

## 1. History of yoboo

'yobō' is the Japanese word for 'prevention'. yoboo considers **lifestyle as the main (preventive) medicine** for having more energy and 'feeling good'. Seven years ago one of the four founders of yoboo, Luc Kleynjans, was diagnosed with diabetes. A true pharmacist, he looked for scientific solutions to his problem. This quest put him in touch with several world-renowned experts who inspired him to consider the importance of lifestyle on health and wellbeing. He made it his mission as a pharmacist to put more emphasis on lifestyle in addition to medication advice.

**In 2020, Belgian digital health platform yoboo's vision first started to take shape.** The four founders of yoboo believe that **the individual has the greatest impact on their health**. The idea arose to develop a personalised solution to help people take control of their own health and wellbeing. Pharmacist Luc Kleynjans, data expert Marc Van de perre, economist Denis Maigray and physiotherapist Olivier Kleynjans launched their start-up in a basement in 2020.

**In April 2021 'yoboo' was established and in September the yoboo platform was officially used for the first time by pharmacy Noorderlaan** in Antwerp. At the time it was still a B2B prototype specifically for pharmacies and the yoboo platform was used mainly for intake interviews on lifestyle using an online questionnaire. Three new pharmacies joined in 2021, including Z+ Pharma in Zwijndrecht. **These four pharmacies accelerated yobo's learning process significantly and allowed it grow further.** It also became increasingly clear that pharmacists really need sound technological support to provide lifestyle advice.

**By the end of 2021, yoboo had entered into partnerships with institutions** offering all kinds of services and products related to health and lifestyle. The yoboo concept was also introduced to entrepreneurs to integrate yoboo into their business. **B2B contracts were concluded** and experienced pharmacists and nutrition and exercise coaches were contracted by yoboo to guide employee programmes.

**At the start of 2022 yoboo introduced a next major step in its journey: a pharmacy training cycle,** which was later fully digitised. New pharmacies continued to join yoboo, **totalling a network of 31 independent pharmacies today** . The **'yoboo café'** was also launched, a two-weekly online event where experts talk about topics that fall within yoboo's six health pillars.

To develop further and continue growing in the health market, last year yoboo started looking for a partner to help expand its mission. The match with **Colruyt Group** was found. Colruyt Group's knowledge of technological applications enables yoboo to adjust its focus from a mainly B2B to a B2C approach for the platform.

## 1. yoboo's relevance in society today

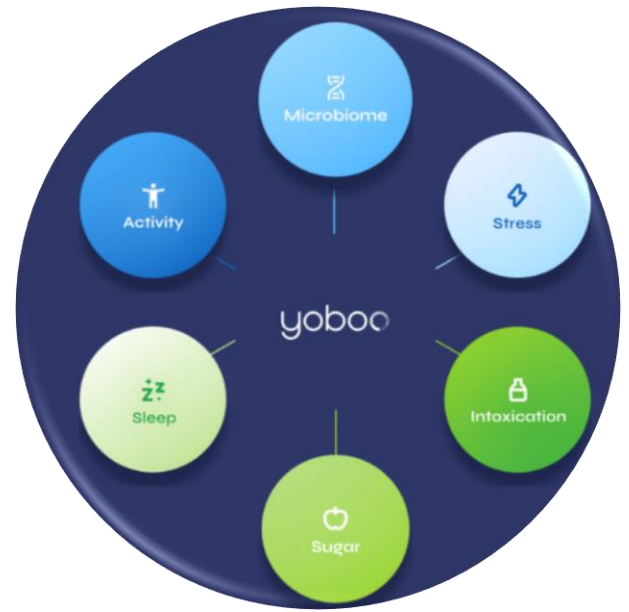
*Martine Clerckx, sociologist attached to the 'Wide' social institute, explains why yoboo can play a significant role in society today:*

“In a post-American world, people are worried about the impact of external factors such as pandemics, wars and climate disasters. These concerns continue to grow and people feel they're gradually losing control. There's a greater need for support and security. Health and wellbeing play a pivotal role in this narrative; they're ways of taking control of your life. We see that 70% of Belgians want to take action themselves to improve their health, but are unsure how and where to start.

In a constantly evolving Western society, we notice that people are increasingly informed and, in the process, increasingly want to take matters into their own hands. However, society is divided, also in

terms of health. In our society, there are people with sufficient resources who have easy access to technology and health applications, but there are also people at the other end of the scale who have few resources. This discrepancy means that not everyone has access to the right applications to take control of their own health.

yoboo offers a way to practise preventive health, where the individual is still in control of their own health and wellbeing. yoboo allows people to take control themselves, but with proper support of competent health professionals. Health professionals who also have people's trust, which is important in a world of distrust and concern, and who are experts. It's important to know that yoboo is for people from all layers of society, and is accessible.



Finally, companies increasingly feel a responsibility to co-facilitate health for their customers and employees, but don't always have the right tools to do so. Again, yoboo offers a solution to make health easily accessible to today's society.”

## 2. How does yoboo work: directly online (B2C)

yoboo's mission is to help people optimise their lifestyle through a personal support programme in the simplest and most accessible way possible. yoboo's programme works as follows:

### Step 1: identify the intrinsic motivation

Your intrinsic motivation is the starting point of your journey with yoboo. You want to do something about your health and how you feel, but feel overwhelmed by health trends that are far removed from your personal life. yoboo wants to know what your concrete goal or desire is before we get started.

### Step 2: completing the 'yoboo lifestyle test'

After answering about 60 personal questions, you have access to your personal 'lifestyle dashboard'. This gives you numerous new insights regarding the six yoboo health pillars. Step by step, we'll provide more and more inspiration with new insights tailored to your needs.

yoboo's six health pillars are: exercise, sleep, stress, intestinal flora, intoxication and sugar. These six pillars have a strong effect on your energy, physically, mentally and emotionally. The complex interactions between the pillars, when properly understood and directed, can have a positive impact on your feelings and health.



Step by step, using these pillars, yoboo inspires you to make lifestyle adjustments based on your current needs.

### Step 3: intake interview with health professional



Yoboo believes in a digital and physical approach, where yoboo provides step by step support via an online dashboard, but where the importance of a physical motivator cannot be underestimated. This is why yoboo built a community of pharmacists and health experts who can provide more in-depth insights into your dashboard and help determine which concrete actions you can start with. The experts guide you through the whole journey. The

unique combination of one-to-one support by a health professional and automated follow-up through the platform ensures that yoboo users receive the most comprehensive health advice possible.

### Step 4: to work!

You are ultimately responsible for becoming the best version of yourself. With the right insights and a few lifestyle adjustments, you will come a long way. Step by step, together with professionals, yoboo will support you in your personal journey with new insights and you'll be able to contact our community for more in-depth innovative health tests.

### 3. How yoboo works: via a health professional (B2B)

31 independent pharmacies are linked to yoboo today. These are places where customers come into direct contact with the yoboo platform and where, through yoboo, the pharmacist receives sound support in providing lifestyle advice. A customer journey via pharmacies looks as follows:

