



CHANGING MINDSETS WITH HANDSETS

Company Overview

Sensei™ is a healthcare technology company creating innovative solutions focused on health and health benefits:

- ✓ Connecting, engaging & empowering health consumers to make healthier lifestyle and benefits choices.
- ✓ Improving outcomes and reducing costs addressing the new paradigm of connectivity and consumer expectation for anywhere, anytime personalized information and guidance. Making technology personal, Sensei's platform provides an efficient and cost effective development for the distribution of custom mobile applications available on 90% of all mobile phones and tablets.

Sensei™ has developed custom applications that address individual & key stakeholder needs in wellness, prevention and chronic disease that improve outcomes and reduce costs.

Our platform will provide real time answers to real time questions. We work and partner with like minded organizations seeking an anywhere presence and persistent value to consumers.





Our current products, solutions, technology platform and competitive advantages:

- ✓ Proprietary solutions to developing applications that work on more than 90% of mobile phones (more than 200 million Americans) iPad, Android Tablet; not restricted to iPhone, Android and Blackberry. Reach all mobile users building and hosting one version of an application
- ✓ Easily supports custom development/branding/white labeling of product(s) for any and all business to business customers
- ✓ Plug and Play integration with other systems to help facilitate content and service delivery to their subscribers
- ✓ Complete mobile channel offering providing a platform that supports mobile web and text messaging capabilities
- ✓ A data sensitive targeted ad server for applications on all handsets. Targets that deliver content in real time
- ✓ Location and interactive maps on all mobile phones, location has become one of the most popular context related data points for consumers and advertisers

- ✓ Application based alerts available on all mobile phones
- ✓ Unheralded efficiency in time and money in development, hosting and housekeeping of applications

Customer advantages:

- ✓ Reach more than 90% of US population and majority of handsets globally; iPad and tablets, mobile apps, mobile web, and desktop from common build and platform
- ✓ Focuses managements time on budgets and competitive advantage rather than infrastructure
- ✓ Monthly rather than up front capital costs
- ✓ Flexibility, extensibility and scalability

