



Partnership

The logo for iHELP, featuring a small white heart icon above the letter 'i', followed by the word 'HELP' in a bold, white, sans-serif font.

Our values (iHELP)



Safety



Conscientiousness



Joy



Reciprocity



Every year:

- More than **10 million people** die from air pollution.
- About **17.4 million** people die from sudden cardiac arrest.

In Slovenia, we have around
6 cardiac arrests per day





The seconds counts:

The probability of survival depends on immediate assistance.

With every minute missed, the chance of survival decreases by **10%.**



Due to an unhealthy lifestyle and stress, at least 70% of people in the world are exposed to cardiac arrest.

Source: Human by design

The cost of absenteeism increases every year

Absenteeism means the absence of employees from the workplace.

The annual health cost of the EU is EUR 1,800 billion (9.6% of GDP)



€710 billion

Costs of treatment of
chronic diseases



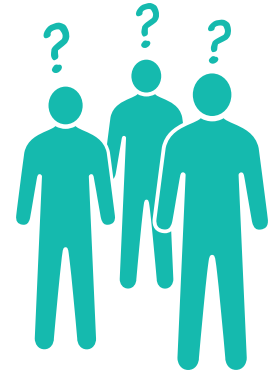
€460 billion

Injury and illness costs



€600 billion

Costs due to stress,
mental health



€240 billion

Absenteeism costs

Source: Health at a Glance (Europe 2018)

https://ec.europa.eu/health/sites/health/files/state/docs/2018_healthatglance_rep_en.pdf

Development of a heart story



Patent: Process of informing, alarming and offering help via the iHELP mobile application.



We built the largest digital advertising network in Ljubljana's BTC City, which saves lives and cleans the air.



2011



Starting a business



2012/2013



2014



App users:
+46.000



No. of AEDs
+9.800



Firs responders
+32.000

We built the largest network of defibrillators (AED) and first responders. We conduct resuscitation seminars (CPR).



2022/2023



Slovenian development of Safety Point

**Received €1.6 million in the DEMO
PILOTS II 2018 tender for the
development of the Safety Point
display.**



Safety Point enables us



A publicly available defibrillator (AED).



Purifies 24,000 m³ of air daily dangerous particles size of PM10 - PM2.5.



Expanding the network of defibrillators and first responders.



Advertising through digital LCD screens.



Data collecting: Meteorological data from 14 weather sensors (air pollution, O3, CO, O2, ...)

SAFETY COMES FIRST.

Safety Point: Defibrillator (AED)

A contribution to society

Publicly available
defibrillator (AED)





Safety Point: Purification of air

Contribution to society and the environment

Air purification, the most dangerous particles for the body (particle sizes PM10 – PM2.5).

Each Safety Point cleans **24.000 m³ of air daily**.
The entire network purifies 288,000 m³ of air daily.

