Becoming an Investor of Choice

Helsana's Corporate Venturing Approach to propel Innovation in the Swiss Health System

Helsana HealthInvest AG
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Helsana
Committed to life.

Part 1 **Idea**

Our approach to corporate venturing as part of Strategy 2020+

Part 2 **Implementation**

Our market position and investment strategy as a Corporate VC

Part 3 **Insights**

Our insights so far on propelling innovation as an *Investor of Choice*

120 years

Helsana boasts more than 120 years of **experience** in the health and accident insurance business

7.6 billion CHF

Premium income
70% social insurance
30% supplementary insurance

150 million CHF

Helsana **pays out** about CHF 150 million per week

3,200+

Helsana is attractively sized and **employs** more than 3,200 people

2.2 million

Helsana embraces its **social responsibility** and insures more than 2 million people – or one in four people in Switzerland

As part of Strategy 2020+, Helsana had the idea to start Corporate Venturing

…to get **access to innovations** to develop and extend core business

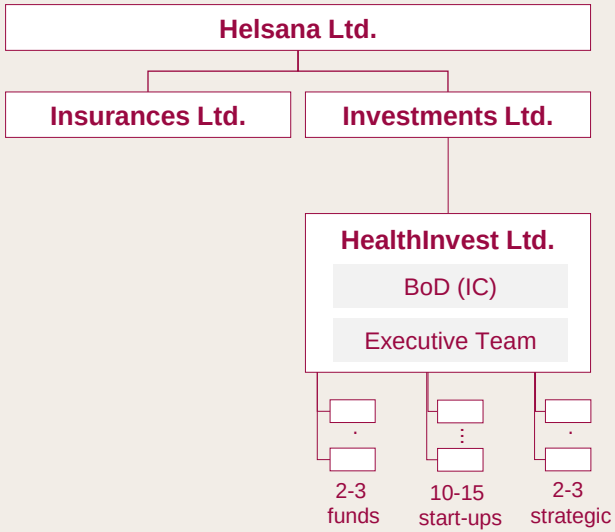
…to become visible as a **shaper of the Swiss healthcare system**

…to also **profit financially** from engagements with start-ups und funds

Helsana decided

– to establish **Helsana HealthInvest Ltd.** (HIAG)
– to invest up to **CHF 100 Mio.** into funds and start-ups

Specific features of setup and governance differentiate HIAG from other investors



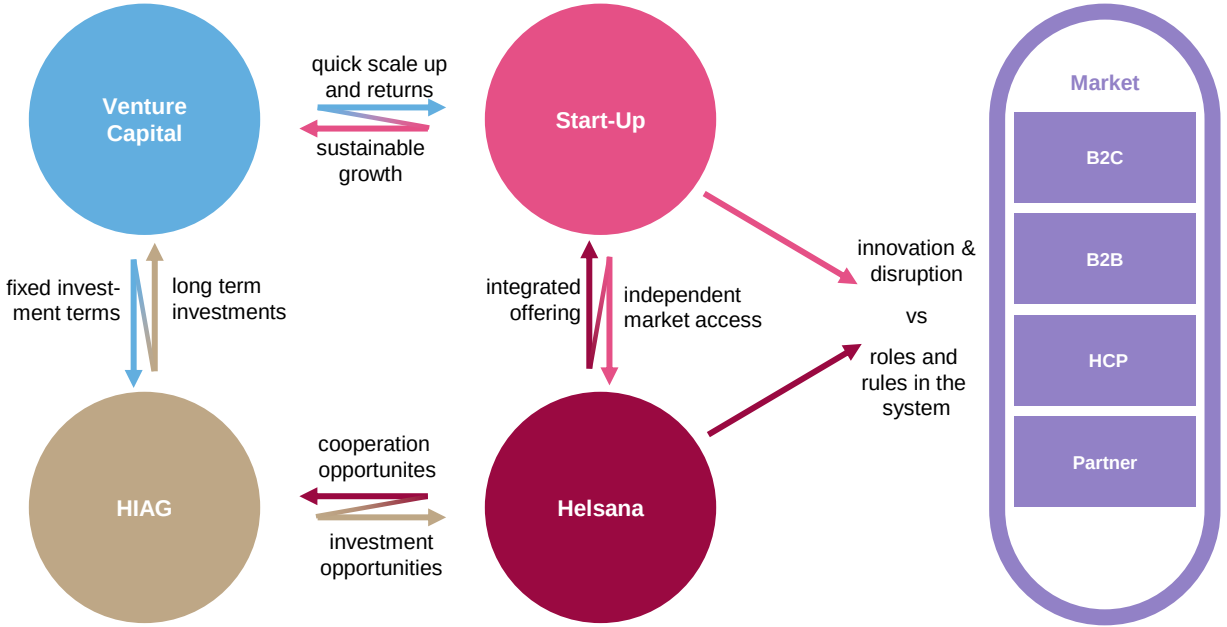
- 100% subsidiary of the leading Swiss health insurance
- **single LP** structure

