



sharecare

All
together
better

Disclaimer

This presentation ("Presentation") is for informational purposes and does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation to purchase any equity, debt or other financial instruments of Sharecare Inc. ("Sharecare" or the "Company") or Falcon Capital Acquisition Corp. ("FCAC") or any of their respective affiliates. The information contained herein does not purport to be all-inclusive. The data contained herein is derived from various internal and external sources. No representation is made as to the reasonableness of the assumptions made within or the accuracy or completeness of any projections or modeling or any other information contained herein. Any data on past performance or modeling contained herein is not an indication as to future performance. FCAC and Sharecare assume no obligation to update any information in this Investor Presentation, except as required by law. The listing of customers and associated marks are meant to represent a sampling of customers that use our products and services as of January 2021 for diligence and informational purposes only and do not constitute any representation regarding the ongoing relationship or endorsement of any particular customer.

Important Information About the Business Combination and Where to Find It

In connection with the proposed business combination, as contemplated in the definitive merge agreement entered into by FCAC and Sharecare, FCAC has filed a registration statement on Form S-4 (the "Registration Statement") with the U.S. Securities and Exchange Commission (the "SEC"), which includes a proxy statement/prospectus, and certain other related documents, to be used at the meeting of FCAC stockholders to approve the proposed business combination. Investors and security holders of FCAC are urged to read the proxy statement/prospectus, any amendments thereto and other relevant documents that will be filed with the SEC carefully and in their entirety when they become available because they will contain important information about Sharecare, FCAC and the proposed business combination. The definitive proxy statement/prospectus will be mailed to stockholders of FCAC as of a record date to be established for voting on the proposed business combination. Investors and security holders will also be able to obtain copies of the Registration Statement and other documents containing important information about the business combination and the parties to the business combination once such documents are filed with the SEC, without charge, at the SEC's web site at www.sec.gov, or by directing a request to: info@ariliam.com.

Participants in the Solicitation

FCAC and its directors and executive officers, under SEC rules, may be deemed participants in the solicitation of proxies from FCAC's stockholders with respect to the proposed business combination. A list of the names of those directors and executive officers and a description of their interests in FCAC is contained in the final prospectus for FCAC's initial public offering, which was filed with the SEC on September 23, 2020, and is available free of charge at the SEC's web site at www.sec.gov, or by directing a request to: info@ariliam.com. Additional information regarding the interests of such participants will be set forth in the proxy statement/prospectus for the proposed business combination when available.

Each of Sharecare and its directors, executive officers and other members of its management and employees, under SEC rules, may also be deemed to be participants in the solicitation of proxies from the stockholders of FCAC in connection with the proposed business combination. A list of the names of such directors and executive officers and information regarding their interests in the business combination will be contained in the proxy statement/prospectus for the business combination when available.

No Offer or Solicitation

This Investor Presentation does not constitute a solicitation of a proxy, consent or authorization with respect to any securities or in respect of the business combination. This Investor Presentation also does not constitute an offer to sell or the solicitation of an offer to buy securities, nor will there be any sale of securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. No offering of securities will be made except by means of a prospectus meeting the requirements of Securities Act of 1933, as amended, or an exemption therefrom.

Industry and Market Data

This presentation includes information and statistics regarding market participants in the sectors in which Sharecare competes and other industry data which was obtained from third-party sources, including reports by market research firms and company filings.

Trademarks

This presentation may contain trademarks, service marks, trade names and copyrights of other companies, which are the property of their respective owners. Solely for convenience, some of the trademarks, service marks, trade names and copyrights referred to in this presentation may be listed without the TM, SM © or ® symbols, but FCAC and Sharecare will assert, to the fullest extent under applicable law, the rights of the applicable owners, if any, to these trademarks, service marks, trade names and copyrights.

Use of Non-GAAP Financial Measures

This presentation includes non-GAAP financial measures. FCAC and Sharecare believe that these non-GAAP measures are useful to investors for two principal reasons. First, they believe these measures may assist investors in comparing performance over various reporting periods on a consistent basis by removing from operating results the impact of items that do not reflect core operating performance. Second, these measures are used by Sharecare's management to assess its performance. FCAC and Sharecare believe that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating ongoing operating results and trends. These non-GAAP measures should not be considered in isolation from, or as an alternative to, financial measures determined in accordance with GAAP. Other companies may calculate these non-GAAP financial measures differently, and therefore such financial measures may not be directly comparable to similarly titled measures of other companies. In addition, such information and data may not be included in, may be adjusted in or may be presented differently in any proxy statement or registration statement to be filed by FCAC with the SEC. A reconciliation of certain of these non-GAAP financial measures to their most comparable GAAP measure is set forth in a table included at the end of this presentation.

Disclaimer (continued)

Projections

This Presentation contains projected financial information with respect to Sharecare. Such projected financial information constitutes forward-looking information, is for illustrative purposes only and should not be relied upon as necessarily indicative of future results. The assumptions and estimates underlying such projected financial information are inherently uncertain and subject to a wide variety of significant business, economic, competitive and other risks and uncertainties that could cause actual results to differ materially from those contained in the projected financial information. See “*Forward Looking Statements*” paragraph below. Actual results may differ materially from the results contemplated by the projected financial information contained in this Presentation, and the inclusion of such information in this Presentation should not be regarded as a representation by any person that the results reflected in such projections will be achieved. Neither the independent auditors of FCAC nor the independent registered public accounting firm of Sharecare audited, reviewed, compiled, or performed any procedures with respect to the projections for the purpose of their inclusion in this Investor Presentation, and, accordingly, neither of them expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this Investor Presentation.

Forward Looking Statements

This presentation also contains forward-looking statements, which may be identified by such words as “may”, “should”, “would”, “plan”, “intend”, “expect”, “believe”, “anticipate”, “estimate”, “predict”, “potential”, “seem”, “seek”, “continue”, “future”, “will”, “outlook”, or other similar expressions, words or phrases, or by their context. These statements include statements regarding the industry in which the combined companies will operate, future events, the proposed transactions between FCAC and Sharecare, the estimated or anticipated future results and benefits of the combined company following the transaction, including the likelihood and ability of the parties to successfully consummate the proposed transaction, future opportunities for the combined company, and other statements that are not historical facts. These statements are made on the basis of current knowledge and current expectations of FCAC and Sharecare management and, by their nature, involve numerous assumptions and uncertainties and are not predictions of actual performance. Nothing set forth herein should be regarded as a representation, warranty, or prediction that FCAC or Sharecare will achieve or are likely to achieve any particular future result.

Various factors could cause actual future results, performance or events to differ materially from those described herein. This presentation does not purport to be all-inclusive or to contain all the information that a prospective investor may desire in making an evaluation.

Some of the factors that may impact future results and performance may include, without limitation:

- Changes in the business environment in which Sharecare or FCAC operate;
- The impact of pending and future litigation and governmental investigations and inquiries;
- Changes in U.S. federal, U.S. state, and non-U.S. laws and regulations, their interpretation, their enforcement, or the regulatory climate applicable to our business, and their impact on our ability to operate our business;
- Outages, disruptions, breaches, errors or failures in our products, services, computer systems, and software, which could expose us to financial and legal harm and adversely affect our operating results and growth prospects;
- The loss of one or more members of FCAC or Sharecare management teams;
- The inability of the parties to successfully or timely consummate the proposed transaction, including the risk that the required regulatory approvals are not obtained, are delayed or are subject to unanticipated conditions that could adversely affect the combined company or the expected benefits of the transaction, or that the approval of the stockholders of FCAC is not obtained;
- Failure to realize the anticipated benefits of the transaction, including as a result of a delay in consummating the transaction or a delay or difficulty in integrating the business of FCAC and Sharecare;
- Uncertainty as to the long-term value of FCAC common stock;
- Our integration of, and realization of anticipated benefits, including synergies from, acquisitions;
- Our ability to obtain additional capital to support growth, which may not be available on terms acceptable to us, if at all;
- The transition to becoming a public company, resulting increases in legal, accounting and compliance expenses, and the impact of our public financial and other disclosures on our negotiations and arrangements with key counterparties;
- Those discussed in FCAC’s final prospectus relating to the initial public offering filed with the SEC on September 23, 2020 under the heading “Risk Factors” and other documents of FCAC on file with the SEC or in the Registration Statement.



Agenda

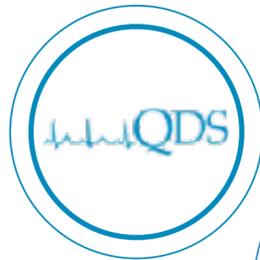
- Company Vision/Overview 15 min
- Enterprise Overview 2 hours
 - Demo of platform, Architecture, and Innovation
 - doc.ai
 - Health Security and Vaccine Assistant
 - Community Well-Being
- Q&A 15 min
- Provider Overview 15 min
- Q&A 5 min
- Consumer Overview 15 min
- Q&A 5 min
- Finance, M&A, and Overview 30 min
- Closing Remarks and Q&A 20 min



Proven Track Record



1994
QDS, Founder
Remote patient
monitoring; sold to
Matria Healthcare



1998
WebMD, Founder
Leading healthcare
website; sold for \$4B



2007
HowStuffWorks, CEO
Sold to Discovery
Communications



2010
Sharecare, Founder, CEO
and Chairman
Comprehensive health and well-
being solution to help everyone
build a longer, better life



Vision



Sharecare is a **health & well-being digital hub** that **unifies all the elements** of individual and community health so everyone can **live better, longer**.

We provide an **interoperable platform** integrating fragmented point solutions and disparate stakeholders to foster a frictionless user-friendly experience that engages people across the **dynamic continuum of their healthcare needs**.

We're all together better when:

- **we unify the entire ecosystem – health plans, employers, providers, life sciences – into one connected system**
- **we turn point solutions into an integrated platform in the palm of a person's hand**
- **we turn individual progress into community transformation**

All Together Better

Diverse Team of Innovators, Operators, and Unifiers



Jeff Arnold
Founder, Chairman, CEO



Dawn Whaley
President, CMO



Justin Ferrero
President, CFO



Pam Shipley
COO



Laura Klein
EVP/GM, Consumer Solutions



Natalie Schneider
EVP/GM, Provider Solutions



Naveen Saxena
Chief Technology Officer



Toni Pashley
SVP, Product



Anil Menon
EVP, Community & Urban Services



Elizabeth Colyer
SVP, Community Well-Being Index



Sam De Brouwer
Chief Strategy Officer



ALL TOGETHER BETTER

Sharecare Overview

- A **comprehensive digital solution** helping people build longer, better lives
- Operating across **three divisions:**

ENTERPRISE

PROVIDER

CONSUMER

INVESTMENT PARTNERS

LIVING ROOM

EXAM ROOM

WORKPLACE

FINANCIAL



HEARST corporation

Hospital Corporation of America™



SUMMIT PARTNERS

O P R A H



Swiss Re



WELLINGTON MANAGEMENT®



WELLS FARGO

SHARECARE BY THE NUMBERS

2012

launched Sharecare platform

~64K

employer clients

8M+

eligible lives

6K+

health system clients

127

top life sciences brands

\$450M

total capital raised

\$408M

2021E revenue

\$31M

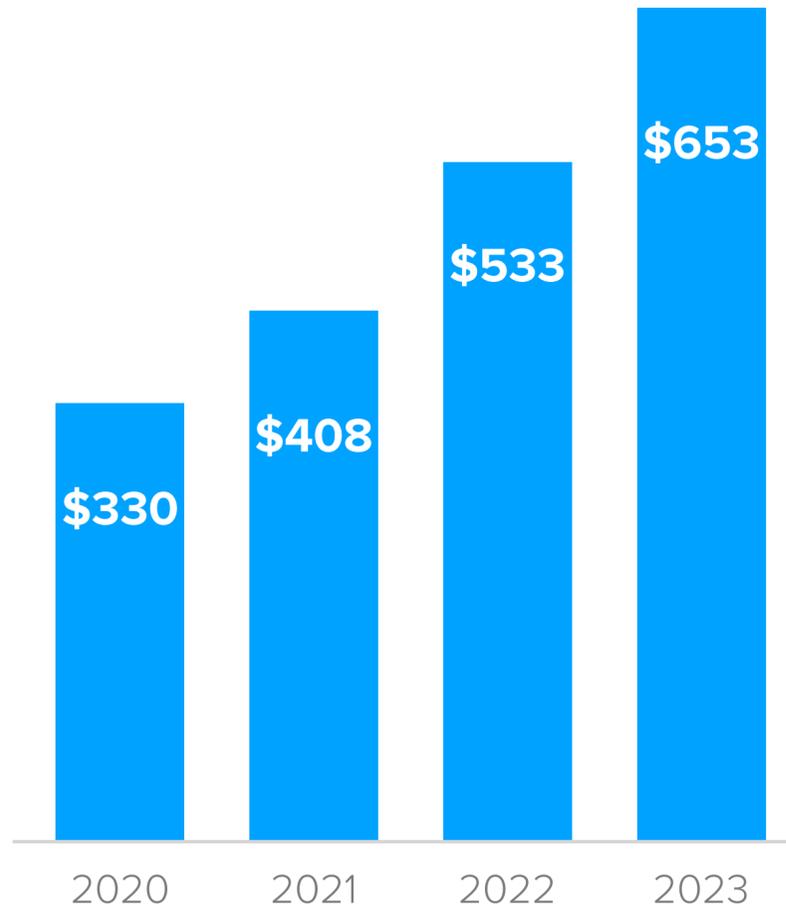
2021E adjusted EBITDA

Delivering Accelerated Growth with Significant Operating Leverage



REVENUE

'20 – '23 CAGR: 26%

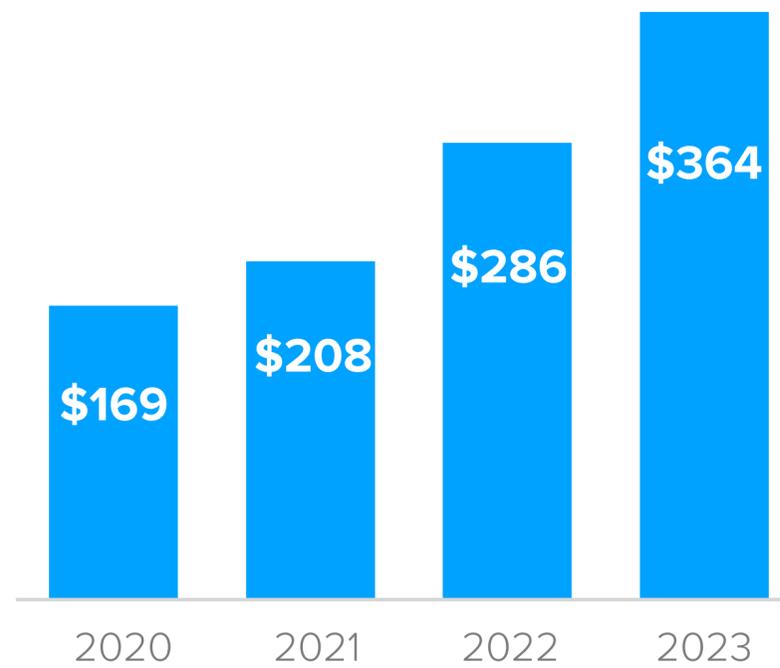


Revenue growth

24% 30% 22%

GROSS PROFIT

'20 – '23 CAGR: 29%

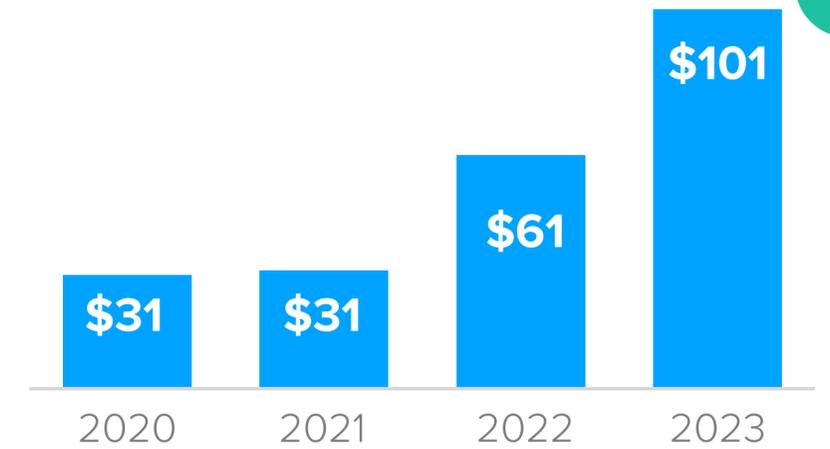


Gross profit margin

51% 51% 54% 56%

ADJUSTED EBITDA

'20 – '23 CAGR: 46%



EBITDA margin

9% 8% 11% 15%

\$, in millions

Note: includes doc.ai acquisition; adjusted EBITDA reflects removal of non-cash operating expenses (stock option compensation expense), severance and acquisition-related costs; 2021 forecast includes \$3.9M of IPO-related operating expenses



Category of One:
Business Positioned for Growth and Scale

Comprehensive
Platform

Innovative digital health platform based on human-centric design

Diversified
Revenue & Scale

Diversified portfolio with opportunity to **capture \$1B++ in incremental revenue from existing customers**

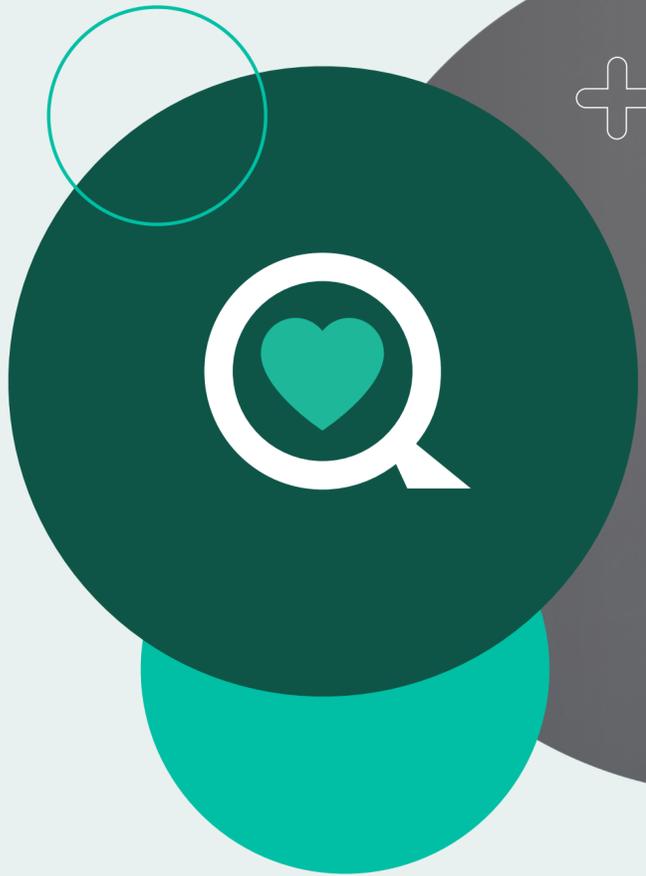
Data &
Innovation

At the **intersection of technology, healthcare, & media**, creating data-driven solutions

Differentiated
Financial
Performance

Positioned for success with **strong revenue visibility, scale, and profitability**

High-growth, recurring revenue **driving 20% sustainable YoY growth**



ALL TOGETHER BETTER

Comprehensive Platform



COMPREHENSIVE PLATFORM

Personalized Digital Platform Enabling Productized Engagement



MESSAGING

MOTIVATION

MANAGEMENT

MEASUREMENT

MOVEMENT



ENTERPRISE



Benefits navigation



Healthcare navigation



Digital therapeutics



Wellness/well-being



Blue Zones Project



Health security

PROVIDER



Health Information Management



Value-based care



Payment integrity



Remote patient monitoring



Digital engagement

CONSUMER



Lead generation



Sponsorships



Audience targeting



Condition-specific marketing

Personalized Digital Platform Enabling Productized Engagement



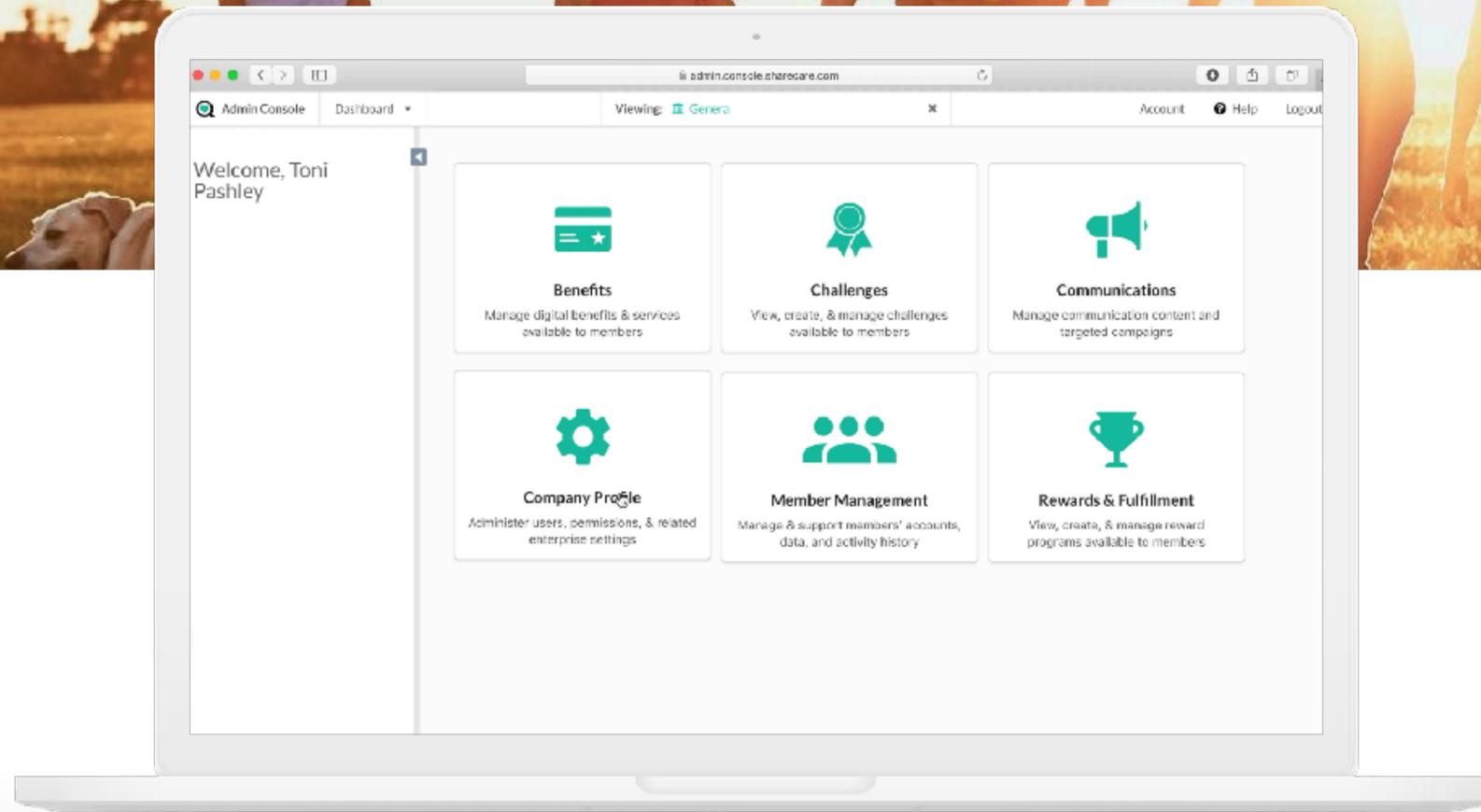
MESSAGING

MOTIVATION

MANAGEMENT

MEASUREMENT

MOVEMENT



ENTERPRISE



Benefits navigation



Healthcare navigation



Digital therapeutics



Wellness/well-being



Blue Zones Project



Health security

PROVIDER



Health Information Management



Value-based care



Payment integrity



Remote patient monitoring



Digital engagement

CONSUMER



Lead generation



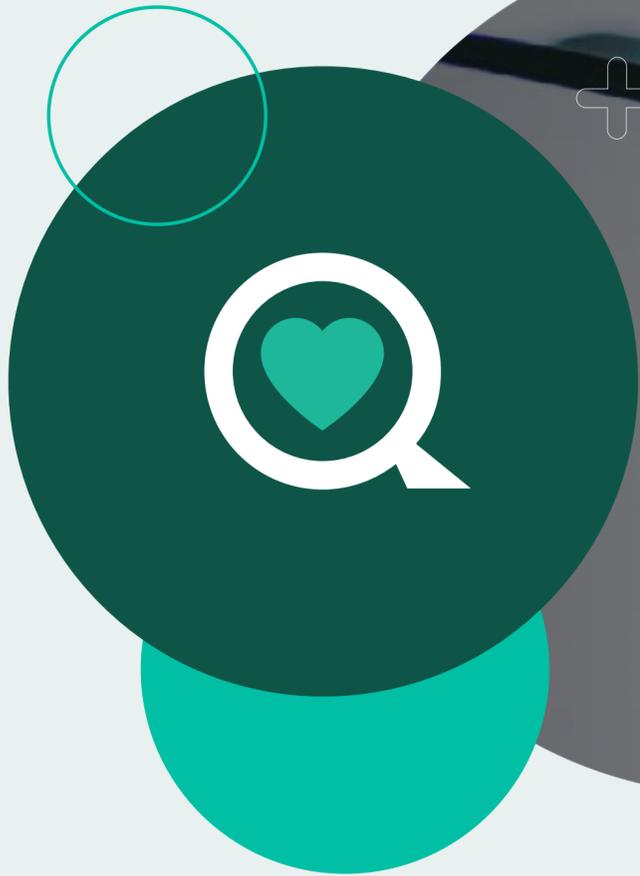
Sponsorships



Audience targeting



Condition-specific marketing



DIVERSIFIED REVENUE & SCALE

Enterprise Solutions



Opportunity: Fragmented Offerings Driving Cost & Vendor Fatigue

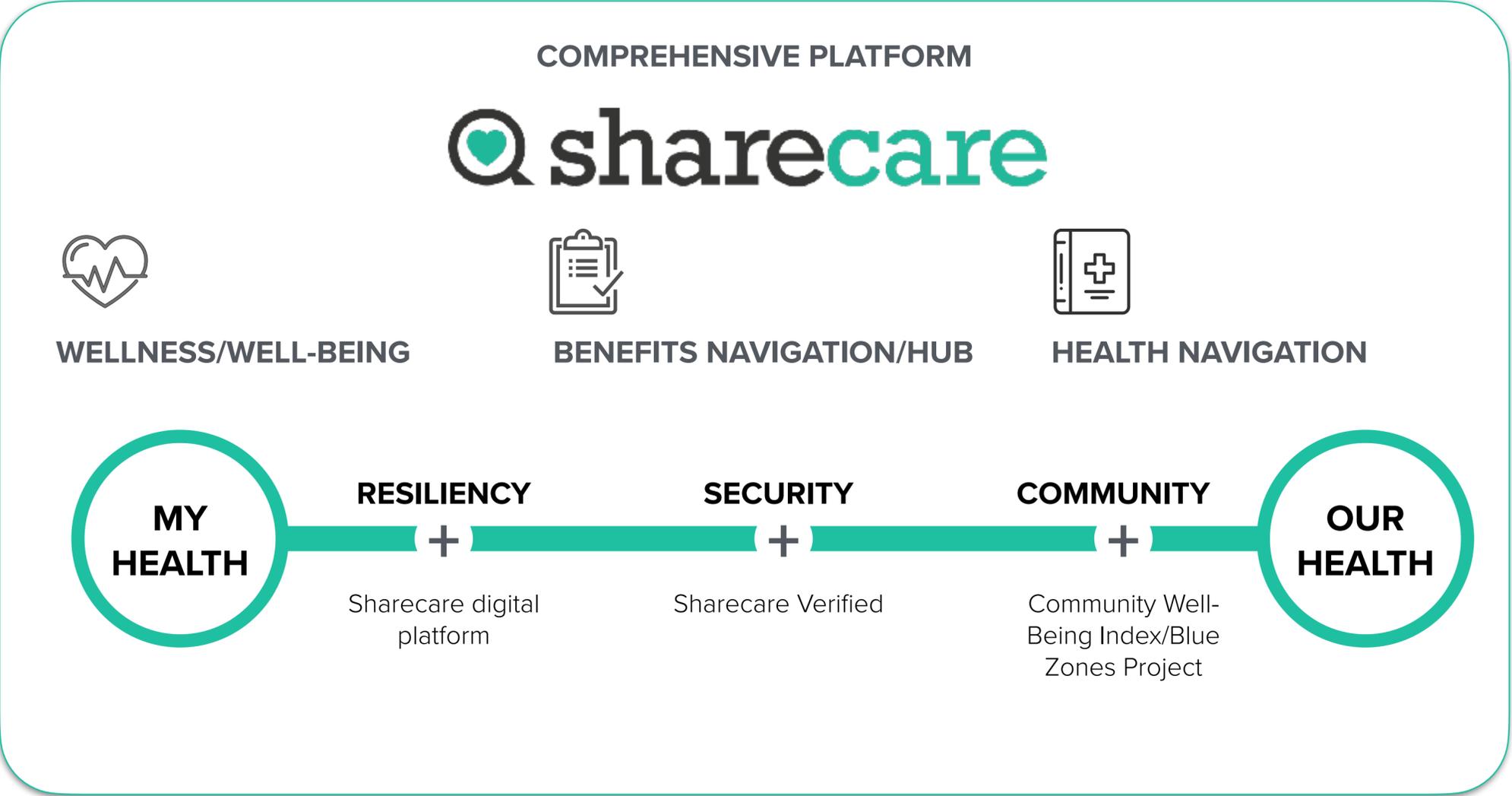


- Lifestyle mgmt
- Communications
- Medication adherence
- Care coordination
- Biometric screening
- Telehealth
- Pharmacy
- Second opinion
- Medical devices
- Condition management
- Pregnancy/family
- Weight/nutrition
- Transparency
- Behavioral health
- Financial well-being
- Physical activity/wellness
- Sleep
- Smoking cessation
- Provider networks
- Onsite/near-site
- Incentives
- Food logging
- Advocacy
- MSK

WELLNESS/WELL-BEING

BENEFITS NAVIGATION/HUB

HEALTH NAVIGATION



Integrated Solution Lowering Healthcare Costs, Improving Outcomes, and Increasing Satisfaction



\$190M* 2020 revenue **\$239M*** 2021 revenue **58%*** of 2021 revenue

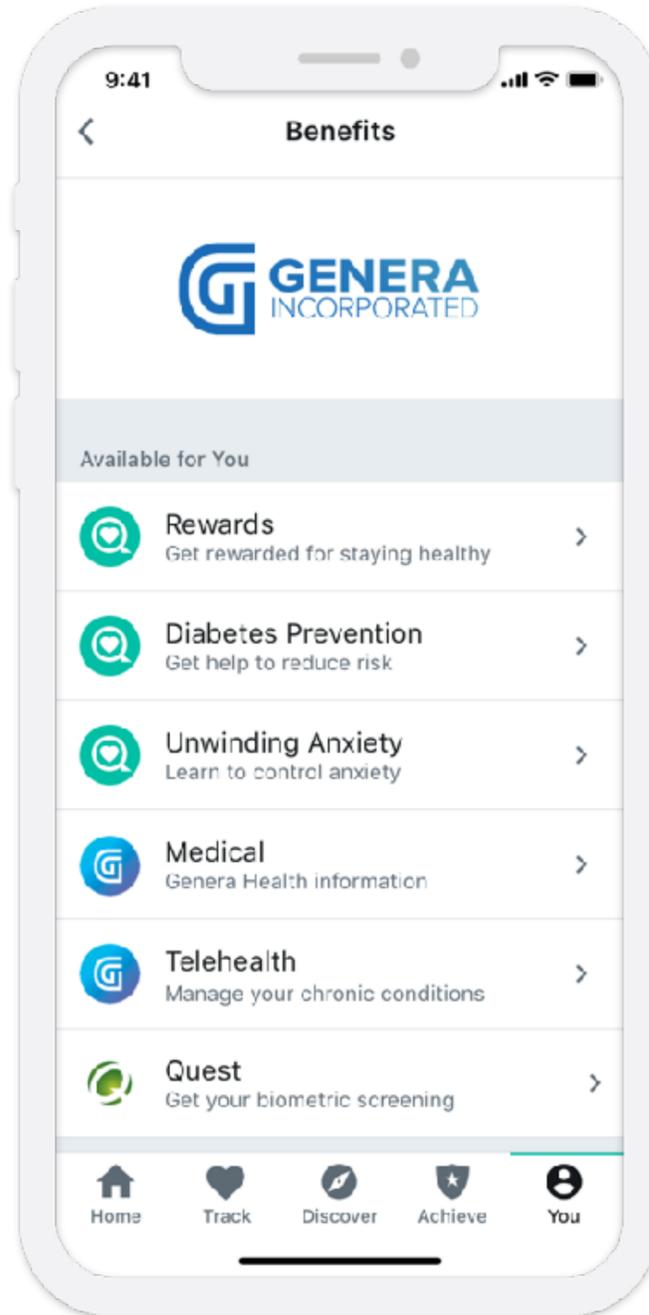
Products include:

- Benefits navigation
- Healthcare navigation
- Digital therapeutics
- Wellness/well-being
- Blue Zones Project
- Health security

Revenue model: Recurring multi-year contracts with upsell opportunities

Pricing structure: PMPM, per enrollee

Client base: 27 direct large employers, 9 health plans providing access to another ~64K employers, 10 public sector clients



KEY HEALTH PLAN CLIENTS:



KEY EMPLOYER CLIENTS:



KEY PUBLIC SECTOR CLIENTS:

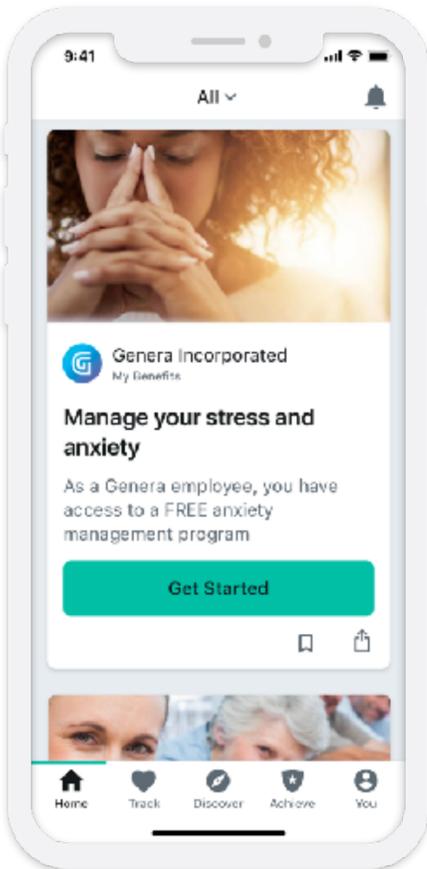


* estimated, 2021 includes doc.ai acquisition stub period revenue

Land and Expand: Comprehensive Offering to Improve Health



Core Digital Platform



PMPM

Existing client base

- Claims ingestion
- Population risk stratification
- Member engagement
- Incentives management

Marketplace of Targeted Digital Therapeutic Programs

Diabetes Prevention	Manage Diabetes	Diabetes Education
Unwinding Anxiety	Eat Right Now	Craving to Quit
Fertility	Pregnancy	Parenting
Financial Well-Being	Muscle/Joint Health	Breathe

incremental fee per enrollee

\$1B revenue opportunity by activating digital therapeutics

Total Addressable Market

Product	Addressable Market (\$B)
Mental health genetic testing	\$55.3B
Diabetes prevention	\$53.0B
Musculoskeletal	\$32.8B
Diabetes management	\$21.6B
Lifestyle management coaching	\$16.8B
Disease management coaching	\$9.2B
Biometrics	\$8.8B
Gym/fitness	\$8.6B
Tobacco cessation coaching	\$6.4B
Diabetes solutions	\$3.8B
Digital platform	\$3.4B
Blue Zones Project	\$3.2B
Stress and anxiety	\$1.5B
Weight management	\$1.5B
Ornish Lifestyle Medicine	\$1.3B
Financial well-being	\$1.2B
Fertility, pregnancy, and parenting	\$1.0B
Digital tobacco cessation	\$0.9B
Digital diabetes education	\$0.5B
Nurse line	\$0.5B
Total	\$231.3B



Operational Sales Performance Framework



Performance dashboards



Digital activities
(meetings, emails)

Networking &
events

Pipeline
metrics

Outreach
campaigns

Segmentation

1

Channel

Employer, government, health plan, etc

2

Market

Territories, sector

3

Behavioral

Activities, patterns, usage, engagement

Channels

Employer

~6,100 groups

Health plans

~100 payors

Government

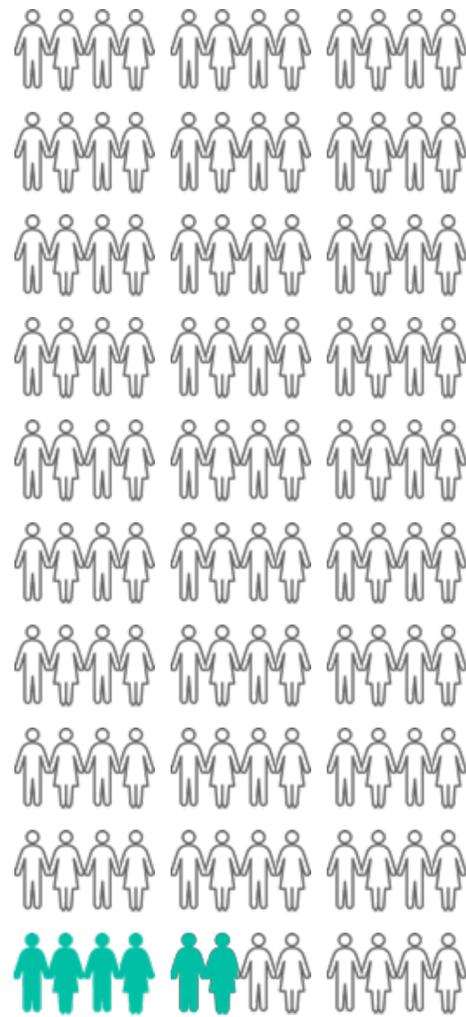
~400 groups

Consultants/ Brokers

Significant Enterprise Growth in Overall Engagement Opportunity



Previous methodology



Qualified members

Data types:

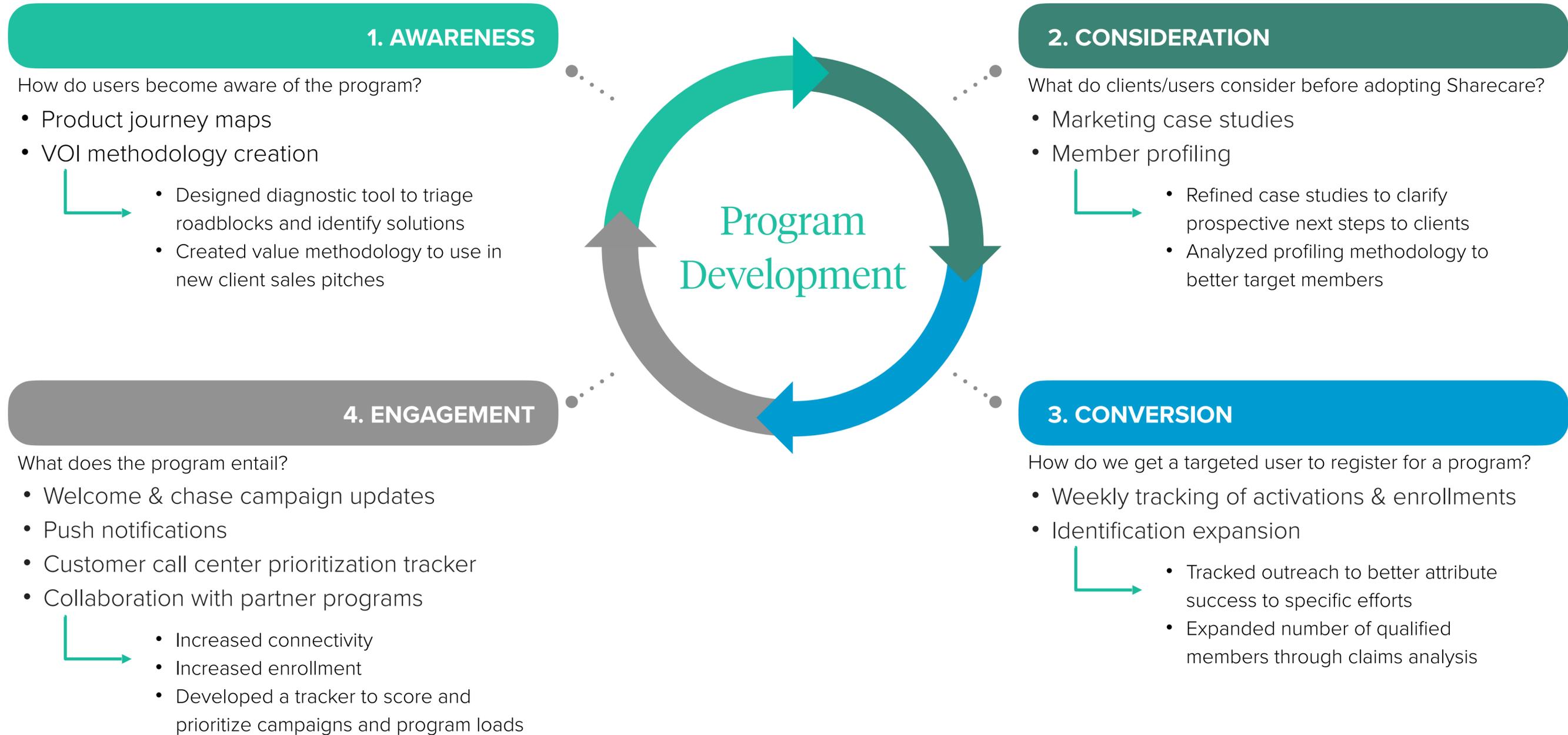
- Claims
- Social Determinants of Health (SDOH)
- Call logs
- Eligibility
- RealAge
- Biometrics

Expanded methodology



Qualified members

Enterprise Activation/Engagement Focus & Expansion

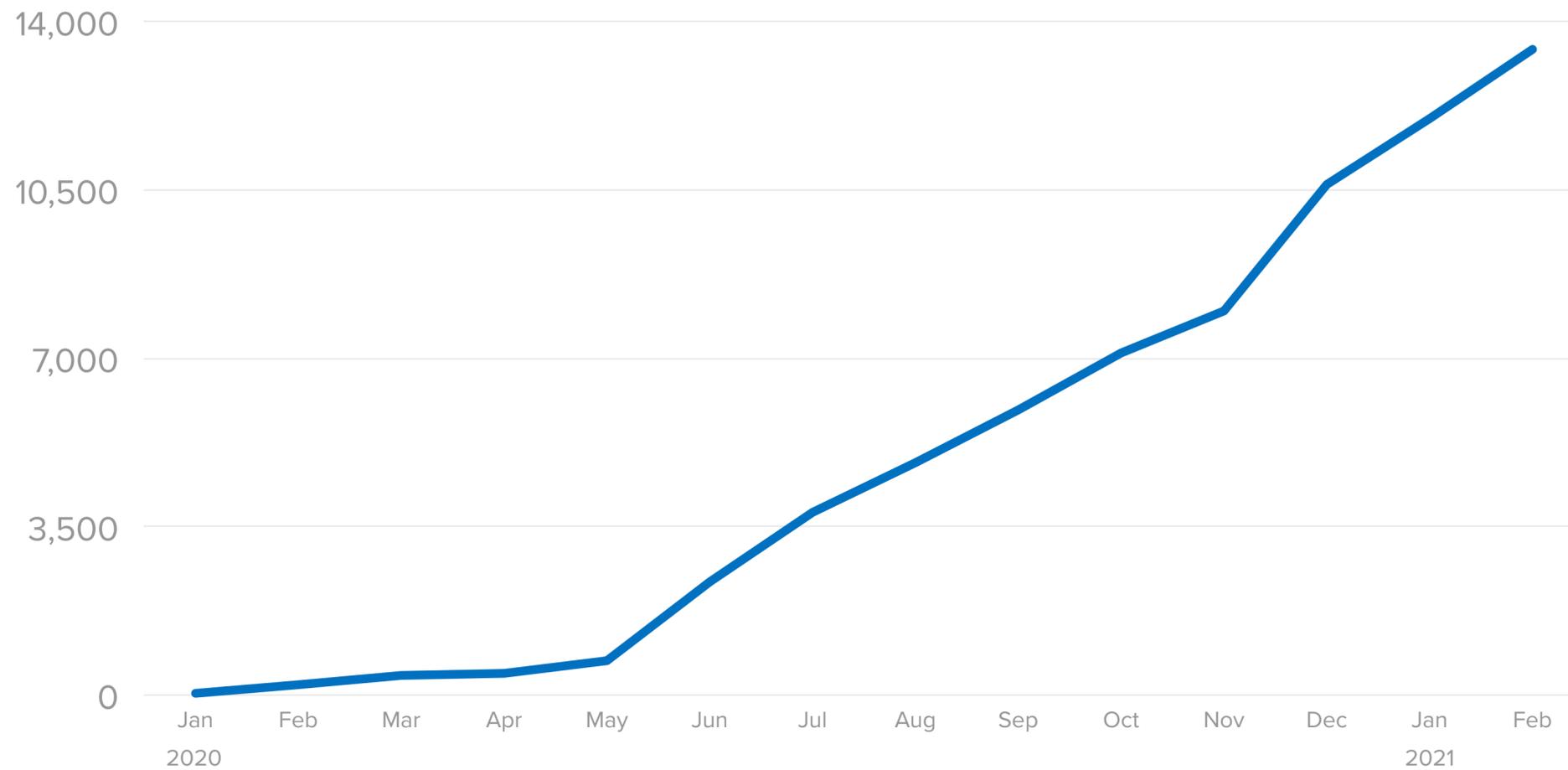


Case Study: DPP Expansion for Payor Client

Diabetes Prevention Program (DPP) member activation expansion to 400K eligible lives



Payor client DPP total enrollments



2020-2021 enrollment progress

- April 2020: less than 1,000 enrolled
- December 2020: 11,000 enrolled
- February 2021: 13,500 enrolled
- Pacing over 1,500/month

Case Study: Payor Client Product Expansion



Market statistics

175%↑

Increase in marketplace products YOY

66%↑

Revenue growth YOY

YOY product growth

	2019	2020	2021 contracted	2020 growth %	2021 growth %
\$ Revenue	\$2.5M	\$6.5M	\$10.8M	160%	66%
Number of Marketplace Products	1	4	11	300%	175%

Product Expansion

2019 PRODUCTS

- Digital platform

2020 PRODUCTS

- Digital platform
- 24-hour nurse line
- Onsite health promotion

2021 PRODUCTS

- Digital platform
- 24 hour nurse line
- Onsite health promotion
- Lifestyle Management
- Disease Management
- Tobacco cessation
- Anxiety management
- Maternity
- Diabetes Prevention Program
- Insulin management
- MSK/MSD

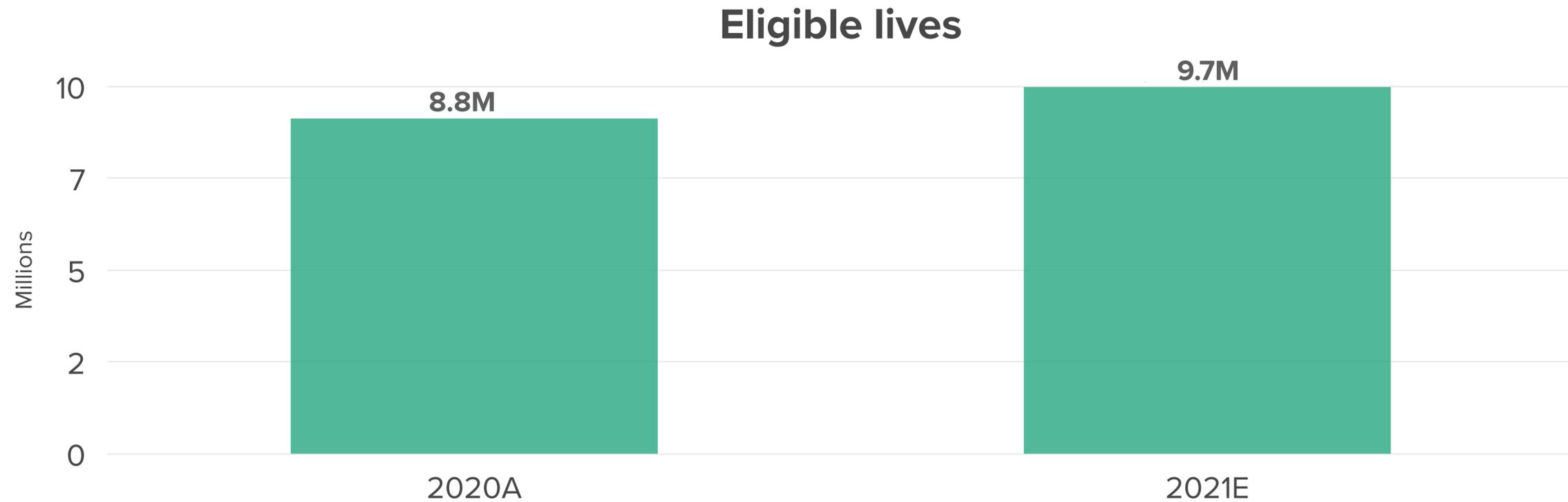
ADDITIONAL OPPORTUNITIES

- Digital biometric screenings
- Health security
- Well-Being@Work
- Unwinding Anxiety

2021 KPIs Demonstrate Revenue Growth Momentum



8.8M
 ELIGIBLE LIVES
 (2020)



- Eligible lives is a metric which is a leading indicator of revenue growth for the enterprise digital platform and other digital solutions
- Generate revenue multiple ways – primarily on a per member/per month basis, or per enrolled member basis
- Eligible lives grow by addition of new clients, but also within the existing client base as Sharecare solutions are extended to new health plan employer groups, and additional covered populations (Medicaid, exchange)

Established Strategy to Drive Revenue Growth



Expand footprint

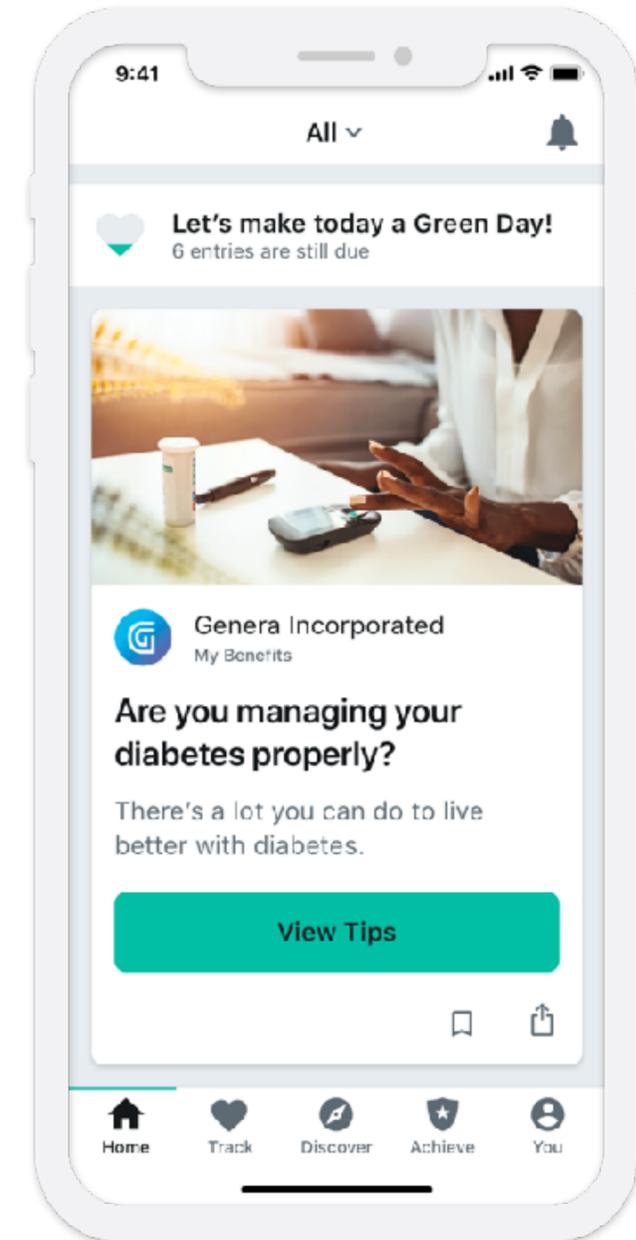
- **New logos**
- Additional Blues and other health plans
- Executing on prospective pipeline representing ~9,500 new employers

New digital therapeutics product offerings

- Increase **digital therapeutics programs offerings** for 2021
 - Hypertension, asthma/COPD, sleep, EAP, mental health, second opinion, advocacy/concierge
- Immediate revenue to Sharecare based on existing contracts
- Ability to activate anytime during calendar year

Activate eligible lives within clients

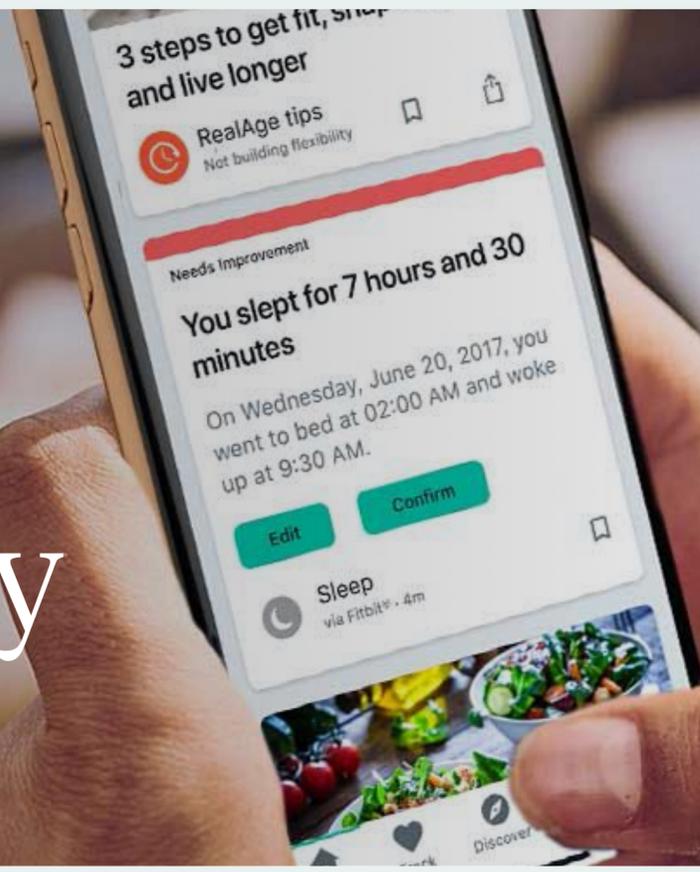
- Investing in **advanced sales and marketing tactics**
- Targeted digital modeling and marketing to expand eligible activations





DIVERSIFIED REVENUE & SCALE

Product & Technology



Feature Configuration



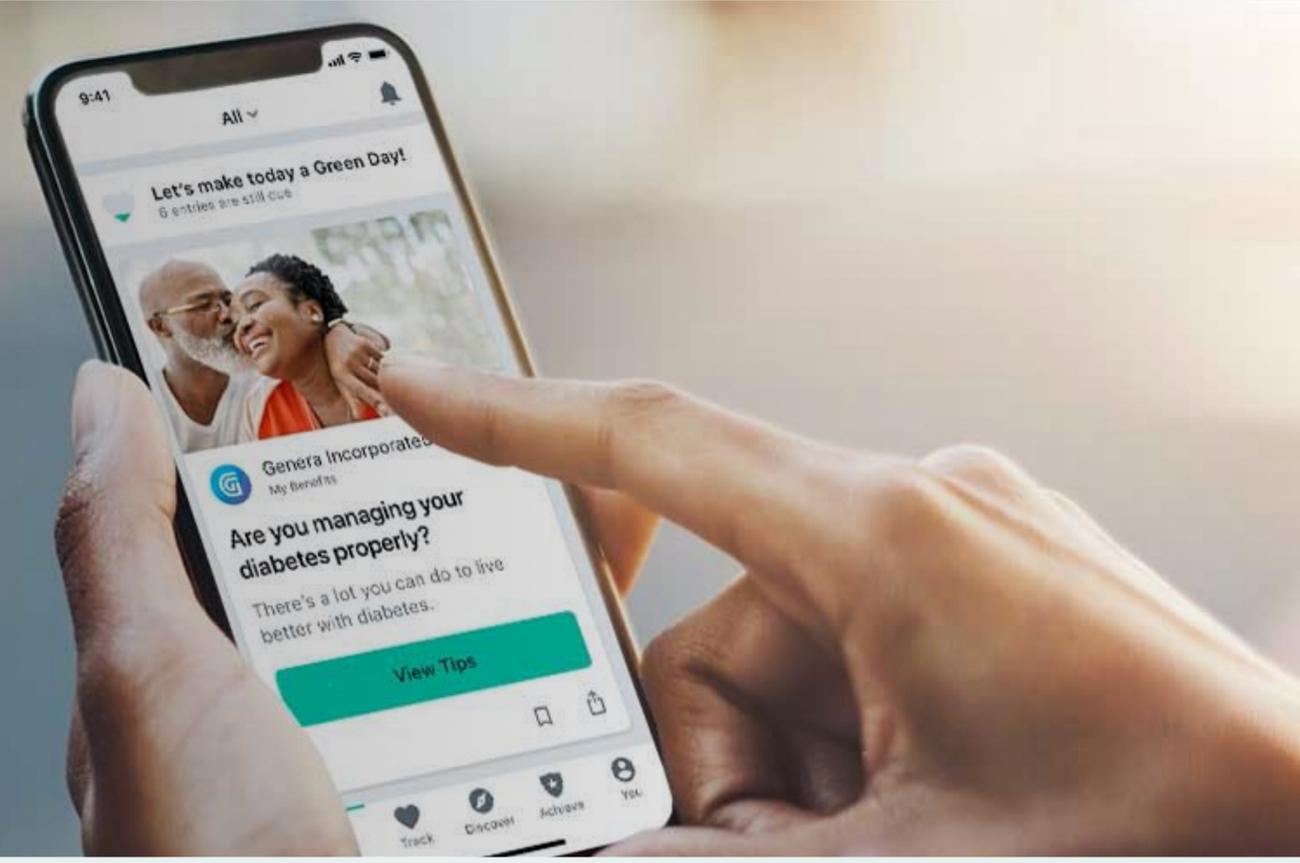
Sponsorship Model

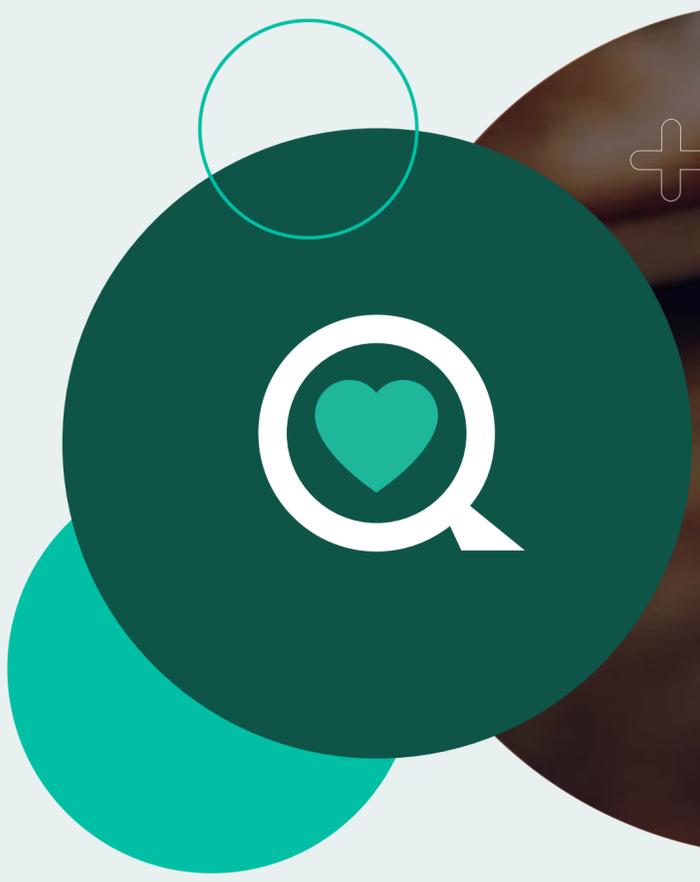
Features	Person	Employer	Health Plan	Provider
RealAge (HRA)	X	X	X	X
Health topics & content	X	X	X	X
Tracking (activity, devices and apps)	X	X	X	X
Profile - health/settings	X	X	X	X
Messaging & campaigns	X	X	X	X
Wallet	X	X	X	X
Benefits navigation		X	X	
Coaching: Lifestyle and Disease Management	X	X	X	
Incentives & rewards programs	X	X	X	
Challenges (steps, stress, sleep, diet)	X	X	X	
Find-a-Doctor	X	X	X	
Symptom checker (AskMD)	X	X	X	
Medication pricing		X	X	
Claims ingestion		X	X	
Care console: management, configuration		X	X	
Learning tracks/care plan		X	X	X
Gaps-in-care			X	X
Value-based billing				X
Testing & results		X	X	X
Well-Being@Work (COVID-19 readiness)		X	X	
Partner programs & services	X	X	X	X



DIVERSIFIED REVENUE & SCALE

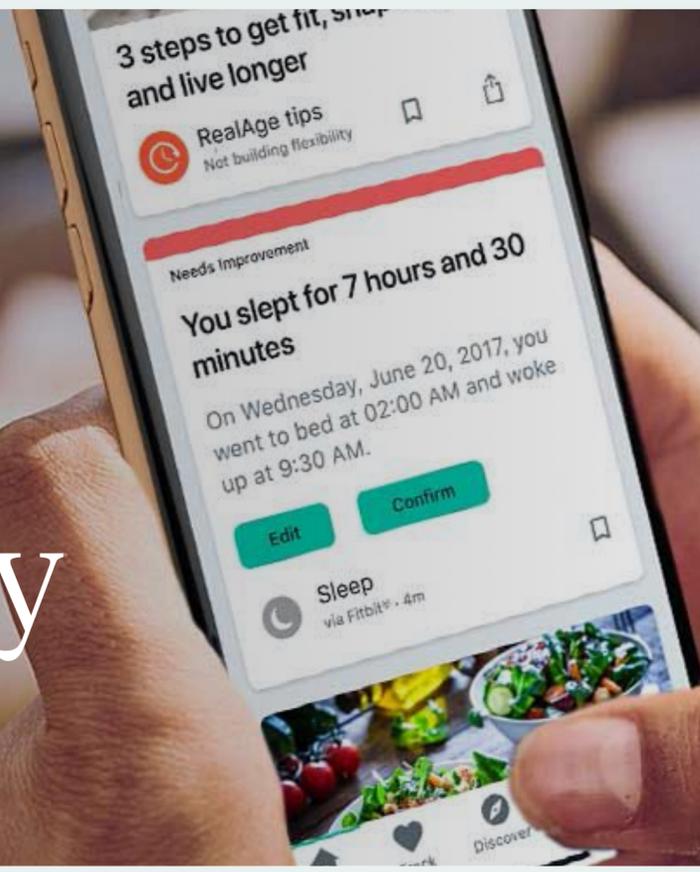
Product Demo





DIVERSIFIED REVENUE & SCALE

Product & Technology



Technology for Healthcare



Core Platform

One platform

- User/customer agnostic

Highly secure

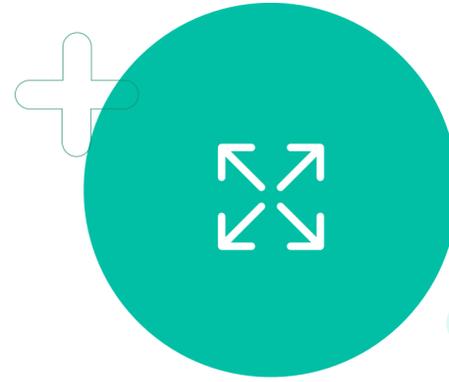
- Separation of PHI/PII
- HIPAA + HITECH compliant
- Auditable processes

