

WE'RE CHANGING THE WAY THE WORLD TREATS WEIGHT



Calibrate

WHO
WE
ARE

WE HAVE ESTABLISHED METABOLIC HEALTH AS A NEW CONSUMER CATEGORY

Research has proven that weight loss isn't about willpower; it's about biology.

Improving metabolic health—the way your system responds to environmental inputs—is necessary to meaningfully change how your body holds onto excess weight.

As the first doctor-guided metabolic health company on a mission to change the way the world treats weight, Calibrate is bringing **doctor-prescribed, FDA-approved GLP-1 medication** paired with **intensive lifestyle intervention** (a comprehensive, fully integrated program combining curriculum and 1:1 coaching, metabolic tracking and community, and telemedicine) straight to our members. Over 20 years of research shows that this combination can improve metabolic health which leads to long-term, sustained weight loss. Yet before Calibrate, the pairing was only available in clinical and academic settings.

Calibrate is also working to ensure that the considerable insurance hurdles that have limited GLP-1s' widespread adoption are overcome through our **proprietary Vertical Pharmacy Engine**—paving the way for a new model of chronic disease care.



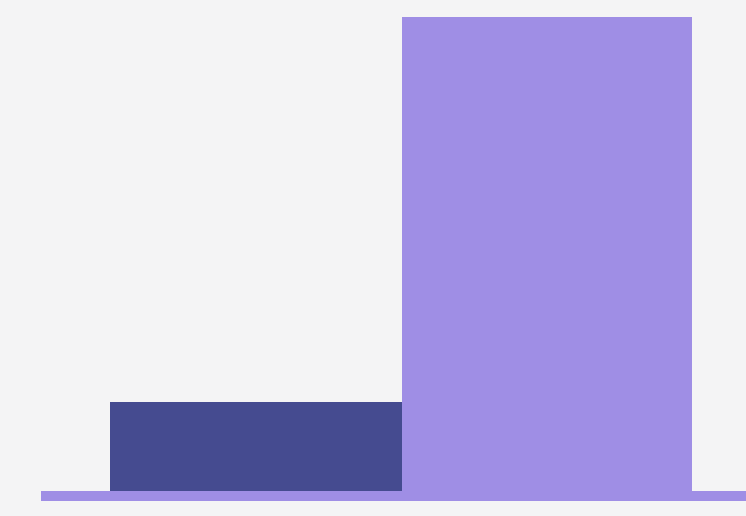
Calibrate



\$127.6M RAISED

in Seed through Series B funding from VCs

COMPLETED IN 18 MONTHS



14% AVERAGE

member weight loss

**VERSUS THE 1-2 POUNDS
AMERICANS GAIN ON
AVERAGE EACH YEAR**



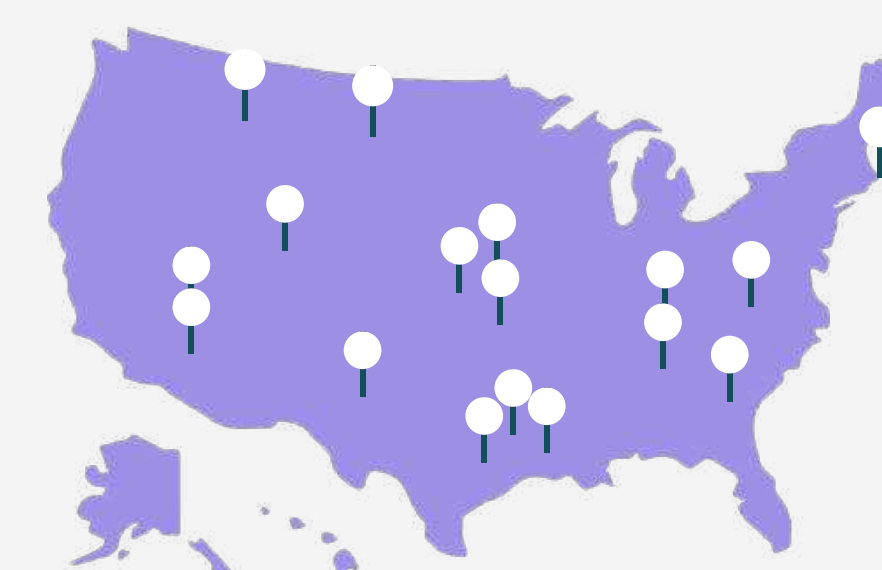
90% COVERAGE

**NUMBER OF CALIBRATE
MEMBERS WHO GET
COVERAGE FOR GLP-1
MEDICATION FOR
\$25/MONTH OR LESS**



51% GROWTH

**OF MEMBERSHIP AVERAGED
MONTH-OVER-MONTH**



80% OF U.S.

