NUREÇA

Think.
Feel.
Create.

Earnings Presentation

May 2022



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NURECA

is a leading Digital healthcare and wellness Solutions provider



DISEASES



LIFESTYLI & FITNESS



ORTHOCARE

Our Focus Areas



2021

Listed On Stock Exchanges ₹340 CR

GMV For FY22

₹ 263 CR

Total Revenue For FY22

50+

USFDA Approved Products

₹ 66 CR

Adjusted EBITDA For FY22 ₹ 45 CR

PAT For FY22

03

Established Brands

DrTrust PHYSIO® trum@m®

210+ skus

Respiratory,
Physiotherapy,
Cardiac, Diabetes And
Mother & Child Care

Management Commentary



ARYAN GOYAL
Founder and CEC

"For us at Nureca, FY2021-22 has been an eventful year. We have taken meaningful strides towards realising our mission of creating a universal healthcare platform supported by quality home healthcare products for our customers.

A significant milestone for the Company has been the launch of our Dr Trust 360 app. This platform provides easy to use, unique features such as Doctor Consultations, Personalised Risk Assessment, Learn with Meaning (content for health and wellness as well as Yoga), Customised Nutrition Consultations and Plans, HbAlc (long term metrics for glucometer users), Diet 360, to name a few. We are happy to announce that the platform has started receiving traction and generating revenue. We are one of the few companies that have the dual option of subscribing to our Dr Trust 360 platform while buying our healthcare products - a synergy of USFDA-approved quality home healthcare products and Al-driven Dr Trust 360 platform that strives to improve user-experience and be a trusting partner in their health and wellness journey.

Another such event is offline expansion. Nureca, a brand recognised for its quality healthcare in the online segment has now ventured into the offline space. Our strong online brand presence and brand value have helped us reach 22 states and UT's within a year. We have been able to build a robust offline team through FY 2022 and we believe our efforts will fructify in the coming year.

Looking at FY23, we are filled with excitement as we have several products and services in our pipeline thereby consolidating our position and making us a one-stop platform for all healthcare needs."

Management Commentary



SAURABH GOYAL Managing Director

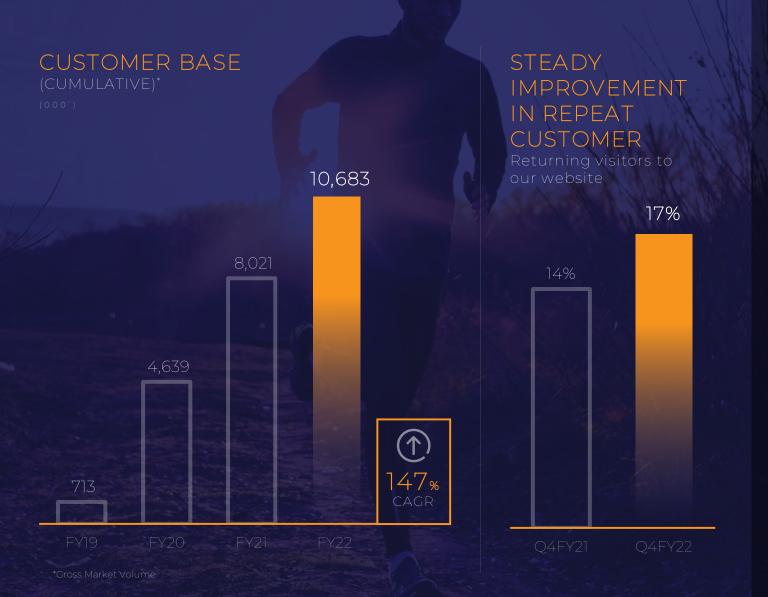
"As Aryan mentioned, FY22 has really been an eventful year for us. Along with our Dr Trust 360 app and Offline expansion, we also expanded our product range. During the 1st half of the year, we launched products in the lucrative Nutraceuticals market under our Dr Trust brand.

