EVERY BODY, EVERY STORY, ONLY ONE YOU

Food for Health®

Personalized food-as-medicine requires YOU to be in the equation.

SUZY, 36



Diagnosed with pre-diabetes this morning.
She's scared tonight,
Shopping for her life!

FRANCIS, 20



Straight off the football field.
Shopping for a body built for Sundays
and a mind built for Medical School

RAY & MARY, 61 & 54



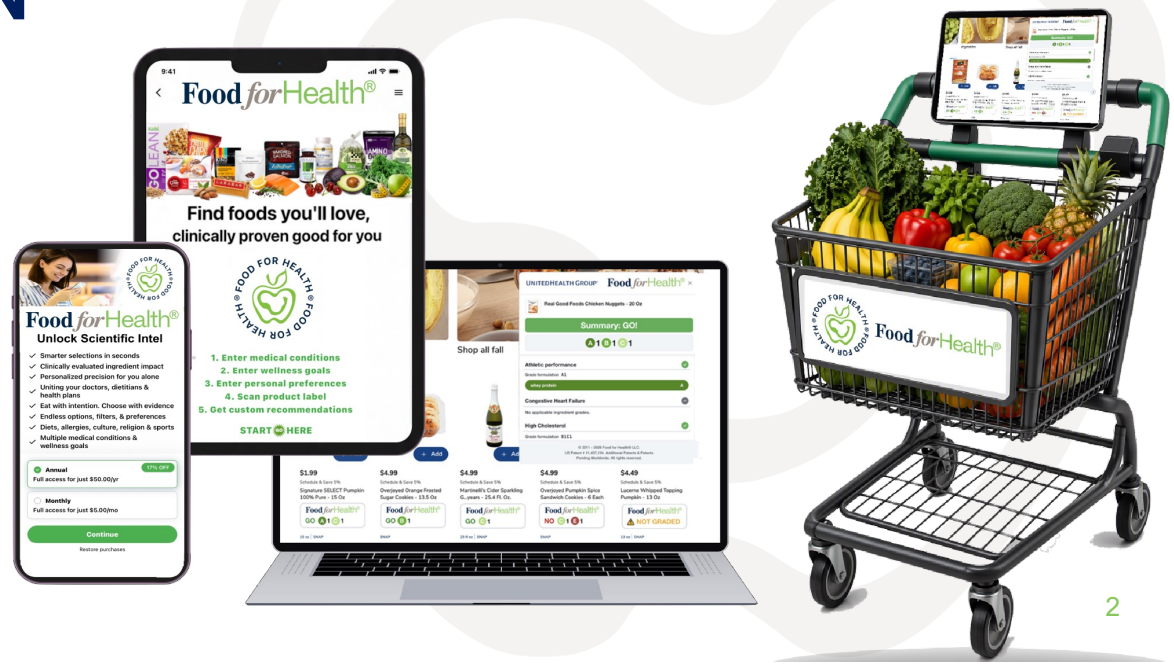
Living life well. Some small medical issues.
Planning on living long,
Shopping for prevention

Food *for* Health®

Personalized Food Outcome Calculations™

THE CLINICAL NUTRITION OPERATING SYSTEM™

Calculating how each food impacts each person's health



THE PROBLEM

Food for Health®

*Millions **need** and **seek** personalized food direction.*

MEDICAL NEED

161M

Medically Benefit

US Adults 18+		254M
1+ Chronic Disease	x	76%
Have Chronic Disease	=	194M
Food-driven Disease	x	83%
Will Benefit	=	161M

DEMAND KNOLEDGE

127M

Seek Answers

US Adult Shoppers		232M
Read Labels	x	57%
Total Available Market	=	132M
Lack Comprehension	x	96%
Need Certainty	=	127M

SOURCE LINKS 1 3 5 21 22 23 27 43 46 47 48 49 50 51 53 54 64

THE SOLUTION

Food *for* Health®

Efficacy Engine® converts personal health factors & clinical evidence into food determinations

