

Awards



The mentoring network for start-ups

Julius Bär



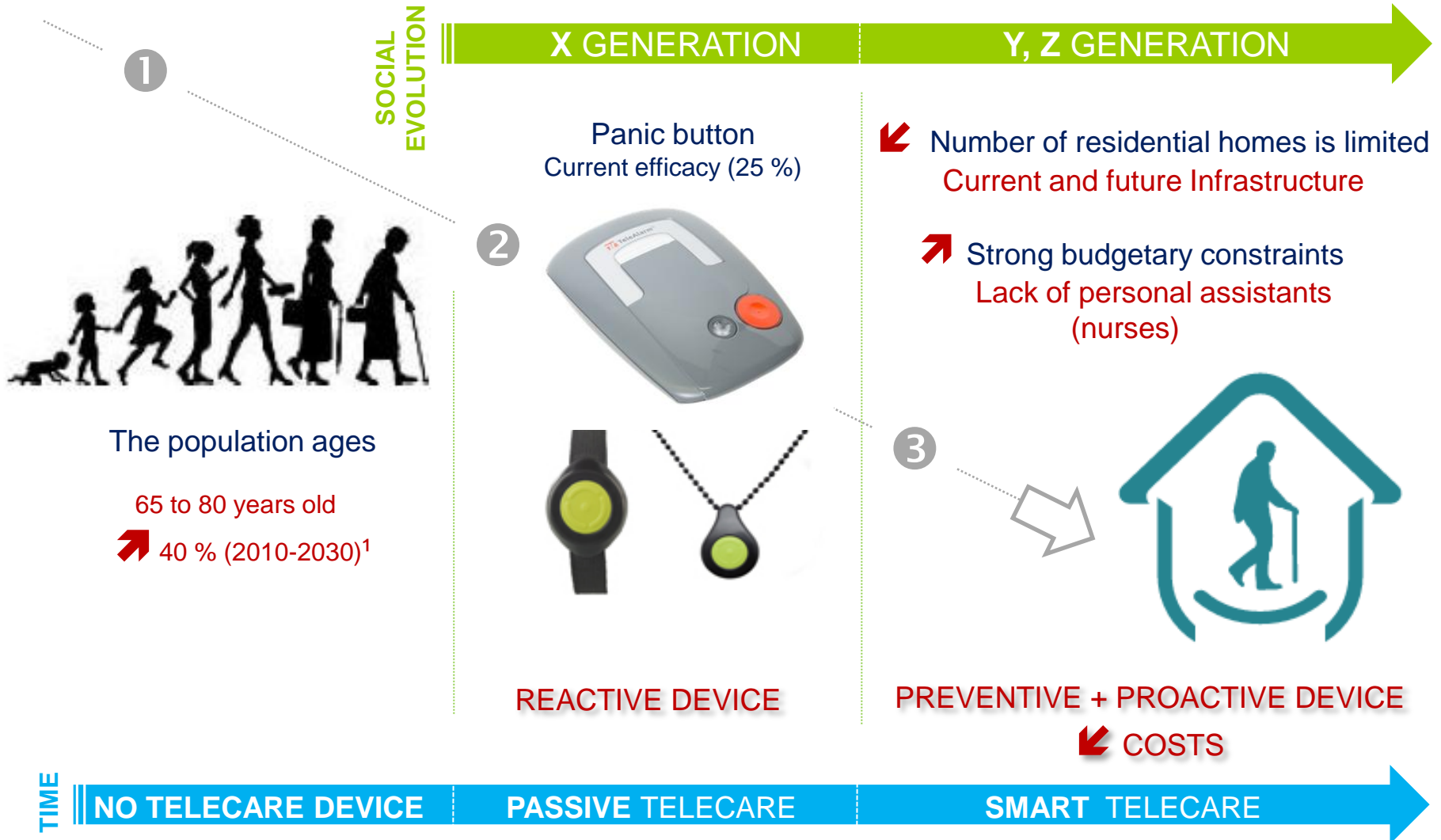
E-Mail : investors@personalcare-systems.com

Web : www.personalcare-systems.com

“Provides services to keep elderly people @home”

