PISTIL BRAIN

Your personal hormonal health companion

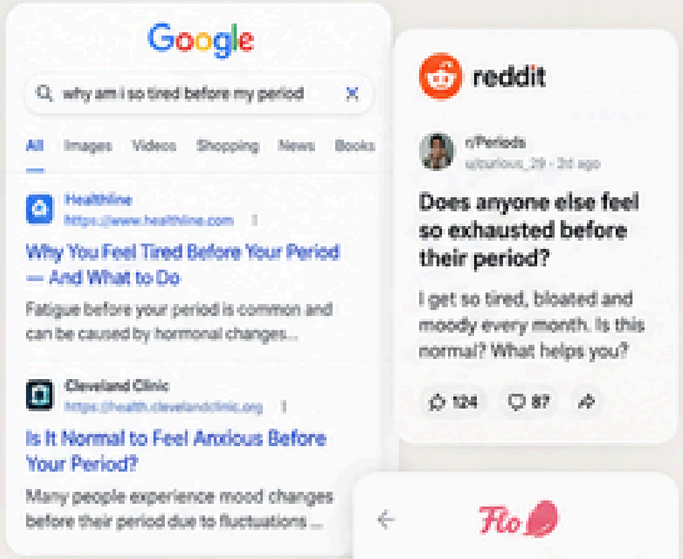


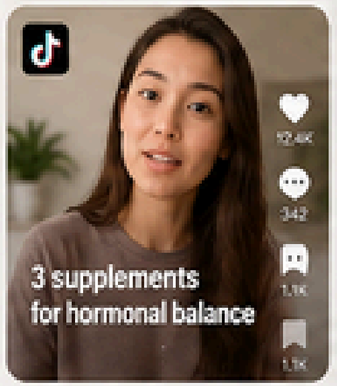
*CONFIDENTIAL | Pistil Sdn Bhd
Investor Pitchdeck

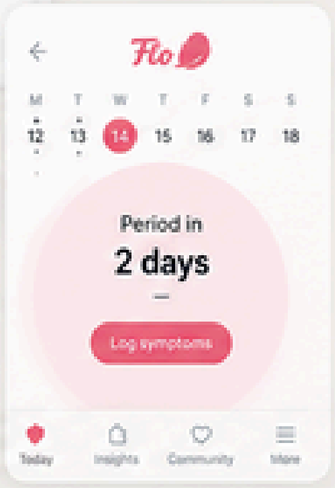
Tracked, but never understood.

UNDERSTANDING IS FRAGMENTED

You have symptoms, data and information everywhere, but no single view.

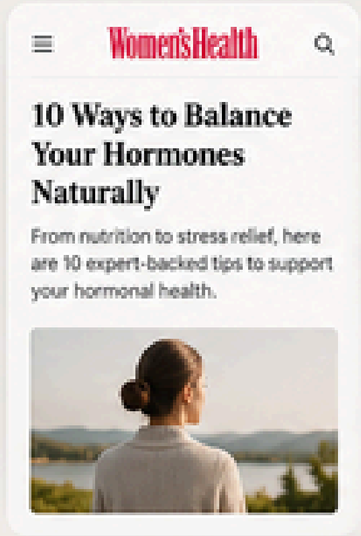


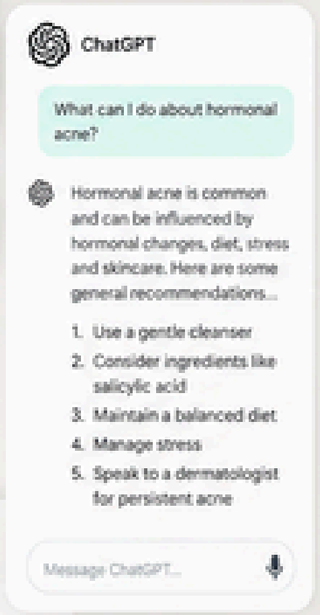


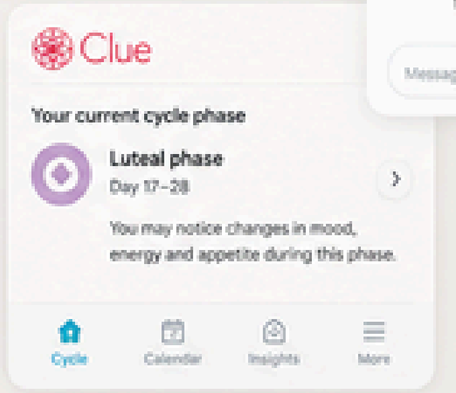


GUIDANCE IS GENERIC

Most tools give general advice, not personalised next steps for your unique body and history.

