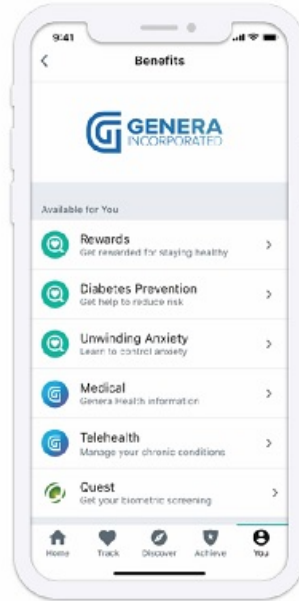
Products include:

- 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:



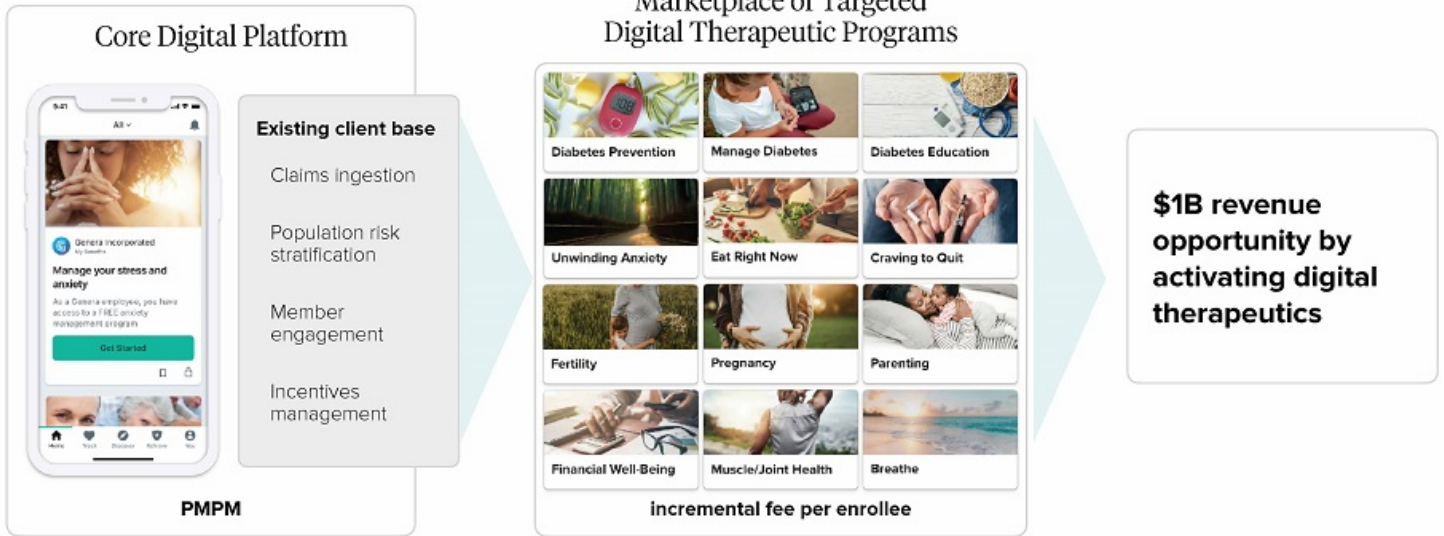
KEY EMPLOYER CLIENTS:



KEY PUBLIC SECTOR CLIENTS:



* estimated, 2021 includes doc.ai acquisition stub period revenue



Health Plan Client: Accelerated growth for **diabetes prevention program** from **500 members/month** to **~3K members/month (in past 6 months)** with an eligible population of **~400K members**.



Established Strategy to Drive Revenue Growth

Utilizing an omni-channel approach to activating **7M+ eligible lives** in digital therapeutics across currently contracted client base



Expand footprint

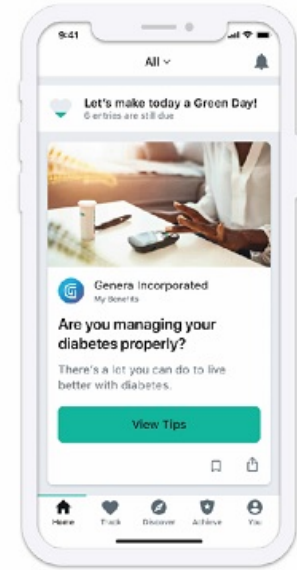
- **New logos**
- Additional Blues and other health plans
- Executing on prospective pipeline representing ~9,500 new employers