Multi-tenant

- Across and within

Cloud-based

- Micro-services
- Kubernetes



Big Data

Multi-variate datasets

- Eligibility
- Claims
- Biometrics
- SDOH

Multiple protocols/ datatypes

Decision intelligence

- RealAge
- Self-reported
- Device
- Derived



Innovation

Learning models & mining

- Clinical, financial, social
- Conversational AI
- Machine learning

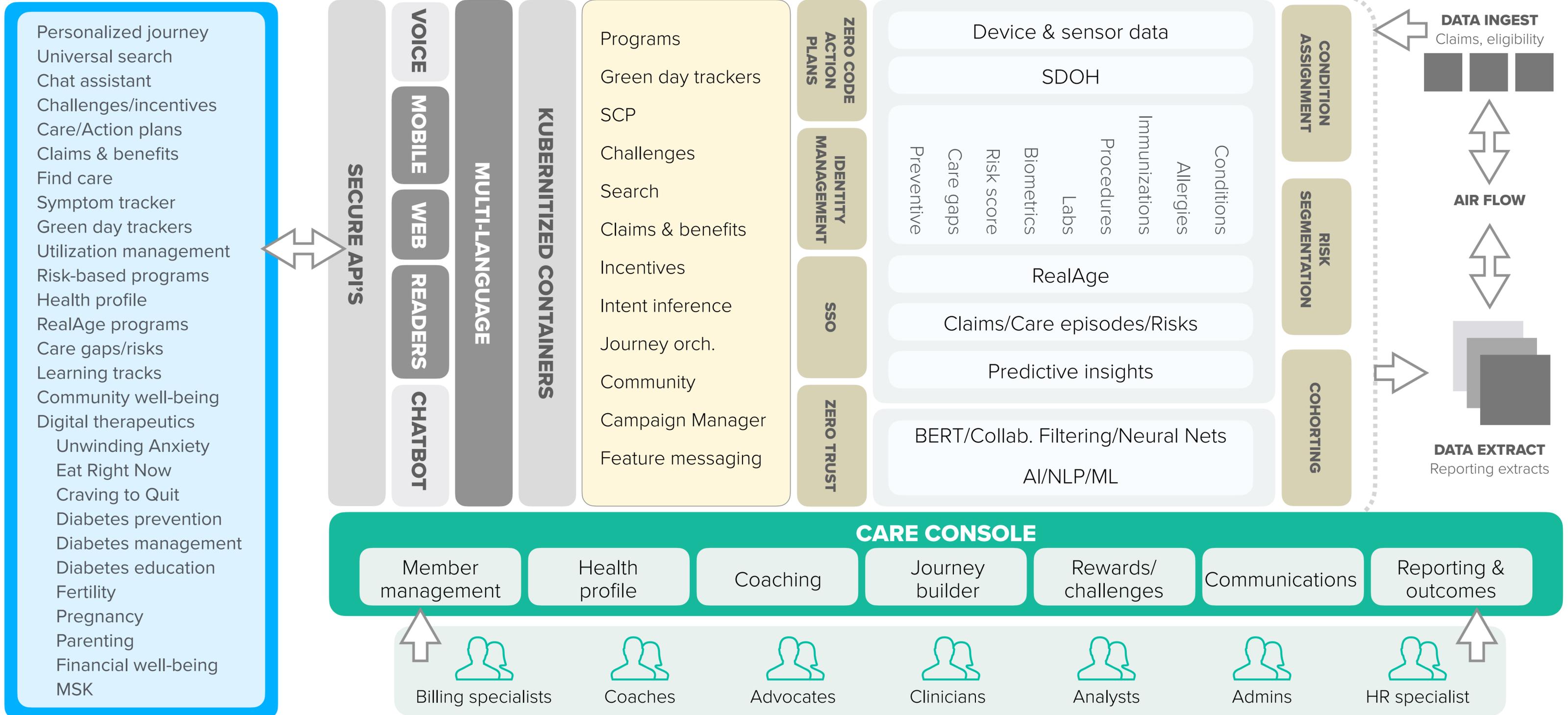
Derived user profile

- Disease state
- Disease severity/risk level
- Disease expression

No-code frameworks

Admin platform as a service

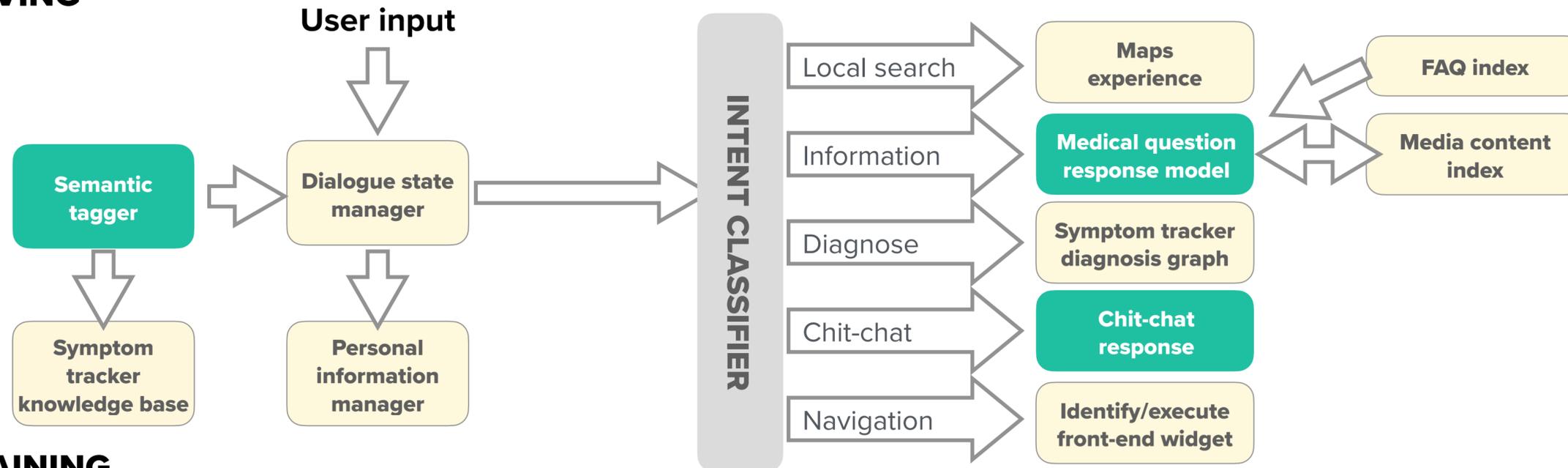
One Platform: Comprehensive Architecture



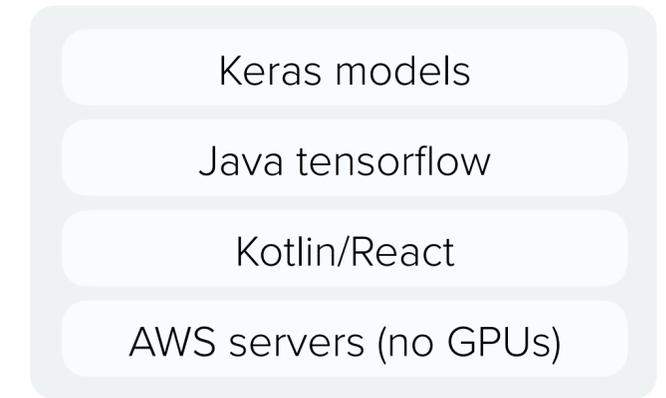
Platform Architecture: Conversational Systems Machine Learning (ML) Pipeline



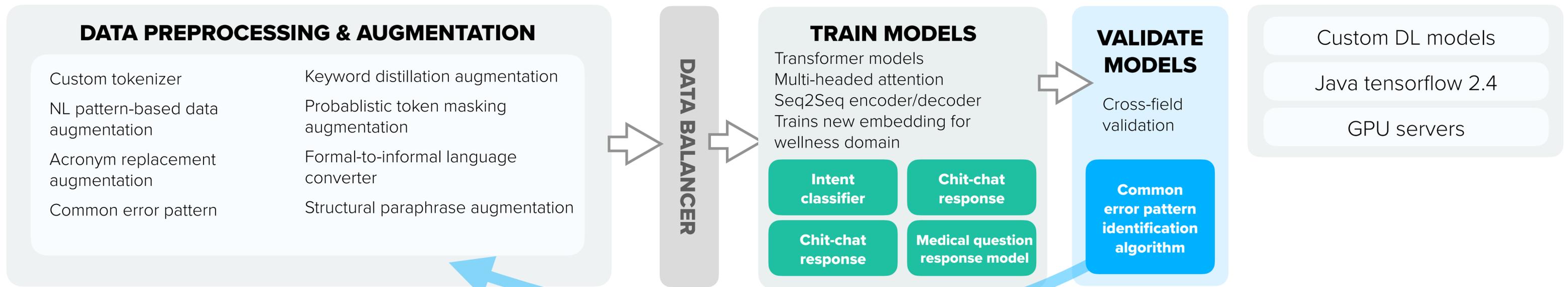
ONLINE SERVING



ML technology stack



OFFLINE TRAINING



Data-Driven Engagement



Problem statement

Identifying eligible members for lifestyle management and classify them into four categories based on risk and engagement propensity for coaching.

Step 1: Identify members based on **claims, biometrics, and RealAge**

Step 2: Augment members based on **social determinants of health (SDOH)**

Step 3: Classify based on **engagement**

Marker identification

Step 1

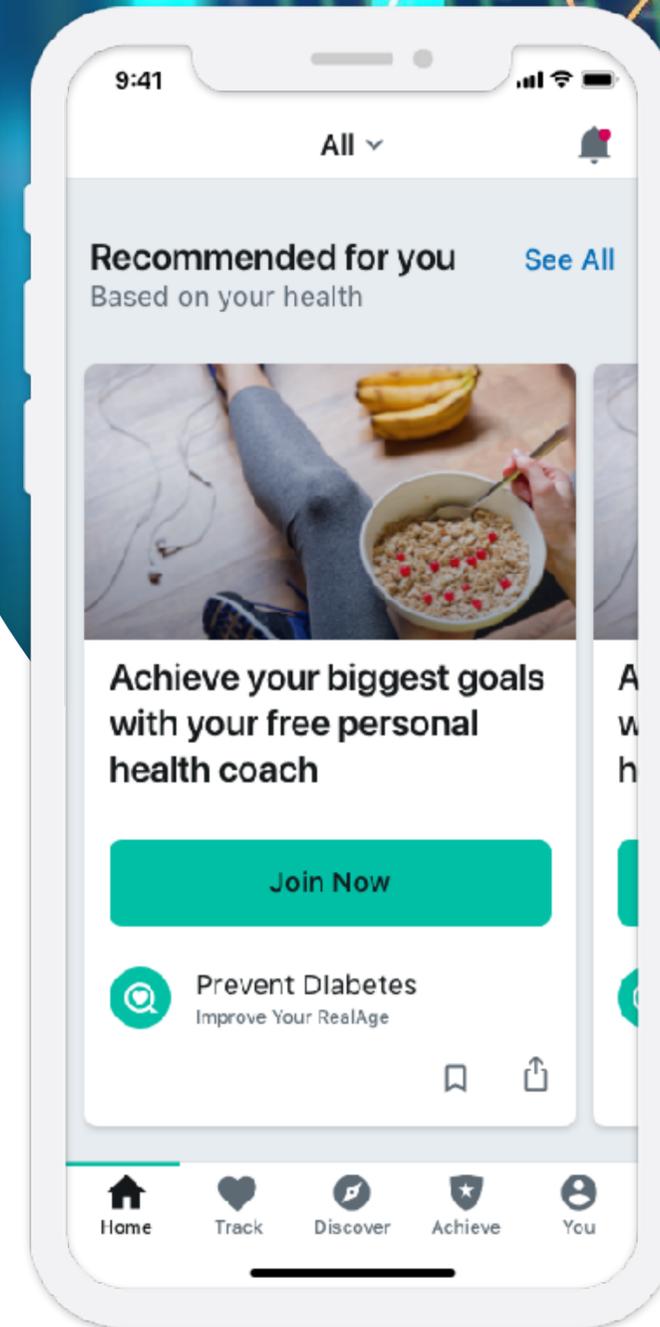
- Hypertension
- Obesity
- Cardiovascular
- Tobacco
- Diabetes
- Pre-diabetes
- Alcohol dependence
- Substance abuse

Step 2

- Physically unhealthy days
- Mentally unhealthy days
- % of smokers
- % physically inactive
- Exercise access
- Age
- Violent crime rate
- Living alone

Step 3

- Digital conversion
- Call success
- Preventative visits
- PCP visits
- Inbound call
- Office visit





DIVERSIFIED REVENUE & SCALE
doc.ai





DOC.AI

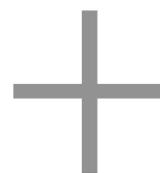
Sharecare + doc.ai: All Together Better



Capture and unlock the value of any health data from research to care, to optimize insights and improve the health of millions



- Health management
- Value-based care and payment integrity
- Award-winning content
- Community Well-Being Index and health security
- Putting all our health in one place



- Unified, **AI data-driven** platform
- **Optimize and automate** across all products
- **Personalized insights** in real-time
- Expand **from care to research**
- Making all our health **smart and actionable**



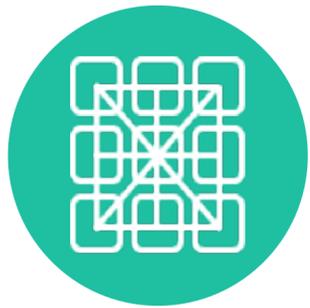
Health Data is Moving from Seller's to Buyer's Market



Simultaneously automating the edge and its applications as edge-native

	Market	Hardware	Architecture	Power user	Latency	Security	Privacy	Learning
Data center (1992)	B2B	Terminal	Central (hardware, software, wetware)	Sys admins	Batch	Perimeter defense	None	Statistics
Cloud (2006)	Seller's	Desktop	Hierarchy (automated the cloud, software only)	Data professionals	MapReduce Hadoop VM	Hardware defined perimeter defense	HIPAA	ML (linear regression, random forests)
Cloud-native (2016)	B2B2C (health plans: new market for retrospective RWD)	Laptop iPad	Decentralized Bring storage to compute automated the applications in the cloud	Patients	Near real-time	Software defined perimeter defense	HIPAA	Deep learning
Edge-native (2021)	Buyer's (patients: new market for prospective RWD)	Smartphone IOT	Distributed Bring compute to storage automate the edge and the applications at the same time	Everyone is a node	Real-time	Zero trust (price per identity)	Differential privacy (price per private prediction)	Federated learning





Data

Data engineering -
data normalization -
AI models



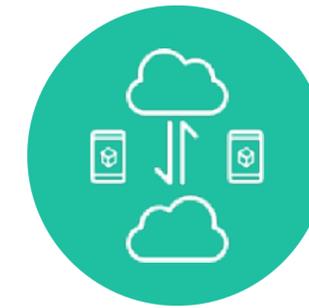
Privacy

Edge computing -
cryptographic
verification



Pipelines

NLP - NLU -
Bioinformatics - ML
for data fluency -
neural nets



Security

Federated learning -
Zero trust
infrastructure

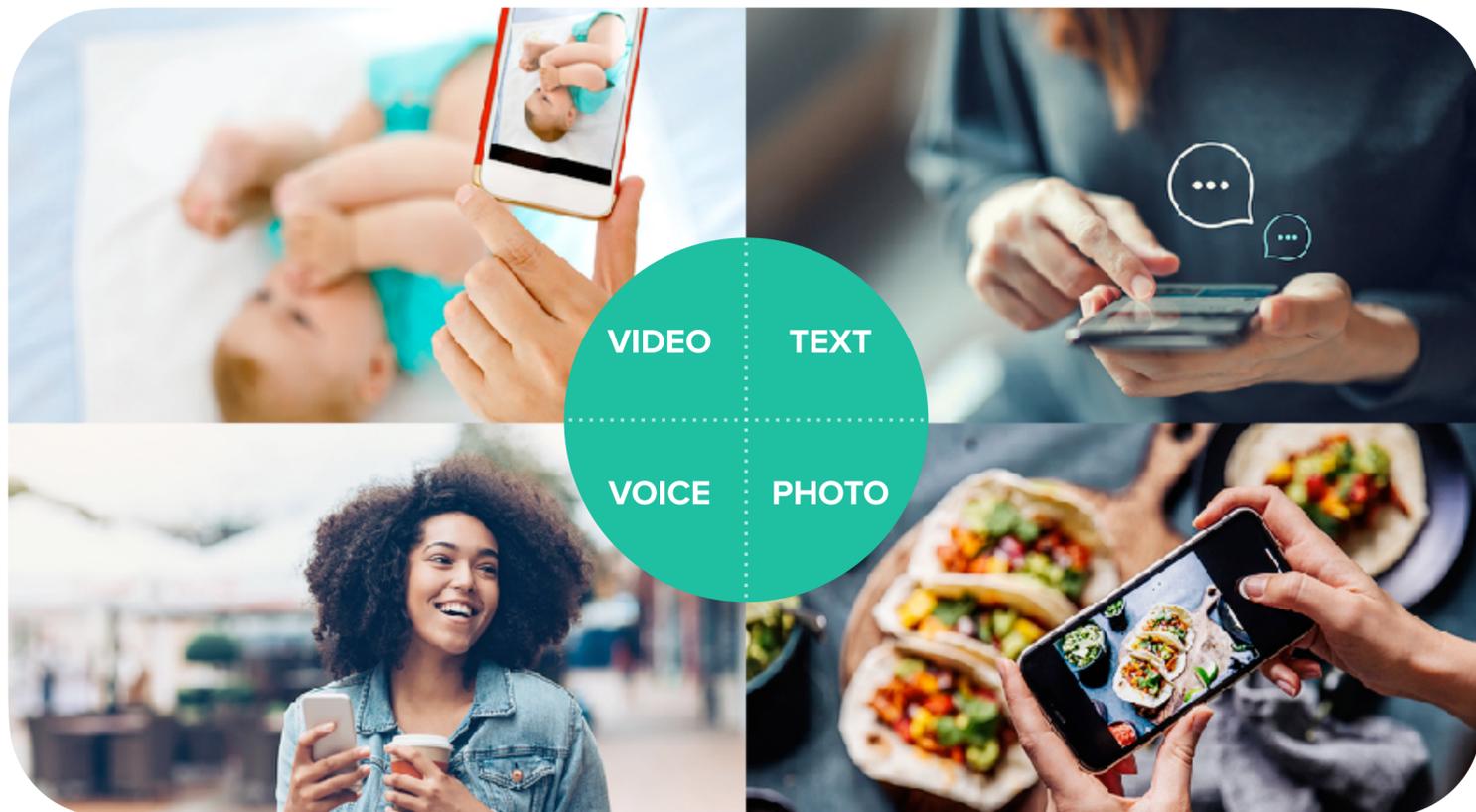
To execute:

- Deep data collection and new algorithms
- Responsible data sharing

To solve the problems of:

- Continuous engagement & personalization
- Quality and affordability of care

The Future of UI is No UI



- We leverage **every component of the phone**
- People live on their phones, consume and collect data via pictures, videos, voice
- We have built **neural nets** under the form of **smart selfies, smart videos and smart pictures**
- For a **frictionless** experience that augments **engagement**
- We are adding **new dry bio-markers** for progression and regression of symptoms



Smart selfie AI for medication AI for mood AI for food Wallet for rewards Environmental health Chatbot Telehealth Genome browser SDOH Voice Face



Suite of Solutions and Products to Integrate/Grow



Omix Research



Digital clinical research accelerated and automated



Serenity Care



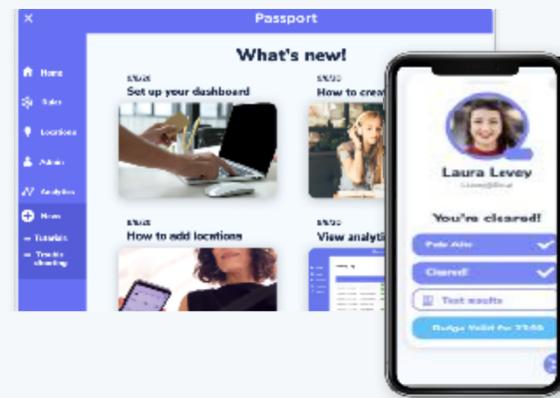
Digital care accelerated and automated



Passport Health



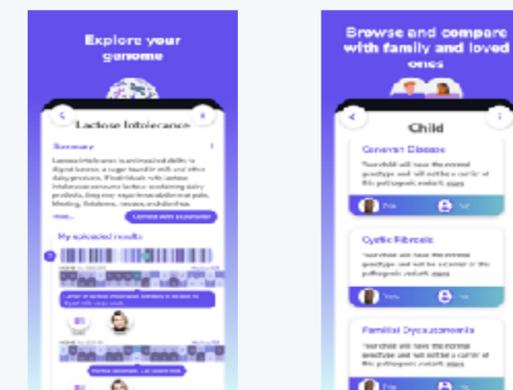
Health security, private and automated



Genewall Genetics



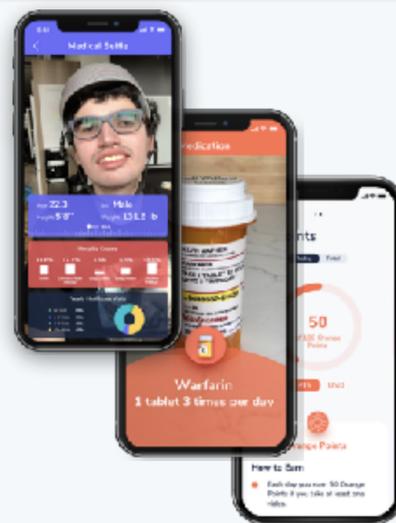
Genetic insights for mobile and clinical pipelines



AI Modules

Engagement and data collection

AI-assisted data collection



Toniq

AI engine for data fluency

Insights
Cost of care
Quality of care



Amplified

Infrastructure

Zero trust infrastructure
Federated learning





Data-Driven AI for Sharecare



Prepared to accelerate the growth of our current products to land and expand into new sources of revenue with new products while continuing to develop new markets for Anthem

Toniq

Creating new data layer with Toniq in **Sharecare platform** for **enterprise, consumer, Community Well-Being Index**, and future products with **Anthem**

Omix

Developing new opportunities for Sharecare by accelerating **observational trials** vertical, including **recruitment for research**

AI modules

Integrating new data-driven modalities across the **Sharecare experience and engagement**

Amplified

Providing **zero trust infrastructure** for Anthem and building infrastructure to scale to additional **Sharecare partners**



We share a relentless focus on delivering meaningful improvements to consumers' health and well-being as we simplify healthcare. Through this relationship, we will leverage human-centered design and digital technologies, including artificial intelligence, that increase consumer engagement, deliver more affordable healthcare, and achieve better health outcomes through services such as next-generation personalized healthcare concierge and advocacy services.

Anthem[®]

Rajeev Ronanki, Senior Vice President and Chief Digital Officer



DIVERSIFIED REVENUE & SCALE

Community & Urban Services

Overview

The definitive source of well-being insights and community transformation solutions.

13

years of well-being measurement

3M+

well-being assessments taken

4M+

lives impacted

57

Blue Zones Project communities

\$22.6M*

2021 annual revenue

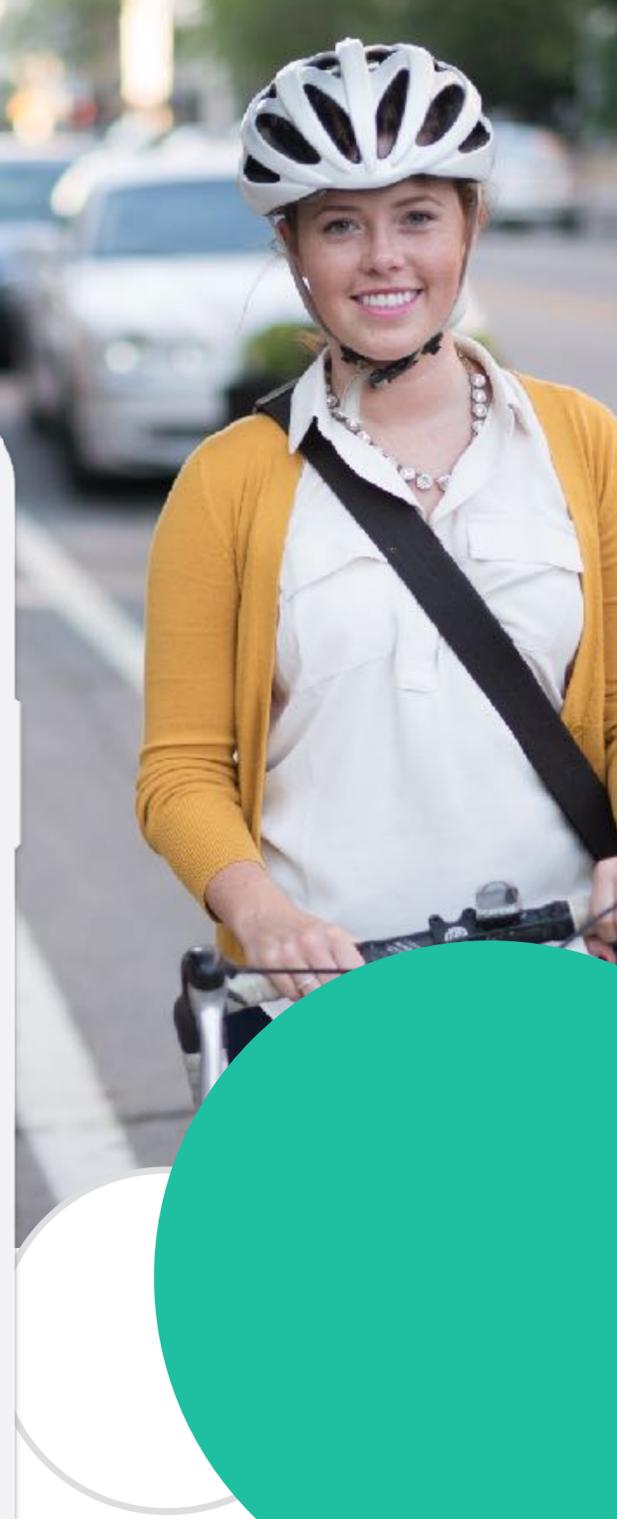
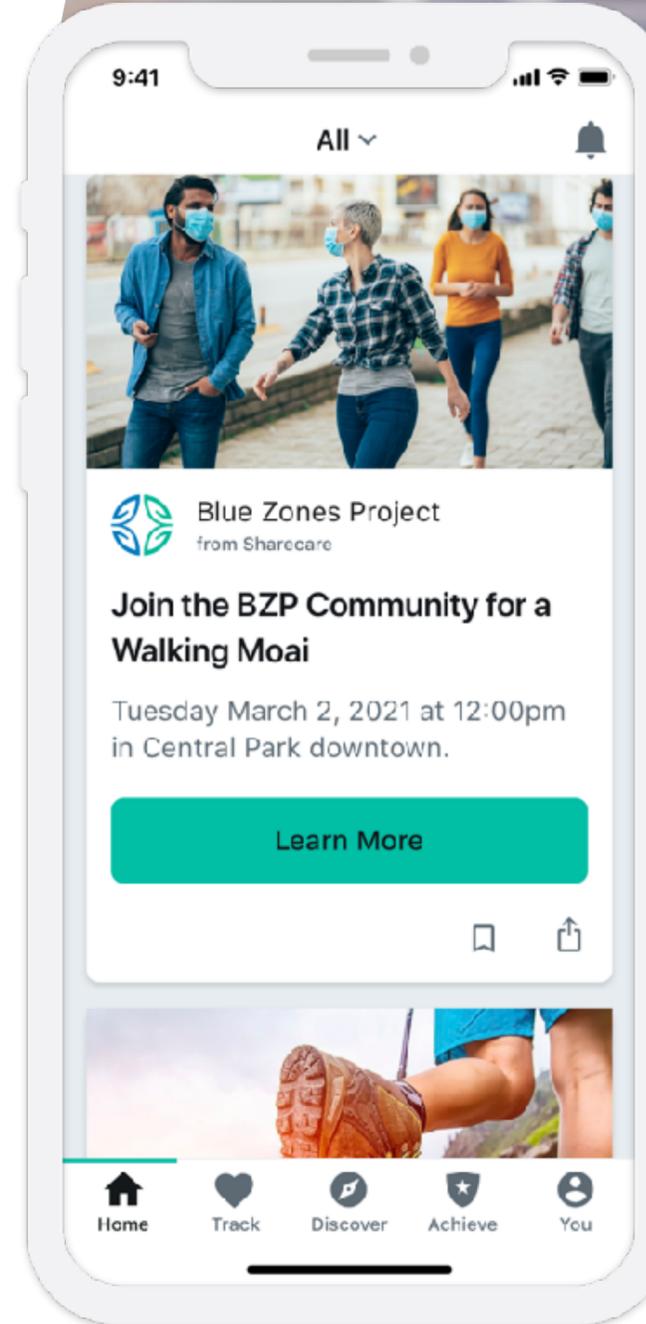
SPONSORS & CLIENTS



STRATEGIC PARTNERS



ACADEMIC PARTNERS



* estimated



Community Well-Being History and Leadership



DOMAINS



PHYSICAL

COMMUNITY

PURPOSE

SOCIAL

FINANCIAL

STATE & COMMUNITY RANKINGS



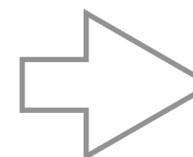
PROVEN OUTCOMES

- Longevity
- Medical & Rx spend
- Emergency room visits
- Hospitalizations
- Bed days
- Absenteeism
- Presenteeism
- Short-term disability
- Job performance
- Intention to stay
- Voluntary turnover
- Involuntary turnover
- PMPM cost
- S&P 500
- Unemployment
- Consumer Price Index

COMMUNITY TRANSFORMATION



BLUE ZONES PROJECT
by sharecare



Transforming health and well-being one person, one community at a time through **people, place, and policy change.**