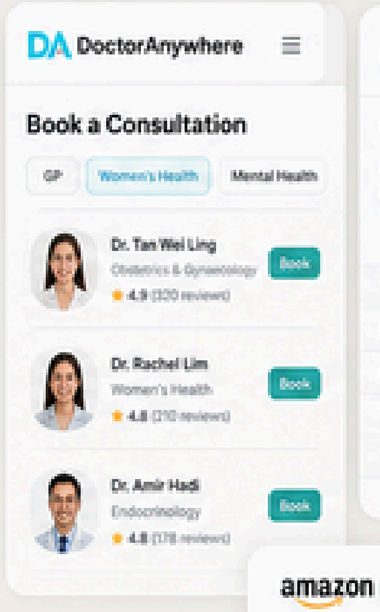


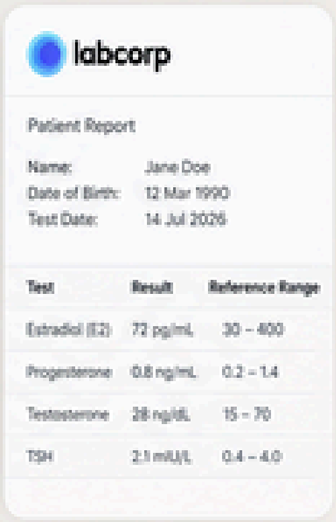




CARE IS DISCONNECTED

When you need help, you have to piece it together across different providers and platforms.







Women’s health is becoming a $2 trillion-dollar priority.

The next generation of care is shifting from reactive care to continuous health intelligence.

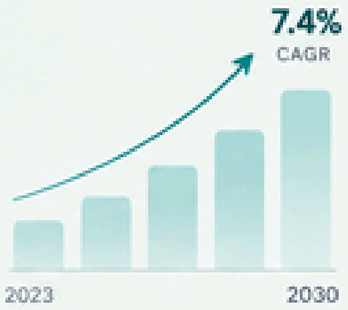
1 A large, underserved market

Women’s health is one of healthcare’s largest opportunities, yet remains underbuilt and underfunded.

$1.8T

GLOBAL WOMEN’S HEALTH MARKET

Growing to $2.6T by 2030

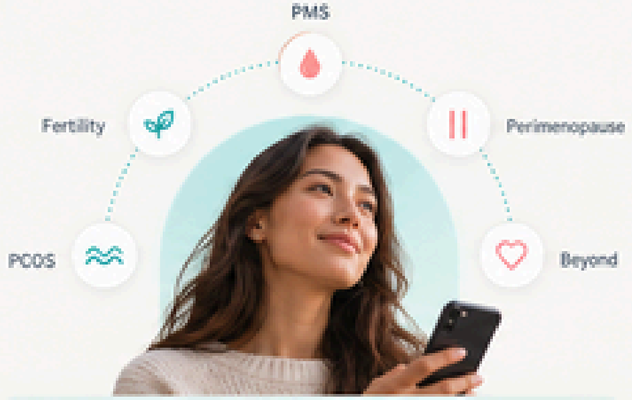




Only 5%
of health R&D funding goes to women’s health.

2 Demand is shifting to preventive care

Women are actively looking for proactive, personalised support across PMS, fertility, PCOS, perimenopause and beyond.

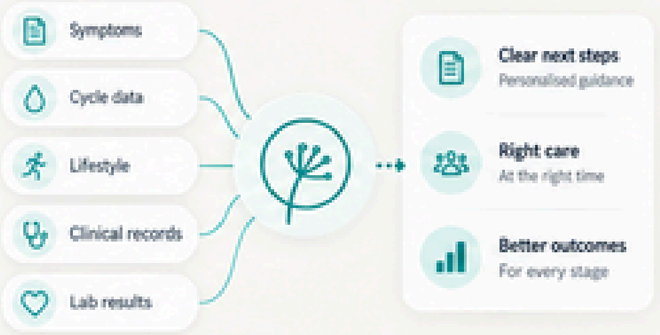




80%
of women experience hormonal imbalance.