New digital therapeutics product offerings

- Increase **digital therapeutics programs offerings** for 2021
 - Hypertension, asthma/COPD, sleep, EAP, mental health, second opinion, advocacy/concierge
- Immediate revenue to Sharecare based on existing contracts
- Ability to activate anytime during calendar year

Activate eligible lives within clients

- Investing in **advanced sales and marketing tactics**
- Targeted digital modelling and marketing to expand eligible activations





DIVERSIFIED REVENUE & SCALE

Provider Solutions



PROVIDER SOLUTIONS

Improving Efficiency and Patient Care



\$79M

2020 revenue

\$104M*

2021 revenue

26%*

of 2021 revenue

Products include:

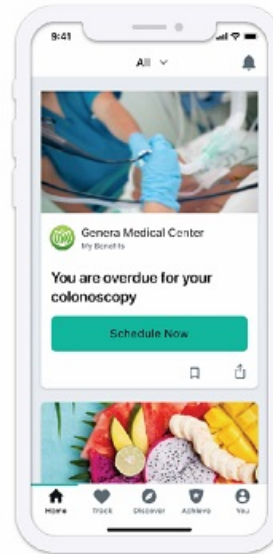
- Health Information Management
- Value-based care
- Payment integrity
- Remote patient monitoring
- Digital engagement

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:



* estimated



Core Service

HEALTH INFORMATION MANAGEMENT



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

VALUE-BASED CARE



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

PAYMENT INTEGRITY



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

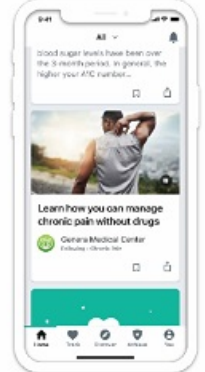
REMOTE PATIENT MONITORING



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

Digital Platform

PATIENT ENGAGEMENT



Building upon **core provider service** to offer incremental services with **existing contracts representing a \$1B opportunity**



Driving Significant Near-Term Revenue Growth and Margin Expansion

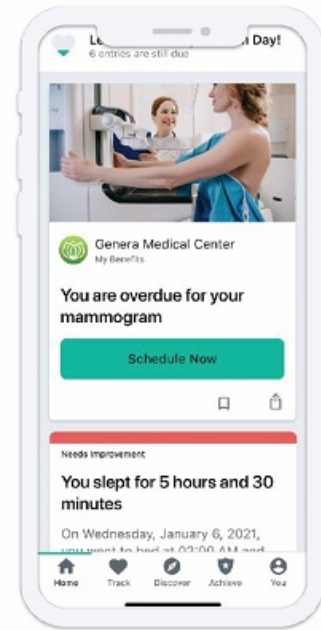


Expand product portfolio

- Deploy **value-based care** and **payment integrity** across 6,000 clients
- Integrate **denial management services & remote patient monitoring**
- **Sharecare-enabled clinician** to close gaps-in-care

Expand customer footprint

- Continue **momentum with organic growth** with new health system and payor clients
- Opportunity to expand top 25 currently contracted clients to additional **4,000+ sites**
- Leveraging **channel partnerships** to increase penetration into the MSK space and increase sales velocity
- **Leverage deep relationships** in employer and health plan space to cross-sell payment integrity solutions





DIVERSIFIED REVENUE & SCALE

Consumer Solutions





CONSUMER SOLUTIONS

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



\$58M 2020 revenue **\$65M*** 2021 revenue **16%*** of 2021 revenue

Products include:

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

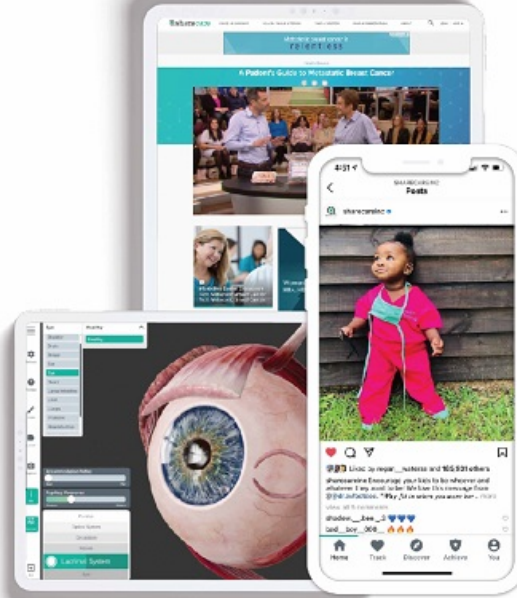
100M first-party user database

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:



* estimated; 2020 revenue figure excludes \$3M in sales from discontinued operations



Driving Growth with Core Life Sciences Clients and New Initiatives



Retention and growth of existing life sciences clients

- Expand beyond our current **life sciences brand campaigns**
- Contract renewals with significant increases in commitments
- **80%+ retention rate**

Focus on integrated marketing solutions

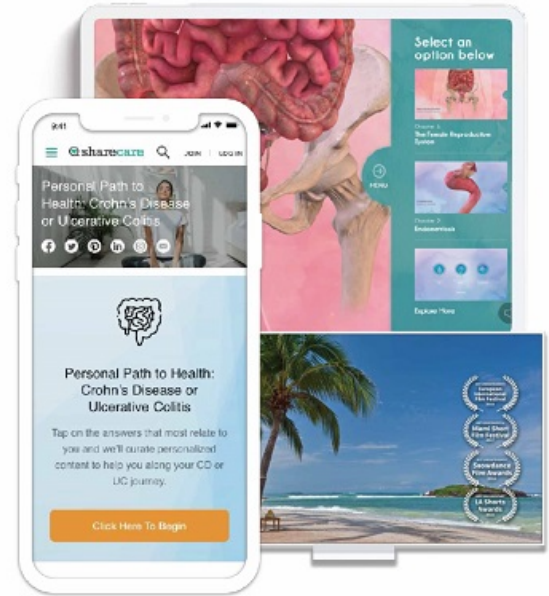
- Advance targeting through **real-time health profiling engine**
- Leverage **expert content, high engagement experiences**
- Continue to roll out new innovative, interactive products

Enhanced performance & scale

- **Advanced analytics, predictive modeling and insights**
- **Grow SEO traffic** via web enhancements
- Continue to **grow members/registrations**

Visual health & paid apps

- Expand YOU platform of **medical animations and paid app sales**
- Launch new **mental health and well-being paid app, Unwinding**
- Grow streaming service and clinical customers of Sharecare Windows content (**Amazon Prime streams 3.8 years of content daily**)





ALL TOGETHER BETTER

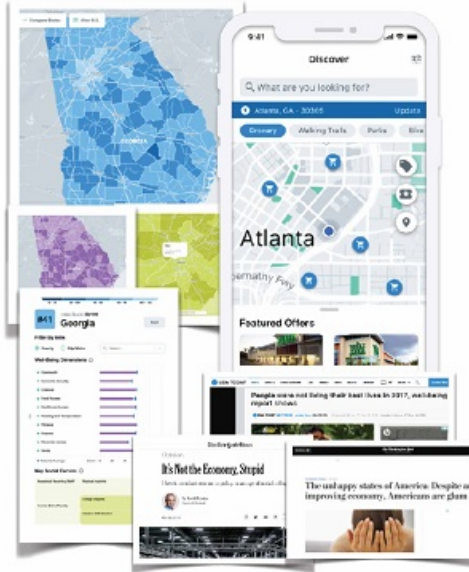
Data & Innovation



Sharecare Community Well-Being Index



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



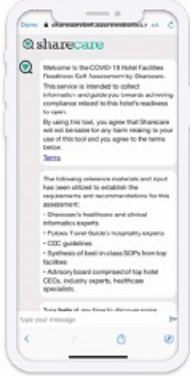
BLUE ZONES PROJECT
by sharecare

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



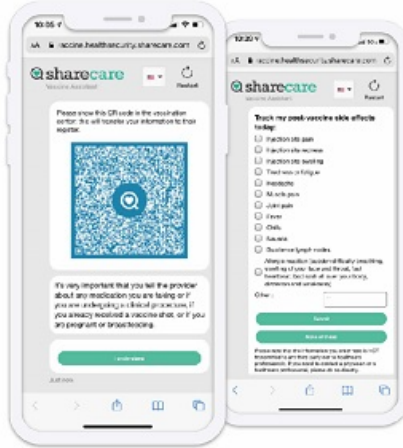
Facility & Employee Readiness

A platform to help unify and verify the different approaches for **health security for facility and employee certification** to ensure a safe and secure location for employees, guests, and customers.



