

Treatment

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WHY HEALTHCARE IS
ABOUT TO CHANGE IN
A BIG WAY

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UNLOCKING REVENUE
WITH GROUND-
BREAKING AI

THE EXCITING
TECH FIRM
OPENING THE
DOOR FOR
BIG DATA AND
DIGITALISATION IN
THE VAST GLOBAL
HEALTH SPACE

CSE:TRUE
OTC:TREIF
FWB:939



BUILT ON STRONG
FUNDAMENTALS

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BROUGHT TO YOU BY VALUE THE MARKETS

GIVING PEOPLE THE INSIGHT, SUPPORT, AND POWER TO BETTER CARE FOR THEMSELVES

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very day, there are around one billion health-related searches on Google.

It's a staggering amount.

But, at the same time, it probably doesn't come as much of a surprise.

We've all been in a situation where we have an ailment we want to better understand but either can't find time to see a doctor, can't get access to one, or simply can't afford it.

And so, we search for the symptoms on Google to research the problem and see if we can find a suitable treatment.

Increasingly, there are a number of mobile applications offering the same kind of service, too.

However, as we'll see in this report, all of these routes tend to share a similar problem—they're somewhat impersonal and don't take into account our specific personal circumstances.

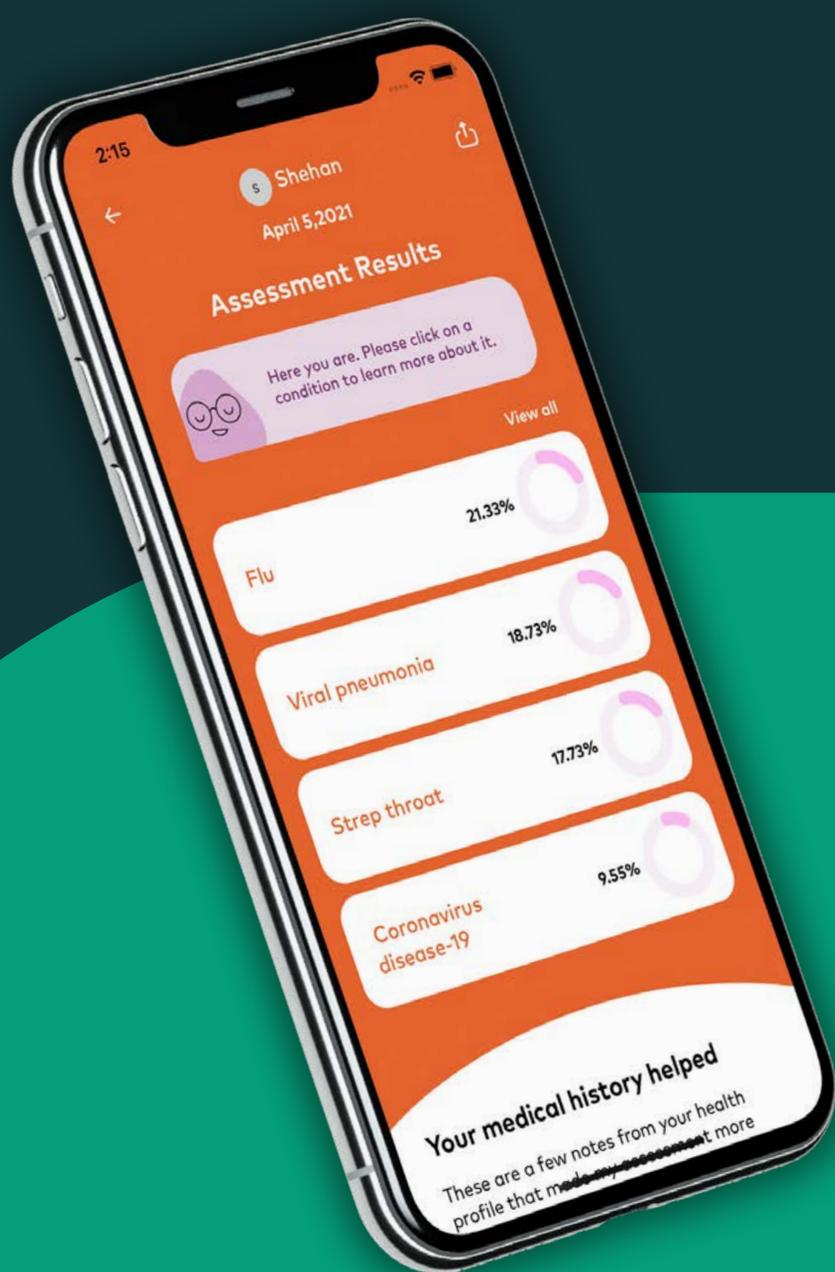
Indeed, this sort of one-size-fits-all approach can even be dangerous.