Staying @Home as long as possible

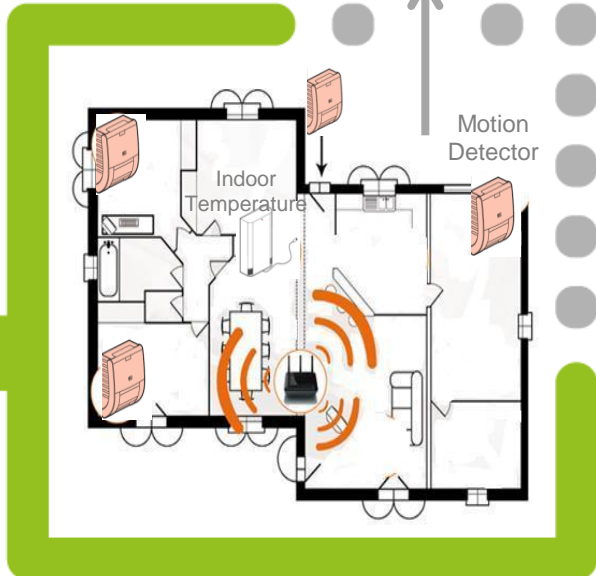
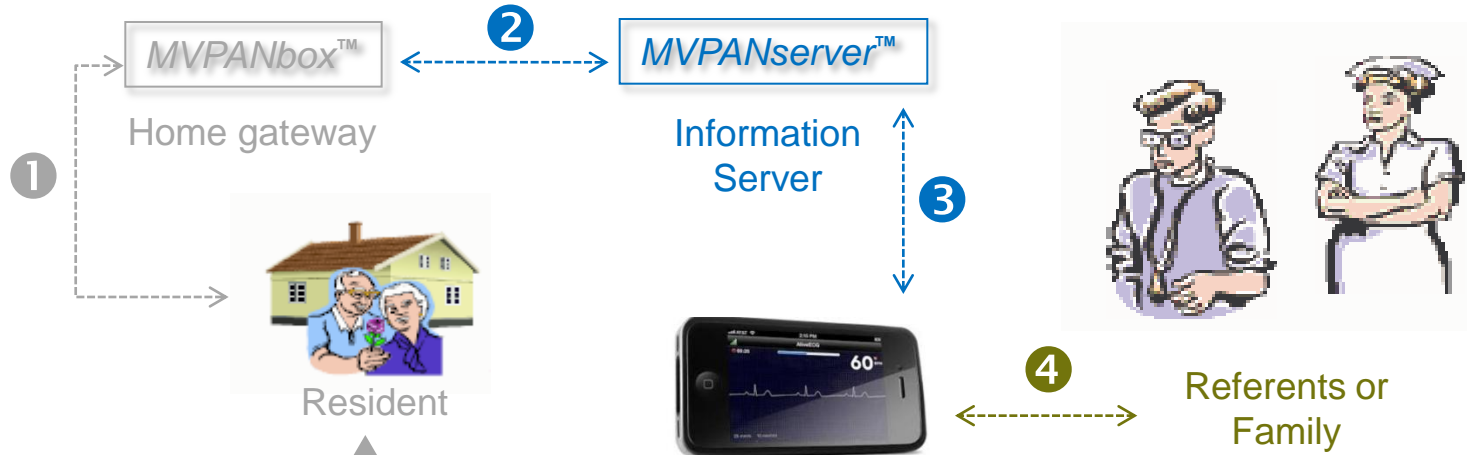
Trends, Few facts ...



¹ OFS (Federal Office of Statistics, Switzerland)

