

Disclaimer

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Monsenso intro

Better mental health to more people at lower costs

ØU Lifescience Investor Conference - Apr 20, 2021

Thomas Lethenborg, CEO · lethenborg@monsensio.com · monsensio.com/investors

Monsenso at a glance

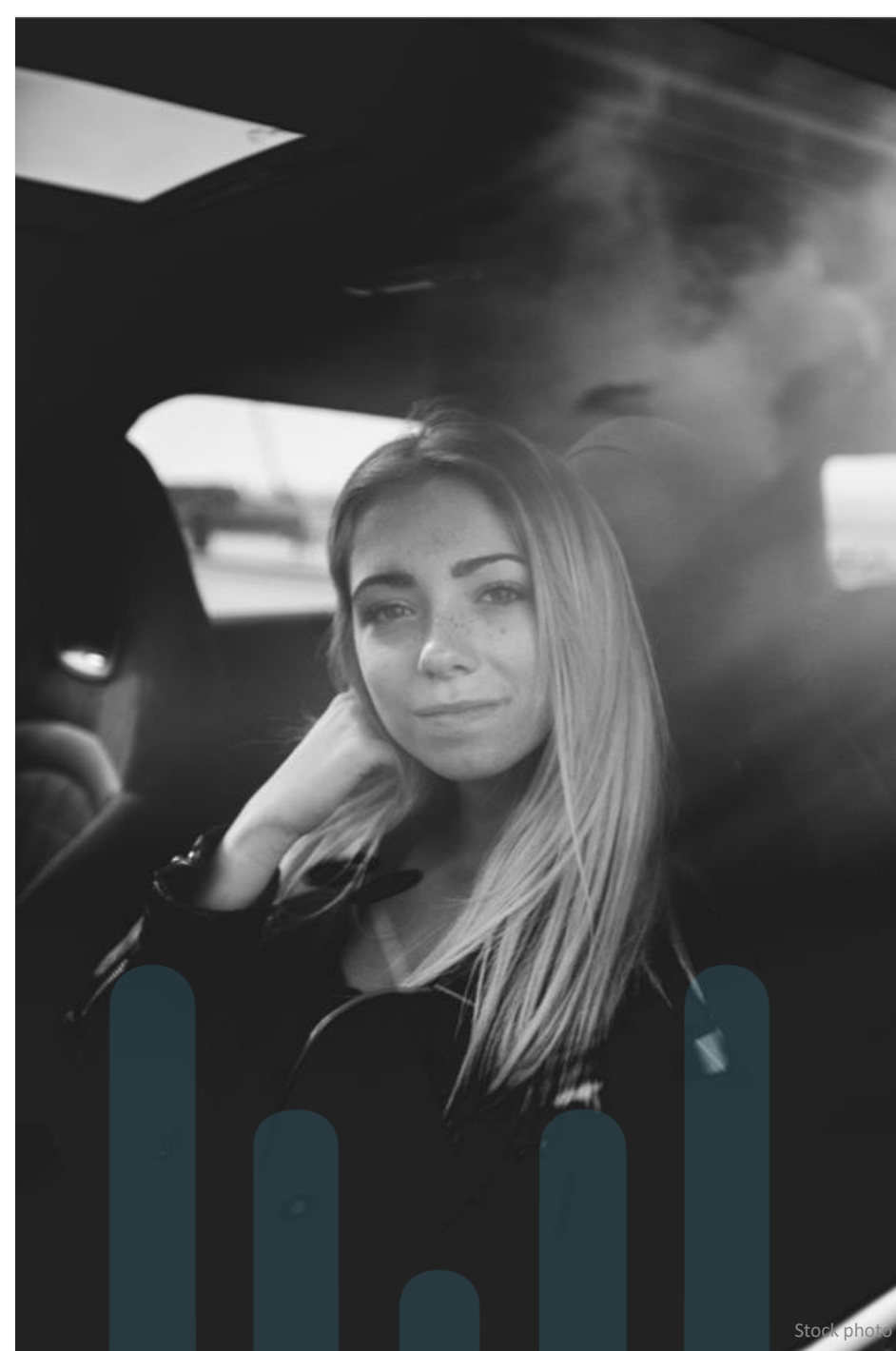
- Validated SaaS-based digital mental health solution
- Growing market and globally unsolved problem
- Eight years of clinical and technological research and development
- CE marked, ISO 13485 and ISO 27001 certified
- Business with pharma, public/private healthcare organisations and research institutions
- Experienced team, leadership and board of directors
- Listed on Nasdaq First North since June 2020



“

Monsenso helps me become more aware of my illness and has helped me learn what triggers my symptoms. It also provides me with useful insights and the things I can do better to have a more stable life.”

