

## PREDICT. PREVENT. PERSONALIZE.

### THE FUTURE OF PREVENTIVE MEDICINE IN MENA

Genomics is shifting healthcare from late disease treatment to early precision prevention. PREDICT RISK YEARS BEFORE DISEASE BEGINS AND TAKE ACTION THAT SAVES LIVES.

#### THE PROBLEM

Disease is detected too late

- Cardiovascular disease and cancer are leading causes of death in MENA
- 30–60% of disease risk is genetic
- Traditional tools often miss inherited risk
- Inherited genetic risk is rarely assessed early
- Prevention often starts too late

#### THE SOLUTION – OmniInsight™

PRS assesses common inherited risk often missed by traditional genetic testing.

First AI-enabled genomic platform in MENA delivering personalized prevention through integrated genomic and clinical insights. Focused on cardiovascular disease, cancer, and other common diseases.

### WE INTEGRATE



### WE DELIVER

#### POLYGENIC RISK SCORE (PRS)

Captures inherited risk before disease develops

#### MONOGENIC VARIANTS

Identifies rare, high-impact genetic risk

#### CLINICAL DATA

Personal and family history

#### LIFESTYLE FACTORS

Behavior, environment, and habits

#### PERSONALIZED LIFETIME RISK

Clear genomic risk assessment

#### SCREENING ROADMAP

Evidence-based prevention guidance

#### PREVENTIVE STRATEGY

Personalized actions to reduce risk

### FROM DATA TO DECISION. FROM RISK TO ACTION.

#### WHY THIS MATTERS



Monogenic explains the few. Polygenic explains the many.

Most inherited risk for common diseases is polygenic and often missed by conventional genetic testing

DON'T MISS THE RISK YOU CAN'T SEE.

#### WHO IS IT FOR? (PHASE 1)



Prevention-focused individuals  
Executive health programs & clinics  
Health-conscious/self-pay individuals  
Individuals with family history  
Wellness & longevity populations

PREVENTION IS THE ULTIMATE LUXURY.

#### A PLATFORM. NOT A ONE-TIME TEST



DNA doesn't change, but science does.  
Continuous Genomic Health Review  
Updated genomic interpretation  
New PRS discoveries  
Evolving clinical guidelines  
Continuous preventive optimization

STAY AHEAD. EVERY YEAR.

### BUILT FOR PARTNERSHIP



**Hospitals**  
Preventive genomic integration



**Clinics**  
Premium preventive care



**Wellness & Longevity Centers**  
Optimization & personalization



**Strategic Healthcare Partners**  
High-value preventive health solution

### KEY DIFFERENTIATORS



First integrated genomic prediction prevention platform in MENA



Harvard / MGB-linked ecosystem



Genomic approach tailored for regional populations



Evidence-based and clinically validated

BUILT ON SCIENTIFIC ADVANCES PUBLISHED IN JAMA, NEJM, AND JACC. MORE THAN A GENETIC TEST. A PREVENTIVE HEALTH PLATFORM. KNOW EARLY. ACT EARLY. PROTECT WHAT MATTERS MOST.

# avigena

**KNOW EARLY. ACT EARLY.  
PROTECT WHAT MATTERS MOST.**

**STRATEGIC FOCUS: HIGH-VALUE, HEALTH-CONSCIOUS, PHYSICIAN-LED PREVENTION**

## HEALTH-CONSCIOUS INDIVIDUALS



- Age 25–65
- Executive Check-Ups
- Premium Preventive Care

## FAMILY HISTORY



- CAD / Cancer in Family
- Elevated Preventive Concern

## PREVENTIVE CARDIOLOGY



- Borderline risk
- Family history
- Prevention-focused

## WOMEN'S HEALTH / BREAST CANCER



- Ages 25–60
- Breast Cancer Concern

## PROSTATE CANCER



- Ages 40–65
- Prostate Cancer Screening

## MEDICAL PROFESSIONALS



- Doctors & Hospital Leaders
- Clinical Leaders & Early Adopters

## GO-TO-MARKET CHANNELS

### VIP HOSPITALS



### EXECUTIVE HEALTH PROGRAMS



### CARDIOLOGY CLINICS



### WELLNESS & LONGEVITY CLINICS



### ONCOLOGY CENTERS



## POSITIONING & PRICING

**FIRST INTEGRATED PRS-GUIDED GENOMIC PREVENTION PLATFORM IN MENA.**

**GENOMIC PREVENTION PROGRAM  
PREMIUM PREVENTIVE CARE  
BUILT ON ADVANCES PUBLISHED IN JAMA, NEJM, AND JACC.**

## KEY CLINICAL ADOPTION DRIVERS

**PHYSICIAN RECOMMENDATION  
KOL ENGAGEMENT + CME**

**TARGET THE RIGHT PATIENT → AT THE RIGHT TIME → THROUGH THE RIGHT PHYSICIAN**