

# Reversing and preventing chronic diseases

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**2015**

Founded in  
Denmark

Team of

**150+**

**60k+**

members

**6**

therapeutic areas

**22** languages

## Europe's leading digital first chronic disease management platform

At Liva, we support people to achieve better health outcomes by preventing, managing, and treating chronic conditions.

We provide behavioural science led health coaching, facilitated by technology as a vehicle to scale.



# The burden of chronic disease

Chronic diseases impose a significant burden on healthcare systems globally, demanding continuous medical care and specialised interventions. This leads to escalating costs and underscores the need for robust prevention and management approaches.

**“About 80% of chronic diseases are driven by lifestyle factors such as diet and exercise.” – Cleveland Clinic**



9.1 million people

in England are projected to be living with major illness by 2040, an increase of 2.5 million people compared to 2019.<sup>1</sup>



£7 in every £10

Of health spending in the UK goes on the treatment and care for people with long-term conditions.<sup>2</sup>



£50.5 billion / year

Was spent by the UK on long-term chronic conditions in 2019.<sup>3</sup>

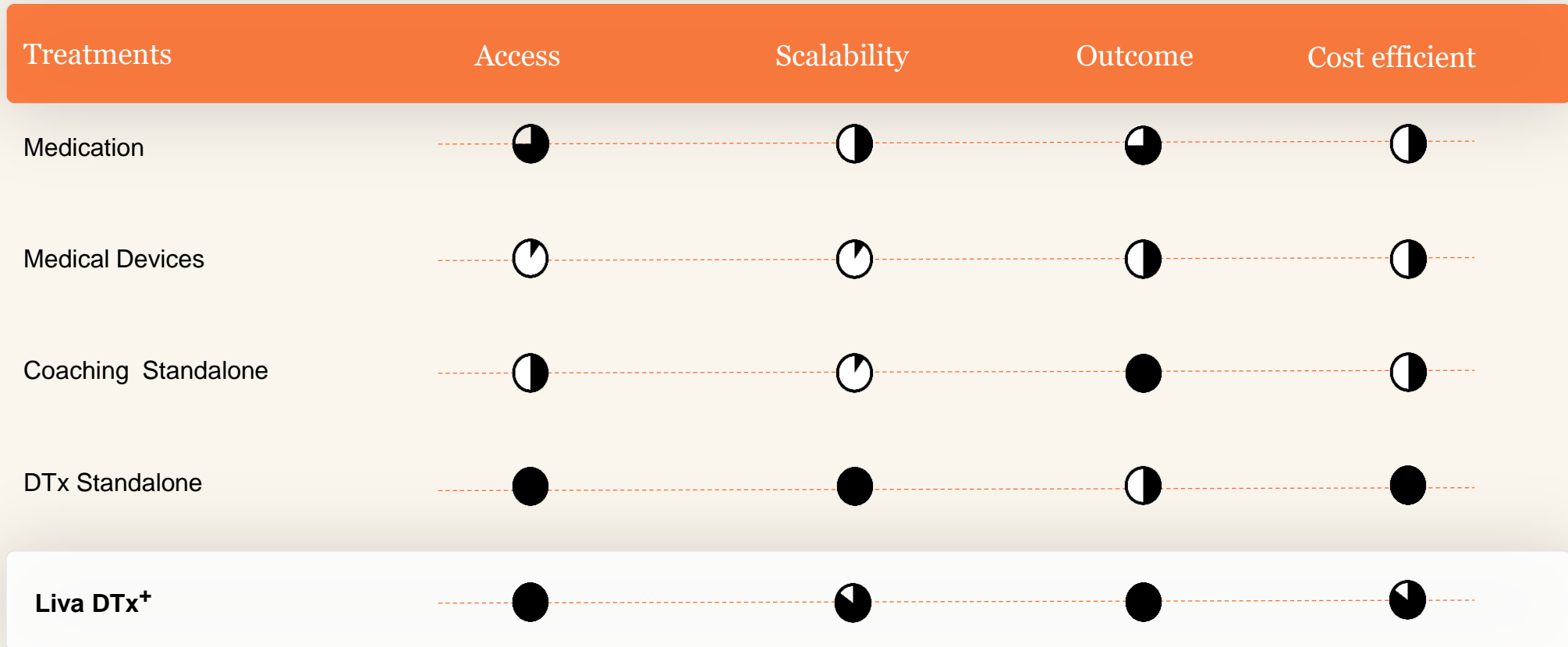
1. The Health Foundation <https://www.health.org.uk/news-and-comment/news/25-million-more-people-in-england-projected-to-be-living-with-major-illness-by-2040>

2. The King's Fund <https://www.kingsfund.org.uk/projects/time-think-differently/trends-disease-and-disability-long-term-conditions-multi-morbidity>

3. Digital Health <https://www.digitalhealth.net/2022/04/digital-solutions-for-the-prevention-of-chronic-diseases/#:~:text=Another%20part%20of%20this%20burden,economic%20challenges%20of%20our%20time>