*Individual with Bipolar Disorder,
Denmark*

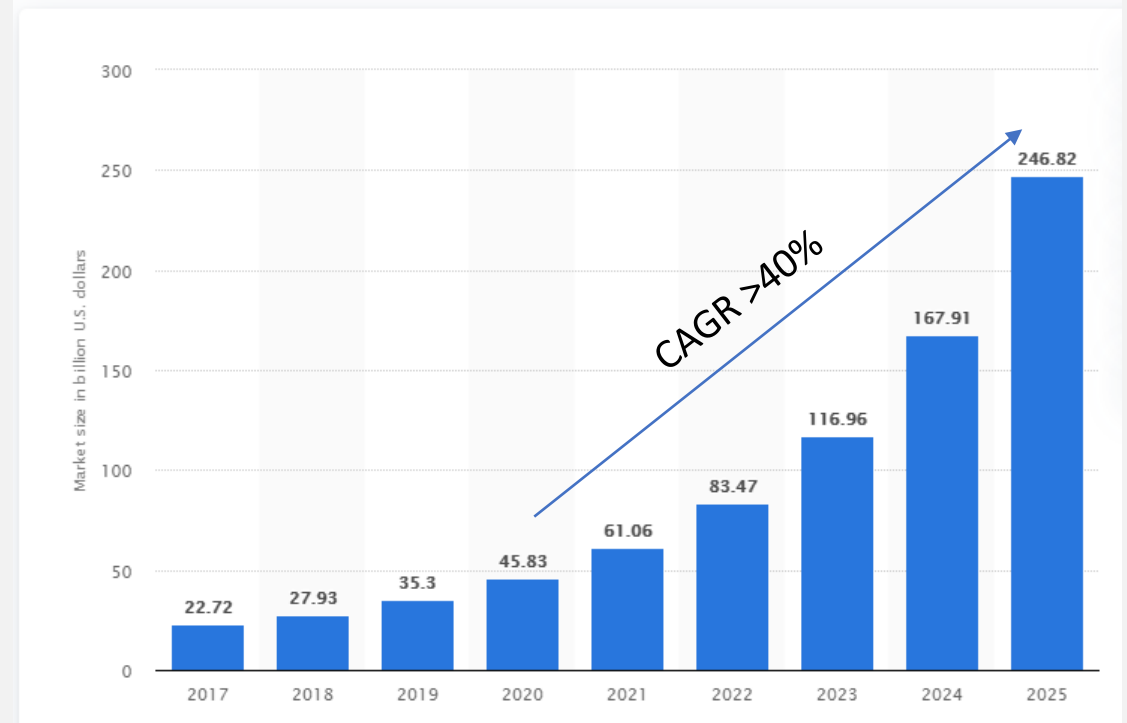


Market - mental health and mobile health

- Leading burden of disease for society in the 2020¹
- 38% of all Europeans live with a mental disorder²
- Costs correspond to 4% of GDP in Europe³
- 28.2% of all incapacity (Years Lived with Disability)⁴
- 10% receive “adequate” treatment - 75% receive no treatment at all⁵

Kilder 1) WHO - 2012, 2) ECNP/ECB report - 2011, 3) OECD - 2015, 4) WHO - 2012, 5) Economist Intelligence Unit - 2015

Global mobile health market development (in million USD)



Kilde: Statista 2020

Mission & vision

Mission

We inspire patients, carers, clinicians, researchers and the healthcare systems to provide

