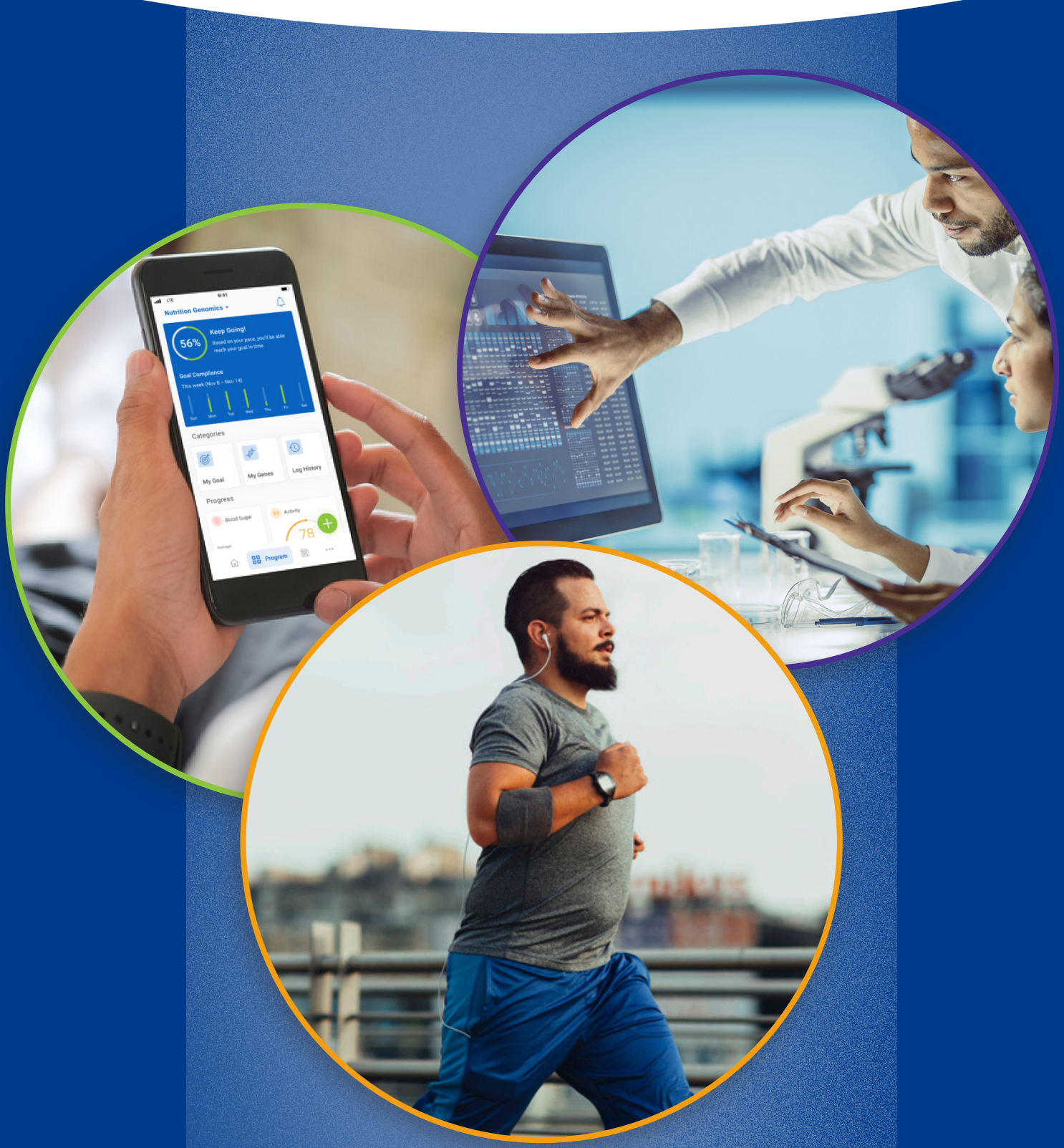
NUTRIGENOMICS PROGRAM

Supporting Chronic Disease Management Through a Personalized DNA Program



BASE10

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Reduce Insurance Premiums by Improving the Health of High-Risk Employees*

Unlike standard app-based programs, BASE10's Nutrigenomics Program is developed by a team of registered dietitians trained in medical nutrition therapy and dedicated to making a qualitative difference in employees' health. We realize that wellness programs of the past were designed to deliver services, not measurable health outcomes. **Meaning that when the costs of managing disease don't align with improved well-being, the results are financially discouraging**.

