



AI-enabled Health and Lifestyle Optimization

→ *for all*



LAS VEGAS – FEBRUARY 2024

MONEYSHOW

INVEST SMARTER, TRADE WISER

Disclaimer

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For more information regarding the company, please visit helocorp.com.

About Helo®

Technology-driven **H**ealth and **L**ifestyle **O**ptimization (HELO)

Creating innovative biodata gathering devices, analyzing the data and providing feedback to support human transformational change



13 devices and
\$125M in revenue
over 8 years

OTC: HLOC

Patented technology



Debt-free



Past winner of
**Deloitte Tech
Fast 500** and
iF Design awards

2016-2018

**Tech
Launch**

Revenue \$11M

2019-2021

**Growth
Phase**

Revenue \$83M
Peaked at \$64M – 2021
Net Income \$10M

2022-2023

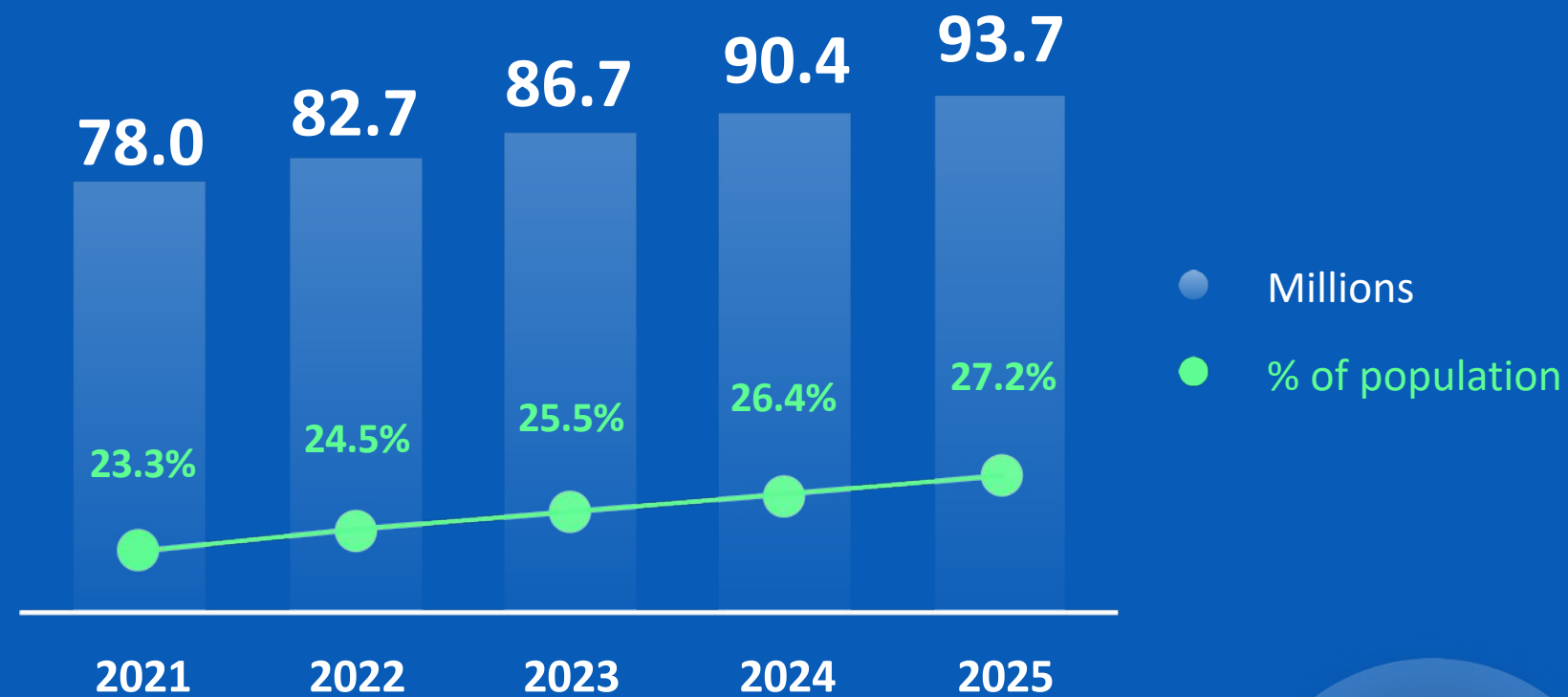
**Category
Creation**

Revenue \$35M P

Personal Wearables: Insights & Behavioral Changes

Biometrics enable personal activity & lifestyle tips, but **little follow-through**

Smart Wearable Users (US, 2021-2025)



- 26% of Americans use a wearable wellness tracker
- 75% say wearables help them engage with their health
- Proven to improve physical activity, body composition, and fitness

Sources: NIH April 2022; Insider Intelligence 2021; The Lancet Aug 2022; NIH Nov 2020

BUT



Up to **65% of users** stop wearing their device after two weeks



Wearables **cannot measure** nutritional biomarkers



What is Modern Wellness Missing?

77% of Americans Purchase Nutritional Supplements for Wellness...but



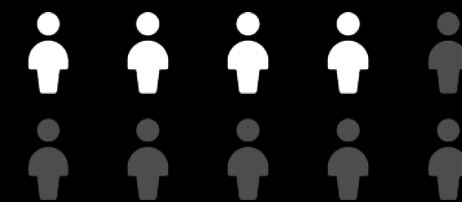
Nutritional Supplements are stuck in the 1980s, ripe for disruption

Sources: Council for Responsible Nutrition, 2019 Consumer Survey; NIH, 2019

Mass produced, impersonal



Difficult to measure absorption or efficacy



Pills, pills, pills...
up to 40% struggle to swallow pills

✗ Confusing

✗ Inconvenient

✗ Expensive

Opportunity at the intersection

Wellness, fitness, nutrition, sleep, etc.