3 AI makes continuous guidance possible

For the first time, AI can turn fragmented health signals into clear next steps at scale.





From symptoms → guidance → care.

WOMEN'S HEALTH IS ONE OF HEALTHCARE'S LARGEST UNDERSERVED MARKETS.



Rising demand for personalised, preventive and convenient care.



Hormonal health affects every life stage

TAM — **$180B**
2.0B potential users globally

SAM — **$18B**
200M digitally connected women across our initial global markets

SOM — **$32M–US$45M ARR**
350K–500K paid subscribers within five years

Source: Grand View Research, Mckinsey, Frost & Sullivan

PISTIL

Every woman's health journey is different.

So why is everyone getting the same advice?



Be in control of your health journey

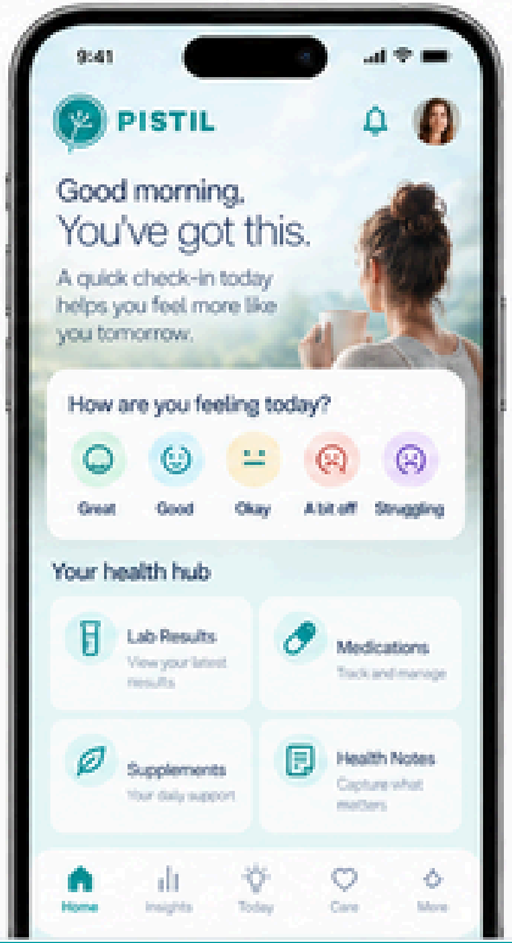
Turning data into clear, personalised next steps.

1 UNDERSTAND

Connect the signals.

Pistil brings together your symptoms, cycle, lifestyle and clinical data to see the full picture.

- **Symptoms** — How you feel
- **Cycle data** — Your patterns
- **Lab results** — Key biomarkers
- **Lifestyle** — Sleep, stress, movement
- **Goals** — Fertility, skin, energy & more
- **Wearables** — e.g. Apple Watch



3 SUPPORT

Stay with you through the journey.

Get 24/7 guidance, know when to seek care, and track your progress — from your first period to menopause.

- **Ask Pistil** — Get trusted, personalised answers anytime.
- **Prepare for care** — Know what to monitor and when to see a doctor.
- **Track progress** — See what's working and adjust over time.

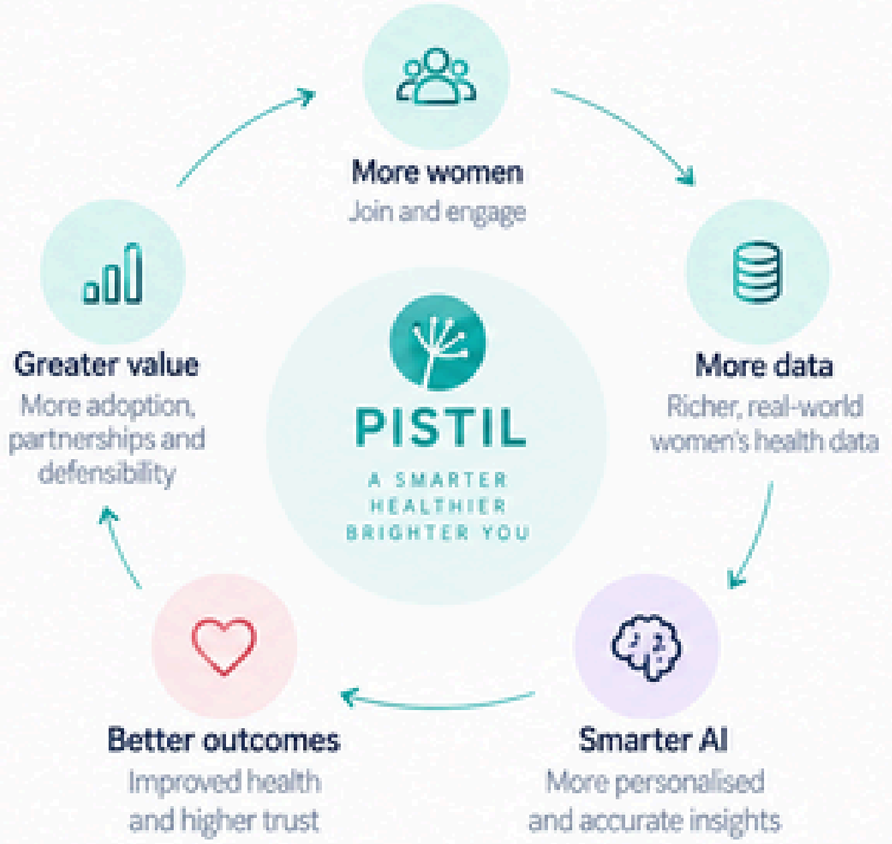
The flywheel that gets smarter, more valuable & harder to replicate.

