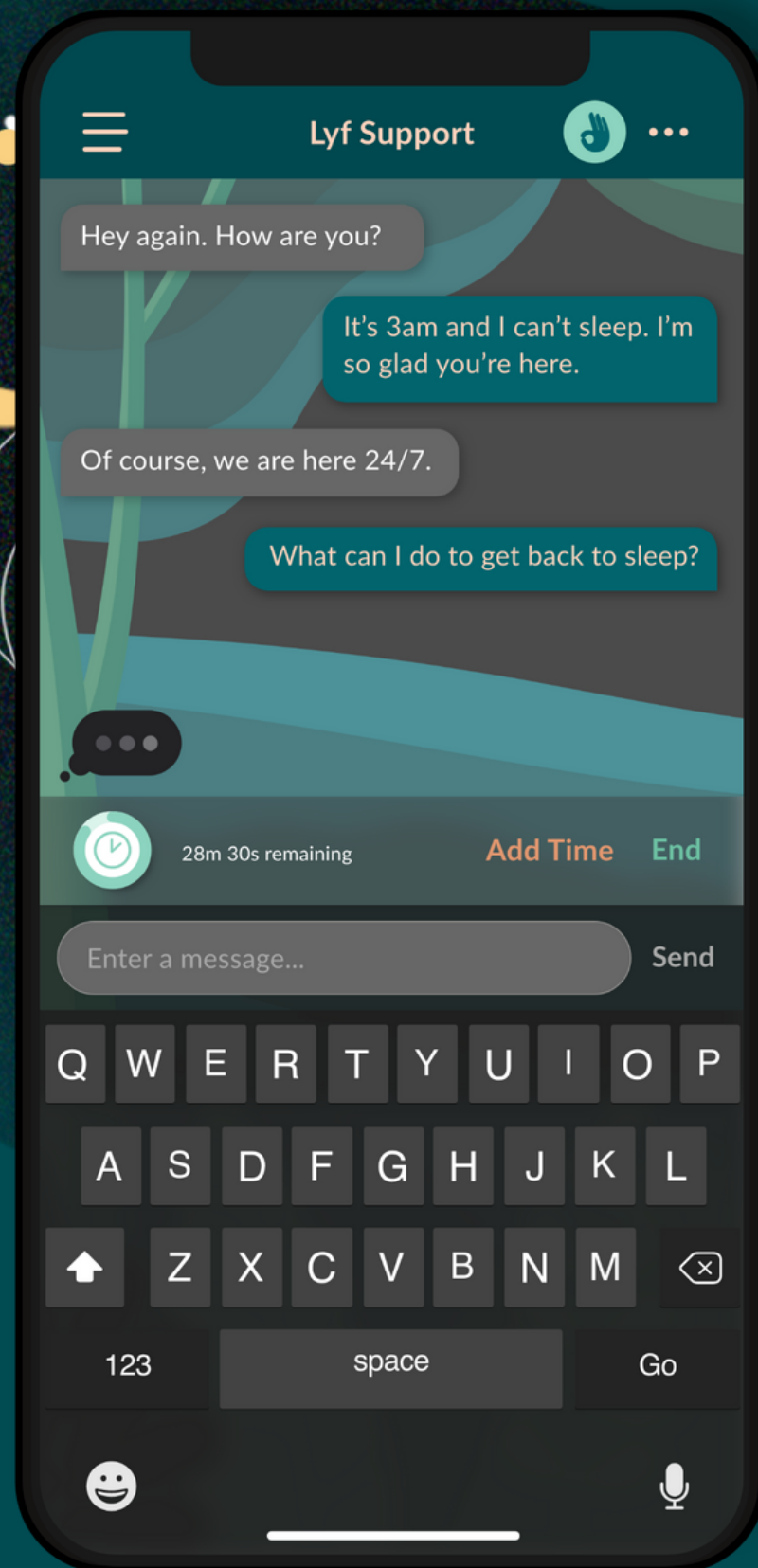# lyf SUPPORT

Text Based Mental Health Therapy
REIMAGINED

Investor presentation

What if there were **no wait lists** to talk to a psychologist?

What if there was no need to even schedule an appointment?

What if professional mental health guidance for any problem, big or small, was available instantly 24/7, at the tap of a button, including the middle of the night?

