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A NEW ERA OF CONSUMER-ORIENTED HEALTHCARE

Personalized healthcare, *elevated.*

A modern healthcare platform uniting intelligent technology, individual needs, and independent medical expertise.

Digital Healthcare Platforms Transform Access to Personalized Medical Care. CallWell combines digital healthcare, personalized medical care, and preventive health solutions to make healthcare and longevity more accessible, convenient, and tailored to individual needs.

WEIGHT & METABOLISM

HAIR & SKIN

HORMONAL BALANCE

LONGEVITY & SLEEP

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HEALTHCARE REINVENTED WITH CALLWELL

A digital healthcare platform for *the age of personalized medical care.*

The digital healthcare industry is transforming the way people access medical services by combining technology, medical expertise, and personalized treatment options. Companies such as CallWell are part of this growing trend, offering digital platforms designed to make healthcare more accessible, convenient, and discreet.

CallWell is a digital healthcare service that connects patients with healthcare professionals through an online platform. Its services focus on simplifying access to medical consultations and treatment options. By providing a digital-first experience, CallWell aims to reduce traditional barriers to healthcare and make the process of seeking treatment more convenient for patients.

CallWell's offerings include treatments in four areas: weight and metabolism, hair and skin, hormonal balance, and longevity and sleep, each guided by a licensed doctor. The company combines online consultations, personalized treatment plans, and prescription services where appropriate to create a more convenient healthcare experience. Digital health platforms reflect a broader shift toward consumer-oriented healthcare, in which digital access, convenience, and personalized services play an increasingly important role. By enabling patients to connect with healthcare professionals online, CallWell seeks to make certain healthcare services easier to access without requiring every interaction to take place in a traditional clinical setting.

As demand for convenient healthcare solutions continues to evolve, companies such as CallWell illustrate how technology is reshaping the relationship between patients and healthcare providers. Their business models reflect the growing role of digital health in providing convenient access to consultations and treatment options, while highlighting the importance of responsible, patient-centered healthcare.

The Health Club

Beyond digital consultations and treatment services, CallWell is expanding its vision of modern healthcare through The CallWell Health Club, an innovative concept designed to make preventive medicine and personalized health management an integral part of everyday life.

The Health Club aims to combine state-of-the-art medical technology, regular health screenings, and professional medical guidance to help individuals better understand, monitor, and proactively manage their health. By facilitating regular assessments of key health indicators, the concept seeks to support the early identification of potential health risks and encourage preventive action before health issues become more serious.

A central element of the CallWell Health Club is the integration of advanced diagnostic technologies and personalized health assessments with ongoing medical consultation. Based on individual health profiles, screening results, and personal risk factors, members can receive tailored recommendations and, where medically appropriate, individualized treatment strategies. Rather than focusing exclusively on treating existing conditions, the Health Club aims to establish a more proactive and continuous approach to healthcare and longevity protocols. By combining digital health services with regular screenings and personalized medical guidance, CallWell seeks to bridge the gap between traditional reactive healthcare and a more preventive, data-informed model of medicine.

The long-term vision is to create a seamless healthcare experience in which technology, medical expertise, and personalized support work together to help individuals make more informed decisions about their health, well-being, and long-term quality of life.

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THE PLATFORM

Personal care.

Intelligently connected.

A new model combining advanced technology, individual context, and medical expertise.

CallWell connects people with independent physicians through a technology-led healthcare platform. Intelligent processing, structured health information, and digital coordination support a more personalized, informed care experience.

01

INDIVIDUAL FIRST

Care starts with each person's priorities, health history, and individual context.

02

INTELLIGENT BY DESIGN

AI supports the background process and the organization of relevant information.

03

MEDICALLY GROUNDED

Independent doctors retain the responsibility for clinical assessments and decisions.

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THE OFFERING

Four focus areas.
One platform.

Individualized pathways for four areas of health, connected through a single digital environment.

01

Weight & Metabolism

METABOLIC HEALTH

Physician-led care for weight and metabolic health, based on individual clinical context.

02

Hair & Skin

DERMATOLOGY & HAIR

Personalized evaluation of hair and skin concerns, guided by AI and medical expertise.

03

Hormonal Balance

HORMONAL HEALTH

Medical assessment of hormonal health, symptoms and personal risk factors.

04

Longevity & Sleep

LONG-TERM HEALTH

Preventive diagnostics and personalized assessment, based on the latest science on peptides, exosomes, and other actives, and care for your sleep.

THE JOURNEY

Technology connects. *Doctors decide.*

A connected patient experience that combines a digital-first journey with independent medical judgement.

01 **CHOOSE A CARE AREA**

Choose a health priority and describe your needs and goals behind it.

02 **BUILD A HEALTH PROFILE**

Structured intake organizes medical history, symptoms, and relevant information guided by an AI pre-evaluation and file organization process to determine what information is needed.

03 **ASSESSMENT BY A DOCTOR**

AI-enabled systems support the process in the background with appropriate independent medical expertise.

04 **MAIN TREATMENT AND CONSULTATION DECISION**

The physician determines clinical suitability, any further evaluation and next steps.

05 **BUILDING A PERSONAL DIGITAL HEALTH RECORD**

Health information can form a more coherent record across future interactions – patients are building an asset around their health data that can be used for future checkups, consultations, and treatments

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THE CALLWELL MODEL - THREE DIMENSIONS

A complete perspective *on healthcare.*

Three complementary dimensions bring digital health, considered medical care and a long-term health vision together.