better mental health
to
more people
at
lower costs

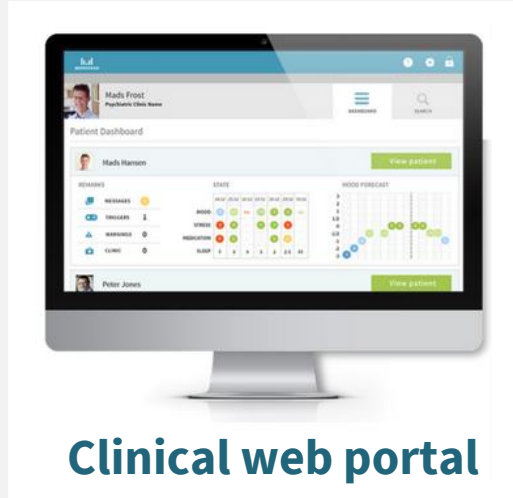
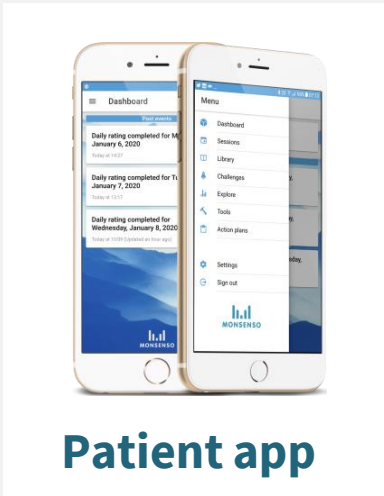
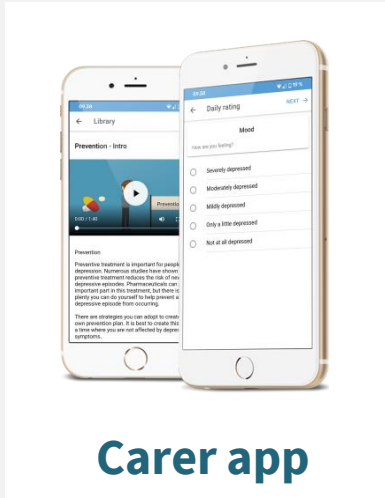
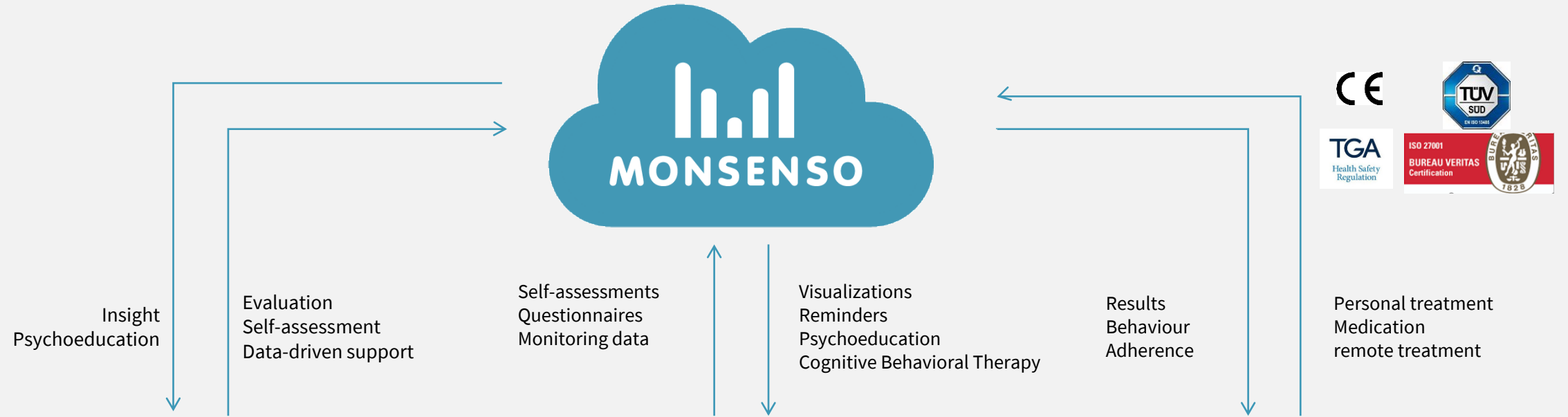
by developing and delivering a clinically validated, innovative mobile health solution that fits into users' lives and work



Vision 2025

- **Leading provider** of mobile health for mental health
- **Global**, research-based **commercial** enterprise
- **Scalable** and simple
- **Partners** and online sales in all major markets
- **Data-driven intelligence** in diagnosis, prevention and treatment

Solution



Value for customers and partners

Easy-to-use, personalised clinical solution for remote monitoring, real-world data collection and treatment support