population served through 28 states

**FASTEST EXPANSION
ON RECORD FOR A
TELEMEDICINE STARTUP**




170 EMPLOYEES

number of fully remote team members as of August 2021

**GROWN FROM A TEAM
OF 10 IN JUNE 2020**

OBESITY IS THE LARGEST CATEGORY OF CHRONIC DISEASE



BUT WE
DON'T INVEST
UNTIL IT'S
TOO LATE

- ▶ **74% of American adults live with overweight or obesity**, up from 55% in 1990 and forecast to increase to 86% in 2030.
 - ▶ **9 out of 10 American adults are in poor metabolic health**, defined by blood sugar, triglycerides, cholesterol, blood pressure, and waist circumference.
 - ▶ **Annually, consumers spend \$290B** on weight loss goods and services, **while health plans spend \$344B on obesity treatment**.
 - ▶ **Obesity is associated with the leading causes of death in the United States**, including diabetes, heart disease, stroke, and some types of cancer.
-

Consumers believe their weight is their fault—rather than the result of biological and environmental factors—and **95% of diets fail**.

Healthcare in the US is focused on acute illnesses and is not incentivized to effectively address preventive care. Few doctors' offices have the staff resources to pair treatment with intensive lifestyle intervention. Additionally, obtaining insurance coverage for GLP-1 medication is time-consuming and challenging.

Businesses—including weight loss programs, diet foods, and meal plans—play into entrenched beliefs that weight loss is about willpower. Despite the number of weight loss products and services available on the market, **Americans continue to gain on average 1-2 pounds each year**. Their products and services are built on outdated approaches to weight loss that may lead to short-term results, but ultimately, are unsustainable.

WHAT MAKES
CALIBRATE
UNIQUE

WE ARE DEFINING THE STANDARD OF CARE IN **OBESITY TREATMENT**

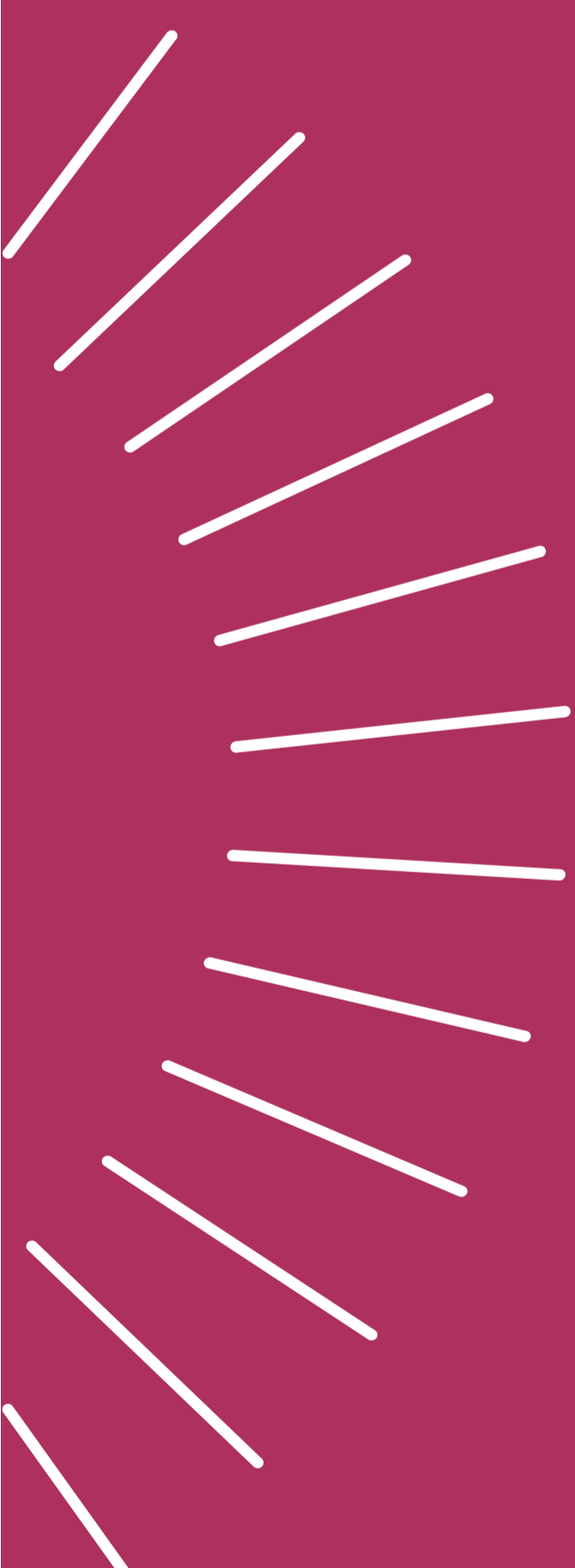
We prescribe GLP-1 medications, the standard of care at leading academic institutions.