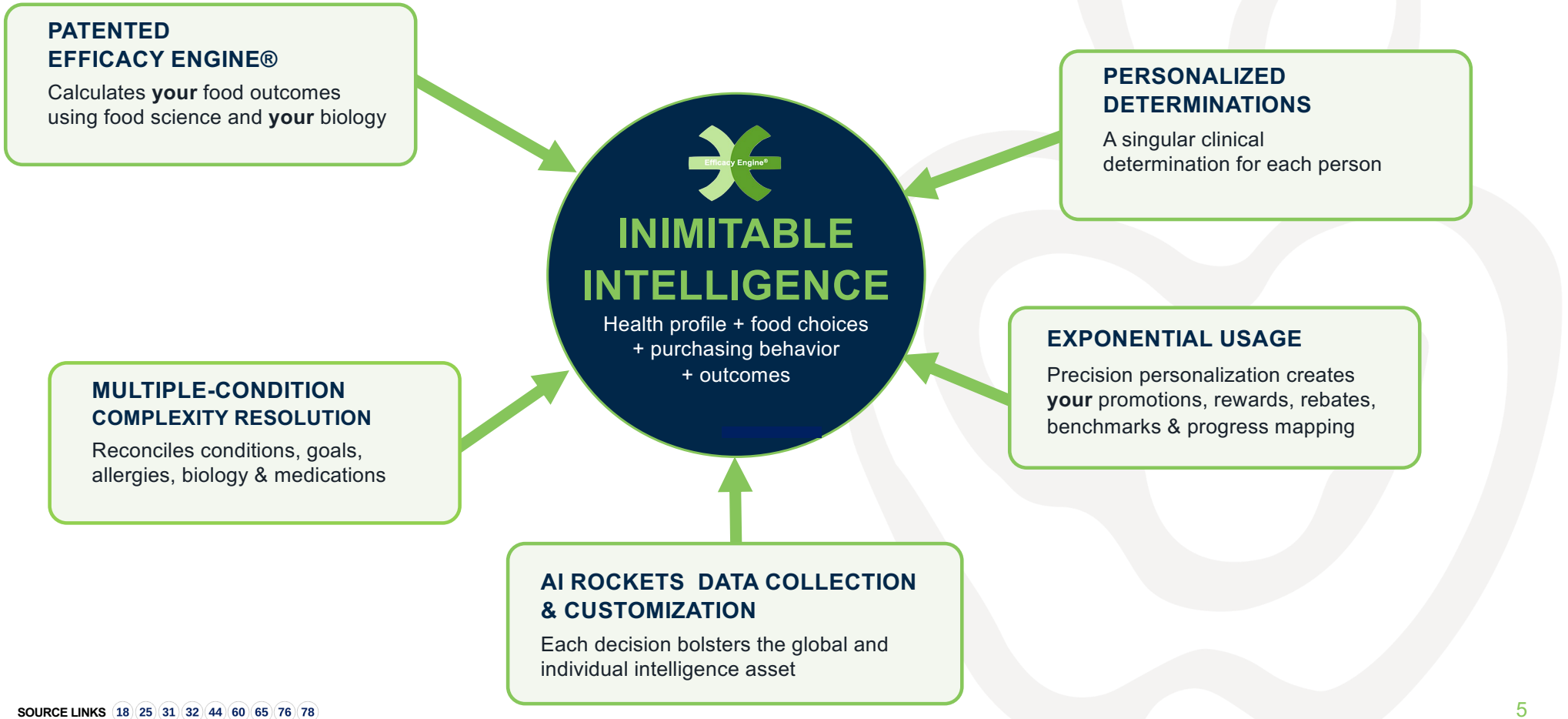


a simple idea yet intricate equation…. everyone ignored

SOURCE LINKS 13 18 24 25 26 31 32 34 44 65 66

THE MOAT: PIONEERING & INIMITABLE PATENTS

5 patents issued across 3 countries. 28 new, iterative and continuations in process