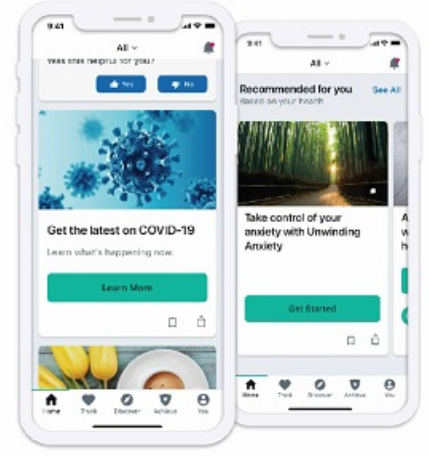
Digital Vaccine Assistant

A **comprehensive package for vaccine adherence** with award-winning content for vaccine information, verified testing sites for health security, a digital vaccine assistant, and robust analytics/reporting built to scale.



Well-Being@Work

Integrated suite of products and solutions targeted to help your employees and members cope with / COVID-19, including COVID-19 resources and award-winning programs.





The Future of UI is No UI



- 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



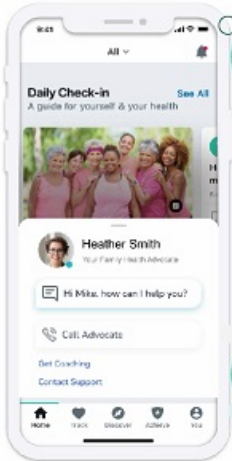
Voice



Face



Personal Care Advocacy Features



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



CATEGORY OF ONE

Differentiated Financial Performance



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 divisions
- 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**
- Medium-term opportunity to drive gross margin and adjusted EBITDA margins to 55% and 25%, respectively



DIFFERENTIATED FINANCIAL PERFORMANCE

Delivering Accelerated Growth

Achieve scale profitability through significant operating leverage



Projected Financial Summary

(\$, in millions)

| | 2020A | 2021E | 2022E | 2023E | 20-23E CAGR | Medium term |
|-------------------------------|-------|-------|-------|-------|----------------|-------------|
| Revenue | \$329 | \$408 | \$533 | \$653 | 26% | \$1,000 |
| Gross profit | 169 | 208 | 286 | 364 | 29% | 550 |
| Gross margin | 51% | 51% | 54% | 56% | - | 55% |
| Adjusted EBITDA | \$32 | \$31 | \$61 | \$101 | 46% | \$250 |
| Adjusted EBITDA margin | 9% | 8% | 11% | 15% | - | 25% |

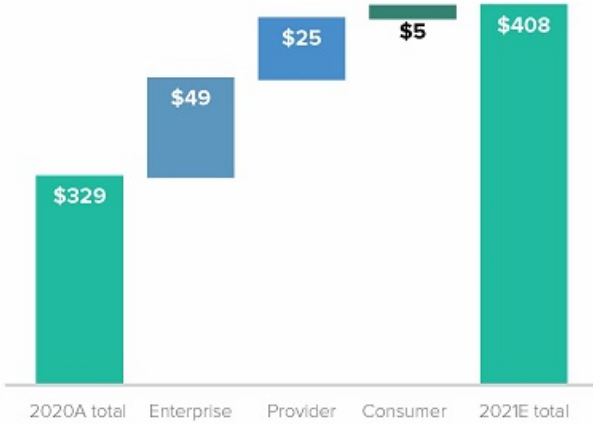
NOTE: Adjusted EBITDA reflects removal of non-cash operating expenses (stock option compensation expense and warrant value tied to client contracts), severance and acquisition-related costs; projections include doc.ai acquisition; 2021 forecast includes \$3.9M of IPO-related operating expenses.



