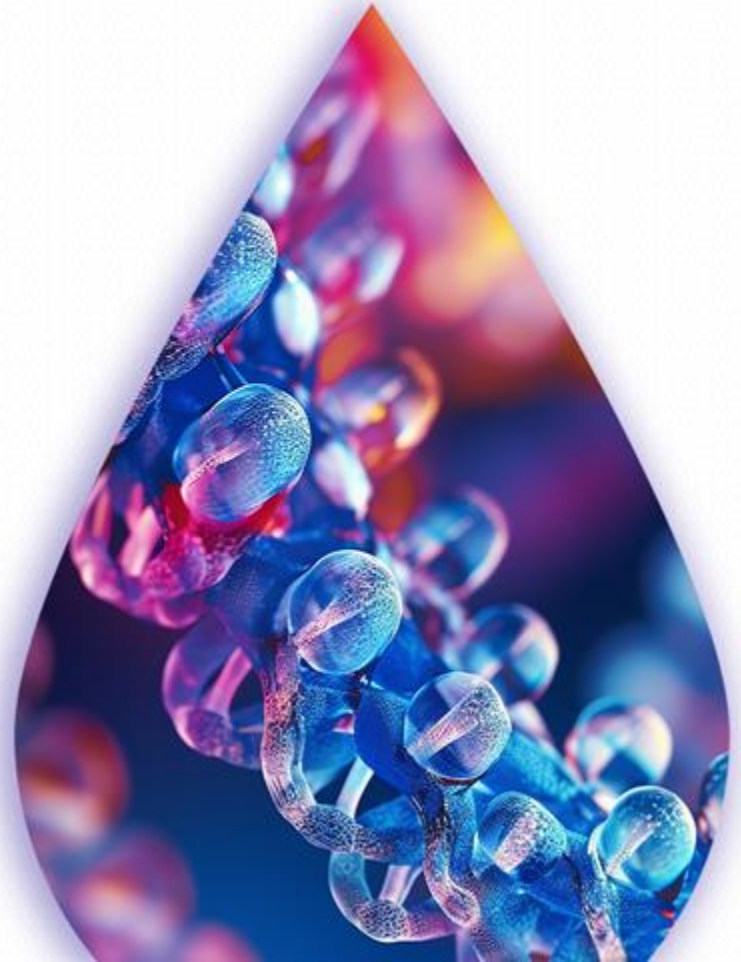




Personalized Performance Medicine

Supporting healthier, happier  
high-performing teams.



# Top Performers, Poor Health & Burnout

The **Mayo Clinic** describes burnout as “a special type of work-related stress - a state of physical or emotional exhaustion that also involves a sense of reduced accomplishment and loss of personal identity.”<sup>1</sup>

As a mirror of the U.S. population, 60% of employees have at least one chronic disease.<sup>1</sup>

- ❖ 1 in 10 Americans have diabetes <sup>2</sup>
- ❖ 1 in 3 adults suffer from high blood pressure <sup>3</sup>
- ❖ 800,000+ Americans have a heart attack every year <sup>4</sup>
- ❖ 74% of adults are overweight; 43% are obese <sup>5</sup>
- ❖ 1 in 4 adults suffer from diagnosable mental illness <sup>6</sup>

A **Deloitte** survey reports that 81% of executives say improving their well-being is more important than advancing their career.<sup>7</sup>

62% of employees reported feeling the weight of burnout in 2023.<sup>8</sup>

1. [Reference](#)
2. [Reference](#)
3. [Reference](#)
4. [Reference](#)
5. [Reference](#)
6. [Reference](#)
7. [Reference](#)
8. [Reference](#)



# The Cost of Losing Top Talent

The cost of losing sales executives at all levels is significant. In addition to replacement costs of up 1-2x their compensation, high turnover can impact your customers' perception of your company's ability to meet their needs. <sup>1</sup>

A **Deloitte** survey of over 2,100 employees and C-level executives found that nearly 70% of the C-suite are seriously considering quitting for a job that better supports their well-being. <sup>2</sup>



