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# Hello, we're Babylon.

Discover how we're making  
healthcare accessible and  
affordable for every person  
on Earth.



**babylon**

# Hello, we're Babylon.

**We're on a mission to put an accessible and affordable health service in the hands of every person on Earth.**

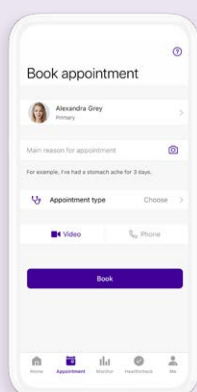
According to the World Health Organisation, half the world lacks access to essential health services<sup>1</sup>. That's why at Babylon, we combine technology and medical expertise to bring doctors and people closer together. We give people round-the-clock access to affordable - often free - holistic healthcare services. Like digital health tools and video doctor appointments. We work with governments, health providers and insurers across the globe, and support healthcare facilities from small local practices to hospitals.

We want to inspire change. And it's all in the name of good health.

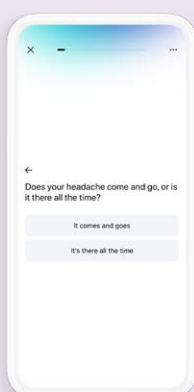
<sup>1</sup> Tracking universal health coverage: 2017 Global Monitoring Report World Health Organisation December 2017

## Our product offering

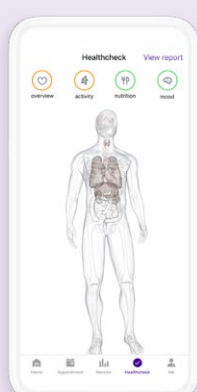
Video GP appointments



Symptom checker



Babylon Healthcheck



Babylon Monitor



## Using the power of AI to empower people and doctors.

We've designed our AI to empower people with knowledge about their health and help relieve pressure on clinicians. It mimics the way a doctor operates, performing some of the cognitive tasks they carry out. Things like interpreting, reasoning, decision-making and learning. Our AI revolves around three main things: **the knowledge graph**, the **comprehensive health record** and the **probabilistic graphical model**. This means that Babylon can develop AI tools to put patients in control of their health and alleviate the burden of administrative tasks for GPs.

## Fast facts.



**Founder**  
Ali Parsa



**Global Users**  
5m



**Global rating**  
95% 4-5 stars



**First App**  
April 2014



**Employees**  
1800+



**Investor Funding**  
\$635m



**Digital Consultations**  
2m

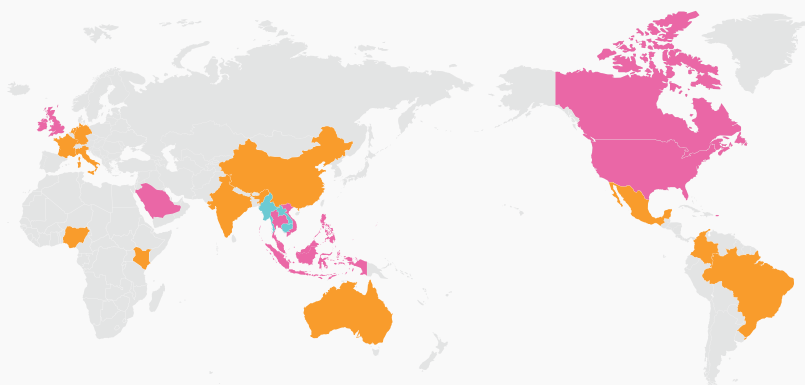


**Completed symptom checks**  
2m



**Global Partners**  
550

## Where you'll find us.



## Babylon GP at Hand: Our free NHS service



80,000+  
members



7 clinics in London  
and Birmingham



Digital consultations  
through the Babylon App

## Who we work with.



BILL & MELINDA  
GATES foundation



## Closing the health service gap in Rwanda.

Our service Babyl, is giving Rwandans one of the most progressive solutions to healthcare in the developing world. Partnering with the Bill & Melinda Gates Foundation and the Government of Rwanda, we have built digital services to suit the needs of Rwandan people. Optimised for basic feature phones, Babyl delivers phone consultations, lab tests and prescriptions all through a mobile service. Currently, Babyl has 2 million registered users, with the doctors and nurses completing over 1 million consultations.