\$50M

invested

3M+

surveys collected

95%

of U.S. population represented

1.3B

media impressions

80+

peer-reviewed publications



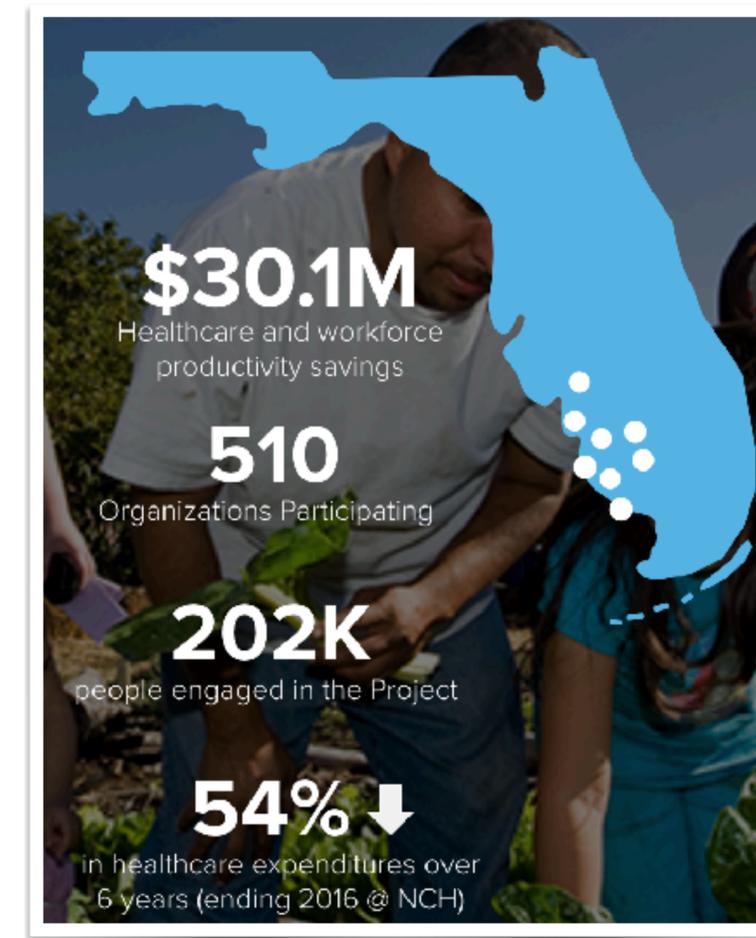
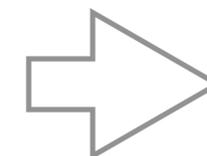
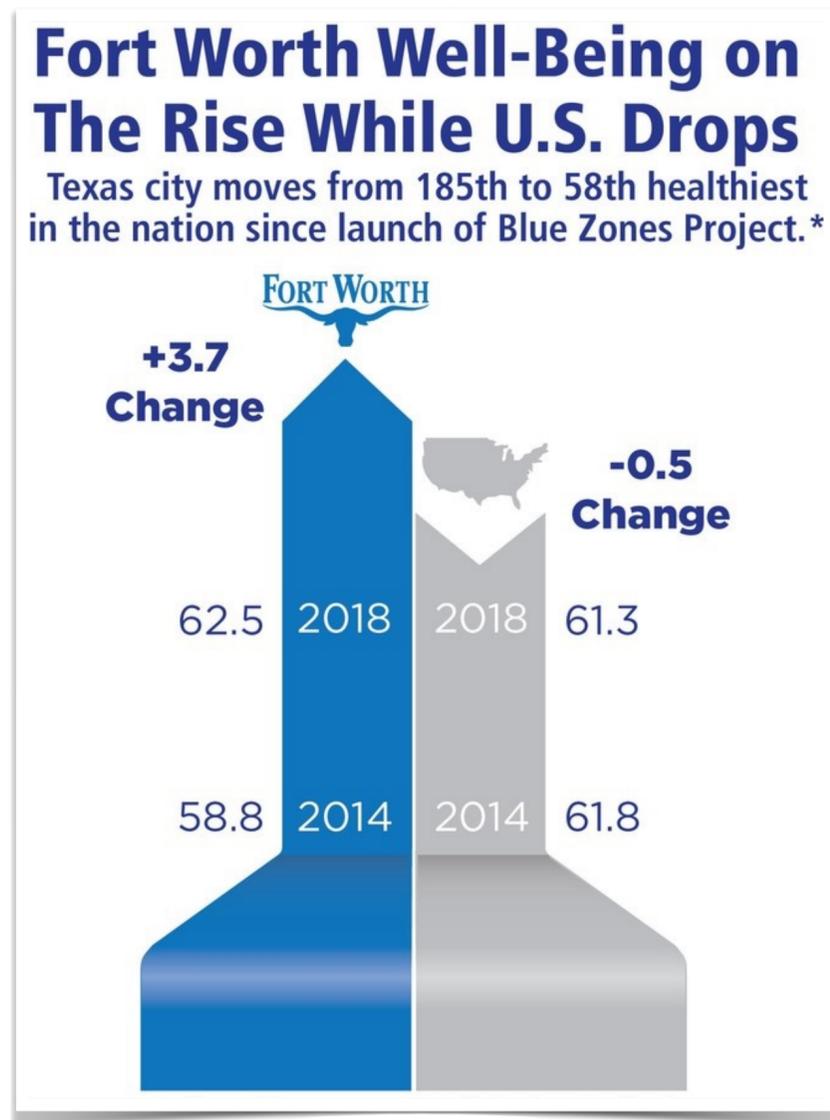
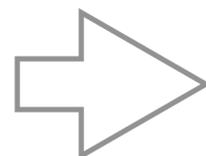
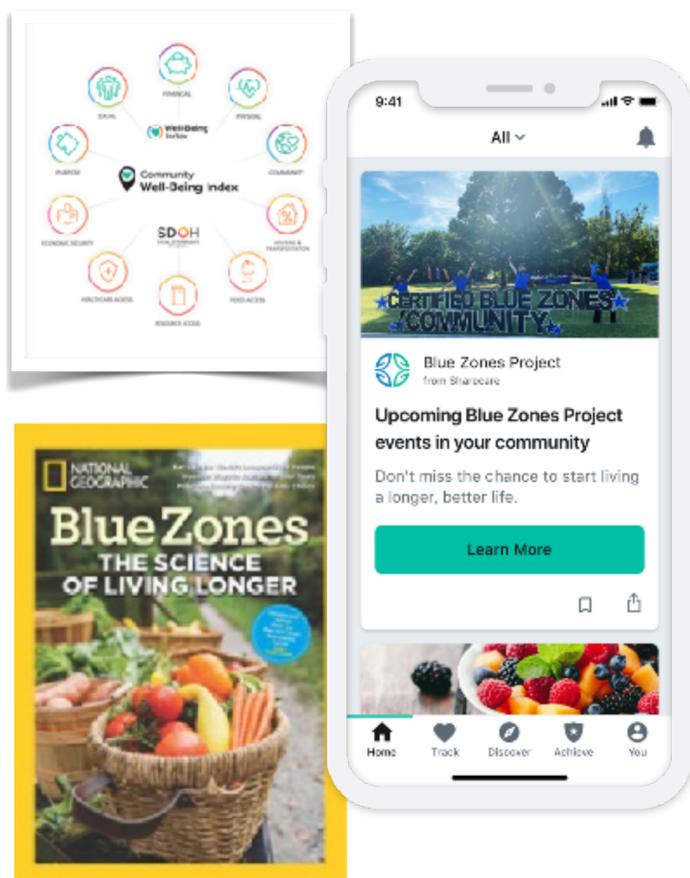
Measuring and Transforming Communities



Research-backed measurement & protocols

Transforming physical environments across worksites & communities

Well-being improvement yields healthcare savings & economic improvement

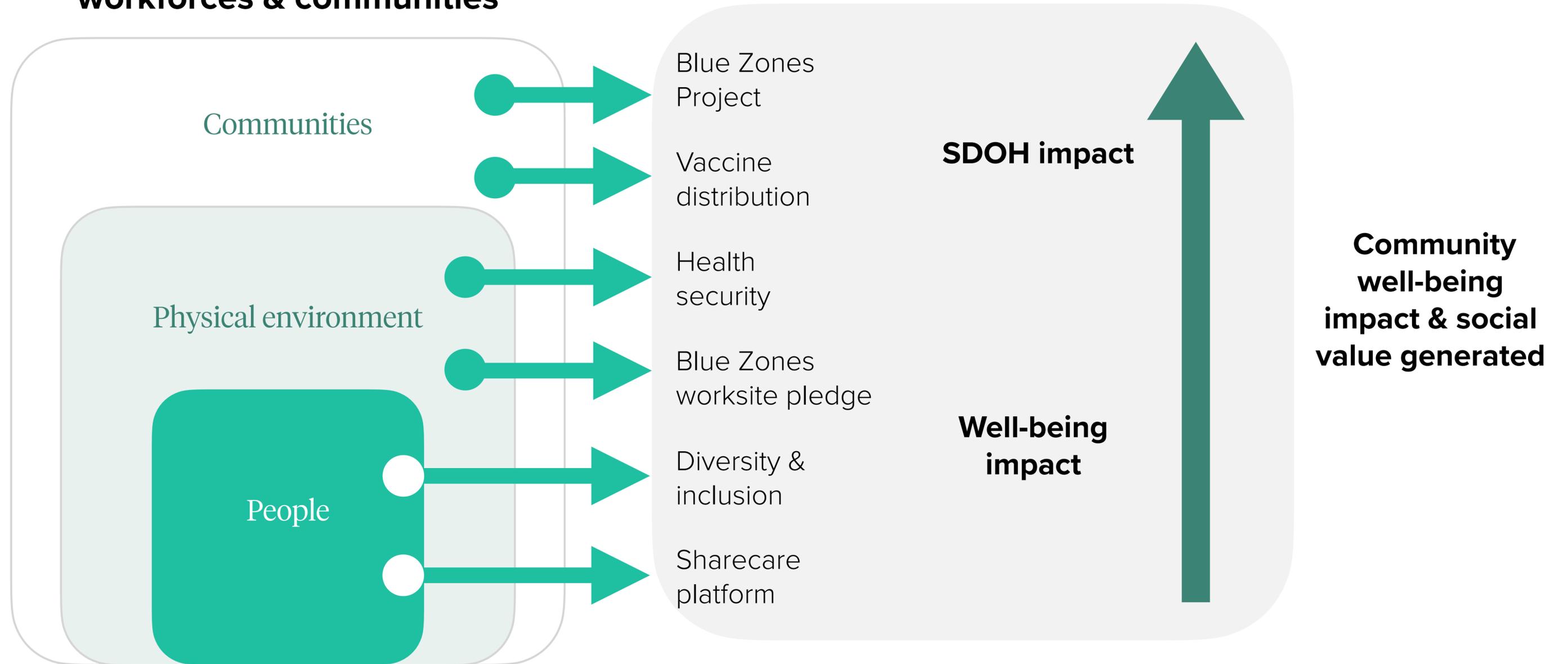




Combining Sharecare Interventions for Better Impact

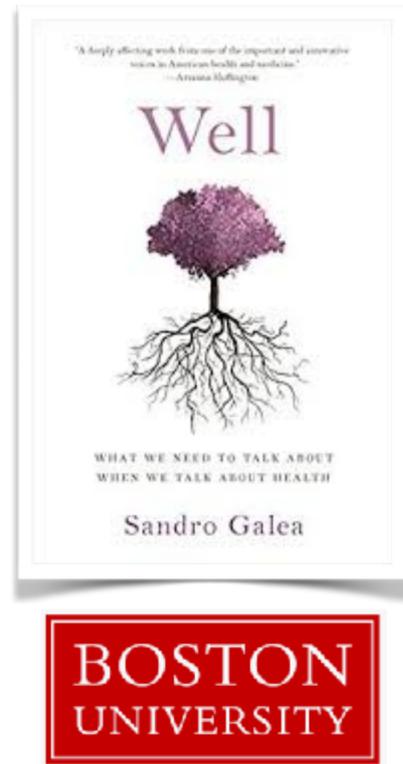
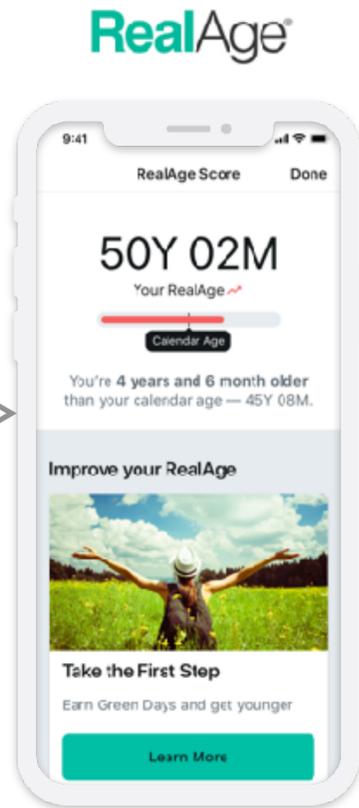


Model for sustainable workforces & communities

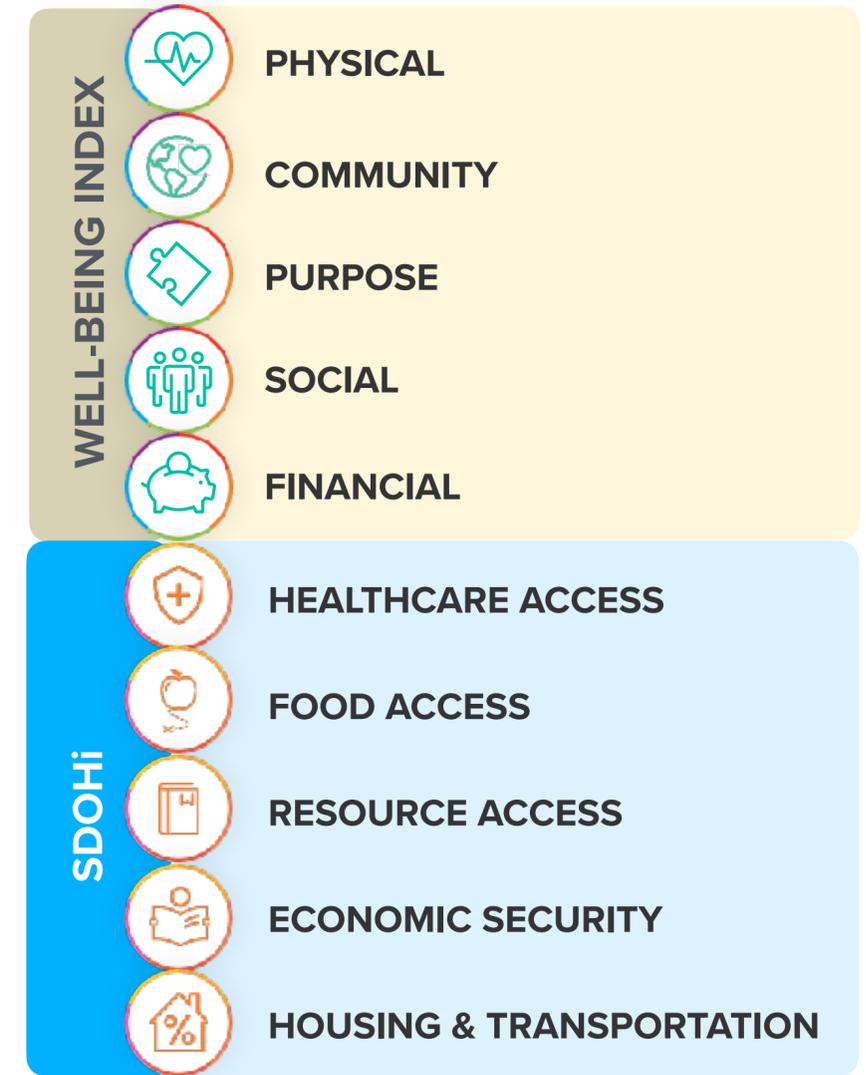




Evolving Data Collection & Measure



Sharecare Community **Well-Being Index**



Ecosystem & data collection through Sharecare platform

SDOH & measurement innovation

New & evolved comprehensive measure



Integrating SDOH & Community into Individual Transformation



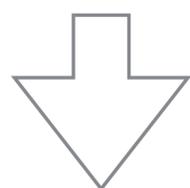
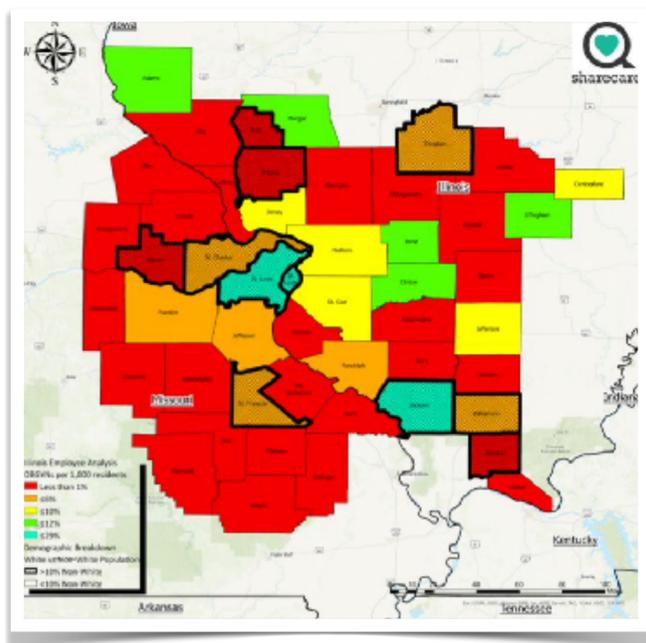
Approach	Differentiate	Upsell & bundle	Drive registrants & enrollees	Enhance member experience
1. Assess and configure	●	●		●
2. Target and model	●			●
3. Navigate and coach	●		●	●
4. Educate, engage, and intervene	●		●	●



Approach 1: Assess and Configure

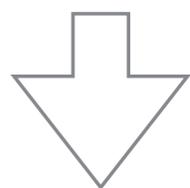
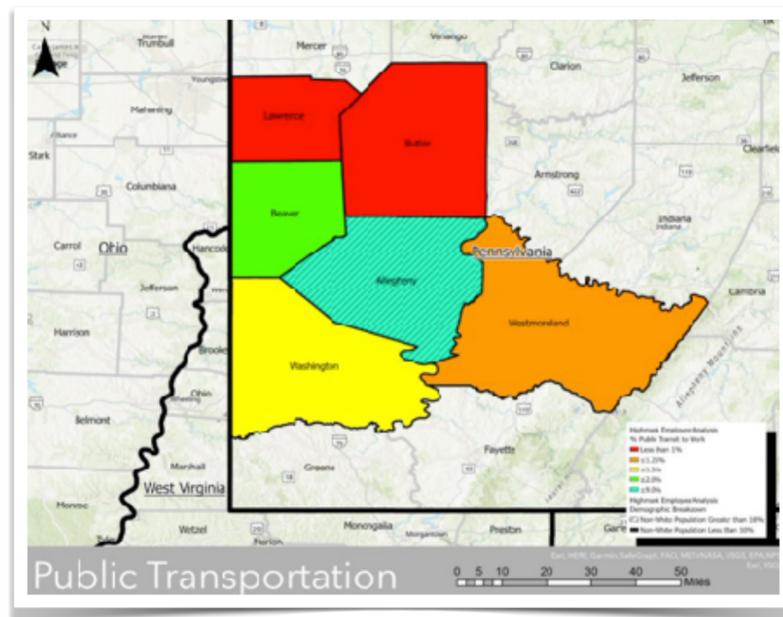


Healthcare access



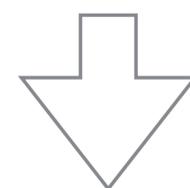
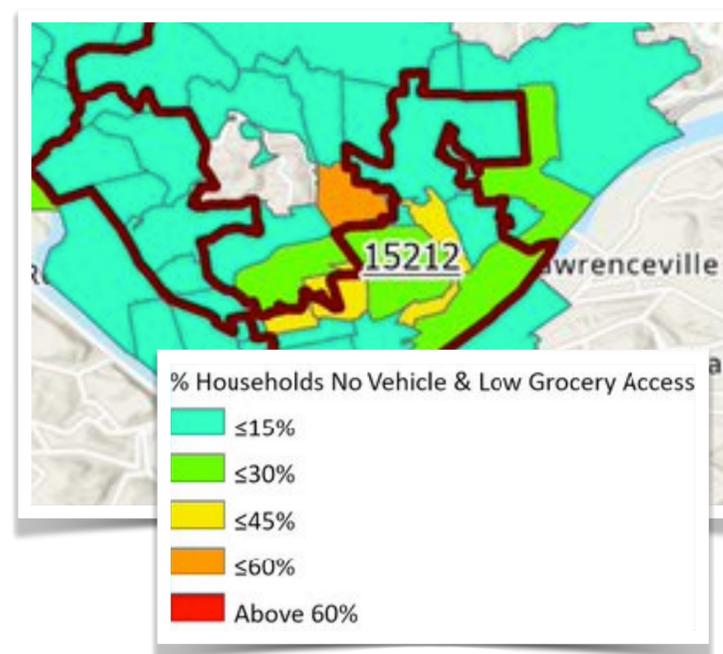
Telehealth
Maternal health

Commute culture



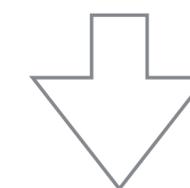
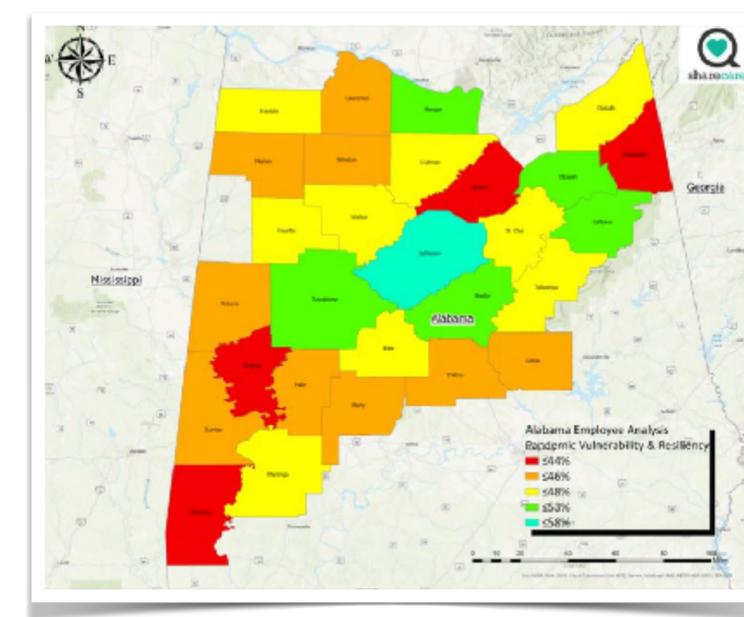
Mindfulness
Unwinding Anxiety
Scale Back

Food access



Rewards
Lifestyle management

Pandemic vulnerability



Multi-language
Digital vaccine

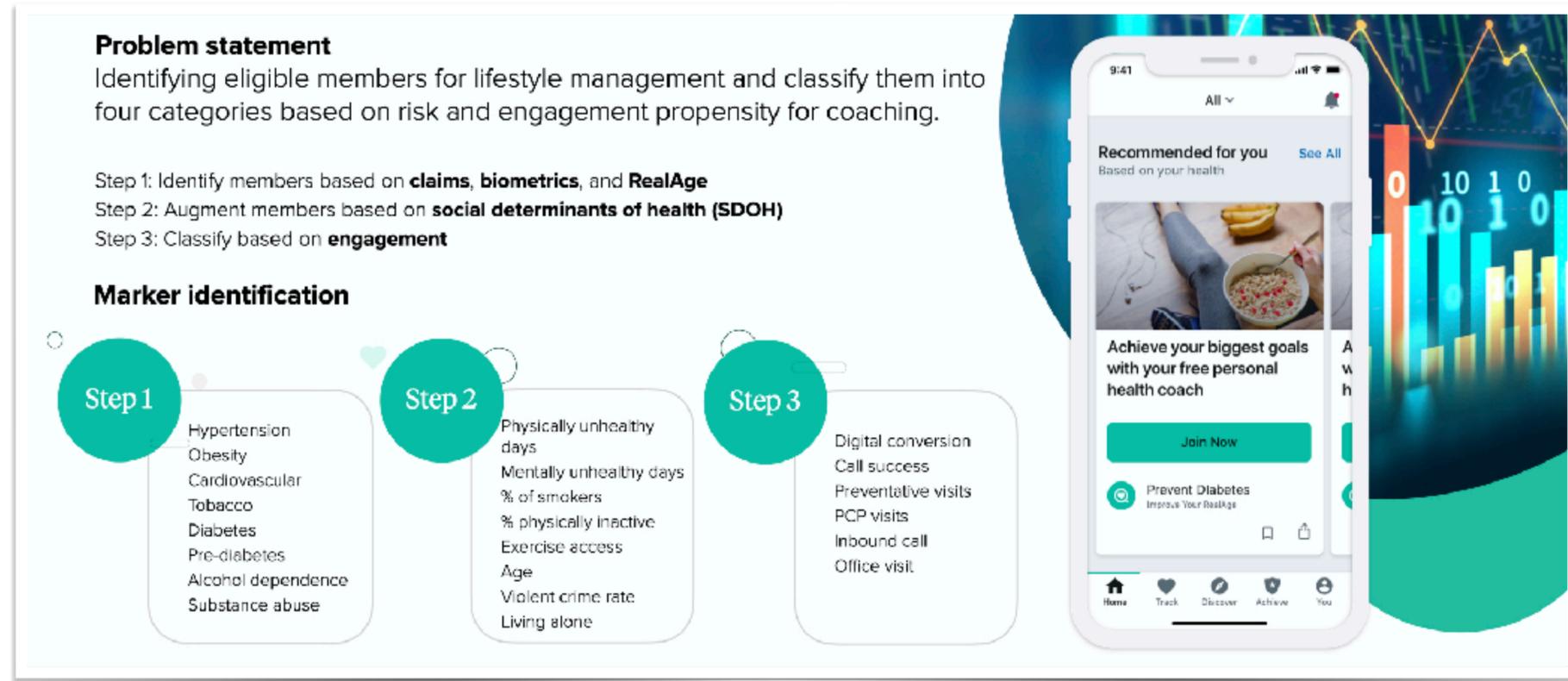
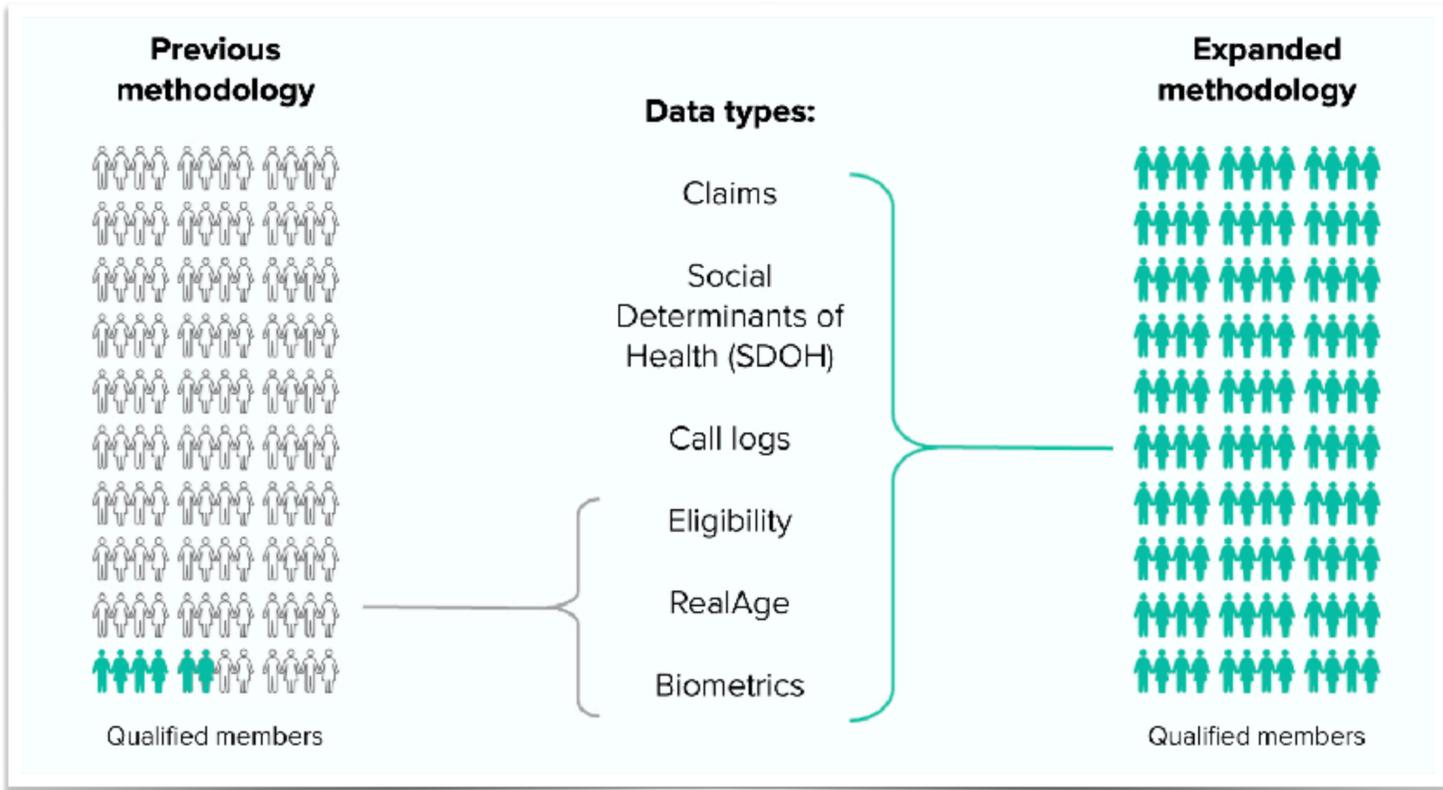


Approach 2: Target and Model



Data-driven acquisition

Data-driven engagement





Approach 3: Navigate and Coach

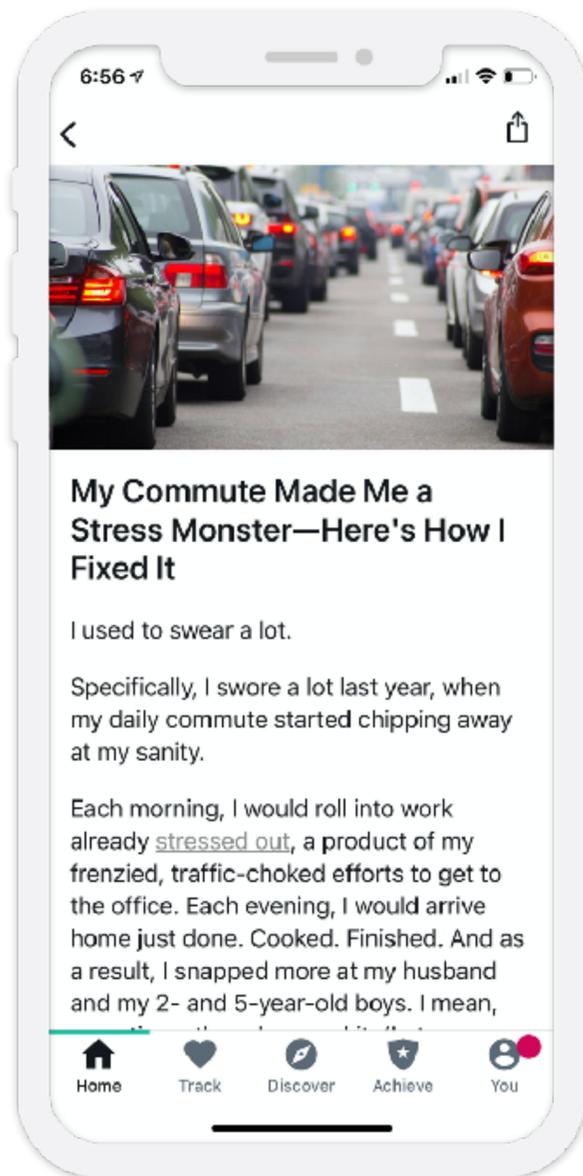


Integrating CWBI social determinants & partner data into care coordination ecosystems can lend to more contextual conversations on how to close gaps as well as change behaviors.

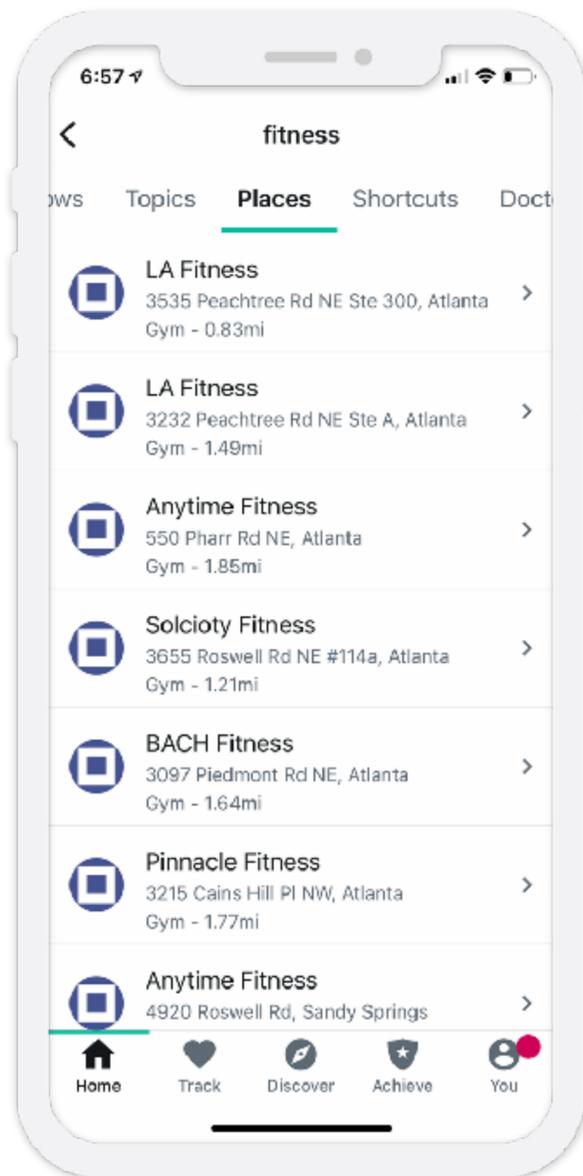
Example risk	CWBI context	Coach dialogue
Obesity (physical activity & healthy eating)	<ul style="list-style-type: none"> • Parks near me • Commute culture • Food access • Community resources & support 	<ul style="list-style-type: none"> • How much time do you spend commuting daily? • Do you have access to healthy foods near your home?
Vaccines & seasonal triggers	<ul style="list-style-type: none"> • Flu prevalence • Pneumonia prevalence • Weather & satellite patterns • COVID-19 vulnerability & risk 	<ul style="list-style-type: none"> • Looks like we're already seeing a high volume of flu outbreak in your area. Can I help you find a location nearby to get your vaccine?
Condition management	<ul style="list-style-type: none"> • Healthcare access • Broadband access • Financial well-being • Pharmacy & retail availability 	<ul style="list-style-type: none"> • Do you have access to healthcare resources, including MD's and specialists? • Do you have financial and physical access to drug therapies & prescriptions?



