



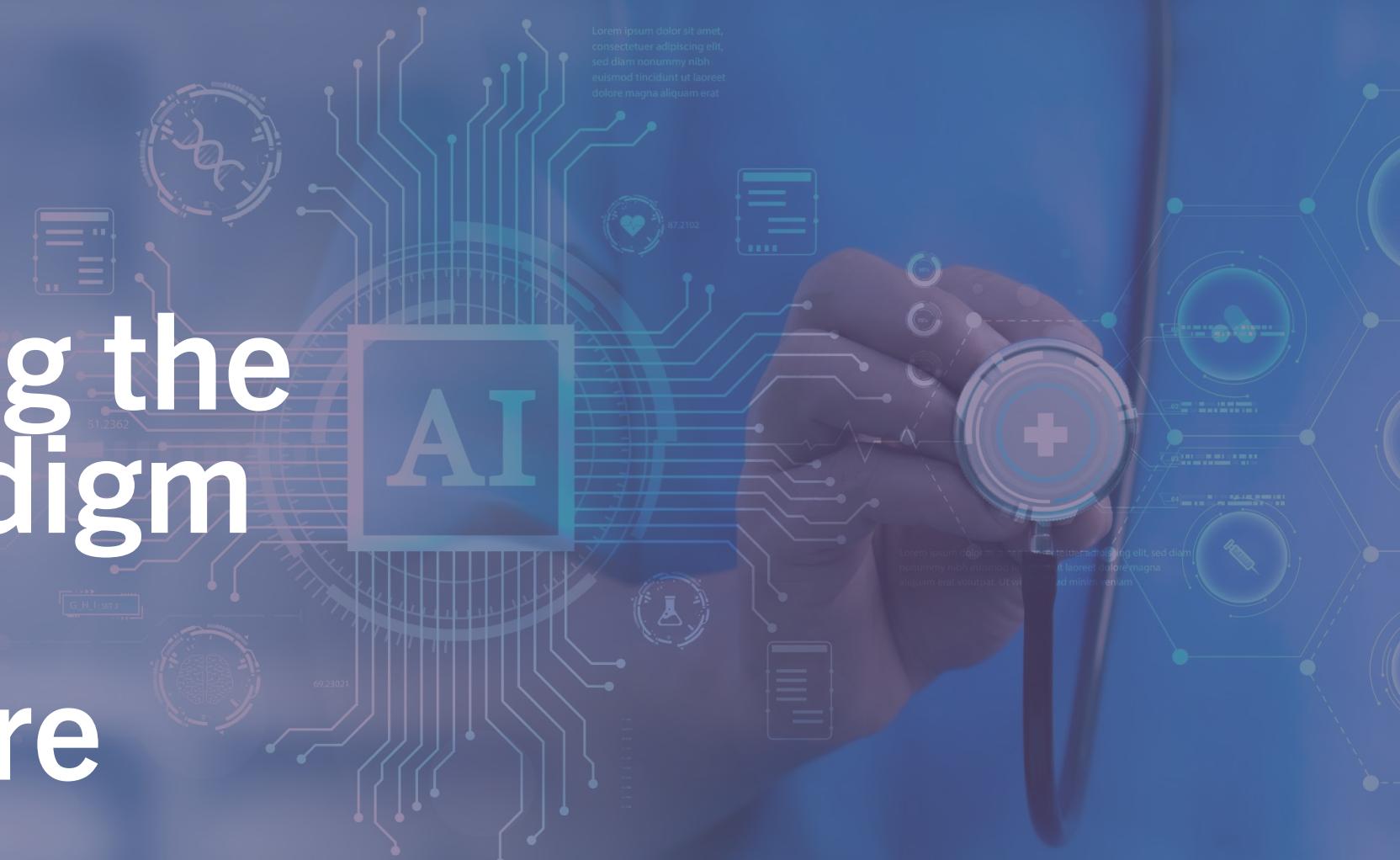
NUMINUS  
INTELLIGENCE

# AI Enabling the New Paradigm for Mental Health Care

Numinus Wellness Inc.  
(TSX: NUMI | OTCQX: NUMIF)

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MedBright AI Investments Inc.  
(CSE: MBAI | OTCQB: MBAIF)



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# Numinus Wellness to Acquire MedBright AI

Relaunch as Numinus Intelligence:  
AI-enabling mental health clinics across the US

## SAME MISSION:

Address the US mental health crisis by ensuring access to reimbursed traditional and psychedelic-assisted therapy.