Nutritional Supplements



\$383B

market in 2023
->6.5% CAGR

260M

Americans take
supplements

\$634B

by 2030
(Forecast)



Wearable Health Devices

\$55B

market in 2023
->20% CAGR

450M

devices sold
in 2020

\$183B

by 2030
(Forecast)



Helo[®] Offers Consumers a Total Wellness Solution



The Evolution of Wellness Technologies



WELLNESS 3.0

Continuous
biodata
collection

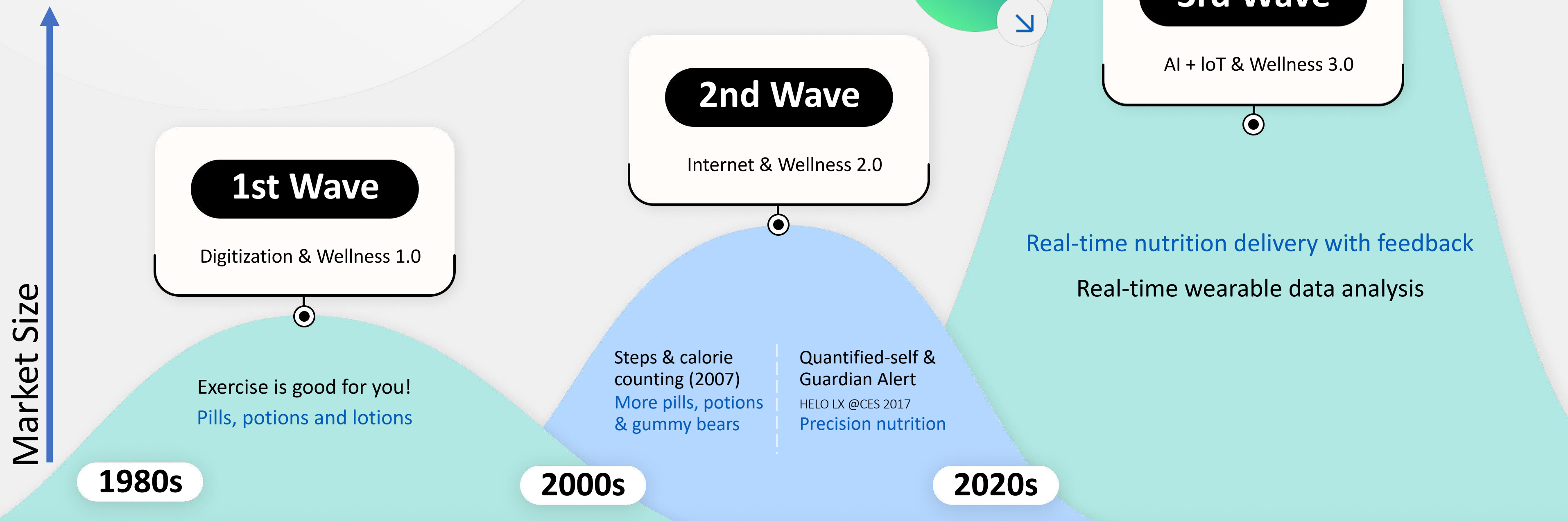
AI analysis of
status & needs

Personalized
nutrition at home
in real time

Daily feedback,
coaching, &
wellness score

Automatic IOT
replenishment

Digital Transformation Creating Wellness 3.0



Analog and
Disconnected World



Digital Transformation



Digital and
Hyperconnected World

The "Killer App" of Wellness 3.0

Intelligent, personalized nutrition **in real-time**



*NutraMatic*TM

- ✓ Energy, vitality, performance
- ✓ Personalized by your daily data
- ✓ Convenient, comprehensive, confidence-building
- ✓ Measurable, trackable wellness impacts

How Does NutraMatic™ Do it?

Helo AI™ Crunches the Numbers, NutraMatic™ Delivers the Goods



- ✓ Personalized formula blends for multiple users
- ✓ Delicious EZ-melt format – no pills
- ✓ Vitamins, minerals, antioxidants, botanicals, probiotics, adaptogens
- ✓ Patent-pending technology
- ✓ Automatic replenishment



Wellness 3.0 in Three Simple Steps

Data capture, AI analysis, delivery

1

Wearables

2

Helo AI™

Personalization
platform

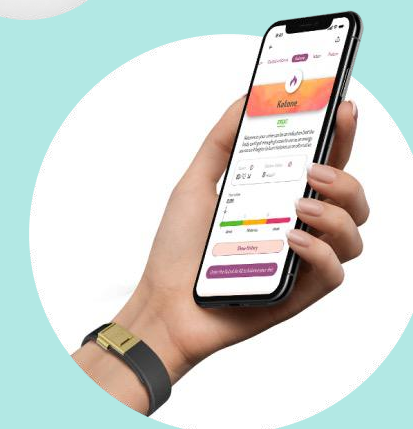
3

Real-Time
Personalized
Nutrition



+

Individual
Lifestyle
Coaching



Dual BioData Streams

→

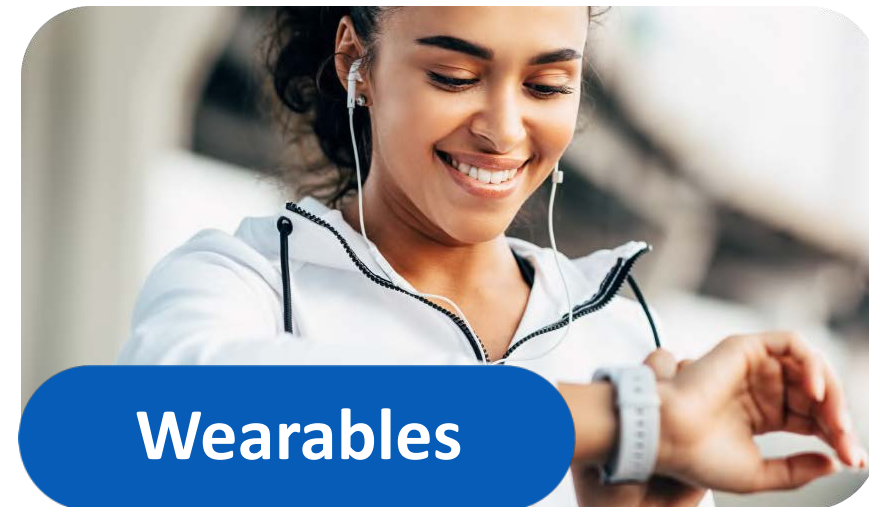
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Urinalysis

