

 iHELP



Partnership



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

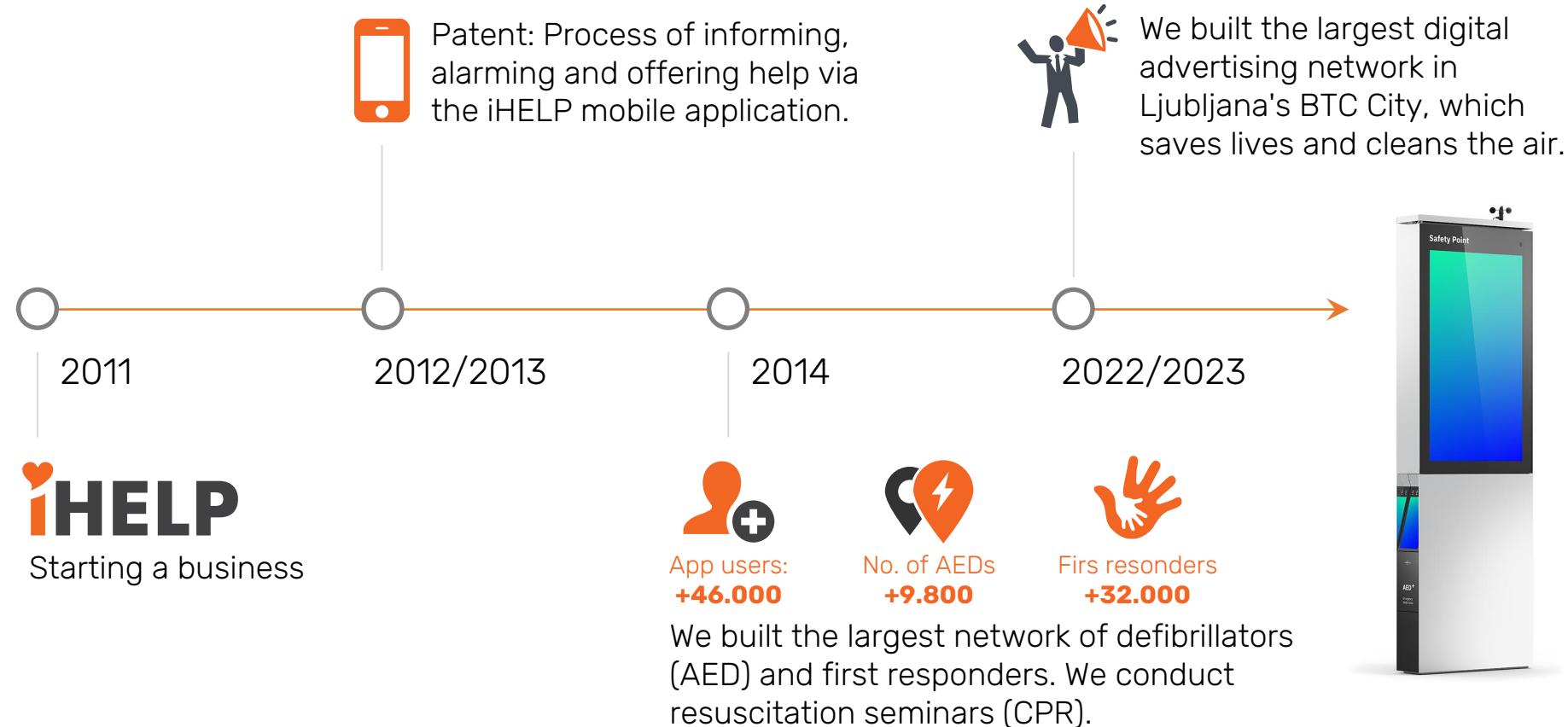


€240 billion
Absenteeism costs

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



Slovenian development of Safety Point

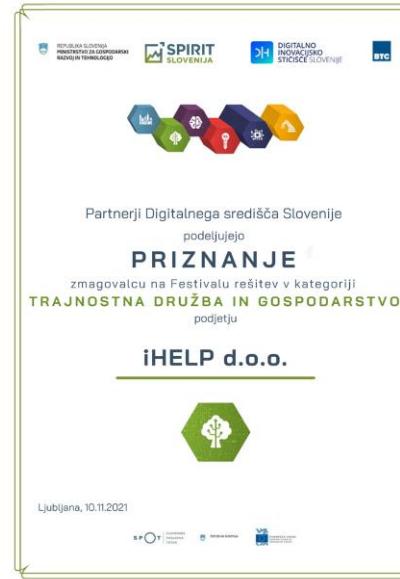
Received €1.6 million in the **DEMO PILOTS II 2018** tender for the development of the Safety Point display.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI RAZVOJ IN
TEHNOLOGIJO



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).