## SIGNIFICANT NEW AI OPPORTUNITY:

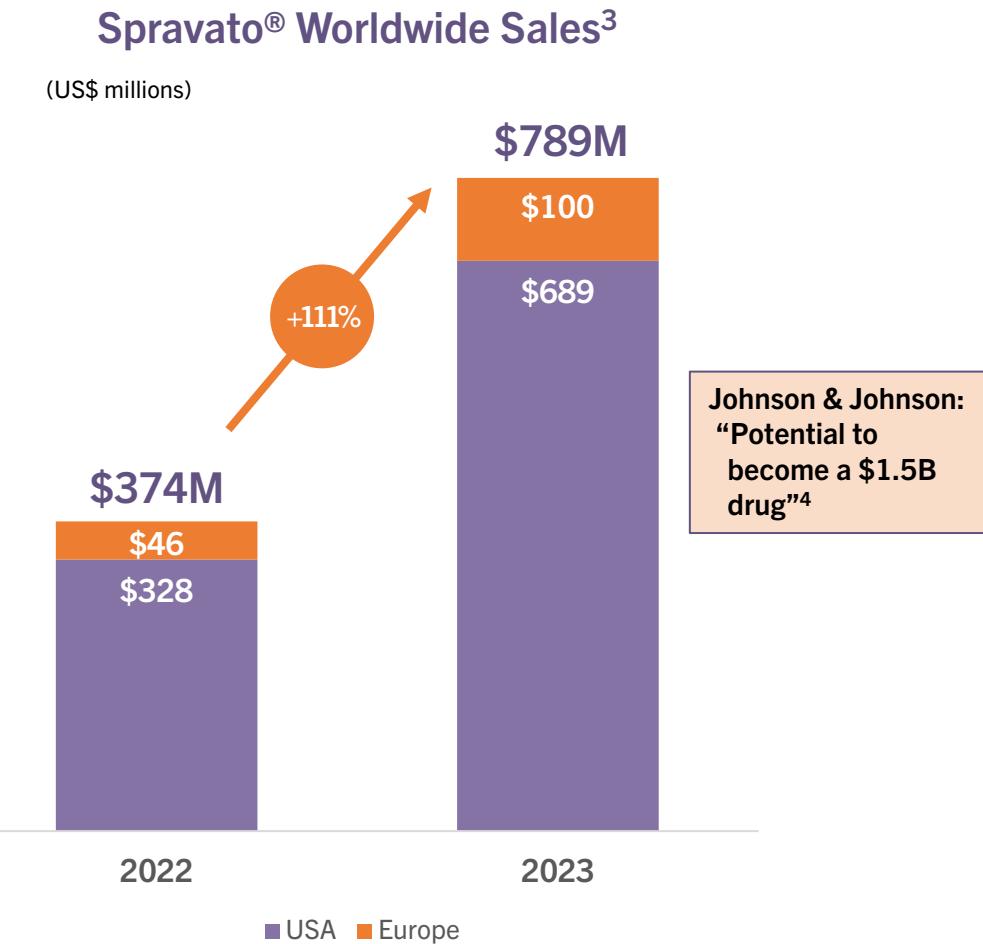
Leveraging 7 years of deep data and vast knowledge into an AI technology focused plan to drive revenue by expanding drug-assisted therapy to every patient in need.

