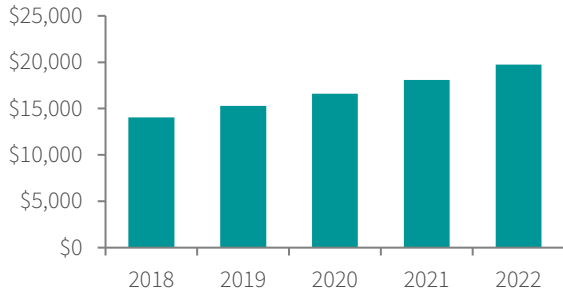


Digital Health - Bridging the Gap between Clinical Outcome and Personal Health

Global revenues for digital health technologies (\$m)



Personal health devices in 2018

440m units shipped globally | \$10b in revenues



By 2030, 1.4 billion will be aged 60 and above.
Deaths caused by non-communicable diseases will reach

52 million globally by 2030,
and more than half a billion will be diagnosed with diabetes.

13 million global shortage of healthcare personnel by 2030 will push healthcare providers to digitally transform the healthcare value chain.

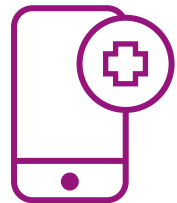


By 2030,
>20%
of doctor consultations will be conducted virtually.

Personalization features, solutions and platforms in personal health devices are enabling individuals to effectively self-monitor their health.

In certain cases, such as sleep enhancement, hearing health and low-risk diagnostics through home-based testing kits, self-care is becoming more effective and efficient.

Meaningfulness of a digitized healthcare sector is contingent upon continuity of data. Apple health records now support more than 250 health institutions, bringing consumer generated data into a clinical context, and giving individuals access to health data. While circumstances for data continuity is improving, the current status quo is suboptimal, and perhaps the largest barrier to meaningful use of digital health.



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