



Interim results for the six months ended 30 June 2024

Penny McCormick, **CEO**

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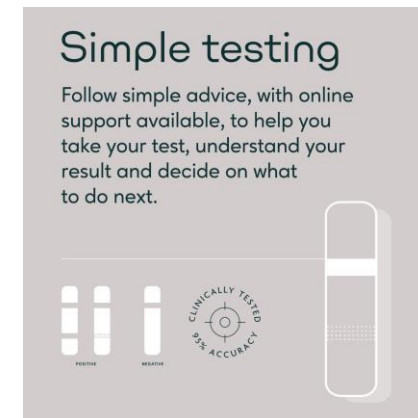
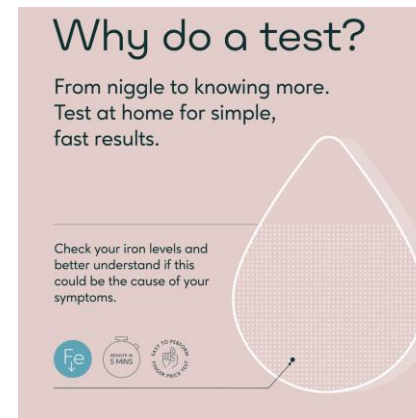
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Testing category is in its infancy, our aim is to lead at retail through awareness and education

- Home Health & Wellness testing has started well with over 55k Wellness tests sold since launch
- Working closely with retail to plan strategies to educate customers and encourage trial
- Opportunity for retailers to target new shoppers and existing customers with relevant tests, aligned to need or condition
- At-home tests have low barrier to purchase when positioned appropriately
- Online content provides opportunity to explain tests and support customer choosing the most appropriate test
- We have invested in 2023 and 2024 whilst remaining focused on the key promotional levers that will bring us a return



Investment in awareness-building for at-home testing



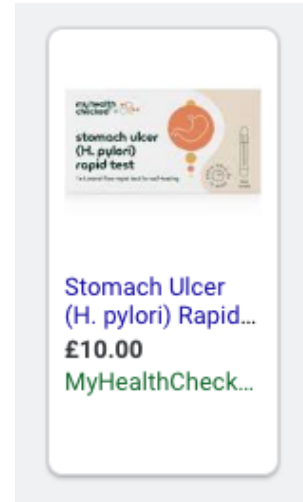
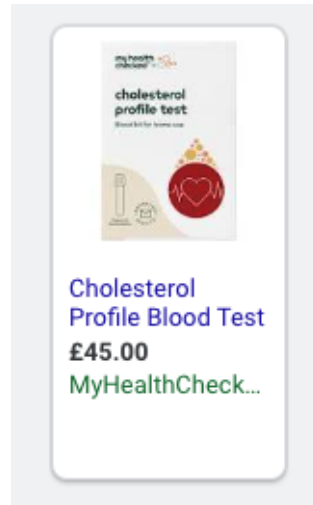
GP issues warning over serious condition often mistaken for depression or menopause

I tried a DNA test to see if I might have allergies and the results shocked me

OSOMA
Sian Elvin
Published Feb 10, 2024, 9:00am



Investing in PR to increase awareness of at-home testing. H1 showed coverage with greater copy about at-home testing could be linked to spike periods of Google searches.



Investing in paid ads to drive awareness. Testing in H1 for best channel for conversions which we found to be Google Shopping. Q3 focus on Google Shopping and new strategy for Meta to improve conversions there