SOURCE LINKS 18 25 31 32 44 60 65 76 78

CONVERT CONFUSION TO SIMPLICITY & SATISFACTION

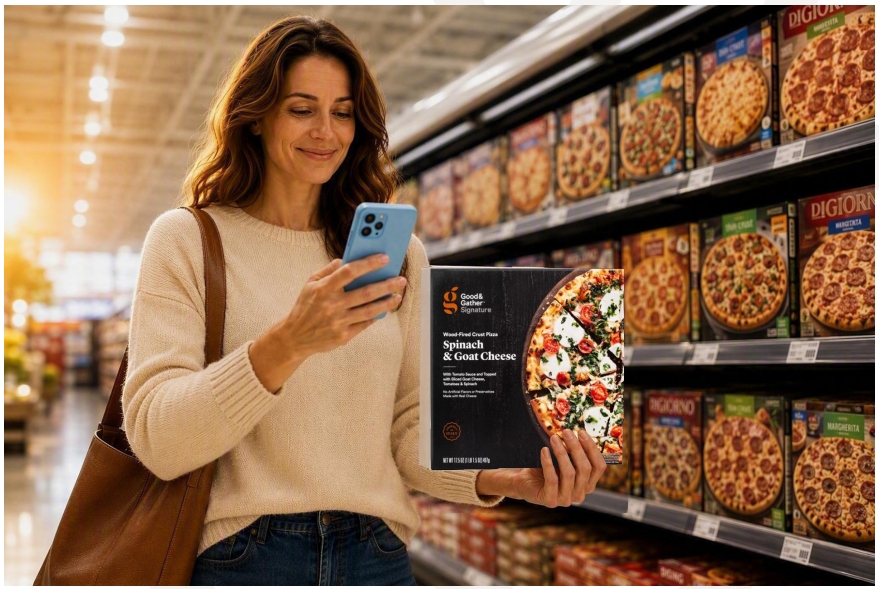
Food *for* Health®

*"Diet" meant deprivation. We redefine diet to mean the best foods for **YOU**, that **YOUR** tastebuds love.*

221 frozen pizzas @ Target. One is the worst



22 are pretty good choices. One is the best!



HER BODY DEFINES IT

Efficacy Engine® ranks all 221 for HER conditions, goals & medications.

HER LIFE REFINES IT

Diets, allergies, culture, religion, sports, budget & brand narrow the field.

HER TASTEBUDS DIVINE IT

Her tastebuds can't be talked over. Our DIET also delights!

NOT SCORES OR ESTIMATES. CLINICAL DETERMINATIONS

Food for Health®

*They **list** food content. We **calculate** personalized food outcomes™*

INDUSTRY NORMS

- Generic population averages
- Food content totals
- Consumer-weighted, ethical, and sustainability factors
- Anecdotal dependencies
- No stated clinical outcomes

VS

OUR STANDARD = CLINICAL DETERMINATIONS



- ✓ Condition and goal derived
- ✓ Multiple-condition calculations
- ✓ Rx contraindications, depletions & adjuvants
- ✓ Derived from clinical evidence
- ✓ Personalized to every person
- ✓ Matches individual tastebuds
- ✓ Connects with electronic medical records

SOURCE LINKS 5 18 19 24 25 26 31 32 44 53 60 65 66 78

GROCERY RETAILER PROFIT REQUIREMENTS

Food *for* Health®

Directly affects consumer health and retailer economics.

CROSS-SELL

Build complete, healthier baskets

UPSELL

Fill nutrition needs with relevant foods and supplements

PRIVATE LABEL

Recommend equivalent or better higher-margin substitutions & “Own” brands

LOYALTY

Demonstrate care through evidence, rewards and personalization

INIMITABLE DATA

Link health profiles, purchases, behavior modification, and outcomes

>11.3x RETAILER ROI

Baseline Grocer Opportunity

THE LARGEST PRIVATE-LABEL CONVERSION OPPORTUNITY IS DRIVEN BY PERSONALIZED HEALTH

SOURCE LINKS 28 29 30 31 32 42 57 58 59 60 61 63 67 68 69 70 74 75

GROCERY STORE ECONOMICS

Food for Health®

Food-as-medicine and profits with purpose….