BUILDS DEFENSIBILITY THROUGH:

Proprietary data
Large, longitudinal, multi-modal women's health dataset.

Personalised AI models
Trained on real women's data, improving with use.

Integrated experience
Data, insights and care in one place.



CREATES A WIDENING MOAT:

Network effects
More women → better data → smarter insights → more women.

High switching costs
Deep personal data, tailored insights and habit formation.

Expanding ecosystem
Partnerships with providers, payers and research to increase value and access.

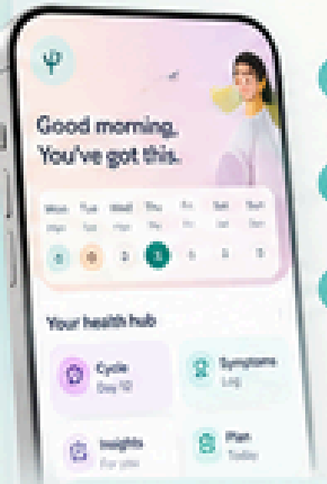
Product Roadmap

NOW

1

Complete & Stabilise

MVP → LAUNCH READY



- Complete Pistil Brain V1
- Refine user experience based on beta feedback
- Strengthen clinical safety & data infrastructure

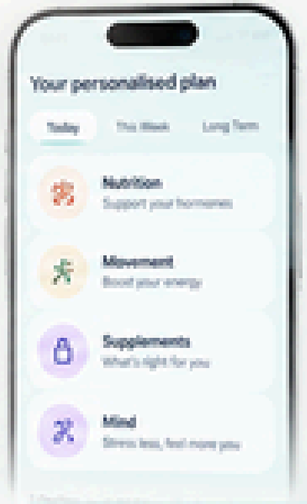
Q3 2026 | MVP ready for closed beta

NEXT 6–9 MONTHS

2

Validate & Grow

CLOSED BETA



- Onboard 1,000 women in beta
- Measure retention & conversion
- Launch first B2B pilot

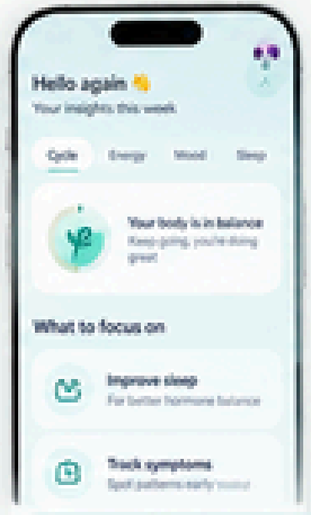
Q3- Q4 2026 | Prove product-market fit

MONTH 12–18

3

Scale & Launch

PUBLIC LAUNCH



- Public launch (MY → global)
- 50K users
- Paid subscriptions
- 3 enterprise pilots