During Q4FY22, we also expanded our baby care range under the brand Trumom to address the gaps in quality and affordable hygiene products for the better health of babies. All our new organic products are dermatologically tested, hypoallergenic, cruelty-free, and Australian certified toxic-free with Allergy certification and noted as a Vegan by Safe Cosmetics Australia.

Coming to the financials for the year, we continue strong growth with an increase in total revenue for FY22 by 22% on YoY basis to Rs. 263cr. Our adjusted EBITDA for the year was slightly above our FY21 numbers. This is due to continuous fast track expansion across business verticals that have accelerated our fixed cost as well as variable cost growth higher than the revenue growth. We are in an investing phase, with a focus to build a strong brand that creates value for its stakeholders in the coming years. There were also some one-off costs in Q4 which are the result of the things that I discussed above, and these one-off costs put pressure on our margins in Q4FY22.

Overall, We will continue to invest across the functions and business verticals to create a robust business model that will be unique, meaningful, and sustainable"

Our growing customer base



Our customer base has grown exceptionally over the last 4 years which is a result of remarkable quality of our products that led to word-of-mouth marketing by our loyal customer base. Currently, most of our products enjoy 4+ Star ratings out of 5-star ratings across e-commerce platform.

At Nureca, we have a focused marketing strategy to grow our brands and our advertisement expenditure in the range of 3-5% of our revenue which lower compared to the Industry average.

Performance Highlights

Financial Highlights

- ✓ GMV for the FY22 at Rs. 3,403mn as compared to Rs. 2,994mn in FY21, an increase of 14%
- ✓ Operating Revenue was Rs. 2,555mn in FY22 as compared to Rs. 2,135mn in FY21, an increase of 20%
- ✓ Adjusted EBITDA was Rs. 664mn as compared to Rs. 644mn in FY21, an increase of 3%
- ✓ PAT stood at Rs. 450mn as compared to Rs. 464mn in FY21, degrowth of 3%
- ✓ EPS for the FY22 was Rs. 45.0 compared to Rs. 62.0 in FY21. The decline was mainly due to a higher base which is a result of fundraising during the current year.
- ✓ In Q4FY22, We had several one-off costs in terms of professional and legal consultancy fees, setting up of various frameworks and other smaller one-time expenses

Business Updates

- ✓ During the quarter, Aryan Goyal, Founder & CEO of Nureca, was awarded "Top 40 under 40" of the Indian healthcare ecosystem by BW Businessworld
- ✓ Our Employee expenses more than doubled this year as we continue to acquire more talent to expand various business verticals such as Offline entry, Health-tech Platform, entry into Nutraceuticals, baby products, etc.
- ✓ During the quarter we added number new features to our Al driver platform Dr. Trust 360. This is inline with our strategy of creating a smart home and healthcare ecosystem for our customers.
- ✓ We forayed into the offline market recently and built a strong presence in 22 states and UTs with 120 distributors covering 9000 retail outlets across India.

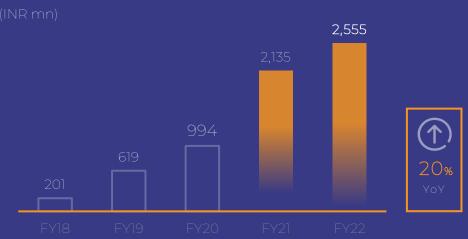
Key Performance Indicators

Strong GMV Growth

(INR mn)



Robust Operating Revenue Growth



- ✓ Revenue for the year grew faster than GMV driven by better realization
- ✓ Overall, demand remains robust in Q4 which is visible in strong growth of 29% over the same quarter last year.
- ✓ Chip shortages continuous to create hurdle and we are working on different strategies to overcome the same
- ✓ Inventory rationalization at distributors end was majorly cleared in Q3 and Q4 saw some last part of the inventory rationalization and we do not see any impact of the same going forward.