After all, when we attempt to self-diagnose on Google, or on a limited-knowledge app, we run the risk of missing serious problems or even failing to spot the small ones.

Exciting tech start-up **Treatment** (CSE:TRUE | OTC:TREIF | FWB:939) understands this only too well, and that's why it has developed an industry-disrupting solution to the problem.

In short, alongside a world-class team of practicing doctors and forward-thinking engineers, **Treatment** has developed a next-gen AI platform known as the Global Library of Medicine that effectively 'thinks like a doctor'.



Specifically, it's an engine that brings together intelligence from both patients and real working doctors based all around the world. Then, it uses this knowledge and insight to democratize healthcare, making it more accessible, personalized, and intelligent than ever before through a wide range of applications.

Indeed, the Global Library of Medicine is fast becoming the Big Tech platform the global healthcare system has been crying out for.

And, as you'll discover later, the technology is so clever and effective that the University of Minnesota (one of the leading institutions in America when it comes to medical studies) has already licensed it to help teach its own students.

It's even encouraging other universities to do the same.

An active AI platform that effectively 'thinks like a doctor'

In this report, we'll explore just how **Treatment's** platform and associated products could transform the way people self-diagnose, providing the solution to a problem for billions of people worldwide.

We'll look at how the various revenue streams this work will capture should mean great things for the still relatively small and essentially under-the-radar company.

And we'll also explore how the Global Library of Medicine is establishing an increasingly vast library of Big Data that could be sold across the entire \$11.85 trillion global health space.

But the bottom line here is clear:

Huge demand exists for better tools when it comes to being able to self-diagnose (an issue that has only been exacerbated by the restrictions of the ongoing coronavirus pandemic), and **Treatment** has developed technology that more than meets this need while building up an extremely valuable library of doctor and patient insights.

As a result, when the group begins to launch its offering across North America later this year—and as users begin to realize its full potential—its valuation could be set to soar.

The good news is, if you're a smart investor uncovering this story ahead of the curve now and you're also quick to move...

Your portfolio could well be set to do the same.



WHY HEALTHCARE IS ABOUT TO CHANGE IN A BIG WAY

Treatment is by no means the first company to spot the need for a better form of self-diagnosis in the healthcare market.

As we pointed out before, more than one billion health-related searches are made on Google every day.

So, yes, the demand is obviously huge, and various companies have been developing digital solutions to try to claim even a slim slice of the upside.

Businesses like Babylon, WebMD, and Odo have all brought to market self-diagnosis apps that aim to provide people with a more tailored response than a basic Google search.

And, to some extent, it's working.



Babylon, for example, is set to go public with an estimated valuation of more than \$4 billion—so it's clear the door to disruption has been opened.

But many of these apps are still limited in scope.

Indeed, the main issue is the transactional nature of the services many of these firms currently offer.

They are designed, understandably, to funnel the user directly to a transaction with either an actual doctor or a treatment product. However, in doing so, they fail to build up an ongoing relationship of trust—the kind you would expect with a real doctor.

Alongside this, as with a basic Google search, these apps only perform the bare minimum when it comes to personalization.

Yes, they might ask one or two questions about one's circumstances beyond what Google would, but they don't do much more and the diagnosis is often still a little too general.

And this is a critical limitation.

After all, factors like our age, our sex, our existing health issues, and our history are all major influences on the types of illnesses we are likely to present. So, without them, how can we accurately diagnose our problems?

**This is where
Treatment has
stepped in.**



The firm has developed and designed a digital healthcare platform with the help of a team of doctors and engineers who understand the need to provide more than just a self-diagnosing symptom checker.

It's called the Global Library of Medicine, and, as you'll see in the next section of this report, thanks to its incorporation of intuitive AI elements and machine learning...

Treatment can not only provide users with more tailored and personal advice, but also help them feel like they're interacting with a real doctor by developing an ongoing and trusting relationship in the process.

It's these crucial factors that will no doubt set the group's offering apart

from the competition while enabling it to quickly claim a significant share of this rapidly growing market.

And this stands to be extremely valuable—after all, the US digital health market is expected to achieve a 27.7% compound annual growth rate by 2025, while health AI is growing at an annual rate of 40%.