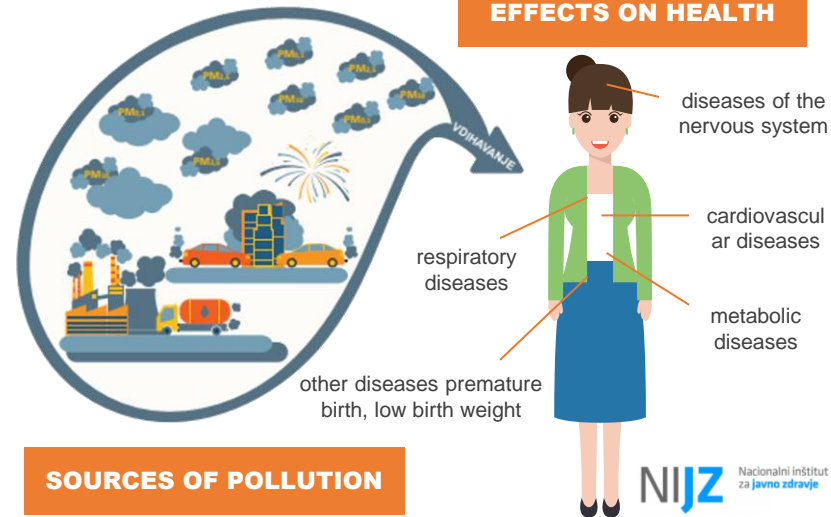
ENVIRONMENTAL INFLUENCES ON HEALTH

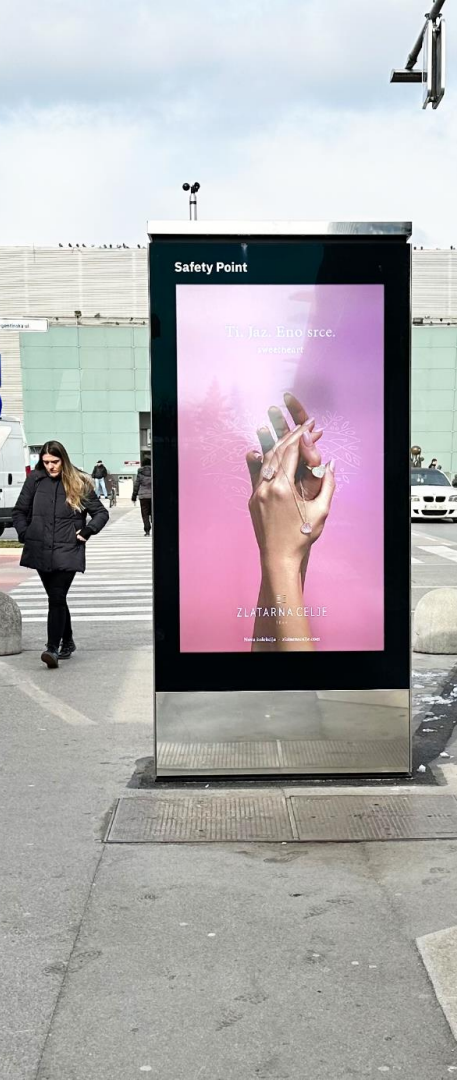
POLLUTED AIR
PM PARTICLES

VULNERABLE GROUPS

- babies and children
- older people
- people with cardiovascular diseases
- people with respiratory diseases (asthma, KOPB)
- diabetic patients

EFFECTS ON HEALTH





Digital network in BTC City

Heart advertising

12 Safety Point screens:

- Tržnica
- Latinski trg
- Ameriška ulica

Monthly viewership of the Safety Point network is **4 – 6 milion people.**

Annual visit to BTC is about
21 million people.



