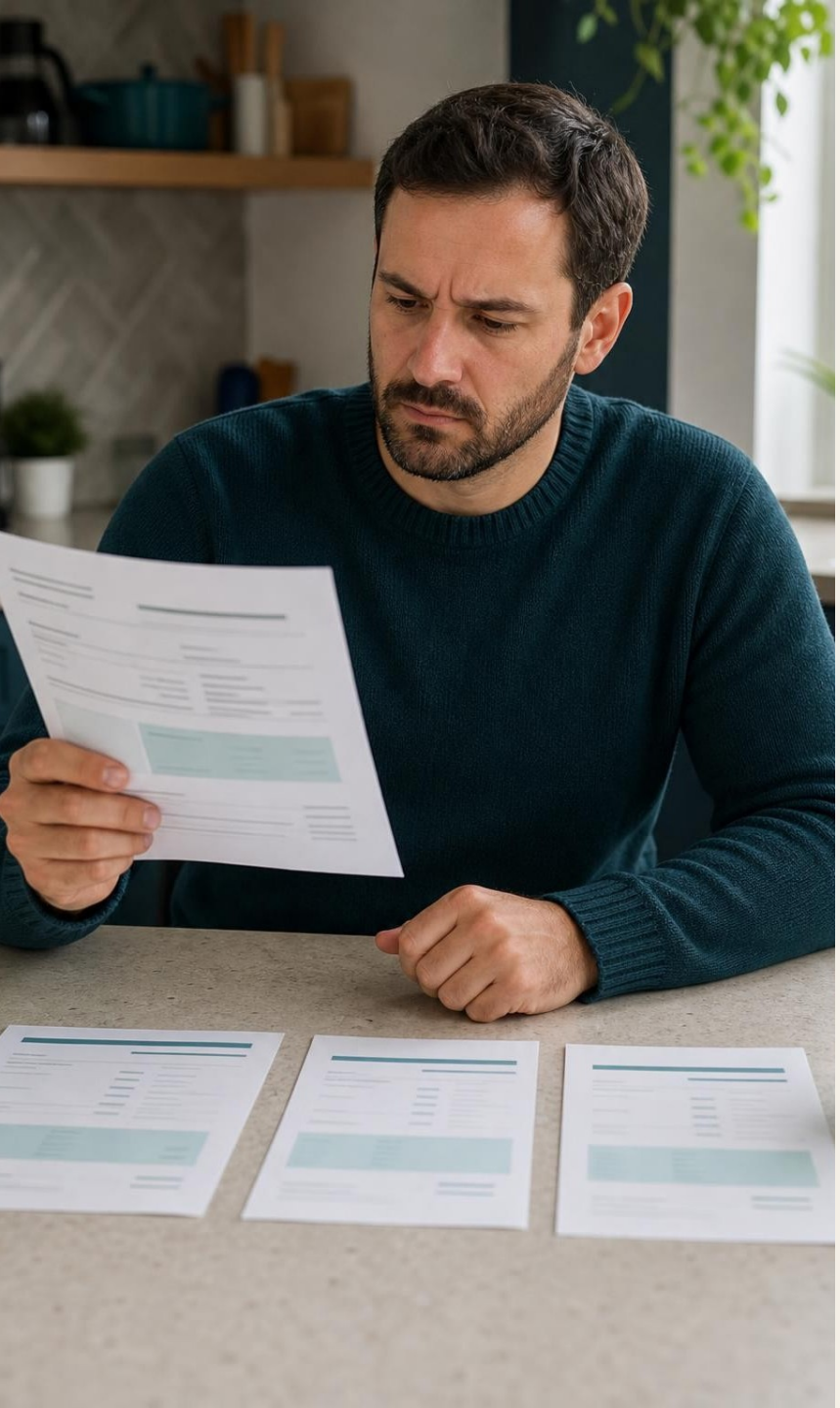


INVESTOR PRESENTATION · 2026

HEALTHY NOMAD

Treatment abroad that is as safe and clear as care at home.



01 — THE PROBLEM

The risk sits in verification, aftercare and handover

48%

of UK complication patients needed corrective surgery under general anaesthetic

21%

of complications linked to inadequate aftercare; 5% to flying home too soon

£5,883–9,328

NHS cost per returning complication patient

76%

of those patients had surgery in Türkiye (BAAPS, 198 cases, 2022–24)

Source: BAAPS Cosmetic Tourism Complications Database, Goodarzi et al., Aesthetic Surgery Journal, 2026.

02 — THE SOLUTION

Healthy Nomad verifies, standardises and accompanies every journey

Verified providers

Licences, accreditation and surgeon credentials checked before listing, for lower cost without lower standards.

One all-in price

The quoted price is the paid price, with a full breakdown.

Representative workspace

Treatment, flights, accommodation, airport transfers and interpreters in one place.

Home-country handover

A named handover at home after you fly back.



03 — TRACTION

Traction: live in three destinations



13+

verified providers

3

destination countries

12

languages

Istanbul, Athens and Heraklion, covering dentistry, LASIK, hair restoration and aesthetic medicine; 13+ verified providers, 12 languages.

Next: five paid design partners with weekly case use and renewal after eight weeks (target).