01 Digital Health

THE PLATFORM

A connected environment for personal health information, physician matching, and digital coordination. All in one modern healthcare platform that focuses in particular on the growing demand for care in weight and metabolism, hair & skin, hormonal balance, and longevity and sleep.

02 The Well Practice

THE APPROACH

Care guided by individual context, clinical judgement, and a commitment to continuity. CallWell's holistic protocol combines a technical sublayer with medical expertise and judgement, building medical history on a modern platform that unites intelligent technology, individual needs, and independent medical expertise.

03 The Health Club

THE EXTENSION

A membership combining recurring screening, advanced diagnostics, and personalized medical guidance. Exclusive membership starts with an assessment of the status quo, then uses analysis and recurrent screening to focus on preventive individual health.

Our care team guides each member and can connect those with specialized surgical needs to experienced surgeons worldwide.

THE INFRASTRUCTURE

Intelligence behind *the experience.*

Digital systems can coordinate individual information and medical expertise without substituting for clinical judgement.

A CONNECTED OPERATING MODEL

01

PERSONAL CONTEXT

Individual goals, symptoms, medical history, and relevant records.

→

02

DIGITAL INTELLIGENCE

Structured intake, AI-enabled data processing, and digital coordination.

→

03

MEDICAL EXPERTISE

Independent clinical assessment, and appropriate care decisions.

AI helps connect the system. Doctors determine what care is appropriate.

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THE CARE PHILOSOPHY

A more personalized *standard of care.*

A care philosophy centered on individual understanding, responsible medical decisions and long-term perspective.

01

Understand the individual

The individual's history, circumstances and goals inform the consultation.

02

Respect clinical expertise

Clinical decisions remain with the treating physician, guided by medical evidence.

03

Think beyond an encounter

Relevant findings and follow-up information can build a clearer picture over time.

Personalized medicine is a standard of thinking—not simply a digital interface.

LONGITUDINAL HEALTH

Prevention with a longer horizon *to elevate your health.*

The Health Club combines advanced diagnostics, regular screenings and medical guidance to support a proactive, personalized understanding of health. Beyond consultations and treatment, regular assessments of key health indicators and personal risk factors may identify potential concerns earlier, allowing members and their care teams to take preventive action before issues become more serious. By pairing advanced diagnostics with ongoing medical consultation, the Health Club aims to translate each person's health profile and screening results into tailored recommendations and, where medically appropriate, individualized treatment. This continuous, data-informed approach helps members monitor changes over time and make better-informed decisions about their health, well-being and long-term quality of life.

MEMBERSHIP EXPERIENCE



SCREENING

Regular assessments selected according to individual needs and clinical advice.

PERSONAL INSIGHT

Changes and risk factors viewed within an individual health profile.

PHYSICIAN GUIDANCE

Tailored advice and medically appropriate next steps, where indicated.

THE LONG-TERM VISION

Beyond isolated visits.

Toward continuity.

Digital healthcare can connect individual information, clinical expertise and preventive thinking across time.

A more complete health picture.

An integrated health record can help turn separate consultations, tests and individual observations into a more informative perspective.

Personalized, physician-led decisions.

Advanced diagnostics, screening results and personal risk factors inform medical guidance and treatment decisions where appropriate.

Informed decisions today. A more proactive approach to tomorrow.

THE FOUNDERS

The people that build *the future of healthcare.*



Maximilian Carl Friede

ENTREPRENEUR · CALLWELL FOUNDER

Maximilian Carl Friede studied Biomedical Engineering at Stanford University's School of Medicine and School of Engineering (Graduate Certificate). He holds a Master of Science from the University of Oxford / HEC and a Master of Liberal Arts from Harvard University.

A serial entrepreneur, he founded the venture capital fund IDFEC for IP-intensive companies in critical technologies. Previously, he worked with some of Europe's largest single-family offices. He began his career in Valuation and Transaction Advisory at EY in Germany, where he led the first Brexit analysis for DAX companies. **He founded CallWell and designed the product to meet the need for personalized healthcare**.



Dr. med. Volker Rippmann

DOCTOR · CALLWELL CO-FOUNDER

Dr. med. Volker Rippmann is a specialist in Reconstructive and Aesthetic Surgery, recognized in both Germany and Switzerland, with practices in Berlin and Zurich. His training included work with Prof. Ivo Pitanguy in Rio de Janeiro, a pioneer of plastic surgery. He holds an additional qualification in Hand Surgery and has been a Fellow of the European Board of Plastic, Reconstructive and Aesthetic Surgery (FEBOPRAS) since 2006.

He studied medicine in Frankfurt am Main, Munich, and Innsbruck, as well as Chicago and New York. He began his surgical training at Whipps Cross University Hospital in London and continued at the Department of Plastic Surgery at Cologne-Merheim Hospital. He served as senior physician and deputy chief physician at the Department of Plastic Surgery in Dortmund. He owns two established clinics in Berlin and in Zurich. **He co-founded CallWell with the vision for the future of modern healthcare**.

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THE FUTURE OF PERSONALIZED HEALTHCARE

Personalized Healthcare, *elevated.*

Technology and medical expertise, united around individual health and needs.