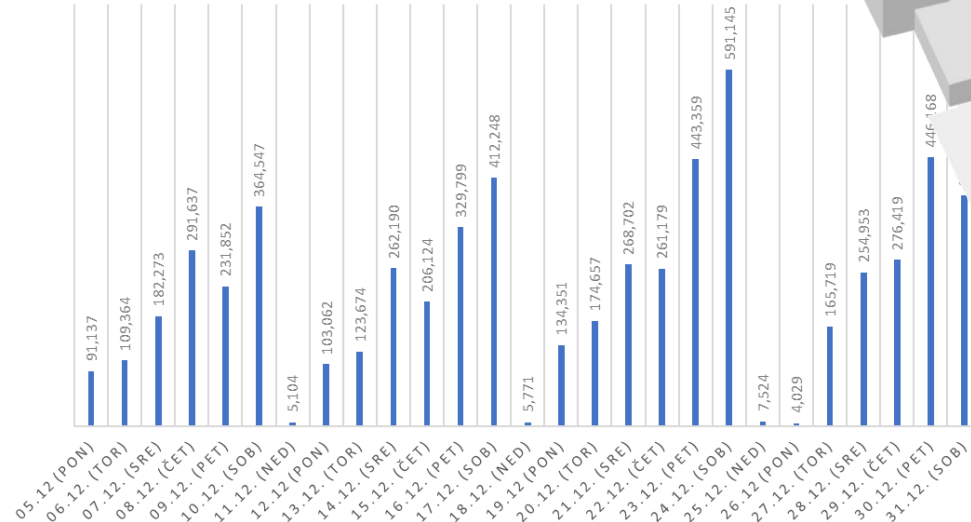


Safety Point network view statistics

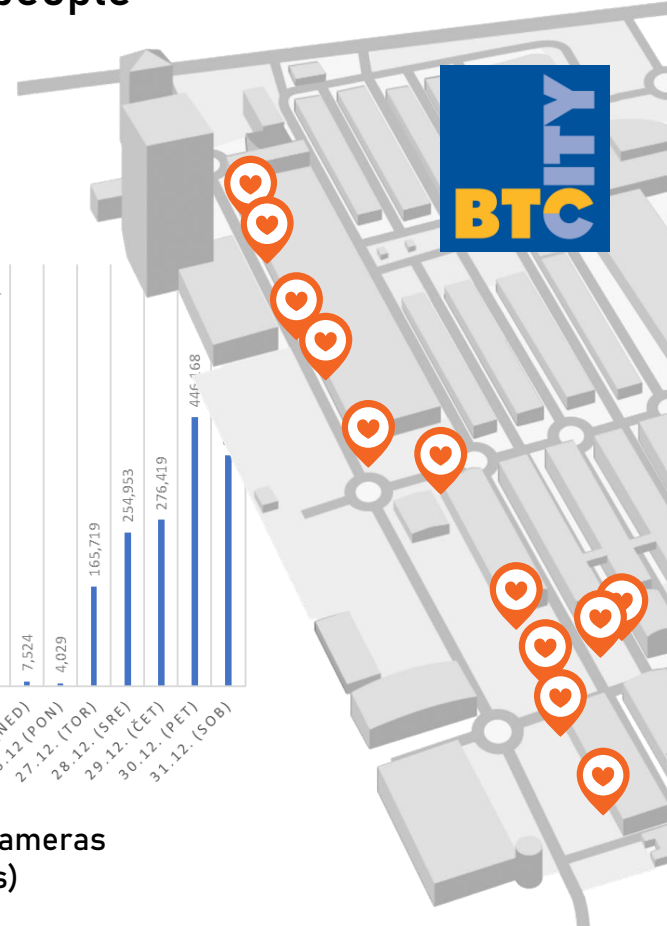