SHOPPERS	STORES	SHOPPERS / STORE	LABEL READERS	LABEL READERS / STORE
22 Million	2,240	3,256	57%	1,856

WEEKLY SPEND BEFORE	WEEKLY LIFT / PERSON	STORE PROFIT / PERSON / YEAR	FFH COST / PERSON / YEAR	YEARLY TOTAL PROFIT / STORE
$50.38	$4.87	$67.80	$6	$118,400

>11.3x

FFH PROFIT / YEAR / STORE

$11,136

Year	1	2	3	4	5
Stores	15	54	108	241	375
FFH Profit	$170K	$605K	$1.2M	$2.7M	$4.2M

Albertsons Companies

ANNUAL PROFIT YR-5

$265.2M

SOURCE LINKS 3 28 29 30 57 59 61 63 68 74 75

ONE ENGINE. MANY MARKETS & COUNTRIES

Food *for* Health®

Our Efficacy Engine® powers consumer, retail, clinical, insurance, and enterprise platforms worldwide.

CONSUMERS

Consumers increasingly read labels but still lack personalized direction.

Creates growing end-user demand

RETAIL

Grocers competing through personalization, loyalty & private label

Creates measurable retailer ROI

PROVIDERS

Nutrition interventions entering value-based care models and creating value

Creates clinical demand & distribution

PAYERS

Food-as-Medicine benefits & Medicaid demonstrations are expanding

Creates funding pathways

POLICY

Nutrition & chronic-disease prevention are at the forefront of federal & state initiatives

Creates institutional demand

SOURCE LINKS 2 8 9 10 11 12 14 15 16 17 20 27 28 29 30 37 38 39 45 52 53 54 57 58 59 61

TRACTION: BUILT, PROVEN AND POSITIONED TO SCALE

Perfected technology. Proven adoption. Qualified pipeline. Defined commercial milestones.

BUILT

- 5 patents issued
- 2M+ food-efficacy determinations
- 830 medical conditions and 220 wellness goals
- Production-ready iOS, Android, Web, API, and SaaS platforms

PROVEN



Expanded on the next slide

QUALIFIED PIPELINE

- **RETAIL:** 83 grocery chains across United States, United Kingdom and Australia
- **CLINICAL**: 445 medical practices and T2D study
- **DISTRIBUTION:** 3 strategic partners and 4 resellers
- **EXPANSION:** 8 patentable innovations and Chrome extension

NEXT PROOFS

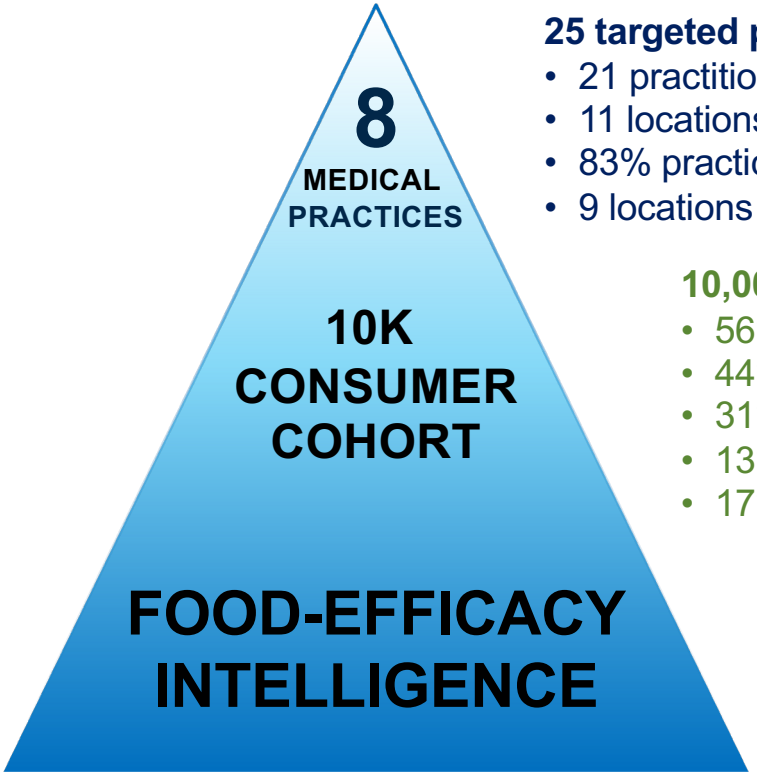
- Increase shopping-cycle retention and frequency
- Convert qualified pipeline into recurring revenue
- Quantify private-label conversion and ROI
- Quantify cart growth, cross-sell and upsell