my health checked^{plc}

What you need to know about vitamin D

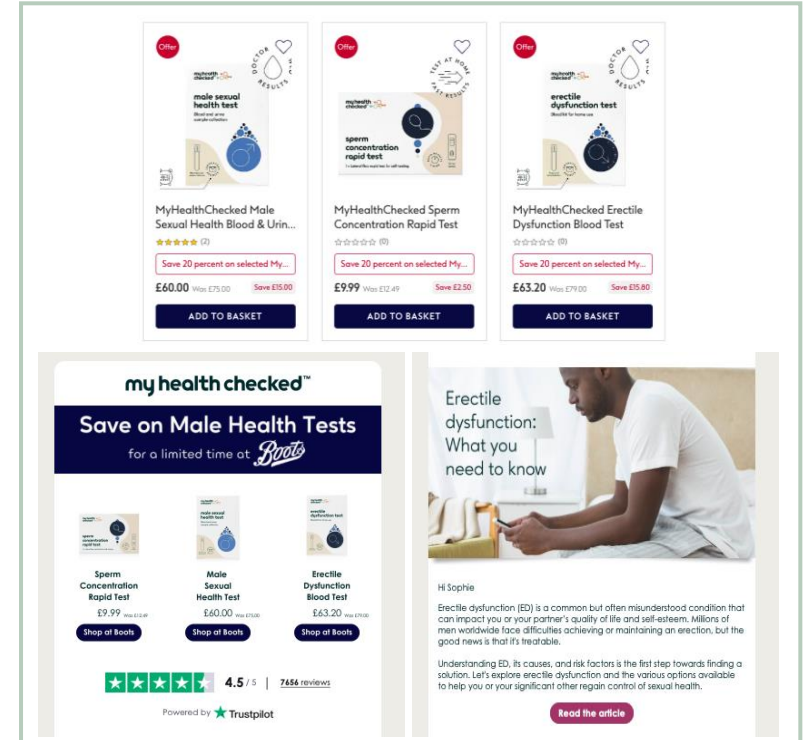
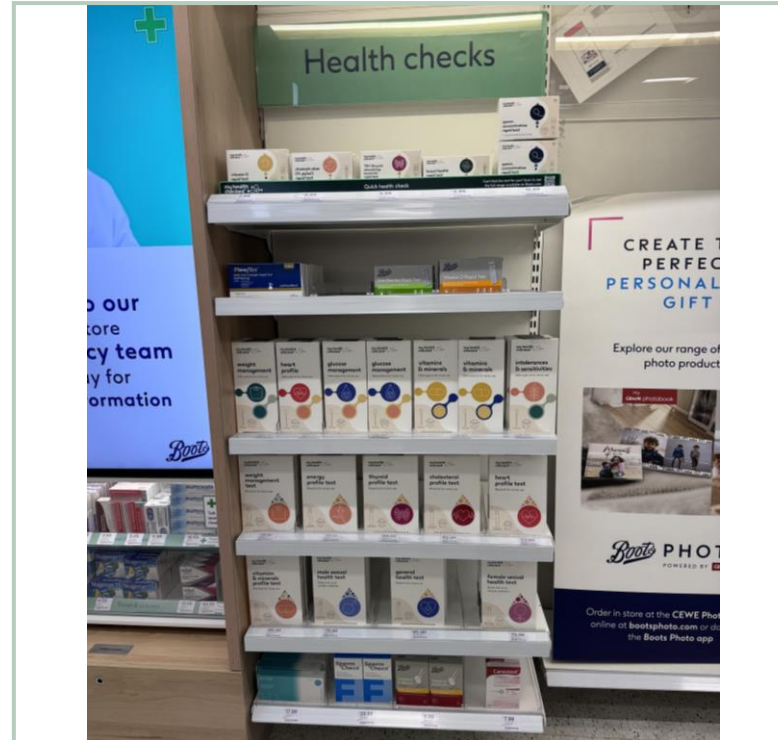
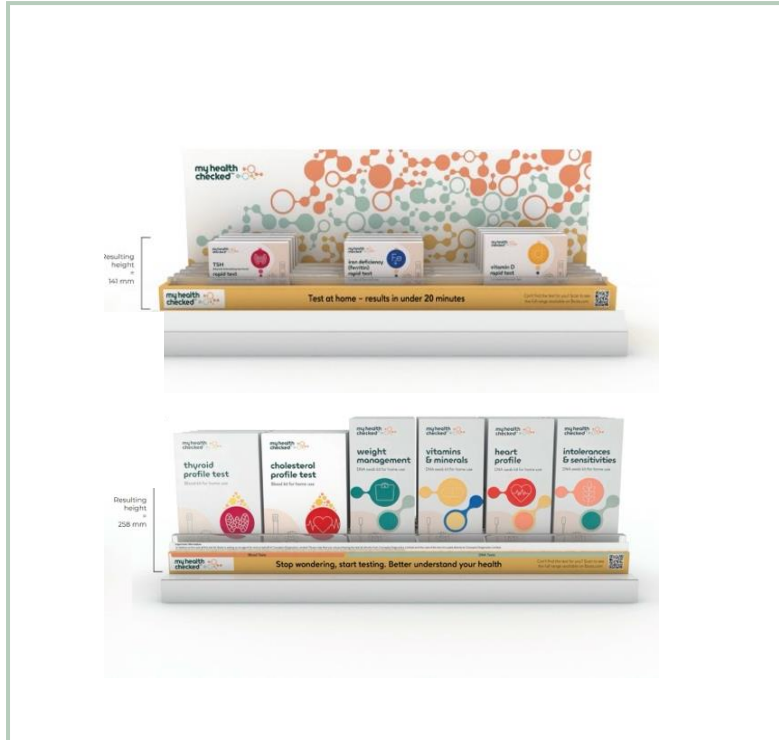
Reviewed by
Dr Gavin Ralston
GP & Medical Advisor at MyHealthChecked

Hi Sophie

In the UK this year, we've experienced the coolest summer ever in the last 10 years¹. Along with cooler temperatures, we've seen less sunshine, making it

Engaging with our customers through a weekly marketing newsletter where helpful articles perform well.