At the end of the day, it's a simple case of a problem/solution situation where the solution element has so far been inadequate.

Now, Treatment is set to change that.

Treatment's Competitors

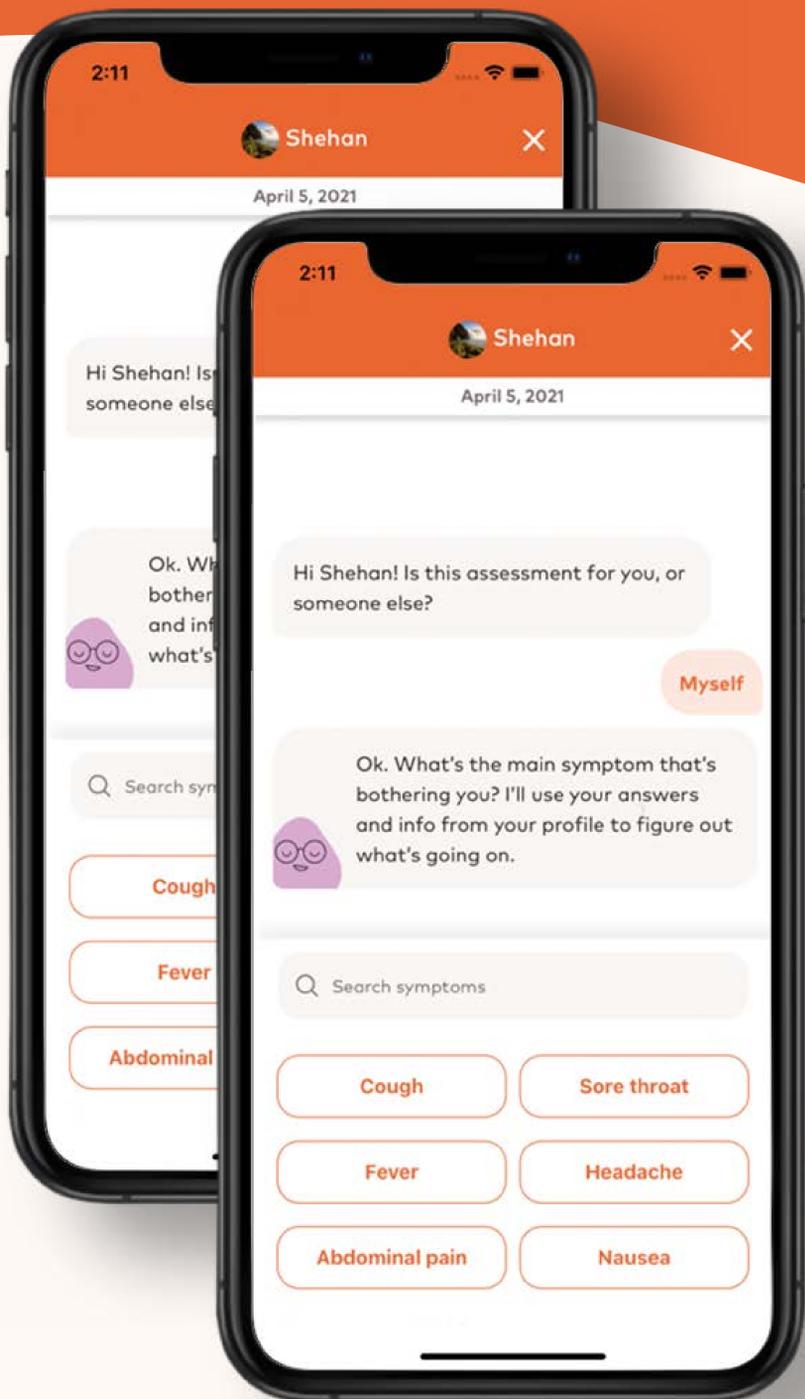
						
AI POWERED	✓	✗	✓	✓	✓	✓
SYMPTOM ASSESSMENT	✓	✓	✓	✓	✓	✓
HEALTH TRACKER	✓	✗	✗	✗	✗	✗
WEARABLE DATA	✓	✗	✓	✗	✗	✗
PERSONALIZED	✓	✗	✓	✗	✗	✓
INTELLIGENT FOLLOW UP	✓	✗	✗	✗	✗	✗
MEDICAL SCHOOL VALIDATION	✓	✗	✗	✗	✗	✗

HOW TREATMENT'S PLATFORM GOES FAR BEYOND WHAT'S CURRENTLY AVAILABLE

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he first product Treatment will release to the market is a consumer-facing app called Treatment Mobile.