Our Mission

To provide text-based therapy as well as mental health guidance on demand 24/7 - at a global scale.

" **This app actually saved a few of my clients lives** "

-DR ABBIE, ZHONG CENTRE

MELBOURNE, AUSTRALIA

The problem is...

- A massive shortage of psychologists

- Wait times of up to 9 months, or no availability at all

- Unaffordable (up to $200 or more for face-to-face services)

Inefficiencies in the mental health care space mean millions of people in need of immediate help and guidance.

The solution is...

Immediate and affordable connection to mental health professionals any time, day or night.
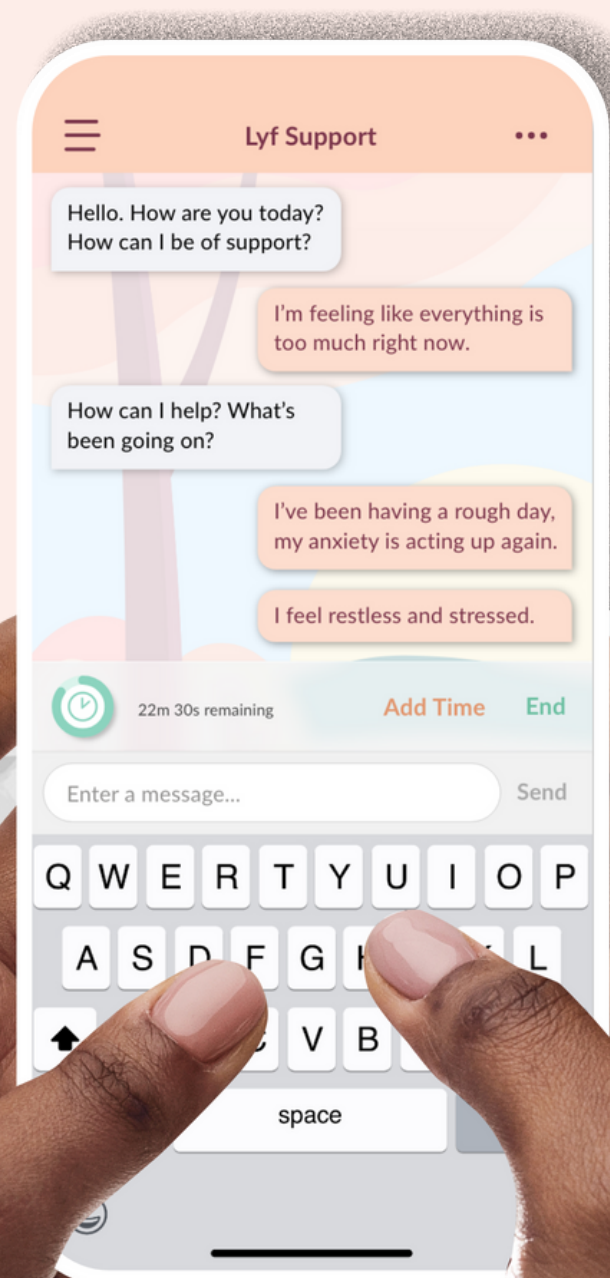
This is how we do it...

Lyf Support is disrupting the traditional mental healthcare 1-to-1 model.
We provide a groundbreaking approach to digital therapy.

