



# Healthcare Impact Opportunity

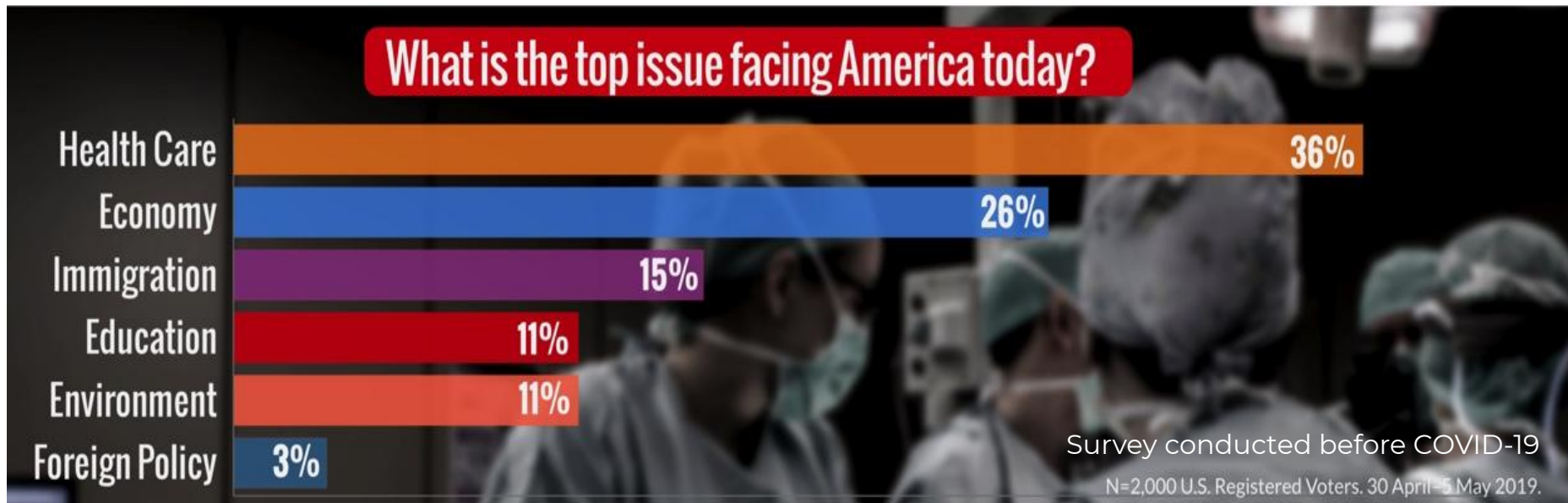
Healthcare Preference Group ([HPC](#)), Inc.



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# Healthcare is the Priority



# The Market Opportunity

The traditional healthcare\* sector along with the disruptive emerging healthcare technology and biotech sector are poised to attain significant growth and value in the coming years.

\*Healthcare has been the second-best performing sector since 1970

Quarterly Price % Change Comparison Graph



Source: Forbes, Now is The Time To Buy Healthcare Stock, Nov 29, 2019

# The Index Opportunity

- The most popular Indexes are the DOW Jones and S&P 500
- Index companies have grown exponentially given investor inflows into index tracking funds
- Index providers make significant revenue by licensing their indices to investment firms to create financial products that reflect disruptive tech-like profit margins



DOW JONES	16,314.67	+113.35
S&P 500	1,931.34	-0.90
NASDAQ	4,686.50	-47.98
NYSE COMPOSITE	9,857.25	+19.44
DOW COMPOSITE	5,825.39	+46.22
	12,378.57	+39.98

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Our Goal

Launch the first **H**ealthcare  
**I**mpact **P**reference (HIP) Index in  
the marketplace...

