



Transforming Behavioral Health Care for California's Youth

16 March 2023



Tim Barker
Chief Executive Officer



Sanjay Jawa
Chief Financial Officer

Agenda

1

Key highlights

2

Kooth overview

3

Kooth &
California:
why, what, when

4

Momentum to
invest in US youth
mental health

5

Q&A

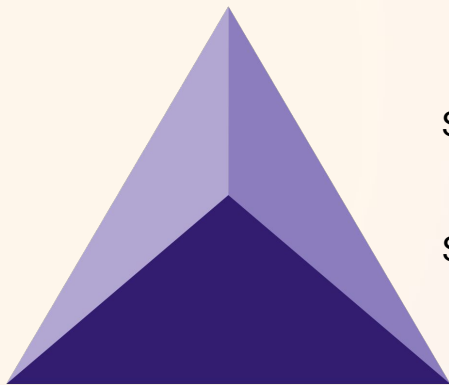
Summary

1. Significant contract award with the California Department of Health Care Services (DHCS).
2. Forms part of \$4.7bn investment by California in youth mental health, one of 15 workstreams.
3. Providing free behavioral health care to all 13-25 year olds in California (~ 6 million), launching January 2024.
4. DHCS vetted 450 mental health vendors and content providers in awarding to Kooth.
5. Kooth will further develop its platform in 2023 in readiness for launch.
6. Contract win subject to definitive legal documentation, expected in Q2 2023.
7. Highly material impact on revenues and ARR from 2024 onwards.
8. Follows award of pilot contract in Pennsylvania in September 2022.

Kooth was founded in 2001 to transform youth behavioral health care

Grow access

No barriers
Safe space
Health equity



Early intervention & responsive support

Self-determination
Person-centric
Strengths-focused

Therapeutic & social outcomes

Innovate in outcomes
that youth want to achieve

~8 million youth (10-25) have access

1-in-33 average usage, upto 1-in-7

>1m hours professional support

400+ employees

There is a growing mental health crisis. To address it, you need to focus on youth, 75% of lifelong issues begin by age 24.

US Nationwide Statistics

57% of teen girls feel "persistently sad or hopeless".

22% of high school students seriously considered suicide in the past year.

10% attempted suicide one or more times.

40% parents are very or extremely worried about the mental health of their children.

California is investing \$4.7 billion over the next 5 years to transform youth mental health care



August 18 2022 - Governor Newsom unveils *Master Plan for Kids' Mental Health* to reimagine mental health and substance use services for 0-25 year olds

Kooth is the primary digital vendor partner for 13-25 year olds, one of 15 workstreams within the CYBHI

Overview of Children and Youth Behavioral Health Initiative Workstreams

As of April 6, 2022

Children and Youth Behavioral Health Initiative (CYBHI) Leadership



DHCS		HCAI	DHCS / DMHC	CDPH	OSG	MHSOAC
BH Services Virtual Services Platform	Student Behavioral Health Incentive Program (SBHIP)	BH Coach Workforce	Statewide All-Payer Fee Schedule for School-Linked BH Services	Public Education and Change Campaign	ACEs Awareness Campaign	Mental Health Student Services Act (MHSSA) Partnership Grant Program*
CBO Network	School-Linked Partnership and Capacity Grants					
Pediatric, Primary Care and Other Health Care Providers	CalHOPE Student Services	Broad BH Workforce Capacity	Statewide BH School-Linked Provider Network		Trauma-Informed Training for Educators	
E-Consult	BH Continuum Infrastructure Program (Initiative Only)					
Enhanced Medi-Cal Benefits – Dyadic Services	Evidence-Based and Community-Defined Practices					

* MHSOAC will provide workstream updates for this program

Source: California Health and Human Services Agency, DHCS, DMHC, HCAI, CDPH, OSG



Scope of the contract award

1. Population-wide service: Accessible to all 13-25 year olds in California (~6 million), no cost to users.
2. Integration partnerships with other services e.g. crisis, community care organizations, 0-12 years.
3. Product development to enhance current platform.
4. Behavioral health workforce staffing and service delivery.
5. Promotion and marketing to drive awareness and uptake.