- **first time** VC company
- **evergreen** structure

- IC of renowned experts with **strong fiduciary mindset**
- executive team with **focus on business innovation**

- **fund, direct, and strategic investments**

These specific features help us to resolve the multiple conflicts of interest amongst the stakeholders involved ...



Helsana

... and to become an *Investor of Choice* for our key stakeholders

HIAG's engagement and value-add

Helsana

- access to innovative and differentiating solutions that support Helsana's strategic initiatives (new products and services as well as positioning Helsana as a shaper of the healthcare system)
- insights from an investor's perspective on business opportunities in healthcare to foster Helsana's corporate development (core business as well as new business)

Start-ups

- We invest with a long-term perspective and promote sustainable cooperation with Helsana.
- We actively support start-ups with our expertise and network in order to enter or grow in the Swiss healthcare market

Investors

- commercial due diligence with focus on the Swiss market (reimbursement, regulation, going to market directly or via HCPs or other players, ...)
- access to Helsana and its partner network as multipliers for portfolio companies

Helsana HealthInvest

Helsana
Committed to life.

Hello,
nice to meet you.

We are Helsana HealthInvest – the **venture capital company** of Helsana, the largest health insurance in Switzerland.

Our focus is to enable tomorrow's leaders in healthcare innovation.

With our fund of CHF 100 Million our ambition is to enable leaders in healthcare today and tomorrow.

Helsana

We see endless opportunities to evolve (or re-invent) the healthcare and health insurance market…

Skilled labour shortage

Contribution to **stable care** despite a skills shortage, such as by combining telemedicine with physical care

Medical progress

Managing new **medical developments**, such as new mRNA therapies

Demographic change

Increasing need for "**care at home**" with an ageing population requires new solutions, ranging from devices for diagnostics and monitoring to comprehensive care ecosystems

“Widespread diseases”

Contribution to **addressing** the increasing **widespread diseases**, e.g. through targeted prevention, contributions to health literacy or investments in chronic care management

Why

we can be the partner to help you realise your goals

Strong partner
as part of a leading swiss health insurer

Committed partner
through fostering long-term relations

Engaged partner
by providing more than financial support

Strong partner

As a partner of Helsana, we have the necessary experience and customer trust to make your business grow

120 years

Helsana boasts more than 120 years of **experience** in the health and accident insurance business

3,200+

Helsana is attractively sized and employs more than 3,200 **people**

150 million CHF

Helsana **reimburses** about CHF 150 million per week

7.6 billion CHF

Premium income
70% social insurance
30% supplementary insurance

2.2 million

Helsana embraces its **social responsibility** and insures more than 2 million people – or one in four people in Switzerland