And though Treatment Mobile is due to launch later this year, it's important to remember that the work that went into its creation began many years ago.



Treatment started by conducting a year and a half of consumer testing, interviews, prototyping, and research into exactly what it is that people want—and need—when it comes to better healthcare and self-diagnosis tools.

Then, armed with a deep understanding of what it would need to do, the firm's highly qualified global team of more than 60 doctors and 75 engineers developed and trained software over five years.

The end result was the Global Library of Medicine, a next-gen, AI powered engine containing the very latest medical information that is quite literally trained to ‘think like a doctor’.

By asking targeted questions and working through the specific symptoms a user is presenting...

By understanding how long those symptoms have been present...

And by establishing their severity as well as countless other details...

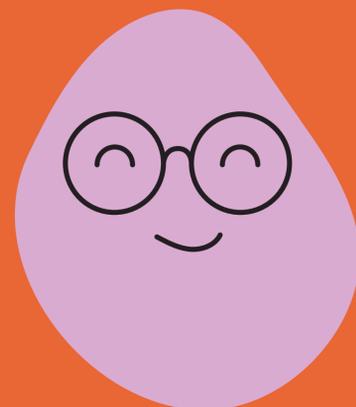
This is exactly where Google searches and limited-knowledge apps fail.

But the Global Library of Medicine is different

In fact, the technology has been so successful that when it was tested with the University of Minnesota - where it went through the same testing that a real doctor would - the university decided to license it to help train its own medical students. Now, **Treatment** is even rolling out the AI to universities across Canada for educational purposes.

After developing the Global Library of Medicine, **Treatment** got to work on designing a suite of products that could use the platform in a variety of ways.

And that's where **Treatment Mobile** was born.



KEEP TRACK OF LOVED ONES



INTELLIGENT FOLLOW UPS



SHARE THE KNOWLEDGE



TRACK YOUR SYMPTOMS

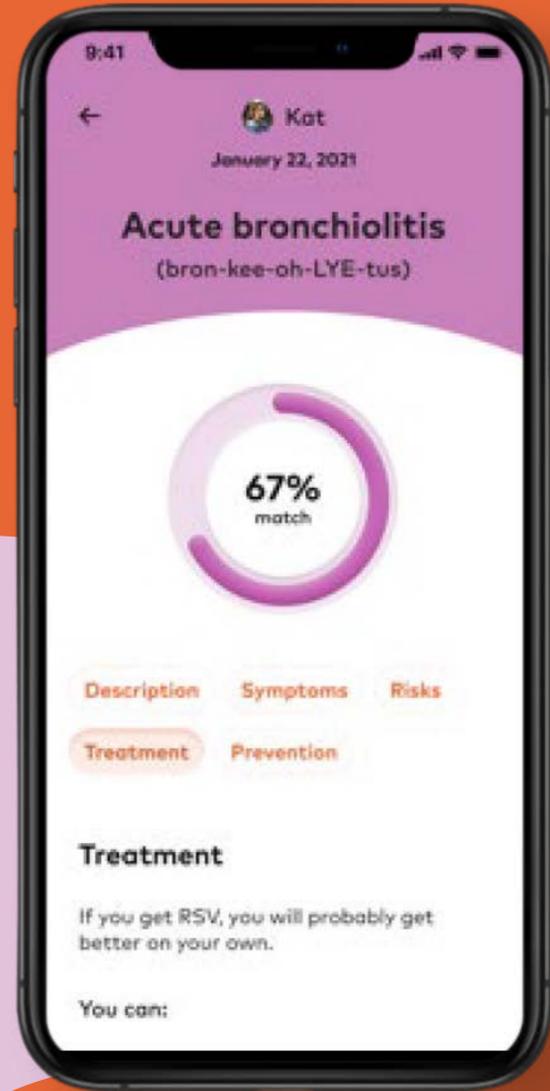
The Global Library of Medicine can use the patient data and medical information it has collected to establish what is specifically wrong with an individual and suggest treatments to fix the problem—just as a doctor would.