Increasing retail impact and exposure



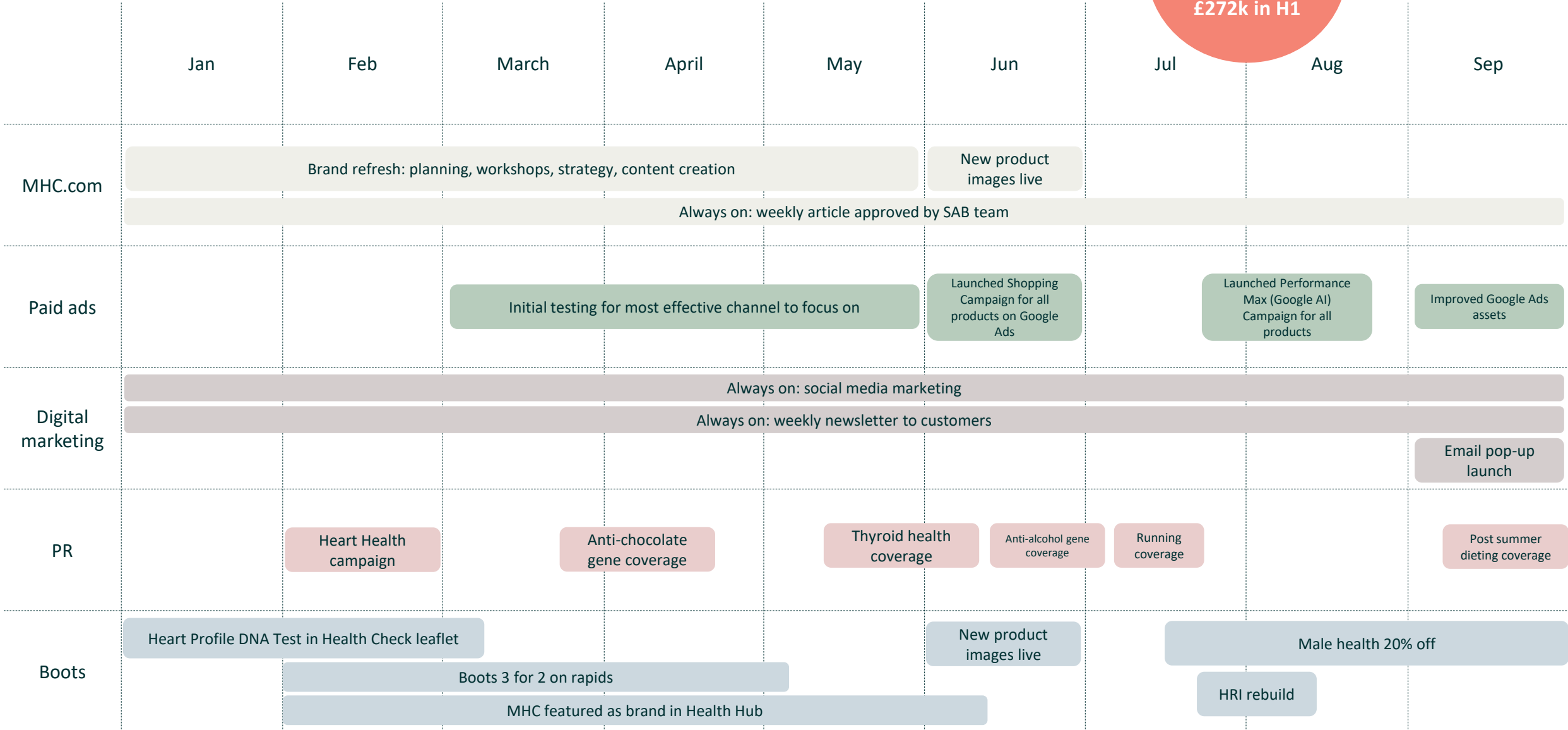
Brand blocking and on-shelf trays in key Boots stores from May 2023. Supplemented by secondary promotional sites attracting new consumers into category by encouraging trial, alongside Vitamins

Increased Boots' stores distribution in Q3 2024 for Blood & DNA tests. Strategically aligned to reinvention of healthcare area, full range online

Testing of additional pricing promotions with Boots. 20% off Male Health Tests live July-August 2024. Direct mail: Key learning that customers engage well with informative articles rather than price-centric information