Annual Spends:

26% ↑
Increase in Costs over 5 years for a diabetic[1]

$16,752 ↑
Average Annual Medical Expenditures for a diabetic[1]

$6K ↑
Average Annual Insulin Costs[2]

$4,879 ↑
Average Medical Expenditures & Work-Associated Costs for an obese woman[3]

$2,646 ↑
Average Medical Expenditures & Work-Associated Costs for an obese man[3]

*Insurance premium reductions are subject to the size of enrolled cohorts and may vary from enterprise to enterprise.

1. American Diabetes Association. Economic Costs of Diabetes in the U.S. in 2017. Diabetes Care. https://care.diabetesjournals.org/content/early/2018/03/20/dci18-0007. Published March 21, 2018. Accessed March 9, 2021.
2. Tara O'Neill Hayes, et al. Insulin Cost and Pricing Trends. AAF. https://www.americanactionforum.org/research/insulin-cost-and-pricing-trends/#_edn19. Published April 2, 2020. Accessed March 9, 2021.
3. Avi Dor, et al. A Heavy Burden: The Individual Costs of Being Overweight and Obese in the United States. The George Washington University School of Public Health and Health Services. http://stop.publichealth.gwu.edu/sites/stop.publichealth.gwu.edu/files/images/Heavy_Burden_Report.pdf. Published September 21, 2010. Accessed March 9, 2021.

An Innovative Approach to Fostering a Happier and More Productive Workforce

The Program offers an innovative alternative to managing chronic diseases by modifying lifestyle choices contrary to DNA predispositions. Our genetically-trained registered dietitians utilize individual data to help construct nutrition strategies to improve BMI and A1C levels, increasing the likelihood of impacting medication costs and associated expenditures.

- Dietitians identify key predispositions and curate a personalized curriculum for all participants.
- High-touch clinical team engages participants daily on food and exercise regimens to help achieve goals. Program offers unlimited two way communication to support weight-loss and nutritional guidance.
- Participants work directly with a registered dietitian who uses behavioral coaching to encourage healthy lifestyles and foster independent living.

Target Program Goals For Individuals After Six Months

✔ Maintained Weight loss of 5% ✔ 1.0% A1C Point Reduction

BAS

What Makes BASE10 Different?

Our vision to improve the well-being and productivity of those most impacted by chronic diseases built our Nutrigenomics Program. Years of professional and personal experience have repeatedly indicated that leveraging genomic data through a high-touch clinical team can result in transformational health outcomes. *To self-funded organizations, this can have a definite and immediate impact on ROI.*

A Healthier Workforce can Positively Impact Plan ROI and Reduce Spends

A 20% Graduation Rate of High-Risk Cohorts may result in a 70% - 90% reduction in plan diabetic and/or other chronic diseases medication spends.

Example: A high-risk cohort of 300 program participants

YEAR	Participants	Onboarding Costs	**Improved-Health Cost Savings**	Base10 Savings Fees	**Net Plan Savings**
1	300	$29,700	$450,000	$225,000	$195,300
2	300	$0	$495,000	$225,000	$270,000
3	300	$0	$544,500	$225,000	$319,500
Total	300	$29,700	**$1,489,500**	$675,000	**$784,800**

*Estimates based on a target success rate of 20%, creating an average of $1500 in cost savings per participant. This is with the assumption that the average diabetic medication spend is $7,500. Average diabetic medication spend and success rate will vary by employee cohort.

The Genetic Information Nondiscrimination Act (GINA) makes it against the law for health insurers to request, require, or use genetic information to make decisions about eligibility for health insurance and health insurance premiums, contribution amounts, or coverage terms.

Base10 uses third-party cloud platforms that meet HIPAA and HITRUST compliance for the storage and access of data. Certifications and audits for these platforms are available online. Base10's corporate policies follow strict guidelines for the protection of customer health data within our platform. BASE10 does not engage in the selling of genetic data or exposure to external marketing.

Precision Medicine Era

Base10 leverages precision medicine to *overcome the limitations of a one-size-fits-all approach to healthcare*. **Our registered dietitians uncover individuals' predispositions towards diet choices, nutritional needs, and how they metabolize various foods**. Combining this information with people's medical history and lifestyle preferences, Base10 dietitians support each participant's personal, physical, and psychological needs.

Foundations

- **Human to Human Engagement** - Base10 dietitians onboard participants with a personal 30-minute conversation to thoroughly explain and connect them to their genetic results. Unlike fad diets or one-size-fits-all approaches, the Program provides personalized diets based on our dietitians' insights.

