

Rethinking Care



Invitation to subscribe for shares
Rethinking Care Sweden AB

Rethinking Care Sweden AB promotes a strong overall concept for occupational health and care. Through in-house IT development, Rethinking Care combines IT services with IT tools, in order to increase quality and decrease administration and so make more time for efficient support of health and healthcare over the Internet. Rethinking Care has created an IT portal that provides a clinic, complete management of healthcare insurance issues, and full occupational health services. Our goal is simple and clear: more care with less demand for resources, through IT technology and innovative delivery processes. Thus Rethinking Care will contribute to solve one of the major issues of our society – the increasing demand for healthcare.

Rethinking Care Sweden AB - 559049-5254 - www.rethinkingcare.se

Disclaimer: This teaser is a non-certified translation of the Swedish version, which prevails.



The healthcare industry is faced with great challenges. People live longer, are more active, and demand more healthcare. New and improved – but often more expensive – treatments and medication are introduced. The day-to-day work is burdened with ever increasing treatment planning and administrative routines. This, in turn, leads to growing queues, while lack of personnel and funding create further problems. Another great challenge is the state of health in the workplace. It is a paradox that we, on paper, are healthier and live longer, while poor health and sick leaves are increasing. We require new solutions to meet the demands of the future.

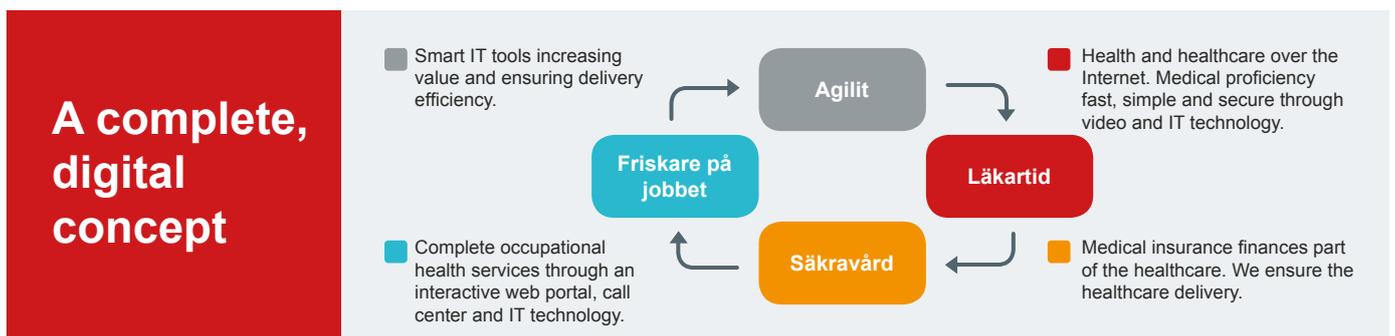
Rethinking Care Sweden AB

Rethinking Care Sweden AB (“Rethinking Care”) introduces a concept for care and health with three concurrent areas of activity – “Software as a Service”, “Care as a Service”, and “Health as a Service”. With a proficient staff within healthcare services as well as IT services, Rethinking Care fulfills the prerequisites for dramatic efficiency increases. It all emanates from a simple thought – more care with less demand for resources, through smart IT technology and innovative delivery processes. In April to June 2016 five companies were merged into a group with Rethinking Care as the parent company. The merger creates a basis for an overall concept that provides a strong partial solution to the healthcare issues described above. Key concepts are availability, efficiency, quality, and proficiency; with clearly target oriented products and a high level of cost efficiency. Within “Software as a Service”, collaborating IT services and IT tools increase quality and decrease administration, so that more time can be spent on efficient support of health and healthcare over the Internet. Within “Care as a Service” there is an online clinic as well as complete management of private

healthcare insurance issues. Within “Health as a Service” there are full occupational health services, to measure and reduce sick leave by efficient prevention, in house medical helpdesk with physicians on line and rapid access to rehabilitation.