SOURCE LINKS 18 61 63

PROOF POINTS: THE PATH TO PROFIT

Food *for* Health®

Built - Operating - Validated - Accurate - Adopted - Ready for commercial scale



25 targeted physicians
- 21 practitioners
- 11 locations enrolled
- 83% practices incorporated FFH into their practice protocols
- 9 locations displayed posters, brochures, and coupon cards

10,000 targeted users
- 56% accounts created and activated
- 44% entered medical or wellness information, scanned days 1 – 7
- 31% scanned days 7 – 30
- 13% scanned days 31 – 90
- 17% users scanned more than 100 products within 90 days

204,000 product scans
- 37K healthier alternatives viewed
- 100% of scans sequenced, categorized, and graded for each user
- 96% of store names and locations mapped
- 7:23 average session duration

SOURCE LINKS 67 68 71 72

OPPORTUNITY BEGINS WITH GROCERY

Food for Health®

Large grocery beachhead before market expansion to providers, payers, employers & embedded platforms

194M

TOTAL MARKET

Americans with chronic disease

161M

SERVICEABLE MARKET

Food-related disease

127M

PRIMARY MARKET

Existing label readers

127M PRIMARY SHOPPERS

×	**16.7%**	FFH market share
=	**21M**	FFH grocery subscribers
×	**$0.50**	per person per month
×	**12**	months
=	**$107M**	grocery channel year-5 revenue

SOURCE LINKS 1 27 46 47 48 49 50 51 64 67 68 69 70 74 75

FIVE YEAR FINANCIAL & OPERATING PROFORMA

Food for Health®

Scaling from $1.9M to $106.5M ARR, EBITDA profitability year 2. $129.6M cumulative 5-year EBITDA

Investor Metric	Year 1	Year 2	Year 3	Year 4	Year 5	5-Year Total
Revenue	$1.9M	$12.4M	$28.4M	$61.2M	$106.5M	$210.4M
Revenue Growth	—	554%	130%	115%	74%	174% CAGR
Average Paid Members	315K	2.1M	4.7M	10.2M	17.8M	—
Operating Expenses	$2.3M	$6.4M	$12.4M	$21.1M	$38.6M	$80.8M
EBITDA	($0.4M)	$6.0M	$16.0M	$40.1M	$68.0M	$129.6M
EBITDA Margin	(22.0%)	48.2%	56.2%	65.5%	63.8%	61.6% aggregate
Net Income	($0.04M)	$4.1M	$10.4M	$25.1M	$41.9M	$81.4M
Net Income Margin	(1.9%)	33.1%	36.4%	40.9%	39.4%	38.7% aggregate
Ending Cash	$0.6M	$4.8M	$15.6M	$41.0M	$85.0M	—
Annual Attrition	12%	10%	8%	7%	6%	—