Patients

Make the most of the treatment for better quality of life

Clinicians

Personalise the treatment of patients for better results

Clinics/hospitals

Deliver better treatment to more patients at lower costs

Partners

Expand core business and collect real-world data

Validation and case stories

Commercial business

- Private and public health providers
- Research institutions and pharma
- Depression, bipolar, schizophrenia, borderline, anxiety, alcohol and opioid addiction

Research engagements

- 5 EU (H2020/ EUFP7) projects
- 3 Innovation Fund Denmark projects
- 1 Eurostars project
- 6+ customer-funded projects
- 20+ research articles published



- Support for all bipolar patients in the region
- Data collection and remote monitoring to avoid relapse and re-admission
- 4-year framework agreement
- Other pilot and research projects ongoing
- Potential from other illnesses and projects

Global Pharmaceutical

- European Framework Agreement
- Market research projects in depression across several EU countries
- Real-world evidence projects across nine countries
- Order including six Arabic countries
- Potential from other diseases and geographies

“

Monsenso’s platform allows the ECoWeB consortium to provide self-help information, tools, exercises and reminders customised to build emotional competence for young people while also collecting important behaviour and day-to-day data. This approach will potentially be of great value to universities, insurers and young people themselves to promote well-being and prevent poor mental health”

Ed Watkins

*Professor of Experimental and Applied
Clinical Psychology, University of Exeter*



“

We have worked with Monsenseo for a number of years on research projects and the implementation of their solution for all patients with bipolar disorder in the Capital Region of Denmark. We see great potential in using the solution to both support research and to optimise treatment and proactively keep an eye on how patients are doing to prioritise the right help to the right patients at the right time to avoid relapse and to improve the quality of life”

Lars V. Kessing

Professor of Psychiatry, Capital Region of Denmark and University of Copenhagen

2020 Highlights

9m

DKK in revenue in 2020

76%

of revenue generated outside Denmark

78%

growth in commercial revenue in 2020

19

employees as of Dec 2020

12

countries

1

new location - subsidiary the UK

20m

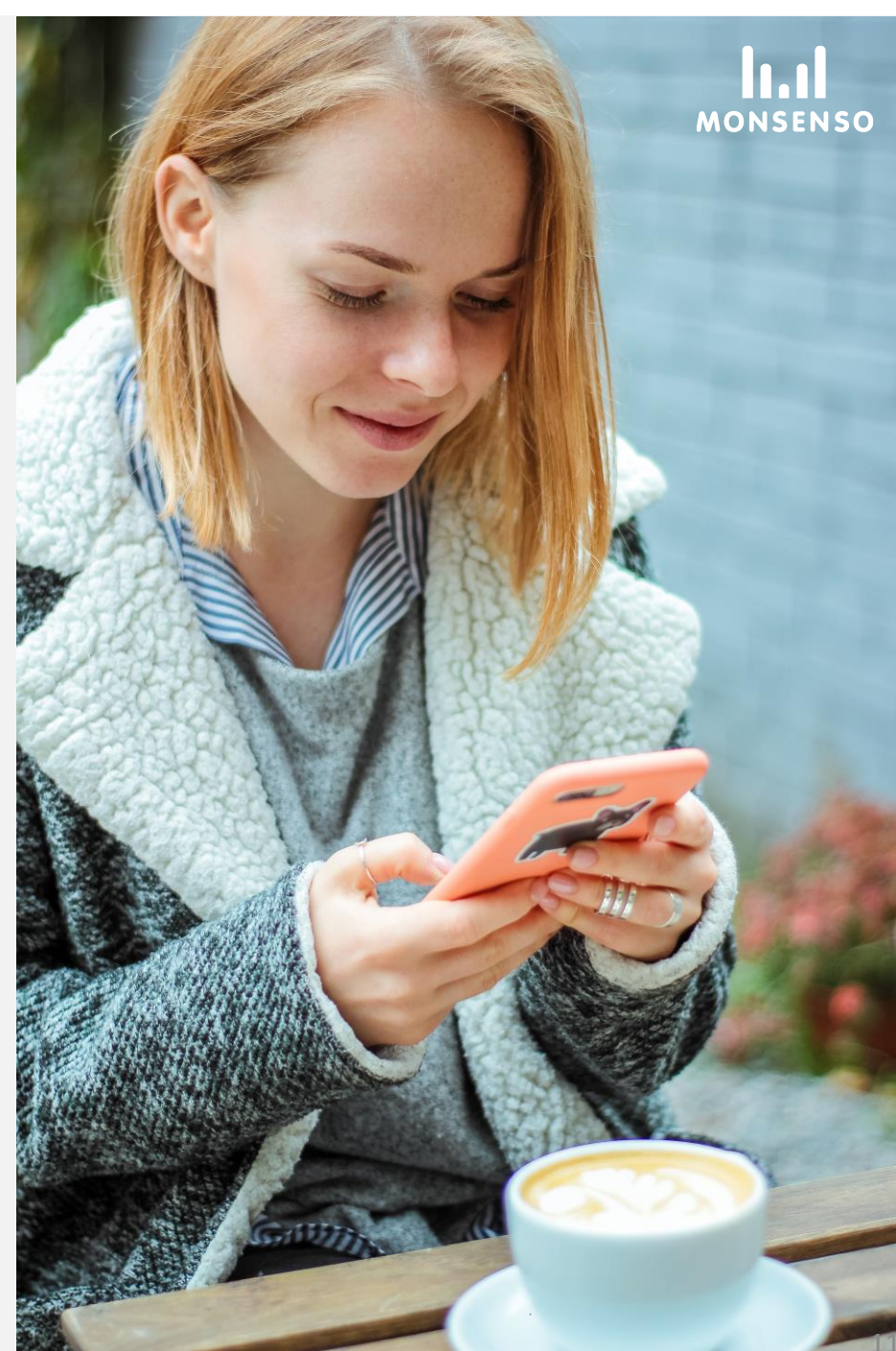
DKK in gross proceeds from IPO in June.