Treatment Mobile App Features

Assess Your Symptoms



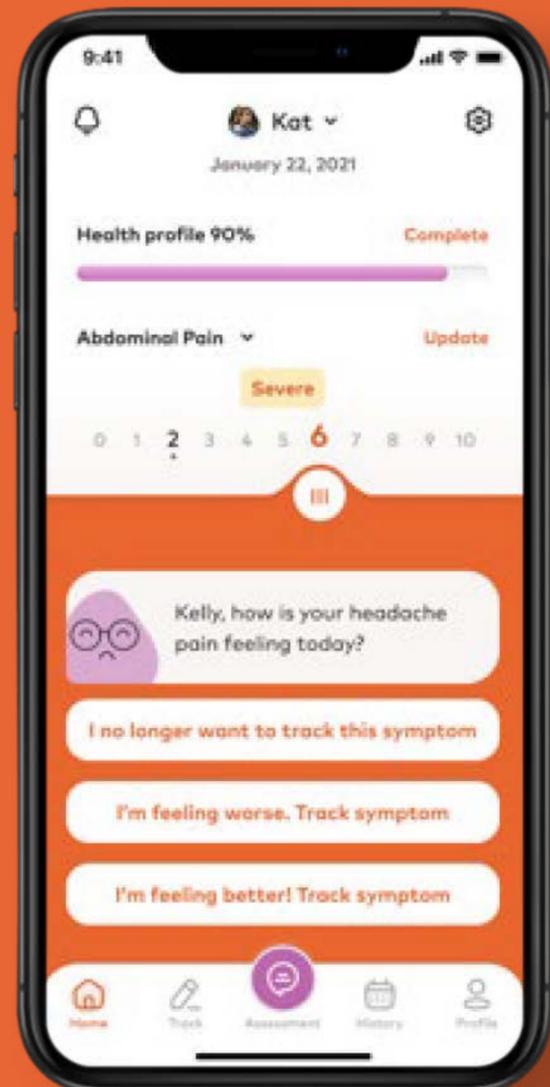
Get Personalized Results



Track A Symptom



Intelligent Follow Up



You see, Treatment Mobile has been designed with hyper-personalization in mind.

Rather than take a general, non-personalized approach, it uses the Global Library of Medicine to interact with users on a much deeper level and build up a specific and well-informed picture of their overall health.

And it does so over a long period of time.

Unlike a Google search or an app designed to diagnose a one-off problem and then refer users elsewhere, Treatment Mobile is a tool designed to be something users monitor and update on a regular basis.

In doing so, it not only helps consumers more accurately self-diagnose any problems they might have and make referrals for potential avenues of **treatment...**

But it can potentially predict for how long those problems might run, and will even follow up after an inquiry or treatment to make sure the symptoms have passed and recovery has begun.

What's more, alongside its hyper-intelligent ability to diagnose problems and track symptoms, Treatment Mobile is also extremely user-friendly.



It has even been built to integrate simply with wearable tech such as Apple Watches and Fitbits.

It can make use of the same data that is collected through the often-used Apple Health app, too, which makes it extremely easy for people to adopt.

Of course, all this is great for the user, who gets a more accurate diagnosis of their health and can feel more reassured by the fact that the easy-to-use app will be monitoring symptoms and following up accordingly, just as a doctor would.

But for caregivers, too—who **Treatment** identifies as a key audience for using such self-diagnosis tools—it provides a simple, personalized solution when it comes to managing the health of the individuals for which they are responsible.

Likewise, after having been so successfully tested by the University of Minnesota, **Treatment's** platform also presents doctors and healthcare practitioners with a tool they can truly trust.

They can use it as a quick reference resource themselves, happily recommend it to patients, and—as mentioned—it is even being used to train medical students.

Indeed, as **Treatment** has previously pointed out, the Treatment Mobile app is not there to replace doctors, but to give them the support they so desperately need to help deliver the best healthcare they can.

After all, doctors fundamentally believe that, with better information about their health, people are able to make better decisions about their health.

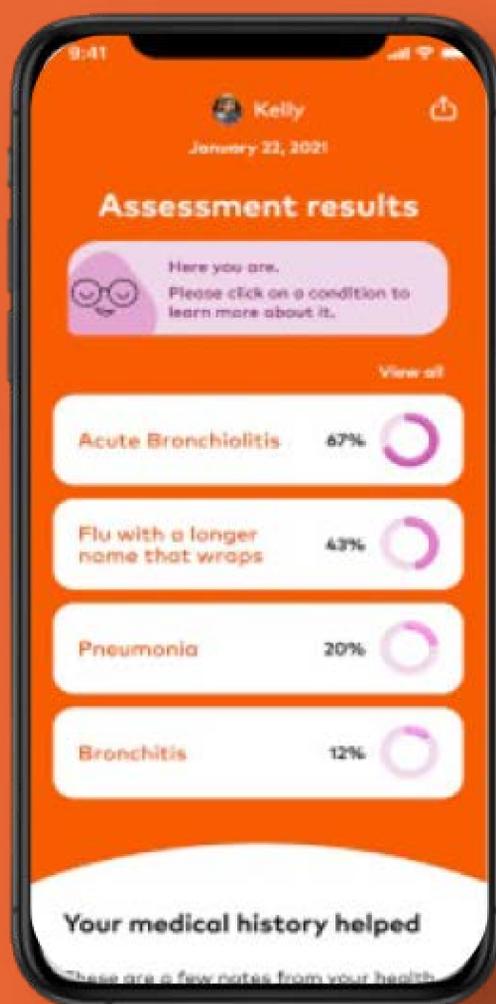
This idea of turning patients into advocates for their own wellbeing is exactly the basis on which **Treatment** has developed its technology.

