

	Growth Plan	Version 4.0
	Confidential	30.11.2025

Omply Health

30th of November 2025

Growth Plan



The preparation of this paper involved contributions from

- Mr. Tatu Lintukangas, Omply CEO
- Mr. Johannes Nikkanen, Omply Chair
- Mr. Kimmo Nikkanen, 73Health CEO
- Mr. Petri Tapala, 73Health International Coordinator
- Mrs. Tuula Nikkanen, Omply and 73Health Board Member

This paper is confidential! Any use of this document without prior authorization is prohibited and may result in legal action. Please contact CEO tatu.lintukangas@omply.com to sign an NDA to gain access to this document.

	Growth Plan	Version 4.0
	Confidential	30.11.2025

IMPORTANT NOTICE AND DISCLAIMERS

Confidentiality

This document (the "Growth Plan") and all information contained herein are the property of Omply Health Oy (the "Company") and are intended solely for the recipient's personal use for the purpose of evaluating the investment opportunity offered by the Company. This document is strictly confidential. By receiving this document, you agree to keep it and all related information confidential. Copying, distributing, publishing, or disclosing this document or parts thereof to third parties without the express written consent of the Company is prohibited. Should the recipient decide not to invest in the Company, they are requested to immediately return or destroy this document and all related material.

Risk Warnings

Investing in shares of an unlisted growth company always involves significant risks, including the risk of partial or total loss of invested capital. The Company's historical performance is not a guarantee of future returns. This document contains forward-looking statements, forecasts, and targets (e.g., the growth plan described in Part B), which are based on the current views and assumptions of the Company's management. These statements involve risks and uncertainties, as a result of which actual results may differ significantly from the estimates presented in this document. Investors should carefully review the risk factors described in this document and its appendices (specifically the Basic Information Document), such as liquidity risk, technology risk, and financial risk, before making an investment decision.

No Offer or Solicitation

This document is not a prospectus within the meaning of the Securities Markets Act, nor has it been approved by the Financial Supervisory Authority (FIN-FSA) or any other authority. This document does not constitute a public offer to subscribe for or purchase securities, nor does it constitute investment advice. Investors must conduct their own independent investigations and assessments of the Company's business, financial situation, and future prospects, and, if necessary, consult their own financial, legal, and tax advisors.

	Growth Plan	Version 4.0
	Confidential	30.11.2025

READER'S GUIDE

To assist you in evaluating the investment opportunity, this Ramp-up Plan is structured into the following sections:

- **Part 1: Executive Summary**
 - Description of Omply, the market, and opportunities.
- **Part 2: Equity Offering**
 - Details of the Open Share Issue.
- **Part 3: Business Model**
 - Main details of Omply's business model.
- **Part 4: Strategic Growth Plan**
 - Information on how Omply prepares for growth.
- **Part 5: Implementation Strategy and Operational Management**
 - Detailed company structure, operational management, and notes on regulations and compliance.
- **Part 6: Focus Areas: Pre-scaling Phase (2026–2027)**
 - Key targets for the prescaling phase along with tasks.
- **Part 7: Focus Areas: Scaling Phase (2028–2030)**
 - Key targets for the scaling phase along with tasks.

As you review the specific focus areas in the final sections 6 and 7, you may notice that the Pre-scaling and Scaling phases contain similar or overlapping tasks. This is a conscious decision: while the operational activities may align, the strategic intent differs significantly.

The primary objective of the Pre-scaling Phase is to build the necessary infrastructure and validate processes. This phase is dedicated to preparing the foundation required to support the wide-scale and aggressive expansion targeted in the Scaling Phase.

	Growth Plan	Version 4.0
	Confidential	30.11.2025

Table of Contents

1. Executive Summary	5
1.1. Background: Towards More Effective Healthcare	5
1.2. Key Highlights for Investors	7
1.3. Doctor in Your Pocket and Limitless Scalability	8
1.4. Key Objectives of the Equity Offering	9
2. Business Model	10
2.1. Objectives and Ambition	10
2.2. Current State	12
2.2.1. Successful Home Pilot in Finland	14
2.3 Alignment with Global Megatrends	19
2.4 Research and AI	23
3. Strategic Growth Plan	26
3.1 Five-Year Strategic Growth Plan (2026-2030)	26
3.2 Financial Projection and Valuation Methodology	32
3.2.1 Defining Market Areas	35
3.3 Innovation and Competitive Differentiation	36
3.3.1 Structural Advantage: Wider Scale, Faster Scalability	38
3.4 Customer Acquisition and Channel Strategy	39
3.5 Mergers and Acquisitions (M&A) Strategy	43
3.6 Path to Profitability	44
4. Implementation Strategy and Operational Management	46
4.1 Organizational Structure and Team	46
4.1.1 Co-founder Key Persons	46
4.1.2 Talent Strategy	47
4.2 Operational Plan and Processes	49
4.2.1 Service Delivery Model	49
4.2.2 Supply Chain and Device Logistics	51
4.3 Regulatory & Compliance Strategy	52
4.3.1 Data Security and Privacy	52
4.3.2 Medical Device Regulations	52
4.3.3 Ensuring Compliance	53
4.4. Risks and Mitigation	55
5. Prescaling Phase (2026-2027)	57
5.1. Focus Areas and Tasks	58
6. Scaling Phase (2028-2030)	64
6.1. Focus Areas and Tasks	65

References