No wait times

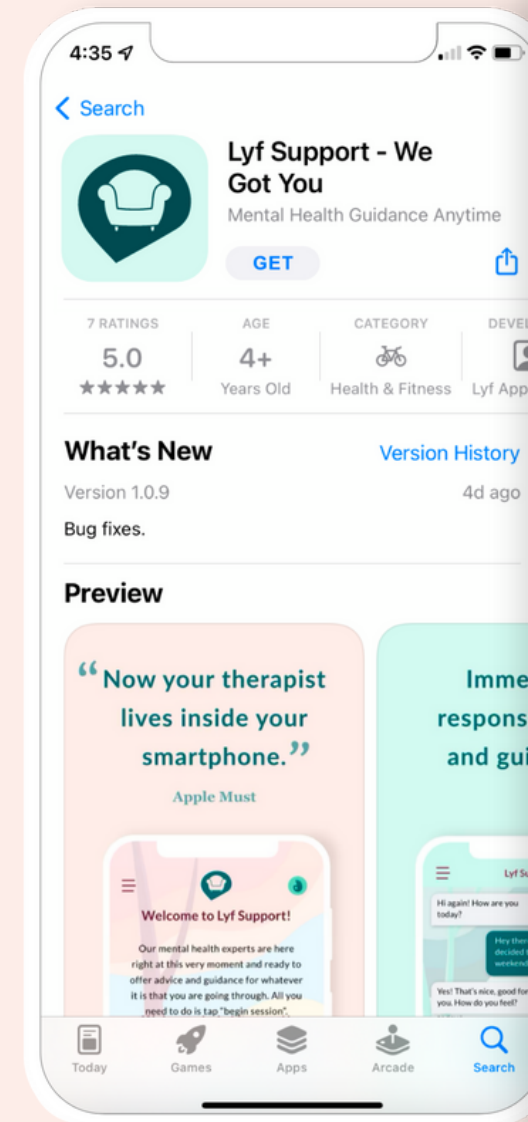**Cost-effective PAYG care**

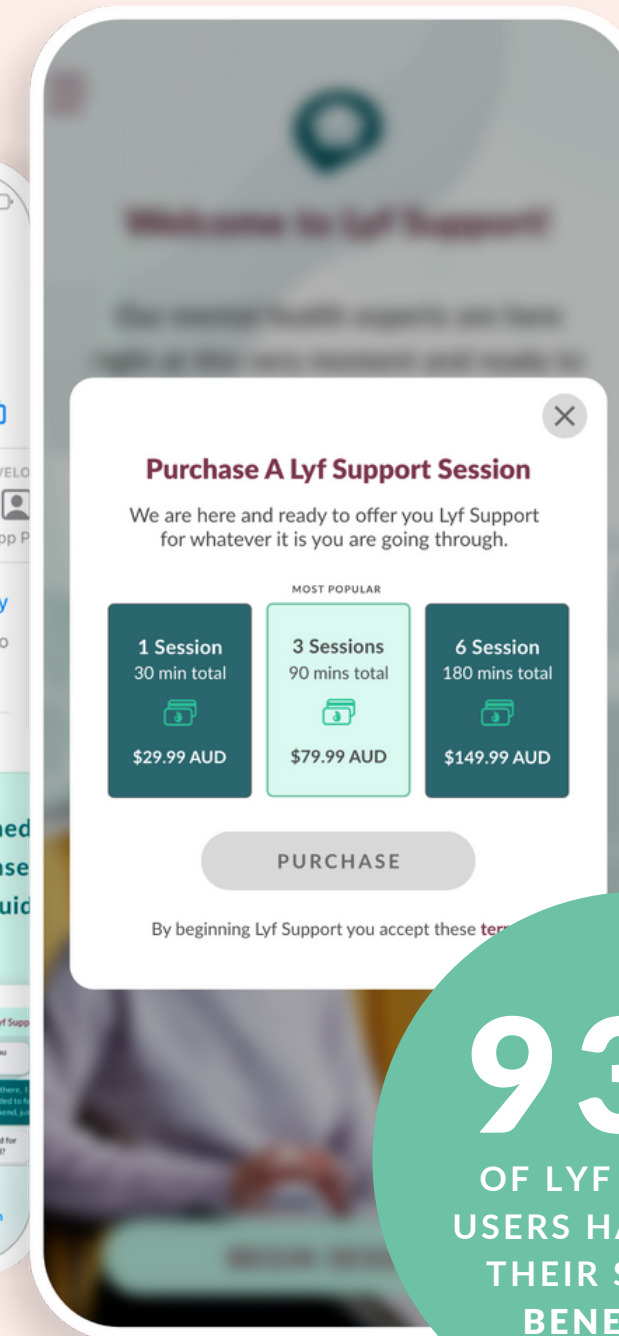**Hand picked remote psychologists**

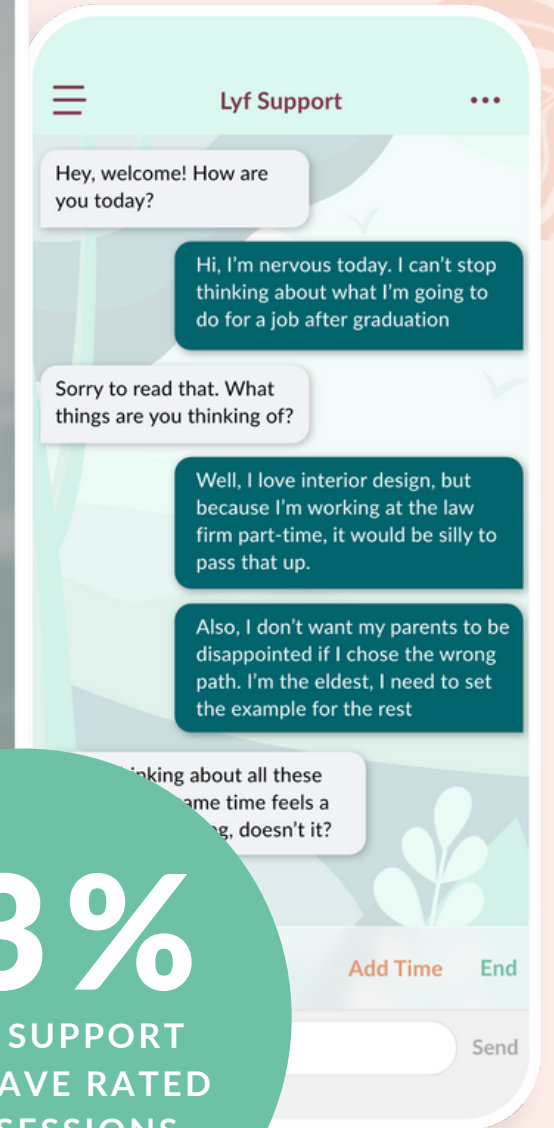**Collaborative team working**

A new and innovative service

A unique solution that's tailor made for busy millennials and Gen Z's who prefer to communicate via text whilst multi tasking throughout their day and night.