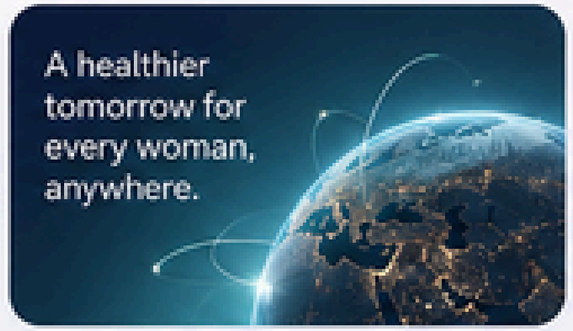
Q1- Q4 2027 | Scale acquisition & revenue

BEYOND 18 MONTHS

4

Expand & Deepen

GLOBAL GROWTH



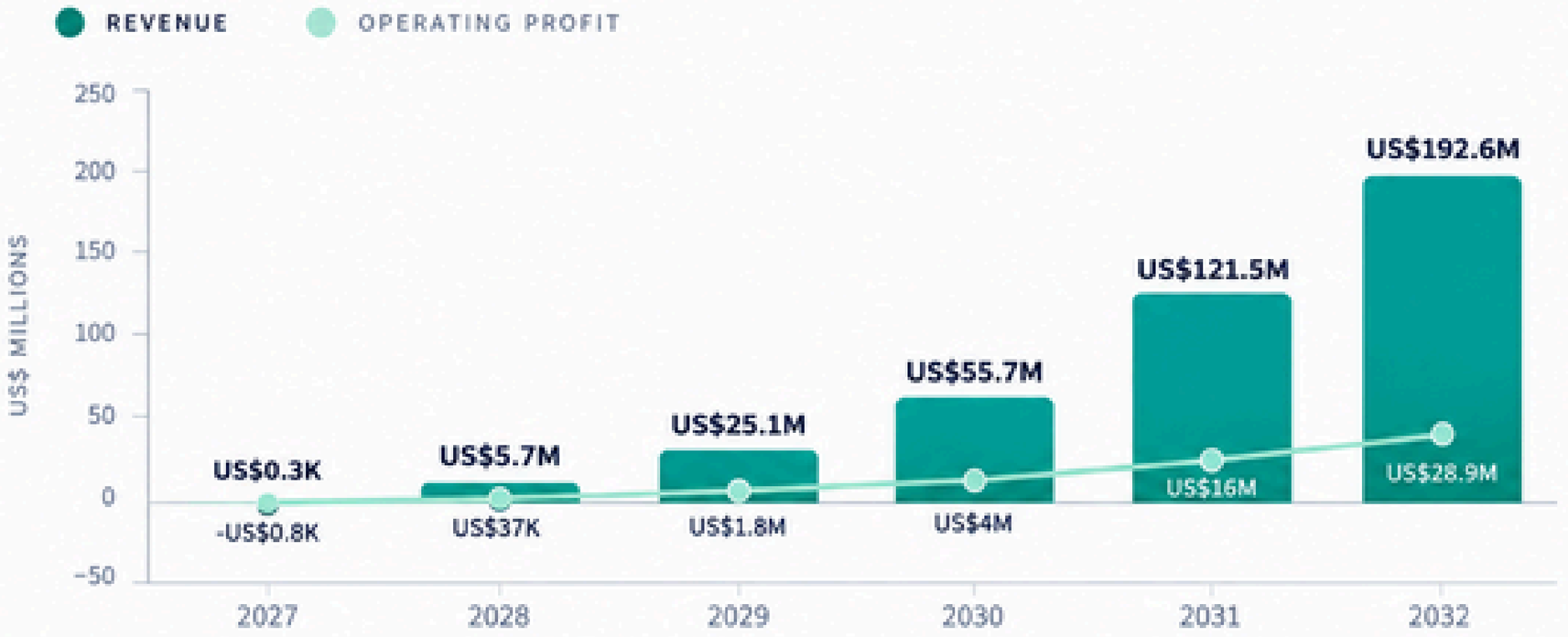
- Multi-market expansion (US, AUS, UK, EU)
- Deeper clinical integrations & lab data
- New capabilities (e.g. AI imaging, risk prediction)

2028+ | Global scale & category leadership

Revenue Projections

Path to $5.7M in 2028

BUILDING TO A HEALTHIER TOMORROW



TARGET USERS	200K	→	500K	→	1.2M	→	3M	→	7M	→	9.9M

US$192.6M
Revenue by 2032

9.9M
Target users by 2032

2028
Target breakeven

FOUNDERS WITH PURPOSE AND EXECUTION POWER.