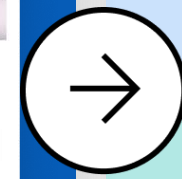
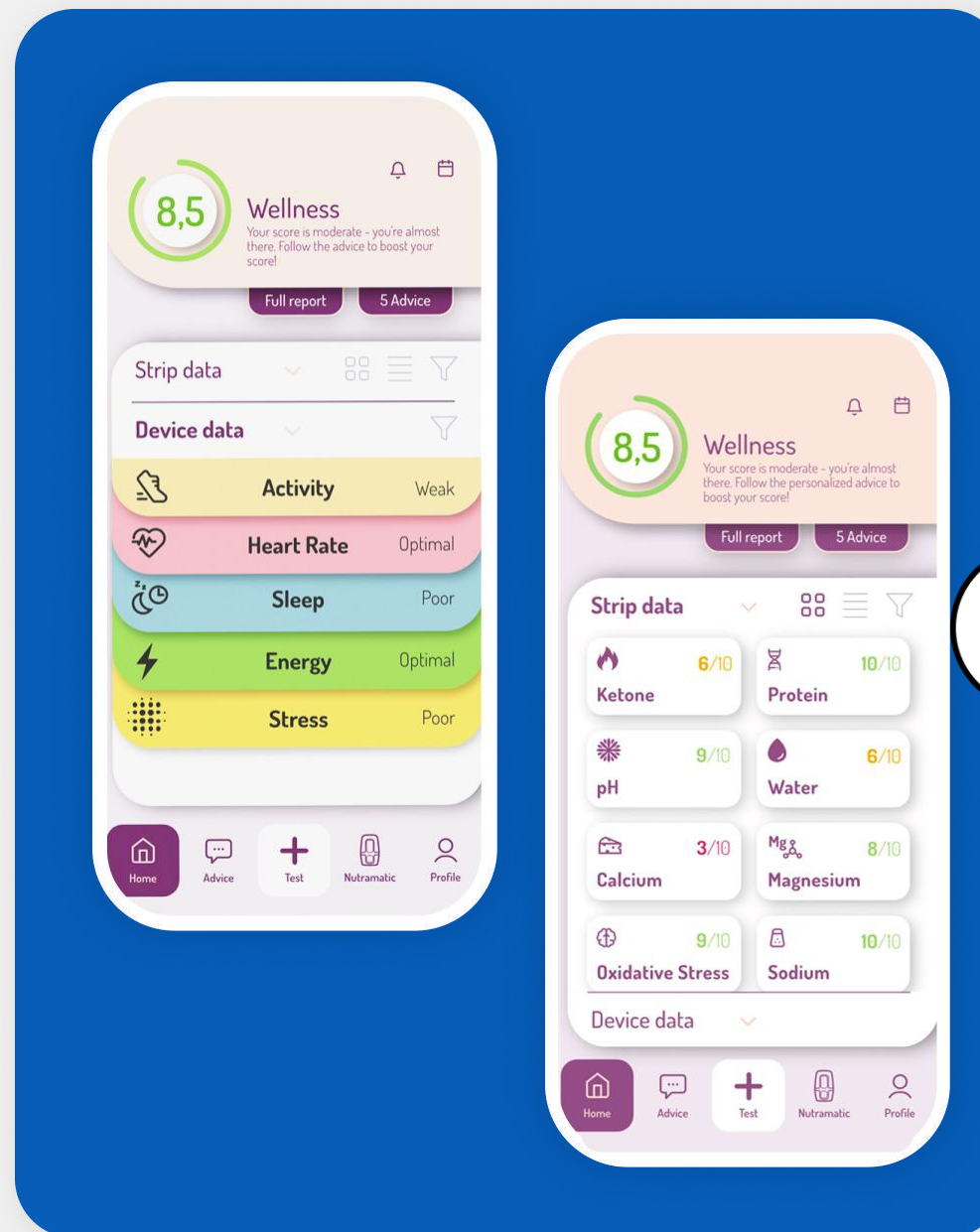
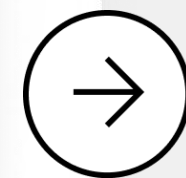
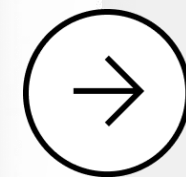
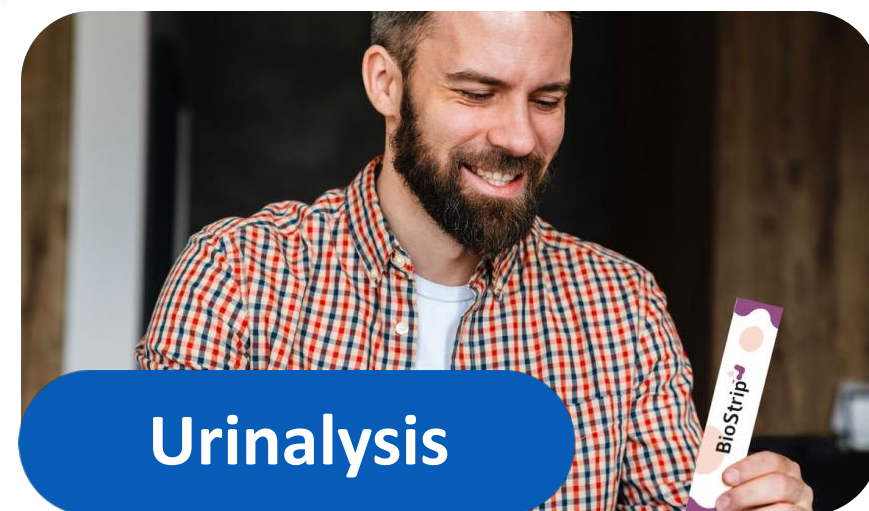


Helo AI™ platform is open to Helo®, Apple®, Garmin®, Fitbit®, Samsung and other devices