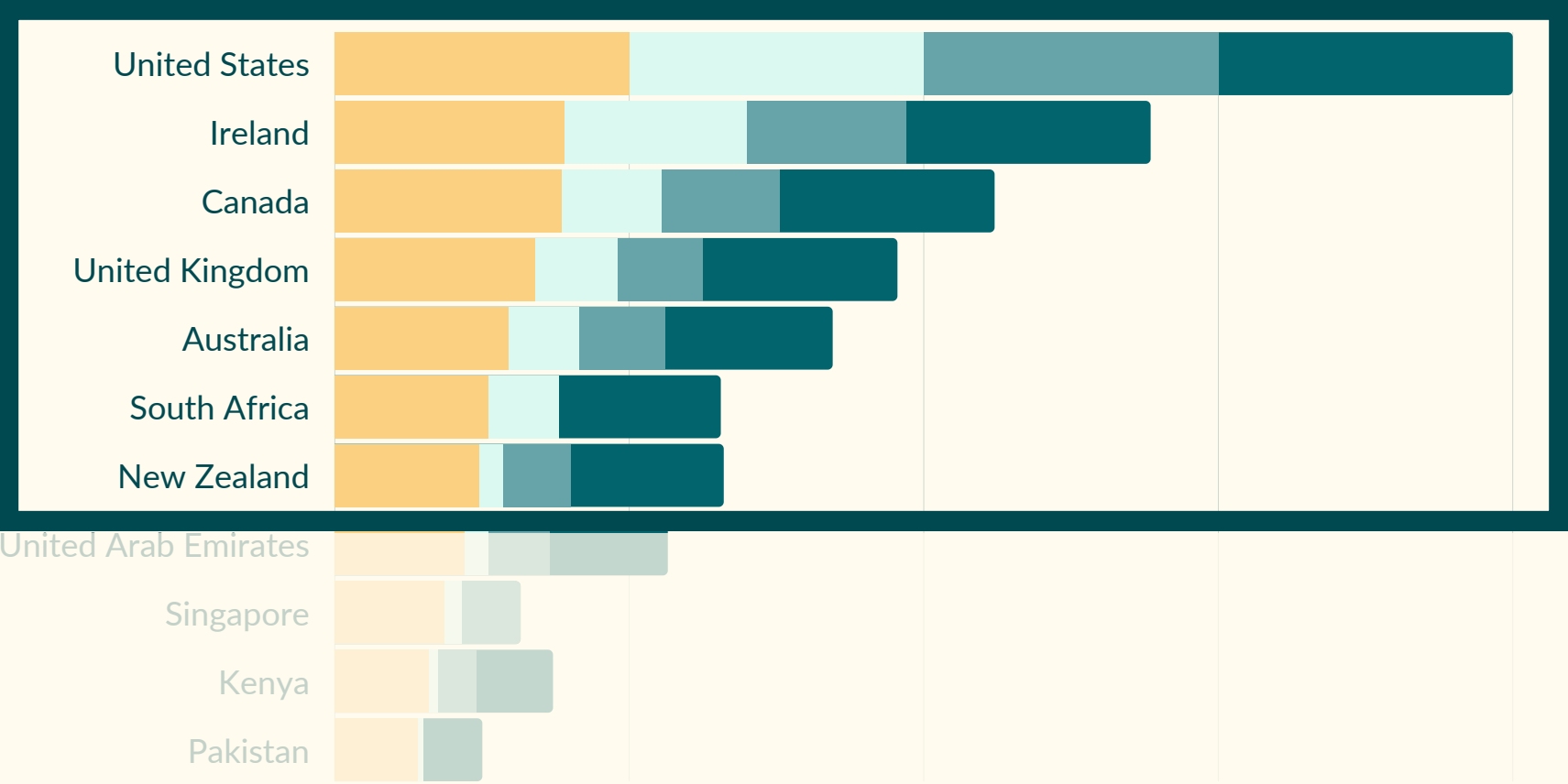**93%** OF LYF SUPPORT USERS HAVE RATED THEIR SESSIONS BENEFICIAL

DOWNLOAD   PICK A PLAN   START TALKING

Market Differentiation

lyf SUPPORT	 (couch icon)	Traditional Therapy	Beyond Blue	Lifeline	betterhelp	talkspace	headspace
No appointment required Available 24/7	✓	✗	✓	✓	✗	✗	✗
Direct mental health service will not refer you elsewhere	✓	✓	✗	✗	✓	✓	✗
Qualified Mental Health Professionals	✓	✓	✗	✗	✓	✓	✓
Affordable Appointment Costs	✓	✗	✓	✓	✗	✗	✓
Remote on-demand access	✓	✗	✓	✓	✗	✗	✗
Provides ongoing patient centred care	✓	✓	✗	✗	✓	✓	✗
Privacy and anonymity	✓	✗	✗	✗	✗	✗	✗
No Invasive Surveys or Questionnaires	✓	✗	✓	✓	✗	✗	✗
No long waitlists or closed books	✓	✗	✓	✓	✗	✗	✗

Online Mental Healthcare Market

United States
Ireland
Canada
United Kingdom
Australia
South Africa
New Zealand
United Arab Emirates
Singapore
Kenya
Pakistan

SEARCH TERM:

- ONLINE THERAPY
- VIRTUAL THERAPY
- BETTERHELP
- MENTAL HEALTH APP

*GOOGLE SEARCH VOLUMES BY COUNTRY FOR ONLINE MENTAL HEALTHCARE OVER THE LAST 24 MONTHS

In these countries alone, over

85 m

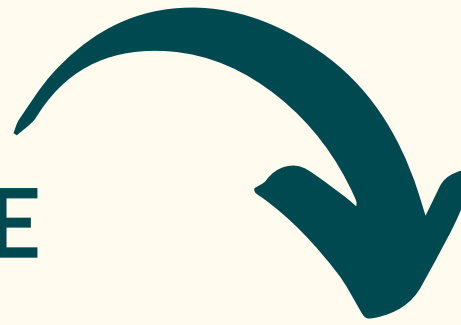people have mental health and substance abuse disorders.

*SOURCE: OUR WORLD IN DATA

Roadmap

While some people are thinking "Mobile Mental Health"
we are thinking beyond that horizon...