97% of 2021 is Contracted as of Today

Focusing the growth story: Base case provides substantial growth with further opportunity for upside

2020A – 2021E Revenue Bridge (\$, in millions)



Enterprise:

- Reflects **new client wins** including Centene, Humana, and Delta
- **Digital therapeutics programs** assume only **~2% penetration** of contracted SAM of \$1B
- Significant **health security** revenue opportunity
- Land and expand large health plans

Provider:

- Growth of core offerings in line with **historical trends**
- Go-get supported by **substantial pipeline** of potential incremental revenue for 2021



Q1

1. Revenue of \$89.6M compared to \$81.9M, an increase of 9%
2. Adjusted EBITDA of \$6.5M, representing an increase of 96%

Q2

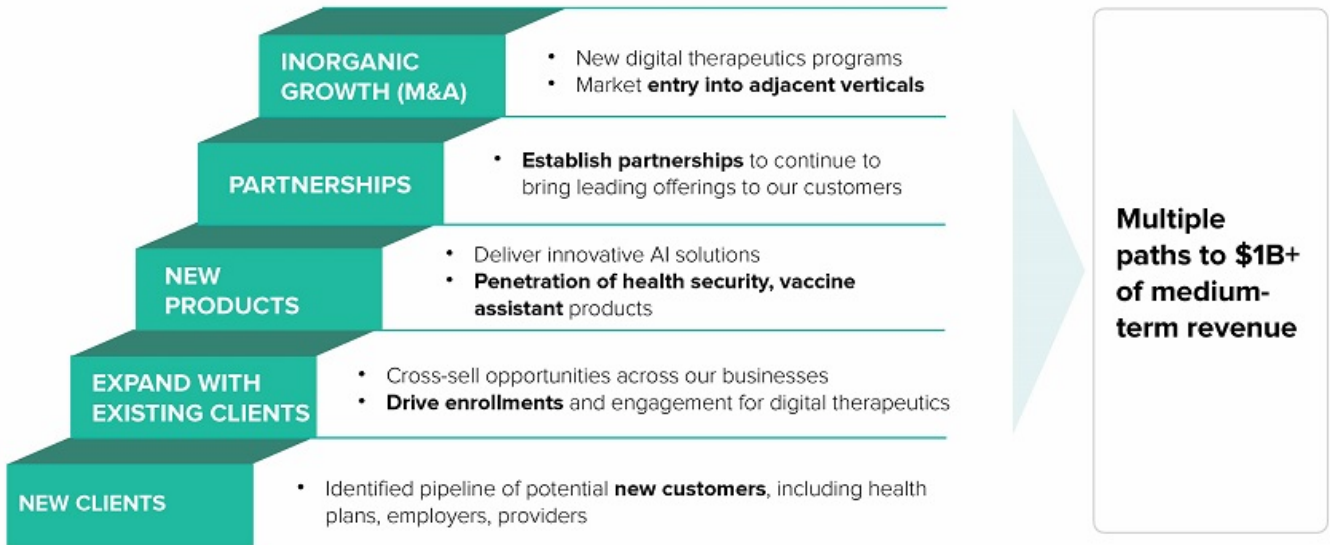
1. Q2 revenue guidance is \$96.5M – \$98.5M (~23%+ growth over prior year period)
2. Revenue growth over prior quarter (Q1 2021) is projected to be ~\$7M - \$9M (or ~8%+)
3. Q2 Adj of EBITDA \$6.5M is in line with expectations

H1 Highlights

1. Added new employer, government, provider, and life sciences customers
2. Expanded into the Medicaid/Medicare Advantage market
3. Accelerated adoption of various digital therapeutics marketplace offerings
4. Successfully launched new health security products into the market
5. Secured \$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



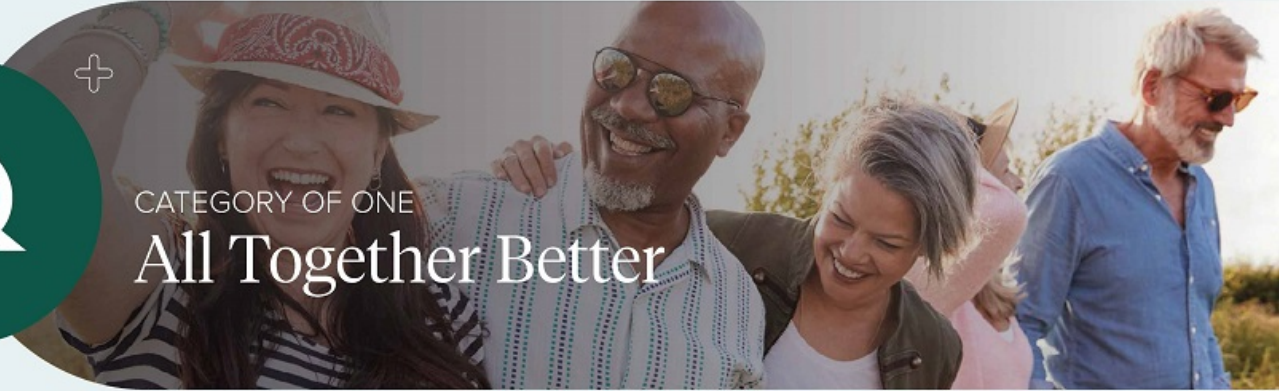
Built for Scale and Accelerated Revenue Growth





