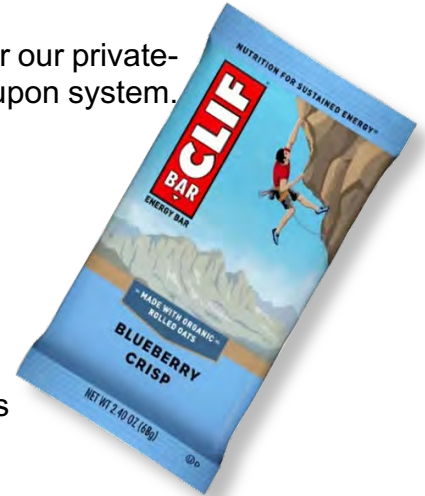


Food for Health® tells shoppers which foods are good or bad for them, and provides healthier alternatives, including your private label OWN brands. It builds indelible loyalty, increases revenue, provides invaluable shopper insights, and bolsters the store brand. Our patented Efficacy Engine® is the only solution that uses computed efficacy for multiple diseases, backed by unbiased, third-party clinical studies. Personalized precision health aligns with shopper goals.

It may be deployed in your App, device, catalog, e-commerce solution, or our private-labelled App. Integrates with ANY loyalty, reward, member, POS, or coupon system.

GROCERY STORE BENEFITS

- Increased shopper loyalty & retention
- Increased number of shoppers
- Amplified purchase size.
- Improved Internet purchases
- Incremental bottom-line revenues
- Convert shoppers to equally graded, more profitable OWN brands
- Medical authenticity and brand association
- Daily top-of-mind brand awareness for your store brand
- Upsell & cross-sell condition-specific products to improve health.
- Inimitable consumer insights across medical, shopping, behavioral

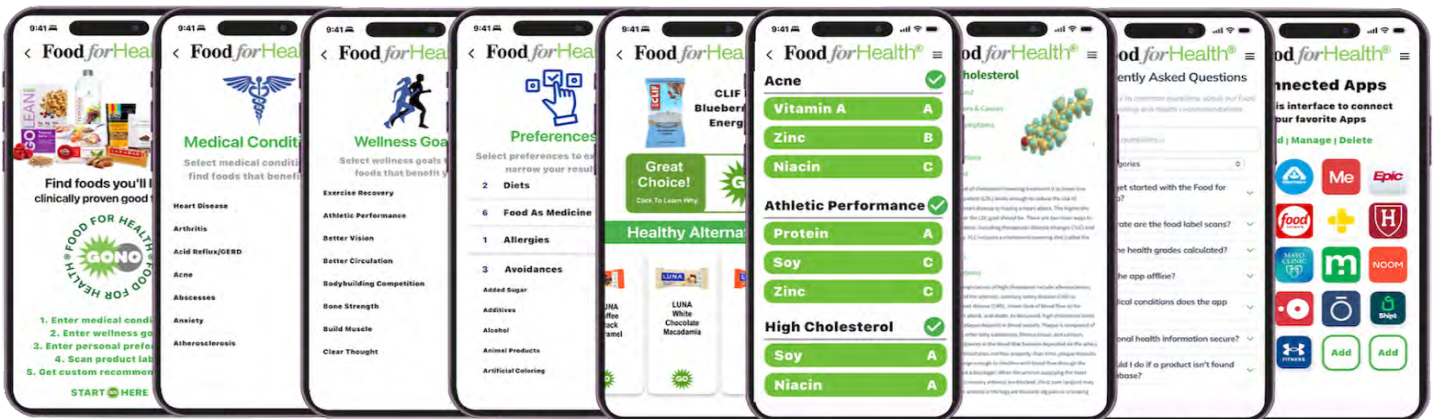


WHY SHOPPERS WANT IT

52% of grocery shoppers read labels to assess food health with under 1% comprehension. Simplicity. Speed. Clarity. Health improvement. Cash rewards. Future insurance savings and incentives.

HOW THE APP WORKS

- Download the App
- App is distributed with branding, or brand can be selected using QR
- Select medical conditions and/or wellness goals
- Scan food, beverage, or supplement UPC/PLU Barcode
- Get a Go or No determination for the product.
- Receive healthy alternatives available immediately in the store or purchase non-stocked products through your website.