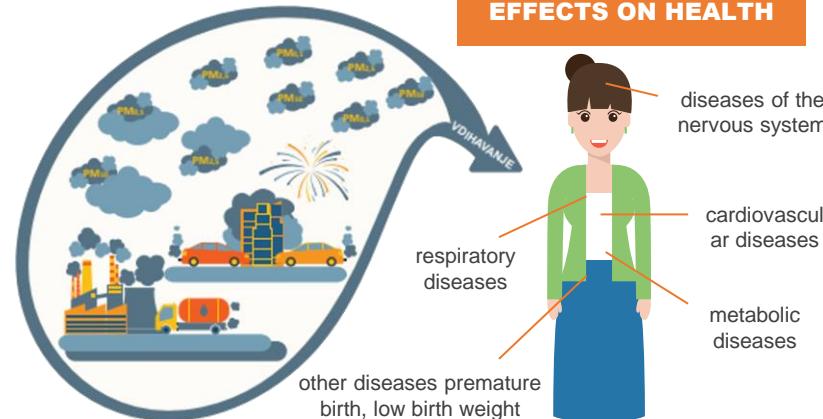
Each Safety Point cleans **24.000 m³ of air daily**.
The entire network purifies 288,000 m³ of air daily.

ENVIRONMENTAL INFLUENCES ON HEALTH

POLLUTED AIR PM PARTICLES

VULNERABLE GROUPS

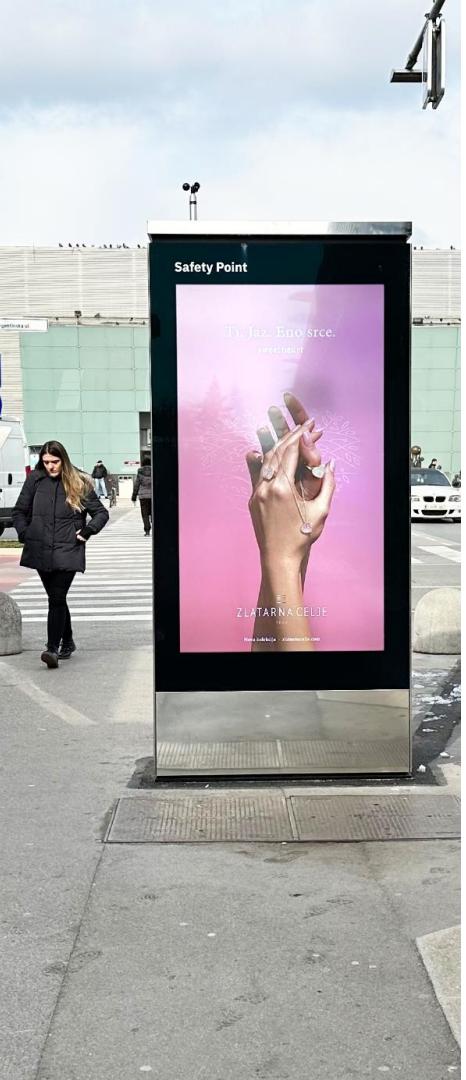
- babies and children
- older people
- people with cardiovascular diseases
- people with respiratory diseases (asthma, KOPB)
- diabetic patients



