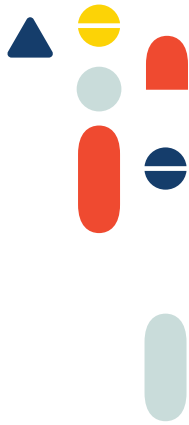


# Capsule is rebuilding the pharmacy industry from the inside out

with an emotionally resonant experience  
and technology that enables customized  
outcomes for doctors, hospitals, insurers,  
and manufacturers.





# Whether you're sick or just sick of your pharmacy

In the healthcare industry, businesses often forget that behind all the craziness of the system, we're all just people looking after other people.

At Capsule, we have solved the familiar frustrations of conventional pharmacies—eliminating wait times, building predictive inventory tools to ensure medications are in stock when you need them, putting price transparency at the core of the customer and doctor experience, creating a modern way to interact with your pharmacist, and offering smart refills so you never miss a dose of your medication.

This frictionless experience is at the heart of the first emotionally resonant brand in healthcare.



# 1 in 2

Prescriptions that are never picked up from pharmacies.

# 40%

Percentage of people who have to return to their pharmacy due to out-of-stock prescriptions.

# 60 mins

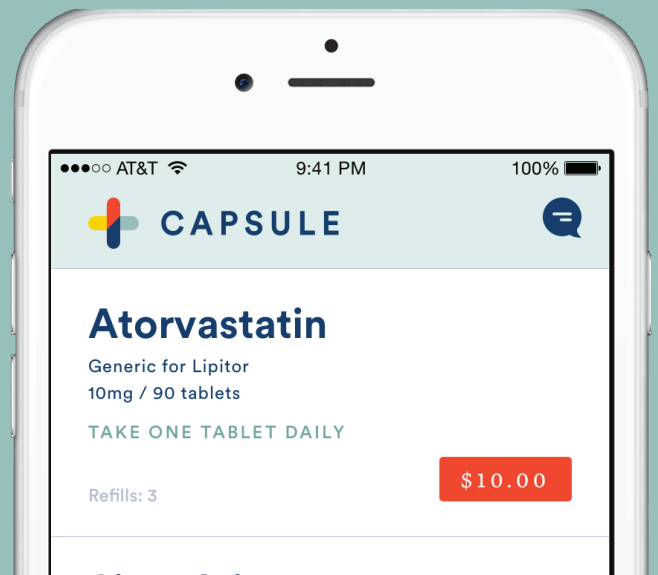
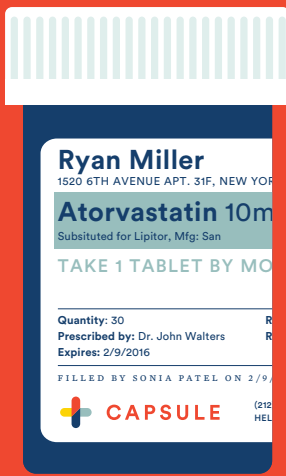
Typical time spent waiting for a prescription to be filled.

# 26%

Percentage of people who would recommend their chain pharmacy to a friend.

# 90%

Percentage of prescriptions filled at retail pharmacies, up from 82% in 2009.



**Don't be shy.  
You can ask us anything.**

Want to talk about your medication? Your copy?  
Your ex-boyfriend/girlfriend? Your ex-pharmacy?  
We're always here for you.

+ CALL OR TEXT US AT 212-675-3900  
+ EMAIL US AT [HELP@CAPSULECARES.COM](mailto:HELP@CAPSULECARES.COM)  
+ LIVE CHAT IN THE IPHONE APP

## Rebuilding the pharmacy from the inside out

Capsule is a new kind of pharmacy. Instead of spending millions on corner stores, we've invested in technology, experience, and care. Instead of mailing you your prescriptions in 10-14 days, we hand deliver them right to you on the same day you see your doctor.

We've engineered a holistic pharmacy experience that provides personalized and effortless care, setting a new standard for how people interact with their medications. Our team has rebuilt the pipes and the platform powering the pharmacy to create a better healthcare system for everyone.

# Everybody needs some looking after sometimes



## SEND US YOUR PRESCRIPTION

We'll transfer your next refill to our pharmacy. Or if it's something new, ask your doctor to send it to us directly. Our technology works with your doctor and insurance company to get you the best price.



## WE HAND DELIVER TO YOUR DOOR

We bring your medication to your home or office, today or whenever you need it. Our service and delivery are always free, and your copay stays the same.