Learn more about how [Babyl](#) is transforming healthcare in Rwanda.

## Timeline.

- January 2013  
**Founded**
- April 2014  
**Babylon app launched**
- June 2016  
**Symptom checker** is launched
- July 2016  
First Digital Consultation in **Rwanda**,
- November 2017  
Our NHS service **Babylon GP at Hand** launches in **London**
- June 2019  
Babylon GP at Hand launches in **Birmingham**
- August 2019  
Launched in **Canada** through Telus Health & in **Southeast Asia** with Prudential as part of the Pulse app
- October 2019  
Babylon launches new **Monitor** feature
- January 2020  
Launched in the **United States of America**
- March 2020  
Babylon launches **COVID-19 Care Assistant**

### Want to get in touch?

Email us at  
[asia2030@babylonhealth.com](mailto:asia2030@babylonhealth.com)

If you'd like to know more, visit  
[www.babylonhealth.com/business/asia-2030](http://www.babylonhealth.com/business/asia-2030)

We won't stop until we've made healthcare accessible and affordable for everyone on Earth.

# Pioneering AI-powered digital health services in Asia with Prudential

**Through the deployment of our cutting-edge AI technology, the Prudential-Babylon partnership will offer customers across 11 markets in Asia 24/7 access to a comprehensive set of digital health tools.**

Babylon's innovative health technologies complement Prudential's capabilities and offering. The Prudential-Babylon partnership is in line with our shared commitment to provide digital health services making healthcare affordable and accessible across Asia.

By empowering customers with self-help tools and real-time health information, we believe the AI-enabled platform will inspire them to take an active role in understanding and managing their current and future health needs.

## Product features.

Babylon is launching two products Symptom Checker and Healthcheck, as features within the Pulse by Prudential mobile app.

Symptom Checker helps users learn about possible causes of symptoms and understand common next steps people with such symptoms may take. Healthcheck helps users to learn about the effects of their lifestyle on their overall health and aims to educate users about their body and how they can lead a healthy lifestyle. Both products have been localised for each market and are available in local languages and English through the Pulse by Prudential mobile app.

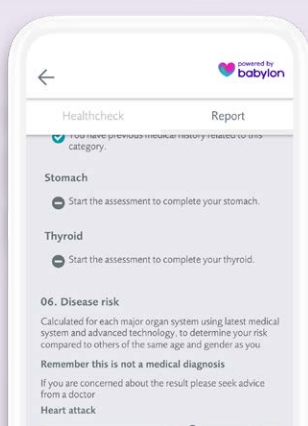
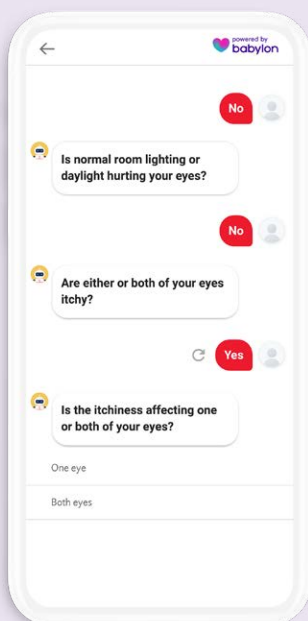
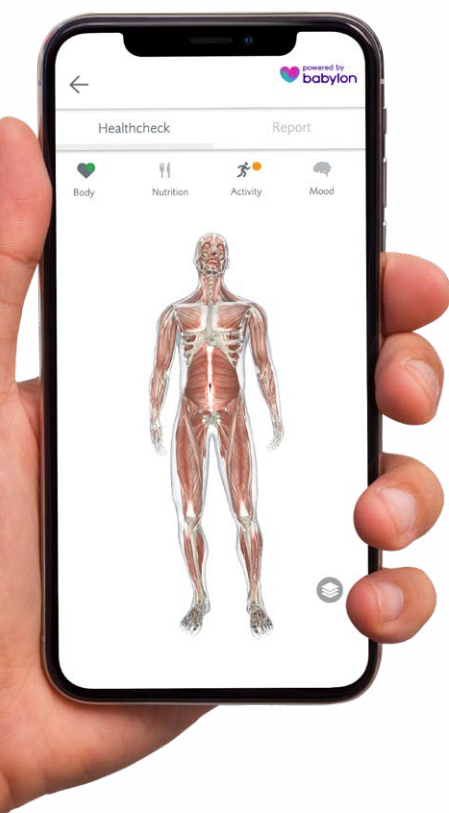
## Partnership in numbers.