Helo AI™: Measurement, Feedback & Gamification



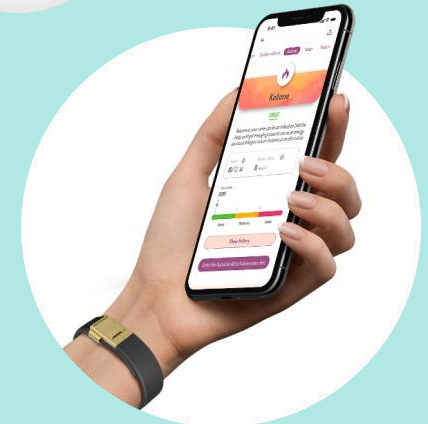
♥ Dual BioData Streams



**Real-Time
Personalized
Nutrition**



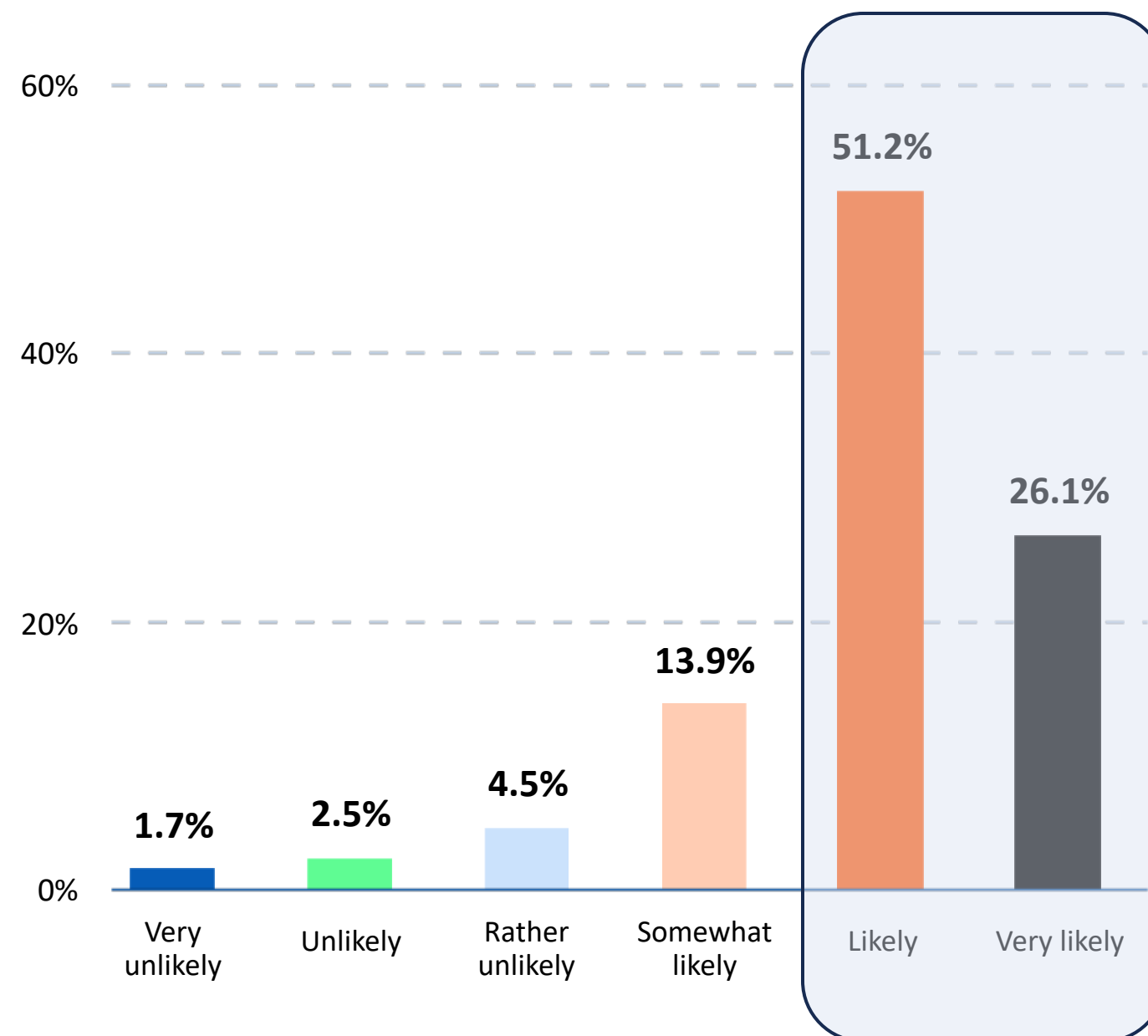
**Individual
Lifestyle
Coaching**



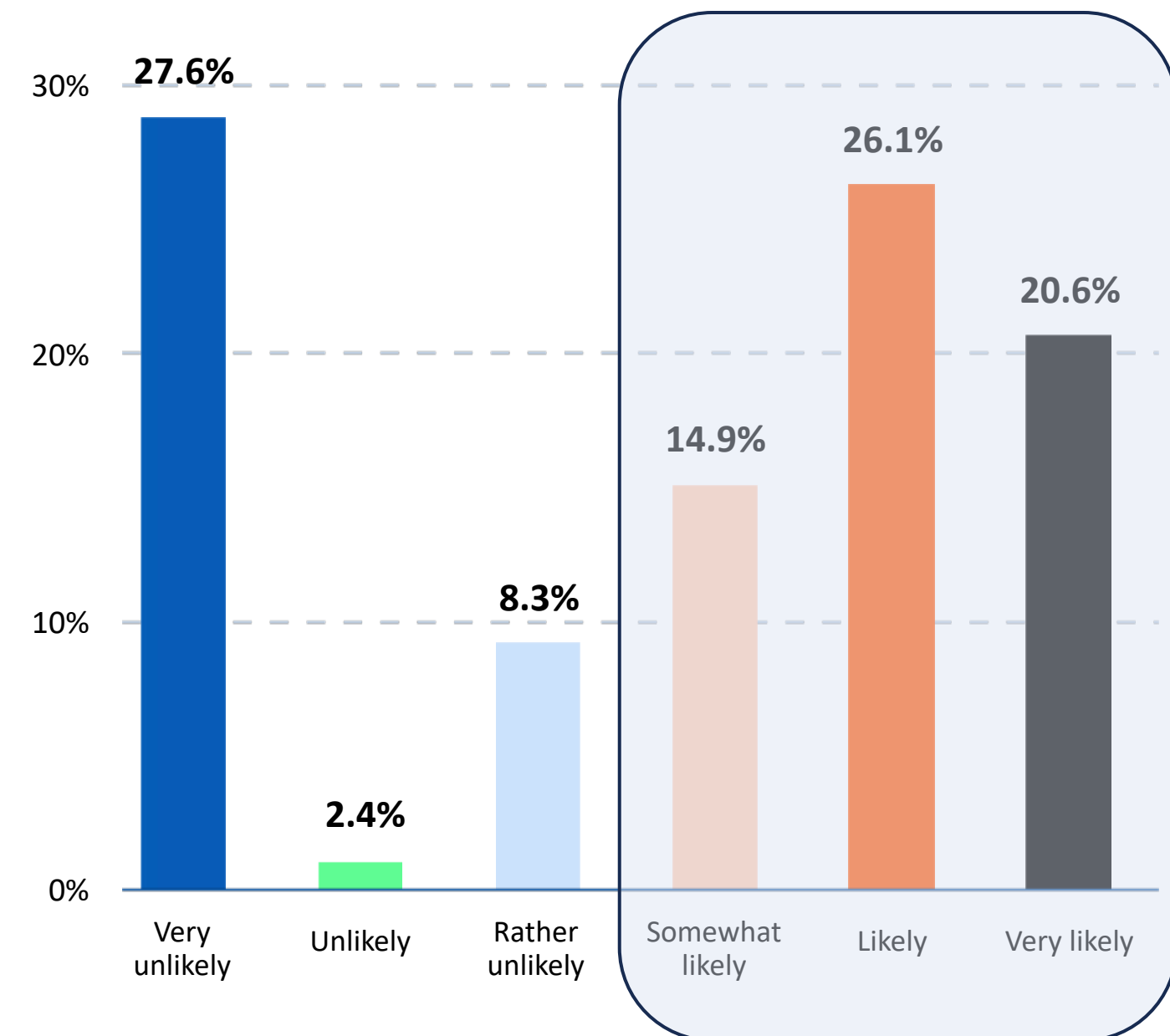
Strong Consumer Appeal & Price Acceptance

500 US Dietary Supplement Users - \$90k+ Household Income – Interested in Wellness