New issue prior to a planned listing on Nasdaq Stockholm First North

Rethinking Care has the opportunity and the ambition to expand rapidly, and thus requires additional capital funding. Consequently, Rethinking Care is now implementing an Initial Public Offering (IPO) of approximately 25,5 MSEK for the planned listing on Nasdaq Stockholm First North at the end of 2016. The proceeds will finance further augmentation and development of Rethinking Cares operations and organization, as well as expansion in the Nordic region. A later expansion into Estonia, Latvia, Lithuania, Poland, and Germany is also in the plans. According to the Board assessment, the proceeds of the IPO will meet the needs until 2018, at which time Rethinking Care is expected to generate a profit.





CEO Fredrik Thafvelin has the word

“Our offer is based on a simple principle: more care with less demand for resources through IT tools and innovative delivery processes.”



We regularly hear about overcrowded hospitals, lack of nurses, and long queues. Employers report an increase in sick leaves and problems related to stress and working environment. Illnesses related to a high standard of living are increasing, as are problems with excess weight and poor physical fitness. Even as we can treat and cure a growing number of illnesses and diseases, life expectancy increases. It is easy to understand why the health and healthcare industries find it increasingly hard to cope.

Our vision is to make health and healthcare simple and easily accessible. We will help individuals and enterprises to find their way in the healthcare system. We want to ensure that correct measures are taken in the correct order, and that what should be done actually is done. In short, we want to increase the efficiency, so that the healthcare system will achieve more but with less effort.

Healthcare today is organized and delivered in much the same way as it was a century ago. In order to offer better healthcare in a simpler way, a new, efficient concept is required. A concept built on digitizing, immediate access to the correct authority, remote care actions, and efficient workflow control. Furthermore, the patient should be involved as a resource. The introduction of IT has been beneficial in healthcare administration, but too much of the actual administrative work has landed on the health professionals. The IT tools designed for physicians and other care professionals are not supportive enough. Furthermore, the available IT support is not adapted to the needs of the users. For many years the ambition has been to increase IT investments. Although this has secured a number of processes, it has had little positive impact on delivery efficiency – perhaps even the opposite.

With a full “IT tool box” we offer a complete solution where the different parts interact. Examples are a structured cooperation between health promoting occupational health service and publicly financed primary care, between occupational health service and sound insurance solutions, et cetera. We offer products and services that are way ahead of our competitors’, who at the present time do not offer a complete concept such as ours. Our concept is based on a simple principle: more care

with less demand for resources, through IT tools and innovative delivery processes.

Combined, our three areas of activity have the potential to contribute a great part of the solution to one of the predominant problems of modern society – the great need for healthcare.

Backing Rethinking Care are a proficient Board and management with solid healthcare experience. We have the expertise and experience to know what can and should be done to increase care efficiency and to improve patient service. Through our respective positions in the care, health, and IT industries we have, over the years, built a network of important and influential connections. We have relationships with potential Rethinking Care customers as well as the required key healthcare proficiency. Our strength lies in the combination of medical, process, organization, and IT proficiency. With us these areas are closely integrated. For many years we have developed well-functioning, easily integrated IT tools. The industry is just beginning to use computers and artificial intelligence to make diagnoses, but I am convinced that this is the future. This is a work we will share with others. By investing in IT today, the Swedish care and health industries will counteract a future wave of increased costs. At the same time, healthcare will improve and adapt to the needs and requirements of patients as well as staff.

I welcome you to take part in an exciting journey with the vision to make health and healthcare quickly and easily accessible!

Fredrik Thafvelin
CEO, Rethinking Care Sweden AB



“Combined, our three areas of activity have the potential to contribute a great part of the solution to one of the predominant problems of modern society – the great need for healthcare.”

Summary of the offer

Subscription period:

3 – 17 November, 2016

Subscription price:

5.80 SEK per share.

Shares subscription:

A minimum of 870 shares, corresponding to 5 046 SEK.