## How the Pandemic Has Changed Attitudes Toward Wealth

May 21, 2021 "...more Americans are refocusing their priorities on their relationships and health"  
- Rob Williams, VP, Charles Schwab

1. [Reference](#)

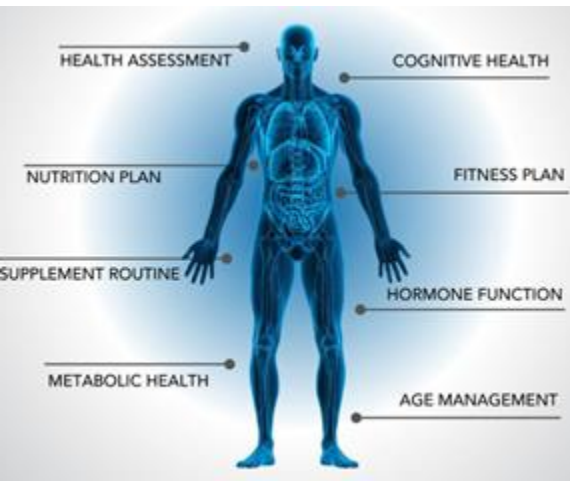
2. [Reference](#)



# The Cenegenics Story

A mission to Prevent, Limit or Stop Symptoms through performance medicine

- ❖ Pioneer in Performance Health
- ❖ Legacy of success - 25 years
- ❖ Proactive vs Reactive Medicine
- ❖ Holistic view of health & aging well
- ❖ Personalized assessments & custom protocols
- ❖ Concierge-level service & support



40+  
Cenegenics  
Physicians

31  
Centers  
Global

50,000  
Patients  
Treated



# The Cenegenics Patient Journey



## Consultation

Starts with a 15 minute consult to discuss goals and our process.



## Phlebotomist Visit

Your Phlebotomist comes to you, and we measure 90+ biomarkers found in your blood to build a baseline of your health, all from the comfort of your home or office.



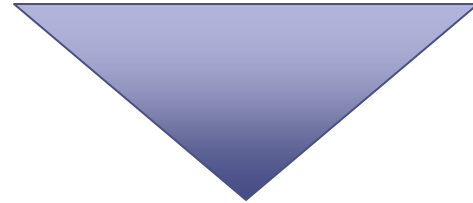
## Performance Health Assessment (PHA) & Health Program Creation

A 4-6 hour day of physical, cognitive, and metabolic assessments and diagnostics in your local Cenegenics center, culminating with a review of your baseline with your Cenegenics physician, and creation of your personalized health program.



## Ongoing Health Program Management

Your ongoing program is monitored by your Performance Health Team, and includes quarterly blood draws and access to our mobile app help keep you on track month after month.



# The Cenegenics Executive Patient Journey

## Executive Performance Health Assessment:

- ✓ Lab Analysis (90+ biomarkers) + Micronutrients not included in base PHA
- ✓ Medical History & Lifestyle Assessment
- ✓ Neurocognitive Assessment (WAVi Scan)
- ✓ Bone Density and Body Composition Assessment (DEXA Scan)
- ✓ Cardiopulmonary Exercise Test (VO2 Max)
- ✓ Carotid Artery Ultrasonography (CIMT)
- ✓ Muscular Strength & Endurance
- ✓ Physician Consultation
- ✓ Health Coach and Nutrition Consultation
- ✓ Additional Cost: Cancer screening (Prenuvo), CCTA Vascular System (Cleerly), Genomics (New Amsterdam)