How likely is it that you would buy the NutraMatic™ system if it had a reasonable price for you?



How likely is it that you would buy the NutraMatic™ device, including the first month's supply of formulas, at a price of 799\$?



Pre-Launch Success in Taiwan November 2023

Consumer Excitement Builds

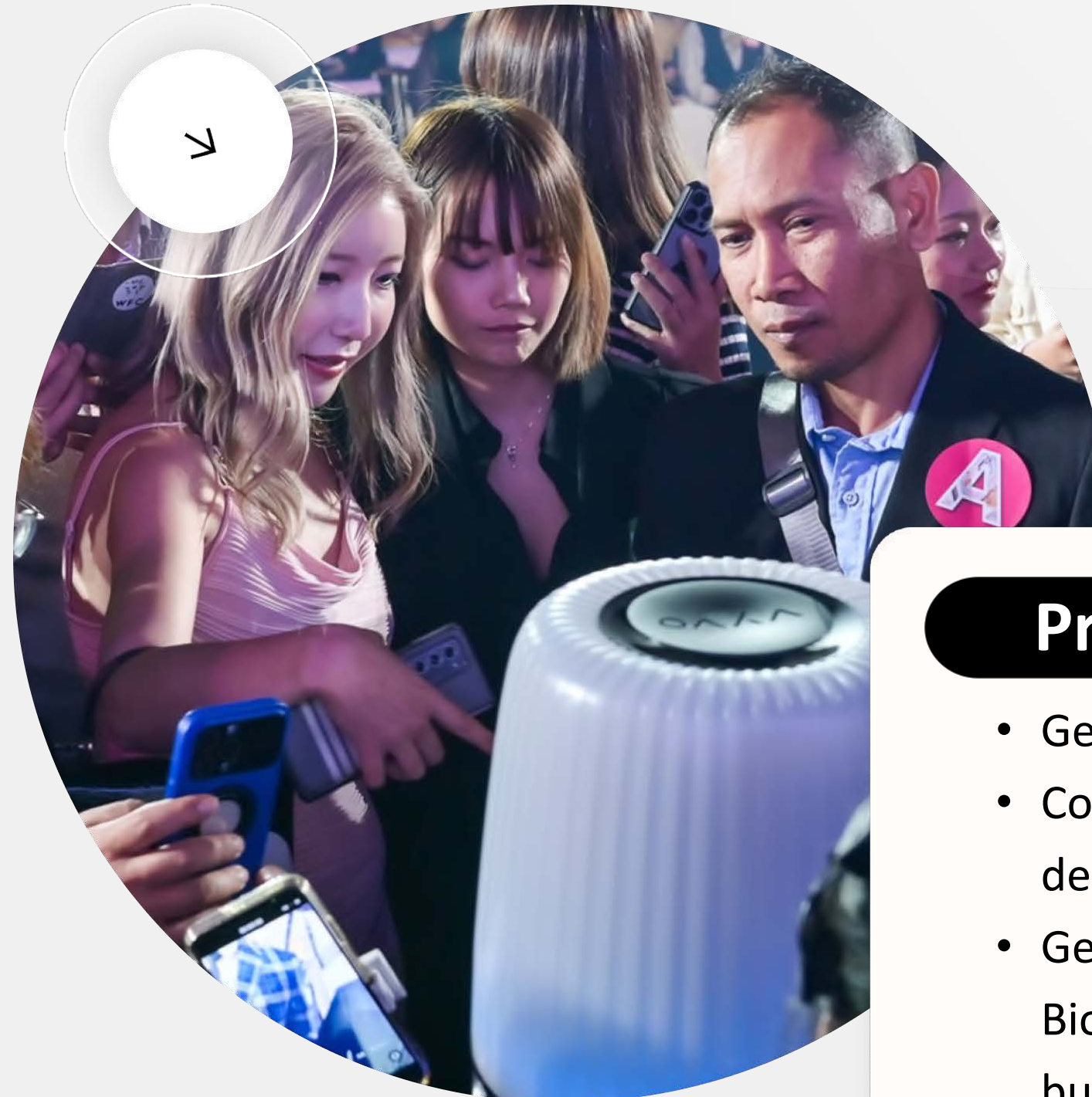


NutraMatic™ concept launch –

3,000 attendees from TW & JP

→ 1,000 Pre-order allotment closed (**NAP1**)