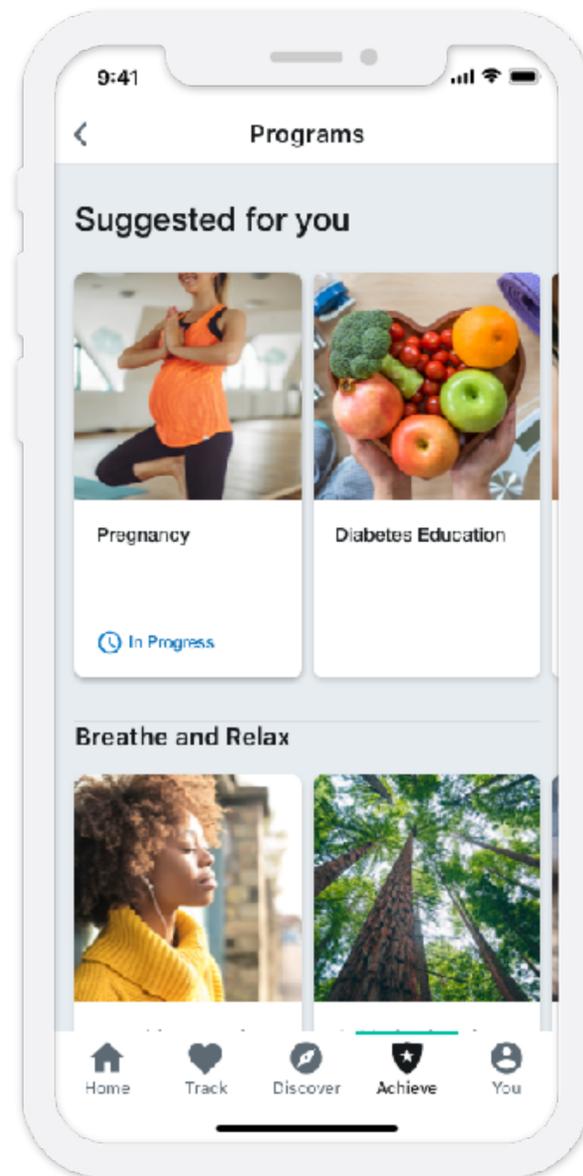
Approach 4: Educate, Engage, and Intervene



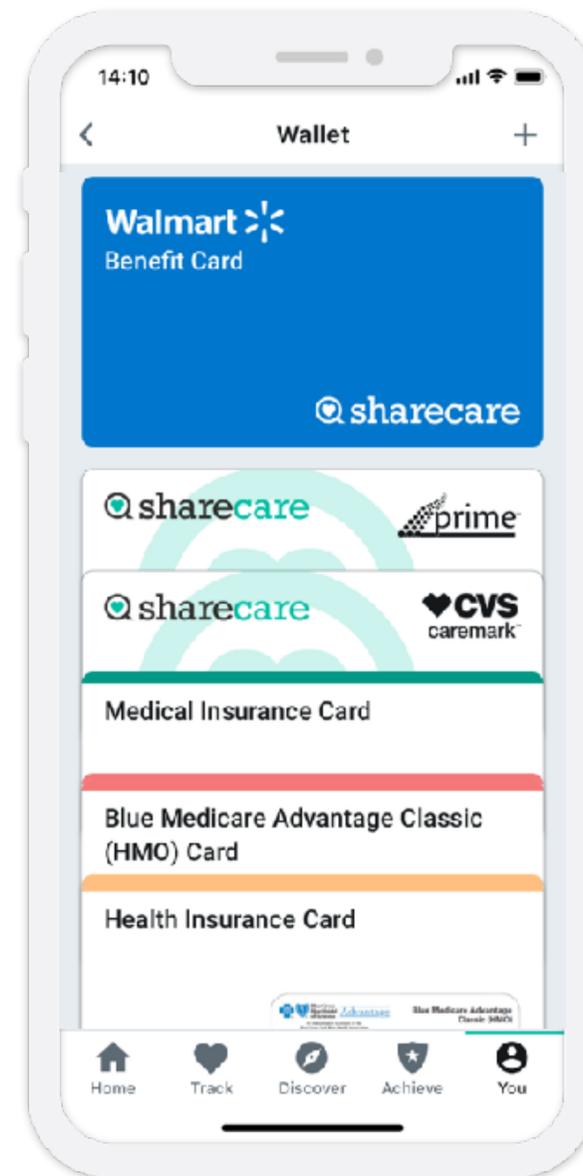
Creating the connection for users



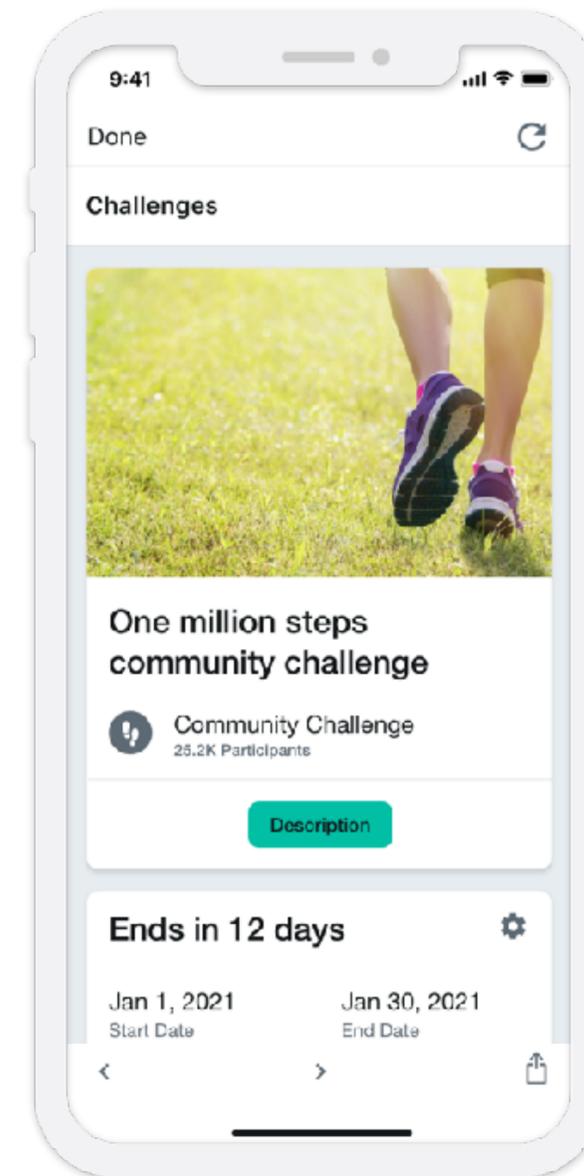
Healthy options & resources nearby



Solutions for healthcare deserts & access



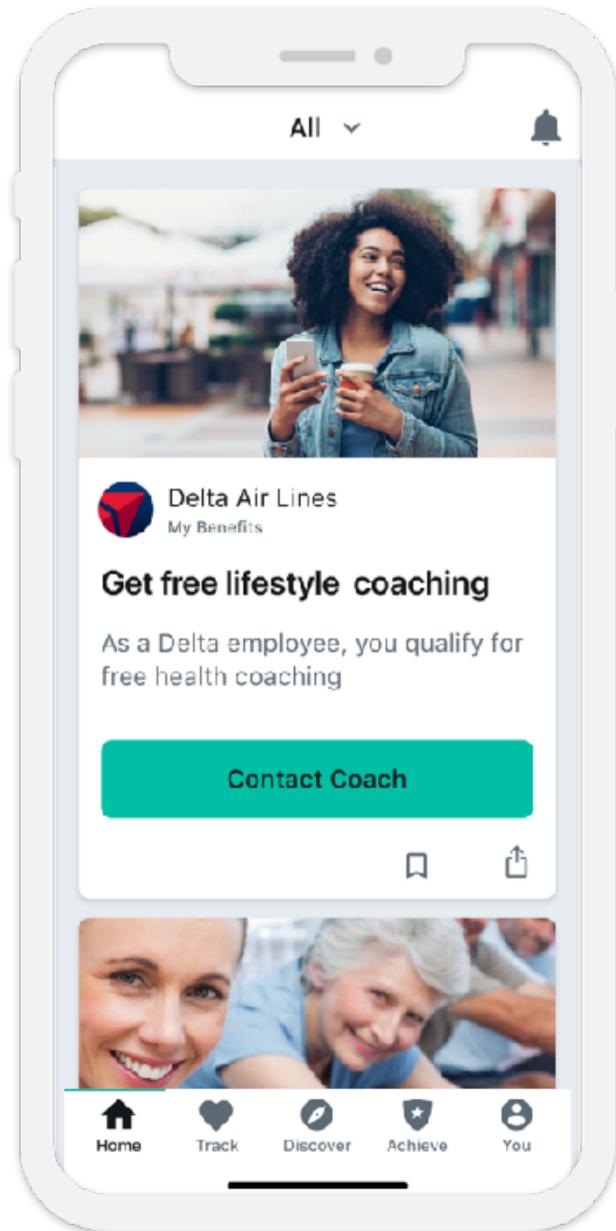
Solutions for food & financial insecurity



My health > our health



Integrating Community into Enterprise Sales: **Delta**



Transforming people



Transforming places



Measuring impact



Expansion to Adjacent Markets

Vertical targets	Differentiate	Upsell & bundle	Drive new registrants and enrollees	Enhance member experience
Provider	●	●	●	●
Consumer	●	●	●	●

\$11B in annual revenue for a single consumer data licensing & modeling company

\$2.5B in provider spend on social determinants from 2017 to 2019

95% of ACO's partner with community organizations to address SDOH



New Community Offerings & Alignment to Key Market Transitions



Social value & outcome distribution mapping



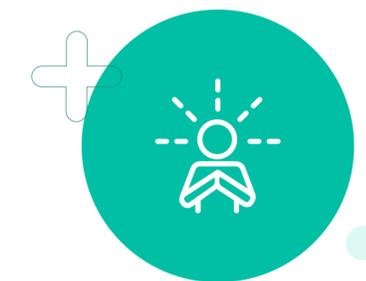
Sustainability consulting



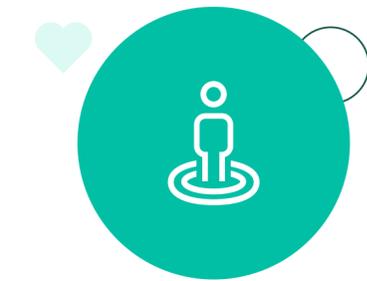
Broadband access & smart cities



Stakeholder leadership and ESG



Move from “sick care” to health and well-being



Shift from urban development to urban services



DIVERSIFIED REVENUE & SCALE

Health Security & Vaccine Assistant





HEALTH SECURITY & VACCINE ASSISTANT

New Revenue Opportunities with Health Security

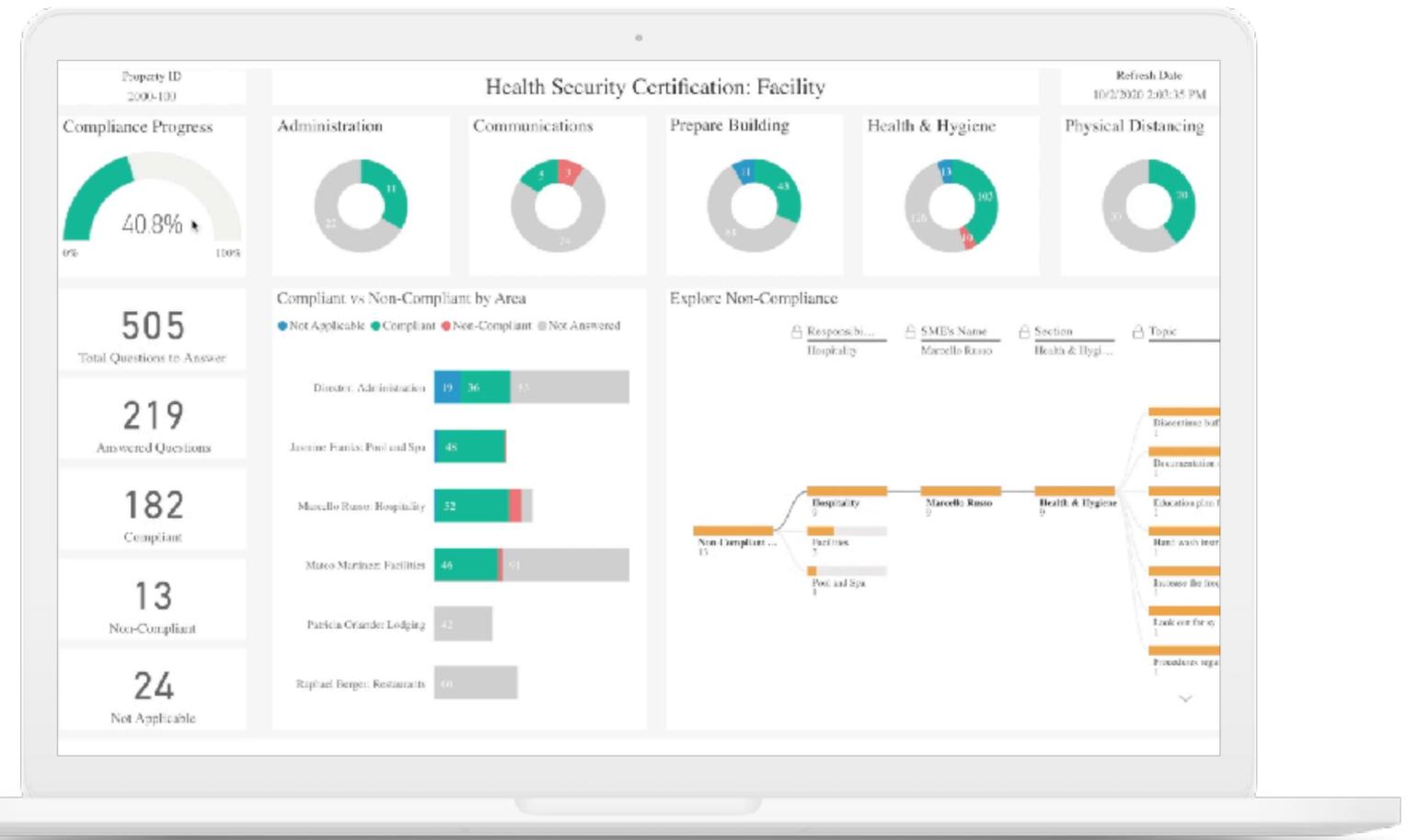
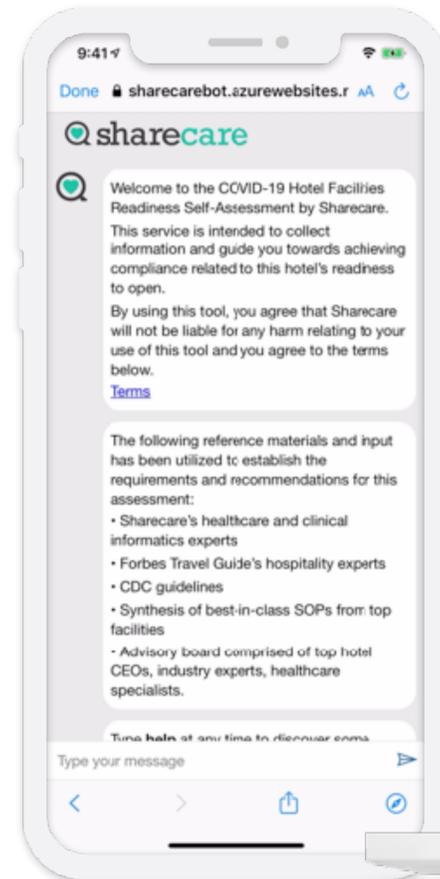


Facility & employee readiness to ensure a safe and secure location for employees, guests, and customers

Target sectors:
Hospitality
Arenas
Schools
Workplace



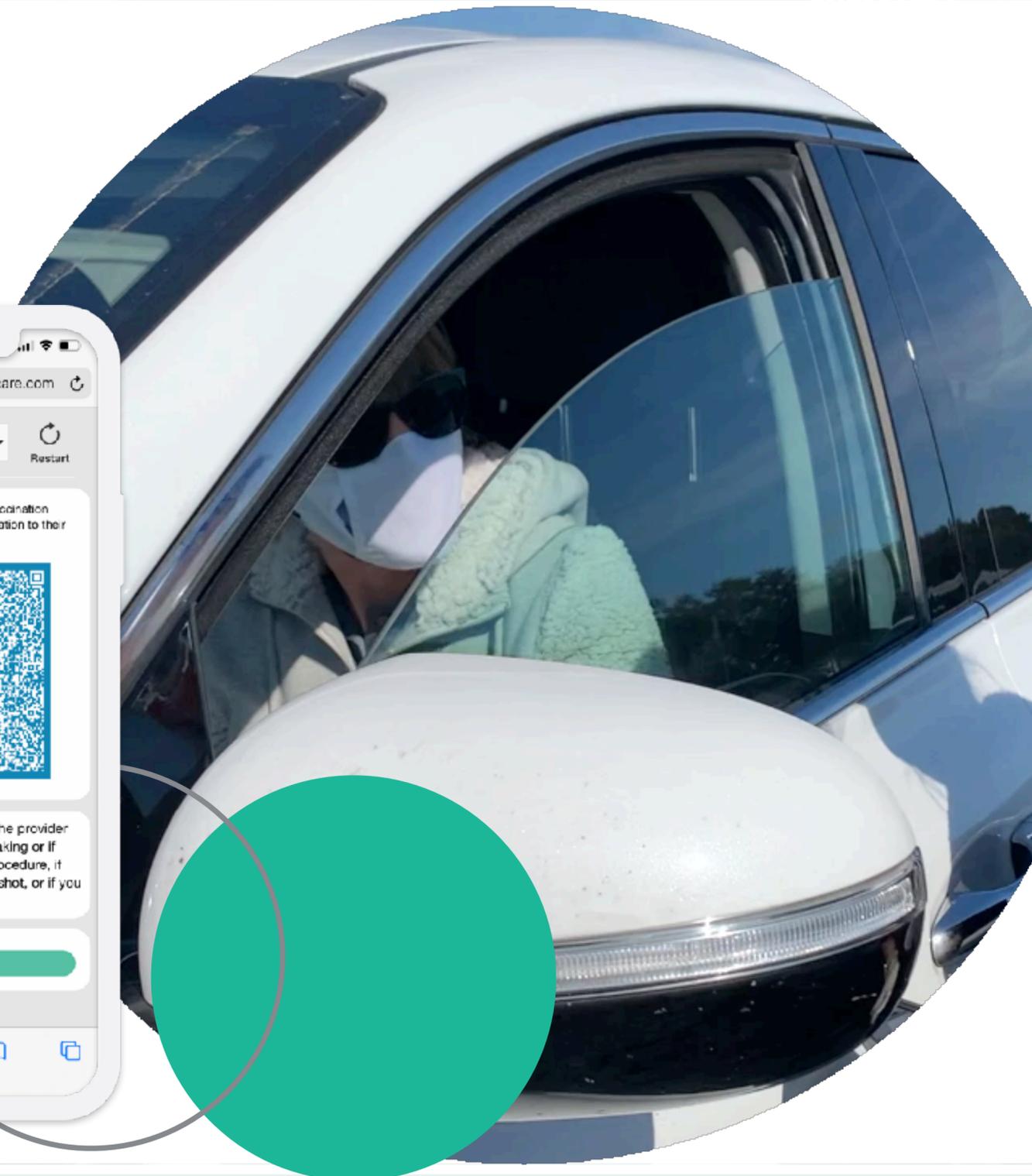
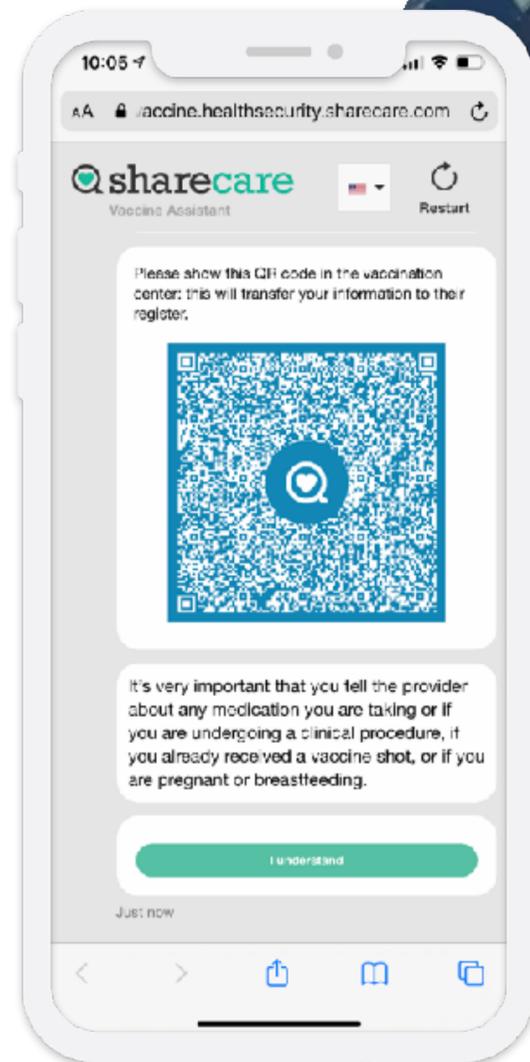
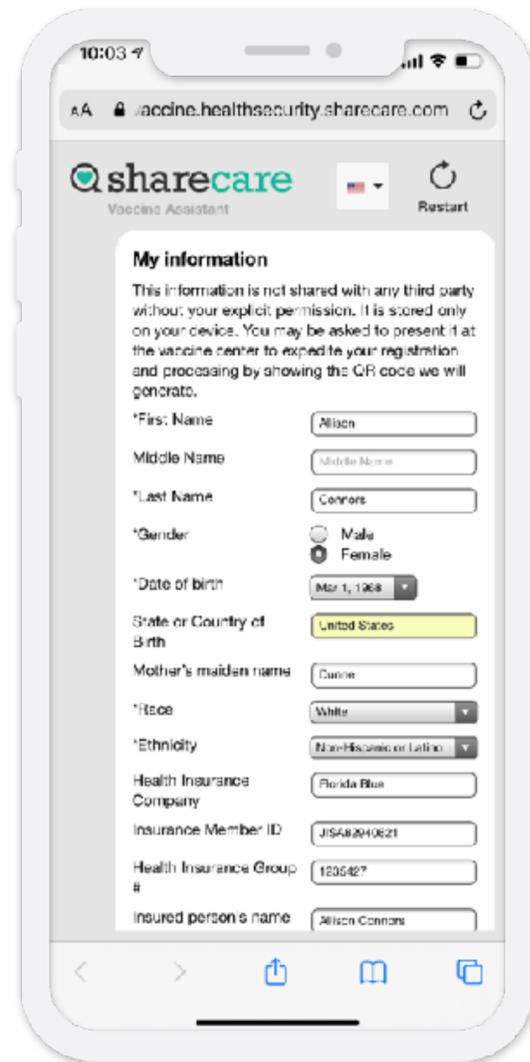
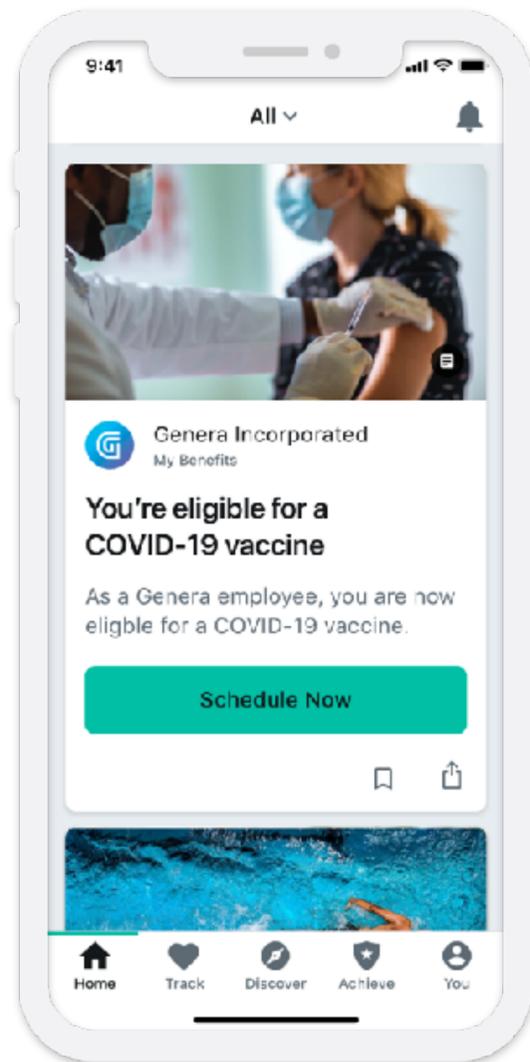
Current partners:



Vaccine Assistant



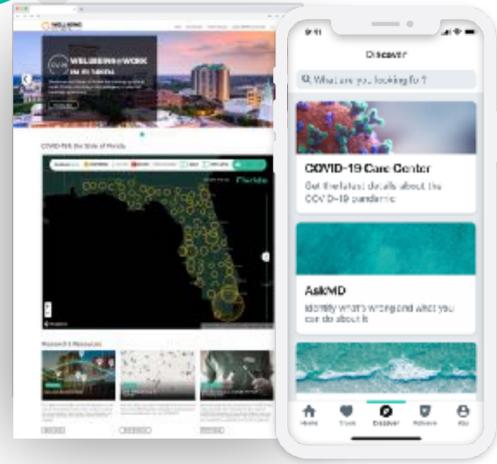
A **comprehensive package for vaccine adherence** with award-winning content for vaccine information, verified testing sites for health security, a digital vaccine assistant, and robust analytics/reporting built to scale.



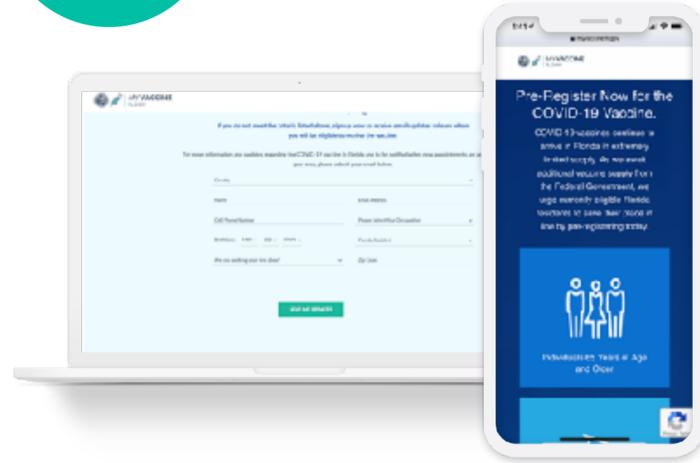
Vaccine Assistant: How It Works



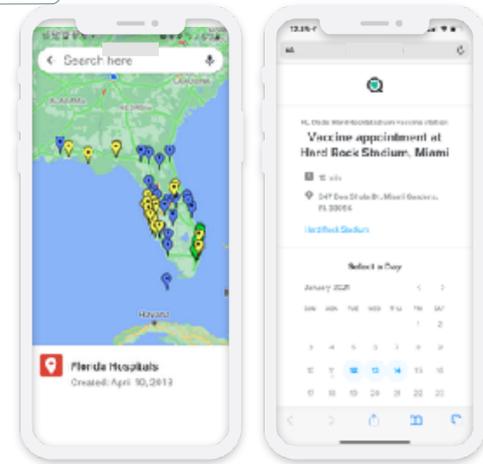
1 EDUCATION & ENGAGEMENT



2 PRE-REGISTRATION



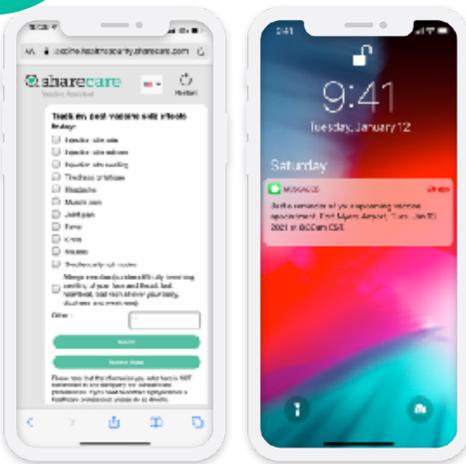
3 LOCATIONS & SCHEDULES



4 REGISTRATION ON MY VACCINE



5 TRACK SIDE EFFECTS



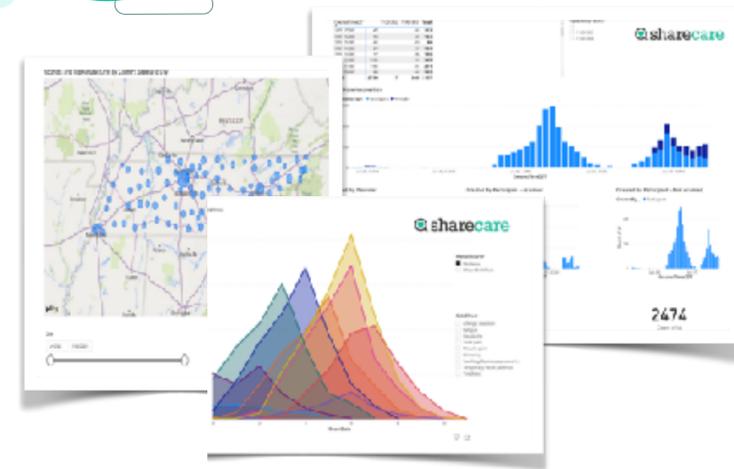
6 VERIFIED HEALTH PASS



7 IMMUNIZATION SYSTEM INTEGRATION



8 REPORTING & ANALYTICS



Vaccine Assistant: Total Addressable Market



Channel	Addressable Market (\$B)
FEMA	\$1B
States	\$482M
Payor market	\$1B
Employer market	\$1.1B
Provider market	\$178M
Total	\$3.7B

- Uniquely positioned
- doc.ai allows scalability
- Digital platform for recurring revenue