By investing the time and energy it has into the Global Library of Medicine and Treatment Mobile, and focusing on the service it can provide for users and doctors alike...

Treatment has created something that truly has the potential to disrupt the market and take center stage as the health and wellbeing app everyone uses as a standard.

Right now, before it rolls out later this year, smart investors have the opportunity to claim their stake in **Treatment** before the mainstream jumps onboard.

And that's before we even consider the many additional products powered by the Global Library of Medicine that **Treatment** is planning to roll out, and the enormous value the data it collects could hold for the entire healthcare system...



UNLOCKING A RANGE OF REVENUE STREAMS WITH GROUND-BREAKING AI

Of course, the implications of **Treatment's** Global Library of Medicine platform and the new Treatment Mobile app for healthcare are huge.

But, from an investor's point of view, it's important to look in detail at the financial implications, too.

Indeed, the healthcare industry itself is massive and any venture able to claim even a small sliver of the market share is exciting.

And, because of this, **Treatment** believes it could easily become a multi-billion-dollar business.

The good news is, this exciting forecast is not without foundation—after all, the company has already identified a number of revenue streams that will enable it to achieve its ambitious revenue goals.

First off, as Treatment Mobile launches, one of the primary sources of income it will generate for **Treatment** will naturally be from subscriptions. Here, you have the potential for single user purchases and corporate licenses, which could both become significant streams of income as the Treatment Mobile app is more widely adopted.





Then there's the additional stream of revenue that can be generated by Treatment Mobile acting as a connector to various paid products and services that might help users treat—or even prevent—the medical issues they might identify through using the app.

And finally, there's the cash that will come from using the app to train medical students and doctors worldwide as well as deployment into clinical products and practices around the world, helping physicians to treat their patients more effectively and efficiently.

But the most exciting thing here is that **there's an entire universe of potential revenue sources that the Global Library of Medicine platform could generate for Treatment beyond Treatment Mobile specifically.**

Indeed, this app is very much just the beginning when it comes to Treatment's long-term financial potential, and it all comes down to Big Data.

The reality is, beyond Treatment Mobile, **Treatment** plans to roll out an entire “enterprise suite” of Global Library of Medicine-powered healthcare products over the coming months and years.

This includes everything from doctor-focused Triage, Dermatology, Ophthalmology, and Medical Education offerings to more patient-focused Membership, Rewards, and Social Network modules and further Treatment Mobile products.

And here is where things get really clever.

You see, as well as generating revenues for **Treatment** on their own merit, every single one of these offerings will also lead more doctors and patients to contribute data and insights to the underlying Global Library of Medicine platform.

And as this takes place, the platform’s AI and learning capabilities will mean that both its intelligence and the library of data it contains increases enormously.

The potential is boundless—after all, as we’ve seen in the colossal growth of tech behemoths like Google and Microsoft, data and intelligence are everything when it comes to making enormous amounts of shareholder value.

Indeed, as **Treatment’s** products provide more and more data to the Global Library of Medicine, which can use it to provide more varied and intelligent insights, trends, and predictions...

The platform will become more and more valuable to medical institutions, insurance providers, and governments around the world looking to provide better health services.

Just think of the many, many ways data collected by services such as Alexa and Siri can be repackaged and resold by world-leading tech companies like Amazon and Apple.

That's the sort of commercial scale we could be talking about here with the Global Library of Medicine.

The fact is, the revenue potential for both the Treatment Mobile app—and the Global Library of Medicine AI platform that powers it—is massive.

It all means that **Treatment**

currently finds itself in the very positive position of entering a very wealthy industry with numerous revenue-generating options on the table.

And, as you'll see in the next section, the group has just the team it needs to make the necessary connections and drive itself forward...