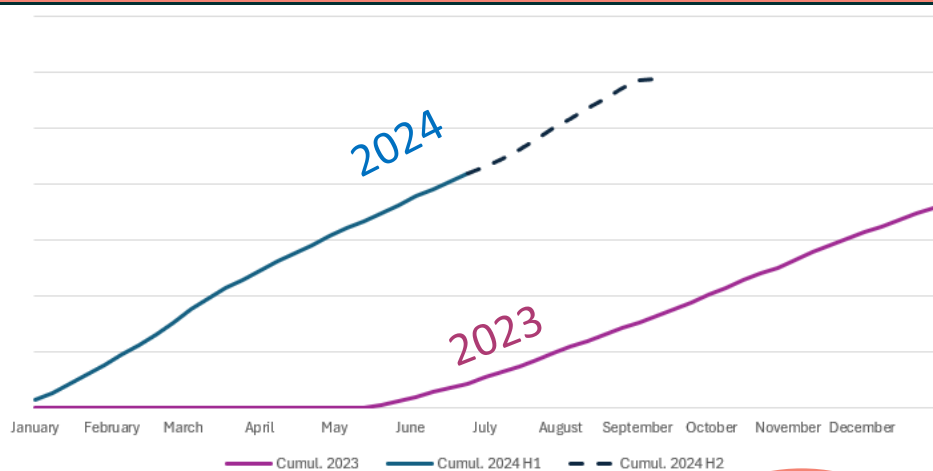
Robust Marketing Delivery

Commercial expertise & activity: £272k in H1



Wellness Tests have performed well in Year 1

Cumulative unit tests sold to customers 2023 v 2024 YTD



2024 YTD
+37% on
2023*

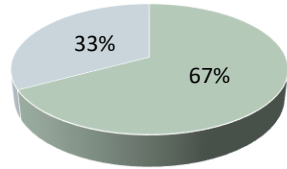
- Over 55k wellness tests sold YTD
- Distribution of Newfoundland HIV test from July 2024
- Additional listing of Stomach Ulcer test into store
- Male Health Promo at Boots live mid-July
- New display trays installed in-store in July
- Stomach Ulcer Rapid in-store in July
- Newfoundland HIV Test at Boots live mid-July

 Pharmacy2U

*2024 YTD sales to 19.09.24 versus 2023 total sales May – Dec

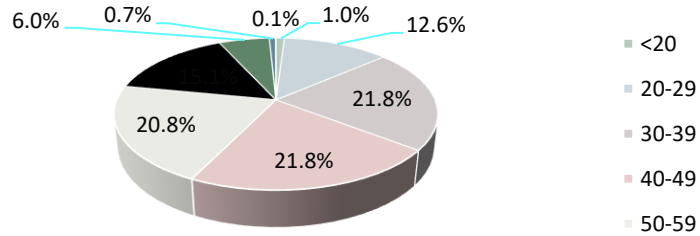
Key customer learnings

Customers by sex where given



Female Male

Total DNA & Bloods tests



<20
20-29
30-39
40-49
50-59

Overall, we have a customer base that is 2/3 female. Our DNA & Blood tests are being bought by every age group. Almost 2/3 customers are aged 30-59 years



Rapid tests act as bestsellers in H1 across Boots and MHC.com. Advancements being made to LFT QR code landing pages to integrate email sign-up on arrival to enable ability to engage with LFT customers post purchase



3 for 2 promo in Q1 live in selected Boots stores and on Boots.com across 4 rapid tests. Positive uplift and most effective in-store.

Driven by reputation and retail-accessibility



AH Amelia Hughes
1 review GB



21 Aug 2024

"I would highly recommend this company if you're interested in finding out about your health"



Lidiane Barros
5 reviews GB



20 Aug 2024

"I have done a DNA test for weight management and it was a super easy experience"



MA Maya
1 review GB



30 Aug 2024

"This company has been incredibly helpful and supportive throughout my experience"



MO Morgan
1 review GB



22 Aug 2024

"Results were received within a week of testing and very clearly explained findings. I would highly recommend this test!"



SR SANDRA RICKMAN
3 reviews GB



6 Jul 2024

"Delighted with all the information and helpful tips about diet"



GD Gary Dwart
13 reviews GB



18 May 2024

"A real life saver."