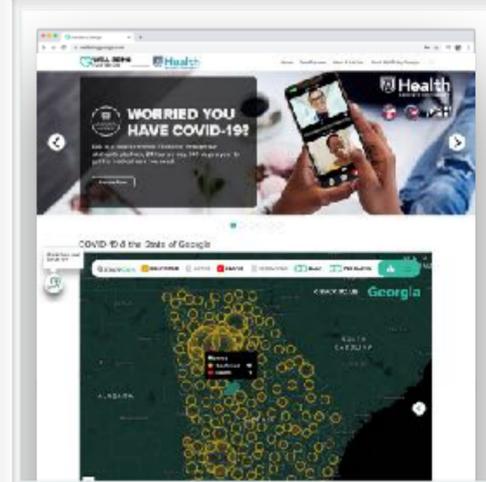
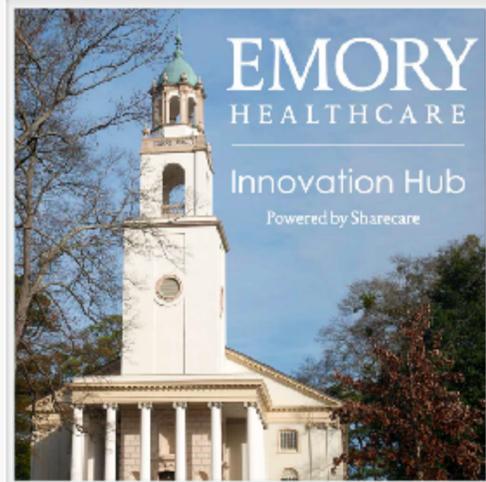
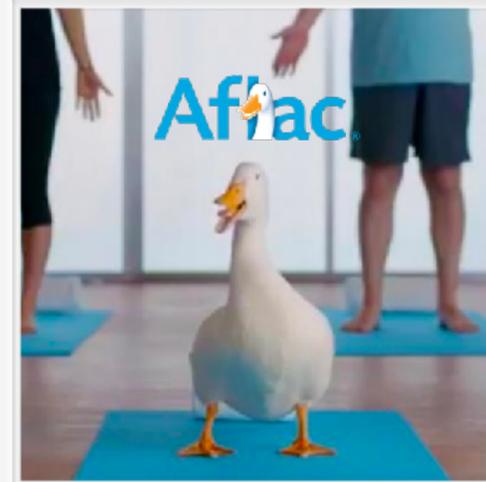
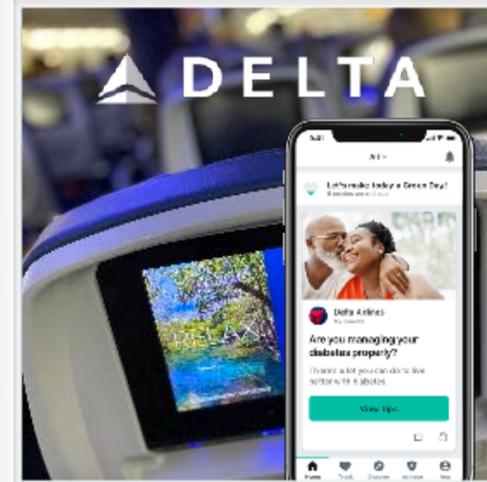
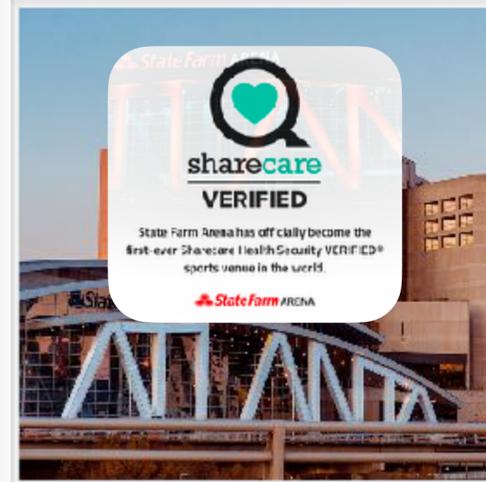


sharecare

ALL TOGETHER BETTER

Creating a movement for
change across Georgia





Crack



Q&A

 **sharecare**



DIVERSIFIED REVENUE & SCALE

Provider Solutions



Improving Efficiency and Patient Care



\$80M* **\$104M*** **26%***
 2020 revenue 2021 revenue of 2021 revenue

Products include:

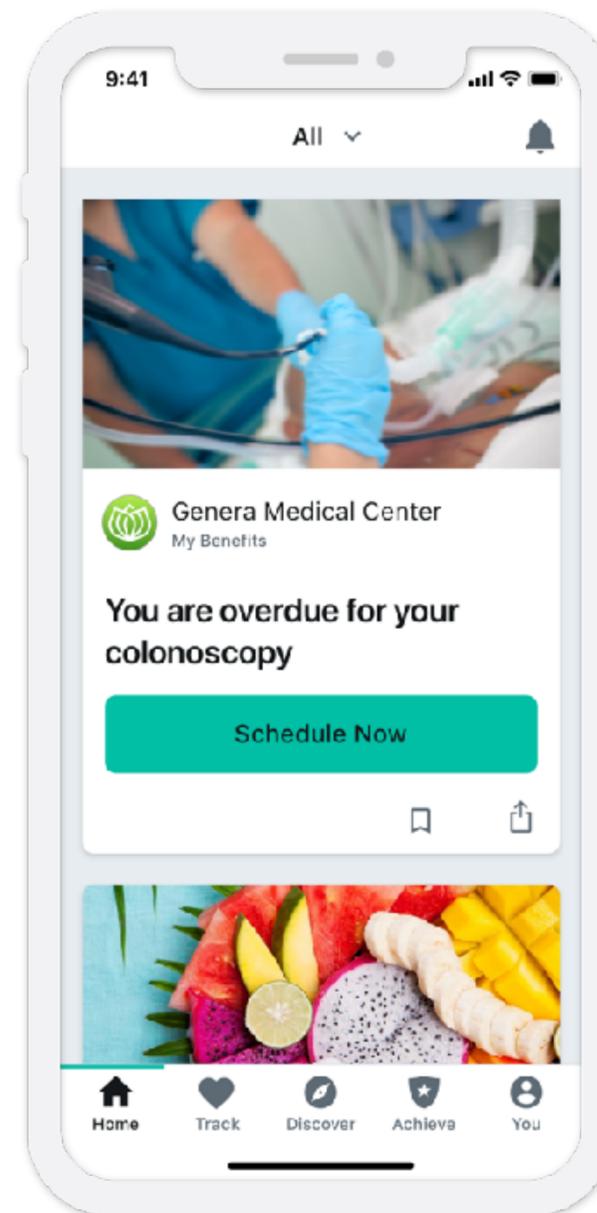
- Health Information Management
- Value-based care
- Payment integrity
- Remote patient monitoring
- Digital engagement

Revenue model: Recurring multi-year contracts with upsell opportunities

Pricing structure differs by product: Gainshare, SaaS platform fee, per record request

Client base: 6,000 hospitals & physician practices, 75+ health plans and audit clients

Services are in **strategic and financial alignment with providers** offering significant benefits and revenue upside



KEY PROVIDER CLIENTS:



* estimated

Comprehensive Solutions Addressing Providers' Needs



Core Service

HEALTH INFORMATION MANAGEMENT



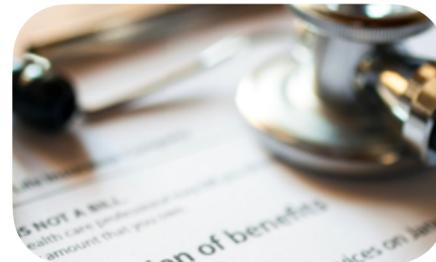
- Release of information (ROI)
- Medical record requests & retrieval
- Medical record audits & reviews
- Dynamic insights (AI)
- Forms management

VALUE-BASED CARE



- High risk patient stratification
- High cost claimant/care gap analysis
- Clinical measures & reporting
- Practice provider and network performance

PAYMENT INTEGRITY



- Fraud, waste, and abuse
- Audit/denial mgmt services*
- Clinical validation
- Pre-submission claim review insights (AI)
- Coding & pricing audits

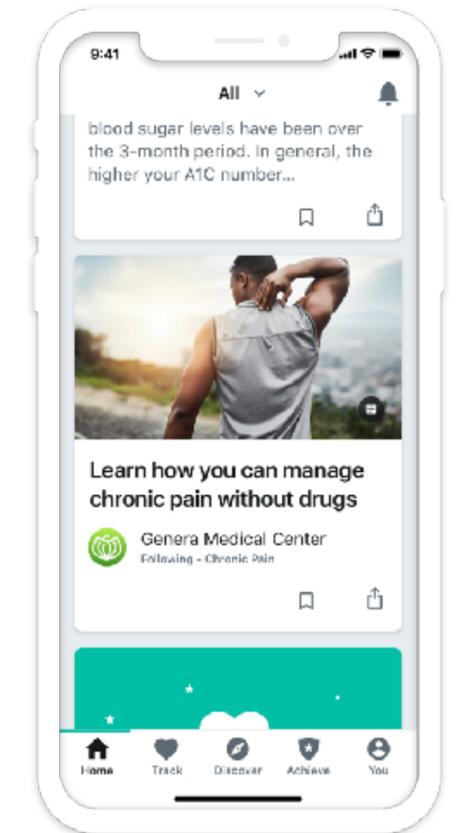
REMOTE PATIENT MONITORING



- Diabetes prevention and management
- Heart disease (Ornish Lifestyle Medicine)
- Obesity & nutrition support

Digital Platform

PATIENT ENGAGEMENT**



* available at end of Q2 ** deployment in progress

Engaging Patients Outside the Exam Room to Improve Outcomes, Quality, and Cost



Patient benefits

- Get better care
- Convenient access to your provider
- Live a healthier life



Clinician benefits

- Earn more money
- Be more effective
- Work smarter

Driving Significant Near-Term Revenue Growth and Margin Expansion



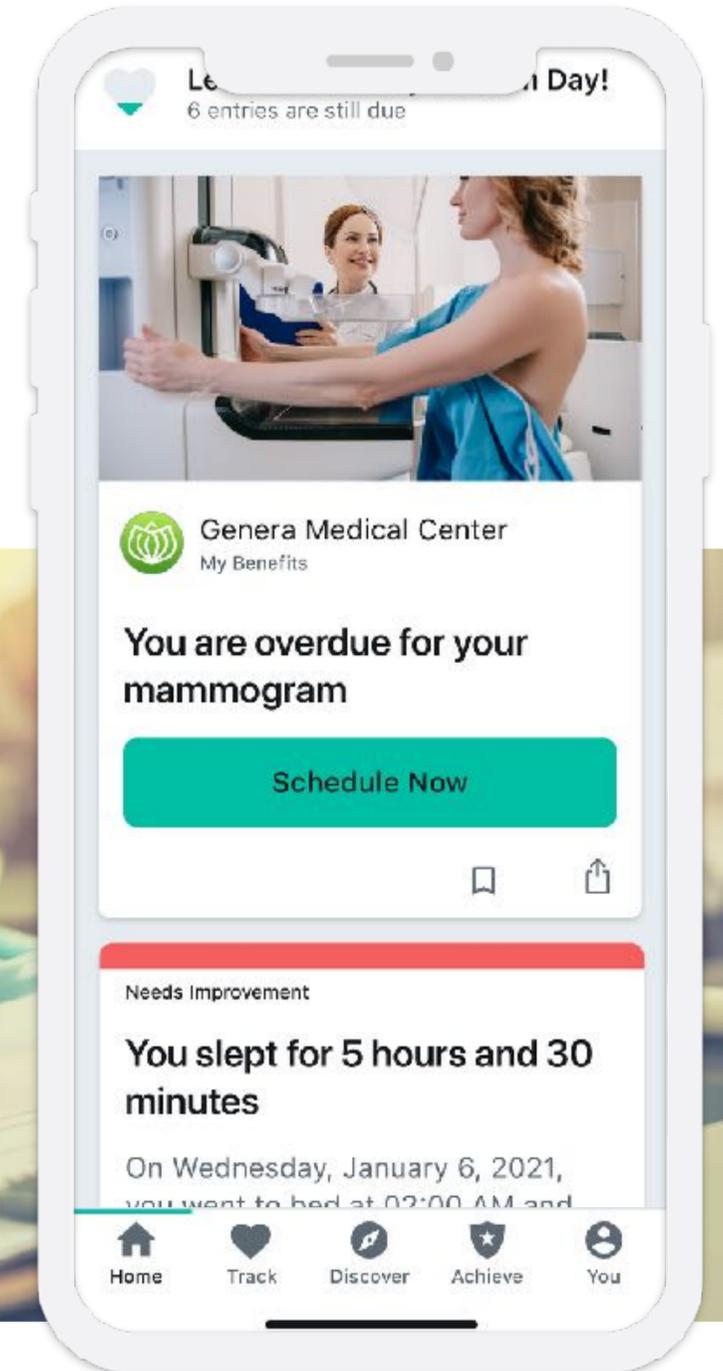
Contracts: Evergreen or multi-year

Pricing: Performance-based and zero-invoice

GTM: Channel partnerships

Upsell: \$3B to \$4B opportunity

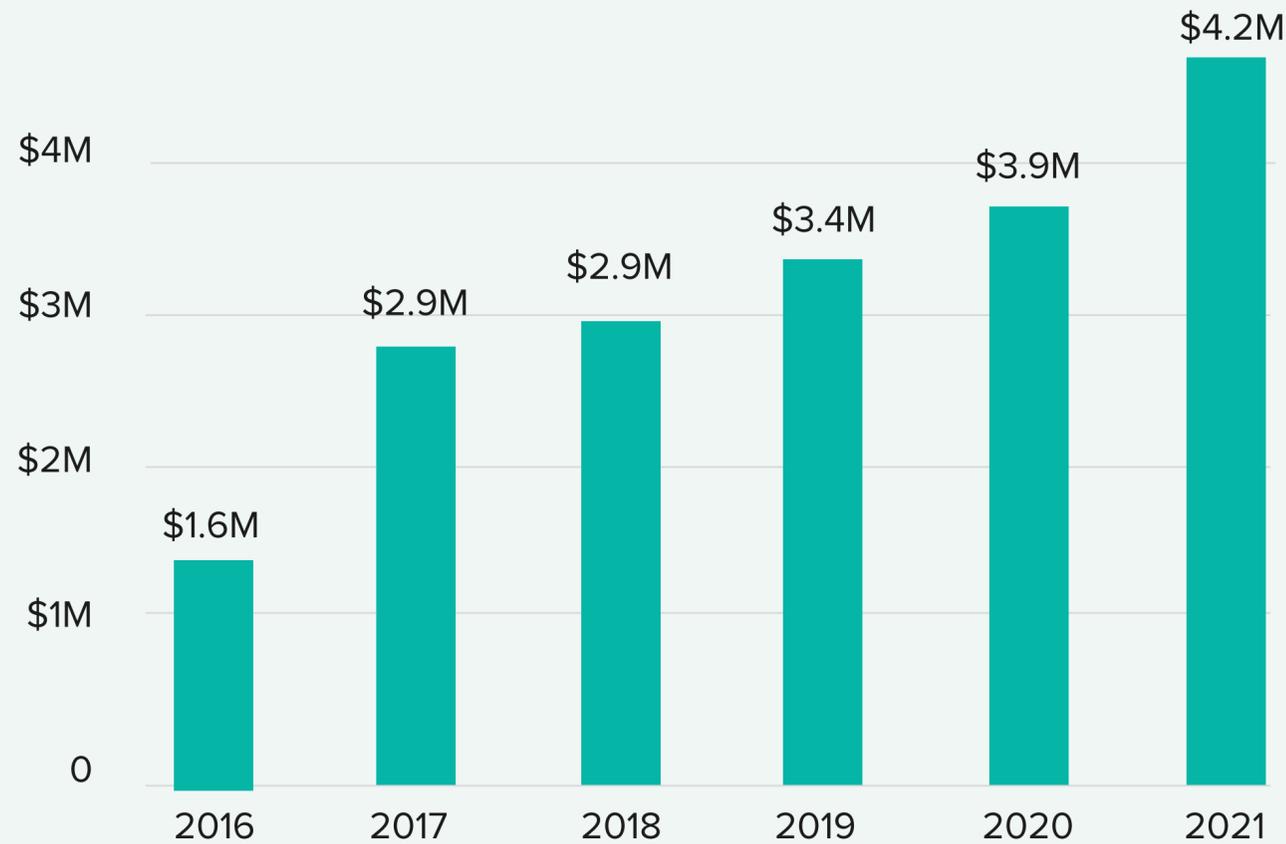
Sales: Increased sales team size by 50%



Case Study: Sales Growth Through “Land and Expand” Strategy

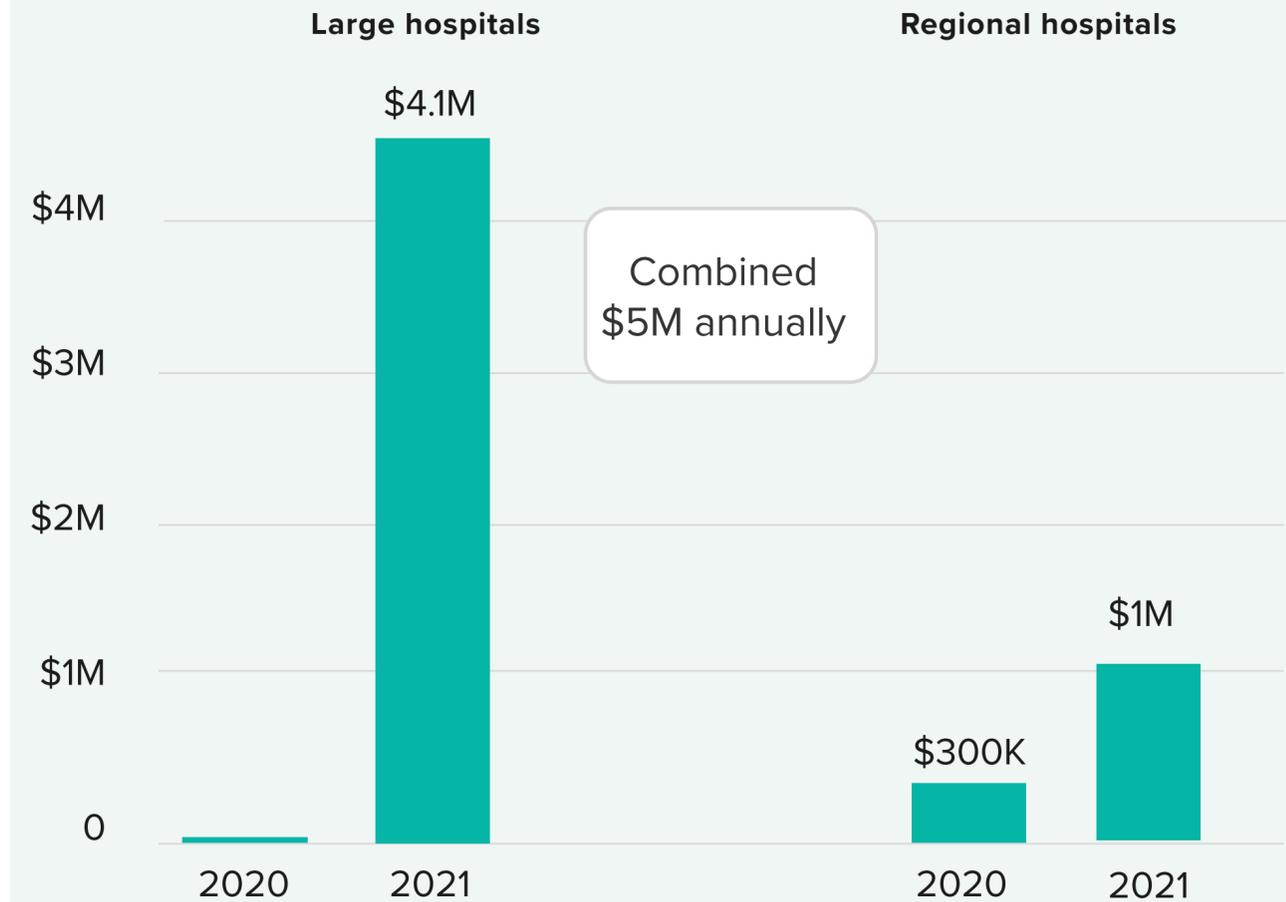


Contracted Integrated Hospital Network Land and expand example



Proven ability to “land and expand” with large health systems provides steady sustained growth
Solutions: ROI and Audit

Revenue Cycle Enterprise Agreement Channel partnership example



System-wide implementations accelerate growth to achieve revenue levels in months vs. years

Case Study: Growth for Physician ACO Account



Phase 1: \$100K

Services:

- ROI
- MIPS quality reporting

NUMBER OF SPECIALTIES WE SERVE

8/20



NUMBER OF PATIENTS WE SERVE



15,000

Phase 2: \$225K

Services:

- ROI
- MIPS quality reporting
- + Audit
- + ACO MSSP

12/20



50,000

Phase 3: \$504K- \$1.5M

Services:

- ROI
- MIPS quality reporting
- Audit
- ACO MSSP
- + DM education

20/20



65,000

Phase 4: \$3M+

Services:

- ROI
- MIPS quality reporting
- Audit
- ACO MSSP
- DM education
- + Remote patient monitoring
- + Digital engagement

20/20



100,000

Total Addressable Market



Channel	Addressable Market (\$B)
Remote patient monitoring & value-based care	\$23.3B
Health Information Management	\$6.4B
Payment integrity	\$2.4B
Total	\$32.1B



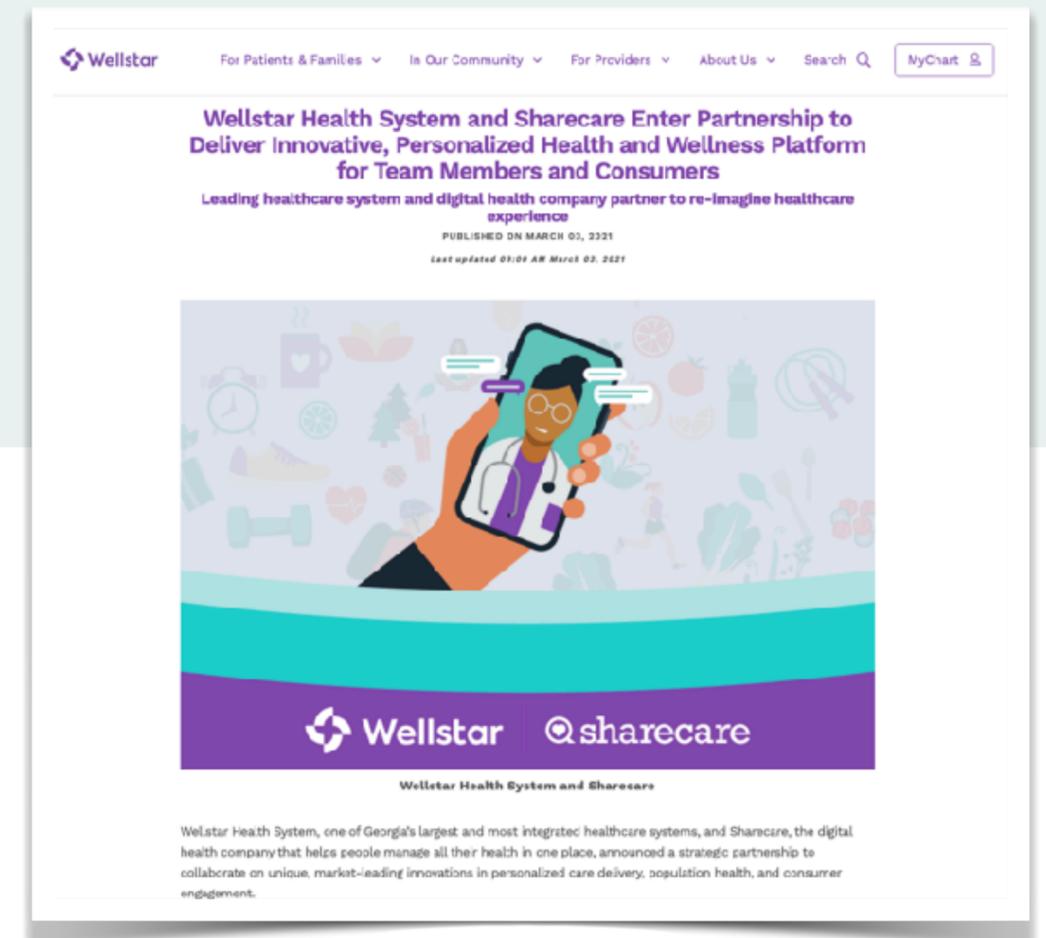
Reimagining the Healthcare Experience with Wellstar



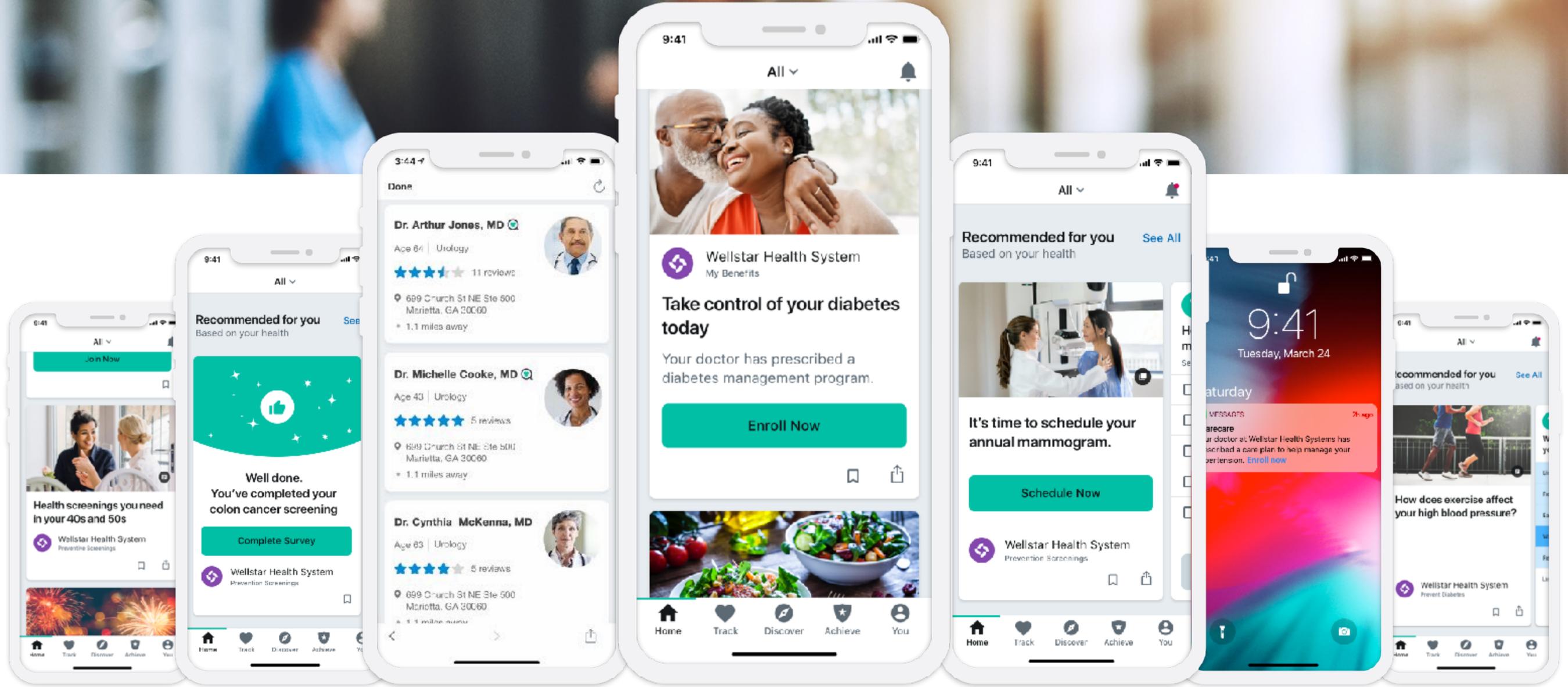
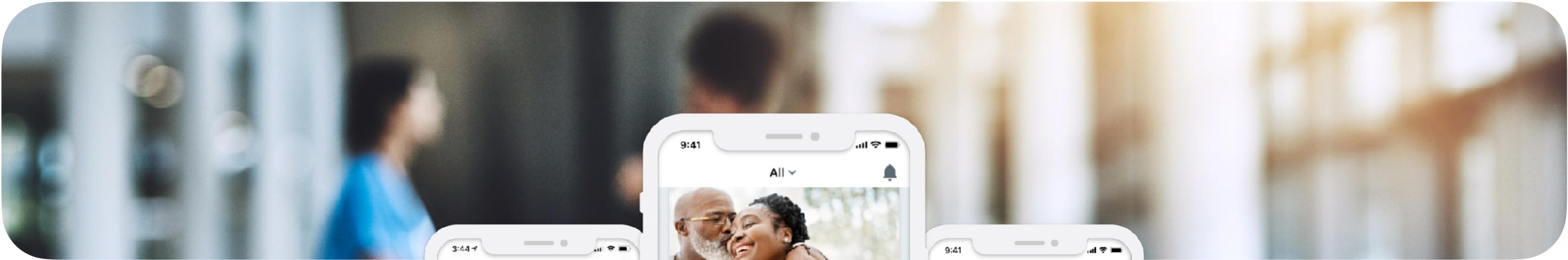
Together, we are building on our vision for the healthcare system of the future that empowers the consumer



Candice L. Saunders, President and CEO



Robust Platform Digitally Connecting Providers and Patients



Comprehensive Admin Console to Manage Patients



The screenshot displays the Sharecare admin console interface. At the top, there is a navigation bar with the Sharecare logo, 'VISUALIZE HEALTH', and several menu items: Summary, Patient Population, Risk Scoring, Reporting Periods, Operations, Documents, Patient Chart, and a user profile for Rob Bramblett (Demo Client). The main content area is divided into several sections:

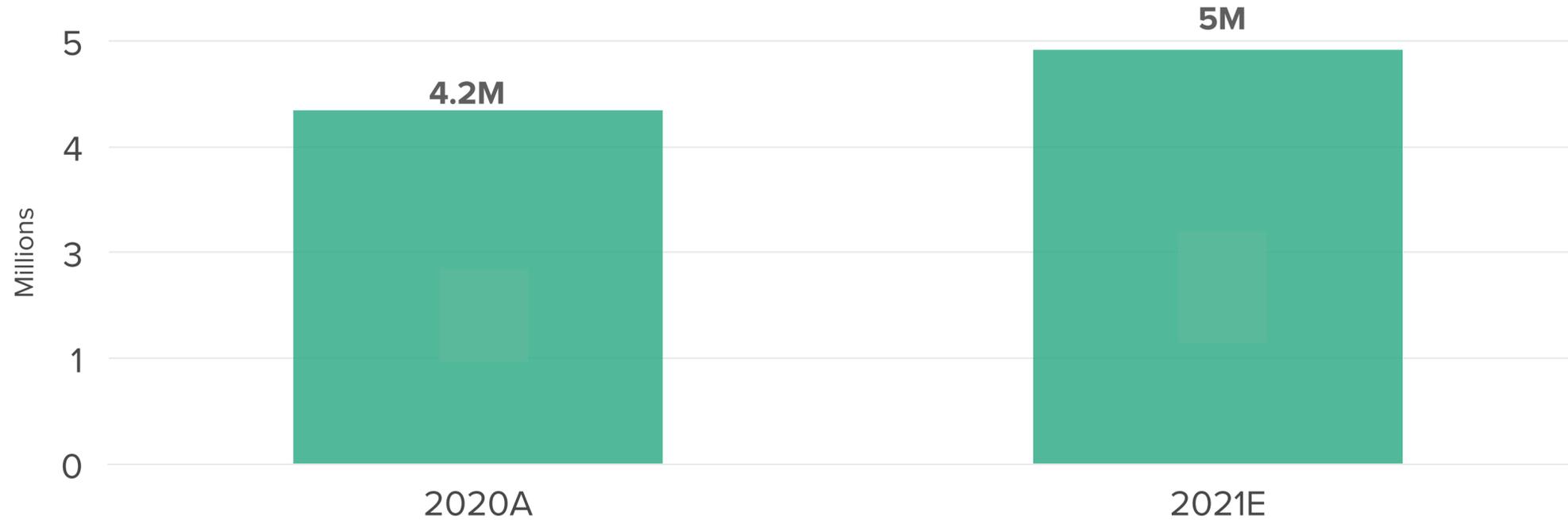
- Legend:** Preventive Health (teal), At-Risk population (orange).
- Bar Chart:** A horizontal bar chart comparing Preventive Health and At-Risk population across various categories. A tooltip for 'Heart Failure (HF): Beta-Blocker Therapy for Left Ventricular Systolic Dysfunction (LVSD) - MIPS 008' shows '100.0% Complete'.
- Quality Score Estimate:** A large blue number '39.53 /45' with a note: '*Final scoring is performed by CMS and is subject to change. This score is an estimate based on currently available data.'
- Provider Type:** Radio buttons for 'Primary Provider' and 'Appointment Provider'.
- Time Periods:** A dropdown menu currently set to 'Today's Schedule'.
- Programs:** A list of program filters including 'All Patients', 'Demo MIPS', 'Anesthesiology Specialty Set - M...', 'Allergy & Immunology Specialty S...', and 'Cardiology Specialty Set - MIPS'.
- Table:** A table with columns 'Populations', 'Patients', and 'Needing Attention'.

Populations	Patients	Needing Attention
All Patients	92	87
Patient Caregiver	20	10
Patient Safety	37	27
Preventive	91	81
- Bottom Legend:** A row of five colored bars representing different providers: Rez, Lauren (50.0%), Tynol, Elizabeth (22.2%), Charlton, Leland (0.0%), Deering, Sherrie (0.0%), and Liley, Milo (0.0%).

