

FREEMIE VS FORMULA

(DAVID)

(GOLIATH)

FREEMIE

- Human milk is better than manufactured infant formula
- Moms who can pump at home or on the job with today's new tools can gain an hour or more of increased productivity each day because Freemie makes it much easier to pump and multitask
- Freemie users can realize a net savings of \$2,000 or more by reducing or eliminating infant formula purchases
- Use of Freemie systems in the workplace is reducing costs for employees and employers today
- Prediction: Modernizing human milk production will disrupt the \$50 billion infant formula industry - Dao Health and Freemie are leading this disruption
- *"We created the Freemie systems so that babies can have their mother's milk anywhere in the world, and our experience shows we are going to accomplish our mission."* Stella Dao, MD, Inventor of the Revolutionary Freemie systems



IMPROVING HEALTH BY TRANSFORMING THE ECONOMICS OF INFANT FEEDING PRACTICES

The World Health Organization estimates that 800,000 babies died in 2017 due to sub-optimal breastfeeding.

FORMULA

- Infant formula is a \$50 billion industry
- Virtually anywhere in the world, infant formula is ridiculously expensive - but more babies get formula than breast milk
- Increasingly, new mothers in the developing world are returning to work after giving birth, and then struggle to sustain breastfeeding, just like working women in the developed world
- The monthly cost of infant formula for a baby in Vietnam is potentially one fourth or more of the monthly wages of that baby's working mother
- Before Freemie, most efforts to improve global breastfeeding rates focused on political solutions to address the most basic challenges of Time and Place
- *Using a breast pump was hard before the Freemie system was invented. Just like Goliath, the \$50 billion formula industry doesn't even see it coming...*