## SOLID BALANCE SHEET, IMPROVING CASH FLOW

Cash and liquid securities in excess of \$5M as part of the combination  
Cost reductions and revenue improvement plan underway

# Ketamine-assisted therapy (KAT) rapidly growing into a mainstream mental health treatment

- US\$6.9 billion revenue by 2030<sup>1</sup>
- CAGR of 10.6% from '23 to '30
- Driven by **rising rates** of PTSD, depression and anxiety, with **1 in 5** American adults experiencing mental health issues<sup>2</sup>
- **Numinus** clinics are one of the **largest billers** for ketamine therapy reimbursement
  - Captured data from 237,000 reimbursed claims
  - Processed over 200,000 inbound calls into its patient enrollment call center
  - 48,000 patients in its EHR system



1. U.S. Ketamine Clinics Market Size & Share Report, 2030, Grandview Research

2. National Alliance on Mental Health

3. Johnson & Johnson, Q4 2023 earnings report, Jan. 23, 2024

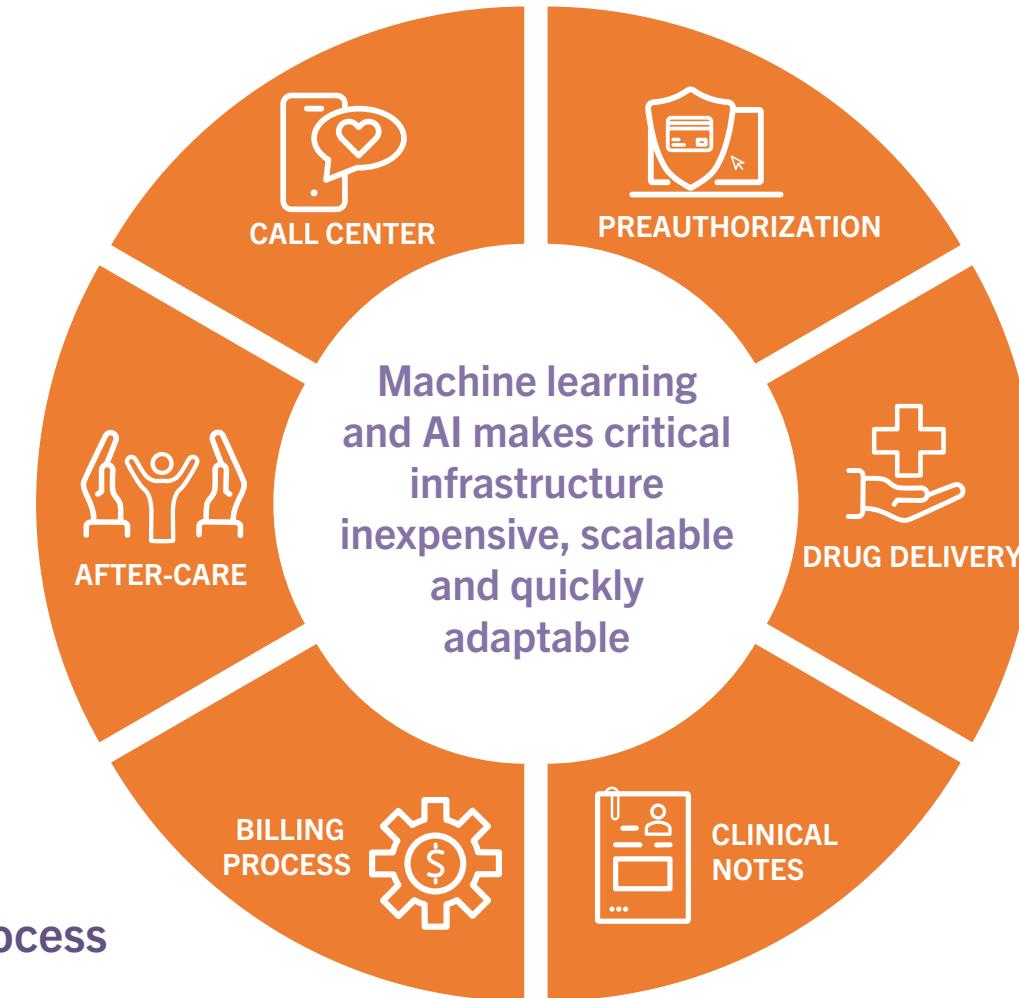
4. Johnson & Johnson, Enterprise Business Review, Dec. 5, 2023

# Services for mental health are in demand, but therapists are challenged to provide reimbursed care for drug-assisted therapy

To generate reimbursed revenue a single therapist needs infrastructure:

- A call center to convert patients to new appointments
- Pre-authorization system to ensure insurance coverage
- Drug delivery protocols
- Clinical notes to bill
- Billing process for relevant reimbursement codes
- After-care process and recurring therapy protocols and reimbursement

All of these services can be delivered through the development of a MedBright AI-bot, simplifying the process and reducing costs



# The Numinus journey to creating the next generation of mental health infrastructure

- **Setting the gold standard** in psychiatric services, medicine management, psychotherapy, and advanced therapies like Ketamine-assisted therapy and Transcranial Magnetic Stimulation.
- **Strategic relationships** in place with leading psychedelic drug developers such as Lykos, Compass Pathways, Usona, MindMed, and Beckley
- Positioned at the **forefront of late-phase clinical trials** for MDMA, Psilocybin, LSD, and 5-MeO-DMT
- **Clinical research unit** has conducted **40 trials over 2 years**
- **Practitioner training program** with capacity to instruct **over 1,000 learners** per year and a research training program for drug sponsors

**Infrastructure and data collected provide the platform to reshape the business model into a scalable AI offering designed to generate a revenue stream with massive operational leverage:**

- 23,000+ patients over 4 years and 48,000+ patient charts in its EHR
- Billing center that has billed and collected USD\$35.4M in claims over 4 years
- 237,000+ reimbursed claims
- Call center with 120,000 inbound calls per year
- 5 clinics in current operation administering over 65,000 appointments annually

# Quickly bringing Spravato® online as a reimbursable therapy

## CHALLENGE:

- Launching a newly approved medicine required building capabilities throughout Numinus' entire operation
- Extensive training was required for prescribers, therapists and staff
- Numinus needed to understand and comply with regulatory procedures and requirements such as the FDA's Risk Evaluation and Mitigation Strategy (REMS) program
- To ensure optimal client access, insurance payors needed to be negotiated with and set up

## ACTION TAKEN:

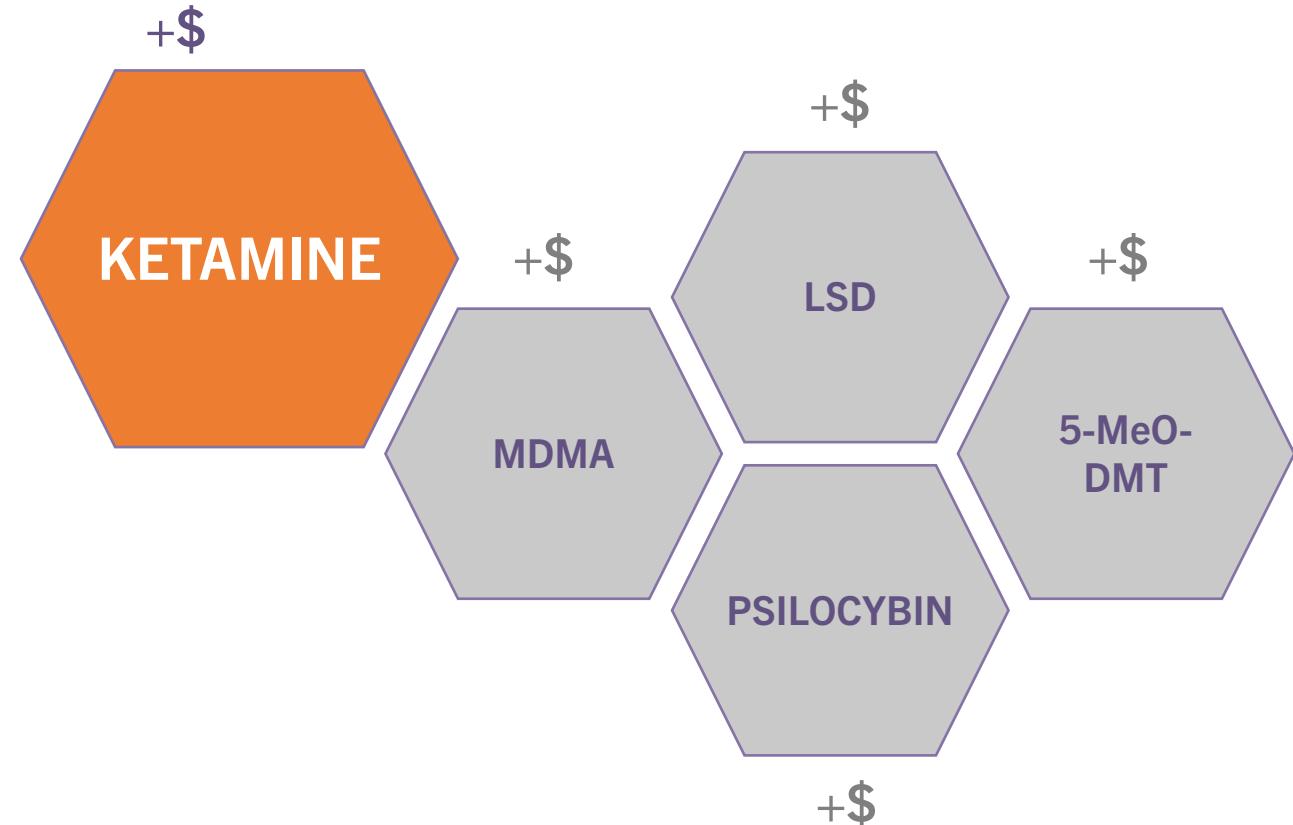
- Creating suitable rooms and treatment spaces
- Training therapists and prescribers
- Building and maintaining compliance with the FDA's REMS program
- Securing and setting up insurance payors, including billing code set-up and maximizing prior authorizations
- Creating clinic operating procedures and policies and training management and staff
- Setting up Electronic Medical Records
- Generating awareness through engagement with the medical community