GOOD
DESIGN
AWARD®
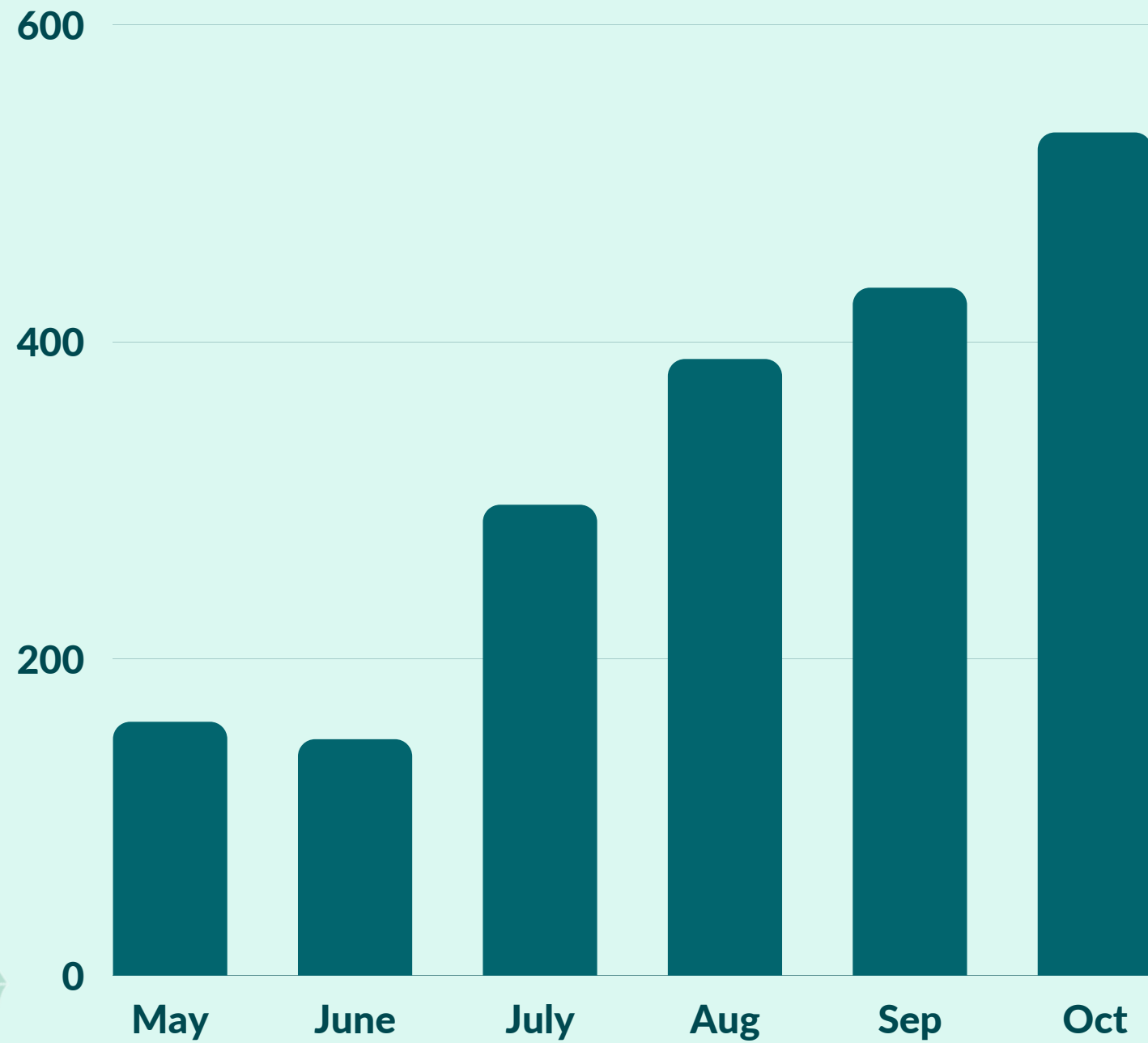WINNER

2022 Good Design Award
Winner for Social Impact

WE ARE HERE

LIVE ON
PRODUCTION
ANDROID & IOS

GOOD DESIGN