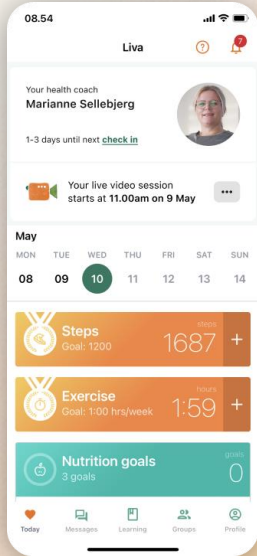
# Current treatments for chronic lifestyle related diseases are insufficient



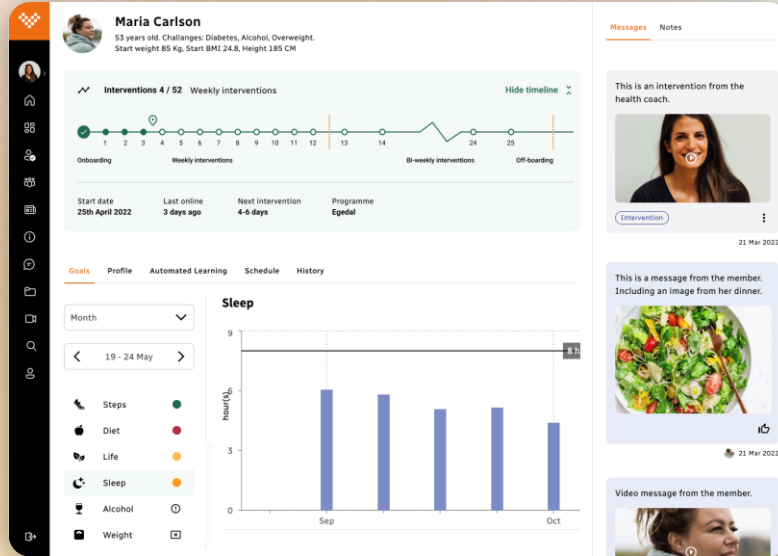


# An award-winning technology platform driving sustainable engagement at scale, cost efficiently

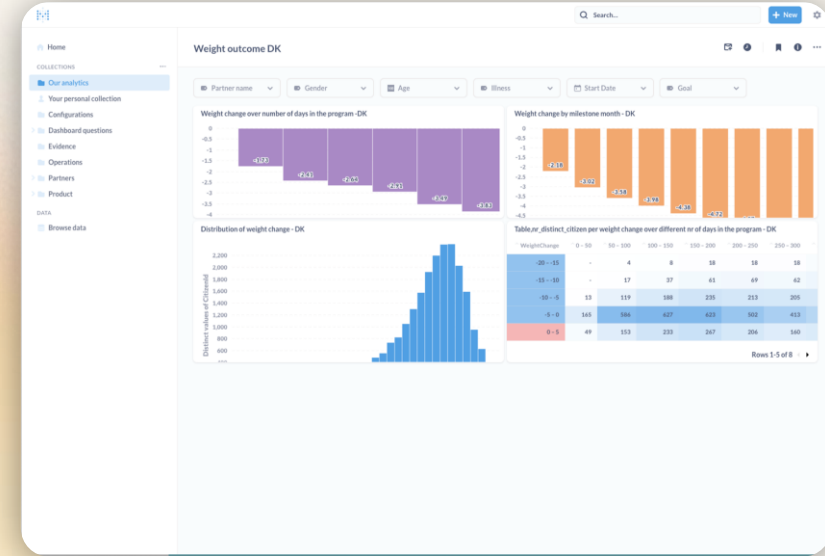
Patient app



Coaching platform



Data analytics portal



# How we do data-driven behavioural science-led health coaching

Driving adoption, engagement and sustainable lifestyle change

Programme length and number of interventions is configurable



## Engagement & commitment



Personal onboarding session via live video

Creating psychological commitment, setting goals, and establishing a personalised plan which is key to generating sustainable outcomes



## Lifestyle intervention & continuation of habits



Month 1-3

Implementing new habits and lifestyle through asynchronous weekly coaching



Month 4+

Supporting new habits through asynchronous bi-weekly coaching for sustainable lifestyle changes

A close-up photograph of a person's eye with a striking blue iris and visible freckles on the surrounding skin. The eye is looking slightly to the right. The lighting is soft, highlighting the texture of the skin and the detail of the iris.

# We create technologies with a human touch

## Unrivalled outcomes at scale

Compared to standalone DTx-and-technology only based platforms, Liva has created a wealth of coach behavioural data.

We model this with AI/ML to find the sweet spot for delivering unrivalled outcomes at scale.