Smart Telecare

Device inside the residence



SmartCare systems



Pack SmartPresence™

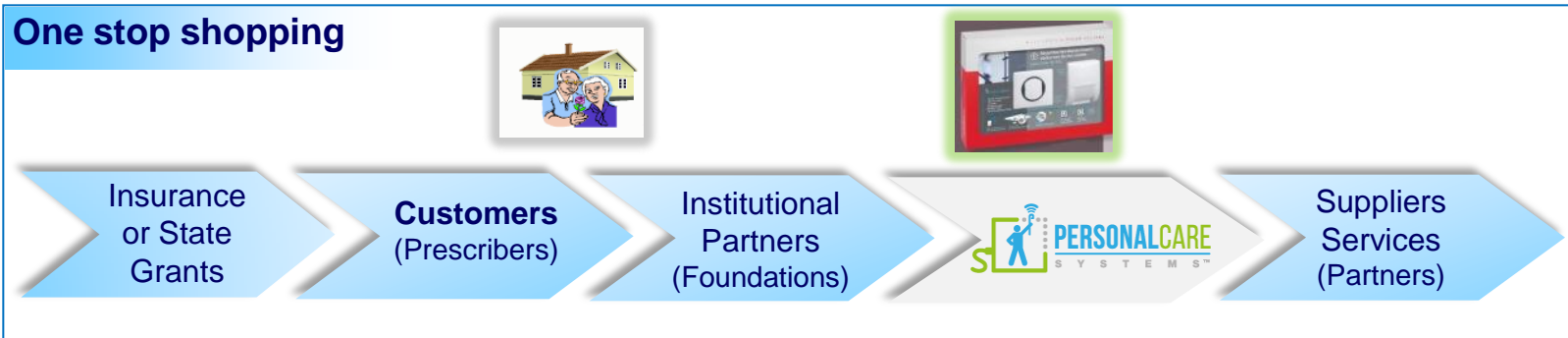


Positioning

Business model



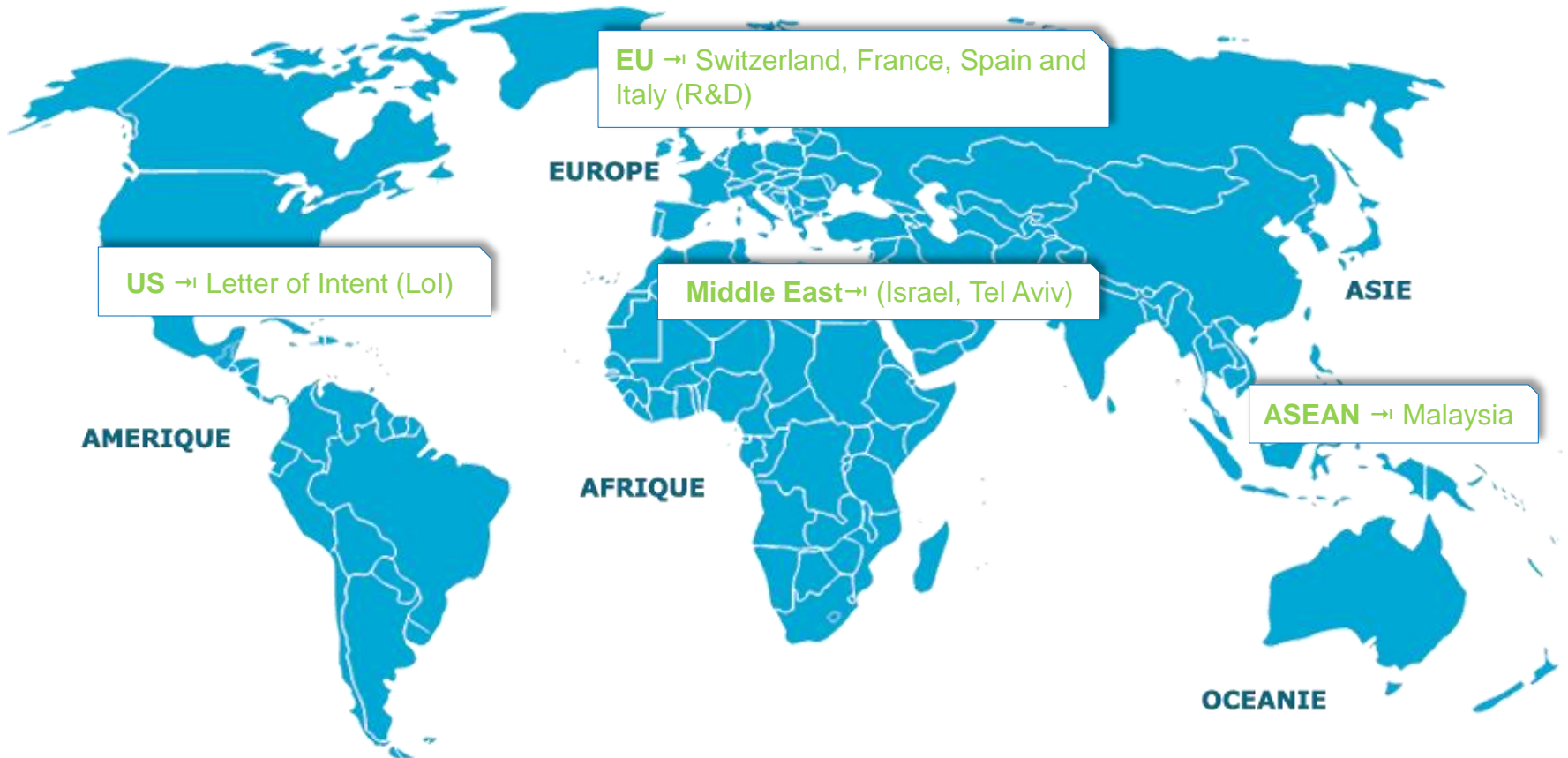
One stop shopping



- ▶ **Segment N° 1** (*Direct sales B2B* ⇒ services) → **private institutional** customers (e.g. foundations) or **semi-public** (grants) home care that manage apartments tailored to the needs of the elderly and dependent persons.
- ▶ **Segment N° 2** (*Indirect sales B2C* ⇒ products) → **residential** customers who want to adapt their existing apartments or **real estate** developers (new projects).

A HUGE MARKET OPPORTUNITY

EU | US | Middle East | ASEAN



In Europe (EU), 3.5 million social alarm (Panic button) must be replaced in the next 3 years !
 For example, 1 % of EU Telecare market, represents 30'000 customers and 30 M€ of revenues ...

Disruptive and social impact

Sustainable and social business model - PCS offers something original !



Our **disruptive approach** → We rely on a profitable business that is also **social** and **sustainable** in **4** points →