CATEGORY OF ONE

All Together Better



sharecare

B2B2P

Category of One

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, and media** creating data-driven solutions.

Differentiated
Financial
Performance

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



Watch: Sharecare - Category of One

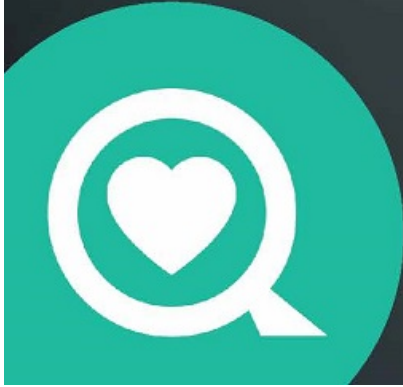
CareFirst

BeWell

DELTA

BlueCross
BlueShield
Arizona

35



Appendix



CATEGORY OF ONE

Transaction Overview



Pro Forma Capitalization and Ownership



Key Deal Considerations:

- Up to \$770M of cash from Falcon and PIPE investors
- \$401M of PF cash at closing to drive additional investments and M&A
- \$275M of secondary sale relative to \$450M of total invested capital
 - Represents less than 7% of total PF equity value
 - Pro-Rata selling of secondary shares by senior leadership in the transaction
- Post-money EV/2021E revenue of 9.5x

Estimated Transaction Sources & Uses¹

(\$ In millions)

| Sources | |
|---|--------------|
| Cash from Falcon Capital Acquisition Corp. | \$345 |
| Cash from PIPE | 425 |
| Strategic preferred investment ² | 25 |
| Total Sources | \$795 |
| Uses | |
| Cash to existing shareholders | \$275 |
| Cash to balance sheet | 401 |
| Cash to repay existing debt | 65 |
| Estimated transaction expenses | 54 |
| Total uses | \$795 |

Pro Forma Ownership:

- Sharecare investors and insiders to own 80%
- Proper alignment with senior management and employees for long-term value creation
 - Senior management/employee ownership (incl. stock options): 22%
 - Senior leadership locked up for 12 months (subject to performance triggers)
- SPAC IPO/PIPE investors will own 20%

Post-Money Valuation at Close

(\$ In millions)

| PF transaction | |
|---|-----------------|
| Sharecare pre-money equity value | \$ 3,768 |
| (+) SPAC IPO shares | 345 |
| (+) PIPE & strategic preferred investment | 450 |
| (+) Founder shares ¹ | 56 |
| (-) Secondary sale | (275) |
| Total equity value | \$ 4,343 |
| (+) Debt at close | 0 |
| (-) Cash at close | (401) |
| PF Enterprise value | \$ 3,942 |
| PF EV / 21E revenue | 9.5 x |

¹ Gives effect to surrender 15% of Founder shares held by Sponsor and a transfer of 5% to a Sharecare charity, 75% of the remaining 80% to convert to Class A shares upon closing of the merger. Balance subject to stock price-performance based earnouts. Assumes no earnout or warrant exercise at closing. Assumes no redemptions. ²\$25-50M of convertible preferred stock, 5-year mandatory redemption, terms to be finalized per definitive documentation.
Note: Includes the \$175M acquisition of doc.ai, with consideration in the form of \$146M in stock and \$29M in cash.



Attractive Entry Point for Investors

As of 03-Jun-2021



CY 2022-23E Revenue Growth



CY 2021E EV / Revenue



CY 2022E EV / Revenue



Source: Wall Street Research, IBES and Market data as of 03-Jun-2021, Sharecare management projections
¹Adjusted by CY22-23E Revenue Growth