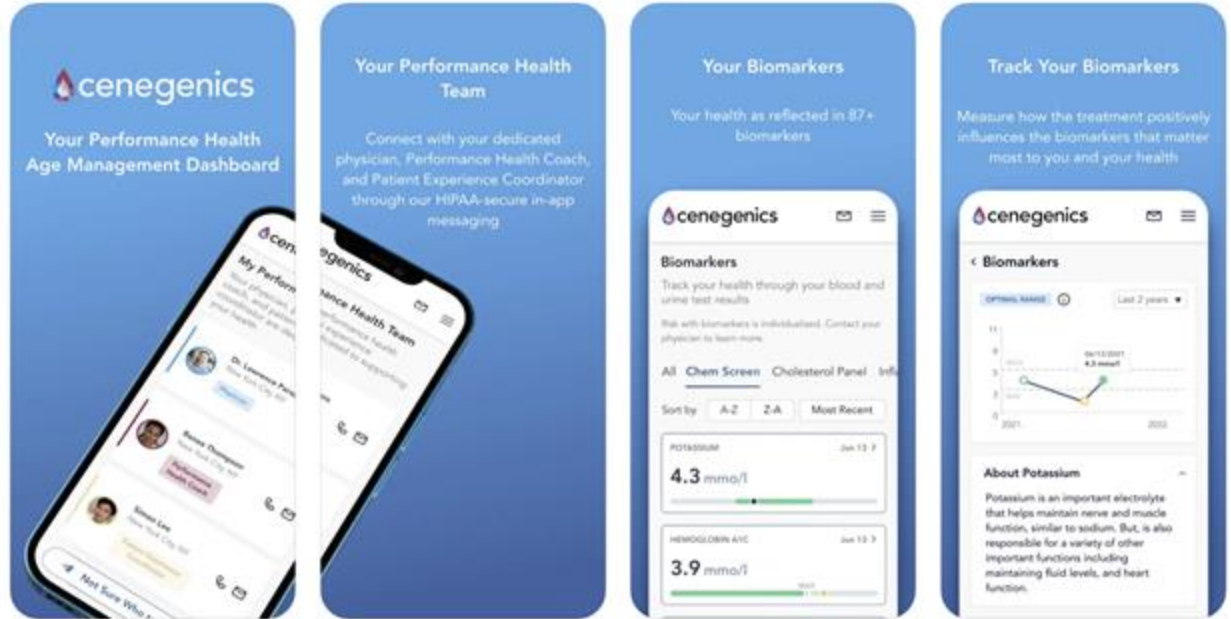
## Performance Health Program:

- ✓ Comprehensive Physician interpretation
- ✓ of assessments & current state of health
- ✓ Performance Health team
- ✓ Custom nutrition program
- ✓ Custom Peak Fitness Training program
- ✓ Nutraceuticals, as needed
- ✓ Metabolic & Hormonal Optimization, as needed



# Our Companion App

- ✓ View and download diagnostic results
- ✓ Review your nutraceutical and prescription regimens
- ✓ Manage and track your orders
- ✓ Communicate with your Performance Health Team



# Executive Performance Health Assessment Benefits



## Maximize Energy & Productivity

Improve motivation and accomplish more with less effort.



## Improve Sleep

Enjoy sleeping through the night and learn how to manage travel / time zones.



## Sharpen Cognition & focus

Renew clarity and overcome brain fog, procrastination and forgetfulness.



## Reduce Stress

Achieve your peak mental and physical state that will help you better manage the stress in your life.



## Optimize Body Composition

Reverse a slow and steady weight gain and return to your optimal body composition.



## Reduce/Eliminate Chronic Disease

Identify and address root-cause for current or preventable conditions for healthier living - and aging.

**Cenegenics provides an unparalleled level of understanding of one's health.**

The highly customized approach to comprehensive data and personal lifestyle empowers patients to take ownership and make significant gains in their health and productivity.





# Why A Concierge Approach Works For Executives & High Performers

## **They don't have time.**

- ➡ A mobile phlebotomist comes to them and initial evaluation is completed in a single day; Ongoing support is primarily virtual.

## **They want data.**

- ➡ Insightful and actionable data available from biomarkers and comprehensive evaluation. A deep understanding of personal health.

## **They want personalization.**

- ➡ Unlike most niche solutions and benefits, Cenegenics offers highly customized protocols and lifestyle recommendations with a dedicated healthy performance team.

## **They want exceptional clinical care.**

- ➡ All care teams are led by Physicians who have additional specialization in holistic, longevity medicine

## **They struggle with balance.**

- ➡ Understanding busy schedules, travel and work/home stress, Cenegenics provides a fully dedicated team to encourage engagement, adherence to protocols and individual lifestyle challenges.