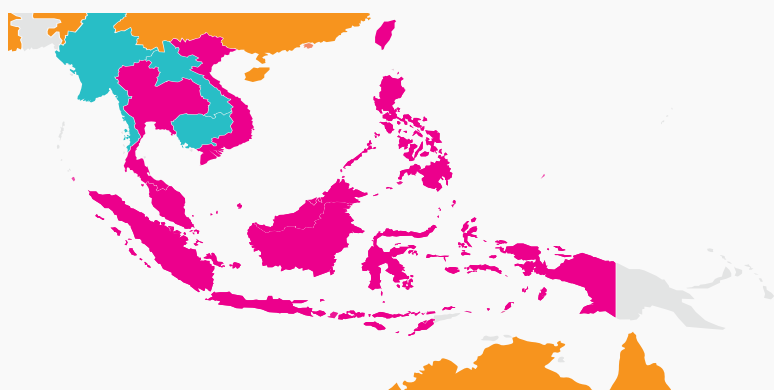
Live in Malaysia, Indonesia, Hong Kong, Philippines, Thailand, Vietnam, Singapore with over half a million registered users of the Babylon features on Pulse.



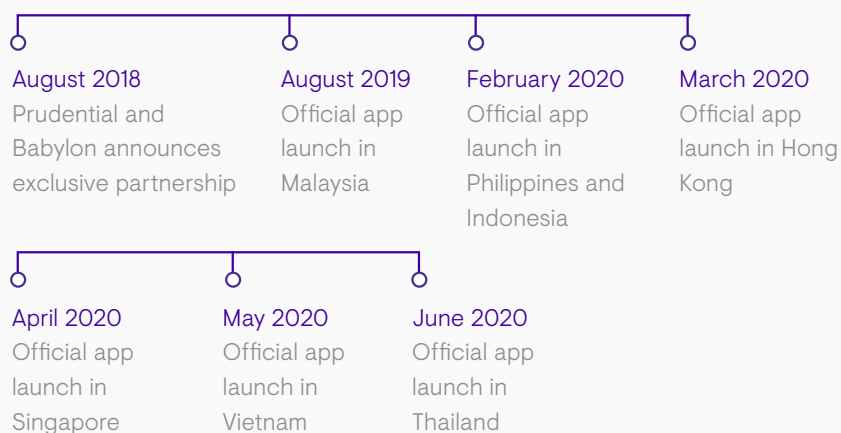
Launching with Prudential in 11 markets in multiple local languages.



## Where you'll find us.



## Timeline.



## How are Babylon products localised?

Disease burden varies from region to region. Health indicators such as the prevalence of risk factors (e.g. obesity) and incidence of diseases (e.g. type 2 diabetes) are known to be dependent on sociodemographic characteristics, lifestyle and healthcare access. There are significant differences in these health indicators between countries. Therefore it is fundamental to ensure the use of local data to inform the disease risk calculation to provide accurate disease risk predictions for our users. Additionally, localisation involves the adaptation of language, actions and guidelines for the user in order to maintain Healthcheck's suitability in each local market. Together with Prudential, we are working in 12 different languages across many markets with different health environments.

## Alleviating the pressing health needs of the people in Asia is our priority due to:

- Rising healthcare costs – out-of-pocket healthcare spend in Southeast Asia makes up 42% of total health expenditure, compared with just 12% in the US and 9% in the UK
- Rapidly ageing population – those in Asia aged 65 and above are expected to rise by 1.73 times from 290 million in 2015 to 502 million by 2030.
- Increase in chronic illnesses – ageing population and changes in societal behaviour are contributing to the increase in chronic diseases in Asia; diabetes is expected to double in Southeast Asia by 2030.
- Asian consumers are among the world's most digitally savvy – In 2018, 51% of the world's 3.6 billion internet users will reside in Asia Pacific.

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Sources can be provided upon request.

The Symptom Checker is not a diagnostic tool and is intended for use only for general wellbeing purposes by adults over the age of 18. We don't yet support use of the Symptom Checker during pregnancy, or if you have any dermatological conditions and their associated symptoms.



**babylon**