→ **NAP2** currently enrolling



10:12

NAP Status

For investigational study use only

✓ **NAP One** IN PROGRESS

Enrolling Date	FROM 11/14/2023 TO 12/22/2023
In progress Date	FROM 12/23/2023 TO 05/31/2024
Date of Request	11/10/2023 16:11
Status	CONFIRMED

AZ61597T

You can no longer change your choice.

tests performed **3/24** tests required

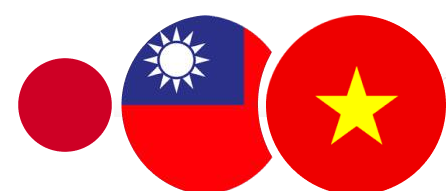
Your testing is not consistent with the NAP study requirement. Please complete one test every week.

○ **NAP Two** IN PROGRESS

Pre-orders

- Generate cash
- Control early demand
- Generate user BioStrip™ data to build the Helo AI™ knowledge domain

2024 Rolling Launch Plan & Projections



Japan, Taiwan, Vietnam

May'24

- Established wearable device customer base
- 1,500 NutraMatic™ pre-sale registrations
- ~20k BioStrip™ tests to train Helo AI™ engine
- Primarily affiliate marketing channel



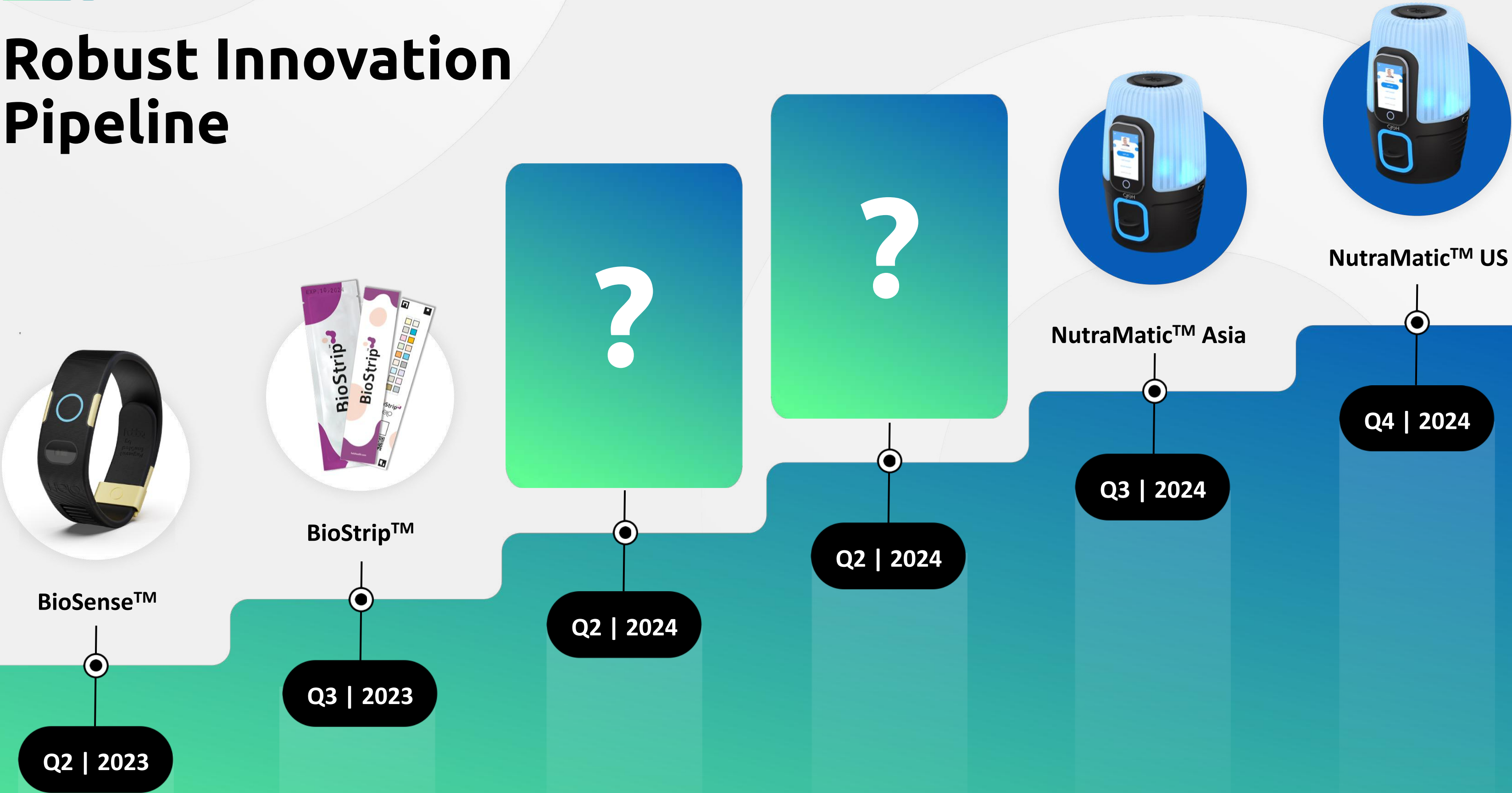
United States

September '24

- Largest supplement and wearable market
- Omnichannel GTM launch
- Hybrid D2C and Network Marketing distribution channel
- Leverage learnings from JP/TW/VN

Customer Profile (at YE)	2024	2025	2026	2027
NutraMatic (active customers)	7,024	45,035	122,298	263,573
Supplement - single	90%	80%	75%	70%
Supplement - family	10%	20%	25%	30%
AI subscription customers	1,405	22,518	61,149	131,787
BioStrip purchases	4,214	13,511	24,460	52,715
Helo Wearable Device purchases	6,140	22,393	22,061	36,689

Robust Innovation Pipeline



Leadership, Innovation, Vision

Sean McVeigh



CEO

Seán has overseen Helo's growth and recent restructuring to position Helo as a global technology disruptor. His focus on monetizing technology combined with small company and multinational executive experience enabled him to build and secure successful financial exits as CEO for shareholders in a medical device company, a telecoms company and a payment services company.