Unlike other weight-loss drugs, the FDA-approved GLP-1 medications that Calibrate doctors prescribe work on the same receptors as naturally occurring hormones. They address systems core to metabolic health, while simultaneously influencing blood sugar response and insulin.

With over 20 years of clinical trials showing 10% or more weight loss, GLP-1s have long been considered the standard of care in the academic community but have not been widely prescribed due to insurance barriers, a problem Calibrate has solved for with our proprietary **Vertical Pharmacy Engine**.

The stakes went up with the recent FDA approval of a powerful new GLP-1 medication called Wegovy™ (semaglutide) which has been shown to lead to up to 20% weight loss, twice that of existing GLP-1s. Northwestern University researchers who participated in the phase 3 clinical trial called the drug “groundbreaking” and “game-changing.”

Calibrate was the first direct-to-consumer telemedicine platform to prescribe Wegovy™ when it was approved by the FDA in June 2021, and the only platform able to deliver a holistic program that achieves a metabolic reset followed by sustained weight loss, through a combination of GLP-1 medication and intensive lifestyle intervention.

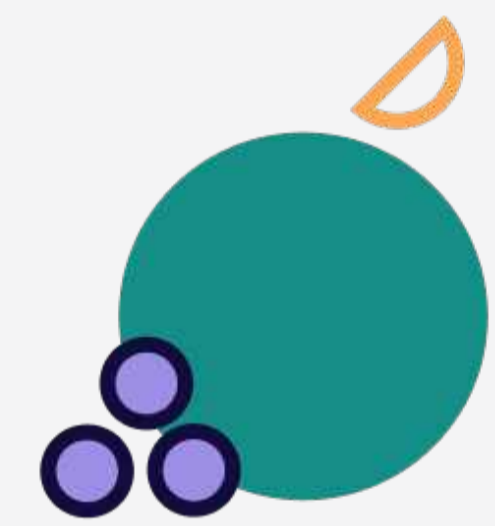


THE FOUR PILLARS OF METABOLIC HEALTH

Calibrate outcomes have shown that GLP-1s plus intensive lifestyle intervention (ILI) produce 2-3 times better outcomes than GLP-1s alone. Moreover, without ILI, GLP-1s are only effective while patients remain on the medication. This is why medication plus coaching has been the standard of care at major academic institutions. But in other settings, doctors do not have the staff or resources to pair patients with dedicated coaches.

Since Calibrate is entirely virtual and driven by technology, we can scale to a point where coaching with a state-of-the-art curriculum focusing on our Four Pillars of Metabolic Health is cost-effective. This approach also works: the average weight loss for a Calibrate member is 14% versus the 10% average seen with GLP-1s plus lifestyle intervention in clinical trials. The average weight loss for a Calibrate member was 14%—versus the 10% average seen with GLP-1s plus lifestyle intervention in clinical trials.

THE FOUR PILLARS OF METABOLIC HEALTH



Food: Establish a sustainable and flexible approach to nutrition that focuses on minimizing fast-digesting carbs and making healthier choices without restricting or counting calories.



Sleep: Develop a schedule to improve sleep quality and minimize cardiometabolic health factors with 7-9 nightly hours of restful sleep.



Exercise: Prioritize 150 minutes of movement each week, making it a regular and positive part of the day, and incorporate resistance training over time to improve metabolic health.



Emotional Health: Incorporate science-backed methods to reduce stress and recognize emotional triggers that influence metabolic health.

VERTICAL PHARMACY ENGINE

Our proprietary Vertical Pharmacy Engine navigates insurance formularies to get consumers access to branded drugs.