SOURCE LINKS 77

MARKET CONSTRUCT

Clinical determinations | patented decisioning | multi-market deployment

Company	Model	Outcome Basis	Clinical Outcomes	Clinical Validation	Patents	EMR	Markets
Food *for* Health®	B2B	Calculates personalized food outcomes from individual health and clinical evidence	✓	✓	✓	✓	Retail / payer / provider / apps
fig	B2C	Ingredient, allergen, and sugar content					Consumer + provider
FoodHealth co.	B2B	Nutrient density, food quality, and processing level					Consumer + grocery
GreenChoice	B2B	Public nutrient database and dietary guidelines.	✓				Consumer + grocery + apps
SIFTER™	B2B2C	Dietitian-defined nutrient limits and ingredient guides					Consumer + grocery
Yuka	B2C	Nutrients, additives, organic status, and social reasons					Consumer

SOURCE LINKS 31 32 60 62 63 80 81 82 83 84

LEADERSHIP BUILT FOR CATEGORY CREATION

Technology, clinical, retail, and commercialization expertise to create and scale the category.

EXECUTIVE LEADERSHIP

- Adam G. Southam | CEO
- Category creation • SaaS • patents • 32 industries

- Rich Howard | CTO
- Enterprise architecture • clinical systems • platform/API

- Dan Lynch | EVP
- Medical wellness • medical fitness • channel leadership

BUILDS & COMMERCIALIZES


Adam Southam
CEO


Rich Howard
CTO


Dan Lynch
EVP

MEDICAL & SCIENTIFIC BOARDS

- Clinical medicine
- Food, nutrition, and gustatory sciences
- Functional medicine
- Behavior and outcomes
- Physicians, dietitians, allergists, and condition specialists
- Pharma, supplements, and formulations

DEFINES CLINICAL INTEGRITY


Dr. Alvin Berger


Dr. Aimee Budnik


Dr. Erik Reis

BOARD & OPERATING ADVISORS

- Retail and CPG
- AI and enterprise technology
- Strategic alliances and partnerships
- Payers, providers and benefits
- Marketing, branding, and media
- Governance, finance, and legal
- Vertical market leaders
- Agriculture and sustainability

OPENS AND SCALES MARKETS


J. Marie Fieger


Chuck Clabots


Richard Broms

THE RAISE: CAPITAL THAT CROSSES MILESTONES

Food for Health®

Not runway. Defined milestones that reduce risk, unlock commercialization, and ready for Series A.

$1,000,000

CONVERTIBLE NOTE

INTEREST	10% accruing annually
CONVERSION	Lesser of $7.6M cap or 20% discount
BONUS	20% unit bonus on conversion
MATURITY	12/31/2027

CUMULATIVE CAPITAL MILESTONES

$ 150K BASE EXECUTION	Launch V2 + priority patents + sales events
$ 250K PRODUCT PROOF	Launch Chrome extension + V3 app
$ 288K DATA PROOF	Add science, product, behavior and health modules
$ 540K COMMERCIAL CONVERSION	Nine months to convert priority pipeline
$ 667K FULL-YEAR EXECUTION	Twelve-month operating capacity
$ 1M MARKET EXPANSION	Major grocery launches + recurring revenue + Series A readiness