SECTION 01

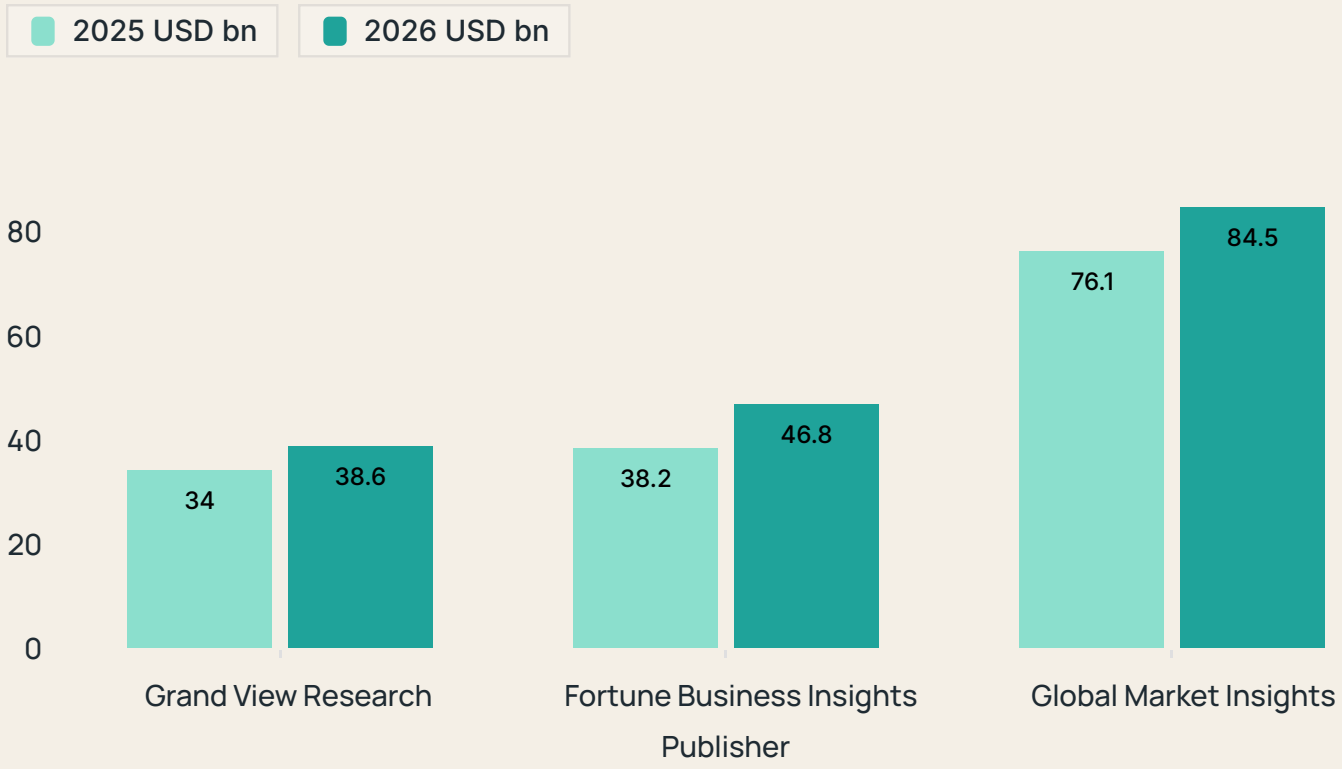
MARKET OPPORTUNITY

How large medical tourism is, where patients travel, and the wedge we start with.



04 — MARKET SIZE

A tens-of-billions market growing double digits



Estimates diverge widely but all grow year on year. Grand View: 14.1% CAGR.

14–16M

patients travel abroad for treatment each year

DRIVERS

Why patients travel: quality of care ranks first, then lower cost, then shorter waits (Ruggeri et al., Health Policy, 2018). ~50% cite cost and/or quality, ~20% shorter waiting times (Statista, 2023).