Navigating insurance coverage for brand name drugs is time-intensive, complicated, and largely opaque to both consumers and prescribing health care providers. This contributes to an abysmal 20% fill rate for branded drugs. It's also a key reason why GLP-1s haven't been more widely adopted.

Calibrate has built a Vertical Pharmacy Engine that streamlines this process. Once a Calibrate doctor has identified the medically-appropriate GLP-1 options for a member, our team utilizes a proprietary model for obtaining coverage via the member's insurance. This technology can be used in other chronic disease settings, paving the way for even more direct-to-consumer longitudinal treatment models that pair medication with intensive lifestyle intervention.

90% of members are prescribed and receive coverage for a GLP-1 medication.

Versus 1.3% of eligible obesity patients in other settings who fill a weight loss medication prescription.

\$25 Medication Coverage Guarantee

Because GLP-1 medication is an integral part of our One-Year Metabolic Reset, we're committed to working with members' insurance companies to get the medication coverage approved at a low cost. Calibrate uses manufacturer patient access programs for eligible patients to bring cost to \$25/month or less. These programs are subject to change, and members are eligible for a refund on the program, minus the \$249 Metabolic Assessment cost. This policy is designed to help all of our members sign up with confidence and eliminate any financial risk related to insurance coverage for GLP-1s.



THE Calibrate DIFFERENCE

Our program outperforms clinical studies through three integrated components.



DOCTORS & MEDICATION

Baseline labs, a metabolic health assessment, GLP-1 medication and insurance coverage management, and structured check-ins to measure metabolic marker improvement—all managed digitally by a remote medical team.

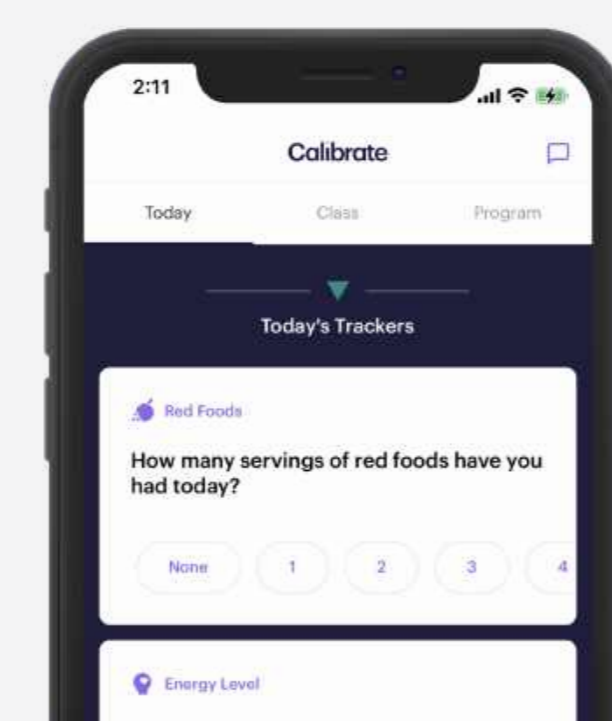
- ▶ **SCALABLE TELEMEDICAL CARE**
- ▶ **VERTICAL PHARMACY ENGINE**



CURRICULUM & COACHING

Bi-weekly 1:1 video coaching sessions through a structured curriculum to set goals for the Four Pillars of Metabolic Health: food, sleep, exercise, and emotional health.

- ▶ **REAL-TIME COACHING SESSIONS**
- ▶ **52-WEEK CURRICULUM**



TRACKING & COMMUNITY

A digital product for daily tracking of food, energy level, weight, and bi-weekly goals, alongside community events and groups for support.

- ▶ **PROPRIETARY APP**
- ▶ **CURATED COMMUNITY AND EVENTS**

RESULTS

Calibrate is the only program outside of major hospitals or academic institutions **combining GLP-1 medications and intensive lifestyle intervention** leading to **2-3x better outcomes than GLP-1s alone.**

PROGRAM OUTCOMES

14% average overall body weight loss per member	75% members engaged in programs beyond year one
1.6x average times members track in app per day	95% of members opt-in to bi-weekly coaching

WHY 10% MATTERS

Calibrate is designed to drive weight loss of at least 10%, an amount that is clinically significant and sustainable for long-term health. While our members lose more than 10%—in fact, on average it's 14%—10% remains the goal for each member because research shows that 10% leads to improvements across all metabolic and inflammatory markers.