2021 KPIs Demonstrate Revenue Growth Momentum:



Medical records processed



4.2M

MEDICAL RECORDS PROCESSED (2020)

6K

CONTRACTED CLIENTS

1. The pricing for these medical record requests is generally on a per-record basis.
2. Growth in medical records processed is driven from new client sales, as well as expansion of existing clients' site coverage (potential to expand to 4,000 additional sites with current clients alone)



Driving Significant Near-Term Revenue Growth and Margin Expansion

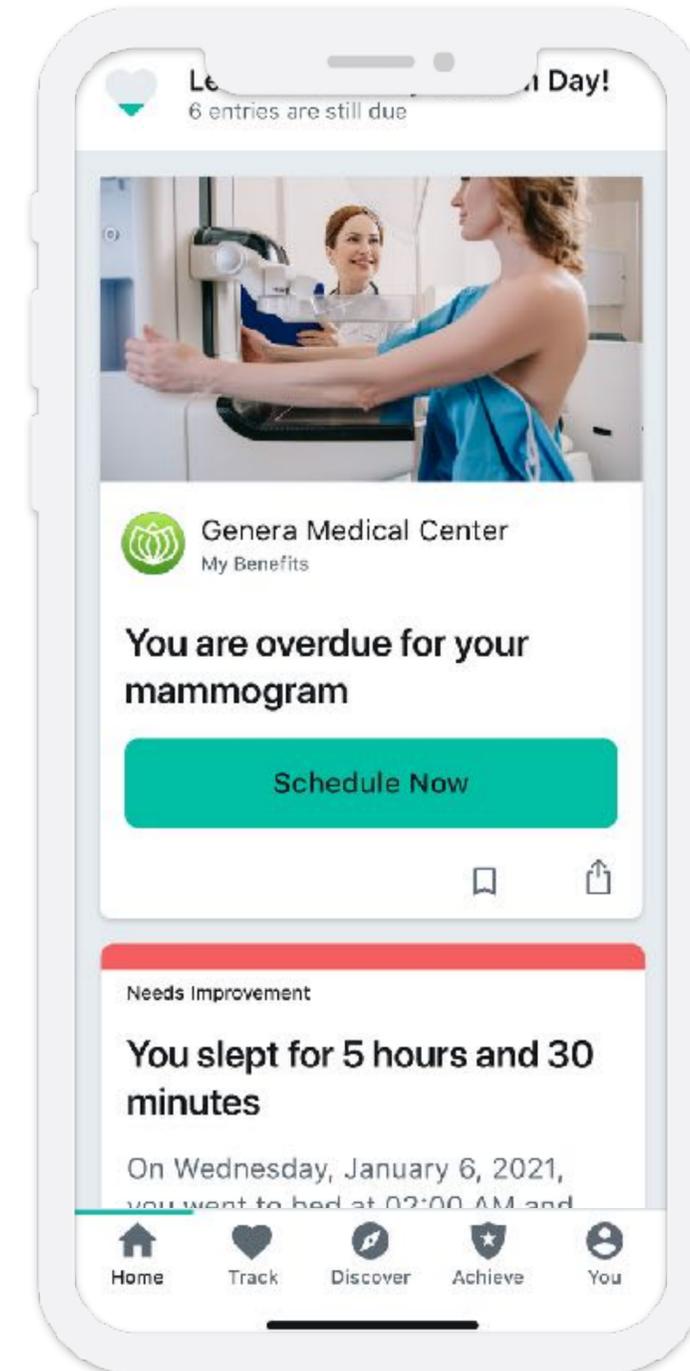


Expand product portfolio

- Deploy **value-based care** and **payment integrity** across 6,000 clients
- Integrate **denial management services & remote patient monitoring**
- **Sharecare-enabled clinician** to close gaps-in-care

Expand customer footprint

- Continue **momentum with organic growth** with new health system and payor clients
- Opportunity to expand top 25 currently contracted clients to additional **4,000+ sites**
- Leveraging **channel partnerships** to increase penetration into the MSK space and increase sales velocity
- **Leverage deep relationships** in employer and health plan space to cross-sell payment integrity solutions





Q&A

 **sharecare**



DIVERSIFIED REVENUE & SCALE

Consumer Solutions



Key Strategic Driver for Consumer Acquisition, Content Creation and Data-Driven Digital Activation



\$56M*

2020 revenue

\$65M*

2021 revenue

16%*

of 2021 revenue

Products include:

- Lead generation
- Audience targeting
- Sponsorships
- Condition-specific marketing

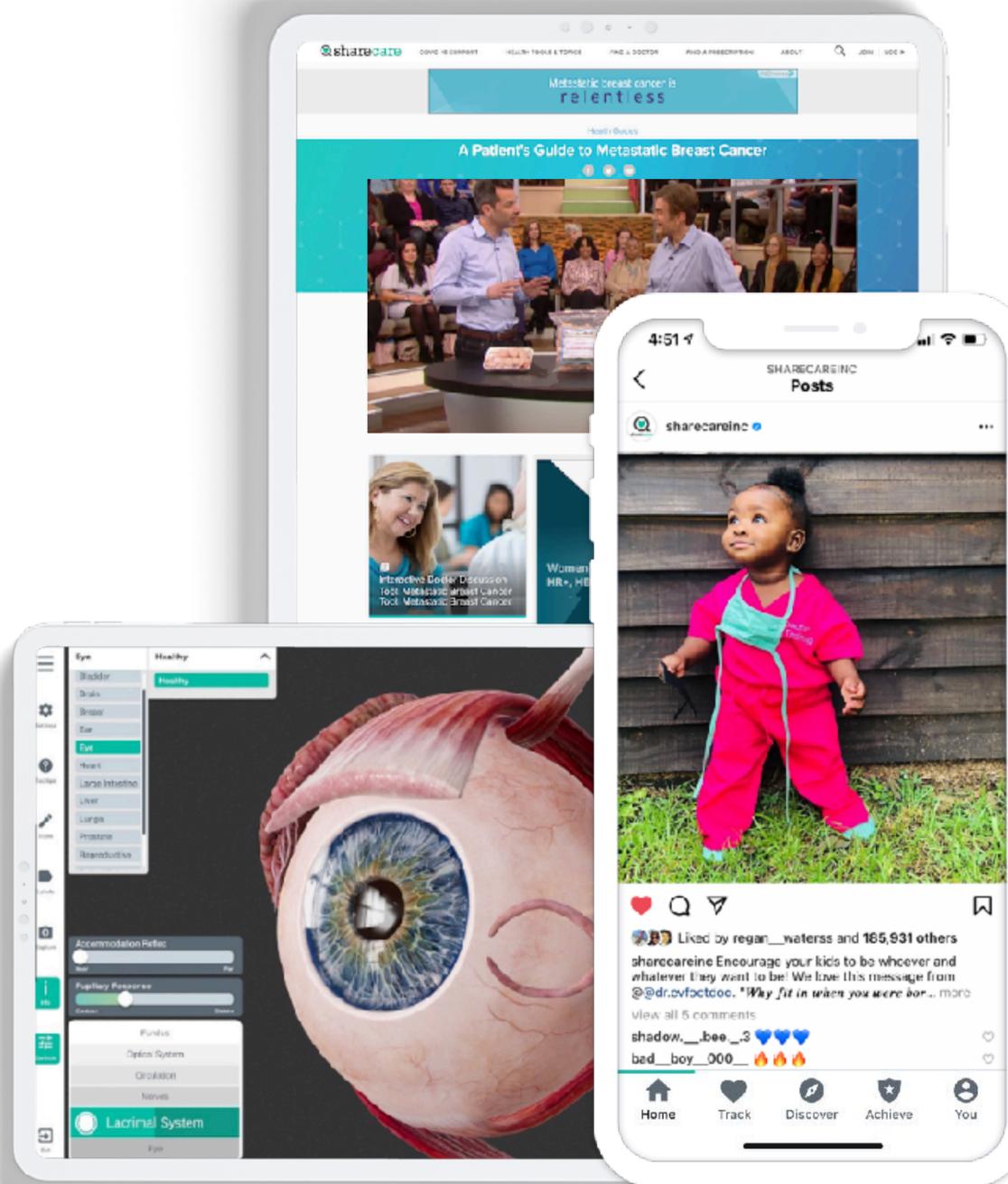
100M first-party user database

Significant content library and video capabilities

Over 2.5M highly-engaged followers across our social platforms, **more than all our competitors combined**

Real-time health profiling engine delivers **400K** new users per month

Strong ROI performance validated by 160 third-party measured campaigns



KEY LIFE SCIENCES CLIENTS:



* estimated; 2020 revenue figure excludes \$4M in sales from discontinued operations

A Proven Performer with the Most Sophisticated Marketers in Health

ONBOARDING

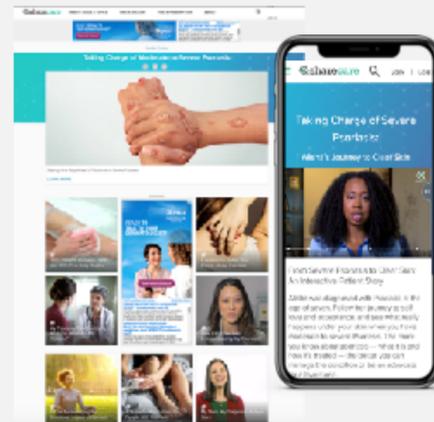


Sharecare uniquely identifies and targets the right hyper-targeted condition audiences

The most accurate 1st party data

~108M members profiled

ACTIVATION



Sharecare exposes patient to relevant, personalized content and experiences that drive action

- Patient receives tools and resources to talk to health care professional
- Retargeting to reinforce brand messaging
- MLR expertise for sponsored content

CONVERSION



Experts at getting patients to convert:

1. Patient goes to doctor
2. Patient receives Rx
3. Patient fills Rx
4. Measure actions and results

NBRx is matched back to medical claims data

SIGNIFICANT INVESTMENTS



Sharecare has a track record with the most discerning digital marketers in healthcare. Full accountability on programs proves success.

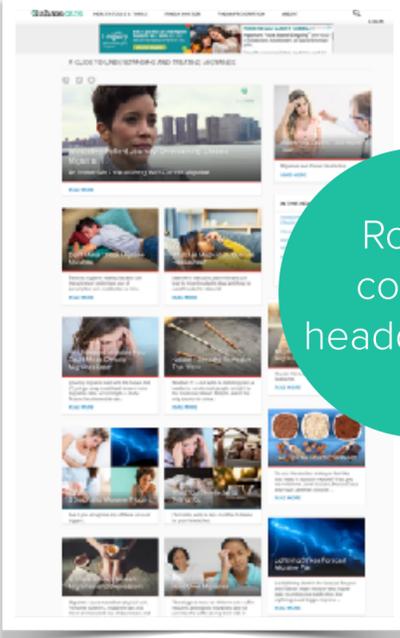
Innovative Program Driving High-Value Actions



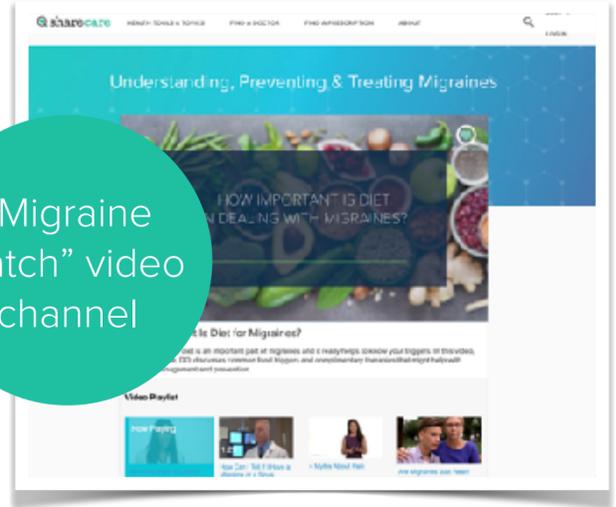
Migraine client



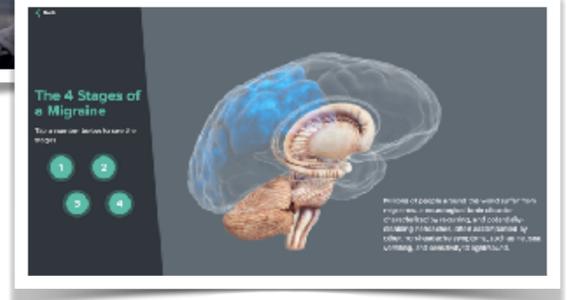
Robust content headquarters



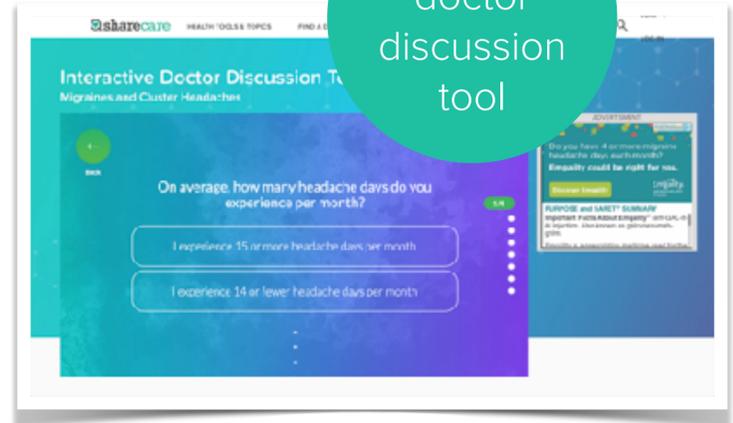
"Migraine Watch" video channel



Interactive patient story



Interactive doctor discussion tool



Hyper-targeted media



- **\$1.5M booked YTD '21** + new migraine brand launch
- **\$1.85M in '20**
- **\$800K in '19**
- Most efficient endemic partner for actions
- Highest audience quality

World-Class Content Library and Capabilities



Created by award-winning in-house teams to meet the needs of patients and brands

188 health organization partnerships



48K+ original videos

Video studio, virtual reality lab, Sharecare Windows

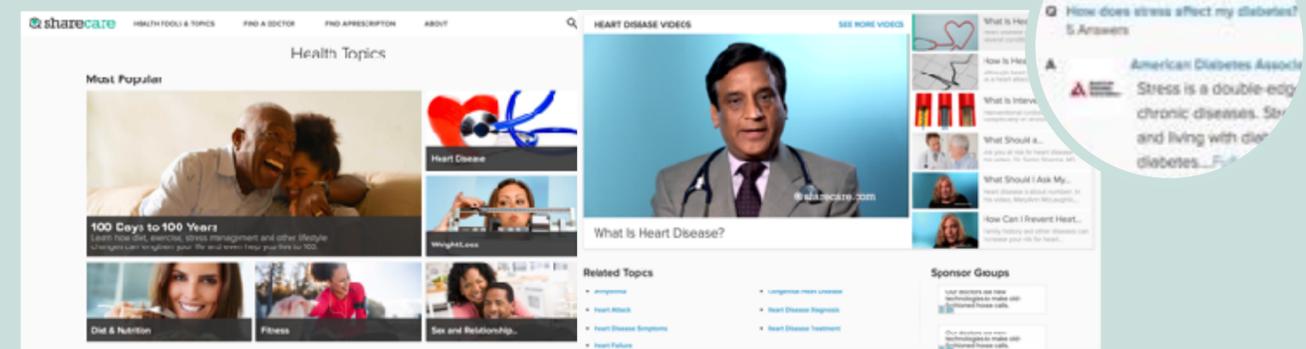


100s of contributing experts

Renowned health advisory board



265K+ pieces of content



Engaging with Consumers on Social



2.5M+ engaged followers across social

- More followers than Anthem and United Health Group combined
- Instagram interaction rate 42x TODAY and Good Morning America
- Content experts from Harpo, CNN, Hearst, Bloomberg, Conde Nast, NBC News, Meredith

Social reach and growth:



256K+ followers (+370% YoY)



6M video views (+220% YoY)
(+237x NBC News Health; 51x Healthline)

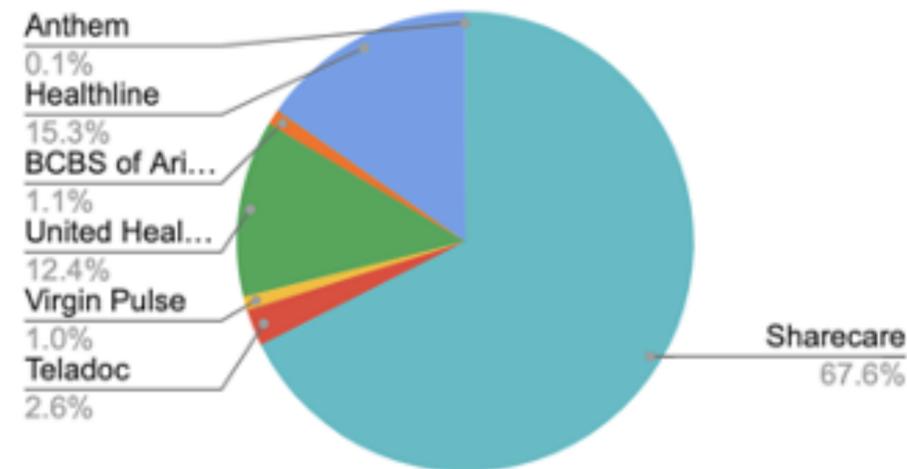


15M impressions +29% YoY

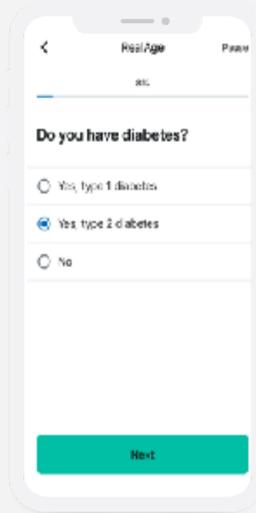


1.1M subs, +100% YoY
(13.7M video views, +225% YoY)

Facebook page likes:



First Party Health Data Advantage



RealAge®

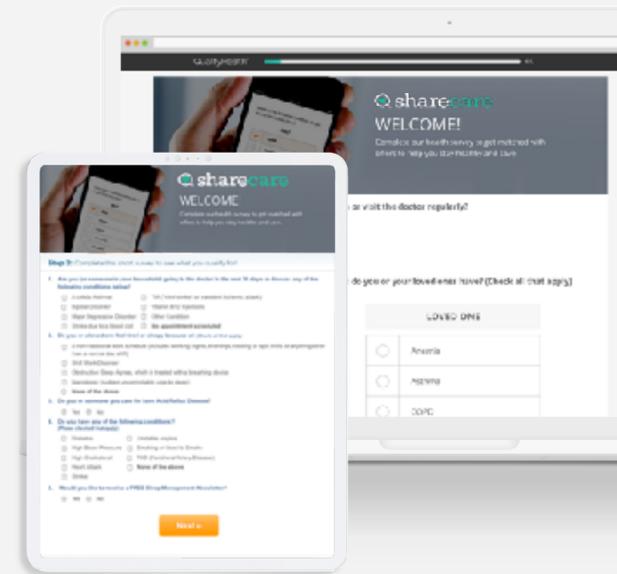
- **45M+** completions
- **100+** questions per test
- Standard questions
- Demographics, conditions, attitudes, emotions, actions



RealTime PROFILING ENGINE

New consumers profiled to qualify for relevant health offers and info

- Custom questions
- Hyper-specific targeting
- Immediate action



Behavioral Data, Search and Social

108M

Sharecare members profiled health & condition data

71M

Verified email addresses targetable unified IDs

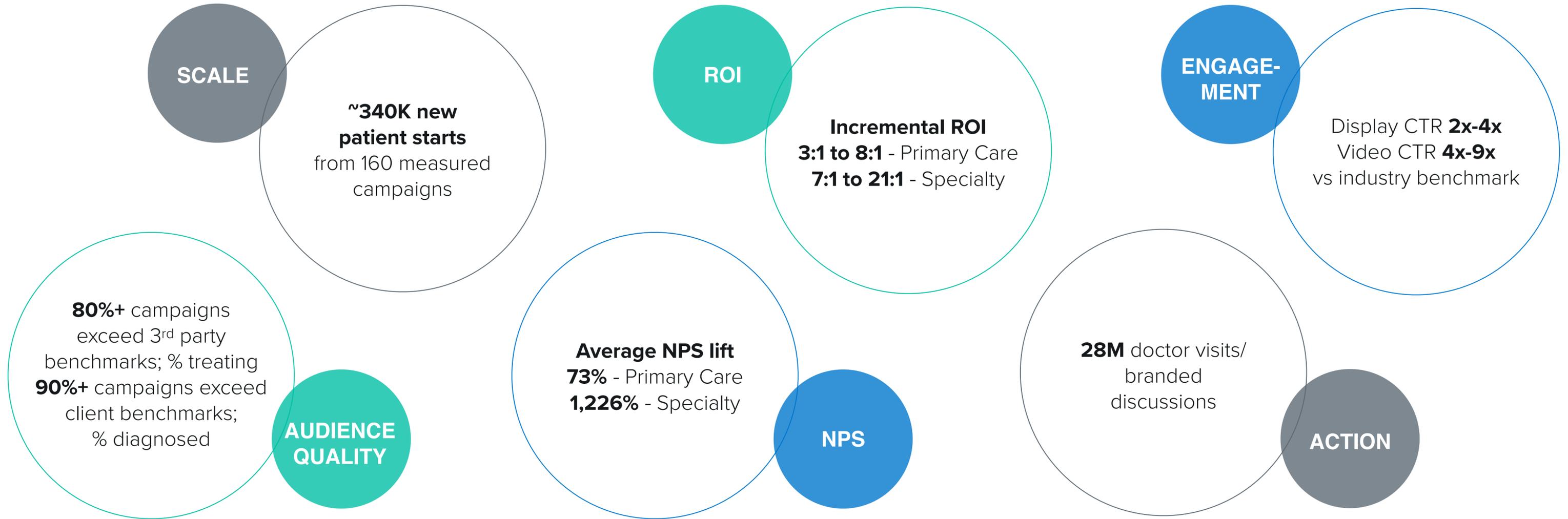


1st party health data with email addresses encrypted and seamlessly integrated with major AdTech vendors in the space, giving Sharecare the capability to activate qualified patients across the web

First Party Data Fuels Sharecare's Proven Performance



Based on 160 third party measured campaigns



Case Study: Top 10 Pharma Company



Patient-centric innovation and data-driven performance has made Sharecare a leading digital partner for CLIENT in engaging brands with condition sufferers to drive patient outcomes.

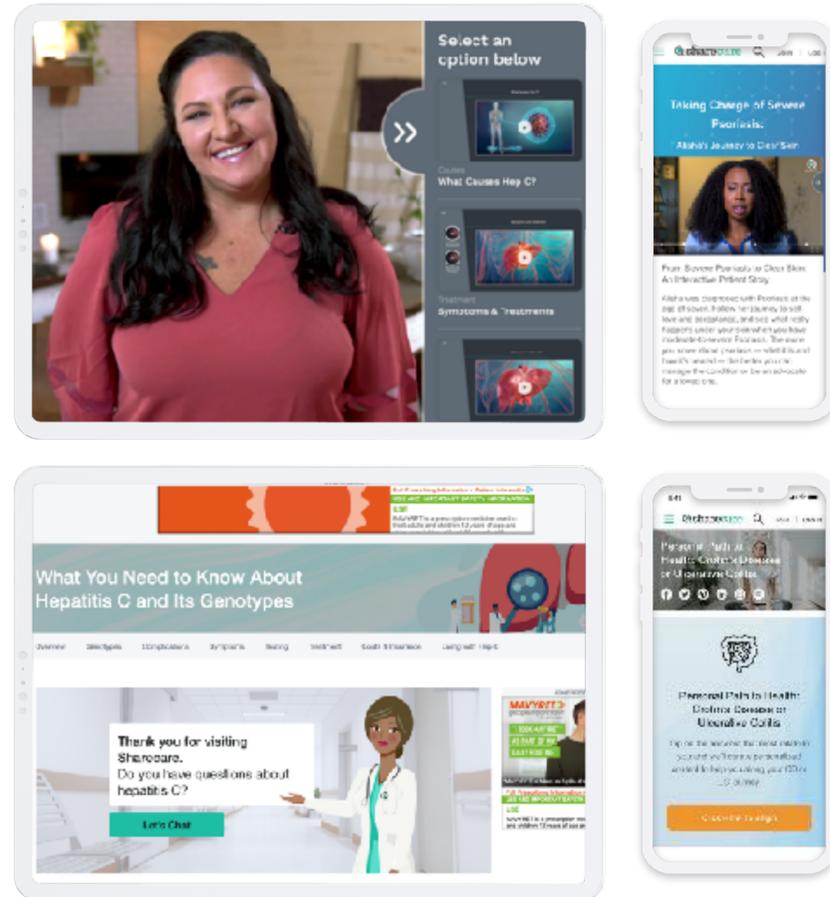
KEY HIGHLIGHTS

First-to-market innovation

Leveraging interactive, personalized, and VR-based technology: chatbot, interactive patient stories, 3D modules

Proven results driving growth

Highest audience quality, most efficient reach



YoY Growth

	2019	2020	2021 booked	2 Year growth %
Revenue (\$)	\$3.08M	\$5.5M	\$9.26M	200%
Number of indications	8	10	12	50%
Number of brands	6	6	7	17%

9

first-to-market innovations

100%

programs exceeding brand KPI benchmarks

3

major industry awards for content & innovation



Competitive Landscape: Digital Healthcare Advertising is Accelerating



2020 digital ad spend increased 14%+ to \$9.5B. 2021 is forecasted to increase another 18% to ~\$11.3B.
(DTC Pharma Digital Advertising TAM: \$1.46B)

DTC endemic health platforms

DTC non-endemic health platforms

Organic Scale

Traditional Media: Digital Extensions

High Quality Players

Search, Social & Streaming

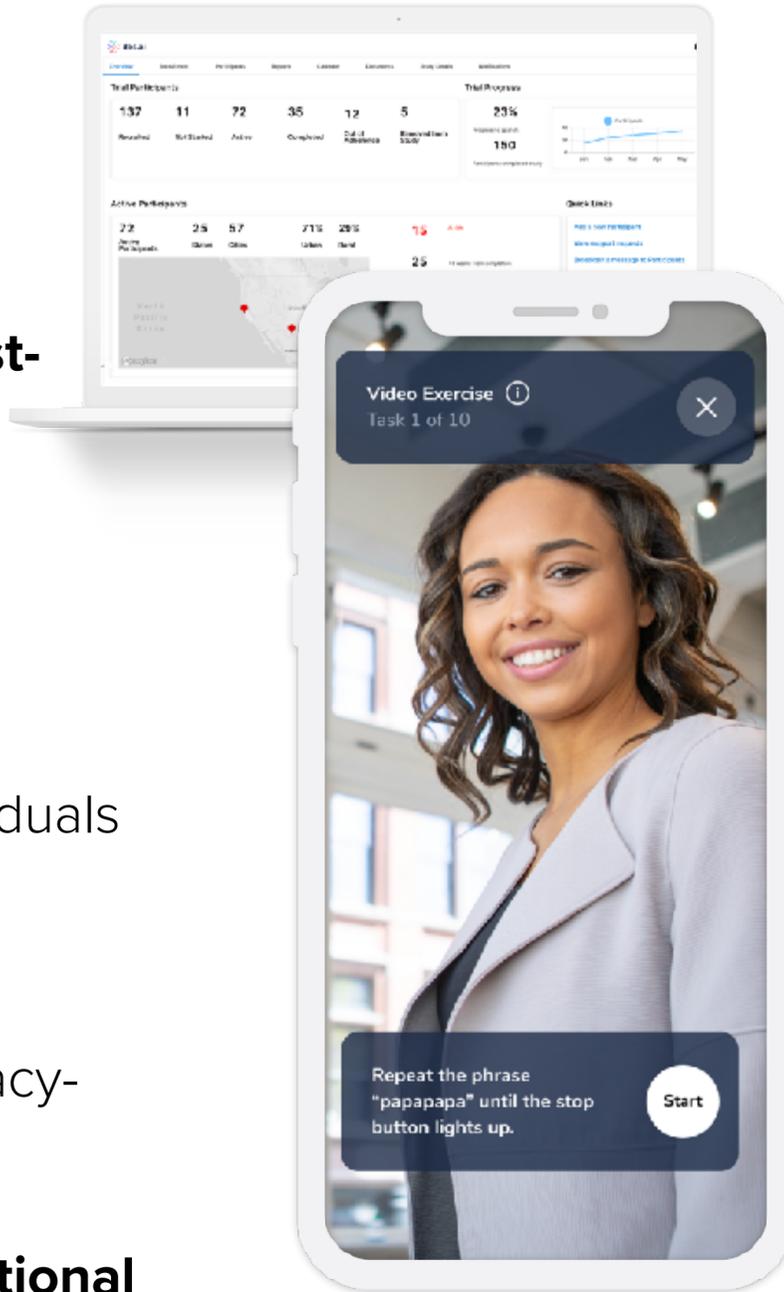
Niche & Health Communities

Programmatic & Data

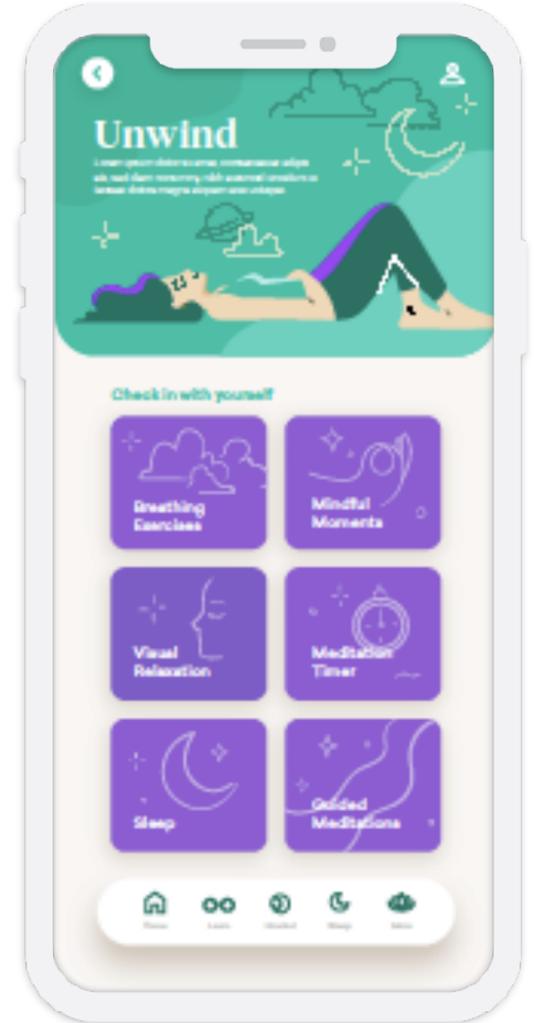
New Consumer Opportunities



- **Virtual observational and post-market surveillance research study** platform driven by AI
- Data collected by smart phone and trained using AI to produce personalized health insights to benefit individuals and communities
- **Edge-native environment** for anyone to contribute with privacy-preserved
- **2023 TAM \$8.3B for observational studies**



- **Enterprise digital therapeutics made available as a new revenue stream via DTC paid apps**
- Launch of new Unwinding from Sharecare product in 2021 with estimated revenue of over \$1M; 80% growth forecasted in 2022
- **Mindfulness category competitor (i.e. Calm)**, incorporating Sharecare Windows library, clinically validated behavioral health mini courses, tools, mental health chatbot
- **\$1.2B TAM growing 11% annually**

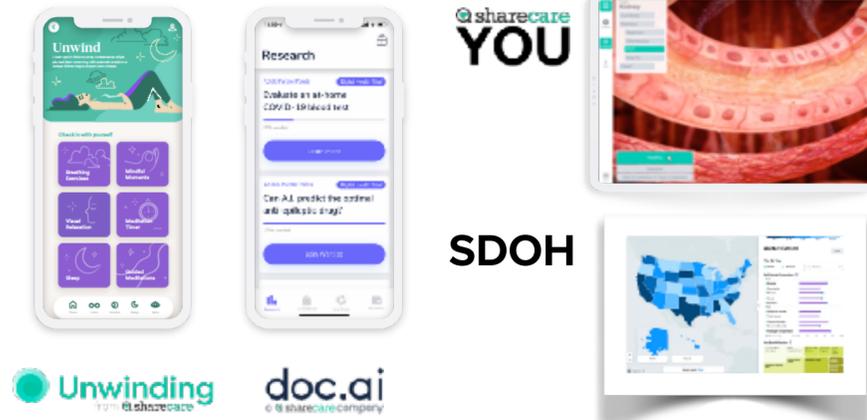




Key Highlights

- Healthcare marketing expected to **grow 18% in 2021**
- Stellar campaign performance in 2020 has created great momentum
- Sharecare's **first party health data is a competitive advantage**
- Vast content library of unparalleled quality utilized across Sharecare
- Revenue opportunities from leveraging existing Sharecare assets
- Strong results expected for consumer in 2021 and beyond