# Patient insights

Unique access to patient voice and patient-centred insights, driving growth and improved margins

Platform that care systems and users love

**62k+**  
users and  
growing rapidly

**2k**  
users  
onboarded per  
month

**13**  
app languages  
and growing

**22**  
supported  
coach  
languages

Illustrative behaviour data collected to date

**35m+**  
lifestyle goals  
data points

**500k+**  
text  
interactions  
with patients

**56k+**  
mins user  
video footage





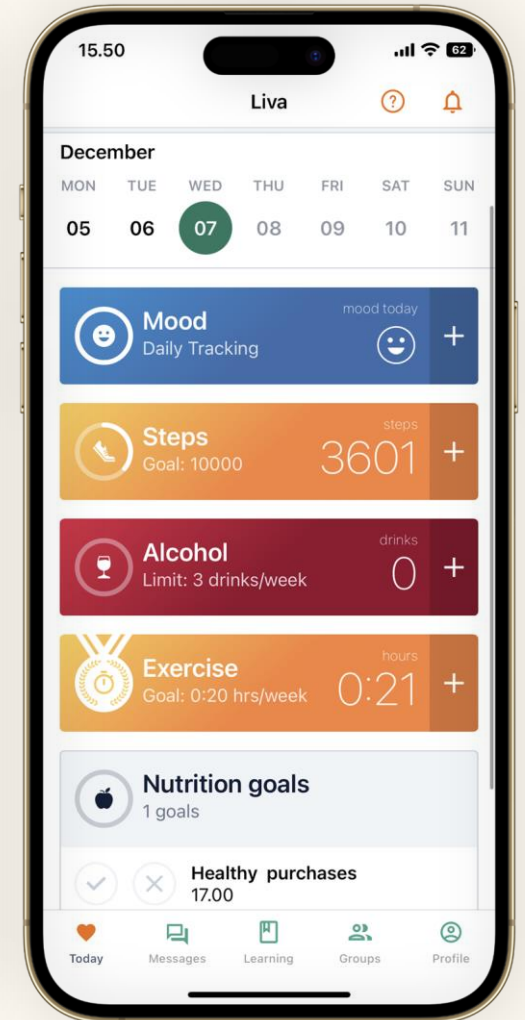
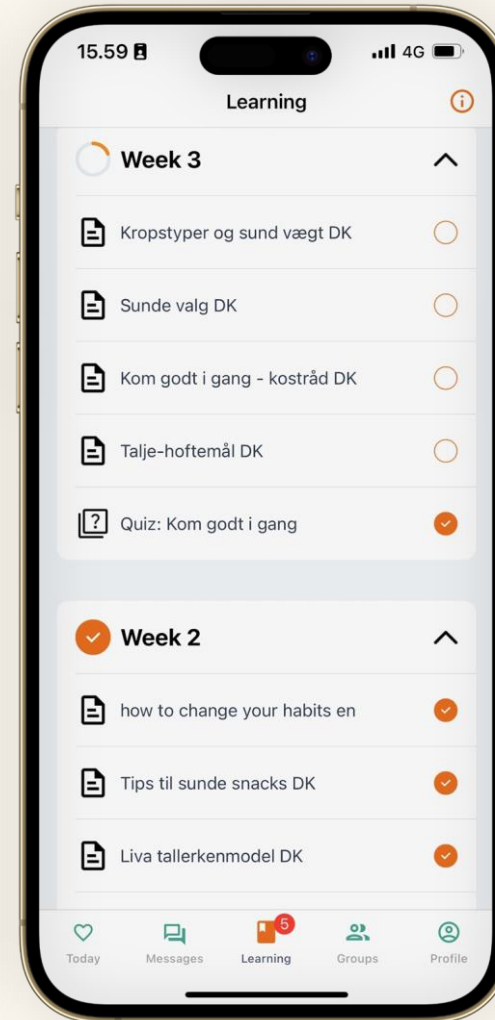
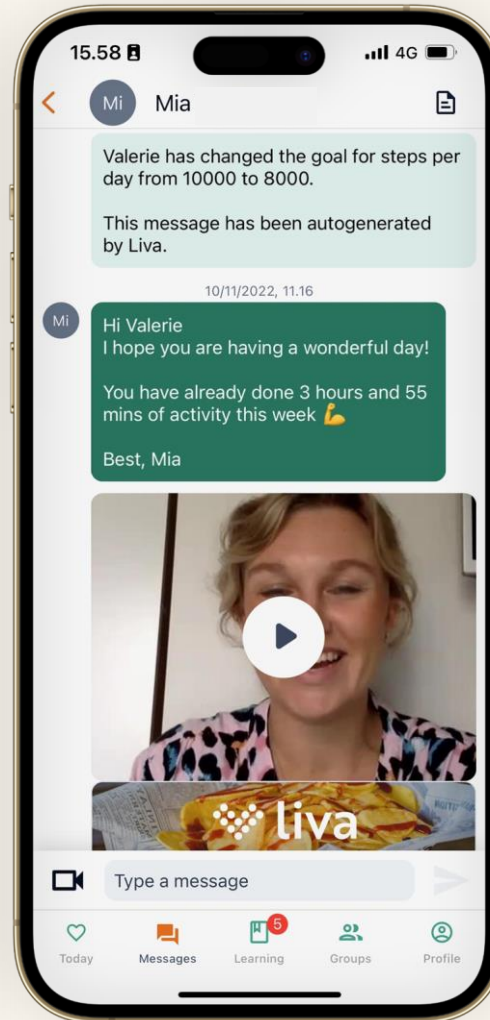


# Patient insights

Unique access to patient voice and patient-centred insights, driving growth and improved margins

## Actionable Data Insights

- Identify product adoption bottlenecks
- Target addressable patient cohorts
- Improve product retention
- HCP referring behaviour
- Competitor insights & product differentiation
- RWE supporting pricing & reimbursement
- RWE supporting label expansions





# Clinical evidence generation is at the core of what we do

**Liva is a pioneer in digital health innovation, developing a robust research and evidence programmes to guide a data driven approach.**

Extensive experience delivering behaviour change intervention including multi-centre, multi-country, regulated studies in partnership with Universities and commercial partners.