Marketing highlights



PR focus on quality over quantity to develop brand awareness



Investment in Google paid ads to drive conversions at bottom of funnel



Investment in retail Point of Sale



Learnings from customer email marketing engagement aiding conversations with suppliers



Data acquired on customer demographic and behaviours to define future activities

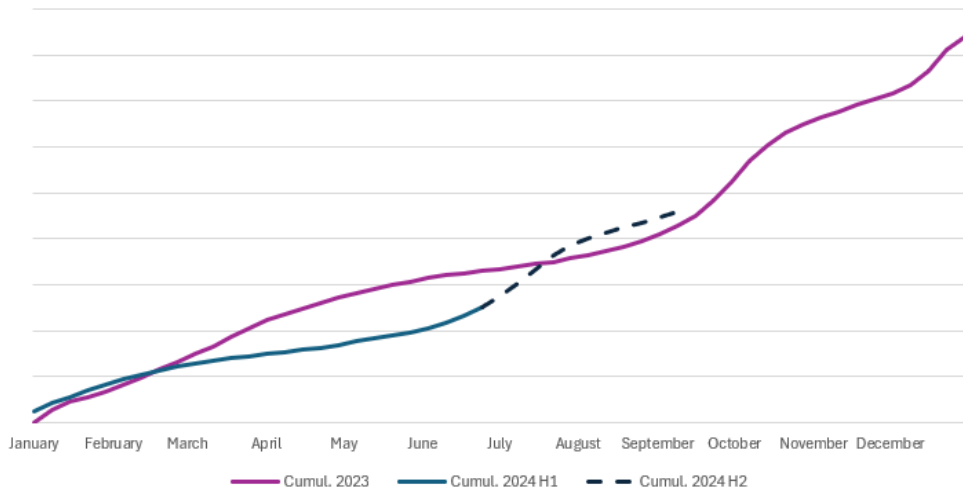


Cost control and effective management to deliver maximum ROI. Channels where we can secure customer engagement and attention (PR, digital, direct mail) have been prioritised over social media 'noise' where messaging may get lost

Demand for COVID Tests continues

COVID test sales (to end users) running at 76% of PY

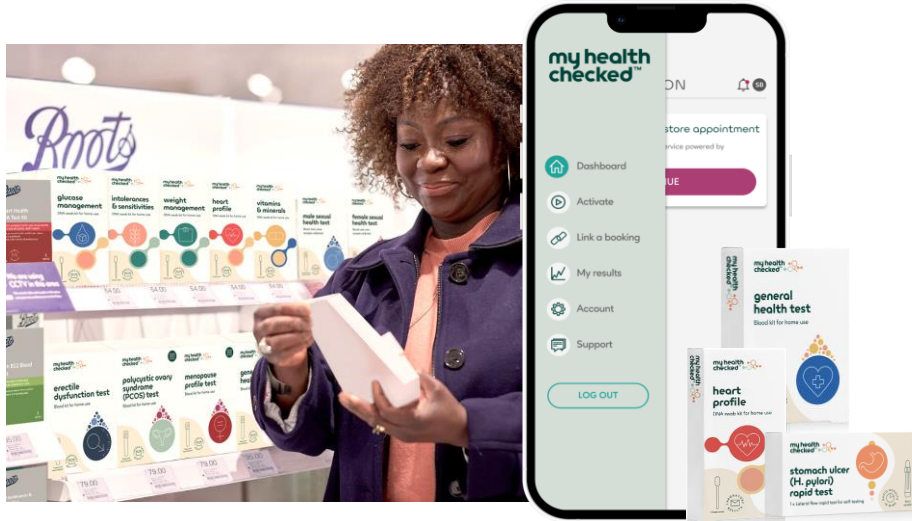
Cumulative tests sold to customers 2023 v 2024 YTD



- Orders received to date for 3m tests in H2 2024
- Seasonal recurring revenue
- High summer demand utilised surplus stock procured from MHC in 2023
- Robust supply chain soon entering 5th calendar year of COVID supply, commenced 2021



Enhancing our Retail Position Through Strategic Optimisations



Retailers require fast, reliable, and scalable systems with top-tier security and seamless transitions across all channels while ensuring a consistent, seamless customer experience.



Scalable Infrastructure
for increased traffic and transactions



Enhanced Codebase
for reliable, peak performance at scale



Elastic Architecture
to adapt with our user base



Security Frameworks
to safeguard consumer data



Data Protection
through encryption and authentication



Threat Monitoring
for ongoing protection

We have optimised and improved our platform architecture and codebase, ensuring we're ready to handle growing traffic and an expanding user base in line with 2025+ retail forecasts, whilst maintaining top-tier security and performance

PocDoc

New technology: PocDoc, the 9-minute tool putting patients in control



Test from the comfort of your home



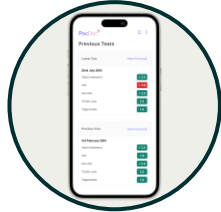
Reliable results using patent-protected technology in under 10 minutes



Understand your heart age, risk of cardiovascular disease, and key risk factors



Non-invasive, with only a finger-prick of blood needed



A quick view of your results history to better understand your health over time



Full integrated with the NHS app



Access to further clinical support and guidance

By providing a fully-integrated digital Healthy Heart screen, complete with a rapid 6-marker lipid panel test, PocDoc is **identifying** patients at high risk of cardiovascular disease in workplaces, community and home settings.