Food *for* Health®

Personalized Food Outcome Calculations™

THE CLINICAL NUTRITION OPERATING SYSTEM™

Calculating how each food impacts each person's health



EVIDENCE & MARKET VALIDATION SOURCES 1/2

Food *for* Health®

Selected authoritative sources linked to original sources

#	Title	Author / Source	VIEW
1	About Chronic Diseases	CDC	VIEW
2	U.S. Consumers and Healthy Eating	Deloitte	VIEW
3	The State of Grocery North America	McKinsey	VIEW
4	Food as Medicine Trends, Solutions, and Business Models	Rock Health	VIEW
5	How to Understand and Use the Nutrition Facts Label	FDA	VIEW
8	Food Is Medicine: Actions to Integrate Food and Nutrition Into Healthcare	BMJ	VIEW
9	Medically Tailored Meals Receipt and Healthcare Utilization	Nature Medicine	VIEW
10	Medically Tailored Meal Program and Health Care Use	JAMA Internal Medicine	VIEW
11	True Cost of Food: Food Is Medicine Case Study Report	Tufts	VIEW
12	Health and Economic Impacts of Produce Prescription Programs for Diabetes	Journal of the American Heart Association	VIEW
13	Nutrition for Precision Health, Powered by All of Us	NIH	VIEW
14	Food Is Medicine: Diet Quality and Food Security	American Heart Association	VIEW
15	Medicaid Section 1115 Demonstrations to Address Nutrition	Health Affairs Scholar	VIEW
16	Food Is Medicine: A State Medicaid Policy Toolkit	Harvard CHLPI + Food Is Medicine Coalition	VIEW
17	Food Is Medicine	National DPP Coverage Toolkit	VIEW
18	US11,437,134 B2	U.S. Patent	VIEW
19	FoodData Central	USDA	VIEW
20	Nutrition and Healthy Eating Objectives	Healthy People 2030	VIEW
21	Conflicting Nutrition Information, Confusion and Backlash	Public Health Nutrition	VIEW

#	Title	Author / Source	VIEW
22	Contradictory Nutrition Messages and Adverse Outcomes	Journal of Health Communication	VIEW
23	Diet Information Overload Scale	Patient Education and Counseling	VIEW
24	Does Personalized Nutrition Advice Improve Dietary Intake?	Advances in Nutrition	VIEW
25	Key Evidence for Personalized Nutrition: A Review of Randomized Controlled Trials	Martinsen and Brennan, Food & Function	VIEW
26	Food4Me Personalized Nutrition RCT	International Journal of Epidemiology	VIEW
27	FDA Front-of-Package Label Proposal and Consumer Understanding	American Journal of Preventive Medicine	VIEW
28	U.S. Grocery Shopper Trends 2025	FMI + The Hartman Group	VIEW
29	Private Label and Branded Products Global Outlook	NielsenIQ	VIEW
30	U.S. Private Label CPG Sales Reach $330 Billion	Circana	VIEW
31	Personalized Nutrition by Prediction of Glycemic Responses	Cell	VIEW
32	Human Postprandial Responses to Food and Potential for Precision Nutrition	Nature Medicine	VIEW
34	Food Personality Types: Grocery Shopping With Personality	Deloitte	VIEW
35	Use of Digital Technologies in the Nutritional Management of Catabolism-Prone Chronic Diseases: A Rapid Review	Frontiers in Public Health	VIEW
36	Effectiveness of App-Based Mobile Interventions on Nutrition Behaviors and Health Outcomes	Obesity Reviews	VIEW
37	Food Is Medicine Research Action Plan 2024	Aspen Institute	VIEW
38	Food Is Medicine: A Presidential Advisory	Circulation	VIEW
39	Health Outcomes Reported by Healthcare Providers and Clients of a Community-Based Medically Tailored Meal Program	BMC Nutrition	VIEW
42	Fresh Food at the Intersection of Trust and Transparency	Deloitte	VIEW
43	The Relationship Between Health Literacy, Food Literacy, and Dietary Choices: A Systematic Review	Frontiers in Public Health	VIEW
44	Strategic Plan for Nutrition Research, 2020–2030	NIH	VIEW