Key Performance Indicators

ADJUSTED EBITDA & EBITDA MARGIN



Adjusted EBITDA = Reported EBITDA - One-off costs; In Q4FY22, We had several one-off costs in terms of professional and legal consultancy fees, setting up of various frameworks and other smaller one-time expenses

PAT & PAT MARGIN



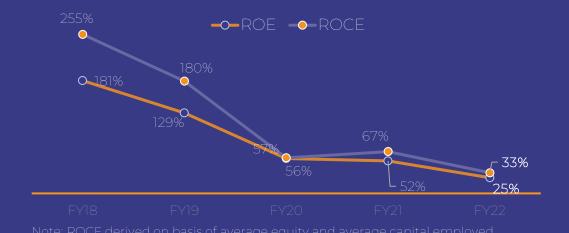
- ✓ The Gross margins for the full year was 48.1% compared to 53.4% in EV21
- ✓ Our Gross margins for the full year were down by 500 basis points due to inflation in input cost, currency fluctuation as well as inflationary pressure in other noncore costs such as packaging, transport, etc.
- ✓ Our Adjusted EBITDA for the year was slightly higher compared to last year due to lower gross margins as well as higher employee expense which was driven by aggressive talent acquisition across the business functions and verticals.
- ✓ Other expenses also grew in line with topline which was driven majorly by R&D and Marketing expenses. This was mainly driven by Higher travel and support costs due to the expansion of the Offline distribution network.
- ✓ EBITDA was also impacted due to one-off costs of INR 3.2cr in Q4FY22
- ✓ PAT for the year was at Rs. 450mn slightly lower than last year. The reduction in finance cost was offset by higher depreciation cost as we shifted part of the production in-house.

Key Performance Indicators

EPS



Strong Return Ratios



- ✓ EPS for the year was at Rs. 45, down 27% from last year mainly due to a higher base as a result of the IPO which led to the higher number of shares
- ✓ Our ratios continue to remain robust, but we expect them to be rationalized and come to sustainable levels over the period as we invest more in technology and talent which will be our growth engine in the coming years
- ✓ Our sales keep fluctuating on a quarterly basis which is driven by elements such as the holiday season, and festival season which creates cyclicity in our business, therefore it is important to look evaluate Nureca on a Yearly basis rather than on a quarter-on-quarter basis.

Financials – Income Statement

(INR mn)

Particulars	Q4'FY22	Q4'FY21	YoY	Q3'FY22	QoQ	FY22	FY21	YoY
Revenue from operations	410	318	29%	481	-15%	2,555	2,135	20%
Other Income	17	13	34%	17	-1%	77	28	173%
Total Revenue	428	331	29%	498	-14%	2,632	2,163	22%
Cost of Goods Sold	259	164	57%	293	-12%	1,326	995	33%
Employee benefits expense	31	20	51%	20	51%	99	46	116%
Other expenses	148	90	65%	117	27%	575	478	20%
Total Expenses	438	275	59%	430	2%	2,000	1,519	32%
Reported EBITDA	-10	56	-118%	68	-115%	632	644	-2%
One-Off costs	32	0		0		32	0	
Adjusted EBITDA	22	56		68		664	644	
Finance Cost	3	4	-25%	1	152%	7	16	-54%
Depreciation	6	0	771%	4	40%	15	4	251%
PBT	-19	52	-137%	63	-130%	610	623	-2%
Current tax	-8	14	-161%	14	-161%	156	165	-5%
Deferred tax	3	0	852%	2	102%	4	-5	-188%
PAT	-14	39	-136%	47	-130%	450	464	-3%

^{1.} Adjusted EBITDA = Reported EBITDA – One-off costs; In Q4FY22, We had several one-off costs in terms of professional and legal consultancy fees, setting up of various frameworks, and other smaller one-time expenses

[.] Note: Calculation of PBT and PAT is as per Reported EBITDA

Offline expansion – Progressing steadily

120+

Distributors

9,000+

Retail outlets covered

Offline team expansion, promotion and brand-building activities:





Offline expansion - Progressing steadily



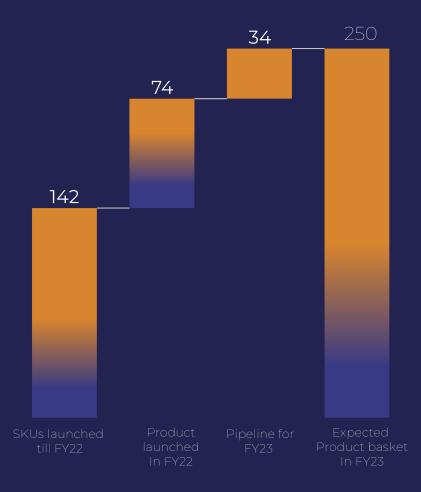
120+
Distributors

9,000+
Retail outlets covered

22 States & UTs covered

Expanding Our Presence In Wellness And Preventive Healthcare Market

Strong Product Pipeline



- We launched total 74 SKUs in FY22 taking the total number of SKUs launched n the market to 216
- We continue to expand our presence in the nutraceuticals vertical with the latest launch of a niche product and a powerful natural antioxidant Glutathione.
- This quarter was mainly focused on the launch of Baby care products under the brand "Trumom". We have launched multiple products in this range and the initial market response has been very positive. We will continue to launch more
- During the quarter, we added new features and improvements to our Dr. Trust 360 platform to improve user experience. All our devices are now successfully integrated with Dr. Trust 360 platform leading to a seamless flow of user data from our products to the platform. This has now enabled better virtual doctor consultations due to the availability of the different sets of data in one place.
- During the quarter, we added Risk Assessment profile, HbA1c, Diet 360 plans, and Learn with meaning content which is converging to our goal of providing all the healthcare services in one place to our customers.

New Product Launches

"Trumom®" – Organic Baby Care Range

To address the increasing and ever-changing demands of quality-conscious parents who prefer safe and efficacious hygiene products for their babies, Trumom has expanded its range of baby products.

Enriched with Organic ingredients, our new range comprises baby wipes, Liquid Cleanser, Laundry Detergent, and Baby Soap.

All these products are dermatologically tested, hypoallergic, and Australian certified toxic-free, MADE SAFE, Allergy certified, Cruelty-free and Vegan by Safe Cosmetics Australia.



New Product Launches (Cont'd)

Trumom®Baby wipes

Our wipes are enriched with the power of organic ingredients including Lavender + Lemon Oils to provide gentle & effective cleaning while nourishing the skin. Premium quality, durability, softness, and mild fragrance are other USPs that set them apart from most competitors. They efficiently remove bacteria and viruses and are safer than water.





Trumom® Baby Laundry Detergent

We came up with the best in class *Baby Laundry Detergent* meant for babies' delicate clothes. It enriched with extracts of neem, lemon, and aloe vera and rich in anti-inflammatory properties. It ensures an excellent brightening by adhering to the original texture and color of all fabrics. It is very effective to remove baby stains of ghee & oil, dirt, dust, fruit stains, etc.

New Product Launches (Cont'd)

Trumom®Baby Soap

We have launched baby soap that contains the goodness of organic almond, apricot, lavender, jojoba oil, and Shea butter. Our soap gives a rich creamy lather that gently cleanses and rinses easily. It has been specially developed for nourishing and gentle cleaning of the baby's skin.





Trumom®Baby Liquid Cleanser

Our next product in this line is Baby Liquid Cleanser that comes in a 500 ml pack. Powered by the anti-inflammatory properties of Lemon, Tulsi, and Aloe Vera, it provides gentle cleaning with efficacy. It can be used to clean everything that an infant uses - toys, baby bottles, fruits, vegetables, and all other nursing accessories.

Dr Trust® Nutrition Range

Dr Trust®Nutrition Calcium

Enriched with the power of Moringa & Hadjod, we have launched *Calcium* supplement as a complete nutrient for bones & teeth health. This is not just a plain calcium tablet but, it also provides the benefits of Magnesium, Zinc, Vitamin D3, Moringa Oleifera, and more in a single tablet. These tablets are digested easily and do not cause bloating.