DHCS has a vision for youth mental health that aligns closely with Kooth's 20-year track record and expertise

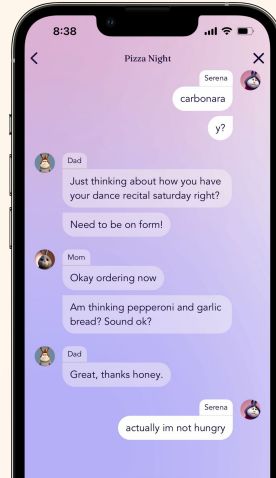
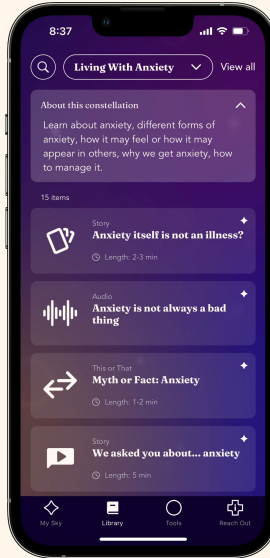
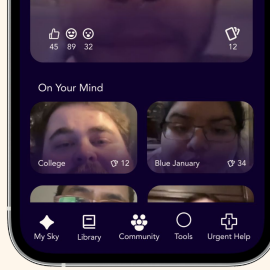
AS OF 07/05/2022

Potential BHVS Capabilities

Example Capability	Working description
1 Education resources, tools, & games	Enable children and youth (C&Y) and caregivers to access and search/filter for multi-media content (e.g., videos, games)
2 Peer and community support	Enable C&Y and caregivers to text, chat, and/or video chat with available and relevant peer counselors (e.g., LGBTQ+)
3 BH screenings	Enable C&Y to anonymously self-assess BH via validated resources, be directed to content, save and share results
4 Virtual access to a licensed professional	Enable C&Y and caregivers to text, chat, and/or video chat with BH providers
5 Referrals / warm hand-offs	Enable C&Y to connect and meet in-person with counselors who meet specific needs (e.g., language)
6 BH management	Enable C&Y and caregivers to track (e.g., mood), share (e.g., providers), and connect with system supports (e.g., AA)
7 eConsult	Enable providers and healthcare professionals ability to access, share, and search for content , and video chat with BH experts

The California Department of Health Care Services (DHCS) vetted **over 450 vendors** with digital behavioral health platforms and content.

DHCS Behavioral Health Virtual Services (BHVS) Platform Request for Information. 5 July 2022.



Working in collaboration with California's youth and the Department of Health Care Services, Kooth will further develop its platform for launch in January 2024.

Key areas of development

Experience: Deliver an engaging mobile app with content, activities, peer-support. Engage with behavioral health coaches through chat, video, phone.

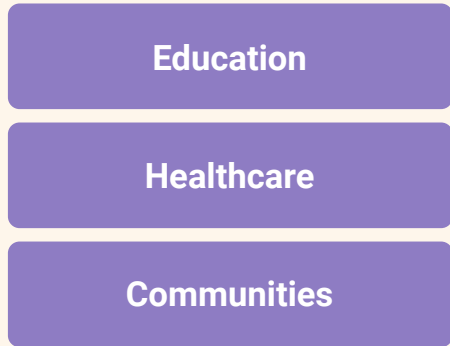
Ecosystem: Integration and seamless handoff to crisis care & off-platform services.

Equity: Culturally relevant content, multiple languages.



An integrated, digital support system for California's youth

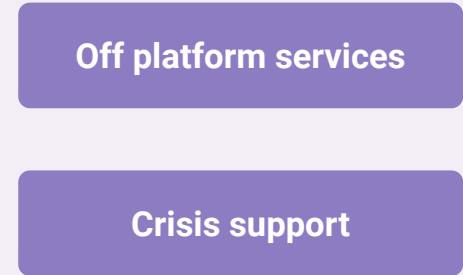
Engagement & Promotion



Kooth



Integrated approach



Grow access

Early intervention & responsive support

Therapeutic and social outcomes

Impact

At both a state and federal level, momentum is building to take urgent action to improve youth mental health



Important Disclaimer

The information contained in these slides and the accompanying oral presentation (together, the Presentation) has been prepared by Kooth plc (the “Company”). The Presentation is subject to updating, completion, revision and amendment without notice and as such it may change materially. Neither the Company nor any of the Company’s other advisers or representatives, shall have any obligation to update, complete, revise, verify or amend the Presentation.

The Presentation is confidential and is being supplied to you solely for your information and may not be reproduced, redistributed or passed on to any other person or published in whole or in part for any purpose. By accepting receipt of the Presentation, you agree to be bound by the limitations and restrictions set out in this disclaimer.

No undertaking, representation, warranty or other assurance, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in the Presentation. Neither the Company, nor any of their respective directors, officers, partners, employees, agents, advisers or representatives shall have any responsibility or liability whatsoever (for negligence or otherwise) arising from any use of the Presentation or otherwise arising in connection with the Presentation.

Nothing in the Presentation constitutes investment advice or any recommendation regarding the securities of the Company.

The Presentation contains certain statements that are or may be deemed to be “forward-looking statements”, which are based on current expectations and projections about current events. These statements typically contain words such as “targets”, “believes”, “intends”, “may”, “will”, “should”, “expects” and “anticipates” and words of similar import. By their nature, forward looking statements involve risk and uncertainty because they relate to events and depend on circumstances that may or may not occur in the future.

Forward-looking statements are not guarantees of future performance.