Treatment's business model

Mobile App Subscription

Our health insights and recommendations offer deeper consumer value.

- + Greater health analysis
- + Connection to health + wellness providers
- + Community
- + Corporate Licenses

Health & Wellness Platform

We leverage our health knowledge to recommend paid products and services.

- + Telemedicine, Clinics, Pharmacy
- + Wellness Practitioners
- + Products

Clinical + Academic Applications

We leverage our AI for products in the medical industry

- + Clinical integration for more efficient, accurate visits
- + University medical school training

A FUTURE-THINKING COMPANY BUILT ON STRONG FUNDAMENTALS

Behind state-of-the-art technology and plans to disrupt enormous industries, it's always reassuring to see that a new company is built on a strong foundational footing.

That is certainly the case with **Treatment**.

The company is sitting on a very healthy cash balance of \$4.2 million, which will more than cover its corporate goals in the next twelve months as it rolls out Treatment Mobile and other products powered by the Global Library of Medicine.

And it's good to know that the company has a healthy 41% insider ownership, too, meaning the aims of its management are very much in line with investors.



John Fraser
CEO and president

Speaking of management, **Treatment's** strong financials are also supported by a powerful team, which is headed up by CEO and president, John Fraser—who has previous success in the industry. In fact, his first company, Ability Networks, was recently purchased by health-tech giant Inovalon (NASDAQ:INOV) for \$1.2 billion.

Mr. Fraser's involvement alone gives you some idea of where things could be heading for **Treatment**.

And this is not to mention the fact that he's supported by incredibly qualified Chief Medical Officer, Dr. Kevin Peterson—who has, in the past, acted as what's called the 'Principal Investigator' on many National Institutes of Health-funded studies—and equally qualified Chief Innovation Officer, Dr. Rob Scott—who has been researching informatics for over 20 years, specializing in the area of patient self-care.



Dr. Kevin Peterson
Chief Medical Officer



Dr. Rob Scott
Chief Innovation Officer



Together with a shockingly experienced group of software and application development experts and top marketing professionals, **Treatment** has all the insight and experience it needs to become a major player in the healthcare industry.

Investors would be smart to take note—and take action—before Treatment Mobile is launched and the team at **Treatment** begins to attract a whole lot more attention.

TREATMENT HAS THE TECH THAT COULD DISRUPT THE HEALTHCARE INDUSTRY

There is little doubt that when the Treatment Mobile app goes live later this year, there is likely to be a lot of interest in what Treatment is doing.

