



TOTALLY (Totali Inc.) is transforming maternity and childcare as the smart companion for future parents with an innovative healthcare marketplace.

### PROBLEM

Childbirth is the number one reason for hospitalization in America and a \$260B healthcare marketplace.

Health is the first concern for pregnant women and young parents, yet they lack the ability to choose and compare when it comes to this life-changing experience.

The power is not in the right hands.

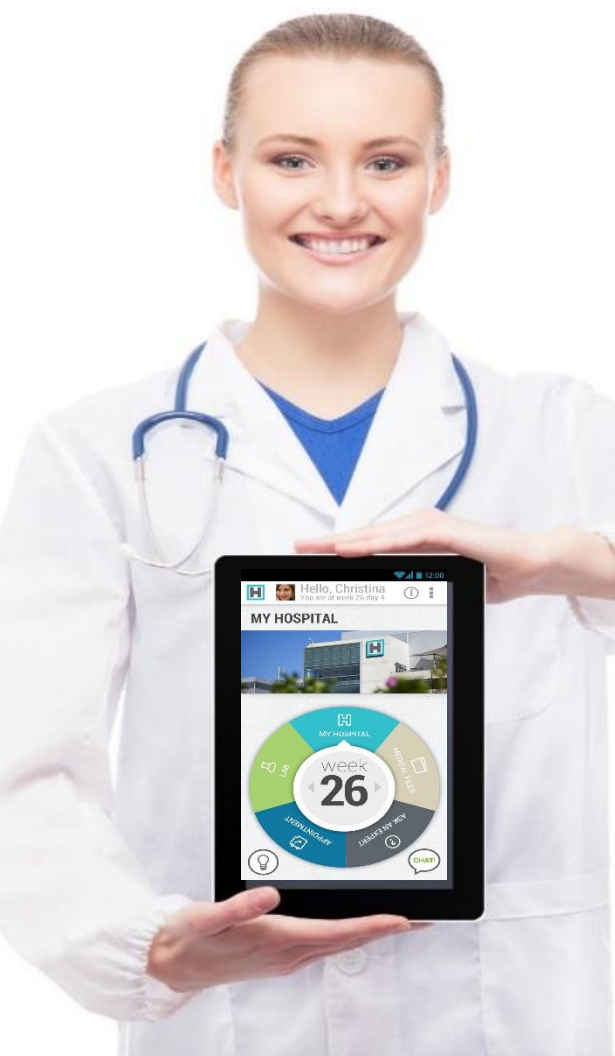
From Practitioners to Healthcare Systems, everyone is planning to go mobile but are challenged with how to engage the consumer while implementing digital health solutions.

### ENGAGING PRODUCT

- Consumer product for pregnancy and childcare with strong m-health features
- Native on all screens
- Validated solution for healthcare providers

540K Installs; 300K Births  
1300 New Users Everyday  
\$0.30 Cost Per User  
35% Registered Users  
140K Fans on Facebook

### VALIDATED m-HEALTH PLATFORM



5 Year Partnership with Clalit Health – 2nd Largest HMO Worldwide  
14 Hospitals. 1,000 Clinics.



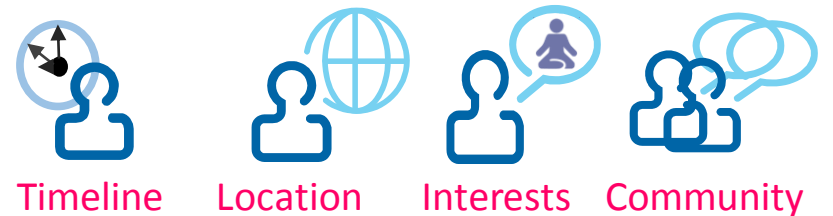
Endorsed by Texas Hospital Association (500 hospitals) since Dec. 2014 powered by joint marketing cooperation.

### SOLUTION

The must have consumer App for future moms and new parents: a platform with a direct connection to healthcare providers, unique personalized content and a growing community.

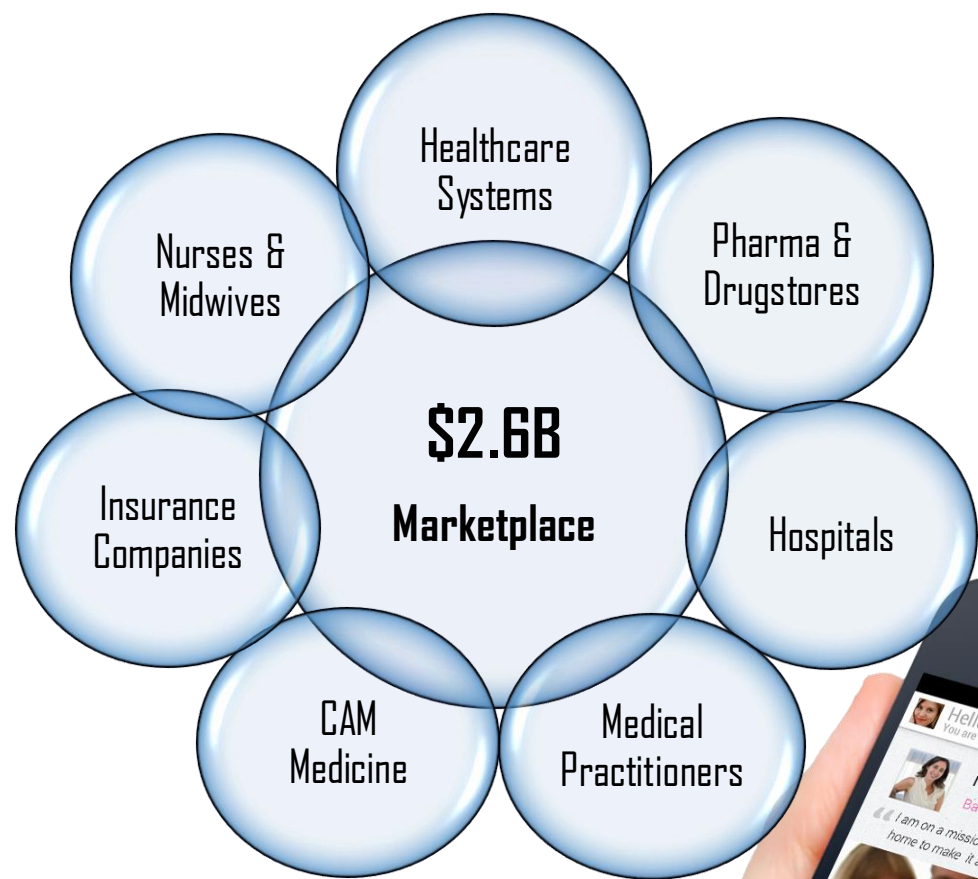
An innovative marketplace where healthcare providers communicate with future moms and connect through advanced digital health features.

Based On:



### THE TOTALLY MARKETPLACE

The vertical marketplace for Maternity and Healthcare where users become patients.



Smart Parents, Happy Kids!

FORBES : TOTALLY - One of the Top 10 Health-Tech Companies Changing the World! (June 2014)