Rina Ho
CEO, Co Founder

- Built Pistil from lived experience
- 11 years building & scaling businesses across MY and SG
- Ecosystem builder — assembled 30+ doctors and 25+ clinic partners in 24 months



Narmeet Singh
CTO, Co Founder

- 18 years in enterprise architecture, cloud, data infrastructure, and AI systems.
- 2x startup co-founder / CTO with experience scaling platforms to millions of users.

Top 100 : Aurora Tech Women Founders 2026

CLINICAL + TECHNICAL ADVISORS



Dr. Jaspal Singh
Clinical Advisor
Practising 37 years

ParkCity Medical Centre — Consultant Obstetrician and Gynaecologist

Royal College of Obstetricians & Gynaecologists — MBBS , MRCOG , FRCOG



Flora Luciani
R&D Project Manager

cnrs @CREATE Singapore — Program Officer

Institut Mines-Télécom / em lyon business school — Master of Science, MS Health Management & Data Intelligence



Fahim Surani
Technology Advisor

PETRONAS / aws — Senior Enterprise Solutions Architect

University of Toronto — BC sc Computer Science



Tajul Asni
Mentor

IMU — Digital Health & Health Informatics Academic

VENTUREBLICK — Industry Advisor

The Ask

Unlocking the next growth milestone

THE ASK

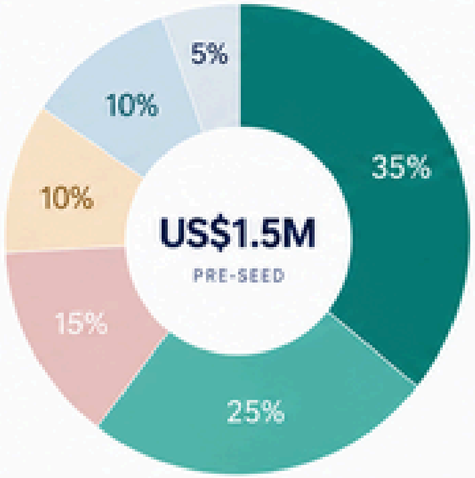
Raising US$1.5M to scale Pistil Brain.

Accelerate global growth and make personalised hormonal care accessible to every woman.



USE OF FUNDS

DEPLOYING CAPITAL TO DRIVE GLOBAL IMPACT



35% Go-to-Market
US$525K
User acquisition, brand, content and community. Expansion to US, UK, EU and Australia.

25% Product & Technology
US$375K
Pistil Brain development, AI models, data integrations, security and platform scalability.

15% Team
US$225K
Key hires across product, engineering, clinical, growth and operations.

10% Clinical & Content
US$150K
Medical advisory, clinical validation, content development and localisation.

10% Operations & Regulatory
US$150K
Legal, compliance, IP, data privacy and market entry costs.

5% Working Capital
US$75K
Runway and operational buffer.

Global go-to-market focus

US, UK, EU & Australia
Pistil Brain to the women who need it most.

KEY MILESTONES (NEXT 18 MONTHS)

Q4 2025 – Q1 2026
Complete & Stabilise
- Complete Pistil Brain V1
- Beta with 1,000 women
- Refine AI models, UX and clinical content

Q2 – Q4 2026
Launch & Grow
- Public launch (Malaysia)
- Begin international go-to-market (US, UK, EU, Australia)
- 50K users
- First B2B pilot (1–3 enterprise clients)

2027
Scale Internationally
- >250K global users
- 10+ enterprise clients
- Localised content and clinical partnerships
- Positive operating profit

2028+
Global Leadership
- 500K - 1M+ users
- Strategic data partnerships (research, pharma)
- Expanded healthcare integrations
- Sustainable profitability and scale

Support & Investors love us

Grant Support

CRADLE (CIP SPARK)

Cradle

Creating. Leading. Startups

RM100,000

NON-DILUTIVE GRANT

Awarded under CIP Spark, disbursed in milestones (includes up to RM15,000 for legal due diligence support).

VALIDATION FOR OUR MISSION

Angel Investor

MARUTHI

Maruthi

US$10,000

SAFE INVESTMENT

Early believer in our mission to advance women's health in Southeast Asia.

BELIEF IN OUR TEAM

Cloud Infrastructure

AMAZON WEB SERVICES

aws

Up to $200,000

CLOUD CREDITS

Matching credits to support our AI infrastructure and scalable platform development.