December 2022 reach: 6.129.417 people

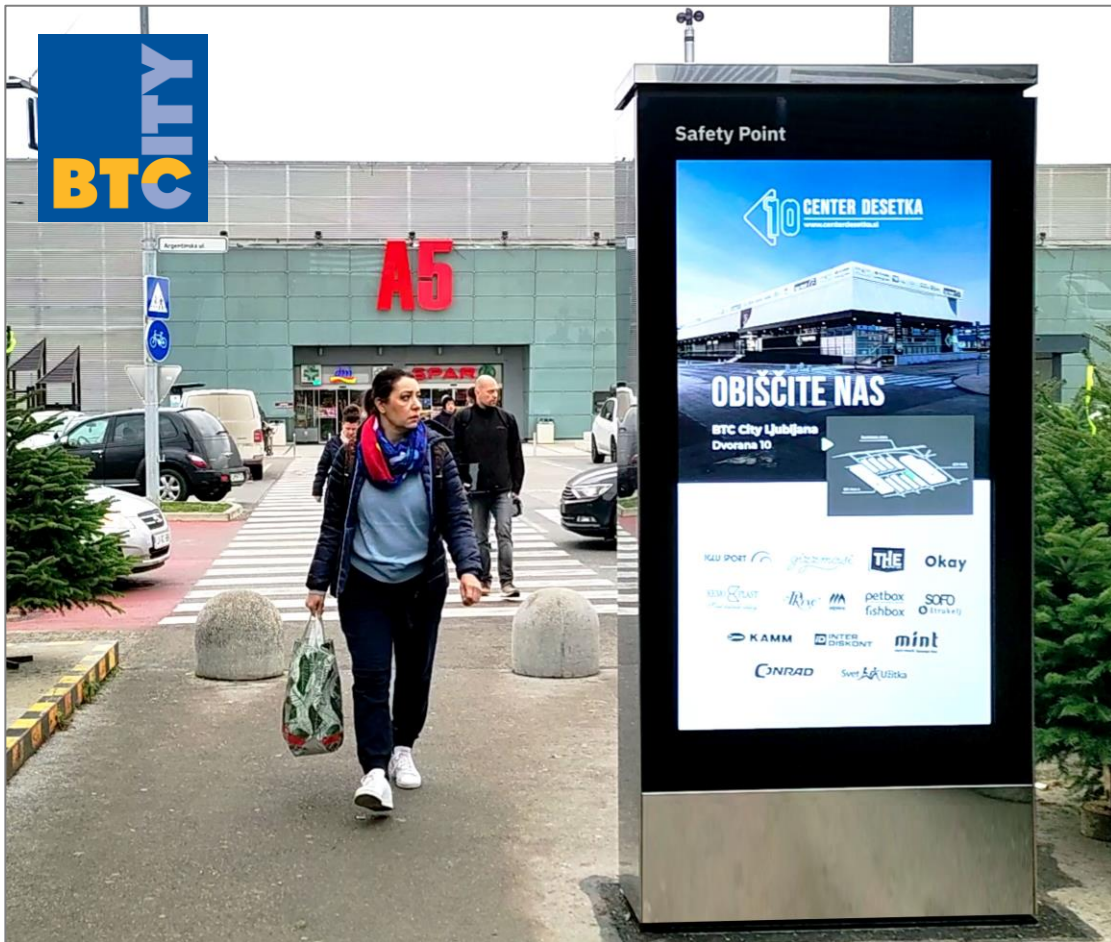
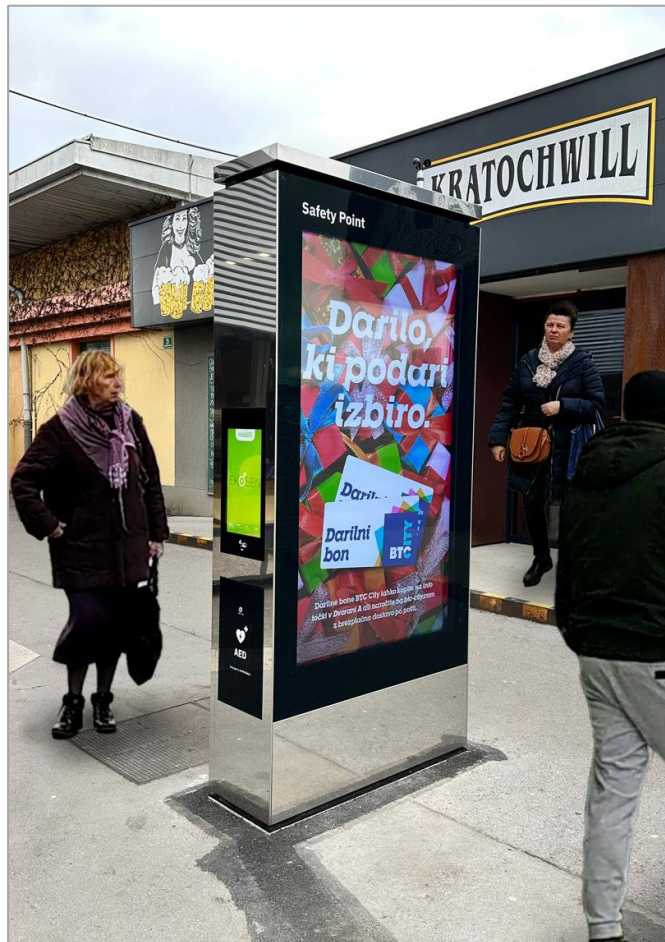