05 — REGIONS

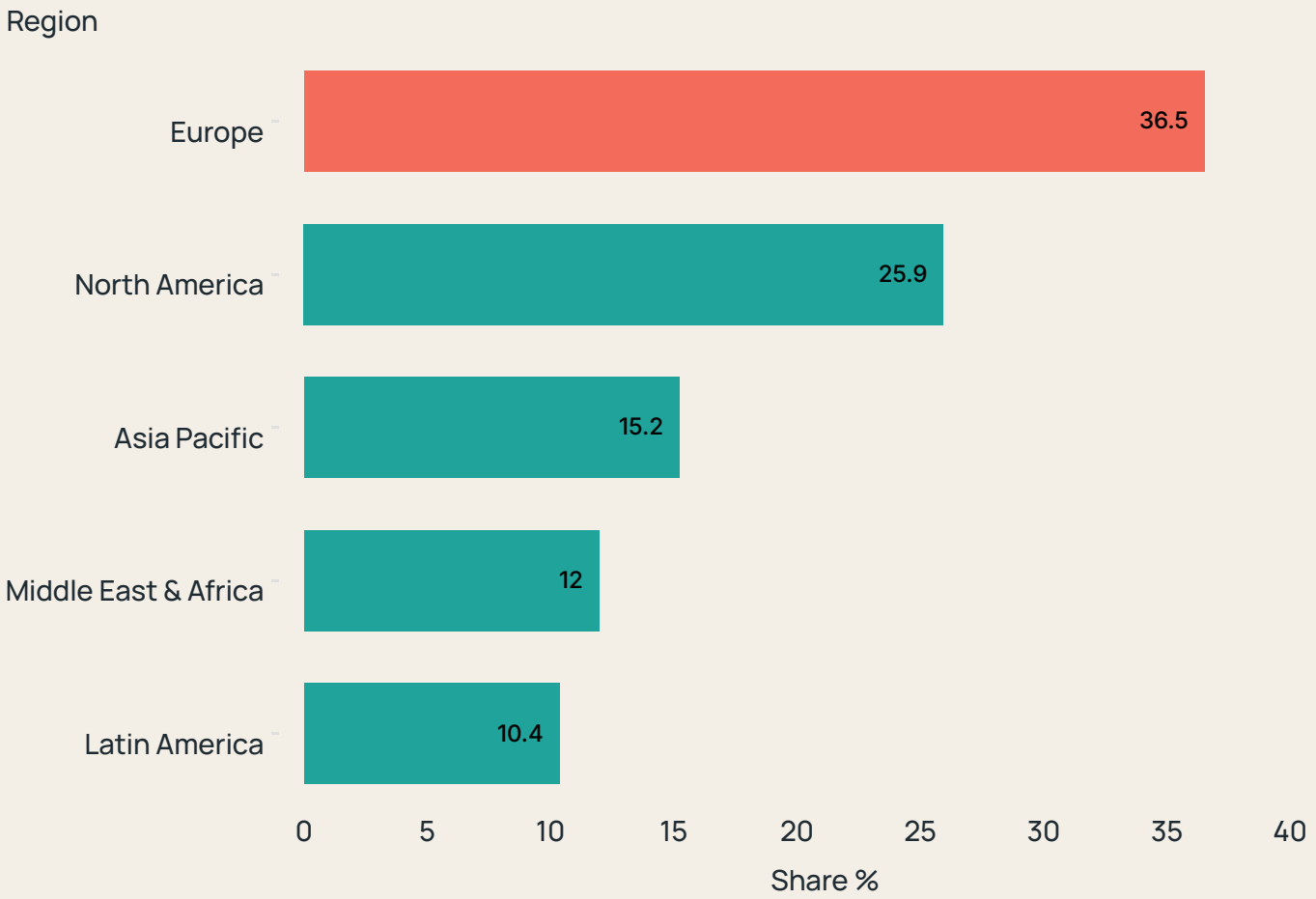
Europe leads, and is our home market

36.51%

Europe's share of 2025 revenue, USD 13.94bn (Fortune Business Insights)

Türkiye: 1.40m healthcare visitors and USD 3.02bn revenue in 2025.

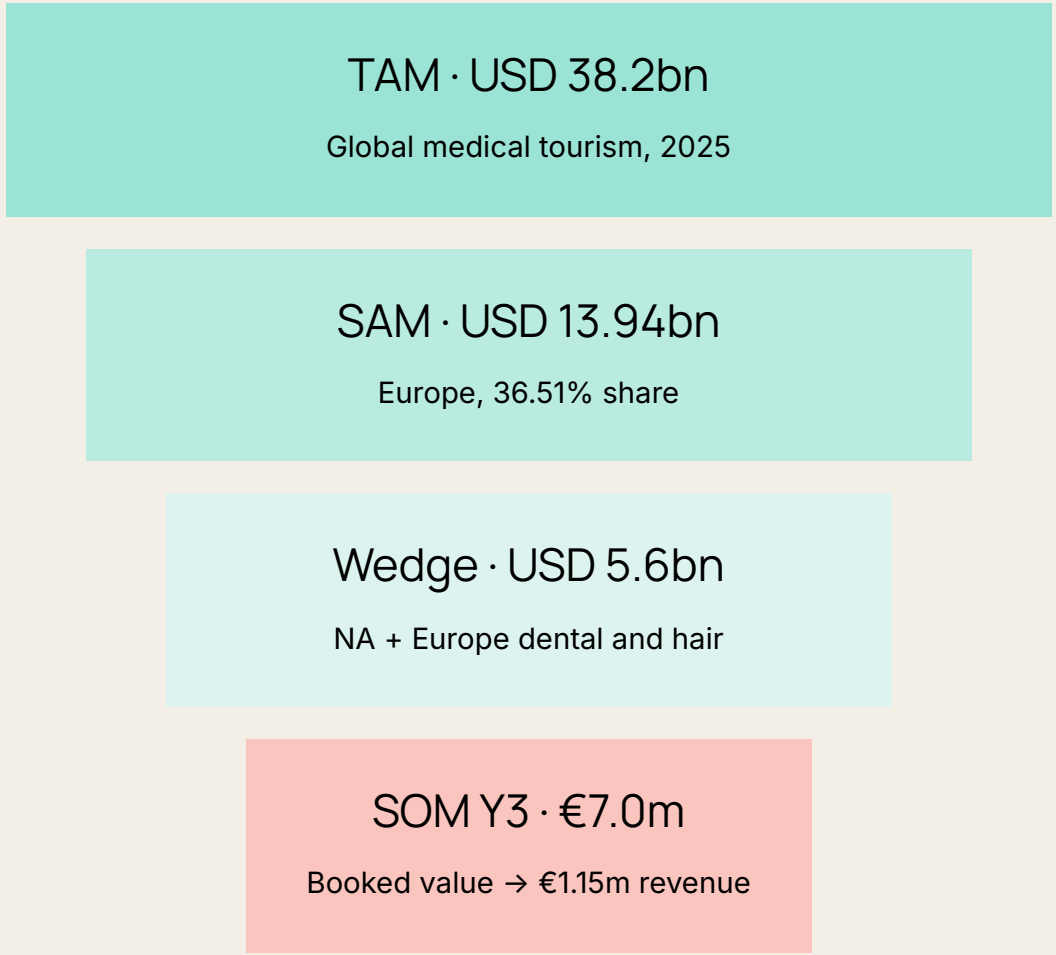
Turkey performs 60–70% of world hair-transplant volume.