Introducing the HIP**50** Index

# Proprietary Model

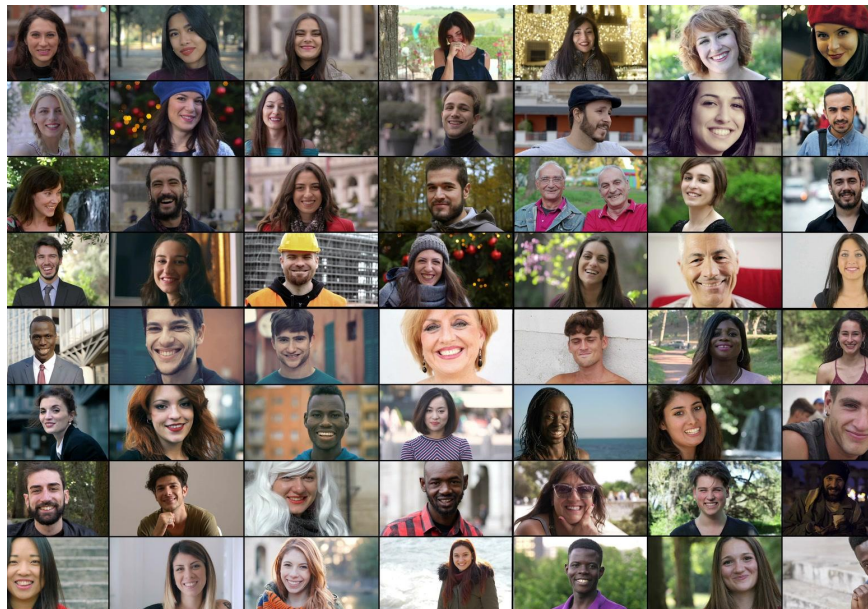
- First financial index to integrate the voice of the healthcare community for superior ROI & ROSI
- Proprietary methodology screens for ESG, financial performance and constituent preference
- Proven track record for launching the first ever Financial Impact Preference Index on the NYSE: listing symbol LGBTQ100





# Crowd Empowered

Our unique financial Index IP incorporates the crowd preference of targeted constituents, the inclusion of environmental, social and governance (ESG), along with financial big data AI metrics to deliver alpha performance and transparent impact outcomes for investors.





# HIP Preference Survey

The **HIP50** will engage a National survey to obtain the feedback from workers in the business of delivering healthcare directly to end-consumers (e.g. Doctors, Nurses, Lab Technicians), or who indirectly contribute towards the well-being of the broader community.



# HIP Methodology

We will select large-cap corporations from the Fortune 1000 and apply a three process screening methodology to create the **HIP50** Index. From our early modeling, we are confident that the **HIP50** will outperform the benchmark of the S&P Healthcare Index.



# HIP50 + Future Indices



## HIP All Cap 75 (HIPA75)

Small & Mid Cap; Biotech, Medical Devices, Med-Tech - Higher Volatility, High Growth



## HIP Global 100 (HIPG100)

Includes G7 countries, top Healthcare Large Cap Corporations - Global Growth



## HIP Cap XX (HIPCAP)

Large Cap Equity & Corporate Bond Mixture - Lower Volatility, Lower Safer Returns

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# The Perfect Storm

- Healthcare is the greatest concern amongst Americans, leading the industry in 5-years with projected 30% YOY growth
- ETF projected growth from \$6 trillion up to \$50+ trillion in next 10 years
- ESG is not a fad and is prioritized as part of global investment philosophy
- Wealth transfer of \$24 trillion between baby boomers and millennials



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***“The sentiments of these (the next) generations will drive not only their decisions as employees, but also as investors, with the world undergoing the largest transfer of wealth in history: \$24 trillion from baby boomers to millennials”.***

**Larry Fink, CEO, BlackRock**

# Amplified Media

Our global media partners will generate massive, unprecedented media coverage for our first **HIP50** Index product to the market with the launch and listing on NYSE of the **HIP50** Index.

Our exclusive media launch partner Bloomberg Media will propel the HIP brand to center stage overnight.