- Broader patient representation to improve generalisability
- Greater insights into real-world or lived experiences
- Improved patient engagement and adherence to reduce the risk of non-compliance.
- Real world collection of safely data, documentation and escalation procedures (adverse events, side effects)
- Patient-centric approach to support sustainable lifestyle change and differentiate the Novo Nordisk offering

6 RCT<sup>1</sup> +  
13 RWE studies<sup>1</sup>

55k+  
patients <sup>2</sup>

2,000  
onboarded per  
month

11  
countries

30  
published  
papers <sup>2</sup>

<sup>1</sup> See later slides for research project references.

<sup>2</sup> 27 Peer-reviewed, see late slides for publication references.

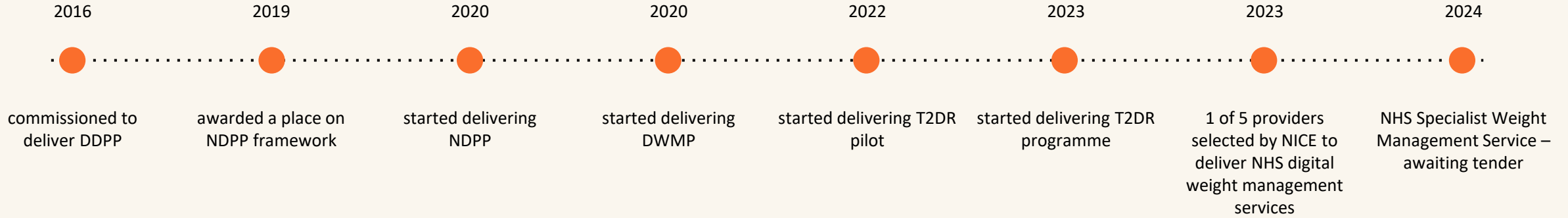


# Liva's NHS programmes

*approved supplier since 2016*



**NDPP** = National Diabetes Prevention Programme  
**DWMP** = Diabetes Weight Management Programme  
**T2DR** = NHS Type-2 Diabetes: Path to Remission  
**DDPP** = Digital Diabetes Prevention Pilot



## NDPP summary

9 month, evidence-based lifestyle change service for those at risk of T2 diabetes

**19,000+**

People supported

**14**

English ICBs

**80%**

Lower their blood sugar (HbA1c) levels

## DWMP summary

12 week, evidence-based lifestyle change service for those living with obesity and a diagnosis of diabetes and/or hypertension

**4,960+**

People supported

**£££**

Most cost efficient NHS provider

Highest engagement, retention, and weight loss results compared to other providers

## T2DR summary

12 month, evidence-based lifestyle change service with diet replacement products available to people living with T2 diabetes