By **connecting** these individuals with their own data, professional support and the right clinical pathways, patients are **empowered** to make positive lifestyle changes and are adopting healthier habits and / or medications.

Certifications



ISO 13485

The harmonized standard for Quality management system (QMS) in the medical device industry. ISO 13485 focuses on patient safety by ensuring the consistent quality throughout the entire lifecycle of medical devices, from design and production to disposal



ISO 27001

The world's best-known standard for information security management systems (ISMS). The ISO 27001 standard provides companies with guidance for establishing, implementing, maintaining and continually improving an information security management system



Cyber Essentials Plus

A UK Government standard for technical controls to help organisations improve the level of IT infrastructure security and guard organisations against cyber attacks

Placing the highest standards of information security and quality on our products and services

Commercial & Operational achievements



Over 55,000 Wellness tests sold to consumers in H1 2024



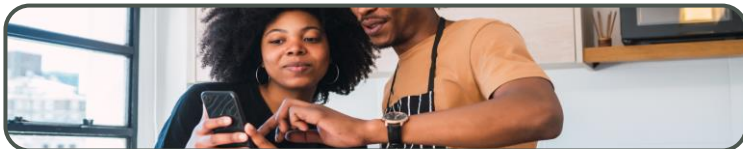
Ongoing strong relationship with Boots, and wider distribution under exploration



COVID-19 seasonal 2nd half – orders for 3m tests secured



Self-funded ongoing digital enhancements



Achievement of compliance certifications



New technology onboarded that will enhance the portfolio

Financial Overview



**Cash of
£6.05m**

*(H1 2023: £5.02m;
FY 2023: £7.75m)*



**Strong working
capital and cost
base
management**



**Net assets of
£7.5m**

*(H1 2023: £8.6m;
2023: £8.7m)*



**Strong cash position
will continue to
enable self-funded
growth &
digital platform
development**

Adjusted EBITDA

	<i>Unaudited</i> 30 June 2024 £'000	<i>Unaudited</i> 30 June 2023 £'000	<i>Audited</i> 31 December 2023 £'000
Operating loss	(1,348)	(404)	(361)
Depreciation, amortisation and (profit)/loss on disposal	119	89	224
Redundancy costs	-	-	114
Share based payments	30	19	38
Adjusted EBITDA	(1,199)	(296)	15

Contingent VAT reclaim claim submitted (net of associated costs) of c£1.67m



Outlook

- Good volume sales at Wellness category launch
- Key customer learnings – market advantage
- Carefully curated new technology: range enhancing and integration opportunities
- Digital strength building to underpin strategic retail growth opportunities
- Secured COVID supply
- Potential £1.67m VAT rebate Q1 2025
- Robust cash position



To receive Company updates and information about investor events, contact MyHealthChecked@walbrookpr.com

Appendix



Appendix

Our growth journey

- Highly experienced consumer healthcare provider
- Premium service delivered into major retail since 2021
- Established partnerships via a gold-standard selection processes to ensure complete control over the end-to-end operation and customer journey
- **We're the only brand who's offered off-the-shelf PCR, in-store testing, and OTC blood and DNA kits at volume**
- **Our team understands retail and has considerable experience within DTC retail healthcare**



Apr 2021

Boots contract and launch



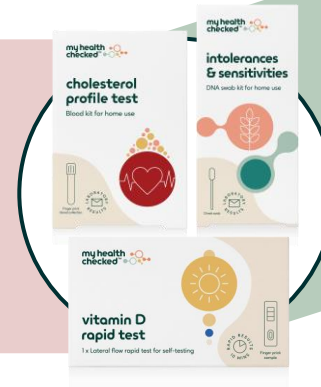
Aug 2021

Lloyds contract and launch



Nov 2021

COVID lateral flow tests in-store at Boots and Lloyds



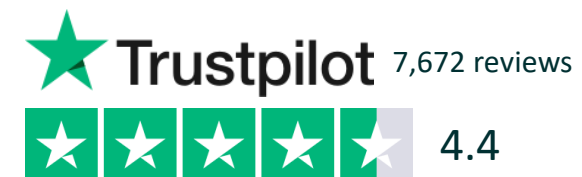
May 2023

Launched MyHealthchecked full Wellness portfolio & bespoke recommendation engine online and in Boots stores



H1 2024

Poised to build out additional services and engaged with multiple partners



Appendix

Consolidated statement of comprehensive income for the 6 months ended 30 June 2024