## RESULTS:

- **Numinus was the first clinic in the US to be Spravato® ready prior to FDA approval**
- Today, over 7,500 Spravato® and 5,000 ketamine sessions are administered annually through Numinus clinics, of which 80% are payor-reimbursed
- Numinus remains a top provider in the US and is considered an “expert provider” by Janssen, given the large clinical data set and collection of outcomes in real-time clients through engagement with the medical community

# A scalable platform designed to easily add newly approved compounds and therapies

- Ketamine therapy support
- As approved, **new drugs** and modalities **easily added** to AI platform
- **Revenue upside** with additional AI modules introduced to installed base



# Numinus' deep data and vast knowledge can drive a scalable revenue stream with significant operational leverage

## Developing an AI-enabled solution for the US market of over 200,000 mental health providers:

- 67,000 psychiatry providers
- 106,000 clinical therapists
- 50,000 family and marriage therapists

Enabling a transition from low-margin reimbursed talk therapy to high-margin psychedelic-assisted therapy to meet growing patient demand

### PROBLEM

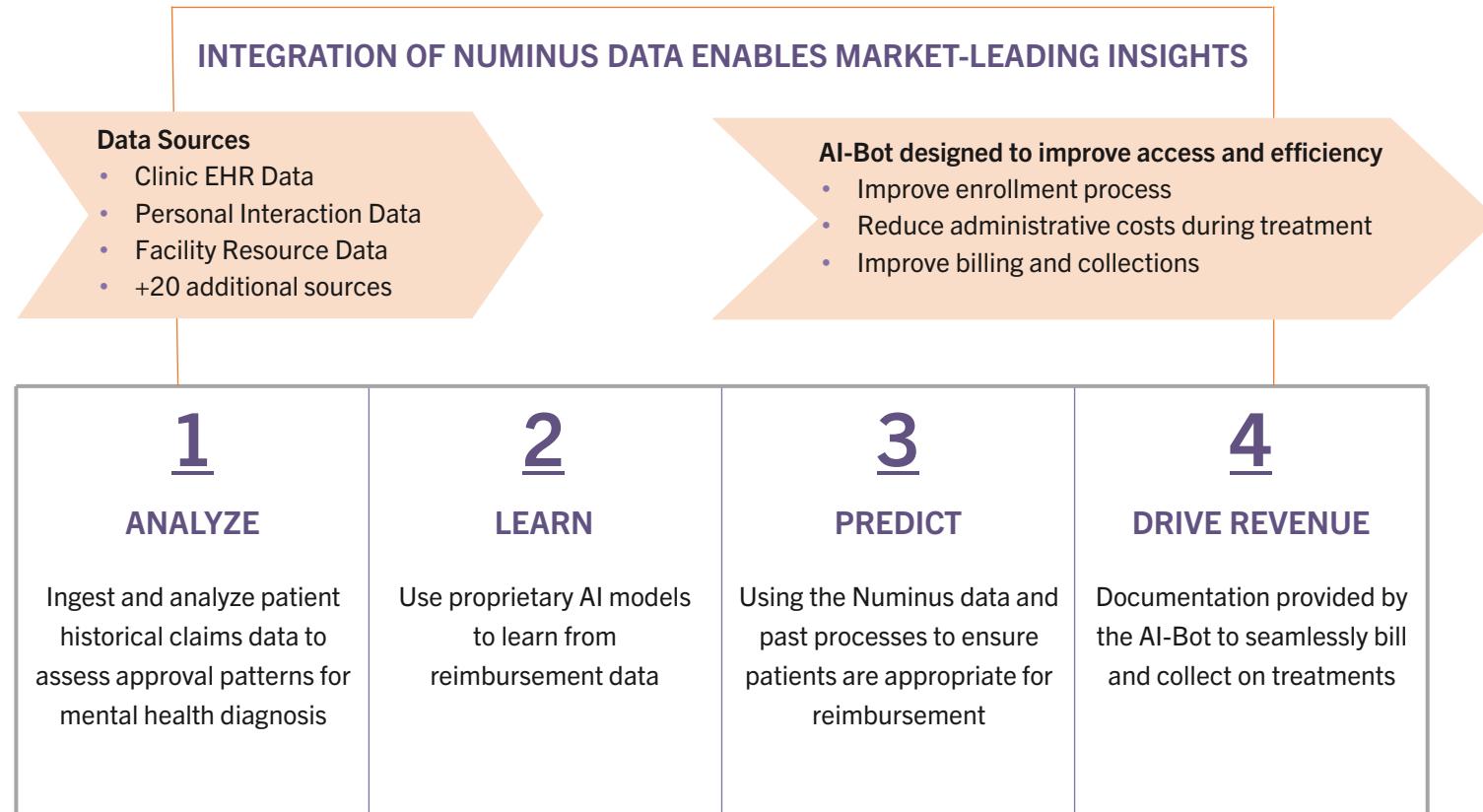
Patients and providers have significant costs and challenges securing mental health payments for services in the US from health insurance companies

### SOLUTION

Provide an AI-bot to generate the necessary documentation and support to reduce costs and increase access