Kevin Fuller



President & CMO

Kevin is the creator of The \$1.5B ageLOC® consumer brand, which includes award-winning beauty/medical devices ageLOC® Me, ageLOC® LumiSpa & ageLOC® Boost. During his 25-year career, he has launched 300+ products and served as Head of Marketing & R&D for Nu Skin Enterprises (NYSE:NUS).

Fabio Galdi

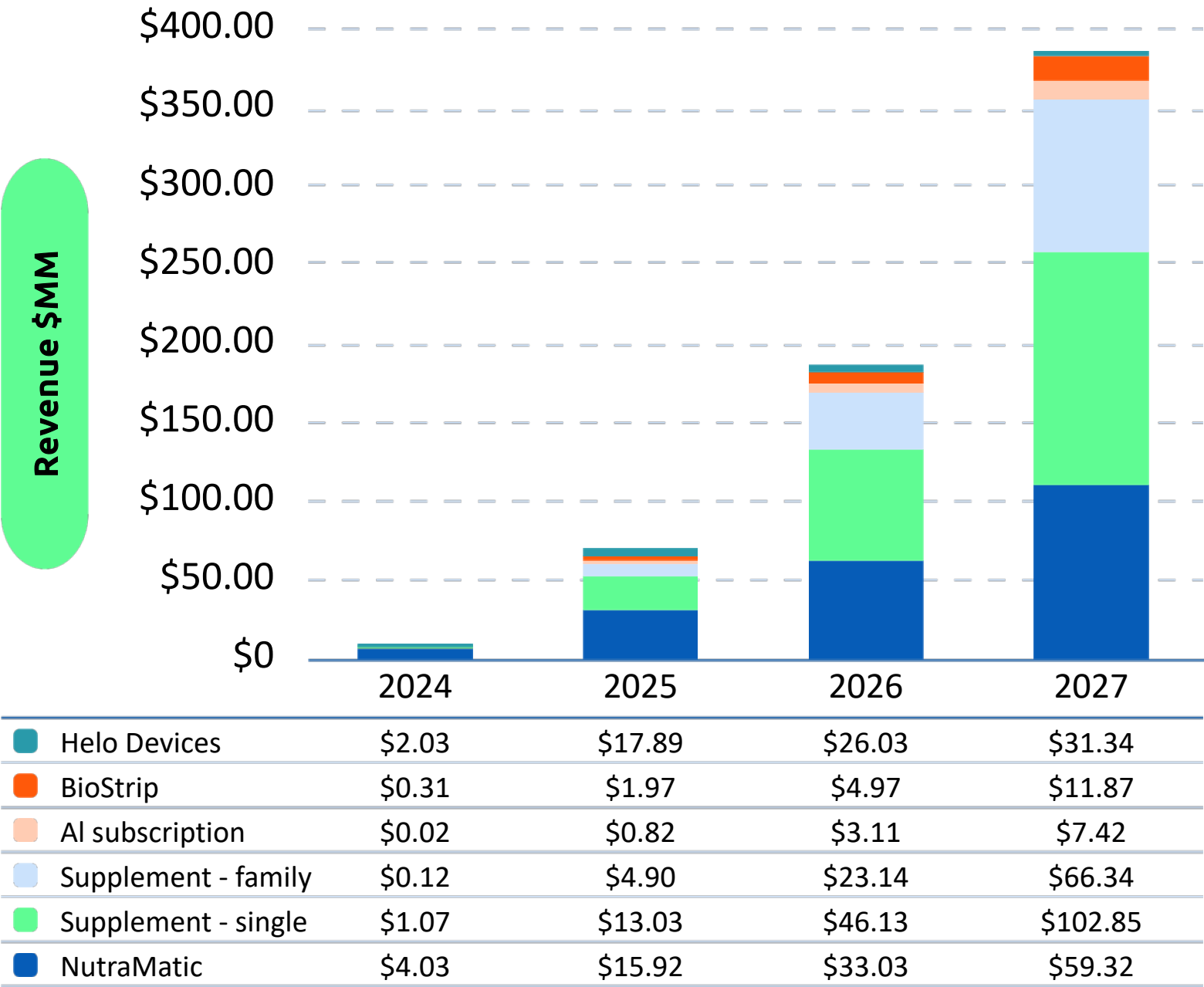


CVO

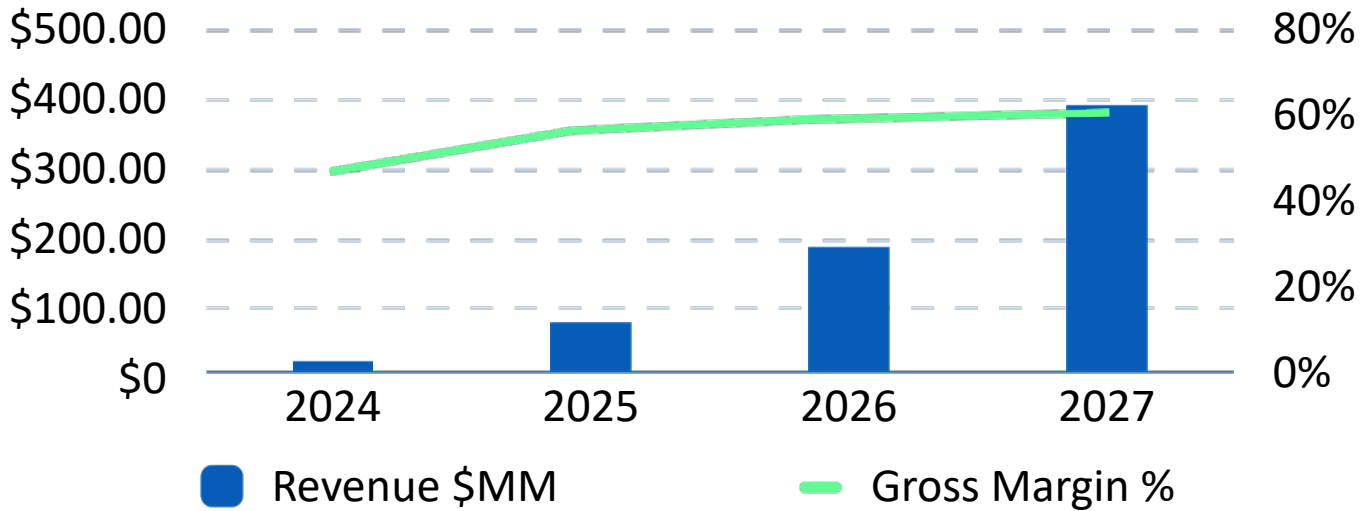
Fabio is a serial entrepreneur, inventor and co-founder of Helo Corp. He sets the Helo vision and holds patents for Helo devices and NutraMatic. Fabio previously held executive roles in Helo and is currently the CEO of the VSC Foundation that is revolutionizing health data management through blockchain technology.

