



Empowering Customers with Cognitive Insights



Your Customers Don't Know if Their Cognition Improves with Your Product

- They have no easy and accessible way to measure their cognition
- They don't know their cognitive health status and if they need to seek help
- They don't know if the product they are trying is effective

It is Increasingly Challenging to Hold Your Customers' Attention

- **66%** of customers say it takes more for a company to impress them with new products and services than ever before
- Strong, evidence-based marketing statements that differentiate your brand can be costly to create

Savonix Establishes Trust With Your Customers

With Savonix Mobile—our gold-standard digital cognitive assessment—your customers can check their cognitive health anywhere, any time.

Build trust and drive repeat business by providing your customers with a unique experience. Support their brain wellness journey by providing educational content to take charge of their health. Empower them to understand their brain health and see for themselves the objective and measurable effects of your product on their cognition.

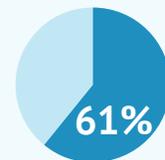
Leverage on Savonix's data and insights to obtain real-world insights on the impact of your products on cognition. With these insights, create effective marketing statements which are backed up by science and catches the attention of your customers.



About 80% of the general public are concerned about developing dementia at some point



81% of people are likely to repurchase a product based on their cognitive test results



People are more likely to buy from companies that deliver unique content



92% are more likely to purchase additional products and services from trusted businesses



Customers are more likely to be loyal to a company they trust

Visit savonix.com/CE for more information.

Your Customers Want to Know. You Need to Know.

Savonix Enables Easy Access, Immediate Test Results, and Insights.

We provide a cost effective, scalable method to screen for cognitive impairment that mirrors the gold standard for neuropsychological assessment.

Developed by our team of neuropsychologists and based on years of research, our cognitive tests can be completed at home on any mobile device.



The Personal Summary Report

The Personal Summary Report (PSR) is available immediately following the assessment so your customers can view their test results within the mobile application or via an emailed pdf attachment. The PSR includes results from the Lifestyle Questionnaire that shows members how their daily behavior relates to brain health.

Jane Smith SAVONIX

Date of Birth: 1957/03/16 | Gender: Female | Education: Doctorate Degree | Color Blind: No

Test Results

Cognition is the ability of your brain to think, learn, understand and remember. Cognitive function is an indication of brain health. The table below shows your current cognitive functioning compared with people the same age as you.

Domains	Below Average	Average	Above Average
Instant Verbal Memory	0th		
Delayed Verbal Memory		16th	

Brain Health Behaviors

Your lifestyle can affect the health of your brain and efficiency of cognitive functions. Some lifestyle behaviors can boost cognitive function and protect you against brain diseases. Other behaviors can reduce cognitive function and increase risk for brain diseases. The table below shows your lifestyle results. You can click on each area to learn more about why these behaviors are important for brain health and cognitive function.

Behaviors	High Risk	Moderate Risk	Low Risk
Smoking	⊖		
Exercise		⊕	

Comprehensive Personal Report

Cognitive Function

Cognition is comprised of different areas or 'domains'. The Savonix domains are divided into Instant Verbal Memory, Delayed Verbal Memory, Impulse Control, Focus, Attention, Emotion Identification, Processing Speed, Flexible Thinking, Working Memory, Executive Function, and Spatial Memory.

Instant Verbal Memory: Score: 0th, Below Average

Instant verbal memory is the ability to recognize words from short term memory. We use our verbal memory to remember a shopping list or learn names.

Customizable message
“This complimentary assessment is brought to you by brand X. To learn more about cognitive health, go to [brandX.com/productname](#).”

Test results – brief
Test results are first displayed in color-coordinated percentiles for easy understanding.

Lifestyle habits – brief
Lifestyle habits are categorized by the level of risk they carry toward the member’s brain health.

Comprehensive report - detailed
This section provides more detail about each component of the assessment, including the effects of lifestyle behaviors on brain health.

Visit savonix.com/CE for more information.

Savonix is Advancing Healthcare Through Cognitive Insights.