**260+**

People onboarded

**11.6%**

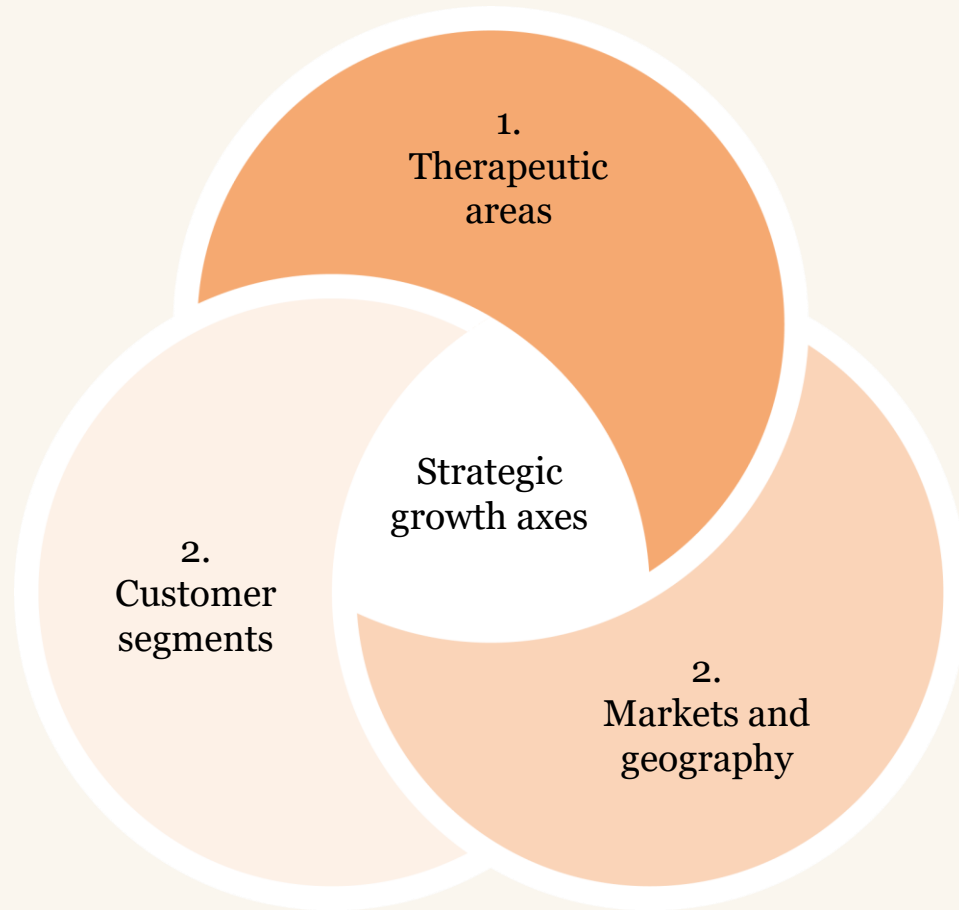
Av. weight loss after 6 months

**70%**

Achieve non-diabetic range



# Liva is strongly positioned to grow and create value across three key strategy growth axes



1

**Expanded therapeutic areas and product attributes**  
Building a disease roadmap and expanding current therapies covered into new/adjacent areas such as CVD, GDM, NASH etc.

2

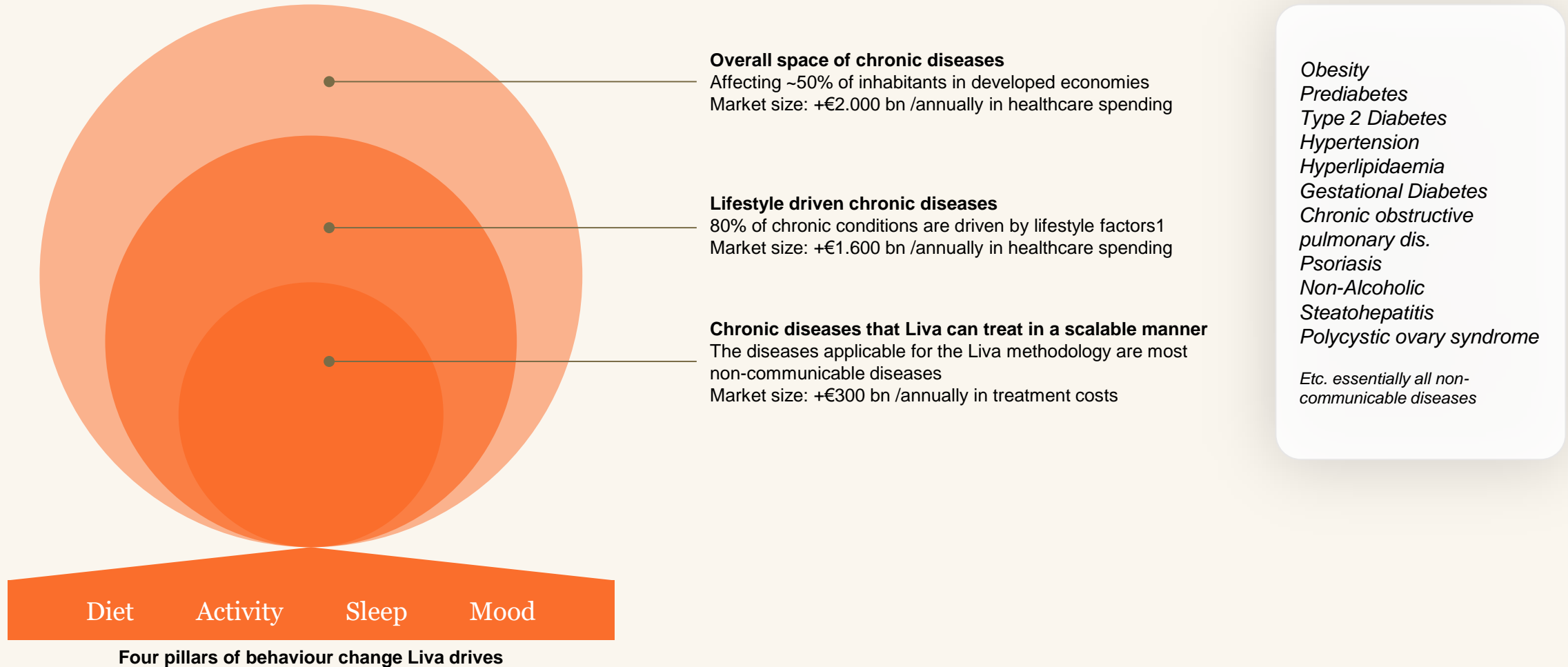
**Entering new markets and growing existing footprint**  
Expand coverage and presence in key markets (UK, DE, DK, NL) and expand to new geographies in Europe, Middle-East and APAC

3

**Expanding and unlocking new customer segments**  
Growing the presence in current customer segment (Reimbursed Healthcare and Life-Science) and unlock new segments