# Significant Gains for Supporting Top Talent Health

- ❖ Decline of burn-out and stress-related dis-ease.
- ❖ Avoidance, management or reversal of chronic disease.
  - > Reduction in high cost claims
- ❖ Ability to attract key new executive hires with top tier executive benefit.
- ❖ Increase in employee efficiency, productivity, passion, and impact.
  - ❖ Top talent satisfaction and retention by prioritizing the importance of their health.
- ❖ Decline in absenteeism and health/stress-related sabbaticals.
- ❖ Lower turnover of top employees



# Corporate Partnerships

Quarterly reports to understand employee utilization and milestones that can be acknowledged and rewarded.



Physician-led quarterly workshops for your entire population including those who are not engaging in the full executive program. Live or access to recordings.



## Corporate Partnership (wouldn't show in initial presentation)

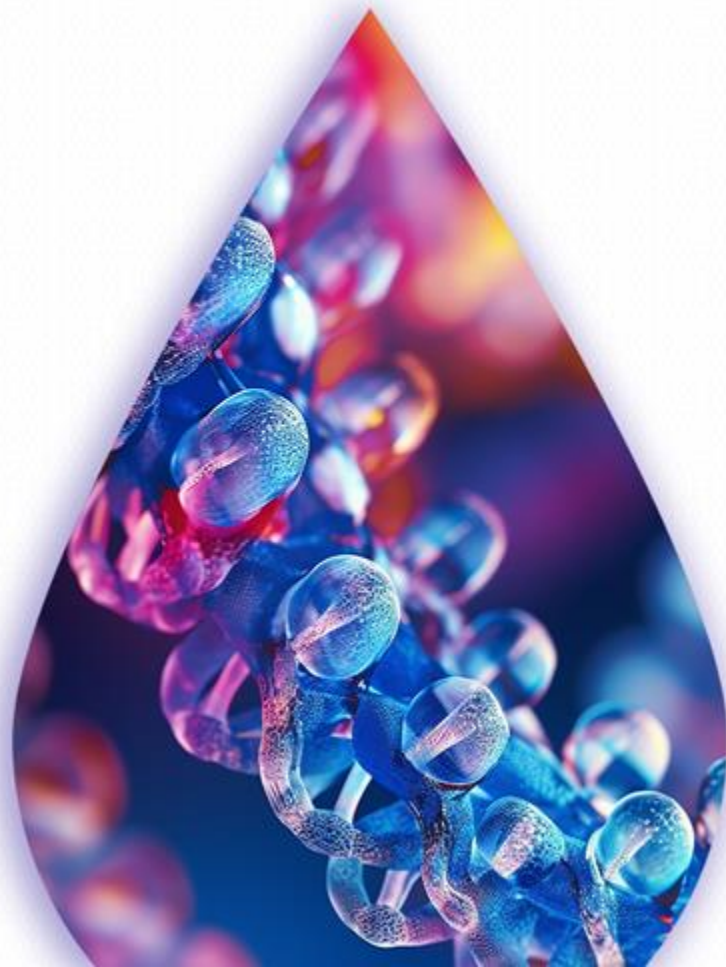
	Executive Performance Health Assessment (EPHA)	Ongoing Membership (optional)
	<i>Labs for 90+ biomarkers + full day physician-led assessment and consultation in center</i>	<i>Includes ongoing physician care, health coaching, nutraceuticals, prescriptions, and more.</i>
Consumer Retail Price	<b>\$5,400</b>	<b>Monthly membership fee of \$685/mo + cost of supplements and prescriptions</b>
Corporate Partners	<u>5-19 Participants: 10% off</u> <u>20-49 Participants: 15%</u> <u>50+ Participants: 20% off</u>	
Suggested Subsidy	Employer subsidizes all or part for eligible employees	Employer subsidizes all or part for eligible employees monthly membership fee
Added Value	EPHA Includes additional micronutrient screening. All corporate partners receive quarterly reports + educational webinars accessible by anyone in the organization.	



We look forward to supporting your  
healthier, happier  
high-performing team!

