

ADVANCED DIGITAL HEALTH MEDICINA PREVENTIVA S.A.

CNPJ/MF nº 10.345.009/001-98


NIRE 35.300.362.462

NOTICE TO THE MARKET

São Paulo, February 3, 2020 - **Advantage Digital Health Medicina Preventiva S.A.** – B3: ADHM3 – (“Company” ou “ADH”) announces to the market and the public updated information on its activities’ progress.




I am a personal self-improvement assistant focused on emotional balance, nutrition and fitness.



FUTURE


- B2B strategy focused on genetic testing in order to drive better results with less investment. Partnership with Genera will amplify wellness and productivity of employees in selected companies.
- Launch of partnerships with big and innovative wellness players, such as AuraBox and Buddha Spa.
- Subscription and payment systems will be implement, as well as inapp interactive features in order to drive even higher engagement rates.
- International expansion projects will start in 2019, as well as marketing investment.

BE THE BEST VERSION OF YOURSELF



Growing grape vines is not easy. There are a lot of unpredictable things that interfere on the results: altitude, climate, soil, rain, sun, insects, region, and even the type of grape. From one year to the other, everything can change and this is very challenging. Sometimes, the harvest doesn't turn out good. On the other side, a past harvest has no interference on the future. What happened, happened - it's in the past.

The game can be completely changed. The new harvest is a new page, and everything is possible. The future depends only on the now.





B2B & DNA

- Health insurance is the 2nd biggest cost for companies and 79% of employee absence is health related.
- Daily habits represent 50% when committing to a preventive lifestyle and 20% comes from genetics.
- The partnership between InYou and Genera will provide easy and quick DNA tests with a follow-up nutrition program that's personalised to each person and capable of raising productivity, keeping talent within the company and optimizing internal health campaigns.

PRESENT

In 2019, our mission become reality. The new CEO was responsible for this excellence: Karol Andreis has more than 20 years of experience, and her career made her a speaker in the US (SXSW), Italy (Social Media Day Rome) and Brazil (Campus Party, Social Media Week, Social Media Day). Here are some of our results:

- MVR with better UX/UI plus innovative voice and features was launched on App Stores (October/2019), featuring programs on emotional balance, nutrition and fitness.
- Featured at the biggest Brazilian TV channel, Globo, as a health tip; on the specialize platform Gizmodo as one of the best apps of the month; on Portugal's website PCGuia; and on Instagram stories from influencers with 100.000 followers.
- 2nd place at LIDE Futuro's Startup Award; selected for Hub55 acceleration program in New Haven on 2020; one of Nestlé Beyond Food17 top startups.
- Best stock market shares results in 2 years.

In 2020, InYou will deliver new content, a new B2B product and new features through DNA analysis. InYou is on the path of achieving company healthiness and being the forerunner app on nutrition DNA in Brazil, each day becoming more present on people's lives as a personal assistant for the best version of yourself.

Caroline Schiafino Andreis
CEO and Investor Relations Officer