# Liva's core capabilities apply to and impact multiple lifestyle related chronic diseases

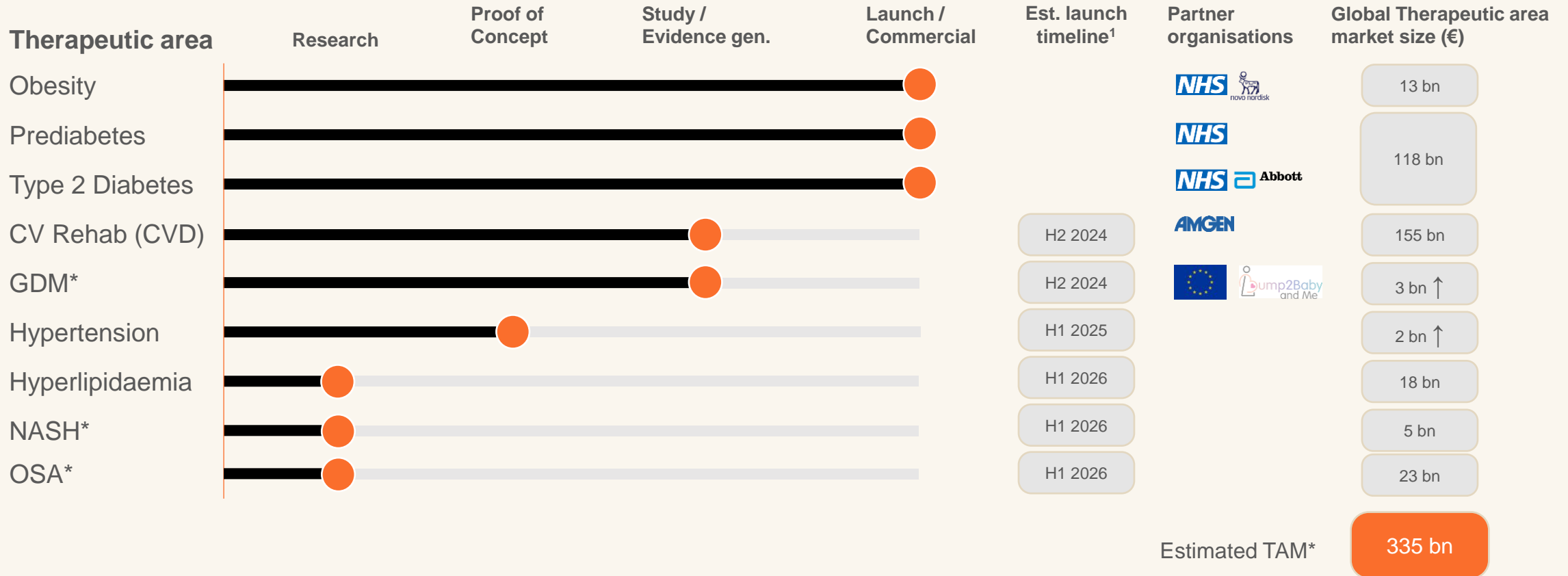




# Expanding therapeutic areas from 3 to 9 – a €300 bn TAM

## Leveraging core platform capabilities driving lifestyle change

EXPANDED THERAPEUTIC AREAS





# Expanding markets served from 3 to 6 – a 100m TAM\* Leveraging commercial and delivery experience

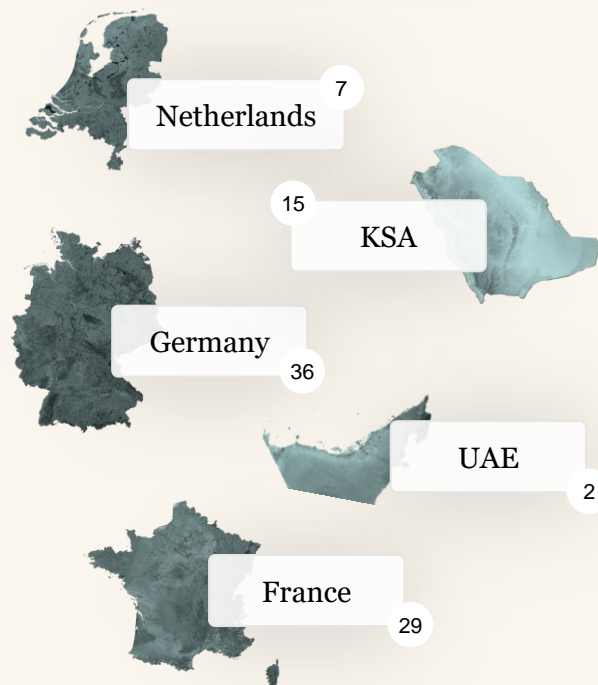
Liva is currently serving reimbursed markets and life-science customers in Denmark, UK, and Belgium.

Over the coming years 3-5 additional key markets will be added as part of the roll-out plan in Europe and Middle-East

Launched markets



Planned entry in 2024



Entry plans to be scoped



# = # TAM\* (mil)

\*TAM: Total Addressable Market, defined as estimated population size to suffer from T2DM, obesity, and illness derived from overweight



# Expanding customer segments

## Building upon current pipeline & expansion goals

1

### Reimbursed healthcare

Achieve reimbursed access in +5 new healthcare systems by 2026



Current customers within segment



2

### Life sciences

Partner with +4 new top 30 life-science companies in +1 market



Current customers within segment



3

### Partners (insurance and retail)

Expand coverage in health insurance, employers and retail partners (+5 partnerships)



Current customers within segment







# Financials



# Key Financial Indicators

## Strong Revenue Growth

Liva plans to grow revenue to €16m by 2027, and to reach profitability in 2026.