Dr Trust Nutrition Glutathione

This is formulated for providing powerful antioxidant and detoxifying support in today's busy lifestyle. Glutathione (GSH) is a powerful natural antioxidant that detoxifies the liver by strengthening the immune and nervous systems. It is a completely safe and vegan formula.

Smart Products Portfolio - Dr Trust 36@

*Our devices are clinically accurate USFDA & CE Approved





Body composition scales



BP monitors



Glucometers



ECG monitor



Smartwatches

Health metrics captured from devices:

Weighing scale

Bone Mass
BMI & BMR
Subcutaneous Fat
Body Fat %
Muscle Mass & Rate
Protein Mass
Visceral Fat
Body Water %
Metabolic Age
Age
Height

BP Monitor'

Systolic BP
Diastolic BP
Pulse Rate
Age
Height
Body weight

Glucometer*

Fasting
After Meal
Before Meal
Random
Age
Height
Body weight

Electrocardiogram
Heart rhythm
Heartbeat rate
Age
Height
Body weight

Smartwatches

Health Monitoring

- Body Temperature
- Sp0:
- Heart Rate
- Blood Pressure
- HRV & Stress
- Tracking fitness with multisport mode

Our Aldriven platform - Dr Trust 36@



Dr Trust 36@

Manage Not Monitor

The No. 1 App For A Holistic Health Management Experience. Don't just Monitor Your Health, *Manage It With Dr Trust 360.*

Syncs With















One app for all Dr Trust Smart Devices



Stay connected with doctors with easy data sharing



Clinically approved holistic health recommendations



Easy to use technology with class leading features

Syncs With













Our connected health solution - Dr Trust 36@

Aggregate

A unified app to track all the health metrics and vitals collected from various DrTrust devices

Access

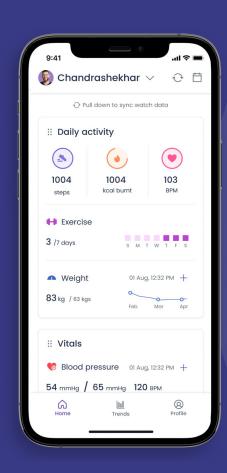
Consult specialists from top hospitals book diagnostics and lab services

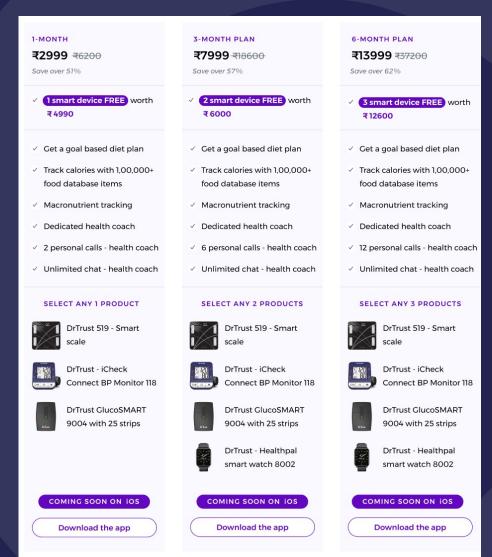
Interact

Share real time health data with doctors nutritionist and health guardians

Engage

Personalised recipes, nutrition and workout videos targeted around use goals





On our smart healthcare platform, Dr Trust 360, we have a series of value-added features:

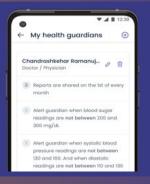
Virtual Care & Telehealth

Dr Trust 360 now makes it easy to consult leading doctors at the comfort and convenience of your home via a video call. Our nutrition plans, combine behavioral psychology, technology, and live nutritionists coaching, helping our users in their weight management journey.



Health guardians

Add your health guardians so that they can be in the loop with the progress you make. Your heath guardians shall receive whatsapp alerts at the right time when your readings are not in range.