BUILDS FASTER, FURTHER

Ecosystem Support

MDEC

MD MALAYSIA DIGITAL

MD STATUS

RECOGNITION

Recognised under Malaysia Digital, supporting our growth as a high-potential tech startup in femtech.

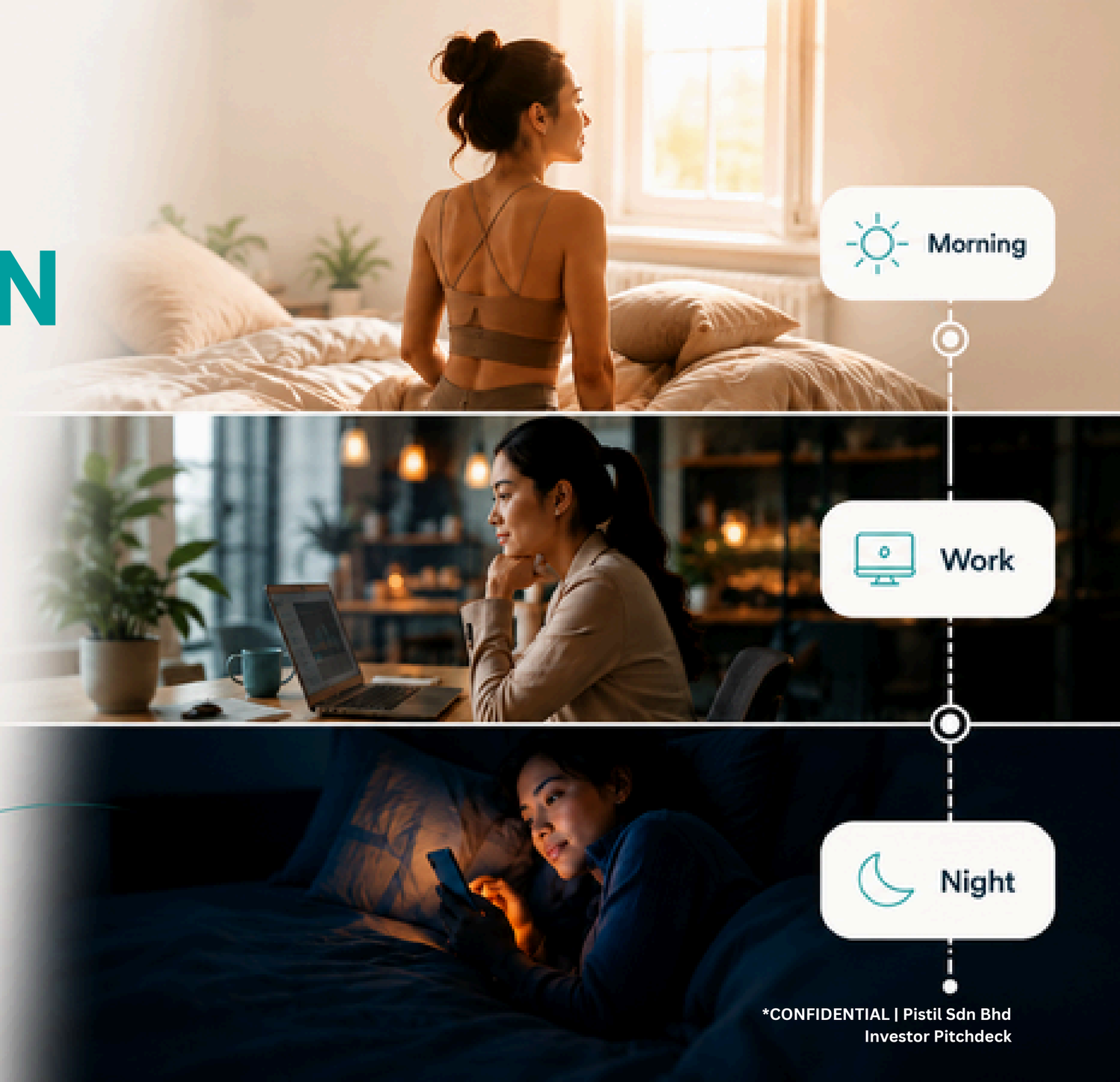
STRONGER ECOSYSTEM ACCESS

PISTIL BRAIN

Your personal hormonal health companion

Get in touch > rina@pistil.io

Pre-Seed | US$1.5M



Pre - seed | Q4 2026

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Investor Pitchdeck