## Strong Revenue Diversification

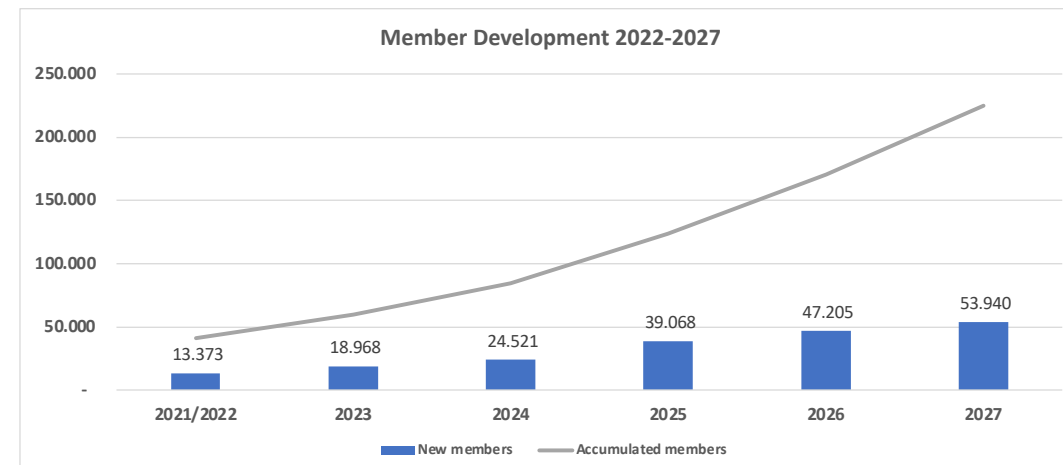
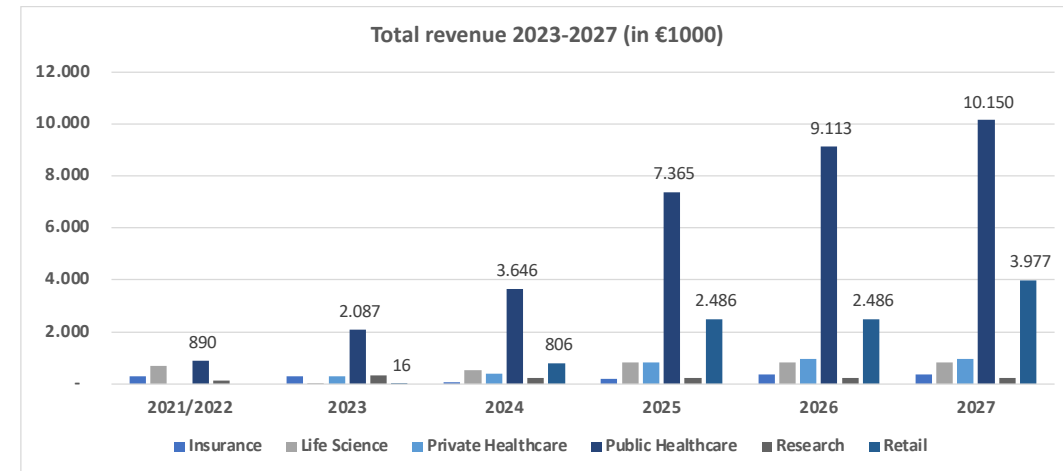
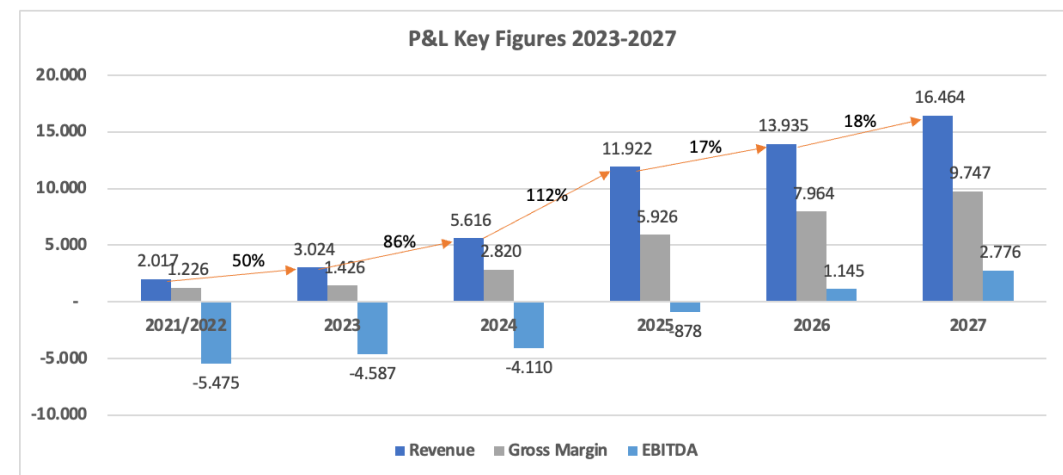
By operating contractual relationships with Life Science, Partner and Public payors as primary customer types offering different market access points Liva will drive a well diversified topline growth.

