



The leading digital placed-based media company in the Senior / Geriatric Medical Industry.

March 2024

From the people who have successfully subscribed tens of thousands of doctors to air their in-house produced patient education video content generating millions of dollars in advertising revenue in Pediatric, Veterinary, OB/Gyn and Minority medical waiting rooms now comes:

SeniorCARE TV for geriatric care doctor's waiting rooms.



What We Do



Increased Patient Experience

Digital Out Of Home Marketing

Our network provides AI generated video content, approved by Doctors, to educate patients, enhance the wait-time experience, and create brand awareness for our advertising partners, who support the network.

SeniorCARE TV (“SCTV”) an AI generated place-based, digital video network which will provide educational information to an estimated 50,000,000 annual senior citizen and geriatric patient visits in the US at their point of care.



Extensive Network

Advertiser Benefits

SCTV allows advertisers direct, verifiable reach via brand-optimized video advertising campaigns to a hard-to-reach target audience.

How it Works



No cost subscription

Physicians enjoy the benefits of better engagement with their Patients. Patients get better informed and a better experience.

Our advertisers reach their consumers
most cost-effectively

Program Includes:

- Quick-hitting, easy-to-understand health segments – effective with or without sound
- Ability to target advertising segment by individual location or any combination of locations, and ability to provide custom messages for physician's office
- Ongoing support and dedicated personal relationship manager to help serve our customers

Medical Programming

Sample Topics



- **Back Pain and Lower Back Senior**
- **Cancer Senior**
- **Carpal Tunnel Syndrome**
- **Complex Regional Pain Syndrome (CRPS)**
- **Compression Fracture Treatment**
- **Diabetic Neuropathy**
- **Fibromyalgia**
- **Headache and Migraine**
- **Herniated Disc**
- **Joint Pain**
- **Knee Pain Treatment**
- **Neck Pain Treatment**
- **Pelvic Pain Relief Treatment**
- **Postherpetic Pain (Shingles) Management Treatment**
- **Sciatica**
- **Spinal Stenosis**
- **Heart Disease**
- **Respiratory Diseases**
- **Oral Health Issues**
- **Balance Issues**

Growing Medical Senior Care and Geriatric Medical Industry

SCTV is targeting all reachable segments of the Senior Medical industry.

There are currently 10,000 Senior and Geriatric practices in the US. The AMA forecasts a need for an *additional* 30,000 by 2030.



Right Market **Right Time** **Right Now!**



The high preponderance of chronic diseases and the expanding geriatric population are also projecting the main factors that drive the global market of pharmaceuticals.

In the year 2021, approximately 999 million people around the world were more than sixty years old.

By the end of the year 2024, as anticipated these figures will reach up to 1.20 Billion. The majority of chronic pain and illness is significantly higher in older adults, this represents a key factor that drives the need for OTC and prescriptive drugs.

Experienced Management Team

Philip M. Cohen Chief Executive Officer

Philip M. Cohen is an innovative media industry icon, widely acknowledged as the visionary who pioneered the concept of place-based media messaging also known as digital signage and digital out-of-home media. Philip Cohen knows the Placed Based Media Market, which is confirmed by the founding of two of the most successful companies in the industry.

His success across three-decades worth of rapidly morphing technologies and marketing landscapes demonstrates an extraordinary ability to anticipate trends and consumer communications patterns.

The shift to mainstream medical care was a natural evolution, with Cohen's founding of Healthcare Television Network, which quickly became a standard fixture in 3,500 pediatrics practices, supported by a dozen major advertisers. When Healthcare Television Network was acquired by Whittle Communications, a division of Time Warner, Cohen returned his focus to the veterinary profession, launching Veterinary Marketing Services, a landmark series of third-party advertiser-supported exam-room videos and waiting-room videos. This successful model soon inspired him to create the Good Health Channel. This precedent-setting media platform ultimately was purchased and adapted to eventually become AccentHealth TV Network

(<https://en.wikipedia.org/wiki/AccentHealth>) which ultimately reached 158 million viewers. AccentHealth was acquired by Context Media and renamed Outcome Media.