2025 medical tourism revenue share by region.

06 — TAM · SAM · SOM

A focused wedge in a large market



TAM

USD 38.2bn, global medical tourism, 2025 (Fortune Business Insights).

SAM

USD 38.2bn × 36.51% = USD 13.94bn (Europe).

LAUNCH WEDGE

North America + Europe dental and hair restoration: USD 5.6bn.

SOM · YEAR 3

2,000 bookings × €3,500 = €7.0m booked value → €1.15m revenue.

Illustrative planning base case, not a forecast.



07 — LAUNCH SPECIALTIES

Dental and hair restoration: the right specialties to start

USD 4.24bn

Europe dental tourism (2025), 21.8% CAGR to 2033; implants are the largest segment.

62.6%

Hair transplants' share of NA and Europe hair-and-dental tourism revenue in 2025.

Lower cost in Türkiye vs UK private, average saving: dental 54%, hair transplant 41%, plastic & aesthetic 39%. A single implant with crown costs €500–1,800 in Türkiye vs £1,800–3,500 in the UK.

Structured procedures and repeatable quote components suit standardised pricing. Other specialties activate once verification and the home handover are ready.

Source: Acıbadem International Turkey Medical Price Index, Q3 2026, 75 procedures (avg 40% vs UK, 56% vs US self-pay).

SECTION 02

COMPETITION

Who wins discovery today, and the journey nobody owns.



Competitors win at discovery; none own the full journey

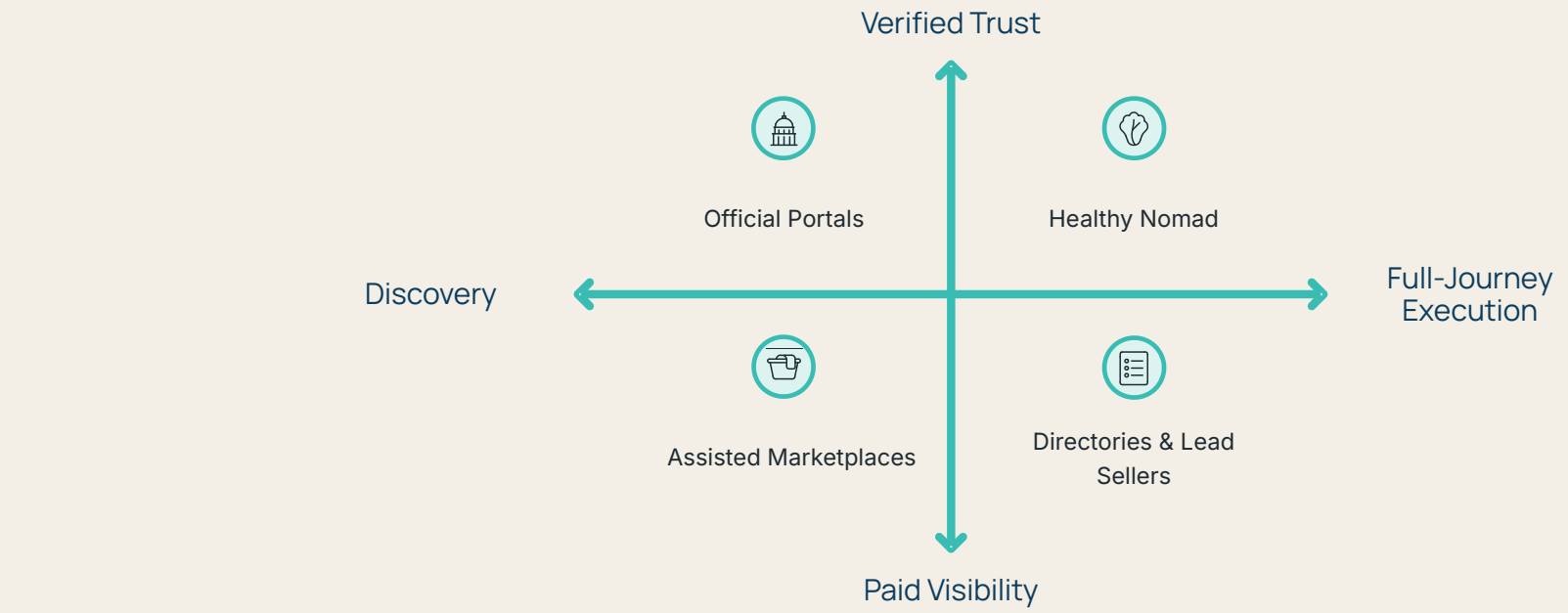
Player	Verification	All-in price	Multi-clinic rep workspace	Aftercare	Model and proof points
Healthy Nomad	✓	✓	✓	✓	Verified coordination, layered SaaS and transactions
Bookimed	–	–	–	–	Assisted marketplace, clinic-funded commission; 1M+ patient inquiries, 30+ countries; raised USD 500K
Qunomedical / Qunosuite	–	–	–	–	Patient matching plus clinic CRM; €10M Series A (2022); partners in 35+ countries
PlacidWay	–	–	–	–	Global listings; launched PlacidCircle services network October 2026
WhatClinic	–	–	–	–	Clinic directory selling paid leads
HealthTürkiye	–	–	–	–	Official destination portal for authorized providers
Generic CRM / messaging	–	–	–	–	Familiar, but no clinical handover or consent structure

09 — POSITIONING

Accountable to the patient at every milestone

Lead portals sell visibility; we sell verified coordination.