Track your daily calories & Nutritional Support

Add and track your daily meals with our nutrition database with over 1,00,000+ Indian and global food items. Set your daily calorie intake goal and better understand your macro nutrient intake too. For better health management, platform provides nutritional support to our users with customised diet plan, calories tracking and dedicated nutritionist to guide our users achieved better results



On our smart healthcare platform, Dr Trust 360, we have a series of value-added features:

Measure health data

Dr Trust 360 now makes it easy to measure weight, blood pressure, blood sugar, etc via DrTrust devices





Analyse

Dr Trust 360 platform now enables user to derive interactive actionable insights & trends to better manage their health





Smart Sensei™ Technology

Enabling direct capture of vitals from non-connected devices without any manual intervention

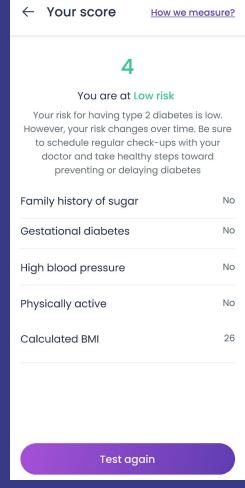




During the quarter, we have added more value-added features:

Risk Assessments*

To understand the risk profile of users – currently, we have launched the diabetic risk score this helps us in risk stratification of our users and plan to personalize the experience/offerings



HbA1c*

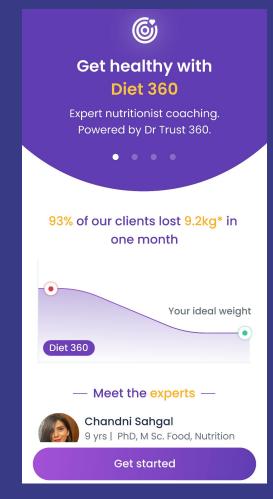
A longer-term metric for our Glucometer users to better understand their trends. it is based on a research done by American diabetic association (details also available on the application)



During the quarter, we have added more value-added features:

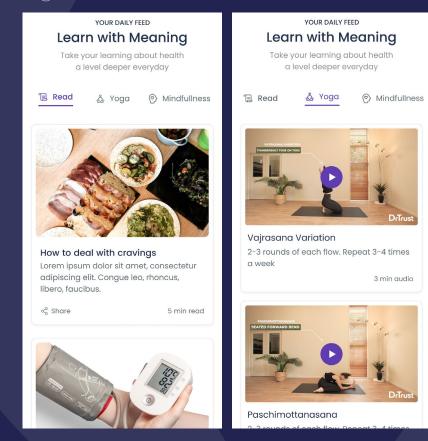
Diet 360*

Diet plans for our users, for all their needs. This is a mix of both paid and self-serve diet plans.



Learn with meaning*

Introduced blogs, yoga & mindfulness modules from top experts for users to better manage their health



Chronic and Orthopedic Market

CHRONIC DISEASE PRODUCTS MARKET (INR Cr)



Increasing Chronic diseases contribution to the deaths, higher spending power and availability of affordable healthcare products is driving the demand for chronic disease management products at their homes.

ORTHOPEDIC PRODUCTS MARKET (INR Cr)



The growth in this market is primarily driven by the increasing incidence of chronic diseases, increasing accidents, rising geriatric population and increasing awareness for therapy.

Competitive Landscape

	NUREÇA		PHILIPS		<mark>□</mark>	Dr. Morepen®
Respiratory Care						
Nebulizer	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	X	$\sqrt{}$
Pulse Oximeter	$\sqrt{}$	X	X	$\sqrt{}$	X	$\sqrt{}$
Cardiac Care						
BP Monitor	$\sqrt{}$	$\sqrt{}$	X	$\sqrt{}$	X	$\sqrt{}$
Heart Rate Monitor	$\sqrt{}$	$\sqrt{}$	X	$\sqrt{}$	X	X
Diabetes Care						
Blood Glucometer	$\sqrt{}$	X	X	X	X	$\sqrt{}$
Niche Categories						
Massagers	$\sqrt{}$	$\sqrt{}$	X	$\sqrt{}$	X	X
Baby Care	$\sqrt{}$	X	$\sqrt{}$	$\sqrt{}$	X	X
Others			\			
Personal Scales	$\sqrt{}$	$\sqrt{}$	X	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
Thermometer	$\sqrt{}$	$\sqrt{}$	X	$\sqrt{}$	X	$\sqrt{}$
Vaporizer	$\sqrt{}$	X	X	$\sqrt{}$	X	$\sqrt{}$
Nutritional supplements	$\sqrt{}$	X	X	X	X	$\sqrt{}$

What Makes Nureca Different?