Operating loss

Loss before income tax

Loss for the period

	Unaudited 6 months ended 30 June 2024 £'000	Unaudited 6 months ended 30 June 2023 £'000	Audited Year ended 31 December 2023 £'000
Revenue	881	2,464	10,977
Cost of sales	(1,167)	(1,863)	(8,929)
Gross (loss)/profit	(286)	601	2,048
Sales and marketing costs	(272)	(230)	(621)
Other administrative expenses	(760)	(756)	(1,636)
Redundancy costs	-	-	(114)
Share based payments	(30)	(19)	(38)
Administrative expenses	(790)	(775)	(1,788)
Operating loss	(1,348)	(404)	(361)
Finance payable	(1)	(1)	(2)
Interest receivable	150	50	168
Loss before income tax	(1,199)	(355)	(195)
Tax credit	-	36	36
Loss for the period	(1,199)	(319)	(159)
Attributable to owners of the parent:	(1,199)	(319)	(159)
Loss per Ordinary Share - basic	(2.31)p	(0.61)p	(0.31)p
Fully diluted earnings per Ordinary Share	(2.31)p	(0.61)p	(0.31)p

Appendix

Consolidated statement
of financial position as 30
June 2024

Total non-current assets

Total current assets

Total current liabilities

Net Assets

	Unaudited 30 June 2024 £'000	Unaudited 30 June 2023 £'000	Audited 31 December 2023 £'000
Non-current assets			
Property, plant and equipment	66	118	79
Right-of-use assets	37	63	50
Intangible assets	1,420	1,397	1,462
Total non-current assets	1,523	1,578	1,591
Current assets			
Inventories	339	3,004	342
Trade and other receivables	161	537	3,660
Cash and cash equivalents	6,048	5,015	7,749
Total current assets	6,548	8,556	11,751
Total assets	8,071	10,134	13,342
Current liabilities			
Trade and other payables	524	1,544	4,612
Lease liabilities	12	28	26
Total current liabilities	536	1,572	4,638
Non-Current liabilities			
Lease liabilities	-	12	-
Total non-current liabilities	-	12	-
Total liabilities	536	1,584	4,638
Net assets	7,535	8,550	8,704
Share capital	780	780	780
Employee Benefit Trust	(25)	-	(25)
Reverse acquisition reserve	(6,044)	(6,044)	(6,044)
Retained earnings	12,824	13,814	13,993
Total equity	7,535	8,550	8,704

Total assets

Total liabilities

Total equity

Appendix

Consolidated statement of cash flows for the six months ended 30 June 2024

Adjusted operating profit before changes in working capital

Cash generated in operations

Net cash flows used in investing activities

Net change in cash and cash equivalents

	Unaudited 6 months ended 30 June 2024 £'000	Unaudited 6 months ended 30 June 2023 £'000	Audited Year ended 31 December 2023 £'000
Cash flows from operating activities			
Loss before taxation	(1,199)	(355)	(195)
Adjustments for:			
Non-cash movement in provisions and accruals	-	(760)	(1,165)
Depreciation and amortization	124	89	223
Profit/(loss) on sale of assets	(5)	-	1
Finance income	(150)	(50)	(168)
Finance expenses	1	1	2
Share-based payments	30	19	38
Adjusted operating loss before changes in working capital	(1,199)	(1,056)	(1,264)
Changes in working capital			
Decrease/(increase) in inventory	3	(1,720)	942
Decrease/(increase) in trade and other receivables	3,499	751	(2,366)
(Decrease)/increase in trade and other payables	(4,088)	(221)	3,252
Cash (used)/generated in operations	(1,785)	(2,246)	564
Bank interest received	149	49	160
Net cash (outflow)/inflow from operating activities	(1,636)	(2,197)	724
Investing activities			
Proceeds from sale of fixed assets	10	-	-
Purchase of office equipment	(14)	(45)	(46)
Purchase of intangible assets	(47)	(374)	(521)
Net cash flows used in investing activities	(51)	(419)	(567)
Taxation			
Research and development tax credit	-	36	36
Cash inflow from taxation	-	36	36
Financing activities			
Purchase of Employee Trust Shares	-	-	(25)
Repayment of lease liability	(14)	(13)	(27)
Cash outflows from financing activities	(14)	(13)	(52)
Net change in cash and cash equivalents	(1,701)	(2,593)	141
Cash and cash equivalents at the beginning of the period	7,749	7,608	7,608
Cash and cash equivalents at the end of the period	6,048	5,015	7,749