- **Full Digital Support** - Our mobile/desktop app defies the standard self-automated platforms by offering participants direct text messaging with their dietitians. Participants can upload food photos, documents and even download a variety of healthy recipes.

Annual Cost Savings from BMI % Reductions

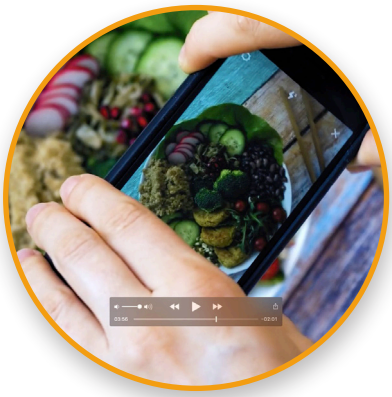
BMI (kg/m2)	-5%	-10%	-15%
33	$288.31	$448.01	$501.28
37	$921.94	$1,495.47	$1,839.44
41	$2,860.36	$4,508.81	$5,481.72
45	$10,030.69	$15,071.78	$17,742.27

Cawley J, Meyerhoefer C, Biener A, Hammer M, Wintfeld N. Savings in Medical Expenditures Associated with Reductions in Body Mass Index Among US Adults with Obesity, by Diabetes Status. Pharmacoeconomics. 2015;33(7):707-722. doi:10.1007/s40273-014-0230-2

Schedule a Walk-Through of the Program

Boost company morale by providing a comprehensive **workforce strategy that incorporates both functional health and a financial incentive**. Our personalized approach to supporting the management of chronic diseases enhances the likelihood of participants achieving their health goals *while minimizing future negative impacts on human capital.*

Schedule a tour of the platform today by calling us directly at **(866) 710-1018** or email us now at sales@base10genetics.com



To Learn More About Our Company And The Nutrigenomics Program Click Here

Implementation Break-Down

Initial Analysis - Our proprietary analytics platform identifies high-risk groups based on ROI calculations. This analysis is the foundation for delivering positive payor ROI by limiting engagement to those most likely to benefit from the Program.

Employee Engagement - Our team employs an interactive experience to guide your employees through education and enrollment.

Clinical Engagement - The BASE10 clinical engagement team is comprised of registered dietitians, pharmacists, and physicians that work with the participant's existing medical team to improve healthcare outcomes.

Healthier Employees = Positive Plan ROI

Designed to deliver a positive ROI from quantifiable direct cost reductions in employee medical expenditures.

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WHAT PAST PROGRAM PARTICIPANTS HAVE TO SAY...

"Base10 was the most transformative program I have ever experienced. After 10 weeks, I dropped over 20 pounds. My doctor was able to take me off 2 medications which saved my employer over $7,000 and myself hundreds of copay dollars[1,2]. People say there is no magic pill in dealing with the ever rising cost of prescription drug therapy. I disagree. The pill is knowledge. Knowledge powered by the Team at Base10."

S. S.

"Before I joined the program, I was chronically sick, and my doctors kept telling me nothing was wrong. But after I got my genetic report[1,2] and had several conversations with my BASE10 Dietitian did I finally see the benefit of this personalized approach to healthcare. The program taught me so much about what I'm predisposed to, I now feel better than ever!"

Jen S.

"This program is a game-changer! With the genetic data, it's more than someone's opinion. It gives me a scientific[1,2] and personal perspective on how my individual genes impact my diet, which makes having a healthier lifestyle easier since I know it's true and specific to me."

Craig T.

"I had an intensive 6 weeks of setting goals and being held accountable by my dietitian, but as a result, I lost 20 lbs! And with the help of the Nutrigenomics test, I finally understood what my body could best metabolize[1,2]. I'm happy to share that I have been able to keep the weight off since completing the program and my dietitian also provided me a list of nutritional supplements which has helped me maintain a sense of well-being. I highly recommend the program, it forever changed the way I address my diet and nutritional needs."

Keith W.

DIsclaimers

1. Results may vary. Whether genetic or environmental, it should be noted that food intake, rates of metabolism, and levels of exercise vary by individual. Individual results will also vary and should not be seen as typical.
2. The association between genetic mutations and any program recommendations is an active area of scientific research, and future scientific discoveries might alter our understanding of how this information is related to diet, nutrition, and exercise. The purpose of a genetic test is to provide information about how a tested individual's genes may affect their metabolism, weight, exercise, energy use, eating behavior, diet, and nutritional choices. Program participants should not change their diet, physical activity, or any medical treatments they are currently using based on genetic testing results without consulting their primary healthcare provider.