Committed partner

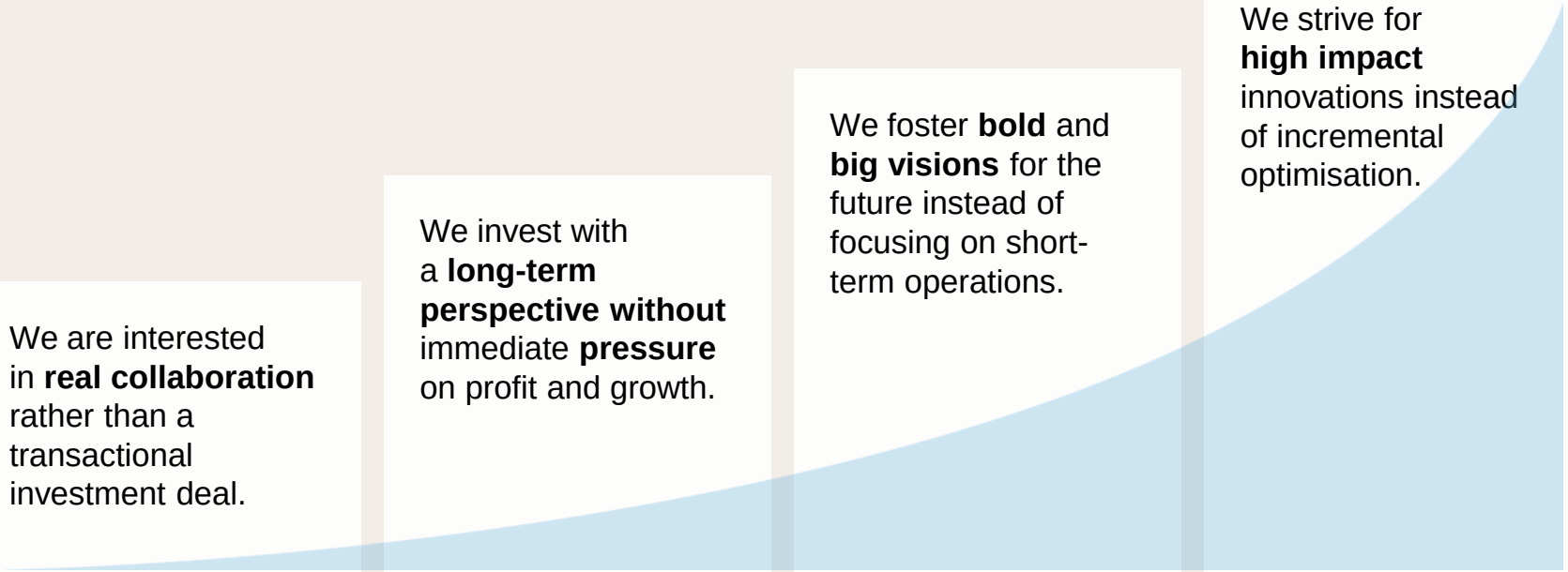
We are a partner that opts for sustainable, long-term success

We are interested in **real collaboration** rather than a transactional investment deal.

We invest with a **long-term perspective without** immediate **pressure** on profit and growth.

We foster **bold** and **big visions** for the future instead of focusing on short-term operations.

We strive for **high impact** innovations instead of incremental optimisation.



Engaged partner

With us you get more than financial support –
the access and capabilities that really make the difference

Network

We actively support you with our network by **connecting** you to industry **experts** and **partners** to enter or to grow in the Swiss healthcare market.

Access for scale

You get access to the **customers** and **markets** of Helsana by collaborating closely with their teams to integrate and co-create solutions that **scale your business**.

Expertise

We bring the expertise about the Swiss healthcare system. We support you with the **expert knowledge** you may need – from strategy and business model to market insights and distribution.

How

we invest to shape the future of health-care together

Thoughtful sector selection
by investing in sectors ahead of the curve

Smart allocation strategy
by investing across different vehicles

Focused choice of region
with high impact for our Swiss market

Sectors

We invest in sectors ahead of the curve

Focus on

Growing Markets

especially digital health, med-tech, diagnostics

Focus on

Business Models

that build on recurring revenues and digital scalability

Focus on

Solutions

that improve quality and efficiency of care, positioning Helsana as shaper of the healthcare system

Allocation strategy

We ensure a diversified portfolio across different vehicles

Evaluation of potential investments from two perspectives

Short-term

Investing in business ideas that contribute directly to the optimisation and further development of Helsana's existing services.

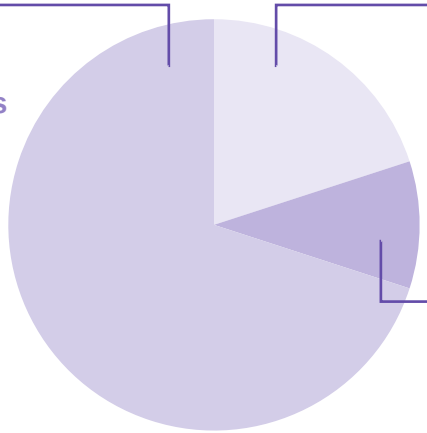
Starting point
Helsana's existing offer

60-70 %

Direct investments

early stage (Series A, B)
Lead invest possible
initial invest 1-5m

HUMANOO kenbi ENTYRE



20-30%

Fund investments

international funds
invest 5-15m

SHS Amino Collective MOONFIRE

10%

Strategic investments

on behalf of Helsana

COMPASSANA

Long-term

Investing in business ideas that anticipate new trends and developments and thus, contribute to Helsana's success mediately.