Net cash inflow from operating activities

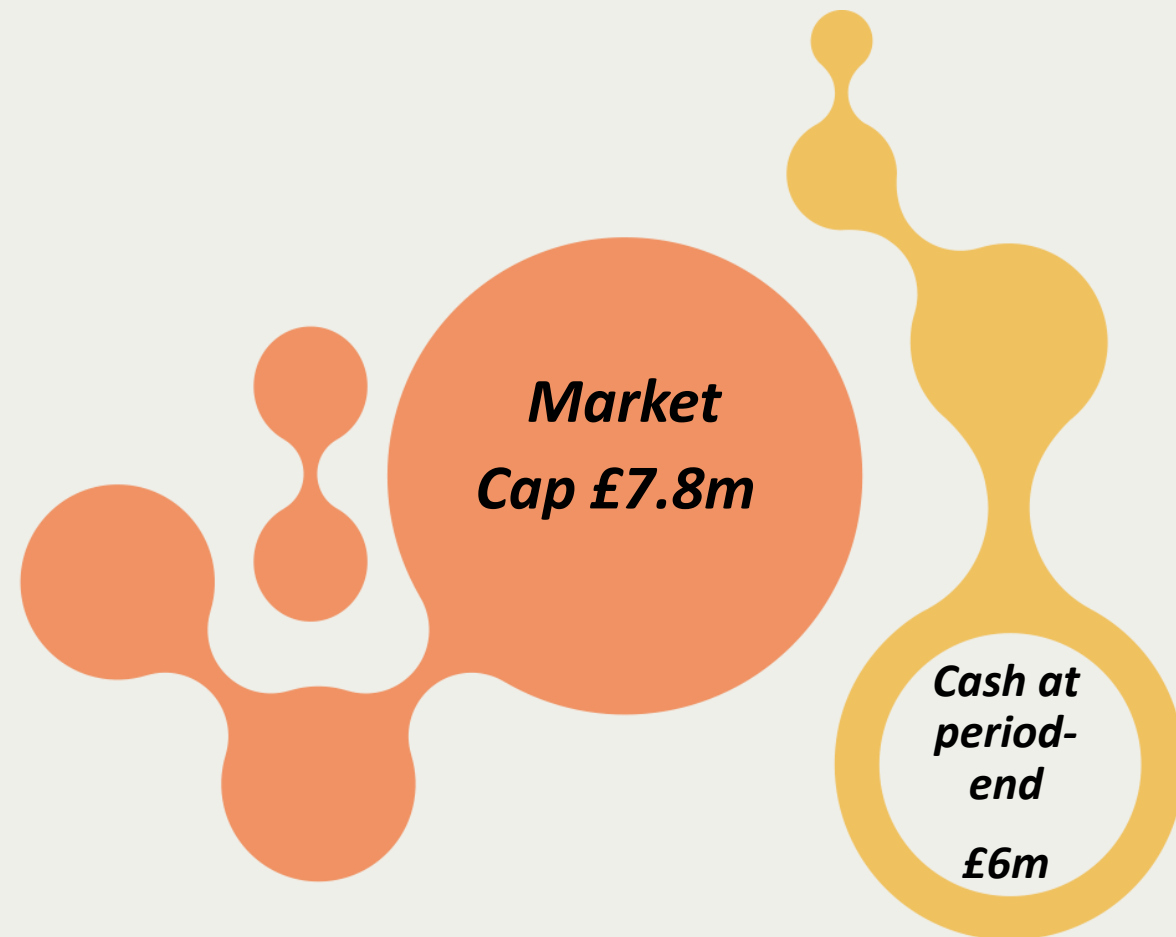
Net cash flows from financing activities

Cash and cash equivalents at the end of the year

Appendix

Shareholder information

Mercia Investment Plan LP*	26.38%
Global Prime Partners Limited	9.03%
Stephen Gayle	6.62%
Donald Hamilton	5.01%
Directors' shareholding	1.93%
Remaining shares	51.03%



**Together with Mercia (General Partner) Limited and Finance Yorkshire Limited and Pershing Nominees Limited total holding for direct investment or via funds under management*

Unique range of DNA, blood and urine biomarker tests across multiple health areas



Men's Health



Women's Health



Cardiovascular Health



Weight Management



Nutritional Health

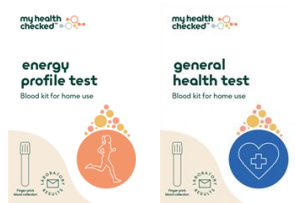
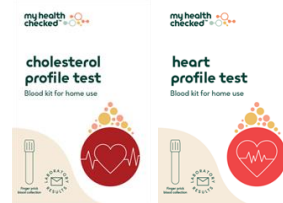
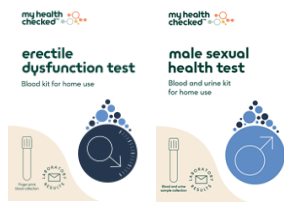


General Wellbeing

6 initial screening tests



12 blood analysis tests



5 DNA analysis tests