Phil is a founding director and has served as Chairman of the Board of Directors for the Digital Signage Federation. As part of his work as a member of the Past Chairman's Council of the DSF, Phil serves as Chairman's Advisor to the DSF Global DOOH Council. The aim of the council is to foster educating brands and agencies on the power of DOOH & Place Based Media, create standards for the industry and drive the adoption of integrated API's that will allow media agencies and brands to simplify the process of buying DOOH and its integration into the other communication touchpoints that's brands utilize.

Kim Sarubbi Chief Operating and Technology Officer

With 25 years of experience spanning film, television, digital signage, digital media, technology, ad sales and marketing, together with a tirelessly vibrant presence, Kim is a force both on and off the podium and has become a popular speaker and panel chair at leading industry events.

Kim continues to stay on the leading edge in her field, expanding her knowledge in technology by working towards her Micro Master in Artificial Intelligence from the Massachusetts Institute of Technology (MIT). She currently has certification in IoT from the Massachusetts Institute of Technology (MIT), Contract Law from Harvard Law School, and Digital Marketing, Social Media and E-Commerce from Wharton School of the University of Pennsylvania.

As the only woman ever to be elected Chairwoman of the Digital Signage Federation, Ms. Sarubbi also served on the Executive Committee, as Secretary/Treasurer, Vice-Chairwomen, and currently serves on the Chairman's Council. During her tenure, Kim was tapped to write the industry standards manual on creating content for the DOOH Industry.

Experienced Management Team

Alan Bailey Chief Financial Officer

Alan has been associated with Phil as his CFO since 2017. Prior to becoming an independent CFO Alan Bailey was the Senior Vice President and Treasurer of Paramount Pictures Corporation , a Viacom wholly-owned subsidiary. Alan started with Paramount as its Financial Controller of Paramount Pictures International and became its Treasurer with Paramount Pictures in 1985. At that time Alan was promoted to Senior Vice President where his responsibilities included managing Paramount's individual and film slate financing, asset securitization, key deal analysis and financial planning, worldwide cash operations and bank management, corporate tax planning/corporate structuring , disaster recovery/business resumption planning and internal audit operations.

Prior to joining Paramount Pictures Alan was Vice President , Finance for Gulf & Western Industries in Bermuda; Senior Audit Director of the Bermuda affiliate of Ernst & Young and Senior Manager for Grant Thornton in England. Alan is a Fellow of the Institute of Chartered Accountants of England and Wales.

Andrew Knoll VP of Business Development & Subscriptions

Andrew Knoll is a dynamic professional with a focus on business development in the field of medical education. With nearly 10 years of experience, he has a proven track record of driving growth and expanding reach in the healthcare industry.

As a business development specialist, Andrew is primarily focused on enrolling new medical practices in their programs, forging strategic partnerships, and securing opportunities to distribute medical education videos in doctors' office waiting rooms. He excels in identifying market trends and customer needs, leveraging his expertise to develop tailored solutions that meet and exceed expectations.

With a keen understanding of the healthcare landscape and a passion for improving patient education, Andrew is dedicated to driving innovation and making a positive impact in medical education.

Win Win Win



Patient

SCTV offers an innovative education tool for doctors to utilize in promoting the health and welfare of their clients. Programming is designed to be viewed in the doctor's reception area and encourages people to seek further information on the programming and advertising from their doctor.



Physician



Advertiser

Advertisers can target their message to consumers at the optimal time — when they are willing to listen, comprehend and make purchase decisions.



Thank you for your time

Philip M. Cohen
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Forward Looking Statements

•This investor presentation and other publicly available documents, including the documents incorporated herein by reference, contains, and our officers and representatives may from time to time make, "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "will" and similar references to future periods. Examples of forward-looking statements include, among others, statements we make regarding pro forma financial projections, strategy for customer retention, growth and project development. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: economic and financial conditions, the impact of conditions in the legal cannabis, related advertising and online cannabis consumer information markets on our competitive position; the adequacy of our cash flow and earnings and other conditions which may affect our ability to operate; changes in customer demand; the extent to which we are successful in gaining new long-term relationships with customers or retaining existing ones; disruptions to our franchise network, our technology network, including computer systems and software, operating systems, structures or equipment, and such other factors as discussed throughout the "Risk Factors section of our offering memorandum. Any forward-looking statement made by us in this investor presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.

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