## Therapeutic area expansion

Liva will expand the numbers of serviced therapeutic areas, from 3 to 6, including CVD, GDM, NASH. The expansion will notably be contributing to the topline from 2026.

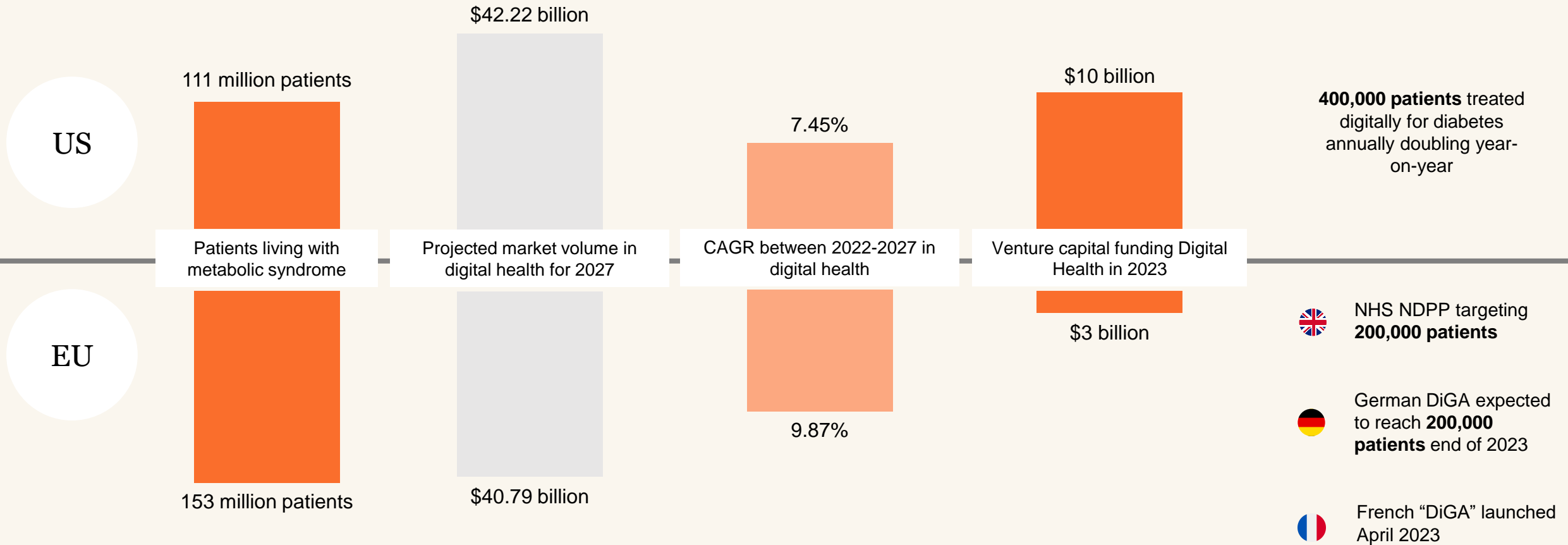
## From 60,000 to +250,000 lives covered

Over the period more than 250,000 patients are touched by a Liva programme.





# Massive underinvestment in digital health across Europe versus US compared to market potential





# Executive leadership team



**Shahram Sharif**  
CEO

Shahram Sharif is a serial entrepreneur and executive with an international track record in digital health and telecom. He successfully built and sold 2 companies incl LindaCare where he was the founder & CEO.

Most recently he was Chief Business Officer of Huma Therapeutics in London.

He also has 15 years of working experience within the telecommunications industry, with operators such as Verizon Business and BT Global Services.

Shahram holds an MSc degree in Electronics and Telecommunications from the Technology University of Twente, The Netherlands, as well as an Executive MBI in Entrepreneurship in Healthcare and Lifesciences from the University of Utrecht.



**Martin Møller Paarse**  
COO

Martin has a background in computer science and +20 years of experience in software development and senior management in large corporations like Danish banking IT giant SDC.

Martin has gained his professional competencies through a proven track record within leadership, management, product development and professional services in international organizations. He has a proven track record on scaling companies for growth and has shown great results .

He is a natural leader focused on empowerment, cross-cultural and self-sufficient teams.



**Karen O'Regan**  
CCO & UK GM

Karen is an executive Leader with 20+ years' experience driving growth and transformation through data and new technologies.

Karen is blending commercial and operational skills and have a proven track record in bringing innovative products and digital solutions for high growth and FTSE organisations to the market, building strategic partnerships and joint ventures up to \$100m revenue as well as building high performing teams.



# Board of Directors



Michel Lussier  
Chairman



Rune Bech  
Co-founder



Carl Brandt  
Co-founder



Boris Bernstein  
MIG, Munich



Søren Hein  
MIG, Munich



Guido Hegener  
Digital Health Ventures,  
Berlin



Kristoffer Pedersen  
Maj Invest, Copenhagen



Stefanos Sotiropoulos  
Verlinvest, Brussels