AWARD WINNER

RESEARCH
/UNIVERSITY
COLLABORATION

MARKETING
CAMPAIGN

SCALING FOR
THE MASSES

SLACK API
INTEGRATION

B2B VIA SLACK

Key Metrics

Total 30 Minute Sessions

Monthly Revenue

Customers
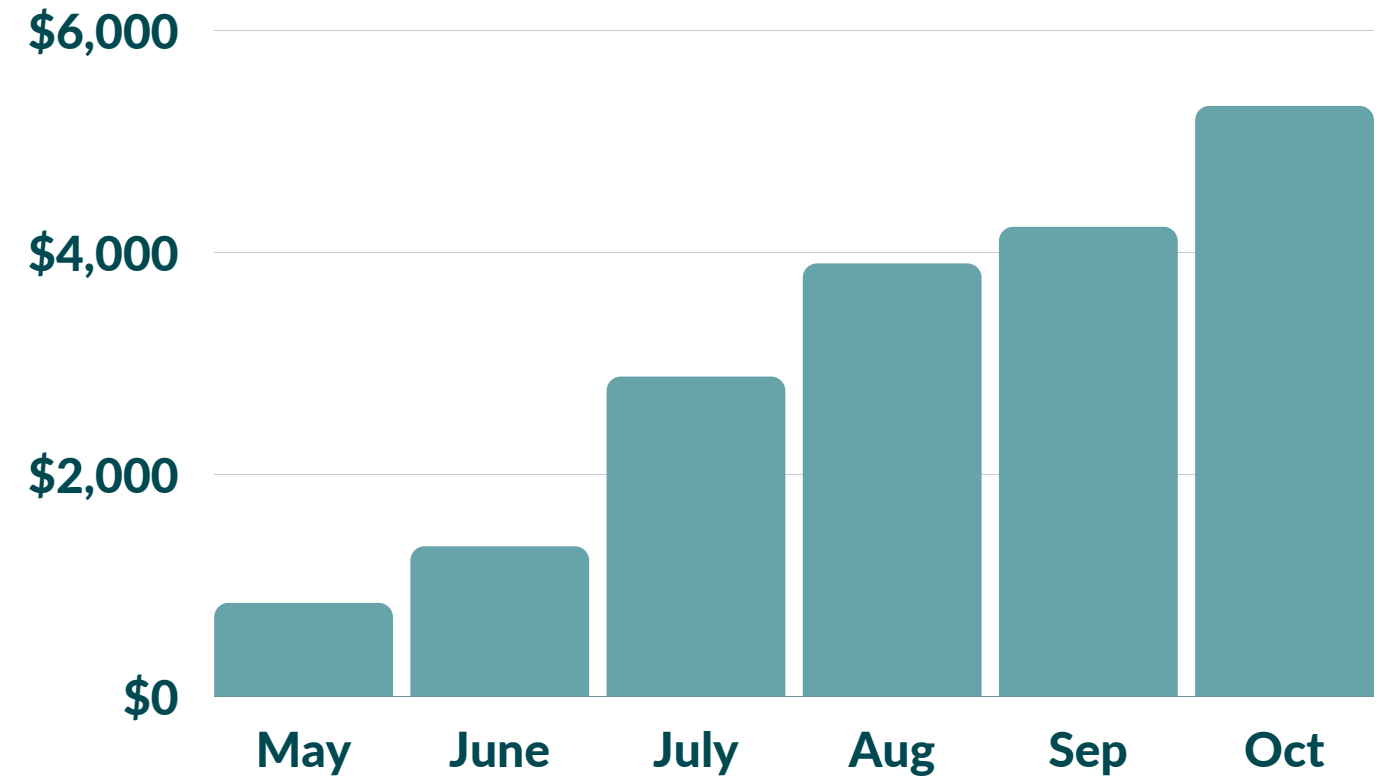
TOTAL CUSTOMERS   RETURNING CUSTOMERS
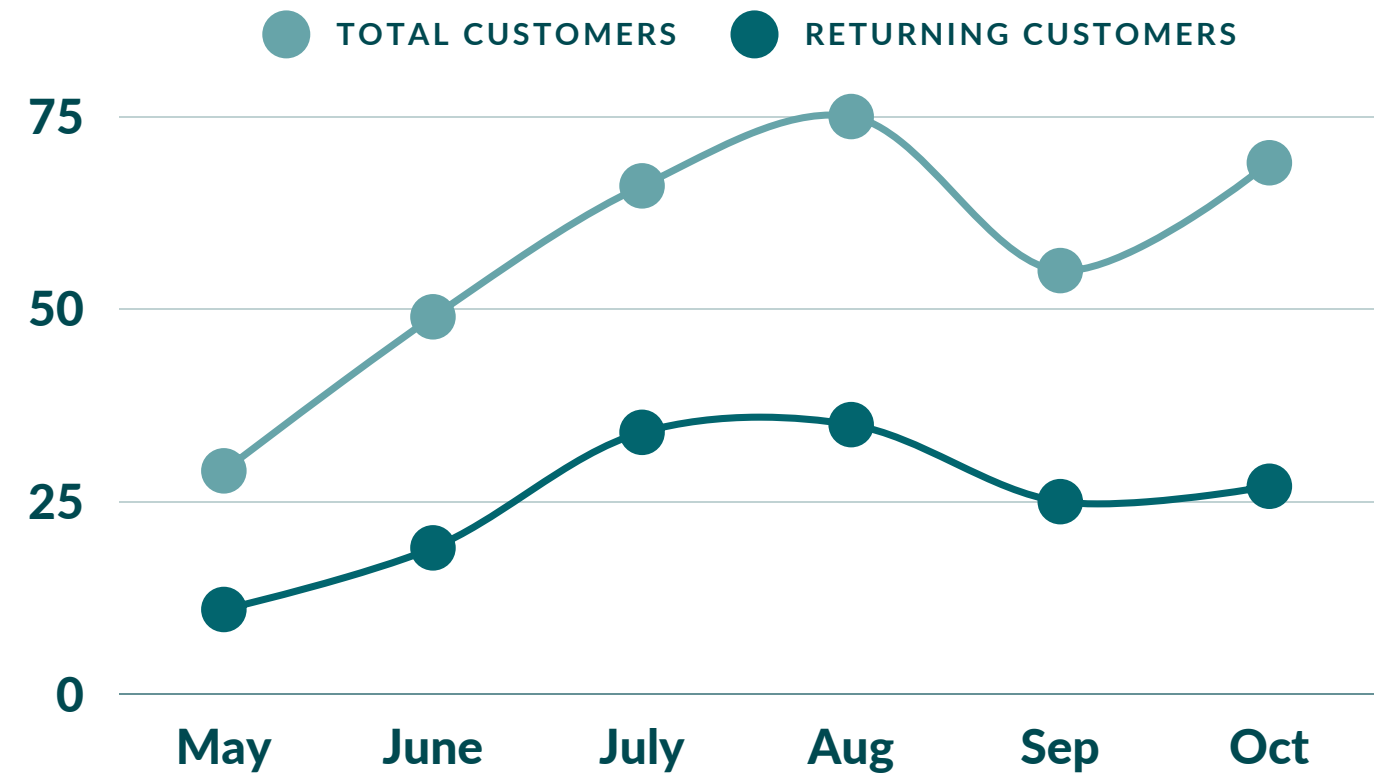
From the team that brought you...