## SMART REFILLS

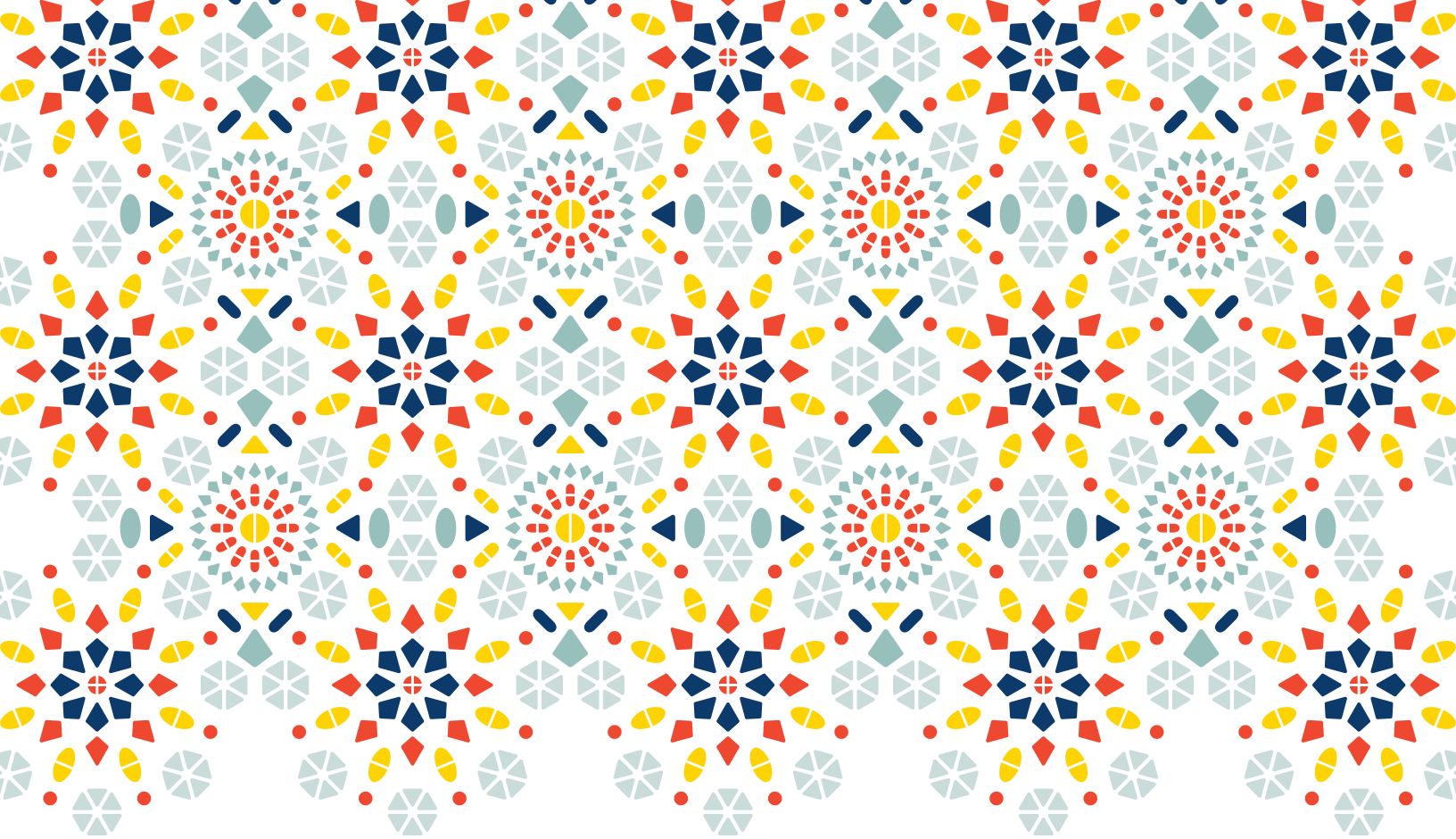
So you never have to worry about your medication. We harness our predictive technology and coordinate with your doctor and insurance company to make sure you never run out of the medication you need.



## ALWAYS LOOKING AFTER YOU

We're here to help. Whether you have a question about your insurance or want a private place to talk with a pharmacist, we are always just a call, text, chat, or email away.