Expanding Existing Assets





Q&A

 **sharecare**



CATEGORY OF ONE

Differentiated Financial Performance



Key Financial Highlights



Revenue visibility

- **Recurring revenue** driven by multi-year contracts



Scale

- **Diversified customer base** drives opportunity to upsell to existing clients and cross-sell across our divisions
- Expanded customer base with major enterprise client wins – **Centene, Humana, Delta** – with significant pipeline of potential clients



Growth

- Platform positioned to capture significant digital health opportunity
- Launched new digital therapeutics product line with **\$1B opportunity from existing clients**
- Introduced **health security** and **vaccine adherence** solutions



Profitability

- **Adjusted EBITDA positive with continued operating leverage**
- Medium-term opportunity to drive gross margin and adjusted EBITDA margins to 55% and 25%, respectively

Delivering Accelerated Growth

Achieve scale profitability through significant operating leverage



Projected Financial Summary

(\$, in millions)

	2020E	2021E	2022E	2023E	20-23E CAGR	Medium term
Revenue¹	\$330	\$408	\$533	\$653	26%	\$1,000
Gross profit	169	208	286	364	29%	550
Gross margin	51%	51%	54%	56%	-	55%
Adjusted EBITDA	\$31	\$31	\$61	\$101	46%	\$250
Adjusted EBITDA margin	9%	8%	11%	15%	-	25%

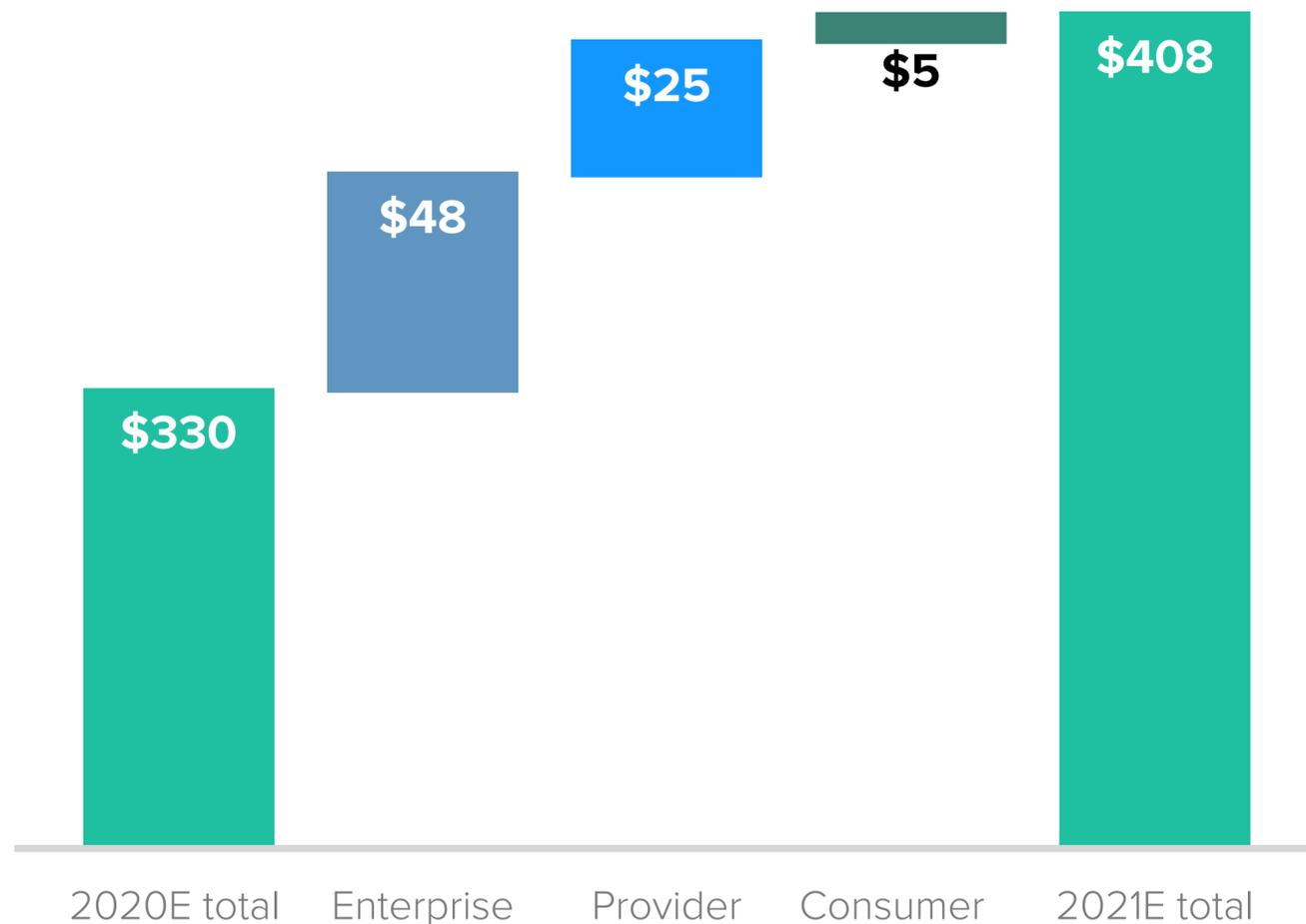
¹ Revised revenue forecast includes \$12M in projected doc.ai revenue for 2021 stub period

95% of 2021 is Contracted as of Today



Focusing the growth story: Base case provides substantial growth with further opportunity for upside

2020E – 2021E Revenue Bridge (\$, in millions)



Enterprise:

- Reflects **new client wins** including Centene, Humana, and Delta
- **Digital therapeutics programs** assume only **~2% penetration** of contracted SAM of \$1B
- **Health security revenue** opportunity of \$5-30M per state (expanding to health systems and payor partners as well)
- Includes doc.ai acquisition

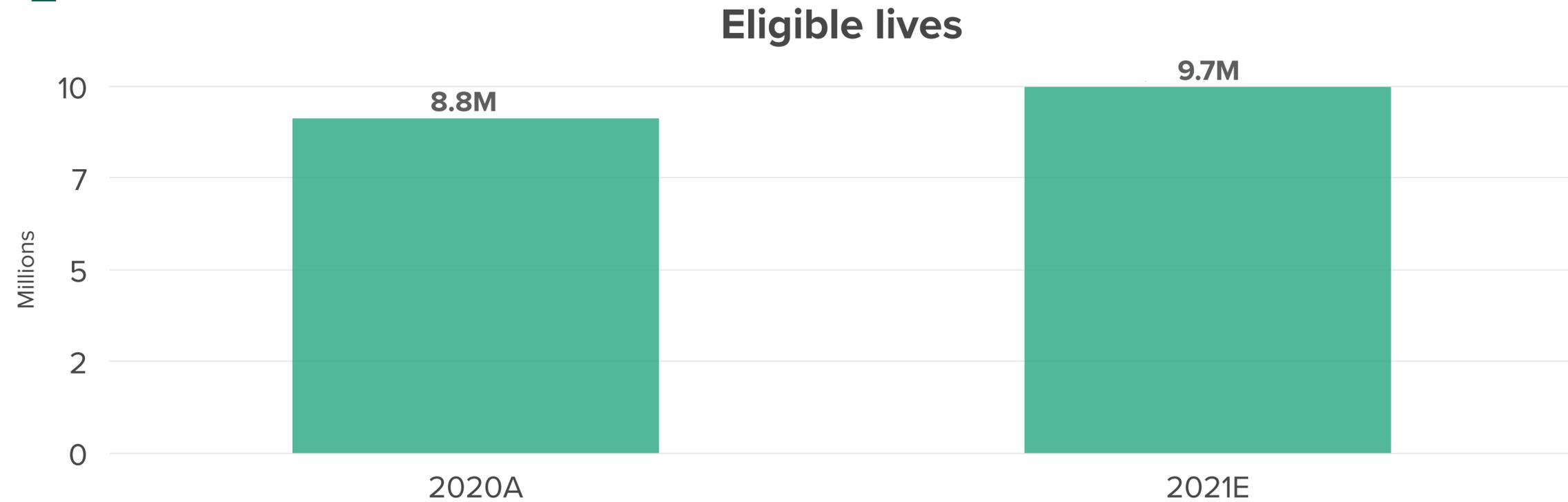
Provider (95% booked/covered for 2021):

- Growth of core offerings in-line with **historical trends**
- Go-get supported by **substantial pipeline** of potential incremental revenue for 2021

2021 KPIs Demonstrate Revenue Growth Momentum: Enterprise



8.8M
ELIGIBLE LIVES
(2020)



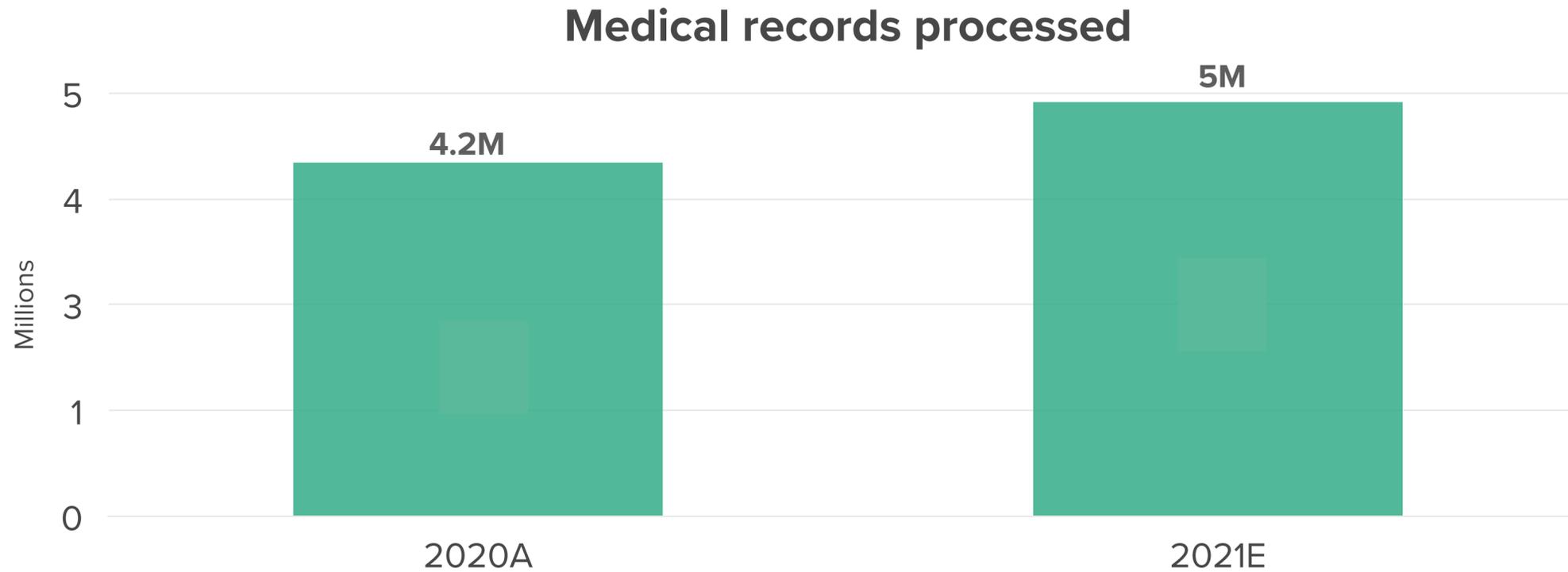
1. Eligible lives is a metric which is a leading indicator of revenue growth for the enterprise digital platform and other digital solutions
2. Generate revenue multiple ways – primarily on a per member/per month basis, or per enrolled member basis
3. Eligible lives grow by addition of new clients, but also within the existing client base as Sharecare solutions are extended to new health plan employer groups, and additional covered populations (Medicaid, exchange)

2021 KPIs Demonstrate Revenue Growth Momentum: Provider



4.2M
MEDICAL RECORDS PROCESSED (2020)

6K
CONTRACTED CLIENTS



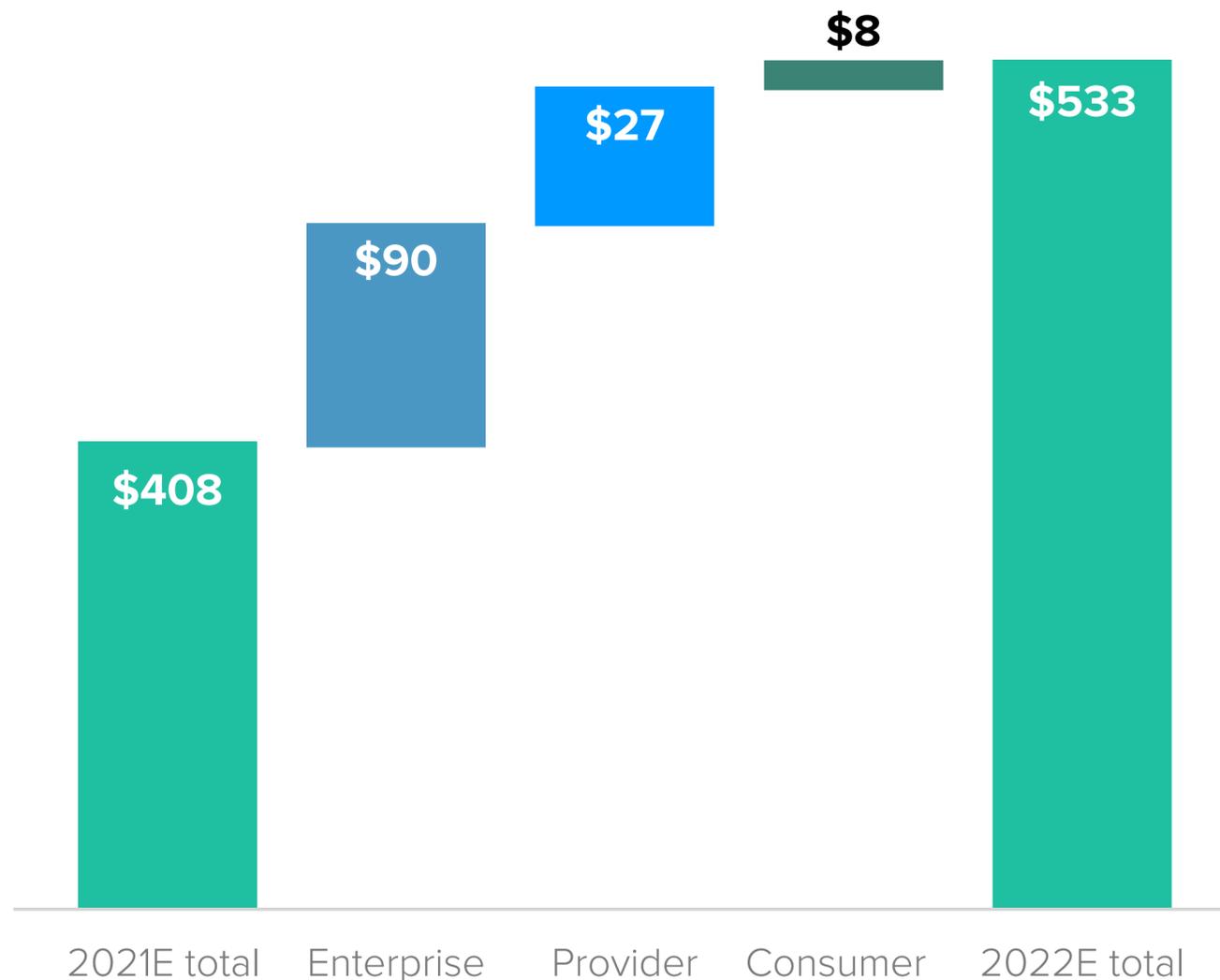
1. The pricing for these medical record requests is generally on a per-record basis.
2. Growth in medical records processed is driven from new client sales, as well as expansion of existing clients' site coverage (potential to expand to 4,000 additional sites with current clients alone)

Sustained Growth into 2022 and Beyond



Key business initiatives driving growth in 2021 projected to continue through 2022

2021E – 2022E Revenue Bridge (\$, in millions)



Enterprise:

- “Land and expand” existing relationships
- **Scale existing health plans** and other enterprise clients
- Activation of marketplace solutions at the same rate as in 2021 (~4% of contracted SAM of \$1B)
- New clients
- **Continue adding other health plans** and key enterprise clients
- Expand health security
- Scale **facility readiness** and **digital vaccine assistant**

Provider:

- New client **growth consistent with historical rates**
- Expand **value-based care & remote patient monitoring**
- Payment integrity growth through reinsurance brokers and other reseller partnerships



2022 Growth Drivers: Enterprise

Sharecare's core revenue growth levers for 2022 are centered on building embedded client relationships to optimize enrollments and upsell complementary solutions, as well as ramping new clients with increased sales resources – segment will enter 2022 at \$270M revenue run-rate.

Expand current accounts

- **Grow tentpole customers**, across Blues/Medicaid/Medicare Advantage
 - Upside to expand into 40M, 25M and 16M eligible lives with three clients alone
- **Upsell digital therapeutics**
- Drive **increased activations**

Add new logos

- Significant investment in sales (105 new salespeople) driving pipeline
- In discussions with new states, providers, and payors, as well as the federal government, to **expand health security footprint**
- **Cross-sell 200+ hospital customers in provider**

Introduce new products

- Co-developing **new digital health offerings** with key partners to bring to market in Q1 2022, including healthcare advocacy
- Expand digital therapeutics into new categories – driven by condition prevalence, client demand, and market opportunity
 - Exploring hypertension (\$40.4B TAM) as a potential expansion vertical

2022 Growth Drivers: Provider

Sharecare's core provider revenue growth levers for 2022 are centered on adding new clients to our robust 6K+ customer portfolio, through key distribution partners and direct sales efforts – segment will enter 2022 at \$120M revenue run-rate.

Expand current accounts

- **Expand provider solutions** to additional 4K sites that exist within our customer base of 6,000+ clients
- Added 50% to our sales team to **increase velocity**

Add new logos

- **Leverage key channel partners to accelerate sales** (MSK, cardio)
- Momentum on **closing new ACO partnerships** in 2021 to increase CMS gainsharing revenue potential in 2022
- **Expanding new payment integrity partnerships**

Introduce new products

- Remote patient monitoring

Successful Execution of Repositioning and Integration



Sharecare acquired Healthways' Population Health division in August 2016

Established the foundation that sets up Sharecare for accelerated growth

2017

\$241M

REVENUE

Unprofitable

- **Planned for over \$90M degradation of unprofitable, legacy contracts** while focusing on digitally-enabled revenue streams and high-value clients
- **Retained \$150M in revenue** from large customers with significant headroom to grow
- Managed through many dissatisfied clients while **preserving key accounts like CareFirst, Anthem, and State of Georgia**
- Acquired **lifestyle & disease management coaching products** driving digital therapeutics business

2020

\$190M

REVENUE

Profitable

Highly-accretive, transformative acquisition consummated for **net purchase price of \$5M**

Historical Financial Summary

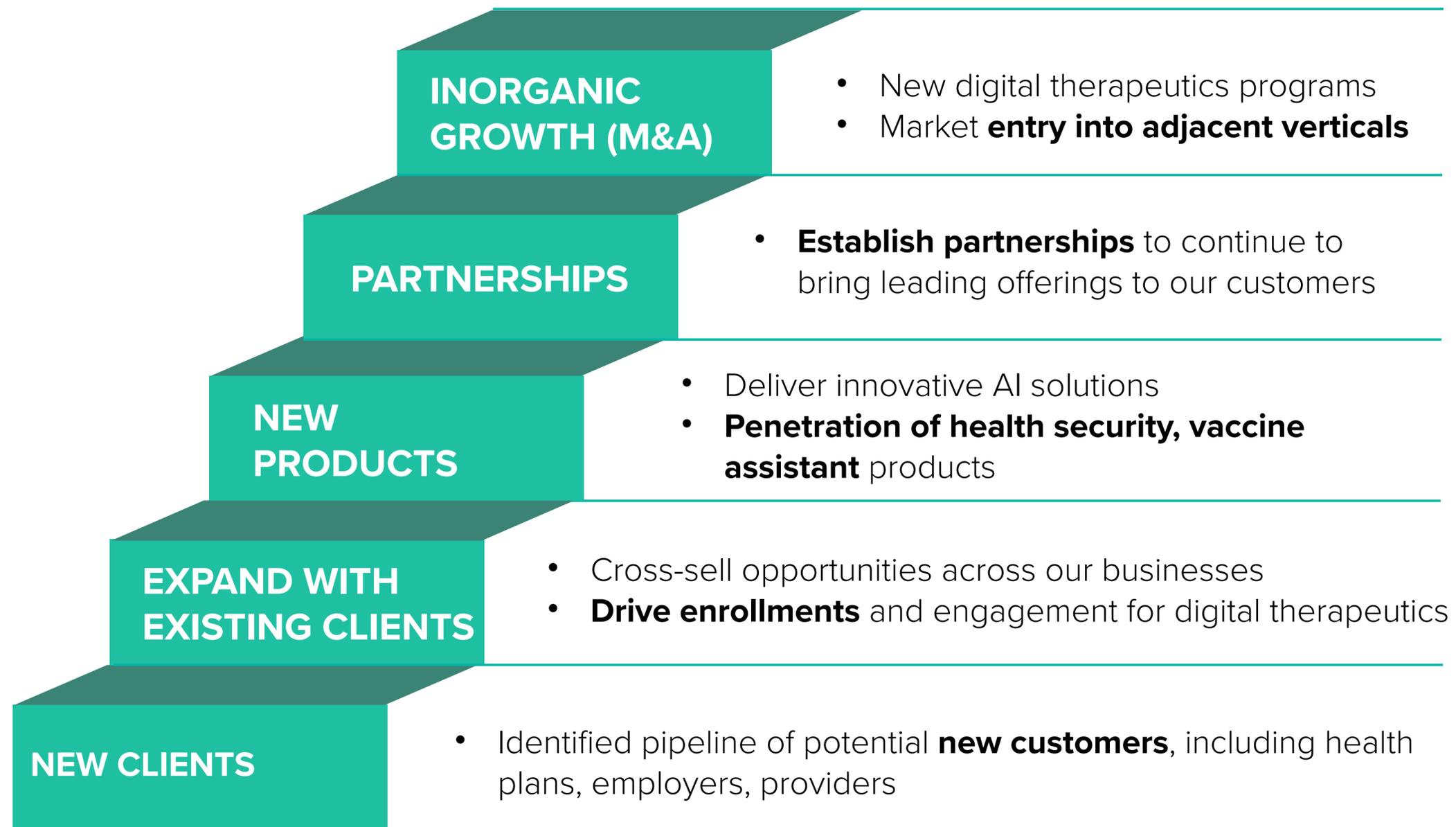
(\$, in millions)



- **Normalized revenue** reflects annual growth for the core, high-value segments and clients
- Focus on **operational efficiency** driving increased profitability during Healthways turnaround
- **2020 adversely impacted by COVID:** Elective surgery, physicians visits, and in-patient diabetes visits reduced

	2017A	2018A	2019A	2020E	CAGR%
Enterprise solutions (reported)	\$241	\$210	\$203	\$190	(7.5%)
Total revenue (reported)	\$347	\$342	\$340	\$330	(1.6%)
Enterprise solutions (normalized)	\$151	\$160	\$181	\$190	8.1%
Total revenue (normalized)	\$257	\$292	\$318	\$330	8.8%

Built for Scale and Accelerated Revenue Growth



Multiple paths to \$1B+ of medium-term revenue



CATEGORY OF ONE
Acquisition Expertise

M&A Is a Core Competency



- Our management team has completed multiple successful acquisitions
- We have been active in the digital health space and plan to remain acquisitive
 - The market should expect us to close at least one transaction per year
- We have historically used illiquid common stock as currency, but plan to use a combination of cash and stock going forward
 - In determining the mix of capital, we will be deliberate in managing equity dilution
- Greater flexibility in deal consideration will allow for an expanded universe of opportunities to consider



M&A Approach

Sharecare's acquisition strategy is designed to accelerate profitable revenue growth, build upon Sharecare's leadership and brand equity in digital health, and create sustainable shareholder value.

Characteristics of attractive acquisitions:

- Broadens the product portfolio (upsell and cross-sell opportunities)
- Increases client TAM (point solutions/digital therapeutics)
- Expands customer footprint (clients/members)
- Provides additive technology (AI)
- Accretive from a revenue and/or EBITDA perspective (drives shareholder value)



M&A Process

Roadmap is developed to address internal needs by business unit

- Driven by market- and client-specific requirements
- “Try before we buy” to partner with targets prior to acquiring the assets

Proactive sourcing strategy

- Extensive database of opportunities
- Senior management leverages long-standing networks
- Entrepreneurs often reach out to express interest in being acquired
- Support from investment banking community

Hyper focus on integration: sales, product development, synergies



CATEGORY OF ONE
Transaction Overview

Pro Forma Capitalization and Ownership

Key Deal Considerations:

- **Up to \$770M of cash from Falcon and PIPE investors**
- \$401M of PF cash at closing to drive additional investments and M&A
- \$275M of secondary sale relative to \$450M of total invested capital
 - Represents less than 7% of total PF equity value
 - Pro-Rata selling of secondary shares by senior leadership in the transaction
- **Post-money EV/2021E revenue of 9.5x**

Estimated Transaction Sources & Uses¹

(\$ in millions)

Sources	
Cash from Falcon Capital Acquisition Corp.	\$345
Cash from PIPE	425
Strategic preferred investment ²	25
Total Sources	\$795
Uses	
Cash to existing shareholders	\$275
Cash to balance sheet	401
Cash to repay existing debt	65
Estimated transaction expenses	54
Total uses	\$795

Pro Forma Ownership:

- Sharecare investors and insiders to own 80%
- Proper alignment with senior management and employees for long-term value creation
 - Senior management/employee ownership (incl. stock options): 22%
 - Senior leadership locked up for 12 months (subject to performance triggers)
- SPAC IPO/PIPE investors will own 20%

Post-Money Valuation at Close

(\$ In millions)

PF transaction	
Sharecare pre-money equity value	\$ 3,768
(+) SPAC IPO shares	345
(+) PIPE & strategic preferred investment	450
(+) Founder shares ¹	56
(-) Secondary sale	(275)
Total equity value	\$ 4,343
(+) Debt at close	0
(-) Cash at close	(401)
PF Enterprise value	\$ 3,942
PF EV / 21E revenue	9.5 x

¹ Gives effect to surrender 15% of Founder shares held by Sponsor and a transfer of 5% to a Sharecare charity. 75% of the remaining 80% to convert to Class A shares upon closing of the merger. Balance subject to stock price-performance based earnouts. Assumes no earnout or warrant exercise at closing. Assumes no redemptions. ²\$25-50M of convertible preferred stock, 5-year mandatory redemption, terms to be finalized per definitive documentation. Note: Includes the \$175M acquisition of doc.ai, with consideration in the form of \$146M in stock and \$29M in cash.



CATEGORY OF ONE

All Together Better

B2B2P

Category of One

Comprehensive Platform

Innovative digital health platform based on human-centric design.

Diversified Revenue & Scale

Diversified portfolio with opportunity to **capture \$1B++ in incremental revenue from existing customers.**

Data & Innovation

At the **intersection of technology, healthcare, and media** creating data-driven solutions.

Differentiated Financial Performance

Positioned for success with **strong revenue visibility, scale, and profitability.**



Watch: Sharecare - Category of One



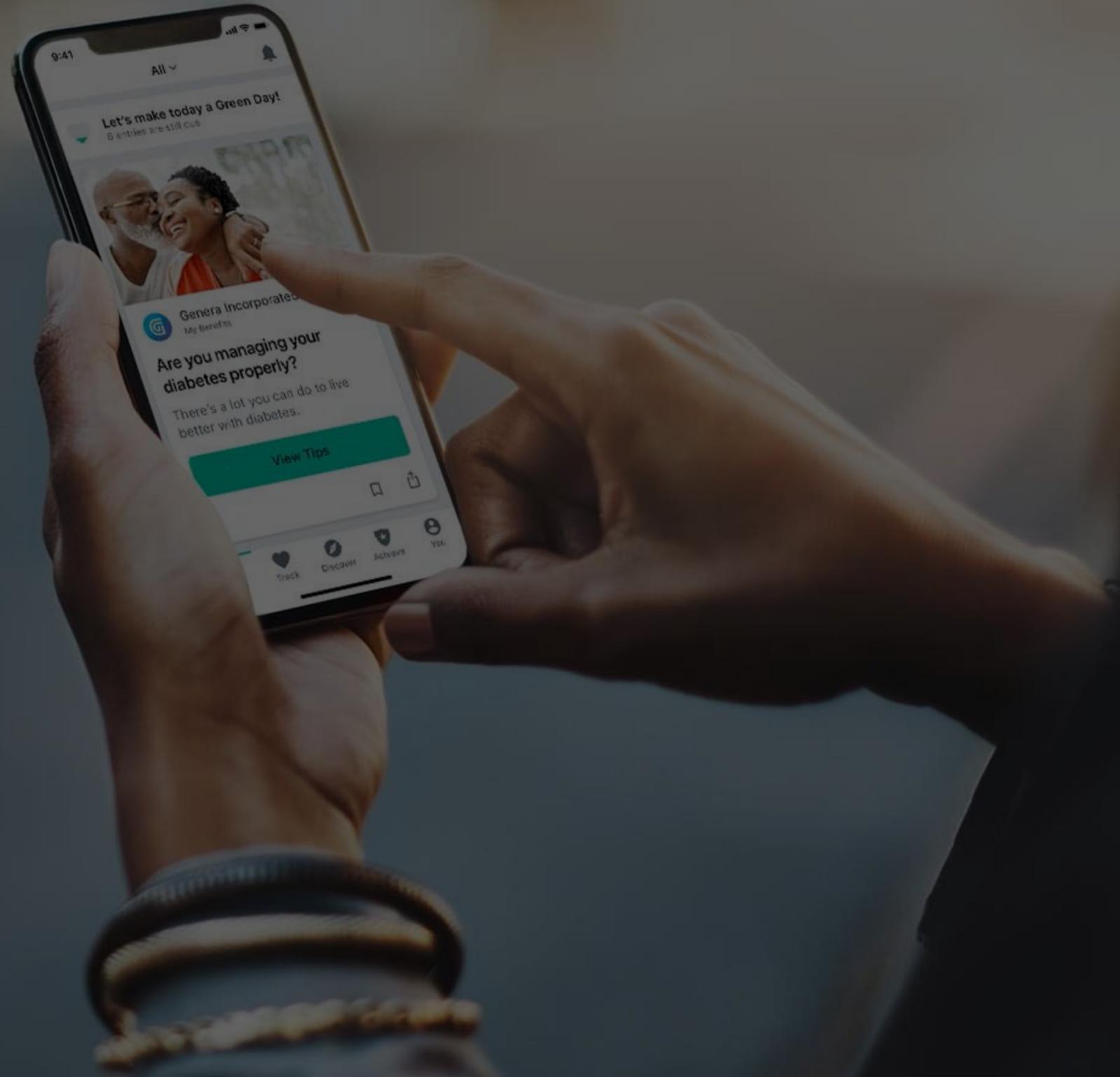


Q&A





Appendix



Reconciliation to Historical Adjusted EBITDA

(\$, in millions)

	2017A	2018A	2019A
Net Loss	(\$43)	(\$55)	(\$40)
Interest income	(0)	(0)	(0)
Interest expense	19	26	29
Loss on share of equity method investment	1	2	–
Other expense	0	0	1
Income tax (expense) benefit	3	0	0
Loss from operations	(\$20)	(\$27)	(\$10)
Depreciation & amortization	17	20	24
Transaction/closing costs	2	3	3
Stock option expense	2	8	4
Severance	5	4	4
Adjusted EBITDA	\$6	\$8	\$25