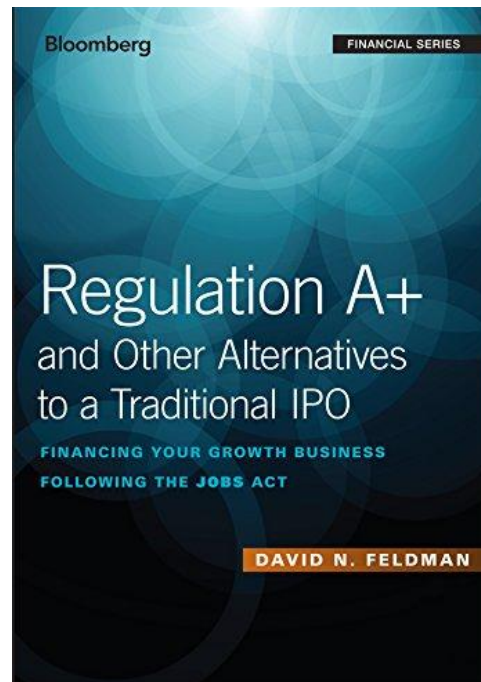




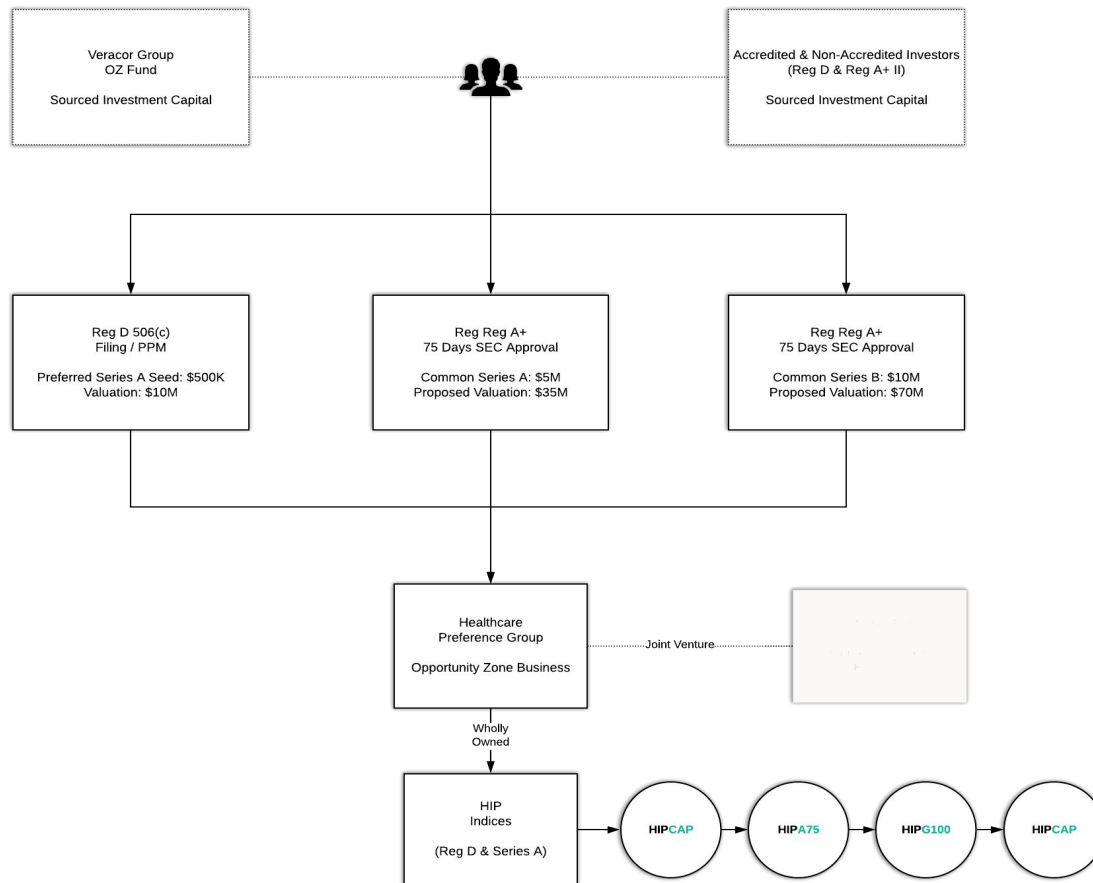
# Path to a Public Listing

Achieve significant valuation appreciation for Healthcare Preference Group (HPG) when **HIP50** Index lists on the NYSE within 90 days of our Reg D Preferred Series A financing close.

Regulation A+ Tier 2, SEC approval for HPG to Crowdfund from non-accredited and accredited investors across the all States and major Territories .



# Healthcare Preference Group



# Opportunity Zone Eligible

A dual impact and benefit for investors to receive a Capital Gains tax credit or shelter Gains through Veracor Capital LP Fund.