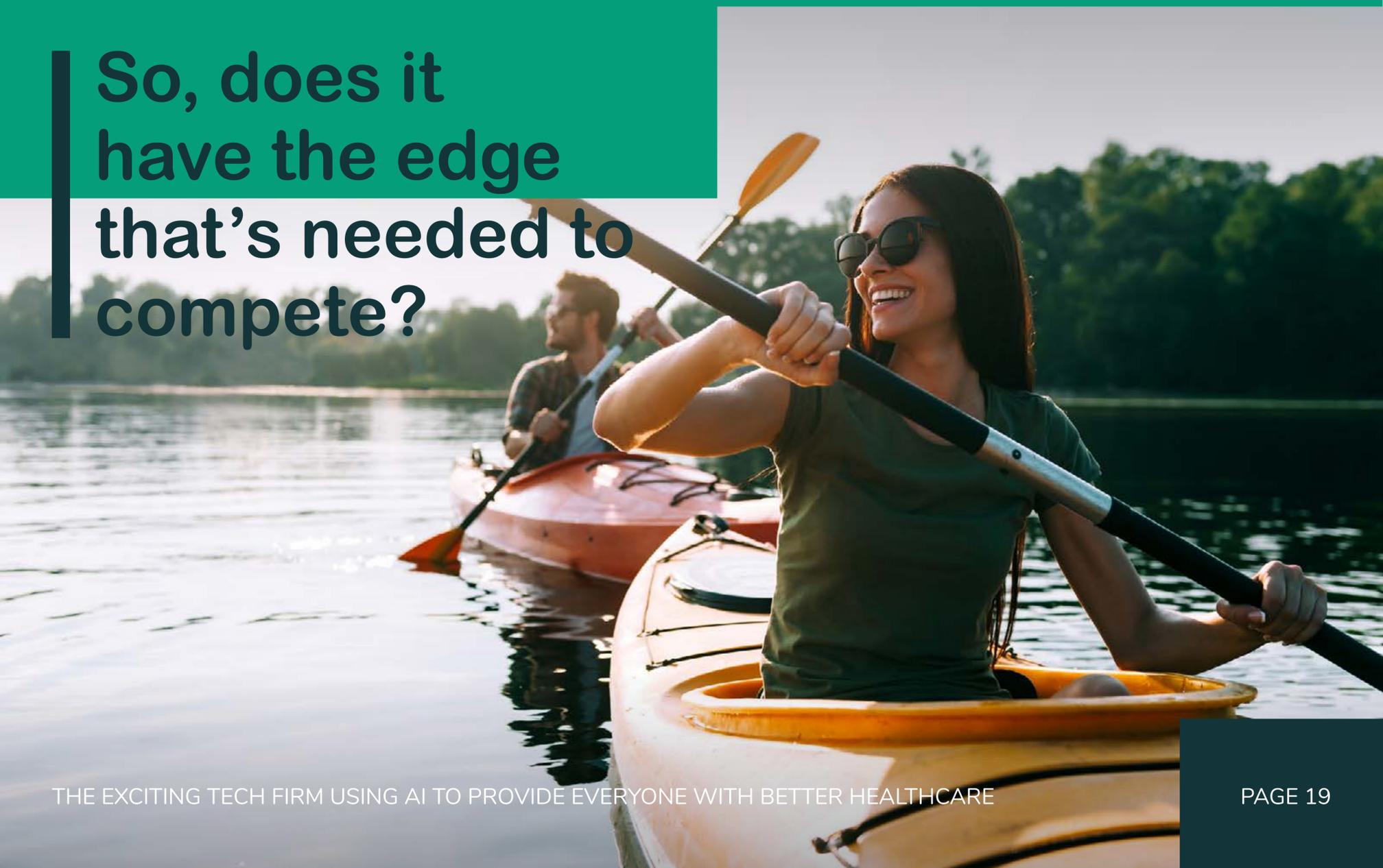
And when you look at the fact that comparable companies like Babylon are fetching valuation estimates in the billions, it follows that, right now, Treatment represents an exciting opportunity at a major discount for early investors.

The runway for this exciting outfit is huge.

Well, consider the years it has spent researching and developing its Global Library of Medicine platform and the user-facing Treatment Mobile app, and all the ways it provides an elegant solution to a very real problem that exists in the healthcare industry today.

Consider those billion health-related searches that are taking place every single day and the sheer amount of people out there who are desperate for more accurate tools to enable them to self-diagnose and seek the healthcare they need.

So, does it have the edge that's needed to compete?





And finally, consider the strong financial position the company is already in, the experienced and insightful team that's driving things forward, and the fact that it is working towards an enormous Big Data opportunity with the Global Library of Medicine that could hold the key to a multi-billion-dollar valuation

When you take it all together, it's easy to make a case that **Treatment** not only has the edge to compete against players like Babylon, WebMD and Odo...but it could well have what it takes to reach out well ahead of them.

If the company is able to—or even if it just matches the kind of interest its peers are enjoying right now—it won't be long before early investors in **Treatment** will be happy that they got in ahead of the crowd.

So, with Treatment Mobile's launch imminent, don't miss out on this rare and exciting opportunity.

SIX SIMPLE REASONS WHY YOU SHOULD ADD TREATMENT TO YOUR PORTFOLIO TODAY

1 One billion health-related searches are made on Google every single day, proving without a doubt that there is a huge demand for better self-diagnostic tools like what **Treatment** is offering.

2 The AI developed by **Treatment** has been created and trained by a team of more than 60 doctors and 75 engineers over a number of years, making it unlike anything else on the market.

3 After extensive testing, the University of Minnesota has already licensed the Global Library of Medicine to help with the education of its own medical students and the platform is now being rolled out to universities across Canada.

4 The state-of-the-art **Treatment Mobile** app is due to launch imminently and could act as a significant catalyst for **Treatment's** fortunes—this is a timely opportunity to get in before a major step forward for the company.

5 Comparable companies such as Babylon and WebMD currently have much greater valuations, yet their products and services are arguably not as advanced as those **Treatment** is bringing to market given its enormous Big Data potential across the entire \$11.85 trillion healthcare industry.

6 CEO and president John Fraser has already successfully taken one health-tech company from start-up to sale for the staggering sum of \$1.2 billion and he's joined this time by an extremely experienced team.

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THE EXCITING TECH FIRM USING AI TO PROVIDE EVERYONE WITH BETTER HEALTHCARE

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