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**CEO<sup>c</sup> AGING INNOVATION FUND MAKES ITS FIRST STRATEGIC INVESTMENT**

Investment Directed to DUOS, a Digital Health  
Company Empowering Older Adults to Live Independently

**LOUISVILLE, Ky.** (June 26, 2023) – CEO<sup>c</sup> announced today that it has made its first strategic investment from the Aging Innovation Fund, a \$50 million venture capital fund that invests in startups that provide digital healthcare solutions to the aging population. The \$10 million venture round financing of DUOS, a digital health company focused on helping older adults stay connected and age independently, was co-led by the Aging Innovation Fund, Primetime Partners and SJF Ventures

“We are so excited to announce our first investment from the CEO<sup>c</sup> Aging Innovation Fund,” said Tammy York Day, president and CEO of CEO<sup>c</sup>. “Through our innovation engine, we have identified many great startups in the aging space but often these companies struggle for the capital needed to grow. The CEO<sup>c</sup> Aging Innovation Fund allows us to bridge the funding gap for these highly innovative companies, unlocking more opportunities to scale.”

Launched in 2020, DUOS provides a full suite of technology and engagement products for health plans, providers and employers. Tapping into over 100,000 different Medicare Advantage plan benefits and more than \$30 billion in unclaimed public benefits, DUOS identifies the right plan benefit, community resource or government program at the right time, thereby driving increased member satisfaction in older adults, reducing stress and burden on caregivers and addressing critical care gaps for health plans.

“We’re so pleased to welcome the CEO<sup>c</sup> Aging Innovation Fund as a new investor in DUOS,” said Karl Ulfers, co-founder and CEO of DUOS. “The Aging Innovation Fund and Castellán Group are leaders in the aging innovation space, and their investment in DUOS is reflective of our strong track record of success at addressing aging needs. This funding will allow us to continue investing in our underlying technology and expand our impact with more older adults and caregivers.”

Managed by Castellán Group, the CEO<sup>c</sup> Aging Innovation Fund fills a critical void in the healthcare and senior industries, in which early-stage entrepreneurs often lack the necessary funding and coordination to bring novel technologies to market. The value in the Fund is unlocked by its strategic partners, an unmatched network of top industry operators and experts across the entire continuum of care. Unlike any other strategic investment fund in the nation, the CEO<sup>c</sup> Aging Innovation Fund furthers job creation and improves health outcomes.

“DUOS is a prime example of how our investment thesis overlaps with improving patient lives in a meaningful and tangible way,” said Barry Brauch, managing director at Castellán Group. “We believe that our Aging Innovation Fund has never been more needed or relevant. Our established connections