Product Quality

· International standards quality and design of the products

Regulatory Compliance

· Our products are manufactured to be safe, accurate, long-lasting and compliant to national and international regulations. Our chronic monitoring devices are USFDA approved.

Wide product range

· Nureca offers an entire bouquet of digital home healthcare devices

Price-value proposition

· Superior consumer price-value proposition with stringent quality contro

Brand Loyalty

 \cdot Over the course of last 5 years, Nureca has generated a loyal customer base of over 8 million customers

Focused digital strategy

· Emphasis on 'Point of Sales' (POS) marketing via online channels; Videos on digital shelf and YouTube channe Presence across multiple digital media; Strong emphasis on search engine optimisation (SEO).



Business Outlook

ADDING PRODUCTS AND CATEGORIES

OFFI INF EXDANSION

MARKETINC

- Strong focus on connected devices for remote patient monitoring
- Expansion into supplement and nutrition categories
- · Create a pipeline of innovative healthcare and wellness products
- A strong customer base for cross-selling of different products
- Increase tie-ups with modern retail brands, pharmacy chains, hospital chains and leading electronics chains.
- By the end of FY 22-23, the company plans to increase the distribution network to cover more than 25,000 pharmacies.
- · Increase online and offline advertising
- Increase influencer marketing
- \cdot The Company plans to leverage data analytics and artificial intelligence for higher conversion

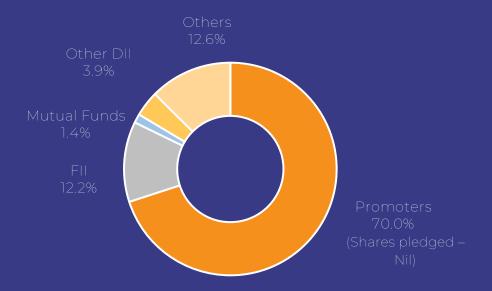
With the launch of our connected devices eco system, we will leverage data science capabilities to empower more people living with chronic and lifestyle diseases to live better and healthier lives. Our software will analyze clinical data and apply iterative insights to our user's lifestyle to deliver a more personalized care experience. This will reinforce our theme of shifting India's healthcare sector from curative to preventive and further from preventive to pre-diagnostics. We will be one step closer to our goal of making a positive impact on the lifestyle and health of our esteemed users and eventually enhance the longevity of their lives. We are working with various partners and building capabilities to provide all healthcare services on our Dr. Trust 360 platform with affordable subscription rate which will change our business model from being product driven company to services driven company.





Shareholder Information

Shareholding as on 31st March 2022



Share Information as on 31st March 2022

NSE Ticker	NURECA
BSE Ticker	543264
IPO Listing Date	25 th February 2021
Market Cap (INR Cr)	1,368
Shares Outstanding	1,00,00,175
3M ADTV (Shares 000)*	32.4
3M ADTV (INR mn)*	54.6
Industry	Healthcare
Source: *NSE	

Use Of IPO Proceeds

The Net Proceeds are utilized in accordance with the details provided in the following table

Objectives as per Prospectus	Planned proceeds as per Prospectus	Actual proceeds	Utilization up to 31 March 2022	Unutilized amount as on 31 March 2022	
Funding incremental working Capital requirements of our company	750	750	750	-	
General Corporate purpose	211	218	218	-	
Total	961	968	968	-	

Thank. You.

INVESTOR RELATIONS AT NURECA

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