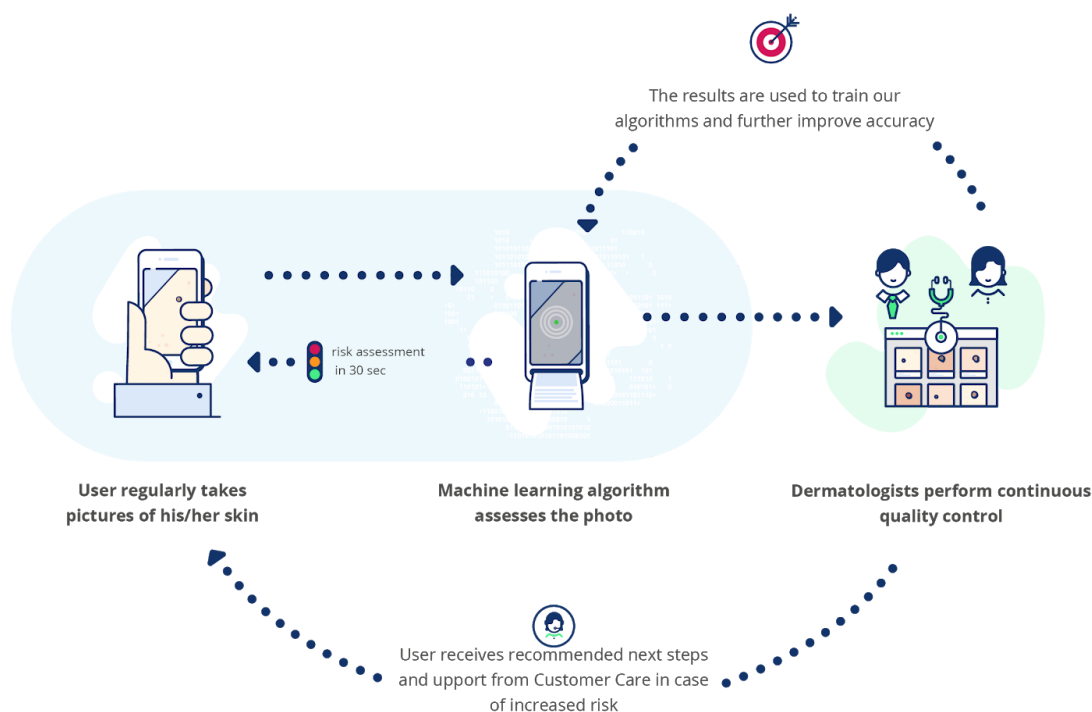## SkinVision, empowering individuals to take check their skin

SkinVision is a premium medical service that helps you assess skin spots and moles for the most common types of skin cancer. Take a photo of the skin spot with your smartphone and you receive a risk indication by our clinically validated technology within 30 seconds. We provide recommendations on the next steps to take, including whether to visit a healthcare professional.

The results are used to train our algorithms and further improve accuracy

risk assessment in 30 sec

User regularly takes pictures of his/her skin

Machine learning algorithm assesses the photo

Dermatologists perform continuous quality control

User receives recommended next steps and upport from Customer Care in case of increased risk

A high quality service that is at par with experienced dermatologists

The SkinVision algorithm is trained on hundreds of thousands images that have been clinically validated by dermatologists. A recent scientific study showed that the SkinVision algorithm has a sensitivity of 95.1% in detecting signs of melanoma, basal cell carcinoma, squamous cell carcinoma and premalignant stages, at a specificity of 78%[1]

In addition to this technology, we also have a team of in house dermatologists who perform continuous quality control on the outcome of the algorithm. Should they identify a skin spot that was initially deemed low risk by the algorithm, they will flag this and inform the user.

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[1] Udrea A, Mitra GD, Costea D, et al. Accuracy of a smartphone application for triage of skin lesions based on machine learning algorithms. Journal of the European Academy of Dermatology and Venereology 2020; 648-655.

Regulated and safe

The SkinVision app is a regulated medical device with European CE marking. SkinVision is also TGA certified to service the Australian and New Zealand market. We care about our users' privacy and are ISO certified for information security and medical device management.

Pricing of SkinVision

NHS organisations may purchase bundles of SkinVision year plans (unlimited access for 12 months) at a discounted price. We offer the following tiered pricing:

# of accounts	Price / account	Total price
1,000	£20	£20,000
5,000	£15	£75,000
10,000	£12	£120,000
>50,000	£10	£500,000

Prices exclude VAT.

The fee includes SkinVision IT development, program management, marketing & activation campaign materials and monthly dashboards on activity and results. The benefit of a fixed fee agreement is that we eliminate any risk of exceeding the annual budget and fully align the incentives for both parties to activate as many employees as possible.

We want to build a partnership where both of us enjoy benefits and as such, we'll never charge for any customers who are not active users of SkinVision, i.e. we only count accounts that became active on our platform as part of the bundle.

Alternative pricing models

SkinVision can also support alternative pricing models, including a value based healthcare agreement where we receive compensation for every high risk skin lesion that we identify, and a population health model where the programme is based on ongoing health management in a region.

Invoicing is automated with full management information provided and billing is in line with NHS standard terms and conditions.

System Requirements

SkinVision is available for both iOS and Android. SkinVision is available on most Android smartphones (from 2017) and iPhones (5 and higher), excluding tablets like iPads.

Security and Quality

All security is managed in line with our ISMS policy, GDPR and our ISO27001 certification. Our Quality Management System is ISO13485 certified and We have a full continuity plan.

Service Customisation

SkinVision's experience can be tailored to best meet the partners need, including:

- Tailored messaging to activate users

- Tailored in app and external communication campaigns

- Dedicated landing web page to explain the service

- Co branding and partner specific messaging throughout app

- Language

- Variation in active functionality by partner

Onboarding

The implementation of SkinVision is simple and intuitive. User experience and onboarding is already developed based on feedback and experience with over 1.3 million global users. The SkinVison team will manage the onboarding process for partnerships by working to understand the pathways and the value that can be gained at each stage whilst mitigating all potential risks. A full review of communication between organisations and users and opportunities for engagement is carried out so that the impact of the service is as beneficial as possible.

SKinVision will lead the onboarding to minimise the resource needed for success. This will incorporate communication plans with all stakeholders from patient to clinician and

alignment with organisational objectives. Design implementation and testing of bespoke requirements are included. Transition into account management and BAU customer success ensures we meet and exceed expectations on an ongoing basis. Management information and user NPS feedback or all automated to ensure visibility of outcomes and opportunities for improvement. See Appendix.

Termination and offboarding

SkinVision can set up large scale population management programs where a cohort has unlimited access to our services.

When the contract ends, the client may extend the service and end users can continue to use the service as is. If for whatever reason, the contract is terminated, end users will continue to access their historical data within the SkinVision app but are unable to do new skin checks. These individuals may purchase their own SkinVision products to continue enjoying the services.

SkinVision will provide a final dashboard with data on activity & results to the client and update any communication on SkinVision's media. As the service is used by individuals, no technical disengagement is needed.

There are no extra costs for any of these activities.

SkinVision

Appendix: Example of program dashboard