Issue volume:

The maximum offering is 4 400 000 shares, corresponding to approximately 25.5 MSEK. The lower limit of the new share issue is 2 600 000 shares, corresponding to approximately 15.1 MSEK.

Number of shares before the IPO:

6 739 780 shares.

Valuation (pre-money):

Approximately 39.1 MSEK.

Market place:

The Rethinking Care Board intends to apply for listing of the Company's shares on Nasdaq Stockholm First North. First day of trading is expected to be December 21, 2016.

ISIN code:

SE0008705255

Subscription commitments:

The Company has received subscription commitments in total of approximately 12 MSEK, representing approximately 47% of the issue volume.

Referring to the prospectus

All investments in securities are associated with risk. Rethinking Care's prospectus contains a description of the potential risks associated with the Company's business and its securities. Before making an investment decision, these risks together with the other information in the complete prospectus should be carefully read. The prospectus is available for download on www.rethinkingcare.se and www.sedermera.se. The Swedish version of the prospectus prevails.



Rethinking Care

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Subscription form for subscription of shares in Rethinking Care Sweden AB (publ)

Sedermera Fondkommission is the financial advisor to Rethinking Care Sweden AB. Submit the subscription form to Aqurat Securities who is the issuing agent.

SUBSCRIPTION PERIOD: 3 – 17 November 2016	SUBSCRIPTION PRICE: 5,80 SEK per share. Minimum subscription amount is 870 shares and thereafter in any number of shares.	ALLOTMENT AND PAYMENT: Allotment will be notified via a contract note (sent out to the below specified address).
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In an assessment of the company's future development, it is important to consider all relevant risks. Each investor must make their own assessment of the impact of these risks by reading and understanding all the available information regarding this offer.

The subscription form should be submitted to Aqurat Fondkommission AB no later than the 17th of November 2016 at 3:00 PM. Only one (1) subscription form per subscriber will be considered. Should several subscription forms be submitted only the latest form received will be considered. The subscription is binding.

Payment shall not be made in conjunction with the notification. Any allotment is announced via a contract note.

The undersigned register for subscription of the following number of shares in Rethinking Care Sweden AB (publ) at a subscription price of SEK 5.80 per share. Minimum subscription amount is 870 shares thereafter in any number of shares.

Number of shares	Total amount SEK
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Where allotted shares should be delivered, owner-registered securities account (Swedish: VP-account) or Custody account (provide one alternative only):

Owner-registered securities account/Service account	Bank
Custody account	Bank/Nominee

Note that if you have an account with specific rules for securities transactions, such as an investment savings account (Swedish: ISK) or endowment account (Swedish: KF) subscription must be made in agreement with the Bank/Nominee which holds the account.

Name and Address

Surname/Company		First name	Social security no./Corporate reg. no.
Postal address			Telephone day time
Postal code	City	Country (if not Sweden)	Email
Place and date		Signature of the subscriber (where needed, by an authorised company signatory or guardian)	

By signing this application form, the undersigned consent to the following:

- That all information in connection with the offer has been reviewed and accepted, and that the subscription is binding.
- The board decides on the allocation of the issue and allotment may be reduced or completely withdrawn.
- Incomplete or incorrect subscription form may be disregarded.
- Aqurat Fondkommission is hereby authorised to execute subscription for shares on behalf of the undersigned in Rethinking Care Sweden AB (publ).

Please submit the application form via one of the methods below:

Mail: Aqurat Fondkommission AB Subject: Rethinking Care Box 7461 S-103 92 Stockholm Sweden	E-mail: info@aqurat.se (scanned application form)	Fax: +46 (0)8-684 05 801
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IF SUBSCRIBING FOR AN AMOUNT EXCEEDING EUR 15,000 A COPY OF VALID IDENTIFICATION MUST BE ENCLOSED IN ORDER FOR THE APPLICATION TO BE VALID. LEGAL ENTITIES MUST ALSO ENCLOSE A CERTIFICATE OF INCORPORATION CONFIRMING AUTHORISATION TO SIGN ON THE COMPANY'S BEHALF.