We turn the informal facilitator economy into platform supply instead of competing with it.



Defensibility compounds with every completed case

Representative network

Reps run their own cases in the workspace.

→

Normalised operational data

Quote components, response times, appointment reliability, handovers.

↓

Milestone and outcome data

A record lead portals cannot replicate.

←

Repeatable destination onboarding

Verified local partners in each new market.

↑



SECTION 03

BUSINESS MODEL

Revenue layers, unit economics
and the path to break-even.



Layered revenue: subscriptions, usage and transactions

Layer	Price (hypothesis)	Who pays
Patients	Free	Discovery and a personal workspace
Representative Pro	€99 / user / month	Representatives coordinating their own cases
Clinic workspace	€249 / clinic / month	Verified clinics
Managed coordination	€150 / completed episode	Usage fee per journey
Bundle take-rate	5–10%	On escrowed packages
Later	10–20% of premium	Embedded complication insurance; corridor programmes; outcomes data licensing

All prices are hypotheses to test, excl. VAT.

12 — UNIT ECONOMICS

€280 per booking against ≤ €90 CAC

€280

per booking: €3,500 average bundle × 8% take-rate

≤ €90

organic-content CAC target

€180

clinic SaaS ARPU target per month

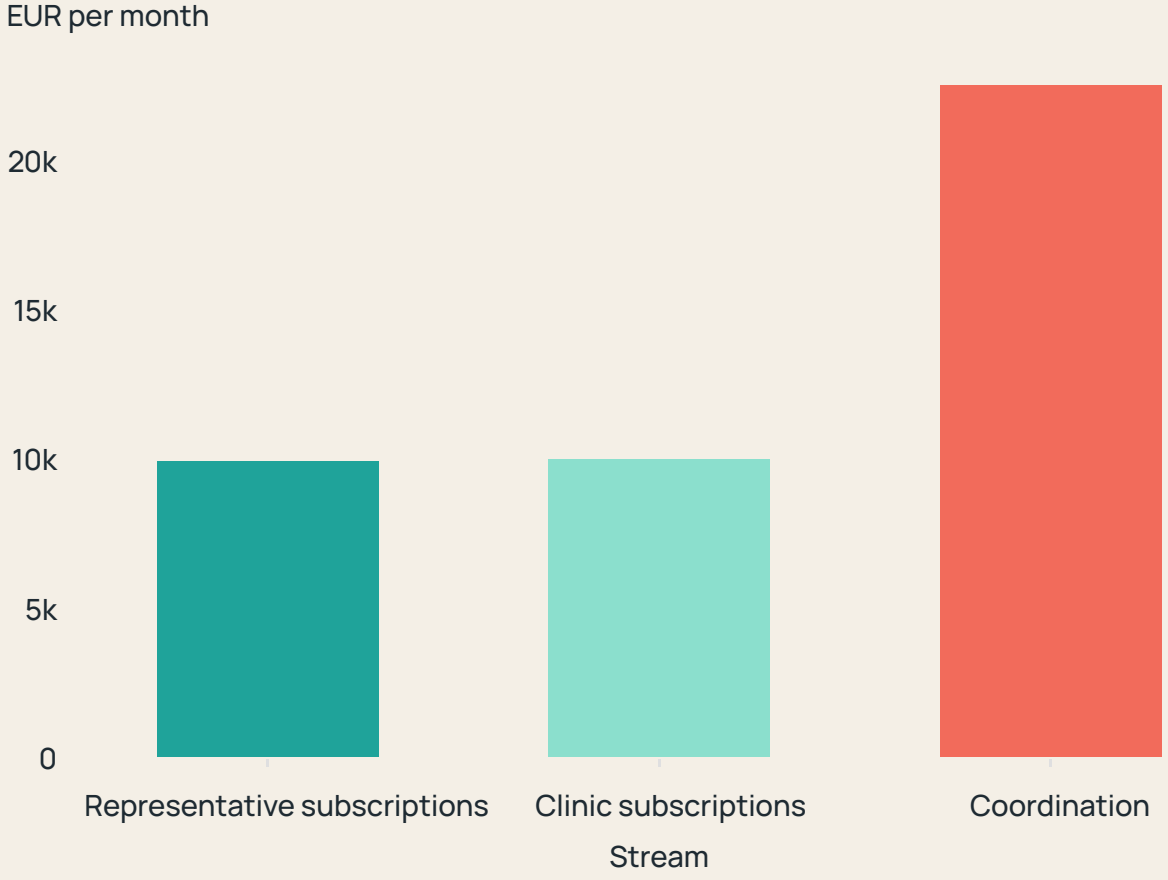
~6 mo

representative simple payback at 85% contribution and €500 CAC

Year-2 targets, not results.

13 — SCENARIO

Early scenario shows the path to break-even



Illustrative monthly revenue mix: coordination drives over half.

100 reps, 40 clinics and 150 episodes a month:

€42,360

revenue, €25,881 contribution

Against €45,000 fixed costs: −€19,119 a month.