238%

oversubscription during IPO.

2219

shareholders after IPO in June 2020.



Outlook 2021

~70%

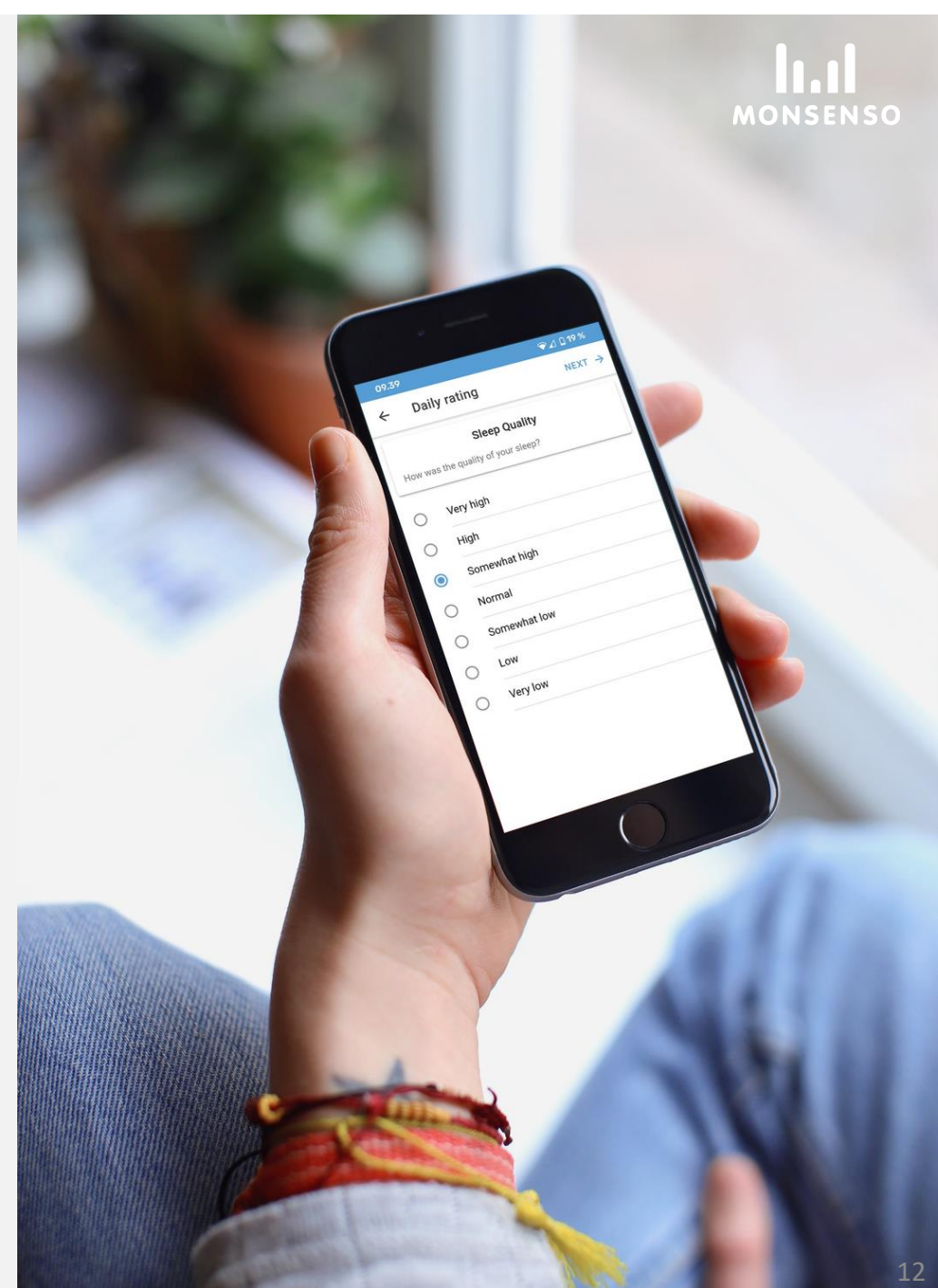
Growth rate

14-16m

DKK revenue



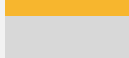
-4.8m to -5.6m

DKK in EBITDA



Go-to-market model

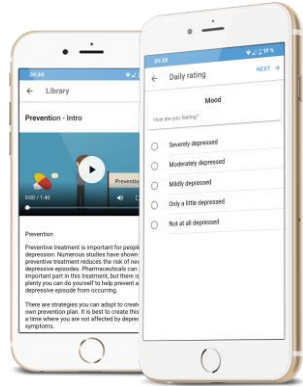
| | DK | UK | EU-4 | AUS | US | Other |
|-------------------------|--------------------|--------------------|--------------------|----------------|----------------|----------------|
| Strategic partners | Direct touch focus | Direct touch focus | Direct touch focus | Partner focus | Partner focus | Partner focus |
| Resellers | Partner focus | Direct touch focus | Direct touch focus | Partner focus | Partner focus | Partner focus |
| Regions, Municipalities | Direct touch focus | Direct touch focus | Partner-driven | Partner-driven | Partner-driven | Partner-driven |
| Universities/Research | Partner focus | Partner focus | Partner-driven | Partner-driven | Partner-driven | Partner-driven |
| Private providers | Partner focus | Partner focus | Partner-driven | Partner-driven | Partner-driven | Partner-driven |
| Insurance | Partner focus | Partner focus | Partner focus | Partner focus | Partner focus | Partner focus |

 Direct touch focus
 Opportunistic
 Partner-driven



Partner focus:
 Where Monsenso's solution supports the partner's core services

B2B business model



Carers app



Individual's app



Clinicians's web portal

Consulting services:

Depending on the size and complexity of customisation

Subscription:

Price per user per year

Price per user per year

Price per user per year

People

Our diverse team

22

full-time employees

6

nationalities

90+

years of higher-level education



People

Experienced leadership and board



Thomas Lethenborg
Chief Executive Officer



Robert Højer
Chief Financial Officer



Nanna Iversen
Chief Operating Officer



Mathias Nick Andersen
Chief Product Officer



Maria Hjorth
Chairman



Jakob Bardram
Vice-chairman



Jeppe Øvlesen
Member



Bettina van Wylich-Muxoll
Chief Marketing Officer



Morten H. Pedersen
Chief Technology Officer



Mads Frost
Data Protection Officer



Jacob Hahn
Michelsen
Member



Peter Høngaard
Andersen
Member

“

It can be difficult to convey feelings when you have mental health issue. You feel very self conscious about talking about these things face to face. But by sharing your own recordings this provides a more accurate representation of that day or moment and you are less inclined to feel judged”

*Individual with Depression,
United Kingdom*

Summary

- Validated SaaS-based digital health solution
- Growing market and globally unsolved problem
- Research-based, certified and CE-marked
- International business with pharma, public/private healthcare organisations and research institutions
- Experienced team, leadership and board of directors



Want to join our growth journey?



Questions?

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