SYSTEMS INTEGRATION

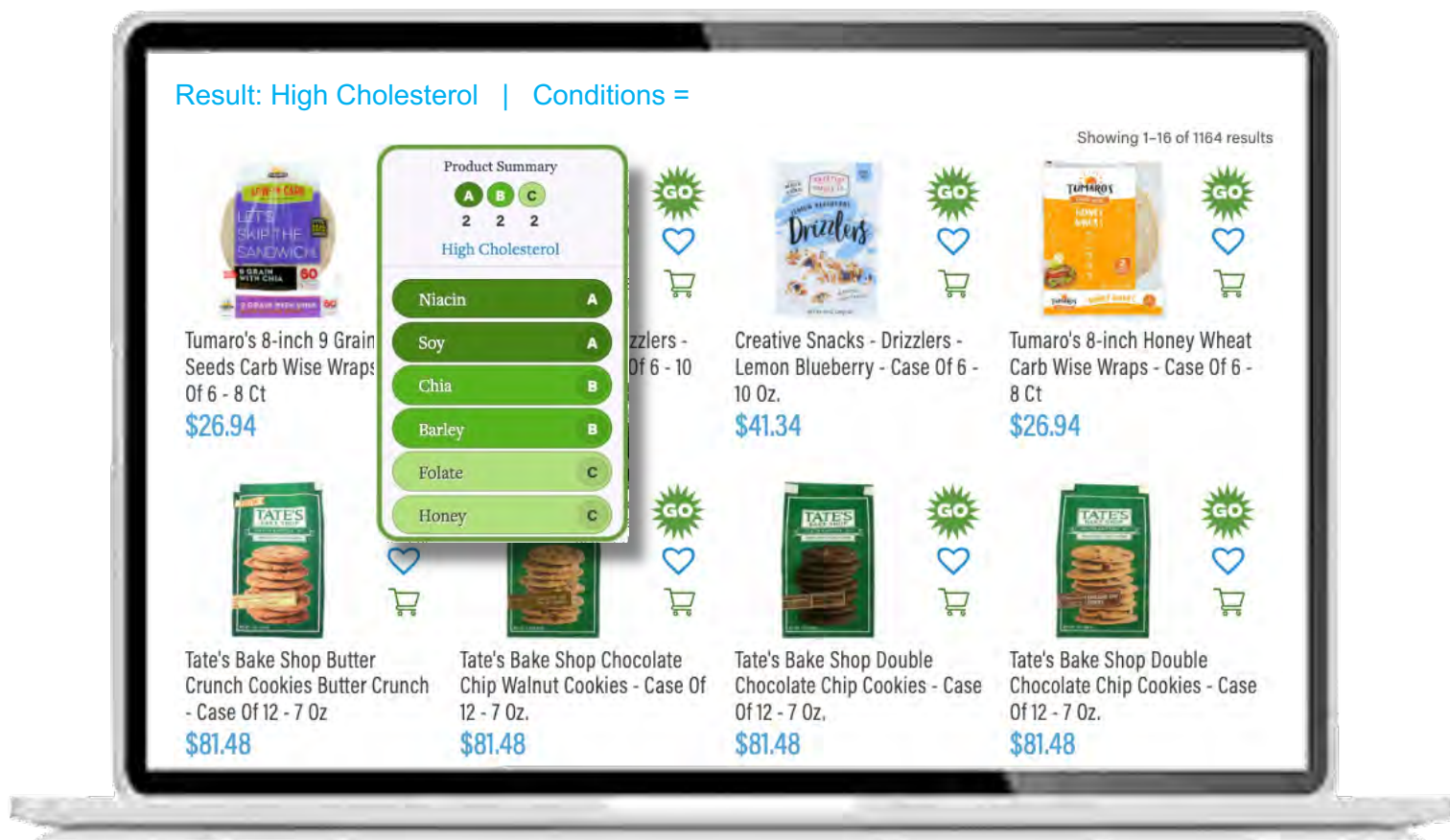
The Efficacy Engine® can be consumed in any App, Website, Catalogue, or e-commerce platform with ease. All personalized data is maintained behind a considerable security array exceeding HIPAA standard. All medical monographs and product data is standardized and can be formatted within any style construct. New products from thousands of brands are added daily through universal feeds and will include all products offered by your store.

TECHNOLOGY PARTNERS

Food for Health® can partner with virtually any e-commerce, loyalty, reward, coupon, recipe, meal planning, calorie counting, or customer relationship management platform to deliver a combined solution with our inimitable proprietary data set that combines consumer product history, medically based recommendations, taste profile, behavioral modification, and medical outcomes.

SAMPLE E-COMMERCE SCREEN

A results page for 1 condition, High Cholesterol, shows products in descending order of efficacy and can be sorted or filtered for diet, taste, likes, brand, price, ingredient rank, etc. The overlay shows detailed ratings for each condition by ingredient and links to medical evidence monographs. OWN brand results within each grading cohort can be placed first in the sort order if desired. Multiple conditions are shown together with computed efficacy results.



Food for Health®

Software-as-a-Service delivered via API to any platform. To demo your own brand in our private-labeled App, visit <https://ffh.app> and enroll. Download the App and try it yourself from Apple or Android stores.