~469

episodes a month for coordination break-even, subscriptions held constant

Illustrative scenario, not a forecast.

14 — FINANCIALS

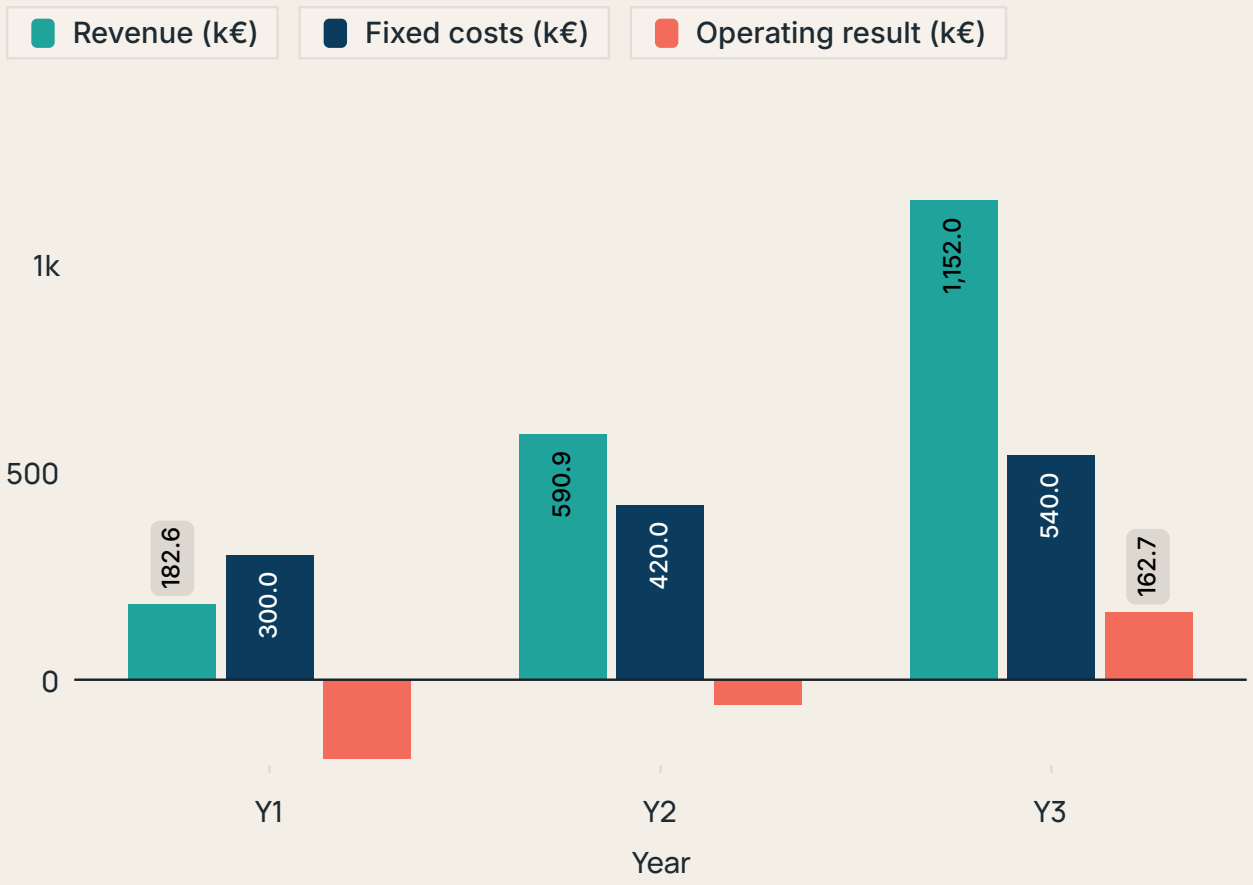
Base case: 2,000 bookings and €1.15m revenue by Year 3

Metric	Year 1	Year 2	Year 3
Avg reps	20	60	120
Avg clinics	10	30	50
Bookings	300	1,000	2,000
Revenue	€182,640	€590,920	€1,151,960
Gross profit	€109,584	€360,461	€702,696
Fixed costs	€300,000	€420,000	€540,000
Operating result	−€190,416	−€59,539	+€162,696
Booked treatment value	€1.05m	€3.5m	€7.0m

Illustrative planning base case, not a forecast.