Approved Federal Fund for flow through tax-strategy investments.



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# Our Team

We are a passionate and inclusive team\* who share the common vision of harnessing the power of the crowd to positively shape the healthcare industry as we enter the 4th industrial revolution.

\*detailed director and officer bio's available upon request



# Business Model

1

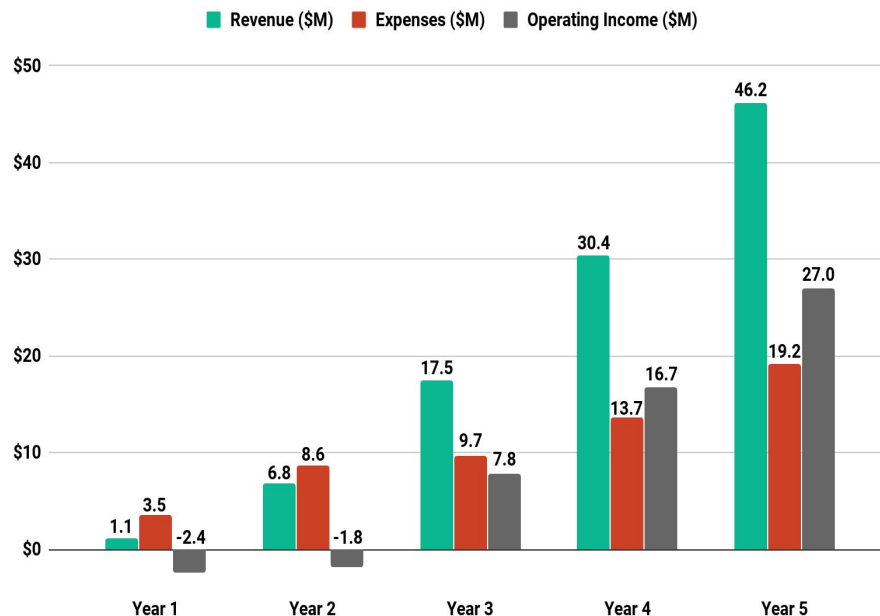
**HIP Index Licenses:** license fees from turnkey asset management platforms (TAMP) providers (7-9 bps)

2

**HIP ETF Sponsorships:** license fees from ETFs listed on NASDAQ or NYSE. (18-22 bps)

3

**Proprietary Data Reports:** data analytics sold to the healthcare and investment community (\$5k-25k)





# Impact Driven Investment

Reg D Financing up to

**\$500K**

Preferred Series A\*

*\* Priority dividend distribution over common shareholders*

Fixed 2 Year minimum

**10%**

Cumulative Dividend\*

*\* Dividend is paid by way of common shares*

Fixed Conversion Valuation or Discount of

**25%**

Investor can convert anytime  
within 2 years\*

*\* Conversion upon listing on major U.S. Exchange*



# Example ROI

Reg D Offering		Within 12-Months		Within 24-Months	
Investment Amount	\$10,000	Launch of the HIP50 Index	Projected Returns Year 1	HIP Brands launch 4 Indices	Projected Returns Year 2
Funding Round	Reg D Preferred Series A	Reg A+ Tier 2 Series A Common	Capital Dilution	Reg A+ Tier 2 Series B Common	Capital Dilution
Target Raise	\$500,000	\$5,000,000		\$10,000,000	
Corporate Valuation	\$10,000,000	\$35,000,000	14.29%	\$70,000,000	14.29%
Annual Cumulative Dividend	\$1,000	Annual Cumulative Dividend	\$3,500	Annual Cumulative Dividend	\$7,000
ROI Investment based on Corporate valuation	\$2,500	ROI Investment based on Corporate valuation	\$35,000	ROI Investment based on Corporate valuation	\$70,000
Value at time of investment	\$13,500	Preferred equity value	\$38,500	Preferred equity value converted	\$77,000
Investment ROI	35%		385%		770%

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***“It is possible to do good and be good at the same time”.***

**Dr. Sanjay Gupta**

# Thank You.

**Reg D 506 (c) Private Placement Memorandum  
Available Upon Request.**

Please contact us to arrange for an opportunity to ask  
Management questions pertaining to this Offering.

**Healthcare Preference Group, Inc.**

Kenton Gray

President

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