12 Safety Point location
36 LCD screens

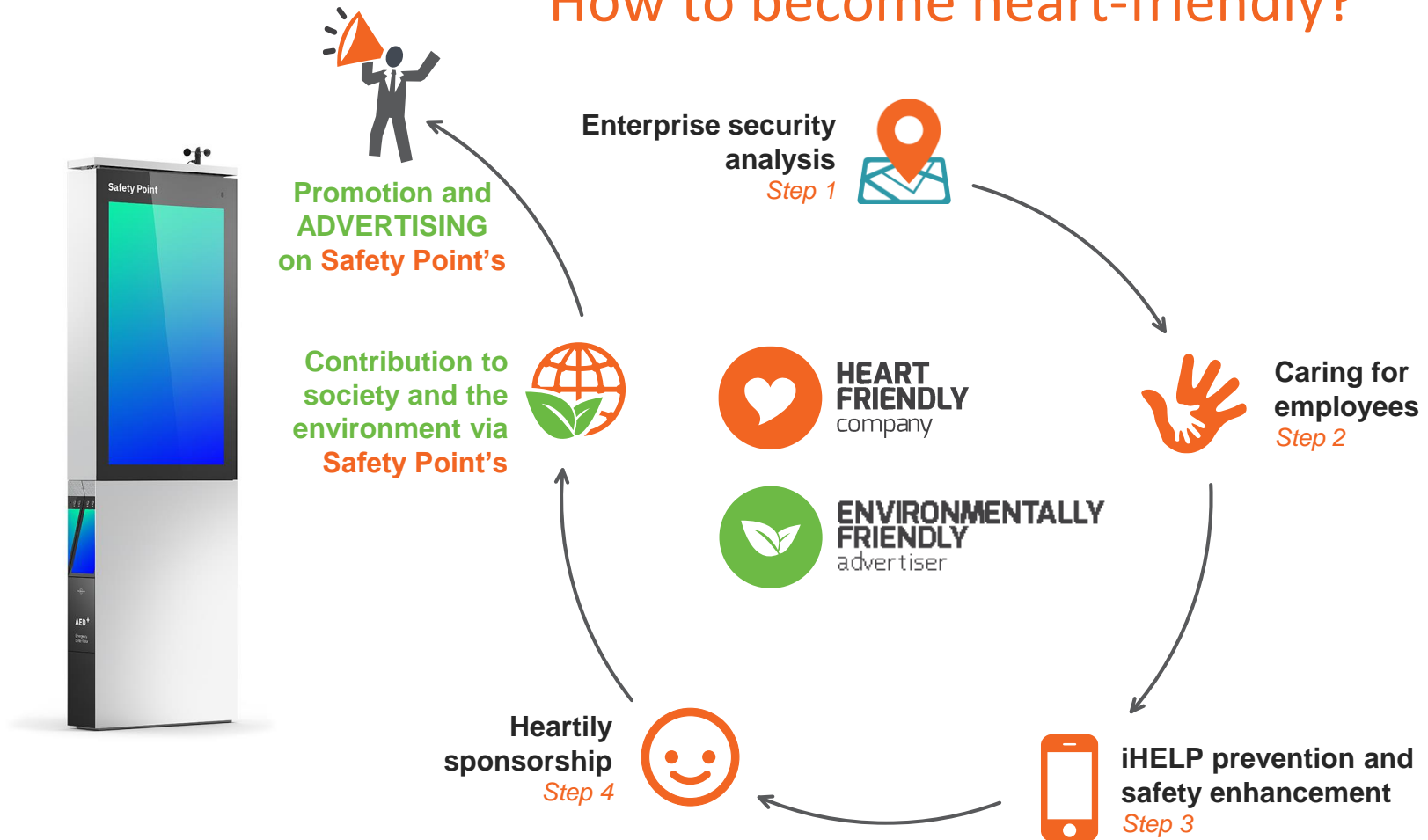


Analytics is performed in real time via IP cameras
(in front and behind the Safety Points)





How to become heart-friendly?



Step 1: Let's check the security in the company and preparing a security point



Let's check the status of the company via iHELP mobile application:

- Hospital distance.
- Defibrillator (AED) distance.
- How many first responders are nearby.
- Does the company have a CPR device.
- How many employees know how to revive.
- How many employees know how to operate with a defibrillator.



Step 2: Caring for employees

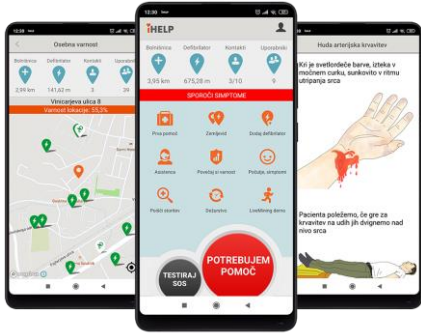


The two-hour seminar includes:

- Statistics of the problem of cardiac arrest.
- Responsiveness issues and legislation.
- How to ensure greater safety at home and on the road (iHELP app, safe driving tips).
- When should a person be resuscitated?
- Where defibrillators (AEDs) are placed.
- How an AED works.
- Basic steps of CPR with an AED.
- Where to put the electrodes.
- Stable lateral position.