SOURCES OF POLLUTION

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 million people.**

Annual visit to BTC is about **21 million people.**

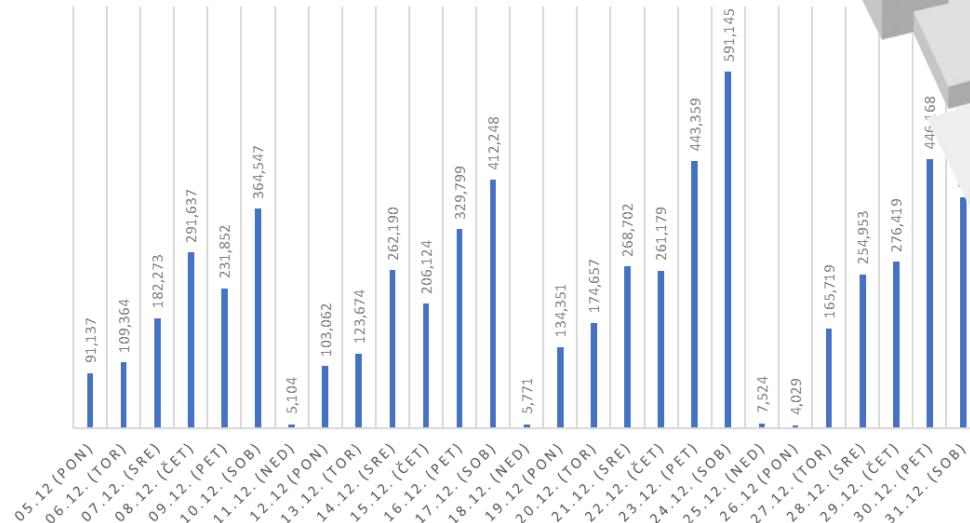


Safety Point network view statistics