Financial Projections

Revenue by Product

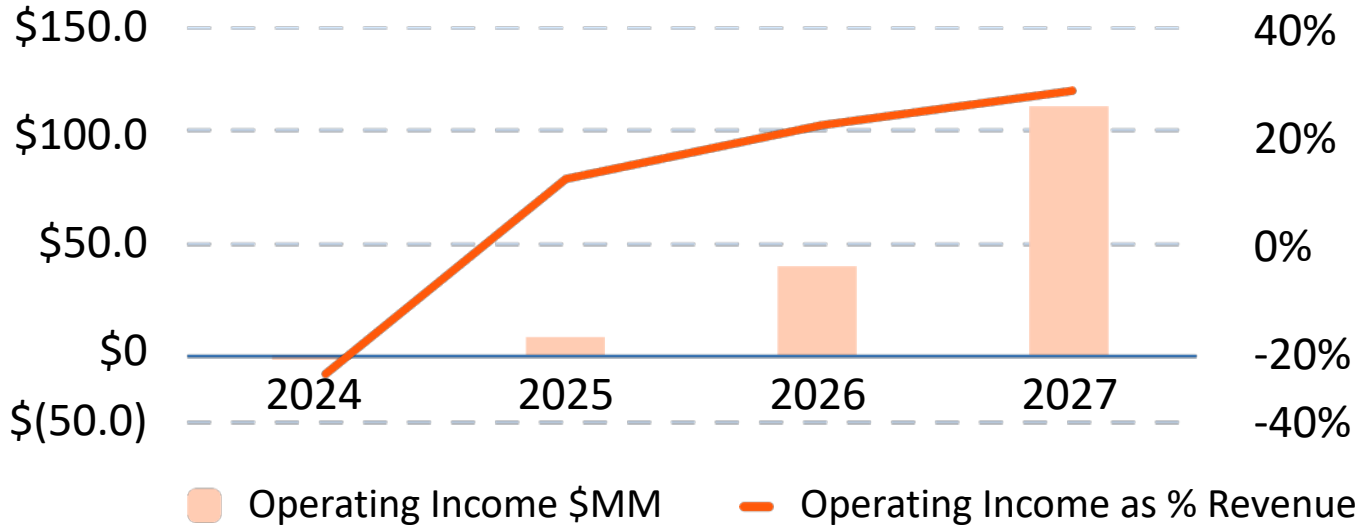


Revenue and Gross Margin



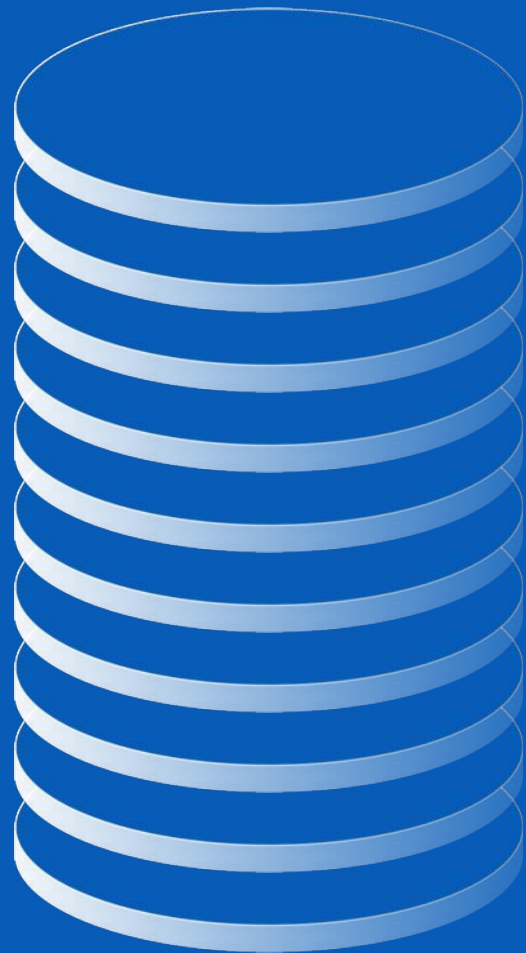
Operating Income

(\$ & as % Revenue)



We Are Seeking Investment

Debt



Equity



Use of Funds:



Final product development & testing for NutraMatic™



Manufacturing of devices and supplements



Social, influencer and affiliate launch events



Japan/Taiwan/Vietnam NutraMatic™ launch: May 2024



US NutraMatic™ launch: November 2024



Completion of pending 2020-2023 financial statement audits



Potential uplist to OTCQB or Nasdaq ready



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