15 — FINANCIALS

Profitable in Year 3



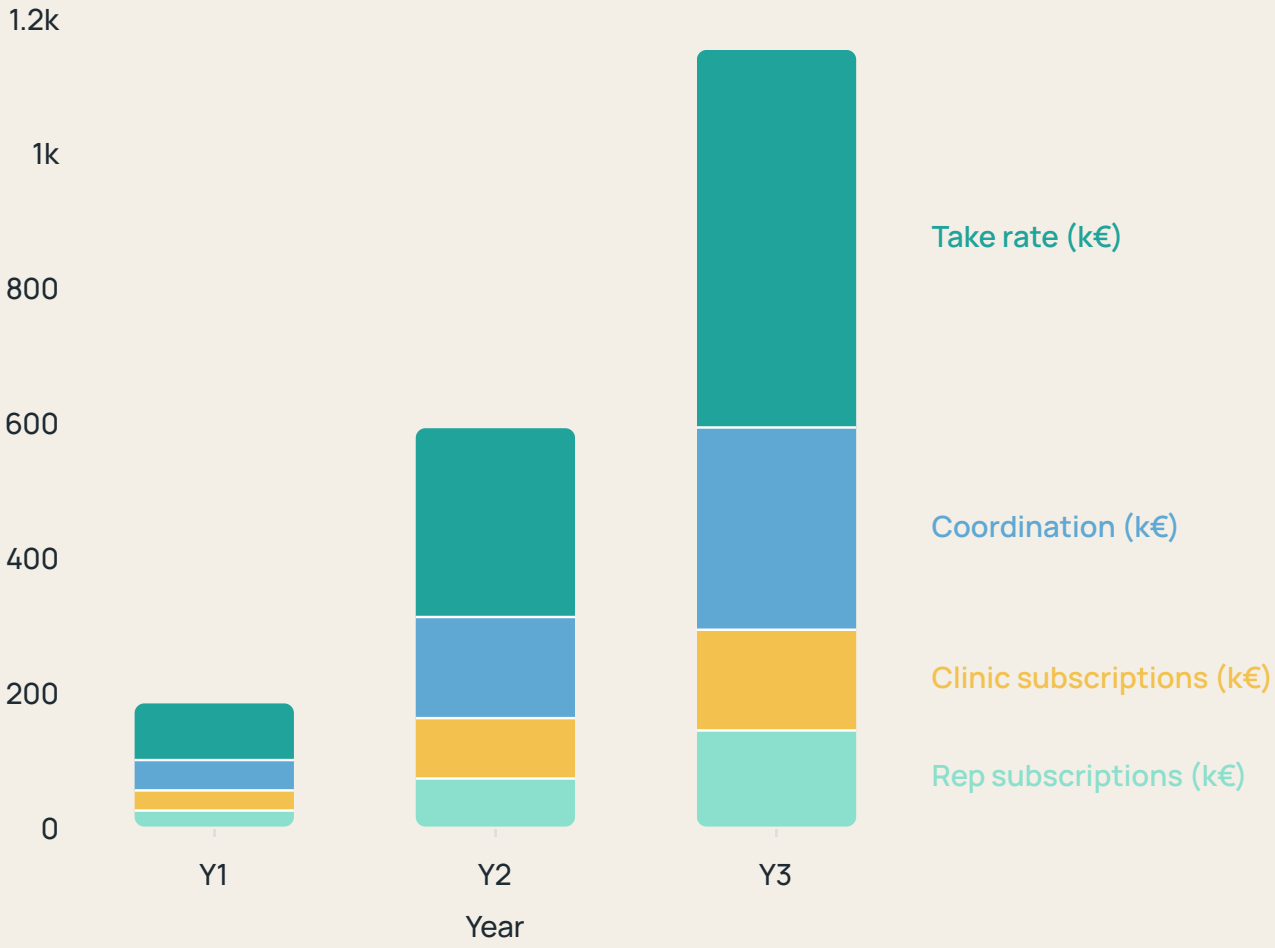
€162.7k

operating result in Year 3

Illustrative planning base case, not a forecast.

16 — REVENUE MIX

Revenue mix shifts to transactions

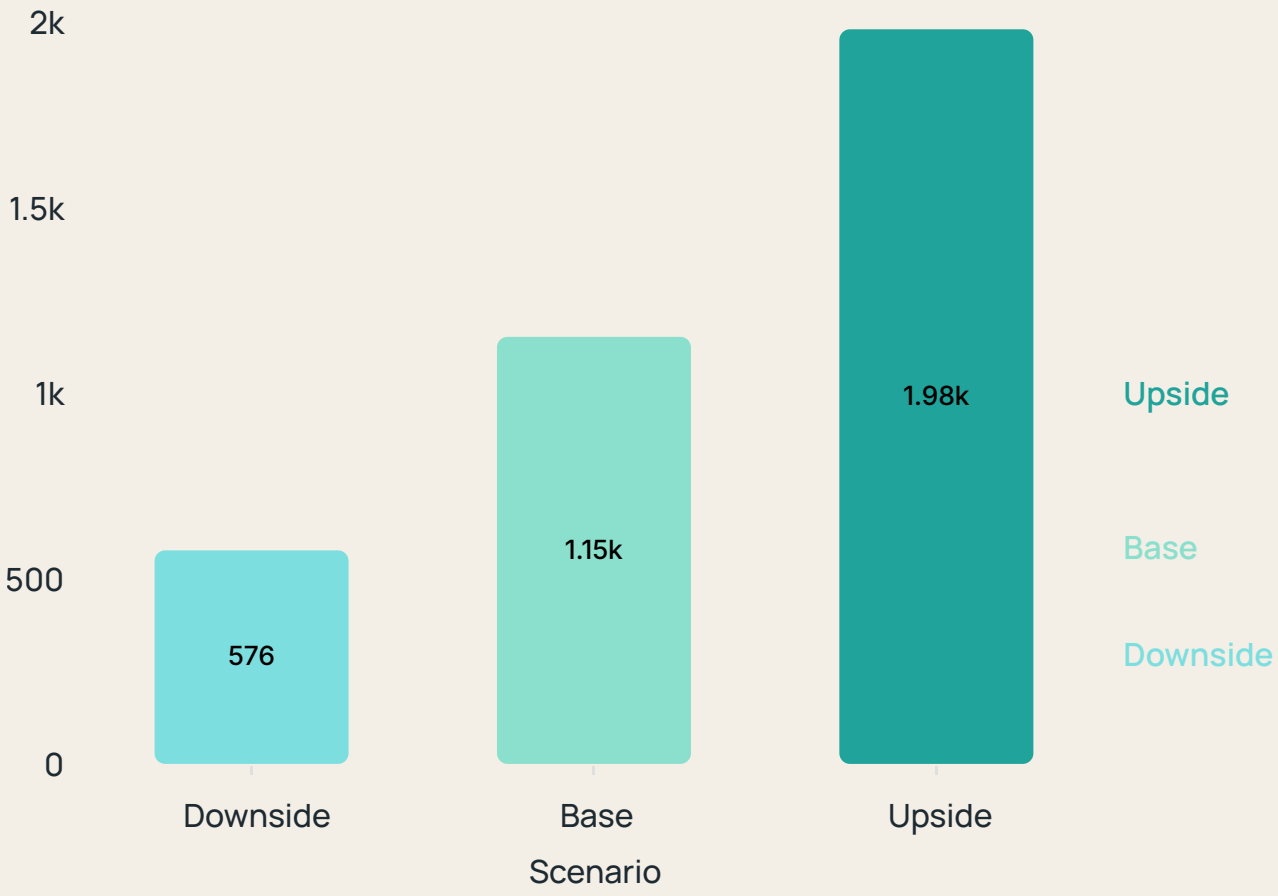


~49%

of Year 3 revenue is take rate

Illustrative planning base case, not a forecast.

Year 3 scenarios: €0.58m to €1.98m revenue



Downside: 1,000 bookings, 60 reps, 25 clinics

Base: 2,000 bookings, 120 reps, 50 clinics

Upside: 3,500 bookings, 200 reps, 80 clinics

Illustrative planning base case, not a forecast.

18 — VALUATION

Valuation estimate: €2.3–4.6m on base Year 3 revenue (illustrative)

DOWNSIDE

€1.2–2.3m

On €0.58m Year 3 revenue

BASE

€2.3–4.6m

On €1.15m Year 3 revenue

UPSIDE

€4.0–7.9m

On €1.98m Year 3 revenue

Method: forward revenue multiple of 2–4× (illustrative, not a market quote). Value today depends on pilot traction.

Illustrative planning base case, not a forecast.

SECTION 04

GO-TO-MARKET

Supply first, organic demand second,
corridor by corridor.



Supply first, organic demand second

Representatives first

Recruit representatives; they bring verified providers.

↓ B2B channels

Rep partnerships, clinic referrals, webinars, practical templates, LinkedIn.

↓ Community proof

Consented stories from patients who travelled abroad for treatment on YouTube, TikTok and Instagram; expat and medical-travel communities.

READINESS GATE

Paid search later

Tested only once intake and handover work, avoiding €5–15 clicks for "hair transplant Turkey".

SEO and GEO content engine lowers acquisition cost

Cornerstone guides

40 cornerstone procedure guides in months 1–4; 60 destination pages in 6 months.

→

Citation magnets

Comparison pages and a quarterly Medical Travel Price Index built to earn citations.

Medical credibility

Named medical reviewers, dates and structured data on every page.

→

AI-ready answers

Quotable answers so AI assistants cite Healthy Nomad for verified clinics abroad.

Content volumes are plan targets.

Launch corridors: Europe-first, then repeat

1

Europe → Greece, Türkiye

European clients to Greek and Turkish providers: dentistry, hair restoration.

2

Europe → Central & South

Hungary, Poland, Spain and Portugal: dental pathways.

3

North America → LatAm

US and Canada to Mexico and Costa Rica.

4

Gulf and Asia

Added as onboarding becomes repeatable.

Roadmap to scale in 24 months



Validate · months 1–3

10 pilot clinics, 10 reps, 40 guides.

MVP · 3–8

Four roles, Clinic Card, structured quotes, escrow, reviews.

Journey · 8–14

Package Builder, partners, tele-follow-up, insurance, mobile.

Scale · 14–24

AI concierge, Clinic OS SaaS, corridors, outcomes reports, ISO 27001.

Risks we plan around

REGULATION	Local counsel per market. We are an information and coordination service, not a healthcare provider.
LIABILITY AND CLINICAL RISK	Clear terms, insurance partners, verified-only providers. Mitigation targets the documented failure points: pre-op screening, staged procedures, minimum stay before flying, named home-country handover (BAAPS 2026).
COLD START	Founder network in Greece and Cyprus plus the Turkish hair and dental cluster.
REVIEW GAMING	Booking-gated reviews and AI screening.

THE ASK

€355k to reach break-even

Year 1 and 2 losses: €249,955

3-month operating buffer: €105,000

Illustrative planning base case, not a forecast.

healthy-nomad.com

USE OF FUNDS · €355K



- Product & platform 35% · €124k
- Provider onboarding 25% · €89k
- Content 20% · €71k
- Coordination 15% · €53k
- Legal 5% · €18k

NEXT ROUND

Milestones that de-risk the next round

1

Day 30

5 paid design partners signed

2

Month 3

25 verified providers; 3 of 5 partners renewing

3

Month 6

MVP live; two corridors (UK/Germany → Istanbul; UK → Athens); 150 bookings

4

Month 12

300 bookings; gross margin ≥ 60%

Stop gates

Partner renewals; payback under 12 months; every complication handed over to a named home clinician.

Planned targets, not achieved traction.