December 2022 reach: 6.129.417 people

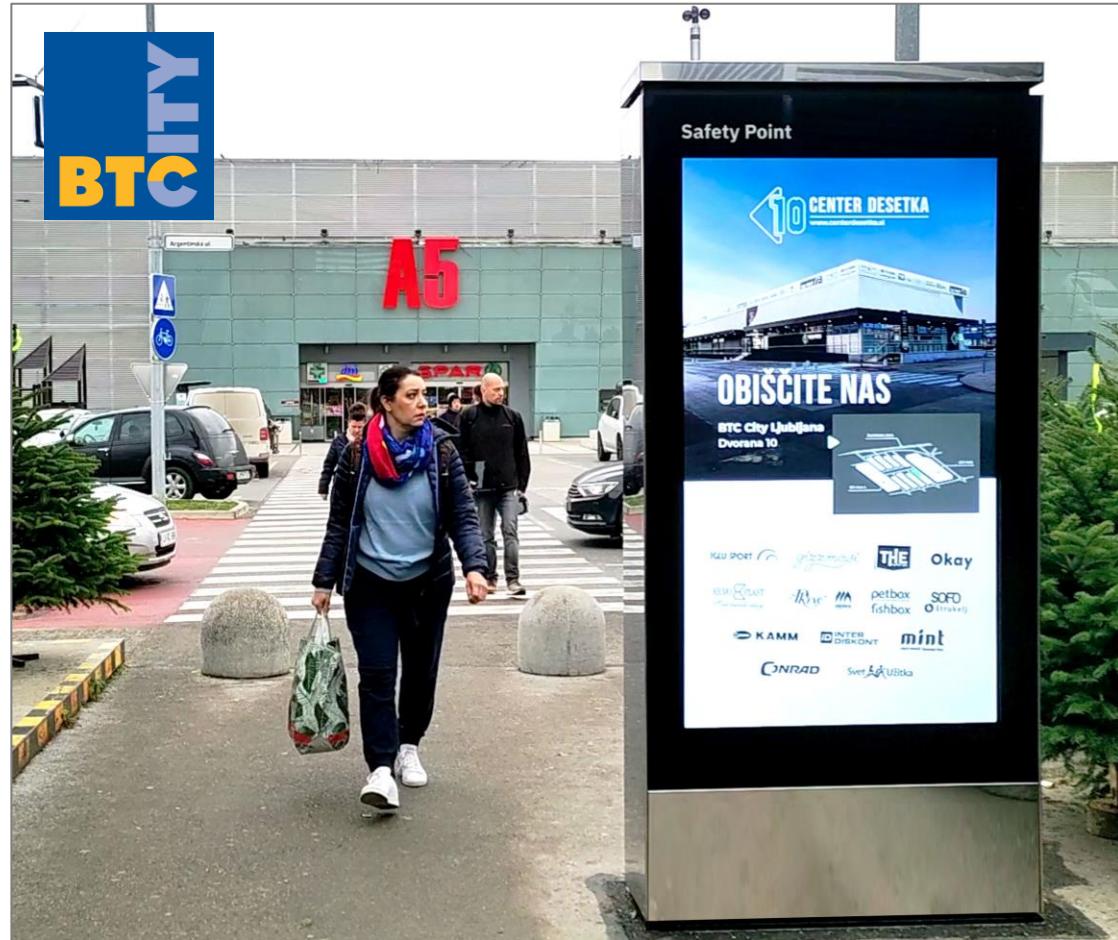


12 Safety Point location
36 LCD screens

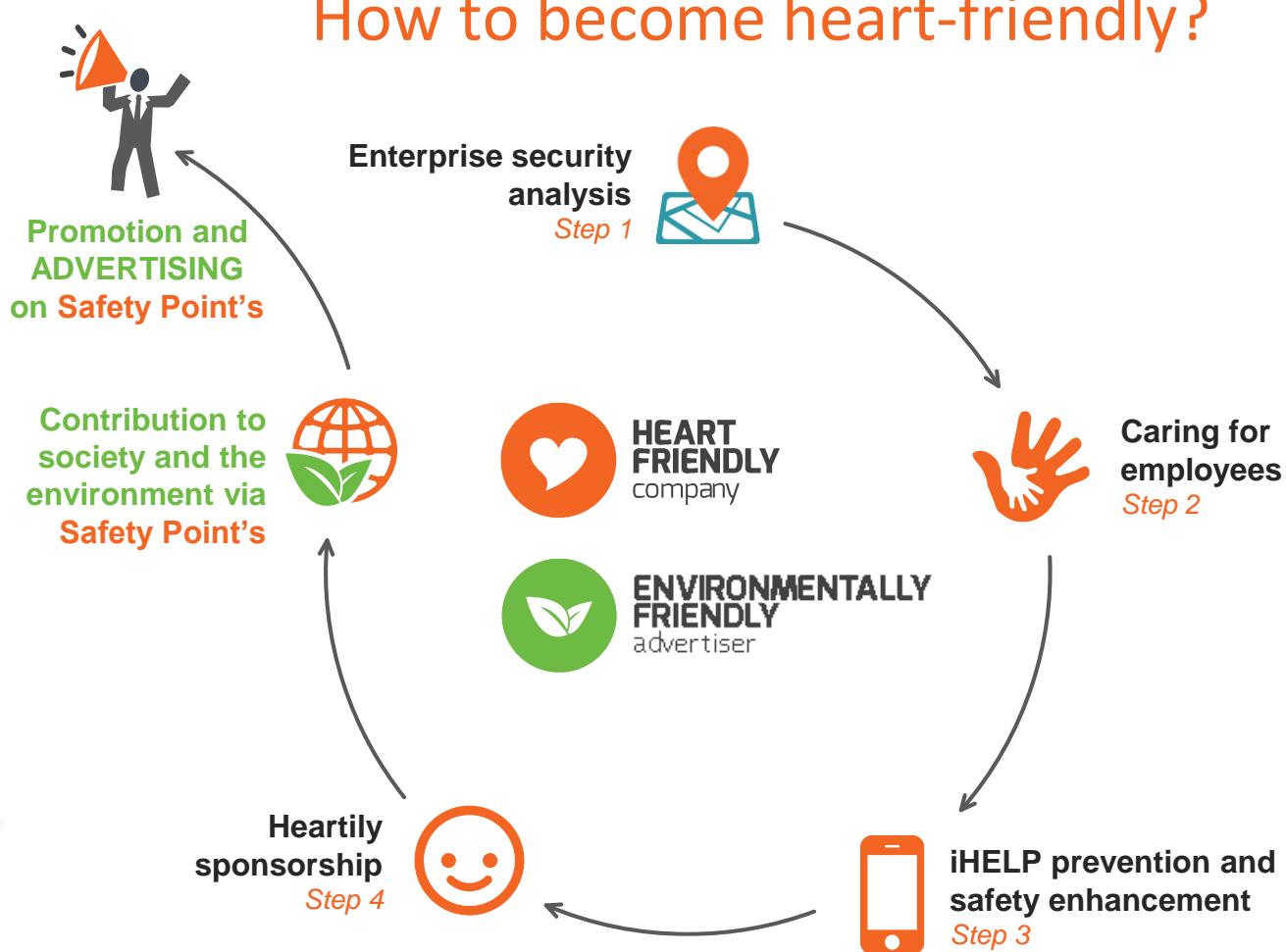


Analytics is performed in real time via IP cameras