# The conventional pharmacy system doesn't work for anyone—half of prescribed doses are never taken



## CUSTOMERS

- + No price transparency
- + No access to information or advice



## DOCTORS

- + 25% of time spent on admin issues
- + 946 million callbacks from pharmacies
- + No visibility post-visit



## INSURERS & HOSPITALS

- + \$50bn medication-related readmission costs
- + No visibility post-discharge



## MANUFACTURERS

- + 48-66% fill rates
- + \$30bn sales and marketing spend with no visibility on fulfillment pathway and ROI
- + \$67bn R&D spend
- + No real-world clinical data

# Capsule's holistic pharmacy model meets consumer demand

- + Prescription drugs are a \$425bn industry, with 70,000 retail pharmacies and 1.4% online penetration.
- + Legacy brick and mortar pharmacies, where 90% of prescriptions are still picked up, have not changed in more than a hundred years.
- + Conventional mail order pharmacies aren't sufficient when you've run out of the medication you need or when you've left your doctor's office and want to get started on your medicine straight away.
- + Capsule has built a brand and experience that consumers love and trust, backed by 5,000+ perfect App Store reviews.



# The extraordinary team

Capsule was born when a couple of old friends started to talk about why pharmacies don't work and realized that their different perspectives could lead to a real solution. Eric spent years working in healthcare and retail investing, while Sonia was on the ground as a pharmacist and troubleshooting underperforming pharmacies for the Walmart system.

Together they are leading the team on a mission to fundamentally rebuild the pharmacy and set a new standard for care.



## Eric Kinariwala

FOUNDER AND CEO

Before founding Capsule, Eric worked in investing at Bain Capital and Perry Capital, where he focused on the retail, healthcare, and technology industries. He has an MBA from Stanford Graduate School of Business and an undergraduate degree from Wharton at the University of Pennsylvania. Eric is an EY Entrepreneur of the Year winner and has been interviewed in publications including Fast Company, Fortune, Bloomberg, and the Wall Street Journal, and has appeared on television including CNBC, Fox Business, CNN, PBS, and ABC.



## Sonia Patel, PharmD

CHIEF PHARMACIST

Sonia is a Doctor of Pharmacy, with more than a decade of experience working in the pharmacy industry. She is a licensed pharmacist in five states, including New York. She grew up in a family of pharmacists, and has a PharmD from the University of Texas, Austin.





**The pharmacy  
that works  
for everyone**



# Have any questions?

Send us a note: [press@capsule.com](mailto:press@capsule.com)

## Sources

1 in 2: Prescriptions that are never picked up from pharmacies

[[www.nacds.org/pdfs/pr/2011/PrinciplesOfHealthcare.pdf](http://www.nacds.org/pdfs/pr/2011/PrinciplesOfHealthcare.pdf)]

40%: Percentage of people had to return to their primary pharmacy at least once in the last year due to out of stock prescriptions. 24 percent of people had to go to a different pharmacy because their prescription was out of stock

[[www.pharmacy.satisfaction.com/sites/default/files/pdfs/Pharmacy\\_Satisfaction\\_2016\\_Report\\_Full\\_Report.pdf](http://www.pharmacy.satisfaction.com/sites/default/files/pdfs/Pharmacy_Satisfaction_2016_Report_Full_Report.pdf)]

60 mins: Typical time spent waiting for a prescription to be filled at a chain pharmacy

[[www.ncpanet.org/pdf/pulse\\_2013.pdf](http://www.ncpanet.org/pdf/pulse_2013.pdf)]

26%: Percentage of people who would recommend their pharmacy to a friend (Net promoter score)

[<http://www.destinationcrmblog.com/2013/04/25/the-nps-leaders-are-in-the-worst-are-still-the-worst/>]

Retail Rx penetration increased from 82% of the market in 2009 to 90% of the market in 2016

[Goldman Sachs, Fortnightly Thoughts, April 12, 2017]

People who do take prescription medications — whether it's for a simple infection or a life-threatening condition — typically take only about half the prescribed doses

[<https://www.nytimes.com/2017/04/17/well/the-cost-of-not-taking-your-medicine.html>]

946 million callbacks from pharmacies to doctor's offices

[<https://www.cms.gov/Medicare/E-Health/Eprescribing/downloads/e-rxreporttocongress.pdf>]

Prescription drugs are a \$425bn industry with 70,000 retail pharmacies and 1.4% online penetration

[<https://www.bloomberg.com/news/articles/2016-04-14/prescription-drug-spending-hits-record-425-billion-in-u-s> | <https://www.cbsnews.com/news/express-scripts-tim-wentworth-pbm-rising-drug-prices-mylan-epipen-heather-bresh/> | Goldman Sachs, Fortnightly Thoughts, April 12, 2017]