Starting point
Trends and market developments

Geography

We focus on opportunities with high impact for the Swiss market

Our focus for direct investments and funds:

- Europe with focus on DACH, Benelux, Nordics
- Start-ups are or plan to be present in CH

Investments in other regions:

Considered on a case-by-case basis to provide targeted access to developments in specific topics

Helsana

Who

we are as your trusted partner

Our vision

providing a clear orientation for our future

Our organisation

ensuring the necessary professionalism and transparency

Our team

built of people with the relevant expertise

Our vision

Enabling leaders in healthcare today and tomorrow

We invest…

…to the benefit of Helsana and her customers

…to increase quality of care and efficiency

…to develop prevention and health literacy

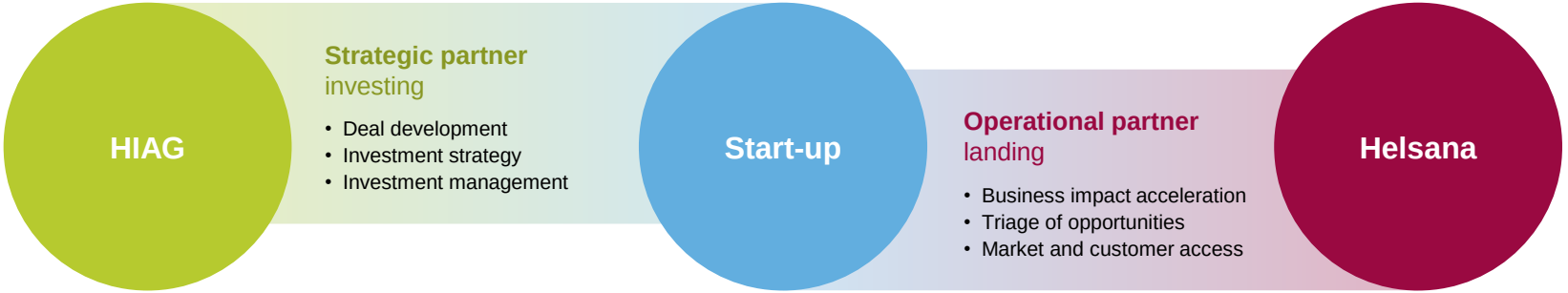
…to strengthen trust in Helsana

Our organisation

An organisational set-up that allows us to be a professional partner and independent investor

Professional partner

We foster our relationship with our strong partner Helsana and make use of synergies to accelerate your growth.



Independent investor

We ensure the necessary independence when making investment decision by having an independent investment committee and management team who ensure a balanced representation of interests.

Our team

Combining the right expertise and competencies through diverse people

Board of directors

A highly experienced board in private equity, venture capital and financial management that also acts as an investment committee.

Elisabeth Bourqui
President of the board

Beat Riedle
Vice president of the board, Head of Financials & Procurement at Helsana

Ulrich Geilinger
Member of the board

Roman Schuppisser
Member of the board, Head of Corporate Strategy & Controlling at Helsana

Core team

A strategic sparring partner ensuring business growth.

Ralf Molitor
Managing Director

Dietrich Aumann
Investment Manager

Barbara Langsdorf
Investment Manager

Yannick Bomhard
Investment Manager

Helsana

Many experts from Helsana and her strategic partners in the Swiss healthcare market supporting start-up's operational business with knowledge in the areas of health, insurance, regulatory, marketing, sales, product development etc.

So far, so good: we are an investor, ...

- **3 fund investments** 2022-23 after screening of 200+ health funds

- **3 direct investments** 2021-22 out of a **dealflow of 100+ deals per quarter**

- **1. strategic investment** in 2022 in a Swiss Health Ecosystem,
  just closing 2. strategic investment in a Swiss Venture Builder

SHS
Amino Collective
MOONFIRE
HUMANOO
kenbi
ENTYRE
COMPASSANA
TBA

... but still on a steep learning curve ...

Helsana

... hopefully of choice, ...

... since we are strongly **committed to the success of our key stakeholders**:

- we recommended **start-ups** to Helsana to check for potential cooperation (at least one of which will be integrated in **Helsana's** offering this year)
- we involved numerous internal and external experts in our due diligence and thereby generated valuable insights in digital health for **Helsana**
- helped **Entyre** to adopt their business model and enter the Swiss market within 6 months
- offering **Compassana** "dealflow as a service" to propel their health ecosystem
- we shared dealflow with the **funds we are invested in** and supported their due diligence with focus on the Swiss market

... knowing that this is a question of value perceived by the stakeholders ...

... and started to propel innovation ...

- first app and services launched Q2 2023

COMPASSANA

- adopting the leading European corporate health platform to the Swiss market (Q4 2023)

HUMANOO

- rolling out quality-based care at home consultancy services (since May 2023)

ENTYRE

... that we have to evaluate wrt impact and financial success in 1-2 (-5) years.

Thank you,

and happy to discuss Helsana’s Corporate Venturing Approach to propel Innovation in the Swiss Health System.

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Helsana