**Hilary Harris**

Senior Director of Partnerships  
[hharris@cenegenics.com](mailto:hharris@cenegenics.com)



# Leadership Team



**Kristy Berry**

Chief Executive Officer

24 years at Cenegenics, expanding from single center to 27+ locations around the world and \$31MM ARR



**Rafid Fadul, MD, MBA**

Chief Medical Advisor

Executive Medical Director at Wheel; Physician at Cleveland Clinic, Board-certified in Pulmonary, Critical Care, Internal Medicine



**Rudy Inaba**

VP, Performance Health

11 years at Cenegenics developing industry-best health performance strategies, products and service offerings



**Nicole Soler**

SVP, Sales & Patient Experience

10+ years Sales Leadership in Health and Aesthetics.

Former head of national field sales and corporate sales for HairClub and Ideal Image

We are partnered with 40+ Cenegenics Physicians who literally wrote the book on PHAM and have trained over 1,300+ other MDs in age management medicine.





# Notable Healthcare and Consumer Tech Investors

## Primetime Ventures



**Abby Miller Levy**  
Co-founder of Thrive Global  
(with Arianna Huffington)



**Alan Patricof**  
Founder of Greycroft Partners  
and Apax Partners

## Additional Series A Investors



**Jonathan J. Bush, Jr.**  
Co-founder of Athena Health  
and Zus Health



**Mitch Rothschild**  
Founder of Vitals






**Neil Parikh**  
Co-founder of Casper



**Peter Kalambayi, Brennan Scarlet, Johnson Bademosi**  
NFL Players



# Our Competitive Advantage

	Established physical clinic locations	Employed physicians with specialized clinical training	Scalable model with extensive telemedicine offering	Hormones focus	Regular biometric data collection	Holistic approach	Medical education infrastructure for MD/DO recruitment and credibility
 cenegenics	21 states	✓	✓	✓	✓	✓	✓
 FORWARD	11 states		✓		✓		
<b>LIFEFORCE</b>		✓	✓	✓	✓		
 Parsley Health	2 states	✓	✓		✓	✓	
<b>hims&amp;hers</b>			Non-longitudinal				
<b>TO</b>			Non-longitudinal				
Low T clinics	Often	Sometimes		✓			
Ob-Gyn offices	Often	✓					
Executive health programs	Often	Sometimes					





# Clinical Improvements from Performance Medicine

- ✓ Increased VO2max (reducing risk of all-cause mortality)
- ✓ Lowered android fat (reducing risk of multiple serious health problems)
- ✓ Lowered markers of inflammation (reducing risk of stroke and sudden cardiac arrest)
- ✓ Lowered glycation of proteins (slowing the progression of aging and disease)
- ✓ Lowered cholesterol (protecting the heart and brain from disease progression)
- ✓ Improved PhenoAge (an epigenetic biomarker of aging)



# Locations & Diagnostic Partners

31 Locations (22 US, 4 LATAM, 3 EMEA, 2 AP)



cleerly

prenuvo

CLOCK  
FOUNDATION

X LIFE LENGTH

TRAINERIZE

NewAmsterdam  
GENOMICS

CNS  
Vital Signs

TruDiagnostic<sup>™</sup>  
The Epigenetic Company

wavi<sup>®</sup>

Quest  
Diagnostics

ALLETESS  
MEDICAL LABORATORY



# Our Patients Are Our Biggest Advocates

Average Patient Tenure is 5 Years, with 24% of Patients on for 10+ Years

Update Testimonial and Image

77

**NPS Score**

(Excellent Satisfaction Score)

“Over the last nine years since I’ve been coming, my energy level has had a huge tremendous effect in my business. I run three companies, travel quite a bit, very busy. I’ve got three children. Two of them are in college, one still in high school. I’m pretty active. So it definitely helps. If anything, it’s a life-changing experience. I’ve lived it. I’ve seen it. I’ve been a part of it.”

Jake Jacques  
Cenegenics Patient  
Since 2013



Reviews  
4.8 / 5.0



Reviews  
4.2 / 5.0



Reviews  
5.0 / 5.0