(in front and behind the Safety Points)

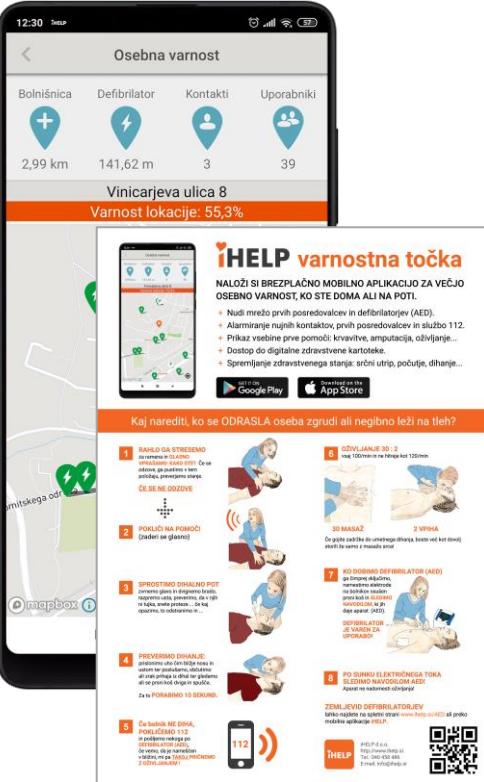




How to become heart-friendly?



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

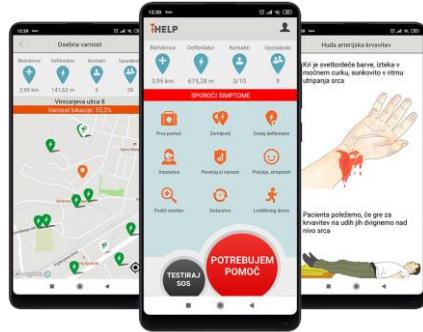


The two-hour seminar includes:

- 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



Defibrillator (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





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

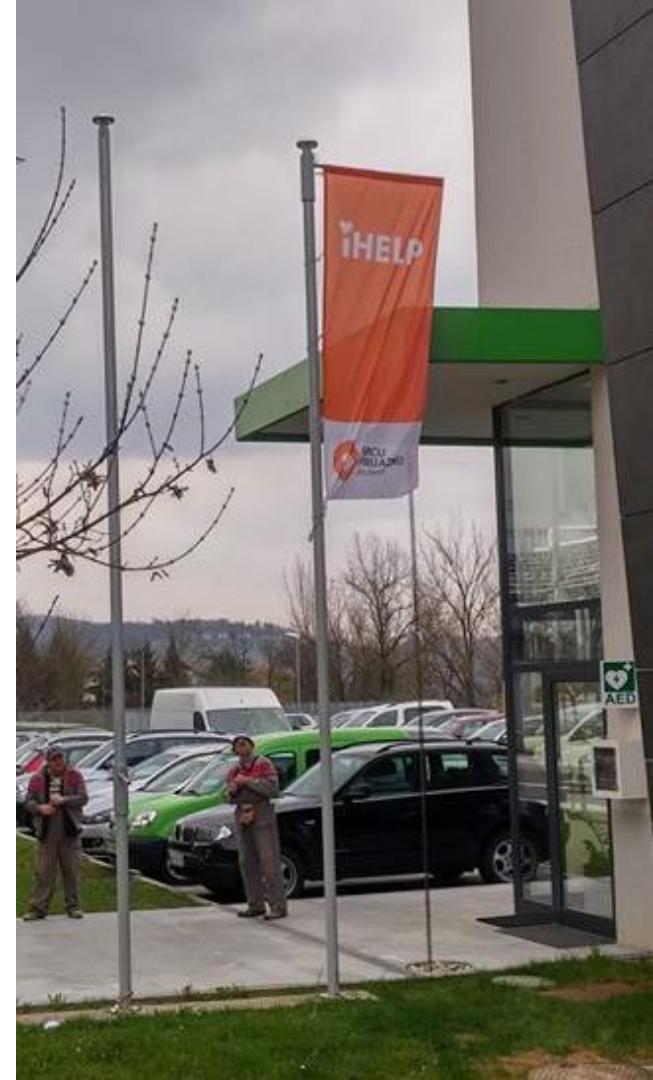
16:30 6. feb. 2018

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

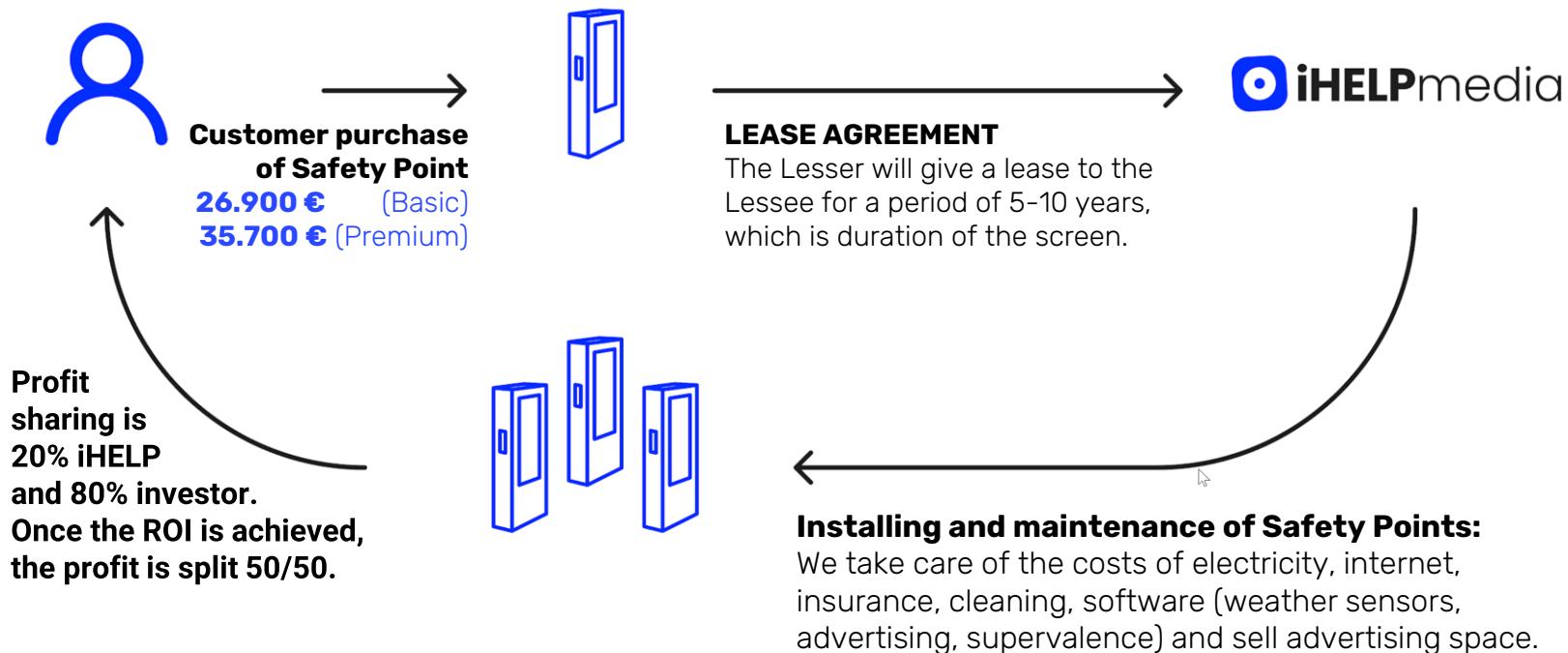


Safety Point: BASIC

- 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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