THIRTY MADISON

The human-first health company

Making specialized care and treatment accessible to everyone

1 in 2 Americans

has at least one ongoing, chronic health issue that impedes their lives and requires specialized care

MIGRAINES

39 M

COPD

16 M

ACID REFLUX

65 M

HIGH CHOLESTEROL

95 M

MEN'S HAIR LOSS

70 M

HYPERTENSION

103 M

100

35 M





EXPERT DIAGNOSIS

by a specialist in your condition



PERSONALIZED TREATMENT

tailored to your symptoms & history

ONGOING SUPPORT

via progress tracking & communication

But this experience is out of reach for the vast majority of patients



TOO FEW SPECIALISTS

500 headache specialists vs 40 million migraine sufferers



TOO MUCH WAITING

Average wait time for a dermatologist is 30+ days



TOO EXPENSIVE

Co-pays and drug costs all add up, esp. without insurance I've struggled with migraines since I was 14. By 24, they were interfering with my life and I needed major help. I couldn't afford for migraines to steal any more of my time.

ALANNA G., COVE PATIENT





Specialized telemedicine

Raising the standard of care, not just a convenient alternative

Ongoing care

Automated followups and tools to help build habit and drive positive outcomes

Novel approach to healthcare delivery

The human-first standard for specialized care



Expert Diagnosis

via telemedicine within 24 hours



Personalized Treatment

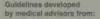
prescribed for you & delivered to your door

Digital Tools

for progress tracking & doctor messaging



















Modern Healthcare Businesses



CORE TECHNOLOGY

OPERATIONS

USER EXPERIENCE

DATA MANAGEMENT



Keeps

THE SIMPLEST **APPROACH STOPPING** HAIR LOSS

PROVING THE MODEL







"LIVES UP TO THEIR NAME AND PROMISE. I FEEL THAT KEEPS HAS A HEART FOR SUFFERERS OF HAIR LOSS AND WORKS HARD TO MAKE HAIR REGROWTH EASY."

DANIEL K. KEEPS CUSTOMER



A BETTER EXPERIENCE



Get a personalized, doctorrecommended plan without ever



Your daily supply of treatment arrives every 3 months, at half the cost of the pharmacy.



Track your progress and get support along the way.

PROVEN PRODUCTS, BETTER PRICING

| TREATMENT | TRADITIONAL MODEL | Keeps |
|---|-------------------|--|
| FINASTERIDE Generic Propecia (Rx) | \$65/mo | \$25/mo |
| MINOXIDIL SOLUTION Generic Rogaine (OTC) | \$15/mo | \$10/mo |
| MINOXIDIL FOAM Generic Rogaine (OTC) | \$18/mo | \$15/mo |
| KETOCONAZOLE 2% Generic Nizoral (Rx) | \$13/mo | \$10/mo |
| DOCTOR CONSULTATION | \$100+ per visit | First visit free \$5 per visit thereafter |
| | | |



cove

Personalized treatment and ongoing care to help you regain control over your migraines

EXPANDING THE MODEL







50% of customers have 9+ migralnes (mo



"Life-Changer. Migraines were holding my life back. Cove made it simple for me to get the help I needed to start moving forward again."

SARA B., COVE CUSTOMER



A Bigger Challenge

Hair Loss

2 TREATMENTS
PREVENTATIVE ONLY
1-2 CONSULTATIONS /YR

Migraine

100+ TREATMENTS
PREVENTATIVE + ACUTE
ONGOING RELATIONSHIP

A Bigger Opportunity

Keeps

70M PATIENTS \$7B MARKET W/ COMPETITORS

cove

39M PATIENTS \$16B MARKET NO COMPETITION

Keys to Breakout Growth

\$1.5B

Hired General Manager Caroline
Hofmann, former McKinsey/Republic

Expanding our Rx offering to include branded medications

Enhancing the platform to allow for more high-touch relationships



REPEATING THE MODEL



25%

OF AMERICANS AFFECTED BY GERD







"I like that Evens only had 4 products. They were all very easily described and anyone could understand what each were for. It was simple and I could choose based on my needs."

MARGARET F., EVENS CUSTOMER



Scaling new businesses faster and more efficiently





Building the **Modern** Healthcare Experience

Co-Founders



Steven Gutentag Co-Founder Google



Demetri Karagas Co-Founder Google

Business Unit Leadership



Matt O'Connor GM, Keeps FS



Caroline Hofmann GM, Cove McKinsev



Alexis Tarlow GM, NewCo Uber



Dang Nguyen GM, Evens amazon

Technology & Operations



Daniel Ilkovich Head of Engineering





Justin Stone General Counsel



A once-in-a-generation opportunity to transform the health care experience