EVIDENCE & MARKET VALIDATION SOURCES 2/2

Food for Health®

Selected authoritative sources linked to original sources

#	Title	Author / Source	VIEW
45	National Strategy on Hunger, Nutrition, and Health	White House	VIEW
46	Trends in Multiple Chronic Conditions Among U.S. Adults, 2013–2023	CDC	VIEW
47	Incident Type 2 Diabetes Attributable to Suboptimal Diet in 184 Countries	Nature Medicine	VIEW
48	Ultra-Processed Food Exposure and Adverse Health Outcomes: Umbrella Review	BMJ	VIEW
49	Ultra-Processed Food Consumption and All-Cause and Cause-Specific Mortality	BMJ	VIEW
50	Ultra-Processed Diets Cause Excess Calorie Intake and Weight Gain	Cell Metabolism	VIEW
51	Dietary Factors and Mortality From Heart Disease, Stroke, and Type 2 Diabetes in the United States	JAMA	VIEW
52	Scientific Report of the 2025 Dietary Guidelines Advisory Committee	HHS + USDA	VIEW
53	Nutrition-Label Comprehension and Health Literacy Review	Nutrients	VIEW
54	Consumer Understanding of Serving-Size Information: Scoping Review	Nutrients	VIEW
57	The Future of Grocery Retail	Deloitte	VIEW
58	Efficacy of Supermarket and Web-Based Interventions for Improving Dietary Quality	Nature Medicine	VIEW
59	Transparency Trends: Food Shoppers Increasingly Prioritize Information	FMI	VIEW
60	Validation of Food Compass With Diet, Cardiometabolic Health, and Mortality	Nature Communications	VIEW
61	Own Brand Economics	Food for Health	VIEW
62	Share of Wallet Analysis: Decisioning Among Cooperative, Competitive, and Complementary Solutions	Food for Health	VIEW
63	Clinical Nutrition Brand Conversion White Paper	Food for Health	VIEW
64	Population Health Determination of Chronic Disease Food Drivers	Food for Health	VIEW
65	Proteomic Profiling in Personalized Nutrition: A Systematic Review and Methodological Frameworks of Randomized Controlled Trials	Marino et al., Frontiers in Nutrition	VIEW

#	Title	Author / Source	VIEW
66	Effects of Personalized Nutrition on Cardiometabolic Biomarkers	Nutrition & Metabolism	VIEW
67	Digital Interventions Targeting Healthy and Sustainable Eating Behavior: Systematic Review and Meta-Analysis	Vanwinkelen, Spruyt and Smits, Journal of Medical Internet Research	VIEW
68	Digital Engagement Transforms Grocery Shopping 2026	FMI and NielsenIQ	VIEW
69	Digital Engagement Is Transforming Grocery Shopping	FMI, citing NielsenIQ analysis	VIEW
70	Digital Transformation of Food Retail Is Reshaping Food Access for Consumers	Journal of Nutrition Education and Behavior / Elsevier	VIEW
71	Food as Medicine 3.0: A Cumulative Report on Impacts and Implementation	Feeding America and Center for Nutrition & Health Impact	VIEW
72	Feeding America Releases Landmark Evaluation Showing the Power of Food as Medicine	Feeding America	VIEW
73	A View of the Field: The Landscape of Medically Tailored Nutrition in 2026	Community Servings AMPL Institute	VIEW
74	PLMA's 2026 Private Label Report	Private Label Manufacturers Association using Circana Unify+ data	VIEW
75	Private Label 2026: The Era of Strategic Creativity	Mintel	VIEW
76	Artificial Intelligence, Data-Driven Learning, and Platform Ecosystems / AI and the Future of Platforms	Clough and Wu; Hagiu	VIEW
77	SaaS Financial Modeling: A High-Level Overview	Corporate Finance Institute	VIEW
78	Consensus Recommendations for Optimizing EHRs for Nutrition Care / Leveraging EHR Data Within Food Is Medicine Program Evaluation	Academy of Nutrition and Dietetics / Long et al.	VIEW
80	Sifter Solutions: The Food Is Medicine Platform	Sifter Solutions, Inc.	VIEW
81	FoodHealth Company	FoodHealth Company	VIEW
82	GreenChoice: The Food Health Intelligence Company	GreenChoice, PBC	VIEW
83	Fig: Food Scanner & Discovery App	Food Is Good, Inc.	VIEW
84	Yuka: Food & Cosmetics Scanner App	Yuka SAS	VIEW