A trained model can access deep data on accepted and rejected claims and learn how to build an AI-bot that can provide data quickly and accurately to ensure full coverage seamlessly

# MedBright AI focuses on the intersection of healthcare and technology to create clinical efficiency and improve profit



# MedBright AI History, listed on the CSE:MBAI

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## MBAI News Releases

November 22, 2023 - MedBright AI Investments and The Ken Sperling Lecture Series Support Medical Economics Lectures at Yale University Medical School

December 7. 2023 - MedBright AI Announces Beta Customer for MedMatrix, the AI-Driven Data and Analytics Platform

January 23, 2024 -MedBright AI's MedMatrix to Expand Its AI Offerings for Cosmetic Marketing & Clinical Trial Analytics

February 27, 2024 - MedMatrix Product Moves from Beta to Full Commercialization, Announces AI Product Suite

March 20, 2024 - Rejuvenation Medical Group of Canada uses MedMatrix AI Reporter to Streamline Reporting and Improve Operations

May 2, 2024 - MedBright AI Announces New Commercial Product Demos for MedMatrix AI Platform

# Financial opportunity

- Numinus clinics currently generate reimbursed revenue from **46 health practitioners** and an average of **5,250 appointments** per month.
- Target Market: **200,000+<sup>1</sup>** therapists in the US
- Estimated **14 million<sup>1</sup>** patients with diagnoses that are appropriate for reimbursement

1. Management estimates

