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LOUISVILLE HEALTHCARE

CEO COUNCIL

LOUISVILLE HEALTHCARE CEO COUNCIL AND AGING2.0 JOIN FORCES

Acquisition to accelerate both organizations' growth and momentum in aging innovation

LOUISVILLE, KY. (September 29, 2021) - The Louisville Healthcare CEO Council (LHCC) has acquired Aging2.0, a global network working to accelerate innovation to address the biggest challenges and opportunities in aging. The Aging2.0 network has grown to include 40,000-plus innovators in 130 chapters across 31 countries.

Aging2.0 has joined forces with LHCC because of a shared vision for innovation in aging and because LHCC will provide critical commercialization resources to the Aging2.0 global network around the world. Aging2.0 will formally be based out of LHCC in Louisville, and the acquisition will further position Louisville as the aging innovation hub both nationally and internationally.

The announcement was made on Tuesday, September 28 during the Bridging the Gap virtual event, presented by both organizations. The event welcomed a group of healthcare aging industry leaders, innovators, entrepreneurs and investors.

"We are not changing Aging2.0," said Tammy York Day, President and CEO of LHCC. "This gives us an opportunity, with input from the entire Aging2.0 community, to invigorate the brand and harness the group's collective power and influence to connect innovation and real-world solutions to industry".

The acquisition is expected to expand the global aging innovation community, creating opportunities for innovation in the marketplace.

"This is a logical step for the Aging2.0 network in progression of our mission of accelerating innovation and creating opportunistic pathways for innovators.",” said Katy Fike, co-founder of Aging2.0. "This gives us the chance to realize our vision of a genuinely global network and we grateful to the Chapters, partners and innovation community who've been part of the journey so far.",” said Stephen Johnston, co-founder of Aging2.0.

During the Bridging the Gap event, LHCC also discussed $50 million in strategic investments capital, which will identify and fund entrepreneurs, providing critical financial resources to support innovation in the aging space. The $50 million will further enhance LHCC's ability to attract and cultivate entrepreneurs to Louisville's robust aging and healthcare-centric business community, bolstering the city's position in the healthcare aging industry.

Also included was the third annual CareTech Pitch competition, an international program centered around a Global Innovation Search through the Aging2.0 network that convenes investors,

entrepreneurs and enterprises to identify outstanding innovations that address critical needs in the healthcare aging space. The annual competition has helped to identify top entrepreneurs from around the globe, providing the necessary connections, support and infrastructure to bring life-changing innovations to market since 2018.

Last year's winner – Famileo – is currently in LHCC pilots, accessing patient populations in Signature and Trilogy facilities. A second LHCC pilot will be launched January 1st that will specifically be focused on aging in place populations in conjunction with Humana as well as other LHCC member companies. Famileo developed an app that allows family members and loved ones of seniors to connect with their loved ones by submitting news and updates through the app – resulting in a customized "family news" style printed gazette that is then delivered to the senior, allowing them to stay connected even if they are not technologically-enabled. The concept won over judges due to its approach and intelligent combination – bridging the divide between new and old technology.

Through the pitch competition, LHCC supports its innovation engine – identifying, cultivating, nurturing and developing creative healthcare aging innovation solutions – and discovers "tools" to improve patient experiences, support professional caregivers, increase trust and drive better health decisions and outcomes.

About Louisville Healthcare CEO Council The Louisville Healthcare CEO Council (LHCC) is comprised of the top 13 healthcare companies headquartered or founded in Louisville, KY. The CEOs of these companies, who make up the LHCC board of directors, organized the council to leverage the strengths and assets of their organizations to solve important national healthcare problems that extend beyond the scope of any one single member company. With its representation of healthcare entities across the entire care continuum, LHCC capitalizes on its sector strength to identify healthcare gaps and connect innovators with solutions to capital and customers. Collectively, member companies represent over $120 billion in annual revenue, 475,000 employees nationally and touch 85 million lives annually. These companies include Kindred Healthcare, Humana, Anthem BC/BS Kentucky, Apellis Pharmaceuticals, Atria Senior Living, Baptist Health, BrightSpring Health Services, Galen College of Nursing, Hosparus Health, Norton Healthcare, Signature HealthCARE, Trilogy Health Services and the University of Louisville. For more information, please visit www.lhccinc.com

About Aging2.0 Founded in 2012 by Stephen Johnston and Katy Fike, Aging2.0 strives to accelerate innovation to address the biggest challenges and opportunities in aging. Aging2.0's international, interdisciplinary and intergenerational community has grown to 40k+ innovators across 31 countries. The volunteer-run chapter network, which spans over 130 cities, has hosted more than 1000 events around the world. Aging2.0 has also built the world's first collective intelligence platform for innovation in aging, The Collective. For more information, please visit www.aging2.com.