Up to 25 people can be present at the seminar.

Step 3: Prevention and safety enhancement



iHELP application



Defibrilator (AED)



Resuscitation device (CFA)



Safety and CPR training (TPO)



iHELP health bracelet and card



SOS button

Step 4: Heartly sponsorship

Example:

A **school** that is friendly to the heart:
under your sponsorship, we train primary
or secondary school teachers or faculty
professors.

When the event is held, we take care of media
promotion where the partner who made the
CPR training possible is highlighted.



Contribution to society and the environment

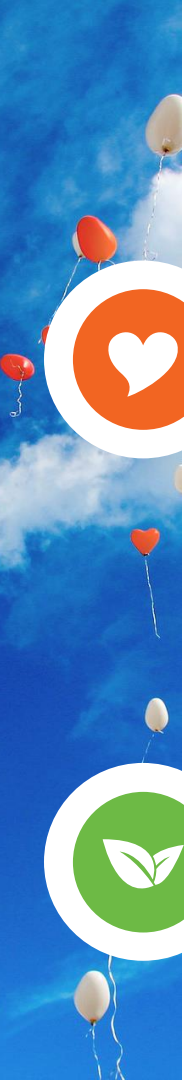
The advertiser receives the title of **environmentally friendly advertiser** because the company that advertises on Safety Point **helps clean the air** in BTC City – Ljubljana and thus receives a certificate



**ENVIRONMENTALLY
FRIENDLY**
advertiser

Our Packages

	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
One time payment	1.990 €	3.600 €	4.800 €	6.400 €
Monthly payments (12 months)	175 €	315 €	420 €	560 €
Certificate: HEART FRIENDLY COMPANY	✓	✓	✓	✓
Enterprise security analysis	✓	✓	✓	✓
Safety and CPR (TPO) seminar	1	1	2	2
Heart Friendly Sponsor (TPO)	0	1	1	2
iHELP SOS application: Security 300 (licenses)	30	60	90	150
iHELP health card (number of cards)	30	60	90	150
Defibrillator, CFA, SOS button / iHELP Wristband	5% / 20%	5% / 20%	5% / 20%	5% / 20%
Certifikat: ENVIRONMENTALLY FRIENDLY COMPANY	✓	✓	✓	✓
Green planet: Clean up the polluted air (m3)	105.000 m3	210.000 m3	315.000 m3	420.000 m3
One-time online advertising: Safety Point	7 days	14 days	21 days	28 days
Showing a 10-second ad	113.400	226.800	340.200	453.600



More than 100 companies trust us

iHELP
CERTIFIKAT

iHELP d.o.o. ponosno podeljuje polni certifikat
"SRCU PRIJAZNO PODJETJE"
Telekom Slovenije d.d.



Telekom Slovenije je zaposlenim omogočila večjo osebno varnost. Zaposleni so prejeli seminar varnosti in oživiljanja z uporabo defibrilatorja, iHELP zdravstveno kartico in brezplačno nadgradnjo iHELP mobilne aplikacije paket Varnost 2020.


Zaradi tega Telekom Slovenije pridobi naziv:
SRCU PRIJAZNO PODJETJE

Ljubljana, 01.01.2023



Andraž Ogorevc





*"One saved human life is worth more
than all the money in the world"*

16:30 6. feb. 2018

Greetings Andraž!

Let me tell you that last week we
saved a life in the utility company
Velenje with the help of a defibrillator.
A person who attended the funeral
suffered a cardiac arrest.

Proud and grateful for the good
cooperation and for the education
provided by you - iHELP.