This subscription form is a non-certified translation of the Swedish version, which prevails.

IMPORTANT INFORMATION

Aqurat Fondkommission AB (referred to below as “Aqurat”) is a securities company that is subject to the supervision of the Swedish Financial Supervisory Authority. The company’s primary operations are to offer administrative services in connection with diverse company transactions. If you intend to sell, purchase or subscribe for financial instruments referred to in this offer, you are encouraged to carefully read all of the information that has been prepared and published in connection with the offer and the information provided below. This information is provided only in Swedish. More information about this offer is available on www.aqurat.se.

Aqurat provides the service of “executing the order” to you as a customer. As part of this service, Aqurat will receive your subscription application (order) and, on your behalf, purchase financial instruments encompassed by this offer.

1. Financial instruments in this offer have not and are not intended to be registered in any country other than Sweden. Accordingly, the financial instruments will not be offered for sale in the US or Canada, and the invitation is also not, directly or indirectly, intended for anyone in the US or Canada. This application form may not be distributed to or in any country where such distribution (i) requires additional registration or other measures than those according to Swedish law or (ii) contravenes laws, regulations or other provisions in such a country.

2. Orders according to the signed application form grant Aqurat a power of attorney to sell, purchase or subscribe for financial instruments, on behalf of the undersigned, in accordance with the terms and conditions that apply to this offer. The order is not subject to the right to cancel a purchase under the Swedish Distance and Doorstep Sales Act.

3. Aqurat categorises all of its customers who are not professional customers in accordance with the Swedish Securities Market Act. Aqurat is obligated by law to request that customers provide information about their knowledge and experience of the specific service or product so that the institution can determine whether the investment service and product is suitable for the customer (a suitability assessment). Aqurat does not assess whether the investment will meet your expectations regarding risk and expected returns. Aqurat only assesses whether the service to be provided by Aqurat, meaning the executing the order according to this offer, is suitable for you (based on the information you provided in the enclosed suitability assessment form). If you do not provide the requested information, Aqurat will be unable to assess whether the service is suitable for you.

4. The risks associated with an investment in such financial instruments as referred to on this application form are described in the information prepared and published in connection with individual offers.

5. The price of the financial instruments in this offer is stated on the first page of this application form. Tax, brokerage and other fee that may arise are charged to you as the customer (Aqurat does not pay similar costs).

6. Aqurat handles personal data for the preparation and administration of the assignment that the undersigned provides in connection with the assignment, or is registered in connection with it, in accordance with the Swedish Personal Data Act (1998:204). Personal data may also be handled by other companies than Aqurat or the issuer works with in order to execute your order.

7. The method and application period for this offer are stated on the first page of this application form and on the information prepared and published in connection with individual offers.

8. Aqurat is not responsible for any technical errors, errors in telecommunications or errors in the postal service associated with submitting the application form.

9. Compensation claims regarding Aqurat’s execution of the order submitted to Aqurat via the signed application form are to be made without unreasonable delay. If this is not the case, the right to claim compensation or claim other repercussions against Aqurat may be lost.

10. Any complaints regarding Aqurat’s handling of the order submitted to Aqurat via the signed application form may be made in writing to Aqurat’s complaints manager at the address stated on the first page of this application form.

11. In the event of a dispute with Aqurat, consumers may also contact the Swedish National Board for Consumer Complaints, Box 174, SE-101 23 Stockholm, tel +46 8783 17 00, www.arn.se.

12. Aqurat complies with Swedish law. Substantive Swedish law is to be applied to the assignment received by Aqurat and a general Swedish court of law, for example, Stockholm City Court, is the competent court.

For more information, refer to www.aqurat.se where more details are provided about the method and definitions of various terms.