OUR TEAM



KIM BOYD, M.D.
CHIEF MEDICAL OFFICER

Stanford-trained physician with an integrative medicine fellowship, a functional medicine background, and ten years of healthcare startup experience.

ISABELLE KENYON
FOUNDER & CEO

Entrepreneur, Founder & CEO with a background in leading beloved consumer brands, scaling early-stage, high-growth start-ups, and investment banking.

DONNA RYAN, M.D.

CLINICAL ADVISOR

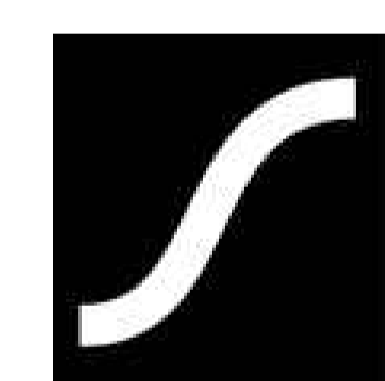
President Emerita of the World Obesity Federation, Associate Editor-in-Chief of Obesity, and an investigator for various National Institutes of Health-sponsored studies.

INVESTORS



FOUNDERS FUND

TIGERGLOBAL



Threshold

FORERUNNER



Calibrate

CLINICAL ADVISORY BOARD



DARIUSH MOZAFFARIAN, M.D.

Dean at the Friedman School of Nutrition Science and Policy at Tufts University who has authored more than 400 scientific publications on obesity, diabetes, and cardiovascular diseases.



CHRISTOPHER STILL, M.D.

Professor of Medicine, Department of Clinical Sciences at Commonwealth School of Medicine, and founding member of the Board of Directors for the Obesity Action Coalition.



**FATIMA CODY STANFORD,
M.D., MPH, MPA**

Obesity specialist, educator, and policymaker at Massachusetts General Hospital and Harvard Medical School.



RANDY STEELEY, PH.D.

Henry King Ransom Endowed Professor of Surgery at the University of Michigan School of Medicine and Director of the NIH-funded Michigan Nutrition Obesity Research Center.



DONALD WILLIAMSON, PH.D.

Former Chief of Health Psychology and McIlhenny Endowed Professor of Nutrition and current Professor Emeritus at the Pennington Biomedical Research Center.



JAMY ARD, M.D.

Co-Director of the Wake Forest Baptist Health Weight Management Center, and an investigator for various US National Institutes of Health-sponsored studies.

CONTACT

SOURCES

HEALTH PLANS SPEND \$344 BILLION ON WEIGHT LOSS

74% OF AMERICAN ADULTS LIVE WITH OVERWEIGHT OR OBESITY

BY 2030, 86% OF AMERICANS WILL BE OVERWEIGHT OR OBESE

20% FILL RATE FOR BRANDED DRUGS

CONSUMERS SPEND NEARLY \$300 BILLION A YEAR ON WEIGHT LOSS GOODS AND SERVICES

9 OUT OF 10 AMERICAN ADULTS ARE IN POOR METABOLIC HEALTH

WHILE 95% OF DIETS FAIL, AN ESTIMATED 45 MILLION PEOPLE CONTINUE TO TRY ONE EACH YEAR

1.3% OF ELIGIBLE OBESITY PATIENTS IN OTHER SETTINGS FILL A WEIGHT LOSS MEDICATION PRESCRIPTIONS

OVERWEIGHT AND OBESITY IS UP 55% SINCE 1990

OBESITY IS ASSOCIATED WITH THE LEADING CAUSES OF DEATH IN THE UNITED STATES

THE 1-2 POUNDS AMERICANS GAIN ON AVERAGE EACH YEAR

10%-15% WEIGHT LOSS TRANSLATES TO CLINICAL IMPROVEMENT

PARTICIPANTS LOST NEARLY 15% OF THEIR BODY WEIGHT AFTER BEING GIVEN A GLP-1 MEDICATION

WEGOVY™ IS GAME-CHANGING FOR OBESITY TREATMENT

OUT-OF-POCKET COSTS FOR GLP-1S ARE \$870-\$1385

GLP-1 MEDICATIONS WORK ON THE SAME RECEPTORS AS NATURALLY OCCURRING HORMONES

CLINICAL TRIALS SHOW 10% WEIGHT LOSS WITH GLP-1S

REACH OUT **PRESS@JOINCALIBRATE.COM**