lyf APP

★★★★⯪
4.3 STAR RATING

"**Lyf App is the World's Largest Virtual Support Group**"

TRENDHUNTER™

250K+ DOWNLOADS

1.4K+ REVIEWS

WINNER OF APP OF THE WEEK ON APPLE APP STORE

12:02

lyf

Welcome to Lyf App,
Social That Cares.

Mental Health Guidance Anywhere At Anytime.

Talk to professionals right at the very moment you feel like it. Not in a few hours time or in a few days or when you next have an appointment. In fact, no appointments are necessary.

GET LYF SUPPORT

Now Trending

Discussing Mental Health — Lyf_Squad

Reflecting Upon Relatio... — Lyf_Squad

Pushing Forward — Joe_S

My B Journ — Kerile

See All

Recommended for you

Meet the Lyf Squad

Eddie Wittenberg
Founder

Maricar Torres MA, RPsy
Lead Psychologist

Pouria Rabeti
Technical and Delivery Manager

Kate McDonald
Product Manager
Winner of 2022
Good Design Awards

Gareth Satill
Customer Service Manager

Hollian Sara
Lead R & D

Ellen Farley
Marketing Advisor

Seeking

1.5 mil in funding to help us scale and grow in the next 12 months:

- Customer Acquisition
- Further App Development
- Staffing

Eddie Wittenberg

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