Friendly greeting,
Anita Lemež Kljajic



Investment in the network of Safety Points

Safety Point: PREMIUM

2 x 75 inch LCD
1 x 18.5 inch LCD with touch screen
2 x IP camera
Weather station
AED compartment
Stainless steel

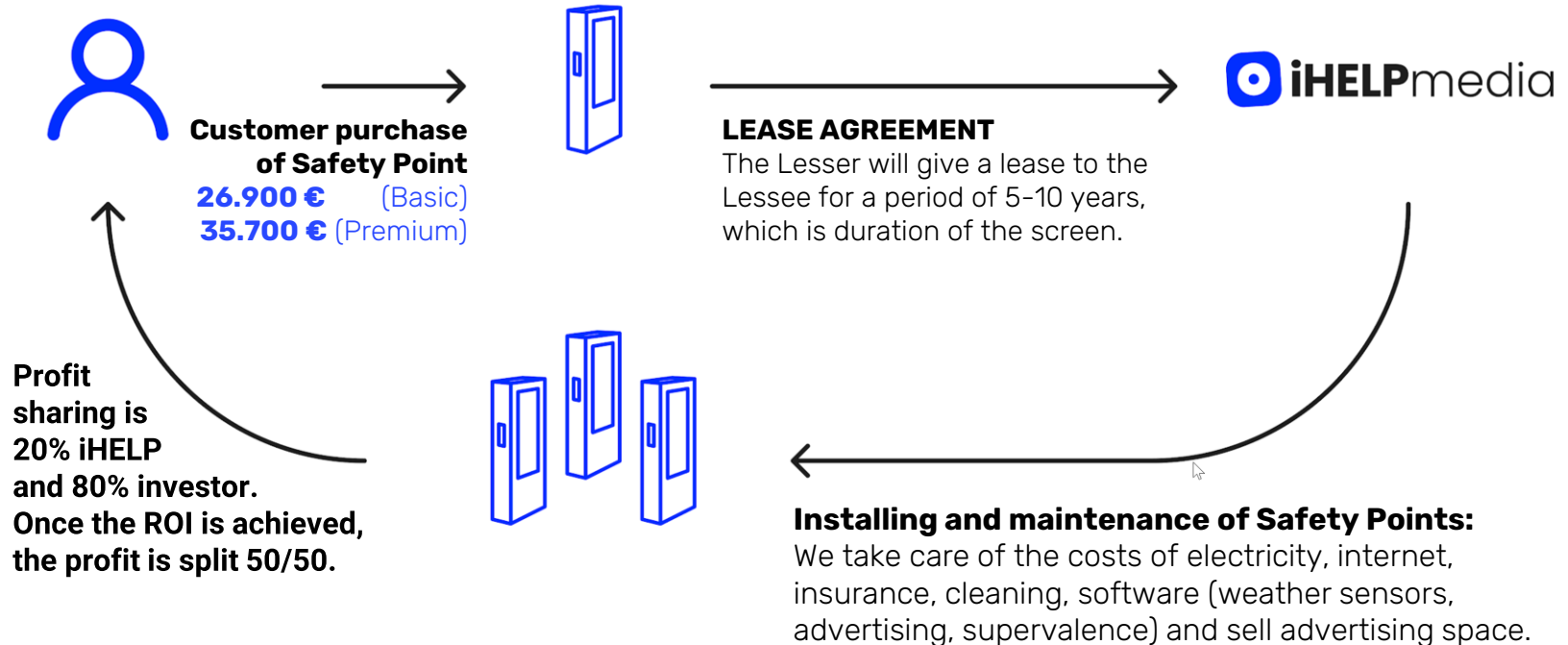


Safety Point: BASIC

2 x 75 inch LCD
1 x 18.5 inch LCD with touch screen
2 x IP camera
Weather station
AED compartment
Ordinary steel (color of your choice)



Opportunity to purchase Safety Point and Leaseback option



Safety Point purchases and estimated monthly costs

Price for the Safety Point: BASIC	26.900 €	+ VAT / unit
CMS: Play (software for digital signing)	30,00 €	per month
IoT ILP Platform (sensorics / analytics software: Infinitus)	100,00 €	per month
ControlMotion Advance (software for maintaining: Infinitus)	19,90 €	per month
Advertising fee (City: Sofia)	??? €	per month
Electricity and internet with VPN security (Sofia)	0,00 €	per month
Insurance (Generali)	65,00 €	per month
Other costs: cleaning, changing the air filter...	100,00 €	per month
Total monthly costs	314,90 €	per month

We additionally charge the cost of transport, installation and commissioning of the Safety Point at the location itself.



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